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.
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.
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.
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
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
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.
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.
Thank you!