University Advancement

URPC Division Planning Update

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University Advancement –What We Do

- Secures and Stewards Donations
  - Alumni connections and events
  - Manages and invests Endowments

- Research and Academic Use Grants
  - Proposal preparation and submission
  - Award management and reporting
  - Initiatives connecting university and community

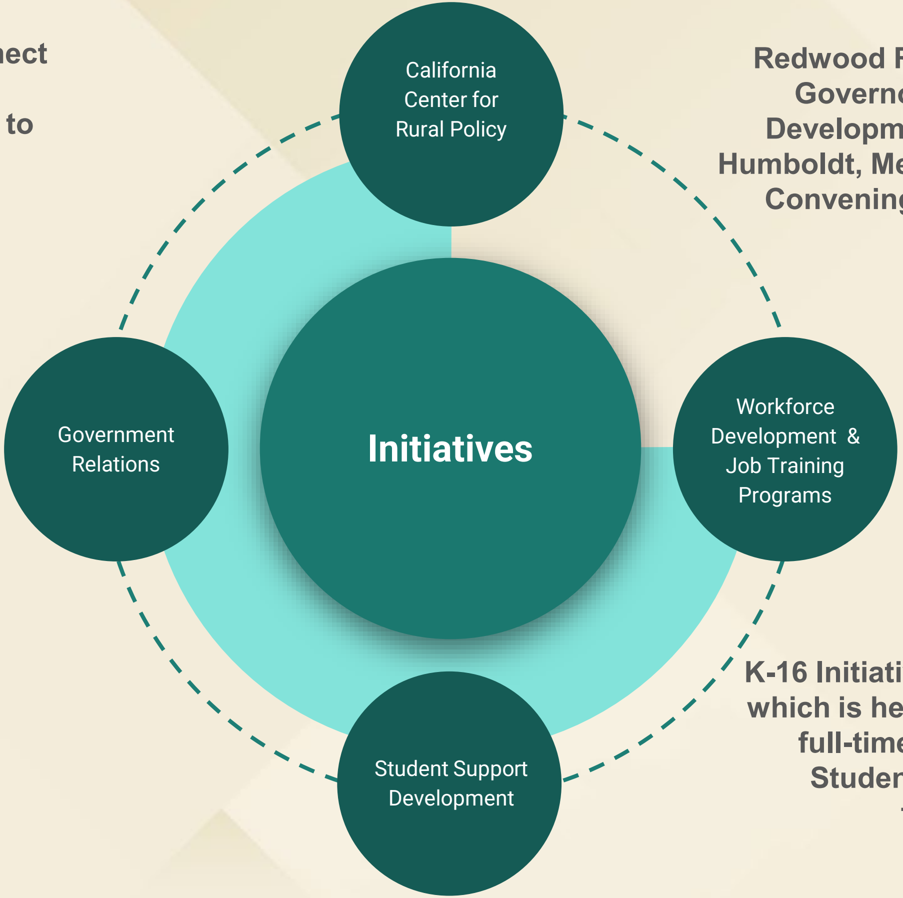
- Delivers Cal Poly Humboldt Marketing & News
  - For student recruitment and brand awareness
  - Media relations

Hosting Redwood Coast Connect Broadband Consortium. Helped deploy Subsea Cable to Singapore

Hosting North Coast Health Leadership Team of CEO leaders in Health and Human Services

Help Raise $25 Million for Behavioral Health Triage Center at Mad River Hospital

Partnering with Regional Building Trades Council to help Justice Involved and underemployed folks into pre-apprentice programs



Redwood Region RISE/CA Jobs First Governor Newsom's Economic Development Initiative in Del Norte, Humboldt, Mendocino and Lake Counties: Convening, Research & Regranting Support

20+ Evaluation, Research & Strategic Planning Partnerships to Advance Community Health & Well-Being in Rural California

K-16 Initiative Partnership and Title V Grants which is helping to support 71 part-time and full-time staff working on Supporting Students at Cal Poly Humboldt and throughout the region

Cal Poly Humboldt.

University Advancement Units

- Advancement (MBU)
    - Development
    - Alumni Relations
    - Initiatives & Government Relations
- Cal Poly Humboldt Foundation (Aux)
- Marketing & Communications (MBU)
    - News & Information
    - Print Services
    - Creative Services
- Office of Research & Sponsored Programs
- Sponsored Programs Foundation (Aux)
- KHSU

Value We Bring; $40 Million Added Cash

Advancement Donations	2024/25
Donor Gift Commitments	$13.4 Million
Endowment Value	$46.7 Million
Cash available to use:	
Current Use Funds	$8.2 Million
Scholarships Available to Financial Aid	$3.8 Million
Subtotal Cash Available to Campus	**$12.0 Million**

Sponsored Programs	2024/25
SPF Awards	$58.7 Million
SPF Revenue	$59.5 Million
Cash Benefit to the University:	
Indirect Recovery Distribution	$1.8 Million
Grant Scholarships/Stipend	$5.0 Million
Faculty/Student Travel	$2.3 Million
Faculty/Staff Salary	$16.7 Million
Student Salary	$2.7 Million
Subtotal Benefit to Campus	**$28.5 Million**

Endowments

300 Unique Endowment Funds:

- Use of each fund is restricted to original donor intent/specific purpose; intended to last in perpetuity; only earned interest can be spent

Current Market Value: $46.7 Million

Distribution Rate Set by Foundation Board Annually

- Endowment Distribution FY 25-26: $1.9 Million = 4.5%;

Advancement Facts: Base Funding

- 2025-26 Division Budget: $5.0M Base
- Percent of Total University Budget: 2.8%
- Staff and Administrators : 37 FTE
  - 30 Staff / 7 Admin
  - $4.7M Total Position Costs
  - Position Costs = 94.9% of Total Budget

- Operating Expense Budget : $255K
  - 5.1% of Total Budget
- Cash made available of $40M represents almost 23% of the total CPH budget while only receiving 2.8% of Stateside expense budget

Advancement Facts: Non-Base

- Staff and Administrators non-base funded (reimbursed to the state): 17 FTE
  - 10 Staff / 7 Admin
  - $2.3M Total Position Costs
  - Cal Poly Foundation funded positions 4 FTE
  - Sponsored Programs funded positions 13 FTE

- Admin positions not reimbursed to the state
  - Gift Officers 3 FTE (Fundraisers)
  - $500K Total Position Costs

2025-26 Reductions

- Total Reductions: $219K
- URPC Recommended: 5.63%
- Division Strategy:
  - Prioritize existing positions to preserve university fundraising and marketing capacity
  - Leverage non -HM500 funding where possible
  - Evaluate base funded compensation for all vacant positions
  - Examine all ongoing operating expenses across all funds for potential savings

Reductions Implemented

Budget Item	Action	Reduction Amount
SPF Position Funding 1 FTE	Funding source changed to non state (SPF Operations)	112,288
Compensation Realignment	Reduced budgeted salary of two vacant MPP positions	65,284
Marketing & Communications OE	Reduced Marcom operating expense budget for university branding / marketing	41,428
	Total	219,000

Reflections & Impacts

Ongoing Challenges:

- Any further reductions to Advancement budget will directly impact the amount provided to the state

- Remaining Sponsored Programs stateside budget cannot be reduced any further
  - all four remaining pre-award specialist positions legally required to be state funded

- Currently 17 stateside positions non base reimbursed to the state
  - No remaining funding swap opportunities to non state sources and no room for cuts to O&E without significant disruption of operations

Reduction Reflections & Impacts

VSIP Impacts:

- Only 1 Admin Position Participated
  - Backfill necessary
  - Significant loss of institutional knowledge
  - Savings anticipated on rehire

Anticipate next fundraising campaign:

  - Requires hiring additional gift officers and campaign consultants

Questions?