

DIVISION: OFFICE OF THE PRESIDENT
BUDGET PRESENTATION
Fiscal Year 2007-2008

Introduction

Office of the President

Mission Statement:

Placing students at the center of the educational experience, the Office of the President, as stewards of the University's mission, vision, and values, assists and supports the President in fostering academic excellence, internal and external community building, and the operation of the University under the policies, rules, and regulations of the Trustees.

Vision:

The Office is recognized as the standard for excellence, professionalism, and service within the campus, the CSU system and higher education, as it supports the mission of CSUCI.

Division Goals:

The goals for the Office of the President are to:

- Provide a service-oriented, professional, and confidential environment which serves the campus community and the public;
- Ensure compliance of local, CSU, state and federal requirements, and the regulations governing CSUCI;
- Support and expand positive external relations;
- Take an active role in the creation of the ideal campus culture; and ultimately,
- Support the President in his vision, goals and values.

Accomplishments:

The Office of the President developed and implemented a strategic plan for the Office and, as a major component of our assessment of that plan, conducted a survey with key stakeholders including faculty, staff, peers, supervisors, vendors and donors. During our annual retreat, we reviewed survey outcomes, developed an action plan based on those outcomes, and revised our assessment processes for the future.

The Office of the President implemented a document management system whereby documents entering and leaving the Office of the President are now scanned and available in a searchable database and the process of managing the many report and correspondence deadlines across campus is being streamlined through automated tracking of required reporting and compliance items.

The Office of the President has coordinated and accommodated a significant increase in the Presidential calendar which included various events and meetings with multiple internal and external constituents.

The Office of the President coordinated several luncheons, dinners, and receptions to build relations with key community and government leaders, donors, prospects, and other constituents.

The Office of the President works with the President's Council to identify where new policies are needed and provides support for the composition of these policies. In the past year the Office has assisted with the creation and passage of ten new policies and is in the process of working through a number of additional potential policies.

The Office of the President staff have expanded their duties to include attendance at Operations, Planning & Construction update meetings to keep the Office informed of construction and maintenance issues on campus, and the Commencement Planning Committee, in addition to serving on more than ten other committees that help provide guidance on the operation of the University.

The Office of the President initiated and funded the HeartMath workshop for all campus employees as well as some community members.

The Office of the President supported the development of the University athletics program by providing funding for an athletics consultant and developing key contacts.

The Special Assistant to the President for Educational Effectiveness successfully spearheaded the completion of our WASC educational effectiveness report and visit.

The Office of the President has continued to coordinate the American Democracy Project with local community colleges. The Office of the President will be hosting American Democracy Project (Civic Engagement) workshops for area educational leaders in the last quarter of 2006-2007 and continuing through the next academic year. These efforts will augment the Campus Reading Celebration by encouraging faculty to create service learning opportunities around the theme of the environment.

The Office of the President participates in the ARCHES-LACES planning grant that has funded the County-wide P-16 Council. The Council works to determine ways to tighten the educational pipeline, particularly as it related to Hispanics, African Americans, low-income students, and boys. The Office of the President will help draft additional grant requests and maintain involvement in the up-coming academic year.

Communications & Marketing

Mission Statement:

In support of student learning and success, Communications and Marketing (C&M) is committed to positioning California State University Channel Islands as one of the leading educational institutions of higher learning in the country.

Area Goals:

The professional services provided by the area of C&M supports meeting the overall goals and objectives of the University. Specific, C&M goals are to:

- Create a positive image of academic excellence that will assist in the recruitment and retention of qualified students, faculty, and successful fundraising efforts.
- Highlight students, faculty, and staff, along with their accomplishments.
- Continue to build an awareness of CSUCI as a resource for the community and viable economic contributor to the region.

Accomplishments:

- Published three editions of the University's news magazine, *Current*, highlighting the academic programs, student services, faculty, staff, students, commencement, alumni, donors, fundraising opportunities and events, and campus infrastructure improvements.
- Published a bi-weekly newsletter – *wavelength* for University faculty and staff featuring various campus events, activities, and recognition of faculty and staff.
- Provided C&M support for various campus activities, special events, and fundraising efforts by providing graphic design for collateral, paid advertisements, writing, media coverage, and sponsorships.
- Secured or facilitated consistent positive media coverage through news releases, media campus visits and strong personal relationships with media representatives.
- Directed and managed the 2006 Commencement with keynote speaker, David McCullough.

- Created and placed various ads in publications and event programs throughout Ventura County.
- In collaboration with an outside graphic designer, produced the fall and spring schedule of classes and University catalog.
- In partnership with Information Technology Web Services, administered the campus home page and several other web pages.
- Established a marketing agreement with the bookstore for apparel and goods with a long term goal of reaching into community retail outlets.
- Provided crisis management support in collaboration with the campus Emergency Operations Committee.
- Led the University's marketing committee in selecting the annual University theme, artwork, review of collateral from areas and departments across the University, and selection of a 5th year logo design.

Summary

Current Request:

\$1,675,441

Office of the President Highlights:

The request for the Office of the President for 2007-2008 is \$35,366. The additional funds will be used as follows:

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- The Office of the President needs one additional full-time employee to administer the document management and tracking systems due to increased mail, correspondence and documents submitted to the Office of the President and continuing accountability requirements for Federal, State, and Chancellor's Office regulations.
- Membership Dues and Fees have increased from last year to accommodate participation in the Hispanic Association of Colleges and Universities (HACU), the Society for College and University Planning (SCUP), and the Council for Higher Education Accreditation (CHEA) among other organizations. As well as, the addition of WASC dues (\$13,500) to the Office of the President budget.

The Office of the President has been able to reduce its costs in several areas, most notably in Student Assistant salaries.

- Student Assistant salaries have been reduced significantly due to the addition of one full-time employee to the Office of the President.

Communications & Marketing Highlights:

The Communications & Marketing budget will not be increased from last year. Changes in the 2007-2008 budget include some reduction in salary and benefits as new personnel are hired as well as the following:

As the campus continues to grow and to ensure the continued success in meeting the goals of the University and C&M, an additional full-time graphic designer at a base salary of \$40,000 (plus benefits) is requested. Because of current staff limitations, C&M has been unable to support various areas with graphic design requests or in meeting the University's additional marketing efforts. The area of C&M has not increased staff FTEs in the past three years despite a significant increase of requests for support or services. Approximately \$30,000 is expended University-wide by outsourcing to graphic designers several collateral projects produced by the offices of Extended Education, Academic Advising, Student Affairs, and C&M. These areas have expressed support for C&M having the capability of meeting these requests through the addition of a graphic designer that

would significantly streamline projects, maintain a family of publications, and provide consistent branding for the University.

In addition, as part of the University's continuing efforts to reach various constituencies throughout the region, an increase in the quantity of *Current* newsletters printed and distributed has been incorporated into the C&M budget.

One-Time Budget Allocation

The University will celebrate its historic fifth anniversary in August. An extensive marketing plan has been developed that includes a significant increase in advertising and marketing throughout various media outlets in Ventura County in order to reach desired levels of impact. A list of marketing tactics has been shared with the President and a one-time budget allocation of \$55,000 is requested for this purpose. Key to the successful implementation of this year-long project will be the addition of a graphic designer as requested above.

Future Needs

Office of the President

Personnel

We anticipate that the University will need to examine the system for handling incoming phone calls to the University's main line in fall 2008. This may result in a full-time permanent front office position. Currently, a team of students staff two phones in University Hall and also act as receptionists for the building. Enrollment growth will likely bring increased community contacts with the campus and incoming phone calls may exceed the present capabilities.

Facilities

As the University considers how to best accommodate incoming phone calls, additional space, work stations and phone systems may be needed for front office reorganization. The additional document management employee will need desk space along with consideration for coordinating space for student workers. The Office will also need to investigate areas for additional storage space beyond the basement in University Hall.

A University Board Room with nearby kitchen facilities and restrooms is needed to accommodate the breakfast and luncheon meetings the President holds with the members of the community and visiting dignitaries. This room would also help alleviate the reduction in conference space in University Hall.

Other

Increased phone volume may require the purchase of a phone system that can handle a high volume of calls coming into the University. Conference space will require a large table and chairs as well as technology and media equipment.

Communications & Marketing

Personnel:

As the University continues to grow and strives to acquire a national presence, additional staff will be needed in C&M to assist with writing, collateral, media, marketing, and general support of various areas throughout the campus. Future staff needs include a media manager and marketing manager.

Facilities:

As additional staff is added to the area of C&M, office space will need to be allocated as appropriate.

Enrollment Growth Impact

As enrollment increases we anticipate increased phone calls to the University and to the Office of the President. We also expect more events on campus and increased requests for President Rush to speak; this will require more calendaring, event organization and materials preparation. Enrollment growth will subsequently result in the growth and decentralization of campus divisions, as well as the development of new areas. As new units are formed, we are planning for the oversight of increasing regulatory requirements and reporting. We also anticipate that management issues will become more plentiful and complex, requiring careful thought concerning organizational structures, systems, and strategic planning.

The impact on Communications & Marketing will continue to grow accordingly as well. The services of this office are called upon to support the growing number of faculty and staff, as well as assist in the outreach, recruitment, and retention of students, and continued fundraising efforts and activities by the Division of Advancement.

UPACC Strategic Priority

Office of the President

The Office of the President, either directly or indirectly, will support all of the University's strategic priorities. The most direct support will include:

- serving on an array of committees across campus that benefit these priorities;
- supporting efforts to accomplish Advancement's top fundraising priorities (Athletics, Faculty Scholarship, Lacayo Institute, Nursing);
- assisting with procuring funding for key programs and staff;
- assisting Faculty Development with the faculty interview and hiring process;
- ensuring that all web pages and documents posted on web pages that are managed by the Office of the President are accessible as well as all campus global e-mails sent on behalf of the President;
- continuing to work with P-16 initiative to increase college preparation and retention;
- assisting Advancement with grant writing;
- funding annual WASC dues and assisting with assessment initiatives;
- working with government officials, community members, CEOs and businesses, educational leaders, and philanthropists to generate funding, develop relationships, and advocate for legislation to benefit various priorities and, above all, our students.

Communications & Marketing

It is anticipated that C&M will continue to collaborate with various areas on campus in planning and executing the University's priorities, specifically in the areas of accessibility, staff and faculty support, student outreach and retention, new and existing academic programs, international students, and in support of University Advancement priorities. The role of C&M will continue to support these priorities by providing graphic design and collateral, media coverage and promotion, public relations, and marketing efforts as needed.

C&M needs to add additional marketing initiatives in order to fully support the increased marketing requirements of the University specifically, those requirements that relate to Advancement, retention responsibilities of Advising, and accessibility of campus print and web publications. In addition, we believe it will be more efficient and cost effective to bring outsourced projects and publications in-house.