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University Advancement

UA Mission Statement

- To engage alumni, community stakeholders and University constituents through innovative and collaborative programs, which will support, generate revenue, and increase philanthropic investment for CSUCI.



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Capacity and Sustainability

Culture of Philanthropy

- Elevate the conversation of philanthropy to campus so that all faculty, staff and students understand the value that fundraising adds to the University and our students.
- Develop partnerships across campus to build successful collaborations in philanthropy.
- Share how faculty, staff and students can:
 - Be ambassadors;
 - Identify fundraising priorities;
 - Participate in solicitations, as needed;
 - Assist in stewardship.



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2018-19 Budget Request

- Re-Allocation to support impending budget adjustments for the following:
 - Consultant opportunities for process and workflow review.
 - Feasibility study for operational guidance for 5-7 years.



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Consolidation of University Development/Communication and Marketing/Conference and Events

- Increase Philanthropy
- Strengthen Conferences & Events' support to the campus and increase revenue
- Improve University Communication and Strengthen our Brand



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University Development

- Consolidation of separate software tools into an integrated product at a lower cost.
 - Raisers Edge NXT
 - Greater access for Fundraisers
 - Metrics tracking
 - Prospect Management
 - Move Management
 - Online Express
 - Replace Emma Email Marketing
 - Website Donation pages replaces Paypal
 - RSVP processes replace Wufoo forms
 - Event check-in replaces Check-In Easy (per person payment)
 - BBMS for onsite event payment processing



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Conference and Events

- Package pricing is being developed for easier processing
- Implement annual 25 Live trainings
- Work with area leadership to create to an annual plan which will aid in increasing efficiencies and aligning C&E resources with campus initiatives.



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Communication and Marketing

- Promote University strategies and initiatives through support of a communication plan, reorganization of C&M back to UA, and establishment of a campus-wide communication committee.
- Engagement of a brand evaluation survey to assess perceptions to develop key messages and drive increases in donor activity.
- Strengthen our integrated marketing and communication plan through new or improved communication tools such as the Online News Center and upcoming Digital Signage project.
- Improve operational communication structures by developing business practices for public-facing communication tools and establishing MOU's in support of specific C&M support.



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Thank you!