



Strategic Plan

2005-2008

Division of University Advancement

January 2005



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Mission Statement

Placing students at the center of the educational experience, the Division of University Advancement supports opportunities for enhanced student learning, faculty development, campus infrastructure and scholarly programs through institutional funding, special events, community, government and alumni relations.



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Vision Statement

With the highest level of professionalism and commitment, we advance CSUCI in its goal to become the premiere 21st century University.

Operating Principles:

The University Advancement Division...

1. Strives to secure the resources that support identified priorities related to student learning, faculty development, scholarly activities and campus infrastructure
2. Works to develop a campus environment of philanthropy toward the University
3. Promotes community partnerships, including schools, community colleges, colleges/universities, government organizations, civic/cultural organizations, private/public firms and foundations
4. Promotes a positive image of the University in all external contacts and activities
5. Expands, builds and strengthens relationships with business, community and political thought leaders in support of the campus and the CSU
6. Formulates approaches, strategies, policies and programs to promote a positive community understanding and identification with the University
7. Builds and maintains strong and collegial relationships with all other divisions and students at the University
8. Strives to maintain a lifelong connection of University friends and alumni to the campus
9. Advances the visibility of CSUCI within Ventura County and the surrounding region to expand its presence as “the premiere 21st century University”

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General Strategy

Next 1-3 Years

1. In partnership with the other divisions, advance the University's image throughout the region and beyond as "the premiere 21st century campus".
2. Participate as a full partner with other divisions to enhance the learning and scholarly development of students and faculty through securing resources to fund identified, high priority needs.
3. Cultivate external partnerships and relationships that provide access to resources for the development of the University.
4. Assure continuous improvement through the Assessment Process.
5. Promote professional development of University Advancement staff.


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Strategic Goals 2005-2008

Goal 1. *Expand the University's external relationships within Ventura County and beyond*

Objectives:

- 1.1 Continue to build new relationships with community, business and government leaders from Santa Monica, North Los Angeles County to South Santa Barbara County and beyond.
Responsibility: Community & Government Relations; Development
- 1.2 Provide community access to University resources.
Responsibility: Special Events; Community & Government Relations
- 1.3 Continue to build and strengthen the external relationships within Ventura County.
Responsibility: Community & Government Relations; Development
- 1.4 Continue to engage the campus community i.e. faculty, staff, administrators and students in appropriate activities, events and organizations beneficial to the University.
Responsibility: Special Events; Donor Relations; Alumni Relations
- 1.5 Identify opportunities for the University President and Vice President for University Advancement to speak before business, community and government leaders as a group or one on one.
Responsibility: Community & Government Relations; Development; Donor Relations
- 1.6 Identify opportunities for campus administrators, faculty, staff and student leaders to participate with or speak to community groups and organizations.
Responsibility: Community & Government Relations; Development; Donor Relations.

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Strategic Goals 2005-2008 (*continued*)

Goal 1. *Expand the University's external relationships within Ventura County and beyond*

- 1.7 Work with external organizations and individuals to develop a CSUCI volunteer and ambassador program for the University.
Responsibility: Donor Relations; Alumni Relations
- 1.8 Continue to develop a strong and effective President's Advisory Board and a campus based legislative advocacy team.
Responsibility: Community & Government Relations
- 1.9 Work with the Division of Student Affairs on joint programs, student and parent activities /events that enhance the awareness of or expand the membership of the Alumni & Friends Association.
Responsibility: Alumni Relations; Special Events

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Strategic Goals 2005-2008 – (continued)

Goal 2. *Increase external funding sources available to the University*

Objectives:

- 2.1 Encourage the University community to develop a campus environment of philanthropy.
Responsibility: Donor Relations
- 2.2 Continue to participate in the University Planning and Coordinating Council in the development of the University.
Responsibility: Special Events
- 2.3 Implement a University campus-wide annual giving program.
Responsibility: Donor Relations
- 2.4 Develop and implement a major gifts fund raising program.
Responsibility: Development
- 2.5 Develop and implement a planned giving fund raising program.
Responsibility: Development; Donor Relations
- 2.6 Continue to develop a strong and effective CSUCI Foundation Board maximizing their skills, talents, resources and contacts in the area of fundraising.
Responsibility: Donor Relations; Development
- 2.7 Implement a continual tracking and analysis report on fundraising goals. Analyze trends and use the information to modify the development strategic plan.
Responsibility: Donor Relations; Development; Information Specialist
- 2.8 Continue the development of the Alumni & Friends Association and build up its membership, member benefits, events and programs.
Responsibility: Alumni Relations
- 2.9 Continue the development of the President's Circle, building membership, programs, events and member benefits.
Responsibility: Donor Relations; Special Events

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Strategic Goals 2005-2008 – (continued)

Goal 2. *Increase external funding sources available to the University*

- 2.10 Create and implement a Corporate Partners program as a vehicle to encourage corporate philanthropy for various University programs and initiatives.
Responsibility: Development; Donor Relations; Special Events
- 2.11 Continue the development of the Business & Technology Partnership, its membership, events and programs.
Responsibility: Community & Government Relations; Alumni Relations; Special Events
- 2.12 Create policies and procedures for the University Advancement Division.
Responsibility: Vice President for University Advancement
- 2.13 Seek out and obtain funding and endowments for the development and support of scholarly activities, academic programs, infrastructure, the arts and athletics, based upon identified priorities.
Responsibility: Donor Relations; Development
- 2.14 Continue to create and manage events on and off campus of the highest quality that draw the external community to the University, bring positive recognition and/or increase revenue.
Responsibility: Special Events
- 2.15 Continue to review requests by external groups and government leaders to hold events on campus that will reflect well on the University without using state resources.
Responsibility: Community & Government Relations; Special Events
- 2.16 Regularly confer with the President's Cabinet to modify and expand the list of priorities for fundraising efforts.
Responsibility: Vice President for University Advancement
- 2.17 Identify and apply for corporate and foundation grants to support University needs.
Responsibility: Development; Information Specialist

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Strategic Goals 2005-2008 – (continued)

Goal 3. *Develop partnerships with the University's external communities*

Objectives:

- 3.1 Continue to implement the Business CEO Visitation Program throughout the region in an effort to link the University to partnership opportunities that enhance our academic and University Advancement mission.
Responsibility: Vice President for University Advancement;
Development
- 3.2 Implement a tracking and follow up system that assures continual connectivity between external constituencies and the University.
Responsibility: Information Specialist; Donor Relations
- 3.3 Continue the development of the Business & Technology Partnership Committee of the Foundation to enhance student academic and future professional development through scholarship, internship, and networking events.
Responsibility: Community & Government Relations
- 3.4 Provide opportunities for students, alumni and University friends to come together through activities during the academic year that are socially and/or intellectually enriching.
Responsibility: Alumni Relations; Special Events
- 3.5 Develop and maintain a planned and systematic on-line program, including maintenance of University Advancement related web sites, to communicate with our business, alumni and University friends and partners.
Responsibility: Donor Relations; Alumni Relations
- 3.6 Encourage higher levels of philanthropic involvement among the Business & Technology Partnership committees.
Responsibility: Development; Community & Government Relations

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Strategic Goals 2005-2008 – (continued)

Goal 4. *Integrate the University and University Advancement's strategic plan and complete an assessment program (Comprehensive Program Review) of advancement within the 5-year strategic planning cycle.*

Objectives:

- 4.1 Using CSUCI's Strategic Plan 2003-2008 (2003 report), develop the Strategic Plan 2005-2008 for the University Advancement Division, which includes development, special events, community, government and alumni relations.
Responsibility: Advancement Team

- 4.2 Develop an assessment program for all areas of the University Advancement Division with the primary purposes of fostering continuous improvement and assisting in effective planning.
Responsibility: Vice President of University Advancement

- 4.3 Track progress in all program areas through quarterly reporting.
Responsibility: Advancement Team

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Strategic Goals 2005-2008 – (continued)

Goal 5. *Enhance the professional development of University Advancement staff*

Objectives:

- 5.1 Integrate a professional development program within University Advancement.
Responsibility: Vice President of University Advancement
- 5.2 Encourage input, constructive dialogue and an open door policy that allows for the open discussions for career and professional development.
Responsibility: Vice President of University Advancement
- 5.3 Encourage cross training of all positions in the division for emergency or backup purposes.
Responsibility: Vice President of University Advancement
- 5.4 Develop a three year organizational plan.
Responsibility: Advancement Team