

## Considerations for additional funding sources of Fresno State Advancement

Dependable funding of the Advancement program above current levels represents the strongest long-term return on investment the university can make. The Commission believes that investment in the division, based on demonstrated need and coupled with transparency, consistency and performance accountability for ambitious outcomes, is the single most important strategy for addressing the ever-increasing requirement to enhance private support.

A more aggressive funding formula for the Advancement operation is essential to respond to the heightened requirement of private funds.

The Commission recommends, upon consultation with the CSU Advancement Services/ Office of the Chancellor, consideration of a formula whereby 4% of the overall operating fund (state allocation plus student fees) is designated to Advancement, with 2% (or one half of the total allocation) for fundraising. In fiscal 2011-2012, 4% for Advancement represents approximately \$9 million, with \$4.5 million of the total specified for fundraising.

Stated another way, the Commission suggests, based on consultation with the CSU Advancement Services/ Office of the Chancellor, consideration of an investment of \$1.00 for every \$6.00 to be raised in private support. Using this example, Fresno State's 2011-2012 fiscal year fundraising goal of \$26 million would be supported by approximately \$8.6 million to Advancement, of which approximately \$4.3 million would be for fundraising. (The fiscal 2010-2011 allocation of \$5.7 million to Advancement, of which \$3.4 million was for fundraising, demonstrates the stress upon Advancement to fully staff and implement a robust program.)

Funding of the university's Advancement operation must be a shared responsibility among all units of Fresno State, as successful fundraising by any part of the university accrues to the overall university benefit, donor confidence, and trust in the future of public higher education.