

Here is our next vice presidential update, from John Short, vice president for University Advancement and executive director of the FSU Foundation:

---

Nov. 11, 2019

Good Afternoon. I am pleased to provide a few updates regarding the Division of University Advancement.

- **Homecoming '19:** Thanks to everyone who helped to make Homecoming such a huge success. We had beautiful weather, record attendance at many events, lots of Bobcat Spirit, and alumni engaging with students, faculty, staff and each other.
- **Homecoming '20:** I am pleased to share that Homecoming '20 will be from Thursday, October 15, through Sunday, October 18, 2021.
- **Fundraising:**
  - We have raised about \$970,000 as of November 7, 2019, a record amount for the first four or so months of the fiscal year.
- **Campaign**
  - As many of you have heard, we are in the “quiet phase” of a comprehensive campaign to support priority FSU initiatives. We have raised about \$11 million to date. We will be letting you know soon as to when and how we will announce the “public phase” of the campaign, which we are targeting to conclude in 2023, the 125<sup>th</sup> anniversary of the University.
  - We have retained ArachnidWorks of Frederick, Md., to help with our campaign communications. In addition to conducting some focus groups next month, they will be sending out a survey [in](#) which all FSU constituencies can participate.
- **Historical Data**
  - We have raised an average of \$3.3 million the past three fiscal years versus an average of \$2.1 million the previous three years.
  - From June 30, 2014 to October 2019, we increased the endowment from about \$17 million to just under \$27 million.
  - In FY '19, the FSU Foundation awarded about \$935,000 in scholarships to deserving students; in FY '15, the amount was about \$465,000.
- **Faculty & Staff Campaign**
  - Faculty and staff giving is significantly ahead as of the same time last year:
    - We have raised \$36,570 this year versus \$18,443 last year.
    - Participation is ahead of last year with 22.1% (145 employees) having given this year versus 20.21% (133 employees) last year.
    - 62 employees have donated through payroll deduction this year, versus 17 as of the same time last year.
  - For those who have not yet given, please consider doing so either directly online or through the Maryland Charities Campaign.

- **Retirement of Director of Publications Ann Townsell:** Ann is retiring as of December 31, 2019, and we thank her for her years of service. A search is under way for a Director of Creative Services.

The Office of Advancement wants to continue to support the efforts of other offices and departments on campus. Please let us know if we can help with a fundraising initiative, getting information in the news, or assisting with publications.

John

John T. Short, Jr. JD  
Vice President, University Advancement  
Executive Director, FSU Foundation, Inc.  
Frostburg State University  
101 Braddock Road  
Frostburg, MD 21532-2303  
Phone 301.687.4068  
[jtshort@frostburg.edu](mailto:jtshort@frostburg.edu)



*One University. A World of Experiences.*