

2011/12 Business Plan Center for Southern California Studies

Mission of Center - How will the center carry out its mission over the next 12 months?

In AY 2009/2010, I was able to make the Center almost entirely self-sustaining with the \$15,000 grant I got from USC. In AY 2010/2011, the Center was not entirely self-sustaining. I seek to make is entirely self-sustaining in AY 2011/2012

Vision for year

My vision for the year is to make the Center self-sustaining and regionally relevant through the North Los Angeles County Research Initiative (NLACRI). With NLACRI, I hope to bring in major grants to support all social science and policy research on the Los Angeles County Region. Additionally, my goal is to ultimately support a research fellow each semester.

Main Objectives

My primary vision is to get a Major Research Grant (\$100k+) from the Haynes Foundation for the first NLACRI study: "North Los Angeles County Poverty and Nonprofit Resources." My hope is that this study will dovetail with the interests of MEND and HIRI.

Plans for revenue enhancement?

Self-sustenance through grants, primarily Haynes.

What do you see as the centers most important strengths and core competencies this year.

- *Hosting Dr. Robert Ross lecture, October 27, 2011*
- *Establishing partnership with HIRI*
- *Preparing for the Envisioning California conference*
- *Supporting research papers of Dr. Youmans and Dr. Ricks*
- *Focusing research agenda on North Valley area*

Explain the fundamentals of the center's operation over the next 12 months include a budget plan:

- *Secure at least \$30,000 in grant revenues for the Center to entirely offset Director compensation and benefits*
- *Secure coupling arrangement with HIRI*
- *Establish NLACRI as long-term grant-generator*

California State University, Northridge
Academic Affairs
CENTER/INSTITUTE FINANCIAL STATEMENT
2011/2012

Center for Southern California Studies

Complete grey shaded areas only

Name of Center:	General Fund	Non- General Fund*	Total	Notes
Beginning Balance 7-1-11		\$ 39,495	\$ 39,495	
Ending Balance 6-30-12	\$ -	\$ 32,513	\$ 32,513	
Surplus/Deficit 2011/12	\$ -	\$ (6,982)	\$ (6,982)	
Revenue & Allocations (Received in 2011/12 Only) (Include all revenue and allocations received including monies for reassigned time, salaries, and stipends)				
(1) Allocations from an Internal Unit (Specify which internal unit in "Notes" column ▶)	\$ 15,486		\$ 15,486	College
(2) Allocations from an Internal Unit			\$ -	
(3) Allocations from an Internal Unit			\$ -	
Client Services Fees			\$ -	
Fees for Programs		3,125	\$ 3,125	
Fees for Consultation			\$ -	
Fees for Events/Performances		8,690	\$ 8,690	
Endowments/Gifts		23,725	\$ 23,725	
External Grants (Current Year)			\$ -	
External Contracts (Current Year)			\$ -	
Total Revenue & Allocations	\$ 15,486	\$ 35,540	\$ 51,026	
Personnel Expenses				
Faculty Reassigned/Released Time Paid for by: (Indicate both number of units and \$ amount)	<u>Units</u>			
College			\$ -	
Academic Affairs			\$ -	
Department			\$ -	
Grant			\$ -	
Contract			\$ -	
Consultation Fee			\$ -	
Endowments/Gifts			\$ -	
Faculty Salaries/Stipends	14,916		\$ 14,916	
Staff Salaries/Stipends			\$ -	
Student Salaries/Stipends			\$ -	
External Consultant Salaries/Fees			\$ -	
Benefits	216		\$ 216	
Total Personnel Expenses	\$ 15,132.27	\$ -	\$ 15,132	
Operating Expenses				
Supplies		\$ 370	\$ 370	
Professional Development		-	\$ -	
Travel	266	233	\$ 499	
Equipment		-	\$ -	
University/Aux Overhead		1,457	\$ 1,457	
Hospitality			\$ -	
Other	88	40,462	\$ 40,550	
Total Operating Expenses	\$ 353.82	\$ 42,521.88	\$ 42,875.70	
Total Center/Institute Annual Expenditures	\$ 15,486.09	\$ 42,521.88	\$ 58,007.97	

*Non-General Fund: Please include totals for all funds (e.g. State trust, foundation, corporation, and Associated Students).

The fundamental challenge for the Center this upcoming year is to become self-supporting. This has been the financial goal every year since I assumed leadership in 2007, but it has been elusive. A healthy reserve from previous conferences, significant funding from USC, and ongoing funding from Time Warner Cable have all contributed to the Center's sustained efforts. In 2011, I submitted an ambitious and strong grant proposal for \$85,000 to the Haynes Foundation. Despite a warm reception from the Executive Director of the Haynes, the Board of Directors chose not to fund my proposal "Poverty and Social Service Provision on the New Suburban Frontier of Los Angeles." I am working closely with Matt Terhune to identify potential funders for the "Poverty and Social Service Provision" proposal and will also revise the