



SAN DIEGO STATE
UNIVERSITY


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Thomas McCarron
Vice President and CFO

MEMORANDUM

DATE: February 18, 2014

TO: Elliot Hirshman
President

FROM: Tom McCarron 
Chair, President's Budget Advisory Committee

SUBJECT: President's Budget Advisory Committee
Recommendation of February 13, 2014

Attached is the recommendation from the President's Budget Advisory Committee (PBAC) meeting of February 13, 2014 for approval of 2013/14 and 2014/15 one-time funding requests totaling \$6,460,000. Supporting materials are attached for your information. I recommend your approval.

If you have any questions, please let me know.

Attachments

PRESIDENT'S BUDGET ADVISORY COMMITTEE

February 13, 2014

RECOMMENDATION

Approve 2013/14 one-time funding requests:

Academic Affairs

North Life Sciences HVAC replacement & security Enhancement	1,000,000
Library – faculty requested publications	250,000

Academic Affairs/Business & Financial Affairs

Campus Painting	500,000
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University Relations & Development

Legacy Leaders Program	50,000
Wealth Screening on Parents (\$20k annually for 3-years)	60,000
Direct Mail for Alumni Engagement	100,000

Institutional

Destination SDSU planning/design	100,000
ECCC ADA access improvements	1,000,000

2013/14 TOTAL 3,060,000

Encumber 2014/15 one-time funding requests:

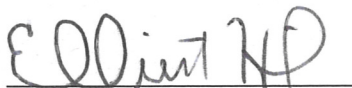
Academic Affairs

New tenure-track faculty start-up – College of Engineering	1,000,000
New tenure-track faculty start-up – Enrollment Growth hires	2,400,000

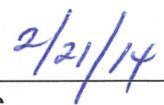
2014/15 TOTAL 3,400,000

Grand TOTAL 6,460,000

Approved by:



Elliot Hirshman, President



Date

President's Budget Advisory Committee

Meeting Agenda

February 13, 2014
2:00p.m. @ MH-3318

I. Call to order

- Call for amendments to agenda

II. Information Item

- 2014/15 Governor's January Budget

III. Reports

- 2013/14 Revenues (Attachment 1)
- 2013/14 Reserves (Attachment 2)

IV. Watch List

- Master Plan Costs
 - Potential Court Appeal Costs – Est. Cost \$300,000
- SUF Class Action Suit – Est. Cost TBD
- Unfunded Compensation Items

V. Funding Requests

- AA One-time (Attachment 3)
- BFA One-time (Attachment 4)
- URD One-time (Attachment 5)
- ECCC One-time (Attachment 6)
- Destination SDSU One-time (Attachment 7)

VI. Voting Items

VII. New Business

VIII. Reminder

- Next Meeting Date – February 27, 2014 at 2:00 p.m. in MH 3318

**PRESIDENT'S BUDGET ADVISORY COMMITTEE
FEBRUARY 13, 2014
MINUTES**

Voting Members Present:	Area Budget Reps Present:	Staff Present:	Guests Present:
Tom McCarron	Linda Lewiston	Crystal Little	
Andrea Rollins	Lorretta Leavitt	Nance Lakdawala	
Bill Eadie	Kathy LaMaster		
Cezar Ornatowski	Sarah Slaughter		
Eric Rivera			
Douglas Deutschman			
Nancy Marlin			

Voting Members Absent:

Josh Morse
Mary Ruth Carleton

- I. Call to order** - VP McCarron called the meeting to order at 2:00 p.m. VP McCarron inquired if there were any amendments to the agenda but there were none. He welcomed Cezar Ornatowski who is replacing Ghada Osman.

II. Information Items

- **2014/15 Governor's January Budget** – VP McCarron stated the Governor's Budget on January 9th is what we anticipated at \$142.2M less \$13M in mandatory costs and \$39M in enrollment growth funding, leaving \$90M for infrastructure financing, compensation (being discussed by the Board of Trustees and Council of Presidents), and the student success initiative. Chancellor White is very supportive of the initiative.

Other significant changes are folding the debt service on capital projects into the CSU Budget (from the State Budget), and a legislative change allowing us to use up to 12% of our operating fund allocation for debt service on capital projects.

The governor is proposing a one-time \$50M program for Awards for Innovation in HED, available to the three segments of higher education. Overall, the financial state of the State is strong. The governor is hoping to set up a rainy day reserve fund.

III. Reports

- **2013/14 Revenues (Attachment 1)** – VP McCarron presented the 2013/14 Revenues. We are above budget. Tuition is 9% above target.

- **2013/14 Reserves (Attachment 2)** – VP McCarron presented the 2013/14 Base Budget Reserves. There are no changes from our last meeting.

IV. Watch List

- **Master Plan Costs** – We will need to discuss in the next six months.
- **SUF Class Action Suit** – No update.
- **Unfunded Compensation**– Building some funding in for next year.

V. Funding Requests

- **AA One-time (Attachment 3)** – Provost Marlin presented these items. The vivarium is outdated and needs to be upgraded, the library needs enhanced collections for research purposes, and Engineering startup funds are needed for research.
- **BFA One-time (Attachment 4)** – VP McCarron presented these requests. Classrooms and Manchester Hall need painting, and Adams Humanities needs to be renovated. Dr. Deutschman said AR&P recommended developing a proactive painting schedule and investing in higher quality paint.
- **UR&D One-time (Attachment 5)** – Ms. Slaughter presented these items. The Legacy Leaders Program is already successful and additional funding is needed. We also need to invest in wealth screening and direct mail for alumni engagement. Students will be participating in the direct mail piece.
- **ECCC One-time (Attachment 6)** – VP McCarron presented this item requesting funding for a detailed assessment, and improvement plans for parking and accessible paths of travel across campus.
- **Destination SDSU One-time (Attachment 7)** – VP McCarron presented this request for funding to improve wayfinding for visitors, and establish more defined entrances to campus. We also want to enhance pride in SDSU. MarComm is participating on this team. Dr. Ornatowski suggested producing banners of VIPs that have attended SDSU.

VI. Voting Items – Dr. Eadie moved to approve the funding requests today, Dr. Ornatowski seconded, and the motion passed unanimously (with the caveat that multi-year requests would need to be approved annually upon presentation of progress reports). It was also clarified that the startup funds for Academic Affairs would not be needed until this summer.

VII. New Business – None. VP McCarron will obtain the new logo pins for all of the members.

VIII. Reminder – Our next meeting is scheduled for Thursday, March 13, 2014 at 2:00 p.m. in MH-3318. The February 27th meeting will be cancelled. The meeting was adjourned at 3:10 p.m.

President's Budget Advisory Committee

Meeting Agenda

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2:00p.m. @ MH-3318

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VI. Voting Items

VII. New Business

VIII. Reminder

- Next Meeting Date – February 27, 2014 at 2:00 p.m. in MH 3318

SAN DIEGO STATE UNIVERSITY
2013/14 Revenue Estimates
As of February 6, 2014

		<u>2012/13 Budget</u>	<u>2012/13 Actual</u>	<u>Over/(Under) Budget</u>	<u>% Over/(Under) Budget</u>	<u>2013/14 Budget</u>	<u>Year to Date as of 2/6/2014</u>	<u>Term End Estimate</u>	<u>Over/(Under) Budget</u>	<u>% Over/(Under) Budget</u>
<u>Basic Tuition Fee</u>										
	Summer	11,405,000	11,468,965	63,965	0.56%	10,780,000	10,796,493	10,796,493	16,493	0.15%
	Fall	79,390,000	79,774,885	384,885	0.48%	80,054,000	82,282,428	82,282,428	2,228,428	2.78%
	Spring	<u>71,555,000</u>	<u>72,887,429</u>	<u>1,332,429</u>	<u>1.86%</u>	<u>73,166,000</u>	<u>70,029,280</u>	<u>73,748,190</u> ^[3]	<u>582,190</u>	<u>0.80%</u>
	Sub-Total Basic Tuition	162,350,000	164,131,279	1,781,279	1.10%	164,000,000 ^[1]	163,108,200	166,827,110	2,827,110	1.72%
	Tuition Fee Discounts	<u>(40,978,000)</u>	<u>(40,978,000)</u>	<u>0</u>	<u>0.00%</u>	<u>(41,381,900)</u>	<u>(41,381,900)</u>	<u>(41,381,900)</u>	<u>0</u>	<u>0.00%</u>
	Net Basic Tuition	121,372,000	123,153,279	1,781,279	1.47%	122,618,100	121,726,300	125,445,210	2,827,110	2.31%
<u>Non-Resident Tuition</u>										
	Summer	385,358	508,491	123,133	31.95%	389,333 ^[2]	528,592	528,592	139,259	35.77%
	Fall	4,636,763	6,812,927	2,176,164	46.93%	5,216,408 ^[2]	8,035,995	8,035,995	2,819,587	54.05%
	Spring	<u>4,108,891</u>	<u>6,145,352</u>	<u>2,036,461</u>	<u>49.56%</u>	<u>4,705,271</u> ^[2]	<u>6,459,508</u>	<u>6,761,969</u> ^[3]	<u>2,056,698</u>	<u>43.71%</u>
	Sub-Total NR Tuition	9,131,012	13,466,770	4,335,758	47.48%	10,311,012	15,024,095	15,326,555	5,015,543	48.64%
<u>International Tuition</u>										
	Summer	300,225	593,712	293,487	97.76%	428,531 ^[2]	685,224	685,224	256,693	59.90%
	Fall	2,869,625	4,427,643	1,558,018	54.29%	3,195,795 ^[2]	5,798,081	5,798,081	2,602,286	81.43%
	Spring	<u>2,708,338</u>	<u>4,258,710</u>	<u>1,550,372</u>	<u>57.24%</u>	<u>3,073,862</u> ^[2]	<u>3,455,882</u>	<u>5,133,823</u> ^[3]	<u>2,059,961</u>	<u>67.02%</u>
	Sub-Total International Tuition	5,878,188	9,280,064	3,401,876	57.87%	6,698,188	9,939,187	11,617,128	4,918,940	73.44%
TOTAL TUITION										
		136,381,200	145,900,114	9,518,914	6.98%	139,627,300	146,689,581	152,388,894	12,761,594	9.14%
Application Fee										
		2,294,000	3,041,258	747,258	32.57%	2,294,000	3,027,243	3,027,243	733,243	31.96%
TOTAL APPLICATION FEE										
		2,294,000	3,041,258	747,258	32.57%	2,294,000	3,027,243	3,027,243	733,243	31.96%
TOTAL										
		138,675,200	148,941,372	10,266,172	7.40%	141,921,300	149,716,824	155,416,137	13,494,837	9.51%

[1] Campus Basic Tuition Fee Calculation:

B 2013-02	163,254,000
SDSU Adjustments (a)	<u>746,000</u>
	<u>164,000,000</u>

(a) SDSU adjusts the CO fee calculation to account for campus discretionary fee waivers, student mix and enrollment projections.

[2] Includes \$2 million increase in budget; Non-Resident and International Tuition budget is allocated by tuition type and term based on prior year percentage of each tuition type revenue

[3] Term estimates are based on Net Collections/Receivables from Cashier's Enrollment Report as of 2/6/2014 discounted based on prior year waiver/collections experience.

Base Budget Reserve

2013/14 Beginning Base Budget Reserve Balance		209,533
	Prop 30 Passed - B 2012-03 Funding	11,315,750
	B 2013-01 Funding Net of Mandatory Costs	8,397,800
	Increase Non-Resident Tuition Budget	2,000,000
	Univ. Non-Divisional Budget Reduction	(6,261,160)
2013/14 Base Budget Reserve		15,661,923
2013/14 Approved Base Funding Requests		
Academic Affairs		
	University Grant Program 6/13/13 PBAC	(350,000)
	Increase in Study Abroad 6/13/13 PBAC	(233,139)
	Academic Advising Center - Increase the Number of Advisors 6/13/13 PBAC	(154,433)
	On-line Course Development 6/13/13 PBAC	(143,410)
	2012/13 Non-Resident Enrollment Growth (310 FTES) - TAs 6/13/13 PBAC	(130,410)
	2013/14 Resident Enrollment Growth (311 FTES) - TAs 6/13/13 PBAC	(130,410)
	Out-of-State Recruitment 6/13/13 PBAC	(220,999)
	Graduate & Research Affairs IT 6/13/13 PBAC	(439,700)
	SIMS IT 6/13/13 PBAC	(277,190)
Academic Affairs - <u>Encumbered in 2013/14, Base in 2014/15</u>		
	Tenure/Tenure Track Faculty 6/13/13 PBAC	(1,065,320)
	Writing and Math Center - Writing 6/13/13 PBAC	(325,000)
	2012/13 Non-Resident Enrollment Growth (310 FTES) - Tenure/Tenure Track Faculty 6/13/13 PBAC	(1,854,720)
	2013/14 Resident Enrollment Growth (311 FTES) - Tenure/Tenure Track Faculty 6/13/13 PBAC	(1,854,720)
Student Affairs		
	Commuter Center Support Services 6/13/13 PBAC	(100,653)
	LGBT Resource Center 6/13/13 PBAC	(200,000)
	Campus Internship Coordinator 6/13/13 PBAC	(80,240)
	Financial Aid 6/13/13 PBAC	(171,037)
	International Recruitment - ISC 6/13/13 PBAC	(115,813)
	Recruitment & Retention of Underrepresented Students 6/13/13 PBAC	(250,000)
	Aztec Nights 6/13/13 PBAC	(211,500)
	Student Disability Services - Software License 6/13/13 PBAC	(5,000)
Business & Financial Affairs		
	Wireless Refresh 6/13/13 PBAC	(488,000)
	Custodians 6/13/13 PBAC	(1,000,000)
	Steam Technicians 6/13/13 PBAC	(300,000)
	Public Safety Retention/Recruitment 6/13/13 PBAC	(200,000)
University Relations & Development		
	Communications Writers - Digital and Written 6/13/13 PBAC	(143,000)
	TCF Staffing to Handle Increase in Gifts, Endowment Growth & Reporting (2 positions) 6/13/13 PBAC	(157,300)
	Alumni Engagement Call Floor Coordinator 6/13/13 PBAC	(57,200)
	PLF Development & Communications Writer (2 positions) 6/13/13 PBAC	(151,400)
	Director of Donor Relations 6/13/13 PBAC	(114,400)
Institutional		
	Staff Compensation 6/13/13 PBAC	(400,000)
	Institutional Shortfall (\$100k per year for 3 years) 6/13/13 PBAC	(100,000)
SubTotal 2013/14 Approved Base Funding Requests		(11,424,994)
2013/14 Estimated Base Budget Reserve Balance		4,236,929

One-Time Reserve

2013/14 Beginning One-Time Reserve Balance **8,797,124**

2013/14 Approved One-Time Funding Requests

Academic Affairs

Tenure/Tenure Track Faculty Start-up	6/13/13 PBAC	(1,900,000)
Recruitment & Retention of Underrepresented Faculty	6/13/13 PBAC	(100,000)
Support for Multi-disciplinary Research Proposals	6/13/13 PBAC	(1,000,000)
China International Student Recruitment	6/13/13 PBAC	(100,700)
Graduate International Student Transcript Evaluation/Recruitment	6/13/13 PBAC	(55,500)
Under-graduate International Student Transcript Evaluation/Recruitment	6/13/13 PBAC	(55,500)
Community Arts Events	6/13/13 PBAC	(50,000)
Expand Student Research Symposium	6/13/13 PBAC	(150,000)
Learning Analytics	6/13/13 PBAC	(70,000)
Zahn Center (SDSU match)	6/13/13 PBAC	(250,000)
SDCC funds to offset instructional costs of SDSU non-resident remedial students	6/13/13 PBAC	(150,000)
Graduate & Research Affairs IT	6/13/13 PBAC	(204,578)
Lottery Funds Restoration (instructional equipment and software)	6/13/13 PBAC	(417,000)
Library Books, Journals and Periodicals	6/13/13 PBAC	(500,000)
Cost of new FERP Faculty	6/13/13 PBAC	(3,100,000)
Enrollment Growth (621 FTES)	9/12/13 PBAC	(1,340,739)
2013/14 Projected Additional Non-Resident (347 FTES)	9/12/13 PBAC	(749,173)
Writing Center	9/12/13 PBAC	(260,110)
Benefits	9/12/13 PBAC	(500,000)
Student Computing Labs (ENG, PSFA, SCI)	9/12/13 PBAC	(860,517)
Renovation of Adams Humanities (faculty/staff offices)	9/12/13 PBAC	(750,000)
Engineering Aerospace Lab Renovation	9/12/13 PBAC	(500,000)
SCI Labs to Meet Enrollment Demand, Equipment	9/12/13 PBAC	(318,509)
Additional International Student Recruitment (stud assist, travel)	9/12/13 PBAC	(95,500)

Student Affairs

Commuter Center Support Services	6/13/13 PBAC	(115,000)
International Recruitment - ISC	6/13/13 PBAC	(217,815)
Student Disability Services - Software	6/13/13 PBAC	(60,000)
Integrative Diversity Experiences for all Students	6/13/13 PBAC	(100,000)
SWAG SAT Preparatory Academy	9/12/13 PBAC	(25,000)
Indigenous Scholars & Leaders Program	9/12/13 PBAC	(35,100)

Business & Financial Affairs

Painting Academic Buildings	6/13/13 PBAC	(500,000)
Accessibility Improvements to EBA (relocation of ARPE)	6/13/13 PBAC	(1,000,000)

University Relations & Development

Alumni Volunteer Coordinator (\$60k per year for 3 years)	6/13/13 PBAC	(180,000)
360 Magazine, Other Media Materials	6/13/13 PBAC	(156,000)
SDSU Website Upgrades	6/13/13 PBAC	(150,000)
Improve and Enhance On-line Giving Capability	6/13/13 PBAC	(100,000)
Technology System Upgrades	6/13/13 PBAC	(250,000)
Increase Planned Giving Communication & Research to Identify Prospects	6/13/13 PBAC	(52,000)
Renovation of SDSURF Offices to Accommodate New Staff	6/13/13 PBAC	(60,000)
Space Planning and Architectural Rendering MH and PPGAC	6/13/13 PBAC	(20,000)
Marcomm Art Center Renovations	9/12/13 PBAC	(50,000)
National Branding & Marketing Program	10/24/13 PBAC	(305,000)

Institutional

Staff Professional Development	6/13/13 PBAC	(250,000)
Employee Satisfaction Survey	6/13/13 PBAC	(10,000)
Veteran's House Lease	6/13/13 PBAC	(112,000)

SubTotal 2013/14 Approved One-Time Funding Requests (17,225,741)

2013/14 PENDING One-Time Funding Requests

Academic Affairs

North Life Sciences HVAC replacement & security enhancement	(1,000,000)
Library – faculty requested publications	(250,000)
New Tenure-track faculty start-up - College of Engineering	(1,000,000)
New Tenure-track faculty start-up - Enrollment Growth hires (encumber to spend in 14/15)	(2,400,000)

Business & Financial Affairs

Campus Painting	(500,000)
Destination SDSU planning/design	(100,000)
ECCC ADA Access Improvements	(1,000,000)

University Relations & Development

Legacy Leaders Program	(50,000)
Wealth Screening on Parents (\$20k for 3 years)	(60,000)
Direct Mail for Alumni Engagement	(100,000)

SubTotal 2013/14 PENDING One-Time Funding Requests (6,460,000)

2013/14 Funding Sources

AA - Encumbered in 2013/14, Base in 2014/15 - available for one-time use in 2013/14	5,099,760
Estimated Tuition and Fee Revenues over Budget	13,494,837
Estimated One-Time Carry-forward of Base Budget Reserve	4,236,929
SubTotal 2013/14 Funding Sources	22,831,526

Academic Affairs

1/31/2014

One-time requests

Vivarium – HVAC and security **\$1,000,000**

Library **\$ 250,000**

Start-up packages **\$3,400,000**

Total request **\$3,650,000**

Vivarium – HVAC and Security

\$1,000,000

North Life Sciences (NLS) HVAC replacement

The scope of work for this project comprises replacing the HVAC in the existing Vivarium located in the North Life Sciences Basement. The current systems are producing air exchanges and balance problems that are way out of the range of proper design. This is evident by the odor and stale air issues one encounters in and around the NLS facility. The new air handler would be located in the Basement Mechanical Room. The new HVAC system will be sized to allow for some future expansion of the current animal facilities. The new system will cover all the current animal facilities and will provide additional capacity for future expansion of the NLS facilities to allow for potential growth. This plan will allow for a 45%-65% increase in the size of the animal research space depending on whether the office area is kept within these boundaries or moved out of this area. The design will meet the criteria from *The Guide for the Care and Use of Laboratory Animals* with additional discussion with the users. The new air handler will be designed with appropriate redundancy in case of primary fan or cooling failure. It is anticipated that the project scope will require ceiling repair for installing/cleaning ductwork in the conditioned spaces.

Discussions with the engineer and Facilities Services have uncovered hidden issues that may drive the cost for the project higher than expected. Substantial impacts on the current NLS facility may be encountered during the construction that will force additional renovations of the current facility to occur during the replacement of the HVAC system. Those renovations may include, replacement of ceilings, lighting, and impacts on the current animal facility operations during the construction phase for which Academic Affairs may come back to PBAC for additional funds.

North Life Science security enhancement.

The NLS animal facility currently exposes students and the public to the animal research facility to a degree that is totally outside of what one finds in other animal research facilities. This situation puts the university, staff and research programs at risk on many levels. The final design of the security enhancement would have to be approved by the State Fire Marshal. Details of the proposed design include new doors 1 and 2, with signage to specify restricted access beyond this point, but would be programmed to allow open access during working hours to allow for delivery of materials and other program needs. Card readers on five doors to allow for controlled access. Doors 1, 3, and 5 would have emergency exit panic bars with alarm. Doors 3, 4 and 5 would be secured at all times to restrict public access and exposure to animal facilities. There will also be security cameras installed to view doors 1-5 and entrance to NLS17 suite.

Schematic & final design (\$65,000)
Security card locks and cameras (\$95,000)
HVAC system (\$700,000)
Construction costs (\$140,000)

Academic Affairs is requesting \$1,000,000 in one-time funds for spring 2014

Library – Faculty requested publications **\$250,000**

The library has numerous requests from faculty to increase collections to support instruction in the humanities, social sciences and arts. Last year, through a one-time allocation they were able to make an impact and this allocation would allow for additional purchases.

Academic Affairs is requesting \$250,000 in one-time funds for spring 2014

New Tenure-track Faculty Start-up funds **\$3,400,000**

College of Engineering **\$1,000,000**

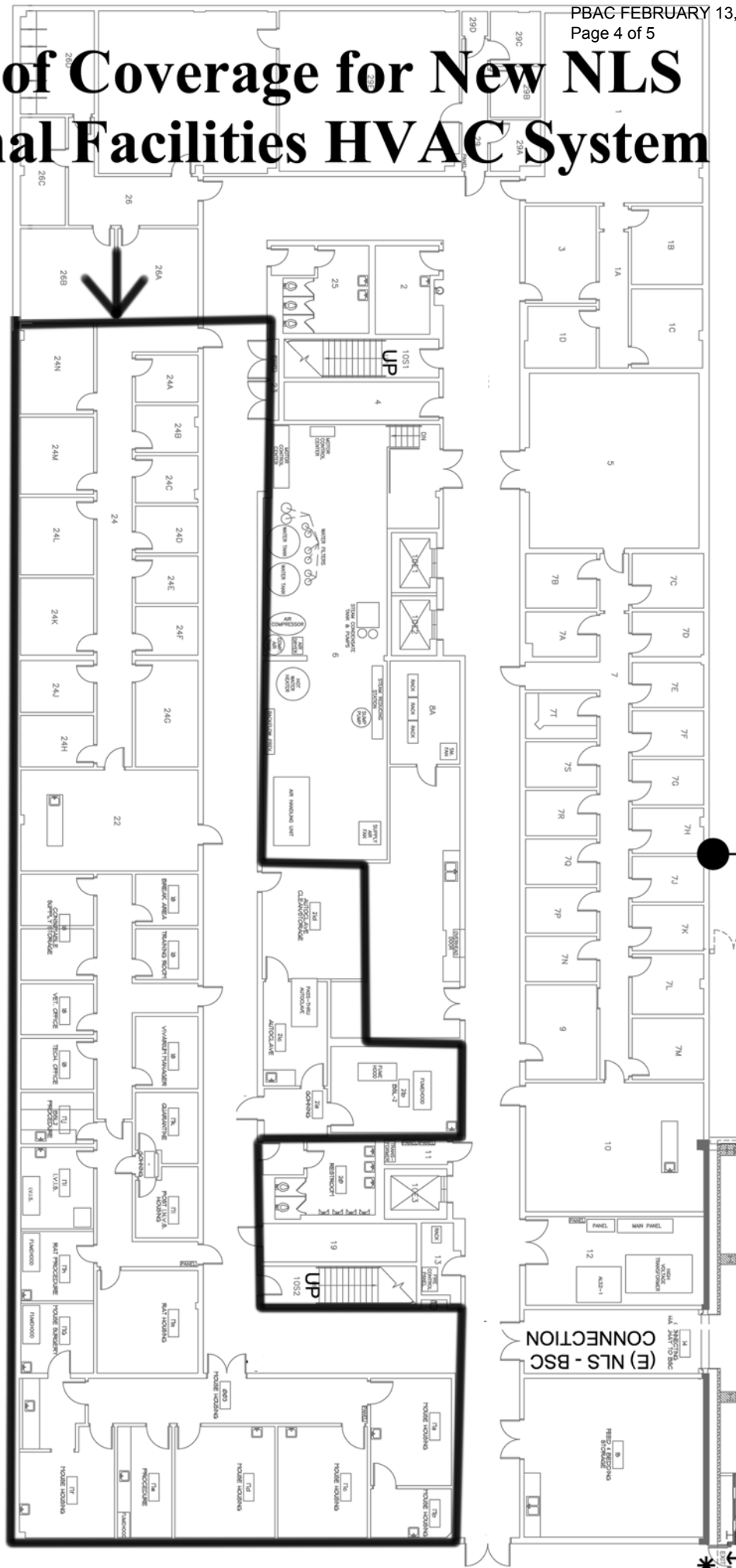
The College of Engineering is recruiting for eight tenure-track positions to begin fall 2014. The college does not have sufficient research foundation funds to provide adequate start-up packages for their new research active faculty. This is a one-time investment to hire research active faculty to enhance the ability of the college to submit grants and become more self-sustaining in the hiring process. Typical packages include laboratory space and renovations, equipment, reduced teaching, research assistants, summer stipends, relocation expenses and discretionary funds. This allocation supports each incoming hire with a package amount of \$125,000 while a typical start-up package for an engineering hire would range from \$200,000-\$500,000 per faculty hire.

Start-up fund support: enrollment growth hires **\$2,400,000**

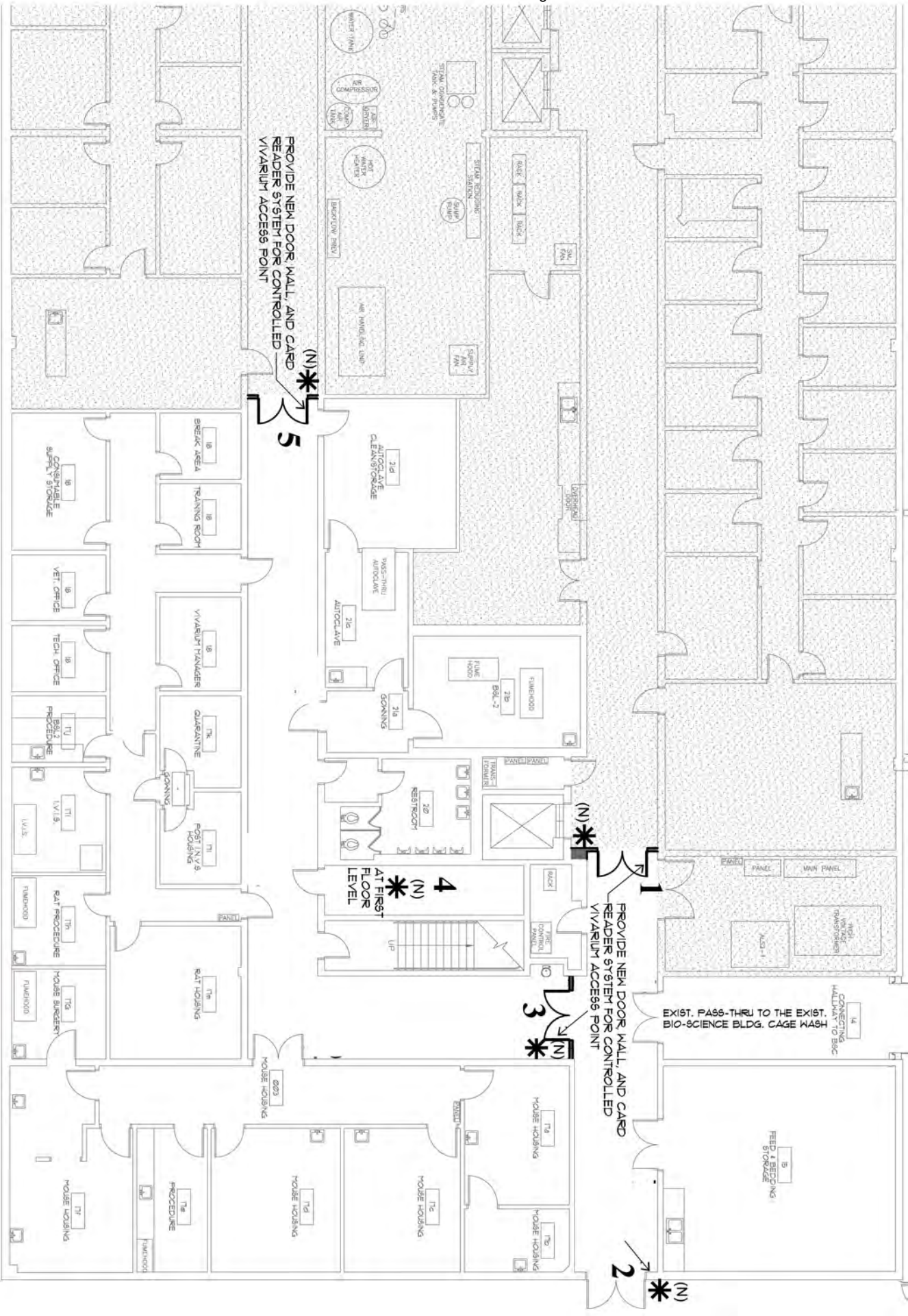
Thirty two tenure-track searches were approved for the current budget cycle to meet increased non-resident and resident FTES enrollment growth. Academic affairs multi-year plan identified the need for one-time funds to support these faculty who are currently being recruited and hired to start fall 2014. We had identified one-time funding to cost share expenses with colleges in relation to start-up equipment (\$2,400,000), summer stipends (\$520,000) and laboratory renovations (\$900,000), totaling \$3,821,433. At this time we would like to encumber the start-up equipment funds.

Academic Affairs is requesting one-time funds for tenure-track faculty start-up be encumbered this spring and allocated at the beginning of the 2014-15 budgeting process.

Area of Coverage for New NLS Animal Facilities HVAC System



sheet 6 of 10



BFA One-time Funding Request - PBAC

Campus Painting - \$500,000

The previous allocation for painting accomplished all the spaces requested by Academic Affairs, and will also include a complete repainting of Manchester Hall (with misc. stucco repairs) and repainting the exterior walls and trim that define the Mediterranean Garden.

The additional classrooms suggested in this list are merely Facilities Services suggestions. The actual classrooms painted would be coordinated with Academic Affairs to ensure we address their highest needs.

The exterior painting projects will address some of the most worn looking buildings on campus.

Classroom Painting, eg. (in-house)

GMCS: Rms 305, 306, 307, 308, 327

SSW: Rms 2500,2512,2514, 2522,2523,2650, 2660

HH: Rms 206, 210, 214, 216, 218, 122, 134

NLS: Rm 111

SLS: Rm 244

COM: Rms 205, 222

GMCS: Rms 214, 201 Hallways 1st, 2nd, 4th, 5th

SSW: Hallway 2nd

N ED: Hallways 1st, 2nd, 3rd

Exterior Painting & Replace Window Film (external contractors)

PHYSICS/ASTRONOMY

PHYSICS

February 7, 2014

**University Relations and Development
One-time requests**

Legacy Leaders Program	\$ 50,000
Wealth Screening in Regional Council areas	\$ 60,000
Direct Mail for Alumni Engagement	<u>\$100,000</u>
Total Request	\$210,000

Legacy Leaders Program

\$ 50,000

University Relations and Development received \$52,000 of one-time funding this fiscal year for this program. We have contracted with Legacy Leaders to complete a “Senior to Senior” marketing effort that will identify individuals who have left SDSU in their estate or are interested in being contacted about doing so. The initial program has begun with a direct mail piece. Our calling program will start soon. However, we already have results. We have been told of three estate gifts that we were unaware of as a result of the initial program. These three alone will provide \$450,000 in planned gifts to SDSU.

We are requesting additional funding at this time to continue marketing efforts to reach out to alumni and donors. This funding will allow us to reach out to 600 more alumni and prospects. These planned gifts continue to build the pipeline of endowments and gifts to support our future sustainability.

Wealth Screening in Regional Council areas

\$ 60,000

Wealth screening allows Development to identify and prioritize segments of alumni who have the capacity to make a major gift (\$25,000 or more). This tool would be especially useful in support of our new regional programs as we are attempting to engage these populations for the first time. There are over 80,000 SDSU alumni in California outside of San Diego County. Development is building regional councils in Orange County, Los Angeles, Santa Barbara, and the Bay area. This \$20,000 annual funding for three years will allow an additional 20,000 names to be screened each year for major gift capacity in the identified regional locations.

Direct Mail for Alumni Engagement

\$100,000

Currently, the Alumni Engagement Fund operation includes a nominal amount of direct mail in the solicitation plan. Due to cost, the program is able to mail only 25% of the total alumni database addressable (276K). With additional resources the program can increase outreach from 25% to 55% (150K). The benefits of increasing outreach by 30% equates to not only more dollars raised but an increase in alumni donor participation which is important to our rankings. Additional dollars raised is anticipated to be in excess of \$125,000.

The operation is also dedicated to data integrity. With additional resources, the direct mail will add the USPS “Address Service Requested” service which includes both forwarding services and the return of new mailing addresses. This is invaluable as the cost of purchasing addresses through a credit bureau is far greater than using the USPS. Data integrity will improve all communication with current and prospective donors which will increase alumni engagement, directly impacting alumni participation and giving.

Finally, additional resources will allow the fund to increase donor recognition via student scholarship photo thank you cards, custom SDSU notecards and stationery. The benefits of donor recognition are significant. In a business where the retention rate is vital, we must explore ways to creatively and appropriately recognize our donors.

Enhanced Campus Climate and Culture (ECCC) One-time Funding Request - PBAC

ADA Access Improvements - \$1,000,000

This allocation will accomplish a detailed assessment and improvements plan for parking and accessible paths of travel across the campus. It will also address a series of already identified existing barriers to campus access.

- Survey of ADA Parking and Path of travel
- New Cart / Vehicle for Easier Wheelchair Transport
- 24/7/365 Access through Education and Business Administration
- 24/7/365 Access through Geology Mathematics Computer Science
- Campus Wide ADA Signage and Maps
- Miscellaneous Door Actuators
- Miscellaneous Bathroom Barrier Removals
- SDSU Imperial Valley Campus Barrier Removals

These improvements will be coordinated with the following areas to ensure major issues are identified and prioritized:

- Enhanced Campus Climate and Culture for Persons of Varying Abilities working group (ECCC), which is also working on surveys, training and events related to the current campus culture and awareness
- Disability and Accessibility Compliance Committee
- Student Disabilities Services

By June 30th, 2014, we will report back to PBAC on a detailed list of the specific barrier removal projects being targeted, and any already accomplished. Much of the work is anticipated to happen over the summer break, with a subsequent report to PBAC in September. All projects would be accomplished by Dec 30 2014.

One-time Funding Request - PBAC

Destination SDSU - \$100,000

This allocation will support the initial planning, design, engineering and estimating of the “Destination SDSU” Enhancement Program. The attached presentation provides the project objectives. This initiative’s goals include improving wayfinding for visitors, supporting recruitment efforts and enhancing pride in the institution. The appropriate resources to fund this project will be identified during the planning phase and BFA may request additional funding prior to commencing work on this project.

pe·rim·e·ter

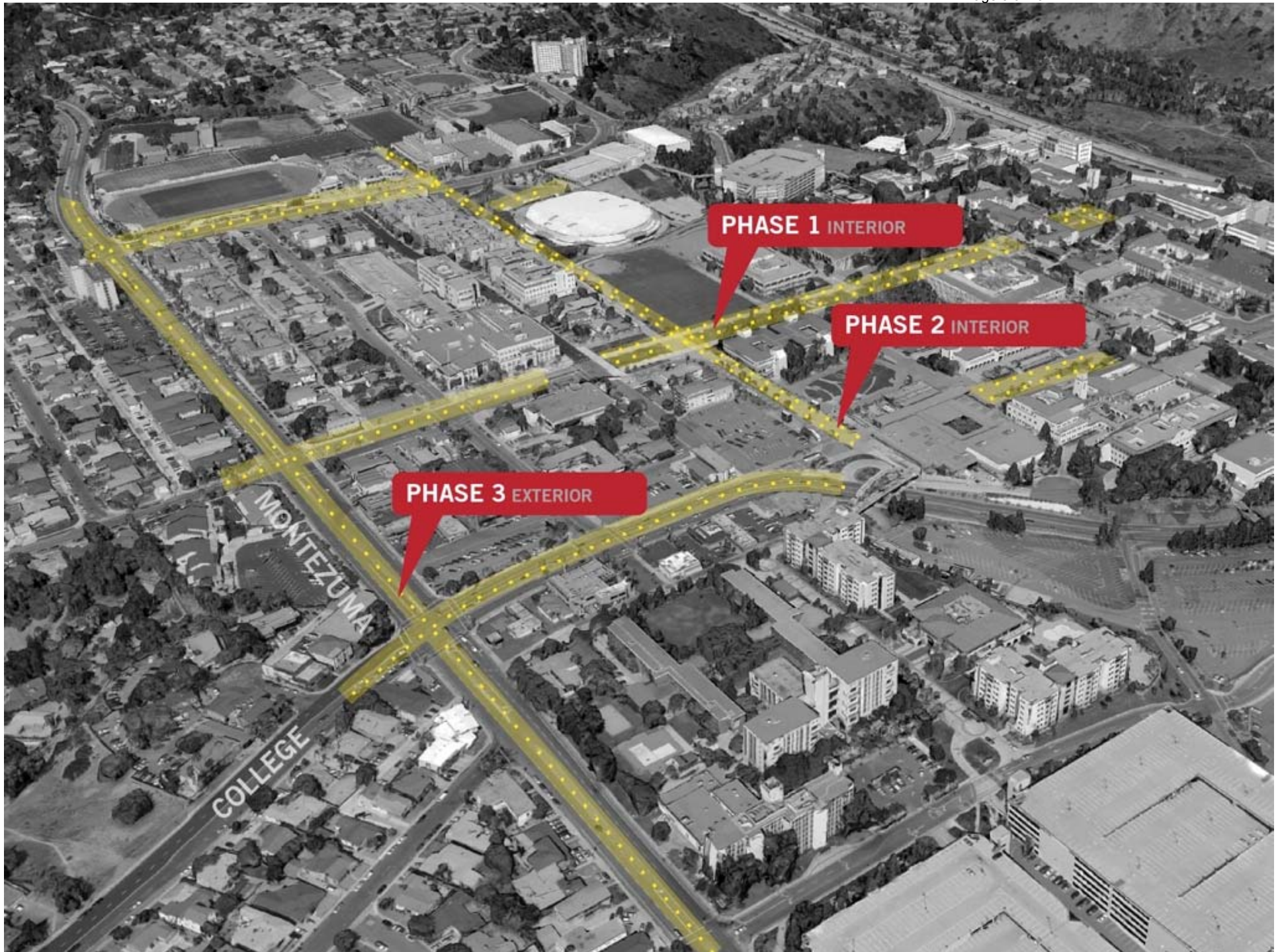
PROJECT OBJECTIVES

noun

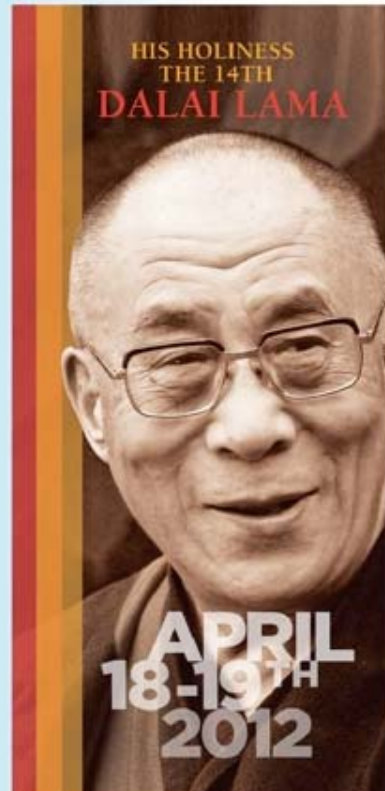
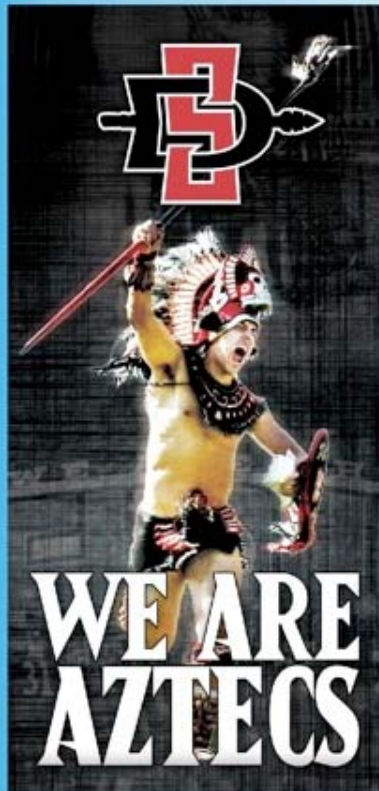
1. The continuous line forming the boundary of a closed geometry.

2. The outer limits of an area.

- A) Design & Implement 3 Phase Pole Banner Program**
- B) Implement Campus Street Directional Signage**
- C) Establish Formal Campus Boundaries & Entrances**
- D) Refresh Existing SDSU Freeway Sign**

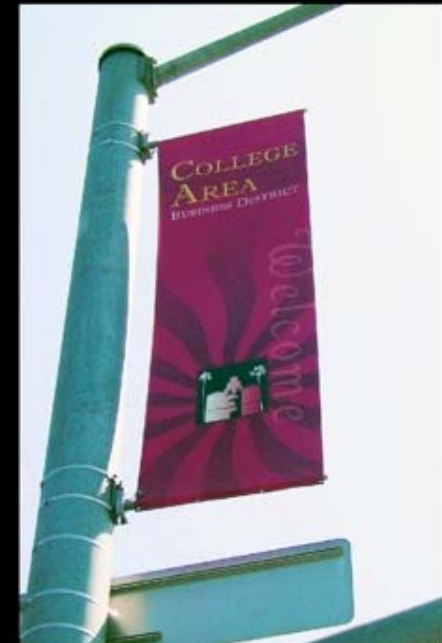


Pedestrian View

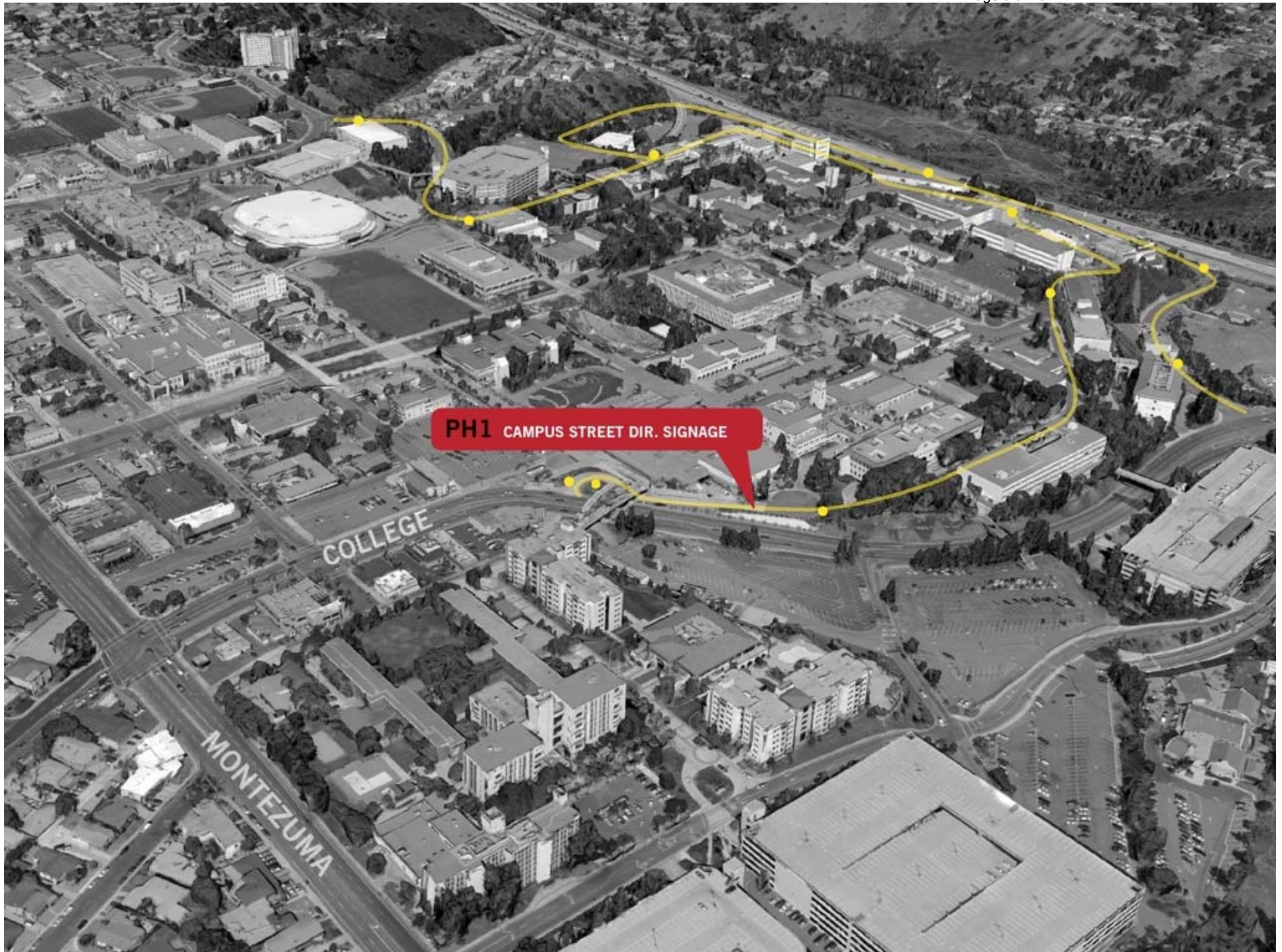


PHASES

- 1 INT. CAMPUS (*pedestrian view*)
CAMP. MALL / CENT. MALL / VIEJAS PLAZA
- 2 INT. CAMPUS (*pedestrian view*)
AZTEC WALK / HARDY QUAD
- 3 EXT. CAMPUS (*vehicle view*)
MONTEZUMA RD. / CAMPANILE / 55TH ST.



Vehicle View

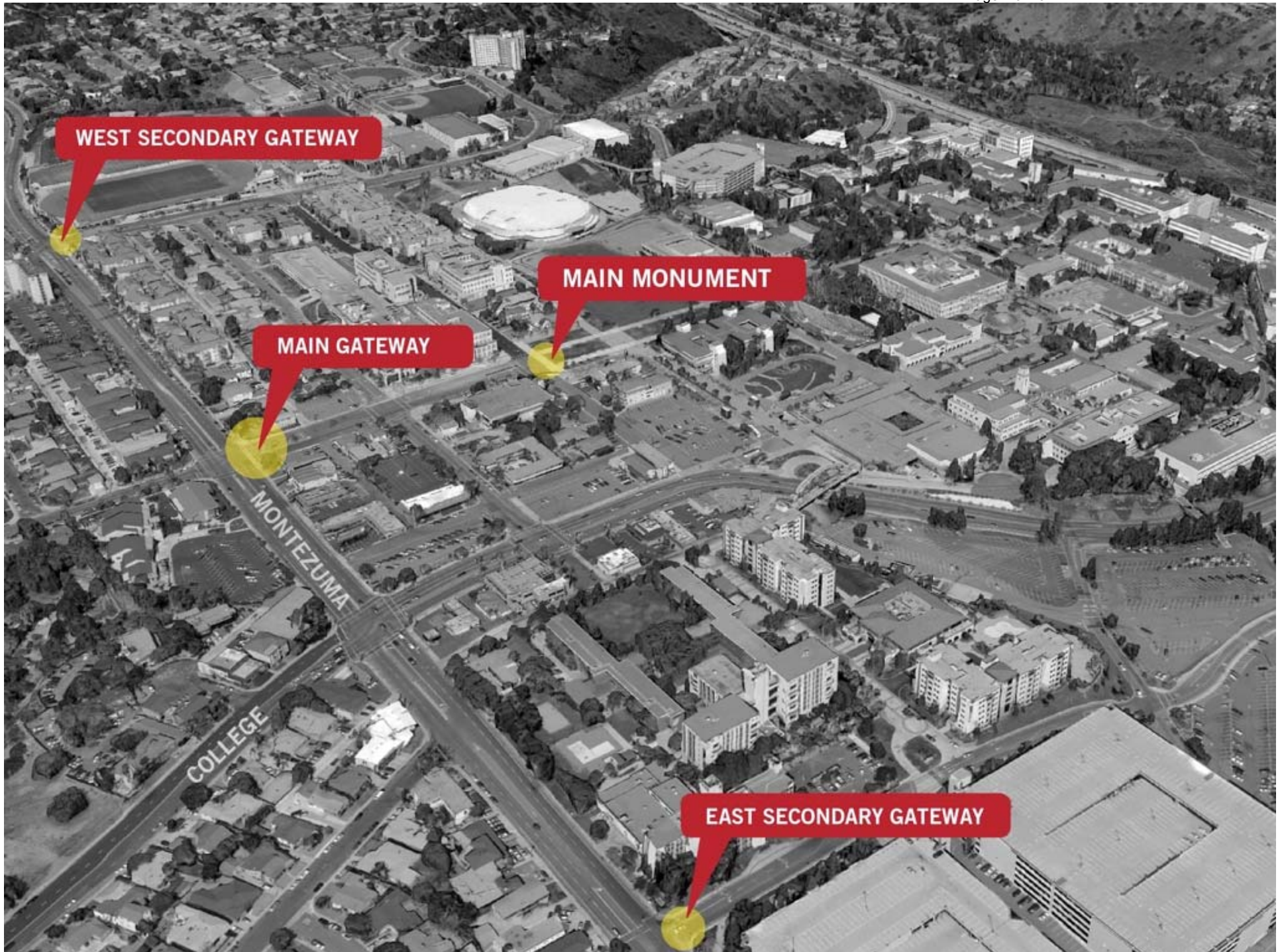


• VEHICLE WAYFINDING

- Establish Campus Interior
- Canyon Crest / Aztec Circle Dr.
- Exiting from Campus Interior



CONCEPT









EAST CAMPUS DR. CONCEPT - ELEVATION



MAIN GATEWAY MONT. & CAMPANILE CONCEPT - ELEVATION

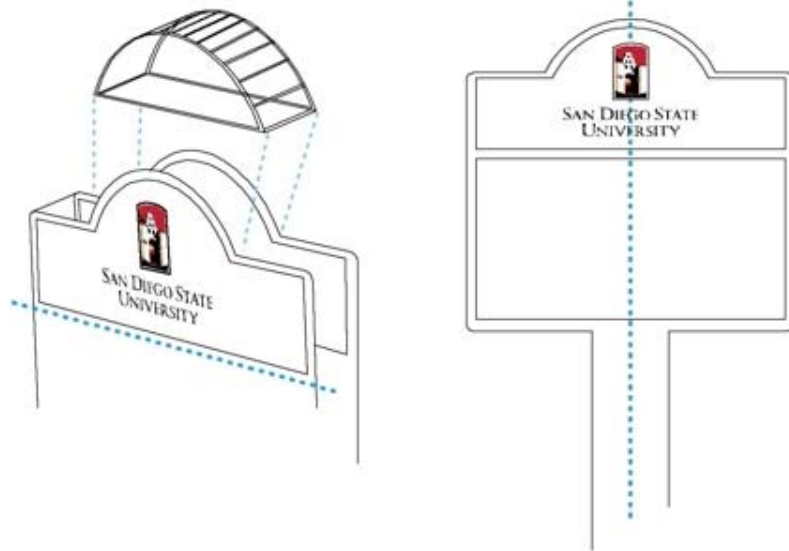


EXISTING

RETROFIT EXTERIOR

- 1 MODIFY HEADER
ARCH TOP W/CENTERED LOGO
- 2 RE CLAD EXTERIOR
UPDATE STRUCTURE COLOR
CENTER LAYOUT





Destination **SDSU.**

