



**Vice President
for University
Advancement
David Tiffany.**

Division of University Advancement

Overview

The University Advancement division supports, encourages, and promotes SUNY Fredonia's academic mission and vision by interacting with alumni, faculty, staff, emeriti and retirees, friends, and the greater community. Dr. David Tiffany serves as Vice President for University Advancement. The Division of University Advancement is charged with creating and strengthening SUNY Fredonia's relationships with important partners. The division's goal is to engage and connect these constituents with the university to garner support and secure resources that will enhance SUNY Fredonia's unique place in higher education.

The University Advancement division includes a staff of 20 which, in addition to fundraising, is also responsible for alumni relations, public relations, governmental relations, publications and print shop operations. The Development and Alumni Affairs areas coordinate outreach activities and initiatives with friends and donors, as well as Fredonia's more than 39,000 alumni.

Highlights

Summarized below are significant highlights and accomplishments achieved or planned by the Division of University Advancement.

- The Doors to Success Capital Campaign was officially announced in May 2008, and by the end of 2008 had received gifts and pledges of \$7,781,799. The campaign goals are to significantly increase the size and number of scholarships offered to students, enrich student educational opportunities, enhance academic programs, and bolster cultural programming on campus. The campaign goal is \$15 million; it is scheduled to conclude on December 31, 2011.
- Total 2008 giving was \$2,049,532 (estimated), a decrease of 4 percent from 2007.

- Annual Fund giving was \$281,389, a decrease of \$20,536 (6.8 percent) from the 2007 total of \$310,915.
- All-Campus Appeal: payroll deduction pledges made for 2009 included 120 pledges totaling \$66,227, compared with 104 payroll deduction pledges for 2008 totaling \$58,609, a 13 percent increase.
- College of Education Alumni Leadership Conference was held in July 2008 with 34 participants; a Speech Pathology and Audiology Alumni Leadership Conference is planned for June 12 to 13, 2009.

Planning Assumptions

Planning assumptions used in the development of the 2009-2010 budget for the Division of University Advancement include the following:

- One position to be vacated during 2009-2010.
- Fredonia College Foundation receipts are expected to decrease 5 percent in 2009.
- Establishment of an alumni electronic community.
- Doors to Success campaign gifts and pledges to exceed \$10 million.
- Strengthen Keeper of the Dream and other scholarship funding.
- Any open positions will be held vacant for minimum of six months before being filled, to help address the reduction in SUNY system funding.

Operating Budget

The Division of University Advancement's budget for 2009-2010 totals \$1,314,000, an increase of \$33,300 from the 2008-2009 fiscal year. Budget priorities will be travel-related expenditures to allow Development and Alumni Affairs staff to meet with donors and prospects, in order to discuss gifts and pledges for the Doors to Success Capital Campaign.



SUNY FREDONIA	
Proposed 2009-2010 Operating Budget	
SUMMARY	
University Advancement	
2008-2009 Original Base Budget	\$ 1,280,700
2008-2009 Campus Adjustments	
Distribution of Recharge Allocation	5,200
Distribution of Mileage Recharge Allocation	1,300
2008-2009 Negotiated Salary Adjustments	76,800
Sub-Total Permanent Adjustments	83,300
2008-2009 Final Base Budget	\$ 1,364,000
2009-2010 Budget Adjustments	
Position Reductions	(50,000)
Sub-Total 2009-2010 Budget Adjustments	(50,000)
2009-2010 Base Budget	\$ 1,314,000

SUNY FREDONIA			
Proposed 2009-2010 Operating Budget			
University Advancement			
	2009-2010 Proposed Allocation	2008-2009 Proposed Allocation	Change
Alumni Relations	\$ 68,200	\$ 63,800	\$ 4,400
Printing	79,500	73,900	5,600
Publications	175,700	193,700	(18,000)
University Information Services	511,700	447,200	64,500
VP University Advancement	285,300	265,000	20,300
Permanent PSR Reduction	(50,000)	-	(50,000)
Personal Service Regular	\$ 1,070,400	\$ 1,043,600	\$ 26,800
Temporary Service	30,000	30,000	-
Supplies & Expense	177,600	171,100	6,500
Contractual Expense	36,000	36,000	-
TOTAL	\$ 1,314,000	\$ 1,280,700	\$ 33,300