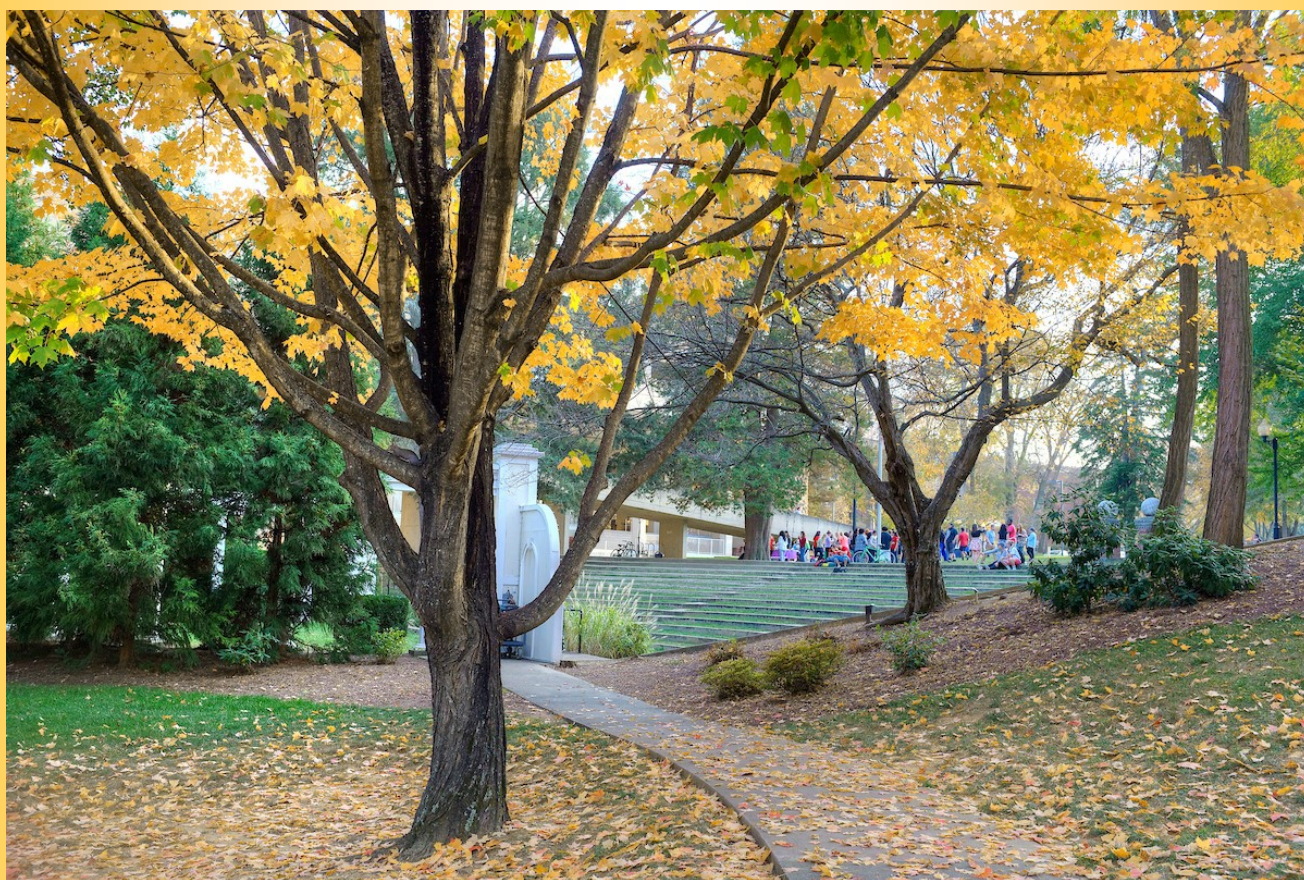




FOUNDATION

EAST TENNESSEE STATE UNIVERSITY



Quarterly Report
1st Quarter, period ending
September 30, 2020

Dear Loyal ETSU Supporters,

As we are nearing the holidays, I am reminded of just how many things there are to be grateful for. I hope many of you will be able to spend time with your family and friends, even if by virtual means. I would like to take this opportunity to express my sincere gratitude for your continued support to the university, especially during these extraordinary times. I want to also give a special thanks to our Foundation Board of Directors and President's Circle members for the commitment you have made to East Tennessee State University as well as the region.

- **Campaign Update:** We are nearing \$86M on our journey to \$120M by June 2022. For updates and more information, visit www.etsu.edu/campaignforetsu.
- **Model Mill Update:** The Advancement Office is on track to move to the Mill property next month, barring any unforeseen circumstances. The staff are looking forward to making it their new home; and, they are particularly excited to have a parking lot, which will make it easier for all of you to visit!

We are hoping to have information regarding spring events, including DPT, in our next report. Again, thank you for all your advice, leadership, and support; and please everyone, stay safe!

Sincerely,



Vice President for University Advancement
President/CEO of ETSU Foundation



Major Giving

- ◇ We are excited that renovations to Lamb Hall will begin soon. The building is home to the College of Clinical and Rehabilitative Health Sciences and the College of Public Health. The renovations will add additional classroom space, laboratory and office renovations, and a new lobby. Naming opportunities are available. To see artist renderings of the beautiful new space and to discuss financial support for this project, contact Directors of Development Anne Godfrey (423-439-7085, godfreyaw@etsu.edu) or Aaron Scott (423-439-4107, scottap@etsu.edu).

Advancement Services

- ◇ Supported Campaign Committee work
- ◇ Completed the national Voluntary Support for Education report
- ◇ Continuing to update dashboards and focus on data acquisition & hygiene

Annual Giving

- ◇ Annual giving production is running below target, but the following should address this:
 - Solicitations to all alumni and to friend donors on behalf of all academic units were released in September.
 - WETS-FM fund drive occurred in mid-October; 2021 Pocket Calendars planned for release in late October.
 - Asking graduating students to support ETSU; recognizing donors with gold cords to wear during commencement.

Alumni Association

- ◇ The Alumni Association hosted, “At Home Learning: A Community Conversation with Parents, Grandparents and Partners in Learning” with experts from Clemmer College. This virtual engagement opportunity provided tools and resources for those navigating at home or hybrid learning. The attendance and feedback was outstanding and we were happy to partner with Clemmer to offer this meaningful resource for our Alumni.
- ◇ We celebrated the 25th year of ETSU PRIDE! Activities included our annual hospitality tour which provides ETSU PRIDE signs to local businesses, a Virtual Community Showcase, and a social media campaign where we encouraged Alumni and friends to share memories tagging #ETSUPRIDETurns25. We kicked off ETSU PRIDE season with the University’s sponsorship of the Chamber meeting which included this featured video “[The Prince of ETSU PRIDE](#).”

Athletics

- ◇ On October 5th, ETSU Athletics announced “All Hands on Deck,” a fundraising initiative designed to support student-athletes and the impact of COVID-19 on the athletics department budget.
- ◇ On October 14th, ETSU Athletics introduced www.etsutickets.com, the new home for Buccaneer ticketing.
- ◇ Beginning with the start of basketball season, ETSU Athletics is implementing digital tickets that will provide fans with a contactless entry into athletics events.

WETS-FM

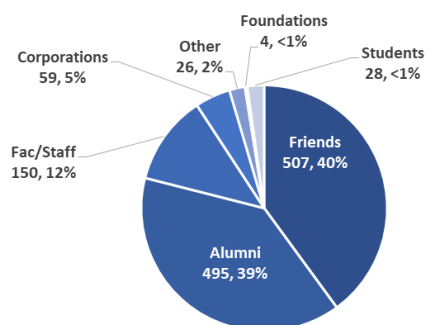
- ◇ WETS-FM held its fall fundraiser October 12-17. The station cancelled the spring fundraiser in March due to the Coronavirus. The “socially distanced” fundraiser raised more than \$86k by October 17, and the station continues to receive donations at www.wets.org.

ETSU Foundation Balance

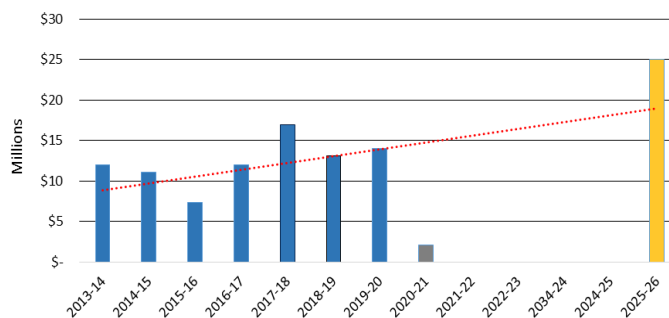
The total fund balance as of September 30, 2020 was \$112,897,415.

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 September 30, 2020.

Donor Count



Progress to \$25M Annually



Funds Raised

	Net Production	Philanthropic Cash	Annual Fund
2020-21	2,084,385	2,001,189	246,224
2019-20	2,515,708	2,389,111	415,914
Change	(431,323)	(387,922)	(169,689)
% Chg	-17%	-16%	-41%

Staff Activity

	Campus Visits	Visits	Email	Events	Letters	Calls
2020-21	8	71	1,818	24	651	520
2019-20	28	232	1,145	110	304	628
Change	(20)	(161)	673	(86)	347	(108)
% Change	-250%	-227%	37%	-358%	53%	-21%

Unit Reports

(see complete schedule below)

College of Arts & Sciences

- Alumni and Friends' support provided nearly 90 students with technology and resources to aid in remote learning needs due to COVID-19.
- Received a generous gift establishing new leadership learning fund for the Department of Chemistry.
- Department of Physics & Astronomy received an NSF grant to recruit students and promote retention in STEM related teaching.
- Received a deferred in-kind gift of musical instruments for the Bluegrass, Old-Time, and Country Music Studies program.
- Hosting monthly alumni and donor Zoom gatherings to showcase faculty and their respective programs.

College of Business & Technology

- Engineering Technology partnered with several local companies to produce 5,000+ Face Shields for health care providers.
- CBAT welcomes two new Chairs of Excellence: David Golden will serve as the new Allen and Ruth Harris Chair in Business and Jim Harlan will serve as the new AFG Chair in Business and Technology.
- Overall CBAT enrollment is up over 2% in fall 2020. Areas of strongest growth include Marketing, Management, Finance, Digital Media, and Computing.
- Enrollment in the MBA program is up over 30%. New MBA concentrations in Business Analytics, Cybersecurity Management, and Healthcare Marketing debuted in 2020.
- Enrollment in the TTU/ETSU Joint B.S. in Engineering program continues to grow; enrollment is up 44%.

Clemmer College

- Secured \$6.3M in grant funding for research and programs during the AY19-20 and 1st quarter of AY20-21.
- Received \$2.5M in grant funding from U.S. Department of Education to expand ACCESS ETSU, which will increase higher education access for students with intellectual disabilities.
- Faculty partnered with the Langston Centre to launch the Ralph E. Davis, Jr. Leadership Academy for high school students aspiring to community leadership.

College of Medicine

- Quillen introduced the inaugural group of nine [Quillen Distinguished Research Fellows](#).
- [Faculty in the Department of Biomedical Sciences](#) have received more than \$7M in extramural funding so far this year to conduct research.
- Four Quillen faculty named to the [ETSU Health Medical Response Team](#) formed during the pandemic.
- Quillen virtually welcomed its 72-member [Class of 2024](#) to campus.
- The annual White Coat Appeal received gifts totaling \$20,025 from 87 alumni to provide coats and funds for medical student activities throughout the year. The White Coat ceremony has been postponed to spring 2021.
- [The Quillen Class Reunions](#) scheduled for July 2020 were postponed and will be celebrated with the 2021 reunions, scheduled for July 16-17, 2021.

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 Life & Enrollment, University Programs, and WETS-FM
- ◆ 4th Quarter - Annual Report