



EAST TENNESSEE STATE  
UNIVERSITY



**Quarterly Report**  
2nd Quarter, period ending  
December 31, 2018

**Dear Loyal ETSU Supporters,**

Thank you to all of our alumni, friends, partners, and especially to our Foundation Board of Directors and President's Circle members.

- **President's Circle Academy.** Over 30 President's Circle members attended the 2018 event (see below), taking part in Olympic Day in the Center of Excellence for Sport Science and Coach Education (CESSCE), sitting in on a Machine Learning seminar (Engineering 101), and getting a tour and presentation regarding the new Interprofessional Education and Research space (Building 60). It was great getting the chance to see everyone and I'm already looking forward to next year's program!
- **Distinguished President's Trust.** We are preparing to recognize this year's DPT cohort and I wanted to tell you about an enhancement we've made to the program. Sometime in January, new inductees and those who will rise to another DPT level, will receive a letter congratulating them on this recognition. It will introduce the DPT to those who may not have taken notice of it and ask them to hold their calendars for the evening of **April 12, 2019 at Meadowview**. Please mark your calendars as well!  
**NOTE:** To be recognized at the Distinguished President's Trust level, a donor provides cumulative gifts totaling \$10,000 or more. This may be through a single gift or accumulated over several years.
- **ETSU Day of Giving** will be **April 17-18, 2019**. The Foundation, Athletics, and all units at ETSU will join together for this unique initiative to connect with our alumni, friends, faculty, staff, and partners and to encourage support for ETSU. This will be a 1911-minute challenge, in honor of the year we were established. Look for more information in early spring and please plan to take part by giving and being an ETSU Advocate.
- **ETSU Foundation President's Circle Lunch.** Please save **May 2, 2019** for this event. Look for more information and invitations soon!

Thanks so much for all your advice, leadership, and support!

*Pam Ritter*

Pres & CEO, ETSU Foundation  
Vice President for ETSU Advancement

**P.S.** The President's Circle exists to recognize donors to the university! When you donate \$500 or more per year to the area(s) you choose, we will invite you to special events and send you information about our progress (like this report). I encourage you to make your gift **today** by visiting [www.etsu.edu/give](http://www.etsu.edu/give).



**- Major Giving**

- Dessi Foster joined University Advancement as the new Director of Development for Student Affairs and the Roan Scholars Leadership Program. She comes to ETSU after spending the last three years in fundraising at Steppenstone Youth Treatment Services in Limestone, TN. Dessi is a 2000 alumna of the ETSU College of Business & Technology and we are very excited to have her on our fundraising team.

**- Advancement Services** - set up EFTs for new bank; ID'd 2019 DPT members; database upgrade testing

- Concentrated on data updates this quarter: prepared DPT names for publication, added information received from the Alumni directory project, and updated employment records from a bi-yearly screening. Also adding several hundred parent records to the database in support of Student Affairs.

**- Annual Giving**

- Established a large committee with representation from Athletics, faculty, staff, students, and all ETSU units to plan and conduct the 1911-minute challenge (ETSU Day of Giving) on April 17-18, 2019.

**- Planned Giving** - we are identifying new income producing options to replace Charitable Gift Annuities.

- Booked one of the largest planned gifts in program history last quarter at \$2.5M, which will fund a university-wide scholarship; working on multiple real estate gifts to book soon.

**- Alumni Association**

- Hosted six Game Days, including Pres. Circle/Tradition Keepers Tailgates and Homecoming Lunch Under the Tent; Grad Celebration had 400+ attendees; American Traditions event for International students/alumni; held first-ever Commencement Medallion ceremony; and Knoxville Club hosted a Holiday Mixer.
- Alumni Directory (Publishing Concepts Inc.) - over 10K responses; directories will be published Aug 2019.

**- WETS-FM** - raised \$145K+ so far, through the fall phone drive and a December online effort.

**- Athletics** - nearly at \$200K in year-to-date annual gifts; total giving approaching \$1M

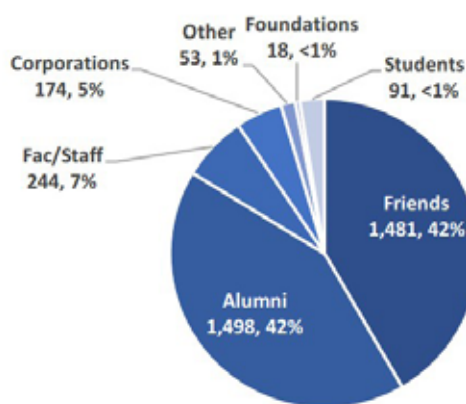
- Facility & Equipment Improvements - installed new Astro Turf in the Mini-Dome; new Women's Golf van.
- Major cultivation & solicitation for leadership projects continue, along with Day of Giving collaboration.

### ETSU Foundation Balance

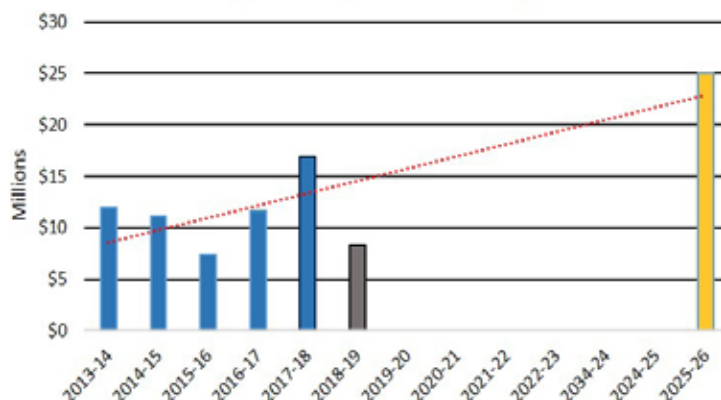
The total fund balance as of December 31, 2018 is \$97,888,190.

NOTES: Balance is based on market value as of date indicated; balance will fluctuate with market conditions; charts below reflect activity from July 1 to December 31, 2018

**Donor Count for 2018-19**



**Progress to \$25M Annually**



**Staff Activity**

	Campus Visits	Visits	Email	Events	Letters	Calls
2018-19	105	376	1,388	199	763	567
2017-18	143	383	1,425	151	749	546
Change	(38)	(7)	(37)	48	14	21

**Funds Raised**

	Net Production	Philanthropic Cash	Annual Fund
2018-19	8,265,023	3,835,562	675,705
2017-18	9,072,981	3,531,984	763,288
Change	(807,958)	303,578	(87,583)

# Unit Reports

(see complete schedule below)

<b>Clinical &amp; Rehabilitative Health Sciences</b>
<i>Increased overall giving to the College by 32% in 2017-18 with over \$85,000 in Philanthropic Cash. Annual fund gifts increased 18%.</i>
<ul style="list-style-type: none"> <li>- Received the first scholarship available to Speech and Language Pathology students in memory of a 1954 alumna.</li> <li>- Added the Social Work Department to the College.</li> <li>- Added a <b>new</b> bachelor's degree in Clinical &amp; Rehabilitative Health Sciences.</li> <li>- Working to develop a master's degree in Prosthetics and Orthotics.</li> <li>- Conducted nearly 50 visits to alumni and friends of the College.</li> </ul>

<b>College of Nursing</b>
<i>The ETSU/Sevierville Accelerated BSN program opened at the ETSU Sevierville location, allowing students to participate in one of the quickest routes to licensure, while working within a clinical setting.</i>
<ul style="list-style-type: none"> <li>- <b>New</b> accelerated LPN-BSN program sites were added in Johnson City, Crossville, and Nashville.</li> <li>- National Council Licensure Examination (NCLEX) RN results are at 91% currently.</li> <li>- Conducted nearly 50 visits to alumni and friends of the College.</li> <li>- 1,192 students in fall 2018, the largest enrollment for the College to-date.</li> <li>- Provided nearly 30,000 primary care and outreach visits to underserved clients through our nurse-led clinics.</li> </ul>

<b>Gatton College of Pharmacy</b>
<i>Total Philanthropic Cash increased by 143% compared to last fiscal year at this time.</i>
<ul style="list-style-type: none"> <li>- Multiple 5 figure gifts secured from a major donor supporting multiple myeloma research.</li> <li>- Building 60, ETSU's Interprofessional Education and Research Center, located on the VA campus, opened in August and provides additional classroom/collaborative learning spaces for pharmacy and other health sciences students.</li> <li>- #Give2GattonRx alumni engagement social media initiative led to more than 100 Gatton alumni giving back to the College through campus visits, volunteering, and/or making financial gifts</li> </ul>

<b>College of Public Health</b>
<ul style="list-style-type: none"> <li>- The Thomas L. and Jean L. Perry Scholarship established in August 2018 in memory of Tom, who taught in the Health Sciences Department for 45 years before his retirement.</li> <li>- Hosted a tailgate tent prior to home football games in 2018, connecting with 175+ alumni, parents, and friends.</li> <li>- The College will sponsor the home women's basketball game on Saturday, February 23, 2019, where we will recognize all Public Health student athletes.</li> </ul>

**Report Schedule:**

- 1st Quarter – Arts & Sciences, Business & Technology, Clemmer College, and Medicine.
- 2nd Quarter – Clinical & Rehabilitative Health Sciences, Nursing, Pharmacy, and Public Health.
- 3rd Quarter – Athletics, Student Affairs, University Programs, and WETS-FM.
- 4th Quarter – Annual Report.

ETSU is an AA/EEO employer. ETSU-046-15M.

ETSU Foundation | [give@etsu.edu](mailto:give@etsu.edu) | [www.etsu.edu/give](http://www.etsu.edu/give)