



Alumni Relations & Development Report for the Board of Visitors

November 15-16, 2010

Marci B. Carothers

Director of Constituent Relations

Alumni Relations and Development Recap:

1. Engage in development activities to successfully move individual, foundation, and corporation prospects through the giving cycle.

- Corporation & Foundation:
 - Sent an introduction letter and interest paper regarding “Information Assurance & Security” to 25 foundations and corporations
 - Industry Advisory Council (IAC) – quarterly
 - Obtained 3 letters of support from IAC member corporations (FedEx, Alcoa, PPG) for the iSchool Inclusion Initiative. All IAC members are willing and excited to participate as guest speakers and company representatives for I3.
 - PPG and Alcoa provide financial scholarship support for diverse BSIS students.
 - Participate in Office of Institutional Advancement’s Foundation Relations Group monthly meetings to actively engage in discussion about potential foundation and corporate funders.
- Individual:
 - Participated in University-wide Legacy Laureate program: Tom Reinsel (BSIS ’90, MST ’91) was honored as the 2010 Legacy Laureate, representing SIS.
 - Leona Mitchell (MSIS ’81) gave the 2010 iSchool Commencement Address. Ken Spangler (BSIS ’88) is slated as the 2011 iSchool Commencement speaker.
 - Robert Jordan (MST ’93) joined the i3 Advisory Council.
 - Secured a \$20,000 pledge commitment in support of the Dean’s Discretionary Fund
 - Utilized the Office of Planned Giving to solicit and engage alumni for bequests and annuities
 - Currently working with Annual Fund to send a winter e-solicitation to all SIS alumni
 - Continue to identify, qualify, cultivate, and solicit prospective donors.

2. Enhance a meaningful and engaging alumni relations program.

- All alumni with email addresses receive the monthly e-magazine.
- SIS Alumni Society participated in New Student Orientation, Networking Tips & Strategies Alumni Panel, and Homecoming.
- Hosted alumni receptions at the Pennsylvania Library Association (PaLA) & American Society for Information Science and Technology (ASIS&T) conferences
- Maintain LinkedIn, Facebook, and Twitter accounts
- Utilize and partner with the Pitt Alumni Association (Pitt Connection e-publication, PAA events, etc.)
- Updated more than 200 alumni records
- Currently planning the Distinguished Alumni Awards

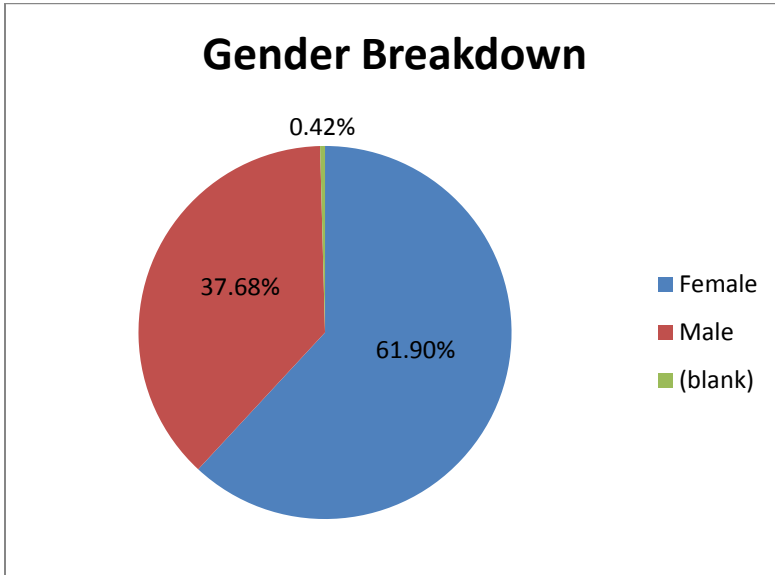
3. Improve the donor stewardship program.

- FY10 Honor Roll posted to alumni webpage
- iSchool update letter from Dean Larsen sent to a select group of donors
- All donors to the iSchool receive a letter from the Dean or a gift acknowledgement from the DCR
- Working closely with iSchool staff to ensure donor funds are spent in accordance with donor intent
- Endowed fund donors receive meaningful updates, including annual student thank you letters, event invitations, etc.

- Currently planning the annual Sara Fine Institute Annual Lecture

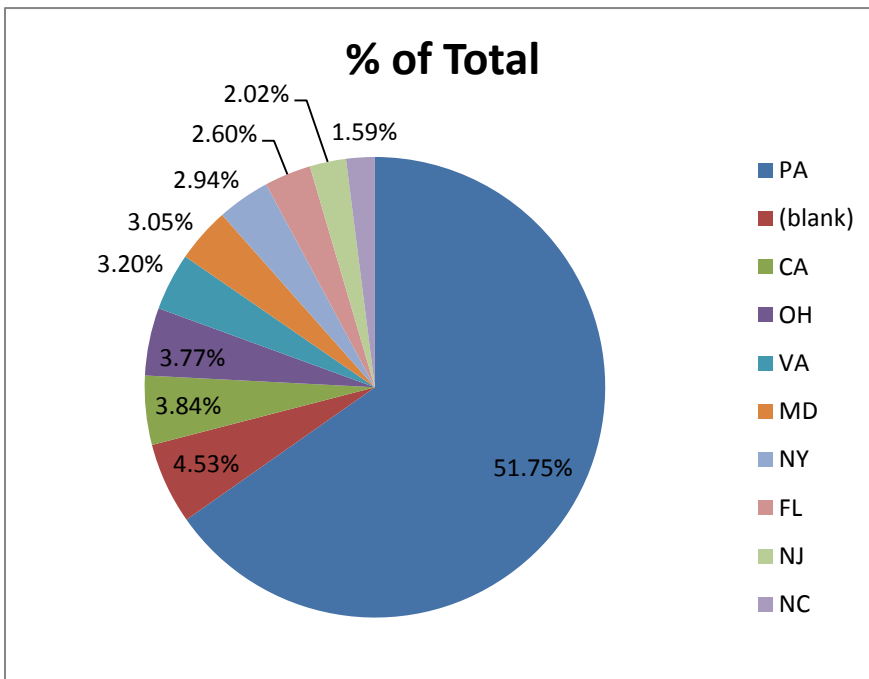
Demographic Information

Gender Breakdown



	Alumni Count
Female	7,619
Male	4,638
(blank)	52
Total	12,309

State of Home Address: Top 10 States of Residence for Alumni

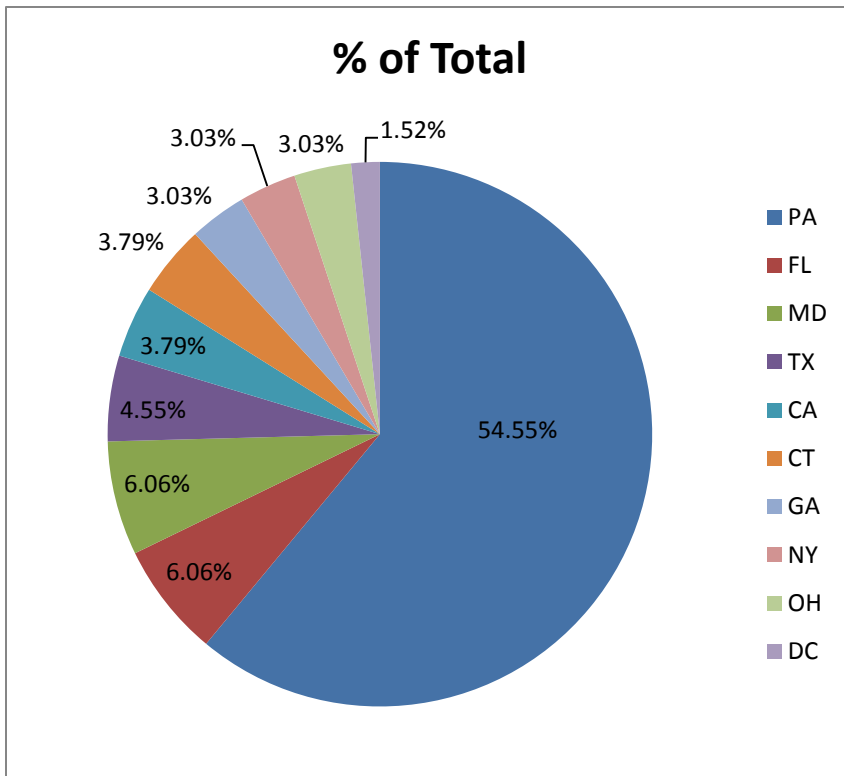


State	Alumni Count	% of Total
PA	6,370	51.75%
(blank)	558	4.53%
CA	473	3.84%
OH	464	3.77%
VA	394	3.20%
MD	376	3.05%
NY	362	2.94%
FL	320	2.60%
NJ	249	2.02%
NC	196	1.59%

State of Home Address: Top 10 States of Residence for Alumni with Average Giving Totals

State	Alumni Count	% of Total	Average of Largest School Amount	Average of Largest Pitt Amount
PA	6,370	51.75%	\$222.29	\$775.69
Unknown	558	4.53%	\$47.95	\$68.36
CA	473	3.84%	\$119.69	\$139.02
OH	464	3.77%	\$60.15	\$309.08
VA	394	3.20%	\$82.00	\$100.89
MD	376	3.05%	\$346.06	\$435.62
NY	362	2.94%	\$100.05	\$123.11
FL	320	2.60%	\$93.48	\$1,130.28
NJ	249	2.02%	\$59.70	\$108.71
NC	196	1.59%	\$71.50	\$89.76

State of Home Address: Top 10 States of Residence for Prospects

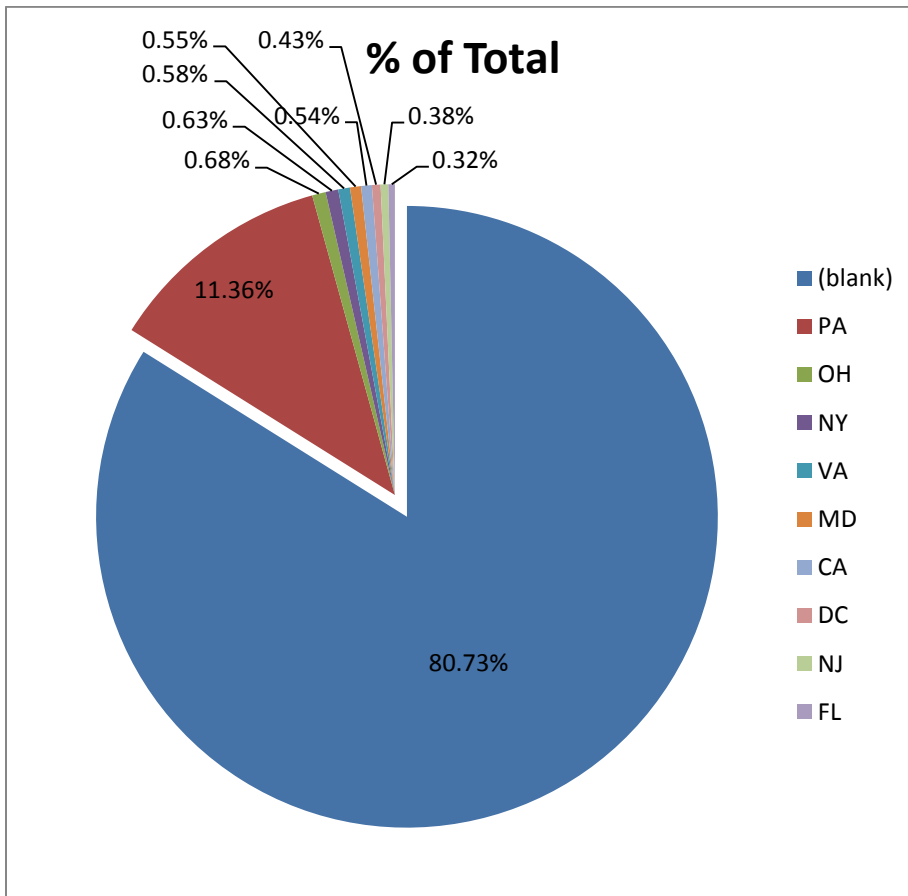


State	Prospect Count	% of Total
PA	72	54.55%
FL	8	6.06%
MD	7	5.30%
TX	6	4.55%
CA	5	3.79%
CT	5	3.79%
GA	4	3.03%
NY	4	3.03%
OH	4	3.03%
DC	2	1.52%

State of Home Address: Top 10 States of Residence for Prospects with Average Giving Totals

State	Prospect Count	% of Total	Average of Largest School Amount	Average of Largest Pitt Amount
PA	72	54.55%	\$222.29	\$775.69
FL	8	6.06%	\$93.48	\$1,130.28
MD	7	5.30%	\$346.06	\$435.62
TX	6	4.55%	\$218.76	\$220.85
CA	5	3.79%	\$119.69	\$139.02
CT	5	3.79%	\$116.00	\$319.19
GA	4	3.03%	\$67.57	\$259.44
NY	4	3.03%	\$100.05	\$123.11
OH	4	3.03%	\$60.15	\$309.08
DC	2	1.52%	\$82.75	\$663.48

State of Work Address: Top 10 States of Employment for Alumni

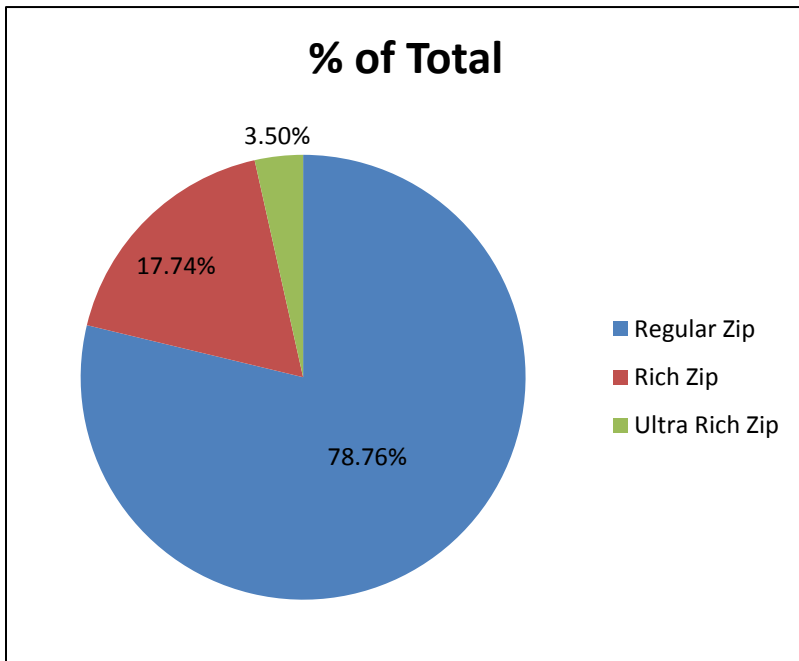


State	Alumni Count	% of Total
(blank)	9,937	80.73%
PA	1,398	11.36%
OH	84	0.68%
NY	78	0.63%
VA	72	0.58%
MD	68	0.55%
CA	66	0.54%
DC	53	0.43%
NJ	47	0.38%
FL	40	0.32%

State of Work Address: Top 10 States of Employment for Alumni with Average Giving Totals

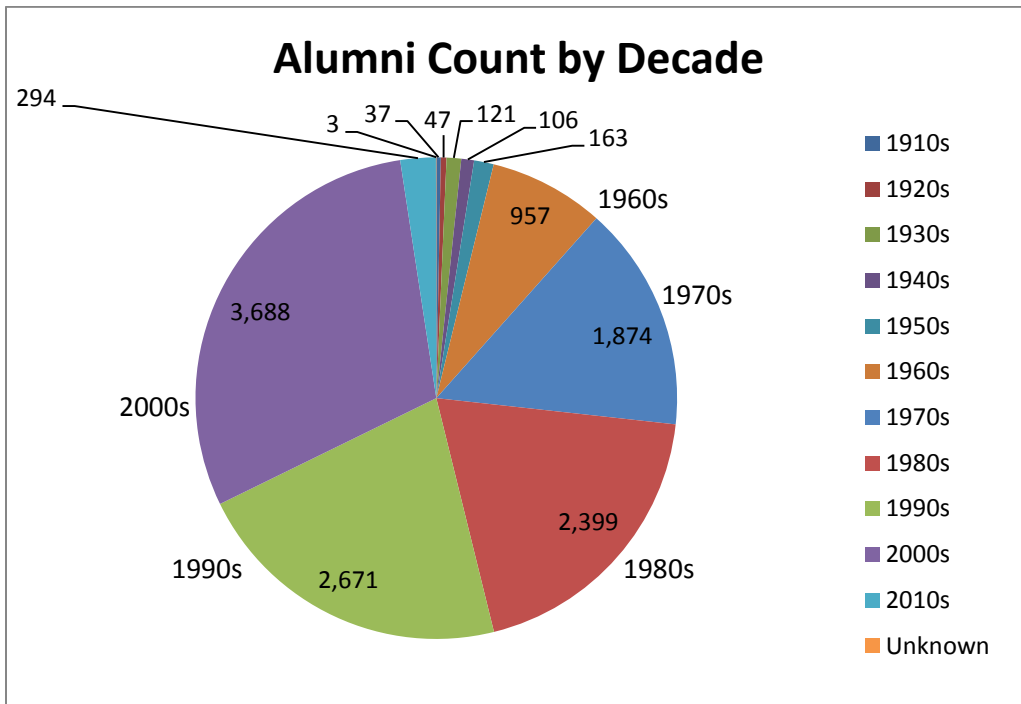
State	Alumni Count	% of Total	Average of Largest School Amount	Average of Largest Pitt Amount
(blank)	9,937	80.73%	\$161.92	\$309.07
PA	1,398	11.36%	\$168.22	\$1,459.27
OH	84	0.68%	\$64.74	\$177.13
NY	78	0.63%	\$124.69	\$129.92
VA	72	0.58%	\$374.00	\$347.73
MD	68	0.55%	\$135.00	\$383.63
CA	66	0.54%	\$173.95	\$207.55
DC	53	0.43%	\$110.74	\$454.22
NJ	47	0.38%	\$86.96	\$85.52
FL	40	0.32%	\$50.63	\$123.79
IL	38	0.31%	\$188.07	\$189.50

Rich Zip Breakdown



	Alumni Count	% of Total
Regular Zip	9,694	78.76%
Rich Zip	2,184	17.74%
Ultra Rich Zip	431	3.50%
Grand Total	12,309	

Alumni Count by Decade of Preferred Class Year

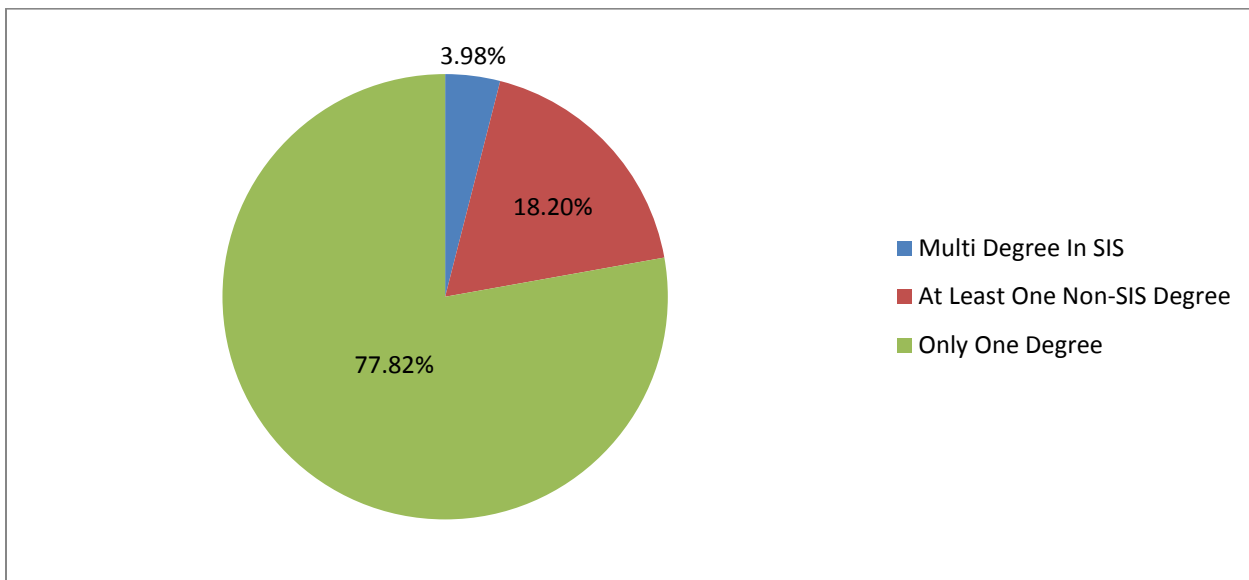


Decade	Alumni Count
1910s	37
1920s	47
1930s	121
1940s	106
1950s	163
1960s	957
1970s	1,874
1980s	2,399
1990s	2,671
2000s	3,688
2010s	294
Unknown	3

(Data includes living alumni only)

Degree Information

Total SIS Alumni with Degrees	Multi Degrees In SIS	At Least One Non-SIS Degree	Only One Degree
12,309	484	2,203	9,622



Giving Information

The School of Information Sciences Campaign Goal is \$10 million. As of October 31, 2010, the School is 91% complete.

Campaign Progress: FY 1998 to 10/31/2010

	Campaign Amount	Cash In	Due
Individual	1,315,753	1,310,753	5,000
Foundation	3,360,299	2,260,299	0
Corporation	3,004,092	3,004,092	0
Other Organizations	131,917	131,917	0
Planned Giving	358,578	173,301	185,277
Individual Other Gifts	956,271	956,216	55
Total	\$9,126,911	\$8,936,579	\$190,332

Notes:

Campaign Amount:

Cash and outstanding pledge totals for the Campaign.

Cash In:

All transfers of cash (or the equivalent).

Due:

Represents a promise to make a future transfer of cash (or the equivalent) as evidenced by a written document.

Campaign Giving: Fiscal Years 1998-2010

	Individual	Foundation	Corporate	Other Organizations	Total
1998	168,359	1,539,250	632,708	50	\$2,340,367
1999	226,914	74,000	492,672	635	\$794,221
2000	144,097	4,250	521,165	6,640	\$676,152
2001	180,148	1,500	436,626	750	\$619,024
2002	193,871	100,139	284,446	6,040	\$584,496
2003	172,796	132,660	47,890	4,940	\$358,286
2004	305,756	15,000	90,705	7,500	\$418,961
2005	144,141	0	63,005	18,520	\$225,666
2006	198,407	1,500	163,520	10,200	\$358,627
2007	152,908	10,000	245,667	130	\$408,705
2008	149,785	782,000	44,375	1,015	\$977,175
2009	179,837	100,000	36,568	20	\$316,425
2010	299,529	600,000	27,357	74,128	\$1,001,014

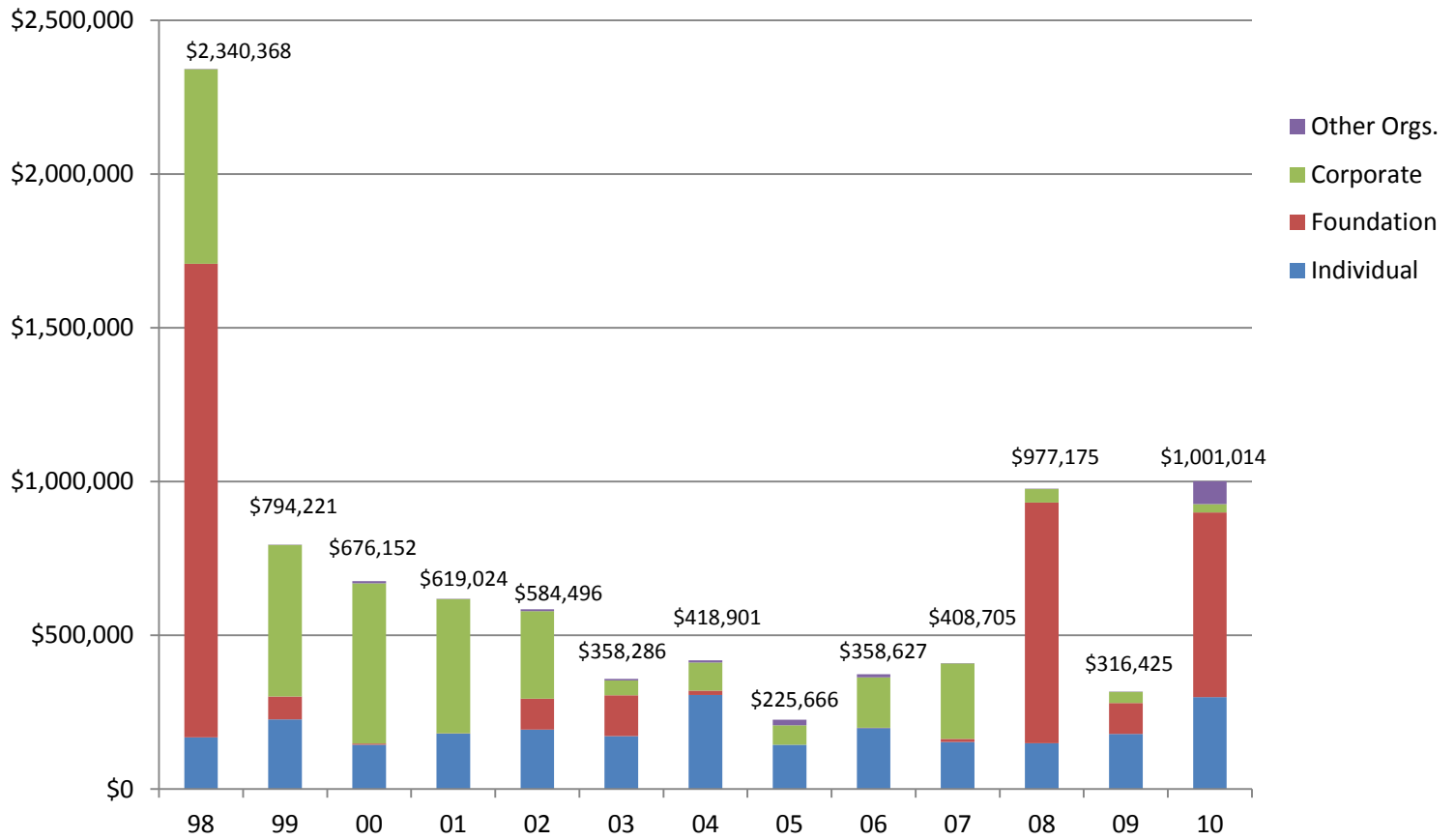
Notable gifts:

Year	Donor Type	Amount	Donor	Program
1998:	Foundation	1,500,000	The Buhl Foundation	The Doreen Boyce Chair
1998:	Corporate	252,250	Cisco Systems	Gift In-Kind: Equipment for Telecommunications Program
	Corporate	100,000	AT&T Foundation	Support for Components/Wireless Communications
1999:	Corporate	259,158	MPC Corporation	Research
	Corporate	166,320	Sun Microsystems	Gift In-Kind: Hardware and Software
2000:	Corporate	180,515	MPC Corporation	Research
	Corporate	127,724	Hewlett-Packard	Support for Telecommunications Program
2008:	Foundation	782,000	A. W. Mellon Foundation	Cyberscholarship Position
2010:	Foundation	600,000	A. W. Mellon Foundation	iSchool Inclusion Initiative (i3)
2010:	Other Orgs.	62,128	Full Service Network	Gift In-Kind: Telephone Switching System

Campaign Donors: Fiscal Years 1998-2010

	Individual	Foundation	Corporate	Other Organizations	Total
1998	998	2	38	1	1,039
1999	1,039	3	31	2	1,075
2000	1,004	3	37	4	1,048
2001	915	2	29	0	946
2002	1,003	2	32	2	1,039
2003	927	4	33	1	965
2004	895	1	32	1	929
2005	874	0	34	5	913
2006	932	1	29	3	965
2007	718	1	35	2	756
2008	750	2	26	1	779
2009	747	1	24	1	773
2010	693	1	24	2	720

Campaign Gift & Pledge Totals by Type: Fiscal Years 1998-2010



[The following giving data was pulled on 9/22/2010.]

SIS Alumni Giving

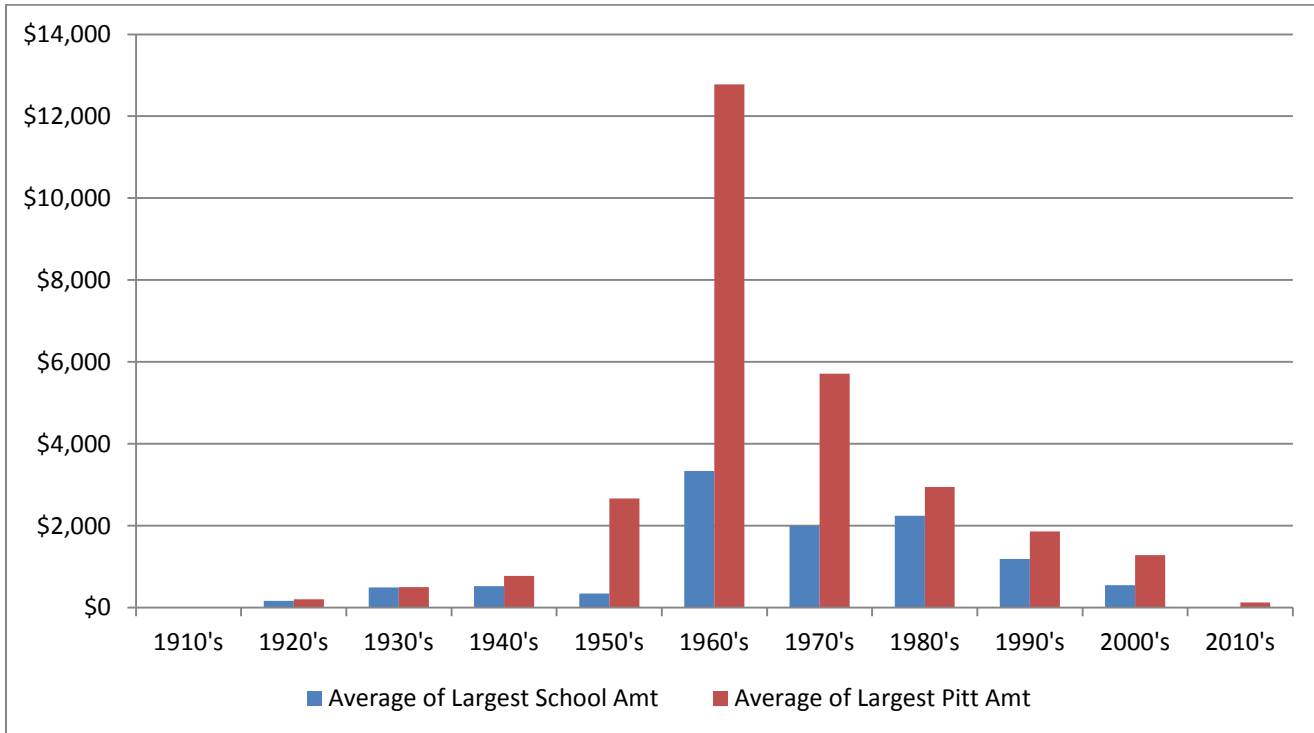
To:	# of Donors	Average Lifetime Amount	Total of Lifetime Totals	Average Largest Gift Amount
SIS	3,519	\$495.93	\$1,745,165.92	\$159.05
Pitt*	4,718	\$1,428.60	\$6,740,122.57	\$515.61

*Please note that these totals include the SIS totals.

Top 1%, 5%, and 10% of SIS Givers Information

	Top 1%	Top 5%	Top 10%
# of Donors	35	175	351
Average SIS Lifetime Giving	\$40,606.53	\$5,863.33	\$3,440.96
Average Pitt Lifetime Giving	\$79,052.60	\$11,114.34	\$6,533.43
Total to SIS	\$730,917.55	\$1,026,083.33	\$1,207,778.11
Total to Pitt	\$1,422,946.88	\$1,945,008.86	\$2,293,233.36

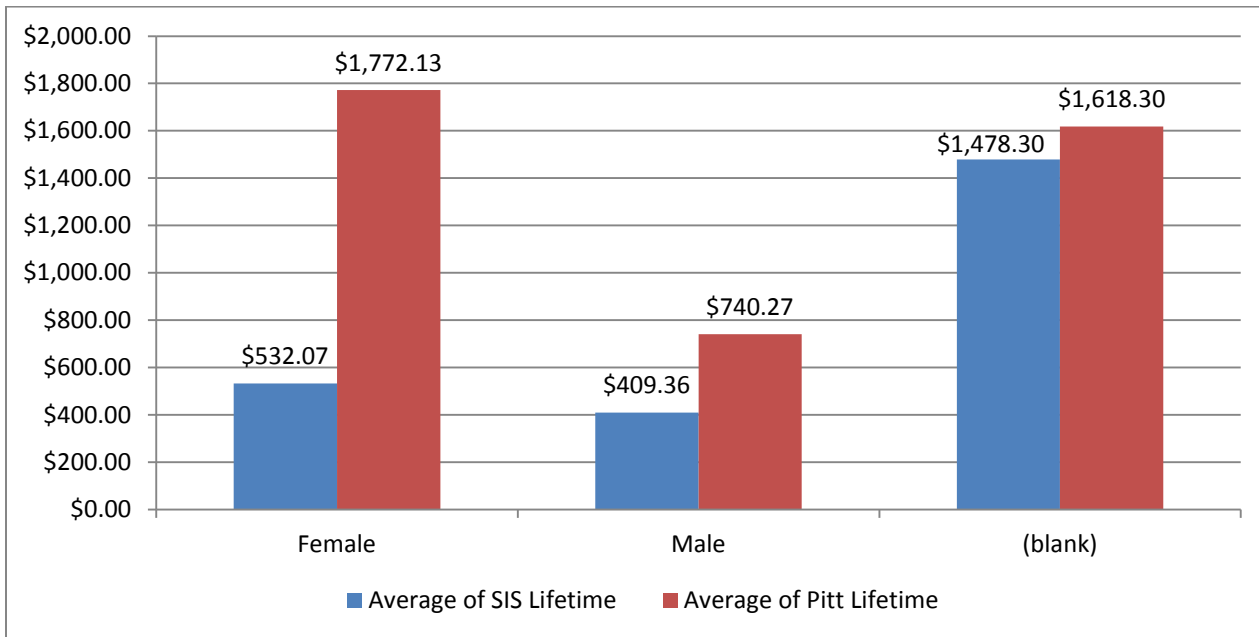
Average Largest Gift by Last Class Decade



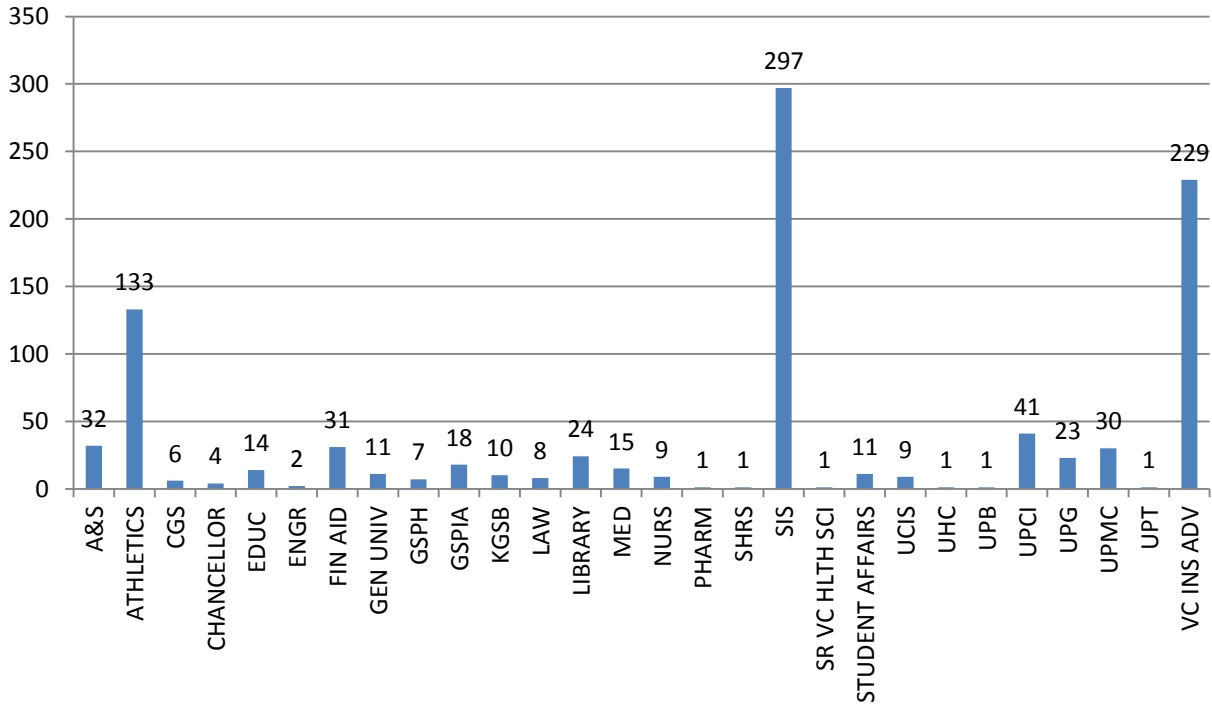
Average Lifetime Giving by Gender

Gender	Alumni Count	Average of SIS Lifetime	Average of Pitt Lifetime
Female	7,619	\$532.07	\$1,772.13
Male	4,638	\$409.36	\$740.27
(blank)	52	\$1,478.30	\$1,618.30
Total	12,309	\$495.93	\$1,428.60

Average Lifetime Giving by Gender



SIS Alumni Gifts - # of Alumni to Each School
 FY10



SIS Alumni Gifts – Sum of \$ Alumni Gave to Each School
 FY10

