

**University Advancement Program Effectiveness Council:  
Report to Vice President Alphonse J. Brown, Jr.**

***Overview of the 2003-2004 Budget Proposals***

The Division of University Advancement has submitted a total of eight (8) budget requests, one each from its different departments. The requests appears in the following order: Office of the Vice President; University & Government Relations; Office of Community Relations; Alumni Relations; Office of Media Relations; Office of Public Affairs & Publications; Central Development, and Office of Annual Giving. In compliance with campus policy on initial review of budget allocation requests from divisional units, the University Advancement Program Effectiveness Council has met and carefully reviewed each department’s proposal for academic year 2003-2004. This document serves as the Council’s official, final report. Members of the Program Effectiveness Council agreed unanimously on the format of the Report, including the priority ratings and justifications for each request for augmentation.

***Unit Proposals & Funding Recommendations***

Generally speaking, each unit proposal came with specific justification for its itemized budget requests. Accordingly, we believed it was necessary for us to conduct a detailed review of what was asked for and the accompanying reasons for making the request. An important consideration for the Council was the relationship between the stated mission of the department and actual funding requests. Subsequent reviewers of this Report are asked to take note of our distinction between *one-time* and *permanent* requests.

***Office of the Vice President, University Advancement***

Mission Statement: The mission statement of the Division of University Advancement reads, “The Division of University Advancement is responsible for advancing the teaching, learning and service goals of the university through building relationships, uniting our constituents, and fund raising.”

The total VP/UA projected budget for academic year 2003-2004 is \$160,370.

All, but one, of the requests are considered *permanent* operating expenses needs. There is a *one-time* request for furniture and reconfiguration of space for the Division, as central operations is being moved to Welch Hall.

On-going Database Management of Alumni Lists.

***Requested amount***..... \$15,000.

***Recommendation:*** Priority ranking: #1  
Allocate the requested \$15,000.

**Justification:** This specific allocation is relatively marginal when compared to budget requests for database managed alumni lists of other campuses within the CSU. The requested amount of funding is needed to maintain alumni contact currency, accurate data-basing, and to increase alumni contributions.

Alumni Report; Promotional Materials, and Alumni Letters.

**Requested Amounts:**

Alumni Report.	Priority ranking: #2.....	\$30,000
Promotional Materials.	Priority ranking: #3.....	\$ 5,000
Alumni Letters.	Priority ranking: #4.....	\$ 20,000

**Recommendation:** Allocate requested amounts for each item.

**Justification:** These funding requests are *necessary* for ongoing operations within the unit. Without these modest levels of funding the Office of University Advancement will be at a competitive disadvantage. The Alumni Report is a professional document intended for an *external audience audience*, and is therefore printed on high gloss paper.

Marketing & Solicitation Items; Memberships, and Travel.

**Requested Amounts:**

Marketing & Solicitation Printing.	Priority ranking: #5..	\$25,000
Membership Dues & Professional Development.	Priority ranking: #6..	\$ 7,345
Travel.	Priority ranking: #7..	\$10,000

**Recommendation (1):** Allocate requested amounts for marketing and solicitation print items, and for professional development activities and membership dues in professional organizations.

**Justification:** These levels of funding are necessary as permanent operational needs in order maintain currency and competitive edge. The marketing materials consist of folders used for recruitment and solicitation, and CDs used spotlight the campus and to market academic programs to prospective contributors.

**Recommendation (2):** As to the travel request, the committee *recommends* an allocation of **\$9,000** instead of \$10,000.

**Justification:** The committee determined that the costs for Travel, through timely flight reservations, could be substantially reduced.

Strategic Plan.

Priority ranking: #8

**Requested Amount**.....\$ 1,200

**Recommendation:** Allocate requested amount of \$1,200.

**Justification:** This request is in the category of a permanent internal use, printing is done on lower grade paper.

Office Supply Costs & Furniture and Reconfiguration of University Advancement Division in Welch Hall.

**Requested Amounts:**

Office Supply Costs:.....**Unranked**.....\$ 6,500  
Furniture / Reconfiguration.....**Unranked**.....\$40,000

**Recommendations:** (1) allocate requested sum of \$6,500 for office supply costs; (2) allocate requested sum of \$40,000 for furniture and reconfiguration of space in Welch Hall for University Advancement usage needs.

**Justifications:** (1) The office supplies request is a permanent cost and is necessary for efficient operations; and (2) is a **one-time** budget request, necessary to make spatial use functional to the special needs of the Division of University Advancement.

**Overall Recommendation to Unit to Aid Future Planning:** *The Office of University Advancement should consider bringing the various alumni requests from all departments under one umbrella, probably coordinated directly through the office of the Vice President for University Advancement. While the PEC Council understood that the different requests for Alumni-related mailings are intended for different audiences, the Council felt that the requests might nevertheless be construed by others as duplicate requests.*

## **University & Government Relations**

**Mission Statement:** “To position CSUDH as one of the top ten urban universities in the nation. Community, government, private/public collaborations are the key areas through which University & Government Relations will network to facilitate maximum local, regional and national exposure for the university.”

The total budget request is \$33,100.

It should be noted that all the requests are considered **permanent** operating expenses needs.

Salaries & Wages.....Priority ranking: #1 ..... \$5,000

**Recommendation:** Allocate requested amount of \$5,000.

**Justification:** The request is for salary/wages for Student Assistant. This clerical, staff position is vital for the effective functioning of the Associate Vice President’s Office. This is an ongoing, permanent office need.

<u>Travel (in-State)</u> ..... Priority ranking: #2 .....	\$5,600
<u>Travel (out-of State)</u> ..... Priority ranking: #1 .....	\$5,000

**Recommendation:** Allocate requested amounts of funding for travel, for both instate and out of state.

**Justification:** As to instate travel, there are two (2) **required** trips to Sacramento. Next, there is an annual trip to Washington, D.C., for legislative lobby day. Associate Vice President takes along a campus-team for the D.C. visit.

Printing; Professional Dues & Subscriptions.

**Requested Amounts:**

Printing	Priority ranking: #3 .....	\$1,500
Professional Dues & Subscriptions	Priority ranking: #4 .....	\$6,000

**Recommendation:** Allocate requested amounts, respectively.

**Justification:** (1) Printing needs reflect a permanent cost, and (2) Costs incurred for professional dues and subscriptions are permanent ongoing obligations, necessary for currency in profession.

Operating Expenses, Equipment & Supplies and Services. Unranked.

**Requested Amount** ..... \$11,000

**Recommendation:** Allocate requested amount of \$11,000.

**Justification:** This is an ongoing, permanent operational need, without which the Office could not function effectively.

**Overall Recommendation to Unit to Aid in Future Planning:** *The PEC Council recommends that all professional dues and subscriptions within the division of University Advancement be centrally coordinated, preferably through either the Office of the Vice President for University Advancement or through the Associate Vice President for University and Government Relations Office.*

**Office of Community Relations**

Mission Statement: The mission of the Office of Community Relations (OCR) is to identify, develop and cultivate relationships among civic and other external communities that would be beneficial to the university.

The total department funding request is \$75,000.

Personal Services. Priority ranking: #1 ..... \$68,000

**Recommendation:** Allocate requested amount of \$68,000.

**Justification:** This is a salaried MPP permanent position. The

amount requested falls within the maximum salary range of (\$55,000-\$68,000).

Donor Items; Recognition Materials; Publications, and Mailings.

***Itemized Requested Amounts:***

Donor Items	Priority ranking: #2 .....	\$3,000
Publications	Priority ranking: #3 .....	\$ 500
Recognition Materials	Priority ranking: #4 .....	\$1,000

***Recommendation:***

Allocate requested amounts, respectively, for each item. It is important to note that ongoing, permanent funding is needed in these categories. The Council asks that notice be taken of the fact that CSU Dominguez Hills needs to promote a quality image of its programs and physical facilities. For example, displaying a positive identity of the campus is essential in order to spread the word of Dominguez Hills as a **communiiversity**.

The various campus identity/recognition functions help showcase the university, and recent events sponsored by the department have yielded new scholarship monies.

Operating Expenses, Equipment & Supplies.                      **Unranked.**

***Requested Amount:*** ..... \$2,000

***Recommendation:*** Allocate the requested amount, totaling \$2,000.

***Justification:*** Ongoing, permanent operating expenses, without which Office could not function effectively.

***PEC Recommendation for Special Budget Allocation for Office of Community Relations:*** *Given the campus' need to create and foster an identity of academic excellence and student access, the Council recommends that the Office of Community Relations be provided annually with a special budget to support the vision of CSUDH as a communiiversity, through sponsorship of ambassador-type community events. The Council recommends that consideration be given to annually allocate between \$7,000 to \$10,000 toward that end.*

***Alumni Relations***

**Mission Statement:** The mission of Alumni Relations...is to foster a spirit of loyalty among graduates, former students, and current students, and to serve and support the university, its alumni, friends and community. As the support-cultivating arm of the university, the Alumni Relations department sponsors numerous programs and events that involve, connect, and enrich alumni, friends, students and the community.

Increasing alumni membership, supporting affinity groups, and increasing the visibility and exposure to alumni are germane to our mission.

The total department funding request is \$107,110.

Salaries and Wages.

Priority ranking: #1

***Specific requests:***

Affinity/Alumni Relations Coordinator .....\$45,000  
Administrative Support Assistant I.....\$28,000

***Recommendation:*** We recommend allocation of the respective funding requests, **totaling \$73,000.**

***Justification:*** Both the Alumni Relations Coordinator and the Administrative Support Staff are permanent salaried positions.

Dues and Subscriptions: In-state Travel, and Printing.

***Specific requests:***

Dues and Subscriptions      Priority ranking: #2 ..... \$1,610  
In-State Travel              Priority ranking: #3 ..... \$6,000  
Printing                      Priority ranking: #4 ..... \$1,500

***Recommendations:*** (1) Allocate individual requested amounts for organizational dues, subscriptions, and for in-state travel; and (2) likewise, allocate the requested amount for Printing.

***Justifications:*** The Alumni Relations coordinator is obligated to go once quarterly to statewide system-meetings, and to attend/participate in professional workshops.

With respect to the printing/mailings of Alumni materials, currently University Advancement also supports the College of Arts & Sciences and other academic units with their mailings.

Operating Expenses, Equipment & Supplies and Services.

**Unranked.**

We recommend granting the request sum of \$25,000. This amount is an ongoing, permanent budgeting need in the Office of Alumni Relations.

***Overall PEC Recommendation:*** Once again, the Council strongly recommends that the Office of Vice President for University Advancement considers centralizing the functions of Dues & Professional Subscriptions.

## ***Office of Media Relations***

Mission Statement: To create increased private and corporate partnerships through enhanced positive media exposure of CSUDH academic programs, faculty accomplishments, and student diversity.

The total budget request from the Office of Media Relations is \$6,340.

News Clippings/Video Tapes. Priority ranking: #1 \$2,345

**Recommendation:** Allocate the entire modest requested Amount of \$2,345.

**Justification:** Adequate funding is absolutely essential to keeping the university visible in the surrounding communities and nation-wide. While the requested amount represents a “shoe-string” budget, the level of funding will go a long way toward helping the office of Media Relations both gather and disseminate newsworthy items of our campus.

Printer Cartridges; Data Storage, and Photo Supplies. **Unranked items.**

The Council recommends awarding the individual requests totaling \$845.00 The requested amounts are ongoing, permanent equipment and operational expenses needs.

Travel-Training. **Unranked item.**

The Council recognizes the important value of travel—particularly—in order for staff person to maintain currency in the field and to seize opportunities for professional development. Therefore, we **recommend** allocating the requested sum of \$3,150.

## ***Office of Public Affairs & Publications***

Mission Statement: The mission of the Office of Public Affairs and Publications is to create, manage and produce communications that promote the accomplishments, provide the information, and portray the value of a university education at CSU Dominguez Hills.

### Permanent Baseline Expenses

**Requested Amounts:**

- |                                                                                              |                      |          |
|----------------------------------------------------------------------------------------------|----------------------|----------|
| (1) Printing (Inside Dominguez Hills/Dominguez Digest)                                       | Priority ranking: #1 | \$32,340 |
| (2) Professional Development                                                                 | Priority ranking: #2 | \$ 5,000 |
| (3) Software/Data;Storage<br>Printer/Cartridge/Photo Supplies<br>& Services/Graphic Supplies | <b>Unranked item</b> | \$20,530 |

Paper Supplies/Other Office  
Supplies.

**Recommendation:** Allocate the entire requested amount of \$57,870.

**Justification:** This funding has to do with on-going permanent equipment needs, operational expenditures, and continuing professional skills enhancement.

#### Budget Augmentation Requests

**Requested Amounts:**

- |                                                     |                         |          |
|-----------------------------------------------------|-------------------------|----------|
| (4) Digital Conversion from Traditional Photography | Priority ranking: #3    | \$35,000 |
| (5) Dual Processor Power MAC                        | Priority ranking: #5    | \$ 6,000 |
| (6) Public Affairs Communication Specialist         | <b>Unranked request</b> | \$35,685 |

**Recommendations:** Given the rapid changes in computerized photographic imaging/conversion, the Council **recommends** the requested **funding amounts totaling \$76,685** for items (4), (5), and (6) in this augmentation category.

**Justification:** Converting from traditional photography to digital computerized photography is in line with cutting-edge trends in electronic publications systems. This publishing/printing modality is far more efficient, time-saving, and cost-effective. Start-up costs will be recouped in the short run.

The Communication Specialist I would meet a new highly specialized staffing need to facilitate digital conversion.

#### Equipment Request.

- |                                                                                           |                      |          |
|-------------------------------------------------------------------------------------------|----------------------|----------|
| (7) Three (3) Digital Cameras/Digital Accessories/<br>Dye Sublimation Printer/File Server | Priority ranking: #4 | \$25,625 |
| (8) Laptop/Apple/Book                                                                     | <b>Unranked</b>      | \$ 2,100 |

**Recommendations:** Allocate requested amount for item (7) in this equipment category. Equipment of this advanced quality and of high memory capacity is needed to effectively digitize all the printing operations in the Department.

The Council, however, **recommends** that the Budget **request for Laptop/Apple/book (item 8) not be funded** at this budget cycle. In Council's judgment, current available department/university laptops appear sufficiently adaptable to the transition to digitized printing.

### ***Office of Central Development***

Mission Statement: To advance the teaching, learning and service goals of the university through building relationships, fundraising and strategic communications uniting our constituents as advocates of these goals.

**Specific Requests:**

- |                                                   |                      |         |
|---------------------------------------------------|----------------------|---------|
| (1) <u>Prospect Research Resources Materials.</u> | Priority ranking: #1 | \$1,700 |
| (2) <u>Prospect Cultivation.</u>                  | Priority ranking: #2 | \$2,500 |
| (3) <u>Prospect Stewardship.</u>                  | Priority ranking: #3 | \$1,500 |
| (4) <u>Professional Development.</u>              | Priority ranking: #4 | \$1,275 |

**Recommendations:** Allocate requested budgeting amounts, totaling \$6,975, toward these four (4) high priority items.

**Justification:** In order for the overall Division of University Advancement to grow and to strategically build a solid Donor/External funding base, the university will have to invest vigorously in attracting viable donor prospects and funding sources from the private sector.

- |                                    |                                   |          |
|------------------------------------|-----------------------------------|----------|
| (5) <u>Supplies and Services.</u>  | Priority ranking: <b>unranked</b> | \$ 4,025 |
| (6) <u>Contract Services.</u>      | Priority ranking: <b>unranked</b> | \$16,000 |
| (7) <u>Grand Total OE &amp; E.</u> | Priority ranking: <b>unranked</b> | \$27,000 |

**Recommendations:** Allocate funding as requested for each of these unranked items.

**Justification:** These expenditures are all necessary as part of normal ongoing, permanent operating expenses.

Salary and Wages (Development-Excluding Annual Giving). **Unranked** \$101,000

**Recommendation:** Allocate total requested amount of \$101,000.

**Justification:** The Associate Vice President salary is a permanent expenditure;  
The Assistant to the Associate Vice President is a permanent expenditure;  
Development Services Specialist (unfunded; new request)  
Development Director .5 (temporary)  
Director of Corporate and Foundation Funding;  
Development, Student Assistant.

Each staffing need is essential to efficient functioning of the Development Office.

## **Office of Annual Giving**

Mission Statement: To identify, cultivate and secure unrestricted dollars through various annual giving campaigns aimed at alumni, parents, faculty/staff and graduating seniors.

The Office of Annual Giving has requested a total of \$113,181.

**Specific Requests:**

- |                                    |                   |          |
|------------------------------------|-------------------|----------|
| (1) Student Assistants (The Links) | Priority rank: #1 | \$73,836 |
|------------------------------------|-------------------|----------|

**Recommendation:** Allocate requested amount of \$73,836.

**Justification:** This budgeted request will also assist in covering the increase and growth of staffing/operational needs of

“The link Phonathon”—the telephone call center to accommodate up to ten (10) callers/shifts. Budget request essential to maximize unrestricted dollars secured from alumni, parents, friends, faculty/staff and current students.

- |                                        |                                |          |
|----------------------------------------|--------------------------------|----------|
| (2) Student Assistants (Annual Giving) | Priority rank: <b>unranked</b> | \$7,345  |
| (3) Travel/Conferences                 | Priority rank: #2              | \$ 500   |
| (4) Direct Mail                        | Priority rank: <b>unranked</b> | \$30,000 |

**Recommendation:** Allocate total individual requests each.

**Justification:** The Council agreed that Travel & Conferences expenses are fully warranted to maintain currency in Gift Acceptance policies and learning about best gift acceptance practices. So we made this item a high priority request.

Student Assistants Staffing is a reasonable low-cost Office need, necessary to the smooth functioning of the department. The requested amount of \$30,000 for Direct Mailings is a rather modest allocation; needed as a permanent, ongoing expenditure.

- |               |                                   |         |
|---------------|-----------------------------------|---------|
| (5) Printing. | Priority ranking: <b>unranked</b> | \$1,500 |
|---------------|-----------------------------------|---------|

**Recommendation:** Allocate requested amount of \$1,500.

**Justification:** This item belongs to the category of ongoing, permanent operational expenses.

**ATTACHMENT: General Fund Request: Priority of Requests  
Academic Year 2003-04**