

California State University, Chico
University Advancement, Status and Goals Report
Submitted, January 2006

Note to reader: This document was submitted to the Chancellor to facilitate a dialogue about the approach and range of advancement activities we are focused on and is not intended to be a complete list of all campus advancement projects and priorities.

Introduction

Recent changes in institutional leadership, the reorganization of University Advancement and the reallocation of vital resources provide us with an opportunity to take private support to a higher level in the next three years. As a team, moving as one University, we are determined to take advantage of that opportunity and set the stage for our first-ever comprehensive campaign.

With the hiring of a new vice president, we have been able to consolidate the areas of Alumni and Parent Relations, Development and Public Affairs and Publications into its own division under focused leadership for the first time ever. Combined with increased internal support, and CSU capacity and incentive grants from the Chancellor's Office, Advancement has been able to set the following activities in motion:

- Increase and stabilize the computing and database environment in all three areas.
- Hire additional development staff so that all colleges and athletics have professional representation.
- Increased resource support to all campus development operations.
- Restructure the annual fund's Calling Center, formerly under Sponsored Programs, to bring it entirely within development, and electronically link it to the central database.
- Conducted an internal Advancement Academy for the Advancement staff and the University deans.
- Create a donor relations and stewardship program.

In parallel, the senior leadership of the entire University has been studying the institution's Academic Plan, Strategic Plan and Master Plan in order to merge the significant components of each into an overall Advancement Plan that moves CSU, Chico toward a comprehensive campaign. An essential element of these meetings is to establish a spirit of "One University" and craft a culture of Advancement.

Advancement Goals

The importance of strengthening our infrastructure and engaging the entire campus in a culture of Advancement cannot be overstated as it has a significant impact on the institution's ability to attain our goals. Together we will stress that we are more than a provider of knowledge, but additionally a place of public purpose and service, emphasizing the values of environmental stewardship, civic engagement and a diverse society.

Collectively, we are resolute in establishing the following primary objectives and advancement goals:

One

Acquire additional private support for academic and performance scholarships, and increase resources to strengthen student outreach activities, enabling us to recruit and retain students with exceptional potential as scholars and citizens.

Goals

- Significantly increase the number of Presidential scholarships and awards.
- Increase general scholarship support, emphasizing cultural diversity.
- Appreciably strengthen resources for student performances in the arts, in athletics and national competitions in engineering, business and science.

Two

Increase the University's overall endowment, but specific to the support of faculty recruitment, retention and development.

Goals

- Increase the number of endowed chairs, professorships and lectureships.
- Acquire additional funding in support of faculty research and professional development, particularly for emerging faculty.
- Complete searches to fill two professorships made possible by the recent addition of the David and Helen Lantis University Chair.

Three

Attain broad private support from individuals, corporations and private foundations for University projects that demonstrate our commitment to the students, faculty and the greater community.

Goals

- Increase funds in support of the University's environmental preserves.
- Complete the fund-raising campaign to build the Northern California Natural History Museum on campus.
- Secure funding to assist in the building of the Wildcat Student Recreation Center.
- Acquire funds in support of the performing and creative arts, including the Janet Turner Gallery, the North State Symphony and the Bidwell Bowl.
- Work with the agricultural community to establish a campaign to fund a conference center at the University farm.

While these Advancement goals are fund-raising initiatives, they will be complemented by supporting objectives from the offices of Alumni and Parent Relations and Public Affairs and Publications.

Alumni

- Retain and renew alumni memberships from last year's successful telemarketing drive that increased memberships by 67 percent.
- Continue to increase new alumni memberships.
- Establish an alumni chapter in the San Francisco Bay area.

- Partner with admissions to involve alumni and parents in outreach and recruitment efforts.
- Continue alumni support for Legislative Day and other CSU advocacy opportunities.
- Create an on-line alumni and parent community.

Public Affairs

- Increase communications outreach to key constituents via special issues of the University magazine, *Chico Statements*; interactive elements of the campus news and achievements Web pages; campus based displays and external marketing on the theme of student success; and e-mail newsletters to targeted audiences.
- Support CSU advocacy issues with media outreach, campus publications and recruitment of volunteer advocates.
- Assist and implement the development of strategic branding for the University that integrates themes from the revised Strategic Plan with an updated graphic identity system.
- Assist in the development and production of fund-raising case statements and proposals.

Next Steps

The recently hired Vice President for University Advancement has outlined several steps that have already and will continue to strengthen and position CSU, Chico in all areas of institutional advancement. They include, in part, the following:

- Continue and complete the reorganization and integration of University Advancement.
- Develop a comprehensive and high performance advancement organization of Development (major gifts, planned giving, donor relations, corporations and foundations, annual giving), Alumni and Parent Relations and Public Affairs.
- Engage volunteers in advancement activities, particularly related to the preparation of a campaign tied to the University's 125th anniversary.
- Expand the North State membership and influence on our University Advisory Board.
- Increase the breadth of membership on the University Foundation Board of Governors.
- Continue to work with senior management to articulate and implement North State initiatives that increase service to the region.