





**THE STRATEGIC COMPASS SCORECARD**  
PROGRESS & ACCOUNTABILITY

UPDATED OCTOBER 2021

Compass Point #3: Revenue Generation

Matthew Manfra, VP for Institutional Advancement  
Kris 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%	\$386,695/ 5.4%		\$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	\$566,127/36		TBD
c. Government grants	Amount/number of grants	Michele Giles/MarComm responsible party	\$801,010/3	\$969,586/3	\$929,179/3	\$1,270,568/4 (Does not include COVID funding)		\$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%	\$284,192.50/100%		\$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%	\$36,834.75/31%		\$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.	Prepare data/construct for campaign counsel		Public launch of campaign tied to 100 yr anniv of Lakewood campus founding.