



# LAKE SUPERIOR STATE UNIVERSITY

## Advancement Report November 22, 2024

### Agenda Item #1: Dashboard

Information

Action

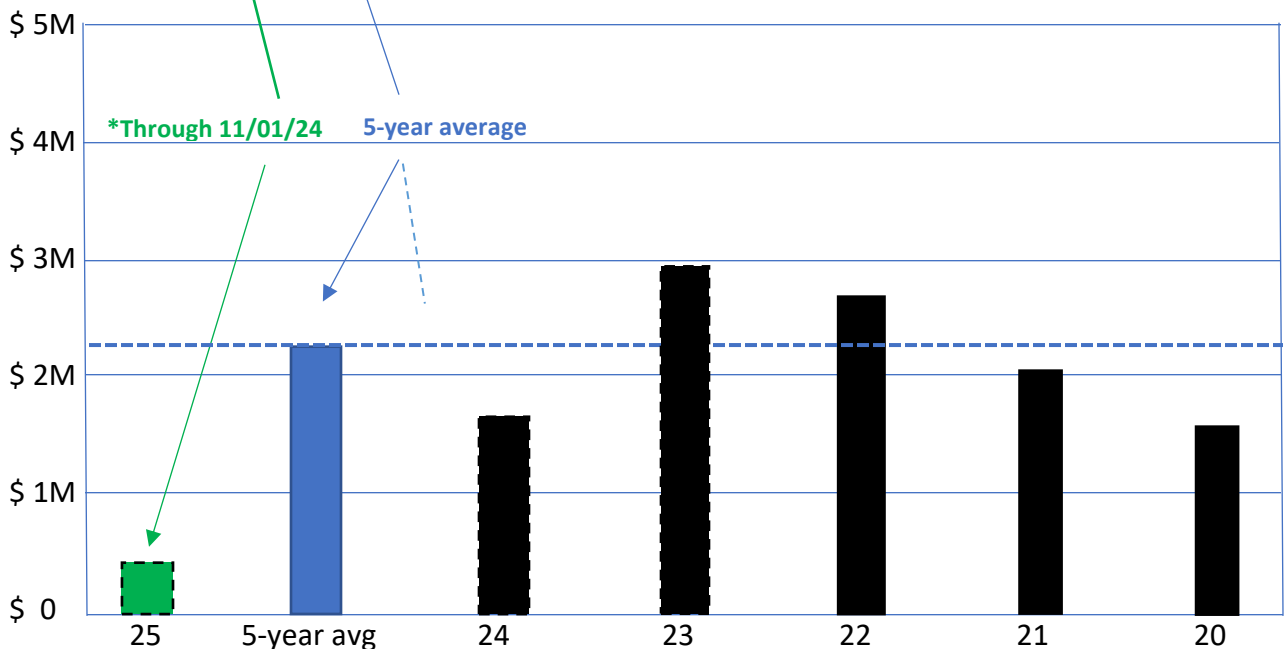
Discussion

**Purpose:** The dashboard below compares **current fiscal year fundraising** to the previous five years by quarter. The **five-year average** is also included for comparison.

Note: Financial data follows CASE industry standards and represents cash gifts, and documented pledges and estate gifts.

### Dashboard 1 ~ Total Fundraising Five Year comparison: Year to Date (YTD) by Quarter (Q#)

Fiscal Year (7/1 – 6/30)	To date 2025	'20 – '24 5-year avg	2024	2023	2022	2021	2020
YTD							
July - Sept Q1	148,898	473,007	277,550	450,901	586,835	618,111	431,637
Oct – Dec Q2	251,177	588,777	241,543	289,855	1,347,312	311,982	753,192
Jan – Mar Q3		503,588	428,669	530,640	573,531	513,088	472,013
Apr – June Q4		637,744	717,111	1,643,509	198,225	593,960	35,917
Total	400,075	2,203,116	1,664,873	2,914,905	2,705,903	2,037,142	1,692,759



**Suggested Action/Motion:**

No Action Required

**President's Recommendation:**

N/A



## Advancement Report November 22, 2024

### Agenda Item #2: Major Gifts and Grants Update

Information

Action

Discussion

#### Background:

Major Gifts are defined by LSSU Advancement as gifts received in excess of \$10,000. The following summary represents the recent major gift activity in support of the University's current key initiatives since the September meeting.

A grant consultant was retained to identify potential grant funders in support of select LSSU strategic priorities. The consultant also provides background information on each grantor, a calendar of submission dates, and proposal review services.

Major Gifts: An anonymous gift of \$57,864 was received in support of the Philip A. Hart Memorial Scholarship Endowment, which provides scholarship awards to LSSU students based on academic achievement and demonstrated interest in public service, as reflected through leadership roles and volunteer activities in their school and community.

John and Mary Campbell made a generous gift of \$48,000 to establish a named endowment, the *John and Mary Campbell Scholarship*, which will benefit incoming freshmen who are entering the LSSU School of Engineering. The Campbell's attended LSSU in the early 1970's and greatly benefited from scholarships provided by the university at that time. The education they received proved to be a great asset in their careers. Establishing this endowment is their way of paying it forward to local deserving students, supporting the university and the community.

Arthur 'Art' Disbrow '53, made a gift of \$30,000 through an IRA QDC, to establish a named endowment, the *Arthur Disbrow Family Scholarship*, which will benefit a student enrolled in a pre-professional program at Lake Superior State University. Art is a 1953 graduate of the Soo Tech Branch of the Michigan College of Mining & Technology. He attributes his experience while attending the Soo Tech Branch as a lasting foundation on his educational endeavors and subsequent professional career.

Dr. Richard & Mrs. Kathryn Gray made a \$25,000 pledge payment to the *Laker Men's Basketball Facility Campaign* (second half of their pledge commitment of \$50k). Richard is a 1991 graduate and member of the LSSU men's basketball team.

Gail Glezen made a \$16,000 gift designated to the *Steven Glezen Memorial Fund*. Gail and her family established the scholarship in honor of her husband, Steven Glezen '86, LSSU Alumnus and community leader. This gift is the net proceeds from an annual golf tournament honoring Steven held each July at Wild Bluff Golf Course in Bay Mills. The scholarship benefits a student entering their junior year who is majoring in a Lukenda School of Business program.

Grants:

A grant consultant was retained to identify funding opportunities for LSSU based on a list of LSSU priorities.

To date 56 prospective grant making organizations have been identified.

Next steps: An alignment of three key variables.

- Timing of proposals (many grantors limit proposals to certain times)
- Priority ranking of grant with LSSU strategic priorities (preparing proposals in consideration of how high a priority is to LSSU, and in consideration of a grantor who may be interested in more than one LSSU priority, and LSSU's ability to prepare a fixed number of proposals)
- Leveraging relationships between grantor boards and LSSU stakeholders (it helps to know grantor board members; ex: to be invited to apply, to get attention with the granting board)

The process requires ongoing attention and follow up for each grant opportunity. The Advancement team has not had a grant writer for over three years. Advancement is in the process of hiring an Alumni Director who will have experience writing grants and take this on as a key responsibility.

**Suggested Action/Motion:**

No Action Required

**President's Recommendation:**

N/A

**Advancement Report**  
**November 22, 2024**

**Agenda Item #3: Great Lake State Weekend**

Information

Action

Discussion

**Purpose:**

This agenda item provides a post-event summary of the LSSU Advancement Alumni Relations activity, Great Lake State Weekend.

**Great Lake State Weekend**  
**October 18-19, 2024**



Great Lake State Weekend took place October 18<sup>th</sup>-19<sup>nd</sup> and it was a resounding success! The event saw members of the community, along with past, current, and future Lakers on LSSU's campus enjoying the many events that took place during the weekend. Highlights included the recognition of six accomplished alumni – Alumni Award recipients Jeanna Trotman '12, Steve Davies '77 and Dr. Stephen Mulholland '83; and Athletic Hall of Fame inductees Keith Aldridge '96, Eric Menk '96 and Chris Nance '96. Other

events included LSSU Hockey vs. Stonehill College, an open house celebrating the 20th anniversary of the Arts Center at Lake State sponsored by the LSSU Foundation Board, a 5k Fun Run, an oozeball tournament, a pre-game Board of Trustees Tailgate Party with food and drink, bouncy houses, Grandpa's mini donuts food truck, games and face painting!

L to R – Keith Aldridge – Hall of Fame, Eric Menk – Hall of Fame, Chris Nance – Hall of Fame, Dr. David Travis, Jeanna Trotman – Ripley Young Alumni Award, Dr. Stephen Mulholland - Outstanding Alumnus Award, and Steve Davies – Shouldice Achievement Award.





A SOLD OUT crowd (over 200) visit before the Alumni Awards and Hall of Fame Induction Ceremony.



Oozeball tournament winners!



Arts Center 20<sup>th</sup> Anniversary Open House







5K Fun Run!



Food Truck at the Tailgate!



Board of Trustees Pre-Game Tailgate!



Ceremonial puck drop with Jeanna Trotman '12, Steve Mulholland '83 and Steve Davies '77



Student Section cheering on our Lakers!



LSSU Lakers vs. Stonehill College



On-ice recognition of our Alumni Award recipients and Hall of Famers during the 1<sup>st</sup> intermission of the Friday night hockey game between LSSU and Stonehill College.

L to R – Keith Aldridge, Steve Davies, Stephen Mulholland, Jeanna Trotman, Eric Menk, Chris Nance, and Seamore.

### **GLSW recap and feedback**

#### **2<sup>nd</sup> Annual BOT Great Lake State Weekend Tailgate campaign:**

Once again, the LSSU Board of Trustees – current and past members – supported the annual pre-game tailgate event. Current Trustees and several former Trustees participated and through their generosity, attendance for approximately 400 students, alumni, families, and community members was FREE.

Our initial \$7,500 goal was surpassed and the final amount raised was \$8,700! Additional funds were used to rent a photo booth and have the Grandpa's mini donuts food truck participate.

#### **Inaugural LSSU Foundation Board Arts Center Open House campaign:**

This year marked the 20<sup>th</sup> Anniversary of the LSSU Arts Center, and an open house was planned to celebrate the milestone. The LSSU Foundation Board was approached to support this event, naming it the *LSSU Foundation Board Arts Center Open House*. Many of the current Foundation Board members and previous Board members came together and raised \$3,860. The event featured music by the LSSU Jazz Band and there was a cash wine bar, complimentary hors d'oeuvres and the first 100 guests got a commemorative 20<sup>th</sup> anniversary wine glass. The art gallery was also open for the guests. The event was a great success, and we plan to make it an annual event as well.

#### **LSSU Alumni Association Board of Directors GLSW T-shirt Campaign:**

Also this year, the Alumni Association Board of Directors – current and former members – wanted to sponsor the GLSW T-shirts, making them FREE to the first 150 students to stop at the GLSW Welcome Center table in the Norris Center lobby. The Board raised \$1,490 which covered the cost of the shirts for the students. Additional shirts were available for alumni and friends to purchase.

Other feedback is strongly encouraged and we ask you to share your thoughts with the Advancement team.

Thank You!  
LSSU Alumni and Advancement





**Advancement Report**  
**November 22, 2024**

**Agenda Item #4: Annual Fundraising & Alumni Relations Update**

Information

Action

Discussion

**Purpose:**

This agenda item provides a summary of the LSSU Advancement’s recent Annual Fundraising and LSSU Alumni Relations activities.

**Background:**

Annual Fundraising activities provide financial support for University initiatives and assist in the identification of potential major gift donors. Alumni Relations activities and communications facilitate the initial engagement of alumni and friends to LSSU beginning the cultivation process for joining the Alumni Membership Program and potential future giving.

**LSSU Advancement Annual Fundraising Activities:**

**Laker Club and Athletic Related Activity**

<b>Fiscal Year</b>	<b>Gross Revenue</b>	<b>Number of Donors</b>
2024-25 YTD	\$49,992	69
2023-24	\$61,802	120
2022-23	\$49,802	85
2021-22	\$54,411	113
2020-21	\$50,855	103



In 2023-24, Laker Club achieved its highest revenue in five years, exceeding \$60,000. This increase was driven primarily by the launch of two new initiatives: the “Pledge Per” program and the Laker Meal Sponsor program.

- Pledge Per
  - New program that for men’s and women’s basketball, men’s and women’s ACHA Hockey, and D1 hockey supporters can pledge per goal and assist (hockey), and pledge per rebound or 3-pointer (basketball).
  - **\$3,246** in gross donations was raised last year from the program
  - Program includes a mix of new and existing donors, and has shown tremendous value in providing up to date contact information for donors.
  - Volleyball has been added for the 2024-25 seasons.

- Laker Meal Sponsor Program
  - Alumni and supporters can now sponsor a team meal on the road. Donors receive recognition via social media thanking them for providing the team road meal.
  - To date for the 2024-25 season, **\$10,000** has been raised for Laker Hockey, and an additional **\$2,000** for men’s and women’s basketball, and cross country.

**Laker Men’s Basketball Locker Room Renovation Campaign**

The Laker Men’s Basketball Locker Room Renovation Campaign has started construction, with over **\$250,000** committed of the original **\$225,000** goal. The increase in donations will allow for additional amenities and new technology.

You can click here to view the full scope, photos, and commitments to the campaign:

<https://advancement.lssu.edu/laker-basketball-facility-renovation/>

**Laker Women’s Basketball and Volleyball Locker Room Renovation Campaign**

Planning is underway for the Laker Women’s Basketball and Volleyball Locker Room renovation campaigns, with Great Lakes Cabinetry creating project renderings and a budget in development.



**Annual Lake State Golf Classic**

The 35<sup>th</sup> Lake State Golf Classic took place on Friday, August 2<sup>nd</sup> 2024. After a sold out event in 2023, the 2024 event once again boasted a sold out field, and net revenues grew by over \$2,500 in support of Laker Athletics.

SAVE THE DATE: The 36<sup>th</sup> Annual Lake State Classic will take place on Friday, August 1<sup>st</sup> at Wild Bluff in Brimley, MI

<b>Fiscal Year</b>	<b>Gross Revenue</b>	<b>Net Revenue</b>	<b>Golfers</b>	<b>Location</b>	
<b>2024</b>	\$50,620	\$38,604	144	Wild Bluff	← SOLD OUT
<b>2023</b>	\$52,892	\$35,931	144	Wild Bluff	← SOLD OUT
<b>2022</b>	\$45,450	\$34,315	110	Wild Bluff	
<b>2021</b>	\$41,686	\$34,161	108	Wild Bluff	
<i>2020</i>	<i>COVID</i>	<i>COVID</i>	<i>COVID</i>	<i>Virtual</i>	
<b>2019</b>	\$44,720	\$32,326	90	Wild Bluff	
<b>2018</b>	\$32,740	\$17,897	76	Gaylord	

## Alumni Association

### Events



#### **50 Years of Women's Athletics at LSSU**

50 years of women's athletics at LSSU was celebrated on September 19-21, 2024. The LSSU Alumni Association in conjunction with the Women's 50<sup>th</sup> Committee hosted a celebration of 50 years of women's athletics at LSSU. The event had a tremendous turnout, with over 100 people in attendance for various events throughout the weekend. The event raised over **\$8,000**, the majority of which will support women's athletics. Events throughout the weekend included LSSU volleyball games, munchies and memories at Birdseye, campus tours, an alumni volleyball match, a banquet and silent auction.



#### **LSSU Night at the Tigers**

The LSSU Alumni Association hosted Lake State Day at the Tigers with close to 50 attendees on Saturday, August 17<sup>th</sup>. Similar to the Red Wings, the Tigers donate back \$5 from each ticket sold to help support alumni activities and to support our student-athletes.



#### **Superior Ice Showdown**

As part of the Superior Ice Showdown in Traverse City, which took place on Saturday, November 16<sup>th</sup>, the LSSU Alumni Association in conjunction with the Ferris State Alumni Association hosted a pre-game event from 3-5pm at the Traverse City Country Club. The event was sponsored by Rehmann, and coordinated by LSSU Alum, Steve Peacock. The event featured complimentary food and drinks with additional drink tickets available for purchase.

### **Upcoming Events**



#### **Lake State Night at the Red Wings - Saturday, January 25, 2025**

The 2025 event will take place on Saturday, January 25, 2025, as the Detroit Red Wings face off against the Tampa Bay Lightning! The game starts at 7:00pm. Included with each ticket is a co-branded LSSU and Red Wings quarter zip. A pre-game social will take place inside Little Caesar's Arena at the UWM District Market from 5:30pm to 7:00pm. A portion of each ticket sold through our link will once again be donated back to the Alumni Association. Pre-game event registration and game tickets will be available on the Alumni website soon!

#### **Suggested Action/Motion:**

No Action Required

#### **President's Recommendation:**

N/A





**Advancement Report**  
November 22, 2024

**Agenda Item #4: Legislative Affairs update**

- Information
  Action
  Discussion

**Purpose:**

The purpose of this submittal is to provide a summary of the linkage between the LSSU BOT approved strategic plan with LSSU Legislative Affairs and LSSU Advancement.

**Background:**

The following DRAFT dashboards provide a multi-year comparison between key legislative priorities. For example, once approved by the LSSU BOT, traditionally a state capital outlay is necessary for any capital campaign undertaking. Capital outlays provide 75% of the funding for projects like the Richard and Theresa Barch Center for Freshwater Research and Education, with the remaining 25% raised through a capital campaign.

Capital Outlay table

Capital Outlay	FY26 \$30M CASET (request)	FY21 \$8.8M Barch CFRE Approved	FY18 \$9M Considine Approved	FY05 \$11.5M Arts Center Approved
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Other legislative work is connected with LSSU strategic priorities and the higher education budget, which includes funding for LSSU and priorities like the Budget, Tuition, ITEMS (infrastructure, technology, equipment, maintenance, and safety), ITW (Indian tuition waiver), and MPSERS (Michigan public schools employee retirement system).

Budget table

	2025 Proposed	2024 Actual
Budget	2.5% - based on meeting best practice standards	5.0%
Tuition	4.5% / \$703	4.5% / \$676
ITEMS	\$0	\$762,300
ITW	Funded	Funded
MPSERS	TBD – fall supplemental	\$6.1M

The Prison Program and ensuring financial aid is available for those students is also a priority being tracked. If and when that occurs, Michigan will be the first state in the nation to allow it.

**Suggested Action/Motion:**

No Action Required

**President's Recommendation:**

N/A