

STUDENT SERVICES FEE

2019-20

DEPARTMENTAL REPORT TO THE COUNCIL ON STUDENT AFFAIRS AND FEES (COSAF)

Student Services Fee Recipient: **Development Office**

Contact: Elizabeth Bishay

Finance Manager: Luci Schmidl

Total 2019-20 Estimated Allocation: \$275,000

Approximate Percent of the Total 2019-20 Campus Student Services Fee Revenue: 0.8%

Expense	2018-19 Actuals	2019-20 Estimated Allocation
Salaries/Benefits	\$336,628	\$274,700
Operational Costs	\$26,070	\$300
TOTAL	\$362,698	\$275,000

1. **Please provide a *general* description of your department's function:**

The mission of Student Affairs Development is to provide professional services and leadership in identifying, cultivating, soliciting and stewarding philanthropic support from individuals, corporations, and foundations to advance the priorities of the Division of Student Affairs as identified and approved by the Vice Chancellor for Student Affairs.

2. **Please list the departmental program(s) or service(s) specifically funded by the Student Services Fee:**

The director of development position, 1.0 FTE support staff, and all operations expenses are funded by the Student Services Fee. This office is charged with soliciting, closing and stewarding gifts in excess of \$50,000, as well as serving as liaison to the Annual Fund on behalf of Student Affairs.

3. **Please provide information regarding the benefit to UC Davis students from the departmental program(s) or service(s) specifically funded by the Student Services Fee.**

Be as specific and concise as possible. Include the specific type (e.g., undergraduate, graduate, professional, transfer, etc.) and an estimated number of students served.

The majority of general (non college-specific) undergraduate student scholarship aid derived from philanthropic support comes from Student Affairs fundraising efforts. In addition to scholarship aid, the Internship and Career Center and all retention services programs housed in Student Affairs (e.g., all Student Community Center programs, SASC, STEP, and academic student success centers) receive development support. Sport Clubs receive guidance to ensure compliance with institutional fundraising policies and are included in the Annual Fund calendar of appeals to alumni, parents and friends. The Director is responsible for raising a cumulative \$2,265,951 for FY19 through 1,813 gifts made by 1,481 donors. Compared to FY18, with a total raised of \$1,946,924, that is an increase of 16% total giving over a fiscal year. From FY17 through FY19, the Director has raised a cumulative \$9,776,577 for Student Affairs. The Director works closely with the Annual Fund team in DEVAR to develop a series of email and direct mail appeals that target different segments of our constituency at different points throughout the year. The Annual Fund gift total has continued its success with more growth than previous years, with our current YTD total being \$311,690 as of 06/30/2019. The annual fund includes all Give Day activity, which accounts for an approximate \$71,000 of the YTD total. The annual fund total has increased by 112% since last year's YTD total recorded June 30, 2018. The average gift has increased from \$178 in 2017-18 to \$310 in 2018-19, an increase of 132%. In FY2017, Student Affairs retained 152 donors who had given the previous year. In 2018, we retained 228 donors; in this most recent fiscal year we have retained 235 donors, showing a 28% increase over the previous year's retention rate.

SUPPLEMENTAL QUESTION FROM SUBCOMMITTEE (2019-20)

DEVELOPMENT OFFICE

Question(s):

On last year's template, it was reported that \$105K had been raised in YTD funding for the annual fund. This was the only amount listed. On this year's template, the numbers are much higher- indicating \$2,265,951. Was fundraising outside of the annual fund just not reported last year? The students are confused by the very different reported numbers from one year to the next and would like to understand the variance.

Second question: Salary and benefit costs and operational costs went down by 18% and operational costs went down by over 8500%. How was such dramatic savings achieved?

Response:

The September 2018 form somehow dropped off the final paragraph. The form had a limited amount of space, and I had to size the type to 8 point to see what I had originally included. I don't know what happened to the form received in your office, but what you sent me did not have that section. I have created a PDF here. I cannot speak to the budget report – I don't have any role in that, but an 8500% drop in office expenditures does not seem possible.

On the income side, as noted in the report attached here, in the year prior - FY2017 - we received two seven-figure bequest fulfillments from donors who had set these up in their wills years ago. So I could not really compare the 2018 total with that year, other than to say the total in FY2017 was more like \$1.6 million raised through this office than the \$5.6 million officially reported as income.

In response to the second budget questions: Staffing cost variance was due to staff turnover and salary savings - 1 FTE (marketing) was transferred from Development to Divisional Resources and the 1 FTE (analyst) was hired into a career staff during the year. Operational expenses - during FY18-19 other funds were used to pay for operational expenses instead of using SSF funds. The use of SSF funds will vary every year depending on the availability of other fund sources, such as gift fee fund allocations.