



President's Success Goal 6 – Alumni and Friends

Substantially increase our university endowment and alumni giving

Background and Definitions

Building and growing a university endowment is a top priority for several reasons.

Like all public universities, New Mexico State builds its budget from five income streams: tuition and fees, sponsored funding, internal reallocations, state funding, and private giving. In recent years, state support has accounted for a steadily decreasing percentage of the overall budget. This trend makes private gifts even more critical for NMSU being able to continue providing a quality educational experience and, to fulfill its land-grant mission, to provide outreach to the citizens of our state.

Endowment gifts from alumni and friends enable NMSU to offer a scholarship to an exceptional student, attract an outstanding professor, purchase equipment, enhance a library — small things in the big picture, but indispensable to excellence.

Because endowments are held in perpetuity and invested for the long term, these gifts provide one of the most secure sources of future revenue.

“If you take the 20 best endowed universities in America, you’ve got the 20 best universities. It’s that simple. Because you get good if you have the money to get good. And that means having a better faculty, having better facilities, having a better library, having better computer systems, and all the rest.” *Rev. Theodore M. Hesburgh, C.S.C., President Emeritus, University of Notre Dame.*

Alumni giving has become a popular measure of overall alumni satisfaction, and gifts from alumni typically provide a significant percentage of overall gift support.

Definitions:

Endowment – A permanent fund bestowed upon an individual or an institution to be used for the purpose(s) set forth by the donor. Typically, the principal amount of the endowment is invested, and only a portion of the earnings is spent each year.

Endowment Per Student – The total university endowment divided by the total university enrollment

Total funds raised annually – For this purpose, the total of the following: cash gifts received, gifts in-kind, documented pledges of cash, documented deferred gifts, whether revocable or irrevocable

Alumni Giving Rate – The percentage of alumni who received a undergraduate degree from NMSU who support the university with a gift in any given fiscal year (U. S. News & World Report definition)





Active Alumni Chapters – An active alumni chapter is an officially sanctioned group of alumni and supporters who have elected officers and hold at least one NMSU-related event annually.

Scope, Approach and Process

The committee obtained comparison figures from our identified peer group in helping set appropriate targets for the future, and worked with the university’s outside investment counsel to refine the targets. In addition, the committee sought-out best practices from effective development and alumni operations at other universities in making recommendations.

Strategic Plan

Objective 6.1: Increase the University Endowment

Strategy 6.1.A: Conduct a comprehensive campaign with at least 50 percent of the goal targeted for endowment. While the campaign is likely to include goals from every area of the university, the principal goal-setting process should be conducted by Academic Affairs and the deans, with assistance from the Office of the Vice President for Advancement.

KPI 6.1.1: Total Endowment Value **Target:** (still awaiting data)

KPI 6.1.2: Total Endowment per Student **Target:** Top half of peer group

KPI 6.1.3: Total Funds Raised Annually **Target:** (still awaiting data)

Objective 6.2: Improve and Sustain Relationships with Alumni and Friends

Strategy 6.2.A: The new Executive Director of Alumni Relations will develop an engagement plan designed to increase alumni participation in all areas of the university

KPI 6.2.1: Alumni Giving Rate **Target:** 10 percent

KPI 6.2.2: Alumni Satisfaction **Target:** Comprehensive survey

KPI 6.2.3: Active Alumni Chapters **Target:** Each chapter active annually

