

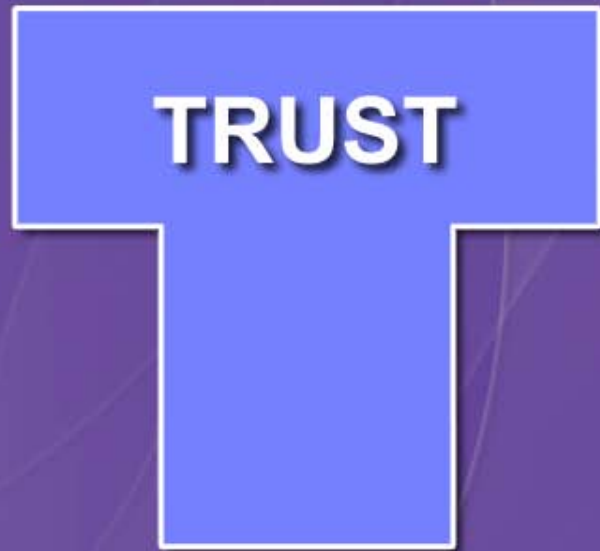
Advancement and Public Services

Annual Report to the Public
FY 2009



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Exceptional Performance



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Advancement and Public Services

There is no status quo in University Advancement. The web of alumni and donor relationships is a fluid and dynamic network of relationships discovered, cultivated, and perfected.

- Clear, compelling communication
- Inspired engagement
- Innovate with new technologies
- Careful and caring stewardship
- Measure performance



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Clear, Compelling Communication



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Inspired Engagement



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Innovate with New Technologies



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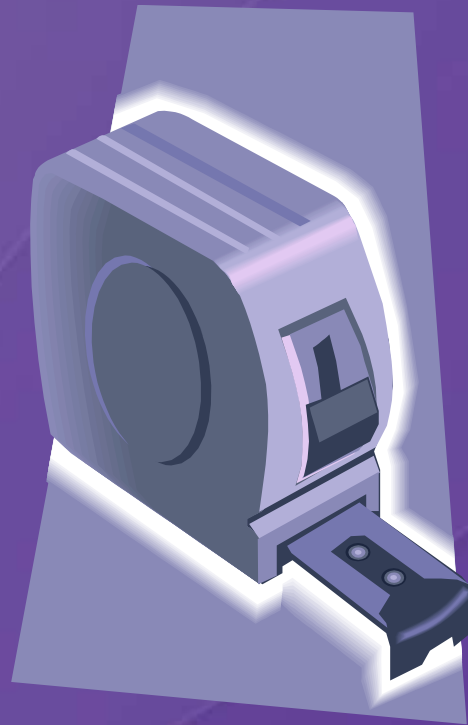
Caring and Competent Stewardship



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Measure Performance

- Measure, Measure, Measure



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Accomplishments, Productivity and Measures FY09



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University Relations



Darcie Shinberger
Director, University Relations and Visual Production Center



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University Relations

- Supported Capital Campaign Communication Initiatives
- Supported University Marketing Initiatives
- Improved Publication Initiatives
- Enhanced Western's Recognition as an Accessible, Affordable Higher Education Institution
- Successfully coordinated efforts during emergency threat situations



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University Relations

- Supported the Promotion of Higher Values in Higher Education 2010-2018
- Continued to Raise Awareness of Western Via Editorial Board Meetings
- Meltwater News indicates that 30-60 stories have appeared each week in newspapers throughout the U.S.
- News stories received 4,461 hits:
- News site has been visited 80,402 (Google Analytics), while all news releases have been viewed 329,370
- News staff wrote 927 press releases (719 from July 1, 2007 to March 1, 2008).



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University Relations

- Social networking success:
 - MySpace account up from 20 to 800
 - "Rocky Goes to Game Nite" viewed 1,020 times on YouTube and 203 times on MySpaceTV.
 - Podcast featuring Political Science Chair and Political Analyst Rick Hardy on Election '08 received 514 views on YouTube.
 - December 2008 shooting threat press conference podcast garnered 2,006 views on Western's YouTube channel within hours of posting (2,444 total); and 156 plays on MySpaceTV.
 - WIU's Facebook page named "Facebook Page of the Month" in January 2009.



University Relations

Press Conference on MySpace TV



University Relations Presents
WIU Nursing Program
Receives State
Licensing Approval
Press Conference

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00:02/08:54

Menu



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University Relations



Visual Production Center

- Increased Marketing and Outreach Efforts of the Visual Production Center
- Produced nearly 1,708 jobs.
- Continue to aggressively market and promote WIU by launching an online photo site and offering new products, such as WIU Wall Clings
- Completed more than 1,700 jobs (large format and photography)
- Launched Lightbox



Marketing



Kristin Dunstan
Director, University Marketing



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Marketing

- Successful marketing in Chicago Area:
 - Ran Taxi Tops on 100 cabs for four weeks in Chicago (9,200 daily impressions)
 - Digital Billboard
 - El Station Posters
 - WGN Cubs Radio Network
 - School Guide Publications
 - Professional Sports Publications
 - Community College Newspaper Ads
 - Measurements:
 - Number of applications in the Chicago Zip codes with billboards increased from 634 in 2004 to 1018 in 2008.
 - Applications to Western are already at 8,000 in March compared to a similar number for the entire recruiting season last year.



Marketing

- Successful marketing downstate
 - Digital Billboards – Bloomington
 - Newspaper Print Ad – Keokuk
 - Static Billboard – Macomb
 - Assorted Newspaper Ads – Macomb
 - Magazine Ad – Peoria
 - WGEM Olympic TV and Web Promotion – Quincy
 - John Deere Classic Sponsorship
- Granted University Marketing Funds to WIU marketers
- Monitored University Licensing
 - Generated \$20,162.04 in royalties in FY09 (total for FY08 was \$29,307.89)
- Administered the PBS Network Knowledge Program



Marketing – Quad Cities

- Promoted WIU-QC as an institution of quality and affordability by advertising new programs, cost guarantee, dual enrollments, 2 + 2 agreements and rankings through a variety of media channels.
- Targeted marketing to more diverse population.
- Continuing to investigate and incorporate new media into university marketing efforts.
- Continued advertising and promotional partnership with Eastern Iowa Community College, Black Hawk College and Sauk Valley to position WIU as a choice for dual enrollments, 2 + 2 programs.





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Alumni



Amy Spelman
Director, Alumni Programs



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Alumni

- Finalized the Alumni Association Strategic Plan
- Increased Young Alumni participation
- Increased participation of Student Alumni Association
- Created greater financial support
- Increased on-campus participation of alumni
- Initiated an alumni/admissions program.
- Initiated a mentoring program.



Alumni

- Expanded benefits/services provided to alumni using online social media.
- Focused new events/ improved old events
- Increased alumni connections
 - Mike Scifres (punter from San Diego Chargers) attended our Ultimate Alumni Day in Arizona;
 - John Mahoney (father on Frazier) visited with Alumni after event at Steppenwolf theatre in Chicago and will do so again in LA



Alumni

Wrigley Field Event August 2008



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Alumni



Homecoming October 2008



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Alumni

Art Institute – April 2009



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Scholarship Activities



Janice Owens
Director, University Scholarship Activities



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Scholarship Activities

- Increased the number of scholarships offered to a diverse group of new transfer and freshman students.
- Awarded scholarships to currently enrolled high achieving students.
- Assisted students in financial difficulty.
- Funded a limited number of Summer School 2009 Scholarships.
- Established twelve new Foundation scholarships.
- Increased the number of awards and award amounts for new and currently enrolled students.



Scholarship Activities

- Assisted more needy students
- WIU Foundation Funds used for scholarships.
- President's Office funds used for scholarships and assistance for needy students.
- Student Services funds used for scholarships and assistance for needy students.
- Alumni Programs used funds for scholarships
- Parent and Family Association funds used for needy students' textbooks.
- State of Illinois Bright Start Scholarship Program funds used for scholarships for high need students.



Scholarship Activities

- Acquainted currently enrolled and prospective students, departments and advisers with the scholarship website and links, the electronic bulletin board, and on and off-campus opportunities.
- Encouraged the creation of a program offering financial advising to WIU students
- Hosted two scholarship recognition banquets
- Increased the number of student's with ACT scores 21-27 receiving scholarships
- 186 awards to freshmen with ACT of 21-27, and transfer students with GPA of 3.0 and above



Scholarship Activities

- Administered the Short-Term Loan Program
- YTD 343 short-term loans have been processed for FY09 for a total of \$141,971
- Administered scholarship programs benefitting 1,843 students
- Recognized as a “Best Practice” by the Center for Student Opportunity



Scholarship Activities

Scholarship Banquets 2008



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Foundation and Development



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Foundation and Development

- Secured \$9.3M for campaign
- Completed 1,193 visits year to date
- Assigned 1,403 major donors
- Completed 11 College/unit booklets for case for support
- Appointed Larry Balsamo and Charlene Callison as co-chairs of faculty and staff campaign
- Contracted with DataDesk to identify top prospects
- Continued to improve database to provide useful information
- Mailed 20,000 pieces of Pentera newsletter.
- Created new planned giving website.



Completed Case for Support Brochures



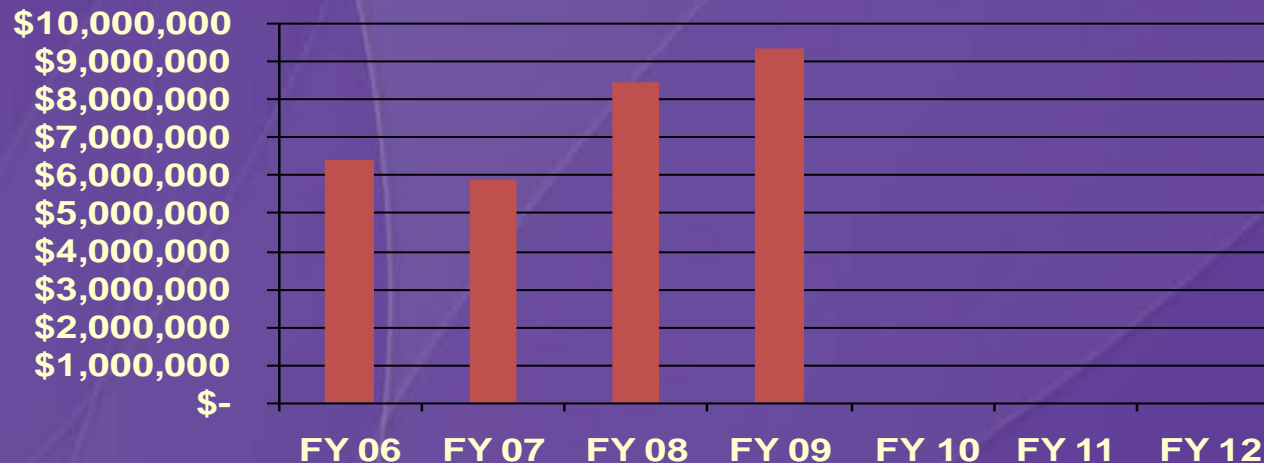
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Completed College/Unit Brochures



Annual Gifts Goal

Doubled gift income 3 years ahead of schedule
From \$4.5M (in FY05) to \$9M (in FY09)



Recent Gifts



- John Deere Foundation and The Moline Foundation joint \$1,000,000 pledge
- To support Engineering program



Recent Gifts

- Jim and Bea Wehrly Gifts
 - \$70,000 to support the academic programs
 - Included funds for the loan program



Recent Gifts



- Laura and Linda Janus
 - Bequest for scholarships to accountancy
 - Bequest for scholarships to history



Recent Gifts

- Ufkes Estate
 - Unrestricted - Trustees
 - \$381,000
- Rex Collins Bequest
 - Bequest for Scholarships to Jazz Piano
 - \$315,000



Special Events

Presidential and development team events:

- Maintained high attendance level with positive feedback
- Presidential Tents:
 - Football: Changed venues to indoors for second tent, and had very positive feedback and high attendance even though it was extremely cold.
 - Basketball: Filled room to capacity at 369 and helped fill the stands with a crowd that gave us the advantage for a last second win.
- Cancelled the Major Donors Banquet as a prudent response to the financial crisis



Marilyn Pruitt
Director,
Special Events



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Special Events

- Assisted with Sandy Edwards Event in conjunction with Arkansas football game.
- Implemented the 1957 Football Team Reunion
- Planned and implemented several recurring events
 - Founders' Day
 - Athletics' Hall of Fame Banquet
 - Two Scholarship Banquets



Annual Fund

- Increased communication and collaboration between Development Officers and Annual Giving Staff in regards to direct mail efforts.
- Constituted a design team charged with expanding the young alumni program and creating a culture of student philanthropy



Tim Hallinan
Director,
Annual Fund



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Annual Fund

- Added Center for International Studies & WIU-QC Campus.
- Expanded from 24 to 30 workstations
- Reduced cost through a “phone-only” campaign for married / partnered alumni.
- Continued use of cellular phones resulted savings of \$8,000 per year over “landline” usage.



Annual Fund

- Increased donor satisfaction by reducing repeat phone solicitations.
- Expanded and formalized training and hiring practices for student ambassadors.
- Reduced ambassador turnover through training and strategic management principles.



Gift Processing

- Processed over 1,978 direct pay authorizations
- Written more than 730 checks
- Issued 573 EFT payments
- Completed 90 travel vouchers
- Entered 13,173 journal entries
- Processed 1,064 credit card gifts
- Established 44 new accounts
- Issued 63 IRS 1099's



Janet Gabbert
Senior
Accountant



Gift Processing

- Scanned over 7,000 documents
- Recorded over 7,355 gifts
- Recorded 5,216 pledges
- Issued 17,093 gift receipts
- 5,350 new donors



Stewardship

- Maintained timely acknowledgements
- Sent 120 benefactor reports
- Sent 600 holiday cards, 150 gifts, and 55 poinsettia's to major donors.
- Sent 300 year-end statements to employees on payroll deduction.
- Generated monthly reports of contributions for memorial accounts.
- Collaborated with University Relations to publicize
- Created new donor recognition wall in the University Union.



Julie Murphy
Director, Communications
and Donor Stewardship



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Campaign Communications

- Distributed 17,000 copies of 2008 Foundation Gift & Grant Honor Roll
- Produced four issues of Developments Newsletter (Mailed to 1,200 donors)
- Monitored and revised Foundation website including adding Donor Profiles and calendar.
- Communicated with donors about the current economic situation and its impact on the Foundation via personal letters, website postings, and newsletter articles.



Goals and Measurements FY10



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University Relations

- Support campaign initiatives.
- Enhance Western's reputation and recognition as a top comprehensive university
- Employ use of institutional promotional materials and participation in national initiatives through higher education professionals, news media, social networking and other venues.
- Obtain national recognition for its programs, students, faculty and initiatives.
- Use Newswise posting services, ProfNet experts database (used to promote WIU faculty as expert sources) and feature stories that illustrate the University's commitment to its core values.



University Relations

- Manage new media (podcasting, video services and other technology) to promote Western and its faculty, programs and services globally.
- Further enhance Western's recognition and reputation as a quality institution to attract and retain students, faculty and staff as outlined in the strategic plan.
- Enhance publications program to produce higher quality publications supporting the strategic plan goals of attracting a diverse student body and faculty to Western.



University Relations

- Maintain and create outstanding relationships with media outlets to promote services, events and programs.
- Develop and implement University marketing initiatives with Director of Marketing as outlined in the strategic plan.
- Enhance WIU-QC's reputation as the only state university in the Quad Cities metro area.
- The Visual Production Center will provide outstanding customer service.



Marketing

- Establish and promote a consistent brand for Western Illinois University
- Safeguard the integrity of the brand
- Develop and promote a design and messaging strategy.
- Communicate and integrate the university's brand and messaging strategy across both campuses, the colleges, and other university units



Marketing

- Serve as a resource for units across both campuses
- Promote Western Illinois University and its Macomb campus locally, regionally and nationally
- Oversee the University Marketing budget for the Quad Cities
- Manage the university's licensing program



Alumni

- Utilize alumni for recruitment & retention
- Link alumni to each other, the Alumni Association and the University
- Create opportunities to give back
- Develop an Alumni/Career Services program
- Prepare students to be lifelong, contributing members of the Western Illinois University community



Alumni

- Strengthen campus support of the Alumni Association and its efforts
- Utilize staff and internal opportunities to advance the Association
- Maintain the integrity of the database
- Maximize and utilize the Alumni Council and volunteers to advance the mission/goals of the University, the Alumni Association



Scholarships

- Request more internal unrestricted dollars for additional scholarship funding
- Assist in targeting fund raising efforts for scholarships.
- Assist in giving financial support to needy students.
- Publicize scholarship opportunities to WIU students.
- Use the University's broadcast media and student run newspaper to publicize scholarship opportunities.



Scholarships

- Expand distribution of newsletter “Scholarships 101”.
- Increase contact with student organizations to distribute information about scholarships.
- Continue to encourage the initiation of a program to offer financial advising to WIU students.
- Help students learn to establish financial priorities



Foundation

- Stabilize market based asset losses
- Manage asset base for at least one quarter endowment growth
- Continue implementing comprehensive campaign.
- Secure contributions income of \$8.5M for the support of strategic plan initiatives.
- Identify cultivate and engage major donor prospects from alumni and friends sufficient to meet fundraising goals.
- Assist Development Officers with optimizing their portfolios
- Create and provide prospect management tools



Foundation

- Continue corporate and foundation initiative to obtain new grants and contributions
- Begin task force to work toward faculty and staff campaign kick off in Fall 2010.
- Partner with university relations to revitalize campaign communication and reach out to alumni.
- Implement a series of campaign reports that measure donor engagement, track gift giving, and motivate gift officers.
- Make continuous upgrades to the database; gift processing, prospect management, and events.



Special Events

- Provide entertainment whereby the President can communicate the university's goals and achievements to our constituents while providing recognition of contributors and increase the level of stewardship.
- Celebrate National Philanthropy Day – November 13, 2009



Annual Fund

- Establish a culture of philanthropy among undergraduate students and provide a vehicle for undergraduate participation in the Annual Fund
- Increase young alumni participation in the Annual Fund from <5% to 10%
- Streamline Phonathon operations by utilizing predictive modeling information on individual donor sheets
- Achieve \$500K in Phonathon pledges and \$2M overall in Annual Fund pledges and receipts
- Achieve annual Fund pledge fulfillment rate of >85% for FY10



Gift Processing and Endowment

- Automate scholarship processing, beginning with outside scholarships.
- Continue support of development officers and development staff (both in financial area and in operations).
- Review existing endowment and operating accounts, adding historical data to databases
- Scan endowment agreements for disaster planning purposes
- Reorganize document imaging system for enhanced security.



Stewardship

- Work with unit Development Officers to develop a stewardship plan including indexing each college's acknowledgement procedures and stewardship practices.
- Update and implement instructions, policies and procedures.
- Revise pledge reminders, using bar-coding.
- Enhance accessibility of forms through web page.
- Modify computer system to generate duplicate receipts.
- Continue expansion of reporting systems, especially on FRS system.



Technology Goals FY10



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University Relations

- Continuing to use new media (YouTube, Facebook, etc.) to promote Western Illinois University is an essential – and constant – technological goal for Fiscal Year 2010.
- Updating and maintaining design-related software for publications staff will continue to be technology-related goals for FY10.
- Continuing online news media monitoring services at current enhanced level.



Alumni

- Create a campus-wide electronic contact to enhance students' experiences with alumni
- Develop an instrument to provide a central location that lists Alumni who are visiting campus to speak, etc. so other areas on campus are aware and may be able to utilize the alumni in their areas
- Continue to enhance functionality of RockeNews social application



Foundation and Development

- Obtain \$6-10K per year for computing needs for division.
- Research and develop docking station for report templates that are accessible to development officers.
- Build a donor management system in MVS
- Implement Fundriver endowment accounting software.
- Complete an audit of the scholarship area website.



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Foundation and Development

- Ensure accuracy and consistency of information
- Eliminate unnecessary/redundant/outdated and erroneous information.
- Explore ways to be more effective and efficient in the scholarship area's use of technology.
- Assess user needs to guide short and long-term technology planning in the scholarship area.



Annual Fund

- Utilize online social media (RockeNetwork, Facebook, Twitter, etc.) to increase awareness of and participation in the Annual Fund among both undergraduates and young alumni.
- Explore use of new electronic solicitation techniques (individualized splash pages, flash presentations) in increasing Annual Fund participation.
- Explore use of innovative techniques such as podcasting in cultivating awareness of Annual Fund messaging among undergraduates.
- Increase presence of Annual Fund / Online Giving options on University website.
- Employ DataDesk technology to further segment prospects and enrich college/unit prospect pool.



Financial Crisis and Endowment



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Financial Crisis and Endowment



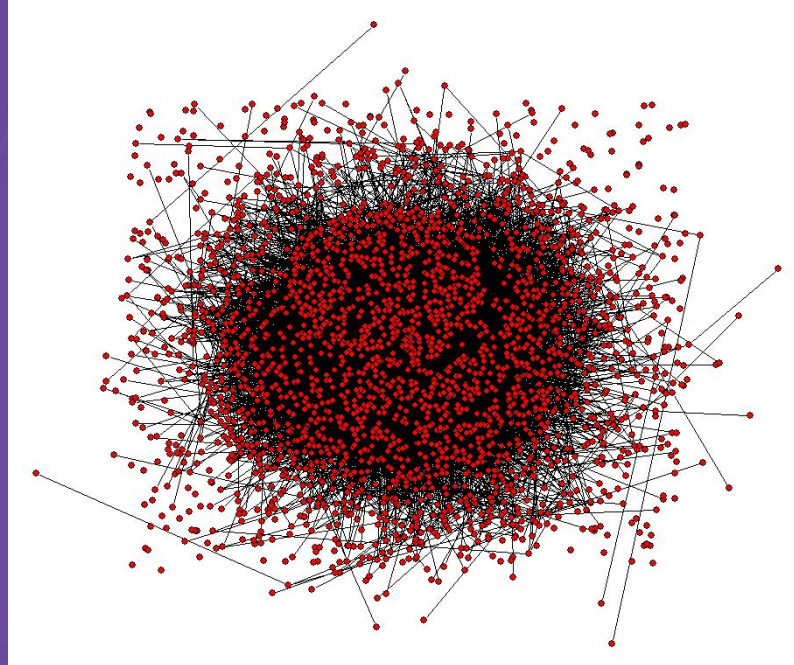
Financial Crisis and Endowment

- Why is this happening?
- Systems Theories may throw light on what is happening.
 - Cybernetics Theory - negative feedback loops



Why is this happening?

- Complexity Theory - Systems become more complex at an accelerating rate. This makes these systems more vulnerable to extremes. They are ultimately more fragile.



Why is this happening?

- Chaos Theory - Small changes in very complex systems can have extensive impacts. These impacts may not be anticipated or even noticed until it is too late. (Butterfly Effect)



Why is this happening?

- Catastrophe Theory - Systems can reach a tipping point and then collapse very fast. (break, or collapsing)



Why is this happening?

- Taylor/Greenspan Theory
 - John B. Taylor Professor of Economics at Stanford University believes the Federal Reserve's cheap money policy on short term interest rates caused the speculative bubble.
 - Alan Greenspan counters that the opening of emerging markets (China etc.) caused an excess of global intended savings relative to intended capital investment. This condition propelled global long-term interest rates progressively lower between 2000 and 2005.



What needs to happen

- Restore investor confidence.
- Restore consumer confidence.
- Restore solvency of major banks.



What is the status of the WIUF Endowment Fund?

- The market value of the WIUF Endowment Fund has fallen 19.3 since July 1, 2008. This could affect the funding of some scholarships and other expenditures during FY10.
- Estimated from Hammond & Associates as of 3/31/09



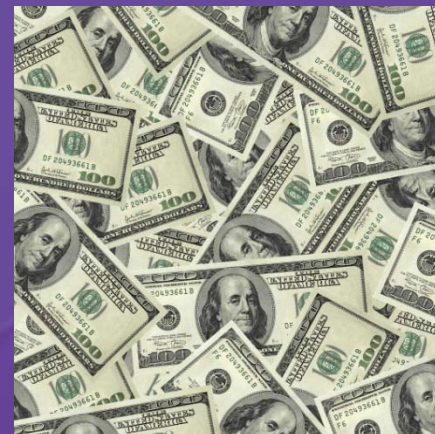
How are earnings distributed for endowments?

- The 36-month moving average of the entire endowment pool is multiplied by a percentage determined by the Board of Directors or its designee.
- We are currently distributing 5.50% of the endowment. Of that amount, 1.25% is retained by the Foundation for investment management/consultant expenses and operations. The remainder is distributed to the endowment support accounts based on the last semi-annual period's market value.



What are the endowment fund types?

- True endowment – established with a gift instrument, such as an endowment agreement or will.
- Quasi-endowment - an endowment established by a decision of the Foundation Board of Directors or their designee.
- Both types of endowment are included in the WIU Foundation Endowment Pool.



What is UMIFA?

- UMIFA is the Uniform Management of Institutional Funds act found in (760 Illinois Compiled Statutes 50/1 to 50/11). We are required by Illinois law to comply.
- UMIFA allows the Foundation to spend the amount by which the fair market value of an endowment fund exceeds historic dollar value in a given year. Historical gift value is determined by the gifts which have added to the fund since inception, including transfers in or transfers out.



What is an underwater endowment fund?

- UMIFA requires the computation of underwater endowments with the formula:

$$\begin{array}{l} + \text{ Endowment market value} \\ + \text{ Support account fund balance} \\ - \text{ Historical gift value} \\ \hline \text{Total} \end{array}$$



- If the total is negative, then the fund is an underwater endowment



Why should we be concerned about underwater endowment funds?

- We are in violation of UMIFA if spending in excess of earnings continues in the next fiscal year after the June 30 evaluation of underwater endowments.



How are scholarship commitments being handled?

- Scholarships are awarded in the Spring and operating funds commit funds for the next fiscal year.
 - Earnings may be enough to cover the awards.
 - Donors may choose to give additional gift
 - Departments/Colleges may be asked to use their unrestricted funds to transfer into the accounts to cover the awards.



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What do we plan to do?

- Notify College Development Officers of the accounts that were underwater on 12/31/08.
- Evaluate the underwater endowment accounts as of June 30, 2009. This will take place in late July or early August.
- College Development Officer will be notified of the accounts that require action.
- Determine which endowment accounts are spending in excess of earnings.
- Arrange transfers of unrestricted funds to the support accounts of the underwater endowments.



WIUF Endowment and Liquid Assets

- Total Number of Endowed Accounts : 515
- Total Number of Underwater Accounts: 177 are being scrutinized as of 12/13/08 – Not all are subject to UMIFA
- Total Amount of Assets available in less than 1 week:
 - \$ 5,511,036



How did we compare to other schools in December?

- WIU Foundation's portfolio's 12 month return through December 2008 of -19.7% ranks in the top quartile of the Russell/ Mellon Total Fund Universe.
- According to the 2009 Commonfund Benchmarks Study Year-End Update, the median return of 235 schools for the last six months of 2008 was -24.1%.
- Western Illinois University Foundation's portfolio returned:
 - Endowment funds: -19.2%
 - Non-Endowment funds: 2.1%
 - Donor Advised Funds: -21.9%
 - Weighted average:-16.2%.



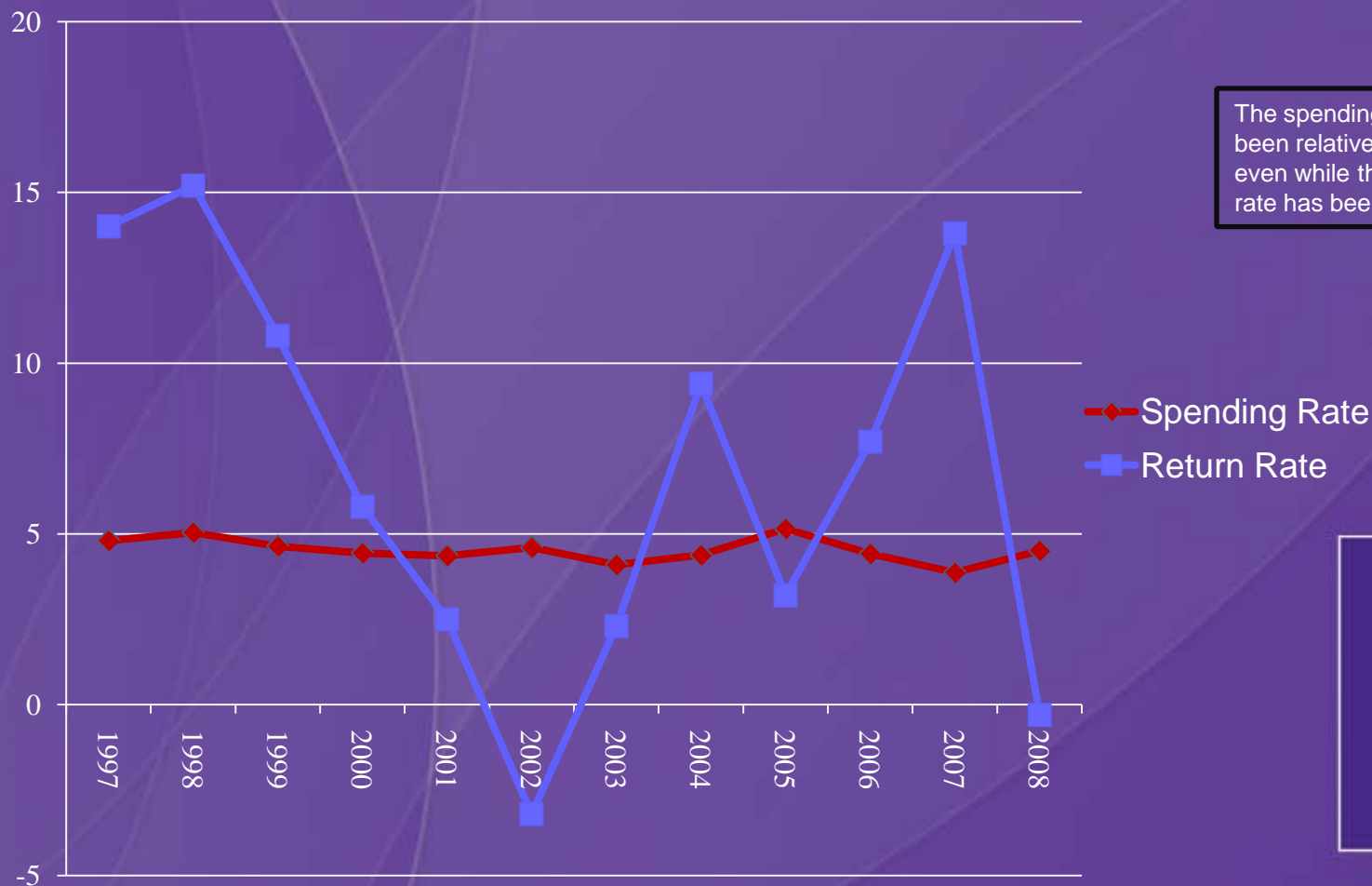
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How did we compare to other schools in December?

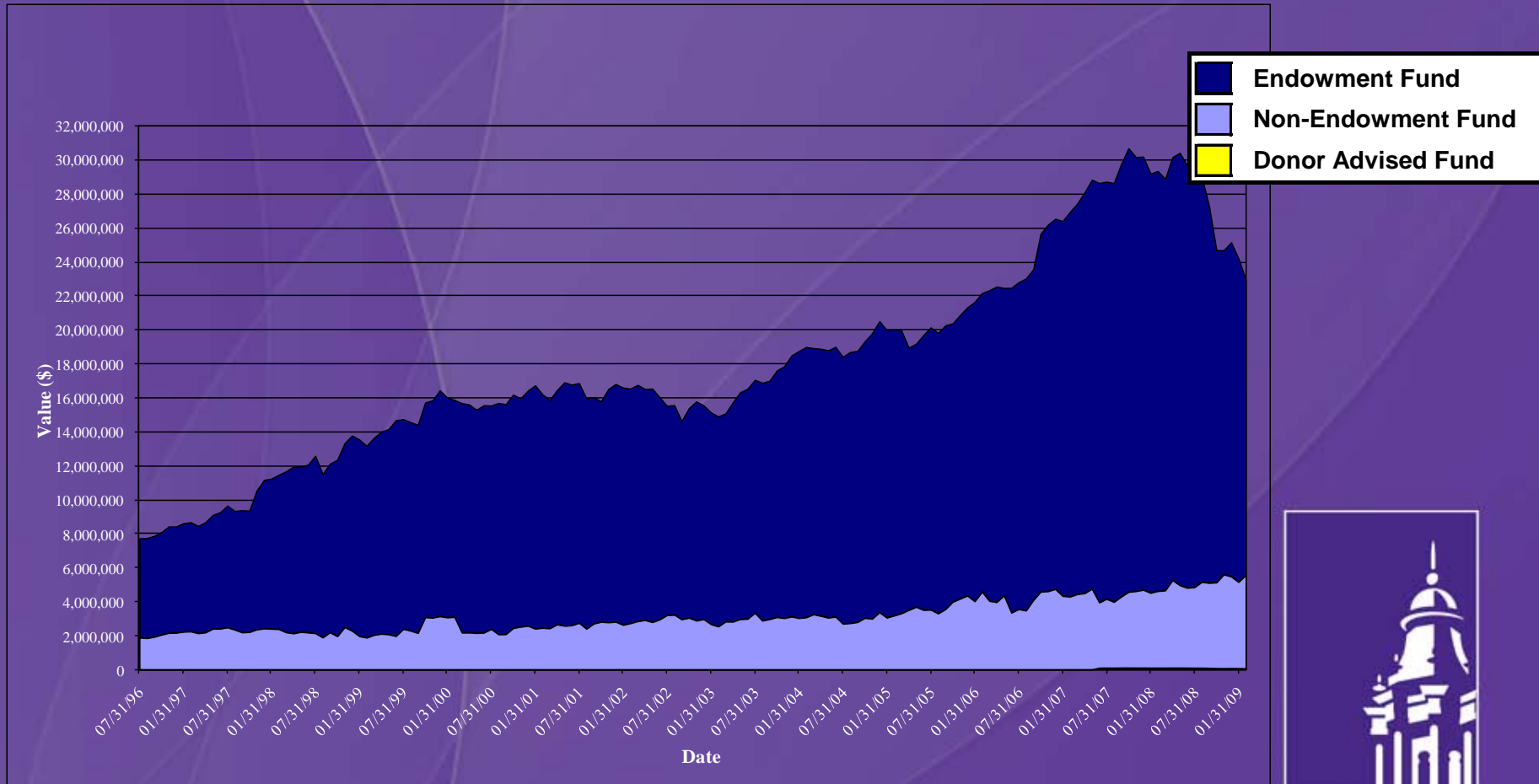
- Using the average asset allocation of the schools in the Commonfund Benchmark Study Year-End Update as of December 31, 2008, the returns for the average school July 1, 2008 through January 31, 2009 were estimated to be -27.8%.
- Western Illinois University Foundation's portfolio returned -18.4% during this same timeframe.



WIU's Spending and Return Rates



Endowment Growth (6/30/06-2/28/09)



As of February 28, 2009, the Total Foundation was valued at \$22.9 million:

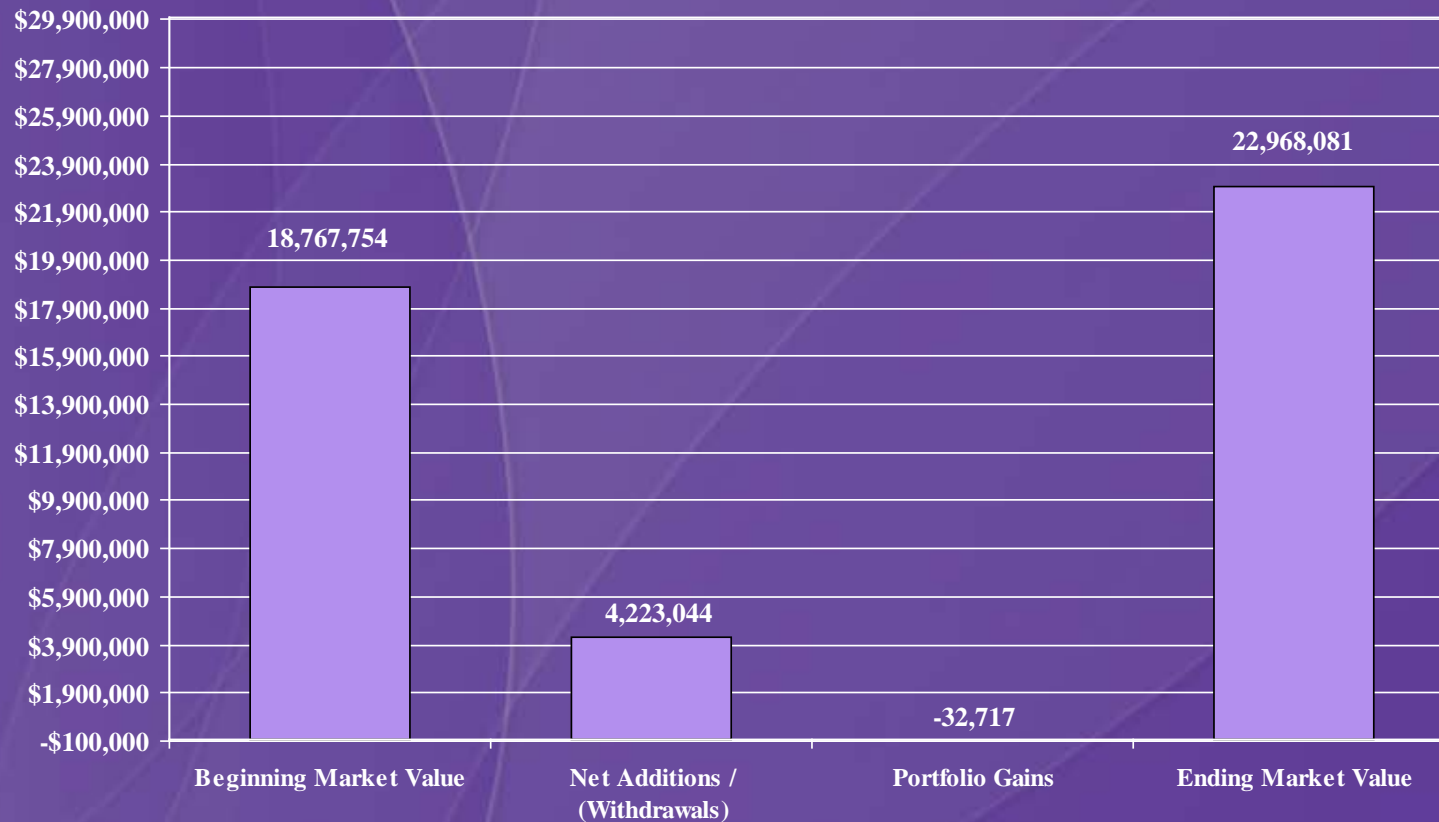
Endowment Fund \$17.4MM

Non-Endowment Fund \$5.5MM

Donor Advised Fund \$70K



Change in Market Value 5/31/04 – 2/28/09



1 Year Returns



	2000	2001	2002	2003	2004	2005	2006	2007	2008
WIUF Endowment	6.1	(0.4)	(11.0)	17.2	8.2	5.4	12.6	9.5	(22.6)
70% S&P 500/30% Barclays Agg	(3.1)	(5.8)	(13.0)	21.0	8.9	4.2	12.3	6.1	(26.0)
S&P 500	(9.1)	(11.9)	(22.1)	28.7	10.9	4.9	15.8	5.5	(37.0)
Barclays Aggregate	11.6	8.4	10.3	4.1	4.3	2.4	4.3	7.0	5.2



Other Returns

	Value (\$)	1 Year (%)	3 Yrs (%)	5 Yrs (%)	10 Yrs (%)	Since Inception (%)	Inception Date
Endowment Fund	17,387,012	-27.0	-5.6	-0.6	2.6	4.4	6/30/1996
Non-Endowment Fund	5,511,036	2.0	4.7	3.6	4.0	4.3	6/30/1996
Donor Advised Fund	70,033	-33.0	-	-	-	-20.9	6/30/2007
Western IL University Foundation	22,968,082	-22.4	-4.0	-0.2	2.7	4.2	6/30/1996
<i>Policy Index¹</i>		<i>-24.7</i>	<i>-1.9</i>	<i>-</i>	<i>-</i>	<i>-</i>	
<i>Non-Diversified Portfolio²</i>		<i>-24.2</i>	<i>-3.5</i>	<i>0.7</i>	<i>1.8</i>	<i>5.3</i>	<i>6/30/1996</i>

¹ Hammond Associates was retained and a new policy was implemented in May 2005.

² Comprised of 65% Wilshire 5000 Index and 35% Barclays Aggregate Bond Index.

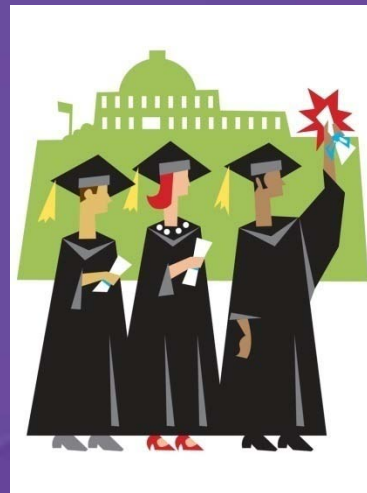
Over the last 1-, 3-, 5-, 10-year periods and year-to-date, the Endowment outperformed the less diversified 65% Wilshire 5000 Index / 35% Barclays Aggregate Bond Index mix.

The Endowment has outperformed the policy index over the 1-year and 3-year periods.



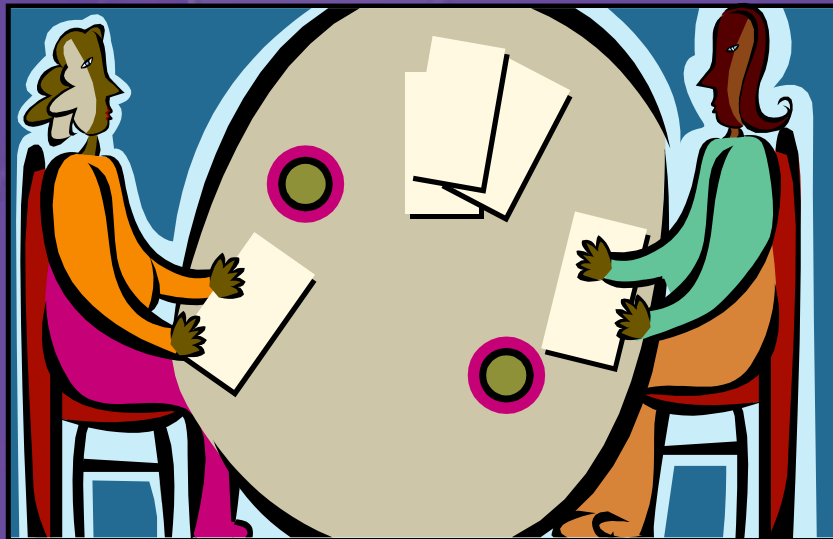
Things to Remember:

- The impact on enrollment is still uncertain although evidence from previous recessions indicates that enrollments might increase slightly.
- Affordability is all the more important.
- Tuition increases need to be made with great caution as the perception of affordability can be influenced by slight increase in price.



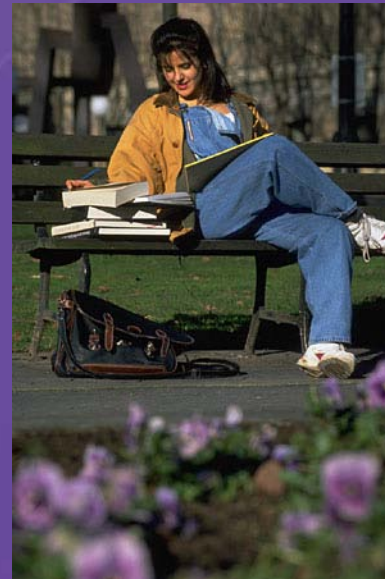
Things to Remember:

- Vocational arguments for getting a degree become even more compelling.
- Donor perception of educational institutions may actually increase.



Things to Remember:

- Donor perception of wealth capability has certainly decreased.
- Scholarship support is a potentially compelling argument to donors in hard times.
- Attending carefully to the annual fund (yearly calls on alumni) loom large in terms of keeping alumni connected in a time of possible sloughing off.



Things to Remember:

- Periods of acute distress both imperil and enrich WIU's attempts to build relationships.
- In a time of economic distress, the educational case for support will be placed in competition with certain social need issues.



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Giving Reports



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Total Gift and Pledge FY 2009 YTD

**Total Number of Donors
11,021**

**Total Gift Commitments
\$9,438,896 Face Value**



**WESTERN
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Statement of Net Assets

February 19, 2008

ASSETS	Fair Value
Current Assets	\$ 2,932,708
Non Current Assets	28,539,268
TOTAL ASSETS	<hr/> 31,471,976 <hr/>
 LIABILITIES	
Current Liabilities	307,075
Noncurrent Liabilities	189,737
TOTAL LIABILITIES	<hr/> 496,812 <hr/>
 TOTAL NET ASSETS	 \$ 30,975,164 <hr/>



**WESTERN
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Budget Request

Campaign Database/Travel/Entertainment	125,000
Marketing	293,800
Scholarship Enhancement Program	700,000
Western News	50,000
Online Social Network	10,000
Technology	10,000
Staff	101,863
TOTAL REQUEST	<hr/> \$ 1,280,663 <hr/>



*We plan for WIU a great legacy of
achievement in our time...*

*...whose benefits to our generation and
generations to come will echo through the
years...*



WESTERN
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For more information on
the Division of Advancement and Public Services

Contact Vice President
Dan L. Hendricks

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