Life Cycle of Engagement

Awareness

Reinvestment

Recruitment

Attendance

Proud Alum

Student Success

Experience

Michigan Tech
Create the Future
# Student Affairs and Advancement

## Student Affairs and Advancement

**Les Cook**

**Vice President**

### Advancement

- **Eric Halonen**
  - Assistant Vice President
  - Director of Gift Planning

- **Karla Aho**
  - Director of Gift Planning

- **Dale Kero**
  - Benjamin Larson
  - Rex Wilson
  - Senior Advancement Officers

- **Randy Heinonen**
  - Connie Scott
  - Nathan Ruonavara
  - Advancement Officers

- **Linda Korpela**
  - Manager of Donor Outreach and Communications

- **Mary Jane Lowery**
  - Director of Advancement Operations

- **Gail Mroz**
  - Director of Donor Stewardship & Dev. Events

### Alumni Relations

- **Brenda Rudiger**
  - Executive Director

- **Steven Dobbs**
  - Marketing and Communications Manager

- **Kay Larson**
  - Chapter & Events Program Coordinator

- **Erik Thompson**
  - Assistant Director

- **Paula Nutini**
  - Director, Annual Giving

### Athletics & Recreation

- **Suzanne Sanregret**
  - Director

- **Jada Gullstrand**
  - Director, Camps and Recreation

- **Randy Heinonen**
  - Assistant Director, Athletic Development

- **Joel Isaacson**
  - Associate Athletic Director

- **Kevin Luke**
  - Assistant Coach Men BBall & Assoc AD

- **David Nordstrom**
  - Assoc Ath Dir Fac & Ops

- **Head Coaches**

### Dean of Students Office

- **Bonnie Gorman**
  - Associate Vice President/Dean

- **Laura Bullet**
  - Director, Academic and Community Conduct

- **Robert Bishop**
  - Dean of Students

- **Theresa Jacques**
  - Registrar

### Enrollment, Marketing and Communications

- **John Lehman**
  - Associate Vice President

- **Allison Carter**
  - Director

### Counseling Services

- **Donald Williams**
  - Director

- **Interim Assistant Dean of Students**

### Admissions

- **Shezwae Fleming**
  - Director

### Career Services

- **James Turnquist**
  - Director

### Center for Pre-college Outreach

- **Stephen Patchin**
  - Director

### Housing and Residential Life

- **Travis Pierce**
  - Dir./Chief Housing Officer

### Center for Diversity and Inclusion

- **Elizabeth Pollins**
  - Assistant to the VP

### Student Activities

- **Joseph Cooper**
  - Director

### Student Life

- **Beth Lunde**
  - Assistant Vice President

### Michigan Tech

Create the Future
## Fall 2014 Undergraduate Enrollment Update

<table>
<thead>
<tr>
<th>Category</th>
<th>2013</th>
<th>2014</th>
<th>Change</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total apps</td>
<td>4,148</td>
<td>4,294</td>
<td>146</td>
<td>3.5%</td>
</tr>
<tr>
<td>Admits</td>
<td>2,973</td>
<td>3,105</td>
<td>132</td>
<td>4%</td>
</tr>
<tr>
<td>Deposits</td>
<td>249</td>
<td>384</td>
<td>135</td>
<td>54%</td>
</tr>
</tbody>
</table>

As of Nov. 30, 2013
## Fall 2014 Graduate Student Applicants

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master</td>
<td>507</td>
<td>720</td>
<td>213</td>
</tr>
<tr>
<td>Ph.D.</td>
<td>281</td>
<td>330</td>
<td>49</td>
</tr>
</tbody>
</table>

As of Nov 30, 2013
Campaign Success

$215,366,353

Michigan Technological University
Generations of Discovery Campaign
Funds Raised by Category
2006 - 2013

- Major & Restricted Gifts/Pledges: 23%
- Realized Planned Gifts: 2%
- Planned Gift Commitments: 5%
- Annual Fund: 5%
- Corporate Sponsored Research: 5%
- Corporations: 3%
- Foundations and Other Orgs: 20%
- Gifts-in-Kind: 1%

Michigan Tech
Create the Future
What are the funds raised committed to?

Michigan Technological University
Generations of Discovery Campaign
Gift Designations
2006 - 2013

- Facilities: 27%
- Scholarships/Fellowships: 17%
- Chairs & Professorships: 18%
- Department Program Support/Operations: 4%
- Research: 31%
- Unrestricted or undesignated: 3%
When do we anticipate we may see the $
Advancement/Development Planning

FY14 Overarching Goals

- Raise $30.8 million of private support.
- Increase fundraising outreach with schools and departments.
- Finalize post campaign organizational structure.
- Embrace and support new President’s Advancement Council
## Progress toward our goal

**July 1, 2013 through November 30, 2013**

<table>
<thead>
<tr>
<th></th>
<th>FY14 Goal</th>
<th>Actual</th>
<th>% Realized</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Restricted individual Gifts</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Major</td>
<td>$8.00</td>
<td>$1.52</td>
<td>19%</td>
</tr>
<tr>
<td>Other</td>
<td>1.30</td>
<td>0.73</td>
<td>56%</td>
</tr>
<tr>
<td><strong>Planned gifts</strong></td>
<td>11.00</td>
<td>6.29</td>
<td>57%</td>
</tr>
<tr>
<td><strong>Annual fund</strong></td>
<td>1.50</td>
<td>0.60</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Corp Sponsored Research</strong></td>
<td>5.00</td>
<td>5.15</td>
<td>103%</td>
</tr>
<tr>
<td><strong>Corporations</strong></td>
<td>3.00</td>
<td>0.84</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Foundations &amp; Other</strong></td>
<td>0.50</td>
<td>0.15</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Gifts-in-kind</strong></td>
<td>0.50</td>
<td>0.11</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$30.80</strong></td>
<td><strong>$15.40</strong></td>
<td><strong>50%</strong></td>
</tr>
</tbody>
</table>
Outstanding Asks

Individuals - $41,665,546
Corporate - $4,759,424