

Strategic Planning at Columbus State University
Division of University Advancement
Level 2 Plan

Division Philosophy – University Advancement

The Division of University Advancement is charged with activities that relate to Goal 4 and Goal 8 of the Columbus State University Strategic Plan. University Advancement goals in support of these university goals are:

1. To enhance the image of Columbus State University
2. To cultivate friends and supporters of Columbus State University
3. To raise funds to support and enhance the programs of Columbus State University

COLUMBUS STATE UNIVERSITY
University Advancement
FY 04, LEVEL 2 Strategic Planning Assessment

COLLEGE/DIVISION: University Advancement

GOAL*		PLANNING INITIATIVE	ASSESSMENT OF RESULTS
INSTITUTIONAL	UNIT		
8	1, 2, 3	Maintain annual fund campaign during Capital Campaign at \$1,150,000 level	As of April 30, 2004, \$1,105,766 was raised in the annual fund. We expect to exceed the goal before June 30, 2004.
8	3	Increase the number of Tower Society donors by 10%	As of April 30, 2004, the Tower Society has grown by 5.6%. Recruitment continues and we hope to meet this goal by June 30, 2004.
8	1, 2, 3	Promote planned giving awareness among the trustee board and community utilizing the Planned Giving Sub-committee of the Board of Trustees	The Planned Giving Subcommittee met in the fall for an organizational meeting and adopted a Strategic Plan for the year. The plan was approved by the CSU Foundation Board of Trustees. The Director of Planned Giving and the Chairman began to make calls on the trustee members of the committee. At the winter meeting, members of the committee selected prospects from the list of trustees and have begun making calls in an effort to have each member of the CSU Board of Trustees be ask to consider a planned gift to benefit Columbus State University.
8	1, 2, 3	Have 90% (\$72 million) of the \$80 million by June 30, 2004	The overall campaign total is \$74,234,737 as of April 29, 2004. Prospects have been identified and plans are in progress to secure the remaining pledges to reach and exceed the goal.

8	1, 2, 3	More actively engage all CSU Foundation Trustees by strengthening function of committees and making trustee meetings more participatory	Three effective meetings have been held of the CSU Foundation Development Committee and its subcommittees (Annual Fund, Major Gifts, Planned Gifts). Upon the recommendation of the Development Committee, all trustees have reviewed the list of major gift prospects and selected several to solicit.
3, 8, 9	1, 2, 3	Implement new Endowment/Restricted Funds policies in coordination with the Office of the Academic Vice President	New policies were implemented, with the cooperation of the Vice President for Academic Affairs and Fund Managers in each college. The academic departments are maintaining much better control over their spending. The academic departments also received information on money available for scholarships on a more timely basis, allowing them to award these funds. Some scholarships are still not being awarded, and this is an issue to address in the future, now that the policies are in place.
8	2	Add more higher visibility alumni to the Alumni Association board.	The President of TIC Federal Credit Union and the Human Resources Managers at both Boral Bricks and the Columbus Ledger-Enquirer were added to the Alumni Association board for 2003-2004.
3,4	1	Develop a consistent university image and brand recognition for external audiences	Focus groups of students, faculty, staff, alumni, teachers and counselors provided information on what the image and brand recognition needs to be and led to the development of new recruitment materials for Enrollment Services. This can now be implemented campus-wide.

Institutional Goals were established in the University Strategic Plan. Unit Goals address the Institutional Goals.

COLUMBUS STATE UNIVERSITY
University Advancement
FY 05, LEVEL 2 PLAN

COLLEGE/DIVISION: University Advancement

GOAL*		PLANNING INITIATIVE	COST	PLANNED IMPACT
INSTITUTIONAL	UNIT			
8	1, 2, 3	Increase the annual fund goal by \$50,000		Provide additional funding for scholarships, faculty development and outreach programs.
8	3	Increase the number of alumni donors by 10%, the number of Tower Society members by 10, and the number of Founders Society donors by 5%		Strengthen alumni allegiance and provide additional funding for Tower Scholarships and other university needs.
8	3	Contact all CSU Foundation Trustees to encourage all to consider a planned gift.		Increase the number of confirmed planned gifts so that future generations of CSU students and faculty will benefit from the estate planning we encourage now.
8	1, 2, 3	Achieve and exceed the \$80M Capital Campaign Goal.		Significantly enhance all academic programs, provide funds for moving art and theater programs uptown, expand international education, endow additional faculty positions and endow additional scholarship funds

3, 8, 9	1, 3	Implement procedures to complete the FY04 audit to meet the requirements of the new GASB Statement 39 and the Board of Regents.		Provide more accurate and timely financial reports, better financial management and planning.
8	2, 3	Contact all College of Business alumni to inform them of the new ATCOB accreditation and to seek their support.		Develop alumni pride in the accomplishment of ATCOB accreditation and provide additional funding for ATCOB scholarships, faculty development, outreach programs and other ATCOB needs.
3, 4	1, 2, 3	Implement a consistent university-wide brand for the campus.		Provide for a consistent message for external audiences and create an internal standard by which to evaluate proposed publications and marketing pieces.

Institutional Goals were established in the University Strategic Plan. Unit Goals address the Institutional Goals.

EXECUTIVE SUMMARY FOR STRATEGIC PLANNING AT COLUMBUS STATE UNIVERSITY

Level Two Division Plans - Division of University Advancement

The Division of University Advancement supports Goals 4 and 8 of the Columbus State University Strategic Plan, focusing on raising funds for our outstanding academic programs and enhancing the image of the university.

The excitement generated by the Capital Campaign continues to energize University Advancement staff members. As of April 30, 2004 we are just short of the \$75 million mark, exceeding our goal of \$72 million by June 30. Plans for raising funds well above the \$80 million campaign goal are in place.

The success of the Capital Campaign has provided the means for CSU to open a campus in Oxford, England, house an artist-in-residence at the Carson McCullers Center for writers and musicians here in Columbus, develop a mentoring program to support first year teachers, obtain property in preparation for moving art and theater downtown, promote and enhance the nationally recognized servant leadership program, and establish new endowment funds for scholarships and faculty support.

Building on successful alumni meetings in Atlanta, University Advancement staff members are now reaching out to those Atlanta area alumni to help reach the campaign goal. Other alumni meetings in Gainesville and Tampa, Florida have provided a basis for reaching out to those alumni for support as well.

While the Capital Campaign has received the most notice, donations to the annual fund have come in at an accelerated pace. These critical donations provide the means for the continued excellence of CSU's academic programs during this time of economic downturn and shrinking state budgets.

In support of the fund-raising efforts, University Advancement implemented new endowment/restricted fund policies with the Office of the Academic Vice President. This has led to better control over spending and better stewardship of these funds.

A challenge for the new fiscal year will be the timely accomplishment of an audit of the CSU Foundation, Inc. and Foundation Properties, Inc., which will be added to the university's audit, adhering to Board of Regents requirements and deadlines.

The Office of Public Relations is well on the way to developing a consistent university image and brand recognition for external audiences. Information gathered from focus groups has been used to develop marketing pieces for Enrollment Marketing and will now be used to implement a campus-wide consistent image.