



VOLUNTEERS *in* PARTNERSHIP CONFERENCE

APRIL 13-14, 2018

Conference Goals

- Sharing perspectives, feedback, and best practices
- Skill-building
- University news, points of pride
- Volunteer leadership networking
- Call to action

UNIVERSITY OF ROCHESTER

VOLUNTEERS *in*
PARTNERSHIP

VIP Conference Steering Committee

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Tiffany Taylor Smith '91

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VOLUNTEERS *in*
PARTNERSHIP

- What motivates you to volunteer for the University?
- What advice would you offer to the next generation of student leaders and volunteers? If you are a student, what advice would you give to alumni volunteers?

UNIVERSITY OF ROCHESTER

VOLUNTEERS *in*
PARTNERSHIP

Learn, Discover, Heal, Create—
and Make the World Ever Better

Campus Community + Alumni and Friends

Create real impact across the world

A difference in society and individual's lives



EDUCATION



HEALTHCARE



NATIONAL SECURITY



ECONOMY



INEQUALITY



MacBook Pro

TECHNOLOGY



ARTS, MUSIC, HUMANITIES



ROLE OF GOVERNMENT



ENVIRONMENT

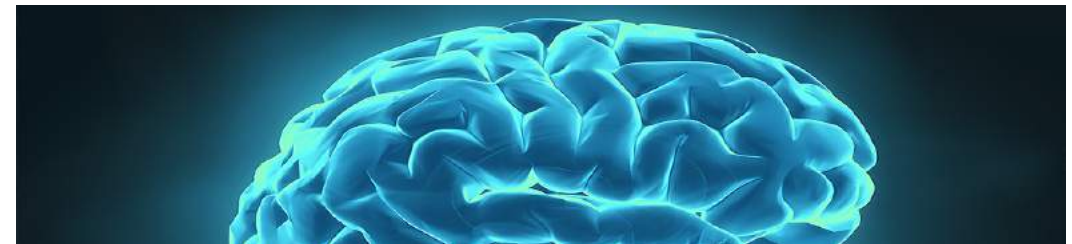
National Academy of Engineering (NAE) Grand Challenges Scholars Program



VOLUNTEERS *in* PARTNERSHIP

The Challenges

- Advance personalized learning
- Make solar energy economical
- Enhance virtual reality
- Reverse-engineer the brain
- Engineer better medicines
- Advance health informatics
- Restore and improve urban infrastructure

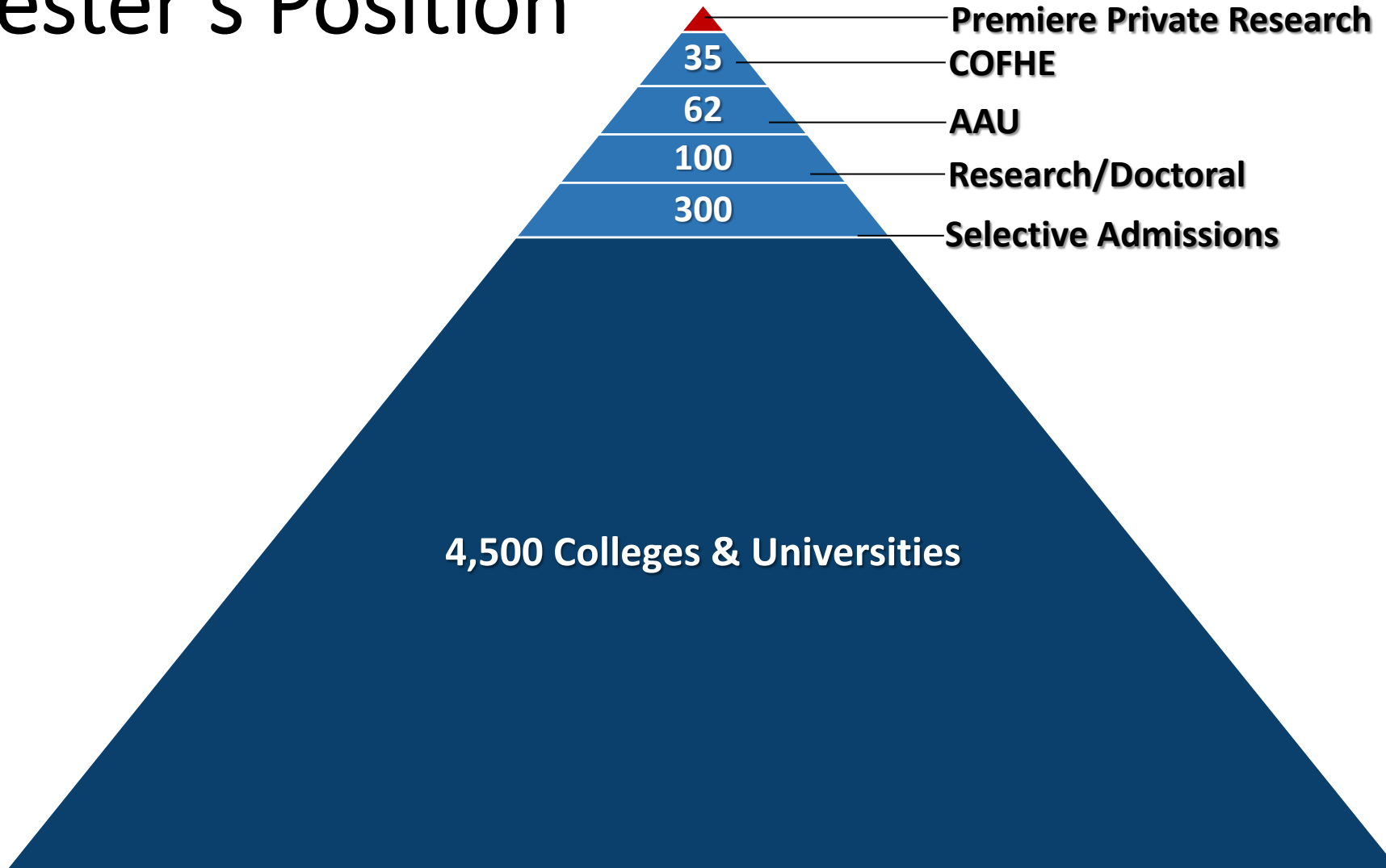


The Challenges

- Secure cyberspace
- Provide access to clean water
- Provide energy from fusion
- Prevent nuclear terror
- Manage the nitrogen cycle
- Develop carbon sequestration methods
- Engineer the tools of scientific discovery



Rochester's Position



Premiere Private American Research Universities

Brown University

California Institute *of* Technology

Carnegie Mellon University

Columbia University

Cornell University

Dartmouth College

Duke University

Emory University

Georgetown University

Harvard University

Johns Hopkins University

Massachusetts Institute *of* Technology

New York University

Northwestern University

Princeton University

Rice University

Stanford University

Tufts University

University *of* Chicago

University *of* Notre Dame

UNIVERSITY *of* ROCHESTER

University *of* Pennsylvania

University *of* Southern California

Vanderbilt University

Washington University in St. Louis

Yale University

UAA

- Brandies
- Carnegie Mellon
- Case Western Reserve
- Emory
- NYU
- Chicago
- University of Rochester
- Washington University

AAU Privates

- Boston University
- Brandeis
- Brown
- California Institute of Technology
- Carnegie Mellon
- Case Western Reserve
- Columbia
- Cornell
- Duke
- Emory
- Harvard
- Johns Hopkins
- MIT
- NYU
- Northwestern
- Princeton
- Rice
- Stanford
- Tulane
- University of Chicago
- University of Pennsylvania
- University of Rochester
- University of Southern California
- Vanderbilt
- Washington U., St. Louis
- Yale

Admissions Peers

- Cornell
- Brandeis
- NYU
- Case Western
- Tufts
- Northeastern
- Carnegie Mellon
- Emory
- BU
- Brown
- Boston College
- USC
- UCSD
- Washington U., St. Louis
- UC Berkley

Med Admissions Peers

US News Rank

Private

| | |
|----------------------|----|
| Harvard | 1 |
| Penn | 6 |
| Case Western Reserve | 25 |
| Pitt | 14 |
| Mt. Sinai | 18 |
| Cornell | 21 |
| NYU | 3 |
| Columbia | 11 |
| Dartmouth | 44 |
| Einstein | 39 |

Public Schools

| | |
|------------------|----|
| SUNY-Syracuse | -- |
| SUNY-Buffalo | 61 |
| SUNY-Brooklyn | -- |
| SUNY-Stony Brook | 57 |
| UCSF | 5 |
| Ohio State | 32 |
| North Carolina | 23 |
| Penn State | -- |
| Wisconsin | 28 |
| Michigan | 15 |
| Virginia | 26 |

ECONOMIC IMPACT



4,200
Patents
in 2015



3,742
Technology
license
agreements
in 2015



2,882
Total
operational
start-ups
in 2015



57
Current
Fortune
100 CEOs*

VALUE



82%
Graduation rate
over past 6 years**



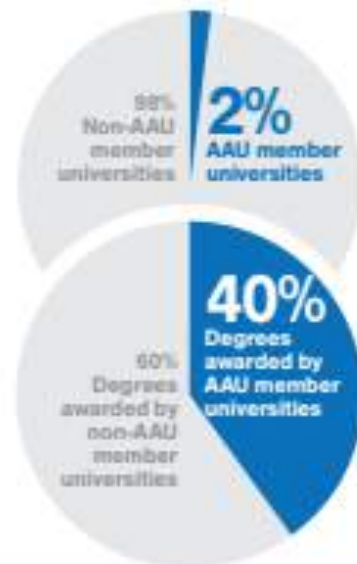
50%
Students who
graduate debt-free

*CEOs who graduated from AAU universities as of 2016.

**2015 graduation rate at AAU universities.

EDUCATION

AAU universities make up only 2% of all 4-year universities, yet award nearly 40% of all degrees.



% Degrees awarded by AAU universities



52%
of all doctoral
degrees in STEM
and Social Sciences



21%
of undergrad
degrees in STEM
and Social Sciences



63%
of all doctoral
degrees in Arts,
Humanities,
and Music



16%
of all undergrad
degrees in Arts,
Humanities,
and Music

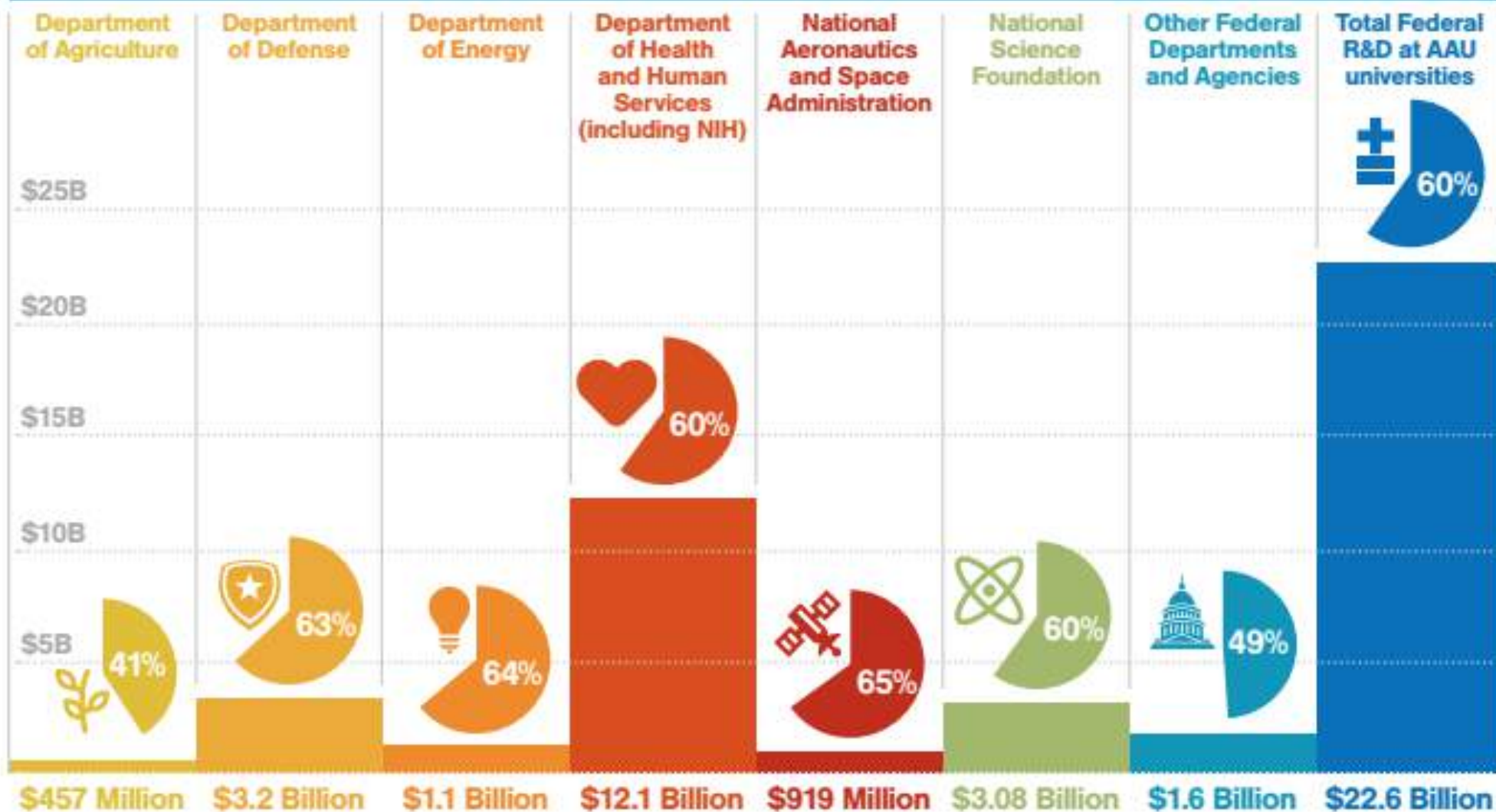
RESEARCH

\$22.6 BILLION Federal research dollars awarded in 2014



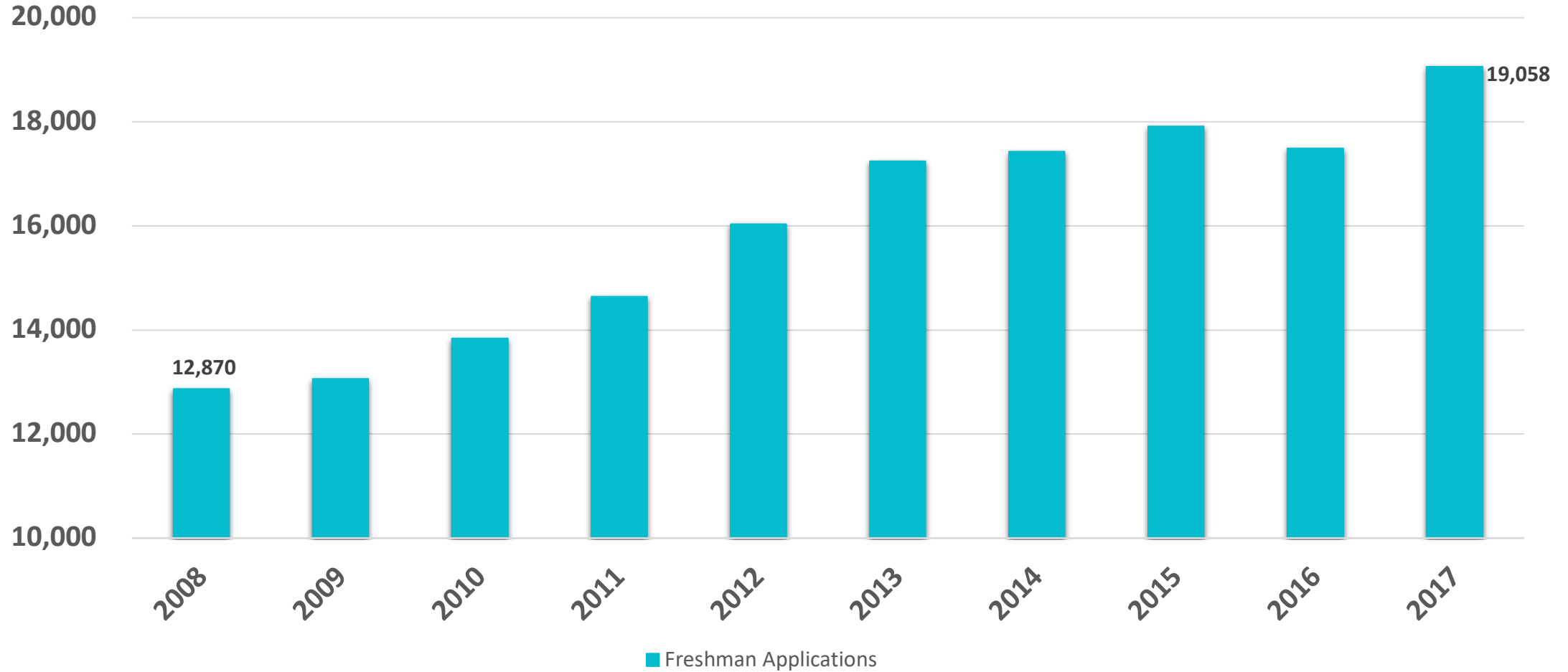
Association
of American
Universities

FEDERALLY-FUNDED RESEARCH AS IN 2015*

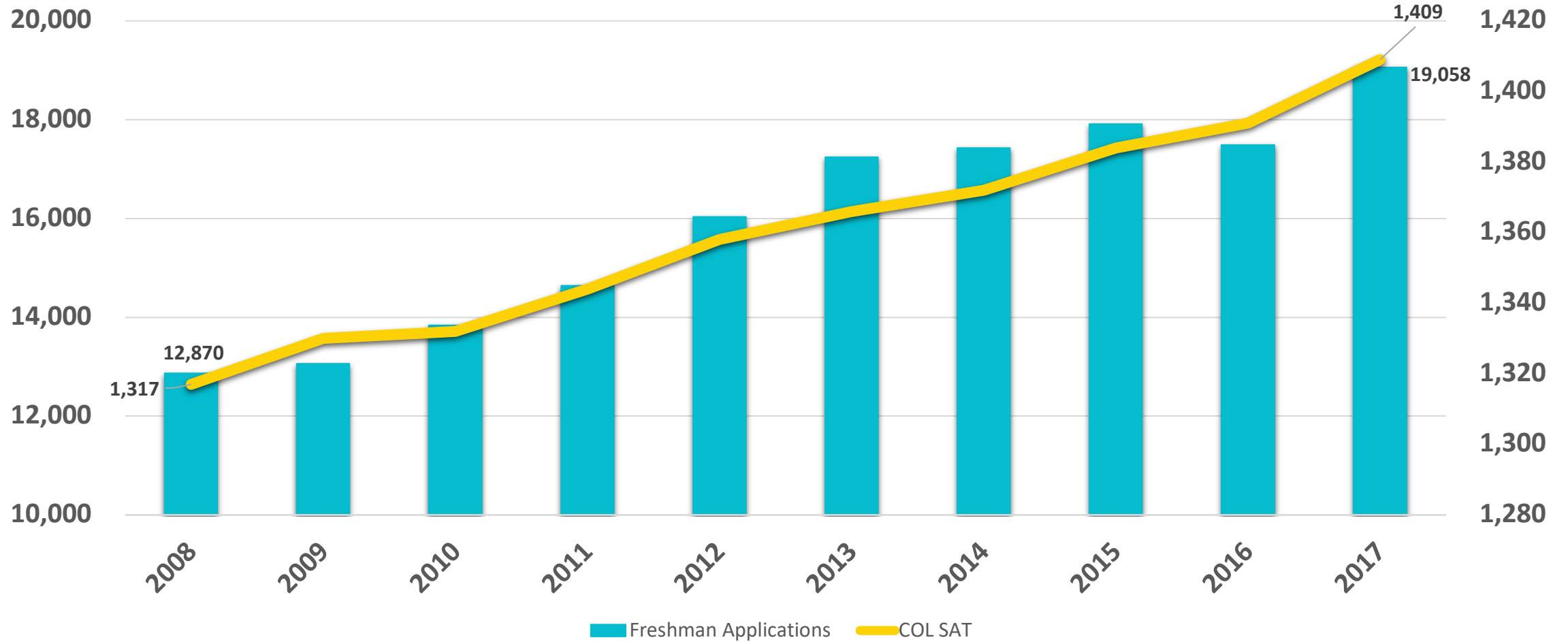


VOLUNTEERS *in* PARTNERSHIP

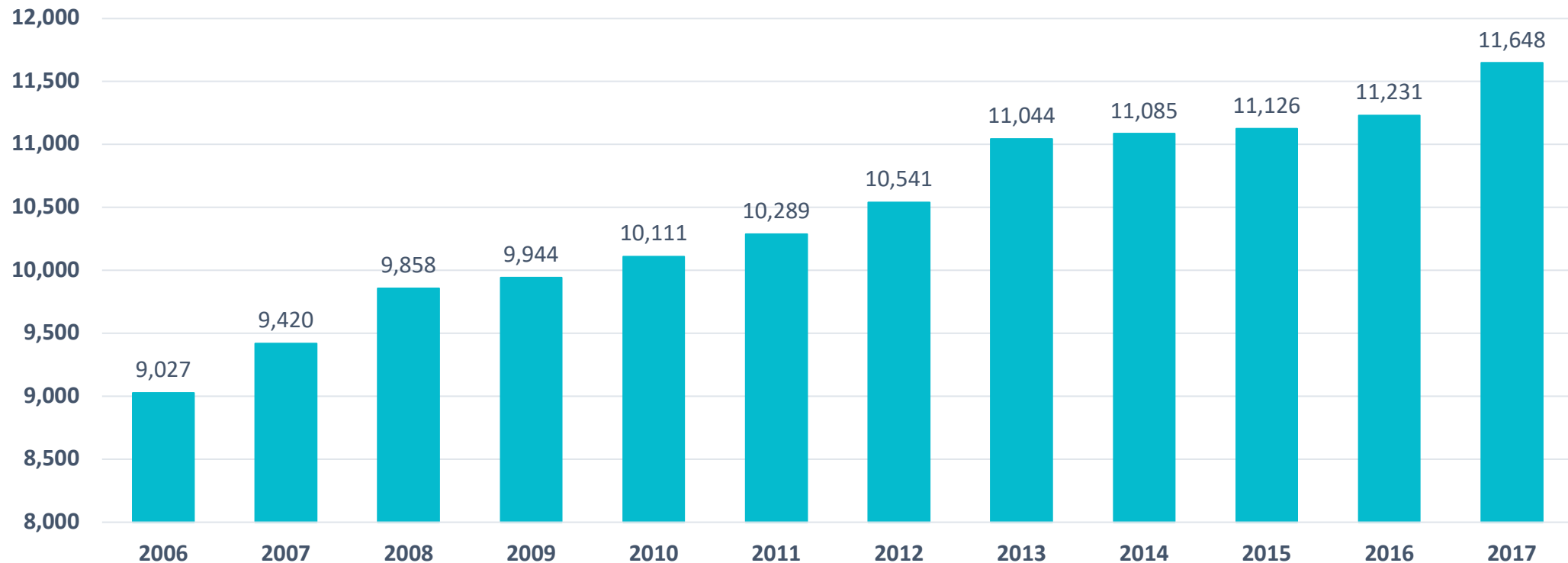
10 year SAT and Application #'s



10 year SAT and Application #'s



12 year - Growth of Undergraduate Enrollment





PennState



VOLUNTEERS *in* PARTNERSHIP



University of Pittsburgh



UNIVERSITY OF MARYLAND



BAYLOR UNIVERSITY



University of Colorado Boulder



THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

PURDUE UNIVERSITY

SMU



RUTGERS

CLEMSON UNIVERSITY

UC DAVIS UNIVERSITY OF CALIFORNIA

VOLUNTEERS *in* PARTNERSHIP



VOLUNTEERS *in* PARTNERSHIP



43°

New York
New York



38°

Boston
Massachusetts



34°

Chicago
Illinois



40°

New Haven
Connecticut



43°

Providence
Rhode Island



39°

Ithaca
New York



35°

Pittsburgh
Pennsylvania



33°

Ann Arbor
Michigan



35°

Hanover
New Hampshire



37°

Rochester
New York

Ivy Plus

Brown
Columbia
Cornell
Dartmouth
Harvard
MIT
Penn
Princeton
Stanford
Yale

Private

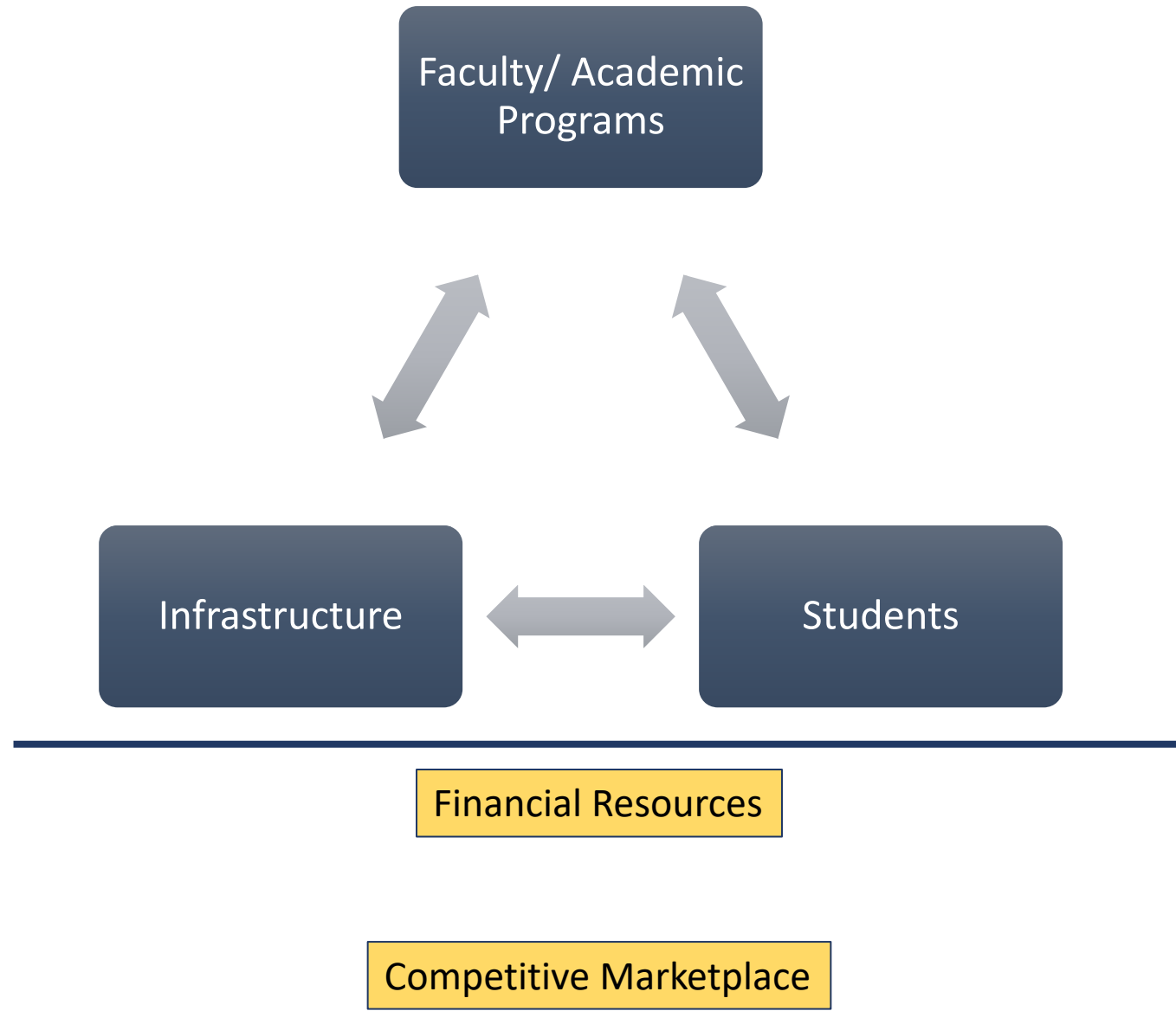
Chicago *
Duke
Johns Hopkins
Northwestern
Wash U *

Public

Berkeley
UCLA
Michigan
Virginia
William and Mary

Core Competition

Boston College
Brandeis *
Cal Tech
Carnegie Mellon *
Emory *
Georgetown
NYU *
University of North Carolina
Notre Dame
Rice
University of Rochester *
USC
Tufts
Vanderbilt
Wake Forest
* UAA Member Institutions



Competition

2017 NCSE Endowment Market Value

| | | |
|----|---------------------------------------|-------------------|
| 1 | Harvard University | \$ 36,021,516,000 |
| 2 | Yale University | \$ 27,176,100,000 |
| 3 | University of Texas System | \$ 26,535,094,723 |
| 4 | Stanford University | \$ 24,784,943,000 |
| 5 | Princeton University | \$ 23,812,241,210 |
| 6 | Massachusetts Institute of Technology | \$ 14,967,983,000 |
| 7 | University of Pennsylvania | \$ 12,213,201,645 |
| 8 | The Texas A&M University System | \$ 11,556,259,952 |
| 9 | University of Michigan | \$ 10,936,013,561 |
| 10 | Northwestern University | \$ 10,436,692,000 |
| 11 | Columbia University | \$ 9,996,596,000 |
| 12 | University of California | \$ 9,787,626,628 |
| 13 | University of Notre Dame | \$ 9,352,376,000 |
| 14 | Duke University | \$ 7,911,174,871 |
| 15 | Washington University in St. Louis | \$ 7,860,774,068 |
| 16 | Emory University | \$ 6,905,465,247 |
| 17 | Cornell University | \$ 6,757,750,014 |
| 18 | University of Virginia | \$ 6,393,561,170 |
| 19 | Rice University | \$ 5,814,444,266 |
| 20 | University of Southern California | \$ 5,128,459,156 |
| 21 | Dartmouth College | \$ 4,956,494,000 |
| 22 | The Ohio State University | \$ 4,253,459,135 |
| 23 | Vanderbilt University | \$ 4,136,465,000 |
| 24 | New York University | \$ 3,991,638,128 |
| 25 | The Pennsylvania State University | \$ 3,990,780,761 |

| | | |
|-----------|---|-------------------------|
| 26 | University of Pittsburgh | \$ 3,945,687,000 |
| 27 | Johns Hopkins University | \$ 3,844,918,016 |
| 28 | Brown University | \$ 3,245,531,000 |
| 29 | University of North Carolina at Chapel Hill and Foundations | \$ 3,027,227,483 |
| 30 | University of Wisconsin Foundation | \$ 2,746,470,216 |
| 31 | Michigan State University Board of Trustees of | \$ 2,682,868,543 |
| 32 | California Institute of Technology | \$ 2,606,504,967 |
| 33 | Williams College The President and Trustees of | \$ 2,508,773,232 |
| 34 | Purdue University | \$ 2,424,872,312 |
| 35 | University of Richmond | \$ 2,373,505,876 |
| 36 | Boston College Trustees of | \$ 2,317,300,000 |
| 37 | Amherst College | \$ 2,248,140,501 |
| 38 | Indiana University and Foundation | \$ 2,229,361,026 |
| 39 | Pomona College | \$ 2,167,019,386 |
| 40 | Carnegie Mellon University | \$ 2,154,098,260 |
| 41 | Minnesota Medical Foundation | \$ 2,141,790,000 |
| 42 | University of Rochester | \$ 2,121,390,000 |
| 43 | University of California Los Angeles Foundation | \$ 2,062,572,957 |
| 44 | The Rockefeller University | \$ 2,049,343,791 |
| 45 | Georgia Institute of Technology and related Foundations | \$ 1,985,801,588 |
| 46 | Boston University Trustees of | \$ 1,957,021,000 |
| 47 | Swarthmore College | \$ 1,955,532,000 |
| 48 | Wellesley College | \$ 1,930,752,000 |
| 49 | Grinnell College | \$ 1,871,046,109 |
| 50 | Virginia Commonwealth University | \$ 1,843,001,038 |

Competition

2017 NCSE Endowment Market Value Per Student

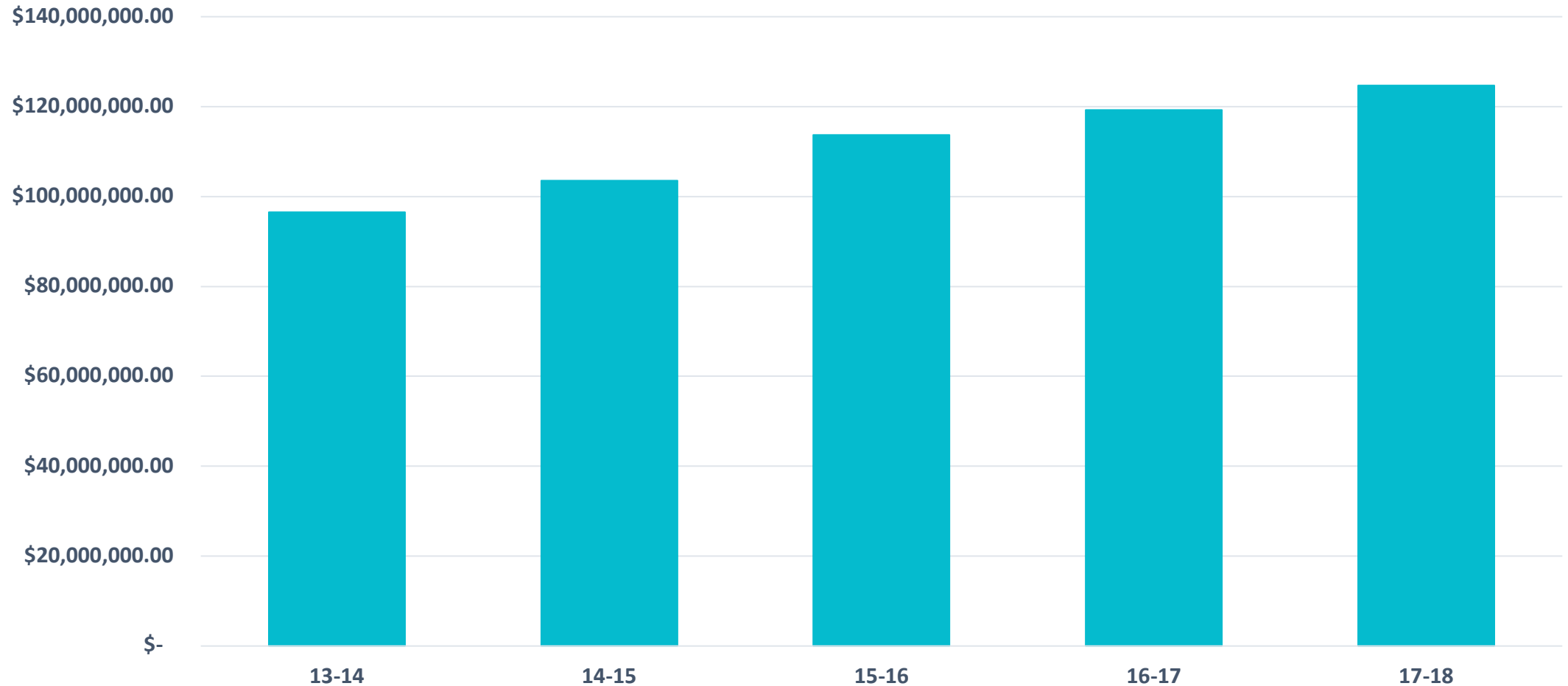
| | | |
|----|--|---------------|
| 1 | The Rockefeller University | \$ 10,246,719 |
| 2 | Princeton University | \$ 2,951,077 |
| 3 | Yale University | \$ 2,191,268 |
| 4 | Stanford University | \$ 1,541,160 |
| 5 | Harvard University | \$ 1,522,079 |
| 6 | Pomona College | \$ 1,321,353 |
| 7 | Massachusetts Institute of Technology | \$ 1,315,751 |
| 8 | Amherst College | \$ 1,255,243 |
| 9 | Swarthmore College | \$ 1,207,864 |
| 10 | Williams College The President and Trustees of | \$ 1,188,429 |
| 11 | California Institute of Technology | \$ 1,163,618 |
| 12 | Grinnell College | \$ 1,119,716 |
| 13 | Rice University | \$ 872,778 |
| 14 | Wellesley College | \$ 807,171 |
| 15 | Dartmouth College | \$ 782,398 |
| 16 | University of Notre Dame | \$ 762,463 |
| 17 | University of Richmond | \$ 633,780 |
| 18 | Northwestern University | \$ 568,540 |
| 19 | Washington University in St. Louis | \$ 562,770 |
| 20 | University of Pennsylvania | \$ 541,389 |
| 21 | Duke University | \$ 509,248 |
| 22 | Emory University | \$ 493,635 |
| 23 | Columbia University | \$ 389,018 |
| 24 | Brown University | \$ 349,621 |
| 25 | Vanderbilt University | \$ 342,139 |

| | | |
|-----------|---|-------------------|
| 26 | Cornell University | \$ 288,941 |
| 27 | University of Virginia | \$ 277,836 |
| 28 | Johns Hopkins University | \$ 217,954 |
| 29 | University of Rochester | \$ 208,922 |
| 30 | University of Michigan | \$ 197,056 |
| 31 | Boston College Trustees of | \$ 172,675 |
| 32 | Carnegie Mellon University | \$ 171,110 |
| 33 | University of Texas System | \$ 147,675 |
| 34 | University of Southern California | \$ 127,612 |
| 35 | University of Pittsburgh | \$ 120,578 |
| 36 | University of North Carolina at Chapel Hill and Foundations | \$ 109,997 |
| 37 | The Texas A&M University System | \$ 97,189 |
| 38 | New York University | \$ 89,774 |
| 39 | Georgia Institute of Technology and related Foundations | \$ 77,371 |
| 40 | The Ohio State University | \$ 70,612 |
| 41 | Boston University Trustees of | \$ 68,820 |
| 42 | Virginia Commonwealth University | \$ 67,802 |
| 43 | University of Wisconsin Foundation | \$ 63,376 |
| 44 | Michigan State University Board of Trustees of | \$ 58,436 |
| 45 | University of California Los Angeles Foundation | \$ 45,889 |
| 46 | The Pennsylvania State University | \$ 45,360 |
| 47 | Purdue University | \$ 42,935 |
| 48 | University of California | \$ 36,235 |
| 49 | Minnesota Medical Foundation | \$ 35,802 |
| 50 | Indiana University and Foundation | \$ 26,098 |

Need-Based Aid per Student at COFHE Schools



River Campus Undergraduate Total Aid Expenditure



Competition

2017 Top 100 Fundraising

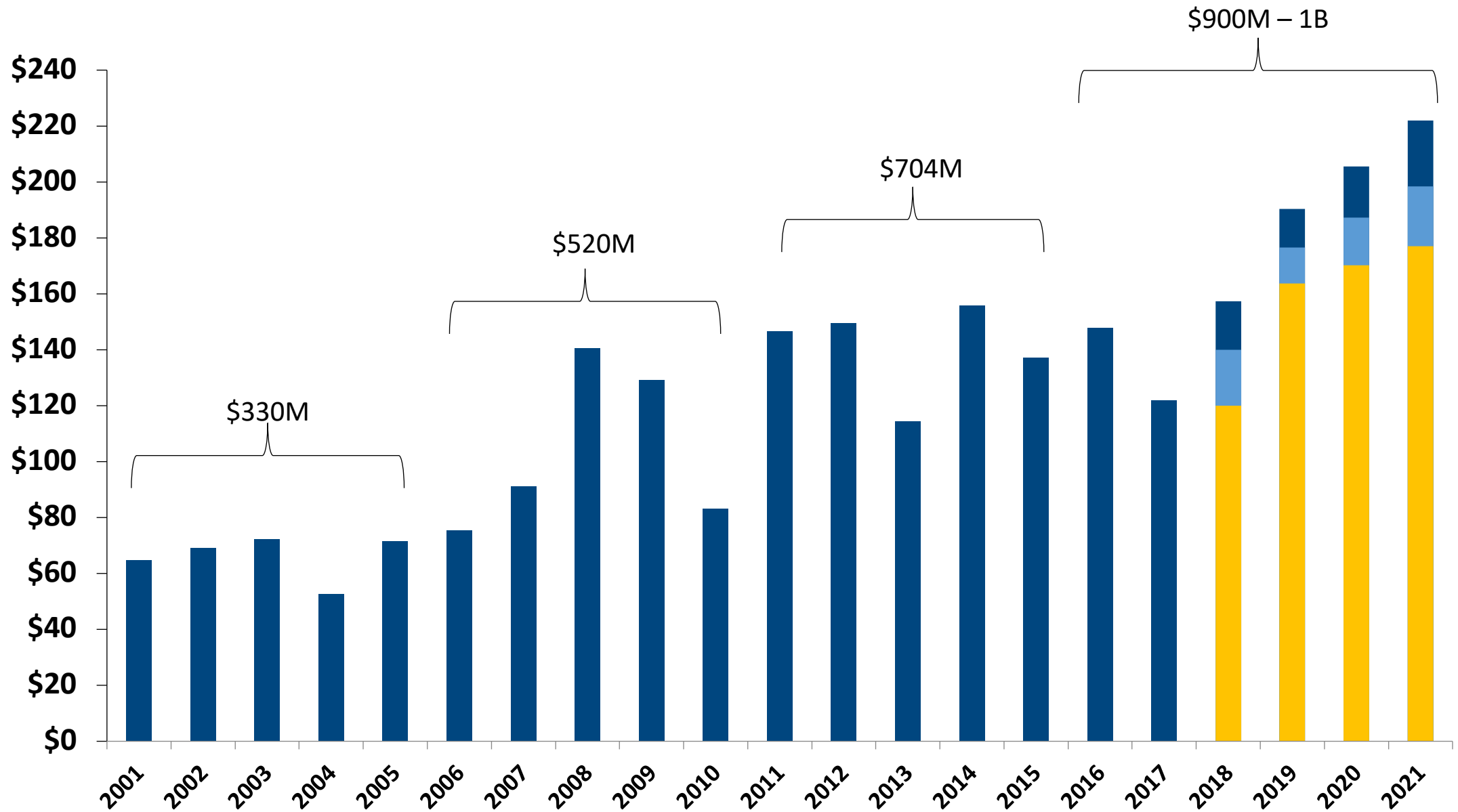
| | | | | | | | |
|----|---|----|---------------|----|--|----|-------------|
| 1 | Harvard University (Cambridge, MA) | \$ | 1,264,133,999 | 26 | Princeton University (Princeton, NJ) | \$ | 304,652,929 |
| 2 | Stanford University (Stanford, CA) | \$ | 1,129,329,599 | 27 | University of Oklahoma (Norman, OK) | \$ | 302,983,206 |
| 3 | Cornell University (Ithaca, NY) | \$ | 735,126,033 | 28 | Texas A&M University (College Station, TX) | \$ | 294,390,614 |
| 4 | Massachusetts Institute of Technology (Cambridge, MA) | \$ | 683,116,665 | 29 | Washington University in St. Louis (Saint Louis, MO) | \$ | 283,537,385 |
| 5 | University of Southern California (Los Angeles, CA) | \$ | 671,294,943 | 30 | University of Wisconsin-Madison (Madison, WI) | \$ | 281,777,403 |
| 6 | Johns Hopkins University (Baltimore, MD) | \$ | 626,711,264 | 31 | University of Virginia-Main Campus (Charlottesville, VA) | \$ | 270,698,868 |
| 7 | University of Pennsylvania (Philadelphia, PA) | \$ | 625,491,855 | 32 | University of Florida (Gainesville, FL) | \$ | 266,105,730 |
| 8 | Columbia University (New York, NY) | \$ | 606,201,142 | 33 | Brown University (Providence, RI) | \$ | 242,351,895 |
| 9 | Yale University (New Haven, CT) | \$ | 600,339,717 | 34 | University of California-San Diego (La Jolla, CA) | \$ | 240,201,313 |
| 10 | Duke University (Durham, NC) | \$ | 585,678,493 | 35 | California Institute of Technology (Pasadena, CA) | \$ | 237,787,043 |
| 11 | New York University (New York, NY) | \$ | 570,012,773 | 36 | University of Miami (Coral Gables, FL) | \$ | 222,092,108 |
| 12 | University of Washington (Seattle, WA) | \$ | 564,356,017 | 37 | University of Arizona (Tucson, AZ) | \$ | 220,166,102 |
| 13 | University of California-Los Angeles (Los Angeles, CA) | \$ | 555,664,549 | 38 | Dartmouth College (Hanover, NH) | \$ | 219,573,241 |
| 14 | University of Chicago (Chicago, IL) | \$ | 485,560,385 | 39 | Emory University (Atlanta, GA) | \$ | 218,587,478 |
| 15 | University of Michigan (Ann Arbor, MI) | \$ | 468,032,224 | 40 | University of Nebraska (Lincoln, NE) | \$ | 211,613,507 |
| 16 | University of Notre Dame (Notre Dame, IN) | \$ | 462,382,235 | 41 | Penn State University (University Park, PA) | \$ | 201,419,536 |
| 17 | University of California-San Francisco (San Francisco, CA) | \$ | 424,475,865 | 42 | Michigan State University (East Lansing, MI) | \$ | 200,824,554 |
| 18 | University of California-Berkeley (Berkeley, CA) | \$ | 409,897,121 | 43 | University of Illinois at Urbana-Champaign (Champaign, IL) | \$ | 199,150,216 |
| 19 | Ohio State University (Columbus, OH) | \$ | 403,015,734 | 44 | Vanderbilt University (Nashville, TN) | \$ | 194,656,454 |
| 20 | Indiana University (Bloomington, IN) | \$ | 401,506,222 | 45 | University of Oregon (Eugene, OR) | \$ | 185,938,707 |
| 21 | Northwestern University (Evanston, IL) | \$ | 342,271,938 | 46 | Arizona State University (Tempe, AZ) | \$ | 179,770,514 |
| 22 | University of Minnesota (Minneapolis, MN) | \$ | 340,340,500 | 47 | Iowa State University (Ames, IA) | \$ | 177,076,424 |
| 23 | University of North Carolina at Chapel Hill (Chapel Hill, NC) | \$ | 328,663,876 | 48 | Oregon Health & Science University (Portland, OR) | \$ | 176,366,089 |
| 24 | University of Colorado (Broomfield, CO) | \$ | 314,717,951 | 49 | University of South Carolina (Columbia, SC) | \$ | 175,110,874 |
| 25 | University of Texas at Austin (Austin, TX) | \$ | 305,568,587 | 50 | University of Kansas (Lawrence, KS) | \$ | 173,195,941 |

Competition

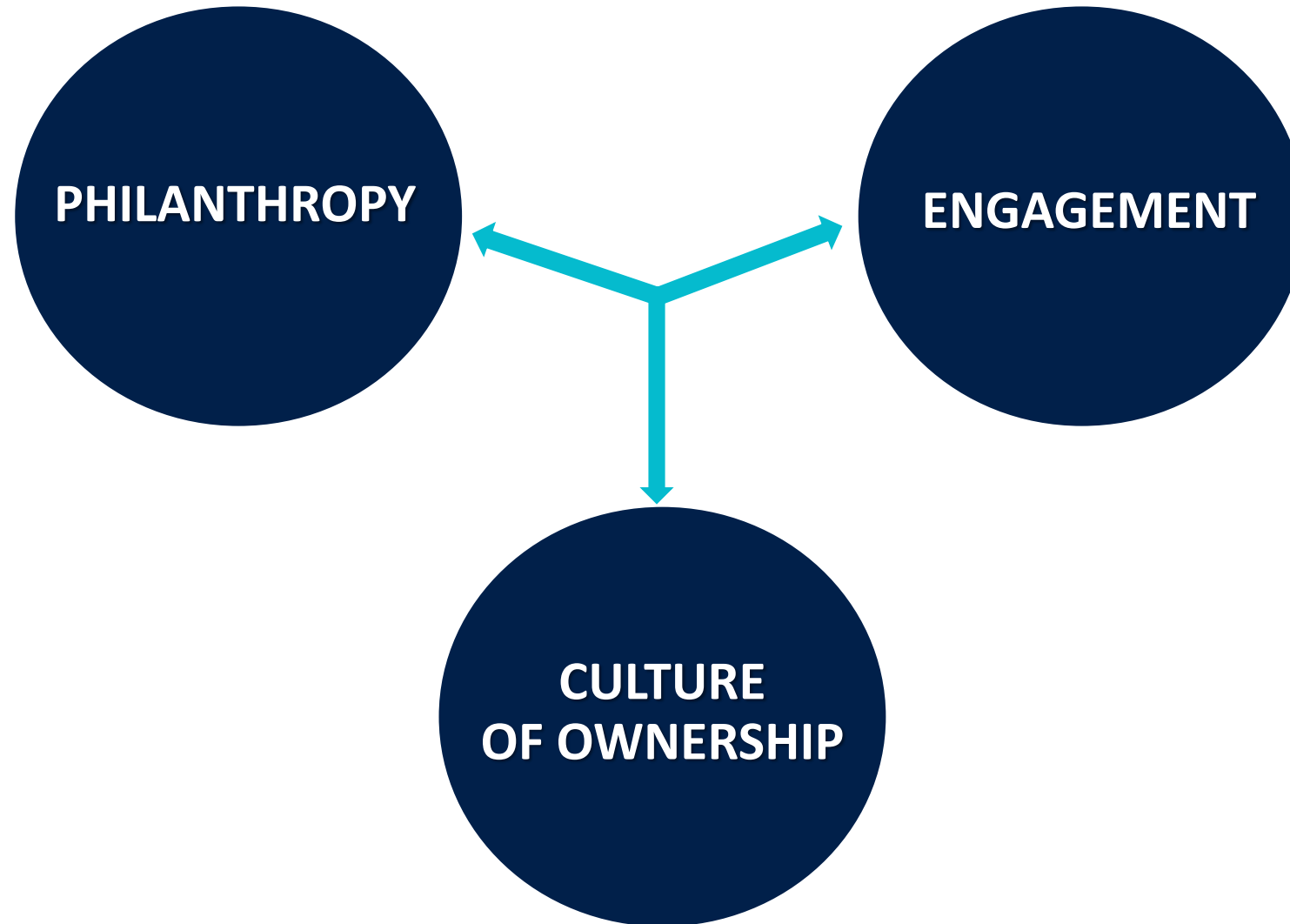
2017 Top 100 Fundraising

| | | | | | | | |
|----|--|----|-------------|-----------|--|-----------|--------------------|
| 51 | Rutgers University (New Brunswick, NJ) | \$ | 164,910,906 | 76 | Tufts University (Medford, MA) | \$ | 106,426,558 |
| 52 | University of Georgia (Athens, GA) | \$ | 163,544,931 | 77 | Wake Forest University (Winston Salem, NC) | \$ | 105,554,309 |
| 53 | University of California-Davis (Davis, CA) | \$ | 163,204,837 | 78 | University of Rochester (Rochester, NY) | \$ | 102,493,336 |
| 54 | Purdue University (West Lafayette, IN) | \$ | 156,548,886 | 79 | West Virginia University (Morgantown, WV) | \$ | 100,844,516 |
| 55 | Boston University (Boston, MA) | \$ | 156,366,291 | 80 | Brandeis University (Waltham, MA) | \$ | 99,403,586 |
| 56 | Carnegie Mellon University (Pittsburgh, PA) | \$ | 155,217,329 | 81 | Oklahoma State University-Main Campus (Stillwater, OK) | \$ | 98,744,623 |
| 57 | University of Utah (Salt Lake City, UT) | \$ | 153,609,577 | 82 | Rice University (Houston, TX) | \$ | 98,497,564 |
| 58 | University of Texas MD Anderson Cancer Center (Houston, TX) | \$ | 149,874,846 | 83 | Williams College (Williamstown, MA) | \$ | 97,829,243 |
| 59 | North Carolina State University at Raleigh (Raleigh, NC) | \$ | 149,223,119 | 84 | University of California-Irvine (Irvine, CA) | \$ | 97,801,519 |
| 60 | University of California-Santa Barbara (Santa Barbara, CA) | \$ | 146,870,951 | 85 | University of Tennessee (Knoxville, TN) | \$ | 96,212,275 |
| 61 | Boston College (Chestnut Hill, MA) | \$ | 141,800,049 | 86 | George Washington University (Washington, DC) | \$ | 95,764,268 |
| 62 | University of Iowa (Iowa City, IA) | \$ | 138,519,824 | 87 | University of Alabama (Tuscaloosa, AL) | \$ | 95,667,178 |
| 63 | Northeastern University (Boston, MA) | \$ | 125,998,038 | 88 | University of Mississippi-Main Campus (University, MS) | \$ | 94,325,836 |
| 64 | Virginia Polytechnic Institute & State University (Blacksburg, VA) | \$ | 125,013,240 | 89 | Oregon State University (Corvallis, OR) | \$ | 93,046,516 |
| 65 | University of Pittsburgh-Pittsburgh Campus (Pittsburgh, PA) | \$ | 122,703,176 | 90 | University of Louisville (Louisville, KY) | \$ | 90,903,744 |
| 66 | University of Texas Southwestern Medical Center (Dallas, TX) | \$ | 121,917,973 | 91 | University of New Mexico (Albuquerque, NM) | \$ | 90,236,800 |
| 67 | Louisiana State University College (Baton Rouge, LA) | \$ | 121,572,128 | 92 | Mississippi State University (Mississippi State, MS) | \$ | 89,987,169 |
| 68 | Georgia Institute of Technology-Main Campus (Atlanta, GA) | \$ | 121,416,159 | 93 | San Diego State University (San Diego, CA) | \$ | 88,845,450 |
| 69 | University of Kentucky (Lexington, KY) | \$ | 119,919,637 | 94 | Montana State University (Bozeman, MT) | \$ | 88,547,627 |
| 70 | University of Missouri-Columbia (Columbia, MO) | \$ | 119,916,950 | 95 | Southern Methodist University (Dallas, TX) | \$ | 87,868,458 |
| 71 | University of Maryland-College Park (College Park, MD) | \$ | 115,397,394 | 96 | Kansas State University (Manhattan, KS) | \$ | 86,542,785 |
| 72 | Case Western Reserve University (Cleveland, OH) | \$ | 113,982,969 | 97 | Clemson University (Clemson, SC) | \$ | 85,977,255 |
| 73 | University of Houston (Houston, TX) | \$ | 109,498,726 | 98 | Villanova University (Villanova, PA) | \$ | 85,040,345 |
| 74 | University of Cincinnati (Cincinnati, OH) | \$ | 106,833,018 | 99 | Tulane University of Louisiana (New Orleans, LA) | \$ | 84,465,427 |
| 75 | Auburn University-Main Campus (Auburn University, AL) | \$ | 106,821,357 | 100 | Baylor University (Waco, TX) | \$ | 83,971,164 |

Millions



VOLUNTEERS *in* PARTNERSHIP



Learn, Discover, Heal, Create—
and Make the **World** Ever Better





Tiffany + Rochester:

FOREVER CONNECTED



UNIVERSITY *of* ROCHESTER

UR &
URMC

VOLUNTEER
ENGAGEMENT
REVIEW

JOHN LIPPINCOTT

PRESIDENT EMERITUS, COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION
OF COUNSEL, MARTS & LUNDY

UNIVERSITY OF ROCHESTER

VOLUNTEERS *in*
PARTNERSHIP

APRIL 14, 2018



VOLUNTEER ENGAGEMENT REVIEW

- **LANDSCAPE**
- **PURPOSE**
- **SCOPE**
- **TIMELINE**
- **EXTERNAL REVIEW**
- **INTERNAL REVIEW**
- **SALIENT ISSUES**
- **REPORT/IMPLEMENTATION**

■ **LANDSCAPE:**

- **80+ volunteer leadership councils at UR/URMC**
- **Councils include nearly 2,000 members**
(another 2,500 volunteers serve in individual and ad hoc roles)
- **There is significant variation among:**
 - Group missions
 - Member roles and expectations
 - Operating practices and performance measures



VOLUNTEER
ENGAGEMENT
REVIEW

- **PURPOSE:**

Optimize both the impact and the experience of those who volunteer their time, expertise, and philanthropy in support of the University of Rochester and the University of Rochester Medical Center.



VOLUNTEER ENGAGEMENT REVIEW

■ SCOPE:

Focus is on UR/URMC volunteer leadership groups, based on in-depth review of 12 priority groups:

- AS&E Nat'l Council
- Eastman School Nat'l Council
- Hajim School Dean's Adv. Council
- River Campus Libraries Nat'l Council
- School of Med./Dent. Nat'l Council
- School of Nursing Nat'l Council
- Simon Business School Nat'l Council
- Warner School Nat'l Council
- University of Rochester Alumni Board
- Memorial Art Gallery Board of Mgrs.
- Wilmot Cancer Institute Board
- Golisano Children's Hospital Board

■ **TIMELINE:**

- DEC.** ■ **PHASE 1:** Establish steering committee and project focus
Conduct background research
- JAN.**
- FEB.** ■ **PHASE 2:** Review other university programs, professional literature
Interview school/unit heads, advancement staff
- MAR.**
- APR.** ■ **PHASE 3:** Interview volunteers
Survey volunteers and staff
- MAY**
- JUNE** ■ **PHASE 4:** Develop, vet and finalize recommendations

■ **EXTERNAL REVIEW:**

- **30+ books, articles, reports** (AGB, BoardSource, CASE)
- **In-depth interviews with senior volunteer relations staff at:**
 - Carnegie Mellon University
 - Cornell University
 - Johns Hopkins University
 - MIT (3 separate offices)
 - New York University
 - Oregon State University
 - Princeton University
 - Tufts University
 - University of Chicago
 - University of Pennsylvania

- **INTERNAL REVIEW:**
 - **Interviews with:**
 - **University leaders** (President, URMC CEO, Provost, etc.)
 - **Unit heads, advancement officers** (for 12 priority groups)
 - **Volunteers** (trustees and council members)
 - **Online survey of volunteers and staff**
 - **Priority group documents** (e.g., mission, policy statements)
 - **Priority group data** (philanthropic and demographic)

- **SALIENT ISSUES:**
 - **Clarity of purpose and expectations**
 - **Intentionality of design and practice**
 - **Consistency vs. flexibility**
 - **Performance metrics and reports**
 - **Coordination and collaboration**
 - **Volunteer experience**



VOLUNTEER ENGAGEMENT REVIEW

- **REPORT**
 - **Executive summary**
 - **Background**
 - **Key findings**
 - **Recommendations** (limited number, actionable)
- **IMPLEMENTATION** (with sensitivity to leadership transition)



VOLUNTEER
ENGAGEMENT
REVIEW

**IT REALLY IS
ALL ABOUT YOU!**
(...because you are UR)

lippincottj@verizon.net

VOLUNTEERS *in* PARTNERSHIP

The Engagement Campaign:

Project 10,000 Update

Martha Krohn, Associate Vice President of Engagement

Paul Lanzone, Assistant Vice President of Alumni Relations

UNIVERSITY OF ROCHESTER

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ENGAGEMENT. **EVER** FORWARD.

PROJECT 10,000

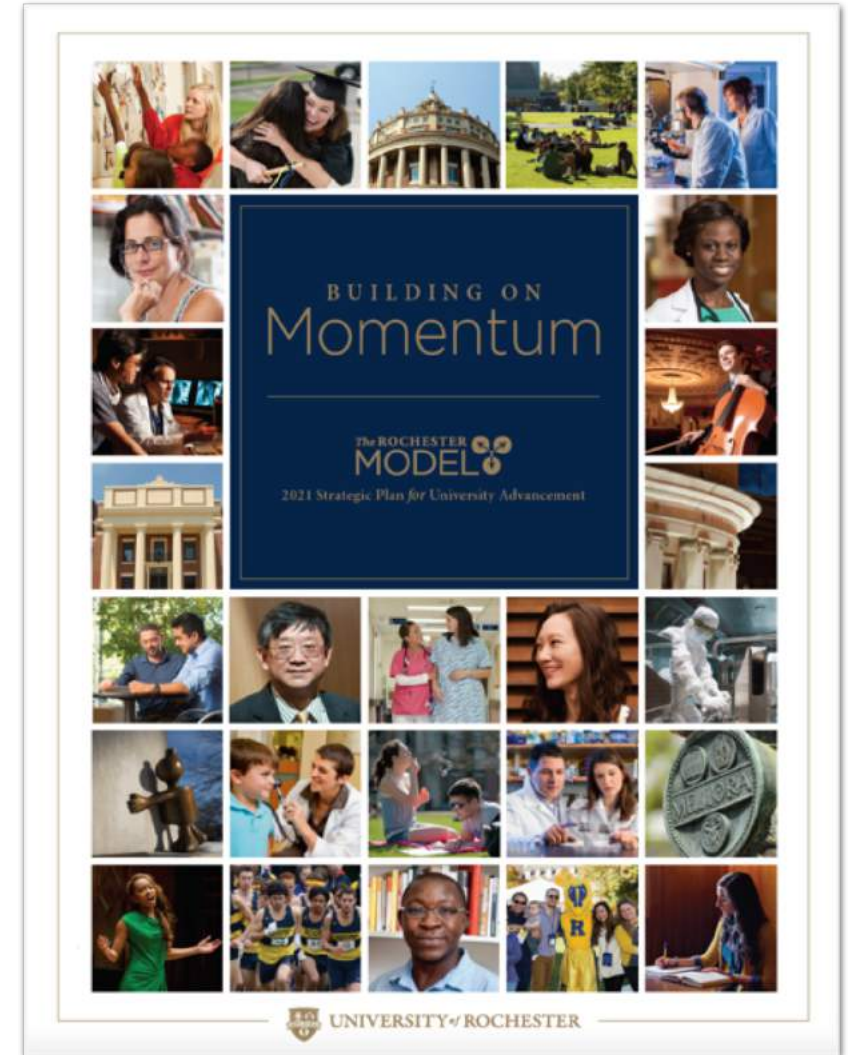


GOAL

The engagement campaign that will expand and strengthen our network of alumni, parents, and friends by 10,000 through 2021.

Project 10,000

- As part of **The Rochester Model** strategic plan, Advancement has committed to balancing our efforts in philanthropy and engagement.
- Project 10,000 is a campaign to increase awareness about, and participation in, our expanding alumni and constituent engagement strategies.



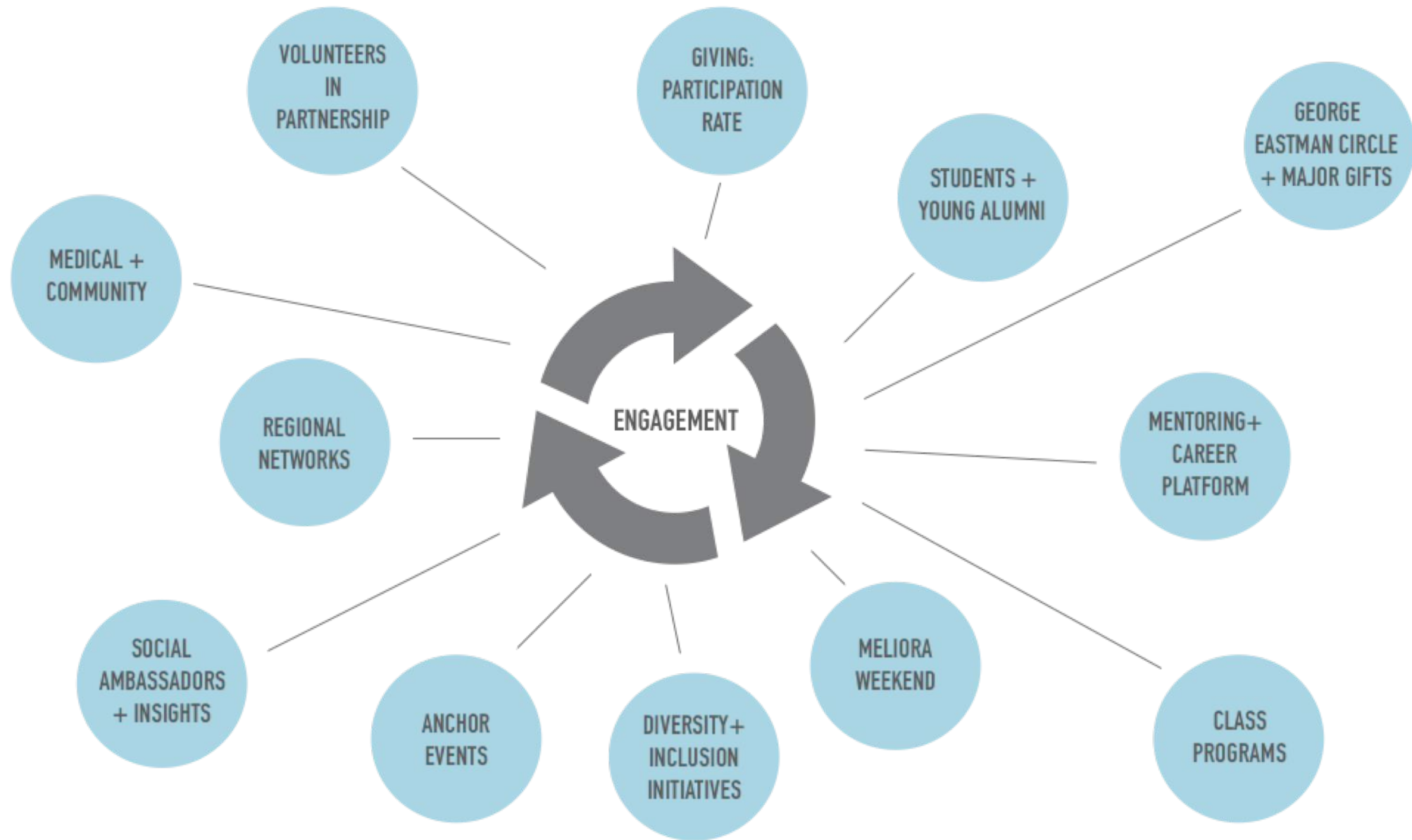
Project 10,000

- The campaign will leverage **impactful, quality** and consistent experiences with key engagement metrics to articulate our commitment to expanding, strengthening, and supporting our alumni and other key constituents.
- Ideally, we are creating a longstanding culture of ownership and partnership among our constituencies.



Goals and Metrics

- Grow the number of engaged constituents by 10,000 over five years (net). The current baseline in a given year is 72,000. Achieving this goal would result in 82,000 constituents engaged per year.
- Secondary goal: net 5,000 more alumni by 2021 (23,000 to 28,000 engaged)
- Measured by involvement in any of our four points of engagement: **Go** (event attendance), **Give** (cash/payment), **Help** (volunteer), **Connect** (social media, visits)
- Other related metrics: Acquisition, Retention, Depth, Satisfaction (NPS), by Region/School/Audience/Program



Go

- 9 new Network Leadership Cabinets
- Anchor Events Strategy





Meliora Weekend

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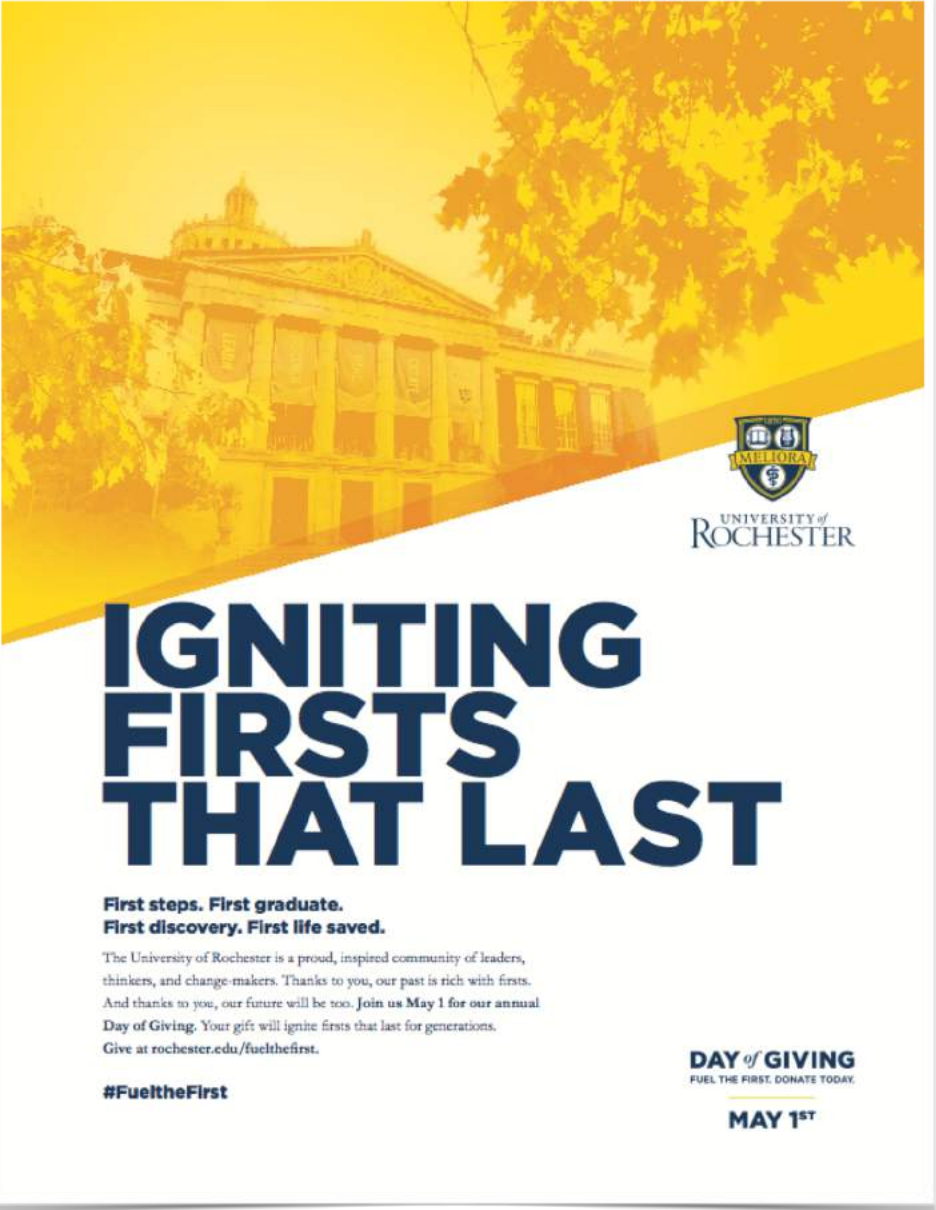
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Give

DAY of GIVING
FUEL THE FIRST. DONATE TODAY.

- Day of Giving
- George Eastman Circle 10th Anniversary
- Senior Class Giving
- Alumni Giving Rate

MAY 1ST

A promotional poster for the University of Rochester's Day of Giving. The top half features a photograph of a classical building with columns, overlaid with a semi-transparent orange filter. The University of Rochester crest and name are in the top right. The main title 'IGNITING FIRSTS THAT LAST' is in large, bold, blue letters. Below it, there are several lines of text: 'First steps. First graduate. First discovery. First life saved.', a paragraph about the university's history of firsts, and the website 'rochester.edu/fuelthefirst'. The bottom left has the hashtag '#FueltheFirst' and the bottom right has the 'DAY of GIVING' logo and 'MAY 1ST'.

IGNITING FIRSTS THAT LAST

First steps. First graduate. First discovery. First life saved.

The University of Rochester is a proud, inspired community of leaders, thinkers, and change-makers. Thanks to you, our past is rich with firsts. And thanks to you, our future will be too. Join us May 1 for our annual Day of Giving. Your gift will ignite firsts that last for generations. Give at rochester.edu/fuelthefirst.

#FueltheFirst

DAY of GIVING
FUEL THE FIRST. DONATE TODAY.
MAY 1ST

VOLUNTEERS *in* PARTNERSHIP



CELEBRATING **10** **YEARS *of* IMPACT**

VOLUNTEERS *in* PARTNERSHIP

Thank You

for making an impact at
the University of Rochester

#ForeverRochester



VOLUNTEERS *in* **PARTNERSHIP**

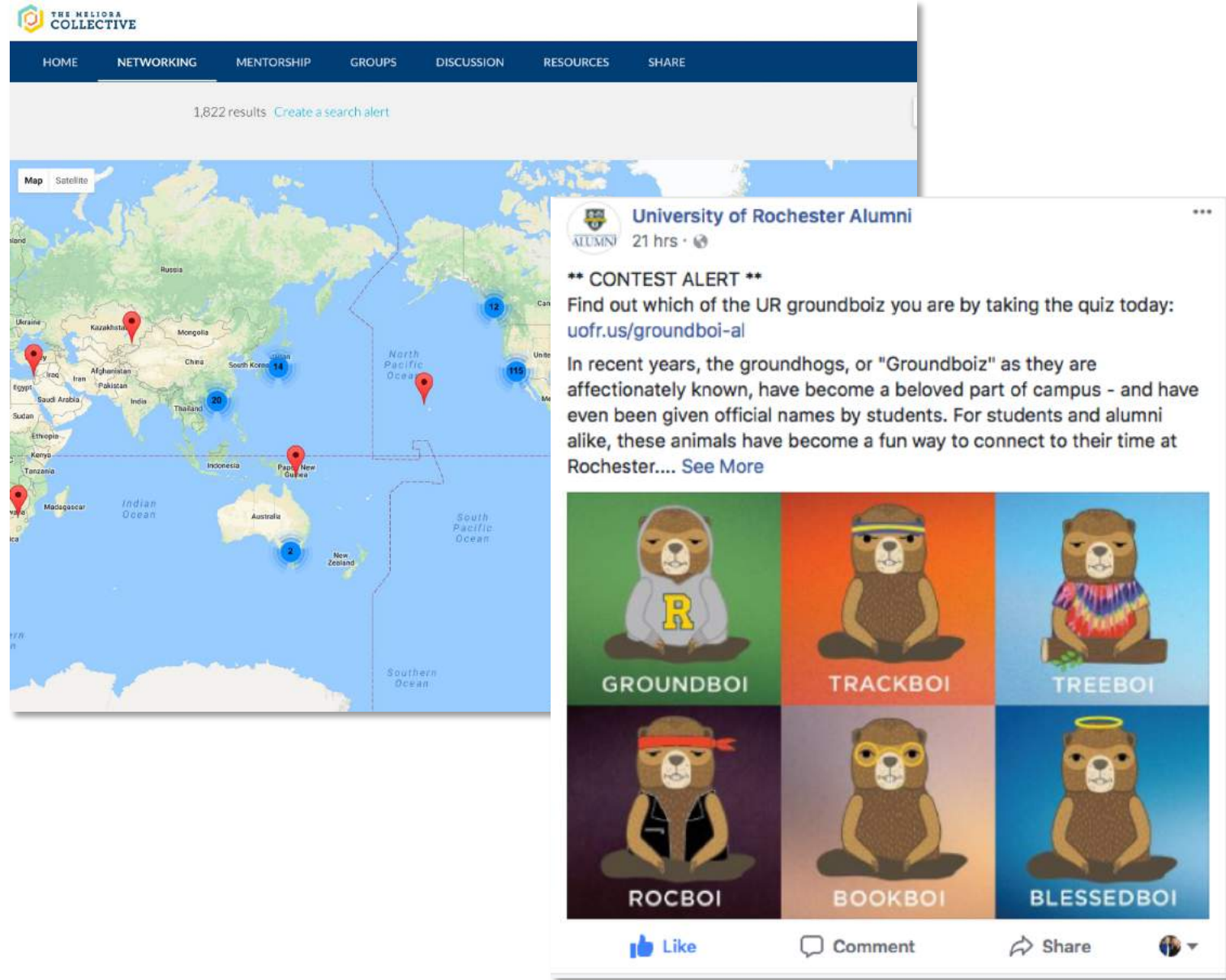
Help

- Alumni Board
- Diversity Advisory Council
- Network Leadership Cabinets
- Class Volunteers
- SAAs



Connect

- Meliora Collective
- 2,000+ users
- Social Media



Connect

- I Heart UR and I Heart ESM Weeks
- Forever Rochester Week





VOLUNTEERS *in* PARTNERSHIP



VOLUNTEERS *in*
PARTNERSHIP
CONFERENCE

APRIL 13-14, 2018