President’s Report
Florida State University
Board of Trustees

March 2013
Key Issue FSU’s Future

- Resources to support our academic mission
- Two significant opportunities
  - Top 25 Proposal – Invitation from the Governor; distributed to key legislative leaders, BOG
  - Preeminence Bill
Top 25 Proposal

• Part 1: Reach Top 25 status among public universities
  • Key: Targeted investment in STEM fields
  • Currently highest rank in Florida in 5 of 8 STEM fields
  • Achieve 1 in top 5; 2 in top 10; 1 in top 15; 2 in top 20; 1 in top 50 for all universities

• Part 2: High ranking is insufficient – need to be a leader in career readiness and job placement
  • Entrepreneurial University Initiative
  • Critical Thinking

• Part 3: Retention and Graduation Rates – saving families and taxpayers money
### Top 25 Proposal
Comparison with the 45 highest ranked Publics – FSU is 42

#### Student Selectivity – Value 15%

<table>
<thead>
<tr>
<th>Metric</th>
<th>FSU Rank</th>
<th>Top 25 Univ.</th>
<th>Value Req’d</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptance Rate</td>
<td>tied 25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High School Top 10%</td>
<td>33</td>
<td>Mich. State</td>
<td>44% to 49%</td>
</tr>
<tr>
<td>High School Top 25%</td>
<td>32</td>
<td>Pitt</td>
<td>78% to 86%</td>
</tr>
<tr>
<td>Verbal SAT</td>
<td><strong>18</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Math SAT</td>
<td>35</td>
<td>Purdue</td>
<td>602 to 619</td>
</tr>
</tbody>
</table>
# Top 25 Proposal

## Faculty Resources – Value 20%

<table>
<thead>
<tr>
<th>Metric</th>
<th>FSU Rank</th>
<th>Top 25 Univ.</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty Compensation</td>
<td>40 (Prof)</td>
<td>Indiana</td>
<td>109 to 128K</td>
</tr>
<tr>
<td>% faculty terminal deg.</td>
<td>tied 22</td>
<td>Georgia</td>
<td>90.9 - 92.8%</td>
</tr>
<tr>
<td>% faculty full time</td>
<td>31</td>
<td>Clemson</td>
<td>26:1 to 18:1</td>
</tr>
<tr>
<td>Student/faculty ratio</td>
<td>45 (last)</td>
<td>UT or TAMU</td>
<td>34% to 39%</td>
</tr>
<tr>
<td>Class size less than 20</td>
<td>tied 34</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class size more than 50</td>
<td>tied 15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Top 25 Proposal

**Graduation and Retention Rates – Value 20%**

<table>
<thead>
<tr>
<th>Metric</th>
<th>FSU Rank</th>
<th>Top 25 Univ.</th>
<th>Value Req’d</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Grad Rate (6 yr)</td>
<td>tied 29</td>
<td>Pitt/Ga.Tech</td>
<td>74% to 79%</td>
</tr>
<tr>
<td>Avg Freshman Retention</td>
<td>tied 25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Financial Resources – Value 10%**

| Resources per student         | 45 (last) | UT or TAMU   | $17,401 vs. $32,568 |

**Alumni Giving – Value 5%**

| % Giving                     | 12        |              |
Top 25 Proposal

Graduation Rate Performance – Value 7.5%

<table>
<thead>
<tr>
<th>Metric</th>
<th>FSU Rank</th>
<th>Top 25 Univ.</th>
<th>Value Req’d</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predicted vs. actual</td>
<td>tied 6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Academic Reputation – Value 22.5%

<table>
<thead>
<tr>
<th>Metric</th>
<th>FSU Rank</th>
<th>Top 25 Univ.</th>
<th>Value Req’d</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer assessment</td>
<td>tied 39</td>
<td>Iowa/Mich. State</td>
<td>3.0 to 3.5</td>
</tr>
<tr>
<td>High School Counselors</td>
<td>tied 42</td>
<td>Georgia</td>
<td>3.6 to 3.9</td>
</tr>
</tbody>
</table>
AAU and Other Metrics

Goal – AAU Ready

Metrics proposed to improve presented in Governor’s Request

• Graduation Rate Performance
• Student faculty ratio
• % classes under 20
• Faculty awards
• Total STEM degrees
• Total Graduate and Professional STEM degrees
• Total licenses granted
• National Academy memberships
• Total annual research expenditures
• Total annual research expenditures in non-diversified medical sciences
• Doctoral degrees
• Post-doctoral appointments
• Endowment size
• Alumni Giving
Request

$15 M added per year in recurring dollars, for a period of 5 years

$75 M total in philanthropy directed toward the Top 25 objectives

Funding for the EOAS Building as part of the effort to bring this program into the top 20 nationally
Preeminence

Very Similar to Criteria from the Previous Session

Metrics (must achieve 11 of 12)

- GPA and SAT Scores (4.0 and 1800)
- Public University Ranking in Top 50
- Freshman Retention Rate exceeding 90%
- 6-year Graduation Rate exceeding 70%
- National Academy Members exceeding 6
- Total Annual Research – exceeding $200M
- Total Non-Medical – exceeding $150M
- National STEM ranking Top 100 – 5 fields
- Patents – exceeding 100 in 3-years
- Doctoral Degrees exceeding 400
- Post-doctoral appointments exceeding 200
- Endowment Size exceeding 500M
Preeminence

Two metrics dropped

- Efficiency
- Alumni giving
Preeminence

Budget implications unclear at this time

Objectives in the Bill filed by the House
- Increasing National Academy members
- Entrepreneurs in Residence
- Cloud Computing
- Reduced regulation (BOG directive)
Questions or Comments
### Draft Performance Funding Model (revised January 11, 2013)

<table>
<thead>
<tr>
<th>Points</th>
<th>EXCELLENCE (Achieving System Goals)</th>
<th>IMPROVEMENT (Recognizing Annual Improvement)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

#### Key Metrics Common to All Universities Plus 2 Institution Specific Metrics

1. Percent of Bachelor's Graduates Employed and/or Continuing their Education Further
   - 90% | 80% | 70%
   - 3%  | 2%  | 1%

2. Cost per Undergraduate Degree (calculation TBD)
   - TBD | TBD | TBD
   - TBD | TBD | TBD

3. Average Wages of Employed Undergraduates (source of information TBD)
   - TBD | TBD | TBD
   - TBD | TBD | TBD

4. Six Year Graduation Rate
   - Full-time and Part-time FTIC
   - 70% | 65% | 60%
   - 3%  | 2%  | 1%

5. Academic Progress Rate
   - 2nd Year Retention with GPA Above 2.0
   - 90% | 85% | 80%
   - 3%  | 2%  | 1%

6. Bachelor's Degrees Awarded in Areas of Strategic Emphasis (includes STEM)
   - 50% | 40% | 30%
   - 3%  | 2%  | 1%

7. University Access Rate
   - Percent of UG with Pell & Percent of Pell Students Whose Gift Aid Exceeds Tuition & Fees
   - 75% | 70% | 65%
   - 3%  | 2%  | 1%

8. Master's Degrees Awarded in Areas of Strategic Emphasis (includes STEM)
   - 50% | 40% | 30%
   - 3%  | 2%  | 1%

#### Institution-Specific Metrics

9. Board of Governors choice
   - TBD | TBD | TBD
9. UBOT's choice addressing each university’s specific mission
   - TBD | TBD | TBD
Overview

- Impacting collaboration
- Maximizing ROI
- Enhancing relationships
- Strengthening the university’s reputation
University Relations: Updates

7 days of opening nights
University Relations: Updates
University Relations: Updates
University Relations: Updates

Kyle Abraham
ARTISTIC DIRECTOR, ABRAHAM.IN.MOTION.
SEVEN DAYS OF OPENING NIGHTS
University Relations: Updates
University Relations: Updates

Anthony Zerbe
EMMY AWARD-WINNING ACTOR/TEACHER
SEVEN DAYS OF OPENING NIGHTS
University Relations: Updates
University Relations: Updates

Sergio Assad
BRAZILIAN GUITARIST & COMPOSER
SEVEN DAYS OF OPENING NIGHTS
FSU Weather

Weeknights at
6 pm & 11 pm

4fsu
- Jennifer Correa, Accuweather
- Maria Molina, Fox News
- Denise Isaac, WSCV Telemundo, Miami
- Mark Dannon, KRON, San Francisco
- Jennifer Lopez, KXAS, Dallas, Andrew Chung, KVUE, Austin
- Jim Weber, WTVD, Tampa
- Sarah Fortner, KTHV, Little Rock
- Greg Dee, KARK, Little Rock
- Sheena Samanipour, WCTU, Philadelphia
- Nat Harrington, WTCY, Dothan
- Mark Walden, WPTY, Memphis
- Karl Ritter, WDAF, Kansas City
- John Honore, KSAF, San Antonio
- Danielle Niles, WSI, Boston
- Alex Frahm, WKYT, Lexington
- Stacey Garvilla, KSNF, Joplin
- Jessica Schaer, KODE, Joplin
- Mark Collins, WTSP, Tampa
- Chris Still, WTSP, Myrtle Beach
- Harmony Mendoza, WVTM, Birmingham
- Lindsey Day, WCTV, Tallahassee
- Greg Bennett, WTXL, Tallahassee
University Communications: Integrated marketing and communications strategy

Enhancing Florida State’s national reputation

Focusing on key initiatives & alignment with campaign

Brand development

Research & creative activities
Brand update
Creating infrastructure to support cultural shift across university
Alignment in preparation for campaign communications
Ensuring that change “sticks”
Outcomes focused: benchmarks, partnerships, collaborations, tools, education
the strategy

- Creating infrastructure to support cultural shift across university
- Alignment in preparation for campaign communications
- Ensuring that change “sticks”
- Outcomes focused: benchmarks, partnerships, collaborations, tools, education
Creating infrastructure to support cultural shift across university
Alignment in preparation for campaign communications
Ensuring that change “sticks”
Outcomes focused: benchmarks, partnerships, collaborations, tools, education
Media relations impact
(December 2012 to February 2013)

Focus
- 70% research/faculty
- 25% college, unit or student focus
- 5% other features, issues management and/or editorials

Broadcast Media
- 266 Florida State mentions in major television markets across the country

Geographic Summary
- 40% national
- 35% regional and local
- 25% international

Social Media
- More than 4,139 new Facebook fans in September; a 9.5% average engagement rate
- 2,374 new followers on Twitter in September; 90% positive sentiment in tweets @floridastate.
Personality plus: Researcher finds link to energy rates
Terracciano: Resilient people have greater aerobic capacity, one factor in successful aging

And the Oscar goes to... Film School alumni find success in Hollywood
Numerous graduates played key roles in Academy Award-nominated movies

I do: Researcher says yes to second Fulbright award
Sink to teach, conduct research on marriage and migration at University of Salzburg
Media hits

Scientific American
The Washington Times
Popular Mechanics
Los Angeles Times

The Christian Science Monitor
The Huffington Post
Media hits

Scientific American

The Washington Times

Popular Mechanics

Los Angeles Times

TIME

Science Daily

Voice of America

Alaska Dispatch

National Geographic

The Christian Science Monitor

The Huffington Post
Strategies focused on demographics

AT HOME, AT WORK OR ON THE ROAD, STAY UP TO DATE WITH FLORIDA STATE NEWS.FSU.EDU

HOWEVER YOU CONNECT, FLORIDA STATE IS THERE
Strategies focused on demographics
Social Media Updates Oct to Dec 2012

**Facebook**
- Fans: 28,272
  - Oct-Dec: 23,385
  - +21%
- Engaged Users: 66,631
- Total Reach: 701,225

**Twitter**
- Followers: 12,160
  - Oct-Dec: 9,772
  - +25%
- Mentions: 5,231
- Retweets: 3,949
- Potential Impressions: 12,357,741

Average Engagement Rate: 16%
Social Media Updates Oct to Dec 2012

- #5 in Twitter Tweets
- #8 in Facebook Presence
- #14 in Social Engagement
- #15 in Facebook Engagement
- #19 in Facebook Overall
- #25 in YouTube Overall

- #33 among all Universities
Digital Stories: Student Veteran Transitions
Digital Stories: Student Veteran Transitions

Ryan Taylor
FSU Student Veteran
Digital Stories: Student Veteran Transitions
Digital Stories: Student Veteran Transitions

Rachel Mims
FSU Student Veteran
Digital Stories: Student Veteran Transitions
Digital Stories: Student Veteran Transitions
Digital Stories: Student Veteran Transitions
Digital Stories: Student Veteran Transitions

Harley Rockhill
FSU Student Veteran
Digital Stories: Student Veteran Transitions
Digital Stories: Student Veteran Transitions
Digital Stories: Student Veteran Transitions

www.veterans.fsu.edu
Communication strategies: Key initiatives

“Top 25”/preeminence

Barron's Top 25 Plan

03/06/2013
Florida State University has set its sights on joining the ranks of the nation's Top 25 Public Universities
Industry Distinction

ADDY

CASE District III
Raising international and national profile
Raising international and national profile

Sally McRorie
V.P. FOR FACULTY DEVELOPMENT AND ADVANCEMENT
FLORIDA STATE UNIVERSITY
Raising international and national profile
Raising international and national profile
Raising international and national profile
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Raising international and national profile

2012

Newsmakers of the Year
Raising international and national profile
Raising international and national profile

Jeff Chanton
College of Arts and Sciences
Raising international and national profile

Carol Weissert
College of Social Sciences and Public Policy

NEWSMAKERS OF THE YEAR
Raising international and national profile

Bahram Arjmandi
College of Human Sciences
2012 NEWSMAKERS OF THE YEAR
Raising international and national profile

Bahram Arjmandi
College of Human Sciences

Newsmakers of the Year 2012
Raising international and national profile

Jeanette Castillo
College of Communication and Information
Raising international and national profile

Jeanette Castillo
College of Communication and Information
Raising international and national profile

Dean Falk
College of Arts and Sciences
Raising international and national profile

Roy Baumeister
College of Arts and Sciences
Raising international and national profile

Joyce Ehrlinger
College of Arts and Sciences
Raising international and national profile

Joyce Ehrlinger
College of Arts and Sciences
NEWSMAKERS OF THE YEAR
Raising international and national profile

Wayne Hochwarter
College of Business

2012 Newsmakers of the Year
Raising international and national profile

Marshall Kapp

College of Law
College of Medicine
Raising international and national profile

Greg Erickson
College of Arts and Sciences
Raising international and national profile

Jayne Standley
College of Music
Raising international and national profile

Niharika Suchak
College of Medicine
NEWSMAKERS OF THE YEAR
Raising international and national profile
Raising international and national profile

Walter Tschinkel
College of Arts and Sciences
NEWSMAKERS OF THE YEAR
Raising international and national profile

Walter Tschinkel
College of Arts and Sciences

2012 NEWSMAKERS
OF THE YEAR
Raising international and national profile

Walter Tschinkel
College of Arts and Sciences
NEWSMAKERS OF THE YEAR
Raising international and national profile

Walter Tschinkel
College of Arts and Sciences

2012 NEWSMAKERS OF THE YEAR
Raising international and national profile

Yang Wang
College of Arts and Sciences
2012 Newsmakers of the Year
Raising international and national profile

Yang Wang
College of Arts and Sciences

NEWSMAKERS OF THE YEAR
Raising international and national profile
Raising international and national profile

Naresh Dalal
College of Arts and Sciences
Raising international and national profile

Naresh Dalal
College of Arts and Sciences
Raising international and national profile

2012 NEWSMAKERS OF THE YEAR

Jawole Willa Jo Zollar
College of Visual Arts, Theatre and Dance
Raising international and national profile

Jawole Willa Jo Zollar
College of Visual Arts, Theatre and Dance
Raising international and national profile

Amy Ai
College of Social Work
Raising international and national profile

Amy Ai
College of Social Work
Raising international and national profile

2012
NEWSMAKERS
OF THE YEAR

Yaw Yeboah
College of Engineering
Raising international and national profile

Yaw Yeboah
College of Engineering
Raising international and national profile

Yaw Yeboah
College of Engineering
Raising international and national profile
Raising international and national profile

[Image of a person speaking at a podium]
Raising international and national profile

2012 NEWSMAKERS OF THE YEAR
Thank you.

Questions?
Division of Student Affairs Report
Board of Trustees Meeting

March 2013
Fraternity men mentoring local kids at the Boys & Girls Club
SGA leaders showing their support for civility and the *Uphold the Garnet & Gold* campaign

STRENGTH • SKILL • CHARACTER
Audience members at TEDxFSU in 2012
New students enjoy good food and good company at the President’s Backyard BBQ
Division of Student Affairs Report
Board of Trustees Meeting

March 2013
Tobacco-Free Campus Proposal
Increasing Campus Health, Success, and Lifelong Productivity

John P. Fogarty, M.D., Dean, FSU College of Medicine
Kevin T. Frentz, Ph.D., FSU Health and Wellness Center
Breathe Easy Zones

- In 2006, FSU adopted Breathe Easy Zones
- While this was a step forward, students are still affected by smoking on campus
- Smoking bans are more effective than smoking restrictions and are one of the most effective evidence-based methods to help both:
  - Protect people from exposure to secondhand smoke (SHS)*
  - Help people quit tobacco use*
- It is time for FSU to commit to a smoke-free, tobacco-free environment

The Facts

- Smoking is the leading cause of preventable illness in the United States
- Secondhand smoke is the third leading cause of preventable illness, contributing to 420,000 US deaths per year
- Half of all long-term smokers and some non-smokers exposed to secondhand smoke die prematurely from smoking-related causes*
- Even the lowest detectable levels of exposure to cigarette smoke produced detectable abnormal genetic activity*
- Smokeless tobacco products cause many serious health problems as well as cancers and are not a safe alternative to smoking
- Smokeless tobacco has 28 cancer-causing agents**
- Using smokeless tobacco products can also increase the risk of a fatal heart attack and stroke

*Journal of Respiratory and Critical Care Medicine, 2010; DOI: 10.1164/rccm.201002-0294OC.
The Facts

- Smoking is directly linked to lung cancer, heart disease, and chronic lung ailments (bronchitis and asthma)*
- College students who smoke have higher rates of respiratory infections and asthma as well as a higher incidence of bacterial meningitis, especially among freshman living in dorms
- The 2009 National Youth Risk Behavior Survey (YRBS) shows a negative association between tobacco use and academic achievement

Survey Results

- 88% of students surveyed have reported being exposed to SHS on campus*
  - 41% weekly exposure*
  - 30% every day*
- 81% say they are bothered by SHS*
- 29% are seriously bothered by SHS effects on campus*
- 39% report the current smoking policy is not well enforced*
- In a nearly unanimous vote, the FSU Leadership Advisory Committee voted to support FSU becoming Tobacco Free on 9/18/2012

* 2011 Survey on Tobacco Use and Exposure on the FSU Campus
Meeting Student and Staff Demand

2/3 of all students, faculty, and staff support switching to a tobacco-free campus*

And they’re ready to speak out for what they believe in...

* 2011 Survey on Tobacco Use and Exposure on the FSU Campus
Protecting the Health of Students

- 9% of students have asthma*
- Secondhand smoke triggers asthma episodes and increases the severity of attacks**
- SHS activates blood platelets, initiating the process of atherosclerosis (blockage of the heart's arteries) that leads to heart attacks**
- SHS is known to cause eye irritation, headaches, cough, sore throat, dizziness and nausea**
- Yet current conditions at FSU allow, if not condone, exposure to second hand smoke

* 2011 Survey on Tobacco Use and Exposure on the FSU Campus
Speaking Out For Safety

- “When I was fifteen I found out that smoking is my trigger for asthma attacks. Going through the smoke at most building entrances puts me at risk of respiratory arrest, but many smokers I have talked to are unsympathetic”
  - Robyn Rachesky, FSU Medical School Student

- “I have serious allergies and would prefer not to have to walk through a veil of smoke coming in and out of buildings and on sidewalks as I have to do now. I don’t think we will be able to have smoke-free building entrances without a smoke-free campus”
  - Respondent from the 2011 Survey on Tobacco Use and Exposure on the FSU Campus
Cost and Liability

- Cost-saving on facilities and maintenance
- Sustainability
- Reduce risk of fires
- Legal liability
State and National Trends

- There are now at least 1,129 100% smoke free campuses in the United States that are smoke-free with no exemptions*
  - Residential housing facilities are included, where they exist.
  - Of these, 766 have a 100% tobacco-free policy*
- There are 18 tobacco-free campuses in Florida alone, including**
  - The University of Florida
  - University of Central Florida
  - Florida International University.
- Surveys from UCF, FIU and UF reveal extremely high compliance rates and preponderance of feedback reflects overwhelming support for the policy
- FSU is falling further behind every day

** [www.no-smoke.org/pdf/smokefreecollegesuniversities.pdf](http://www.no-smoke.org/pdf/smokefreecollegesuniversities.pdf)
FSU Must Take Responsibility

“The debate is over. The science is clear... secondhand smoke is not a mere annoyance. It is a serious health hazard that can lead to disease and premature death in children and nonsmoking adults... there is no risk-free level of exposure to secondhand smoke”

- Richard H. Carmona
U.S. Surgeon General
2002-2006
What has FSU Done?

- Breathe Easy Zones since 2006
- Breathe Easy Advisory Committee, November 2011 recommended that FSU be Tobacco Free
- Confirmed buy-in and near-unanimous support from:
  - Student Senate / SGA President
  - Faculty Senate (*with the recommendation that implementation begin as soon as possible*)
  - Provost’s Leadership Advisory Council
- President convened Tobacco Free Committee Oct 12
- Tobacco Free Committee charged November 2012
- Recommendations to President December 2012
The Bottom Line

- Smoking and second hand smoke pose a danger to students, faculty and staff on campus.
- Transitioning to a tobacco-free campus is the cheapest and most effective way to protect students from second hand smoke.
- Most students and staff support becoming a tobacco-free campus.
- Other schools in Florida and around the nation have successfully gone tobacco-free. FSU is behind the curve on tobacco-related policy.
- FSU has a duty to provide a healthy, safe environment for students and staff.
Thank You
University Advancement & Campaign Update

Tom Jennings, Ph.D.
Vice President for University Advancement, and President, FSU Foundation
University Advancement & Campaign Update

Tom Jennings, Ph.D.
Vice President for University Advancement,
and President, FSU Foundation
Belle Vue School Location
Belle Vue Middle School
Before...
Dr. J. Stanley Marshall plaza
After...
Belle Vue School Location
Belle Vue Middle School
Belle Vue Middle School
Dr. J. Stanley Marshall plaza
Belle Vue Middle School
Dr. J. Stanley Marshall plaza

Stanley Marshall Statue
After...
## Commitments

<table>
<thead>
<tr>
<th>DSO</th>
<th>Campaign to Date</th>
<th>Fiscal Year to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation</td>
<td>$281,347,239.35</td>
<td>$27,447,465.11</td>
</tr>
<tr>
<td>Alumni Association</td>
<td>$295,550.09</td>
<td>$47,333.60</td>
</tr>
<tr>
<td>Boosters</td>
<td>$123,437,763.91</td>
<td>$10,157,551.11</td>
</tr>
<tr>
<td>Research Foundation</td>
<td>$25,080,702.86</td>
<td>$1,686,806.79</td>
</tr>
<tr>
<td>Ringling Museum Foundation</td>
<td>$4,363,153.60</td>
<td>$554,851.52</td>
</tr>
<tr>
<td>Real Estate Foundation</td>
<td>$585,444.08</td>
<td>$575,444.08</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$435,109,853.89</strong></td>
<td><strong>$40,469,452.21</strong></td>
</tr>
</tbody>
</table>
## Commitments

<table>
<thead>
<tr>
<th>Gift Type</th>
<th>Campaign to Date</th>
<th>Fiscal Year to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$81,262,236.43</td>
<td>$10,576,217.60</td>
</tr>
<tr>
<td>Gift-in-Kind</td>
<td>$14,643,473.04</td>
<td>$715,029.04</td>
</tr>
<tr>
<td>Planned Gifts - Bequests</td>
<td>$180,216,595.83</td>
<td>$17,045,005.94</td>
</tr>
<tr>
<td>Planned Gifts - Irrevocable</td>
<td>$7,580,533.55</td>
<td>$396,868.73</td>
</tr>
<tr>
<td>Pledge</td>
<td>$149,700,417.18</td>
<td>$10,901,209.84</td>
</tr>
<tr>
<td>Stock/Property</td>
<td>$1,706,597.86</td>
<td>$835,121.05</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$435,109,853.89</strong></td>
<td><strong>$40,469,452.21</strong></td>
</tr>
</tbody>
</table>
Total Endowment as of 12/31/2012

<table>
<thead>
<tr>
<th>DSO</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation</td>
<td>$399,714,452.01</td>
</tr>
<tr>
<td>Boosters</td>
<td>$38,305,224.40</td>
</tr>
<tr>
<td>Research Foundation</td>
<td>$76,934,227.89</td>
</tr>
<tr>
<td>Ringling Museum Foundation</td>
<td>$1,861,857.29</td>
</tr>
<tr>
<td>Real Estate Foundation</td>
<td>$555,000.00</td>
</tr>
<tr>
<td>Total</td>
<td>$517,370,761.59</td>
</tr>
</tbody>
</table>
## Total Endowment as of 12/31/2012

<table>
<thead>
<tr>
<th>DSO</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation</td>
<td>$399,714,452.01</td>
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<tr>
<td>Boosters</td>
<td>$38,305,224.40</td>
</tr>
<tr>
<td>Research Foundation</td>
<td>$76,934,227.89</td>
</tr>
<tr>
<td>Ringling Museum Foundation</td>
<td>$1,861,857.29</td>
</tr>
<tr>
<td>Real Estate Foundation</td>
<td>$555,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$517,370,761.59</strong></td>
</tr>
</tbody>
</table>