



Fundraising Report September 15, 2023

Agenda Item #1: Dashboard

Information

Action

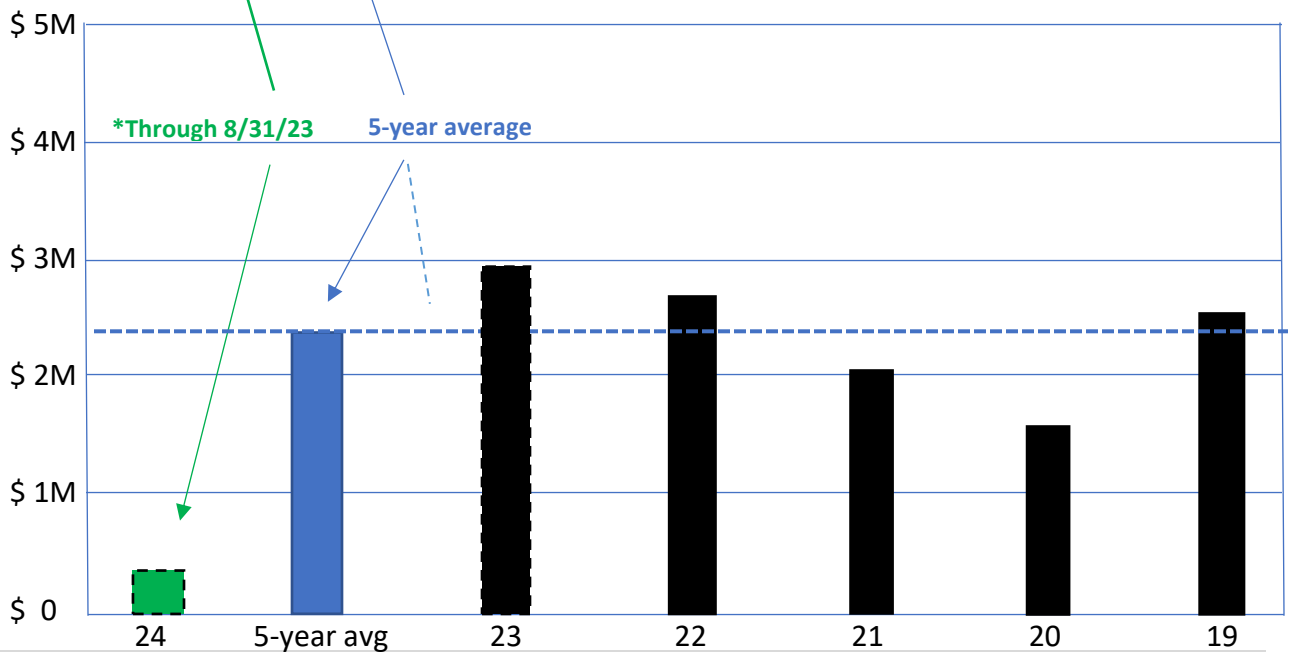
Discussion

Purpose: The dashboard below compares **current fiscal year fundraising** to the previous five years by quarter. The **five-year average** is also included for comparison.

Note: Financial data follows CASE industry standards and represents cash gifts, and documented pledges and estate gifts.

Dashboard 1 ~ Total Fundraising Five Year comparison: Year to Date (YTD) by Quarter (Q#)

Fiscal Year (7/1 – 6/30)	To date 2024	'19 – '23 5-year avg	2023	2022	2021	2020	2019
YTD							
July - Sept Q1	\$277,550	530,159	450,901	586,835	618,111	431,637	563,309
Oct – Dec Q2		622,778	289,855	1,347,312	311,982	753,192	411,550
Jan – Mar Q3		521,845	530,640	573,531	513,088	472,013	519,951
Apr – June Q4		716,981	1,643,509	198,225	593,960	35,917	1,113,295
Total		2,391,763	2,914,905	2,705,903	2,037,142	1,692,759	2,608,105



Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A



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September 15, 2023

Agenda Item #2: Major Gifts Update

Information

Action

Discussion

Background:

Major Gifts are defined by LSSU Advancement as gifts received in excess of \$10,000. The following summary represents the recent major gift activity in support of the University’s current key initiatives since the July meeting.

A gift of stock was made by Richard and Theresa Barch which provided in total \$1,045,000 toward their \$1M pledge in support of the Richard and Theresa Barch Center for Freshwater Research and Education.

The Dr. Lou & Mae Lukenda Charitable Foundation made a \$150,000 pledge to the *College of the Great Lakes Ecology and Education*.

An IRA beneficiary gift was received in the amount of \$28,471 designated to the *Galen Harrison Pickford Scholarship*. Galen Harrison, Professor of Mathematics taught at LSSU from 1963 to 1996. The scholarship benefits an incoming freshman who is a graduate of Pickford High School majoring in one of the following fields: biology, chemistry, geology, nursing, mathematics, computer engineering, computer science, electrical engineering, environmental chemistry, or environmental science.

Net proceeds of \$17,000 from the Steve Glezen Memorial Golf Tournament were added to the Steven Glezen Memorial Fund. Gail Glezen and her family established the scholarship in honor of her late husband, Steven Glezen ’86, LSSU Alumnus and community leader. The scholarship benefits a student entering their junior year who is majoring in a Lukenda School of Business program.

An LSSU Mechanical Engineering alumnus made a \$10,000 gift – \$5k supporting Laker Hockey and \$5k to Mechanical Engineering. A corporate matching gift will be included as well.

Suggested Action/Motion:

No Action Required

President’s Recommendation:

N/A



Fundraising Report September 15, 2023

Agenda Item #3: Great Lake State Weekend

Information

Action

Discussion

Purpose:

This agenda item provides a summary of the LSSU Advancement Alumni Relations activity, Great Lake State Weekend – Hall of Fame Inductees and Alumni Award recipients.

LSSU Hall of Fame 2023 Inductees

Mark Vermette (1985-88 ice hockey) and Kelly Gerritsen-Michano (1985-89 volleyball) are set to be inducted into the Lake Superior State Athletics Hall of Fame class of 2023 on Saturday, October 14th at the annual Alumni Awards and Hall of Fame Induction Reception beginning at 12:00 p.m. in the Walker Cisler Center as part of Great Lake State Weekend 2023. All recipients will also be recognized on-ice during the first intermission of the Saturday, October 14th hockey game vs. Alaska Anchorage.



Mark Vermette '88 – Ice Hockey

Mark Vermette attended LSSU from 1985-88 with a hockey playing career that culminated in one of if not the greatest individual ice hockey seasons in program history.

“I am so very excited and grateful to be recognized by Lake Superior State University by being inducted into the LSSU Athletic Hall of Fame,” said Vermette.

Vermette led the Lakers to the program’s first NCAA Championship in 1988 with a 45-goal season, which is still a single-season program record. Vermette tallied 75 points during the 1987-88 season, ranking him third all-time in single-season points. However, the 1988 U.S. College Hockey Player of the Year’s final goal as a Laker would go down as one of the most storied goals in program history, slotting home the game-winner in overtime during the 1988 NCAA title game against St. Lawrence. Vermette finished his career with 116 points (65G, 51A). He was named an NCAA First Team All-American, CCHA Player of the Year, Hobey Baker Award runner-up, and U.S. College Hockey Player of the year in 1988.

Vermette was selected 134th overall in the 1986 NHL entry draft (round 7, pick 8) by the Quebec Nordiques (now Colorado Avalanche), and he would go on to play 67 games in the National Hockey League.

“I have so many fond memories of LSSU and Laker Hockey, but in particular, it was my amazing teammates and those who supported Laker Hockey that made my time wearing the anchor an amazing and forever-lasting experience,” Vermette said.



Kelly Gerritsen-Michano '89 – Volleyball & Softball

Kelly Gerritsen-Michano attended LSSU from 1985-89 where she was a member of both the volleyball and softball programs.

“Being inducted is a true honor, and I am very proud,” said Gerritsen-Michano. “Attending Lake State, I was coached by Deb McPherson and was blessed to have Maureen Shaheen-Fitzpatrick as a teammate and roommate for four years.”

Gerritsen-Michano began to leave her mark on the LSSU volleyball program early on in her career, leading the Lakers in kills (125), attack percentage (2.92), service aces (9), and blocks (29) as a freshman. However, she would go on to save her best for last. During her senior season in 1988, Gerritsen-Michano would leave it all on the court with a GLIAC-leading 454 kills, which ranks second in program history for single season kills. She would also lead the conference in kills per set (4.63) and attack percentage (.374) to earn First Team All-GLIAC recognition while leading her team to a second place finish in the conference.

Gerritsen-Michano currently sits eighth in program history in kills for a career (946), and her 33 kills against Grand Valley State on Oct. 22, 1988 are the second-most kills in a single match in school history.

In addition to her volleyball career, Gerritsen-Michano would also start at first base for Laker softball where she was named the Most Improved Softball Player in 1986 after posting a batting average of .250 while also recording a base-fielding average of .961.

After LSSU, Gerritsen-Michano would go on to coach multiple different volleyball teams at both the public and high school levels.

“[LSSU] helped me mature, and it gave me the opportunity to find myself,” said Gerritsen-Michano. “I enjoyed it tremendously, education and lifetime friendships.”

Three Alumni to be Recognized During Great Lake State Weekend



Lake Superior State University and the LSSU Alumni Association will pay tribute to three highly accomplished alumni at the annual Alumni Awards Reception beginning at 12:00 p.m. on Saturday, October 14th in the Walker Cisler Center as part of Great Lake State Weekend 2023.

The public is welcome at the reception to honor Ashley (Ryckman) O'Dwyer '13, Anita Saluja '92, and Doug Weight '91. Reservations are \$10 each and must be reserved by October 6th for this event. They are available at alumni.lssu.edu/gls-2023, Lukenda Alumni House on LSSU's campus, or by calling the LSSU Alumni Office at 906-635-2844.

"Awards help our institution celebrate individuals who've achieved outstanding personal and career successes. They also help remind us that belief in our students often leads to inspiration, and in turn, becomes the beginning of achievement," Interim President Lynn Gillette said. "I'd like to congratulate all of our recipients. We have a unique story to tell here at LSSU, and each of these people have helped make our story richer and worth remembering."



Ashley (Ryckman) O'Dwyer '13 – Paul Ripley Award

Ashley (Ryckman) O'Dwyer was selected as the 2023 recipient of the Paul Ripley Award for Young Alumni. The award was established in 1994 and is presented to graduates who have enjoyed exceptional personal and professional success early in their careers. She is married to fellow Laker Alumnus, Shawn O'Dwyer, and they have two children, Murphy (3) and Lily (1).

Ashley graduated Summa Cum Laude in 2013, with her Honors Degree of Bachelor of Science in Biochemistry Pre-Professional. While a student at LSSU, she was in the Honors Program, and was also a member of the Pre-Professional Society and Chemistry Club. She worked as a Chemistry tutor and an Associate Instructor for Humanities.

"I loved the individual attention from the small class size," Ashley commented. "I loved the small school and knowing each person in your class for the four years. I am still close with a lot of people I met there. Two classmates and friends actually work with me at Bay Mills Health Center as dentists. We all went to Lake State the same time, went to professional school

and came back into the area to work in the same clinic. If you would have told me then that we would all have different careers but work in the same building, I never would have believed you. Lake State cultivates an experience where classmates become friends that feel like family.”

During the summer following her junior year, Ashley received a National Science Foundation Research Experience for Undergraduates (NSF: REU) at the University of Wisconsin, and did microbiology research. After earning her BS at LSSU, Ashley attended Indiana University School of Optometry in Bloomington, IN to obtain her Doctor of Optometry degree. While there, she continued to do research as part of the Dean Scholar Program in ocular surface research, and as a clinical research assistant doing entrance testing for subjects in the ocular surface clinical research lab. She also had several externships including Atwater Eye Care Center, Talley Eye Care Center, Indianapolis Eye Care Center, and with the Veterans Affairs Clinic.

“Life is such an amazing journey and adventure,” said Ashley. “It’s hard to look forward and see where you are going – you have an idea and a dream that keeps becoming clearer as you move forward. Sometimes the view can be extremely cloudy. But then you realize when you look behind you, it all made perfect sense all along, and couldn’t have happened any other way. My advice is keep moving forward, even with messy, unclear action. It’ll all be clear someday.”

Ashley is licensed to practice optometry in Alaska and Michigan. She is Chief Optometric Officer with the Bay Mills Indian Community, and also the co-owner of a traveling eye clinic – the Eye Guys LLC – in Wasilla, AK, which she co-founded in March 2021.

Ashley grew up on the water in Houghton Lake and enjoys fishing and boating. She also enjoys yoga and is a guest instructor at Northern Life Yoga in Sault Ste. Marie. Ashley met her husband, Shawn, while at LSSU, where he studied in the Fire Science program. Her dad, Doug Ryckman is an LSSU alum and played on the LSSU men’s basketball team 1974-78. Her sister, Cassandra is a Laker as well, and met her husband at LSSU. Lake State definitely holds a very special place in all their hearts.



Anita Saluja '92 – Kenneth J. Shouldice Award

Dr. Anita Saluja will receive the Kenneth J. Shouldice Professional Achievement Award at the annual Alumni Awards Reception during Great Lake State Weekend on Saturday, October 14. The Shouldice Award, established in 1994, honors individuals whose personal and professional successes serve as outstanding examples to LSSU graduates. Dr. Shouldice is, in many ways, the founding father of today’s Lake Superior State University. As the first chancellor and president (1965-1982), he guided the campus from a two-year branch of Michigan Technological University to an autonomous four-year college. Anita is married to Raj Gutta, an emergency medicine physician, and they have two children, son Sajan (22), daughter Priya (19).

Anita is the daughter of long-time LSSU professor emeritus, Madan Saluja and his wife Karuna Saluja, who is a retired school teacher. Her family ran a summer gift shop and at an early age she would compute the customers’ bills in her head. Her parents realized she needed math classes that were more advanced. She started as a student at LSSU when she was just 10 years old, and graduated in 1992 summa cum laude with a BS in Mathematics at the age of 15. “The time I spent at LSSU was the best time of my life,” commented Anita. “There was a sense of community. The professors were hands on, the classes were small, and my fellow students were friendly

and focused. It was a supportive learning environment.” It would only seem fitting that Anita is this year’s recipient of the Shouldice Award, as she went on to said, “I loved my study sessions in the Shouldice library, often staying there until close. Also, the Norris Center recreation sessions could not be beat! The best part is that I left LSSU fully prepared.”

Following her graduation from LSSU, she transitioned from studying numbers to studying medicine. Anita earned her medical degree at the age of 20 from The University of Michigan, where she was a member of the prestigious Alpha Omega Alpha Medical Honor Society. After her internship, Dr. Saluja received three years of dermatology specialty training at Emory University in Atlanta, GA, helping her become an expert dedicated to skin. Additionally, she is board-certified in dermatology by the American Board of Dermatology since 2001. Dr. Saluja is also an Assistant Volunteer Professor at the University of Central Florida School of Medicine.

Dr. Saluja moved to Melbourne, Florida in 2001, where she was fortunate to be part of physician owned multi-specialty group MIMA (Melbourne Internal Medicine Associates) for 11 years. After MIMA was acquired by Health First healthcare system, she continued for another 4 years. In March 2017, she founded her modern, synergistic dermatology practice, Dermatology + Plastic Surgery in Melbourne, FL, alongside her partner and fellow LSSU grad, plastic surgeon Dr. Rebecca (Johnson) Novo ‘04. They are two specialist physicians with one shared mission — to help patients achieve their best selves through prevention, treatment and maintenance.

Dr. Saluja has been the number one volume and experienced Botox, filler, and Sculptra injector in central Florida and in the top 100 in the United States for years. The practice serves 23,000 patients and has grown to a team of 50. Three years ago, the practice joined Forefront Dermatology, a leading dermatology group practice with 225+ locations and 250+ dermatologists in 26 states.

Additionally, Dr. Saluja enjoys being involved in her Brevard County, FL community, especially with charities benefiting women and children. She is a long-time supporter of Candlelighters of Brevard, a nonprofit offering assistance to children with cancer and their families. Recently, this year, Dermatology + Plastic Surgery was the presenting sponsor for Wine, Women, and Shoes Space Coast benefiting weVenture Women’s Business Center, a nonprofit helping women entrepreneurs. “Lake Superior State University holds a special place in our family’s heart,” commented Anita. “My father dedicated numerous years to teaching at LSSU. I had the privilege of graduating from LSSU, and so did my brother, Vijay Saluja. The legacy of our connection with LSSU is a source of pride and fond memories for all of us.”



Doug Weight '91 – Outstanding Alumnus Award

Doug Weight, who attended LSSU 1989 through 1991, has been chosen as the 2023 recipient of the LSSU Outstanding Alumnus Award. The award established in 1968, is the highest honor that the association presents. It recognizes recipients for their personal and professional accomplishments and their involvement with LSSU, highlighting the significant achievements of alumni who serve as leaders in our region, state and nations. Doug is married to Allison and have three children – daughters Ryan (24) and Addison (20), and son Danny (22).

Doug, a Laker standout from 1989-1991, established the Doug Weight Hockey Endowment in 2002 to support Laker hockey operations, noting that it was his intention to establish an endowment that reflects his desire to benefit the growth and success of the program while inspiring others to contribute as well. His endowment represented the first major financial contribution

by a former Laker Hockey player in the university's history. In 2021, the Doug Weight Performance Center was made possible through a distribution from the Doug Weight Endowment at LSSU. The newly renovated facility includes all new floor to ceiling décor and state-of-the-art weight equipment.

“I absolutely loved my time and experience at Lake Superior State University,” Doug reminisced. “The years I spent as a resident of the Soo, an LSSU student and a Laker hockey player are beyond memorable. Sharing great times with teammates, staff and fellow students and creating many lifelong friendships. It is truly a wonderful place and I'm proud and honored to continue to be able to be a part of the University and Laker Hockey. For Always, Go Lakers! “

A Warren, MI native, Doug played two seasons at Lake Superior State, where he helped lead LSSU to CCHA regular-season and playoff titles in 1991 and two NCAA Quarterfinals appearances, 1990, 1991. Doug was drafted by the New York Rangers in the second round (34th overall) of the 1990 NHL entry draft. This was LSSU's second-highest NHL Draft pick. Doug went on to represent the United States at nine major international competitions throughout his professional career including three Olympic Winter Games (1998, 2002 and 2006), three IIHF Men's World Championships (1993, 1994 and 2005), two World Cups of Hockey (1996 and 2004) – winning a gold medal in his first appearance – and one IIHF World Junior Championship (1991). He was inducted into the LSSU Athletics Hall of Fame in 2010, and into the U.S. Hockey Hall of Fame in 2013.

A veteran of 1,238 NHL games, he finished his career placing 65th on the NHL's scoring list with 1,033 points (755 assists and 278 goals). He is one of nine American-born players with more than 1,000 NHL points, which he earned across 20 years in the league. His playing career included stints with the New York Rangers, Edmonton Oilers, St. Louis Blues, Carolina Hurricanes, Anaheim Ducks and the New York Islanders.

After retiring from playing, Doug became an assistant coach of the New York Islanders in the 2011-12 season. In January 2017, Doug was promoted to Interim Head Coach. In April 2017, Doug was officially named head coach after he led the team to a 24–12–4 record after taking the coaching duties mid-season.

Doug is currently a key member of the San Jose Sharks' organization, with one of the most intriguing roles and job titles, Hockey Operations Adviser.

Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A



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Agenda Item #4: Annual Fundraising & Alumni Relations Update

Information

Action

Discussion

Purpose:

This agenda item provides a summary of the recent Annual Fundraising and LSSU Alumni Relations activities.

Background:

Annual Fundraising activities provide financial support for University initiatives and assist in the identification of potential major gift donors. Alumni Relations activities and communications facilitate the initial engagement of alumni and friends to LSSU beginning the cultivation process for joining the Alumni Membership Program and potential future giving.

LSSU Foundation Annual Fundraising Activities:

Laker Club and Athletic Related Activity

Fiscal Year	Gross Revenue	Number of Donors
2022-23	\$49,802	85
2021-22	\$54,411	113
2020-21	\$50,855	103
2019-20	\$51,952	129
2018-19	\$35,165	87



Exploration of new programs to solicit new donors into the Laker Club Fold.

- Pledge per, which allows donors to pledge based off certain metrics
Ex: Pledge per win, pledge per goal, pledge per 3 pointer
- Contract was made effective 6.14.23
- Will be launching fall 2023

Friends of Laker Hockey

This program is going into its second season, and we expect once again to be close to \$10,000 in gross fundraising dollars. The first event will take place on Tuesday, September 26th, and will be a meet the team style format.



Annual Lake State Golf Classic

The 34th Lake State classic was once again a success. For the first time since 2008 we hosted a sold out field, and continued to increase the amount raised in support of LSSU and our student-athletes.

Fiscal Year	Gross Revenue	Net Revenue	Golfers	Location
2023	\$52,892	\$35,931	144	Wild Bluff
2022	\$45,450	\$34,315	110	Wild Bluff
2021	\$41,686	\$34,161	108	Wild Bluff
<i>2020</i>	<i>COVID</i>	<i>COVID</i>	<i>COVID</i>	<i>Virtual</i>
2019	\$44,719.53	\$32,326	90	Wild Bluff
2018	\$32,740	\$17,897	76	Gaylord
2017	\$51,082	\$31,671	85	Frankenmuth

Employee Giving Program

After twenty years the LSSU employee giving program will be relaunched. This important program provides all LSSU employees an opportunity to give back to their area of passion and lead by example.

- Streamlined process to set-up payroll deduction.
- Dedicated internal marketing toward employee giving.

The majority of leadership at LSSU has given to date (90%), and we will be launching campus wide soon.

- BOT 100%
- Dean’s 100%
- SMT 75% (6 of 8)

Laker Lofts

While the \$91,200 secured each year is not part of our fundraising dollars/balance sheet, it is an overall benefit to the university, and helps foster relationships that have resulted in additional fundraising and sponsorship dollars for the university. Currently there is a 10+ person waiting list for lofts.

LSSU Alumni Relations Activities:

Recent and Upcoming Events



Great Lake State Weekend – October 13-14, 2023

LSSU's annual homecoming weekend will take place October 13-14. The highlights of this year's event are:

- Alumni Awards & Hall of Fame Reception, Saturday 10/14, 12pm, Superior Room, Cisler Center
- Pre-game Tailgate, Saturday 10/14, 4pm-6pm, Student Activity Center, Norris Center
- LSSU vs. Alaska Anchorage, Friday 10/13, 7pm & Saturday 10/14, 6pm, Taffy Abel Arena

There will also be a concert featuring Dave Fenley and his 'genre-free philosophy' musical style, LSSU Career Fair, SIM Center Open House for Nursing alumni & MyMichigan providers, CFRE Discovery Center activities, campus tours, CJ/Fire Science reunion breakfast, 5K fun run, oozeball (mud volleyball), community graffiti, campus duck hunt, Open House for prospective students, Camp Seamore, Miss Michigan Mermaid, 'real live' unicorn rides and facepainting, and a movie ("Mystery Alaska" – a hockey movie!) on ice following Saturday's hockey game.

For the complete schedule and to register for events and purchase Alumni Awards & Hall of Fame Reception tickets visit: <https://alumni.lssu.edu/glsw-2023/>



VS



Laker Hockey at MSU 10/7/23:

LSSU hockey will travel down to take on MSU in hockey. This is a great opportunity for us to engage with alumni in the central part of the state. Tickets are on sale now for the 4pm puck drop, and we will be hosting a pre-game event at 2pm at the Jolly Pumpkin in East Lansing.



Lake State Night at the Griffins 12/15/23

We are in talks to host LSSU Night at the Griffins vs. Texas Stars on Friday 12/15/23 in Grand Rapids, MI (LSSU v Ferris the next night). Details are TBD.



VS



Laker Hockey at Ferris State 12/16/23

In conjunction with LSSU at Griffins on 12/15/23, LSSU hockey will travel down to take on Ferris State in hockey. Puck drop will be at 6:00pm. Details are TBD.



Lake State Night at the Red Wings 2/10/24

Lake State Night at the Red Wings was once again a resounding success in 2023. 243 people attended the game, with 71 registering for the pre-game event hosted inside of the arena.

Seamore made an appearance, and it was a great way to expose Lake Superior State University to almost 20,000 fans. This year, \$5/ticket will once again be donated back to us, and the giveaway will be a custom co-branded Red Wings/LSSU Jersey.



Lake State Night at the Pistons – March 2024

Date will be coming soon! Our first Lake State Night at the Pistons was a success, and gave LSSU momentum to build off of for future events. 63 people attended the game, with 23 registering for the pre-game event. Fans will once again receive a co-branded quarter-zip

for all who attend.



Lake State Night at the Tigers – July 2024

Date will be coming soon! LSSU Night at the Tigers is an annual event. This past summer, it took place on Saturday, July 22nd at 6pm against the San Diego Padres. A portion of each ticket sold from the event goes back to support Laker Student Athletes, and this year

amounted to \$275

Phonathon

Fiscal Year	Gross Revenue	Number of Donors
2022-23	\$20,395	144
2021-22	\$16,485	137
2020-21	\$15,860	109
2019-20	\$8,971	104
2018-19	\$9693	136



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Agenda Item #5: Contributions to the Strategic Plan

Information

Action

Discussion

Purpose:

The purpose of this submittal is to provide a summary of the linkage between LSSU fundraising and alumni relations activities with the University's strategic plan.

Following are select updates.

Background:

The LSSU Board of Trustees approved a five-year strategic plan entitled; *Superior Education, Superior Experience, Superior You* at a special board meeting on April 24, 2020. This strategic plan will serve as a road map guiding our activities in support of the applicable strategies during this period.

2.3.5 *Increase and maintain a funding source for student emergencies.*

The Bud Mansfield Student Emergency Fund is an ongoing fundraising priority for LSSU.

2.4.2 *Increase communications highlighting successes, accomplishments, and key initiatives of students, faculty, staff, and alumni across multiple platforms and when possible invite community participation.*

Campus Highlights 2021-22 was created and distributed in coordination with MarComm which will highlight LSSU successes.

The summer edition of the Laker Log e-magazine was released on September 2023, with the next issue due in early December 2023. Laker E-ffect e-newsletters are released monthly, highlighting campus news/initiatives and highlighting alumni success.

4.2.2 Develop and maintain a promotional system in support of LSSU events and summer activities to broaden exposure, participation, and engagement.

Recent progress made with Marketing under Interim Provost Kimberly Muller to develop campus wide calendar to realize economies of scale to promote and leverage efforts throughout campus.

Suggested Action/Motion:

No Action Required

President's Recommendation:

N/A