

**General Operating Fund Budget
Reduction Scenario Narrative 2009-10**

Division	UNIT or Department
University Advancement	Advancement and Communications & Public Affairs
FTE Faculty	-.00
FTE Staff	-.75
FTE MPP	0
TOTAL FTE	-.00
Cut Priority Number	2
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Total Reduction Amount	\$ 162,860

Operation or Strategic Impact of reduction:

- By eliminating the part time MPP development consultant, this equates to salary savings of \$40,029. In this time of budgetary reductions, there is a significant need and demand for extramural funds to support on-going academic programs and new initiatives. If this important fundraising position is postponed, the ability to raise greatly needed financial support for programs in Stockton will also be postponed. Advancement would continue to focus on the fundraising priorities to the best of its ability with current staff. **Impact: Moderate to major, will definitely impact fundraising for academic programs.**
- Reduce miscellaneous expenses by \$17,557 – these cuts will limit Advancement’s ability to fulfill the mission of promoting and raising funds for the University. It will limit our ability to develop and build relationships with our alumni, prospects, and friends. It is a well known fact that engaging alumni through events and involvement with the University has a direct impact on an alumni’s willingness to give back to their alma mater. **Impact: Moderate to major, significant fall-off in donor cultivation, donor stewardship, and bottom-line fundraising.**
- Reduce in-state and out-of-state travel by \$14,320 - This will limit our ability to be well trained and current on the trends and methods to raise funds. This will also impact our advocacy efforts and foundation funding pursuits. One on one visits with members of Congress are key to expose and promote the university and travelling to Washington DC has the most impact. Most of the major corporate and private foundations are located on the east coast and many require a presentation for funding requests, by limiting this travel it will directly impact our ability to raise this support. **Impact: Moderate.**
- We will cut \$33,742 from the Office of Communications & Public Affairs for various design projects and print publications. With this cut, the department will not be able to promote various programs, initiatives, and events. This will also impact the brand and image of the University if the design projects are not managed through Communications and PA. Finally opportunities to promote the University and engage in community events will cease to be ultimately impacting our relationship with the community and potential students. **Impact: Moderate, advertising will be eliminated.**

- We will not hire for part time writers and graphic designers for multiple projects that exist in the department. This will impact our ability to communicate with alumni, donors and friends as well as the brand of the university will fade and will be infringed upon. This equates to a savings of \$57,211.00. **Impact: Moderate to Major, some important publication projects will be delayed.**