University Advancement

Development and Alumni Programs
Conferences and Events
Communication and Marketing
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.
University Advancement Budget

General Fund Budget Allocation
University Advancement

$3,323,485

UA 4%
Campus 96%

UA $3,323,458
Campus $75,405,566
University Advancement Budget

Salary Allocation (all sources)

$2,559,458

University Advancement FTE Breakdown

36.5

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

Campus

64,235,012

96%

UA

2,559,458

4%
University Advancement Budget

University Advancement
FTE Breakdown
General Fund $2,353,430
Trust $206,028 (9%)

UA Payroll - General Fund
Conference & Events-Trust
University Advancement Budget

University Advancement
General Fund Operating Expense Breakdown

Total Operating: $764,000

- Development: 36% ($272,354)
- Comm and Marketing: 38% ($291,646)
- Conference and Events: 26% ($200,000)
University Advancement Budget

CI Foundation Operating Expenses

$3,164,653

Program and Project Support, $2,441,992
Scholarships, $456,700
UA Events, $265,961
Communication & Marketing

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.
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:
  – 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.
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

- AA: 46%
- SA: 25%
- UA: 7%
- External: 4%
- T&I: 5%
- BFA: 7%
- OOP: 5%
- Student Orgs: 25%
Conferences and Events

- Internal & External
- Internal: 93%
- External: 7%
Conferences and Events

Accomplishments to date:
• 25Live 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