

**UNIVERSITY ADVANCEMENT PLAN
SACRAMENTO STATE
January 2009**

Sacramento State's investment in its Office of University Advancement is paying off with increased gift commitments and volunteer alumni engagement to support and advance the vision and priorities of the university. Alumni and friends provided a record level of private funding for priorities such as gifts and bequests for scholarships, endowed faculty support, new equipment, and new facilities.

In all, Sacramento State recorded \$17.9 million in total gift commitments in 2007-08. This represents the highest philanthropic productivity ever for Sacramento State, and an increase of \$1.7 million over the previous year and represents the third consecutive year that the campus has met the California State University system goal of raising at least 10 percent of resources provided by the General Fund.

The hiring of a new Director of Alumni Relations, Associate Vice President for University Development and Associate Vice President of Public Affairs brought new energy and leadership to the Advancement program. The University Foundation's renewed focus on development and the creation of the Crandell Faculty Award to support faculty professional development in advancement helped to engage the deans and faculty in advancement efforts.

Goal 1: Prepare for a comprehensive campaign

Advancement will continue to work to develop a robust culture of philanthropy on campus. This will include training of campus leadership, faculty and staff, as well as developing new opportunities for those groups to participate in prospect cultivation and solicitation. It will also include working more closely with Public Affairs and Alumni Relations to ensure that development is a priority in our communications with internal and external constituents, as well as making fund raising a high priority for existing and new advisory boards on campus. Advancement will ensure its work is closely aligned with the priorities of the campus, and it continue to work with deans and other key units with developing realistic goals for fundraising and community relations.

In the past year, development officers have been working more closely with Deans to identify fundraising priorities and to forge a stronger and more systematic working relationship between the academic programs and university development. Development officers have been working with the Deans and key faculty on the following:

- Identifying the most effective development strategies to meet priorities (e.g. through Annual Fund, Planned Giving, Institutional Giving, etc.)
- Identifying two-to-three faculty to work with Development

- Selecting best ways to involve volunteers
- Educating Deans and Chairs on the role of Development
- Agreement on deans' roles to advance development in the colleges

Sacramento State's 2008-09 Advancement Plan will continue to work with the Provost and College Deans on college priorities tied to the University's strategic plan. Development themes will include priorities and opportunities that:

- I. *Enhance Teaching and Learning*
- II. *Recruit and Retain Exceptional Faculty—Faculty Enhancements, Faculty Fellow Funds and Faculty Scholar Funds*
- III. *Attract and Retain Outstanding Students/Ensuring Access*
- IV. *Respond to New Opportunities through the creation of Dean's Leadership Councils, expanded Planned Giving Advisory Council*
- V. *Strengthen Our Existing Community Partnerships*

In addition to the college-based initiatives, Advancement will continue with University-wide priorities: (1) the completion of the fundraising effort to construct the Eli and Edythe Broad Athletic Facility; (2) Student-centered Presidential priorities, including Troops to College, Guardian Scholars, and the Honors program; and, (3) Completion of Destination 2010 projects.

Strategy 1: Complete a new wealth screening to identify new major gift prospects.

Strategy 2: Build the Annual Fund program to increase number of donors and pipeline of major gifts.

Strategy 3: Aggressively market and provide planned giving resources to the community and alumni.

Strategy 4: Engage the University Foundation Board of Directors in the advancement priorities of the university.

Strategy 5: Recruit and train new volunteers for Dean Advisory Boards and Planned Giving Advisory Board.

Strategy 6: Establish, monitor and achieve annual gift goals for annual fund, corporations/foundations, major gifts, planned gifts.

Goal 2: Build and foster strong, effective alumni and community relations to increase support for Sacramento State and CSU

Advancement and Alumni Relations will increase engagement of all constituents to build support for the campus and strengthen the University's role in the region as an engaged partner. In the past year, Alumni Relations coordinated its outreach, communications, programs and special events with Development and Public Affairs. As a result, there has been an increase in alumni membership and participation at events (both University and Alumni Association), as well as an increase in financial support from Sacramento State alumni.

In a time of diminishing state support, our University will rely more heavily on the strength of its alumni and volunteers. The goodwill fostered by the Alumni Association conditions alumni to serve the University in a multitude of ways. Alumni advocate for the University within their networks, garner support for state funding and get others involved in the events and activities of the campus. Developing alumni to be lifelong ambassadors for Sacramento State also enables the Association to continue developing a culture of philanthropy.

Strategy 1: The Alumni Association will develop and provide programs, services and leadership to engage alumni, students, parents and friends in fostering life-long involvement with the University.

Strategy 2: Communicate effectively with our constituents regarding the strengths, accomplishments and goals of the University and its alumni.

Strategy 3: Utilize the information gathered through the CSU Alumni Attitude Survey to evaluate and enhance our programs, advocacy efforts and future opportunities.

Strategy 4: Collaborate with Development to address campaign readiness and efforts that can be undertaken with alumni to move in that direction.

Goal 3: Maintain and improve the image, reputation and support of the University through print communications, electronic communications and news coverage.

Advancement and Public Affairs will communicate the University's value and importance to key markets and audiences, such as potential students, alumni, donors, community leaders and news media, to increase support of the University's programs and initiatives. Public Affairs has been telling the University's story and successes through strategic media pitches, and using various communications channels to promote University special events. These efforts have resulted in consistent positive news coverage of the University and improved engagement with alumni, donors, community leaders, and faculty.

In these difficult economic times, communicating the University's value and impact takes on added importance. Public Affairs efforts will explain the University's core values, academic goals and key initiatives to position the University as a destination campus with potential new students, whether freshmen or transfer, and help increase student recruitment. Clear messaging from Public Affairs on the University's importance to the region will give faculty, staff, and alumni the talking points to become advocates for the University and articulate reasons to support the University's efforts.

Strategy 1: Public Affairs will develop a communications campaign that defines and demonstrates the University's academic leadership, alumni leadership, and community leadership to increase loyalty and pride in the University with faculty, alumni, and regional leaders.

Strategy 2: Strengthen community engagement and positive perception with marketing and advertising to improve community support.

Strategy 3: In partnership with the University Public Safety, continue to improve the University's crisis communication plan to build the safest campus possible.

Strategy 4: Public Affairs will coordinate with Development to increase knowledge of the impact of philanthropy at Sacramento State, and increase knowledge of new opportunities to give.