

SDSU Foundation (foundation)

The key strategic issues impacting the foundation's role of building strong constituent relationships and generating and managing resources that facilitate the university's excellence include: 1) insufficient state revenue needed to fund critical university needs; 2) insufficient size of foundation endowment; 3) increased needs to fund programs enhancing students' access to higher education as related to the region's changing demographics; 4) changing nature of quantity, quality, and type of private gifts necessary to support the university's transition to a research and teaching institution of national distinction. To address these key issues, the foundation will:

1. Adapt to a university centered advancement model which ensures the integration and coordination of the development, alumni relations and marketing/communication functions of the university and its supporting agencies.
2. Build capacity and leadership to secure transformational gifts, especially gifts to the endowment.
3. Facilitate the implementation of programs to leverage the activities and staff of the foundation and alumni offices for purposes of increasing alumni participation and expanding annual fund programs.
4. Continue organizational and structural change within the foundation for purposes of increasing the effectiveness of fundraising staff and expanding the foundation's efforts to educate and involve critical development constituencies.
5. Plan and execute the fundraising necessary to support the comprehensive campaign defined by the university to meet its renewed vision and priorities.
6. Institute a performance management system for development staff that will enhance individual and organizational productivity in building relationships and securing financial support from alumni and friends. Implied with this system is the importance of recruiting, training and retaining development staff who consistently meet or exceed standards defined as the measure of performance success.

The SDSU Foundation also identifies as a stretch goal, that by 2017, the SDSU Foundation will rank consistently in the top three of its peer group in total gift support as measured over a five year rolling average.