



CSU Channel Islands
2018-19 Resource Allocation and Strategic Budget Request
Narrative Proposal

PROJECT TITLE: *MacKenzie Phase 2*

Division: University Advancement

College/Department: Communication & Marketing

Prepared by: Don Ogata

Amount Requested: \$ 15,000

Check all that apply: *(Indicate \$ fund request)*

Operations Budget Request: \$ ____

SI Set Aside \$ 15,000

Grant/Other new revenue \$ ____

Other: *Please describe (e.g. Carry forward, Salary Savings, Process Improvement)* \$ ____

One time **Permanent**

PROPOSAL SUMMARY:

This is to fund Phase 2 for Message Development and Marketing Recommendations based on the results of Phase 1 – Brand Perception Survey

SUPPORT FOR UNIVERSITY MISSION AND STRATEGIC PLAN/PRIORITIZATION:

Describe how this proposal supports the university mission and strategic plan. If applicable, please identify the specific goals and strategies identified the strategic plan and /or how program prioritization has informed this strategic budget request.

The university strategic plan can be found at:

<https://www.csuci.edu/president/initiatives/index.htm>

Strategic Initiative: Capacity and Sustainability

Goal: Increase philanthropic activity based on specific strategies derived from the Brand Perception Survey.

Objective: Utilize the results of the Brand Perception Survey to build specific action items for increased philanthropic activity.

Action: Develop a Message Platform. Develop measurable Proof Points to validate results based on the Message Platform. Review and refine the existing Communications and Marketing strategy roadmap along with a review of the current Marketing Assets to ensure they support the refined roadmap.

Risk and Alternatives:

1)What are the consequences of not funding this package? Without the next step of a focused implementation of utilizing the results of the Brand Perception Survey, there is a possibility of not fully realizing the benefits of the above results. There is also a chance that a delayed timeline may lower the effectiveness of the above results.

not fully realizing the benefits of the above results. There is also a chance that a delayed timeline may lower the effectiveness of the above results:

2) What alternatives were explored and why was this alternative chosen? Developing the above action items internally has been discussed. However, having a dedicated consulting team, with the expertise of having worked with different CSU campuses as well as other outside organizations is the most effective way to execute and implement the action items developed in Phase 2 of this process.

BUDGET JUSTIFICATION:

1) Provide justification for the amount requested. Describe the various cost drivers and assumption considered in developing the request (e.g. enrollment increases). Describe any anticipated expenditure implication(s) for other university units.

2) Describe space requirements if applicable.

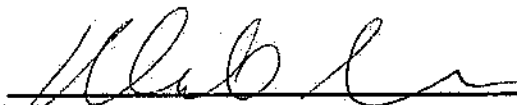
OUTCOMES AND ASSESSMENT:

Identify outcome(s) that you hope to achieve with the proposal and describe how you will assess your results. Please ensure that they tie to the Objective level measures from the Strategic Initiatives and what data you have to support their intended outcome.

Notes:

- a) Each Strategic Budget request Narrative Proposal must be accompanied by a corresponding Strategic Budget Request Financial Details form.
- b) Upon approval by the Division Vice President, submit both the Narrative Proposal and Strategic Budget request Financial Detail form to the University Budget Office.

Reviewed by:



Vice President Signature

Nichole Ipach

9/21/2018

Date

Strategic Budget Request Financial Details Form

Fiscal Year:	2018-19	
Project Name:	MacKenzie Brand Analysis Phase 2	
Division:	UA	
College / Department:	Comm & Mktng	
Fund:		One-Time or Permanent: One-Time

SUMMARY					
	Operational Budget	Strategic Priorities Set Aside Request	Grand Total	Approved	Approval Date
Budget Request	\$0.00	\$15,000.00	\$15,000.00		

BUDGET REQUEST DETAILS		
	Operational Budget	Strategic Priorities Set Aside Request
Faculty	\$0.00	\$0.00
Non-Faculty	\$0.00	\$0.00
Supplies	\$0.00	\$0.00
Contracts/Services	\$0.00	\$15,000.00
Equipment	\$0.00	\$0.00
Training/Conferences	\$0.00	\$0.00
Travel	\$0.00	\$0.00
Other	\$0.00	\$0.00
TOTAL	\$0.00	\$15,000.00

OTHER REVENUE SOURCES	
(Other funds that will be applied to this project, beyond the Budget Request)	
Grants	\$0.00
Re-Allocations	\$0.00
Partnerships	\$0.00
Other	\$0.00
TOTAL	\$0.00