

**REPORT OF THE UNIVERSITY ADVANCEMENT COMMITTEE  
COUNCIL OF TRUSTEES  
Indiana University of Pennsylvania  
December 11, 2025**

During Quarter 1 of fiscal year 2025–26, University Advancement made strong progress toward the Impact 150 Campaign goal of \$150 million, reaching \$97.8 million, or 65.2 percent of goal. These results reflect strengthened engagement strategies, targeted qualification work, and coordinated efforts across all units.

Advancement Services refined the prospect pool by identifying under-producing and newly engaged prospects, updating employment and industry data, and analyzing giving likelihood.

Development officers completed 38 qualification meetings, while Annual Giving secured 339 first-time donors and 293 renewed lapsed donors. Alumni and Friends added 83 first-time event attendees.

Strategic Partnerships represented IUP at 22 regional and statewide meetings and led the first Data Center Strategic Meeting, convening more than 150 leaders to explore collaborative opportunities. Development officers completed 27 cultivation visits during the quarter.

Student philanthropy initiatives, including new giving badges, a philanthropy competition, and experiential learning, were redesigned. Early outcomes show student donor participation more than doubling compared to Quarter 1 of last year. Alumni and Friends' engagement expanded substantially, with social media interactions reaching 14.6K—up from 5.6K last year—and more than 471,000 email touchpoints at a 31 percent open rate.

Development officers completed 57 solicitation meetings resulting in 11 closed gifts. Strategic Partnerships collaborated on four solicitation strategies and supported five experiential learning opportunities. Stewardship metrics show a 20 percent donor retention rate and more than \$1 million in retained revenue.

University Events planned and implemented 16 events during the first quarter of fiscal year 2025-26.

Overall, University Advancement began fiscal year 2025–26 with strong momentum. Data-informed strategies, expanded engagement, and deepening partnerships continue to strengthen philanthropic progress and advance institutional priorities.

This concludes my report.

Jennifer Baker, Chair  
University Advancement Committee