

**REPORT OF THE UNIVERSITY ADVANCEMENT COMMITTEE
COUNCIL OF TRUSTEES
Indiana University of Pennsylvania
September 4, 2025**

Today, the University Advancement Committee has one action item. It is a naming resolution for presentation and approval.

Action 1:

**RESOLUTION FOR THE NAMING OF THE
NORM FORNELLA FAMILY CLASSROOM IN THE
EBERLY COLLEGE OF BUSINESS**

WHEREAS, Norman Fornella received his bachelor of science degree in accounting from IUP in 1970;

WHEREAS, Mr. Fornella went on to have a successful career in business, holding executive positions in finance and operations, mergers and acquisitions, business strategy, corporate governance, debt and equity financing, and business development;

WHEREAS, Mr. Fornella serves on the Baker Construction Enterprises Board of Advisors, chairing its Audit and Finance Committee, and is a member of the St. Clair Health Board of Directors and Foundation Board of Directors;

WHEREAS, the generous philanthropic support of the Fornella family will benefit students in IUP's Eberly College of Business;

NOW, THEREFORE, BE IT RESOLVED, that the Council of Trustees of Indiana University of Pennsylvania recognizes the generosity of Norman Fornella and his family by naming a Finance and Economics classroom in the Eberly College of Business in their honor.

The following motion is recommended for approval:

**THAT THE RESOLUTION FOR THE NAMING OF THE NORM FORNELL FAMILY
CLASSROOM IN THE EBERLY COLLEGE OF BUSINESS BE APPROVED.**

As of June 30, 2025, the Impact 150 Campaign secured \$80,566,752, reaching 53.71 percent of its overall goal. The total amount raised for fiscal year 2024-25 increased by 37.21 percent over last fiscal year.

Over the course of the year, Advancement Services focused on identifying and qualifying high-potential prospects. Detailed data updates, including employment, industry, and giving likelihood assessments, were completed in preparation for final appeals and fiscal year 2025-26 goal setting.

During the fourth quarter, the division continued to conduct qualification visits with a variety of stakeholders. Annual Giving engaged 292 first-time donors, while Office of Alumni and Friends programming welcomed 363 first-time event attendees.

Cultivation efforts remained strong across all Advancement areas. Strategic Partnerships ensured consistent representation of IUP across Pennsylvania. Alumni and Friends' engagement included collaborations with numerous campus partners, such as the IUP Chorale, ROTC, Athletics, and various academic departments, for events ranging from celebrations and conferences to stakeholder meetings and award ceremonies.

Social media efforts yielded a 47 percent year-over-year increase in reach, growing from 52,700 to 113,200, with standout content, like the April Fools' Day video garnering more than 30,000 views.

Solicitation outcomes were particularly strong. Annual Giving campaigns exceeded expectations. Development officers completed 36 solicitation meetings, resulting in the closing of 10 major gifts.

Stewardship metrics as of June 30, 2025, exceeded annual goals in both total retention and first-year retention.

The Office of University Events played a pivotal role in engaging constituents, supporting 63 events throughout the fiscal year.

This concludes my report.

Jennifer Baker, Chair
University Advancement Committee