Temple University
College of Science and Technology
Board of Visitors

Institutional Advancement Overview
John Walker
October 23, 2015
BY THE NUMBERS

• CST alumni 13,464
• 10% of CST alumni have preferred degrees from other schools/colleges at Temple
• 74% of CST alumni live in PA 54%, NJ 10%, CA 4%, NY 3%, MD 3%
Alumni Engagement and ROI

• Since 2011, 5% of CST alumni have attended Temple events
• 10% of CST alumni attended Temple events in past 10 years
• 7.6% of CST alumni made gifts to CST in 2015
• 34% of CST alumni who attended TU events in last three years supported the college
CST Donor Designation Preference

By a 5:1 margin, CST alumni supports student scholarships over all other college priorities or needs, including unrestricted (annual fund), Research/Programs, Faculty Chairs/support, and New buildings/facilities
Where CST gifts come from and how they are secured

- **$25K and up** Leadership and Major Donors
- **$1K-$24K** Conwell Donors
- **Below $1K** Annual Fund Gifts

- **Many donors** 813
- **54 Donors**
- **11 Donors**

**Annual Fund GiJs**
- $1K-$24K: $256,957
- $25K and up: $1,106,430

- **77K**
  - Direct mail, telefund, online/OwlCrowd
  - Personal visits, proposals, dean and faculty working with development
  - Personal contact, special outreach
CST Donors

<table>
<thead>
<tr>
<th>Year</th>
<th>Donors</th>
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<tbody>
<tr>
<td>2012</td>
<td>625</td>
</tr>
<tr>
<td>2013</td>
<td>635</td>
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<tr>
<td>2014</td>
<td>608</td>
</tr>
<tr>
<td>2015</td>
<td>882</td>
</tr>
<tr>
<td>2016</td>
<td>950</td>
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Goal
CST Leadership Giving
Conwell Donors $1000+

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
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<tbody>
<tr>
<td>2013</td>
<td>95</td>
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<tr>
<td>2014</td>
<td>105</td>
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<tr>
<td>2015</td>
<td>127</td>
</tr>
<tr>
<td>2016</td>
<td>140</td>
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QUESTIONS?
Future Meeting Dates

Friday, April 15, 2016
Friday, October 21, 2016
New Items

Michael L. Klein, FRS
Dean
Adjourn

Michael L. Klein, FRS
Dean