



**California State
University**

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University Advancement

University Advancement

- Development
- Communication & Marketing
- Conferences & Events
- Career Development & Alumni Engagement



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University Advancement

CSUCI Foundation (501 C 3)

- Supporting / Staffing the CSUCI Foundation Board
- Fund Development
- Budget and Use of Funds

Commencement

- Planning and Logistics
- Supporting the Commencement Committee
- Budget Oversight



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Organizational Chart

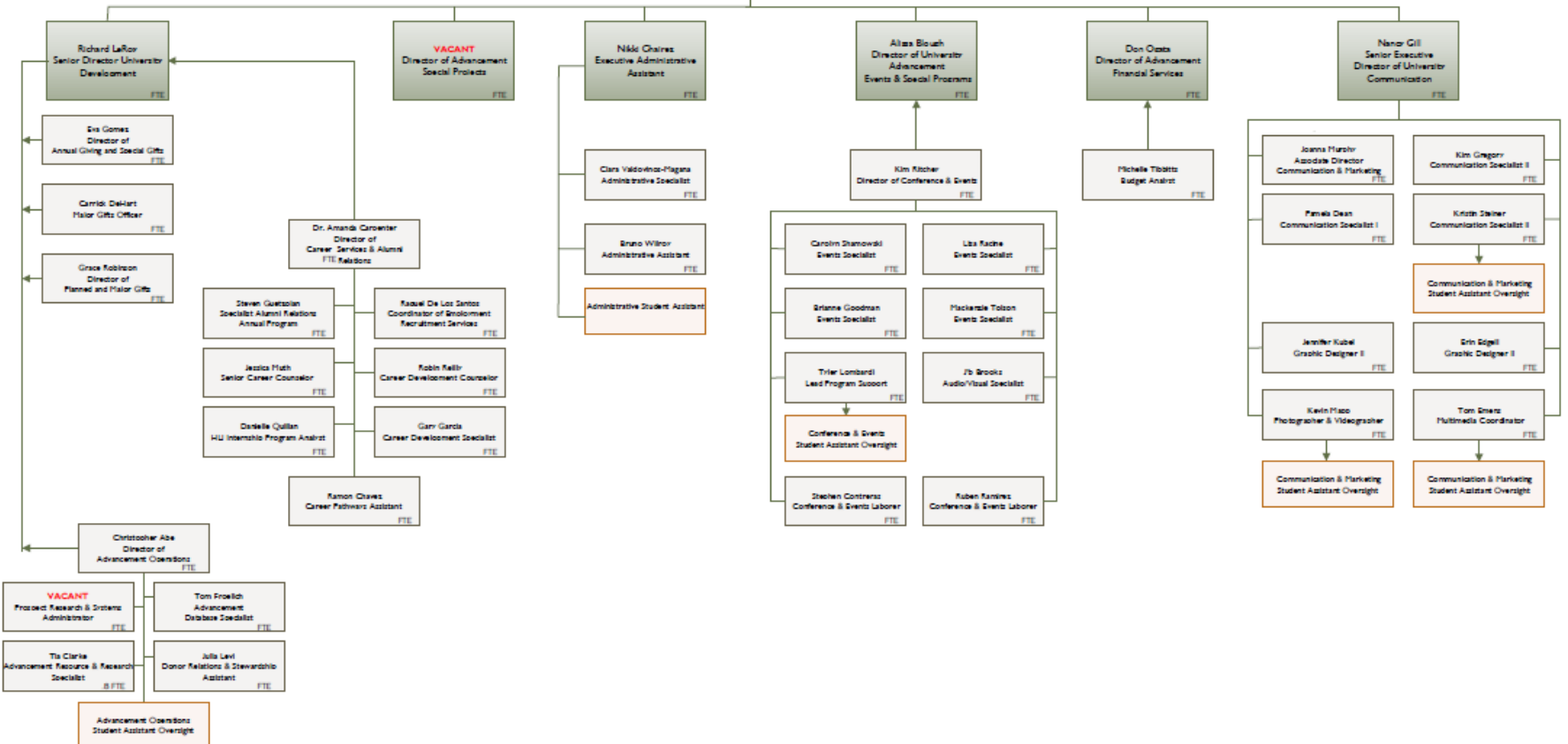


- 1 (FTE) Admin V
- 1 (FTE) Admin IV
- 2 (FTE) Admin III
- 3 (FTE) Admin II
- 6 (FTE) Admin I
- 9 (FTE) Admin I / SSP AAS II
- 1 (.5 FTE) AAS II
- 9 (FTE) ASC / ASA II
- 3 (FTE) ASC / ASA I

- 1 (FTE) Admin IV
- 3 (FTE) Admin III
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Ernie D. Beck
President

Nichole Isach
Vice President for University Advancement



University Advancement Strategy Map

Draft as of 11/6/2018

CSUCI 2018-2023 Strategic Initiatives

1. Educational Excellence
2. Student Success
3. Inclusive Excellence
4. Capacity and Sustainability

University Advancement Mission Statement

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

University Advancement Vision Statement

To build an exceptional advancement enterprise that's committed to student success and that works in support of the University's strategic initiatives.

University Advancement Values

Stewardship: to build and strengthen relationships among all our constituents

Teamwork: communicate with mutual respect towards a common goal

Responsibility: to be accountable and responsible for our decisions, actions and outcomes

Integrity: to adhere to the ethical standards as articulated by our various professional affiliations

Diversity: to accept and respect individual differences, perspectives and experiences

Excellence: to demonstrate a commitment to quality and approach challenges and opportunities with optimism



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University Advancement Strategy Map

Draft as of 11/6/2018

University Advancement Initiatives

Increase Philanthropy (4.4 / 4.6 / 4.7)*

1. Build an Institutional Culture of Philanthropy
2. Implement Strategic Plan for Philanthropy
3. Create Communication Plan for Philanthropy
4. Strengthen Divisional Infrastructure for Philanthropy

Strengthen Conferences & Event's Support to Campus and Increase Revenue (4.10 / 4.11 / 4.13)

1. Develop an Infrastructure for Effective Event Planning
2. Create a Comprehensive Plan for Revenue Generating Events

Improve University Communication and Strengthen our Brand (4.5)

1. Promote University Initiatives and Strategies
2. Evaluate our Brand
3. Strengthen our Integrated Marketing and Communication Plan
4. Improve Operational Communication Structures

Strengthen Career Development and Alumni Engagement (2.13 / 4.4)

1. Establish sustainable partnerships between industry and education to facilitate experiential learning and career opportunities for students.
2. Strengthen alumni engagement and affinity with the university.

Strengthen Administrative Support and Financial Services for the Division

1. Assess Internal Operations for Efficiencies
2. Improve Policies and Procedures
3. Implement Systems that Result in Proactive Administrative Support

* The numbers listed with each University Advancement initiative indicate a direct tie to the University's strategic actions. Please reference the University's Strategic Initiatives 2018-2023 document.



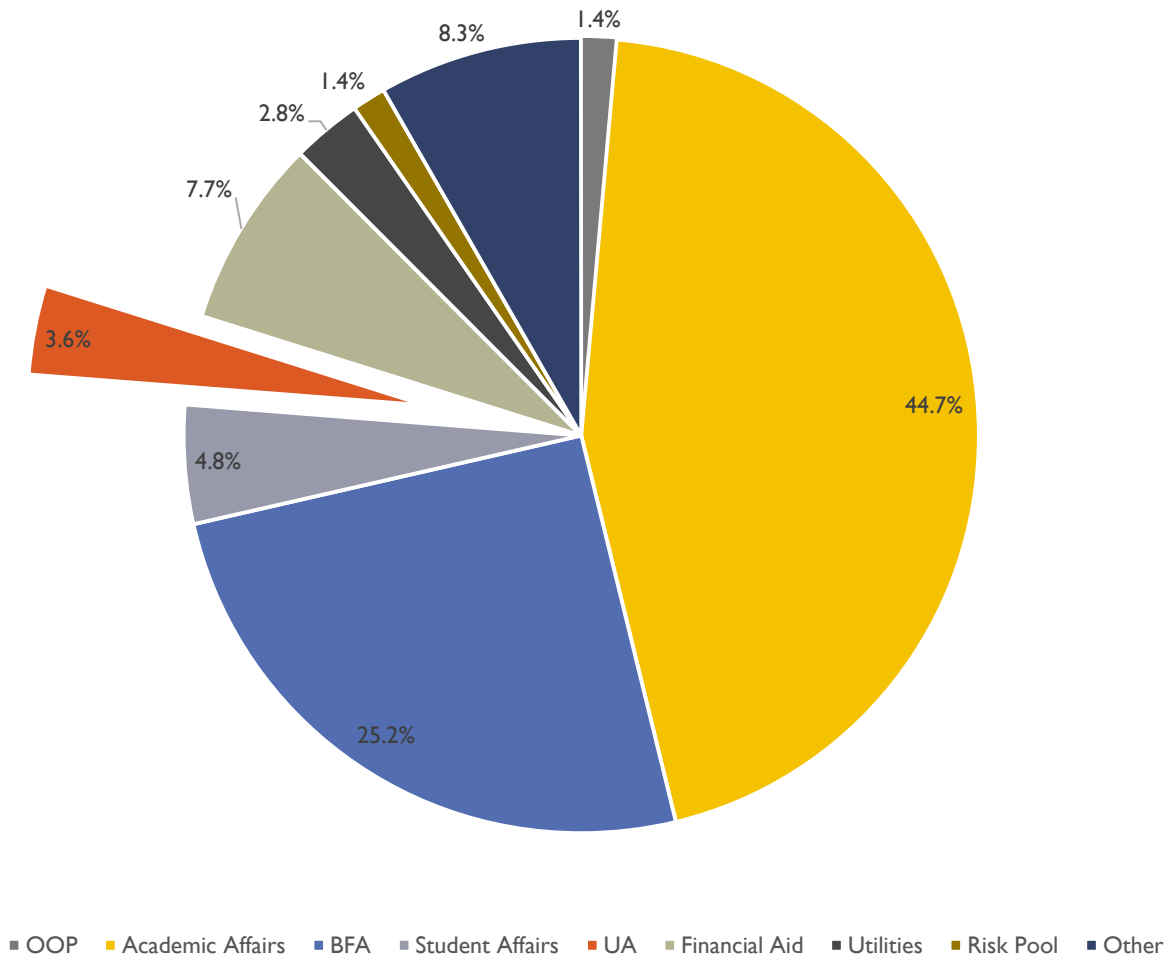
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University's State Allocation

Chart Title



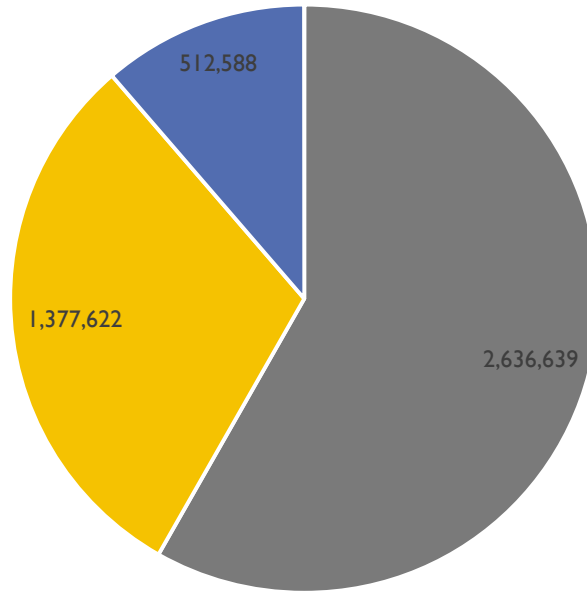
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CHANNEL ISLANDS



University Advancement State-Side Allocation Breakdown

University Advancement
by Category



■ Salary ■ Benefits ■ Operating Expenses



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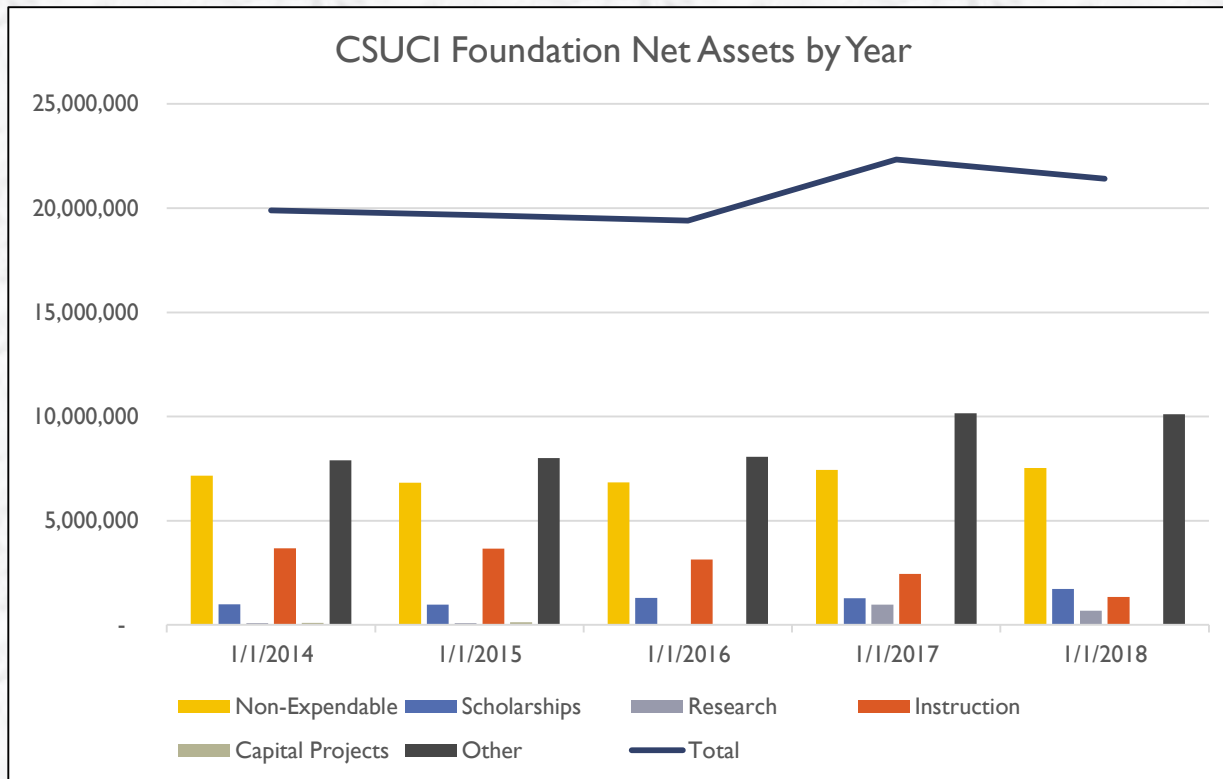
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CSUCI Foundation Budget

Endowment Numbers

6/30/18	\$15,718,002
6/30/17	\$15,136,855
6/30/16	\$12,831,165



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Conferences & Events Trust



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	6/30/2017	6/30/2018
Revenue:		
Total Revenue	<u>708,322</u>	<u>974,383</u>
Expenses:		
Salary and Benefits	420,397	401,422
Operating Expenses	<u>408,229</u>	<u>647,334</u>
	<u>828,627</u>	<u>1,048,756</u>
Net Income (Loss)	<u>(120,305)</u>	<u>(74,373)</u>



Reallocating to Support Strategic Initiatives

Capacity and Sustainability

Action Items 4.10 / 4.11 / 4.13

- Creation of package pricing for external events
- Walk-in hours for event Planning
- 25 Live Trainings



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Reallocating to Support Strategic Initiatives

Developing Innovative Partnerships Between Academic & Student Affairs

Action Item 2.13

Expand partnerships between career services, internships and alumni engagement to enhance post graduate success.

- Merged Career Development with Alumni Programs



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Reallocating to Support Strategic Initiatives

Capacity and Sustainability

Action Items 4.4 /4.5/ 4.6 / 4.7

- Consultant for feasibility study
- Part time consultant work in Santa Barbara
- Expansion plans for marketing and advertising outreach
- Reorganization of work flow to strengthen fundraising.
- Brand Evaluation Survey



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Challenges Ahead

Career Development & Alumni Programs

- Growing enrollment and number of alumni

Commencement

- Mitigating costs associated with an increasing number of graduates



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A photograph of a courtyard with a paved walkway, a large tree, and a white building in the background. The text "Thank you!" is overlaid in the center.

Thank you!