

University Budget Committee Minutes Monday, November 6, 2017 3:00-5:00pm - WH D444

Present

Appointed Members- Hugo Asencio, Justin Blakely, Theodore Byrne, Kamal Hamdan, Grace Iheke, Michael Kelley, Joanna Kimmitt, and Caithlyn Torres

Ex Officio Voting Members- Jeff Falkner Naomi Goodwin, Cecily McAlpine (as proxy for William Franklin), Chris Manriquez, Claudia Orozco (as proxy for Michael Spagna), and Carrie Stewart.

Non-Voting Division Budget/Fiscal Officers & Others- Rod Hay, Cecily McAlpine, Wayne Nishioka, Ken O'Donell, Marci Payne, Susan Sanders

Staff to the Committee – Andrea Alvarez, Homaira Masoud, and Stephen Mastro

Not Present

Kathleen Chai, Kate Fawver, Gurpreet Singh, and Bin Tang

The meeting began at 3:02 pm. Copies of the minutes from October 20 were passed out.

Kamal asked everyone to take a few minutes to read over the minutes. A vote was taken and minutes were approved as presented.

Kamal Hamdan thanked Chris Manriquez and William Franklin for their presentations at the last UBC meeting and mentioned that Academic Affairs will present at the next meeting, while Administration and Finance, University Advancement and Athletics will present today.

Carrie went on to present University Advancement's Division Strategic Goals. Carrie started off by mentioning that there are five (5) departments within University Advancement. Those departments are 1) Development, 2) Ceremonies and Events, 3) Alumni Relations, 4) Government and Community Relations, and 5) Marketing, Communications and Public Affairs. Carrie mentioned that when she arrived here in 2014, University Advancement only had 14 filled positions, 1 full-time fundraiser, and in 13/14 only \$1.8M was raised. Now in 2017, 32 filled positions, 4 full-time fundraisers, and \$6.2M was raised in 16/17. Since then, the CSUDH Philanthropic Foundation and several fundraising initiatives have been established. UA also started the Annual Giving Student Caller Program funded through Student Success Funds, where 21 students were hired with an average pay of \$11 an hour. This program resulted in an annual giving of \$183,428 from 3,789 donors this year in comparison to \$83,860 with only 1,419 donors in 2014. Carrie mentioned that they have had several big accomplishments from building their strong Alumni Associations, to unveiling the Mobile Fab Lab, the Science and Innovation Building groundbreaking, and the Master Calendar will also be launched in December 2017. University Advancement has also been working with IT and Cabinet to rebrand the University logo and the University webpage. In order for UA to accomplish their goals, they will need to substantially increase their staff over time. In order to raise \$10-\$15M a year, there would need to be fulltime staff focused on planned giving, each college and program such as Athletics and the library would need fulltime fundraisers, and there would be additional infrastructure support staff needed. In alumni relations to have a fully engaged group of alumni, they would need staff to assist with programming to support affinity groups, career preparation programming, young alumni and student engagement. Finally, in the Marketing and Communications area the goal would be to have a robust website and a fully functional in-house team who could serve as a service bureau for the campus community. Carrie also showed the Capital Campaign video.

Jeff Falkner went on to present Athletics' Division Strategic Goals. Jeff started off by saying that the ultimate goal for the Athletics department is not only to win games and championships, but to provide student life skills and support graduation by all student athletes. "Toros for LIFE" is Athletics' main objective. LIFE stands

for lifelong Learning, Impact, Family, and Experience. These four objectives are what all the student athletes are required to achieve. Athletics recently put up a “Cardinal and Gold Wall”, which recognizes those students with academic achievement. This will lead to the ultimate goal which is that student athletes will be well rounded throughout academic excellence and through community engagement. CSUDH Athletics has had several successes in various sports throughout the years, with the most recent championships being in Women’s basketball and men’s soccer. Currently, student athletes do not have appropriate locker rooms and facilities. During some games, an old locker room is used and shared with other sports teams. Athletics planned to host a phone-a-thon, where current student athletes reach out to student athlete alumni for support.

Naomi Goodwin went on to present Administration and Finance’s Division Strategic Goals. The guiding principles Administration and Finance operates by are Service Orientation, Effective Leadership, and Empowerment. Naomi mentioned that some of the goals are to provide integrated solutions in buildings, creating a living-learning environment, upgrade safety and security to anticipate future problems with campus growth, motivating staff, upgrading facilities throughout the University, and revenue diversification & optimization of University land.

Naomi mentioned that at the next meeting, held on Friday November 17, Academic Affairs will present their Division’s Strategic Goals, Resource Requests for this year, and Student Success Requests for next year.

The meeting was adjourned by Kamal Hamdan at 4:37 p.m.