

## Institutional Advancement Annual Report September 1, 2021 – August 31, 2022

### Goals:

| Goal/Metric  | Accomplished | In Progress | Not Accomplished |
|--|--------------|-------------|------------------|
| Develop a philanthropy toolkit for new donors and build entry points of involvement for students | June, 2022   |             |                  |

What were your top two successes?

1. Committee shared an idea for QR codes to be placed at donor-funded campus landmark locations for visitors and students to stop, scan and read about the donors honored by the naming of the space and the gifts that made the space possible. Worked closely with AKR Development Committee Chair, Amanda Overton. Once complete, could offer a fun scavenger hunt for students through the Akron Experience course or other large student event. Eventually add a voice to tell the story.
2. Members of the committee participated with Development Office committee to assist with the completion of this project such as sharing contacts to set up a website landing page, created QR codes, and assisted with web page layout.

Page 2 - Detailed summary of the project timeline.

Page 3 - Donor Funded Recognition Campus Landmark Map.

What were your top two challenges?

- Tight deadline of May 14, 2022 and narrowing down the initial list of donor-funded campus landmarks to feature, as there are many.
- Would have completed on time had there not been production problems with the signs.

Please list the dates of your meetings:

First Tuesday of each month at 3 p.m. with a couple of meetings adjusted for rescheduled UC meetings.

Please submit the report to Heather Loughney ([hl@uakron.edu](mailto:hl@uakron.edu)) by August 6, 2021.

# WE RISE TOGETHER

## The Campaign for The University of Akron

DATE: July 12, 2022

TO: Kimberly M. Cole  
Vice President, Advancement  
Executive Director, The University of Akron Foundation

FROM: Amanda Overton  
Director of Development, Donor Relations

SUBJECT: AKR UA Landmark + Green Space Project

Purpose: Create an opportunity for the campus community and visitors to explore UA. The University of Akron has many special places throughout campus and around every corner a story awaits. Each physical space has their own tale to share about a family or an individual connected to UA and changed forever.

This past fiscal year, the following steps were accomplished:

- Identified the first 10 of 44+ locations:
  - E.J. Thomas Performing Arts Hall
  - Clara I. Knight Plaza Fountain
  - Chihuly Sculpture
  - Eugene D. Graham '54 Memorial Garden
  - Goodyear Polymer Center
  - H. Peter Burg Memorial Garden
  - Korean War Memorial
  - The Les and Kathy Coleman Common
  - Richard W. and Charlotte Staiger Garden
  - Skeeles Field
- Conducted research on each donor and collected photographs of each space and donors
- Developed a website landing page featuring pictures of the space to click and learn more: <https://uakron.edu/development/landmarks/>
- Created individual QR codes for each sign.
  - When individuals scan a QR code they are redirected to a detailed webpage
  - The detailed webpage shares the space's story, donor pictures, and benefit to our campus community
- Updated the Department of Development landing page to direct visitors to the UA landmarks + green space page: <https://uakron.edu/development/>
- Designed park-like signs, identifying the named space with the QR code
- Coordinated with Physical Facilities for the production and sign installation.
- Designed a campus map, specific to this project, identifying each location



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# DONOR FUNDED AND RECOGNITION CAMPUS LANDMARK MAP PHASE 1

1. Clara I. Knight Plaza Fountain
2. E.J. Thomas Performing Arts Hall
3. Goodyear Polymer Center
4. Chihuly Sculpture
5. Eugene D. Graham '54 Memorial Garden
6. Les and Kathy Coleman Common
7. The Richard and Charlotte Staiger Garden
8. Korean War Memorial
9. H. Peter Burg Memorial Garden
10. Skeeles Field

The  
University  
of Akron

**WE RISE  
TOGETHER**  
The Campaign for  
The University of Akron

We lift our people. We elevate this place. We live up to our promises.

