

# Campaign Update

Tim Dougherty, Assistant Dean  
Jessica Traynor, Associate Director

Alumni Affairs & Development  
College of Engineering

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## Overview

- Fundraising in current economic situation
- Campaign update
- Staffing update
- ECC participation



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## How is the economy impacting higher education?

- Gifts to colleges and universities broke all records in 2008, but began to decline as the recession deepened, and will most likely continue to do so.
- Donations for the 2008 fiscal year, which ended June 30, grew 6.2%, with universities pulling in a total of \$31.6B, the highest amount ever recorded.
- Last year's increase mostly reflected the wealthiest institutions adding to their wealth.

"Gifts to Colleges Fall After Record Highs" -New York Times, February 25<sup>th</sup>, 2009



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## How is the economy impacting higher education? (cont.)

- Big donations are unlikely to solve immediate budget concerns, because they are often not designated for current expenses
- Three factors have historically affected donations:
  1. strength of the stock market
  2. the overall health of the economy as measured by gross domestic product
  3. tax law

"Gifts to Colleges Fall After Record Highs" -New York Times, February 25<sup>th</sup>, 2009




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**Giving to Colleges and Universities in 2007-2008**

<b>TOP FUND-RAISING INSTITUTIONS, 2007-8</b>			
		Percentage change in amount raised from 2006-7 to 2007-8	Percentage change in amount raised from 2002-3 to 2007-8
1. Stanford U.	\$785,042,846	-5.7%	+61.5%
2. Harvard U.	\$650,625,000	+6.0%	+17.1%
3. Columbia U.	\$495,106,753	+16.8%	+75.9%
4. Yale U.	\$486,610,483	+24.4%	+119.1%
5. U. of Pennsylvania	\$475,957,652	+21.3%	+19.1%
6. U. of California at Los Angeles	\$456,654,332	+25.2%	+42.9%
7. Johns Hopkins U.	\$448,964,324	+4.3%	+40.5%
8. U. of Wisconsin at Madison	\$410,227,266	+26.1%	+43.0%
9. Cornell U.	\$409,422,892	+0.6%	+29.1%
10. U. of Southern California	\$409,183,101	-12.9%	+33.7%




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**Giving to Colleges and Universities in 2007-2008 (cont.)**

<b>Trends in Giving</b>											
Year	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
<b>Annual % Changes</b>	-3.50%	8.80%	9.80%	4.10%	4.90%	4.70%	10.30%	3.20%	11.80%	12.30%	15%
	10.90%	13.70%	4.30%	-1.20%	0%	2.10%	4.90%	9.40%	6.30%	6.20%	

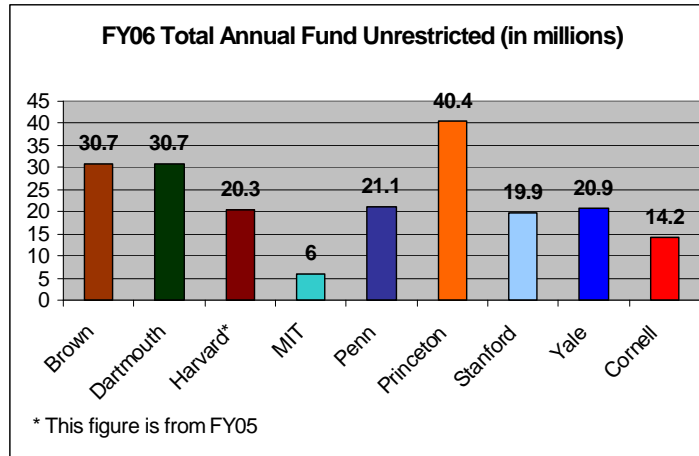
NOTE: Figures cover the years ending June 30 for most institutions.  
SOURCE: Council for Aid to Education



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### Annual Fund Comparisons Ivy+



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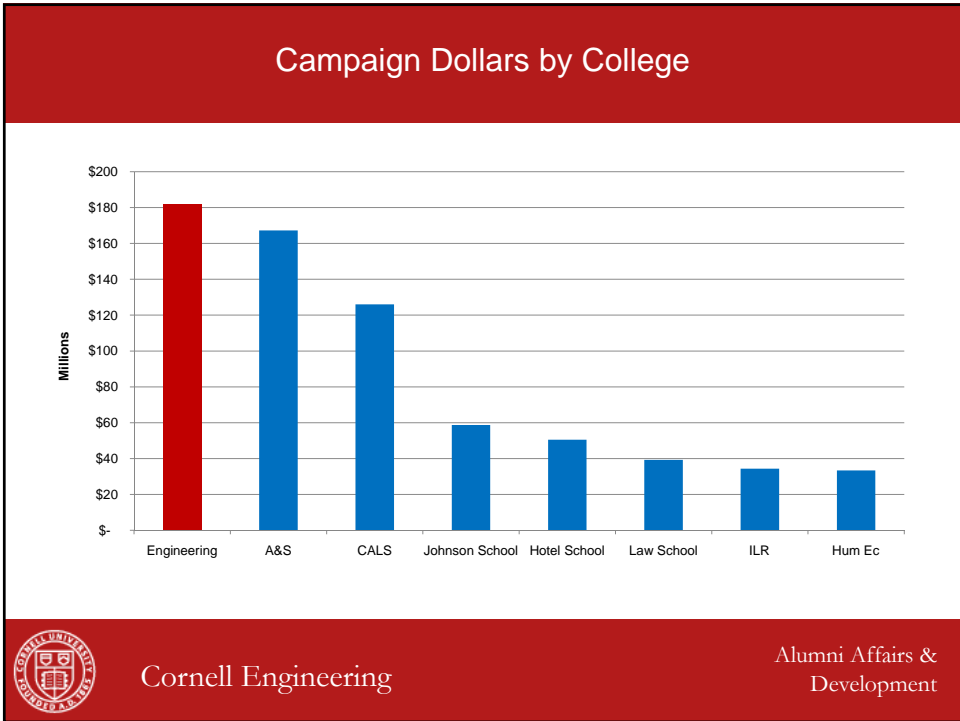
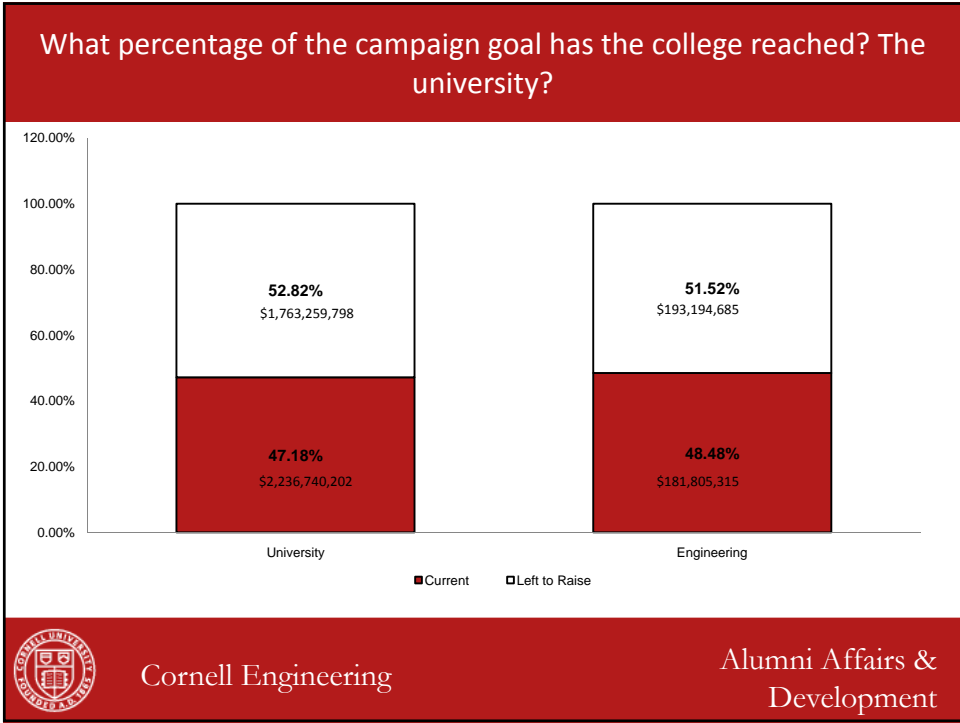
### Approaches We Are Taking

- Keep close ties to donors
- Pursue annual, unrestricted gifts
- Continue capital campaign with understanding that the time frame may be extended



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## Campaign Progress by College/Unit

College and Unit Progress v. Target			
New Gifts & Commitments			
Campaign College	College Goal	Total	Goal %
Agriculture & Life Sciences	\$370	\$180	49%
Architecture, Art & Planning	\$65	\$29	45%
Arts and Sciences	\$435	\$167	38%
Computing Information Science	\$100	\$27	27%
Cornell Library	\$60	\$24	39%
Engineering	\$375	\$182	49%
General University	\$920	\$453	49%
Hotel Administration	\$50	\$51	101%
Human Ecology	\$70	\$33	48%
Industrial and Labor Relations	\$60	\$34	57%
Johnson Graduate School Mgmt	\$100	\$59	59%
Law School	\$70	\$39	56%
Student and Academic Services	\$245	\$100	41%
Veterinary Medicine	\$80	\$63	79%
<b>Grand Total</b>	<b>\$3,000</b>	<b>\$1,442</b>	<b>48%</b>



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## Large Gifts to Engineering in FY09

- Robert D. Kennedy Scholarship - \$1M
- Neu Faculty Excellence Fund - \$1.5M
- Doris Neu Memorial Scholarship - \$150k
- Geraldine & Sam Dell Fellowship - \$200k
- Morgan PhD '68 Graduate Fellowship - \$250k

\*Note: Highlights from 1<sup>st</sup> and 2<sup>nd</sup> quarter of fiscal year 2009 only

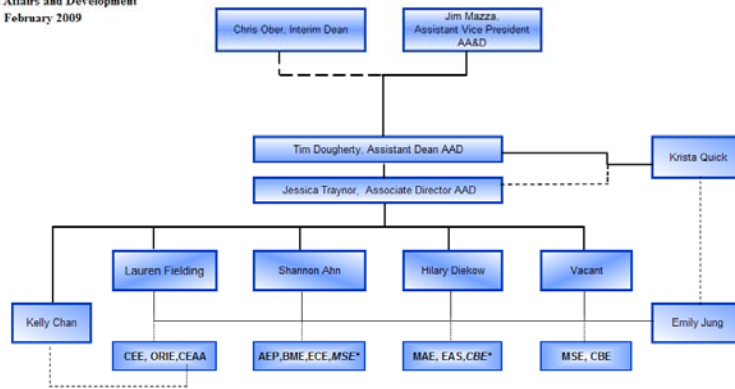


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## Update on AAD staffing

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\* Additional temporary assignment due to hiring freeze



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## What are we doing to engage alumni in the campaign?

- Donor Cycle
  - Identify
  - Cultivate
  - Solicit
  - Steward
- Engage department chairs/school directors and faculty  
FY08 – current: 409 face-to-face visits
- Streamline alumni association for strategic/collaborative events



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## What are the ECC giving statistics?

52 Members (Emeriti inc.)	Engineering Annual Fund Giving as of 2-28-09			ALL CU Annual Fund Giving as of 2-28-09			Giving to ALL CU Funds as of 2-28-09		
	FY07	FY08	FY09	FY07	FY08	FY09	FY07	FY08	FY09
Total Giving	\$59,473	\$88,035	\$17,500	\$44,100	\$ 111,064	\$51,750	\$4,557,668	\$ 23,241,700	\$ 3,437,491
# of Donors	6	12	5	6	10	5	31	38	23
% of Council Giving	12%	23%	10%	12%	20%	10%	60%	73%	44%
Minimum Gift	\$1,000	\$ 1,000	\$ 1,000	\$100	\$ 5,000	\$ 1,750	\$55	\$ 100	\$ 300
Maximum Gift	\$30,000	\$30,000	\$10,000	\$25,000	\$ 25,000	\$25,000	\$2,091,505	\$ 7,509,804	\$ 2,000,000
Average Gift: Donors	\$9,912	\$ 7,336	\$ 3,500	\$7,350	\$ 11,106	\$10,350	\$147,022	\$ 611,624	\$ 149,456
Average Gift: All Members	\$1,144	\$ 1,693	\$ 337	\$848	\$ 2,136	\$ 995	\$87,647	\$ 446,956	\$ 66,106



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## Role of ECC members in fund raising

Give – annual fund and campaign gifts

Participate in the fundraising process

- Identification
- Cultivation
- Solicitation
- Stewardship



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