

Analytics-Driven Impact Reporting

June 15, 2023

Boston University Stewardship & Donor Relations





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Session Description

How BU ensured a successful launch of digital impact reporting **using analytics to continuously hone and adapt** its reporting strategy; collaboratively built new, data-driven capabilities; the lessons learned along the way; and how we plan to continue to optimize our approach.

Why should we care about analytics?

- 1 Use analytics to drive ongoing engagement and higher donor adoption rates

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- 2 Scope, obtain, store and act upon rich donor intelligence

Why should we care about analytics?

- 1 Use analytics to drive ongoing engagement and higher donor adoption rates
- 2 Scope, obtain, store and act upon rich donor intelligence
- 3 A data-driven approach provides flexibility in resource allocation**

Background

Boston University Stewardship & Donor Relations



What we did...



Analytics-Driven Impact Reporting

What we did...

BostonUniversity/Development&AlumniRelations
595 Commonwealth Avenue
Suite 700, West Entrance
Boston, Massachusetts 02215
Tel: 617-353-4000
eng@bu.edu

Kara Ann
Senior Vice President

December 3, 2021

Mr. Alexander R. Terrier
Mrs. Sabine H. Terrier
123 Main Street
Hometown, US 12345

Dear Alexander and Sabine,

It is a pleasure to share your annual endowment report for your support of the Terrier Family Scholarship Fund. The enclosed financial summary includes your fund's key measures for the fiscal year ending on June 30, 2021, as well as the projected amount available for distribution in the current year. You will also find the name of the student benefiting from your generosity in the 2020-21 year.

As you can imagine, your investments in the University are especially important as we navigate the short- and long-term effects of COVID-19 on campus and around the globe. Many thanks for your generosity. Your contributions play an integral role in sustaining BU's financial health today, tomorrow, and well into the future.

If you have questions regarding your report, please reach out directly to my colleague, Stewardship, McCree Senior Associate Director for Stewardship and Donor Relations. She is happy to provide any additional information that you might need and is available by phone at (617) 555-7503 or by email at XXXX@bu.edu.

Most sincerely,
Kara

FUND FINANCIAL REPORT

Fiscal Year 2021

Understanding Your Financial Statement

The following guide to your financial summary provides information about how to understand your endowed fund report.

Category	Value
Beginning book value	\$100,851
Gifts and Reinvestments in FY21	\$0
Ending book value	\$100,851
Beginning market value	\$113,825
Ending market value	\$115,901
Projected endowment distribution for FY22	\$4,427

CONFIDENTIAL

Terrier Family Scholarship Fund
(a Century Challenge Fund)

Financial Summary of Endowment Activity
Fiscal Year 2021 (July 1, 2020 - June 30, 2021)

The distribution amount is established annually by the Board of Trustees and is between 3% and 5% of the market value per share as of the most recent December 31. The starting point for selecting the distribution rate is a guideline rate of 4% of the 20-quarter average market value per share as of the previous December 31. For more information, please contact the Office of Development & Alumni Relations at (617) 353-7503.

2020-21 Recipients

Blue Ivy Carter (SAR'22)
Health Sciences
Brooklyn, NY

Arthur Read (CGS'19, Questrom'23)
Business Law
Finance
Elwood City, PA

BU POINTS OF PRIDE 2020-2021

- Boston University ranked 43rd in the 2021 U.S. News & World Report national rankings and 51st in the global rankings
- Ranked 40th in the nation in the Wall Street Journal/Times Higher Education 2021 rankings
- College of Engineering undergraduate biomedical engineering program ranked 11th in the 2021 U.S. News & World Report rankings
- BU graduate schools ranked highly in the 2021 U.S. News & World Report Best Graduate Schools list, including School of Public Health (#8), School of Social Work (#10), School of Law (#20), and School of Medicine (#20 in research)
- Class of 2024 passed two academic milestones: first class where more than 50 percent of students have over a 3.5 high school GPA, and 54 percent have over a 3.75 GPA
- 20 percent of freshmen are Pell Grant recipients
- Meets the full need of all Pell Grant recipients without loans
- 17 percent of domestic students are first-generation college students; the Newbury Center opens in spring 2022 to support these students
- BU meets the full calculated financial need of all domestic, first-time undergraduate students
- BU's Learn from Anywhere (LFA) format, developed in response to the global pandemic, serves as a model for higher education by letting students choose whether to study remotely or on campus, where they can decide daily whether to attend class in person or remotely
- Faculty pivoted to COVID-19 research, with School of Medicine researchers producing more than 270 publications related to the virus; scientists at the National Emerging Infectious Diseases Laboratories are at the forefront nationally testing drugs on live coronavirus and participating in the international effort to develop a vaccine
- BU takes the lead nationally in antiviral research and policy, naming **Boam K. Kendri** the Andrew W. Mellon Professor in the Humanities and founding director of the new Center for Antiviral Research
- Diversity, Equity, and Inclusion (DEI) take center stage, with the appointment of Andrea Taylor as senior diversity officer for the University, promotion of Crystal Williams to vice president and associate provost for Community & Inclusion, and establishment of the Antiracism Working Group
- \$1 million in funding offered to students through the Undergraduate Research Opportunities Program (UROP)
- In FY20, faculty received \$34.1 million in externally sponsored research awards
- Admitted in 2012 to the Association of American Universities, one of only 65 research universities overall and one of only three in Boston and Cambridge
- More than 346,000 alumni, in almost every country in the world
- In FY20, BU received the largest amount of cash in its history in donations, \$179.2 million

How are we doing?

Thank you for helping us keep you better informed about your funds by completing this survey on how we share information with you. Please return the survey with the enclosed envelope or respond online at the case-sensitive link: bit.ly/BUfundSurvey2021.

Names: _____ Fund Name: _____

1. What is your overall satisfaction with your fund's report?
 Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied

2. Is the financial information easy to understand?
 Yes No

3. BU is committed to integrating sustainability into the culture of the University. We will be moving to a digital environment for your reports starting in 2022. The next report you will receive will be a digital format. If you have an updated email address, please provide it:
Email address: _____

Additional comments about your report:

If you would like us to pass along a message of encouragement to the members of the BU community who benefit from your support, please use the space below:

Thank you for your time. We appreciate your feedback.



What we did for impact reporting...



What we did for impact reporting...

Boston University Development & Alumni Relations
595 Commonwealth Avenue
Suite 700, West Entrance
Boston, Massachusetts 02215
T 617-552-4160
M 617-552-4160

Karen Ann Daniels
Senior Vice President

April 23, 2022

Mr. Alexander R. Terrier
Mrs. Sabine H. Terrier
123 Main Street
Hometown, US 12345

Dear Alexander and Sabine,

Boston University continues to innovate and advance its standing as a leading private research university during what has been an especially challenging time for higher education institutions around the world. As you may have read, BU implemented one of the most effective public health and COVID-19 testing programs in the country and launched the transformative *Learn from Anywhere* program in the fall semester that has allowed students to continue their studies uninterrupted. This success has been made possible because of support like yours, and I am so pleased for the opportunity to reiterate our thanks for your commitments on behalf of the University and its incredible community of faculty, students, scholars, researchers, and staff.

In appreciation of your generous philanthropy, please find enclosed an update regarding your support. Your impact during the 2021-22 academic year has been significant, and it has gone a long way in strengthening BU's position as a university that strives to be a welcoming place for all.

We invite your feedback and encourage you to complete a short survey at [bit.ly/2021BUImpactSurvey](#) (case sensitive). If you are interested in meeting virtually with your scholarship recipients, please contact Nancy McPantny, Associate Director of Scholarships and Student Initiatives, at (617) 555-2282 or 2XX@bu.edu.

We very much look forward to the time when we can share our gratitude in person once again. Until then, please stay safe and be well.

With warmest regards,
Karen

THE IMPACT OF YOUR SUPPORT

2021-22 Academic Year

TERRIER FAMILY SCHOLARSHIP FUND

2021-22 Recipients

Blue Ivy Carter (SAR'22)
Health Sciences
Brooklyn, NY

Arthur Read (CGS'19, Questrom'23)
Business Law
Finance
Elwood City, PA

A note of THANKS from Arthur Read (CGS'19, Questrom'23)

Dear Mr. and Mrs. Terrier,

I am much honored to be selected for the Terrier Family Scholarship and would like to thank you in my short time with our beloved club rugby team at Boston University. It is well known that you are one of the club's biggest supporters for many years. On behalf of the Boston University Men's Rugby Club, I would like to thank you for all that you have done for us.

Over the past year, the club has made giant leaps forward in our development and continues to build upon the team's longstanding legacy. Day-in and day-out, my teammates and I work hard to represent Boston University, just like those who have played before us, including yourself. Now with my second year as a player coming to an end, and on the eve of my senior season, I have begun to embrace the role of a leader. I have already served a term on the e-board and attend sessions regularly. In addition to my commitment to the team, I have successfully managed graduating the College of General Studies and am furthering my education at the Questrom School of Business. Being able to perform in the classroom and on the field, although difficult, taught me that putting in the hard work pays off, and as the team saw this past fall, we were able to bring home a trophy as a token of our hard work and dedication.

Before joining the club in my sophomore year, I had never played rugby. From that first time I was able to hit the field, I have grown fond of the sport and my team. The brotherly bond I share with my teammates, and the feeling of belonging have made my time here in Boston a memorable one.

Once again, thank you very much for the scholarship. It is an honor that I am very grateful, and will always be grateful.

With sincere thanks,
Arthur Read

2021-22 Academic Year

A note of THANKS from Blue Ivy Carter (SAR'22)

Dear Mr. and Mrs. Terrier,

Thank you for your generous donation of the Terrier Family Scholarship. I am truly grateful that you gave back in this way to allow students like myself receive a world class education. Without your generosity, I would not be financially able to attend Boston University. I feel so blessed to be attending such a quality school, and I am thankful you are helping make my childhood dreams become a reality.

I am a second-year behavior and health sciences major at Sargent College. I work at Boston University's Children's Center. In addition, I am a personal care assistant for a woman with multiple sclerosis. I feel so privileged to be taking classes with faculty from the top ranked occupational therapy program in the nation. This semester, I am excited to be shadowing an occupational therapist at the Down Syndrome Clinic at Massachusetts General Hospital. I have a sister with Down Syndrome, and seeing the resources that are available in a city like Boston has been an incredible experience.

Aside from class and work schedules, I am involved in a few student organizations on campus. I volunteered with the Scarlet Squad this fall, and enjoyed welcoming the incoming freshmen to campus. I am the vice president of Student Volunteers for Special Needs and I have the privilege of meeting students with intellectual disabilities from all over Boston. I have made many meaningful friendships through this group, and have loved getting to know a diverse group of students. I have just joined the Navigators student leadership team, and am excited to further improve my leadership abilities this semester. During the summer, I volunteer as a counselor at Camp PALS, a week-long summer camp for young adults with Down Syndrome.

Thank you for creating this scholarship. It has given me the opportunity of a lifetime, and my family and I are deeply humbled and grateful that I am able to attend Boston University.

Sincerely,
Blue Ivy

2021-22 Academic Year

ENDOWED SCHOLARSHIPS AT BU: YOUR LIFE-CHANGING INVESTMENT

Keeping Boston University affordable for all qualified students, regardless of their family's economic circumstances, is one of the University's highest priorities. And it's why we are especially grateful to you for choosing to endow a scholarship fund that will support students in perpetuity. Thank you for your enduring support.

WHY IS FINANCIAL AID SO IMPORTANT?

From the beginning, inclusiveness has been a central value at Boston University. Being inclusive means reflecting the world around us, ensuring access to the University for the widest possible range of students, and enriching the education of every student on campus.

WHY ARE ENDOWED SCHOLARSHIPS ESPECIALLY IMPORTANT?

Endowed scholarship funds help the University plan far ahead, making it possible to rely less on tuition increases and to direct resources to other key areas, such as faculty, facilities, and research. These endowments also help us do more, and more thoughtfully, to meet students' individual needs.

WHO NEEDS FINANCIAL AID?

Almost half the students who gain admission to BU—and that's an increasingly selective group, fewer than one in five applicants—arrived to campus here without financial aid. We make every effort to maximize grants and minimize loans, but the median debt level for recent graduates who took out loans is over \$10,000.

With your help, BU has made great strides in recent years toward its goal of making education accessible to more students. Thanks to the University Scholars program, funded in part through generous gifts from donors such as Richard D. Cohen (CGS'67, Questrom '69) and Robert J. Hildreth (Parent, Questrom'02, CGS'13, COM'13), the University now meets the full financial need of all students receiving Pell Grants. That initiative is making a difference: about one in five domestic students now comes from a low-income family, up from 14.6 percent the year before this effort began. Still, we can and must do more.

THE GIFT OF A LIFETIME

The good that endowed funds do can extend well beyond a student's years at BU and shape the whole course of a career. Freed of excessive debt, students can pursue their passions, rather than having to take a job that will pay off loans. Students and society reap the benefits of the freedom that financial aid provides.

GABRIEL MESSERCOLA (CAS'18)

Gabriel has put his education to work at a solar energy company called Nexamp, using his expertise to help improve the environment.

My scholarships made it possible for me to pursue my passions of working for Nexamp as well as hiking and climbing. I wouldn't have been able to do all that without the scholarships. I think the best way to donate to Boston University is through scholarships, because I think it's making the most impact on a person's life. My scholarship made BU accessible, and I'm forever grateful for that. **ff**

JUANITA CIEDE (QUESTROM'19)

Born in Colombia and raised in Florida, Juanita sees her studies in logistics and data analytics as a building block for a successful business career.

ff If it weren't for people who believe in BU, who know there are good people here and want us to succeed, I would not have been able to have this education. And with the degree I'm getting, and the education and the recognition that BU has overall, I know I'm going to get very far in life. **ff**

MADDIE THOMAS (SAR'19)

Students who are the first in their family to go to college can find the cost of education especially challenging. And, like Maddie, they are especially grateful to the generous donors, like you, who help make college possible.

ff I'm a first-generation college student, and having the University believe in me was so empowering and motivating. I think that every dollar that goes toward BU is contributing to someone who could change the world. **ff**

LEILA DIXON (WHELOCK'21)

A graduate of Boston Latin School, Leila plans to give back both by teaching and by working in education policy to improve public schools for the next generation of students.

ff Growing up in Boston, I knew how fortunate I was to live in the best college city in the country. BU was my first choice. I would not be able to attend BU without this assistance, and I am extremely grateful. **ff**

DOUBLE THE IMPACT

BU President Robert A. Brown is highly values financial aid that, at the outset of the full comprehensive campaign for Boston University, he created a unique philanthropic program, the Century Challenge.

For every undergraduate scholarship fund endowed with a gift of \$100,000 or more, the University matches the income from that fund for 100 years—effectively doubling the good that is done in a donor's name.

To hear from more BU scholarship recipients, visit bu.edu/impact.

BU POINTS OF PRIDE 2020-2021

"BU 2020: Boston University's new strategic plan, comprises five pillars that will guide the University's growth over the next decade. Here is how some of our early successes align with them.

A Vibrant Academic Experience

- Boston University ranked 42nd in the 2021 U.S. News & World Report national rankings and 5th in the global rankings.
- Ranked 6th in the nation in the *Wall Street Journal*/Times Higher Education 2021 rankings.
- College of Engineering undergraduate biomedical engineering program ranked 7th in the 2021 U.S. News & World Report rankings.
- BU graduate schools ranked highly in the 2021 U.S. News & World Report Best Graduate Schools list, including School of Public Health (8th), School of Social Work (8th), School of Law (9th), and School of Medicine (10th in research).
- Broke ground for the 19-story BU Center for Computing & Data Science, a unique interdisciplinary unit with its own faculty from across the University that will bring computing and data sciences into the future.
- Class of 2024 passed two academic milestones: first class where more than 90 percent of students have over a 3.5 high school GPA and 54 percent have over a 3.75 GPA.

Research That Matters

- Launched high-throughput COVID-19 testing facility and meticulous contact tracing, resulting in extremely low rate of infections at BU, much lower than Massachusetts overall.
- Faculty produced COVID-19 research, with School of Medicine researchers producing 247 publications related to the virus as of February 2021.
- Scientists at the National Emerging Infectious Diseases Laboratories (NEIDL), the BU Center for Regenerative Medicine, and the BU Center for Network Systems Biology reported the first map of the molecular responses of human lung cells to infection by the virus, paving the way for new, potentially promising therapies.
- BU takes the lead nationally in antiviral research and policy, naming Brian X. Kiehl the Andrew W. Mellon Professor in the Humanities and founding director of the new Center for Antiviral Research.
- In FY20, faculty received \$534 million in externally sponsored research awards.
- Admitted in 2012 to the Association of American Universities, one of only 65 research universities overall and one of only three in Boston and Cambridge.

This is an exciting time at Boston University. BU is more selective than ever and is recognized as a global leader among private research universities—one with a long tradition of welcoming excellent students from all backgrounds.

We remain committed to making the world-class experience of a BU education as affordable as possible. Your generous support helps make that possible. **Thank you.**

Boston University Development & Alumni Relations
595 Commonwealth Avenue, Suite 700
West Entrance
Boston, MA 02215

BU POINTS OF PRIDE 2020-2021

Diversity, Equity, and Inclusion

- Diversity, Equity, and Inclusion take center stage, with the appointment of Andrea Taylor (COM'83) as senior diversity officer for the University, promotion of Crystal Williams to vice president and associate provost for Community & Inclusion, and establishment of the Antiracism Working Group, made up of faculty and staff, and the Board of Trustees Diversity & Inclusion Committee.
- Number of applicants for the Class of 2025 surged to 75,509, including a rise in first-generation, international, and minority applicants—representing a 24 percent increase over last year and a new record, breaking the one set by the Class of 2022.
- Up to 30 low-income high-achieving students from across the country will matriculate at BU in fall 2022—up full scholarships, with no loans or parent contributions—thanks to a new partnership between the University and the nonprofit QuestBridge, which promotes college access.
- 20 percent of freshmen are Pell Grant recipients.
- BU meets the full need of all Pell Grant recipients without loans.
- 17 percent of domestic students are first-generation college students; the Newbury Center opened in spring 2021 to support these students.
- Meets the full calculated financial need of all domestic, first-time undergraduate students.

Community, Big yet Small

- The Howard Thurman Center for Common Ground relocated in a beautifully renovated space, encompassing 19,000 square feet over two floors in a prominent building at the heart of the Charles River Campus.
- Over 450 student groups, from African Students Organization to Zen Mindfulness.
- Students logged 1.6 million hours of community service.
- Every semester, 7,000+ students participate in club and intramural sports events.
- \$1 million in funding offered to over 450 students through the Undergraduate Research Opportunities Program (UROP).

Global Engagement

- Launched the nation's first collegiate international exchange program more than a century ago.
- Professors, students, scholars, and researchers hail from more than 130 countries.
- Count academic partnerships with more than 111 institutions in 38 countries.
- With the advent of COVID-19, global events went virtual, including the BU Global Music, Festival and Networking & Employment Week, and the BU Global Education Week, and the North Annual Photo Contest, which focused on life, family, healthcare, and more.
- More than 346,000 alumni, in almost every country in the world.
- 97% of alumni rated BU's reputation as "excellent" or "good" in the 2019 Alumni Census & Director's Project.
- Three leaders of BU alumni consider attending alumni or University events important, according to the 2020 Alumni Pulse Survey.
- In FY20, BU received the largest amount of cash in its history in donations, \$179.2 million.

How are we doing?

Your generous support of Boston University is greatly appreciated. Your feedback on the contents of your report is especially important at this time. You can also fill the survey out online at the case sensitive link: bit.ly/2021BUImpactSurvey

Name: _____

Fund Name(s): _____

1. How satisfied are you with your report?

Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied

2. Do you want to continue receiving annual impact reports?

Yes No

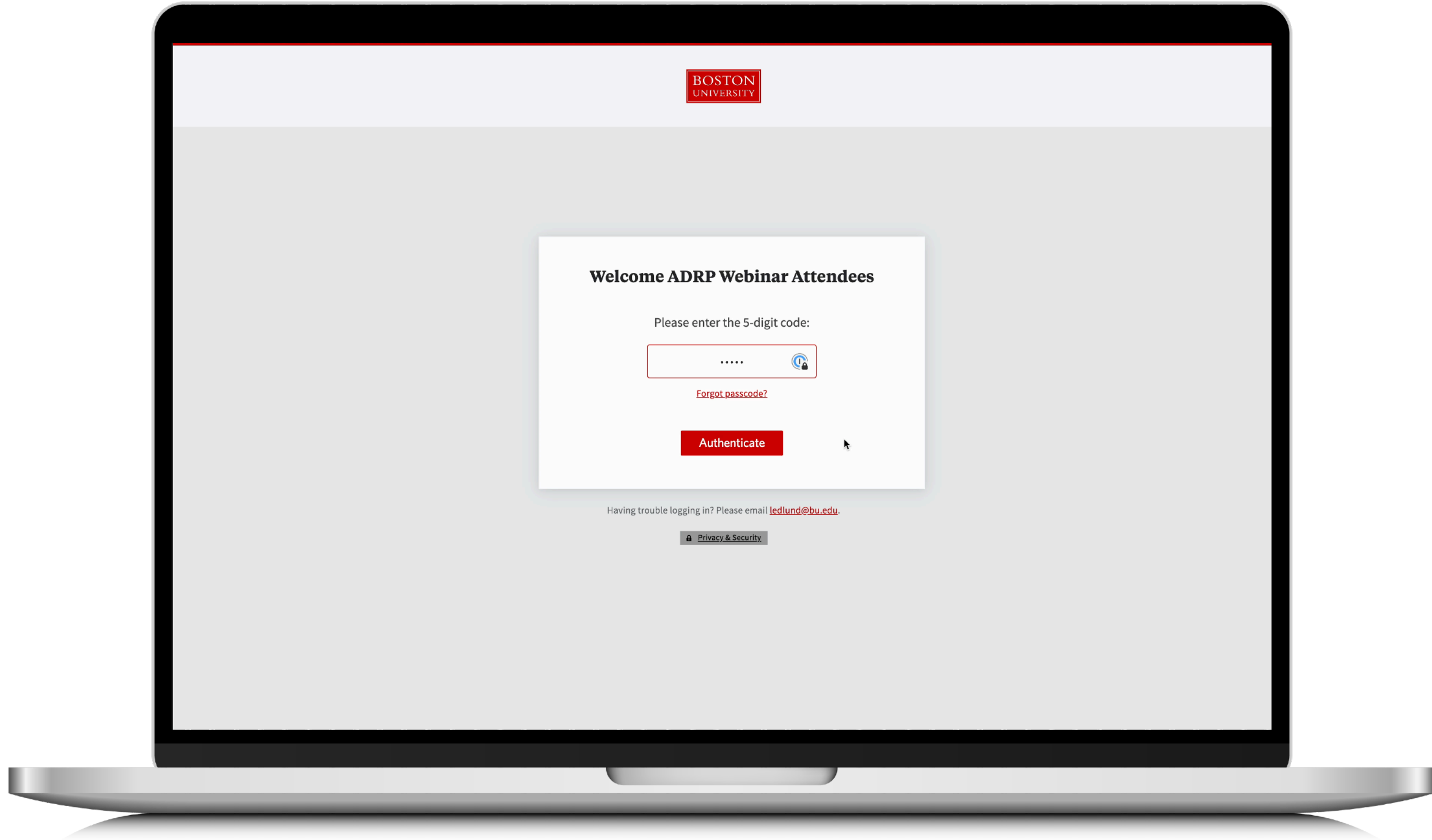
3. If you would like us to pass along a message of encouragement to the members of the BU community who benefit from your support, please use the space below and we will make sure they receive it!

5. Additional comments about your report:

Thank you for your time. We appreciate your feedback.



Our 2022 reports...



Check out one of our reports!



<https://impact.bu.edu/bou/2022/ADRPWebinar>

A critical note re: **team size...**



A note about team size

- 1 Teams of any size can utilize analytics

A note about team size

- 1 Teams of any size can utilize analytics
- 2 Prioritize the most important metrics, but be flexible

A note about team size

- 1 Teams of any size can utilize analytics
- 2 Prioritize the most important metrics, but be flexible
- 3 Be mindful when setting expectations**

Our driving data questions...

- 1 How do we drive donor engagement with stewardship reports?

Our driving data questions...

- 1 How do we drive donor engagement with stewardship reports?
- 2 What can we determine each time a donor logs in?

Our driving data questions...

- 1 How do we drive donor engagement with stewardship reports?
- 2 What can we determine each time a donor logs in?
- 3 How do we define individual and aggregated success?**

Approach to Data

Boston University Stewardship & Donor Relations



Data considerations
have continuously driven
our process forward...

Data is generated by...

1. Blackbaud CRM
2. Overture
3. Gift Officer feedback
4. Donor feedback (email)
5. Survey

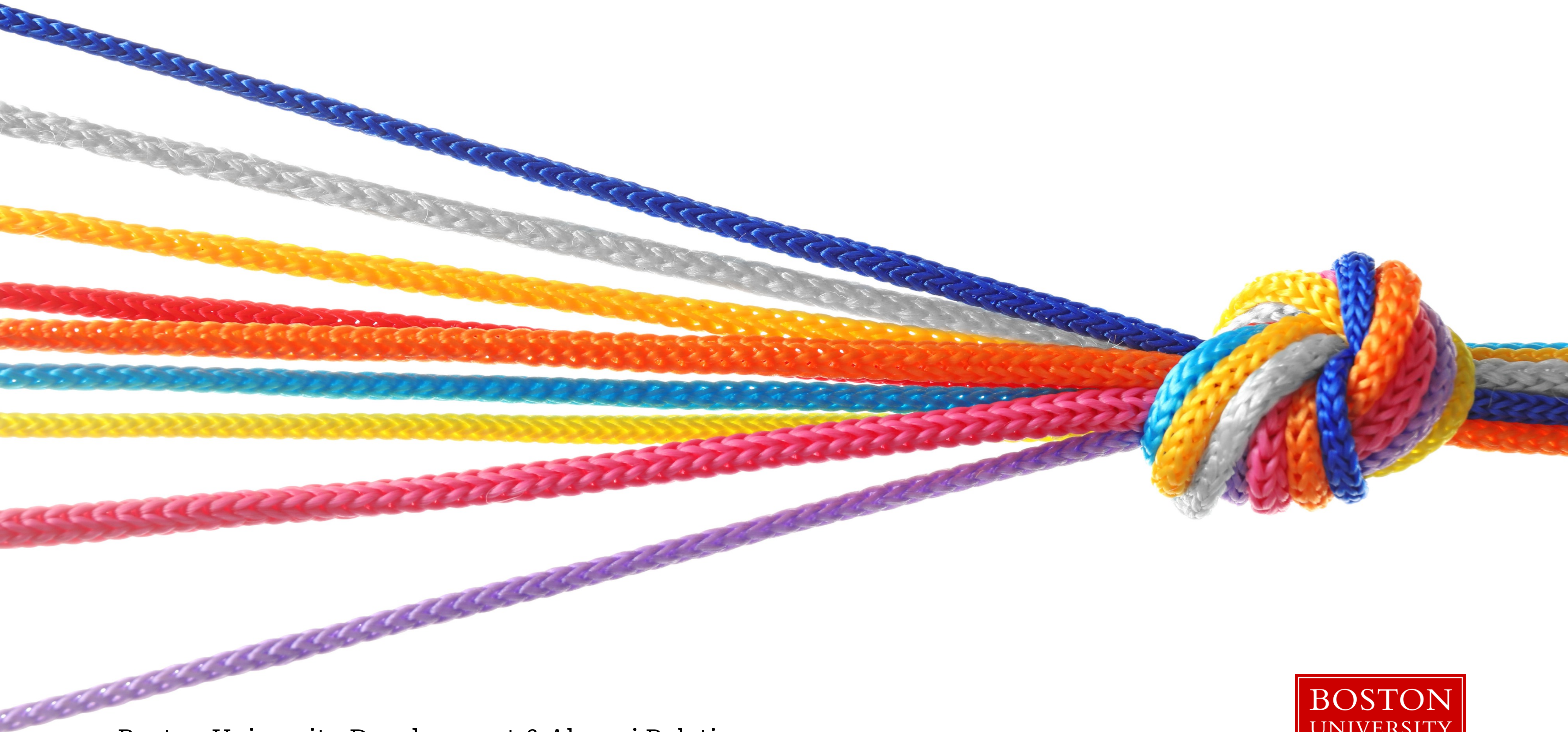
We collect **quantitative** data points...

1. Open rates (by type/cohort)
2. Number of opens
3. Duration of session (individual and aggregate)
4. Device type
5. Correlation to giving
6. Survey

We collect **qualitative** data points...

1. Donor feedback
2. Donor screen session recordings
3. Development Officer feedback
4. Survey

Internal and external
engagement about data has
also been critical...



Collaboration. Collaboration. Collaboration.

1 Development communications team

Collaboration. Collaboration. Collaboration.

- 1 Development communications team
- 2 Internal tech team

Collaboration. Collaboration. Collaboration.

- 1 Development communications team
- 2 Internal tech team
- 3 Key department and university leadership/stakeholders**

Data Outcomes

Boston University Stewardship & Donor Relations



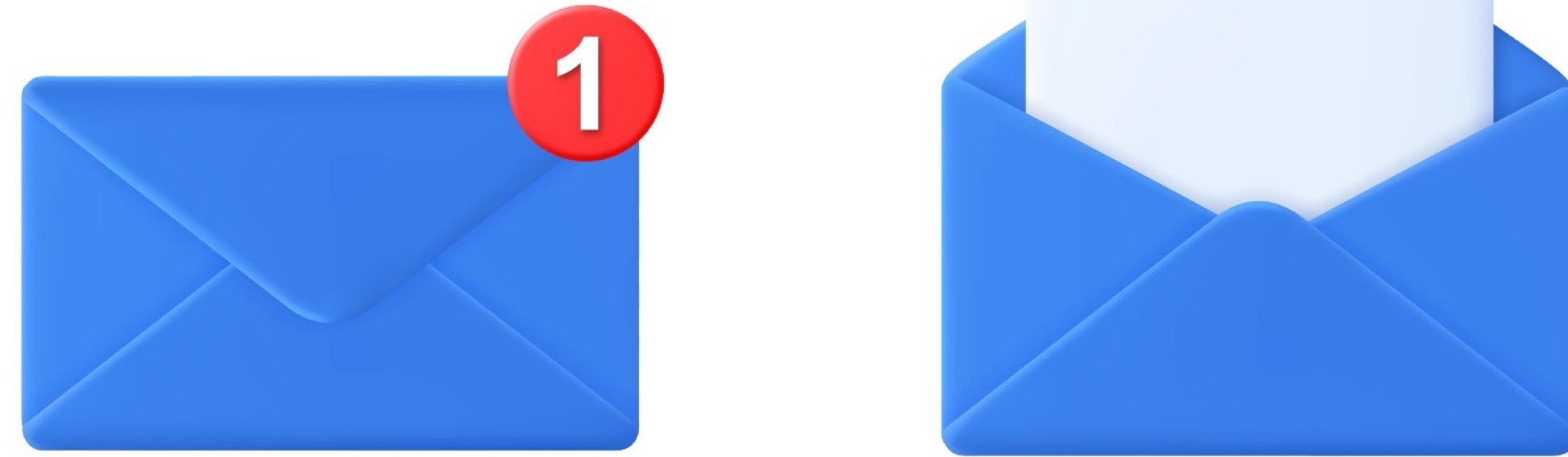
Finding #1: **Open Rates**



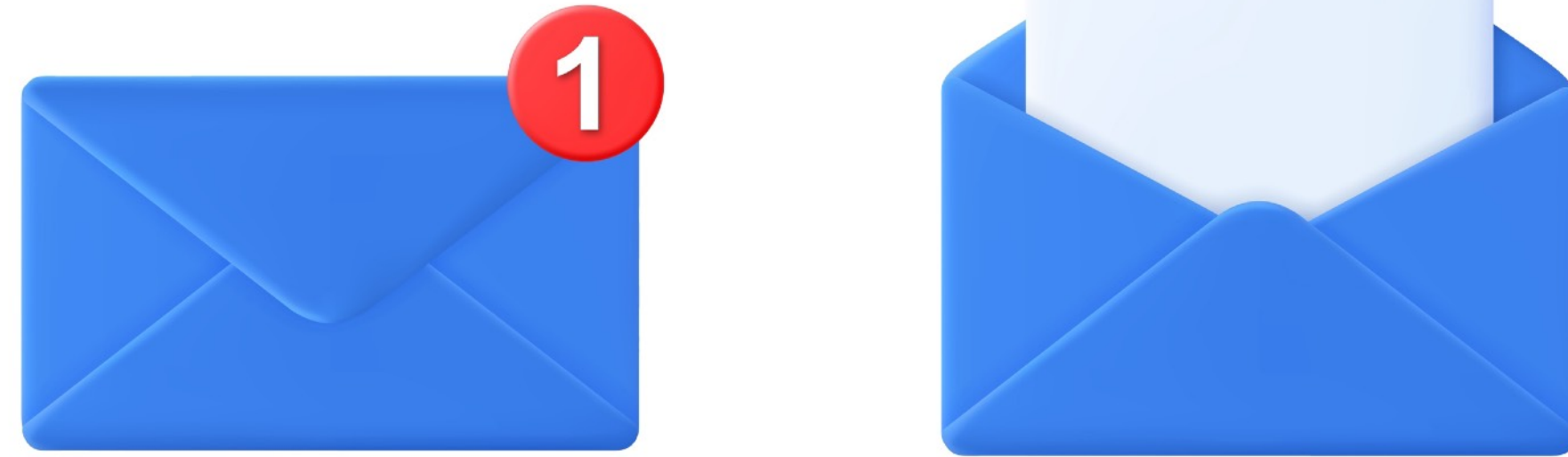
...**63%** open rate
for impact reports...



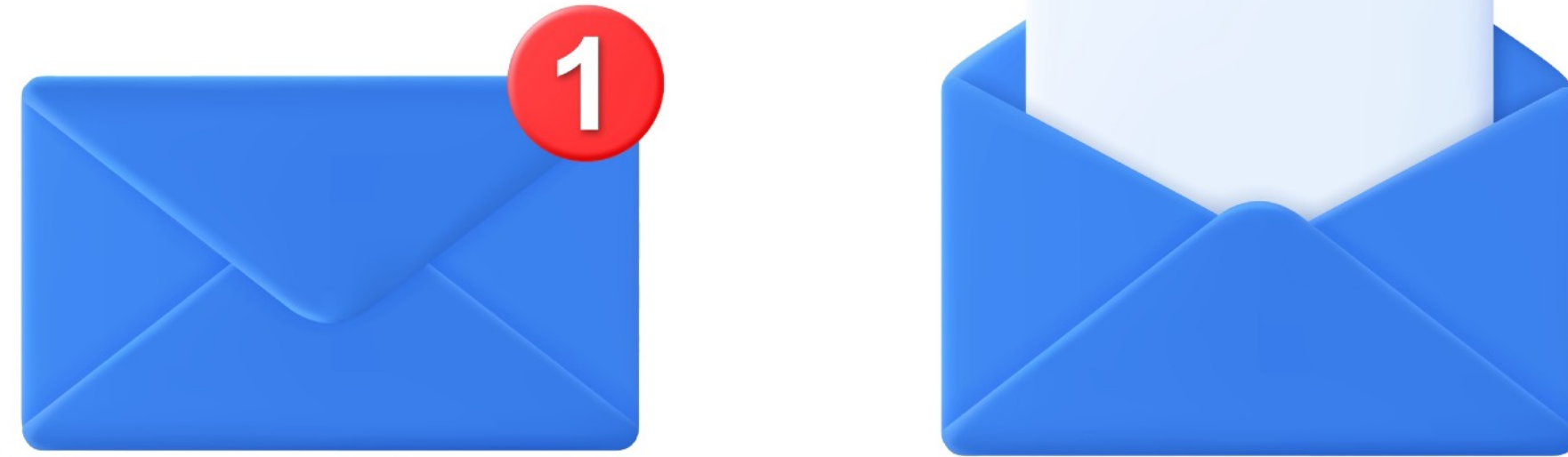
...financial report
open rate **50%**...



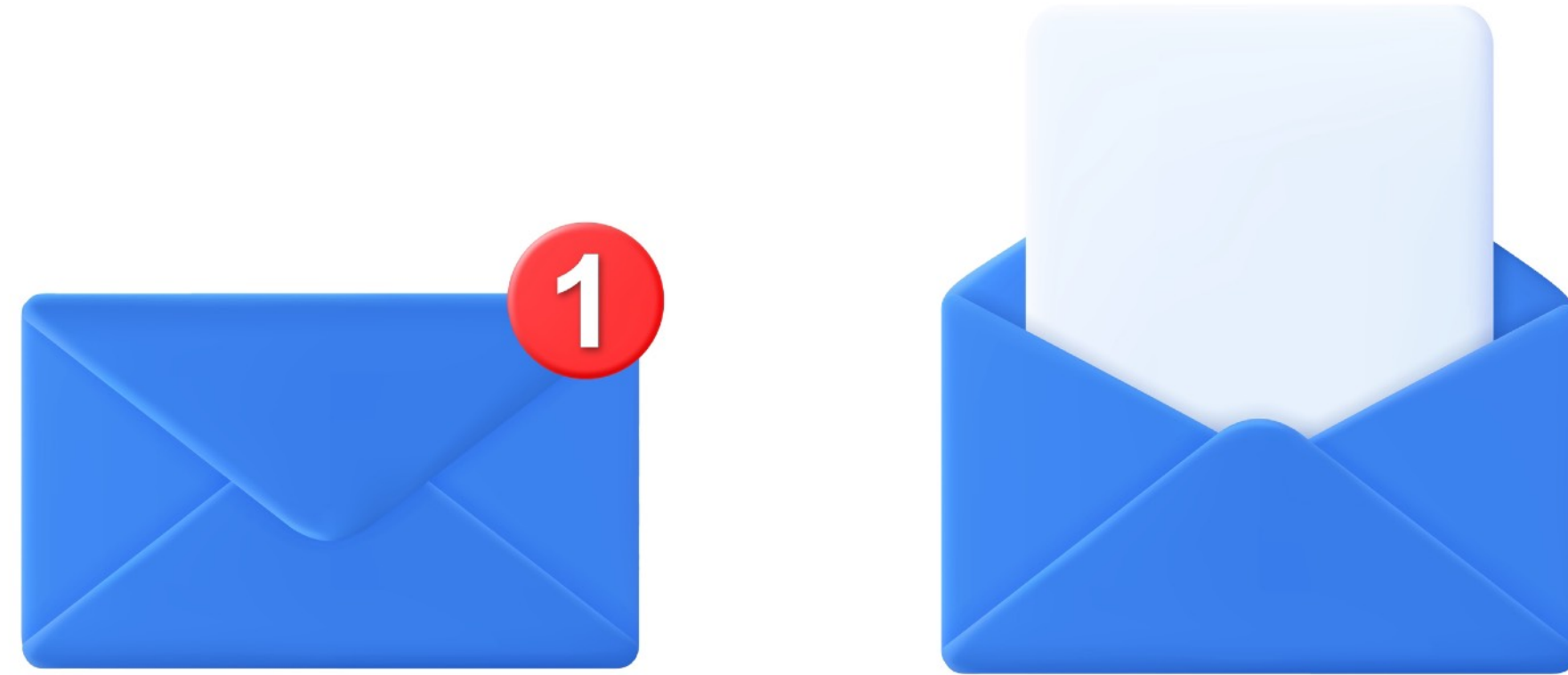
... **80%** for top donors
(\$1M+, trustees, etc.)...



...**Open rates** driven by
quantity & quality
of touchpoints...



... mobile opens led
to additional opens...



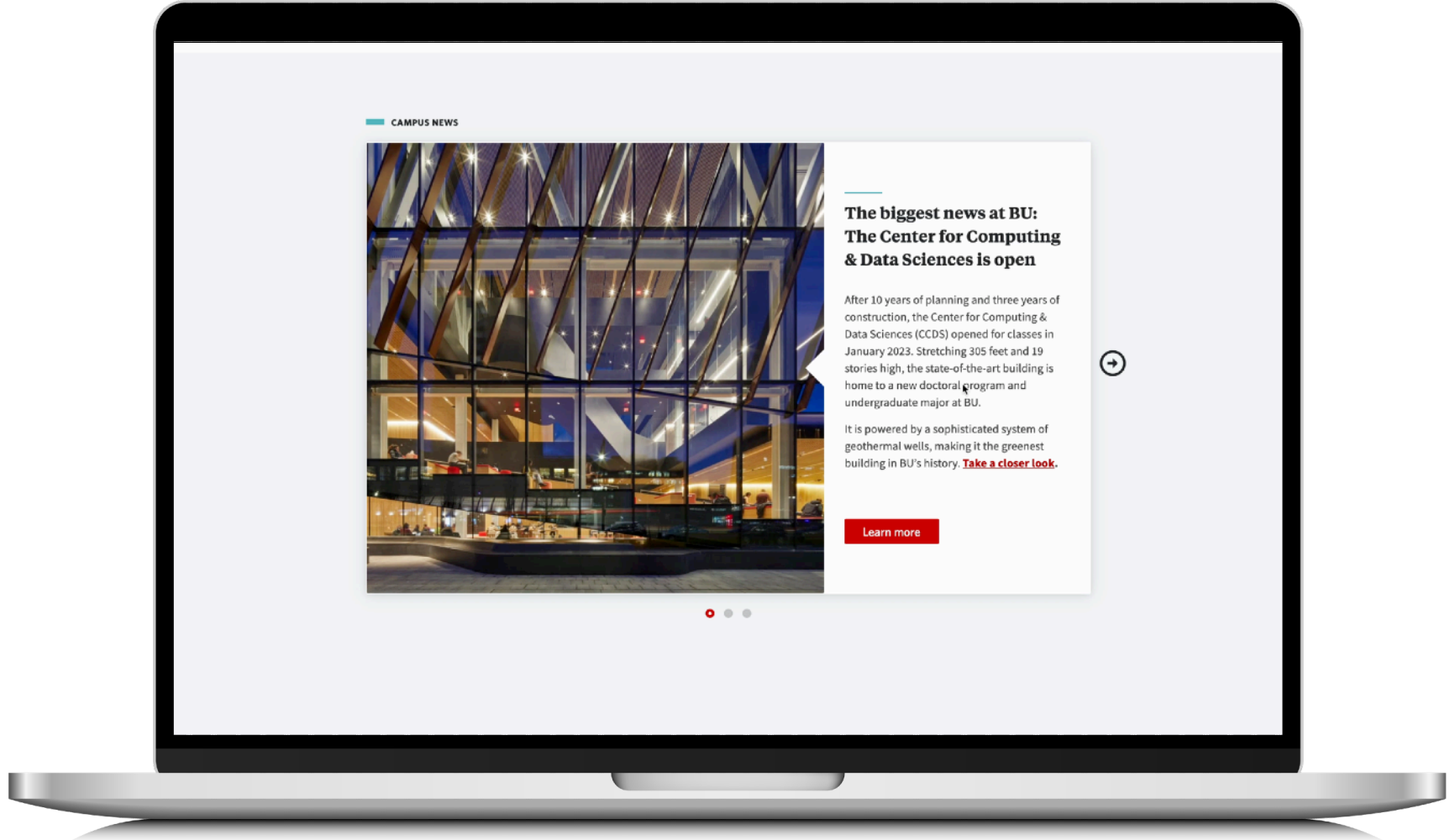
...outreach was a
full team effort.

Finding #2: **Reminders Work**

REMEMBER

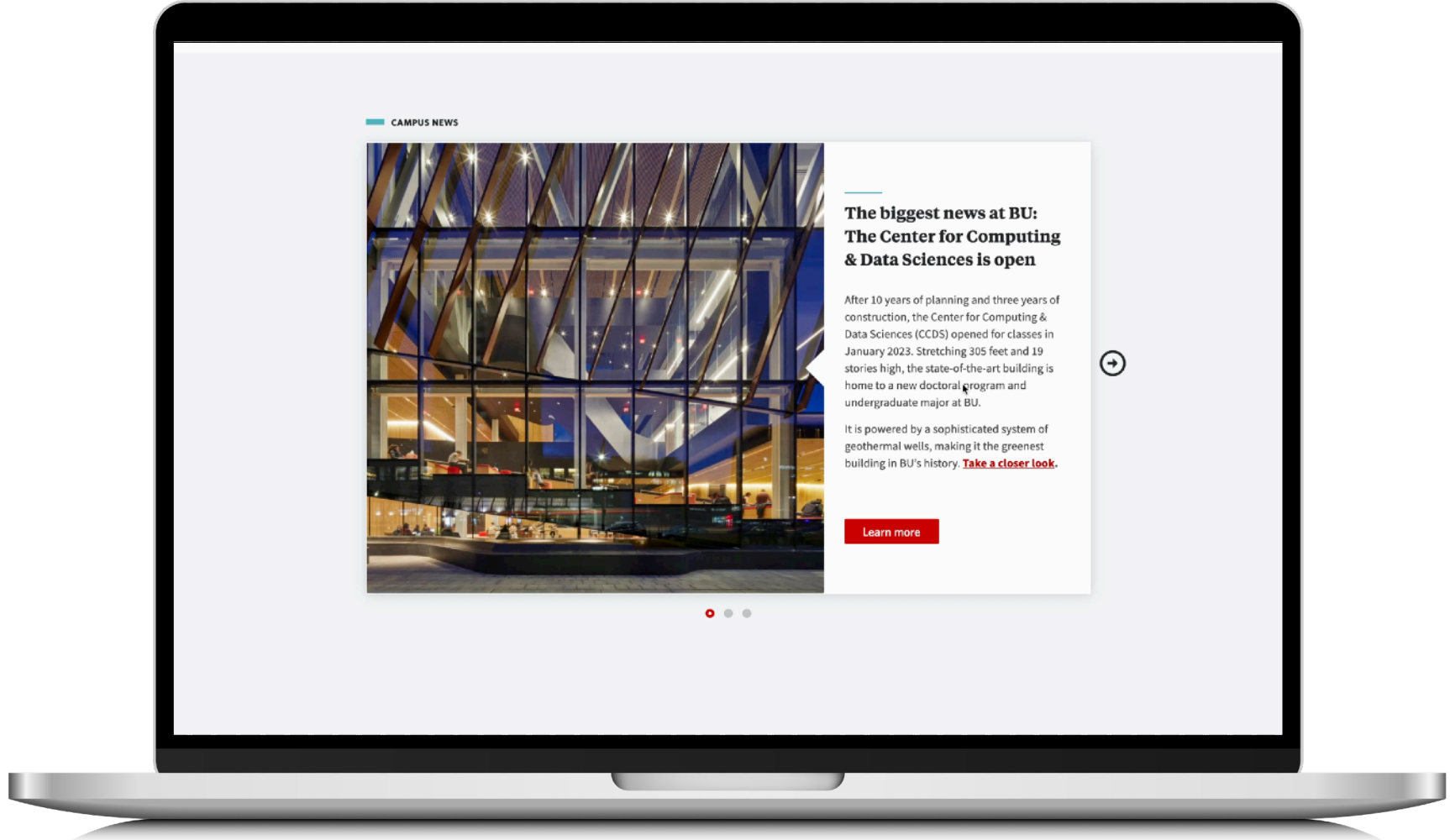
25% increase in overall open
rate after each reminder

Finding #3: **Story-Rich Content Works**



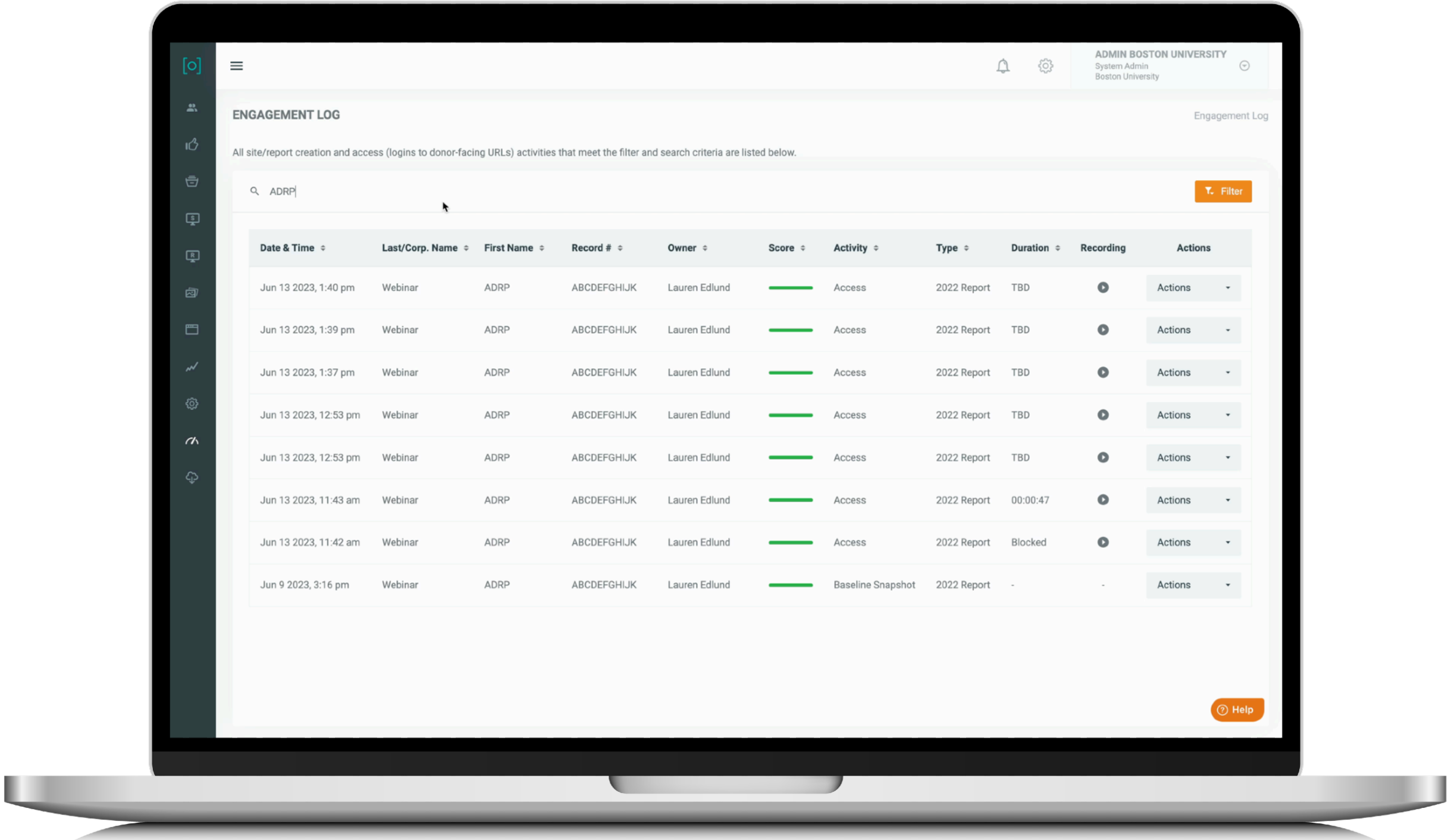
Donors read **general content**





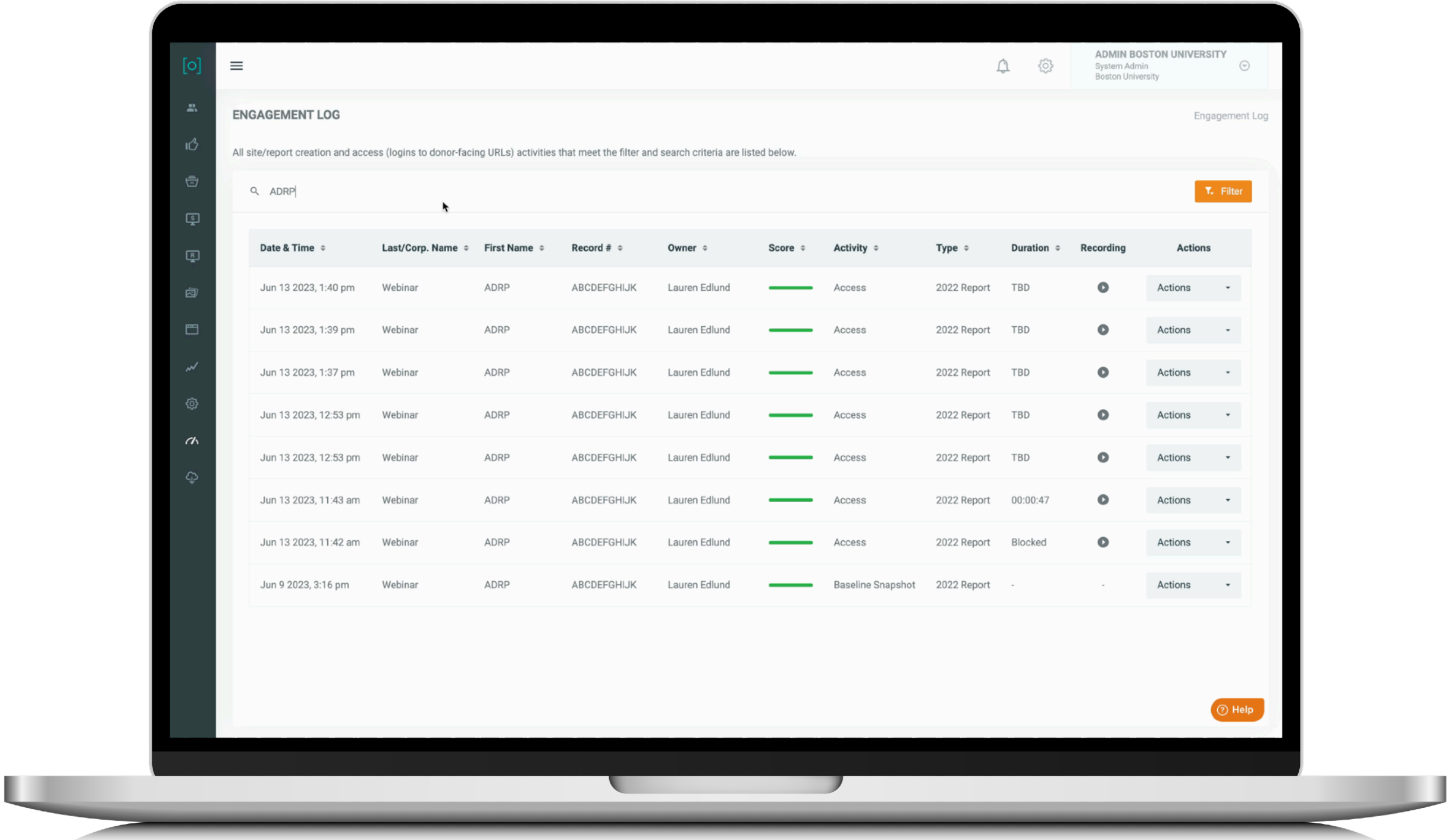
Donors read **general content**

Finding #4: **Donors Read Reports!**



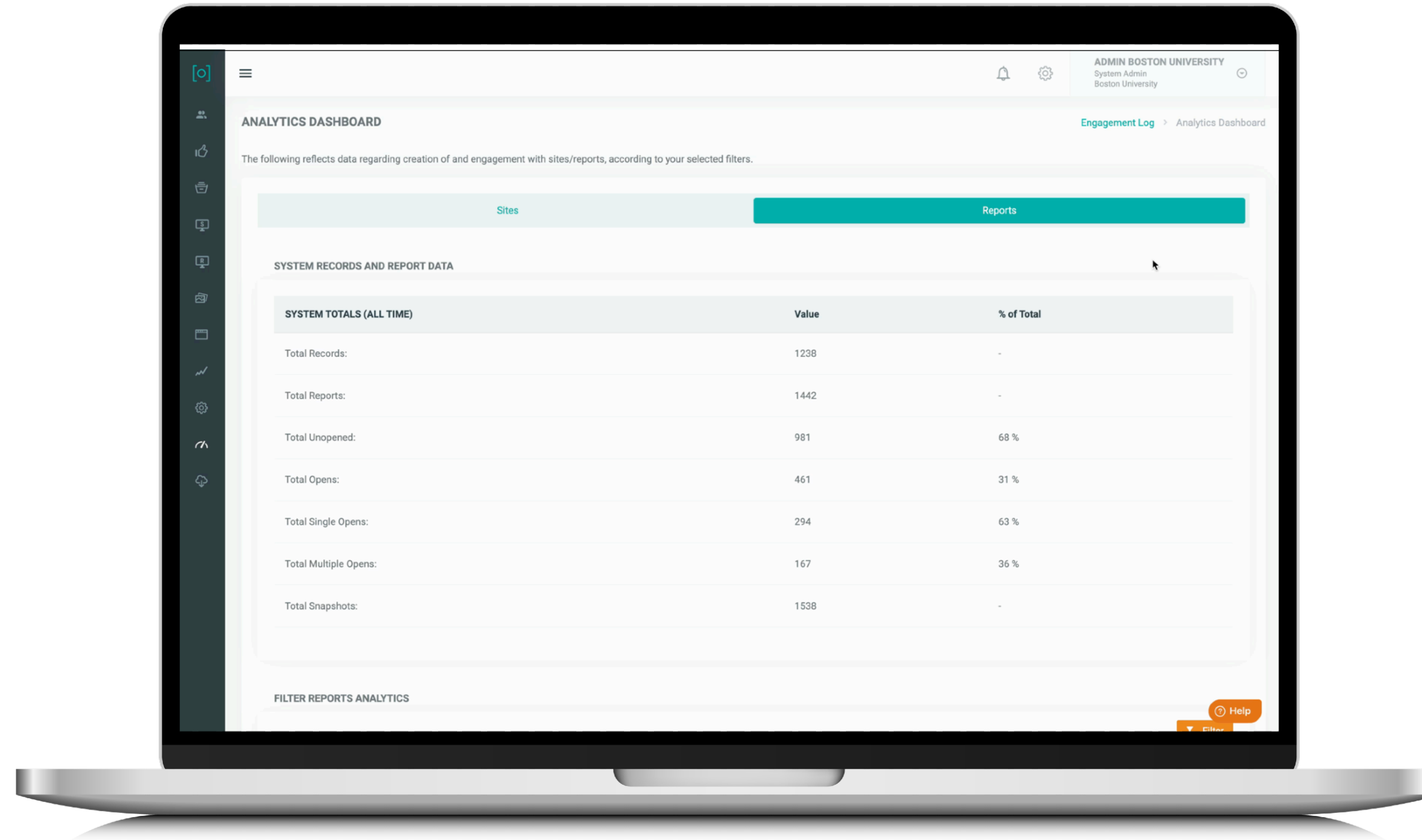
An an individual level...



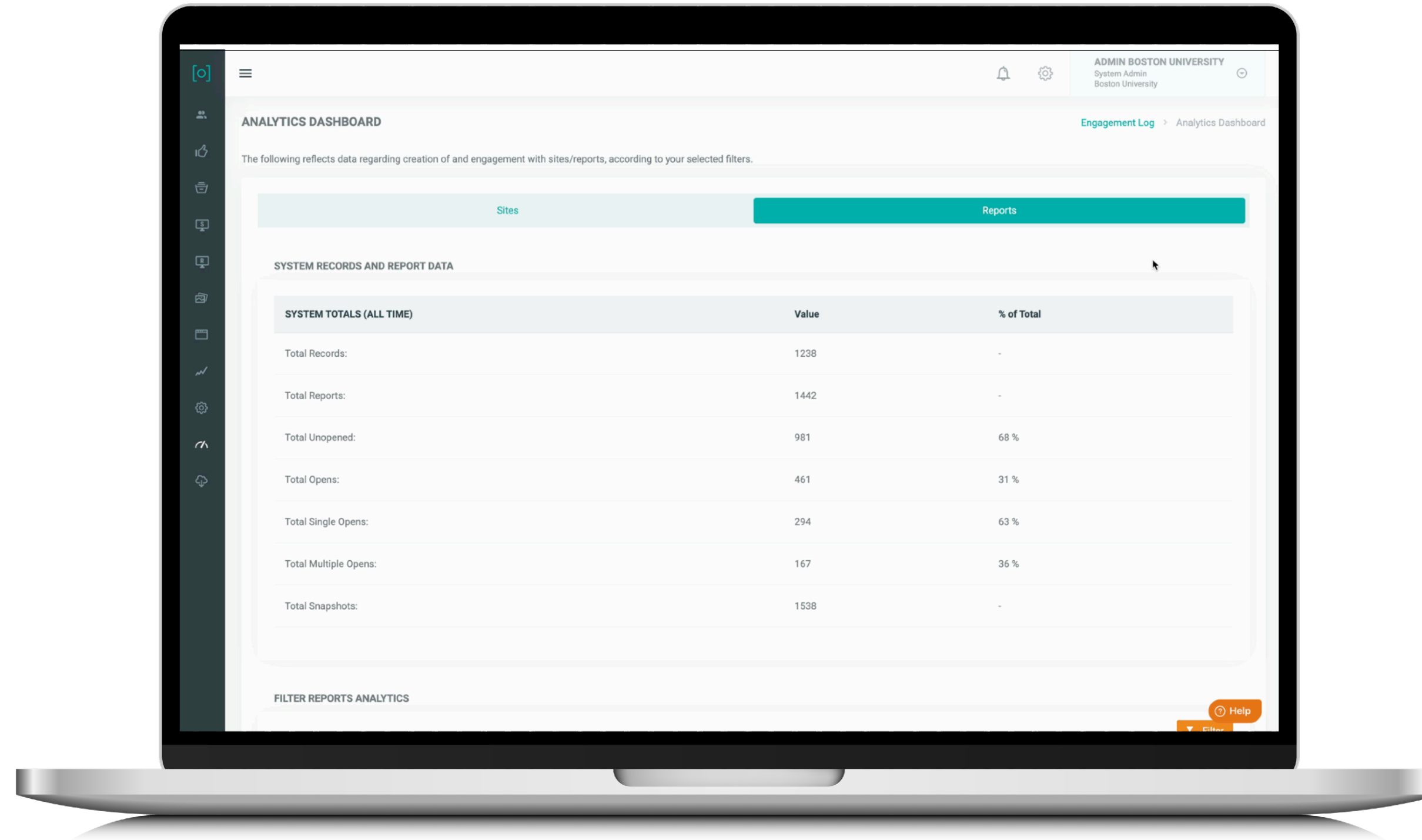


An an individual level...





... and on an aggregate level

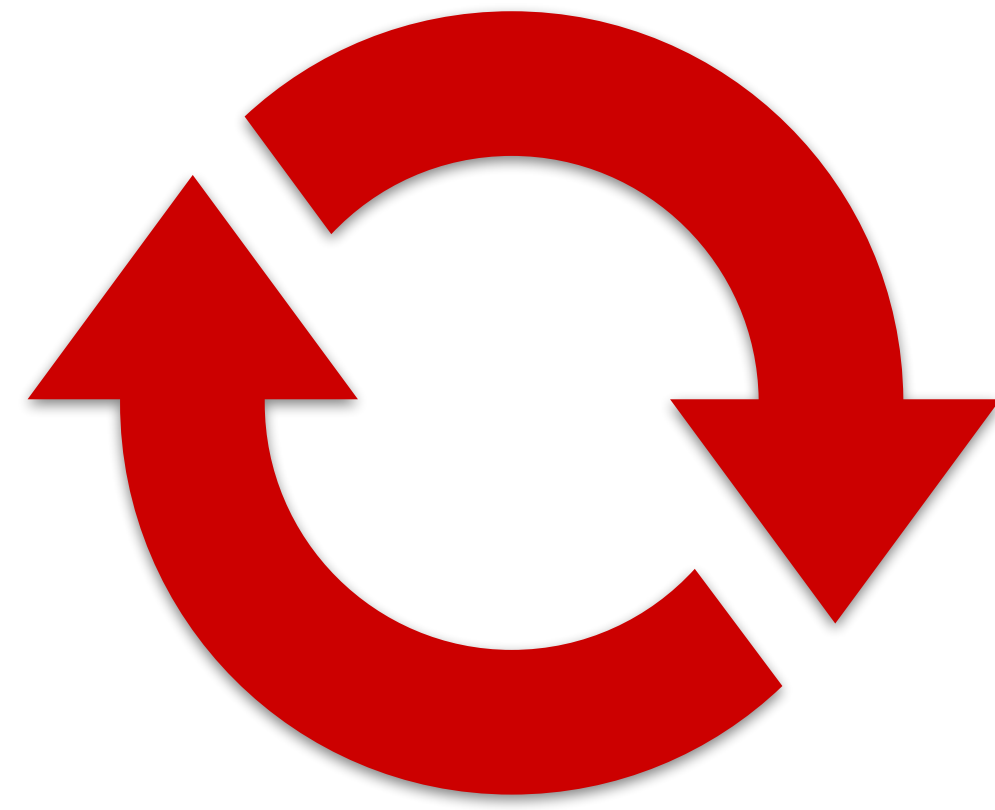


... and on an aggregate level

Finding #5: **Conclusive ROI**



\$900k+ after impact reports



\$700k+ after financial reports

Next Steps

Boston University Stewardship & Donor Relations



In year 2, our analytics-driven approach has led us to..

- 1 More interactive content

In year 2, our analytics-driven approach has led us to..

- 1 More interactive content
- 2 Contributes to the overall data ecosystem

In year 2, our analytics-driven approach has led us to...

- 1 More interactive content
- 2 Contributes to the overall data ecosystem
- 3 Survey to obtain even more actionable donor feedback and preferences

Q&A

Boston University Stewardship & Donor Relations





Lauren Edlund

Assistant Director, Stewardship & Donor Relations

ledlund@bu.edu



Kathleen McCarthy

Senior Associate Director, Stewardship Reporting

kamcc@bu.edu



Chris Snavely

Managing Partner

Overture

chris.snavely@overture.com