DEVELOPMENT AND COMMUNICATIONS REPORT

Total Donations Collected by the Annual Fund

<table>
<thead>
<tr>
<th>Annual Fund</th>
<th>FY 2011</th>
<th>FY 2012</th>
<th>FY 2013</th>
<th>FY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail</td>
<td>$31,250</td>
<td>$19,971</td>
<td>$15,025</td>
<td>$13,935</td>
</tr>
<tr>
<td>Telefund</td>
<td>$27,421</td>
<td>$50,187</td>
<td>$65,152</td>
<td>$76,627</td>
</tr>
<tr>
<td>Total</td>
<td>$58,671</td>
<td>$70,158</td>
<td>$80,177</td>
<td>$90,562</td>
</tr>
</tbody>
</table>

The decrease in direct mail is due to staff turnover AND more people decided to give via the phone rather than direct mail.
Hall of Fame Comparison
2011 - 2013

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$17,296</td>
<td>$28,712</td>
<td>$25,133</td>
</tr>
</tbody>
</table>

Currently, we have 21 inductees for 2014. The deadline for nominations for this year is August 1, 2014.

COE Student Emergency Fund

- The College of Education Student Emergency Fund was established to assist graduate and undergraduate COE students who are in the final semester of the program and experience a dire financial emergency that prevents them from completing their degree.
- To date, we have raised $8,156. We awarded a student $1,000 in October 2013.
- This idea originated from the Professional Advisory Board. Collections have been from board members and annual fund solicitations.
Total Major Gifts
FY 2013 vs. FY 2014

<table>
<thead>
<tr>
<th>2012-2013</th>
<th>2013-2014 to date</th>
</tr>
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<tbody>
<tr>
<td>$264,446</td>
<td>$2,629,439</td>
</tr>
</tbody>
</table>

These totals do not include annual fund donations. Currently, we have $943,000 in outstanding proposals that we hope to close before June 30, 2014.

COE Scholarships

- 397 Students applied for scholarships
- 2076 Applications scored
- 188 Students awarded scholarships
- $551,800 total amount awarded
  - 65 students $222,200 in COE scholarships
  - 10 new Maynard Scholars ($50,000)
  - 113 SECU Student Scholarships ($279,600)
    - 37 students will receive $3800
    - 35 students will receive $2800
    - 41 students will receive $1000
COE Communications

- COE Official Tagline
  - Teach. Lead. Inspire.
- COE WordPress Blog
  - http://www.ecu.edu/coe/
- Social Media Workgroup
- TOY Video Series
- New LS brochure

Any Questions?