



## KPI Executive Summary

W&M university strategy: *to ensure the most personal learning experience of any public university in the nation.* W&M Key Performance Indicators (KPIs) allow us to track and analyze business performance towards this strategy.

**Committee Name: Institutional Advancement**

**Date: September 2023**

### KPI Title: Philanthropy

SUMMARY: Philanthropy is an essential driver of the university's operating and capital budgets and is essential for supporting excellence across the university. Philanthropy is less predictable than tuition and can often be directly connected to whether the university is in a campaign or not.

DATA: 1) Total Commitments (Cash & Pledges); 2) Philanthropy as a percentage of university operating budget.

CYCLE: Annual Updates

S.M.A.R.T. GOAL: At W&M, when between campaigns, new gifts & commitments should exceed \$75 million; when in a campaign, we should exceed \$100 million. **YELLOW**

DECISION-MAKING: The trend lines for philanthropy can help the Board when considering financial decisions such as tuition, annual operating budget and new capital projects.

### SAMPLE GRAPH FOR A QUADRANT

