

2014-15 Preliminary Division Budget Priorities

Division: University Advancement

General Comment on Priorities of the Division

Recent additions to the University Advancement team represent a major step toward rebuilding a unit that has been reduced in resources and, thus, in productivity far too much over the past many years. Though our staffing matrix is in place, our resources are limited considering all we need to do to tell our story and broaden our visibility. This must be the year to strengthen communication to the campus community, the legislature, the media, the regional community...and the various recruitment markets we need to reach. By advocating the university's regional position, we also increase our capacity to build and sustain fund development support and alumni engagement.

Priorities

Priority 1: Base funding for Director of College & Athletic Development position

The position of Director of College and Athletic Department Development was proposed in the University's budget for Fiscal Year 2013/2014. The position was approved with the condition that it would be filled through the use of one-time funding. Therefore, moving this position from temporary funding to base funding is a top priority for University Advancement. Important to note, is that this position was filled and the new director has been on board since December 2, 2014.

Funding:	base	<u>XX</u>
	one-time	___
	both	___

Priority 2: Communication & Advocacy Campaign

Secondly, there is a need to support the University's priorities through a well-prescribed communications and advocacy campaign. This campaign will incorporate strategies designed to address current campus needs and initiatives, as well as proactively articulate the University's distinction and excellence in order to broaden visibility, build advocacy and generate resources to carry out its mission and achieve its goals. While the specific communication vehicles have yet to be identified, the purpose of the campaign will be to carry out strategies in support of: the University's outreach efforts to prospective students and families; alumni engagement; regional engagement; and student experience and success.

We wish to continue building and strengthening our regional advocacy base through a) partnerships that advance regional development, b) outreach and communication that further awareness of the strengths and potential of CSU Stanislaus for individual and regional development, and c) stronger alumni relations and alumni giving capacity.

Funding:	base	___
	one-time	___
	both	<u>XX</u>