



## 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, businesses, foundations and the greater community. Dr. David M. 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 fund raising, 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 34,873 living 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 2009 had received gifts and pledges of \$10,063,903. 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 2009 giving was \$2,211,926 (unaudited), an increase of 3 percent from 2008.

- Annual Fund giving in 2009 was \$323,324, an increase of \$41,945 (14.9 percent) from the 2008 total of \$281,379.
- All-Campus Appeal: payroll deduction pledges made for 2009 included 133 pledges totaling \$65,773, compared with 115 payroll deduction pledges for 2008 totaling \$60,166, a 9 percent increase.
- The Communication Disorders and Sciences Alumni Leadership Conference was held in June 2009 with 31 participants; a School of Music Alumni Leadership Conference is planned for July 16 to 17, 2010.

### Planning Assumptions

Planning assumptions used in the development of the 2010-2011 operating budget for the Division of University Advancement includes the following:

- Fredonia College Foundation receipts are expected to increase 10 to 15 percent in 2010.
- Expansion of the Alumni and Friends electronic community.
- Doors to Success campaign gifts and pledges to exceed \$13 million.
- Strengthen Keeper of the Dream and other scholarship funding.
- Any open positions will be held vacant for a minimum of six months before being filled, to help address the reduction in SUNY system funding.

### Operating Budget

The Division of University Advancement's operating budget for 2010-2011 totals \$1,370,900, an increase of \$56,900 from the 2009-2010 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.



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



# 2010-2011 SUNY Fredonia Operating Budget

## SUNY FREDONIA Proposed 2010-2011 Operating Budget SUMMARY

### University Advancement

2009-2010 Original Base Budget		\$ 1,314,000
2009-2010 Campus Adjustments		
2009-2010 Negotiated Salary Adjustments	56,900	
Sub-Total Permanent Adjustments		<u>56,900</u>
2009-2010 Final Base Budget		\$ 1,370,900
Sub-Total 2010-2011 Budget Adjustments		<u>0</u>
<b>2010-2011 Base Budget</b>		<b><u><u>\$ 1,370,900</u></u></b>

### Proposed 2010-2011 Operating Budget University Advancement

	2010-2011 Proposed Allocation	2009-2010 Allocation	Change
Alumni Relations	\$ 70,800	\$ 68,200	\$ 2,600
Printing	41,100	79,500	(38,400)
Publications	220,900	175,700	45,200
University Information Services	504,100	511,700	(7,600)
VP University Advancement	290,400	285,300	5,100
Permanent PSR Reduction	-	(50,000)	50,000
<b>Personal Service Regular</b>	<b>\$ 1,127,300</b>	<b>\$ 1,070,400</b>	<b>\$ 56,900</b>
<b>Temporary Service</b>	<b>30,000</b>	<b>30,000</b>	<b>-</b>
<b>Supplies &amp; Expense</b>	<b>177,600</b>	<b>177,600</b>	<b>-</b>
<b>Contractual Expense</b>	<b>36,000</b>	<b>36,000</b>	<b>-</b>
<b>TOTAL</b>	<b><u><u>\$ 1,370,900</u></u></b>	<b><u><u>\$ 1,314,000</u></u></b>	<b><u><u>\$ 56,900</u></u></b>