

Budget Office





BUDGET MANAGER MEETING

AUGUST 21, 2018

Agenda

• Introduction of New Staff

• Alumni Relations & Development

Forecast Discussion/Feedback

• Banked Funds Review

• End of Year Close



ARD Expendable Fundraising Reporting



Matt Hopkins Senior Associate Director, Financial Analytics Han Lee Senior User Research Analyst, Information Engagement

August 21, 2018

Presentation Goals

- Provide you with an overview of ARD and how much the University has raised in the current Campaign
- 2 Understanding the methodology and purpose of the monthly expendable reports
- 3 Provide you with an overview of the expendable report
- 4 Understanding Griffin and how it interfaces with FAS
- 5 Introduce the new ARD-405-Financial Activity report
- 6 Answer any additional questions you may have



ARD overview

IDENTIFICATION The process of sorting constituents by wealth capacity and philanthropic interest. **QUALIFICATION** The process of determining a prospect's inclination to give to UChicago. **STEWARDSHIP** Thanking a donor for their gift, while **CULTIVATION** strengthening Building a relationship with a prospect their relationship that inspires them to pursue their with the philanthropic objectives through the University. University of Chicago. **SOLICITATION** Discussing a financial gift to the University with the prospect. **GIFT**

University

A prospect's philanthropic contribution to the



Current Campaign progress

CAMPAIGN PROGRESS DASHBOARD

BY UNIT AND INITIATIVE Data as of Sunday, August 19, 2018





Purpose of the expendable fundraising report

- Provide a reasonable expectation for expendable cash fundraising
 - o Based on the information we have at the start of the fiscal year
 - o Both for individual units and overall University
 - Short and long term
- Provide University leadership with monthly updates on how we're tracking to these targets
 - What new information do we have and how is it influencing the expected fundraising trajectories?
 - o Do we need to adjust our expectations given this new information?



How did we build the model?

- Align on expendable gift definition
 - No grants (realized as expended; budget-neutral)
 - Exclude gifts not having an impact on the operating statement (e.g. gifts to an international entity)

Bucket gifts based on the gift type

- o Outright gifts
- o Pledge payments
- o Planned gifts (realized bequests)



How did we build the model?

- Outright gifts
 - o ARIMA time series model based on historical observations for gifts less than \$10M
- Planned gifts

- o ARIMA time series model based on historical observations for gifts less than \$10M
- Qualitative information on \$10M+ bequests expected to be realized within the current fiscal year is provided by the Office of Gift Planning

L

How did we build the model?

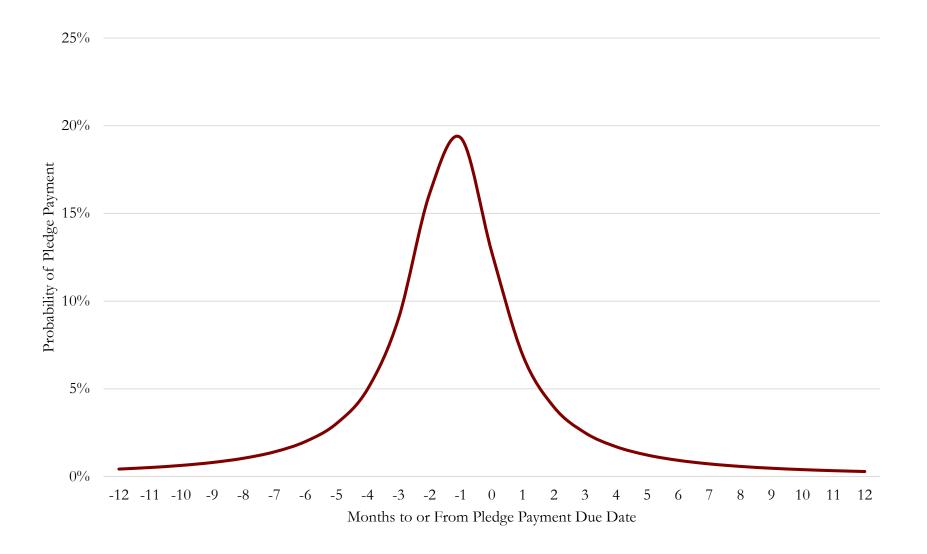
- Pledge payments
 - Scheduled pledge payments (known)

- ✓ Monthly expected values derived from probability distribution
- o Payments booking and paying in the same year (unknown)

- ✓ Spline based on historical results
- ✓ Forecast yearly value is then distributed across months based on historical proportional averages



How did we build the model?





Expendable report overview

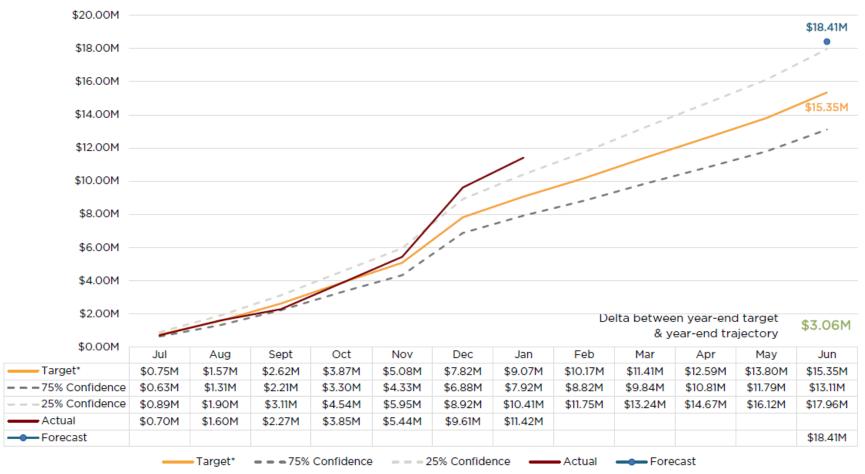
• Three main sections

o Current fiscal year overview showing

- ✓ Monthly targets based on data available at the start of fiscal year
- ✓ Confidence intervals for the targets
- ✓ Current progress
- ✓ Forecast point based on current fiscal year performance

MOCK DATA

FY18 EXPENDABLE CASH





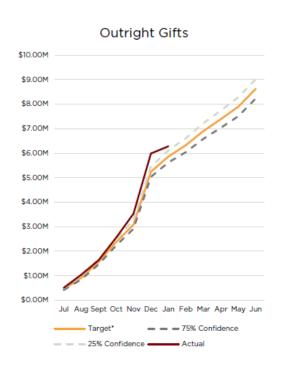
Expendable report overview

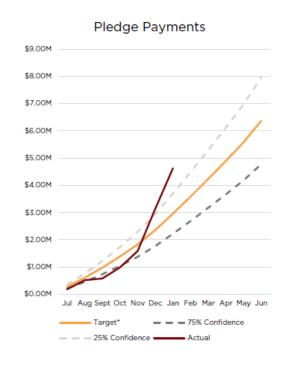
- Three main sections
 - o Current fiscal year gift type break out
 - ✓ Breaks out the previous chart into three main gift types
 - Outright gifts
 - Pledge Payments
 - Planned gifts
 - ✓ Each of the three gift types shows the target with confidence intervals and the actual observations
 - ✓ Main purpose is to highlight gift type performance (e.g. what's driving the activity we're seeing in the first chart?)

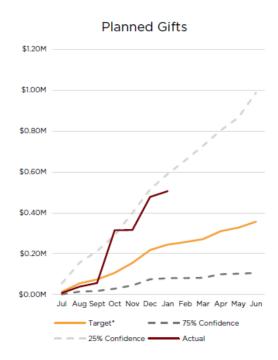


MOCK DATA

FY18 GIFT TYPE BREAKOUT







Expendable report overview

- Three main sections
 - o Long term expendable trajectory
 - ✓ Outright gifts
 - Long range ARIMA model
 - ✓ Planned gifts
 - Long range ARIMA model
 - ✓ Pledge payments due
 - Actual balance of pledge payments due in that fiscal year
 - ✓ The purpose of this section is to highlight any substantial long term year-toyear changes in expendable fundraising cash (e.g. a large pledge makes its final payment in FY20 – as it stands right now FY21 might be a down year, so let's work to make up the difference)

LONG TERM EXPENDABLE TRAJECTORY

	FY19	FY20	FY21	FY22	FY23
Outright Gifts	\$8.84M	\$9.05M	\$9.26M	\$9.48M	\$9.69M
Planned Gifts	\$0.94M	\$0.95M	\$0.96M	\$0.97M	\$0.97M
Pledge Payments Due	\$11.39M	\$9.29M	\$8.47M	\$7.07M	\$0.63M
Total	\$21.16M	\$19.28M \$0.09M	\$18.69M	\$17.51M \$0.09M	\$11.29M \$0.06M



Fundraising implications

- Expendable cash report goals
 - o Inform Deans, DODs, and Budget Directors of current fiscal year expendable fundraising cash trajectory
 - Designed to provide early insight into likely fundraising successes within the current fiscal year
 - Provide an overview of longer term expendable fundraising cash trends
 - o Serve as a tool upon which to build long term financial strategies

• Depending on the unit's needs, this report could influence future fundraising strategies and priorities



Griffin overview

- Griffin is the University of Chicago's official database of record for alumni, parents, corporations, foundations, and friends of the University. It plays a central role in the University's fundraising and alumni engagement efforts.
- Transactional information flows from Griffin to FAS in batches; information does not flow from FAS to Griffin
 - Any changes in Griffin gift data need to be done manually (e.g. gift allocation changes)

• Transactional data in Griffin is limited (e.g. there is no way to identify temporarily restricted gifts)



Griffin → **FAS** crosswalk

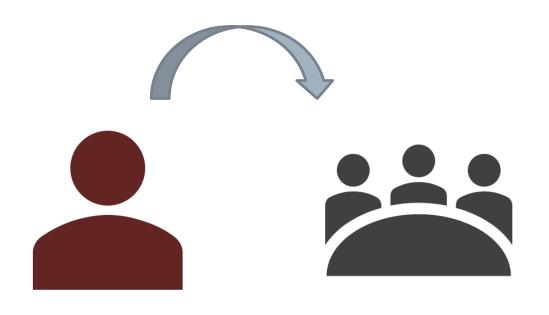
- Currently working with ITS to bridge Griffin and FAS data
 - o This is a major project we're working as quickly as we can; however, we do not have an ETA
- Bridging Griffin and FAS data will help us:
 - o Identify gift impact
 - ✓ Current allocation
 - ✓ Unrestricted/ restricted
 - ✓ Gifts released from restrictions

 Align reporting totals so our expendable report matches what's showing in FAS





The project





User Researcher

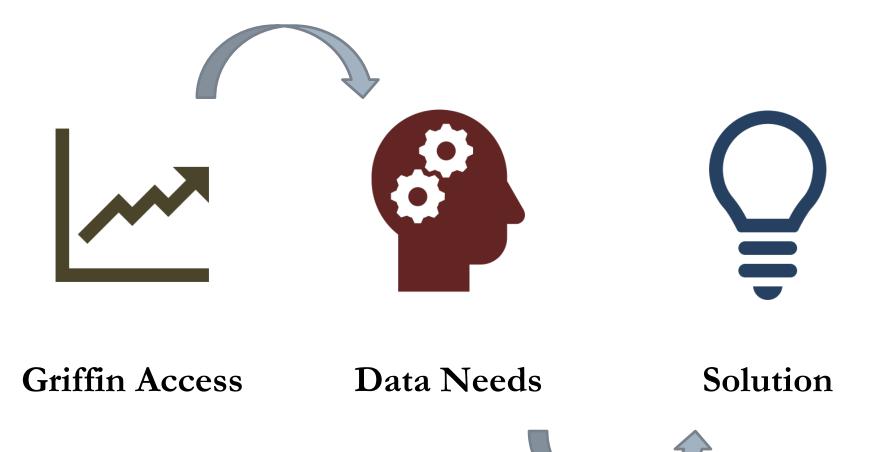
Collaboration

Prototype





The journey





The methods

Contextual Interviews

- 1:1 Interviews
- Context of report use

Personas

- User insights
- Pain points, desires, challenges

User Testing

- Can users <u>use</u> the report?
- Identify changes

Contextual interviews





Persona

Sherry Holmes



"Nowadays, more and more people want data right away, right now."

Category: Budget, Forecasting Location: Campus

(-) Canned reports

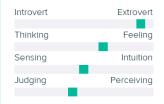
(+) Griffin

Character:

(-) Business Objects

(+) Excel

Personality





Goals

- . To have a monthly report that breaks down FRP.
- To have a breakdown of cash to compare with data from previous fiscal years.
- Board versus non-board, grants, planned gifts, Gifts of Art, etc.
- To have a reliable report that provides detailed calendar-yearend data.
- . To have a progress-to-date report that's generated monthly.

Frustrations

- Current cash reports do not distinguish cash from Gifts of Art, which hold monetary value, but are not spendable.
- · Reports in Griffin contain too little, or too much information.
- Pulling canned reports is a challenge because the contents are not clearly identifiable from the interface.
- The scaling for the graphs in the expendable report is suited for much larger units with higher cash flow.

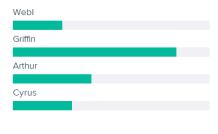
Bio

Sherry has experience working with major gifts, and currently works as a director of development on campus. She would find monthly FRP and cash reports to be helpful, to efficiently report progress and budget projections.

Motivation



Preferred Channels

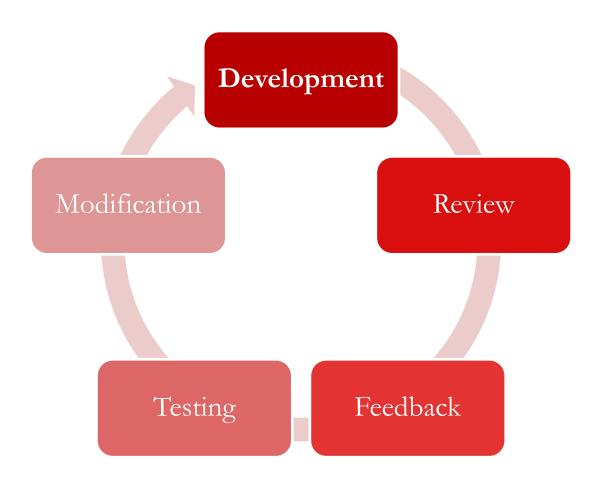


"The expendable cash report is overly comprehensive, and there's no clear distinction between the types of funds [...] cash is lumped together with Gifts of Art."

Cash can be spent as needed, whereas Gifts of Art are tangible pieces with monetary value, but cannot be immediately spent.

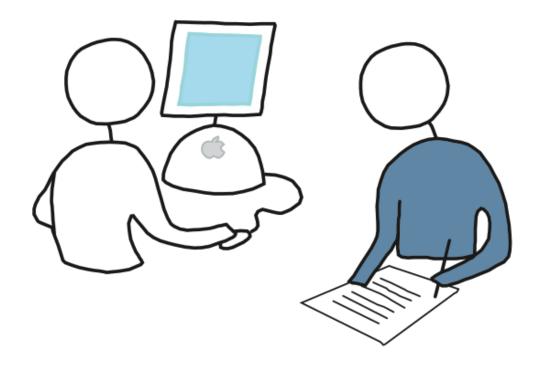


Iterative design



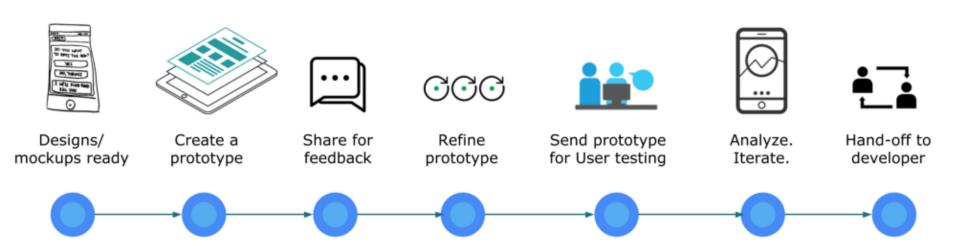


Usability Testing



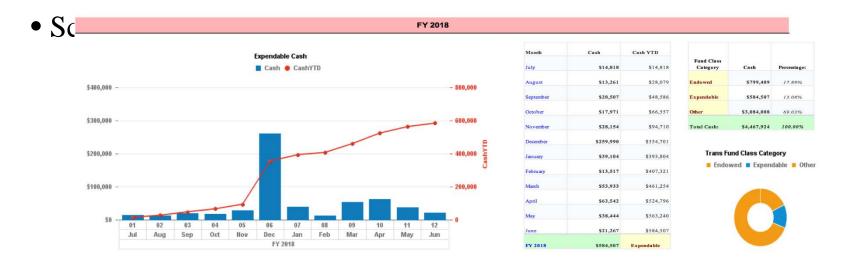


Development Process



Financial Activity Report

- Expendable cash
- Cash summary
- Fundraising progress
- Pledge schedule





Prototype Report

By Fiscal Year

- Expendable cash
- Cash summary
- Pledge payment projections
- Pledge schedules

By Month

- Cash by account
- FRP by account
- Cash and FRP by purpose



Upcoming



Distribution & Access



Feedback & Questions



Training & Support

Thank you

Questions?

Forecast Discussion/Feedback



August 21, 2018

Monthly Budget Forecast Process in Delphi

Issue: Monthly Budget Forecasts are time consuming to produce and don't provide additional value due to the current process.

Feedback from Users:

- Loading Actuals into the Forecast causes unwanted Forecast to Budget variances
- Too time consuming to "undo" impact of actuals, due to the large number of Account 10 combinations under each Unit
- Users spend majority of their time entering data to offset the impact of the prior month's Actuals in attempt to get back to Budget
- Little value added compared to time invested
- Because Actuals appear in multiple Subaccounts, but may have been budgeted in one, many adjusting entries are required



Monthly Budget Forecast Process in Delphi

Process to Evaluation Issues and come up with Proposed Solution

- Brainstormed and reviewed several potential updates to the Forecast Process
- Selected the best solution and scheduled a focus group to review proposed updates

Small User Focus Group

- A small user group was held to gain additional feedback from end users on proposed solutions
- Attendees included both Academic and Administrative Units
- An updated Forecast solution was demonstrated to the attendees of the Focus Group

Monthly Budget Forecast Process in Delphi

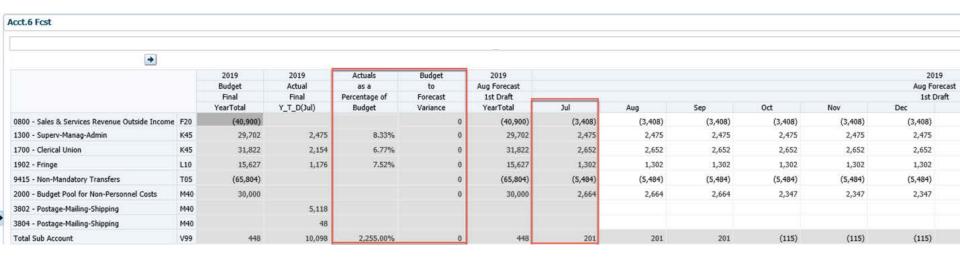
Proposed Solution

- Remove Actuals from the Forecast (Actuals will not be a part of your Current Forecast Total)
- Add a column for YTD Actuals
- A calculated column will be added to the monthly forecast forms to show Yearto-Date Actuals as a percentage of your Total Budget



Updated Delphi Web Form

New Web Form Keeps Budget for July. Previous forecast will be seeded into the next month's forecast.



Additional columns have been added – Year to Date Actuals and Actuals as a Percentage of Budget.

Also included is a Budget to Forecast Variance column.



Updated Delphi Web Form Cont.

In this example, FY19 Final Budget is equal to Aug Forecast. The only way your forecast will change will be when the unit Budget Analyst makes changes.

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		2019	2019	Actuals	Budget	2019		
		Budget	Actual	as a	to	Aug Forecast		
		Final YearTotal	Final Y_T_D(Jul)	Percentage of Budget	Forecast Variance	1st Draft YearTotal	Jul	Aug
0800 - Sales & Services Revenue Outside Income	F20	(40,900)			0	(40,900)	(3,408)	(3,408)
1300 - Superv-Manag-Admin	K45	29,702	2,475	8.33%	0	29,702	2,475	2,475
1700 - Clerical Union	K45	31,822	2,154	6.77%	0	31,822	2,652	2,652
1902 - Fringe	L10	15,627	1,176	7.52%	0	15,627	1,302	1,302
9415 - Non-Mandatory Transfers	T05	(65,804)			0	(65,804)	(5,484)	(5,484)
2000 - Budget Pool for Non-Personnel Costs	M40	30,000			0	30,000	2,664	2,664
3802 - Postage-Mailing-Shipping	M40		5,118					
3804 - Postage-Mailing-Shipping	M40		48					
Total Sub Account	V99	448	10,098	2,255.00%	0	448	201	201



Nov. Forecast Example

In this example, for SL200, Actuals are 50% of the Budget at the conclusion of the 4th month FY19. The user below update there forecast in Nov thru Jun to adjust for this and avoid an overage

		2019	2019	Actuals	Budget	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019
		Budget	Actual	as a	to	Nov Forecast	Nov Forecast	Nov Forecast	t Nov Forecast	Nov Forecast								
		Final	Final	Percentage of	Forecast	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft
		YearTotal	Y_T_D(Oct)	Budget	Variance	YearTotal	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
SL0800	F20	-40,900.00	-12,000.00	29%	0.00	-40,900.00	-3,408.33	3 -3,408.33	3 -3,408.33	-3,408.33	-3,408.33	3 -3,408.33	-3,408.33	-3,408.33	3 -3,408.33	-3,408.33	3 -3,408.33	3 -3,408.33
SL1300	K45	29,702.50	9,900.84	33%	0.00	29,702.50	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	1 2,475.21	1 2,475.21
SL1700	K45	31,822.25	14,172.32	45%	0.00	31,822.25	2,651.85	2,651.85	5 2,651.85	2,651.85	2,651.85	5 2,651.85	5 2,651.85	2,651.85	2,651.85	2,651.85	5 2,651.85	5 2,651.85
SL1902	L10	15,627.29	6,114.52	39%	0.00	15,627.29	1,302.27	7 1,302.27	7 1,302.27	7 1,302.27	1,302.27	7 1,302.27	7 1,302.27	7 1,302.27	7 1,302.27	7 1,302.27	7 1,302.27	7 1,302.27
SL9415	T05	-65,804.23	-21,000.00	32%	0.00	-65,804.23	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	9 -5,483.69	9 -5,483.69
SL2000	M40	30,000.00	15,000.00	50%	-4,660.37	7 25,339.63	3 2,664.07	7 2,664.07	7 2,664.07	2,347.43	1,875.00	0 1,875.00	0 1,875.00	1,875.00	1,875.00	1,875.00	0 1,875.00	0 1,875.00
SL3802	M40	0.00	20,857.56	5.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SL3804	M40	0.00	277.60	19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Sub Account	V99	447.80	10,496.97	2344%	0.00	447.80	201.38	201.38	8 201.38	-115.25	-115.25	-115.25	5 145.06	145.06	6 145.06	-81.92	2 -81.92	2 -81.92



Nov. Forecast Example Cont. (Zoomed In)

		2019	2019		Act	uals	Budg	get	2019		2019		2019	2019	2019
		Budget	Actua	i	as	a	to		Nov Fore	cast	Nov Foreca	st	Nov Forecas	t Nov Forecas	t Nov Foreca
		Final	Final	F	Percen	tage of	Fore	ast	1st Draft		1st Draft		1st Draft	1st Draft	1st Draft
		YearTotal	Y_T_D	(Oct)	Bud	get	Varia	nce	YearTotal		Jul		Aug	Sep	Oct
SL0800	F20	-40,900.00	-12,0	00.00		29%		0.00	-40,90	0.00	-3,408	.33	-3,408.3	-3,408.3	3 -3,408.
SL1300	K45	29,702.50	9,9	900.84		33%		0.00	29,70	2.50	2,475	.21	2,475.2	2,475.2	1 2,475.
SL1700	K45	31,822.25	14,1	72.32		45%		0.00	31,82	2.25	2,651	.85	2,651.8	2,651.8	5 2,651.
SL1902	L10	15,627.29	6,1	14.52		39%		0.00	15,62	7.29	1,302	.27	1,302.2	1,302.2	7 1,302.
SL9415	T05	-65.804.23	-21.0	00.00		32%		0.00	-65.80	4.23	-5.483	69	-5,483.6	-5.483.6	9 -5.483.
SL2000	M40	30,000.00	15,0	00.00		50%	-4,60	50.37	25,33	9.63	2,664	.07	2,664.0	2,664.0	7 2,347.
SL3802	M40	0.00	20,8	357.56				0.00		0.00	0	.00	0.0	0.0	0 0.
SL3804	M40	0.00	2	277.60		-		0.00		0.00	0	.00	0.0	0.0	0 0.
Total Sub Account	V99	447.80	10,4	96.97		2344%		0.00	44	7.80	201	.38	201.3	8 201.3	8 -115.
		2019		2019		2019		2019	i i	201	.9	20:	19	2019	2019
		Nov Fore	ecast I	Nov For	recast	Nov Fo	recast	Nov	Forecast	No	v Forecast	No	v Forecast	Nov Forecast	Nov Forecas
		1st Draft		1st Draf	ft	1st Dra	ft	1st D	Draft	1st	Draft	1st	Draft	1st Draft	1st Draft
		Nov		Dec		Jan		Feb		Ma		Ар		May	Jun
SL0800	F20	-3,4	08.33	-3,4	408.33	-3,	408.33		-3,408.33		-3,408.33		-3,408.33	-3,408.33	-3,408.3
SL1300	K45	2,4	75.21	2,4	475.21	2,	475.21		2,475.21		2,475.21		2,475.21	2,475.21	2,475.
SL1700	K45	2,6	51.85	2,0	651.85	2,	651.85		2,651.85		2,651.85		2,651.85	2,651.85	2,651.8
SL1902	L10	1,3	02.27	1,	302.27	1,	302.27		1,302.27		1,302.27		1,302.27	1,302.27	1,302.2
SL9415	T05	-5,4	83.69	-5,4	483.69	-5,	483.69		-5,483.69		-5,483.69		-5,483.69	-5,483.69	-5,483.0
SL2000	M40	1,8	75.00	1,8	875.00	1,	875.00		1,875.00		1,875.00		1,875.00	1,875.00	1,875.0
SL3802	M40)	0.00		0.00		0.00		0.00		0.00		0.00	0.00	0.0
SL3804	M40)	0.00		0.00		0.00		0.00		0.00		0.00	0.00	0.0
Total Sub Account	V99	-1	15.25	2	115.25	- 6	145.06		145.06		145.06		-81.92	-81.92	-81.9



Dec. Forecast Example

This example shows what users can expect to see when new forecast periods open in Delphi. Note while the prior periods are locked, Actuals are not loaded into the forecast scenario. The only time Budget to Forecast variances will exist, is when then user has entered changes to their forecast.

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		2019	2019	Actuals	Budget	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019
		Budget	Actual	as a	to	Dec Forecast	Dec Forecast	Dec Forecast	Dec Forecast	Dec Forecast	Dec Forecast	Dec Forecast	Dec Forecast	Dec Forecast	Dec Forecast	Dec Forecast	Dec Forecast	Dec Forecast
		Final	Final	Percentage of	Forecast	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft	1st Draft
		YearTotal	Y_T_D(Nov)	Budget	Variance	YearTotal	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
SL0800	F20	-40,900.00	0.00	0%	0.00	-40,900.00	-3,408.33	-3,408.33	-3,408.33	-3,408.33	-3,408.33	-3,408.33	-3,408.33	-3,408.33	-3,408.33	-3,408.33	-3,408.33	-3,408.33
SL1300	K45	29,702.50	9,900.84	33%	0.00	29,702.50	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21
SL1700	K45	31,822.25	14,172.32	45%	0.00	31,822.25	2,651.85	2,651.85	2,651.85	2,651.85	2,651.85	2,651.85	2,651.85	2,651.85	2,651.85	2,651.85	2,651.85	2,651.85
SL1902	L10	15,627.29	6,114.52	39%	0.00	15,627.29	1,302.27	1,302.27	1,302.27	1,302.27	1,302.27	1,302.27	1,302.27	1,302.27	1,302.27	1,302.27	1,302.27	1,302.27
SL9415	T05	-65,804.23	0.00	0%	0.00	-65,804.23	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69
SL2000	M40	30,000.00	16,875.00	56%	-4,660.37	25,339.63	2,664.07	2,664.07	2,664.07	2,347.43	1,875.00	1,875.00	1,875.00	1,875.00	1,875.00	1,875.00	1,875.00	1,875.00
SL3802	M40	0.00	20,857.56	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SL3804	M40	0.00	277.60	121	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Sub Account	V99	447.80	68,197.84	15229%	-4,660.37	-4,212.56	201.38	201.38	201.38	-115.25	-587.68	-587.68	-587.68	-587.68	-587.68	-587.68	-587.68	-587.68



Dec. Forecast Example Cont. (Zoomed In)

		2019	2019	Actuals	Budget	2019	2019	2019	2019	2019	2019	
		Budget	Actual	as a	to	Dec Forecast						
		Final	Final	Percentage of	Forecast	1st Draft						
		YearTotal	Y_T_D(Nov)	Budget	Variance	YearTotal	Jul	Aug	Sep	Oct	Nov	
SL0800	F20	-40,900.00	0.00	0%	0.00	-40,900.00	-3,408.33	-3,408.33	-3,408.33	-3,408.33	-3,408.33	
SL1300	K45	29,702.50	9,900.84	33%	0.00	29,702.50	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	
SL1700	K45	31,822.25	14,172.32	45%	0.00	31,822.25	2,651.85	2,651.85	2,651.85	2,651.85	2,651.85	
SL1902	L10	15,627.29	6,114.52	39%	0.00	15,627.29	1,302.27	1,302.27	1,302.27	1,302.27	1,302.27	
SL9415	T05	-65,804.23	0.00	0%	0.00	-65,804.23	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	
SL2000	M40	30,000.00	16,875.00	56%	-4,660.37	25,339.63	2,664.07	2,664.07	2,664.07	2,347.43	1,875.00	
SL3802	M40	0.00	20,857.56		0.00	0.00	0.00	0.00	0.00	0.00	0.00	
SL3804	M40	0.00	277.60	72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Total Sub Account	V99	447.80	68,197.84	15229%	-4,660.37	-4,212.56	201.38	201.38	201.38	-115.25	-587.68	

		2019	2019	2019	2019	2019	2019	2019
		Dec Forecast						
		1st Draft						
		Dec	Jan	Feb	Mar	Apr	May	Jun
SL0800	F20	-3,408.33	-3,408.33	-3,408.33	-3,408.33	-3,408.33	-3,408.33	-3,408.33
SL1300	K45	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21	2,475.21
SL1700	K45	2,651.85	2,651.85	2,651.85	2,651.85	2,651.85	2,651.85	2,651.85
SL1902	L10	1,302.27	1,302.27	1,302.27	1,302.27	1,302.27	1,302.27	1,302.27
SL9415	T05	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69	-5,483.69
SL2000	M40	1,875.00	1,875.00	1,875.00	1,875.00	1,875.00	1,875.00	1,875.00
SL3802	M40	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SL3804	M40	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Sub Account	V99	-587.68	-587.68	-587.68	-587.68	-587.68	-587.68	-587.68



FEEDBACK

OUTSTANDING QUESTION: How should we handle the Aug Forecast (July Actuals)?

Option 1 – Revert back to original budget for all months. The starting point for your September Forecast will be your FY19 Final Budget (loaded at the Account 10 level)

Option 2 – Replace July Actuals with July Budget, but leave other months with the data as it currently stands

Other Comments? Questions? Concerns?

