

Strategic Initiative Recommendations & Awards 2019-20

Champion:

Ms. Nichole Ipach
Division of University
Advancement

Proposers:

Nancy Gill

Title:

Expanding Awareness for
CSUCI

Strategic Initiatives

Addressed:

Capacity and Sustainability: 4.5

Total Request:

\$150,000

One-Time Funding Recommendation:

\$150,000

Summary:

One-time funding.

Expand awareness of the University's academic programs, students, faculty and alumni through a targeted campaign in Santa Barbara and Ventura counties to increase our visibility through an investment of \$150,000. These funds will be used to place digital and print ads and continue to create awareness amongst a prospective donor target and others, which highlight how we are an innovative higher education institution that enables students to succeed and thrive – serving as an engine for social and economic vitality and providing the intellectual resources necessary for a thriving democracy. Expanding awareness of the University's brand is critical to overall advancement of the institution and the fundraising effort in particular.