

Emergent Budget Proposal Narrative

Division: University Advancement - Engagement

Please check the appropriate category for this proposal and provide a brief (1-2 sentences) explaining the selection:

- Urgent unforeseeable items that have arisen since the FY17-19 budget build process
- Items calling for prompt action that are so critical they cannot wait until the FY20-21 biennial budget build process
- Items that have arisen as a consequence of changed conditions, such as, but not limited to:
 - a) additional enrollments,
 - b) a change in leadership at planning unit level, and/or
 - c) State or federal policy changes
- Time-sensitive strategic opportunities that advance the university toward strategic plan fulfillment and are of the highest priority

This proposal is time sensitive as the urgency of starting the Western Engaged has been increased over the past 6 months. As the Advancement team has introduced the concept to various campus stakeholders, including the Board of Trustees, it is clear the University is enthusiastic to move forward, and sooner than originally planned.

Statement of Purpose: *(What is the problem or opportunity being addressed? How will you address this problem or opportunity?)*

The concept of “engagement”, and how we increase engagement with our alumni and constituents, has become the touchstone for most advancement organizations supporting higher education. Integrated advancement organizations are looking for more and more ways to increase engagement because the data shows that constituents with strong engagement also have greater propensity to support the University in other ways, including with their financial gifts. However, the key to a successful engagement model is not just providing more opportunities for engagement, but also capturing the many ways constituents are already engaging with the University beyond just what Advancement sees. What we find is our alumni and constituents are already engaging with our University in many ways, however, we do not have processes or systems in place to adequately capture that information. If we could better capture that information and aggregate it with the data that Advancement already has, we could make better decisions about who to reach out to, and what ways they might like to further engage with the University.

In response, University Advancement has started to roll out a new initiative we call “Western Engaged” (WE). The intent of this initiative is to encourage our divisions and colleges to participate in the engagement process through the implementation of new systems, processes, and training across the University. Western Engaged will become the language we use to talk about our alumni and constituents. University Advancement has already made a commitment to a new integrated CRM system (Ellucian Advance CRM) which will address the system needs, and we have two colleges that have volunteered to pilot the program (CFPA and CBE). However, we also need a dedicated person who can help evangelize the concepts of WE and work with our different units to help them identify and capture the data that is necessary.

The basis of this emergent budget request is the funding for an **Associate Director of Alumni and Constituent Engagement**. This person will champion Western Engaged across the campus and will be the main contact person for the colleges. This person will also be a CRM power user and will assist in training the colleges on how to use the CRM to input data as well as extract it.

Anticipated Outcome(s):

Through the addition of this staff person, we will be able to launch the WE initiative much sooner and with greater momentum. As we have introduced this concept to different groups on campus, we have been pleased that the groups have asked not so much “why” but rather, “when”. We believe there is great interest in this initiative and we do not want to squander the enthusiasm that is building.

Metrics: *(How will outcomes be measured?)*

Initially, metrics will be less obvious, as much of this person’s job will be training and outreach, but when the CRM is implemented (July 2019), and this person is able to leverage the system at the college-level, we believe the results will show through measurable growth in fundraising for each college and department.

How does this project support the University Mission and Strategic Objectives?

Greater fundraising success aligns very well with our mission to deliver excellent educational opportunities to the residents of the State of Washington, and allows us to better respond to the needs of the State by providing greater financial resources to our students and our academic units.

What are the consequences of not funding this package?

If we do not fund this position, WE will most-likely be delayed 12 months until we can make a request for funding in the next biennial budget round.

What alternatives were explored and why was this alternative chosen?

There are really no alternatives to funding this position. The only other option would be to try to allocate different tasks across the existing Advancement team members. However, this is not really feasible as existing team members will not be able to dedicate the time and focus required to make this initiative a success. We really need a person who wakes up every day with engagement on their brain.

Which units (departments, colleges, etc.) will be involved?

As discussed above, this position will have a direct impact across all colleges and departments. Initially, this position will focus on the pilot colleges, but ultimately, this person will engage across the entire campus and be integral to their advancement initiatives.

Equipment: *(For major (>\$25k) purchases, please provide the following information.)*

Purpose:

There are no anticipated equipment needs that would exceed \$25k

Cost:

Anticipated Useful Life:

Replacement Cost if any:

Human Resources (replace example below with needed resources)

Example

- (1) 1.0 FTE Professional Staff

Operating & Maintenance Costs:

Space Requirements:

How much new space will be required?

No additional space requirements are anticipated at this time.

Is appropriate space available on campus? Yes No

If no, what space is needed and what features must the space have (e.g., fume hoods, plumbing, 3-phase power, etc.)?

WESTERN WASHINGTON UNIVERSITY
Associate Director of Alumni and Constituent Engagement

	FY19				Future Years Recurring (if different than FY19)			
	Employee FTE	One Time Costs	Recurring Costs	Total Costs	Employee FTE	One Time Costs	Recurring Costs	Total Costs
Faculty Salaries	0.00		\$ -	\$ -	0.00		\$ -	\$ -
Professional Salaries	1.00		\$ 60,000	\$ 60,000	0.00		\$ -	\$ -
Classified Salaries	0.00		\$ -	\$ -	0.00		\$ -	\$ -
Student Salaries (Graduate Assistants, Hourly Student, etc)	0.00		\$ -	\$ -	0.00		\$ -	\$ -
Benefits			\$ 22,250	\$ 22,250			\$ -	\$ -
Total Salaries & Benefits		\$ -	\$ 82,250	\$ 82,250		\$ -	\$ -	\$ -
Supplies and Materials				\$ -				\$ -
Professional Service Contracts (please detail below)				\$ -				\$ -
Equipment and Personal Technology - including new faculty set-up costs				\$ -				\$ -
Other Goods and Services (includes memberships, supplies, materials)				\$ -				\$ -
Total Goods and Services		\$ -	\$ -	\$ -		\$ -	\$ -	\$ -
Lodging				\$ -				\$ -
Automobile Rental				\$ -				\$ -
Air Travel				\$ -				\$ -
Ground Transportation				\$ -				\$ -
Other travel costs				\$ -				\$ -
Total Travel		\$ -	\$ -	\$ -		\$ -	\$ -	\$ -
Total Expenditures		\$0	\$82,250	\$82,250		\$0	\$0	\$0

POSITION TITLE	FY19						Future Years Recurring (if different than FY19)					
	Proposed Annual Salary	Headcount	FTE	Budgeted Salary	Benefits	TOTAL	Proposed Annual Salary	Headcount	FTE	Budgeted Salary	Benefits	TOTAL
Faculty Salaries												
Total Professors	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Total Associate Professors	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Total Assistant Professors	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Total Non Tenure-Track	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Faculty Salary and Benefit Total	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Professional Salaries												
Associate Director of Alumni & Constituent Engagement	60,000	1	1.00	\$ 60,000	\$ 22,250	\$ 82,250				\$ -	\$ -	\$ -
Exempt Staff Salary and Benefit Total	\$ 60,000	1	1.00	\$ 60,000	\$ 22,250	\$ 82,250	\$ -	0	0.00	\$ -	\$ -	\$ -
Classified Salaries												
Classified Staff Salary and Benefit Total	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Student Salaries												
Student Salary and Benefit Total	\$ -	0	0.00	\$ -	\$ -	\$ -	\$ -	0	0.00	\$ -	\$ -	\$ -
Total Salary and Benefits - All Positions	\$ 60,000	1	1.00	\$ 60,000	\$ 22,250	\$ 82,250	\$ -	0	0.00	\$ -	\$ -	\$ -