



University Advancement

UA 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 in CSUCI.



University Advancement

Communication and Marketing

Conferences and Events

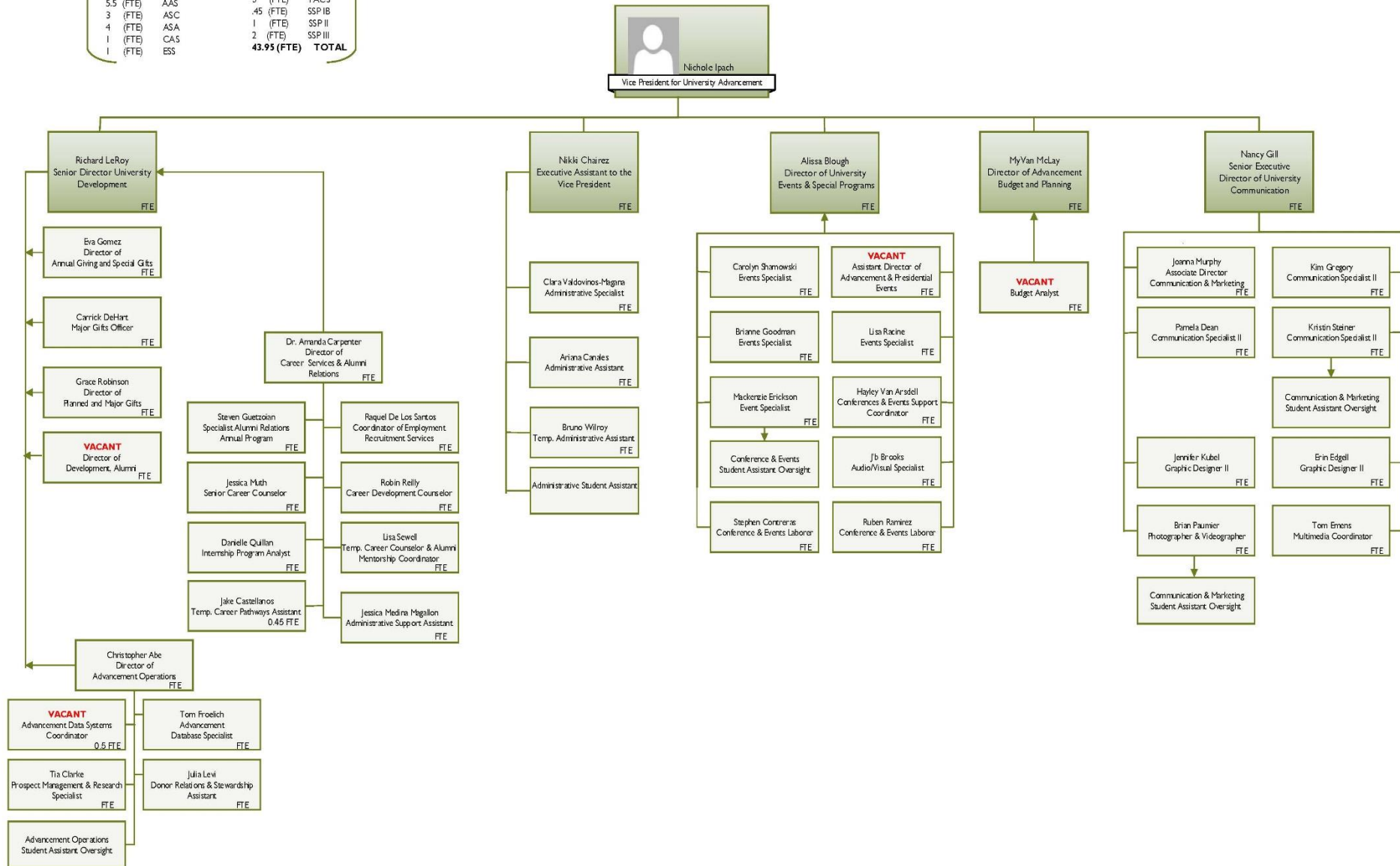
Development

(Career & Alumni Programs / Fundraising / Operations)

CSUCI Foundation



1 (FTE)	Admin IV	2 (FTE)	GD II
3 (FTE)	Admin III	1 (FTE)	ITC
9 (FTE)	Admin II	2 (FTE)	LNE
1 (FTE)	Admin I	1 (FTE)	MPS III
3 (FTE)	AAS NE	3 (FTE)	PACS
5.5 (FTE)	AAS	.45 (FTE)	SSP IIB
3 (FTE)	ASC	1 (FTE)	SSP II
4 (FTE)	ASA	2 (FTE)	SSP III
1 (FTE)	CAS		
1 (FTE)	ESS		
		43.95 (FTE) TOTAL	



UA Divisional Budget

		Core Allocations					
		OOP	VPAA	BFA	VPSA	UA	
Final Operating Base 2018/19		\$ 1,866,134	\$ 58,228,236	\$ 32,763,324	\$ 6,253,829	\$ 4,806,717	
2019/2020 Budget Adjustments		12,390	976,211	292,397	1,212,593	19,279	
Approved Operating Base 2019/20		\$1,878,524	\$ 59,204,448	\$ 33,055,721	\$ 7,466,421	\$ 4,825,996	
	% Increase/(Decrease) Core	0%	39%	12%	48%	1%	
	% Increase/(Decrease) General Fund	0%	11%	3%	14%	0%	
	2019/20 % Share of Core	1.8%	55.6%	31.1%	7.0%	4.5%	
	2018/19 % Share of Core	1.8%	56.0%	31.5%	6.0%	4.6%	
Salaries & Wages		\$ 1,116,966	\$ 37,395,667	\$ 17,974,314	\$ 4,071,606	\$ 2,746,445	
Benefits		\$ 503,692	\$ 19,484,108	\$ 10,606,383	\$ 2,149,427	\$ 1,529,220	
General Operating		\$ 257,866	\$ 2,324,672	\$ 4,475,024	\$ 1,245,389	\$ 550,331	
Operating Base 2019/20		\$ 1,878,524	\$ 59,204,448	\$ 33,055,721	\$ 7,466,421	\$ 4,825,996	

CSUCI Foundation Budget

FY2019-20 CSU Channel Islands Foundation Budget



California State
University

C H A N N E L
I S L A N D S

	Proposed Budget FY 19-20
REVENUE	
Contributions	1,847,907
Investment Earnings	805,020
Gifts to University	-
Restrictions Released	
Other Operating Revenue (incl Reserves)	101,143
TOTAL	2,754,070
EXPENSES	
Academic Support & Contract Services	605,015
Equipment	42,880
Gifts to University	16,593
Business Meals/Hospitality	108,270
Contingency/Reserve	50,000
Misc. Operating Expenses	379,414
Scholarships	573,834
Supplies & Services	130,792
Travel/Training	26,827
TOTAL	1,933,625
Net Source/(Uses) of funds	820,445

Prior FY Actual FY 17-18	Prior FY Budget FY 18-19	Projected Actual FY 18-19
1,993,042	1,350,000	2,626,770
749,586	860,526	695,585
415,602	-	-
388,099	186,572	639,083
3,546,329	2,397,098	3,961,439
1,145,486	679,710	16,668
8,796	35,473	28,498
464,748	3,700	67,880
118,382	147,728	99,114
-	95,000	-
506,093	467,661	2,290,735
416,787	366,600	576,032
770,715	456,236	18,224
30,249	44,751	29,355
3,461,257	2,296,859	3,126,506
85,072	100,239	834,933

University Advancement Initiatives

Increase Philanthropy
(4.4 / 4.6 / 4.7)*

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

Improve University
Communication and
Strengthen our Brand
(4.5)

Strengthen Career
Development and Alumni
Engagement
(2.13 / 4.4)

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

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

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

1. Facilitate Career Education
2. Strengthen alumni engagement
3. Collaborate with Academic Affairs
4. Establish sustainable partnerships with industry

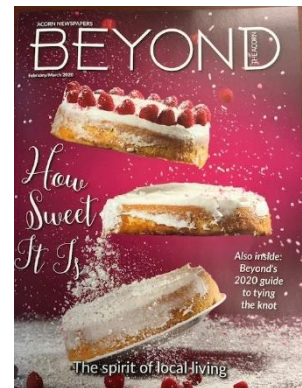
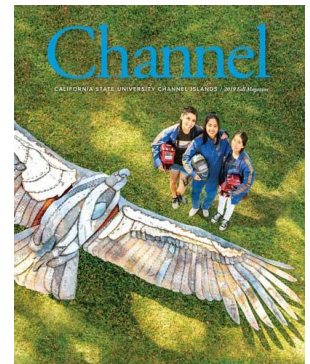
Strengthen Administrative Support and Financial Services for the Division

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. Evidence based decision-making and a commitment to long-range planning are key elements to the implementation of University Advancement's initiatives.

Communication & Marketing Accomplishments (FY 2019-20)

- Developed Convocation Videos and Giveaways
- Visual Redesign of Fall 2019 *Channel* magazine
- Articles related to Strategic Initiatives in *Channel*
- Support for campus events with graphic design, photography, social and news media
- Collaboration on Emergency Preparedness Enhancements
- Provided divisional leadership with crisis communication training
- Expanded News Media Coverage:
 - Student Research Trip to the Arctic Circle (KEYT, KVTa, VC Star)
 - The Laramie Project (Spectrum 1 News LA)
 - Channel Your Network event and initial funding for Early Childhood Education Center
 - Steady guest presence by faculty, staff and students on KVTa and KZSB
 - [Pastry Chef Sergio Gonzalez](#) (VC Star and Beyond the Acorn)
 - [King Tides](#) (Spectrum 1 News LA, KEYT-3, VC Star, Santa Barbara Independent, KVTa, KCLU, KCBX, The Acorn)



Communication & Marketing

Moving Forward



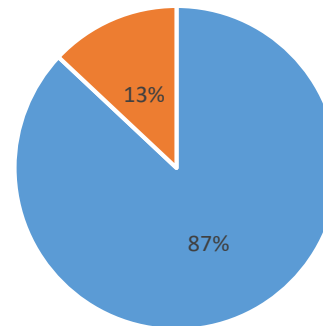
- Policy Review/Updates for: Global Emails to Employees & Tenants; Communication with Students
- Expanding Awareness advertising campaign for Santa Barbara, Ventura County, northern Los Angeles counties through Dec. 2020
- Academic Student Success and the Channel Your Success/GI 2025 initiative
- Continue Brand Perception Messaging through internal and external communication
- Updates for Emergency Preparedness Enhancements

Conferences & Events Accomplishments



- Increased External Revenue by 68%
 - Summer Conference Program grew by 220% bringing in roughly \$2.7M in revenue to the campus
- Developed a Budget Proforma
- Implemented Service Provider reports and meetings to increase communication on event support for the campus
- Completed a 25Live Admin Training to utilize the system for improved processes
- FY 17/18:
 - Completed 1,340 full events
 - Any event that requires a resources
 - Campus events
 - External events

FY17/18 C&E Event Breakdown



■ Internal Events ■ External Events

Conferences & Events

Moving Forward

- Continue to focus on streamlining processes for efficiency and effectiveness
- Showcase Grand Salon renovation to increase external business
- Identifying markets to focus on outreach and increase external business
- Reorganized Student Assistant tasks and workflow to increase support to the office and campus
- Update/Develop Service Level Agreements to improve support to campus
- Focus on efficiencies in our Summer Conference program to maximize revenue and increase prospect pipeline
- 25Live and Event Planning Trainings for campus
- Evaluate current rate structure and market region comparisons



Development Accomplishments

- \$2.4M of \$3.5M Goal in Philanthropic Productivity (2/24)
- Developed University Fundraising Priorities
 - Peer Mentor Ambassador Program
 - Undergraduate Research and Creative Activities
 - Multi-Use Facility - Health Clinic & Performing Arts Center
 - Career and Internships
 - Emergency Needs – Hot Meal (Class Gift)
- Foundation Trust Fund Cleanup - manage balances, purpose, identify fund directors, budget POC, and unit admin leads.
- Institutional Philanthropic Roundtable - strengthening existing cross-divisional partnerships focused on enhanced alumni engagement and philanthropic support.



Development Moving Forward

- Build an Institutional Culture of Philanthropy
 - Story-Giving Campaign
 - 2020 Class Gift – Hot Meals
- Implement Strategic Plan for Philanthropy
 - Fundraising priorities focus
 - Strengthen President's Circle membership
 - Annual Fund and Crowdfunding (SI Funding)
- Communication Plan for Philanthropy
 - Collateral and website updates
 - Social media
- Strengthen Divisional Infrastructure for Philanthropy
 - Data to demonstrate fundraising activity and success
 - Campus naming policy



Career & Alumni Accomplishments



- Launched ***Dolphin Corporate Partner Program*** and secured first partner, Enterprise Holdings, for a four-year partnership at the Gold Sponsorship Level (\$2,500/year).
- Posted ***5,264 + jobs/internships*** for Dolphins in 2018-2019 with 117 new companies registered.
- Served ***2,138 + Dolphins*** in the Career Center during 2018-2019AY.
- Established and implemented new [membership packages](#) for the association enhancing the value of membership.
 - ***1,729 new A&FA Members*** for 2018-2019AY
 - ***899 Alumni Gifts*** for 2018-2019AY exceeding our goal of 600
- Established an **A&FA Strategic Plan** presenting the direction for addressing our most compelling opportunities and enhancing our most successful endeavors as an Association.
- Launched **Dolphin Mentorship Program** via PeopleGrove with 409 users during first month of full launch.
- Engaged campus partners to develop a college-to-career-oriented community through building cross-campus partnerships with a ***focus on internships*** and establishing a centralized resource for internships.
- With philanthropic support, established a Career Studio designed as a high-tech destination encouraging creativity and innovation for students, alumni, and industry.

Career & Alumni Moving Forward

Focus Areas:

1. Facilitate Career Education
2. Strengthen Alumni Engagement
3. Collaborate with Academic Affairs and Student Affairs
4. Establish Sustainable Partnerships with Industry



CSUCI Foundation Accomplishments

- Revised the CSUCI Foundation Strategy Map
- Identified Fundraising Priorities
- Deepened Awareness of CSUCI in Santa Barbara
- Helped CSUCI Launch the Peer Mentor Ambassador Program



CSUCI Foundation

Moving Forward



- Continue Support of the Peer Mentor Ambassador Program
by helping to start an Endowment
- Continue to deepen awareness in Santa Barbara
- Support Undergraduate Research and Creative Activities
- Support capital builds by fundraising for philanthropic needs



THANK YOU!