

ADVANCING MSSU

Report of the Executive Vice President to the MSSU Board of Governors

Friday, November 17, 2017

Fundraising

- **Direct Mail** – A much more comprehensive and aggressive direct mail campaign has begun. Approximately 20,000 direct mail pieces soliciting year-end gifts were sent to alumni who had never given. Direct mail pieces were sent out in October to 2,500 donors who had made a gift in the past three years. In addition, e-mail solicitations went out to all available e-mail addresses to accompany the direct mail effort.
- **Major Gifts** – A number of major gifts have been received in the last two months:
 - \$150,000 gift to establish an endowed professorship in marketing;
 - \$105,000 from several area healthcare providers to purchase simulation lab mannequins for the nursing and EMT programs;
 - \$100,000 gift from an estate gift designated for scholarships;
 - \$60,000 for a new nursing scholarship;
 - \$50,000 in support of the dental hygiene program.

Alumni Relations

- **Springfield Event** – Over 100 alumni and friends joined MSSU at the Wonders of Wildlife Aquarium in Springfield, MO in early November. Participants received a university update and toured the newly-opened facility (*photo at right*).
- **Pride and Purpose Day** – Two outstanding Lions will be recognized at the first Pride and Purpose Day held at a Lion's basketball game on February 10, 2018. The two awards are the Lion-Hearted Award and the new Spirit of Service Award. Nominations are still being accepted. For more information or to nominate an alumnus or friend, please visit the MSSU Alumni Relations homepage and click on "Award Recognition."



Admissions

- **Target X** – The Office of Admissions recently purchased a new customer relations management (CRM) system – Target X. This software, which runs on a Sales Force platform, is designed to increase and improve engagement with prospective students and their families. The Admissions staff expect to begin their first recruitment campaign using Target X in January 2018.
- **Tour Program** – So far this semester, the Office of Admissions has hosted 1,703 area high schools students through weekday, Saturday, evening, and Discovery Day tours.

Missouri Southern Foundation

- **Endowment Reports** – The first-ever endowment reports were mailed in late October to those individuals who have established endowments with the Missouri Southern Foundation. These reports detail endowed fund balances, contributions made during the fiscal year, earnings on those endowments, and disbursements. The Foundation has received positive feedback from endowment donors on the reports.
- **Strategic Plan** – Following a six month process that began with constituent listening sessions, the Missouri Southern Foundation yesterday approved a new strategic plan for 2018-2021. This plan centers around five goals:
 - Goal #1 – Board of Directors: Continuously evaluate the structure and composition of the board to ensure maximum effectiveness.
 - Goal #2 – Donors: Increase its role in encouraging philanthropy through a focus on supporting and facilitating more determined fundraising.
 - Goal #3 – Campus and Community: Strengthen its connection and deepen its engagement with the University and community, building more informed and powerful relationships.
 - Goal #4 – Emerging Opportunities: Identify, evaluate, and, when appropriate, implement national best practices for institutionally-related foundations.
 - Goal #5 – Finances: Evaluate and revise its core function of accepting, investing, and disbursing private funds for the benefit of the University.

