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
Goal 4: Sustainable Financial Strength

Ensure, stabilize and grow the university’s fiscal resources by diversifying and increasing revenue sources
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
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.
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…
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.
First Official Capital Campaign

$15 Million for the Science and Innovation Building.
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
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

CSU DOMINGUEZ HILLS

I Make Headlines
I’M A TORO
SAMUEL ENRIQUEZ
Senior Editor
Wall Street Journal
CLASS OF 1985

CSU DOMINGUEZ HILLS

I Break Records
I’M A TORO
CARMELITA JETER
Olympian
USA Track & Field
CLASS OF 2006

CSU DOMINGUEZ HILLS

I Bring Characters to Life
I’M A TORO
CLARENCE GILYARD
Actor
Associate Professor
University of Nevada
CLASS OF 1989
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
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
New Marketing Campaign

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

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
CSUDH.EDU/EMPOWER
(310) 243-3696
Brand Creep
It’s Real!
Brand 2.0
First Phase

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS
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

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<tbody>
<tr>
<td><strong>Baseline</strong></td>
<td>$3.1M</td>
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<tr>
<td>(includes marketing baseline of $163,777)</td>
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<tr>
<td><strong>One-time</strong></td>
<td>$1.67M</td>
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<td>(includes rest of marketing budget $443,437)</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>$4.7M</td>
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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!!