



THE STRATEGIC COMPASS SCORECARD
PROGRESS & ACCOUNTABILITY

UPDATED JANUARY 2021 CONSOLIDATED

Compass Point #3: Revenue Generation

Matthew Manfra, VP for Institutional Advancement & Chris Krzak, VP for Enrollment

OBJECTIVE	KEY RESULTS	Metric Definition	Initial 2017-2018 BASELINE	ACHIEVED				GOAL BY:
				18–19	19–20	20–21	21–22	22–23
a. Alumni giving	Amount/percentage of participation	Percentage is defined by the number of undergraduate alumni donors divided by the total number of contactable undergraduate alumni. Dollars are total dollars raised from undergraduate alumni.	\$294,085 7.59%	\$325,817/7*% (*percentage calculation updated in 2018-2019)	\$309,727/ 6.4%			\$400K/10%
b. Foundations/ corporate partnerships	Amount/number of partnerships	Number of foundations and corporations who have made a gift to GCU and the dollars from those gifts.	\$466,682/30	\$414,153/28	\$766,953/34			TBD
c. Government grants	Amount/number of grants	Michele Giles/MarComm responsible party	\$801,010/3	\$969,586	\$907,941			\$1.2M
6. Stakeholder support								
a. Board of Trustees giving	Amount/percentage	Participation is the number of Trustees who give divided by total number of Trustees. Dollar amount is total amount raised from Trustees.	\$185,109/100%	\$240,406/ 100%	\$202,966/ 100%			\$250K/ 100%
b. Employee giving	Amount/percentage	Participation is the number of employees (full and part time) who give divided by total number of employees. Dollar amount is total amount raised from employees.	\$54,917/30%	\$61,658/ 34.9%	\$67,699/25%			\$65K/40%
7. Comprehensive campaign	launch 2024	Date when a comprehensive campaign will be launched.	N/A	Filled VP IA position. Had VP IA include in 5 yr IA plan.	Begin general data collection and analysis.			Public launch of campaign tied to 100 yr anniv of Lakewood campus founding.