I. Welcome 9:00 - 9:05

II. Strategic Initiatives Funding Request Presentations 9:05 - 10:25
   ● Recreation Field Lighting (Business & Financial Affairs/Student Affairs) 9:05 - 9:15
   ● Increase Online Learning Options (Academic Affairs) 9:15 - 9:25
   ● Institutionalize Student Research (Academic Affairs) 9:25 - 9:35
   ● Peer to Peer Programs (Academic Affairs/Student Affairs) 9:35 - 9:45
   ● Sustain & Enhance Learning Communities (Academic Affairs/Student Affairs) 9:45 - 9:55
   ● Career Readiness Partnership with Apple One (University Advancement) 9:55 - 10:05
   ● Mackenzie Branding Survey Phase 2 (University Advancement) 10:05 - 10:15
   ● Santa Barbara Advertising Campaign (University Advancement) 10:15 - 10:25

III. Scoring Rubric Update 10:25 - 10:30
Overview of the Process

1. **Submit Proposals**
   - Re-submitted with Budget detail
   - Signed by VP(s)

2. **SRPC Reviews Proposals**
   - October 3 and October 12
   - Discuss tools
   - Ask questions

3. **SRPC Submits Scoring Sheets**
   - October 17 Deadline to BFA

4. **BFA Compiles Results**
   - October 22 Tabulate Raw Scores and Forward to SRPC
Overview of the Process

- **SRPC Reviews Results**: October 26, Discuss Final Decisions and Funding Amounts
- **SRPC Submits to President**: November 1, Deadline
- **Discussion at Cabinet**: November 8
Career Readiness Partnership with Apple One Proposal

October 12, 2018

Presented By:
Richard LeRoy, MA.Ed.
Senior Director of University Advancement
Amanda Carpenter, Ed.D.
Director of Career Development and Alumni Engagement
Purpose and Solution

CSUCI is poised to meet the *workforce* and *innovation* needs of our region. In order to accomplish this goal, we need our Dolphins to be *career ready*.

*Students Today, Alumni Tomorrow: Student Success, Mentorship and Meaningful Alumni Engagement*
Proposal Summary

- Career Fair Preparation
- CSUCI Connection Luncheon Etiquette Training
- Candidate Interview Feedback
- Mentorship Software
Strategic Initiatives

Educational Excellence
Ensuring students graduate with the high-level knowledge, skills and experience necessary for engaged citizenship and career success.

1.2 Increase opportunities for students to engage with the regional community to apply their learning and address meaningful challenges.

Student Success
Ensuring all students progress to degree completion in a timely manner regardless of their background.

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

Capacity and Sustainability
Taking action to sustain and advance a robust University in an era of declining state support.

4.4 Increase philanthropic support for the University by strengthening existing cross-divisional partnerships focused on enhanced alumni engagement and philanthropic support.

4.1 Work in concert with business and community leadership to develop programs and initiatives that contribute to a robust economy and engaged citizenship.
## Risk of Not Funding

- Limited Professional Development and Industry Exposure
- Gap in Career Preparation
- Less Industry Engagement
- Less Competitive for Job Market
Resource Efficiency and Sustainability

• Leverage technology
• Increase value of the alumni membership
• Maximize existing staffing resources
• Scale existing partnership to impact more Dolphins
• Cultivate future corporate partnership, sponsorships, and support of CSUCI
Discussion & Questions?
Resource Allocation and Strategic Budget Requests

Presented by
Nancy C. Gill
Senior Executive Director of University Communication
Brand Perception Phase II

Purpose

• Develop a **message platform** for compelling and authentic messaging used to engage, motivate and educate University audiences, specifically donors.

• Develop **proof points** based on results from the Brand Perception Survey.
Brand Perception Phase II

Strategic Initiative
Capacity & Sustainability
Developing a culture of philanthropy

4.5 Assess internal and external community perception of the University and develop a plan to expand awareness of the University’s connection to economic vitality, social mobility and engaged citizenship.

- Aligns and supports the campus-approved spring 2018 Strategic Initiative proposal for a Brand Perception Study Phase I, funded through a reallocation of UA resources.
- Provides a roadmap and next steps to further expand awareness of the University, specifically to donors.
Brand Perception Phase II

Risk & Alternatives

Consequences:
• Hampers ability to utilize specific responses or information provided from survey results to communicate with donors.
• Delayed timeline may lower effectiveness of survey results.

Alternatives:
• A dedicated consulting team with expertise in research survey analysis will provide the most effective way for Communication & Marketing to execute and implement the roadmap and action items.
Brand Perception Phase II

Outcomes
• Increase donor engagement and giving
• Expand community awareness

Assessment
• Qualitative perceptions from audiences and donors
• Social media reporting tools
• Website Google Analytics
Brand Perception Phase II

QUESTIONS?
Advertising Campaign

Purpose

• Advertising campaign (print/digital advertising) focused on donors and fundraising in the Santa Barbara area.
  • Potential media outlets may include:
4.5 Assess internal and external community perception of the University and develop a plan to expand awareness of the University’s connection to economic vitality, social mobility and engaged citizenship.

- Expand advertising in the Santa Barbara area to increase awareness of the University
- Create greater impact and donor giving in the Santa Barbara area.
Advertising Campaign

Risk & Alternatives

Consequences:
• Dilute 11-year advertising budget of $45,000 focused on Ventura County and LA regions for:
  • 23 high schools
  • Ventura and Moorpark Colleges
  • Academic Decathlons and Robotics Competitions
  • Limited advertising with news media outlets
Advertising Campaign

Risk & Alternatives

Alternatives:
- Continue advertising budget of $6,000 focused on Santa Barbara for:
  - 3 high schools (Santa Barbara, Dos Pueblos, San Marcos)
  - Limited advertising with SB news media outlets
Advertising Campaign

Outcomes
• Increase awareness among the Santa Barbara region
• Raise new funding/giving from Santa Barbara donors

Assessment
• Qualitative perceptions from audiences and donors
• Social media reporting tools
• Website Google Analytics
Advertising Campaign

QUESTIONS?
# Updated Scoring Sheet

**Scoring Sheet**

**Strategic Initiatives Funding Requests**

**Reviewer Name:**

Submit Scoring Sheet by October 17, 2018 to: Elaine.Crandall@csuci.edu

<table>
<thead>
<tr>
<th>Purpose Statement</th>
<th>Maps to CSUCI Strategic Initiative</th>
<th>Risks Of Not Funding The Proposal</th>
<th>Outcomes</th>
<th>Budget Detail</th>
<th>TOTAL SCORE</th>
<th>Amount Requested</th>
<th>Recommended for Full Funding (Y/N)</th>
<th>Recommended Partial Funding Amount ($)</th>
<th>Comments</th>
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**Total:** $655,900

**Funding Thresholds:**

- Recommend Full Funding: 75% - 100% (Score ≥18)
- Further Discussion: 59% - 74% (Score 15 - 17)
- Not Recommended for Funding: 0% - 58% (Score <14)