ECS Development Report
Fall 2010 BOA Meeting
Greg Davis
Director of Development

ECS Development Staff
Dr. Kevin Ludlum – Executive Director
Greg Davis – Director
Dusty Bedwell – Assistant Director
Sources of Support

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

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

“Foundations give to specific, stated philanthropic priorities.”

Alumni & Friends

“1.8% of ECS alums gave to ECS in FY10
   - less than 1.0% gave in FY09
• Non-ECS alums still account for the largest bulk of dollars given to ECS
• 101 individuals gave to ECS in FY10
   - 35 individuals gave to ECS in FY09
• Annual Fund will be calling next month
   - BOA matching challenge???
• ECS Network held one event in first quarter – steering committee needs to meet to plan remaining FY11 events
   - Robert Ingram is the new Associate Director of the Business Network

ECS Support

Foundations

Corporations
Corporations and Foundations

• Continue to be selective with their giving, but some companies have begun to contact ECS
• Want to see value
• “Corporate Partners” program
  • Two new commitments
  • Six currently considering
• Foundations still reeling from downturn - however, good progress being made with a $500M family foundation

Corporate Partners Criteria

• An annual financial commitment of $2,500
• In identifying opportunities, and developing strategies and supporting their achievement
• By assisting the faculty in assessing the preparation of graduates for the job market and helping faculty stay in tune with trends in industry and the economy
• By supplementing the existing career counseling and placement services in assisting the program’s undergraduate and graduate students in finding internships and other job opportunities
• By providing students with opportunities for professional experiences such as collaborative/consulting projects related to the topic of technology commercialization
Number 1 priority is raising money!

- Alumni Participation
  - 6.8% of Baylor alums gave to BU in FY10

- Endowment; specifically endowed scholarships
  - endowment per student is roughly $70,000
  - increases affordability
  - increases ability for Baylor to recruit
Endowed Scholarship Initiative

- President Starr announced $100M Initiative
  - Average Baylor student has roughly $8,000 of unmet annual need
  - Students with need and students with merit
  - Goal to be completed in three years
- How do you create one?
  - Minimum of $25k; can be pledged over five years
  - Minimum changes on June 1, 2011
  - Can also add to existing endowed scholarships
- Existing Scholarships in ECS
  - 22 total - roughly $1.5M
  - ECS Board of Advocates Endowed Scholarship

“All of this is, above all, for the students, those now on campus and those destined to come.”
- Baylor President Ken Starr

What’s Next?

- Major gifts have remained slower than we’d like
  - Excited about a few major endowment discussions that have taken place this year
- Continue to develop communication
  - Newest print material for Technology Entrepreneurship
  - Social media
  - When people are educated, they are able to support
- Corporate Partners
  - Lead generation