



Student Affairs Leadership Council

January 25, 2022 1:30pm -3:30pm via Zoom

Time	Topic	Lead
1:30 – 1:40	<ul style="list-style-type: none"> Dan's Divisional Updates <ul style="list-style-type: none"> Students, faculty, and staff are holding steady but feeling fatigued navigating our current pandemic environment and Omicron. OSU remained on-campus for the start of the term and is sustaining with current measures in place. 	Dan
1:40 – 2:15 pm	<ul style="list-style-type: none"> Campaign Update – See Powerpoint for main topical information <ul style="list-style-type: none"> Plans for public launch (Slide 5) <ul style="list-style-type: none"> This is the second-ever comprehensive campaign at OSU. There is a lot of pre-launch support and excitement. How SA fits into the campaign (See Slide 8) <ul style="list-style-type: none"> Student Affairs falls under “Central Initiatives” Priorities: Diversity, Equity & Inclusion & Student mental health and wellness Fundraising in Student Affairs (historical) (Slide 10) SA fundraising strategy <ul style="list-style-type: none"> Overall donors are staying more connected, keep telling the story of impact (Ex: Student Affairs Excellence Fund) 	Todd & Mike
2:15– 3 pm	<ul style="list-style-type: none"> Dam Proud Day, April 27, 2022 (Slide 14) <ul style="list-style-type: none"> SA priorities (Slide 15) Fundraising Initiatives update <ul style="list-style-type: none"> Beavers Fight Hunger (Slide 16) Veteran's Initiative (Slide 18) DEI Initiative (Slide 17) Scholarship 	Carolyn & Jesus Denise & Jesus
3-3:15 pm	<ul style="list-style-type: none"> SALC Recruitment Process (Slide 19) <ul style="list-style-type: none"> Members: Analyze current charge/recruitment- <ul style="list-style-type: none"> https://studentaffairs.oregonstate.edu/salc/student-affairs-leadership-council-overview Refine charge & membership recruitment to better fit goals: community, connection, advocacy Power of member networks <ul style="list-style-type: none"> Members share what they know widely 	

3:15 – 3:30 pm	<ul style="list-style-type: none"> • Closing <ul style="list-style-type: none"> ○ Agenda for Spring Meeting, April 22 in Corvallis <ul style="list-style-type: none"> ▪ OSU Assist (Aubrey Piper) ▪ Transfer student experience (Alix Gitelman) ▪ Kappa Alpha Psi student feature ▪ Tour of Griggs Center ft. Dorian Smith 	Penny & Dan

Council Members & Attendees:

Penny Atkins	SALC Chair
Ruth Beyer	SALC Member
Bob Byrne	SALC Member
Denise Harrison	OSU Associate Director of Development, Scholarships and Student Initiatives, OSU Foundation
Kari Miller	Executive Assistant for Dan Larson
Carolyn Boyd	OSU Student Affairs Director of Communications
Tim Kaplan	SALC Member
Dan Larson	OSU Vice Provost for Student Affairs
Elise McClure	SALC Member
Gayle Fitzpatrick	SALC Member
Mike Moran	OSU Senior Director of Development, Scholarships and Student Initiatives, OSU Foundation
Jesus Rangel	OSU Assistant Director of Development, Scholarships and Student Initiatives, OSU Foundation
David Trinidad	SALC Member
Gordon Fenn	OSU Foundation Coordinator, Portland Center & SSI

STUDENT AFFAIRS LEADERSHIP COUNCIL

Spring Meeting | January 25, 2022



Oregon State University
Foundation

Division of Student Affairs

- Campaign Update
 - Student Affairs fundraising
- Dam Proud Day + Fundraising Initiatives
- SALC Recruitment Process
- Closing



SALC CAMPAIGN PLANNING OVERVIEW

Tuesday, January 25th, 2022



**Oregon State University
Foundation**

Benefits of Campaigns?

- Institutional Focus
- Powerful Strategic Tool
- Galvanize Interest and Commitment
- Raise Gift Sights
- Accelerate Cultivation/Solicitation Cycle
- Create a 'framework' for collaboration
- Deepen the 'culture of philanthropy'
- **Simply put...they raise more money!**



Campaign Timeline

July 1, 2017 – June 30, 2027

Planning Phase			Silent Phase						Public Phase			Wrap-up Phase	
FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	

Counting Starts
July 1, 2017

We
Are
Here

Estimated Public
Launch Fall 2022

Underlying Assumptions & Principles

- The campaign **working goal is \$1.5 billion**.
- Campaign **counting** began on **July 1, 2017** and will run through **June 30, 2027**.
- The campaign is **comprehensive and inclusive**; will endeavor to fund broadly all parts of the university and will count all gifts to the university within the campaign counting period. The campaign will include **\$151.2 million (10%) in pre-campaign fundraising initiatives** and approximately **\$255 million (17%) in private grants**.
- Campaign **priorities** are determined by the University's visioning process (**Vision 2030**), University's strategic plan (**SP 4.0**), along with **individual college/unit priority setting processes**.
- The campaign will be directed by a volunteer **campaign steering committee** in partnership with University and Foundation leadership.
- In addition to inspiring philanthropic support, the campaign will seek to significantly increase, track, and measure progress of **engagement** with alumni, parents, and friends.
- The **OSU Foundation will develop the brand, visual identity, and message platform** for the campaign, and will endeavor through multiple channels to promote the University's strengths, aspirations, and impacts in alignment with OSU's University Relations and Marketing platform.

Campaign Working Goals

Campaign Working Goals and Themes:	\$1,500,000,000
Current-Use:	\$694M 46%
Endowment:	\$486M 33%
Facilities & Equipment:	\$320M 21%
Education and Student Experience: (Scholarships, Fellowships, and Experiential Learning)	\$460M 31%
Exploration and Discovery: (Faculty Positions, Faculty Support Funds, and Private Grants)	\$500M 33%
Outreach and Community Impact: (Programmatic Support)	\$220M 15%
Places and Technologies: (New Facilities, Renovations, and Equipment)	\$320M 21%

College & Unit-based Working Goals

COLLEGE/UNIT	\$ GOAL	% OF TOTAL
Engineering	\$320,000,000	21.25%
Athletics	\$300,000,000	20.00%
Agricultural Sciences	\$170,000,000	11.25%
Forestry	\$125,000,000	8.25%
Business	\$100,000,000	6.50%
Carlson College of Veterinary Medicine	\$90,000,000	6.00%
Science	\$88,000,000	5.75%
Liberal Arts	\$60,000,000	4.00%
Public Health and Human Sciences	\$55,000,000	3.50%
Central Initiatives	\$51,500,000	3.25%
Earth, Ocean, and Atmospheric Sciences	\$45,000,000	3.00%
OSU-Cascades	\$25,000,000	1.50%
4-H	\$25,000,000	1.50%
Pharmacy	\$20,000,000	1.25%
Linus Pauling Institute	\$15,500,000	1.00%
Education	\$5,000,000	0.25%
Honors	\$5,000,000	0.25%
CAMPAIGN TOTAL:	\$1.5B	100%

Student Affairs in the Campaign

CENTRAL INITIATIVES GOAL

While "central" does not have a campaign case statement or specific goal, our area is expected to raise a considerable portion of the overall campaign goal.

STUDENT SUCCESS INITIATIVE

Nearly 1/3 of the overall campaign goal will be dedicated to student support. Fundraising will be focused on supporting students directly and through high impact efforts and programs led by Student Affairs.

DIVERSITY, EQUITY AND INCLUSION

DEI is embedded in all the work we do, and Student Affairs is a key driver of DEI efforts across the university.

Division Fundraising Strategy

- Increase ACCESS

This first and highest division-level fundraising priority provides funds for students of color, first-generation students, high-financial need students and students with underrepresented identities to participate in high-impact programs and services.

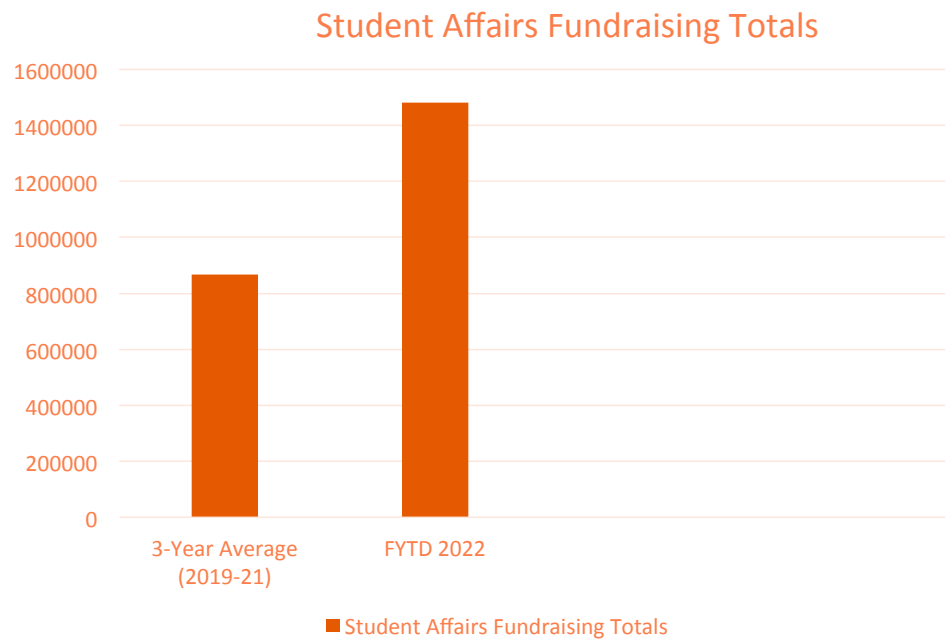
- Enhance DELIVERY of Programs

This fundraising category supports programs or services already in place that are showing high impact.

- Support University-Wide CAUSES

This category supports new or emerging initiatives, engagement opportunities and/or programs whose creation and implementation are grounded in evidence-based approaches for highest impact, and are areas of high community interest.

Impact of Giving to Student Affairs



WAYS VOLUNTEER LEADERS CAN ENGAGE

Outcomes of engagement deliver tangible support to University priorities

When the impact of engagement is palpable to constituents as well as throughout the university, the momentum benefits all of OSU.

STUDENT & EDUCATIONAL SUCCESS

Student career advice and connections

Advisory councils, sector insights, and professional networks

ADVOCACY

Promoters and defenders to aid in government relations

Community advocates

DIVERSITY & INCLUSION

Alumni-student networks in underrepresented communities

Support of the University's diversity and inclusion efforts

GIVING & REVENUE

Philanthropy, collaborations and revenue-generation

Engagement Impacts Giving

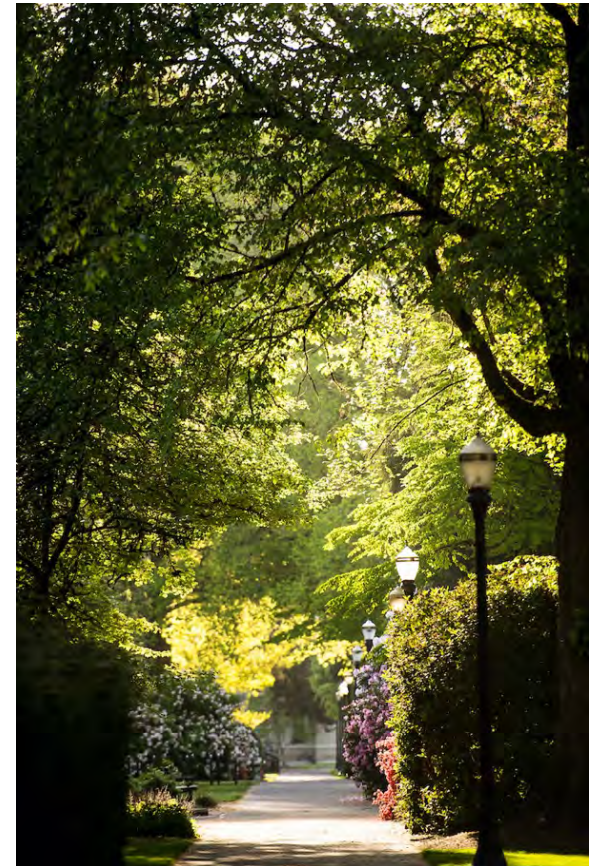
Meaningful participation and volunteerism correlates with giving

Engaging more constituents as participants and more deeply as volunteers increases the donor pipeline and loyalty.

5-8% typical alumni giving rate, yet

35% of participants give annually

42% of volunteers give annually (84% of volunteers give. lifetime)



FY'22 Campaign Planning Vital Few Goals

CAMPAIGN: Advance the Campaign's silent phase plan in preparation for a public launch in FY'23.

- Secure critical **leadership (\$1M+) and principal (\$5M+) gifts**.
- Partner with **Pentagram** to develop campaign message platform.
 - Launch Campaign Marketing Committee.
- Hire **event production firm** for kickoff celebration.
- Finalize **unit-based campaign goals** for fundraising and engagement.
- Identify and recruit **unit campaign committees**.



Dam Proud Day

Wednesday, April 27, 2022

- One-day event that builds enthusiasm and awareness of the impacts of philanthropy at OSU
- Acquire new and retain current donors
- Engage OSU students about the impact of philanthropy and build a culture of giving
- Engage high profile donors/volunteers as social media ambassadors and through challenge gifts
- More than 50 areas to support, of which nearly 80% are giving opportunities that directly impact students
- More than 35 challenge gifts ranging from \$500 to \$100,000 helped incentivize further giving on Dam Proud Day
- Raised \$1,138,429 with over 4,000 donors



Student Affairs Dam Proud Day Initiatives

- Black Student Access and Success
 - \$21,701.50 from 116 donors
- Fraternity and Sorority Leadership Development
 - \$20,250 from 45 donors
- Human Services Resource Center
 - \$15,875 from 63 donors
- Collegiate Recovery Community Scholarship Fund
 - \$8,950 from 21 donors
- Survivor Advocacy & Resource Center
 - \$8,450 from 46 donors
- Diversity & Cultural Engagement
 - \$7,720 from 44 donors
- High Promise Scholarship
 - \$3,285 from 7 donors
- Family Resource Center
 - \$2,410 from 23 donors
- TRiO Student Support Services
 - \$960 from 13 donors
- University Housing & Dining
 - \$930 from 19 donors
- Community Engagement & Leadership
 - \$595 from 23 donors
- TOTAL: \$91,126.50 from 420 donors

Question 1: Is there an advantage to narrowing the focus of our division projects in Dam Proud Day, or does it make sense to allow as many groups to participate who want to (and can demonstrate alignment with fundraising priorities)?

Question 2: What does SALC see as the most important areas of focus that move forward the division fundraising plan?

Question 3: Is there an advantage in organizing all division projects together under a Division of Student Affairs landing page, or do you think is it better for them to remain listed separately?

Beavers Fight Hunger

- We've raised \$131,873 from 520 donors, including a \$25,000 challenge gift from an anonymous donor.
- This represents an 33% increase over last fiscal year.
- We anticipate additional gifts as a part of Dam Proud Day again this year.

DEI Fundraising Initiative

- Success in securing major gifts for programs & initiatives that advance diversity, equity, & inclusion across OSU
 - \$1.1 million gift for Black Student Access & Success
 - Supports student scholarships, staff, & the program
 - \$170,000 grant for DEI Lab at OSU-Cascades
 - Supports equity framework in K-12 schools in Central Oregon

Veteran and Military- Connected Student Success Initiative

- Raised over \$136,000 from over 150 donors
- Established for the first time a Veteran and Military-Connected Student Success Fund Endowment
- Secured \$5,000 to use as a challenge match on Dam Proud Day

SALC Recruitment Process

- Prospect list
- Frequent meetings between VPSA, Chair and OSUF
- Initial development officer meeting
- Potential SALC member meets with the VPSA and the SALC Chair to confirm candidate
- Introductory SALC meeting
- Gift follow up

Questions?

