

**WEST VIRGINIA STATE UNIVERSITY**  
**PHILANTHROPIC OPERATIONS AND ORGANIZATIONAL MANAGEMENT**

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**Assessment Guide**

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ASSESSMENT OBJECTIVE:

To assess the University's resource development (prospect cultivation) and fundraising operations (alumni and friends, organizations, corporations and foundations) and the effectiveness and results of the activities and initiatives.

PLEASE RESPOND TO THE FOLLOWING QUESTIONS:

1. What is the University's philanthropic operations and management organizational construct? i.e. Institutional Advancement, University Foundation, Land-Grant Institute, Research and Development, Grant Procurement, Division/Department/Program Fundraising activities, etc. Please attach current organizational charts, Form 990, Fundraising Policies and Procedures.

**Needs to be defined. Before the Foundation can function to its capacity, a division of labor must be established between Institutional Advancement and the Foundation.**

2. Please detail the division of labor; and roles and responsibilities, of all personnel involved in the philanthropic operations and organization management across the university, including the Foundation.

Dr Rowley, President  
Ms. Baldwin, Vice President

3. How many Advancement/Foundation staff members are involved in philanthropic initiatives, activities and programs?

Needs to be defined

4. Are other University faculty/staff members and/or Foundation staff members engaged in resource development and fundraising initiatives? If yes, please note names, positions and responsibilities.

Dr. Berry  
Mr. Adler

5. What is the status of the annual fund drive, including the organizational construct?

The Annual Dinner is May 19.  
End-of-year mailer

6. Is there a functioning planned giving program, if so, what is the status of the program?

Yes: 1891 Legacy Society-Largest contributor-1.5 million pledged.

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Updated: 2011-02-14

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7. What is the Corporate and Foundation engagement strategy? What are the key goals, objectives, and results?

Corporate Goals: Need to be defined.

8. What is the level of national foundation granting to the University?  
NA

9. What is the level of Grant writing production and results?

Land Grant, Sponsored Programs

10. What has been the average (gross) private gift to the University for the past five years?

See attached

11. What has been the average (gross) of public support to the University for the past five years?

See attached

12. What is the level of Corporate-University partnerships (matching gifts)?

See attached

13. What is the weekly level of participation in philanthropic development for the following?

- a. President
- b. Board of Governors
- c. Foundation Board of Directors
- d. Leadership Team
- e. Advancement Staff
- f. Foundation Staff: 75%
- g. Faculty and Staff:

14. What is the level of the Board of Governors' and Foundation Board involvement with fundraising and philanthropic development?

Limited

15. Has the University mounted a Capital Campaign in the Past?

No,

16. Was a feasibility study conducted for the campaign?

Yes-1991

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17. If so, what was the targeted goal of the Campaign and the results?

NA

18. Were campaign consultants retained?

Marts & Lundy: 1991, 2006

19. Does the University plan to mount a Capital Campaign within the next 12-24 months?

Yes

20. If so, has a feasibility study been conducted?

Yes

21. Please attach a copy of the "Case for Support" or "Statement".

NA

22. What is the current market value of the University's endowment?

Foundation endowment- approximately \$4 million

23. What is the annual income rate yield for the past 5 years from the endowment?

4% much of which goes to student scholarships.

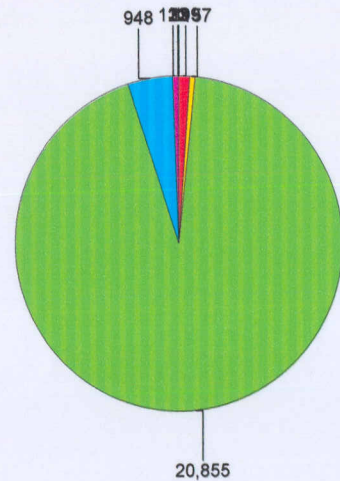
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**Instructions: To be completed by the Division of Planning and Advancement; and the WVSU Foundation Leadership.**

<b>SUMMARY DEVELOPMENT AUDIT FORM</b>			
The University has an integrated development strategy	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> In Process
The plan has a completed, written vision and mission	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> In Process
The plan details specific development roles and responsibilities; and organizational division of labor	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> In Process
The University has a long-range development plan	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> In Process
The Development Division and the Foundation have short-term and long-term plans	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> In Process
The development plans are integrated with detailed prospect engagement action plans	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> In Process
The development plans comprehend University-wide resource requirements and needs	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> In Process
The development plans include specific student and alumni cultivation strategies, plans and tactics	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> In Process
The plans include special appeals/events for major donors	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> In Process
The University has written and Board-approved gift acceptance policies	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> In Process
The Foundation Board is involved in fundraising	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> In Process
The University has giving clubs	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> In Process
The University has donor recognition events and programs	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> In Process
The University has a donor cultivation program in place	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> In Process
Gifts are acknowledged within a specific timeline	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> In Process
Is the request for gifts, and the acknowledgement of gifts, a seamless process across all organizations	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> In Process
The University has fundraising software	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> In Process
The University has staff trained to use this software to its full capacity	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> In Process
The University has effectively used e-mail to communicate with staff donors and supporters	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> In Process
The University has an effective website	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> In Process
The University is evaluating mobile giving plans	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> In Process

## Statistical Reports -all donors July 1, 2006 to March 3, 2011

Constituency code	Number of constituents	Number of donors	Number of gifts	Total given	Average given per donor	Percent of participation	Percent of total given
Retired Employee	199	22	157	\$20,855.00	\$947.95	11.06 %	0.51 %
Friend of University	2,778	526	813	\$556,872.66	\$1,058.69	18.93 %	13.53 %
Business	890	191	568	\$704,645.27	\$3,689.24	21.46 %	17.13 %
Non-Profit Organization	272	68	188	\$684,904.44	\$10,072.12	25.00 %	16.65 %
Organization	27	17	27	\$662,935.63	\$38,996.21	62.96 %	16.11 %
Faculty/Staff	539	131	4,976	\$87,677.86	\$669.30	24.30 %	2.13 %
Board Member	30	26	285	\$117,113.60	\$4,504.37	86.67 %	2.85 %
President's Circle	52	41	360	\$206,312.95	\$5,032.02	78.85 %	5.01 %
Alumni Chapter	54	23	60	\$101,791.97	\$4,425.74	42.59 %	2.47 %
Payroll Deduction	7	7	637	\$15,085.82	\$2,155.12	100.00 %	0.37 %
Student of WVSC	5	3	3	\$430.00	\$143.33	60.00 %	0.01 %
WVSU Entity	4	4	73	\$170,370.35	\$42,592.59	100.00 %	4.14 %
Parent	3	1	1	\$50.00	\$50.00	33.33 %	0.00 %
Changed	135	13	90	\$1,720.00	\$132.31	9.63 %	0.04 %
Alumni	21,107	582	1,077	\$194,365.16	\$333.96	2.76 %	4.72 %
CTC Faculty/Staff	3	3	82	\$2,525.00	\$841.67	100.00 %	0.06 %
Estates	13	6	6	\$586,773.00	\$97,795.50	46.15 %	14.26 %
<b>Total:</b>	<b>26,118</b>	<b>1,664</b>	<b>9,403</b>	<b>\$4,114,428.71</b>	<b>\$2,472.61</b>	<b>6.37 %</b>	



@No. of donors	0.1%
@No. of constituents	0.9%
@No. of gifts	0.7%
@Total given	93.4%
@Average per donor	4.2%
@Average per gift	0.6%
@Percent of participation	0.0%
@Percent of total	0.0%
<b>Total:</b>	<b>100.0%</b>

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