



Channel Islands
CALIFORNIA STATE UNIVERSITY

University Advancement Strategic Plan 2014-2019

MISSION STATEMENT

University Advancement secures philanthropic support, engages alumni, and fosters public/private partnerships to serve students, advance the University's mission and encourage its strategic priorities.

VISION

We are a champion for the University's Vision as a source for achieving student success and educational excellence through innovative practices, being a trusted steward of resources, inspiring philanthropy, and building strong community relationships.

Values

- Relationships
- Integrity
- Leadership
- Diversity
- Generosity
- Kindness
- Education
- Efficiency
- Excellence
- Communication

Culture

- CI Way
- Inclusive
- Ethical
- Hardworking
- Committed
- Visionary
- Professional
- Innovative
- Team-Oriented
- Trustworthy

GOALS

1. Develop a culture of philanthropy to increase overall giving annually.
 - Develop a strategy and implement programming to educate the campus community (students, faculty, staff) on the significance of giving.
 - Using a comprehensive campaign model, build and enhance the following programs:
 - Annual Giving and Campaigns
 - Planned Giving
 - Parent Giving
 - Athletics
 - Alumni
 - Major Gifts
 - Increase the number of Business & Technology Partnership memberships and renewals annually.
 - Increase the number of President's Circle memberships.
 - Increase alumni donor participation rates to match national average.
 - Increase event proceeds and sponsorships annually.
 - Increase number of major and planned gifts.
2. Foster engagement with a diverse cross section of stakeholders.
 - Equip and empower our volunteer boards to further University Advancement's initiatives.
 - Build and maintain meaningful relationships with prospective and current donors.
 - Prioritize resources and develop creative methods to meet donor cultivation goals and objectives.
 - Facilitate and increase the number of meaningful and creative alumni communications and activities to build lifelong connections.
 - Re-engage our alumni with the campus (or University) and capture the excitement of the graduating class during commencement to encourage participation in the Alumni Association.
 - Partner with other divisions in student / parent events and activities.
3. Create and steward strong partnerships.
 - Proactively seek to establish (or facilitate) mutually beneficial partnerships that support University programs and projects.
 - Facilitate the connection between academic programs and industry in conjunction with volunteer boards.
 - Ensure communications with partners, provide regular updates, and additional opportunities to further campus projects and programs.
4. Create a sustainable infrastructure that supports the division's needs, leverages opportunities, ensures excellent stewardship and maximizes efficiencies.
 - Streamline the fundraising process to better focus major and planned gift efforts.

- Create and implement a constituent management process within University Advancement and across the University.
- Invest in Advancement specific communications through the provision and creation of adequate marketing and solicitation materials (hard copy and electronic) designed to meet the needs of the division.
- Develop and implement a plan for donor stewardship visits to continue meaningful engagement.
- Evaluate, continuously improve and maintain existing data systems and processes to ensure integrity and security.
- Utilize data analysis and evaluation to inform our strategies.
- Create and maintain divisional policies and procedures.
- Invest in hiring talented staff.
- Provide cross-training and professional development opportunities, and recognize exemplary Advancement employees and programs.
- Pursue new ways to provide access and ease the process of donating to the university.
- Ensure sustainable and efficient funding sources for Advancement programs.
- Ensure good stewardship of resources.
- Establish rapport among colleagues to encourage effective and positive communication and coordination within the division.