School of Information Sciences Development Report
Board of Visitors
October 9, 2007

Overview:

This report will detail development and alumni activities for the past calendar year for the
School of Information Sciences (SIS) at the University of Pittsburgh.

The University of Pittsburgh has extended the Discover a World of Possibilities &
Building our Future Together Campaign (end date 2014.) To date the University has
raised $1,137,000,000 toward its $2,000,000,000 goal. SIS has contributed $6,846,888
towards this total. This year, University set the SIS Campaign goal at $10,000,000. A
breakdown of SIS fundraising progress since the beginning of the current Campaign is as
follows:

Campaign Source	Campaign Amount	Cash In	Due
Ind. Major Gifts	$986,049	$964,924	$21,126
Foundations	$1,878,299	$1,878,299	$0
Corporations	$2,952,955	$2,914,955	$38,000
Other Organizations	$55,405	$55,405	$0
Planned Giving	$173,301	$173,301	$0
Ind. Other Gifts	$800,878	$800,878	$0
Grand Total	$6,846,888	$6,787,762	$59,126

Below are visual representations of SIS cash-in totals and numbers of donors by fiscal
year, respectively.

Fiscal Year	Cash-InTotal
FY 97	$252,725
FY 98	$755,368
FY 99	$746,538
FY 00	$2,263,402
FY 01	$613,940
FY 02	$594,401
FY 03	$361,388
FY 04	$421,461
FY 05	$253,159
FY 06	$381,199
FY 07	$394,838

Cash-InTotals by FY
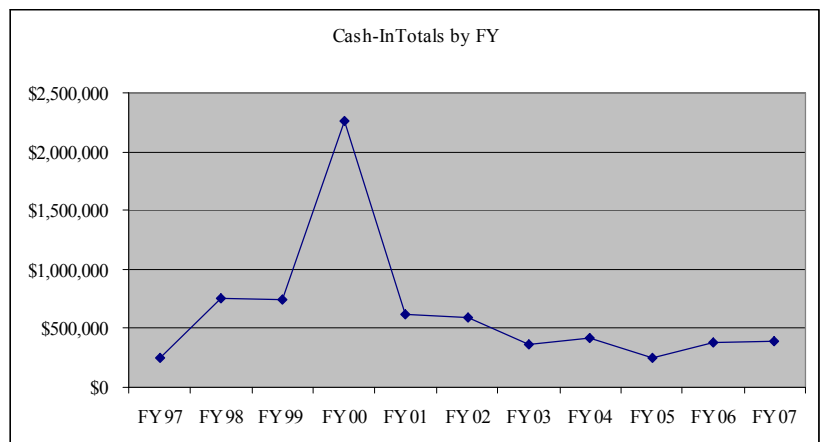
Fiscal Year	# Donors
FY 97	840
FY 98	1,053
FY 99	1,087
FY 00	1,057
FY 01	957
FY 02	1,052
FY 03	973
FY 04	943
FY 05	921
FY 06	966
FY 07	764

Number of Donors by FY
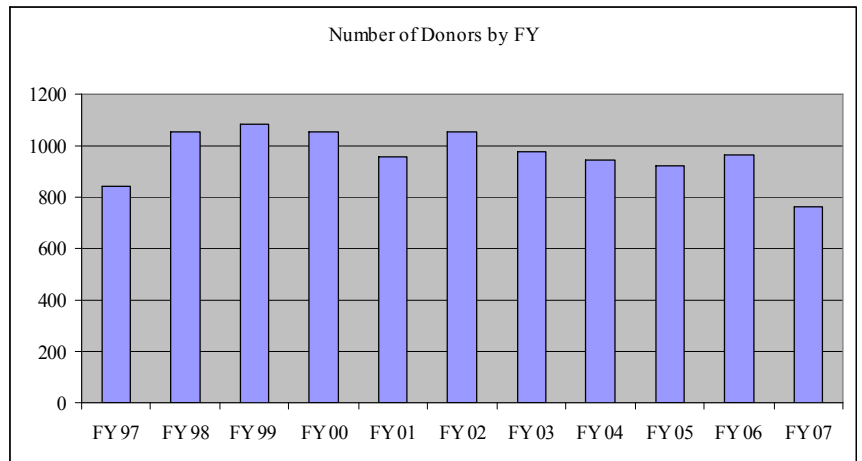
Year in Review

The Development and Alumni Relations Office at SIS considerably increased activities this past calendar year to help engage alumni and inspire donors. Some new activities include:

- A first annual spring appeal mailing geared solely to SIS alumni penned by SIS Program Chairs and "veteran" faculty members.
- A first annual "PITTnic" for SIS graduates in Eastern PA hosted by a SIS alum in Clarks Summit, PA.
- A "Pitt Party" alumni reception at the Pennsylvania Library Association Conference.
- The re-installation of the Distinguished Alumni Awards after a 10 year hiatus.
- An Ida Flynn Memorial Plaque Dedication.

These new activities were added to the standard SIS Development and Alumni Relations including:

- Annual SIS LINK Newsletter.
- Annual student/alumni Professional Development Days.
- Annual Pathways to Professionals student/alumni networking event.
- Annual Homecoming festivities.
- Annual SIS Internal Campaign.
- Quarterly SIS Alumni Society meetings.
- Triannual Industry Advisory Council meetings.
- Monthly Foundation Relation Group Meetings.

Accomplishments

Cash-in Total

SIS yearly Cash-in totals continue to increase yearly (see chart above) at a steady pace which indicates a slow but optimistic change in a post dot come burst.

Annual Spring Appeal

The first appeal mailing to SIS alumni was a success in that SIS profited from the mailing. The breakdown of the mailing is as follows:

- LIS Mailing (penned by Richard Cox) - $3,550
- IS Mailing (penned jointly by Roger Flynn and Anthony Debons) - $3,190
- Tele Mailing (penned by Richard Thompson) - $1,325
- FT Mailing (penned by Susan Alman) - $200

Total cost for the mailing was $7,114.90 which produced a profit of $1,150.10.

Summer PITTnic

An LIS alum, Leah Decato Rudolph, Director of the Abington Library in Clarks Summit, Pa, offered to host the first SIS Summer PITTnic at the Scranton Country Club on July 15, 2007.

Over 25 SIS alums and prospective students braved thunderstorms to come to the poolside barbeque to meet and greet with fellow graduates. It was agreed that annual PITTnics would continue to draw more graduates from "the other side of the state."

SIS LINK Newsletter

The 5th issue of the LINK Newsletter was mailed to 10,274 graduates in August. An "Alumni News" section was included for the first time in 5 years. The Newsletter as a whole was geared entirely towards SIS alumni and development.

Professional Development Day

The 3rd Annual Professional Development Day was held on March 24, 2007 drawing over 30 students and more than a dozen alumni volunteers.

SIS Alumni Society

11 Alumni volunteers have signed up this year so far to become active SIS Alumni Society members. An alumni listserv was created to keep all members engaged and informed.

Industry Advisory Council

Three new members were added to the Industry Advisory Council from Del Monte, Verizon and World Space. Meetings continue to be regular.

Gold Banner Status

The SIS Alumni Society has attained Gold Banner Status for the first time for the fiscal year 2007. This status is true recognition from the University's Alumni Association that the SIS Alumni Society is completing more and more events every year as well as recruiting more members than before.

SIS Endowment Audit

SIS participated in an internal audit with help from the Office of Institutional Advancement and the Office of Finance to ensure that the School is on the right track with regards to Stewardship, disbursement of funds, and current-endowment fundraising. The endowment proved to be immensely helpful regarding SIS stewardship matters.

Areas to Improve

While the SIS Development and Alumni Relations Office has many accomplishments there is still room for improvement.

Foundation Relations

It would be advantageous for SIS to participate more in Foundation rfp's. While there is much work being done to generate revenue through Foundations in regards to classroom renovation funds and general support requests there is not much interest from faculty for Foundation rfp's.

Number of Donors

While the SIS yearly Cash-in totals are on the rise, the number of donors is dropping. The Chronicle of Philanthropy claims this to be a national trend (Direct Mail Provides Mixed Returns for Charities, July 11, 2007.)

Lack of Major Gift Prospects

According to our data base (ADVANCE) and annual SEC data reports, SIS has 12 possible "major gift prospects." A breakdown of their current situations and interests are:

Current Situation	Number
Lost.	2
Will only give to Katz.	2
Will only give to Univ. Library System.	1
Will only give on an annual fund basis for now	2
Will only give to Social Work.	1
Requested permanent "Do Not Contact" status.	4

This presents a challenge for a major gift program at SIS. It is hoped that as our alums age more will become wealthy and be open to contact from SIS.

Objectives:

The following are objectives and action items to produce a more successful SIS development and alumni relations operation. Included are relationships and necessary tasks with other University responsibility areas to ensure a smooth process. The plan may be modified by the Dean or Associate Vice Chancellor., Central Giving Programs & Communications as needed.

Individual Giving
- Complete 40 or more visits per year to foster/cultivate new relationships and perpetuate current ones.
- Involve more alumni and friends in SIS activities by informing them of upcoming events. (Via postcard?)
- Produce more LINK Newsletters in a better quality format each year as a way to involve, inform, and inspire alumni and friends.
- Investigate more event programs for Individuals (in addition to SAS activities.) Possible venues for this may be professional conferences such as ALA, SLA, IEEE, PALA, ALISE, etc.
- Currently research the location of SIS graduates. Looking into using a map component on the Alumni webpage.
- Execute Annual Appeal (using direct mail.)
    - Gain permission from the Annual Fund in central IA to target SIS grads through direct mail and get assigned drop date.
    - Submit service request to IA Systems for Appeal Code.
    - Query necessary biographical data from ADVANCE for labels and letters.
    - Contact Direct Mail Services for production assistance and quote.
    - Devise and print appeal letters from Program Chairs/Dean.
    - Devise and print gift/pledge cards.
    - Combine all mailing materials.
    - Coordinate Direct Mail Services pickup of appeal material.
    - Monitor appeal results through ADVANCE appeal reports.
    - Send acknowledgement letters as necessary.

- Execute Telefund (student callers) Initiative.
  - Gain permission from the Annual Fund in central IA to target SIS grads through a phonathon.
  - Devise calling list with IA Systems.
  - Devise calling schedule through the Telefund Supervisor.
  - Schedule Dean to perform the Telefund warm-up prior to the SIS calling phonathon
  - Ask the Telefund Supervisor to monitor results through SmartCall.
  - Send acknowledgement letters as necessary.
- Encourage Naming Opportunities.
  - Check on the status of the IA naming standardizing process.
  - List as an option of giving when the standardization process is completed.
- Major Gift program.
  - Continue to investigate "known wealth" of SIS graduates to determine capacity and ascertain if a Major Gift program is feasible in SIS.
- Stewardship Program.
  - Continue SIS Stewardship program in cooperation with IA's Director of Stewardship.
    - Continue to acknowledge gifts of $500+ with a letter from the Dean.
    - Continue the e-Honor Roll on the SIS giving page.
    - Involve more donors in SIS activities by informing them of upcoming events. (Via postcard?)
    - Invite active donors to football games on behalf of the Dean.
    - Offer a position on the Alumni Spotlight/Success Stories page of the SIS Alumni Website.

Faculty and Staff.
- Accomplish SIS Internal Campaign.
  - Gain permission from Dean to complete Internal Campaign
  - Gain permission from the Internal Campaign Manger within the Annual Fund to undergo an internal Campaign.
  - Ask local businesses for Internal Campaign prizes.
  - Submit service request to IA Systems for Appeal Code.
  - Set goals for the Internal Campaign with Internal Campaign Manager.
  - Create time table for Internal Campaign including give-a-ways, prizes etc.
  - Enlist SIS volunteers for Internal Campaign.
  - Query necessary biographical data from ADVANCE for labels and letters.
  - Devise and print appeal letters from Dean.
  - Devise and print gift/pledge cards.
  - Combine all appeal materials.
  - Send out Internal Campaign packets.
  - Perform email solicitations/reminders. (Volunteers to assist.)
  - Perform face-to-face solicitations/reminders. (Volunteers to assist.)
  - Monitor results through ADVANCE appeal reports.
  - Send out Internal Campaign progress via email to faculty and staff.
  - Conclude Internal Campaign according to time table.

- o Send acknowledgements as necessary.
    - o Report final totals to faculty, staff, Dean, Internal Campaign Manager, and Supervisor.
    - o Host Internal Campaign reception celebrating completion.
- Involve key faculty when appropriate in prospect meetings.

Corporate & Foundation Relations (CFR.)
- Complete 40 or more visits per year to foster/cultivate new CFR relationships and perpetuate current ones.
- Involve more IS/LIS Professionals by inviting them to key SIS activities and events (via postcard?)
- Continue to involve our Industry Advisory Council members in SIS events.
- Continue work with the IA Foundation Relations Group to increasingly seek Foundation funds.
- Proposals.
    - o Increase the number of CFR proposals.
        - ▪ Brainstorm proposal ideas with the Dean.
        - ▪ Gain solicitation permission from Supervisor prior to submitting proposals.
        - ▪ Gather proper proposal information and data and devise proposal.
        - ▪ Utilize Director of External Relations and Central CFR for proofreading/editing purposes.
        - ▪ Maintain proposal data accuracy in cooperation with the CFR Data Coordinator.
        - ▪ Monitor progress through the Proposal Window in ADVANCE.
- Corporate Affiliates Program (CAP.)
    - o Research instituting a Corporate Affiliates Program (CAP) in combination with the CS IAB.
        - ▪ Introduce to current SIS IAC and CS IAB members and gain approval for expansion.
        - ▪ Incorporate CAP components into the new Program:
            - Recruitment/Advertisement booths during SIS/CS events.
            - Assigned faculty liaisons.
            - Recognition in SIS/CS newsletters.
            - SIS/CS CAP Web portal of top student's resumes (student designed and hosted?)
            - Quarterly meetings.
            - Include a yearly fee for CAP membership to increase corporate giving.
- Encourage Naming Opportunities.
    - o Check on the status of the IA naming standardizing process.
    - o List as an option of giving when the standardization process is completed.
- Stewardship Program.
    - o Continue to acknowledge gifts of $500+ with a letter from the Dean.
    - o Continue the e-Honor Roll on the SIS giving page.

- Complete grant reports and stewardship reports in a timely manner and in compliance with the grant criteria.
- Invite key CFR prospects to football games on behalf of the Dean.
- Invite more alumni (in corporations) and key CFR prospects to SIS activities by informing them of upcoming events. (Via postcard?)

Alumni Relations

- Continue to support SIS Alumni Society (SAS)/Alumni Relations.
    - Continue to coordinate SAS meetings.
    - Provide administrative support for SAS events (LIS Day, IST Day, Homecoming, etc.)
    - Encourage growth regarding new SIS Alumni events such as the revival of the Distinguished Alumni Awards.
- Produce more LINK Newsletters in a better quality format each year as a way to involve, inform, and inspire alumni and friends.
- Continue to improve and expand the SIS Alumni webpage in cooperation with the SIS webmaster.
- Continue to represent SIS Alumni at the PAA Alumni rep. meetings.
- Execute mailing to promote SAS and alumni involvement.

Budget.

SIS Development/Alumni Relations Budget FY 2008

July
| Alumni participation in graduation. | $0 |

August

September
| Geocaching Event | $1,000 |
| IAC member classroom involvement. | $0 |

October
Fall FastTrack Weekend Raffle.	$50
Distinguished Alumni Awards.	$3,000
Homecoming (football game give-a-ways.)	$675

November
| I-Fest Participant gifts. | $200 |

December
| Alumni Participation in Graduation. | $0 |
| Internal Campaign/United Way Reception (lunch.) | $500 |

<u>January</u>
  PTC Roadshow. $0

<u>February</u>
  LIS Appeal. $2,200
  FastTrack Appeal $1,000
  IST Appeal. $1,100
  Tele Appeal. $1,000
  Microsoft Student Tech. Talk. $100

<u>March</u>
  Spring FastTrack Weekend Raffle $50

<u>April</u>
  LIS Professional Day $125

<u>May</u>
  Alumni Participation in Graduation $0

<u>June</u>

Total	$11,000

<u>Conclusion</u>:

While there were many successes this year there is much work to be done. The ultimate goal for SIS with respect to fundraising is to increase both dollars and donors to SIS through Individual Giving, CFR, and Alumni Relations efforts. SIS needs to maintain constant and positive communication with its donors to ensure any future successful major gift program. Through all of this, SIS should prepare for the time when its young alumni population ages and becomes ready to produce major gifts. A solid Individual Giving, CFR and Alumni Relation strategy will prove beneficial to maintain consistency for SIS alumni, donors and friends.