ECS Development Report
Spring 2010 BOA Meeting
Dr. Kevin Ludlum
Executive Director of Development

Sources of Support

- Alumni & Friends
  “Individuals, especially alumni, are the largest source of private support to higher education.”

- Corporations
  “Corporations give to their individual business interests—recruiting, corporate image, intellectual resources/research.”

- Foundations
  “Foundations give to specific, stated philanthropic priorities.”

“Development” Activity

- Clearer picture of our alumni:
  - Just over 2500...87...68
- Established the Baylor ECS Network
  - Waco chapter – 7 member steering committee
  - 4 Steering committee meetings
  - 2 Network events averaging 28 participants
- Creating a web presence...
- Annual fund - 37 gifts totaling $3,875
- Increased awareness of programs
  - Game Development & Simulated Environments

Game Development and Simulated Environments
at Baylor University
ECS FY2009 Sources of Support
(Percentage of Dollars Raised)

- Corporations: 51%
- BU/NONA: 43%
- Foundations: 5%
- Other Organizations: < 1%
ECS FY2010 Sources of Support
(Percentage of Dollars Raised)

BU/NONA 78%
F&O 12%
ECS Alumni 5%
Corp 3%

ECS FY2010 Sources of Support
(by Number of Gifts)

ECS BU/NONA F&O Corp

ECS FY2009 & FY2010 Total Support
(as of March)

FY2009 FY2009 Started FY2010

FY2010 Goals

Set at Spring 2009 BOA Meeting

Alumni Participation Rate
Current is 0.6%
Average gift/pledge is $378
GOAL = 2%

Foundation Support
Currently have 2 supporting
GOAL = 4

Planned Gifts
Currently have 0 designated
GOAL = 4

Corporate Partners
Currently have 4
GOAL = 10
FY2010 as of March

Alumni Participation Rate
Current is 1.8%
Average gift/pledge is $490
GOAL = 2%

Foundation Support
Currently have 3 supporting
GOAL = 4

Planned Gifts
Currently have 0 designated
GOAL = 4

Corporate Partners
Currently have 9
GOAL = 10

FY2011 Goals

Alumni Participation Rate
Current is 1.8%
Average gift/pledge is $490
GOAL = 4%

Foundation Support
Currently have 3 supporting
GOAL = 6

Planned Gifts
Currently have 0 designated
GOAL = 4

Corporate Partners
Currently have 9
GOAL = 20