Bowie State University

Advancement Dashboard Indicators

General

Total Funds Raised		% of Fundraising Goal Achieved		Alumni Participation Rate		Annual fundraising to Endowment	
FY 2010	$398,144	FY 2010	67%	FY 2010	5.9%	FY 2010	
FY 2011	$1,318,940	FY 2011	70%	FY 2011	4.0%	FY 2011	unavailable
FY 2012	$1,324,718	FY 2012	76%	FY 2012	5.5%	FY 2012	3.6%
Benchmark (Inst)	*$1,750,000*	*Benchmark (BOR)*	*100%*	*Benchmark (peer)*	*2.5%*	*Benchmark (BOR)*	

Advancement Operations

Total Giving as % of Expenditures		FTE Staff in Advancement		Current Operations Expenditures	
FY 2010	1.7%	FY 2010		FY 2010	
FY 2011	1.7%	FY 2011	8.0	FY 2011	$388,603
FY 2012	1.6%	FY 2012	5.9	FY 2012	$348,197
Benchmark	*1.4%*	*Benchmark*	*22.6*	*Benchmark*	*$496,450*
		1 peer reporting in 2011 only		*1 peer reporting in 2011 only*	

Endowment

Endowment Market Value		Endowment per FTE		Endowment (5-Year Average)	
FY 2010	$4,642,985	FY 2010	$1,031	FY 2010	$4,479,700
FY 2011	$5,354,330	FY 2011	$1,176	FY 2011	$4,745,711
FY 2012	$5,524,348	FY 2012	$1,232	FY 2012	$4,836,303
Benchmark	*$38,508,854*	*Benchmark*	*$5,613*	*Benchmark*	*$32,525,456*

Giving (% of Total)

Alumni		Corporate		Foundation		Individual		Other	
FY 2010	8.5%	FY 2010	80.3%	FY 2010	0.6%	FY 2010	6.8%	FY 2010	3.8%
FY 2011	7.9%	FY 2011	42.8%	FY 2011	0.0%	FY 2011	34.9%	FY 2011	14.4%
FY 2012	9.3%	FY 2012	50.6%	FY 2012	17.9%	FY 2012	4.8%	FY 2012	17.4%
Benchmark	*14.9%*	*Benchmark*	*36.5%*	*Benchmark*	*12.3%*	*Benchmark*	*23.1%*	*Benchmark*	*13.2%*

Alumni Giving

Alumni Total Giving		Average Alumni Gift		Alumni Donors as % Solicited		Alumni Support per Student	
FY 2010		FY 2010	$173	FY 2010	5.2%	FY 2010	$20
FY 2011		FY 2011		FY 2011	4.4%	FY 2011	$19
FY 2012	unavailable	FY 2012	$112	FY 2012	5.8%	FY 2012	$22
Benchmark	*$204,084*	*Benchmark*	*$197*	*Benchmark*	*4.7%*	*Benchmark*	*$25*

Benchmarks are derived from VSE survey peer data, unless otherwise noted.

Coppin State University

Advancement Dashboard Indicators

General

Total Funds Raised		% of Fundraising Goal Achieved		Alumni Participation Rate		Annual fundraising to Endowment	
FY 2010	$1,096,075	FY 2010	110%	FY 2010		FY 2010	
FY 2011	$1,127,727	FY 2011	72%	FY 2011	6.8%	FY 2011	8.3%
FY 2012	$1,673,691	FY 2012	139%	FY 2012	7.4%	FY 2012	0.0%
Benchmark (Inst)	*$1,200,000*	*Benchmark (BOR)*	*100%*	*Benchmark (peer)*	*8.1%*	*Benchmark (BOR)*	

Advancement Operations

Total Giving as % of Expenditures		FTE Staff in Advancement		Current Operations Expenditures	
FY 2010		FY 2010		FY 2010	
FY 2011	1.2%	FY 2011	7.7	FY 2011	$162,417
FY 2012	2.0%	FY 2012	8.2	FY 2012	$217,641
Benchmark	*3.4%*	*Benchmark*		*Benchmark*	
		no peer data available		*no peer data available*	

Endowment

Endowment Market Value		Endowment per FTE		Endowment (5-Year Average)	
FY 2010		FY 2010		FY 2010	
FY 2011	$8,059,139	FY 2011	$2,704	FY 2011	
FY 2012	$7,616,021	FY 2012	$2,621	FY 2012	unavailable
Benchmark	*$30,905,010*	*Benchmark*	*$3,634*	*Benchmark*	*$26,424,927*

Giving (% of Total)

Alumni		Corporate		Foundation		Individual		Other	
FY 2010		FY 2010		FY 2010		FY 2010		FY 2010	
FY 2011	17.2%	FY 2011	24.6%	FY 2011	6.4%	FY 2011	12.4%	FY 2011	39.4%
FY 2012	4.8%	FY 2012	29.8%	FY 2012	13.3%	FY 2012	6.2%	FY 2012	45.9%
Benchmark	*23.2%*	*Benchmark*	*23.0%*	*Benchmark*	*29.0%*	*Benchmark*	*8.4%*	*Benchmark*	*16.4%*

Alumni Giving

Alumni Total Giving		Average Alumni Gift		Alumni Donors as % Solicited		Alumni Support per Student	
FY 2010		FY 2010		FY 2010		FY 2010	
FY 2011		FY 2011	$206	FY 2011	7.2%	FY 2011	$50
FY 2012	unavailable	FY 2012	$81	FY 2012	8.2%	FY 2012	$21
Benchmark	*$1,320,993*	*Benchmark*	*$463*	*Benchmark*	*8.1%*	*Benchmark*	*$137*

Benchmarks are derived from VSE survey peer data, unless otherwise noted.

Frostburg State University

Advancement Dashboard Indicators

General

Total Funds Raised		% of Fundraising Goal Achieved		Alumni Participation Rate		Annual fundraising to Endowment	
FY 2010	$3,221,912	FY 2010	156%	FY 2009	5.6%	FY 2010	24.8%
FY 2011	$3,579,000	FY 2011	145%	FY 2010	5.6%	FY 2011	38.1%
FY 2012	$1,995,899	FY 2012	71%	FY 2012	5.1%	FY 2012	27.2%
Benchmark (Inst)	*$2,800,000*	*Benchmark (BOR)*	*100%*	*Benchmark (peer)*	*5.7%*	*Benchmark (BOR)*	

Advancement Operations

Total Giving as % of Expenditures		FTE Staff in Advancement		Current Operations Expenditures	
FY 2010	1.9%	FY 2010		FY 2010	
FY 2011	2.4%	FY 2011	8.65	FY 2011	$426,021
FY 2012	1.8%	FY 2012	8.05	FY 2012	$407,927
Benchmark	*3.2%*	*Benchmark*	*16.2*	*Benchmark*	*$427,080*
		3 peer institutions reporting		*3 peer institutions reporting*	

Endowment

Endowment Market Value		Endowment per FTE		Endowment (5-Year Average)	
FY 2010	$12,248,271	FY 2010	$2,557	FY 2010	$12,296,637
FY 2011	$14,721,746	FY 2011	$3,019	FY 2011	$13,200,724
FY 2012	$14,708,446	FY 2012	$3,083	FY 2012	$13,303,435
Benchmark	*$18,763,090*	*Benchmark*	*$3,043*	*Benchmark*	*$18,373,970*

Giving (% of Total)

Alumni		Corporate		Foundation		Individual		Other	
FY 2010	25.6%	FY 2010	29.8%	FY 2010	1.8%	FY 2010	18.4%	FY 2010	24.4%
FY 2011	31.8%	FY 2011	19.1%	FY 2011	2.0%	FY 2011	28.9%	FY 2011	18.2%
FY 2012	24.9%	FY 2012	21.4%	FY 2012	5.2%	FY 2012	27.2%	FY 2012	21.3%
Benchmark	*28.1%*	*Benchmark*	*15.8%*	*Benchmark*	*20.3%*	*Benchmark*	*27.5%*	*Benchmark*	*8.3%*

Alumni Giving

Alumni Total Giving		Average Alumni Gift		Alumni Donors as % Solicited		Alumni Support per Student	
FY 2010	$472,624	FY 2010	$289	FY 2010	5.5%	FY 2010	$88
FY 2011	$636,478	FY 2011	$145	FY 2011	5.6%	FY 2011	$116
FY 2012	$379,852	FY 2012	$231	FY 2012	5.1%	FY 2012	$70
Benchmark	*$524,170*	*Benchmark*	*$247*	*Benchmark*	*9.1%*	*Benchmark*	*$86*

Benchmarks are derived from VSE survey peer data, unless otherwise noted.

Towson University

Advancement Dashboard Indicators

General

Total Funds Raised		% of Fundraising Goal Achieved		Alumni Participation Rate		Annual fundraising to Endowment	
FY 2010	$6,949,380	FY 2010	107%	FY 2010	4.6%	FY 2010	34.7%
FY 2011	$5,476,912	FY 2011	84%	FY 2011	4.4%	FY 2011	19.6%
FY 2012	$5,095,485	FY 2012	78%	FY 2012	4.3%	FY 2012	17.8%
Benchmark (Inst)	*$6,500,000*	*Benchmark (BOR)*	*100%*	*Benchmark (peer)*	*6.1%*	*Benchmark (BOR)*	

Advancement Operations

Total Giving as % of Expenditures		FTE Staff in Advancement		Current Operations Expenditures	
FY 2010	2.4%	FY 2010		FY 2010	
FY 2011	2.1%	FY 2011	35.1	FY 2011	$1,397,552
FY 2012	1.9%	FY 2012	36.1	FY 2012	$1,144,422
Benchmark	*4.3%*	*Benchmark*	*75.0*	*Benchmark*	*$2,188,642*
		4 peer institutions reporting		*4 peer institutions reporting*	

Budget and staff may decline in future years with shift of marketing and communications out of Advancement.

Endowment

Endowment Market Value		Endowment per FTE		Endowment (5-Year Average)	
FY 2010	$37,222,659	FY 2010	$2,072	FY 2010	$34,041,950
FY 2011	$45,756,991	FY 2011	$2,492	FY 2011	$37,700,187
FY 2012	$47,190,560	FY 2012	$2,596	FY 2012	$40,008,724
Benchmark	*$80,104,468*	*Benchmark*	*$4,616*	*Benchmark*	*$66,197,860*

Giving (% of Total)

Alumni		Corporate		Foundation		Individual		Other	
FY 2010	12.6%	FY 2010	25.7%	FY 2010	28.3%	FY 2010	21.7%	FY 2010	11.7%
FY 2011	14.0%	FY 2011	16.8%	FY 2011	8.7%	FY 2011	46.4%	FY 2011	14.1%
FY 2012	21.8%	FY 2012	27.6%	FY 2012	14.3%	FY 2012	24.9%	FY 2012	11.4%
Benchmark	*20.1%*	*Benchmark*	*24.5%*	*Benchmark*	*25.1%*	*Benchmark*	*22.1%*	*Benchmark*	*8.2%*

Alumni Giving

Alumni Total Giving		Average Alumni Gift		Alumni Donors as % Solicited		Alumni Support per Student	
FY 2010	$770,126	FY 2010	$161	FY 2010	5.4%	FY 2010	$36
FY 2011	$749,594	FY 2011	$173	FY 2011	4.8%	FY 2011	$34
FY 2012	$1,118,912	FY 2012	$231	FY 2012	5.2%	FY 2012	$52
Benchmark	*$2,127,689*	*Benchmark*	*$347*	*Benchmark*	*7.3%*	*Benchmark*	*$133*

Benchmarks are derived from VSE survey peer data, unless otherwise noted.

University of Baltimore

Advancement Dashboard Indicators

General

Total Funds Raised		% of Fundraising Goal Achieved		Alumni Participation Rate		Annual fundraising to Endowment	
FY 2010		FY 2010		FY 2010		FY 2010	
FY 2011	$9,166,939	FY 2011	183%	FY 2011		FY 2011	
FY 2012	$3,145,147	FY 2012	105%	FY 2012	2.6%	FY 2012	24.4%
Benchmark (Inst)	$3,928,295	*Benchmark (BOR)*	131%	*Benchmark (peer)*	5.2%	*Benchmark (BOR)*	23.1%
	$3,000,000		*100%*		*4.1%*		

Advancement Operations

Total Giving as % of Expenditures		FTE Staff in Advancement		Current Operations Expenditures	
FY 2010		FY 2010		FY 2010	
FY 2011	0.9%	FY 2011	24.0	FY 2011	$520,970
FY 2012	4.6%	FY 2012	13.0	FY 2012	$487,500
Benchmark	2.8%	Benchmark		Benchmark	
		no peer data available		*no peer data available*	

Endowment

Endowment Market Value		Endowment per FTE		Endowment (5-Year Average)	
FY 2010		FY 2010		FY 2010	
FY 2011	$35,782,160	FY 2011	$7,859	FY 2011	
FY 2012	$37,062,230	FY 2012	$8,122	FY 2012	unavailable
Benchmark	*$104,734,103*	*Benchmark*	*$7,498*	*Benchmark*	*$107,548,591*

Giving (% of Total)

Alumni		Corporate		Foundation		Individual		Other	
FY 2010		FY 2010		FY 2010		FY 2010		FY 2010	
FY 2011	34.1%	FY 2011	16.2%	FY 2011	32.0%	FY 2011	14.4%	FY 2011	3.3%
FY 2012	32.1%	FY 2012	21.8%	FY 2012	40.6%	FY 2012	3.9%	FY 2012	1.6%
Benchmark	*19.5%*	*Benchmark*	*21.8%*	*Benchmark*	*16.1%*	*Benchmark*	*32.4%*	*Benchmark*	*10.2%*

Alumni Giving

Alumni Total Giving		Average Alumni Gift		Alumni Donors as % Solicited		Alumni Support per Student	
FY 2010		FY 2010		FY 2010		FY 2010	
FY 2011	$282,090	FY 2011	$246	FY 2011	2.6%	FY 2011	$43
FY 2012	$1,352,944	FY 2012	$570	FY 2012	5.3%	FY 2012	$210
Benchmark	*$5,866,579*	*Benchmark*	*$385*	*Benchmark*	*5.8%*	*Benchmark*	*$225*

Benchmarks are derived from VSE survey peer data, unless otherwise noted.

University of Maryland–Baltimore

Advancement Dashboard Indicators

General

Total Funds Raised		% of Fundraising Goal Achieved		Alumni Participation Rate		Annual fundraising to Endowment	
FY 2010	$75,695,562	FY 2010	92%	FY 2010	9.6%	FY 2010	10.1%
FY 2011	$90,743,621	FY 2011	112%	FY 2011	9.9%	FY 2011	15.5%
FY 2012	$87,028,391	FY 2012	100%	FY 2012	9.3%	FY 2012	15.6%
Benchmark (Inst)	*$87,000,000*	*Benchmark (BOR)*	*100%*	*Benchmark (peer)*	*11.3%*	*Benchmark (BOR)*	

Advancement Operations

Total Giving as % of Expenditures		FTE Staff in Advancement		Current Operations Expenditures	
FY 2010	8.7%	FY 2010		FY 2010	
FY 2011	8.5%	FY 2011	97.0	FY 2011	$2,754,972
FY 2012	8.0%	FY 2012	90.2	FY 2012	$2,764,910
Benchmark	*11.1%*	*Benchmark*	*128.9*	*Benchmark*	*$6,138,048*
		1 peer institution reporting		1 peer institution reporting	

Endowment

Endowment Market Value		Endowment per FTE		Endowment (5-Year Average)	
FY 2010	$143,408,040	FY 2010	$23,598	FY 2010	$174,851,796
FY 2011	$198,619,265	FY 2011	$31,774	FY 2011	$180,021,744
FY 2012	$206,582,359	FY 2012	$31,762	FY 2012	$181,791,987
Benchmark	*$2,391,250,477*	*Benchmark*	*$116,385*	*Benchmark*	*$2,219,728,813*

Giving (% of Total)

Alumni		Corporate		Foundation		Individual		Other	
FY 2010	2.9%	FY 2010	10.5%	FY 2010	31.3%	FY 2010	5.8%	FY 2010	49.5%
FY 2011	5.3%	FY 2011	9.2%	FY 2011	33.1%	FY 2011	6.8%	FY 2011	45.6%
FY 2012	6.9%	FY 2012	14.2%	FY 2012	45.3%	FY 2012	8.0%	FY 2012	25.6%
Benchmark	*18.1%*	*Benchmark*	*16.6%*	*Benchmark*	*35.2%*	*Benchmark*	*13.5%*	*Benchmark*	*16.6%*

Alumni Giving

Alumni Total Giving		Average Alumni Gift		Alumni Donors as % Solicited		Alumni Support per Student	
FY 2010	$2,171,969	FY 2010	$365	FY 2010	14.0%	FY 2010	$342
FY 2011	$4,463,591	FY 2011	$728	FY 2011	34.1%	FY 2011	$698
FY 2012	$5,366,680	FY 2012	$1,042	FY 2012	13.3%	FY 2012	$844
Benchmark	*$46,545,543*	*Benchmark*	*$1,147*	*Benchmark*	*12.9%*	*Benchmark*	*$1,174*

Benchmarks are derived from VSE survey peer data, unless otherwise noted.

University of Maryland–Baltimore County

Advancement Dashboard Indicators

General

Total Funds Raised		% of Fundraising Goal Achieved		Alumni Participation Rate		Annual fundraising to Endowment	
FY 2010	$7,700,532	FY 2010	97%	FY 2010	4.1%	FY 2010	13.9%
FY 2011	$10,498,933	FY 2011	140%	FY 2011	4.2%	FY 2011	27.4%
FY 2012	$8,312,846	FY 2012	119%	FY 2012	4.3%	FY 2012	33.3%
Benchmark (Inst)	*$7,000,000*	*Benchmark (BOR)*	*100%*	*Benchmark (peer)*	*10.0%*	*Benchmark (BOR)*	

Advancement Operations

Total Giving as % of Expenditures		FTE Staff in Advancement		Current Operations Expenditures	
FY 2010	3.0%	FY 2010		FY 2010	
FY 2011	4.0%	FY 2011	34.2	FY 2011	$1,266,177
FY 2012	4.3%	FY 2012	35.0	FY 2012	$839,931
Benchmark	*7.8%*	*Benchmark*	*138.0*	*Benchmark*	*$10,160,112*
		1 peer institution reporting		1 peer institution reporting	

Endowment

Endowment Market Value		Endowment per FTE		Endowment (5-Year Average)	
FY 2010	$49,020,399	FY 2010	$4,683	FY 2010	$51,133,354
FY 2011	$57,885,888	FY 2011	$5,390	FY 2011	$54,017,619
FY 2012	$59,995,583	FY 2012	$5,571	FY 2012	$54,849,820
Benchmark	*$303,096,272*	*Benchmark*	*$17,238*	*Benchmark*	*$257,084,358*

Giving (% of Total)

Alumni		Corporate		Foundation		Individual		Other	
FY 2010	3.6%	FY 2010	43.3%	FY 2010	31.7%	FY 2010	7.7%	FY 2010	13.7%
FY 2011	3.5%	FY 2011	37.1%	FY 2011	30.8%	FY 2011	18.7%	FY 2011	9.9%
FY 2012	2.7%	FY 2012	42.2%	FY 2012	23.3%	FY 2012	24.2%	FY 2012	7.6%
Benchmark	*22.1%*	*Benchmark*	*27.8%*	*Benchmark*	*18.0%*	*Benchmark*	*18.4%*	*Benchmark*	*13.7%*

Alumni Giving

Alumni Total Giving		Average Alumni Gift		Alumni Donors as % Solicited		Alumni Support per Student	
FY 2010	$304,309	FY 2010	$130	FY 2010	4.4%	FY 2010	$24
FY 2011	$411,033	FY 2011	$191	FY 2011	3.9%	FY 2011	$32
FY 2012	$316,781	FY 2012	$126	FY 2012	4.4%	FY 2012	$24
Benchmark	*$10,970,547*	*Benchmark*	*$779*	*Benchmark*	*14.8%*	*Benchmark*	*$512*

* Only 1 Peer institution provided data

University of Maryland – College Park

Advancement Dashboard Indicators

General

Total Funds Raised		% of Fundraising Goal Achieved		Alumni Participation Rate		Annual fundraising to Endowment	
FY 2010	$106,892,673	FY 2010	97%	FY 2010	7.4%	FY 2010	10.7%
FY 2011	$102,899,236	FY 2011	94%	FY 2011	6.9%	FY 2011	8.4%
FY 2012	$125,574,583	FY 2012	120%	FY 2012	6.2%	FY 2012	7.7%
Benchmark (Inst)	*$105,000,000*	*Benchmark (BOR)*	*100%*	*Benchmark (peer)*	*10.1%*	*Benchmark (BOR)*	

Advancement Operations

Total Giving as % of Expenditures		FTE Staff in Advancement		Current Operations Expenditures	
FY 2010	6.9%	FY 2010		FY 2010	
FY 2011	7.5%	FY 2011	124.0	FY 2011	$1,984,000
FY 2012	6.8%	FY 2012	106.5	FY 2012	$2,484,473
Benchmark	*8.9%*	*Benchmark*	*324.2*	*Benchmark*	*$10,742,701*
		2 institutions reporting		*2 institutions reporting*	

Endowment

Endowment Market Value		Endowment per FTE		Endowment (5-Year Average)	
FY 2010	$357,650,727	FY 2010	$11,213	FY 2010	$390,922,155
FY 2011	$417,452,090	FY 2011	$12,967	FY 2011	$399,214,074
FY 2012	$408,984,093	FY 2012	$12,711	FY 2012	$391,681,383
Benchmark	*$686,034,808*	*Benchmark*	*$25,220*	*Benchmark*	*$629,166,999*

Giving (% of Total)

Alumni		Corporate		Foundation		Individual		Other	
FY 2010	16.5%	FY 2010	34.6%	FY 2010	18.7%	FY 2010	8.9%	FY 2010	21.3%
FY 2011	16.5%	FY 2011	36.6%	FY 2011	16.2%	FY 2011	13.0%	FY 2011	17.7%
FY 2012	17.0%	FY 2012	39.0%	FY 2012	18.5%	FY 2012	12.3%	FY 2012	13.2%
Benchmark	*31.8%*	*Benchmark*	*22.3%*	*Benchmark*	*18.5%*	*Benchmark*	*16.6%*	*Benchmark*	*10.8%*

Alumni Giving

Alumni Total Giving		Average Alumni Gift		Alumni Donors as % Solicited		Alumni Support per Student	
FY 2010	$14,350,683	FY 2010	$733	FY 2010	14.0%	FY 2010	$386
FY 2011	$15,945,140	FY 2011	$858	FY 2011	13.2%	FY 2011	$424
FY 2012	$15,960,465	FY 2012	$860	FY 2012	10.1%	FY 2012	$424
Benchmark	*$27,663,391*	*Benchmark*	*$1,785*	*Benchmark*	*12.9%*	*Benchmark*	*$1,018*

Benchmarks are derived from VSE survey peer data, unless otherwise noted.

University of Maryland–Eastern Shore

Advancement Dashboard Indicators

General

Total Funds Raised		% of Fundraising Goal Achieved		Alumni Participation Rate		Annual fundraising to Endowment	
FY 2010	$1,160,552	FY 2010	119%	FY 2010	5.4%	FY 2010	69.1%
FY 2011	$3,930,755	FY 2011	232%	FY 2011	7.0%	FY 2011	22.4%
FY 2012	$1,378,083	FY 2012	138%	FY 2012	3.6%	FY 2012	35.2%
Benchmark (Inst)	*$1,000,000*	*Benchmark (BOR)*	*100%*	*Benchmark (peer)*	*4.0%*	*Benchmark (BOR)*	

Advancement Operations

Total Giving as % of Expenditures		FTE Staff in Advancement		Current Operations Expenditures	
FY 2010	4.0%	FY 2010		FY 2010	
FY 2011	3.6%	FY 2011		FY 2011	
FY 2012	1.8%	FY 2012	8.0	FY 2012	$334,468
Benchmark	*1.7%*	*Benchmark*		*Benchmark*	
		no peer data available		*no peer data available*	

Endowment

Endowment Market Value		Endowment per FTE		Endowment (5-Year Average)	
FY 2010	$15,833,603	FY 2010	$3,977	FY 2010	$16,826,554
FY 2011	$18,398,035	FY 2011	$4,493	FY 2011	$17,285,901
FY 2012	$21,783,000	FY 2012	$5,011	FY 2012	$17,824,680
Benchmark	*$21,248,395*	*Benchmark*	*$3,006*	*Benchmark*	*$18,464,059*

Giving (% of Total)

Alumni		Corporate		Foundation		Individual		Other	
FY 2010	4.4%	FY 2010	12.8%	FY 2010	15.5%	FY 2010	61.3%	FY 2010	6.0%
FY 2011	5.0%	FY 2011	14.0%	FY 2011	18.7%	FY 2011	12.2%	FY 2011	50.1%
FY 2012	9.2%	FY 2012	26.6%	FY 2012	26.1%	FY 2012	6.1%	FY 2012	32.0%
Benchmark	*23.8%*	*Benchmark*	*33.8%*	*Benchmark*	*14.3%*	*Benchmark*	*18.7%*	*Benchmark*	*9.4%*

Alumni Giving

Alumni Total Giving		Average Alumni Gift		Alumni Donors as % Solicited		Alumni Support per Student	
FY 2010	$144,554	FY 2010	$323	FY 2010	4.6%	FY 2010	$33
FY 2011	$157,376	FY 2011	$378	FY 2011	4.1%	FY 2011	$35
FY 2012	$159,781	FY 2012	$398	FY 2012	3.9%	FY 2012	$35
Benchmark	*$482,673*	*Benchmark*	*$420*	*Benchmark*	*5.0%*	*Benchmark*	*$67*

Benchmarks are derived from VSE survey data, unless otherwise noted.

University of Maryland–University College

Advancement Dashboard Indicators

General

Total Funds Raised		% of Fundraising Goal Achieved		Alumni Participation Rate		Annual fundraising to Endowment	
FY 2010	$1,676,697	FY 2010	54%	FY 2010	1.8%	FY 2010	
FY 2011	$4,168,475	FY 2011	96%	FY 2011	2.3%	FY 2011	12.5%
FY 2012	$2,064,916	FY 2012	52%	FY 2012	2.0%	FY 2012	14.4%
Benchmark (Inst)	*$4,000,000*	*Benchmark (BOR)*	*100%*	*Benchmark (peer)*	*1.9%*	*Benchmark (BOR)*	

Advancement Operations

Total Giving as % of Expenditures		FTE Staff in Advancement		Current Operations Expenditures		
FY 2010		FY 2010		FY 2010		
FY 2011	1.5%	FY 2011	13	FY 2011	$367,176	
FY 2012	0.5%	FY 2012	12.5	FY 2012	$190,815	*Excludes marketing and communications*
Benchmark	*2.7%*	*Benchmark*		*Benchmark*		
		no peer data available		*no peer data available*		

Endowment

Endowment Market Value		Endowment per FTE		Endowment (5-Year Average)	
FY 2010		FY 2010		FY 2010	
FY 2011	$10,755,830	FY 2011	$337	FY 2011	
FY 2012	$12,531,525	FY 2012	$356	FY 2012	unavailable
Benchmark	*$52,347,351*	*Benchmark*	*$2,924*	*Benchmark*	*$21,293,254*
				only 1 peer institution reporting	

Giving (% of Total)

Alumni		Corporate		Foundation		Individual		Other	
FY 2010	16.5%	FY 2010	34.6%	FY 2010	18.7%	FY 2010	8.9%	FY 2010	21.3%
FY 2011	11.7%	FY 2011	17.0%	FY 2011	34.7%	FY 2011	35.7%	FY 2011	0.9%
FY 2012	14.9%	FY 2012	30.4%	FY 2012	35.5%	FY 2012	19.0%	FY 2012	0.2%
Benchmark	*17.7%*	*Benchmark*	*17.5%*	*Benchmark*	*34.7%*	*Benchmark*	*25.2%*	*Benchmark*	*4.9%*

Alumni Giving

Alumni Total Giving		Average Alumni Gift		Alumni Donors as % Solicited		Alumni Support per Student	
FY 2010		FY 2010		FY 2010		FY 2010	
FY 2011	$491,822	FY 2011	$179	FY 2011	2.4%	FY 2011	$5
FY 2012	$308,841	FY 2012	$112	FY 2012	2.2%	FY 2012	$3
*Benchmark**	*$847,175*	*Benchmark*	*$432*	*Benchmark*	*2.0%*	*Benchmark*	*$33*

Benchmarks are derived from VSE survey peer data, unless otherwise noted.

Salisbury University

Advancement Dashboard Indicators

General

Total Funds Raised		% of Fundraising Goal Achieved		Alumni Participation Rate		Annual fundraising to Endowment	
FY 2010	$5,440,414	FY 2010	218%	FY 2009	17.1%	FY 2010	4.3%
FY 2011	$6,348,298	FY 2011	220%	FY 2010	16.5%	FY 2011	6.5%
FY 2012	$2,772,432	FY 2012	92%	FY 2012	14.3%	FY 2012	4.6%
Benchmark (Inst)	*$3,000,000*	*Benchmark (BOR)*	*100%*	*Benchmark (peer)*	*6.7%*	*Benchmark (BOR)*	

Advancement Operations

Total Giving as % of Expenditures		FTE Staff in Advancement		Current Operations Expenditures	
FY 2010	4.2%	FY 2010		FY 2010	
FY 2011	4.6%	FY 2011	21.3	FY 2011	$365,802
FY 2012	4.4%	FY 2012	20.3	FY 2012	$359,333
Benchmark	*3.9%*	*Benchmark*	*19.1*	*Benchmark*	*$643,534*

Endowment

Endowment Market Value		Endowment per FTE		Endowment (5-Year Average)	
FY 2010	$41,515,555	FY 2010	$5,359	FY 2010	$34,041,950
FY 2011	$45,753,389	FY 2011	$5,737	FY 2011	$39,355,342
FY 2012	$46,679,326	FY 2012	$5,815	FY 2012	$40,474,682
Benchmark	*$34,238,433*	*Benchmark*	*$3,807*	*Benchmark*	*$29,316,635*

Giving (% of Total)

Alumni		Corporate		Foundation		Individual		Other	
FY 2010	12.6%	FY 2010	8.5%	FY 2010	63.1%	FY 2010	14.1%	FY 2010	1.7%
FY 2011	10.0%	FY 2011	8.9%	FY 2011	61.4%	FY 2011	18.0%	FY 2011	1.7%
FY 2012	6.8%	FY 2012	8.1%	FY 2012	63.0%	FY 2012	20.5%	FY 2012	1.6%
Benchmark	*29.4%*	*Benchmark*	*17.7%*	*Benchmark*	*15.7%*	*Benchmark*	*25.4%*	*Benchmark*	*11.8%*

Alumni Giving

Alumni Total Giving		Average Alumni Gift		Alumni Donors as % Solicited		Alumni Support per Student	
FY 2010	$770,126	FY 2010	$161	FY 2010	16.7%	FY 2010	$36
FY 2011	$394,270	FY 2011	$111	FY 2011	16.2%	FY 2011	$46
FY 2012	$296,717	FY 2012	$95	FY 2012	14.3%	FY 2012	$34
Benchmark	*$858,044*	*Benchmark*	*$295*	*Benchmark*	*10.5%*	*Benchmark*	*$123*

Benchmarks are derived from VSE survey peer data, unless otherwise noted.