

DIVISION OF UNIVERSITY ADVANCEMENT

Presentation to
Planning, Resources, and Budget Committee
April 22, 2011

THE MISSION OF UNIVERSITY ADVANCEMENT

- To advance the educational mission of CSUF:
- by generating private financial support through relationships with and stewardship of important university constituencies, and
 - by implementing strategic communications and public affairs programs.

2010 – 2011 Resources

Baseline Allocation:		\$4,896,943
Budget Augmentation (President's Memorandum)		500,000

Total State Allocation:		\$5,396,943
Salaries (81.44%)	\$4,395,050	
Operating Expenses (18.56%)	1,001,893	
Lottery Funds:		No Allocation
Restoration Funds:		\$299,835
University Mission & Goals Initiative:		\$18,573
Earmarked for Grant Writer for Strategic Initiatives		

2010 – 2011 External Resources

Cal State Fullerton Philanthropic Foundation:

Assistant Director, Planned Giving (half-time)	\$55,000
Fundraising Expenses	30,000
Strategic Initiatives Support	30,000

	\$115,000

CSUF Alumni Association

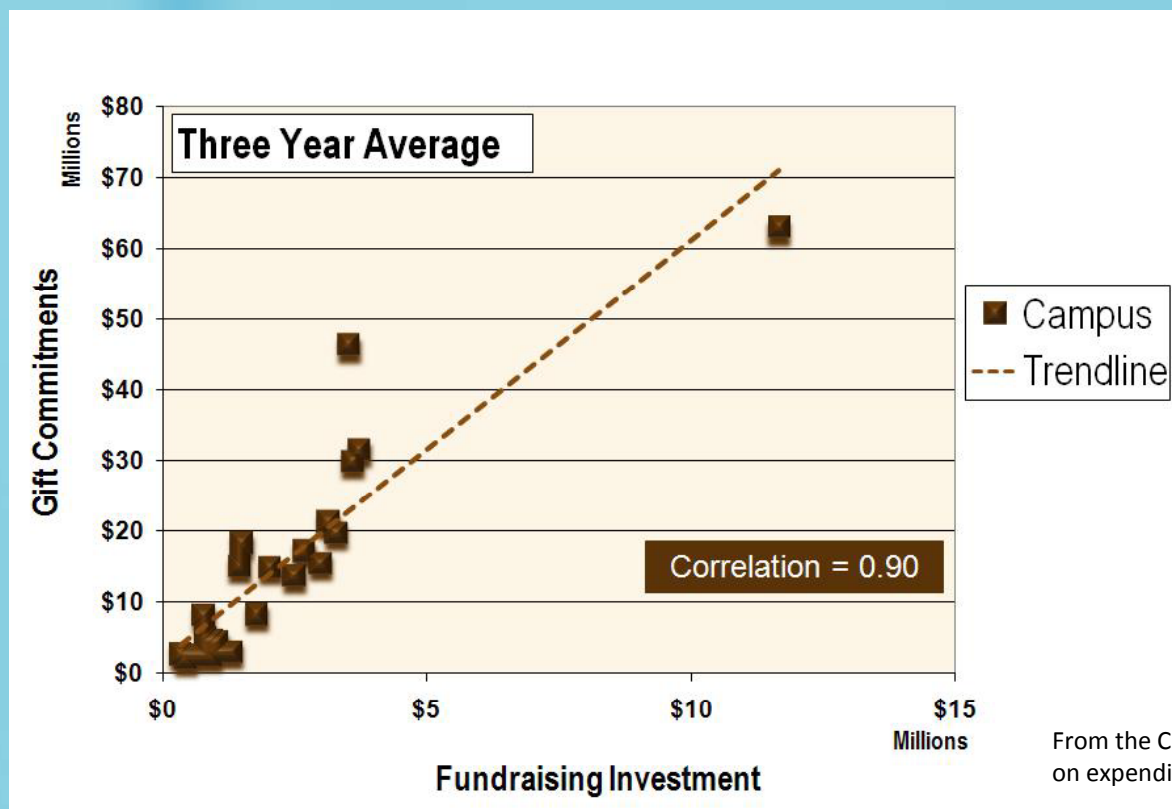
Assistant Director, Student Outreach	\$67,500
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CSU University Advancement Grant

Marketing and Publications for identified Strategic Initiatives	\$40,000
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The Return on Investment

National studies have shown that, on average, every \$1 invested in fundraising results in a return of \$8. In the CSU, a similar correlation exists.



Over the last three years, Cal State Fullerton has produced \$7 in external support for every \$1 invested.

University Advancement Division Priorities

Private External Support – raising philanthropic funds to support the University’s educational mission across campus, including colleges, academic departments, programs, and services.

University Database – over 275,000 records documenting the philanthropic and volunteer involvement of alumni, community leaders, and other volunteers.

Titan Magazine – distributed three times per year to alumni, donors, and other strategic partners of the University.

Alumni Relations – creating opportunities to engage the University’s alumni in local and regional activities

University Identity – ensuring the consistent public image of the University in publications and other media

University Advancement Division Priorities

Last spring, the Division identified seven specific priorities. Here's an update:

2010 – 2011 PRIORITIES:	STATUS:
1. Outreach to New Donors	New Major Gifts DOD to be hired with CSFPF Funds
2. Corporate/Foundation Relations	Priority is moved forward to 2011 – 2012
3. Involve more MCBE Alumni as Donors	New Associate DOD being hired through partnership with MCBE
4. Regional Alumni Activities	Activities more than doubled over previous year - New York chapter being formed this summer – potential Washington, D.C., chapter opportunity
5. University Website Enhancements	Redirected vacant public affairs position to web designer
6. Marketing Message in Local Print Media	Broadened priority to include marketing and publications for initiatives - secured additional \$40,000 CSU grant
7. Administrative Support for Fundraisers	Re-aligned job responsibilities – created efficiencies within Division – no new staff

University Advancement Initiatives

Working with our campus colleagues, maintain philanthropic support for existing programs and services and modify giving strategies to address identified needs.

Implement the requisite processes surrounding our Strategic Initiatives:

- ❖ Meeting California's Health Care Challenges – with emphasis on the critical shortage of nurses and the development of a California Assistive Technology Laboratory (CATLab)
- ❖ Bringing the Past to Life – with emphasis directed toward the Center for Oral and Public History and the Archeo-Paleo Collection
- ❖ Enhancing Education in Science, Technology, Engineering, and Math
- ❖ Strengthening Titan Pride
- ❖ Looking Ahead: Planning for our Future Growth

Increase alumni giving and affiliation through Titan Fund and the Alumni Association.

Ongoing fundraising for scholarships and endowments.

University Advancement Projects

Maintain and upgrade University database to web-based module to increase efficiency and interaction between donors and the University (\$132,000)

Increase corporate and foundation support through active grant submission (\$80,000)

Ensure all alumni and donors are part of the University's strategic communications plan, i.e., Titan Magazine – for example, the number of copies of Titan Magazine needed for each edition increases as we graduate more students and increase our fundraising efforts (annual cost is \$15,000)

University Advancement Challenges

Educating our faculty and staff to be ambassadors of the University to increase support for our colleges, departments, programs, and services. Building relationships with potential donors and former students.

Inadequate corporate and foundation support to increase grant submission (\$80,000)

Insufficient operating budget to support consolidated Division of University Advancement (on-going challenge since 2006).

University Advancement Challenges

In response to recent Federal and state policy implementations for nonprofit organizations and CO compliance audit, develop processes and educate campus community in the areas of:

- Gift Management and Reporting
- Special Events (fundraising events, opportunity drawings, auctions)
- Gifts in Kind
- Endowment Management and Stewardship
- Donor Confidentiality and Data Security
- Expenditures and Donor Intent

Increasing size of University Database requires additional staffing and resources to ensure accurate data.