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# **We've Got Magic To Do**

Alumni Engagement, Affinity, and Culture Inside the Arts

2019 CASE Indiana Spring Conference  
Ball State University

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# BUILDING ENGAGEMENT, AFFINITY AND CULTURE...

*I Dreamed A Dream...or where to begin*

*All That Jazz...or what we're doing*

*Defying Gravity...or the results we've seen*



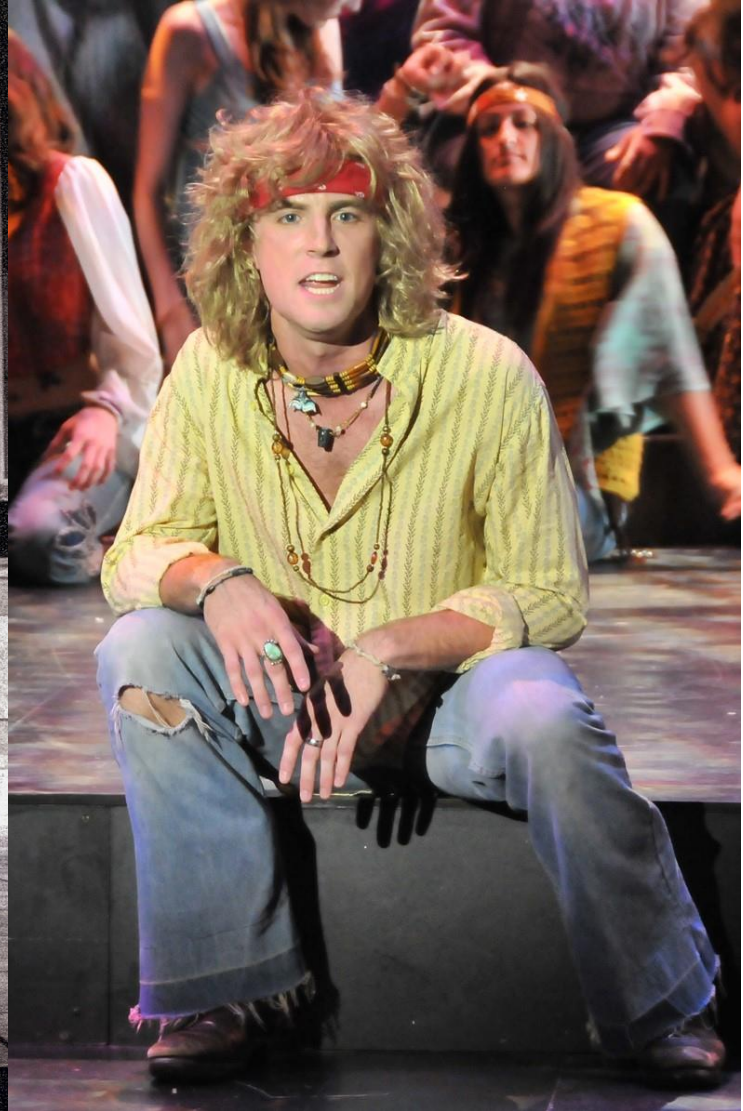
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- Alumni



# *I Dreamed A Dream*

...or where to begin



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# Where to begin...

- At the Department Level...
  - No Alumni Group
  - No culture of Giving Back
  - No real “plan” for friend-raising or fund-raising
  - Prior to Alumni/Development Unification
  
- What was working...
  - Quality work and quality people
  - A culture of caring about each other
  - A culture of collective success versus isolationism and academic silos





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# Where to begin...

- Go The Distance...
- Created our first Alumni Weekend







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# Where to begin...

- Go The Distance...
  - Created our first Alumni Weekend
  - Created our first Outstanding Alumni Award





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# Where to begin...

- Go The Distance...
  - Created our first Alumni Weekend
  - Created our first Outstanding Alumni Award
  - Created our first Alumni Council





# *All That Jazz*

...or what we're doing



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# What we're doing...

- Alumni Network...
  - Established Alumni Council
  - Yearly retreats in rotating “markets”
  - Special Events around showcases in NY, LA, CHI
  - Alumni Mentors





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# What we're doing...

- Advocacy...
  - Alumni/Donor/Faculty Recognition
  - Liaison to Alumni Association Board of Directors
  - Collective voices to support Department
  - Celebrate Current Students







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# What we're doing...

- Scholarships...
  - C.R.A.F.T. Initiative
    - Scholarships
    - Travel Funds
    - Department Greatest Needs
- Council participation



# *Defying Gravity*

...or the results we've seen

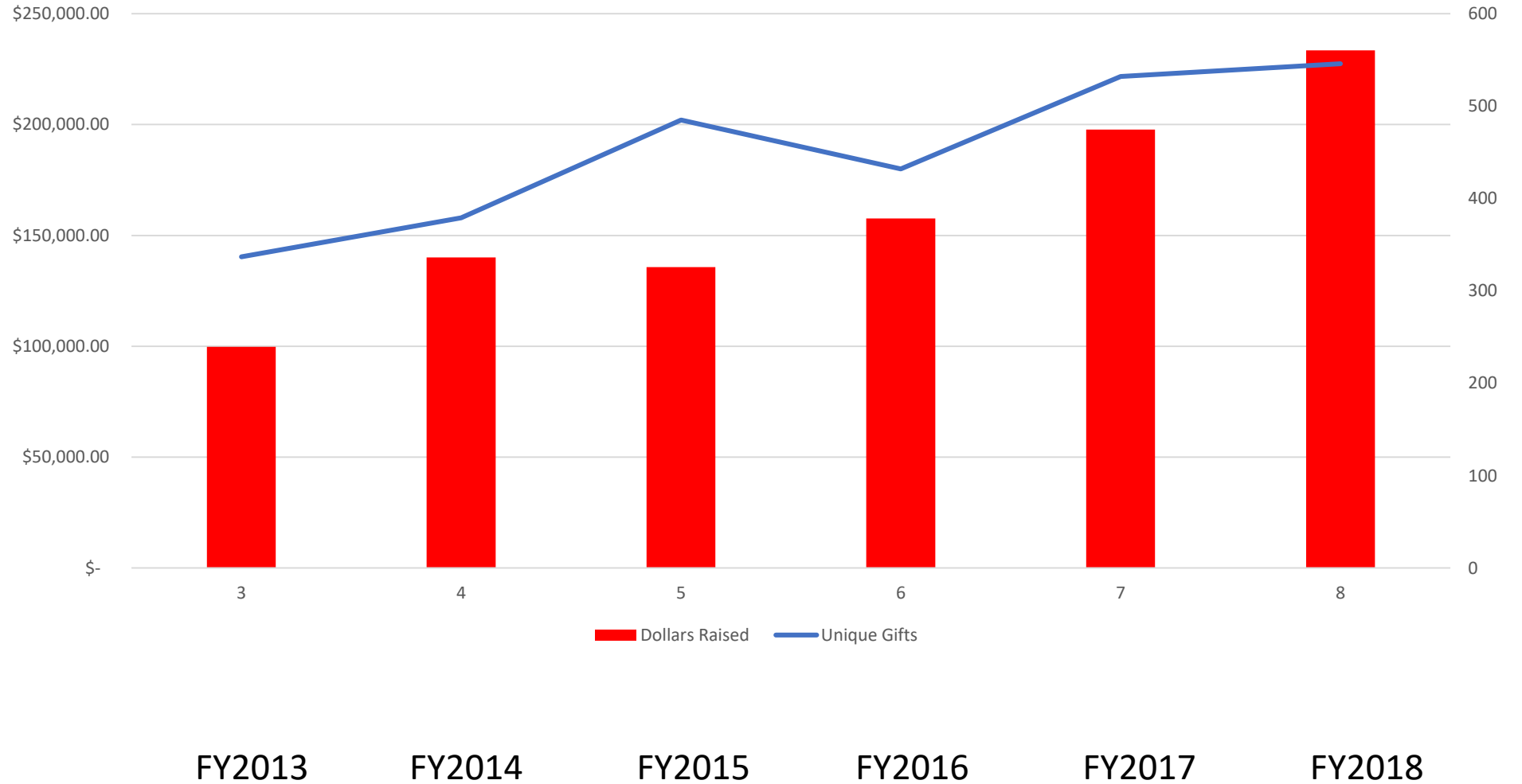


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# Defying Gravity...

Engagement Leading to Philanthropy



# FLYING BACK TO THE STATE

**LEADERBOARD**

### Ball State Unit or Org with the Most Gifts

The Ball State unit/org with the most gifts on April 9 will receive an additional \$6,000 for their department/org 2nd place = \$3,000 3rd place = \$1,500

RANK	PRIZE	DEPARTMENT
1	\$6,000	Theatre & Dance
2	\$3,000	Athletics
3	\$1,500	Ball State's Greatest Needs
4		Greek Life
5		Student Scholarships

Show 5 More

**LEADERBOARD**

### Amount Raised Leaderboard

Which area will raise the most on One Ball State Day? Make a gift to your favorite area of the University to help keep them flying high at the top of the leaderboard!

RANK	CAMPUS UNIT/FUND
1	Athletics
2	Theatre & Dance
3	Ball State's Greatest Needs
4	Charles W. Brown Planetarium/Physics & Astronomy
5	Teachers College

Show 5 More

**LEADERBOARD**

### Academic Dept Participation Leaderboard

Which academic department will have most gifts on One Ball State Day? Make a gift to your department to help keep them at the top of the leaderboard!

RANK	DEPARTMENTS	GIFTS
1	Theatre & Dance	747 🎁
2	Center for Information & Communication Sciences	88 🎁
3	Communication Studies	68 🎁
4	Telecommunications	62 🎁
5	Journalism	60 🎁

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# Defying Gravity...

## One Ball State Day

- 1<sup>st</sup> in total gifts
- 2<sup>nd</sup> Highest Dollars Raised
- 20% of gifts made
- 848% above the next academic unit





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# Recap...

## ***Ya Got Trouble...what do you want***

- Identify strengths & weaknesses
- Set goals and get to work

## ***My Favorite Things...or what can you do***

- Create consistent and meaningful opportunities to engage
- Celebrate the students

## ***Children Will Listen...see the results***

- Watch What Happens...





**Questions?**



# Thank you

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