

Major Accomplishments

Marketing and Communication

“UAA This Week” is a new weekly ad in the Anchorage Press and the “8” section of the Daily News, funded in partnership with several departments around campus. It will run from Aug. 29 until April 28.

Chancellor Maimon will be featured in a new 30-second UAA television commercial. These and other UAA commercials will begin airing on TV Nov. 2, immediately after all the election campaign commercials are off the air.

A new walking tour map of West Campus is being completed, featuring the artwork, trees, and flower gardens of the West Quad, as well as a discussion of UAA’s history. In conjunction with the Bookstore, this map will be used in the summertime to educate tourists and visitors about UAA.

Simon and Seafort’s is the “Food for Thought” partner in September, offering a special dessert. Proceeds from the sale of these specials go to the Alaska Restaurant and Beverage Association Education Fund and the UAA Culinary Arts and Hospitality program to fund student scholarships.

Development

Cumulative giving to UAA as of June 30 was \$6,433,878 – surpassing the FY 04 goal of \$3 million by an astounding 114 percent. Total alumni giving is at 3 percent, and total employee giving is now at 10 percent. UAA is leading all the UA campuses in its development efforts and successes

The two-year UAA 50th Anniversary Campaign entered its “public” phase on June 16 with an event in Cuddy Hall. We are now more than 60 percent toward the \$12 million goal, with more than \$7 million donated to UAA so far. Dr. Leo Bustad and Mr. Marc Langland are co-chairing the 15 person steering committee to help select and cultivate donors.

During the first six months as UAA’s first Major and Planned Giving Manager, Sue Marchant contacted 64 individual major gift prospects and closed 18 gifts totaling over \$500,000. Pending gifts for 1st quarter FY05 total \$650,000.

The fall 2004 UAA Phonathon will launch Sept. 8. Students will attempt to contact approximately 16,000 alumni to reconnect them to the campus and ask them for a donation. The goal is to raise \$35,000 from 600 pledges. The spring 2004 Phonathon raised \$20,000 through 370 pledges from alumni. Currently, donors have fulfilled 75-80 percent of the pledges made through this appeal, consistent with national averages.

The 2004 Family Campaign raised \$19,448. Gifts were given to support Area of Greatest Need, Office of Undergraduate Research, Seawolf Athletics, and the Mathematics Department. Chancellor Gorsuch fulfilled his challenge gift by making a transfer from the Chancellor’s Undesignated foundation fund into the Library Endowment foundation fund.

John Van Zyle’s “The Sky’s the Limit” mural was installed in the staircase in the School of Engineering lobby over the summer. Created as part of the 50th Anniversary, the mural is the largest piece Van Zyle has ever done.

Alumni Relations

Alumni Relations is working with Athletics, Student Activities, Student Leadership, and the Bookstore to produce Homecoming 2004. Highlights will include: The opening of the Library, the student and alumni dance, Robert Pinsky's lecture, the dedication of the pendulum from the Alumni Association to the university, the walking float parade, weenie roast and pep rally, the Alumni College, the Hockey Classic, and the Seawolf Hall of Fame inductions. A complete list of events, days and times can be found at www.uaa.alaska.edu/alumni.

Coming Up. . . .

Marketing and Communication

We are currently working on:

- New content for the Advancement web pages, including a viewable photo bank and more "self-service" options for campus members
- Updating our 2001 benchmark survey of community perceptions of UAA. This survey will be administered in November.

Development

This fall UAA will conduct its first President's Associates (\$1,000 and above) donor recognition event featuring President Hamilton and Chancellor Maimon. The highlight of this event will be the unveiling of UAA's Lifetime Giving and Legacy Society Donor Wall in the library.

Office of Development FY05 goals include:

- Attaining the 50th Anniversary Campaign goal of \$12 million
- Raising alumni giving to 4 percent (684 alumni donors)
- Raising faculty and staff giving to 15 percent (352 donors)

Alumni Relations

The Alumni and Friends Achievement Awards luncheon will be held Oct. 22.

50th Anniversary Update

On June 16 the official "50th Anniversary Garden" was unveiled on the traffic island near the Business Education Building, as part of the public announcement of the 50th Anniversary campaign.

The grand opening of the "Library of the 21st Century" is on Oct. 8. Robert Pinsky, former Poet Laureate of the United States, will give a free public lecture in the Williamson Auditorium that evening, as well as other special presentations. The "Favorite Poem" project is being conducted in conjunction with Robert Pinsky's visit to the campus. As Poet Laureate, Mr. Pinsky championed ordinary Americans identifying their favorite poetry and published several books of their selections. Everyone is being asked to send their favorite poem to favoritepoem@uaa.alaska.edu, with their name, age, phone number, occupation, and reason for selecting the poem. Selected poems will be highlighted during the Library opening, and the Creative Writing department will conduct a public reading of some of the poems in the Student Union on Oct. 21.

RIM Architects, interior designers of the University Center facility, will be developing the design for the UAA History Wall, to be unveiled at the UC on UAA's "anniversary weekend" in February. Dr. Will Jacobs is now completing written drafts, describing key events in UAA's history, for review by other historians in the community.

"The Fabulous Films of 1954," a partnership with the Bear Tooth Theater Pub, begins on Nov. 8 with a showing of "Sabrina." Every film will feature a preview lecture by Ron Crawford.