

# OSU FOUNDATION & OSU ALUMNI ASSOCIATION

## An Overview for the OSU Board of Trustees January 10, 2014

J. Michael Goodwin, President & CEO, OSU Foundation

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Executive Director, OSU Alumni Association

# ABOUT THE OSU FOUNDATION

- Founded 1947
- 501(c)(3) non-profit corporation
- 41-member Board of Trustees
- 113 employees (Corvallis, Portland, Bend)
- \$620 million assets
- \$464 million composite endowment
- \$108 million/year fundraising (3-yr average)
- \$990 million toward \$1 billion goal for The Campaign for OSU

*Major gift fundraising, annual giving, gift planning, marketing, events, donor relations, alumni and donor database management, research and reporting, gift receipting, accounting, asset management, board relations, HR*

# ABOUT THE OSU ALUMNI ASSOCIATION

- Founded 1873
- 501(c)(3) non-profit corporation
- 15-member Board of Directors
- 10-member Alumni Advisory Council
- 22 employees (19 OSUAA employees + 3 OSU employees)
- 15,500 OSUAA members
- 3 issues/year of the *Oregon Stater*, reaching 155,000 alumni and donor households

*Alumni programming, regional volunteer networks, career resources & development, Student Alumni Association, Alumni Travel Group, reunions, football tailgaters, multicultural & diversity programs, membership, alumni magazine, communications & marketing, CH2M HILL Alumni Center operations, board relations, finance, HR*

# THE CAMPAIGN FOR OSU



## \$990M toward \$1B goal

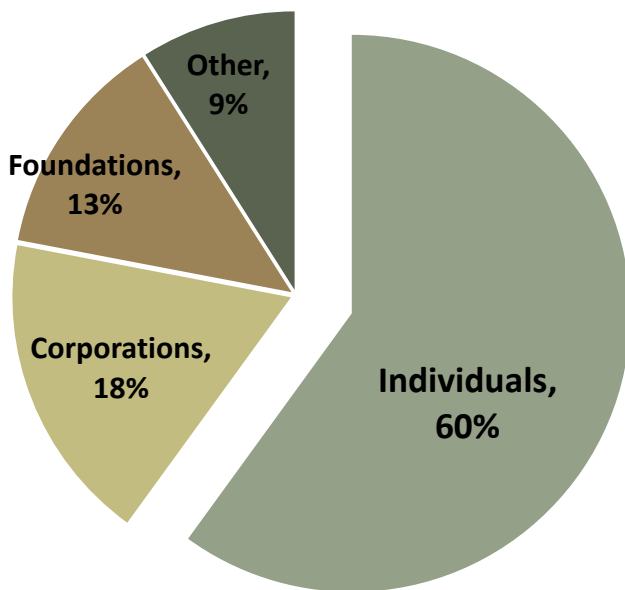
- 102,000 campaign donors
- 1,259 campaign gifts of \$100K+
- 178 campaign gifts of \$1M+

- 600+ scholarship/fellowship funds created (30% increase)
- 4,000+ students received donor-funded scholarships/fellowships last year, totaling \$8M+
- 77 endowed faculty positions created, more than doubling OSU's total
- 28 new, renovated, or acquired facilities



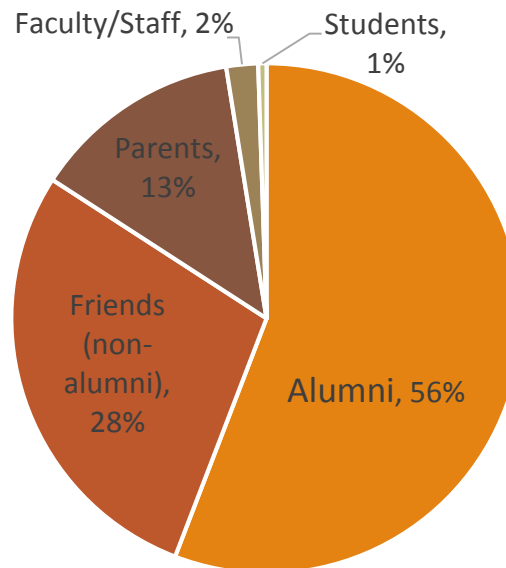
# WHO ARE OUR DONORS

**Donors to The Campaign for OSU**



- 102,035 donors to The Campaign for OSU
- 36% of campaign donors are first-time donors to OSU
- 60% are individuals
- 56% of those individuals are alumni

**Individual Donors to The Campaign for OSU**



# OSU ALUMNI ASSOCIATION: OSU's Engagement Engine

## Build distinction and pride in OSU

OSUAA keeps alumni informed about and connected to the progress of OSU and gives them opportunities to share OSU's points of distinction statewide and worldwide.



- **Oregon Stater** alumni magazine - mailed three times per year to **155,000** households.  
Total FY13 circulation: **464,000**, up 10% from FY10.
- **Stater inserts program** - a powerful and cost-effective vehicle for colleges to communicate with their target audience.
- **E-clips** – **46,000** OSU alumni and friends subscribe to this weekly OSU news update.

# OSU ALUMNI ASSOCIATION: OSU's Engagement Engine

## Grow Your Network

OSUAA supports alumni by connecting Beavers with each other, with OSU-affiliated businesses, and with career-development opportunities.

**196** OSUAA events in FY13, **up 340%** over FY10.

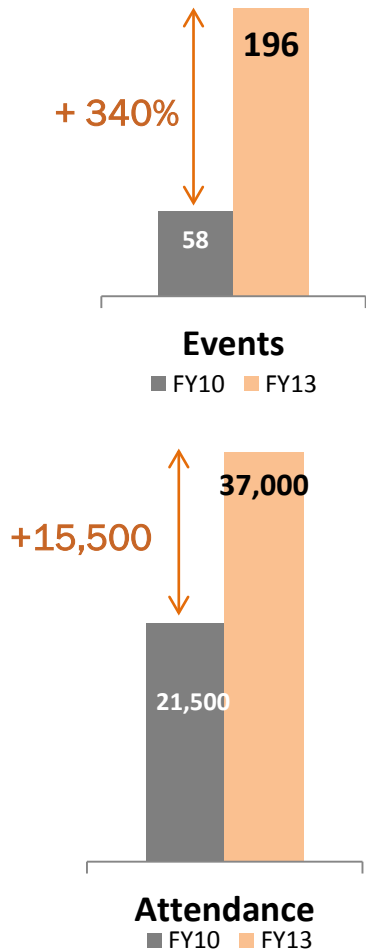
OSUAA events engaged **37,000** alumni and friends in FY13, up 15,500 compared to FY10.

**Regional Networks** engage alumni and friends where they work and live.

- **Signature events:** OSU Business Roundtable, OSU Design Network, OSU in Your Neighborhood

### Career Networks:

- 1,128 Beaver Careers LinkedIn members
- Career webinar series, career counseling, career fairs



# OSU ALUMNI ASSOCIATION: OSU's Engagement Engine

## Support Students

OSUAA supports OSU students, giving the next generation of Beavers a terrific start on their lives and welcoming them into the Beaver family.

OSUAA awarded over **\$1M in scholarships** to **500 students** since 2007.

- This school year, OSUAA is supporting 84 scholars through 8 different scholarships.

**Mentoring opportunities** connect current students with accomplished alumni who help shape the next generation of professionals.





# WHO ARE OUR ALUMNI

## By College

Liberal Arts	27,866
Science	26,263
Engineering	25,828
Business	25,612

## By Class Year

2000 and later	54,975
1990s	30,699
1980s	31,533
1970s	28,289
1960s	16,730
1950s	7,399
1940s and prior	2,471

**Total Living Alumni: 172,096**

## By State

Oregon	96,531
Washington	18,334
California	16,750
Arizona	2,724
Texas	2,658
Idaho	2,581
Colorado	2,431
Hawaii	1,928
Alaska	1,672
Florida	1,432

## By Metro Area

Portland Metro	46,299
Willamette Valley	34,923
Seattle	10,595
Bay Area	6,547
Los Angeles	4,602

# WHY ENGAGEMENT MATTERS

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## Profile of Top 20 Donors to UCLA's \$3 Billion Campaign

- Total giving: **\$1B of the campaign's \$3B total**
- Relationship with the university: **30% alumni**
- Size of first gift: **\$200**
- Areas of giving: **7**
- Number of gifts: **88**
- Number of years involved: **27**
- Number of boards, committees: **8**

*(UCLA has 1,700+ volunteers involved at any given time.)*

*Source: Grenzebach Glier & Associates*

# QUESTIONS?

