



University Advancement Division

Carrie Stewart

Vice President, University Advancement

The Division of University Advancement offers campus-wide leadership in engaging our internal and external communities and advancing the mission of CSU Dominguez Hills through philanthropic activities, government and community advocacy, building alumni support, and enhancing the stature of the university.



Alumni Relations

Ceremonies & Events

Communications & Public Affairs

Development

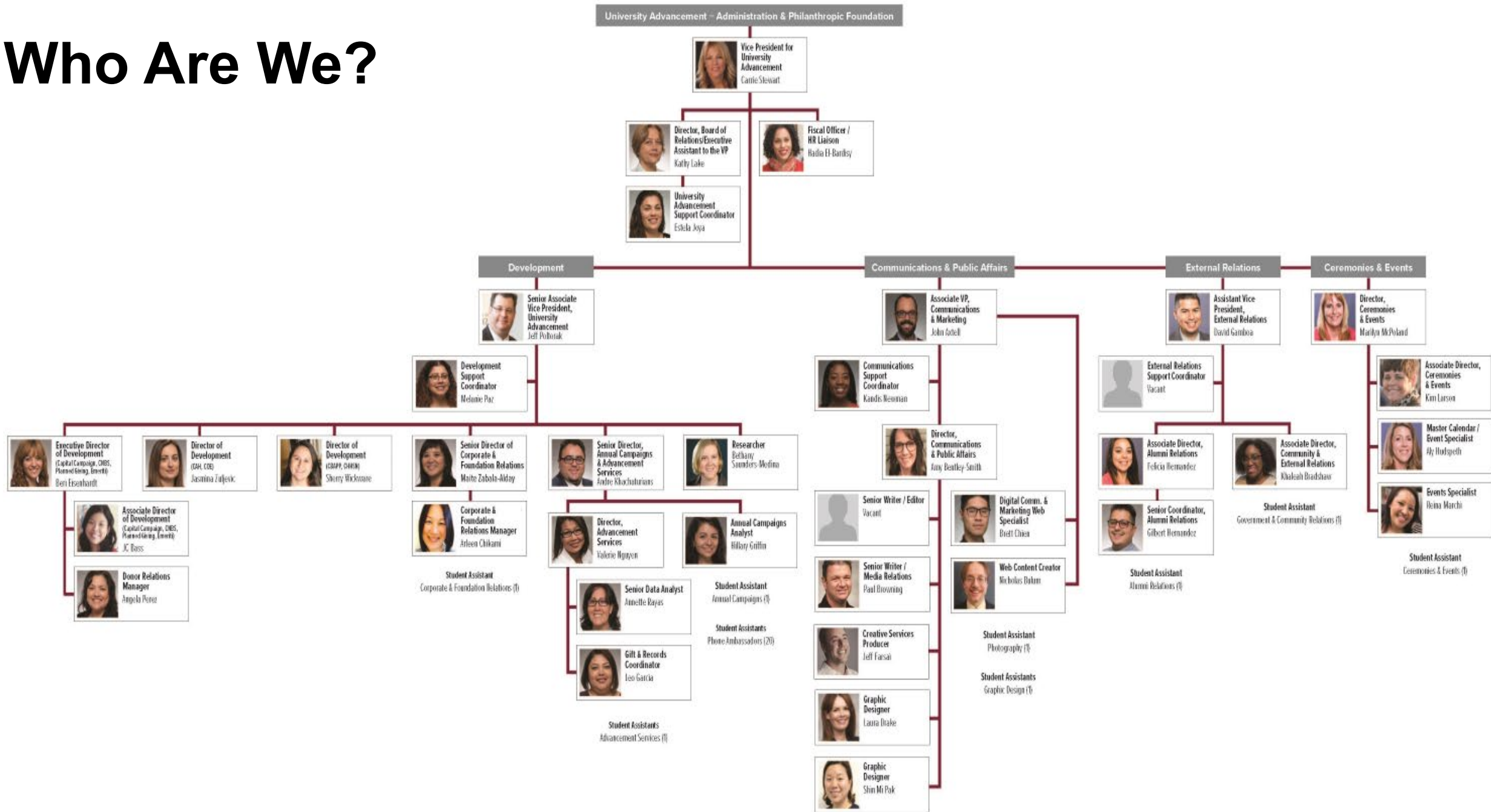
Government & Community Relations

Marketing

Philanthropic Foundation

UA Administration

Who Are We?





Funds Raised FY2017/18

Number of Gifts = 4,412, including:

- ☐ **Chaffee Gift – \$1,725,000**
- ☐ **Mellon Foundation – \$444,832**

Total Gift Commitments - \$4,047,524

TOTAL RAISED IN THE LAST FOUR YEARS = \$22 Million



Annual Campaigns funds raised have increased an average of 45% annually since the call center's inception
25 Students Hired Annually



Communication & Public Affairs



Brand and Visual Identity
Communications Strategy

Creative Services

Crisis Communications

Editorial Services

Marketing

Media Relations

Social Media

University Advertising

University Communications

University Photography

Web Communications

CSUDH

Brand & Visual Identity



CSUDH CAMPUS REBRAND
Developed and launched campus rebrand
Created Brand 2.0 Guidelines



NEW MULTICHANNEL MARKETING

Utilizing digital, video, & outdoor displays featuring an empowered 1st person voice

WEBSITE DEVELOPMENT

csudh.edu
news.csudh.edu
incubator.csudh.edu
fablab.csudh.edu
campaign.csudh.edu
dymally-institute.csudh.edu

CSUDH Government & Community Relations

- **Community engagement partnerships:**
 - **African American Leaders of Tomorrow (AALT)**
 - **GPS Your Future**
 - **Mens Empowerment Summit**
- **Legislative lobbying specifically focused on increasing the CSU budget**
- **Partnership with the Legislative Black Caucus resulted in \$1 Million earmark for the Mervyn Dymally Institute**



Student Engagement Key Events:

1. Professor For A Day
2. Alumni Speed Mentoring



#onceatouroalwaysatoro

Other Events:

1. Dodgers Night
2. Kayaking
3. Toro Tailgate
4. Regional Receptions

Alumni Advisory Council Board:

15 Nominees Identified
4 New Members

Enhanced Web Site & Social Media

#csudhalumni





Ceremonies & Events

IMPLEMENTED CSUDH'S 1ST CAMPUS MASTER CALENDAR



ACTIVE ROLE DURING:

- ✓ MSA Spring Summit
- ✓ Tech & Supply Chain Summit
- ✓ WSCUC Accreditation Visit
- ✓ HIPs State Conference



SUCCESSFULLY EXECUTED 52+ EVENTS!

- ✓ ¡Adelante!
- ✓ STEM Mobile Fab Lab Unveiling
- ✓ Science and Innovation Building Groundbreaking
- ✓ CSUDH South Bay Economic Forecast
- ✓ Founders' Dinner
- ✓ Steinway
- ✓ Pres. Hagan's Retirement Events
- ✓ Commencement



FY2018/19 Key Goals



Plan and implement inauguration events and programs

Philanthropic Foundation

- ✓ **Increase philanthropic foundation board membership**
- ✓ **Continue to encourage individual philanthropy and/or connections to donors and funders to support university initiatives and student needs**

Development

- ✓ **Raise \$5 Million in individuals (cash, pledges and planned gifts), corporations and foundations**
- ✓ **Build a fundraising structure that focuses on pipeline development for individuals as well as six and seven figure gifts from Corporate and Foundation Relations, and Planned Giving**
- ✓ **Expand Capital Campaign to include more broad-based programs such as STEM, to create momentum to increase visibility and excitement in campaign. Campaign re-branded to Science and Innovation Campaigns**

Annual Campaigns

- ✓ Strategically grow annual fund dollars by 5%
- ✓ Increase alumni participation by 5%

External Relations

- ✓ Facilitate events to introduce the new President to community groups; ex: Clergy Breakfast, City of Carson Reception, City of Compton Reception, 100 Black Men of L.A. etc.

Alumni Relations

- ✓ **Launch and implement the Student/Alumni “I am A Toro” Banner campaign 2.0**
- ✓ **Alumni engagement to support the CSU Graduation Initiative 2025**
- ✓ **Continue to expand the CSUDH Alumni Council**

Ceremonies & Events

- ✓ **Restructure commencement into a 2 hour ceremony**
- ✓ **Support 2018-2019 major events, e.g. Presidential Inauguration, Cultural Commencement Ceremonies, and Economic Forecast**

Communications & Public Affairs

- ✓ **Web development – Continue to migrate the current csudh.edu website into the new template**
- ✓ **Develop a four channel marketing campaign focusing on: video, print, digital, and outdoor ads**



FY2017/18 Financials





State Operating Funds

Fund Fdescr	Dept Fdescr	Current Budget	Actuals	Encumbrances	Balance Available	% Used Fiscal Year
AADHT - CSU OPERATING FUND	UNIVERSITY ADVANCEMENT GENERAL	752,371.34	583,318.08	0.00	169,053.26	78%
	UNIV ADVANCEMENT ADMIN OFFICE	147,777.23	97,722.43	0.00	50,054.80	66%
	AVP/UA DEVELOPMENT	1,649,908.02	1,567,753.99	6,542.50	75,611.53	95%
	VPUA ANNUAL CAMPAIGNS	264,240.03	221,759.38	14,088.17	28,392.48	89%
	UA ADVANCEMENT SERVICES	409,674.48	396,893.85	7,172.17	5,608.46	99%
	COMMUNICATIONS & PUB AFFAIRS	1,184,842.40	1,166,195.89	0.00	18,646.51	98%
	MARKETING	637,214.00	590,448.08	875.00	45,890.92	93%
	GOVERNMENT COMMUNITY RELATIONS	381,124.08	367,634.42	0.00	13,489.66	96%
	VPUA CEREMONIES & EVENTS	643,113.10	636,476.56	0.00	6,636.54	99%
	VPUA ALUMNI RELATIONS	275,573.67	264,470.31	0.00	11,103.36	96%
AADHT - CSU OPERATING FUND Total		6,345,838.35	5,892,672.99	28,677.84	424,487.52	93%
ST001 - ST-STUDENT SUCCESS FEE	VPUA ANNUAL CAMPAIGNS	188,536.88	185,279.62	0.00	3,257.26	98%
ST001 - ST-STUDENT SUCCESS FEE Total		188,536.88	185,279.62	0.00	3,257.26	98%
Grand Total		6,534,375.23	6,077,952.61	28,677.84	427,744.78	93%

- DIVISION BUDGET COMPRISED OF 57% BASELINE VS 43% ONE-TIME FUNDING
- BALANCE AVAILABLE DUE TO: FUNDS EARMARKED FOR MULTIYEAR EXPENSES, PREVIOUS FY SALARY SAVINGS, AND COMMENCEMENT REVENUE
- **80%** OF BALANCE AVAILABLE WAS USED TO SUBSIDIZE OUR DIVISION'S CURRENT FY2018/19 O&E NEEDS
- ANY REMAINING CARRYFORWARD IS PROJECTED TO BE DEPLETED BY THE END OF THIS FISCAL YEAR 2018/19

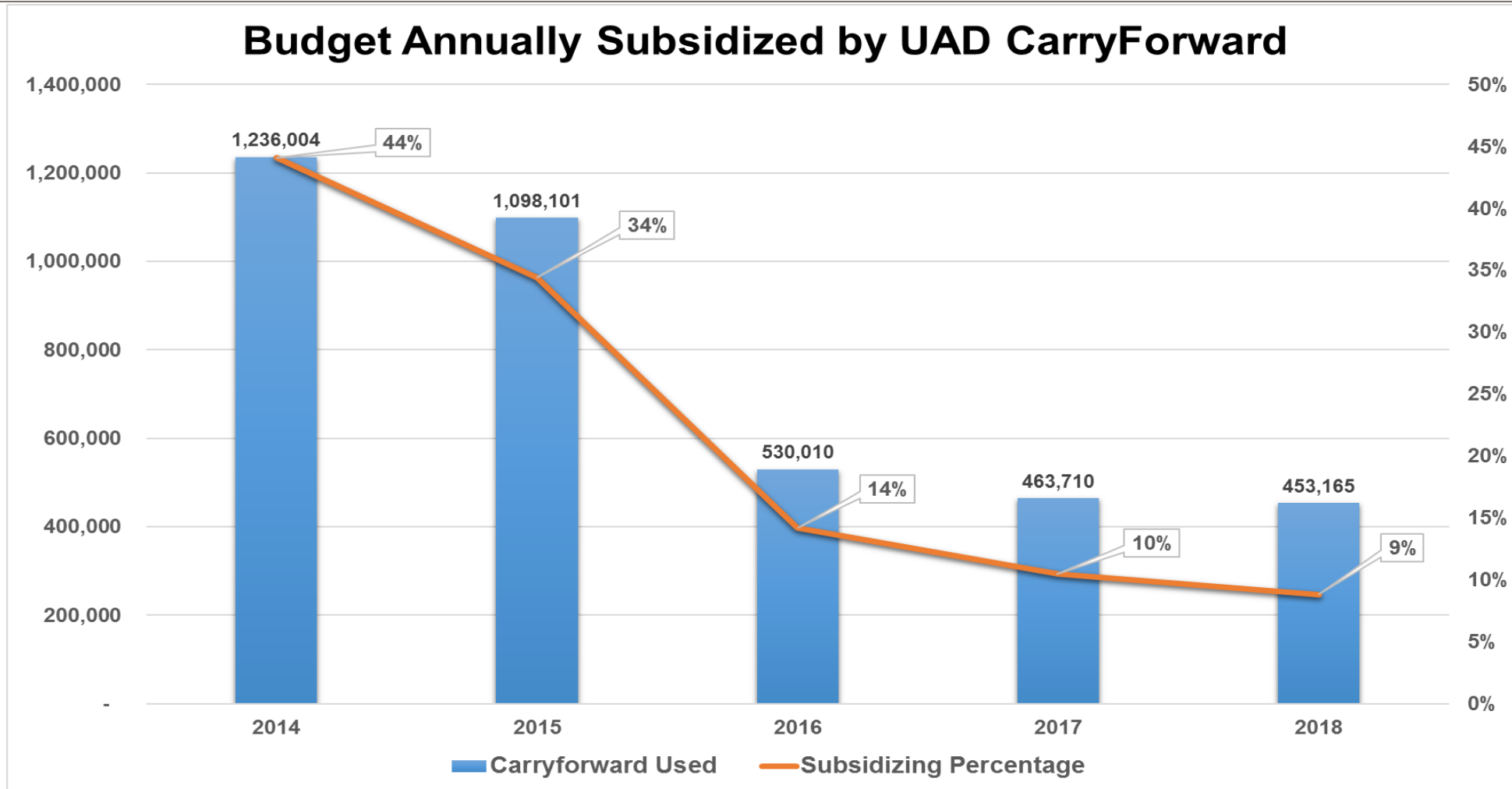
CSUDH Non-State Revenue Funds

Fund Fdescr	Dept Fdescr	Current Budget	Actuals	Encumbrances	Balance Available	% Used Fiscal Year
CR012 - UA COST RECOVERY	UNIVERSITY ADVANCEMENT GENERAL	28,130.81	5,731.69	0.00	22,399.12	20%
	UNIV ADVANCEMENT ADMIN OFFICE		4,653.75	0.00	(4,653.75)	
	AVP/UA DEVELOPMENT		194.63	0.00	(194.63)	
CR012 - UA COST RECOVERY Total		28,130.81	10,580.07	0.00	17,550.74	38%
MT043 - ALUMNI PROGRAM	VPUA ALUMNI RELATIONS		(2,981.58)	0.00	2,981.58	
MT043 - ALUMNI PROGRAM Total			(2,981.58)	0.00	2,981.58	
MT044 - UA-ADMIN LICENSING FEES	UNIV ADVANCEMENT ADMIN OFFICE	6,999.60	4,685.08	0.00	2,314.52	67%
MT044 - UA-ADMIN LICENSING FEES Total		6,999.60	4,685.08	0.00	2,314.52	67%
Grand Total		35,130.41	12,283.57	0.00	22,846.84	35%

- **MT043** – Event revenue generated to offset Alumni Relations event expenses
- **MT044** – Various licensing fees that generate roughly \$1,000, to \$2,000



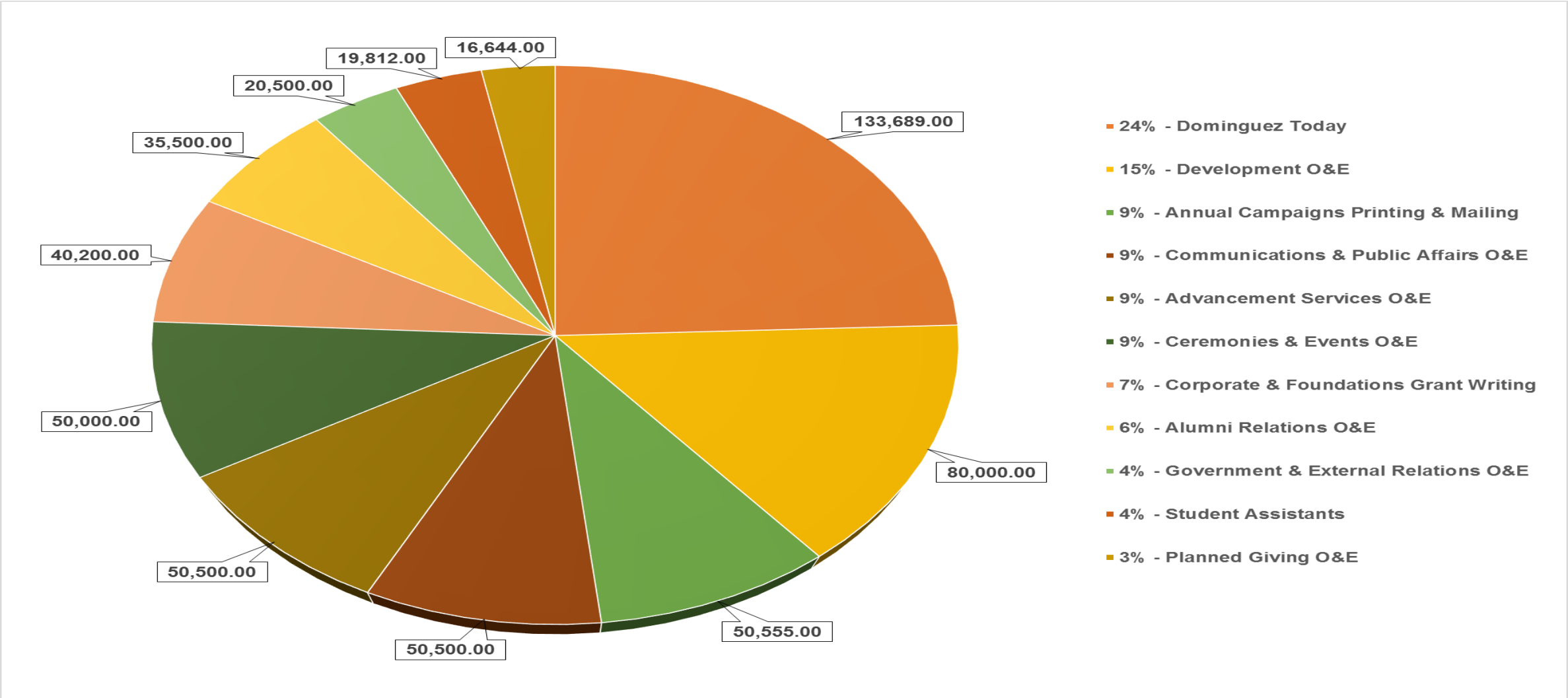
Complete Depletion of Carryforward



HISTORICALLY, UAD CARRYFORWARD DUE TO ONGOING SALARY SAVINGS

HOWEVER, AS THE DIVISION GREW, CARRYFORWARD DIMINISHED

CURRENTLY, UAD PROJECTS THAT ALL UAD CARRYFORWARD WILL BE DEPLETED THIS FISCAL YEAR



COVERS GENERAL OPERATIONAL EXPENSES FOR THE DIVISION



UAD FY2018/19 Financial Needs



- 1. Baseline funding of salary & benefits for currently one-time funded UA Administrative Support Coordinator - \$65K**
- 2. Baseline funding for salary & benefits for a Director of Public Affairs Crisis Communications position - \$136K**
- 3. Baseline funding of salary & benefits for additional Development Admin Support Coordinator position - \$65K**

Current Operational Deficit by Department for UAD

Development	149,000
Communications/Public Affairs	121,000
Annual Campaigns Baseline	59,000
University Advancement Administrative	50,000
Ceremonies & Events	45,000
Advancement Services	43,000
Alumni Relations	19,000
Government & Community Relations	14,000
TOTAL	500,000

Questions?

