



Media P.A.S.S. (Plan for Achieving Strategic Success)

“Accessing, Adapting and Advancing Private Giving in a New Norm”

Dino M. Hernandez,
Vice President of Institutional Advancement & Alumni Affairs
Executive Director, UB United States Foundation and
Canadian Friends of UB Foundation
5th November 2020 2020

Division of Institutional Advancement

Vision

University of The Bahamas

The University of The Bahamas will be the nation's primary resource for research & innovation and community engagement. It will meet the educational aspirations of its students and nurture their creativity. It will promote the values of learning, leadership and service.

Division of Institutional Advancement

The Division of Institutional Advancement has the primary responsibility of raising visibility, cultivating friends and securing the needed financial resources to fulfill the promise of University of The Bahamas.

Mission

University of The Bahamas

The mission of the University is to advance and expand access to higher education, promote academic freedom, drive national development and build character through teaching, learning, research, scholarship and service. *Article 4, University of The Bahamas Act, 2016*

Division of Institutional Advancement

We advance the mission of University of The Bahamas.

We rigorously promote and heighten awareness of the UB brand; foster creative and quality communications; secure private and public financial resources in support of UB's students, faculty and staff; involve our supporters and friends in the life of the University; and strengthen alumni connections.

Core Values: Trust; Accountability; Collaboration; Teamwork; Integrity; Courage (T.A.C.T.I.C.)

Value Proposition

University of The Bahamas

Preparing Students for a Better Life in a Global Society.



Executive Summary

Fiscal Year Activity 18-19 Dashboard (July 1, 2018 – June 30, 2019)*

Cumulative Activity (Cash, Pledges, Payments on Previous Pledges, and In-Kind): **\$1,960,730.00**

Prior Fiscal Year Activity 19-20 Dashboard (July 1, 2019 – June 30, 2020)*

Cumulative Activity (Cash, Pledges, Payments on Previous Pledges, and In-Kind): **\$4,862,903.03**

148% Increase in Cumulative Gift Activity Between FY'20 (12 Months) vs. FY'19 (12 Months)

Current Fiscal Year Activity 20-21 Dashboard (July 1, 2019 – September 30, 2020)

Cumulative Activity (Cash, Pledges, Payments on Previous Pledges, and In-Kind): **\$157,186.87**

UB Hurricane Relief and Recovery Fund (September 4, 2019 – September 30, 2020)*

All Activity (Cash, Pledges and In-Kind): **\$461,461.44**

UB COVID-19 Emergency Relief Fund (As of September 30, 2020)*

All Activity (Cash, Pledges, In-Kind): **\$54,372.02**

Development Pipeline of Activity (As of 11/4/20):**

\$8,445,000.00

Forty (40) Solicitations or ASKS Pending***



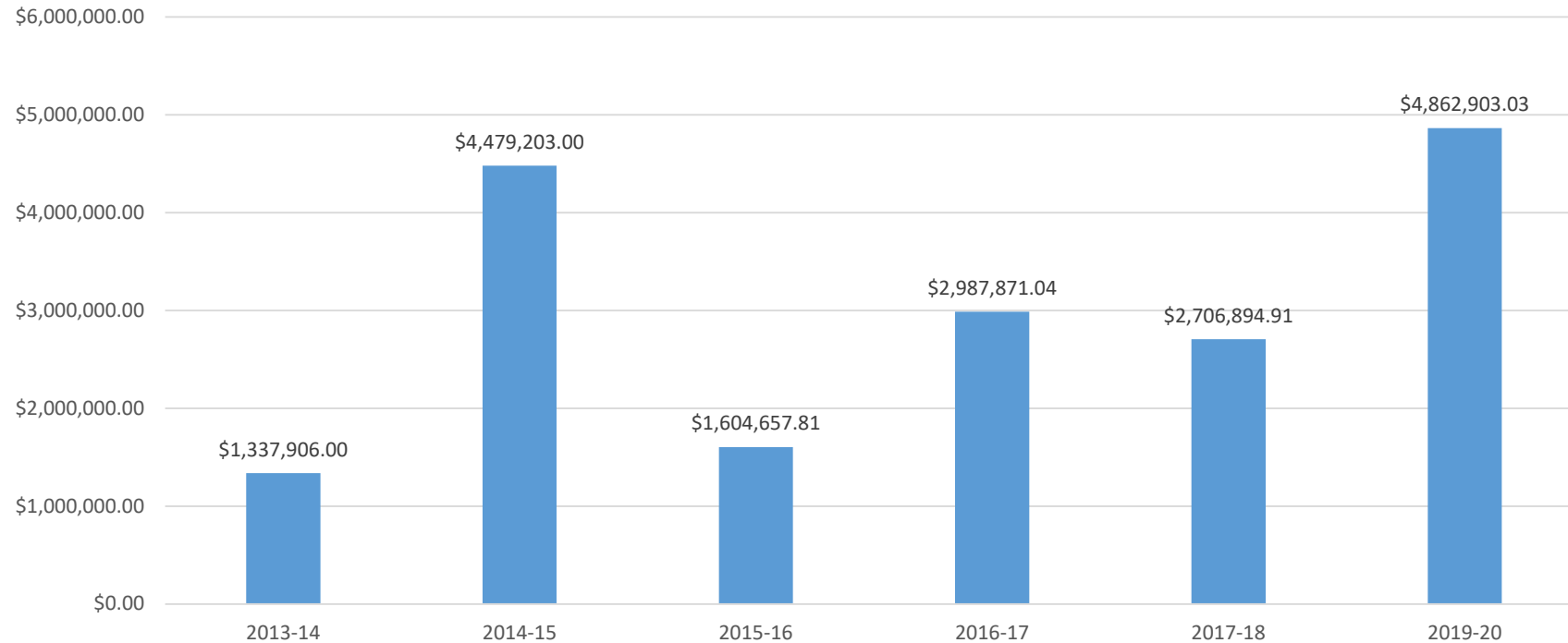
***Due to COVID19 Pandemic and feared second or third wave we have extended the likelihood of closing from December 31, 2020 to March 31, 2021*

****Please be aware that we are cautiously optimistic of these gifts being realized but are assuming only 50% will close this new fiscal year given the Global Pandemic and economic uncertainty caused by COVID19*

Agenda

Seven Year UB Historical Giving (2013-2020)

UB Total Private Giving & Commitments (July 1, 2013 - June 30, 2020)
Seven Year Giving Trend Line



Last Fiscal Year New Record in Cumulative Giving for University of The Bahamas since 2013!

UB Hurricane Relief and Recovery Fund Dashboard



September 4, 2019 – September 30, 2020)

All Activity (Cash, Pledges and In-Kind): **\$461,461.44**

We continue to raise both awareness and funds for the rebuilding of UB North on Grand Bahama

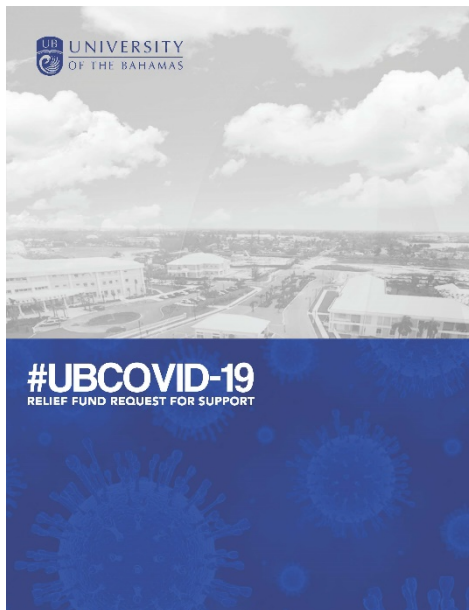
More information: **<http://www.ub.edu.bs/hurricane-relief/>**



Continued Case for Support and Mobilization in Light of COVID19

UB COVID-19 Emergency Relief Fund: The University established the #UBCOVIDReliefFund for students, faculty and staff impacted by the COVID-19 pandemic. Contributions to this fund will assist those in need with a special focus on Family Island students who, as a result of the disaster, have had to return to home or those unable to leave dormitory facilities. As a University, we are mindful of the extraordinary pressure the entire country is facing in the wake of this pandemic including the business community. However, if possible UB would be grateful for your kind consideration of any in-kind gift donation of laptops, cell phones, tablets, portable Wi-Fi devices or Top Up BTC or ALIV gift cards or donations to the UBCares Pantry.

Ways to Give: <http://www.ub.edu.bs/covid-19/>

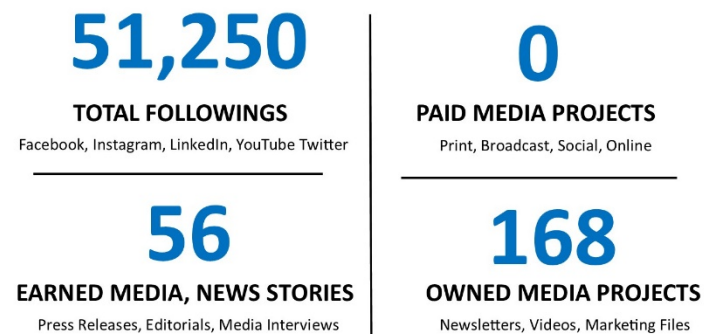


All Activity (Cash, Pledges, In-Kind): \$54,372.02

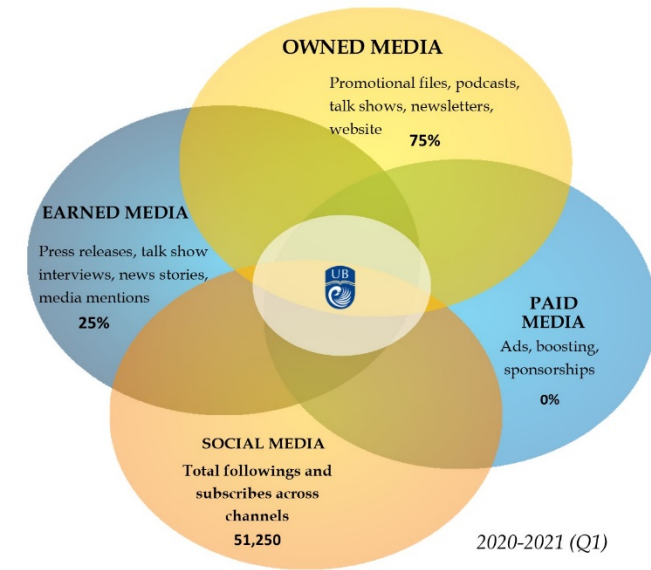


Office of University Relations Media Dashboard

July 2020-September 2020



2020-2021 (Q1)



Total Followings : Social media followers on FB, Instagram, Twitter and LinkedIn on pages managed by OUR.

Paid Media Outputs: Content which OUR produced and paid for placement including graphic files, audio and TV ads and videos.

Owned Media Outputs: Content published via the communications channels owned by the University inclusive of newsletters, podcasts, infomercials and marketing files.

Earned Media: News media coverage and mentions of UB generated independently of OUR.

FB Insights: 2020 Virtual Commencement Video



**Views –
17,000**

Reach 32,957

**Engagement
9,965** (post
clicks +
reactions +
comments +
shares)

Virtual Homecoming 2020



As you capture moments of this first virtual homecoming, be sure to share your photos 📷 with us using any of these hashtags.

#UBAtHomeComing #UBHomecoming2020 #UBFamily
#UBStudents #UBAlumni #UBCommunity #UBMingoes
#MingoesBlu
#MingoesNation #UBFunAtHome #StillUBStrong
#StillUBProud



UB Inaugural Giving Day

Tuesday, November 10, 2020 (UB Charter Day)

24 Hour Day of Giving starting at 12:01 AM Tuesday, November 10, 2020 and concluding at Midnight

Please go to www.ub.edu.bs to make your gift and be counted!

Any and all gifts or pledges may be restricted to any program or campus, school/college or department at UB

Special Emphasis: Laptops for Students through the UB COVID19 Emergency Relief Fund

Challenge Gift will be announced and your gifts will be matched dollar for dollar!!!



The poster features a blue couch in the foreground with a rug that says "UB PROUD". On the wall behind the couch are three framed photos of students and the hashtag "#UBAtHome-coming". The top of the poster displays the University of the Bahamas logo and the "2020 MINGO'S HOMECOMING NOVEMBER 2ND - 10TH" text. To the right, a "SCHEDULE OF EVENTS" lists activities from Monday to Tuesday.

SCHEDULE OF EVENTS

- MON NOV. 2ND**
National UB Blue Day
Mingo's Karaoke Night via Zoom 7pm
- TUE NOV. 3RD**
Watch Stream Presidential Elections via Zoom 9pm
Virtual Alumni Leadership Series, Topic: Decriminalization of Marijuana, Via Zoom
- WED NOV. 4TH**
Stay-At-Homecoming Sip & Paint RSVP 7pm Hosted by Sip & Splash, Preston Hanna (Alumni), and Super Mario
Virtual Alumni Trivia IG/FB
- THUR NOV. 5TH**
Webinar: Inclusive Education & COVID-19 Zoom 2pm-4pm Hosted by Erin Brown
Homecoming Watch Party Via Zoom 8pm
- FRI NOV. 6TH**
UB LIT: Homecoming Edition IG/FB 8pm
- SAT NOV. 7TH**
UB Showman Homecoming Cook Off Zoom to FB 4pm
Virtual Comedy Show and Open Mic Zoom 7pm
- SUN NOV. 8TH**
Mingo's Worship Experience Facebook Streaming At Bahamas Harvest 10:15am Service
- MON NOV. 9TH**
Mingo's Inclusive: UB North Feature Zoom 2pm-4pm Hosted by Erin Brown
- TUES NOV. 10TH (CHARTER DAY)**
Day of Giving
UB Homecoming Virtual Concert
Homecoming Drive-Through Motorcade



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