

Division of Advancement Progress Card

UH Goal: Local and National Recognition	2008	2009	2010	2011
Media Relations				
1.a. Local and National Media Placements			1.3B	1.5B
1.b. Equivalent Advertising Value			\$118M	\$132M
1.c. Media Coverage of Strategic Priorities			to come	to come
1.d. News Digest and Multimedia (Open Rate, Click-throughs)			to come	to come
Web and Social Media				
2.a. Page Views and Distinct Visitors			35M/10M	46M/13M
2.b. Average Time on Site			to come	to come
2.c. Facebook Fans and Visitors			to come	to come
2.d. UH You Tube (Views, Likes, Share)			to come	to come
2.e. Twitter Followers (# Tweets, Re-tweets)			to come	to come
Marketing Communications				
3.a. Messages Supporting Tier One (Impressions/Cost per Impression)			92.8M/\$0.005	513.8M/\$0.002
3.b. Marketing Messages (# Distributed, Click-through Rate)			to come	to come
3.c. Messages Targeting Donors/Influentials			to come	to come

UH Goal: Competitive Resources				
Annual Giving				
1.a. Total Annual Giving (in millions)	\$82.0	\$65.5	\$103.5	\$72.6
Alumni Giving				
2.a. Participation Rate	10.1%	12.1%	13.2%	12.6%
2.b. Atotal Number of Donors	14,242	19,236	18,357	17,723
2.c. Alumni Donors Excluding Membership Gifts	8,444	8,665	9,946	10,099
2.d. Donor Renewal Rate	55%	56%	60%	60%
Developmet Volunteer Board				
3.a. Establish Formal Board	No	No	No	No
3.b. Number of Active Members	0	0	0	0