

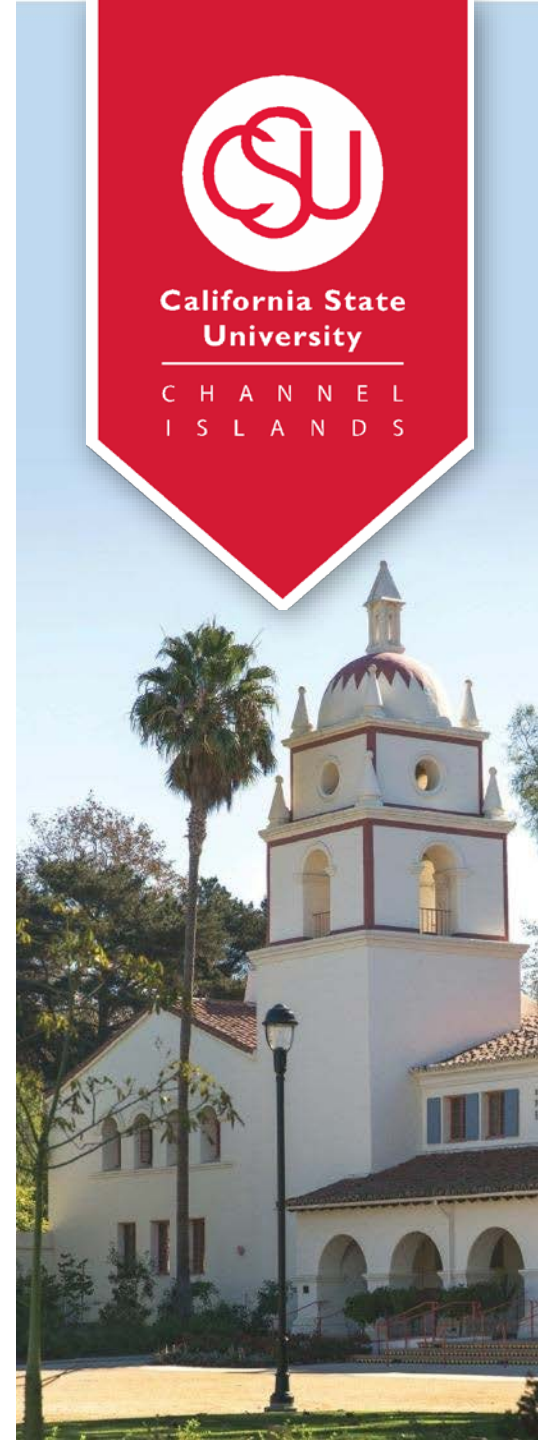
University Advancement

Development and Alumni Programs
Conferences and Events
Communication and Marketing



California State
University

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ISLANDS



OVERVIEW of CURRENT STRATEGIC PLAN

University Advancement was reorganized in January 2017 to include Communication & Marketing and Conference & Events. UA is retooling its strategic plan to include elements in support of the new charge:


- Enhance and build philanthropic support for CSUCI
- Enhance and build the CSUCI brand
- Centralize, strengthen and ensure consistency of campus communication
- Create efficiencies for the campus in the area of conferences and events.



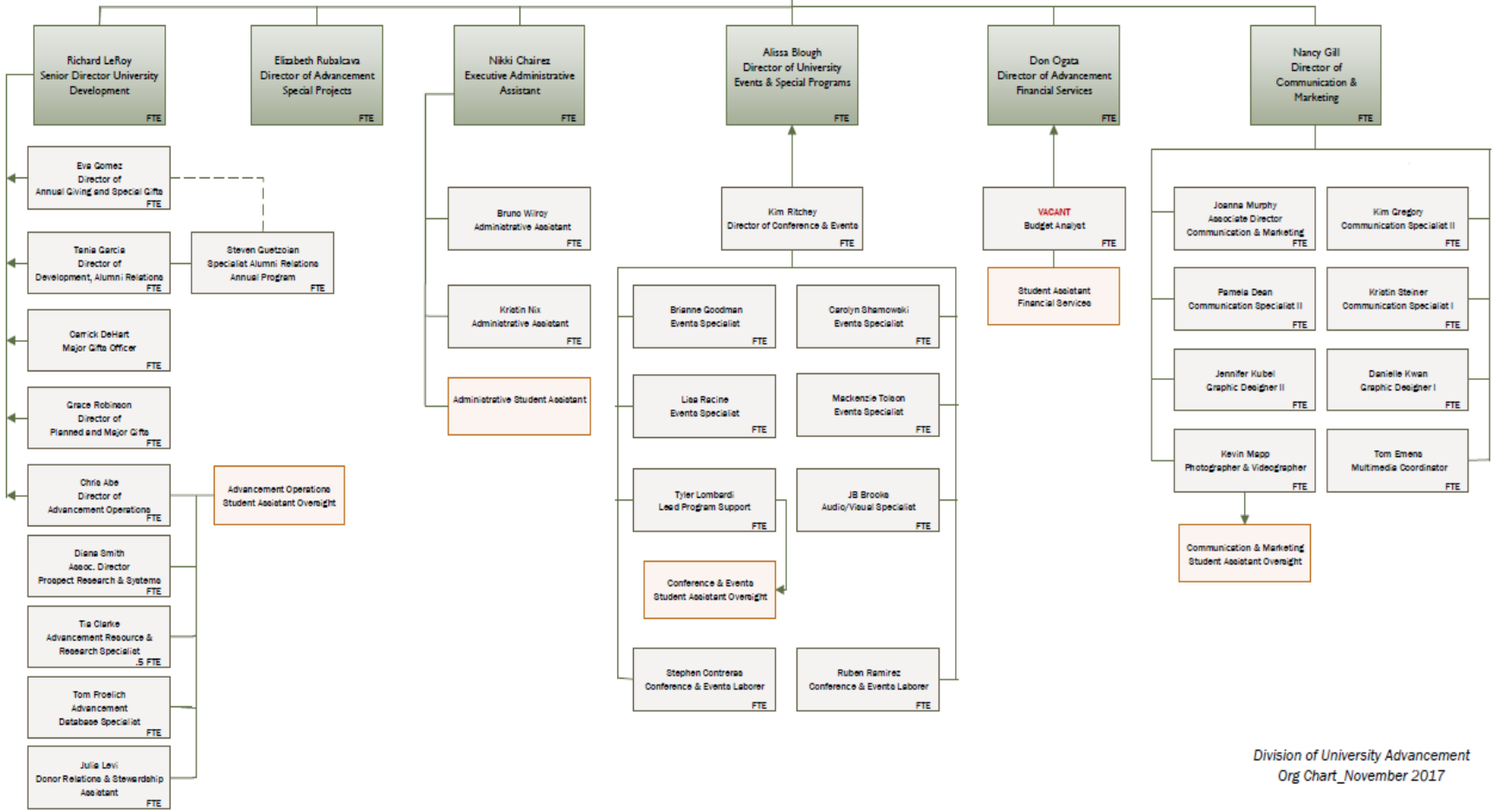
- 1 (FTE) Admin V
- 1 (FTE) Admin IV
- 2 (FTE) Admin III
- 7 (FTE) Admin II
- 4 (FTE) Admin I / SSP AAS II
- 1 (.5 FTE) AAS II
- 13 (FTE) ASC / ASA II
- 4 (FTE) ASC / ASA I



Eric D. Beck
President



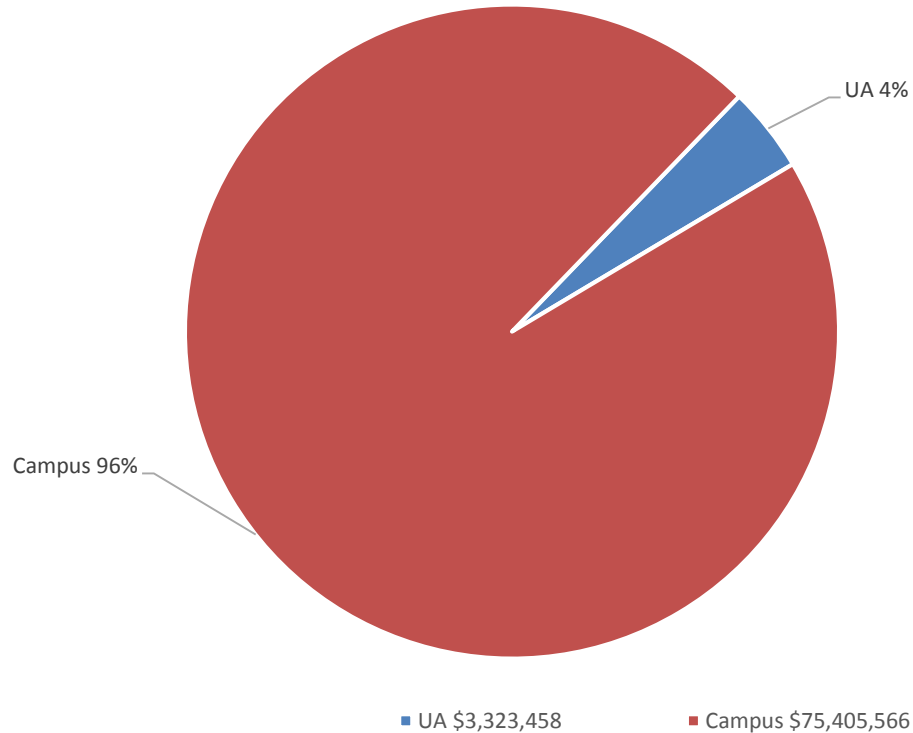
Nichole Isach
Vice President for University Advancement



University Advancement Budget

General Fund Budget Allocation University Advancement

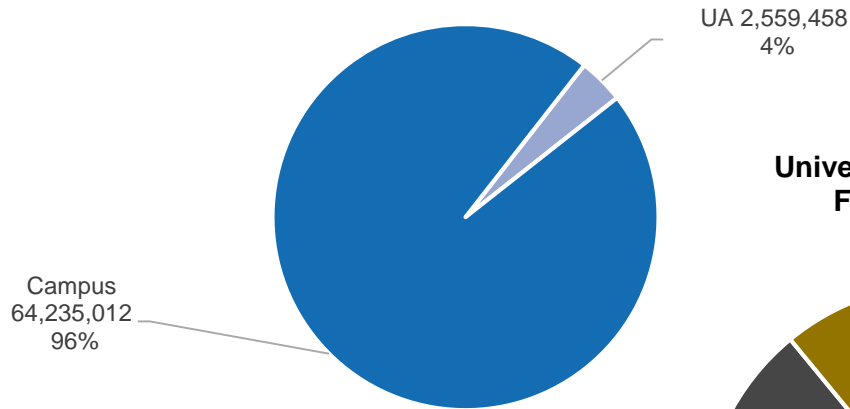
\$3,323,485



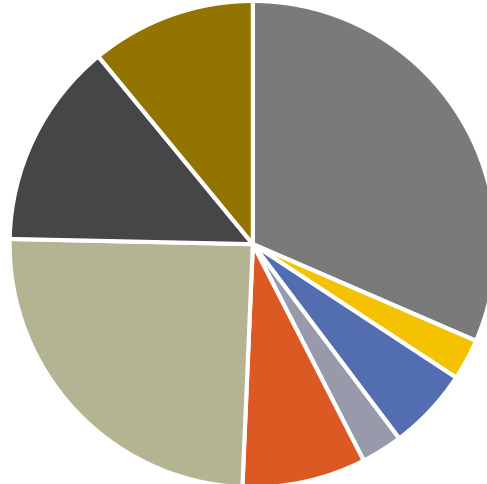
University Advancement Budget

Salary Allocation (all sources)

\$2,559,458



University Advancement FTE Breakdown 36.5



- Development 11.5 FTE
- Vice President 1 FTE
- Budget 2 FTE
- Special Projects 1 FTE
- Admin Support 3FTE
- Communication & Marketing 9 FTE
- Conference & Events 5 FTE
- Conference & Events-Trust 4 FTE

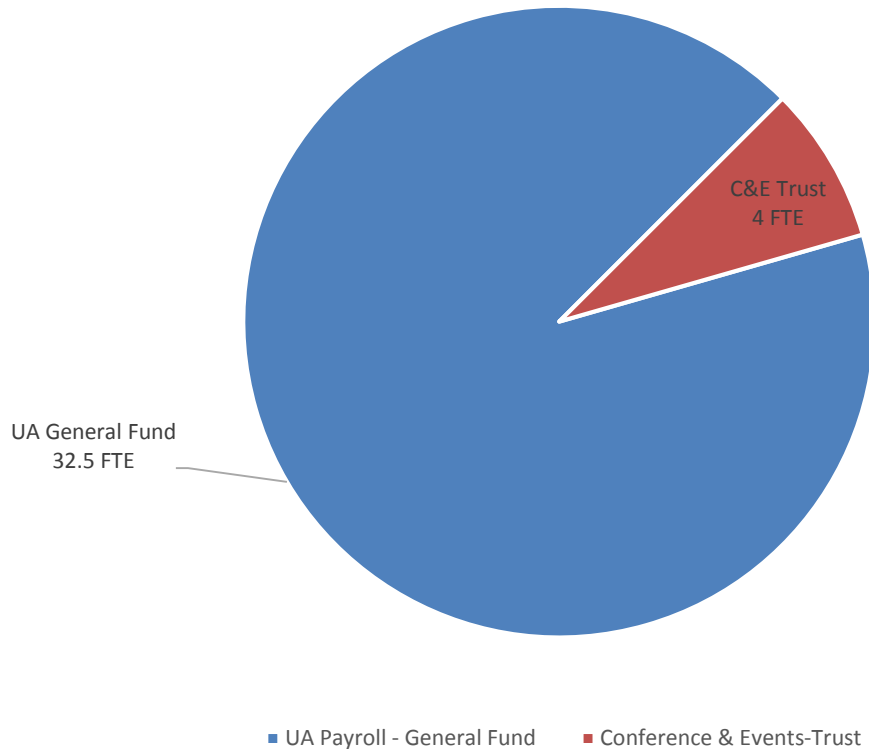


University Advancement Budget

University Advancement FTE Breakdown

General Fund \$2,353,430

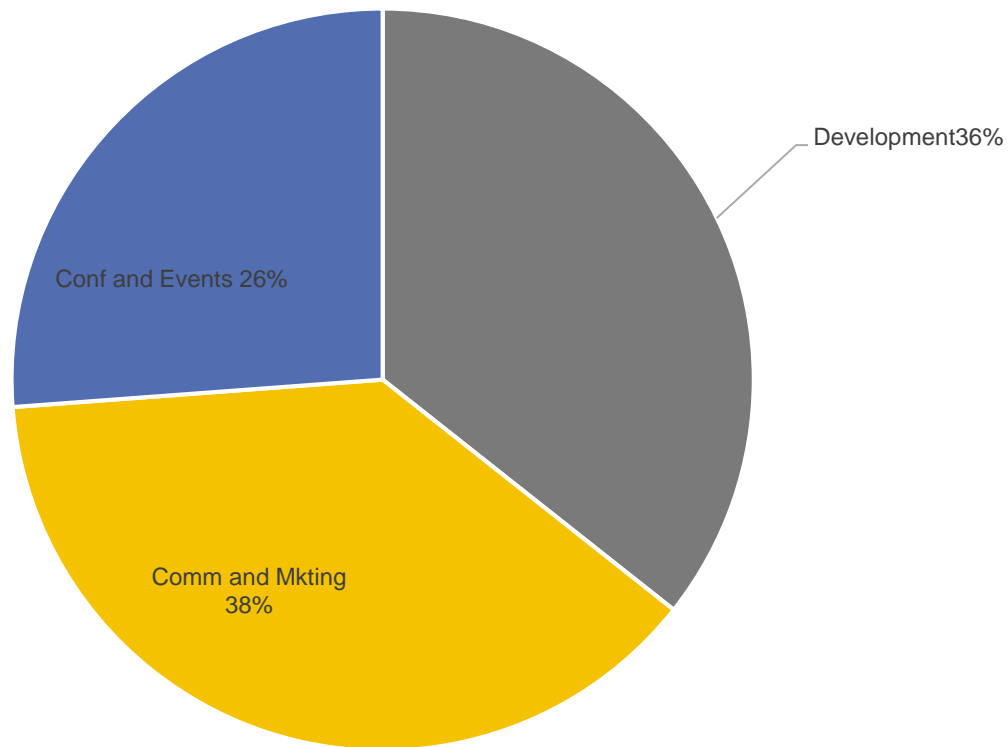
Trust \$206,028 (9%)



University Advancement Budget

University Advancement General Fund Operating Expense Breakdown

Total Operating : \$764,000



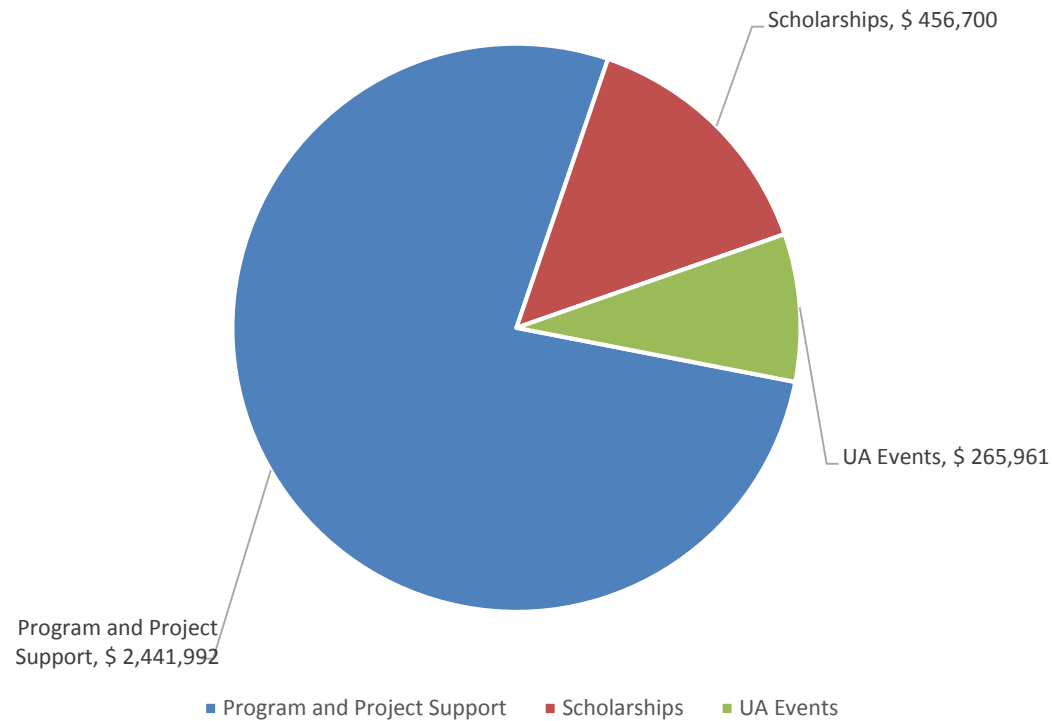
■ Development \$272,354 ■ Comm and Marketing \$291.646 ■ Conference and Events \$200,000



University Advancement Budget

CI Foundation Operating Expenses

\$3,164,653



Communication & Marketing



Nancy Gill



Joanna Murphy



Tom
Emens



Kim
Gregory



Pam
Dean



Kristin Steiner



Dani Kwan



Jennifer Kubel



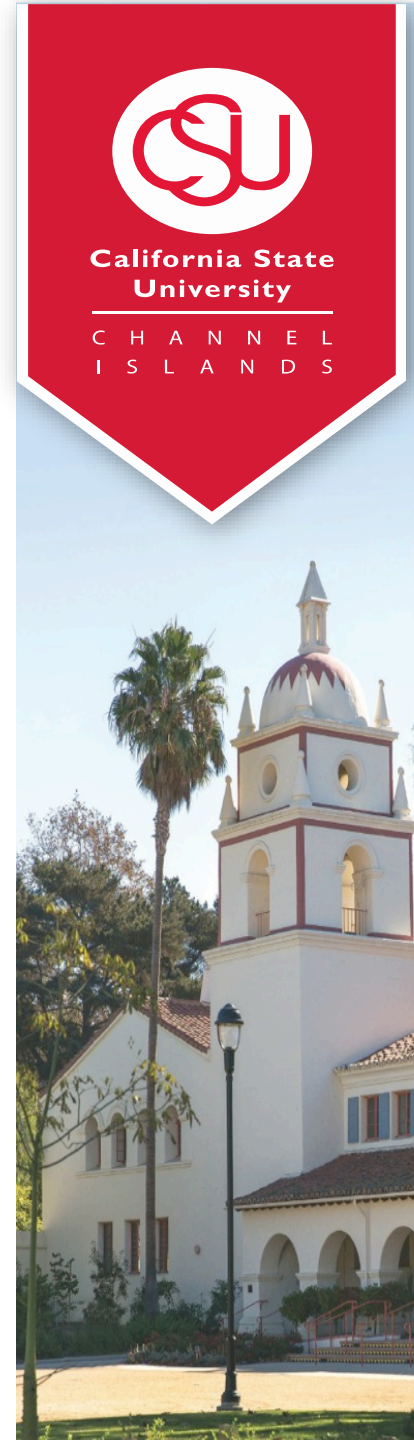
Kevin Mapp

Our purpose centers on **creating a positive image** of CSUCI as a **valuable resource** for the community, viable **economic contributor** to the region and state, and a **leading educational institution of higher learning**.



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Communication & Marketing

3,000+ requests completed

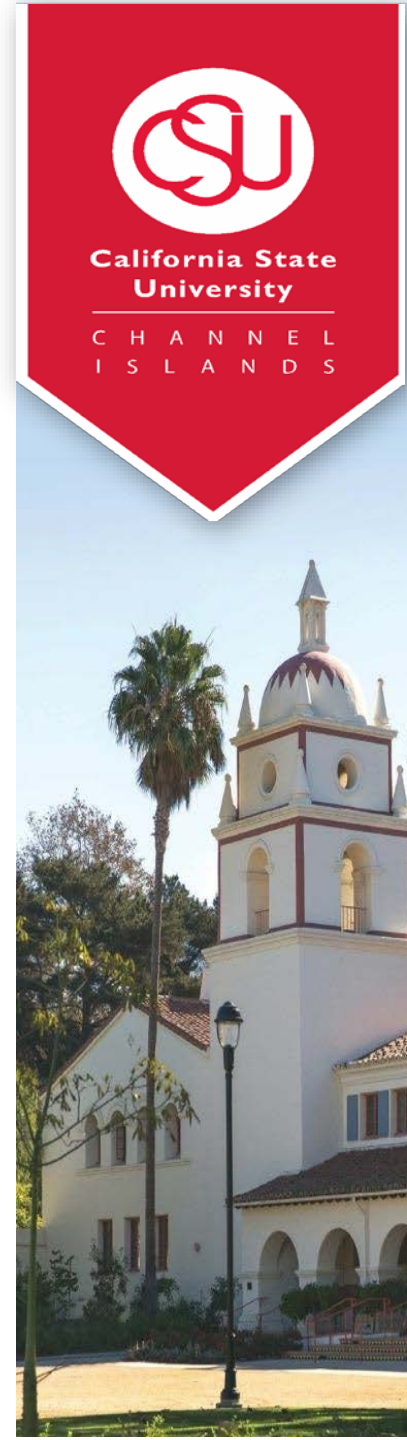


Ongoing Challenge: limited staff resources to meet ongoing support campus needs.

Future Goals: to enhance and build the CSUCI brand, continue to strengthen University communication and implement a communication plan for the University's new strategic initiatives.

Development and Alumni Programs

- We support the mission of the University by:
 - Connecting and engaging alumni in lifelong relationships with the university
 - Developing philanthropic relationships with alumni, parents, friends, community partners and students
 - Creating win-win partnerships with industry and foundations
 - Working collaboratively with faculty and staff to build awareness for our campus programs, develop a compelling rationale for private gift support, articulate an exciting vision, and ensure that each gift will make a difference.
- How we do it:
 - Alumni Relations, Annual Fund, Major Gifts, Corporate and Foundation Relations, Planned Giving, Principle Gifts and Operations.
 - 6 MPP, 5 Represented staff



Development and Alumni Programs

ACCOMPLISHMENTS

- In 2017-18, 210 scholarships were awarded with \$456,000 in philanthropic dollars
- Raisers Edge NXT
- Increasing number of influential and philanthropic volunteer leaders

CHALLENGES

- Young alumni
- Limited resources

GOALS

- Building a culture of philanthropy on campus through partnerships.
- University Fundraising Policy - Improve processes, procedures and outreach through workshops and training.



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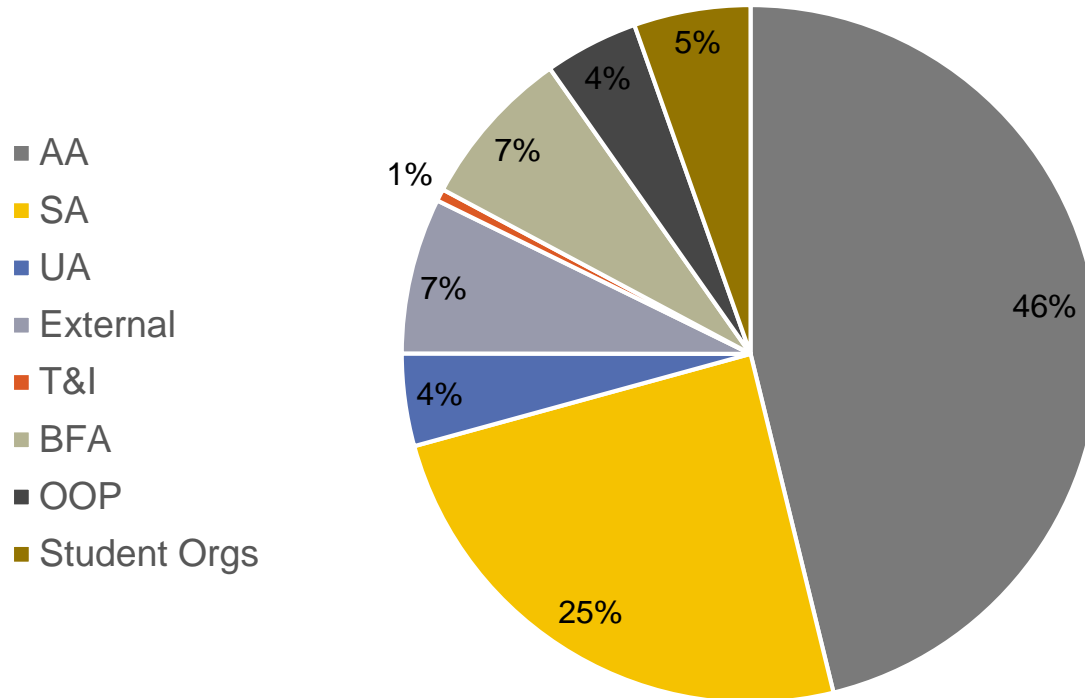
Conferences and Events

- Customer service oriented team of professionals providing the campus and outside clientele/ partners an array of services to make your events a success
- Resource for the campus
- Goal is to assist in the facilitation of successful events at CSUCI
- 10 FTE (4 Non-GF)
- 11 Student Assistants



Conferences and Events

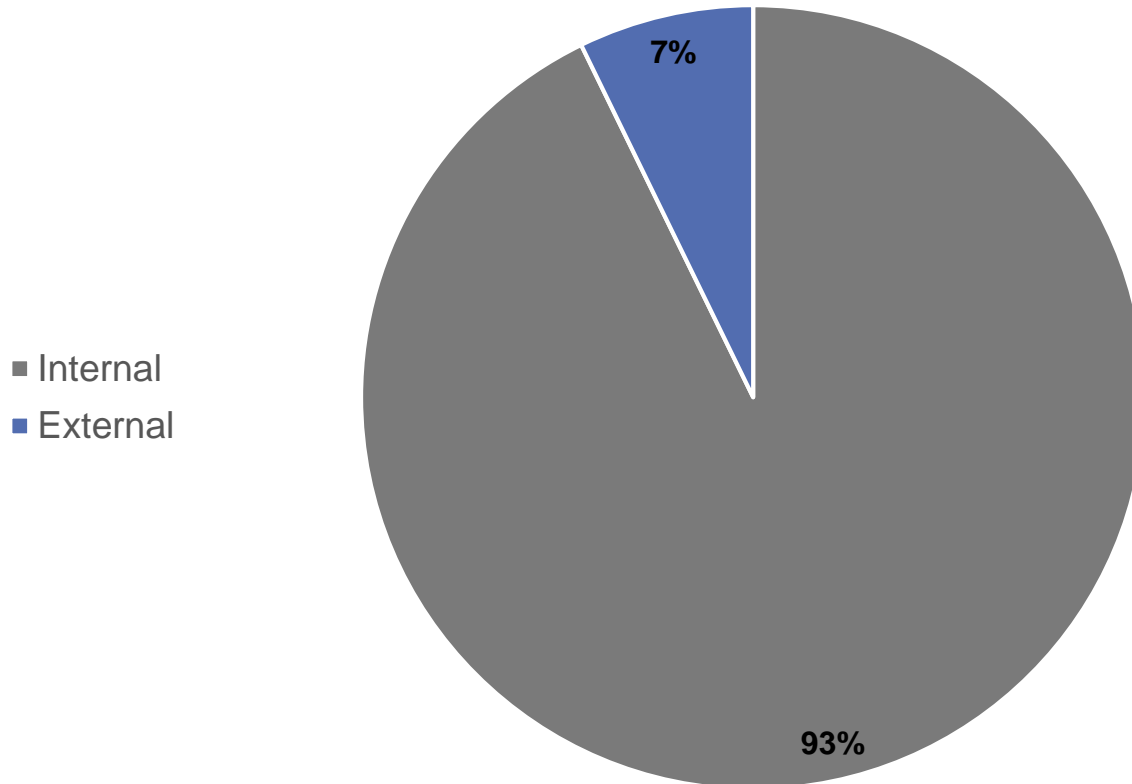
Percentage of Events



Conferences and Events



Internal & External



Conferences and Events

Accomplishments to date:

- 25 Live Trainings for the campus
- Increased communication with Service Providers on campus
- Streamlined Processes for Efficiency (still evaluating)
- Fully Staffed with two new hires
- FY16-17 Events- 1,425

Challenges

- High demand for events & resources
- Space

Goals

- Create partnerships across campus for improved communication with service providers and facilitation of events
- Continually evaluating processes to maximize efficiencies
- Commencement – Maximize event opportunities



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