The Development Story of Baylor Engineering and Computer Science

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BU Board of Advocates
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To Tell the Story…

• Past, Present, Future

• Pictures

• Perception vs. Reality
The Knack
The Knack
Perception or Reality?

• Do all ECS students have The Knack? **Reality!**

• Are Baylor ECS students like the boy? **Perception!**

• Baylor ECS students are well-rounded, service-oriented and faith-based.
Baylor ECS… The Past

**Perception:** Baylor has ECS?

**Reality:** Yes…

- Roots in math in 70’s
- Marrs McLean basement
- Reynolds and Rogers
- 5% vs. 15%
The Present...

Perception: Small...Limited Impact
Reality: Quality Program; Fundamentals
         Solid; Well Positioned to Grow

Strong Partnerships

(University Development, Hankamer,
Campus Living & Learning, Honors College,
Admission Services, Career Services,
Foster Success Ctr.)

• Student Success Specialist
• Global Recognition & Impact
Highest & Firsts

- Highest US News
- Highest SAT
- Highest FE pass rate
- First Living-Learning Center
- First Honors tracks
- First Faculty-in-Residence
- First Baylor World Champion
Baylor ECS... The Future

Perception & Reality:

Future is bright!

- Engaged Learning Groups
  - Energy & Society
  - Computational Learning
- Global Business Comm.
- I⁵ in Shanghai
- Appropriate Technology
Development Goals

Create Strategic Enterprise

- Distinguish the ECS Brand
- Corporate philanthropy
- Advocate Board
- Identify Funding Needs
- Prospects
- E-giving

- Expand Breadth
- Expand Depth
Where we started

- 25 ECS Prospects (all of you!)
- Gift Radar = $5,000/year
- 2003 total giving = $16,000
- 2003 total givers = 37 gifts
## Giving Trend is Up!

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Gifts</th>
<th># Givers</th>
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<tbody>
<tr>
<td>2007</td>
<td>$531,000</td>
<td>110</td>
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<tr>
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<td>$106,000</td>
<td>87</td>
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<tr>
<td>2005</td>
<td>$57,000</td>
<td>62</td>
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<tr>
<td>2004</td>
<td>$13,000</td>
<td>42</td>
</tr>
<tr>
<td>2003</td>
<td>$16,000</td>
<td>37</td>
</tr>
</tbody>
</table>
Expand Breadth

- 100% Club
- $20.07 Club
- E-Solicitation
- E-News
- Company Days
- City Rallies
- Call Center
Expand Depth

- Athletics hosting
- Personal visits
- Donor banquet
- Matching gifts
- Campus visits
Development Success

- HP Funding
- Baylor Business Network
- Highest Support Ever
- Highest Number of Donors
- Endowment Growth
- Largest one-time gift ever in 2007 (non-ECS)
Development Vision

- $25M - School naming
- $25M - Facilities expansion
- $25M - Strategic initiatives
#1 Facilities Expansion

- 70k-140k sf
- 7 classrooms currently
- Research space
- Planning with BU Design/Construction & Architect
#2 Game & Simulated Environments

- Coming wave
- Gaming only tip of iceberg
- Large Texas presence
- Attractive to students
- Partnership with Digital Media
#3 Baylor Global Poverty Center

• Partnership with Business and Truitt
• Affect jobs, technology, and ministry
• Appropriate technology and micro franchises components
#4 Ph.D. programs

- All Tier I, Big 12, Aspirants
- Several areas/partnerships
- Graduate student research
- Affect undergraduate program
- Christian worldview
ECS “giving buckets” of support…

- Philanthropy (individuals)
- Corporations (IBM, HP, Accenture, Reliant)
- Foundations (application process)
- Research Grants (government or private funded)
- Baylor Budget (tuition/endowment driven)
Key Players who generate funds…

- Baylor President (influence)
- Baylor Regents (influence)
- University Development
- Baylor Friends (David Sibley, etal)
- Board of Advocates (personal giving, personal influence & corporate influence)
- Faculty Members (Steve Eisenbarth, Bill Poucher, Senior Design faculty, Strategic Design authors, etc.)
- Office of Sponsored Projects (OSP)
Aim HIGH....

• Baylor **NEEDS** a strong ECS (internal support)
• ECS needs a financial Champion (external support)
• The *(insert name here)* School of Engineering and Computer Science…. (don’t rule anybody out?)
• Who knew?...(Butlers, Princeton Engineering, Whetsel, Roy Jacobs)
In Summary…
The Story of Baylor ECS

• Solid past
• Stable Present
• Spectacular Future
• How does the story end?
  – Yet to be written
• We need your help!
If you can dream it, you can do it.

– Walt Disney

In the long run, you hit only what you aim at, therefore, though you may fail, you had better aim at something high.

– Henry David Thoreau

People acting together as a group can accomplish things which no individual acting alone could ever hope to bring about.

– Franklin D. Roosevelt