



**THINK PURPLE
THINK ACCOMPLISHMENTS
THINK WESTERN**

**OFFICE OF THE VICE PRESIDENT
FOR ADVANCEMENT AND
PUBLIC SERVICES**

Accomplishments for FY14

Foundation and Development

- Our \$60 million Higher Values in Higher Education Campaign came to a successful close raising over \$62 million.



- Endowment grew from \$16 million to \$40 million during campaign.
- Total Foundation assets are now over \$55 million.
- Planned giving inventory is now at approximately \$40 million.

Major Gifts

- \$2,000,000 – Planned gift from Ken & Lorraine Epperson
- \$313,000 – Planned gift from Donald & Gordana Rezab
- \$253,000 – Planned gift from Robert Hodges
- \$150,000 – Planned gift from Kenneth & Betty Wright
- \$100,000 - Dan Webb
- \$82,260 – Gil Belles



Ken & Lorraine Epperson

Corporate and Foundation Gifts

- \$100,000 – AT&T Foundation
- \$100,000 – Sodexo Inc. & Affiliates
- \$71,250 - Caterpillar Foundation
- \$58,175 – Apple Computer Inc.
- \$58,186 – John Deere Classic



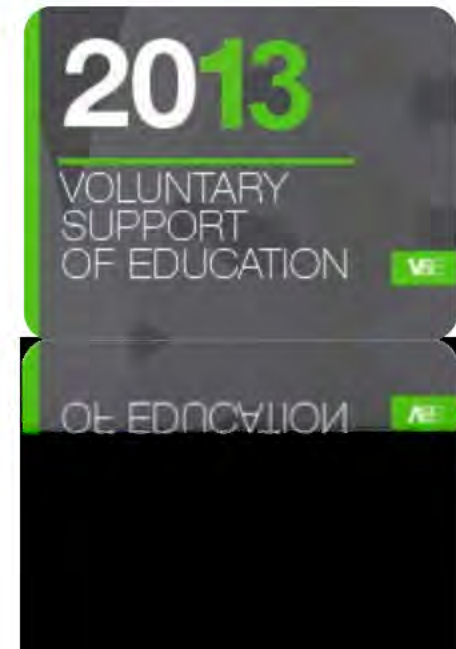
Representatives of State Farm and Western Illinois University gathered for a \$50,000 donation from the insurance provider to WIU School of Computer Sciences.

Foundation Accounting

- Enhanced data accuracy through reports to identify data entry errors, invalid codes, duplicate records, deceased individuals, and out of business records.
- Conversion of donors to yearly-tax receipts has been completed and a process has been established to ensure donors meeting certain criteria will only receive annual receipts in the future, thereby reducing printing and mailing costs.
- A new Scholarship Disbursement screen is being designed so that departments will be able to enter student scholarships directly into the system for approval.

Prospect Management

- Utilized DataDesk software to build a predictive model of donor propensity to give for 115,502 alumni records.
- Devised MVS screen enhancements and utilized reporting software to demonstrate fundraising progress for individual fundraisers.
- Completed Voluntary Support of Education survey reporting FY13 fundraising totals as required by CASE and CAE.



Annual Giving

- Targeted direct mail and Phonathon outreach to high propensity friends and alumni for a fiscally responsible annual fund campaign.
- Facilitated establishment of a new student group: the WIU Philanthropy Club.
- Increased total number of direct mail gifts for Fall 2013 Annual Fund initiatives.
- Established a new scholarship to benefit student workers of the WIU Phonathon.



Donor Relations

- Sent personalized letters to over 1,570 donors so far in FY14.
- Sent special greetings to over 235 first-time donors.
- Sent calendar year-end letters and tax information to nearly 400 WIU employee donors and 420 non-employee donors.
- Mailed over 290 annual endowment benefactor reports.
- Developed content and supervised production of four issues of Developments Newsletter.

Special Events

- Hosted four President's Tents during football season and one President's Buffet during basketball season.
- Planned and implemented a variety of recurring events funded by the Foundation Office including: Athletics Hall of Fame Banquet and scholarship banquet.
- Contributed to planning and execution of the events surrounding Founders' Day Celebration.
- Prepared for Campaign Finale Celebration, May 2014

Foundation Funded Projects

- Rocky on Parade
- WPA Exhibit
- Sherman Auditorium Restoration



University Relations

**Managed Crisis
Communication**
Coordinated weather
related
announcements, and
handled media
inquiries following
assault reports.

WIU-Macomb, QC Closed Jan. 27

January 27, 2014

[Posted 5:35 a.m.]

MACOMB/MOLINE, IL – The Western Illinois University Macomb and Quad Cities campuses are closed Monday, Jan. 27 **through 6 a.m. Tuesday, Jan. 28** due to winter weather conditions. All classes and events scheduled at both campuses are canceled. Updates will be posted at wiu.edu. For complete weather forecasts and advisories, visit the National Weather Services at weather.gov. Winter driving conditions in Illinois can be found at <http://wrc.gettingaroundillinois.com/pages/wrc.htm>.

Employees working in essential positions are required to work their regular hours during a total shutdown. The WIU policy on limiting University operations because of emergency conditions is available in the Administrative Procedures Handbook, which can be viewed at wiu.edu/policies/emergency.php.

Posted By: [WIU News](#), University Relations
Phone: (309) 298-1993 * Fax: (309) 298-1606

University Relations

Promoted WIU Programs, Activities & Accomplishments in Region/State/Nation

- NCAA 6th Fan Contest



University Relations



Promoted WIU Programs, Activities & Accomplishments in Region/State/Nation

- Emergency Management/Disaster Recovery experts

University Relations

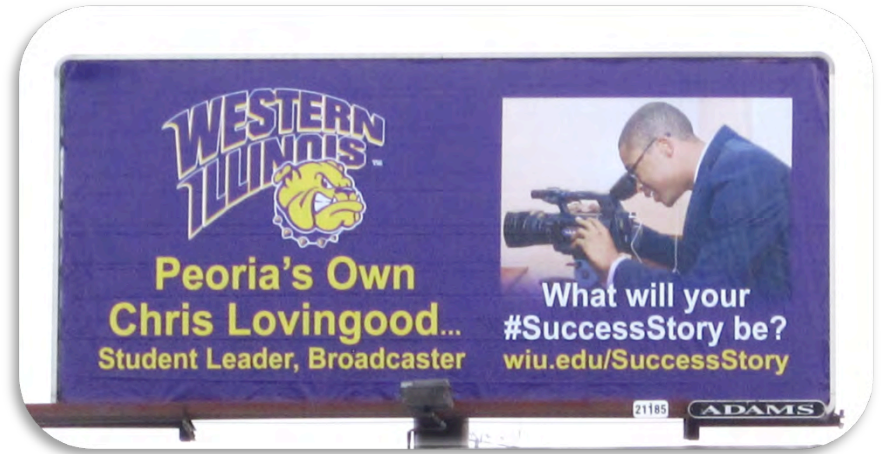
**Promoted WIU Programs,
Activities &
Accomplishments in
Region/State/Nation**

- Campaign Gifts & Celebration
- WIU Rankings
- Scholarships



University Relations

Supported WIU Marketing Initiatives – Think Purple Campaign



University Relations

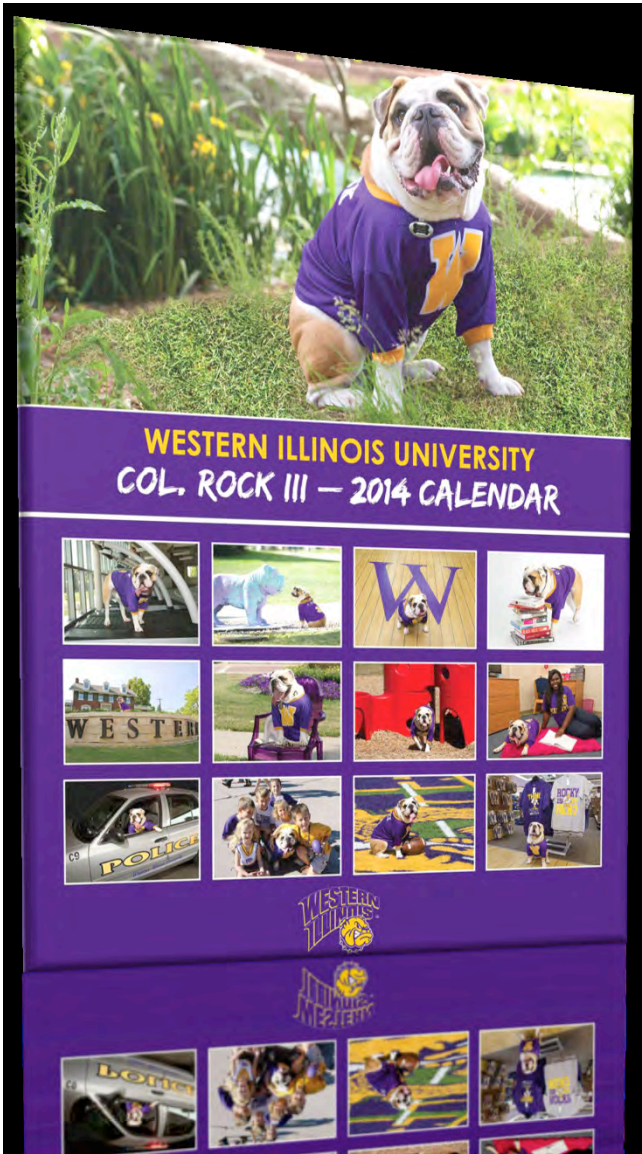
Supported WIU Marketing Initiatives – Think Purple Campaign

Conceived and produced with UTV the new 2013-14 30-second Think Purple Think Success commercials for television, web and theatre placements, and a new 15-second commercial.



University Relations

Supported Foundation Initiatives - Conceived with UTV Western's 2013 holiday greetings message for alumni, friends/donors, and the general public; campaign; 2013-2014 Col. Rock III Calendar

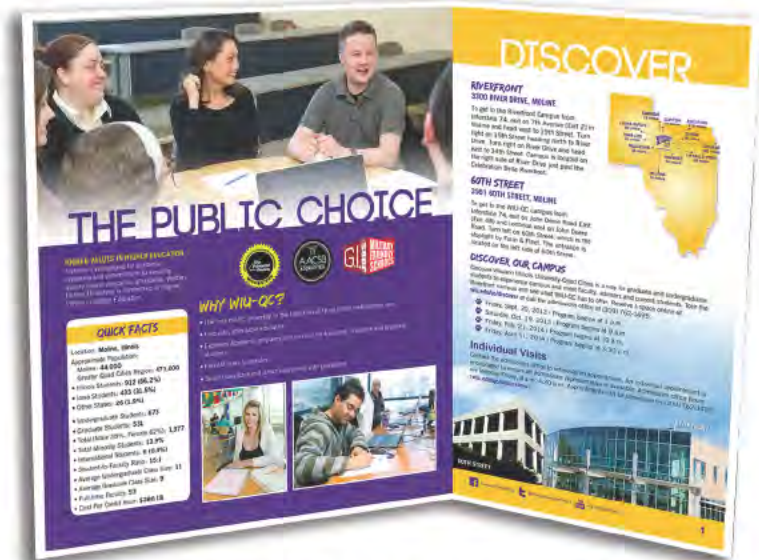


University Relations

Supported University Admissions & General Promotions Initiatives - Designed undergraduate viewbooks for the Macomb and Quad Cities; promoted the Centennial Honors, Commitment and Transfer scholarships; conceived and designed various promotional/ad materials



The Macomb viewbook cover.



The Quad City viewbook received a silver award in the 2013 Collegiate Advertising Awards (CAA) contest.

University Relations



Coordinated and Maintained WIU's Social Media Presence (Facebook, Twitter, YouTube, etc):
As of March 8, 2014, WIU's Facebook account had 25,394 likes (compared to 21,054 - 3/13). Interesting note: (March 2012: 15,564 likes/fans).

University Relations

Coordinated and Maintained WIU's Social Media Presence (Facebook, Twitter, YouTube, etc) -

Numerous videos were conceived, produced and edited to promote a variety of WIU programs/initiatives (Big Pink Volleyball, Homecoming, Campus Safety, and more).



University Relations

Coordinated and Maintained WIU's Social Media Presence (Facebook, Twitter, YouTube, etc): -

- WIU Instagram has 1,207 followers
(account established Spring 2013)
- UR's Twitter feed has 4,916 followers
(3,127 - March 2013)
- WIU's YouTube channel has 511 subscribers
(395- March 2013)
- WIU Linked In - 45,487 followers



University Relations

Developed/Designed Websites for VPAPS, Admissions & Other WIU Departments/Organizations

WESTERN ILLINOIS UNIVERSITY
HIGHER VALUES IN HIGHER EDUCATION
MACOMB CAMPUS

VISIT CAMPUS APPLY NOW

ABOUT WIU ACADEMICS ADMISSIONS ALUMNI ARTS ATHLETICS GIVING LIBRARIES STUDENT LIFE WIU-QUAD CITIES

ADVANCEMENT & PUBLIC SERVICES
WIU Home > Leathernecks > Western Illinois University

WU's Mascot Col. Rock III (aka Rocky) proudly embraces the University's Leathernecks nickname!

Learn More About:

- Admissions
- Academics
- About WIU
- How to Apply
- Student Life
- The Community
- Athletics
- Athletics History

Connect with Us:

- facebook.com/wiu.edu
- instagram.com/westerniluniv
- twitter.com/WIUNews
- youtube.com/WesternIllinoisU

Higher Values in Higher Education.

WESTERN ILLINOIS UNIVERSITY
Sherman Hall / 1 University Circle
Macomb, IL 61455 USA
202-299-1414

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WESTERN ILLINOIS UNIVERSITY
HIGHER VALUES IN HIGHER EDUCATION
MACOMB CAMPUS

VISIT CAMPUS APPLY NOW

ABOUT WIU ACADEMICS ADMISSIONS ALUMNI ARTS ATHLETICS GIVING LIBRARIES STUDENT LIFE WIU-QUAD CITIES

ADVANCEMENT & PUBLIC SERVICES
WIU Home > YEARS > Rocky On Parade

Rocky on Parade

Presented by Western Illinois University, Rocky on Parade is a public art project that celebrates the University's traditions, strengthens the unity of life in Macomb, and supports student scholarships. Imagine a "pack" of larger-than-life energetic bulldog sculptures, designed and created by regional artists, on long-term public display. Each bulldog will have a unique design and will be placed throughout the WIU campus and Macomb community.

Watch the Rocky Dogs Transform

We have been documenting the Rocky on Parade process that you can view on our Facebook page. Be sure to "Like" our Facebook page for updates throughout the year.

What is Public Art?

A public art exhibition accessible to everyone. The term is especially meaningful in the art world, where it signifies a particular working practice with implications of site specificity, community involvement and collaboration.

While the Rocky forms will remain the same, each artist will be challenged to convey their own interpretation of the bulldog as an art object. The artist will paint, sculpt, transform and adorn the bulldog, but the structural integrity of Rocky must not be compromised and the mechanisms for attaching the bulldog to their concrete bases should not be disturbed. The variety of Rocky designs is endless and no two will be alike.

Become part of a Unique Development Project

Find out how you can be a part of this great event by viewing our [2015 Rocky On Parade information](#) to learn more about being a Rocky on Parade sponsor.

Opportunity for Artists

We invite you to submit your drawings for a chance to design a larger-than-life bulldog! There is no cost associated with submitting an entry for consideration.

ENTRIES MUST BE POSTMARKED BY MARCH 23, 2015

Get the Details

Higher Values in Higher Education.

WESTERN ILLINOIS UNIVERSITY
Sherman Hall / 1 University Circle
Macomb, IL 61455 USA
202-299-1414

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University Relations

Participated in Community Initiatives*

- American Cancer Society Walk
- Balloon Rally
- Chamber Leadership Academy
- Coordinated joint promotional efforts between City of Macomb and WIU
- Tri-States Audio Information Services

* Several more!



University Relations

Participated in University Workshops/Initiatives*

- Building Connections mentors
- Numerous University committee and task force assignments
- Employee Wellness committee
- Career Week panelists
- Civil Service Employees Council
- Instructional Design & Technology instruction
- Technology initiatives
- Master Planning Committee
- Campus Accessibility

* Several more!

Visual Production Center

Continued to Market Products and Services -

Participated in events as Grad Prep Day and Student Activities Fair to promote VPC services; popular products: WIU Wall Clings, stickers and window clings; buttons; banner; fraternity/sorority/honors society posed portraits and composites; graduation photographs, etc.



Visual Production Center

Continued to Target Niche Audiences -
Parents of student-athletes are sent e-mails with links to game day action photos and individual posed photographs; provide portfolio photographs for theatre and music students



Visual Production Center



Continued to Provide Professional Photos and Large Format Pieces - During FY2014 (July 1, 2013 to March 1, 2014) the Visual Production Center has produced 917 jobs (an increase of 58 jobs compared from FY'13).
[does not include graduation, football media day & other special events]

Visual Production Center

Continued to Provide Photos for Special Events– More than 916 special event orders (an increase of 35) were completed from July 1, 2013 to March 1, 2014.



Visual Production Center

Continued to Promote WIU Via Large Format Projects On- and Off-Campus:

- University Union
- Art Gallery
- Press Box/Athletics
- Col. Rock III Birthday
- Study Abroad



Visual Production Center

**Continued to Promote WIU
Via Large Format Projects
On- and Off-Campus:**

Displays
(cling, banners, signs, etc):

- MDH
 - Sports Corner
 - Walgreen's
 - McDonough County Courthouse
 - Outskirts
 - Envy
- *Several more!



Visual Production Center

**Continued to Build
WIU's Online
Photograph Viewing
Website (Lightbox) -
As of March 1, Lightbox
housed 260,816 photos
(for viewing and
ordering) [223,897,
March 2013). More
than 70 orders totaling
\$2,600 from Lightbox
alone.**



Visual Production Center

**Increased Revenues
for General
Assignments &
Special Event Projects
While Keeping Costs
Affordable** - For the
ninth consecutive year,
VPC will end the fiscal
year "in the black"



University Television

Continued to support Western's commitment to higher education through television and media services, including marketing and public relations initiatives



University Television

- **Continued to advance television and media services to other educational groups and private groups for community outreach**
- **Continued to provide WIU broadcasting students with practice experiences in the field.**
- **Continued to tape University events and programs to further promote Western Illinois University to the region, as well as for archival purposes.**

University Television

Continued to create original programming, and other promotional and educational materials, for the University for airing on Channel 3.



University Marketing

Continued to promote the Think Purple Campaign locally and regionally



Five 30-second Think Purple, Think Success videos featuring three WIU students and two WIU alumni. A 15-second piece was also created for a variety of uses.

Commercials played in movie theatres during the holiday break and on commercial television stations during select special events, premieres, finales, etc.

University Marketing



Theatre Placements: Bloomington; Peoria; Hannibal 6; Hannibal, MO; Burlington, IA; North Riverside; Warrenville; Joliet; Naperville; Northbrook; Portage, IN; Schererville, I; Schaumburg; Chesterfield, MO; Edwardsville; O'Fallon, MO; Hazelwood, MO; Kenosha, WI; Springfield; Fitchburg, WI; Davenport, IA; Moline; Rockford; Quincy.

Premiere (high viewership) TV placements: NFL NFC Playoff and Championship Games; World Series Games; American Idol Premiere; The Voice premiere and season finale; Super Bowl game and post-game; Olympic Opening and Closing Ceremonies; Biggest Loser Finale; Dancing with the Stars Finale Shows; Oakland at Dallas Thanksgiving Football Game; Survivor Finale and Premiere; 2014 Grammy Awards; The Amazing Race Premiere; The Bachelor Finale; Academy of Country Music Awards; St. Louis Cardinals vs. Chicago Cubs Baseball Games (FOX Midwest Sports (St. Louis)); Major League Playoffs; IHSA State Football Championship Games; IHSA State Basketball Finals.



University Marketing

University Marketing participated in a year-long contract (July 1, 2013, through June 30, 2014) with WGEM (NBC/FOX/CW) in Quincy, Illinois, in which WIU commercials were aired daily.




University Marketing added Macomb's Rialto Theater as its newest cinema venue—showing these same 30- and 15-second commercials on six screens daily plus the lobby television.

University Marketing

General WIU and Think Purple marketing and promotion appeared in print publications in Macomb; the Quad Cities; and Keokuk, Iowa.

Think Purple™
Think School of Nursing
Think Western!



Find success at WIU with this high-demand academic program accredited by the Commission on Collegiate Nursing Education.

wiu.edu/nursing

NEW! 2013/2014 Guide to Colleges | Mid- & South

Western Illinois University (Public/Four-Year)
 University Circle • Macomb, Ill. • www.wiu.edu • www.facebook.com/wiu.edu

Students at WIU have the opportunity to study abroad through grant, study options or exchange programs between the university and other international institutions.

In keeping with WIU's core values of personal growth and social responsibility, students are provided with service learning opportunities, such as serving at local elementary schools or participating in Habitat for Humanity. In 2012, student groups logged more than 13,000 volunteer hours and raised more than \$70,000 for nonprofit and charitable organizations.

WIU also offers a cost guarantee, meaning that for one paid week a student stays in food for each year of continuous enrollment, including fees and materials. A number of scholarships are available as well. In-state tuition is provided to students from Wisconsin, Indiana, Iowa and Missouri. WIU's Student Employment and Federal Work-Study.

WIU: A cutting-edge, quality education provided by faculty at the top of their fields, focused on best-of-their facilities with an intention to maximize technology, personal growth through participative in student experiences, leadership growth through service learning opportunities, all offered in a quiet, walk-into atmosphere.

STATISTICS

- Enrollment: 11,700 (Fall 2013)
- Average Class Size: 20
- Student/Instructor Ratio: 15:1
- Programs: 120
- Degrees: Undergraduate, Graduate, Doctorate, Certificate
- On-Campus Housing: "Yes"
- Evening Classes: "Yes"

AREAS OF STRENGTH

- Long-term, dedicated faculty at the top of their fields
- Large suite for individual attention
- Unique Signature Academic Programs
- Unique Signature Service Learning
- On-Campus Housing: "Yes"
- On-Campus Housing: "Yes"
- Evening Class Guarantee
- Automatic scholarship opportunities

Northwest Quarterly | Fall 2013 | 121

Western Illinois University knows what it takes to be a top university. And we have the recognition to prove it ...



- For the 10th year in a row, The Princeton Review has named WIU a "Best Midwestern College!" Western is one of 100 regional universities, and one of three most public universities, named a "Best Midwestern College."
- Western is among the top tier of best regional universities, rated 4th of 110 public and private schools on the top tier list of "Best Regional Universities" by the U.S. News and World Report's Annual College Rankings 2014 edition.
- Western has earned a spot among 20 other Illinois colleges and universities ranked for providing the greatest lifetime value of an investment by AffordableCollegesOnline.org.
- Western is among 882 master's granting institutions ranked for their contribution to the public good by the Washington Monthly College Guide in their broad categories: broad learning, research and service. Western, ranked at number 273, was among four Illinois public universities in the top 275.
- For the 10th consecutive year, WIU has been named a "Military Friendly School" by U.S. News Online in Military Friendly Schools.
- For the second consecutive year, WIU's distance learning program has been recognized as a "Best Online Education Program" by the U.S. News and World Report.

wiu.edu • wiu.edu/qc

Ads promoting Western's School of Nursing appeared in the Northwest Quarterly published in northern Illinois, southern Wisconsin, and Chicago. The School of Agriculture's Open House was featured in The Lincoln Courier in March.

University Marketing

Think Purple, Signature Academic Programs, and Princeton Review Best Midwestern College ranking billboards were featured in the Macomb region, the Quad Cities, Quincy, Peoria, Chicago, Springfield, Bloomington, St. Louis, Joliet, Beardstown, and along interstates 80 and 55. Some of these locations highlighted current students and their outstanding achievements.



University Marketing

Continue to display banners and flags on University property (on campus proper and University streets), on various city of Macomb routes, and in local businesses, and provided promotional materials, such as Think Purple clings, window perforations, and banners, to local businesses and on campus.



University Marketing

Began advertising on scrolling and digital signage at high school gymnasiums and stadiums in 15 schools in Iowa and Illinois.



- Burlington High School gymnasium
- Davenport North High School gymnasium
- Davenport West High School gymnasium
- Bettendorf High School gymnasium
- Keokuk High School gymnasium
- Ft. Madison High School gymnasium
- Indian Hills Community College gymnasium
- United Township gymnasium
- Rock Island High School Stadium
- Rock Island High School gymnasium
- Davenport (Brady Street) Stadium
- Freepport High School gymnasium
- Belvidere High School gymnasium
- Belvidere North High School gymnasium
- Geneseo High School gymnasium

University Marketing

During the holiday season, targeted advertising took place in Woodfield Mall in Schaumburg, and at Northbrook Court in Northbrook.



University Marketing

Table tents and posters were displayed in North Riverside Park Mall, North Riverside, Illinois, from September 16 through October 16, 2013.



University Marketing

A 12' x 8' digital sign was leased in Water Tower Place in Chicago on Michigan Avenue from March 31 through April 27, 2014.



University Marketing

Beyond traditional Western Illinois University marketing/branding efforts, University Marketing often will place congratulatory ads in students' hometown newspapers for noteworthy achievements.

In years' past, WIU Marketing has recognized Sammy Marshall, Jeff Liles, Jenna Verity, Elizabeth Etta, to name a few, and most recently, Jimmy Holtschlag.



WESTERN ILLINOIS

Congratulations to a true example of success...
Western Illinois University
Senior Leatherneck Football Player

Jimmy Holtschlag!
2014 NCAA Post-Grad Scholar

Think Purple, Think Success, Think Western!

Holtschlag was one of 58 student-athletes selected nationally for the prestigious NCAA award. More than 350 NCAA student-athletes were nominated.

Honors & Awards:
All-Missouri Valley Football Conference and First Team
Academic All-MVFC (three-time recipient), Capital One
Academic All-America Second Team

Major: Agriculture
Hometown: Quincy, IL

wiu.edu

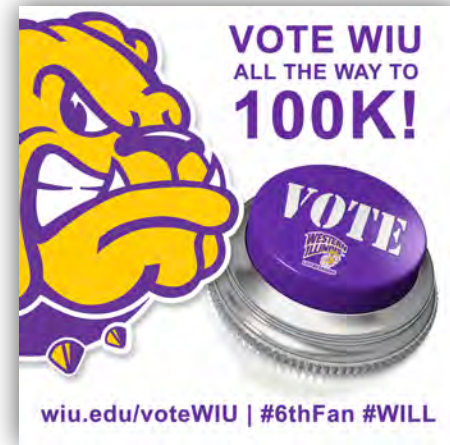
University Marketing

University Marketing continued to offer purple t-shirts and polo shirts to businesses for their employees to wear during selected Think Purple days/weekends throughout the year.



University Marketing

Working with University Relations, University Marketing promoted the WIU's advancement/ participation in the NCAA 6th fan contest, including paid Facebook ads, press releases, etc.



University Marketing

- Continued to coordinate the University's licensing/trademark policy, a new visual identity/logo policy, and licensing and trademark agreements/approvals and logo approvals.
- Renewed University Marketing's advertising contract and added new artwork on a back-lit connector in the Quad Cities airport.
- Received Western Illinois University's largest royalty check to date from our licensing agent, Licensing Resource Group (LRG).



Beu Health Center



WESTERN
ILLINOIS
UNIVERSITY

Department of
Recreation, Park and
Tourism Administration

University Marketing Expenditures

The following initiatives were accomplished with FY14 funding for marketing:

\$69,223.66 - Chicago-area marketing

- \$20,921: 30-second commercials in movie theaters
- \$19,740: billboards around the Chicago area
- \$25,566.41: promotion and marketing materials in malls
- \$2,996.25: print media marketing

\$246,104.56 - Downstate advertising

- \$25,421: 30-second commercials in movie theaters
- \$4,600: Quad City airport signage
- \$101,109.21: billboards
- \$580.91: banners, signs, posters, and flags in the Macomb area
- \$96,203.10: television, digital marketing, and web advertising
- \$18,190.34: print advertising

Marketing was augmented by approximately \$16,860.50 from the WIU Foundation and \$15,035.00 from Printing Services.

FY15 Goals

Foundation and Development

- Establish new goals for fundraising for Western now that the campaign is completed.
- Continue to work with the Director of Annual Giving to make our annual fund more cost effective in an ever-changing environment.
- Increase our planned giving initiatives.
- Fill vacant positions in the Foundation office.

Foundation Accounting

- Continue to perform the comprehensive review of reports.
- Continue to write policies and procedures.
- Continue to enhance risk assessment initiatives.
- Continue to enhance training materials.
- Enhance training of support staff.
- Participate in relevant training seminars to remain updated on key issues.

Prospect Management

- Use wealth screening results to identify new prospects to suggest to Development Officers for addition to their portfolios for the interim campaign.
- Begin analyzing final results of Higher Values in Higher Education campaign to formulate new fundraising strategies.
- Identify new prospects from within our current constituent base using external wealth screening combined with internal predictive modeling.
- Compile net worth for the top prospects in Development Officer portfolios
- Convert all existing reports from Crystal Reports software to Pentaho.

Annual Giving

- Rebrand Annual Fund outreach into one comprehensive, University-wide effort.
- Plan and implement a 36-hour alumni-wide ask event in Spring 2015.
- Expand “Giving Circles” program among young alumni.
- Increase young alumni participation in the Annual Fund from less than 5% to 10%.
- Increase Phonathon revenue by 10% or greater.
- Achieve Annual Fund fulfillment rate of 85% or greater.
- Continue efforts in establishing a culture of philanthropy among undergraduate students by leveraging students participating in direct mail/Phonathon efforts.
- Equip Phonathon with secure VoIP (Voice over Internet Protocol) to replace cell phone/landline usage.

Special Events

- Continue to direct and manage traditional University events.
- Oversee and manage presidential entertainment, recommending presidential events and coordinating them with the various units of advancement.
- Collaborate with colleges and project units throughout the University to identify themes/occasions to celebrate, execute special events in order to foster communication with donors and support university efforts.
- Implement evaluation processes for ensuring that special events activities are effective in supporting the President, University Advancement, and other University units.

University Relations

- University Relations will continue its support of Foundation/giving initiatives.
- University Relations will continue to enhance Western's reputation and recognition as a top comprehensive university.
- Participation in initiatives through news media, social media, and other venues.
- University Relations will obtain national recognition for its programs, students, faculty and initiatives.
- Using Newswise posting services, ProfNet experts database (used to promote WIU faculty as expert sources) and feature stories that illustrate WIU's commitment to its core value

University Relations

- Further enhance the use of social media to promote Western and its faculty, programs and services globally; and to engage members of the Western community.
- University Relations staff will further enhance its publications program, and will continue to produce higher quality/innovative publications, which supports the strategic plan goals of attracting a diverse student body and faculty to Western.
- University Relations staff will continue its outstanding relationships with media outlets to promote services, events and programs.
- Staying current with the latest best practices and trends for content design and display on the web, which includes but is not limited to: updating/maintaining code; multimedia use (such as embedded captioned YouTube videos into news releases, other web pages, etc.); and maintaining accessible pages per the Illinois Information Technology Accessibility Act (IITAA).
- UR web services will further refine and enhance the division's online presence

Visual Production Center

- The Visual Production Center will continue to provide outstanding customer service and provide new products to promote the institution.
- The Visual Production Center will research innovative methods to market services to students and parents, as well as to the general University and local communities.
- University Relations and Visual Production Center staff will work to further develop and implement University marketing initiatives as outlined in the strategic plan.
- Establish more user friendly photo viewing (and purchasing) database for use by general public.

University Television

- Continue promoting Western Illinois University, and the region.
- Provide broadcasting students practical experience in the broadcasting field
- Upgrade Ku Band uplink to digital
- Continue the process to upgrade to a high definition and digital broadcasting facility

University Marketing

- Continue to increase WIU's visual presence in Macomb and west-central Illinois
- Continue efforts to increase WIU's presence throughout the state.
- Digital marketing campaign (marketing/digital marketing firm has been contracted to further promote WIU and guide University Marketing into the digital arena and target market media buys). Campaign began April 15.
- Continue efforts to increase pride for WIU both internally, and within the community and region.
- With UR and UTV, develop new 15- and 30-second commercials for television, theater, digital displays, etc.
- Further promote Think Purple, and further build upon the theme/branding campaign (e.g. Think Purple, Think Success tagline again for 2014-15, but with different success illustrations/demonstrations of success).

FY15 Budget Requests

Budget Requests

Priority	Item	Requested by	Amount	Funding Type
1	Marketing Operating Funds	University Marketing	\$550,000	Continuous
1	Fundraising Initiatives	Foundation and Development	\$100,000	Continuous
1	Fundraising Travel and Entertainment	Foundation and Development	\$54,000	Continuous
2	Computer Equipment	Foundation and Development	\$10,000	Ongoing annual

Thank You

If you have any questions,
please contact Brad Bainter at
BL-Bainter@wiu.edu or (309) 298-1808.