

**REPORT OF THE UNIVERSITY ADVANCEMENT COMMITTEE
COUNCIL OF TRUSTEES
Indiana University of Pennsylvania
Thursday, September 8, 2022**

The University Advancement Division, under the leadership of Vice President Khatmeh Osseiran-Hanna, noted continued progress in meeting goals for fiscal year 2021-22. Despite the numerous transitions over the past year, the team has maintained an upward trajectory overall. Cash gifts amounted to nearly \$7 million, and planned gifts of more than \$12 million were received, giving a total of \$19 million raised in fiscal year 2021-22.

Communications sent to IUP's alumni base, such as the Leadership Society newsletter, the volunteer newsletter, and the alumni newsletter, continue to show improved open rates. This results in an increase in the engagement score, due to deeper and more meaningful involvement of alumni with their alma mater.

A new initiative has been added for incoming freshmen in hopes of acclimating these students to the alumni base and their fellow students, showcasing the home of the alumni office, and helping to create networking opportunities. A successful, well-attended New Hawk Welcome took place Monday, August 15, at Breezedale.

A part of Welcome Week, Meet the Hawks was held at IRMC Park and was full of energy and enthusiasm, with more than 300 community members and students participating. The event was a collaboration with Downtown Indiana and the Chamber of Commerce. The Talon Ticket Discount Program for students was launched, with more than 25 local businesses participating.

A few important events to note for the fall semester include the 9/11 Remembrance Ceremony in the Oak Grove on Monday, September 12; Homecoming activities, set for Saturday, October 1; and something new this year at the Crimson Huddle—live entertainment provided by the Steel City Yacht Club.

Vice President Osseiran-Hanna and the director of Strategic Partnerships, Chris Koren, were presenters at a national conference for National Academic Corporate Relations Officers (NACRO) in July.

Goals for the upcoming academic year include increasing corporate and foundation relations and raising the university profile with select key external partners.

The Foundation for IUP awarded more than 2,300 scholarships for the fiscal year, totaling more than \$4.6 million.

This concludes my report.

Jennifer Baker, Chair
University Advancement Committee