



Item: CG: I-1

## COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE

Tuesday, February 18, 2014

**SUBJECT: UPDATES**

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### PROPOSED COMMITTEE ACTION

Information only, no action needed

### BACKGROUND INFORMATION

- a. **Advancement/Fundraising:** Review of fundraising update and initiatives
- b. **Alumni Relations:** Outreach, Chapter Development and Hall of Fame/Distinguished Alumni event
- c. **FAU Foundation:** Foundation update, Selection of Financial Advisors and new Board Members
- d. **University Relations:** Update on Legislative Outreach

### IMPLEMENTATION PLAN/DATE

N/A

### FISCAL IMPLICATIONS

TBD

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**Supporting Documentation:** PowerPoint presentation

**Presented by:** Joanne Davis

**Phone:** 561-297-0203

# **Community Engagement Committee Report**

## **Report to the Board of Trustees**

**February 18, 2014**



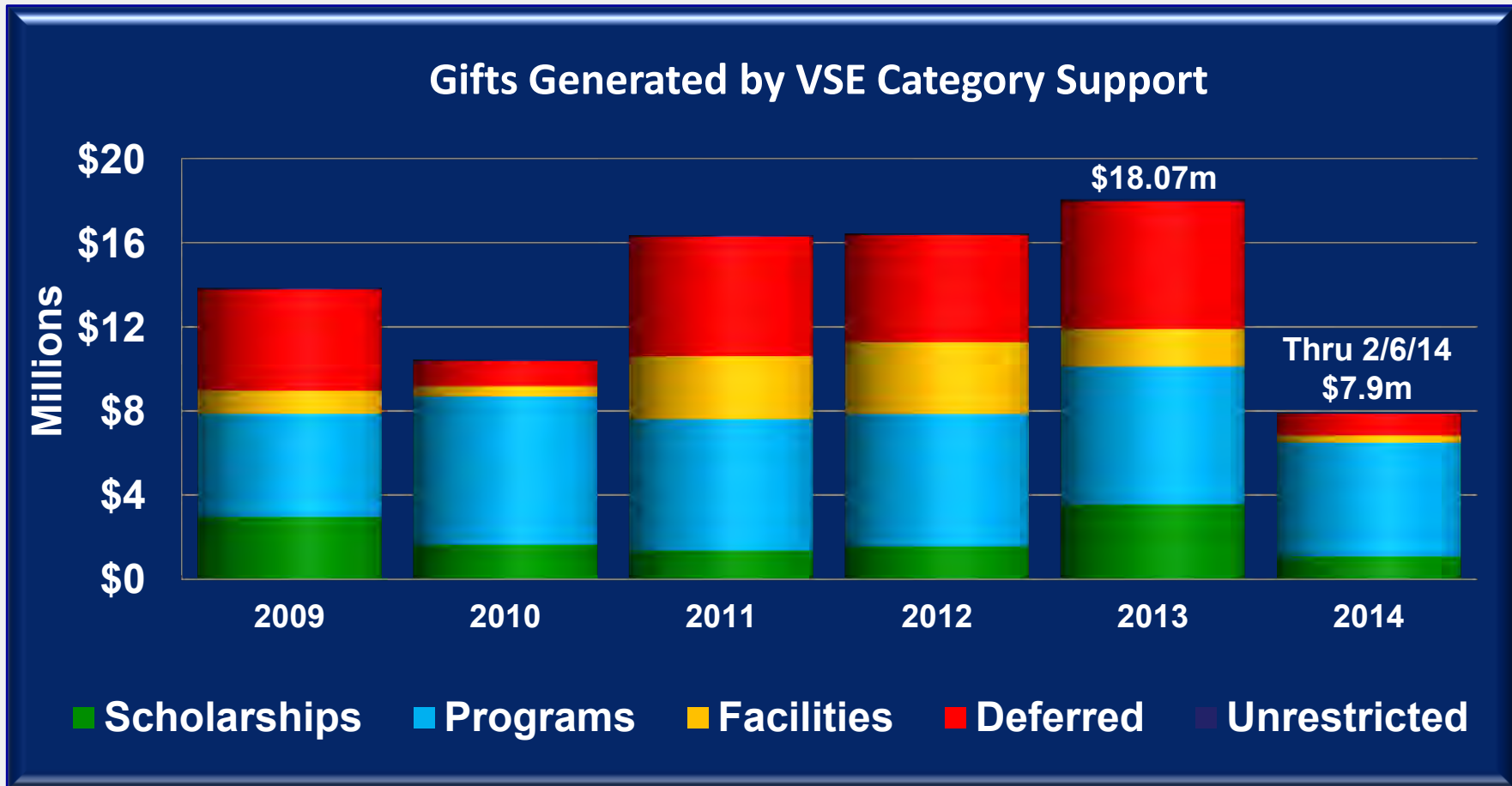
DIVISION OF COMMUNITY  
ENGAGEMENT  
Florida Atlantic University



FOUNDATION INC.  
Florida Atlantic University

# development advancement

**FY2014 Fundraising Goal: \$20 million**

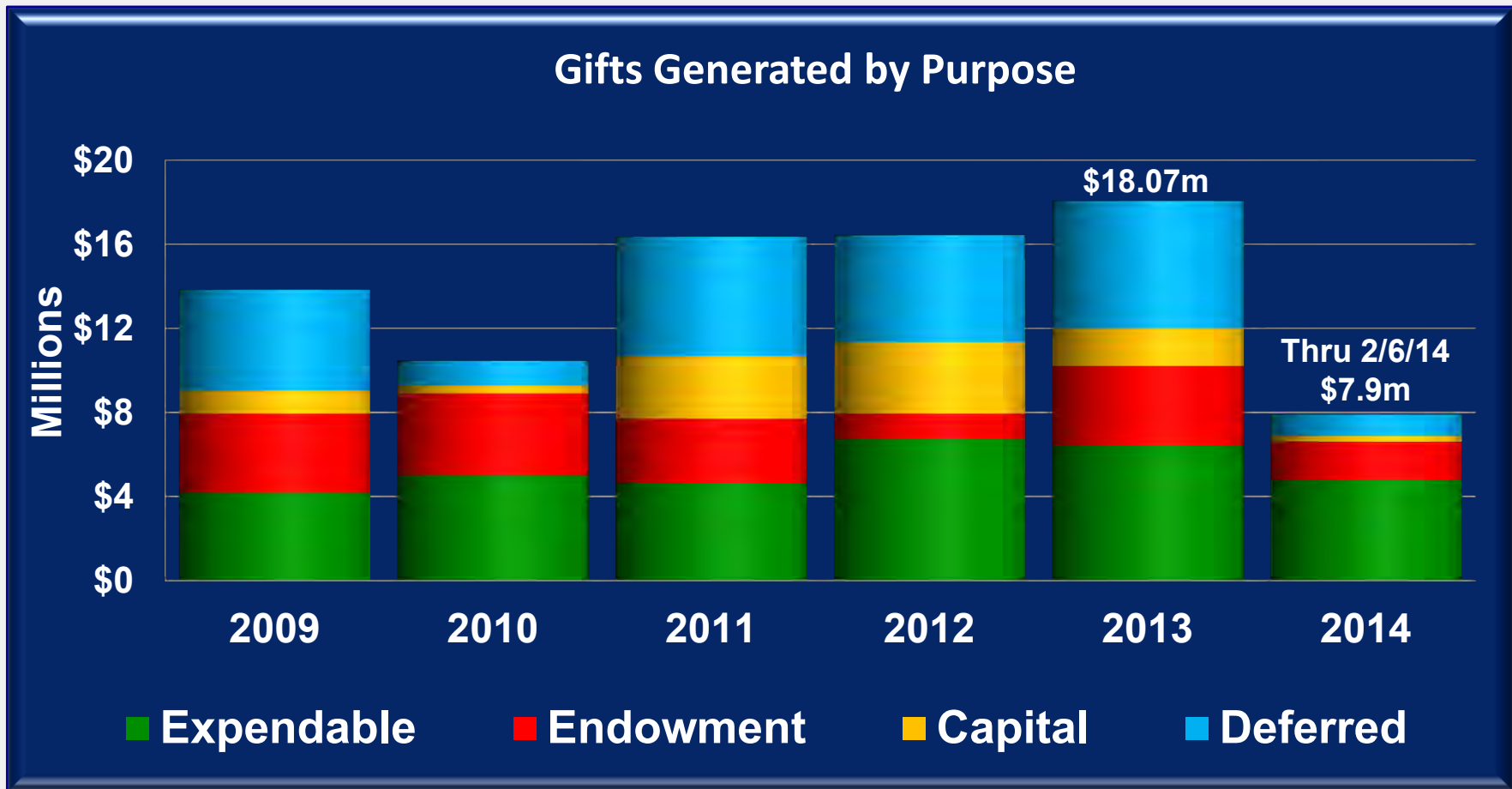


*Note: includes no State Match dollars*

FAU Fundraising Update

Highlights

FY2014 Fundraising Goal: \$20 million



## Development/Advancement

## Highlights

- Combines both inclination and capacity to give over a one-year period
- **Prospects considered the highest priority for major giving prioritization and prospecting**

### Target Analytics: Top Tier Principal Giving Results

Ranking	Annual Gift Dollar Range	# Prospects
Tier 1	\$1 Million+	35
Tier 2	\$750K - \$1M	198
Tier 3	\$500K - \$750K	251
Tier 4	\$250K - \$500K	347

### Constituent Profile - Living

Constituent	Count	Avg Age	% Florida	% Palm Beach	% Broward
Alumni	142	52	73%	35%	15%
Friend	677	71	79%	51%	6%
Faculty & Staff	7	81	100%	100%	0%
<b>TOTALS</b>	<b>826</b>	<b>65</b>	<b>78%</b>	<b>48%</b>	<b>8%</b>

# alumni relations

**Highlights**

**Total Graduates by Age**

Gender	Average Grad Age	Count
Female	29.1	80,192
Male	28.1	56,545
<b>Total</b>	<b>28.6</b>	<b>136,737</b>

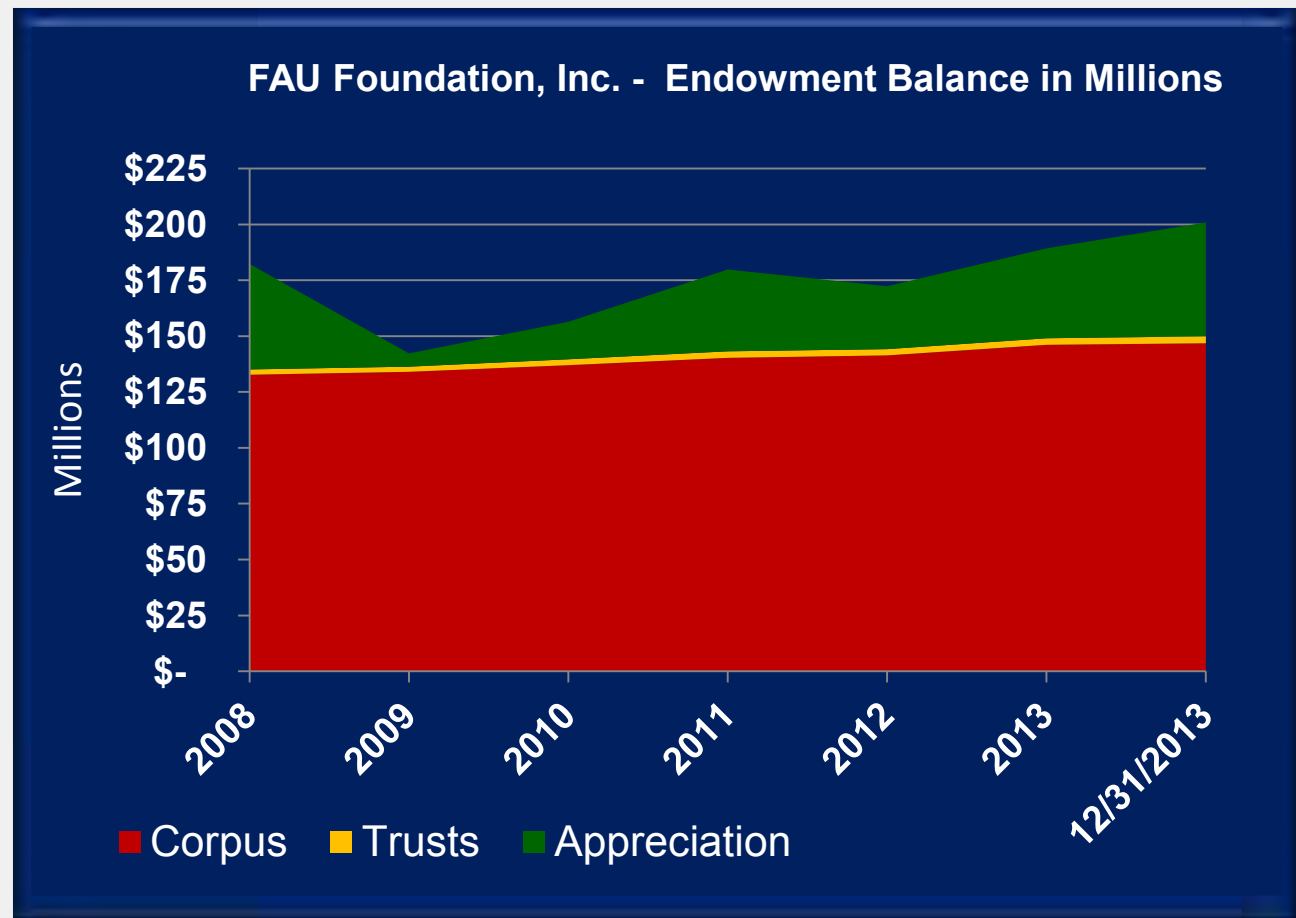
**Total Living Graduates by Age**

Gender	Avg Grad Age	Avg Age	Total	Florida	Palm Beach	Broward	Indian-River St. Lucie Martin	Miami-Dade
Female	28.9	44.5	78,567	63,721	23,433	24,569	4,660	3,109
Male	27.9	46.4	54,453	40,586	15,053	14,780	2,045	2,435
<b>Total</b>	<b>28.5</b>	<b>45.3</b>	<b>133,020</b>	<b>104,307</b> (78%)	<b>38,486</b> (29%)	<b>39,349</b> (29.5%)	<b>6,705</b> (5.0%)	<b>5,544</b> (4.2%)



# fau foundation

## Endowment Hits \$200M



## New Limited Purpose Board Members

**Michael J. Crowley, '79, '80** CFA is a Senior Vice President and Senior Portfolio Manager at US Trust.

**Steve Oyer** has 30 plus years of business and investment experience. He serves as a senior member of the Private Funds Group of Brookfield Asset Management a \$180 Billion plus global alternative asset manager focused on “Real Assets”.

**Jay L. Shein**, Ph.D., CFP®, CIMA®, CIS is the CEO and Chief Investment Officer & Strategist for the Compass Financial Group, Inc. in Deerfield Beach, Florida.

## **New Investment Advisors**

**Fund Evaluation Group  
Dahab Associates, Inc.**

# university relations