UAH Retirees Association

February 1, 2012
Yogi Berra

The future ain’t what it used to be

You have to be very careful if you don’t know where you are going because you might not get there
State Funds

FY08 $58.1 M
FY12 $43.2 M

- Tuition/Fees: 37.7%
- State Funds: 30.4%
- Grants/Contracts: 22.2%
- Other: 5.1%
- Auxiliaries: 4.6%
Nursing example

1,000 → 1,300
2012-2020
Revenue less expenditure
crossing point: 2016
“Profit:” $700K/yr
Sponsored research expenditures by source
FY 2010

Total $82,102,043
(excluding construction)
Priorities

- Broaden research portfolio
- Couple more closely faculty and research staff effort
- Increase student involvement in research
Priorities

• Student Life Center
• Bond refunding
• Barriers to research discussion
• IT
  • Implementation of current plan
  • CIO
• Planning
  • Enrollment
  • Integrate academic units and research
• Advancement
  • Organizational Structure
  • VP for Advancement
• Athletics financing
Strategic Planning Elements

- **Mission**: Purpose
- **Vision**: Desired end-state at some point in the future
- **Core Values**: Guide behavior
- **Value Proposition**: What is promised to be delivered; why we matter to constituents and customers
- **Goals**: What is to be accomplished in order to reach our vision
- **Strategic Priorities**: Define direction to accomplish goals
- **Strategic Objectives**: Guide fulfillment of Strategic Priorities; results can be measured
- **Tactics**: Actions required to meet Strategic Objectives
University Advancement

Advancement is an integrated activity involving close, cooperative working relationships among:

✓ Communications/Branding/Marketing: informs large constituency

✓ Special Events: orchestrates large/on-campus functions; provides opportunity for involvement

✓ Alumni Relations: coordinates relations with alumni/friends; provides opportunity for involvement/leadership; nurtures future donors

✓ Development: raises funds; efforts benefit from cooperative efforts of advancement components
### Current Hockey Funding Stream Comparisons as % of Median D I Expenditures

<table>
<thead>
<tr>
<th>Univ</th>
<th>U Fnds</th>
<th>Tkt</th>
<th>Fundraise</th>
<th>Total (%)</th>
<th>Total (000’s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UAH</td>
<td>53.4</td>
<td>1.8</td>
<td>4.8</td>
<td>60</td>
<td>$900K ($800K Univ)</td>
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<td>D I</td>
<td>10</td>
<td>17</td>
<td>73</td>
<td>100</td>
<td>$1,500</td>
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</table>
Required Actions for Hockey to be Successful at Division 1 Level:

• Reliable annual funding stream
• Acceptance into a conference
• Significant increase in game attendance (2,500 average)
• Better facilities arrangement
Three Year Hockey Revenue Ramp Up as % of Athletic Budget Reallocation Commitments Needed

<table>
<thead>
<tr>
<th>%</th>
<th>Univ</th>
<th>+Univ</th>
<th>TotU</th>
<th>Tks/Fdrais</th>
<th>Total</th>
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<tr>
<td>50</td>
<td>$688,300</td>
<td>$0</td>
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<td>$811,700</td>
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<tr>
<td>80</td>
<td>$565,500</td>
<td>$84,500</td>
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<tr>
<td>100</td>
<td>$483,500</td>
<td>$166,500</td>
<td>$650,000</td>
<td>$925,000</td>
<td>$1,575,000</td>
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# Pro-forma Hockey Funding Stream

Comparisons as % of Median D I Hockey Budget

<table>
<thead>
<tr>
<th>Univ</th>
<th>U Fnds</th>
<th>Tkt</th>
<th>Fundraise</th>
<th>Total</th>
<th>Median</th>
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<tbody>
<tr>
<td>UAH</td>
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<td>92%</td>
</tr>
<tr>
<td>#2</td>
<td>48</td>
<td>30</td>
<td>22</td>
<td>100</td>
<td>107%</td>
</tr>
<tr>
<td>UAH</td>
<td>43</td>
<td>40</td>
<td>17</td>
<td>100</td>
<td>100%</td>
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</tbody>
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$650K $600K $250K $1,500K
Timeline

January
- Brochure/marketing materials/game entertainment strategy
- Ticket pricing structure
- Conference Presidential contact

February
- Schedule complete
- Meet with Major Donors
- Meet with Mid-level Donors
- Prepare corporate materials
- Meet with corporate entities
- Meet with Mayor

March
- Meet with Mid-level Donors
- Meet with corporate entities
- VBC contract negotiations
- Mass ticket appeal
Timeline

April
• Mass solicitation/ticket appeal
• Follow-up with Mayor
• Meet with corporate entities
• Mass corporate solicitation

May
• Announcement