



**MEMORANDUM**

To: University of Wyoming Board of Trustees

From: University of Wyoming Foundation

Re: Liaison Report for January 2024 meeting

Date: March 4, 2024

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Thank you for this opportunity to update you on the activities of the University of Wyoming Foundation through our liaison officers, Trustees Bonner and Fall. Please see below.

***YTD PHILANTHROPY***

As reflected in the monthly giving report through January 31, 2024, year-to-date private support to UW is \$30,739,534.

***ADVANCEMENT SERVICES***

*Engaging with Alumni and Donors:* The Prospect Management, Research, and Analytics team is working closely with the development staff to develop portfolios for the foundation’s two new donor experience officers in order to effectively engage with UW’s dedicated alumni and supporters. Additionally, the team completed quarterly audits of fundraiser portfolios and pipelines and created portfolios and training opportunities for four additional campus partners. The PMR team has identified and assigned around 1,400 households across all portfolios since the beginning of 2024. This means that the donor experience officers have more than 2,800 primary assignments, campus partners have 400 primary assignments, and the directors of development have more than 1,500.

*Data Integrity and Security:* To effectively and promptly handle the cybersecurity audit recommendations, the Advancement Services team has finalized and endorsed policies regarding PCI, child privacy, technology disposal, and USB storage device restrictions. These policies comprehensively address privacy and security issues.

*Scholarships:* The team also coordinated meetings with UW General Counsel and UW Office of Scholarships and Financial Aid to work through protected class scholarships and identify what cannot be awarded without changes. The foundation is also collaborating with external legal counsel to petition for updates to scholarship agreements with deceased donors.

*Online Access for Donors:* The foundation is introducing online access for donors to view thank-you letters from scholarship recipients. This initiative enables donors to observe the impact of their scholarships in a more timely and accessible manner.



### **DEVELOPMENT**

The UW Foundation Development team continues to effectively engage alumni and donors by connecting their passions with university priorities.

*Notable Gifts:* In February 2024, one of the largest ranches in Wyoming made a gift commitment of \$3 million to support UW's Ranch Management and Agricultural Leadership program. Of this gift, \$2.5 million was matched by the 2023 State of Wyoming Agriculture Matching funds and exhausted this matching appropriation.

*Donor Acquisition Total for FY 2024:* As of March 1, 2024, UW has 22,146 donors in this fiscal year. This is 18% higher than the past five-year average at this same point in the fiscal year. UW's increasing number of donors is counter to the trend of decreasing donor numbers for most philanthropic organizations in the U.S.

*Key Leadership Hire:* Interviews are being conducted throughout March for the position of Senior Vice President for Development. The search is being conducted by Parker Executive Search with an internal hiring committee overseeing the interviews.

*Fundraising Training:* On April 15-16, 2024, the UW Foundation is hosting a development training for UW academic leaders and development professionals. The session will focus on building trusting relationships with donors and articulating clear unit priorities to enable fundraising success. The session will be led by Academic Impressions and Jim Langley, an industry leader in development training. The session was previously scheduled for January 2024, but had to be rescheduled because Mr. Langley's flights were unexpectedly cancelled.

### **INVESTMENT SERVICES:**

The estimated endowment pool year-to-date and fiscal year-to-date lagged performance through February 29, 2024, is 1.6% and 4.0% respectively. The endowment pool value as of February 29, 2024, is estimated to be \$799.0 million.

In January and February this year, the UW Foundation Investment Committee approved the following:

- A \$25 million investment in an equity strategy managed through a separate account.
- A \$1 million follow-on co-investment in a venture company.

### **FINANCIAL SERVICES**

The 2X 4X report has been delivered to campus partners. The next step in the process is the preparation of business plans to the provost or appropriate university vice president. Additionally, the university budget procedure is in process, as well as work on the internal foundation budget. On-going work for the Financial Services team includes on-boarding new members of the

foundation team, continuing steps for the search for the Senior Vice President of Development role, and working on employee evaluations.

### **STEWARDSHIP AWARD**

The foundation is accepting nominations for the 2024 Stewardship Award. The deadline for nominations is March 25. Two faculty members will receive the honor.

The UW Foundation's Stewardship Award recognizes the leadership of UW faculty members who have excelled in relationship building and stewardship of alumni and donors through receipt of private gifts; engaging former students in the activities of UW; and demonstrating a commitment to strong external relationships for the betterment of the university.

Recipients of the award will personally receive \$5,000; their college or department will receive \$2,500; and recipients may direct another \$2,500 toward a university unit or club of their choice. The UW Foundation funds the awards.

### **EMPLOYEE ENGAGEMENT SURVEY**

The foundation completed its annual Employee Engagement Survey in January and February. This was the third year of the survey, conducted by Quantum Workplace.

Overall favorability rose to 80.9%, marking a 12.7% increase from 2023. Engagement outcomes also saw an 8.4% increase.

Additional key insights include:

- The survey consisted of eight engagement questions, 35 driver questions, and four open-ended questions.
- 27 areas increased by double digits with only one survey item seeing a minor decline.
- The largest increases were in the categories of diversity and inclusion (+23%) and trust in leadership (+19%).
- Overall favorability for female employees increased by 17%.
- The response rate was 4.8% lower than last year, but remains strong at 82.5%.
- Many of the open-ended comments expressed appreciation for the actions taken as a result of previous surveys.
- Organization-wide areas of focus will include celebrating achievements and continued efforts around communication and manager involvement.

Employee engagement is the strength of mental and emotional connection employees feel toward the work they do, their teams, and the overall organization.

### **CAMPAIGN READINESS AND STRATEGIC PLANNING**

The foundation is actively advancing its preparedness for a comprehensive campaign, as highlighted in UW's strategic plan under Goal 5: Cultivate Financial Stability/Diversification. This initiative serves



as a pivotal execution strategy. A report on campaign readiness activities was presented at the winter UW Foundation Board meeting. These activities include assessing resources and infrastructure, crafting the case for support, and shaping the campaign's vision and purpose. Further efforts will be undertaken throughout the spring and summer to finalize a draft plan by fall.

Moreover, the foundation is embarking on its own strategic planning process, commencing in March and extending through the summer to culminate in a draft plan to be presented at the upcoming foundation board meeting. This process will be internally guided to foster long-term commitment and will depend on collaboration among the various departments and divisions within the foundation