

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS



University Budget Committee Meeting

Carrie Stewart, Vice President for University Advancement

AGENDA



Who we are

Where we were

Where we are now

Where we are going



We Actually Do More Than Just Fundraising...

Five Departments in University Advancement:

- Development
- Ceremonies and Events
- Alumni Relations
- Government and Community Relations
- Marketing, Communications and Public Affairs



Where we were...2014 when I arrived...



- 14 staff positions filled
- \$1.9M Baseline Budget – \$130K of that was O&E
- 1 full-time fundraiser
- Raised \$1.8M in the 13/14 Fiscal year



2014 – Strategic Plan was developed

Goal 4: Sustainable Financial Strength

Ensure, stabilize and grow the university's fiscal resources by diversifying and increasing revenue sources



2014 – 2020 Strategic Plan

Goal 4: Objective A

Increase revenue from public and private donations, grants, contracts, gifts, partnerships and sponsorships to the university by 15% and create 4 new innovative self-support programs

Strategies

1. Develop and improve campus infrastructure, support and training to enhance campus-wide fundraising and advancement activities
2. Increase alumni programming and cultivation efforts to encourage alumni giving and participation that will lead to a 5% increase in alumni giving



2014 – 2020 Strategic Plan

Goal 6: Notable Points of Distinction

Effectively promote, publicize and celebrate the distinctiveness and many strengths of CSUDH through visible and engaging communications and marketing.



2014 – 2020 Strategic Plan

Goal 6: Objective A

Create and implement a comprehensive internal plan of communicating and marketing the achievements of CSUDH students, faculty, staff, and others at the campus

Strategies

1. Conduct a communications audit...
2. Develop and implement a multi-channel marketing communications plan



2014 – 2020 Strategic Plan

Goal 6: Objective B

Design and implement a comprehensive external communications, marketing or branding plan for the university

Strategies

1. Conduct a communications audit...
2. Develop and implement a multi-channel marketing and visibility campaign...
3. Re-envision and celebrate our “CSUDH brand”...
4. Create and expand a focused community relations program...



2014 – 2010 Strategic Plan

Goal 6: Objective C

Increase Dominguez Hills' sense of pride as evidenced by survey and focus group data.

Strategies

1. Conduct campus climate survey...
2. Develop and enhance our alumni association...
3. Celebrate, validate and support our rich diversity...



Where we are now...



- 32 fully funded positions
- Baseline budget of \$3.1M (includes marketing budget)
- 4 full-time fundraisers
- Raised \$6.2M in the 16/17 fiscal year
- University marketing is now part of the UA division



2015 – Establishment of the CSUDH Philanthropic Foundation

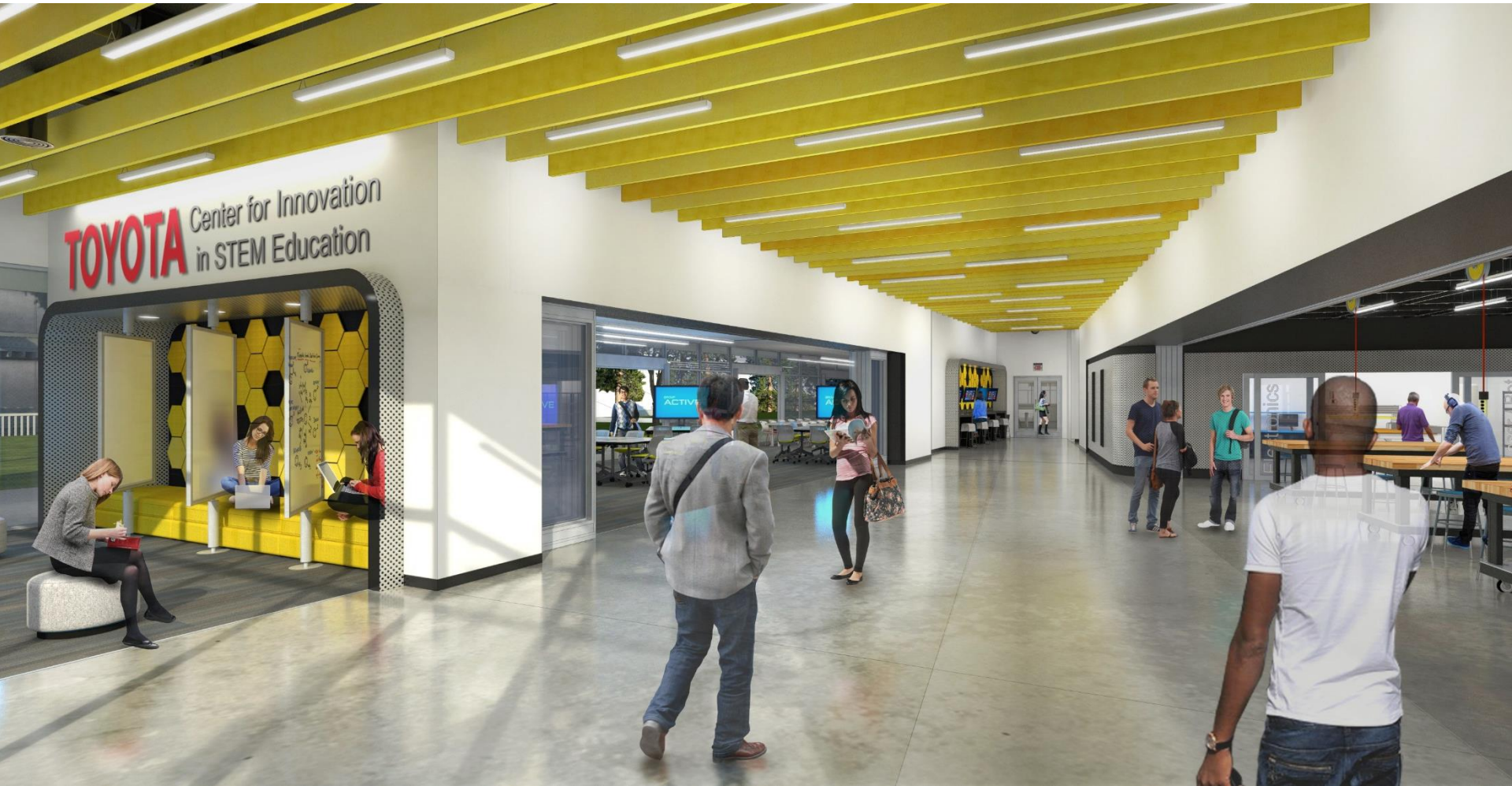


Board members serve as advocates, advisors, connectors, and fundraisers



2017 was a BIG Year for Fundraising!

\$6.2 Million. \$4M for the naming of the Center for Innovation in STEM Education.



UNIVERSITY ADVANCEMENT DIVISION



First Official Capital Campaign

\$15 Million for the Science and Innovation Building.



UNIVERSITY ADVANCEMENT DIVISION



Other Fundraising Initiatives



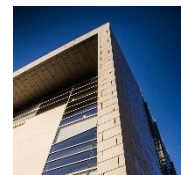
- College programs
- Silicon South
- Male Success Alliance
- Presidential Scholars
- Guardian Scholars



Annual Giving Student Caller Program funded through Student Success funds



- 21 students hired – average pay \$11 an hour
- Resulting in annual giving rising from \$83,860 in 2014 with 1419 donors to \$183,428 in 2017 with 3789 donors



Ceremonies and Events

Plan and implement important university events that:

- Give recognition
- Cultivate prospective donors
- Steward existing donors
- Emphasize university attributes
- Honor tradition

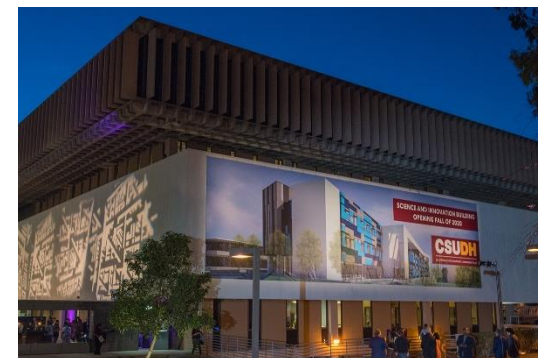


2017 Events



Big, new events that will happen this year include:

- Mobile Fab Lab unveiling
- Groundbreaking for the Science and Innovation Building
- ¡Adelante! Latinx Activism in California



Annual or Biennial Events



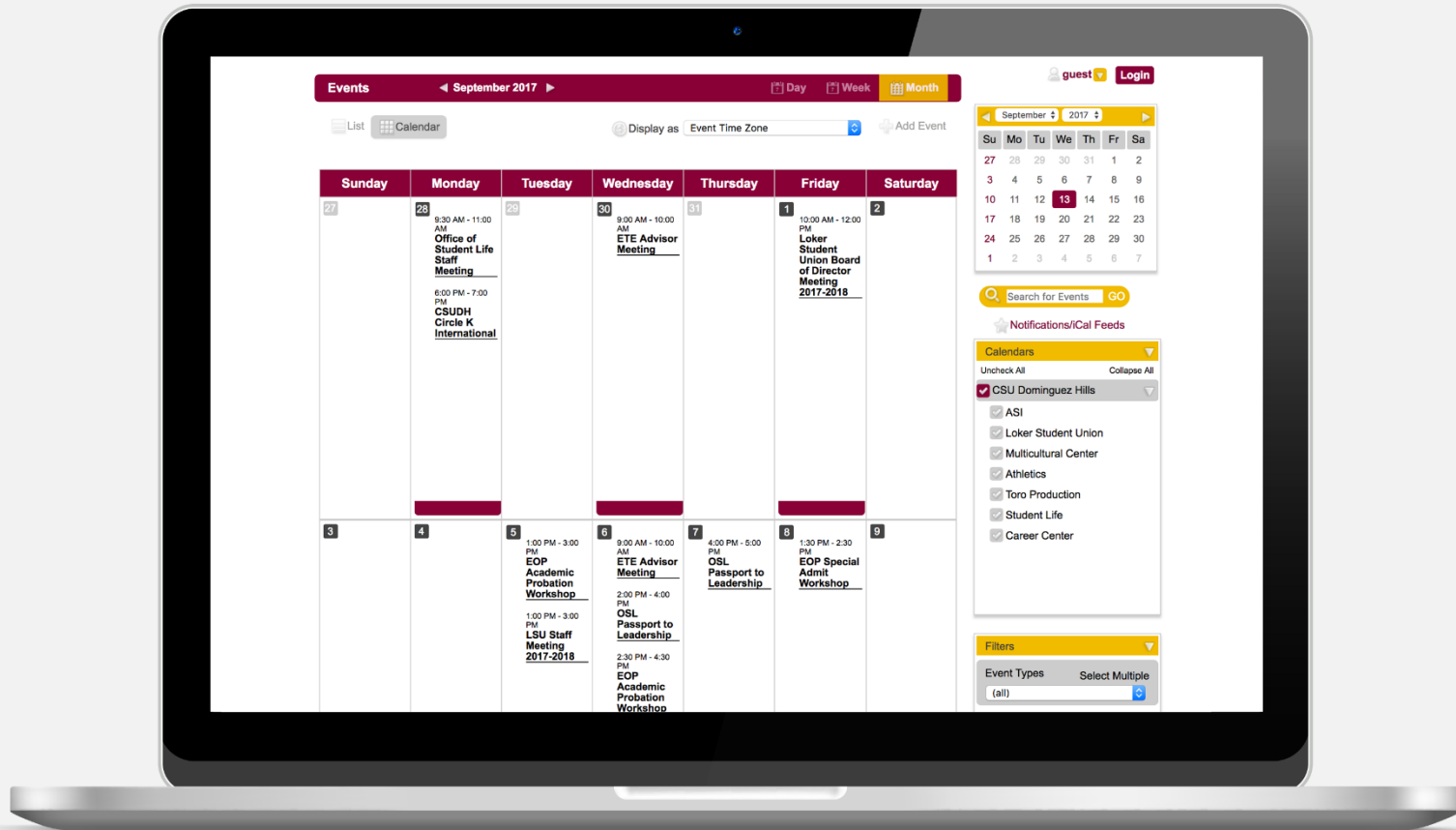
Events include:

- Economic Forecast
- Founders' Dinner
- Convocation
- Staff Awards
- Steinway by Starlight
- Commencement



Master Event Calendar

Finally Coming!



Alumni Relations

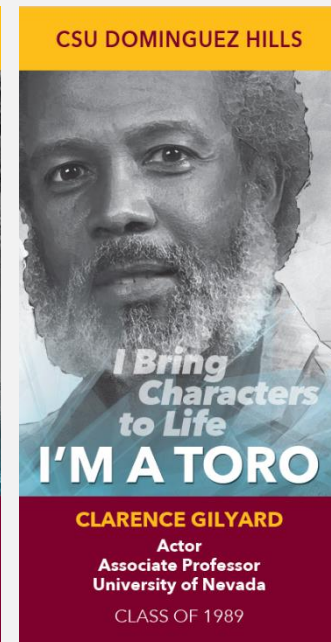
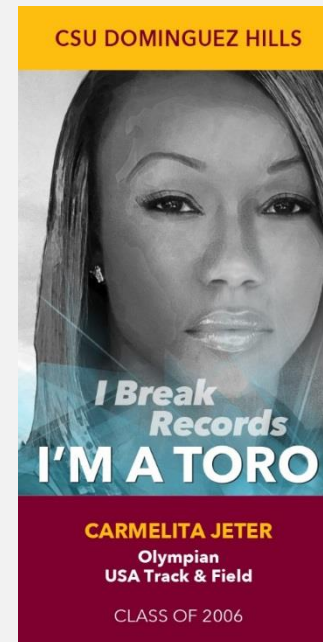
Host events to engage diverse alumni



I'm a Toro Banner Campaign

Discovering and Cultivating Successful Alumni

- Building the Alumni Advisory Board
- Supporting affinity-based programming



Expanding Alumni Engagement

To Support Student Success Initiatives



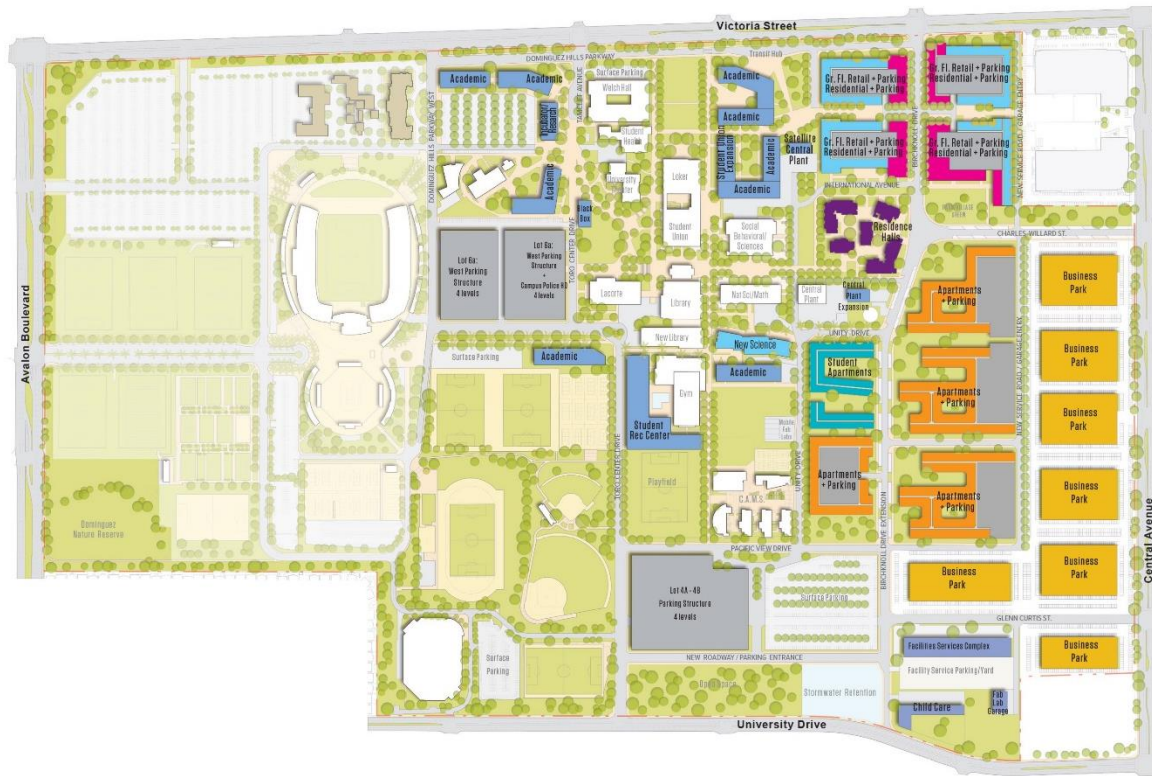
Events Include:

- Professor for a Day
- Speed Mentoring
- Alumni Panels



Government and Community Relations

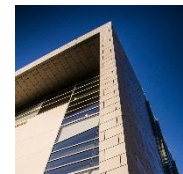
Community engagement in support of master plan



Hosts Events and Programs to Engage and Support Community Partners



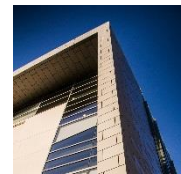
UNIVERSITY ADVANCEMENT DIVISION



Leading CSU campus partner with Legislative Black Caucus




Resulting in an earmark of **\$250,000** annually for the Mervyn M. Dymally
African American Economic and Political Institute



Marketing, Communications & Public Affairs

New Marketing Campaign

A portrait of a young woman with long, wavy brown hair, wearing a light yellow top, looking directly at the camera with a slight smile.

I went to D.C. and
put my learning
into action


*The opportunity to work at the
capitol was a dream come true.
I couldn't have done it without
CSUDH.*

*The community support is
second to none.*

**My name is Cambria,
I'M A TORO**

Learn In Action
CSUDH.EDU/ACTION
(310) 243-3696

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A portrait of a man with a shaved head and a goatee, wearing a light blue shirt and a patterned tie, smiling at the camera.

I empower
South Central
Los Angeles
with knowledge

*Being an educator is not just a
job, it's a lifestyle. This is not your
status-quo program, it's about
innovation and it challenges you
to be great.*

*CSUDH unsilenced my voice and
made me the leader I am today.*

**My name is Amen,
I'M A TORO**

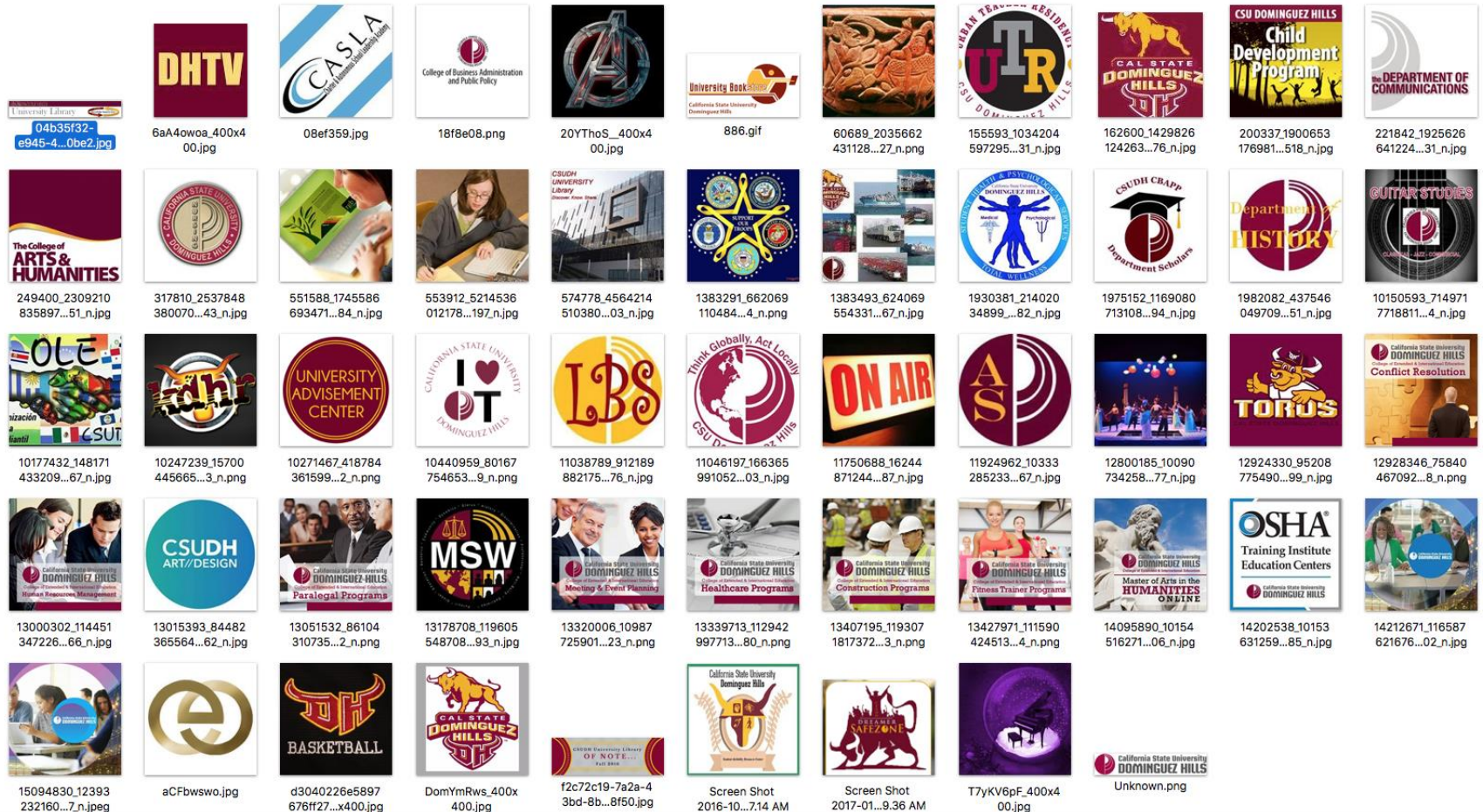
Teach Empowerment
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Brand Creep

It's Real!



Brand 2.0

First Phase

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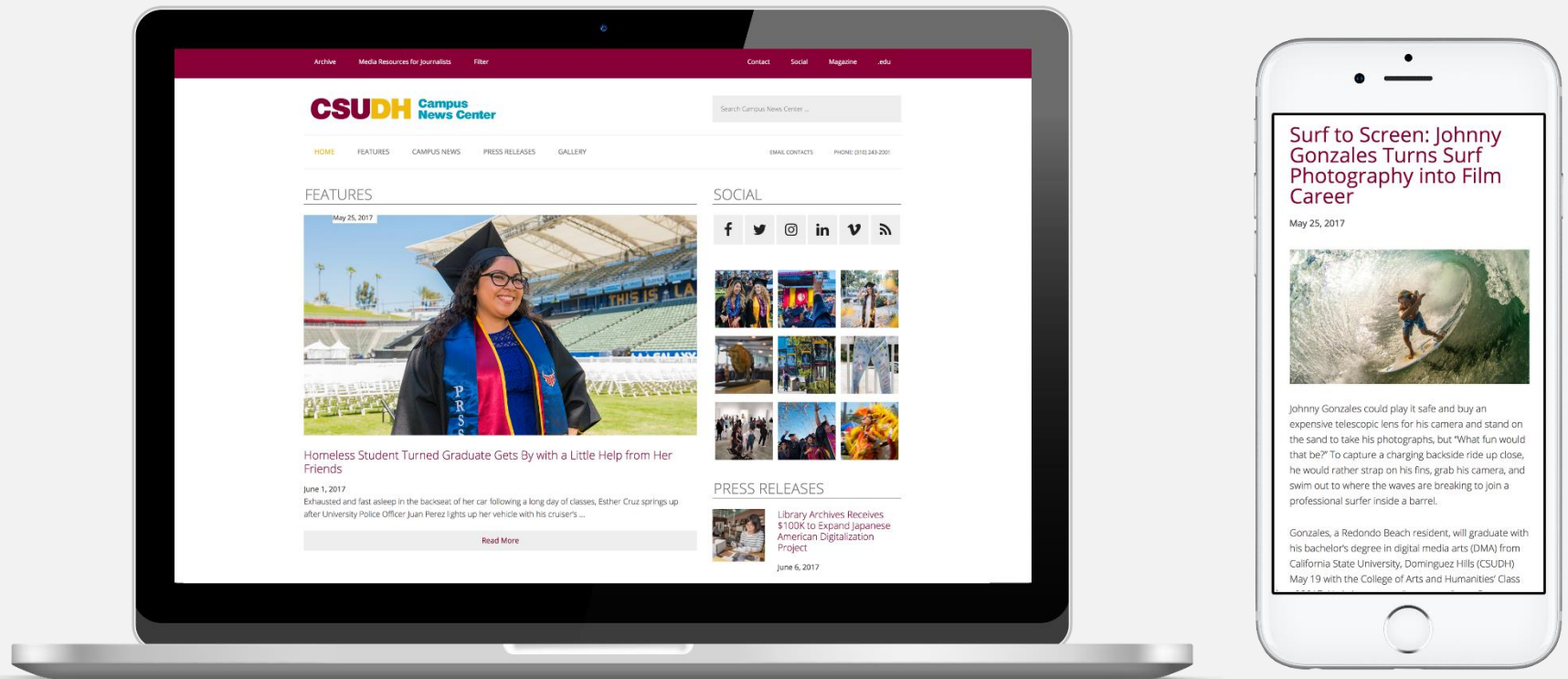
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Website Redesign

This year will be focused on Web 2.0

The first phase was the redesigned campus news site



Campus Spruce Up

In collaboration with a fantastic university committee and the Facilities management team

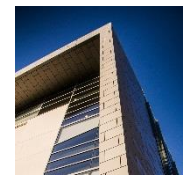
The Chargers are here!



Where we are now...Our Financial Picture...

What we need to operate annually

Baseline (includes marketing baseline of \$163,777)	\$3.1M
One-time (includes rest of marketing budget \$443,437)	\$1.67M
TOTAL	\$4.7M



Where we are going...if we can build the division...



Raise \$10-15M annually

Needs:

Staff and infrastructure support – planned giving, college fundraisers, athletics/library fundraisers, Advancement Services support (Note: San Bernardino raises an average of \$13M a year with 11 FT fundraisers)



Where we are going...if we can build the division...



Alumni who consistently provide their time, talent and treasure

Needs:

Staff and infrastructure support – to increase career preparation programming, social media and marketing, young alumni and student engagement, and affinity group programming



Where we are going...if we can build the division...



A fully functional in-house communications and marketing operation that enhances the reputation of CSUDH with all audiences

Needs:

Staff, infrastructure support and a fully rebuilt, robust web site – would include in-house service bureau to support campus needs and a fully funded marketing and advertising budget



CONCLUSION



It takes money to make MONEY!!

