

The background of the slide is a grayscale photograph of a building with a tiled roof and arched windows, with several palm trees in the foreground. A solid red vertical bar is on the left side of the image.

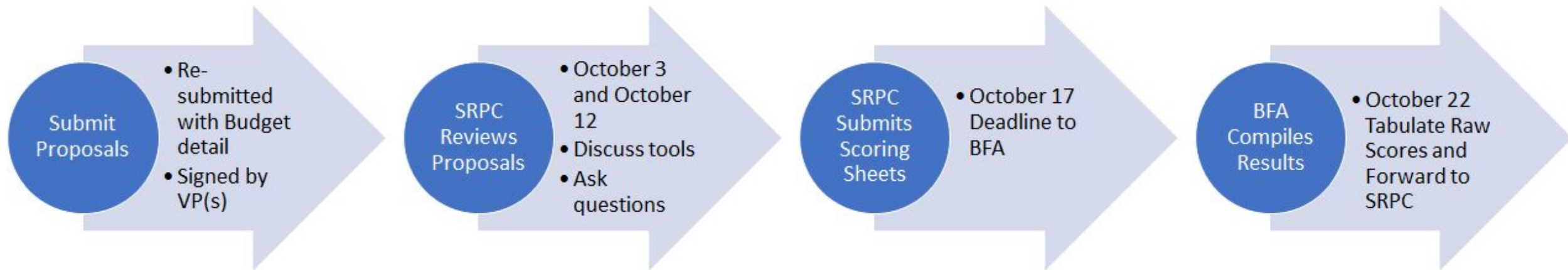
Strategic Resource Planning Committee

October 12, 2018
Broome Library 2325
9:00-10:30 a.m.

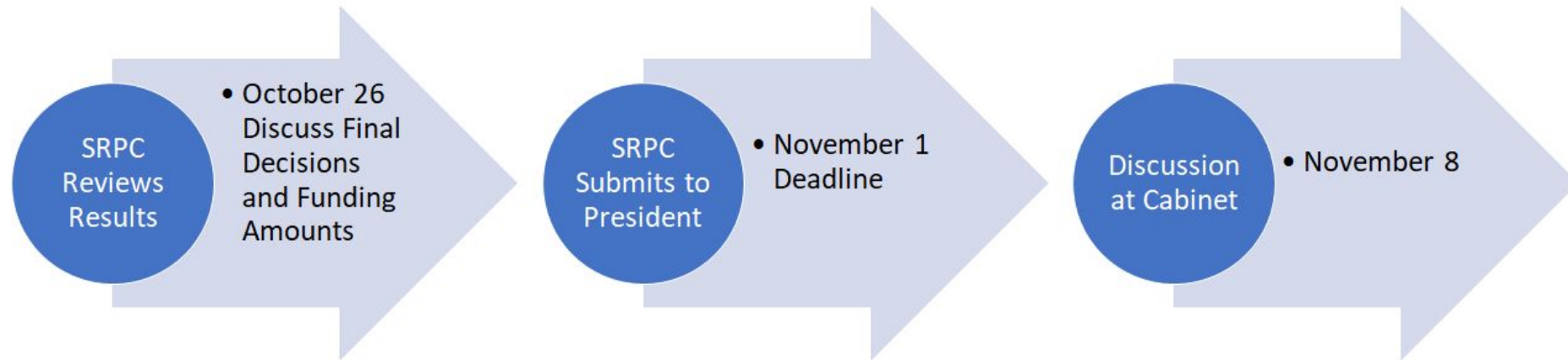
Agenda

- | | |
|---|----------------------|
| I. Welcome | 9:00 - 9:05 |
| II. Strategic Initiatives Funding Request Presentations | 9:05 - 10:25 |
| ● Recreation Field Lighting (Business & Financial Affairs/ Student Affairs) | 9:05 - 9:15 |
| ● Increase Online Learning Options (Academic Affairs) | 9:15 - 9:25 |
| ● Institutionalize Student Research (Academic Affairs) | 9:25 - 9:35 |
| ● Peer to Peer Programs (Academic Affairs/Student Affairs) | 9:35 - 9:45 |
| ● Sustain & Enhance Learning Communities (Academic Affairs/Student Affairs) | 9:45 - 9:55 |
| ● Career Readiness Partnership with Apple One (University Advancement) | 9:55 - 10:05 |
| ● Mackenzie Branding Survey Phase 2 (University Advancement) | 10:05 - 10:15 |
| ● Santa Barbara Advertising Campaign (University Advancement) | 10:15 - 10:25 |
| III. Scoring Rubric Update | 10:25 - 10:30 |

Overview of the Process



Overview of the Process





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Career Readiness Partnership with Apple One Proposal

October 12, 2018

Presented By:

Richard LeRoy, MA.Ed.

Senior Director of University Advancement

Amanda Carpenter, Ed.D.

Director of Career Development and Alumni Engagement

Purpose and Solution

CSUCI is poised to meet the *workforce* and *innovation* needs of our region. In order to accomplish this goal, we need our Dolphins to be *career ready*.

Students Today, Alumni Tomorrow: Student Success, Mentorship and Meaningful Alumni Engagement



Proposal Summary

Career Fair Preparation

CSUCI Connection Luncheon Etiquette Training

Candidate Interview Feedback

Mentorship Software

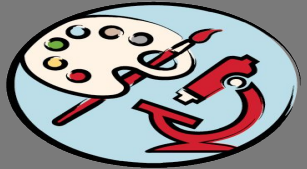


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Strategic Initiatives



Educational Excellence

Ensuring students graduate with the high-level knowledge, skills and experience necessary for engaged citizenship and career success.

1.2 Increase opportunities for students to engage with the regional community to apply their learning and address meaningful challenges.



Student Success

Ensuring all students progress to degree completion in a timely manner regardless of their background.

2.13 Expand partnerships between career services, internships and alumni engagement to enhance post graduate success.

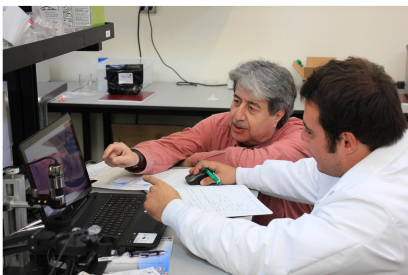


Capacity and Sustainability

Taking action to sustain and advance a robust University in an era of declining state support.

4.4 Increase philanthropic support for the University by strengthening existing cross-divisional partnerships focused on enhanced alumni engagement and philanthropic support.

4.1 Work in concert with business and community leadership to develop programs and initiatives that contribute to a robust economy and engaged citizenship.



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Risk of Not Funding

Limited Professional Development and Industry Exposure

Gap in Career Preparation

Less Industry Engagement

Less Competitive for Job Market



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Resource Efficiency and Sustainability

- Leverage technology
- Increase value of the alumni membership
- Maximize existing staffing resources
- Scale existing partnership to impact more Dolphins
- Cultivate future corporate partnership, sponsorships, and support of CSUCI

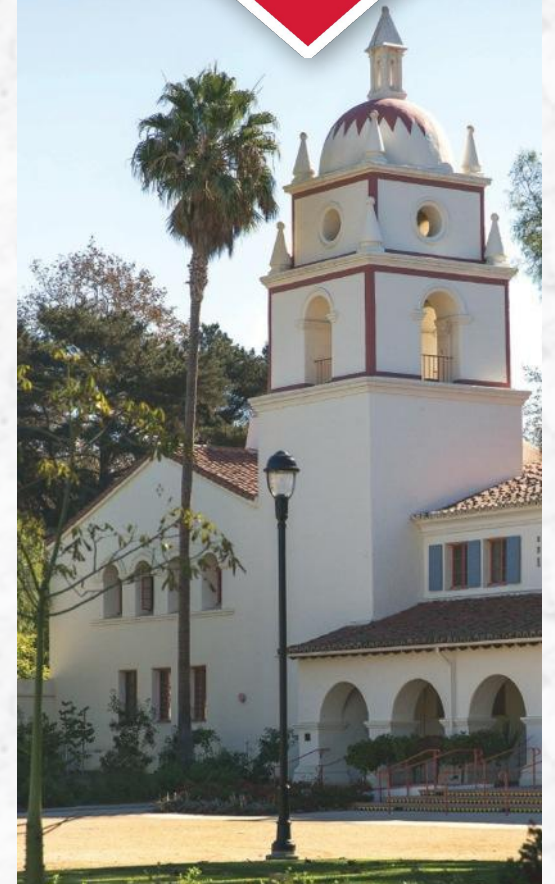


Discussion & Questions?



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Resource Allocation and Strategic Budget Requests

Presented by
Nancy C. Gill
Senior Executive Director of
University Communication



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Brand Perception Phase II

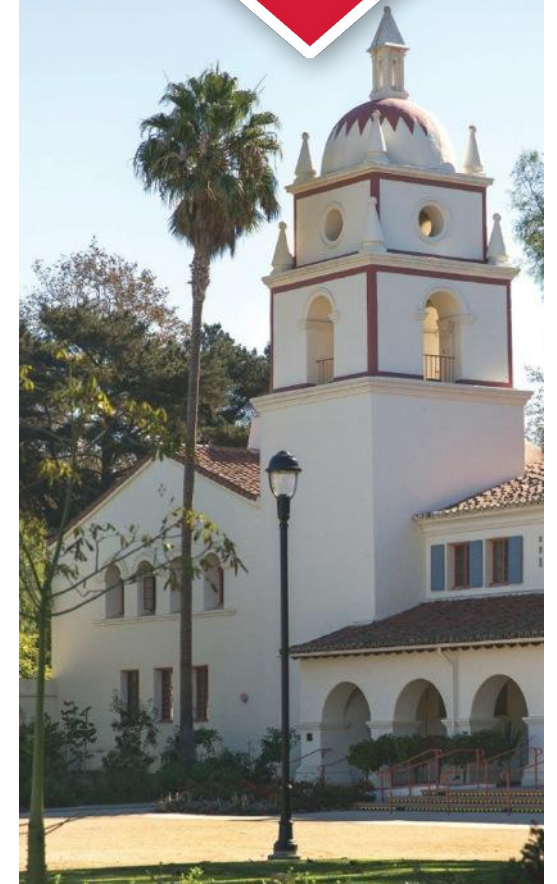
Purpose

- Develop a **message platform** for compelling and authentic messaging used to engage, motivate and educate University audiences, specifically donors.
- Develop **proof points** based on results from the Brand Perception Survey.



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Brand Perception Phase II

Strategic Initiative

Capacity & Sustainability

Developing a culture of philanthropy

4.5 Assess internal and external community perception of the University and develop a plan to expand awareness of the University's connection to economic vitality, social mobility and engaged citizenship.

- Aligns and supports the campus-approved spring 2018 Strategic Initiative proposal for a Brand Perception Study Phase I, funded through a reallocation of UA resources.
- Provides a roadmap and next steps to further expand awareness of the University, specifically to donors.



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CAMPUS**

CHANNEL YOUR POTENTIAL

STRATEGIC INITIATIVES

Brand Perception Phase II

Risk & Alternatives

Consequences:

- Hampers ability to utilize specific responses or information provided from survey results to communicate with donors.
- Delayed timeline may lower effectiveness of survey results.

Alternatives:

- A dedicated consulting team with expertise in research survey analysis will provide the most effective way for Communication & Marketing to execute and implement the roadmap and action items.



Brand Perception Phase II

Outcomes

- Increase donor engagement and giving
- Expand community awareness

Assessment

- Qualitative perceptions from audiences and donors
- Social media reporting tools
- Website Google Analytics

OUTCOMES & ASSESSMENT



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Brand Perception Phase II

QUESTIONS?



QUESTIONS

Advertising Campaign

Purpose

- Advertising campaign (print/digital advertising) focused on donors and fundraising in the Santa Barbara area.
 - Potential media outlets may include:
 - KEYT-3, KZSB, KTYD, Noozhawk, Pacific Coast Business Times, Montecito Journal, SB Independent, SB News Press, SB Magazine, SB Chamber of Commerce, SB Coast, SB Sentinel, and several theatre companies (Arlington, Granada, Lobero, and SB Bowl)



PURPOSE

Advertising Campaign

Strategic Initiative

Capacity & Sustainability

Developing a culture of philanthropy

4.5 Assess internal and external community perception of the University and develop a plan to expand awareness of the University's connection to economic vitality, social mobility and engaged citizenship.

- Expand advertising in the Santa Barbara area to increase awareness of the University
- Create greater impact and donor giving in the Santa Barbara area.



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STRATEGIC INITIATIVES

Advertising Campaign

Risk & Alternatives

Consequences:

- Dilute 11-year advertising budget of \$45,000 focused on Ventura County and LA regions for:
 - 23 high schools
 - Ventura and Moorpark Colleges
 - Academic Decathlons and Robotics Competitions
 - Limited advertising with news media outlets



Advertising Campaign

Risk & Alternatives

Alternatives:

- Continue advertising budget of \$6,000 focused on Santa Barbara for:
 - 3 high schools (Santa Barbara, Dos Pueblos, San Marcos)
 - Limited advertising with SB news media outlets



26 MAJORS ~ 37 MINORS ~ TEACHING AND ADMINISTRATIVE CREDENTIALS, AUTHORIZATIONS ~ 6 GRADUATE DEGREES ~ Ed.D. EDUCATIONAL LEADERSHIP

CSU Channel Islands is reimagining higher education for a new generation and era. We welcome and challenge every individual to channel their potential and find innovative ways to contribute to today's world.

At CSU Channel Islands we:

- Work together and discover new possibilities
- Make new friends and celebrate our differences
- Give back and volunteer in our communities
- Learn globally and widen your perspective

Join us at CSU Channel Islands and Channel Your Potential.

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 Channel Islands
CALIFORNIA STATE UNIVERSITY

A group of diverse students in graduation caps and gowns, smiling and posing for a photo. Some are wearing stoles with various colors and emblems.

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 Channel Islands

60% FIRST-GENERATION COLLEGE STUDENTS ~ 80% RECEIVE FINANCIAL AID ~ 7,053 STUDENTS ~ 16,000 ALUMNI

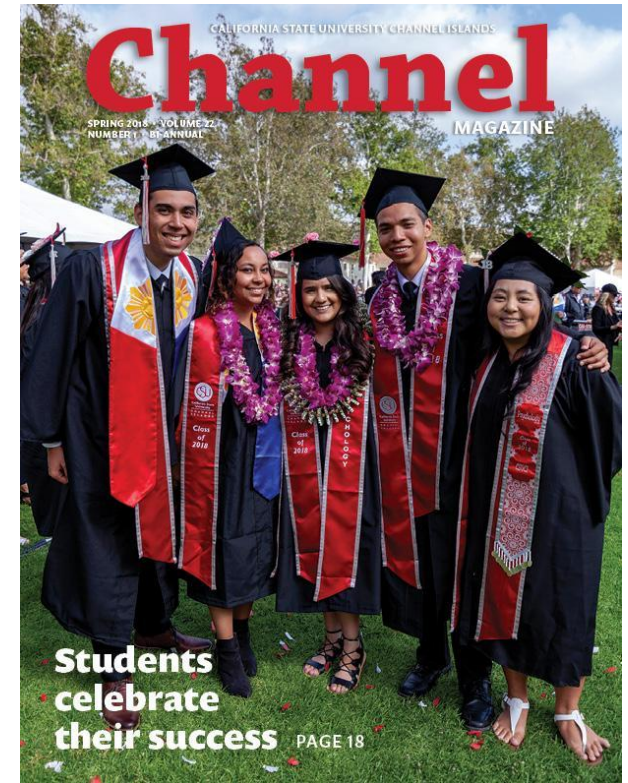
Advertising Campaign

Outcomes

- Increase awareness among the Santa Barbara region
- Raise new funding/giving from Santa Barbara donors

Assessment

- Qualitative perceptions from audiences and donors
- Social media reporting tools
- Website Google Analytics



Advertising Campaign

QUESTIONS?



QUESTIONS

Updated Scoring Sheet

Scoring Sheet

Strategic Initiatives Funding Requests

Reviewer Name: _____

Submit Scoring Sheet by October 17, 2018 to: Elaine.Crandall@csuci.edu

Purpose Statement	Maps to CSUCI Strategic Initiative	Risks Of Not Funding The Proposal	Outcomes	Budget Detail	TOTAL SCORE	Amount Requested	Recommended for Full Funding (Y/N)	Recommended Partial Funding Amount (\$)	Comments
Score (0-6)	Score (0-3)	Score (0-3)	Score (0-9)	Score (0-3)	Max Score 24				
Increase Online Learning Options					0	\$40,700			
Institutionalize Student Research					0	\$144,500			
Peer to Peer Programs					0	\$13,700			
Sustain and Enhance Learning Communities					0	\$175,000			
Career Readiness Partnership with Apple One					0	\$32,000			
MacKenzie Branding Survey Phase 2					0	\$15,000			
Santa Barbara Advertising Campaign					0	\$35,000			
Recreation Field Lighting					0	\$200,000			
						<u>\$655,900</u>		<u>\$0</u>	

Per Scoring Rubric:

Exceeds (3)
Meets (2)
Nearly Meets (1)
Does Not Meet (0)

Funding Thresholds:

75% - 100% (Score >=18) Recommend Full Funding
59% - 74% (Score 15 - 17) Further Discussion
0% - 58% (Score <=14) Not Recommended For Funding