COMMITTEE ON BUDGET AND RESOURCE ALLOCATION

TO: The Academic Senate
FROM: The Committee on Budget and Resource Allocation (COBRA)
SUBJECT: 16-17 COBRA 6: Summary of the 2016-17 CSUEB and Divisional Budgets for Academic Affairs, Administration and Finance, Student Affairs, and University Advancement
PURPOSE: For Information to the Academic Senate

BACKGROUND:
COBRA invited the Provost and VP, Academic Affairs, VP Administration and Finance, VP Student Affairs, and the Interim VP University Advancement to share their divisional budget, how their division budget is allocated to the different units in their division and any budget challenges they face. 2016-17 COBRA 6 summarizes the above presentations on the divisional budgets and the important budget challenges facing CSUEB.

1. On April 12, 2017, Don Sawyer, Interim VP University Advancement presented “University Advancement FY16-17 Budget and Comprehensive Campaign Update” at COBRA. This presentation is included in Appendix 4 of this report.

2. On April 26, 2017, Ed Inch, Provost and VP, Academic Affairs presented the “Academic Affairs budget to COBRA.” This presentation is included in appendix 1 of this report.

3. On April 26, 2017, Debbie Chaw, VP Administration and Finance/CFO presented the “Administration and Finance 2016-17 Operating Budget.” This presentation is included in the appendix 2 of this report.

4. On April 26, 2017 Julie Wong, VP, Student Affairs presented the “Student Affairs 2016-17 Operating Budget”. This presentation is included in appendix 3 of this report.

ACTION REQUESTED:
2016-17 COBRA 6 Report is for information to the Academic Senate.
COBRA
Summary of the Provost and VP Presentations on 2016-17 CSUEB Divisional Budgets
For Academic Affairs, Administration and Finance, Student Affairs and the University
Advancement

I. 2016-17 Budget for CSUEB and divisions

CSUEB’s 2016-17 budget allocation to the four divisions, office of the President and the amount centrally budgeted is shown in the following table. The 2016-17 total budget for CSUEB is $206,393,130. The 2016-17 budget for Academic Affairs is $62,718,860 (30%). The 2016-17 budget for Administration and Finance is $23,607,901 (11%). The 2016-17 budget for Student Affairs is $13,858,486 (7%). The 2016-17 budget for University Advancement is 2,984,336 (1%). The 2016-17 budget for the Office of the President is $1,555,078. The centrally budget amount is $101,668,469.

<table>
<thead>
<tr>
<th>Division</th>
<th>2016-17 Budget</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Affairs</td>
<td>$62,718,860</td>
<td>30%</td>
</tr>
<tr>
<td>Administration and Finance</td>
<td>$23,607,901</td>
<td>11%</td>
</tr>
<tr>
<td>Student Affairs</td>
<td>$13,858,486</td>
<td>7%</td>
</tr>
<tr>
<td>University Advancement</td>
<td>$2,984,336</td>
<td>1%</td>
</tr>
<tr>
<td>Office of President</td>
<td>$1,555,078</td>
<td>1%</td>
</tr>
<tr>
<td>Centrally budgeted**</td>
<td>$101,668,469</td>
<td>49%</td>
</tr>
<tr>
<td><strong>Total Budget</strong></td>
<td>$206,393,130</td>
<td>100%</td>
</tr>
</tbody>
</table>

The budget items in the centrally budgeted are presented in the table below.

<table>
<thead>
<tr>
<th>Centrally Budgeted</th>
<th>2016-17</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Budget Item</strong></td>
<td><strong>Budget</strong></td>
</tr>
<tr>
<td>Benefits</td>
<td>$46,308,000</td>
</tr>
<tr>
<td>Compensation</td>
<td>$4,476,983</td>
</tr>
<tr>
<td>Utilities</td>
<td>$4,968,600</td>
</tr>
<tr>
<td>Insurance</td>
<td>$3,582,311</td>
</tr>
<tr>
<td>University Reserve</td>
<td>$3,536,965</td>
</tr>
<tr>
<td>Financial Aid</td>
<td>$23,553,014</td>
</tr>
<tr>
<td>CO Student Success Initiative</td>
<td>$479,000</td>
</tr>
<tr>
<td>Repair &amp; Renovation</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Postage</td>
<td>$615,000</td>
</tr>
<tr>
<td>Commencement</td>
<td>$300,000</td>
</tr>
<tr>
<td>Telephone</td>
<td>$750,000</td>
</tr>
<tr>
<td>IT</td>
<td>$11,098,596</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$101,668,469</td>
</tr>
</tbody>
</table>
The centrally budgeted portion $101,668,469 includes benefits $46,308,000, compensation increase $4,476,983, utilities $4,968,600, insurance $3,582,311, university reserve $3,536,965, financial aid $23,553,014, Chancellor’s Office student success initiatives $479,000, repair and renovation $2,000,000, postage $615,000, commencement $300,000, telephone $750,000 and IT $11,098,596. The $2 million for the repair and renovation is the budget for the classroom renovation projects.

II. 2016-17 Operating Budget for Academic Affairs and Budget Priorities

The 2016-17 budget for Academic Affairs is $62,718,860, 30% of the university budget. Excluding the centrally budgeted portion, the Academic Affairs portion of the university budget will be 60%, see table below.

<table>
<thead>
<tr>
<th>Division</th>
<th>2016-17 Budget</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Affairs</td>
<td>$62,718,860</td>
<td>60%</td>
</tr>
<tr>
<td>Administration and Finance</td>
<td>23,607,901</td>
<td>23%</td>
</tr>
<tr>
<td>Student Affairs</td>
<td>13,858,486</td>
<td>13%</td>
</tr>
<tr>
<td>University Advancement</td>
<td>2,984,336</td>
<td>3%</td>
</tr>
<tr>
<td>Office of President/ ITS</td>
<td>1,555,078</td>
<td>1%</td>
</tr>
<tr>
<td>Total Budget</td>
<td>104,724,661</td>
<td>100%</td>
</tr>
</tbody>
</table>

The Academic Affairs budget of $62,718,860 allocated to the different units is shown in table below.
The instructional salary and benefits budget for the 5-year period from 2012-13 to 2016-17 is shown in the chart below. The salary has increased from $38.751 million in the five-year period from 2012-13 to $44.571 million in 2016-17, an increase of 15%. The benefits has increased from $14.738 million to $20.337 million, an increase of 38% in the five-year period from 2012-13 to 2016-17.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Budget</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Senate</td>
<td>$138,725</td>
<td>0.22%</td>
</tr>
<tr>
<td>APGS</td>
<td>1,357,626</td>
<td>2.16%</td>
</tr>
<tr>
<td>CBE</td>
<td>7,954,914</td>
<td>12.68%</td>
</tr>
<tr>
<td>CEAS</td>
<td>8,476,859</td>
<td>13.52%</td>
</tr>
<tr>
<td>CLASS</td>
<td>16,139,029</td>
<td>25.73%</td>
</tr>
<tr>
<td>Concord</td>
<td>617,701</td>
<td>0.98%</td>
</tr>
<tr>
<td>CSCI</td>
<td>15,450,162</td>
<td>24.63%</td>
</tr>
<tr>
<td>Extension</td>
<td>1,426,481</td>
<td>2.27%</td>
</tr>
<tr>
<td>Faculty Affairs</td>
<td>898,104</td>
<td>1.43%</td>
</tr>
<tr>
<td>Library</td>
<td>3,282,975</td>
<td>5.23%</td>
</tr>
<tr>
<td>On-Line Campus</td>
<td>819,670</td>
<td>1.31%</td>
</tr>
<tr>
<td>ORSP</td>
<td>180,581</td>
<td>0.29%</td>
</tr>
<tr>
<td>Provost’s Office</td>
<td>1,805,885</td>
<td>2.88%</td>
</tr>
<tr>
<td>Scheduling</td>
<td>188,543</td>
<td>0.30%</td>
</tr>
<tr>
<td>Sustainability</td>
<td>147,499</td>
<td>0.24%</td>
</tr>
<tr>
<td>STEM Institute</td>
<td>75,087</td>
<td>0.12%</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>1,836,115</td>
<td>2.93%</td>
</tr>
<tr>
<td>Success Initiatives</td>
<td>687,329</td>
<td>1.10%</td>
</tr>
<tr>
<td>Others</td>
<td>1,235,575</td>
<td>1.97%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$62,718,860</td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

The instructional salary and benefits budget for the 5-year period from 2012-13 to 2016-17 is shown in the chart below. The salary has increased from $38.751 million in the five-year period from 2012-13 to $44.571 million in 2016-17, an increase of 15%. The benefits has increased from $14.738 million to $20.337 million, an increase of 38% in the five-year period from 2012-13 to 2016-17.
Provost’s budget priorities for the Academic Affairs are to improve the graduation rates shown in the table below.

<table>
<thead>
<tr>
<th>Metric</th>
<th>2025 Goal</th>
<th>Most Recent Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshmen 6-Year Graduation</td>
<td>62%</td>
<td>45%</td>
</tr>
<tr>
<td>Freshmen 4-Year Graduation</td>
<td>35%</td>
<td>10%</td>
</tr>
<tr>
<td>Transfer 2-Year Graduation</td>
<td>49%</td>
<td>37%</td>
</tr>
<tr>
<td>Transfer 4-Year Graduation</td>
<td>83%</td>
<td>73%</td>
</tr>
<tr>
<td>Gap - URM</td>
<td>0%</td>
<td>14%</td>
</tr>
<tr>
<td>Gap - Pell</td>
<td>0%</td>
<td>2%</td>
</tr>
</tbody>
</table>

The Academic Affairs’s budget will be close to getting balanced this year. Academic Affairs Budget Advisory Committee (AABAC) is meeting on budget priorities that include A2E2, recommendations from the Workload Task Force and on developing a multi-year approach to AA budgeting.

III. 2016-17 Budget for Administration and Finance

The 2016-17 Administration and Finance (A&F) division budget is $34.7 million. In 2016-17, A&F budget includes the ITS and Athletics that were included in other divisions in 2015-16. The base allocation is provided in the following table. The A&F budgets are allocated to ITS (32%), Facilities (27%), Financial Services (12%), Athletics (12%), University Police Department (7%), HR & Payroll (5%), risk management (3%), VP Administration & Finance (2%), and special projects (0.5%).
Administration and Finance (A&F) received initial base budget from the previous fiscal year. For 2016-17, A&F received new incremental funding from state appropriation. Funding for budget requests and needs within the A&F Division, A&F uses funds from department carry forward, funds from within the division and funds from other departments within the division to fund additional requests. Additional budget requests are submitted to the Annual budget call.

IV. 2016-17 Budget for Student Affairs

The 2016-17 Student Affairs (SA) Division budget is $13.4 million. SA budget allocation to the different units is shown in the following table. SA budgets are allocated to Enrollment Services $6.7 million (48.5%), Student Support Services $4.2 million (30.4%), Student Equity & Success $1.2 million (8%), campus Life $778,000 (5.6%), VP Student Affairs $550,000 (4.0%), Family & Community Relations $379,000 (2.7%).
V. 2016-17 Budget for University Advancement

The 2016-17 University Advancement budget is $3.05 million. The University Advancement budget is allocated to Communications & Marketing $916,521 (30%), Development $900,879 (30%), Alumni and Constituent Engagement $480,485 (16%), VP $404,397, and Advancement Services $344,874 (11%).

<table>
<thead>
<tr>
<th>Units</th>
<th>Allocation Amount</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications &amp; Marketing</td>
<td>916,521</td>
<td>30%</td>
</tr>
<tr>
<td>Development</td>
<td>900,879</td>
<td>30%</td>
</tr>
<tr>
<td>Alumni &amp; Constituent Engagement</td>
<td>480,485</td>
<td>16%</td>
</tr>
<tr>
<td>Vice President</td>
<td>404,397</td>
<td>13%</td>
</tr>
<tr>
<td>Advancement Services</td>
<td>344,874</td>
<td>11%</td>
</tr>
<tr>
<td>Total Base Budget</td>
<td>3,047,156</td>
<td>100%</td>
</tr>
</tbody>
</table>

Update on Comprehensive Campaign

The Campaign goal is $60 million. The amount that has been raised is $36,684,957. The amount still left to raise is $23,315,043. Of the amount raised $36,684,957, $34,389,311 (97%) are gifts restricted by donors for a specific purpose and $1,047,024 (3%) are gifts without any restrictions.

The University Advancement identified three key areas of campaign to focus their resources, PEOPLE, PLACE, and PURPOSE. The projects under each campaign area and the amount raised for the particular campaign area is shown in the table below. University Advancement has raised $10,707,235 for People, $2,509,995 for Place, and $23,467,727 for Purpose.
The University Advancement identified its challenge is the turnover of VPs and development staff. Often the development staff were hired and trained and then they went to work for other universities or institutions. It is difficult for the University Advancement to grow its campaign without its VP and stable development staff. It is a constant challenge.
Appendix 1

Academic Affairs

Budget Presentation to COBRA
26 April 2017
Topics

• Academic Affairs Budget
• Why 30% of Total?
• Process and Formulas
• Instructional Budget
University Budget Distribution

- Academic Affairs: $62,718,860 (30%)
- Administration & Finance: $13,858,486 (7%)
- Student Affairs: $23,607,901 (11%)
- University Advancement: $46,308,000 (22%)
- President: $1,555,078 (1%)
- Benefits: $4,476,983 (2%)
- Compensation: $4,968,600 (2%)
- Reserve: $3,582,311 (2%)
- Financial Aid: $3,536,965 (2%)
- Utilities: $23,553,014 (11%)
- Commencement: $11,098,596 (5%)
- Postage: $479,000 (0%)
- Student Success: $2,000,000 (1%)
- Repair Renovation: $615,000 (0%)
- Telephones: $750,000 (0%)

Academic Affairs: $101,668,469 (49%)
Administration & Finance: $4,476,983 (2%)
Student Affairs: $4,476,983 (2%)
University Advancement: $4,476,983 (2%)
President: $4,476,983 (2%)
Benefits: $4,476,983 (2%)
Compensation: $4,476,983 (2%)
Reserve: $4,476,983 (2%)
Financial Aid: $4,476,983 (2%)
Utilities: $4,476,983 (2%)
Commencement: $4,476,983 (2%)
Postage: $4,476,983 (2%)
Student Success: $4,476,983 (2%)
Repair Renovation: $4,476,983 (2%)
Telephones: $4,476,983 (2%)
University Budget Distribution w/o All University

- Academic Affairs: 60%
- Administration & Finance: 23%
- Student Affairs: 13%
- University Advancement: 3%
- President: 1%
## Budget Priorities

<table>
<thead>
<tr>
<th>Metric</th>
<th>2025 Goal</th>
<th>Most Recent Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshmen 6-Year Graduation</td>
<td>62%</td>
<td>45%</td>
</tr>
<tr>
<td>Freshmen 4-Year Graduation</td>
<td>35%</td>
<td>10%</td>
</tr>
<tr>
<td>Transfer 2-Year Graduation</td>
<td>49%</td>
<td>37%</td>
</tr>
<tr>
<td>Transfer 4-Year Graduation</td>
<td>83%</td>
<td>73%</td>
</tr>
<tr>
<td>Gap - URM</td>
<td>0%</td>
<td>14%</td>
</tr>
<tr>
<td>Gap - Pell</td>
<td>0%</td>
<td>2%</td>
</tr>
</tbody>
</table>
How We Allocate

• Budget Goal
  – Align resources to priorities
  – Assess and realign

• Budget Design
  – Last Year = Formula (capacity based)
  – This Year = Actual Costs (capacity based)
  – Next Year = Transition to Goals (outcome focused)

• Transitioning
  – Capacity
    • Sections
    • Staffing
  – Retention
    • Declaration
    • High Impact Practices
    • Achievement Gap
  – Completion
    • Units to Degree
    • Time to Degree
    • Completion Rates
## Budget and Allocations 16-17

<table>
<thead>
<tr>
<th>Unit</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Senate</td>
<td>$138,725</td>
</tr>
<tr>
<td>APGS</td>
<td>$1,357,626</td>
</tr>
<tr>
<td>CBE</td>
<td>$7,954,914</td>
</tr>
<tr>
<td>CEAS</td>
<td>$8,476,859</td>
</tr>
<tr>
<td>CLASS</td>
<td>$16,139,029</td>
</tr>
<tr>
<td>Concord</td>
<td>$617,701</td>
</tr>
<tr>
<td>CSCI</td>
<td>$15,450,162</td>
</tr>
<tr>
<td>Extension</td>
<td>$1,426,481</td>
</tr>
<tr>
<td>Faculty Affairs</td>
<td>$898,104</td>
</tr>
<tr>
<td>Library</td>
<td>$3,282,975</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Line Campus</td>
<td>$819,670</td>
</tr>
<tr>
<td>ORSP</td>
<td>$180,581</td>
</tr>
<tr>
<td>Provost’s Office</td>
<td>$1,805,885</td>
</tr>
<tr>
<td>Scheduling</td>
<td>$188,543</td>
</tr>
<tr>
<td>Sustainability</td>
<td>$147,499</td>
</tr>
<tr>
<td>STEM Institute</td>
<td>$75,087</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>$1,836,115</td>
</tr>
<tr>
<td>Success Initiatives</td>
<td>$687,329</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$62,718,860</strong></td>
</tr>
<tr>
<td><strong>BASE BUDGET</strong></td>
<td><strong>$62,718,860</strong></td>
</tr>
</tbody>
</table>
Distribution

- CLASS: 26.0%
- CSCI: 24.9%
- CBE: 12.8%
- CEAS: 13.6%
- Library: 5.3%
- STEM: 0.1%
- APGS: 2.2%
- UE: 2.3%
- Faculty Affairs: 1.4%
- Provost Office: 2.9%
- Sustainability: 0.2%
- Senate: 0.2%
- ORSP: 0.3%
- Scheduling: 1.3%
- Concord: 1.0%
- Online: 1.3%
- Success: 1.0%
- UGS: 3.0%
- Other: 17.4%
## Instructional Budget

### Payroll and Benefits

<table>
<thead>
<tr>
<th></th>
<th>12-13</th>
<th>13-14</th>
<th>14-15</th>
<th>15-16</th>
<th>16-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary</td>
<td>$38,751,094</td>
<td>$40,538,360</td>
<td>$39,924,345</td>
<td>$41,871,180</td>
<td>$44,571,790</td>
</tr>
<tr>
<td>Benefits</td>
<td>$14,738,323</td>
<td>$16,037,188</td>
<td>$17,125,636</td>
<td>$18,655,199</td>
<td>$20,337,706</td>
</tr>
</tbody>
</table>

### Graph

The graph shows the trend of instructional budget from 2012-2013 to 2016-2017, with benefits and salary plotted against the years. The benefits have a slight upward trend, while the salary shows a more pronounced increase over the years.
Questions?

• Status
  – We will be close to balanced
  – Deans are preparing college budgets now
  – AABAC is meeting around priorities

• Priorities
  – A2E2
  – Workload Task Force
  – Developing multi-year approach
Appendix 2

Administration and Finance
2016-17 Operating Budget
**Mission**

The Division of Administration and Finance at California State University, East Bay provides student and customer-oriented professional services intended to enrich the educational experience, further the University's strategic priorities, maintain the integrity of the institution, enhance the University's standing in the community, and work toward the creation of a vibrant university village.

Our mission is accomplished through the coordinated efforts of our many diverse departments. These efforts include the responsibility for extensive communications with the campus, the Chancellor's Office, many state and federal agencies, and the various communities of the East Bay.

**Responsibility**

Administration and Finance is responsible for the financial, business and facility resources of the campus and provides support services including accounting and budgeting, procurement, human resources, public safety, communications, risk management, environmental health, construction, and facilities.
Administration & Finance Division

- VP Administration & Finance
- AF Special Projects
- Financial Services
  - Budget
  - Finance
  - Finance Support Unit
  - Accounting & Fiscal Services
    - Cashiers, Student Finance, Bay Card, Sponsored Programs, Donor Funds, Accounts Receivable, General Accounting
    - Finance Workflow, Accounts Payable
  - Procurement Services
    - Purchasing, Shipping, Duplicating
- Risk Management & Internal Control
  - Compliance
  - Investigations
  - Environmental Health & Safety
- Human Resources
  - Human Resources
  - Payroll
- Facilities
  - Development & Operations
  - Facilities Management
  - Maintenance
  - Grounds & Custodial
  - Planning & Design
  - Business Operations
  - Energy Management
- University Police Department
- Athletics
- Information Technology Services
CSUEB Approved 2016-17 Operating Budget - $206 Million

- **State Tuition Fees**: 40% of $206 Million = $82.5 Million
- **State Appropriation**: 43% of $206 Million = $88 Million
- **State A2E2**: 7% of $206 Million = $15.2 Million
- **Other Fees**: 5% of $206 Million = $11.4 Million
- **Non Resident Tuition**: 5% of $206 Million = $9.5 Million

Other Sources include: Cost Recovery and Grants and Contracts indirect cost

Other Fee Revenue includes: A2E2, Health Services, Athletics, IRA, Grad Fee, Application Fee and Other Category IV fees
University Wide Expenses include: Utilities, Insurance, University Reserve, Compensation for settled bargaining units, Student Success, Repair and Renovation, Postage, Commencement and Telephone.
A&F 2016-17 Division Base Allocations – $34.7M

(includes ITS)
A&F 2015-16 Expenses by Department

- Administration & Finance
  - VP Administration & Finance: 2% ($476K)
  - AF Special Projects: 1% ($161K)

- Facilities
  - 40% ($8.5M)

- Human Resources/Payroll
  - 7% ($1.6M)

- Athletics
  - 14% ($3.0M)

- University Police Department
  - 12% ($2.5M)

- Risk Management
  - 6% ($1.1M)

- Financial Services
  - 18% ($3.8M)
A&F 2015-16 Expenses by Category

Major operating expenses include: Overtime ($602K), Travel ($278K), Contractual Services ($889K), and Facilities S&S ($1.2M)
A & F Budget Allocation Process

- Receive Initial Base Budget from previous FY
- Receive new incremental funding from State Appropriation
- Budget requests and needs within Division
  - fund from Department Carry forward
  - fund from within Division
  - fund from other Departments within Division
- Budget request submitted to the Annual Budget Call
  - Base
  - One-time
Appendix 3

Student Affairs

2016-17 OPERATING BUDGET
VISION, MISSION, BATTLE CRY, AND VALUES

VISION
- To work with campus partners to guide our diverse student population on their path to academic, career, and personal success

MISSION
- Connect
- Engage
- Transform

VALUES
- Transparency
- Respect
- Integrity
- Collaboration
- Empathy
- Inclusivity

BATTLE CRY
- Transform Lives
Organization

- Enrollment Services
  - Admissions
  - Registrar
  - Financial Aid
  - Prospective Students

- Student Support Services
  - Health Center
  - Counseling Services
  - Accessibility Services
  - Advocacy Services (HOPE, Student Care)

- Campus Life
  - Student Life & Leadership
  - Diversity & Inclusion
  - Student Center (DISC)
  - Student Conduct

- Student Equity and Success
  - EOP
  - GANAS
  - Sankofa
  - Renaissance Scholars
  - Veteran Student Services

- Family and Community Relations
  - Transfer Student Programs
CSUEB 2016-17 Distribution of Funds - $206M

- **Academic Affairs**: 30% $62.7M
- **Office of the President (ITS)**: 6% $12.6M
- **Administration & Finance**: 12% $23.6M
- **Student Affairs**: 7% $13.8M
- **University Advancement**: 2% $2.98M
- **Benefits**: 22% $46.3M
- **Financial Aid - SUG**: 11% $23.5M
- **University Wide**: 10% $20.7M
- **University Advancement**: 2% $2.98M
- **Benefits**: 22% $46.3M
2016-17 Student Affairs Division Base Allocations - $13.8M

- **Student Support Services**: 31% ($4.2M)
- **Enrollment Services**: 48% ($6.7M)
- **Family and Community Relations**: 3% ($379K)
- **Student Equity and Success**: 8% ($1.2M)
- **Campus Life**: 6% ($778K)
- **VP Student Affairs**: 4% ($550K)
Student Affairs 2015-16 Expenses by Department

- **Student Support Services**: 31% (4.3M)
- **Enrollment Services**: 47% (6.4M)
- **Student Equity and Success**: 10% (1.4M)
- **Family and Community Relations**: 1% (136K)
- **Campus Life**: 7% (916K)
- **VP Student Affairs**: 4% (524K)

Total expenses: $13.9M
Student Affairs 2015-16 Expenses by Category

- Management / Supervisory: 17%
- Support Staff Salaries: 62%
- Operating Expenses: 16%
- Academic Salaries: 2%
- Student Assistants: 3%
Student Affairs Development Opportunities

- HOPE/Emergency Fund
- Veterans
- African American Student Success
- First Generation Students
- Women’s Programs
Appendix 4

University Advancement
FY16-17 Budget and Comprehensive Campaign Update

Presenter: Donald T. Sawyer, Ed. D.
Interim Vice President, University Advancement
April 12, 2017
Agenda

- Overview of University Advancement’s Responsibilities
- FY 2016-17 Base Budget
- Comprehensive Campaign Update
Overview of Advancement’s Responsibilities

Vice President, University Advancement
Total Staff: 2

Communications
Total Staff: 10
- Branding
- Communications
- East Bay Magazine
- Media Relations
- Social Media
- Website

Alumni and Constituent Engagement
Total Staff: 7
- Alumni Engagement
- Faculty/Staff Engagement
- Stewardship (Loyalty Programs)
- Annual Giving
- University Events

Development
Total Staff: 7
- Comprehensive Campaign
- College and Unit Campaigns
- Individual/Major Gift Fundraising
- Corporate and Foundations Relations
- Planned Giving

Advancement Services and Operations
Total Staff: 5
- Gift Record Management
- Identifies Volunteer Talent
- Operations and Budget
- Prospect Research
- Supports Fundraisers and Events Strategy
CSUEB Approved Distribution of Funds – $206M

- **Academic Affairs**
  - 30% 
  - $62.7M

- **Office of the President/ (ITS)**
  - 6% 
  - $12.6M

- **Benefits**
  - 22% 
  - $46.3M

- **University Advancement**
  - 1.45% 
  - $2.98M

- **Financial Aid - SUG**
  - 11% 
  - $23.5M

- **University Wide**
  - 10% 
  - $20.7M

- **Student Affairs**
  - 7% 
  - $13.8M

- **Administration & Finance**
  - 12% 
  - $23.6M

- **University Wide**
  - 10% 
  - $20.7M

- **University Advancement**
  - 1.45% 
  - $2.98M

- **Benefits**
  - 22% 
  - $46.3M

- **Financial Aid - SUG**
  - 11% 
  - $23.5M
FY 2016-17 Base Budget by Department

<table>
<thead>
<tr>
<th>Department</th>
<th>Budget Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications and Marketing</td>
<td>$916,521</td>
</tr>
<tr>
<td>Development</td>
<td>$900,879</td>
</tr>
<tr>
<td>Alumni and Constituent Engagement</td>
<td>$480,485</td>
</tr>
<tr>
<td>Vice President</td>
<td>$404,397</td>
</tr>
<tr>
<td>Advancement Services</td>
<td>$344,874</td>
</tr>
<tr>
<td><strong>Total Advancement Base Budget</strong></td>
<td><strong>$3,047,156</strong></td>
</tr>
</tbody>
</table>

Approved Distribution: $2,984,336
GSI Allocation: $62,820
FY16-17 Base Budget: $3,047,156
Comprehensive Campaign Update

Rising in the East: The Campaign for Cal State East Bay
Campaign Progress to Goal

Campaign Goal: $60M

- $36,684,957 (61%)
- $23,315,043 (39%)

Total Raised: $36,684,957

Left to Raise: $23,315,043
Restricted vs. Unrestricted Donations

**Definition:**

**Restricted Donations:** Gifts restricted by the donor for a specific purpose.

**Unrestricted Donations:** Gifts without any restrictions.

Source: Council for Advancement and Support of Education's Reporting Standards
Campaign Themes

To make a transformational impact in our students’ lives and our East Bay communities, we have identified three key areas where we must focus our resources.

**PEOPLE**
- Strengthening our greatest asset, namely our student body, faculty and administrative staff

**Our Students**
- Scholarships
- Paid Internships and Service-Learning Opportunities for Every Student
- Project HOPE: Helping our Pioneers Excel
- Distinguished Speaker Series

**Our Faculty**
- Distinguished Professors of Practice
- Endowed Chairs
- Faculty Excellence Awards
- Faculty Development

**PLACE**
- Modernizing our facilities and bringing our campuses into the 21st century so that students can work with faculty on creative projects, research and lab work.

**Our Students**
- 21st Century Collaborative Centerpiece Building
- Applied Sciences Learning Building
- Exercise Science Lab
- Hospitality Demonstration Lab
- Center for Student Success Programs
- University and Studio Theatre Upgrades
- Concord Campus
- Student Research Support
- Performance and Exhibition Sponsorships

**PURPOSE**
- Enhancing our ability to serve the greater good of our communities through educational leadership
- Hayward Promise Neighborhood
- Center for Entrepreneurship and Innovation
- Financial Literacy Center
- STEM Education and Diverse Student Pipeline
- Community Counseling Clinic
# Total Raised Per Campaign Theme

<table>
<thead>
<tr>
<th>People</th>
<th>Place</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarships</td>
<td>21st Century Collaborative Centerpiece Building</td>
<td>Hayward Promise Neighborhood</td>
</tr>
<tr>
<td>Paid Internships and Service-Learning</td>
<td>Applied Sciences Learning Building</td>
<td>Center for Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>Opportunities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project HOPE</td>
<td>Exercise Science Lab</td>
<td>Financial Literacy Center</td>
</tr>
<tr>
<td>Distinguished Speaker Series</td>
<td>Hospitality Demonstration Lab</td>
<td>STEM Education and Diverse Student Pipeline</td>
</tr>
<tr>
<td>Distinguished Professors of Practice</td>
<td>Center for Student Success Programs</td>
<td>Community Counseling Clinic</td>
</tr>
<tr>
<td>Endowed Chairs</td>
<td>University and Studio Theatre Upgrades</td>
<td></td>
</tr>
<tr>
<td>Faculty Excellence Awards</td>
<td>Concord Campus</td>
<td></td>
</tr>
<tr>
<td>Faculty Development</td>
<td>Student Research Support</td>
<td></td>
</tr>
<tr>
<td>Performance and Exhibition Sponsorships</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Total Raised: $10,707,235 | Total Raised: $2,509,995 | Total Raised: $23,467,727 |
“With a new day comes new strength and new thoughts.”

— ELEANOR ROOSEVELT —