



**UNIVERSITY ADVANCEMENT
Summary of Performance**

Prologue

The redirection of resources and a reorganization within University Advancement initiated at the inauguration of Dr. Ellen Junn’s presidency in 2016 have positioned Stanislaus State for improvement in several key performance indicators, such as (1) expanding regional and national media coverage; (2) increasing philanthropic support; (3) growing the number of Stanislaus State alumni who donate to their alma mater; and (4) augmenting engagement with the region. The Division also plays a substantive role in creating and promoting a more diverse and inclusive campus and provides oversight and coordination on University and CSU advocacy and public affairs initiatives.

Philanthropic Performance

A goal of \$15 million in private support in five years – 2016/2017 through 2020/2021 – established for President Junn is on track to be accomplished ahead of schedule (currently at \$9,209,589, 61% of goal). As of June 30, 2018, Stanislaus State continued to improve in all major philanthropic performance indicators, which included total dollars raised (44% increase over 16/17); alumni giving (81% increase over 16/17); and overall donor counts (69% increase over 16/17). In addition, the three-year average on fundraising return-on-investment (ROI) and cost-to-raise-a-dollar (CRD) recovered: ROI increased from \$1.99 to \$2.69 (35% improvement) and CRD decreased from .50 cents to .37 cents (26% improvement).

Notable gifts include receiving the largest cash gift from an individual, totaling \$2.37 million in support of the Honors Program and a \$1.6 million gift from a private foundation to establish a new Family Nurse Practitioner Master’s program. In addition, a \$300,000 first-time gift from the Stanislaus Community Foundation will position the University as a viable partner in the region’s cradle-to-career initiative.

Metric: Gift Commitments exceeded 2017/2018 goal by 67%

2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Goal = \$2,793,137	Goal = \$1,877,075	Goal = \$1,732,075	Goal = \$1,907,075	Goal = \$3,250,000	Goal = \$3,250,000
Actual = \$1,010,541	Actual = \$2,088,417	Actual = \$1,978,680	Actual = \$3,773,462	Prelim. = \$5,436,127	

Metric: Number of Alumni Donors exceeded 2017/2018 goal by 64%

2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Goal = 500	Goal = 700	Goal = 338	Goal = 395	Goal = 843	Goal = 875
Actual = 176	Actual = 352	Actual = 351	Actual = 766	Preliminary = 1,384	

Metric: Number of Individual Donors exceeded 2017/2018 goal by 102%

2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Goal = 1,300	Goal = 1,866	Goal = 1,165	Goal = 1,350	Goal = 1,158	Goal = 1,397
Actual = 751	Actual = 1,289	Actual = 1,083	Actual = 1,393	Preliminary = 2,348	



Communications and Public Affairs

(1) Created an internal PR/messaging campaign to rally and unite the Stan State community, developing messages, slogans, other marketing collateral to counteract hate speech and rhetoric: We STANd Together for Unity and Inclusion campaign; (2) Facilitated Unity & Inclusion Week designed to facilitate and start the dialogue and courageous conversations around the specific diversity and inclusion issues challenging Stan State; (3) Organized a president-appointed University Communications Advisory Group charged with studying and designing ways to more effectively communicate to internal campus constituents; and (4) Expanded media pitch outreach to include higher education niche publications such as: *The Chronicle*, *Inside Higher Ed*, *Diverse Issues in Higher Education*, and *University Business*..

Alumni Engagement

Instituted an Inaugural Alumni Week celebration, bringing alumni, students, faculty and staff together for events such as Warrior Wisdom panel events, All Class Reunion, Golden Grad Brunch, and Toast to "Alumni of the Year." Beyond events are efforts to connect alumni mentors with students and recent graduates, referred to as Warrior Mentoring. In addition, reconfigured the role for Federal and State Gov. Relations under Alumni Engagement to expand the breadth and depth of volunteer advocates.

Foundation Board

Conceptualized and orchestrated a planning meeting with the Foundation Board that was held in September 2017, bringing in former Board Directors to participate in a panel discussion (Norm Porges; Dianne Gagos; Carol Bright; and Lynn Dickerson). This planning helped to improve processes for recognizing and honoring volunteer leadership, such as the first annual "Honoring the Past, Forging the Future" event and commendations for Board service. We also renewed terms for nine (9) of the ten Board Directors whose directorship were scheduled to expire in June 2018, established a new vice president role to ensure continuity in Board leaderships, and positioned and renewed a commitment to succession planning – receiving agreement from committee chairs that succession planning was needed and would be pursued in 2018/2019.

Community Engagement and Special Events

Honored and recognized President Emerita Marvalene Hughes by dedicating and naming the University's ceremonial pond at the entrance of campus. This event generated interest and support not only in the region but from within the CSU (Chancellor White provided a statement as well as President Garcia) The legendary Champions of the American Dream was reinstated in partnership with the Porges' family and Prime Shine Car Wash in spring 2017, following a decades-plus hiatus.
