

University Advancement Strategy Map

CSUCI 2018-2023 Strategic Initiatives

1. Educational Excellence
2. Student Success
3. Inclusive Excellence
4. Capacity and Sustainability

University Advancement Mission Statement

To engage and serve students, alumni, community stakeholders and University constituents through innovative and collaborative programs which will support, generate revenue, and increase philanthropic investment in CSUCI.

University Advancement Vision Statement

To build an exceptional advancement enterprise that's committed to student success and that works in support of the University's strategic initiatives.

University Advancement Values

Stewardship: to build and strengthen relationships among all our constituents

Teamwork: communicate with mutual respect towards a common goal

Responsibility: to be accountable and responsible for our decisions, actions and outcomes

Integrity: to adhere to the ethical standards as articulated by our various professional affiliations

Diversity: to accept and respect individual differences, perspectives and experiences

Excellence: to demonstrate a commitment to quality and approach challenges and opportunities with optimism

University Advancement Initiatives

Increase Philanthropy
(4.4 / 4.6 / 4.7)*

Strengthen Conferences &
Event's Support to
Campus and Increase
Revenue
(4.10 / 4.11 / 4.13)

Improve University
Communication and
Strengthen our Brand
(4.5)

Strengthen Career
Development and Alumni
Engagement
(2.13 / 4.4)

1. Build an Institutional Culture of Philanthropy
2. Implement Strategic Plan for Philanthropy
3. Create Communication Plan for Philanthropy
4. Strengthen Divisional Infrastructure for Philanthropy

1. Develop an Infrastructure for Effective Event Planning
2. Create a Comprehensive Plan for Revenue Generating Events

1. Promote University Initiatives and Strategies
2. Evaluate our Brand
3. Strengthen our Integrated Marketing and Communication Plan
4. Improve Operational Communication Structures

1. Facilitate Career Education
2. Strengthen Alumni Engagement
3. Collaborate with Academic Affairs
4. Establish Sustainable Partnerships with Industry

Strengthen Administrative Support and Financial Services for the Division

1. Assess Internal Operations for Efficiencies
2. Improve Policies and Procedures
3. Implement Systems that Result in Proactive Administrative Support

* The numbers listed with each University Advancement initiative indicate a direct tie to the University's strategic actions. Please reference the University's Strategic Initiatives 2018-2023 document. Evidence based decision-making and a commitment to long-range planning are key elements to the implementation of University Advancement's initiatives.