External Relations Initiatives

FY14
Focus Areas

- Economic Development
- Excellence and distinctiveness in programs
- Student Engagement
- Faculty and Staff Support
- Diversity
- Service Learning – Community Service
- Facilities
- Scholarships
Top Four Areas of Focus

Dream Makers Scholarship Initiative

<table>
<thead>
<tr>
<th></th>
<th>FY13*</th>
<th>FY14**</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual</td>
<td>$88,790</td>
<td>$114,801</td>
<td>29.3%</td>
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<tr>
<td>Endowed</td>
<td>$80,792</td>
<td>$58,455</td>
<td>(27.6%)</td>
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<tr>
<td>TOTAL</td>
<td>$169,582</td>
<td>$173,256</td>
<td>2.2%</td>
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*As of 6/30/2013
** As of 3/24/2014
Next Steps

1. Utilize priority list as we meet with donors.
2. Follow-up on leads provided by departments – leading with departmental priorities.
3. Stay true to Donor-centric Development.
4. Continue discussions across campus.
University Brand Promise

Clayton State University is an academically empowering and diverse institution, where engaged students take ownership of their experience and enjoy the kind of exceptional instruction and support that provides the knowledge, skills, and attitudes required to achieve their goals, advance their careers, and enrich their lives.
Questions?

Thank you!