

Charting Our Path—A Plan to Advance CSUN's Road Map to the Future

Build Philanthropic Support to Advance CSUN's Strategic Direction

- Collaborate with University leadership to distill the Road Map into compelling priorities that inspire philanthropy
- Champion the University's philanthropic priorities
- Encourage, support, and participate in the realization of gifts at every level from grassroots to transformational
- Aid in building a robust culture of philanthropy at CSUN
- Enhance the University's relationships by increasing outreach efforts in diverse communities to leverage new and existing partnership opportunities
- Create strategic partnerships with the CSUN Alumni Association to bolster engagement and develop programming
- Elevate, participate, and champion CSUN's Celebration of Philanthropy to bolster awareness of philanthropy's impact and enhance donor engagement /stewardship
- Create and participate in strategic stewardship activities designed to recognize key CSUN donors
- Engage with and support volunteer groups across campus
- Identify and cultivate relationships with donors whose values align with the University's mission

Elevate CSUN's Distinction and Visibility

- Facilitate opportunities to communicate the unique and transformative value of CSUN's mission and educational experience to prospective donors regionally and beyond
- Engage with leadership at key current and prospective donor organizations to deepen collaboration and relationships

Ensure CSUN's Future through Effective Management and Stewardship of Financial Resources

- Make specific and targeted investments to support Foundation investment objectives and advance key University priorities
- Manage financial assets and activities with transparency and integrity
- Maintain or exceed the defined benchmark investment return to preserve fund values and increase annual distributions
- Ensure the Foundation's investment strategy is in alignment with the University's values

Develop the Strength, Ability, and Influence of the Board

Membership

- Recruit highly qualified and engaged directors to join the Board
- Continually improve the effectiveness, efficiency, and impact of the Board to affect active participation and achievement of goals through the facilitation of orientation and ongoing training
- Ensure the Board membership is reflective of the diversity of our students and alumni, and representative of the colleges, industries, and communities we serve
- Elevate the visibility of the Foundation Board's volunteer leadership within the CSUN community and beyond

Knowledge

- Understand and be able to articulate key data and information about CSUN and its philanthropic priorities

Engagement

- Regularly engage with CSUN faculty, staff, students, and alumni

