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# Division of College Advancement

FY17



## Annual Report

**Submitted by**

**John P. Donohue, Vice President for College Advancement**

**August 2017**

**Division of College Advancement**  
**July 1, 2016-June 30, 2017**

**FY17 Annual Report**

**Executive Summary**

FY17 saw continued growth in fundraising, greater attention to engaging alumni nationwide, strong positioning of the college through enhanced communications and marketing efforts, and success in working with the legislature on important issues including college affordability and student safety.

Philanthropic support exceeded goal by 20.7%. More than \$10.2M against a goal of \$8.5M was received in gifts and pledges. The college received a \$2 million commitment for an endowed chair in the School of Education. **The Campaign for TCNJ: Innovate •Inspire •Engage**, reached its goal of \$40M five months early, prompting the Trustees to challenge us to raise an additional \$5M in 5 months. By the June 30, 2017, close of the campaign, a total of \$47.6M in gifts and pledges had been recorded. Alumni participation in giving topped 7% for the first time. While that figure may seem low, TCNJ's alumni participation rate exceeds the national average of all public and private master's granting colleges and universities (5.8%) and of all public master's granting colleges and universities (4.1%).

The Alumni Affairs office expanded its outreach to alumni by conducting events nationwide. Alumni Reunion Weekend (ARW) attracted more than 1,500 attendees which represents a 44% increase over FY16. A special task forces was established to study and make recommendation on how to more effectively structure alumni programming and establish impactful ways for alumni to engage with alma mater. The recommendations have been adopted and the Office of Alumni Affairs was renamed the Office of Alumni Engagement. The change is more than just a name change, it represents the adoption of a new philosophy on how we will work with and engage alumni.

College Relations was renamed the Office of Government and Community Relations. During the course of the year staff tracked more than 450 separate pieces of legislation and positioned TCNJ as a leading voice on topics ranging from college affordability to campus safety to Public Private Partnerships.

Communications, Marketing and Brand Management continued work on TCNJ.edu, including the redesign of websites for Nursing, Health and Exercise Science; Engineering; and, Humanities and Social Sciences, TCNJ Magazine captured national attention when it was selected by CASE to receive the coveted 2017 Robert Sibley Magazine of the Year Award. The Office initiated a major branding effort when it partnered with SimpsonScarborough to identify target audiences, procure audience lists, develop interview and survey instruments, and execute research tools. The resulting 171-page study contained both qualitative and quantitative insights that will be invaluable in helping us craft a compelling brand identity and in assessing our progress in building it.to conduct

Advancement Services placed its attention on improving data integrity, increasing stewardship and outreach efforts, and implementing technology and software solutions to improve various processes. In addition, they participated in several national studies including the Voluntary Support of Education survey and the Educational Advisory Board Survey.

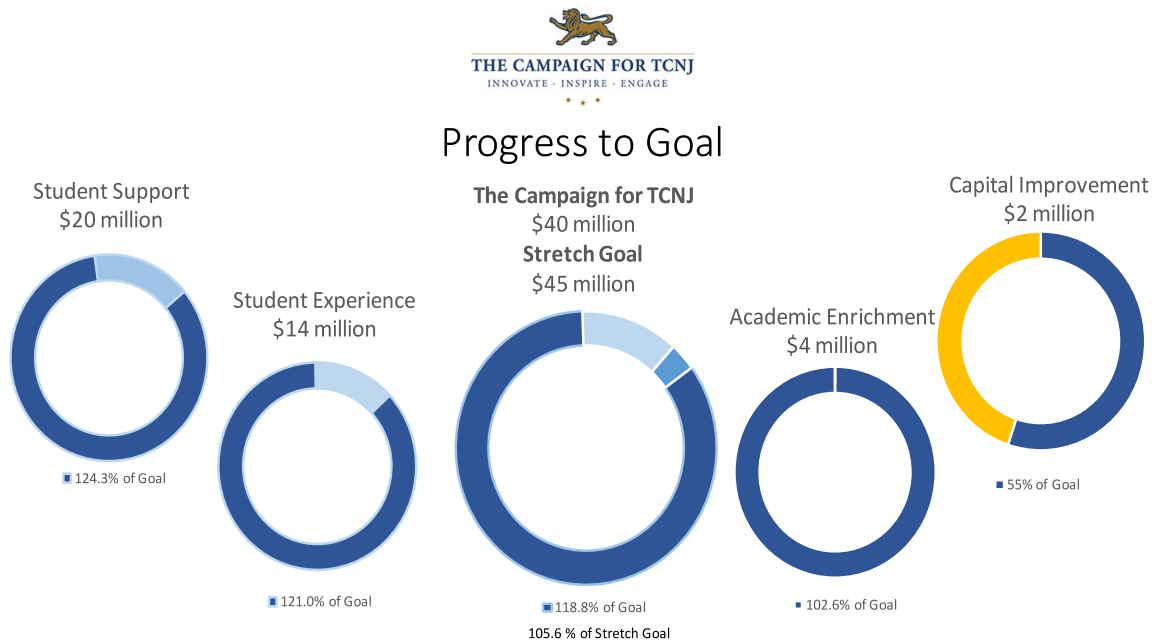
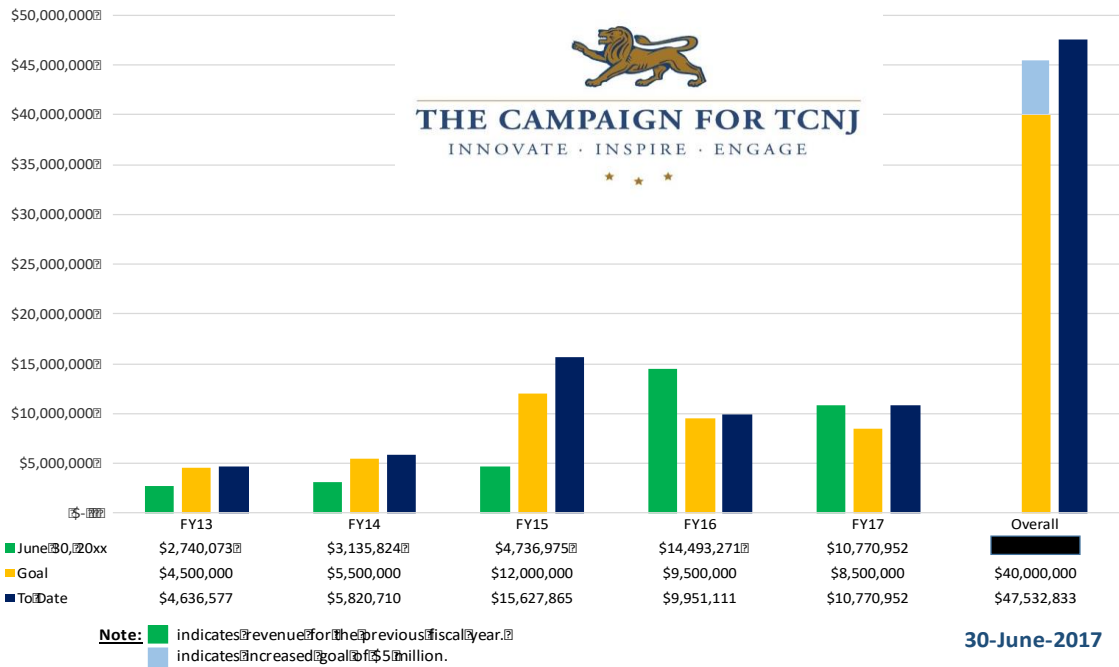
Further details on the accomplishments and challenges faced by College Advancement can be found on the following pages.

## **The Campaign for TCNJ: Innovate • Inspire • Engage**

The Campaign for TCNJ reached its conclusion on June 30, 2017.

By the Numbers:

- Final total: \$47,547,834
- 106% of \$45M stretch goal
- 119% of \$40M goal
- Student Support: \$25,378,760 127% of goal
- TCNJ Experience: \$16,952,555 – 121% of goal
- Faculty Support: \$4,113,098 – 103% of goal
- Capital/Facilities: \$1,103,442 – 55% of goal
- 75 new current use and endowed scholarships were established totaling more than \$13,121,158.
- 69 new endowed funds were established.
- 71 volunteers (alumni, faculty, students, community leaders and (4) former governors) were involved in various ways with the campaign.
- 7 gifts, pledges or bequests of \$1 million or more have been secured.
- The largest gift in the history of the college was received from the Helene Fuld Health Trust - \$6,623,756.
- A gift of \$1 million was received from Barbara Meyers Pelson to establish the colleges very first endowed chair.
- A gift of \$2 million was received from Joan and Bob Campbell to fund the colleges second ever endowed chair (School of Education).
- The number of individuals and entities contributing to the campaign was broad. More than 13,118 unique donors have supported the campaign with 30,628 individual gifts and pledges.



**Note:** February 15, 2017, TCNJ Board of Trustees challenged the college to increase the goal by \$5 million.

**30-June-2017**

## Office of Development

### Dollar Comparison

	<b>Fiscal Year 2017</b>	<b>Fiscal Year 2016</b>		
	<b>as of 6/30/2017</b>	<b>as of 6/30/2016</b>	<b>Difference</b>	<b>% Change</b>
Alumni	\$4,370,210	\$3,789,234	\$580,976	15%
Associations	\$783,632	\$257,424	\$526,208	204%
Corporations	\$818,375	\$1,049,758	(\$231,383)	-22%
Emeriti	\$146,534	\$6,065	\$140,469	2316%
Faculty/Staff	\$553,218	\$404,001	\$149,217	37%
Former Faculty/Staff	\$14,903	\$1,100	\$13,803	1255%
Foundations	\$1,969,930	\$3,684,545	(\$1,714,615)	-47%
Friends	\$1,429,269	\$707,396	\$721,873	102%
Parents	\$171,527	\$47,797	\$123,730	259%
Students	\$4,888	\$3,792	\$1,096	29%
<b>Total</b>	<b>\$10,262,486</b>	<b>\$9,951,112</b>	<b>\$311,374</b>	<b>3%</b>

### Donor Comparison

	<b>Fiscal Year 2017</b>	<b>Fiscal Year 2016</b>		
	<b>as of 6/30/2017</b>	<b>as of 6/30/2016</b>	<b>Difference</b>	<b>% Change</b>
Alumni	3428	3351	77	2%
Associations	17	16	1	6%
Corporations	125	150	(25)	-17%
Emeriti	16	11	5	45%
Faculty/Staff	242	210	32	15%
Former Faculty/Staff	22	10	12	120%
Foundations	47	56	-9	-16%
Friends	536	521	15	3%
Parents	486	356	130	37%
Students	186	225	(39)	-17%
<b>Total</b>	<b>5105</b>	<b>4906</b>	<b>199</b>	<b>4%</b>

- The undergraduate alumni participation rate, as defined by US News & World Report, dipped slightly from 66% in FY16 to 7.1% in FY17. This reflects an 8% increase in the number of alumni donors between FY 16 and FY17.

### Alumni Participation

	<b>FY17</b>	<b>FY16</b>
Alumni of Record	59,168	58,196
Alumni Donors	4,184	3,863
Alumni of Record Participation	7.1%	6.6%

- The Development Office completed the fiscal year having raised \$10.2M exceeding the \$8.5M goal by 20.7%.
- The 5 in 5 Challenge exceeded the \$5M goals by raising \$6.4M.
- Unrestricted income (cash only) increased 6% over the previous year reaching a new all-time of \$271,162.
- The average gift of a first time alumni donor was \$184 up from \$55 in FY16. Similarly, the average gift of a first time unassigned alumni donor in FY17 was \$73 up from \$34 in FY16. The average gift of a reactivated alumni donor was \$210 up from \$173 on FY16. Similarly, the average gift of a reactivated unassigned alumni donor in FY17 was \$72 up from \$65 in FY16.
- The average cash donation from alumni increased from \$347 in FY16 to \$483 in FY17. This represents a 39% increase.
- The average cash donation from students increased from \$12 in FY16 to \$56 in FY17.
- On November 3, 2016, College Advancement held its second Day of Giving.
  - The 2016 platform featured 17 different projects, class leader boards, social feed integration and five challenge gifts (opposed to one in FY16).
  - \$135,763 was raised overall compared to \$75,444 last year.
  - \$93,192 was raised from alumni compared to \$51,943 last year.
  - 1,044 donors gave compared to 759 last year.
  - 525 alumni contributed compared to 403 last year. Both years, approximately 25% of the alumni donors were new donors.
- 21 bequests naming TCNJ as a beneficiary were documented this fiscal year for a total of \$2,186,817.
- A total of \$353,512 was received in online donations in FY17 compared to \$310,105 in FY16. This is an increase of 14%.
- On average, major gift officers had 23 prospect meetings per month during the fiscal year.

### Challenge

1. Faculty/Staff solicitation was thwarted this year by the lack of union contracts. However, there was still a 26% increase (49 more donors) who gave this past year which represents an increase of \$177,494 compared to FY16.

## Office of Alumni Affairs

### FY2017 EVENTS BY CATEGORY

Events sponsored by	# of Events	Total alumni attendees	Total students	Total attendees	Average attendance	Total unique alumni attendees
Alumni Association and Chapters	11	427	6	525	48	387
Alumni Affairs *	30	893	228	1,664	55	774
Homecoming 2016	1	773	No registration	917	917	773
Alumni Weekend 2017	37	825	305	1,552	-	825
<b>Total</b>	<b>79</b>	<b>2,918</b>	<b>539</b>	<b>4,658</b>	<b>-</b>	<b>2,413</b>

\* includes partnership and collaboration with Development Office on several events (*regional events are included, but campaign receptions are not included*)

### FY2016 EVENTS BY CATEGORY

Events Sponsored by	# of Events	Total alumni attendees	Total students	Total attendees	Average attendance	Total unique alumni attendees
Alumni Association and Chapters	5	144	13	250	50	125
Alumni Affairs *	24	810	196	1303	54	687
Homecoming 2015	1	1532	No registration	1755	1755	1532
ARW 2016	25	663	132	1076	-	663
<b>Total</b>	<b>55</b>	<b>3149</b>	<b>341</b>	<b>4384</b>	<b>-</b>	<b>2707</b>

\* includes partnership and collaboration with Development Office on several events

### Alumni Weekend Participation Numbers

	2013	2014	2015	2016	2017
<b>OVERALL ATTENDANCE</b>	*Not more than 90?	*Not more than 190?	909	1,076	1,552

**\*NOTE: in 2013 & 2014 individuals registered in bundles – meaning attendees registered for various events (at one time). The registration system did not allow us to pull unique attendees.**

2013 to 2014 = 111% increase  
 2014 to 2015 = 378% increase  
 2015 to 2016 = 18% increase  
 2016 to 2017 = 44% increase  
 2013 to 2017 = 1,624% increase

### Year-To-Year Comparison

Year	# of Events	Total Alumni	Total Students	Total Attendees
2013	8	n/a	0	Not more than 90? (cannot confirm registered in bundles)
2014	8	n/a	0	Not more than 190? (cannot confirm registered in bundles)
2015	33	572	68	909
2016	25	663	132	1,076
2017	37	825	305	1,552

### Goals for 2016-2017

**Goal 1. Work with either Office of Communications, Marketing, and Brand Management or an outside consultant to explore redesign/update of NetCommunity templates including event registration pages and email blasts.**

- a. **Maximize full capabilities of NetCommunity software to create pages that would be aesthetically pleasing and user friendly.**

During 2016, it became evident that our event registration process was very cumbersome as well as outdated in terms of technology. Thus, internal discussions led to the realization that hiring an outside consultant for assistance in maximizing the full capabilities of our NetCommunity software and simplifying the event registration process for the end user was essential. The following accomplishments took place:

- Researched and identified a vendor to redesign the NetCommunity event registration template.
- Project became a collective/joint effort with Development as discussions about the project led to the understanding that Development was also looking to redesign their giving pages.
- Worked jointly with staff in the Office of Communications, Marketing, and Brand Management to ensure that the vendor's redesign met TCNJ brand and web design standards.
- Two event registration templates were created. One for simple events comprised of a single event with straightforward registration. The second template is for complex events such as Alumni Weekend that are comprised of multiple events and require the collection of multifaceted information.
- The end result is a significant improvement aesthetically and functionally for end-users. While we desire to incorporate additional features, we have maximized the capabilities of our existing NetCommunity software.

**Goal 2. Identify key individuals who possess sound leadership qualities to assist with programming and alumni outreach to the recently created Regional Networks.**

In April 2016, John Donohue and John Castaldo met with Theresa Martinac to discuss her working with the staff of Alumni Affairs to assist with creating and managing Regional Alumni Networks for FY17. Theresa enthusiastically agreed. However, due to health issues, Terri was unable to fulfill this role.

Consequently, the Alumni Office outreached to alumni in Washington DC and the North Jersey-NYC area with hopes of cultivating alumni interest to formalize an official Regional Network. Various conference calls and outreach took place in both regions as well as an in-person gathering to discuss the mission of the networks as well as to identify alumni leadership in these regions.

This effort was placed on hold after the restructuring of the Alumni Affairs Office and the establishment of an Alumni Engagement Task Force.

**Goal 3. Work collaboratively with the Alumni Association to update their current bylaws and create event-planning policies/procedures for both the Alumni Association and the individual Chapters.**

It became apparent that updating the Alumni Association bylaws as well as creating event-planning policies/procedures was needed. The following accomplishments took place:

- A collaborative effort by the Office of Alumni Affairs and the Executive Committee of the Alumni Association resulted in a complete revision to the Alumni Association bylaws. The newly adopted bylaws now reflect current policies and practices and can be followed and executed accordingly.
- A *Guideline for Use of Chapter Funds* document was created to guide chapter representatives in expectations for use of chapter funds. This document outlines responsibilities of the chapters as well as expected timetables and deadlines.
  - o Additionally, forms were created for chapter representatives to complete to notify both the Office of Alumni Affairs and the Executive Committee of event plans. The Executive Committee must approve the forms before planning can commence. This has helped to facilitate event planning for chapters as well as document expectations and policies that chapters must abide by.

**Goal 4. Build upon the relationship with our EOF Director and create new leadership within the EOF Alumni Association Chapter. Create relationship building between TCNJ's EOF Department and the EOF Alumni Association Chapter.**

During the Fall semester, the EOF Director and the Alumni Affairs Director met to develop a plan to revive the EOF Alumni Chapter. An interest session took place, which resulted in a variety of alumni attending. The following accomplishments took place:

- Chapter executive board was developed from interest session attendees.
- Chapter by-laws were created and reviewed/approved by the EOF Director and Alumni Association.
- Chapter members attended the EOF graduation luncheon where graduating seniors were informed about the chapter and encouraged to stay involved.
- Chapter members will work with the EOF Department and play an instrumental role in the department's 50<sup>th</sup> Anniversary Celebration that will take place during Alumni Weekend 2018. Planning is in the early stages for this event.

**Goal 5. Enhance Alumni Weekend:**

- a. Expand the programming from a two-day event to a three-day event
- b. Create buy-in for participation in Alumni Village
- c. Work with the deans to create meaningful and exciting programming

Alumni Weekend continues to experience significant growth yearly. The following accomplishments took place:

- Alumni Weekend 2017 broke the previous record for attendance.
  - o More than 1,500 alumni, guests, and students returned to campus to relive the memories and recapture the fun.
  - o Attendance has increased in each of the past four years with 2017 marking a 44% increase in attendance from 2016.
- Alumni Weekend 2017 programming encompassed five days. Length was significantly longer than the two and three-day event of past years.
- While the concept of the All-Alumni Celebration remained the same, several components were added to enhance the experience for alumni and guests
  - o Following a reception in the 1855 Room, a procession was added allowing our Veterans, Golden Lions, 50<sup>th</sup> Reunion Class, and Alumni Association to be recognized by all in attendance.
  - o The procession was followed by remarks from Dr. Gitenstein and John Castaldo from a more centralized location in Green Lawn thus allowing for all in attendance to hear and pause for the remarks.
  - o Family-friendly activities were highlighted including carnival style games, crafts, face painting, a balloon artist, and a popcorn machine adding to the enjoyment of all.
- Enthusiasm for and participation in class reunion celebrations has shown a marked increase.
  - o In previous years, only one or two classes organized formal gatherings. This year, six classes held gatherings organized by reunion committees.
- In past years, all deans held programming on the Saturday afternoon of Alumni Weekend. Attendance at these events was minimal at best. This year, deans were provided more flexibility in their Alumni Weekend programming. For some, including the School of Engineering and the School of Nursing, Health, and Exercise Science, this meant moving preexisting and successful programming held at another time of year to Alumni Weekend. Doing so resulted in a marked overall increase in total attendance at these events, particularly an increase in student attendance as these programs had both a student and alumni component.
- Greek life is a huge component at TCNJ. However, celebrating Greek anniversaries during Alumni Weekend was not previously. This year, Delta Zeta held their 40<sup>th</sup> Anniversary Celebration in conjunction with Alumni Weekend. The brunch was a joint venture between alumni and the current chapter. In total, approximately 200 alumni and students attended this special milestone celebration. The celebration included alumni/student mentoring and helped current students recognize the importance of being active and involved alumni post-graduation.

**Goal 6. Create a summer programming event with a target attendance of recently graduated alumni and young alumni.**

**a. Build relationship with young alumni**

**b. Seek input from various young alumni cohorts in regards to event offerings**

A summer programming event was held at Bar Anticipation in July 2016 that brought 153 young alumni together to enjoy an afternoon of networking and fun. The event for July 2017 has been scheduled and modified to meet suggested improvements. The 2017 event features two registration costs (pre-registration price and walk up price) to encourage young alumni to register in advance. This event will take place in the Grotto Beach area of Bar Anticipation, which will be sectioned, off for TCNJ alumni and

make it easier to meet other alumni and mingle. Lastly, TCNJ trivia questions will be provided to the DJ to quiz our alumni. Alumni prizes will be distributed for correct answers.

Following up from the 2016 Bar Anticipation event, Alumni Affairs sent an Alumni Weekend committee call out email looking for young alumni participation. There were 21 interested young alumni from several young alumni class years (2007-2016). Alumni Affairs organized an evening meeting on March 2, 2017 for this group to get together and begin discussing plans for a young alumni program during Alumni Weekend. Unfortunately, only three from the group were able to attend, however it was a great meeting to hear their ideas and feedback. The majority of the time was spent discussing other young alumni programming ideas to be held throughout the year including:

- informational meet-ups with a happy hour component (i.e. how to fold a bedsheet, how to file your taxes, how to buy your first house)
- “keep in touch” type of events where young alumni can visit campus to touch base with their academic school/dean and hear what current students are working on
- family friendly events held across New Jersey where young alumni and their families can meet up close to their homes on a weekend and meet other TCNJ families in their area

Alumni Affairs also worked with the Student Government’s Senior Class Council throughout the academic year. The Senior Class Council attended two Alumni Association meetings to present about the Class of 2017 Senior Sendoff and ask the Alumni Association for financial support. Alumni Affairs was present at the Senior Picnic, part of Senior Sendoff, and distributed giveaways, alumni information, and collected non-TCNJ email addresses.

### **Alumni Affairs & Athletics**

Alumni Affairs and Athletics partnered this year to host meaningful and engaging alumni events. In an effort to increase outreach to athletic alumni, an Alumni Affairs staff member was assigned to working with both the Athletics Department and the Athletics liaison Development Officer to cultivate engagement with athletic alumni. Below is a summary of Athletic events that were held in partnership with Alumni Affairs during FY2017:

- Cross Country Blue & Gold Meet
- Swimming & Diving Alumni
- Swimming & Diving Alumni also gathered during the tailgate at Homecoming.
- Field Hockey and Lacrosse Victory Celebration
- Baseball Hot Stove Dinner
- Men’s Basketball Alumni Networking Social
- Wrestling Alumni Networking Social
- Hall of Fame
- Women’s Lacrosse Alumnae Day

### **Facebook**

The Alumni Affairs Facebook page continued to grow and evolve in FY17. As of July 1, 2016 the Alumni Affairs Facebook page had 576 likes and as of June 26, 2017, the page has 1,016 likes. The growth in likes can be attributed to strategically partnering with the Office of Communications as well as partnering with Annual Giving. Alumni Affairs coordinated with the Office of Communications to share posts from The College of New Jersey Facebook page and to have The College of New Jersey Facebook page share some posts from Alumni Affairs. Some of these cross promotions included call outs for the TCNJ Magazine, Alumni Weekend photos, Homecoming photos, Commencement photos, Alumni

Weekend registration, and more. Alumni Affairs also worked with Annual Giving to boost posts to the Alumni Affairs Facebook page. Annual Giving paid for ads in an effort to boost posts for Alumni Weekend and EOFY17. The EOFY17 ads resulted in a jump of 45 likes to the page in two weeks. The Alumni Affairs Facebook page had 154 total posts in FY17. Some highlighted posts included:

- Ten weeks of “Throwback Thursdays” displaying yearbook pictures from the past
- “Legacy Monday” pictures featuring a photo of the Legacy family, graduation years, and a quote about why being a TCNJ Legacy family is important to them. Every post included the Legacy family Qualtrics survey in an effort to collect more information and posts. 85 Legacy families submitted their information to Alumni Affairs via the Legacy family Qualtrics in FY17.
- “TCNJ Sweethearts” were featured in February for Valentine’s Day. After posting a call out for sweetheart stories, we posted 15 pictures and stories to a photo album posted to the Facebook page.

### **LinkedIn**

The TCNJ Alumni LinkedIn group grew from 5,006 members (7/1/16) to 5,433 members (6/26/17). The TCNJ Alumni LinkedIn Regional Groups on LinkedIn grew as following:

- Northern New Jersey/New York City – 54 members
- Washington, D.C. – 61 members

### **Lion Tales**

The Office of Alumni Affairs quarterly e-newsletter, *Lion Tales*, continues to be a successful communication vehicle for outreach to the broad alumni population. The e-newsletter format offers the ability to provide alumni with access to a wide variety of news stories, upcoming events, and alumni benefits in a single touch point versus inundating alumni with multiple emails. Since the inaugural issue in March 2016, a total of six issues have reached the alumni population. Comparing Issue 1 (March 2016) to Issue 6 (June 2017), the number of opens has grown from 4,824 to 6,793, and the number of click throughs has increased from 486 to 757.

## Office of Advancement Services

### 1. Gift Processing & Data Integrity

- The office of Advancement services handled 16,694 individual donations compared to 15,812 gifts last year, a 6% increase in gift processing volume.
- Constituent record updates from Daily News Alerts or Alumni Affairs mailings, social media, et. al. These notify the college of weddings, engagements, deaths, retirements, job announcements. In addition to posting the article to the constituents' record, updates involve research to find any or all missing basic contact information including: constituent age, spouse name and age, children name and age, employment title, address, phone, website business description and LinkedIn URL – **414 updates in FY17 in comparison to 223 updates in FY16.**
- Re-organized the entire division's electronic filing and storage system through archiving outdated records, and establishing a nomenclature and numbering system to facilitate identification and retrieval of gift records, reports, reference guides and transactional data.
- The addressee salutations of 126,885 constituent records were restructured in the office's CRM database, Raise's Edge. Each individual record and accompanying spouse record adhere to a formula to ensure consistency in all future mailings. The reconfiguration still allows for customizable salutations for donors whom share close relationship with campus officials. For example, Mr. Smith will automatically read by first name or even nick name without the requirement of manual edits to letterheads or solicitations when extracted from the database.

### 2. EAB Advancement Investment and Performance Initiative

- As part of College Advancement's participation in the Educational Advisory Board's, "Advancement Investment and Performance Initiative," the Office of Advancement Services provided data necessary for a number of variables required within the report. This report demonstrates a comparison of the institutions' investment in staffing and the overall ROI in revenue produced with its available resources. The report examines alumni population, average major gift, endowment size and total size of high net-worth portfolio of 85 comparator institutions.

### 3. TCNJ Foundation Scholarship Support

- The Stewardship and Donor Relations office administered scholarships to just over 430 students and distributed \$1.326 million in foundation scholarship support. An additional \$3,125,078 was issued through our office to support academic and athletic programs, faculty and staff development initiatives and private grants.

## Office of Communications, Marketing & Brand Management

### Brand Development

- Developed a year-long roadmap to conduct internal/external research and evolve the brand positioning foundation for TCNJ strategic marketing communications.
- Heather Hardwick conducted 30 perception interviews with a representative cross-section of campus community members (leaders, faculty, staff, alumni).
- Issued a detailed Request for Proposal to secure a research partner for an audience market research project. Subsequently reviewed and rated proposals, interviewed finalists, and hired SimpsonScarborough, a leading higher education research firm.
- Worked with SimpsonScarborough to identify target audiences, procure audience lists, develop interview and survey instruments, and execute research tools. The resulting 171-page study contained both qualitative and quantitative insights that will be invaluable in helping us craft a compelling brand identity and in assessing our progress in building it.
- Coordinated on-campus findings presentations with SimpsonScarborough and conducted additional summary presentations for on-campus colleagues.
- Held respective internal discussions with CMBM and division colleagues as well as faculty, staff, and students to identify most compelling positioning opportunities, based on research outcomes.
- Submitted request for and secured bid waiver for funding of critical next phase of work to advance this project: brand positioning, creative development, and audience testing of marketing communications platform.
- Continued to enforce, train, and provide guidance on proper use of graphics standards.

### TCNJ Magazine

- Winner of the 2017 Robert Sibley Magazine of the Year, the premier award for college and university magazines, recognizing overall editorial and design excellence. TCNJ Magazine bested magazines from Harvard, Stanford, Johns Hopkins, Swarthmore, Rhode Island School of Design, and Oberlin were among others. The Sibley has been awarded annually since 1942. In the last 50 years, TCNJ is only the fifth public institution to win the award. The last New Jersey institution to win was Princeton in 1953.
- TCNJ Magazine also won a CASE Circle of Excellence gold award for illustration for the Winter 2017 Prairie opener “Kome Together: Ivan the Terrible and John Lennon had nothing in common until now!” It was drawn by Eric Nyquist, whose work regularly appears in *The New Yorker* and *The New York Times*.
- The series of colorized photographs taken with the college’s new scanning electron microscope and published in the Spring 2016 issue earned a CASE silver award in the “Photography” category. The judges said, “the unusual composition and the beauty of the shots were incredibly effective and a way of thinking of a subject outside the norm.”

- Completed transition from full-time editor to part-time editor and full-time associate editor. Successfully completed search for the associate editor, hiring Kara Pothier, an alumna of the college who in a previous position had spent 17 years as a producer at Nickelodeon.

#### Development and Alumni Affairs

- Continued to execute Campaign Communications Plan, including special sections in each issue of TCNJ Magazine, with supporting ads.
- Created 5-in-5 Challenge tag line and related publicity. Promoted this mini campaign through social media. Posted story and promoted through social media to communicate successful conclusion of campaign.
- Developed “Many Thanks” tag and collateral material to promote end-of-campaign celebrations. Started work on print and a/v for gala celebration.
- Supported Day of Giving, fiscal year-end, and calendar year-end with homepage takeovers and social media promotion. Customized Social Toaster giving platform to reflect brand standards
- Designed user interface for event form template (alumni events) and giving form for TCNJ fund.
- Gave Alumni Weekend promotional materials--both print and digital--a thorough overhaul, bringing them up to quality standards.

#### Enrollment Marketing

- Created a suite of marketing materials in the current Admissions style – including postcards, folders, magnets, travel pieces, ads, posters and programs – in support of the annual recruitment effort. Items reflect a cohesive family of materials from prospecting through yield and new student orientation.
- Updated undergraduate search postcard series to reflect strong message points identified by the audience research findings and created a corresponding custom webpage that reflects Admissions style, rankings and outcomes information. Developed companion “Succeed” site ([succeed.tcnj.edu](http://succeed.tcnj.edu)) to support conversion of prospects to inquiries.
- Designed and produced, in addition to undergrad marketing materials, a broad range of materials such as financial aid documents, curriculum sheets, scoreboard signage and dean search prospectuses.
- Evolved the Transitions materials to align with the college Admissions design and produced a family of materials including brochure, flyer graphics and t-shirts.
- For the Office of Graduate and Advancing Education, produced 40+ print and screen ads, eight brochures, a flyer template and creative counsel for billboards.
- Reworked the narrative and produced a professionally-written brochure for the Summer Business Institute; also produced 16 print and screen ads, two posters, two ads, a banner and a geofilter for Summer/Winter programs (OGAE).

## Media

- Placed or maximized coverage for TCNJ in 136 news stories, intended in every case to enhance public perception of the college. The top outlets with number of placements are as follows:
  - Times of Trenton - 44
  - Star Ledger - 18
  - Philadelphia Inquirer - 17
  - Trentonian - 6
  - NJ BIZ - 5
  - NJ 101.5 - 5
  - 6abc – 4
- Managed through staff turnover. Following Head Media Relations Officer Tom Beaver's departure in November, conducted search for replacement. Luke Sacks, former Assistant Vice President, Public Relations for the Intrepid Sea, Air & Space Museum began in February.
- Managed media coverage of residence hall intruder Jon Cannon, the closing of the TCNJ clinic, and student activism surrounding the legacy of Paul Loser and the name of Loser Hall. The latter was covered by The Associated Press, The Philadelphia Inquirer/Philly.com, The Times of Trenton, NJ.com, WCAU (NBC – Philadelphia), NJ 101.5, PhillyVoice.com.
- Managed the announcement of the appointment of Deans Maurice Hall and Suzanne McCotter and the departure of Dean Jeff Passe.
- Planned and publicized the retirement announcement of President Gitenstein, resulting in coverage in the Trenton Times (front page), NJBiz, the Philadelphia Inquirer, and Chronicle of Higher Education.
- See appendix for select list of news coverage.

## Web and Digital

- Completed multi-year overhaul of school sites (inclusive of academic department home pages). Launched new websites for Nursing, Health and Exercise Science; Engineering; and, Humanities and Social Sciences. Total more than 80 academic websites. Each site included all-new writing and photography, and reflected current best practices in web design.
- In addition to enrollment, development, and alumni projects mentioned above, other web development projects included: Student Transitions, Welcome Week, Homecoming, Records and Registration, Commencement, Join the Pride, Payroll, and Transfer Registration.
- Aided development of TCNJ mobile app, providing skin and architecture.
- Produced 25 home page features, in addition to regular content for campus news channel.
- Fielded approximately 1,800 requests for web support.
- Created online flipbooks for TCNJ Magazine, dean searches, records and registration, Graduate and Advancing Education, and president's annual report.
- See appendix for specific web metrics.

## Social Media

- Continued to see audience growth on all platforms [2017 total (2016 total)]:
  - Facebook: 2,175 new followers, 22,519 total (20,344) +10.6%
  - Twitter: 1,047 new followers, 8,856 (7,809) +13.4%
  - Instagram: 1,929 new followers, 7,516 (5,587) +34.5%
- Facebook (September 1, 2016-June 30, 2017):
  - 2,000+ increase in Facebook "Likes" (22,229 total)
  - 60,757 engagements (likes, comments, shares) on 144 posts
  - 9,707 shares of posts, which is up nearly 4,700 from last year. More eyes on shares = greater reach. It is clear that our fans are taking it upon themselves to be our "Brand Ambassadors."
- Twitter (September 1, 2016-June 30, 2017):
  - 4,000 engagements (quotes, retweets, likes, replies) on 402 tweets. Engagement is up 1,500 from last year.
- Instagram (September 1, 2016-June 30, 2017):
  - 41,000 engagements (likes and comments) on 121 posts
- General observations: Posts involving superlatives—#1 in U.S. News ranking, MONEY, etc—perform the best (no pun intended) in all metrics across all platforms. Per post, Instagram seems to consistently engage the most users.

## General

- Campus Communicators Network: In March, CMBM hosted its inaugural gathering of campus communicators. Thirty five staff members from 22 campus offices/department attended the hour-long session. CMBM staff presented on brand and strategic planning; web and social media policies and best practices; sharing news and information via our four main news channels (TCNJ Today, TCNJ.edu, TCNJ Magazine, and external news media); and how to promote events, including guidelines for using TCNJ Official Email. The forum was well-received by the participants, many of whom provided feedback that it would be helpful to continue to meet with CMBM on a regular basis. We are planning to host similar forums (perhaps on specific topics and/or with guest speakers) every semester moving forward.
- Crisis Communications: Completed major overhaul of Crisis Communications Plan. This revision is designed to work with the Campus Emergency Plan and articulates specific responsibilities and identifies staff backups. Advocated for and supported conversion of Emergency Notification System from opt-in system with 2,900 students enrolled to an opt-out system with 5,882 students enrolled.
- President's Holiday Video: Produced two videos this year. The official video featured the chorale performing an acapella version of "Auld Lang Syne." It was released on December 8 and has received 10,317 views on Facebook and 4,364 views on YouTube. A second beat-box outtake performance was posted on December 30. It has been viewed 10,317 times on Facebook and 2,067 times on YouTube.

- Produced 2016 TCNJ and TCNJ Foundation Annual Report, which for the first time included spreads on each of the schools.
- Phi Beta Kappa: Managed new member selection process and induction ceremony. Eighty-two new members in course were selected—63 seniors and 19 juniors. Prof. Margaret Martinetti was elected as an alumnus. Served as chapter secretary for the year.

## APPENDIX

### Select Media Placements

- “News on the Rocks: Sexual Assault on Campus” – WCBS (NY) Radio, July 18, 2016. Mentioned TCNJ's revised Title IX policy as a model of what institutions should be doing.
- Managed media for July 27, 2016 event held in conjunction with PSEG to unveil electric car charging stations on TCNJ campus. Coverage included a segment on 6abc Action News, print story in The Times of Trenton and online story on NJ.com.
- “NJ colleges welcome new law as they work to prevent suicide” – The Philadelphia Inquirer/Philly.com, August 8, 2016. Included extensive quotes from Angela Lauer Chong.
- Re-Thinking STEM proved to be Smart Move by TCNJ” – NJ BIZ, August 22, 2016. Featured extensive quotes from Dean of the School of Science Jeffrey Osborn and alumni Emily Cherney.
- “Overspecialization, overtraining up injuries and burnout in kids sports” – Reuters, August 30, 2016. Story about the dangers of children focusing exclusively on one sport year-round. TCNJ professor Avery Faigenbaum quoted.
- “What one college learned from creating housing for recovering addicts” – Chronicle of Higher Education, August 31, 2016. Story on creation of Lion's House; Amy Hecht, Angela Lauer Chong and Chris Freeman quoted. Appeared in print (9/9/16 issue) and online.
- “To prevent campus rape, colleges change rulebook from 'no means no' to 'yes means yes'” – The Philadelphia Inquirer/Philly.com, September 5, 2016. Story about NJ colleges and universities adopting affirmative consent policy included quotes from Angela Lauer Chong and a group photo of the TCNJ's SAVE Peer Educators.
- “How these NJ students could affect Trump/Clinton debate” –The Times of Trenton, September 26, 2016. Front-page story about TCNJ students Caitlyn McNair and Jennifer Loughran helping to develop debate questions submitted to the Commission on Presidential Debates.
- “Trenton Makes Music: new project highlights city's storied music history” – 6abc, October 12, 2016. Story about TCNJ's Trenton Makes Music project documenting Trenton's musical history. Teresa Nakra, TCNJ Associate Professor of Music, was quoted in the story. Trenton Makes Music also featured on NJTV and a front page Times of Trenton story on October 15.
- “NJ College that limited other schools' recruitment now finds itself rebuffed” – The Philadelphia Inquirer/Philly.com, October 24, 2016. TCNJ Director of Admissions Grecia Montero quoted in story about Rowan College at Burlington County pulling out of participating in a college fair.
- “These are the best (and worst) NJ colleges for minority students” – The Star-Ledger/NJ.com, November 2, 2016. Feature on TCNJ's EOF program. EOF Director Tiffani Warren and TCNJ student Grace Sande quoted.

- “How a top college is trying to help low income students succeed in science” – The Philadelphia Inquirer/Philly.com, November 15, 2016. Profile of PERSIST Scholars program at TCNJ.
- “College students fear deportation or loss of rights” –The Philadelphia Inquirer/Philly.com, November 21, 2016. Story about fears of college students related to potential changes in immigration laws under Trump Administration. Associate VP of Communications Dave Muha quoted in story.
- Managed media for “Tasting the Tree of Life” event on February 28, 2017. School of Science Dean Jeffrey Osborn, chefs from Sodexo and TCNJ students gave interviews and posed for photos. Stories ran on 6abc’s Action News (Philadelphia), Fox 29 (Philadelphia), NJ.com (photo gallery and story), The Times of Trenton, and NJ 101.5-FM.
- “N.J. colleges ask: Why does Christie want to cut student success program?” – The Philadelphia Inquirer/Philly.com. March 13, 2016. Story about Governor Christie’s proposal to cut funding for the Educational Opportunity Fund. Dr. Gitenstein was quoted in support of the program due to its small investment and strong outcomes.
- THRIVE Wellness Expo – 6abc, April 4, 2017. Brief story about event held in the Rec Center. Story ran on the Action News broadcast that evening and included footage from the event and a brief interview with a student.
- “Simsbury High Graduate Uses Mindfulness in the Classroom” – The Hartford Courant, April 13, 2017. Profile of CT native and TCNJ urban education student Maureen Hudson and her development of a mindfulness curriculum that she implemented at a preschool in Trenton. Story appeared in print and online and was accompanied by a photo taken by TCNJ photographer Lauren Adams.
- “57 years after starting college, N.J. woman earns bachelor's degree” – The Times of Trenton/NJ.com, May 17, 2017. Commencement profile of 74-year old Barbara Stoffels, a Trenton resident believed to be the oldest graduate in TCNJ history.
- “5 of N.J.'s toughest teaching jobs, a look inside the classroom” – The Star Ledger/NJ.com, June 12, 2017. Reporter Adam Clark’s feature about five of the most difficult and demanding teaching jobs in the state. TCNJ English professor Michele Tarter, who has been teaching a writing workshop at Edna Mahan Correctional Facility for Women for the last 16 years, was profiled.
- “The college president who pioneered online education in N.J. is retiring after 35 years” – Philadelphia Inquirer/Philly.com, June 26, 2017. Story about retirement of Thomas Edison State University President George Pruitt after 35 years on the job.

#### Web Metrics\*

*July 1, 2016 - June 30, 2017 (July 1, 2015 - June 30, 2016)*

Top Level

*July 1, 2016 - June 30, 2017 (July 1, 2015 - June 30, 2016)*

Sessions: 1,650,129 (2,123,441)

Users: 598,050 (694,169)

Pageviews: 2,834,014 (3,710,000)

Mobile: 319,666 (338,244)

Tablet: 56,642 (74,766)

#### TCNJ Today

July 1, 2016 - June 30, 2017 (July 1, 2015 - June 30, 2016)

Sessions: 2,100,797 (2,398,098)

Users: 503,919 (553,933)

Pageviews: 3,091,382 (3,604,356)

#### TCNJ News

July 1, 2016 - June 30, 2017 (July 1, 2015 - June 30, 2016)

Sessions: 70,312 (84,400)

Users: 50,877 (58,739)

Pageviews: 98,728 (116,657)

#### Admissions

July 1, 2016 - June 30, 2017 (July 1, 2015 - June 30, 2016)

Sessions: 417,554 (449,354)

Users: 223,712 (231,447)

Pageviews: 910,351 (991,907)

Mobile: 129,944 (123,068)

Tablet: 23,733 (29,558)

\*Note: The analytics is showing a decline in page views, which is due to the ongoing web overhaul and change in design and structure. We use Google Analytics to track traffic. Google advises that “anytime there are major (or minor) changes to a website, there will be some traffic decline because Google has to re-evaluate the website with the new design and content in place.”

## Office of Government and Community Relations

### Legislative Engagement

The Office of Government & Community Relations tracked approximately 450 bills over the past year - 186 of which are deemed “high priority” - that could potentially impact the institution. The office attended over 30 legislative committee hearings and worked to advance, amend, and halt multiple pieces of introduced and pending legislation over the past year.

Despite the Summer 2016 release of the NCHEMS report detailing the financing higher education in NJ and seeking to jump start a conversation (and action) on the creation of a funding formula, the conversation did not progress into FY 2016-17.

College affordability dominated the annual legislative session with the release of The Report of the New Jersey College Affordability Study Commission (CASC), which included 20 recommendations aimed at addressing two overarching challenges to achieving college affordability: time to degree and financial literacy.

An 11-bill legislative package to implement the recommendations of the report was quickly introduced.

### Specific Legislative Priorities

#### Mandate Monitoring

- **CASC Report Legislation:** TCNJ successfully sought an amendment to a bill that would place a cap on the number of credits public institutions could require (Senate Bill 1871). The amendment acknowledged the Course-Unit Model used by TCNJ. We also took the opportunity to focus on how well TCNJ does with time to degree.
- **Trustee Training Mandate:** Legislation that would negatively impact trustee training by requiring members of governing boards to complete an additional training program, not specifically geared to individual institutions (Assembly Bill 4640), was held from being voted on in the Assembly Higher Education Committee following an expression of concern by TCNJ and all State Colleges.
- **Student Safety:** A suicide prevention bill (Senate Bill 557, “Madison Holleran Suicide Prevention Act”), which required institutions to have individuals who focus on reducing student suicides and attempted suicides available 24 hours a day, was amended to codify what was already in practice on campus. This bill, which was signed by the Governor (now P.L. 2016, c. 18), was amended after concern for its original language was expressed in testimony by Angela Lauer Chong.
- **Student Fees:** Despite communication of TCNJ’s concerns about legislation implementing the Comptroller’s Report on Student Fees and College Affordability (Senate Bill 2214 / Assembly Bill

3847), and attempts to work with both the Senate and Assembly sponsors to amend the bill, the legislation progressed through both houses in its original form due to the primary sponsor's unwillingness to make any modifications.

### **Public Private Partnerships**

- Legislation that would enable TCNJ to enter into Public Private Partnerships (P3) indefinitely exists in both the Senate and Assembly. Previous pieces of legislation have included a sunset provision. TCNJ has been a leading advocate for P3-enabling legislation and a clause to extend the ability indefinitely. The success of the Campus Town project provided a unique angle for advocacy efforts serving as the focus of communication to legislators extolling the benefits of P3s and requests for support of a permanent extension. Unfortunately, the legislation is currently stalled due to a disagreement between the Governor and leadership in the Legislature over prevailing wage and project labor agreements.

### **Low Bid Concerns (Construction Regulations)**

- TCNJ has been working with Assemblyman Gary Schaer on addressing concerns existing with construction and procurement regulations. We have requested amending the State College Contract Law to allow award to the bidder whose bid will be most advantageous to the state college, price and other factors being considered.

### **Other**

- TCNJ reviewed and provided support for a bill that would increase tax credit amounts under Grow New Jersey Assistance Program for certain businesses that have collaborative research relationships with colleges or universities (Assembly Bill 4432 / Senate Bill 2841). State Colleges were added (originally only research institutions were included) to the bill which is now on the Governor's desk.

## TCNJ Foundation

- In FY-17, a committee chaired by director Brian Nugent board revised the bylaws to reflect current best practice. The most notable change was the creation of a Governance Committee whose charge is as follows:

The Governance Committee shall develop rules, regulations, policies and procedures for the operation of the Foundation, including, but not limited to the implementation of the requirements set forth in these Bylaws, subject to the approval of the Board. The aforementioned rules may cover the participation in and support of the Foundation by Directors, the establishment, custody and operation of required reserves, or special or designated funds; the execution of documents, including checks, drafts, notes or other evidence of indebtedness, contracts, pledges, mortgages, transfers and other written instruments for the transfer or encumbrance of property, real or personal; the adoption of an official seal; and such other policies as the Board deems necessary or desirable for the orderly carrying out of purposes of the Foundation.
- The Governance Committee developed as roles and responsibilities document that outlined the expectations of board members as it relates to attendance, participation and financial support. In addition, a matrix was developed to identify the skillsets and relationships that each director brings o the foundation and that document is sued to identify the qualities and experiences that will be sought when board openings occur.
- Allen Silk was elected to the positon of Chair of the Board replacing Jim Gater who stepped down due to term limitations.
- Kim Brandley '90 was elected to vice chair of the Board
- Four new directors were voted to the board:
  - Leo Kelly '97
  - Spiro Spireas
  - Melvin Sykes '75
  - Gloria Weissbart "78
- Foundation Financials: Foundation Support to the College: \$6,899,761.12 (per FDN invoices -- This does not include check requests, which some of our FDN check requests are in support of the college.)
- Amount in Scholarship Support: \$1,367,376.00 (per FDN budget)
- Unique Scholarship Recipients: 434 students

## TCNJ FOUNDATION Investment Summary June 30, 2017

### Merrill Lynch Investments

Endowment (as of 6/30)	\$31,171,847.00
CGA (as of 6/30)	\$4,569,920.00
<b>Subtotal</b>	<b>\$35,741,767.00</b>

### External Investments

Bank of America (Myketiuk)	\$1,305,767.41
HSBC (Helene Fuld Health Trust)	\$6,270,023.97
Fidelity Investments (Student Investment Fund)	\$424,083.30
<b>Subtotal</b>	<b>\$7,999,874.68</b>

**ENDOWMENT TOTAL** **\$43,741,641.68**

### Cash Holdings

Wells Fargo Checking	\$1,026,122.50
NJ Cash Management Fund	\$375,180.94
<b>CASH TOTAL</b>	<b>\$1,401,303.44</b>

**TOTAL CASH and INVESTMENTS**  
as of 6/30/2017 **\$45,142,945.12**

