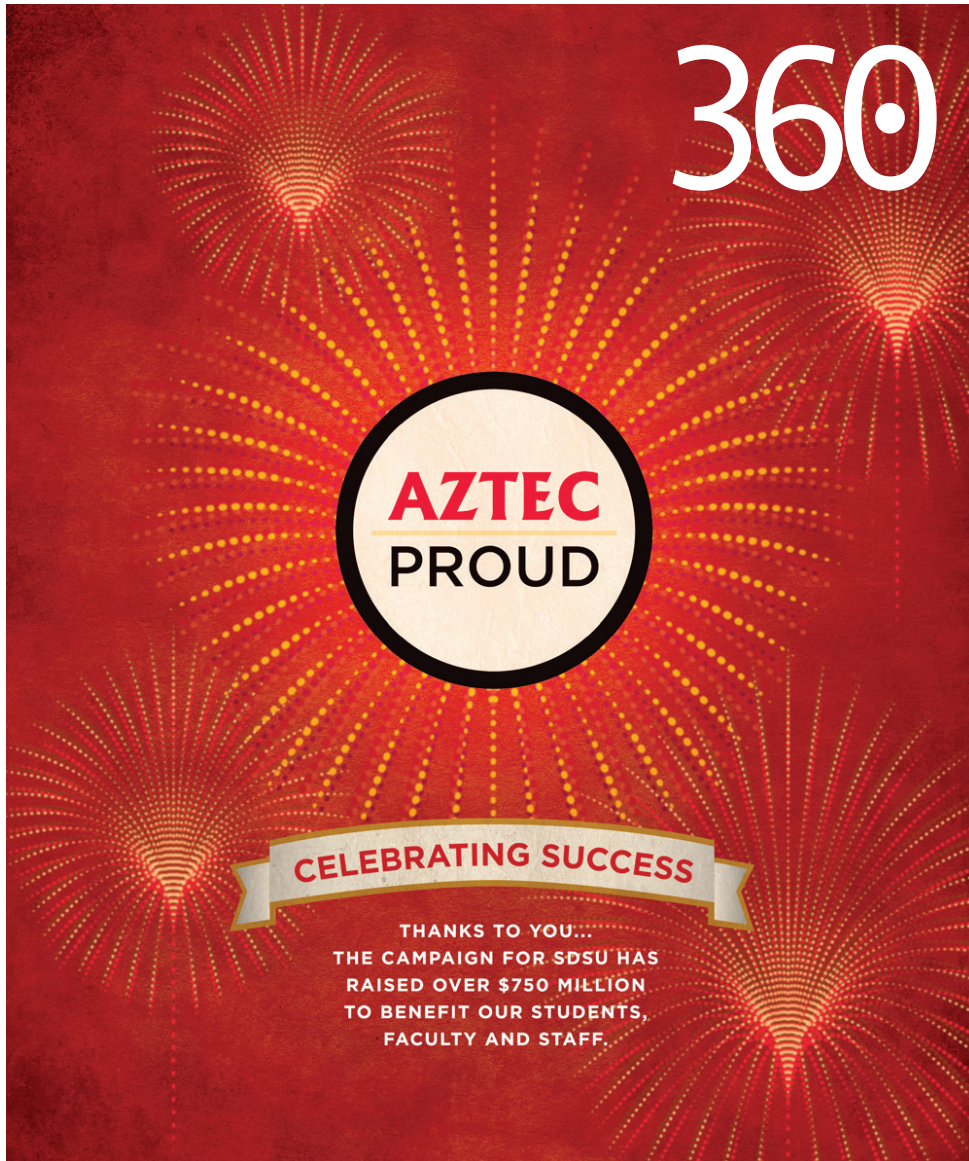
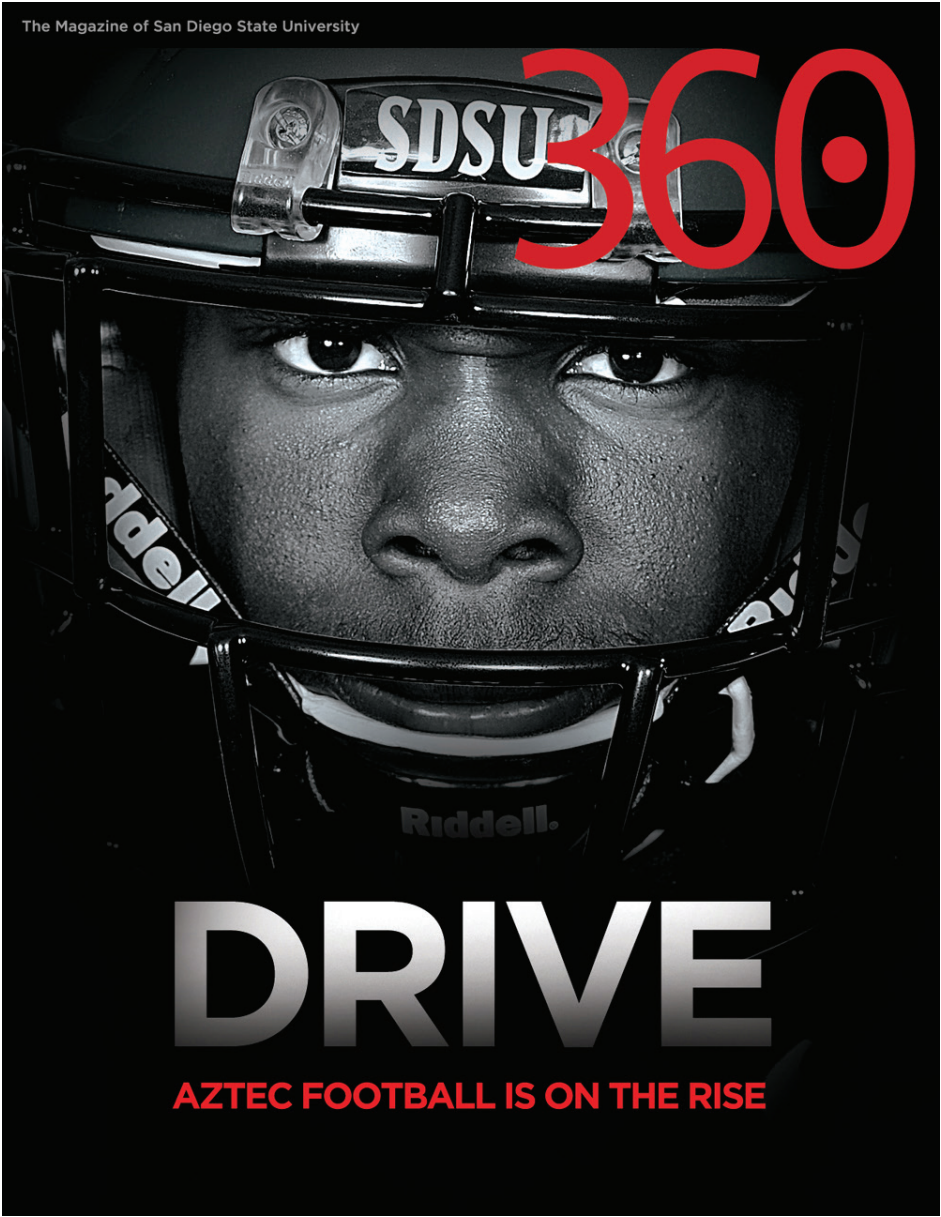


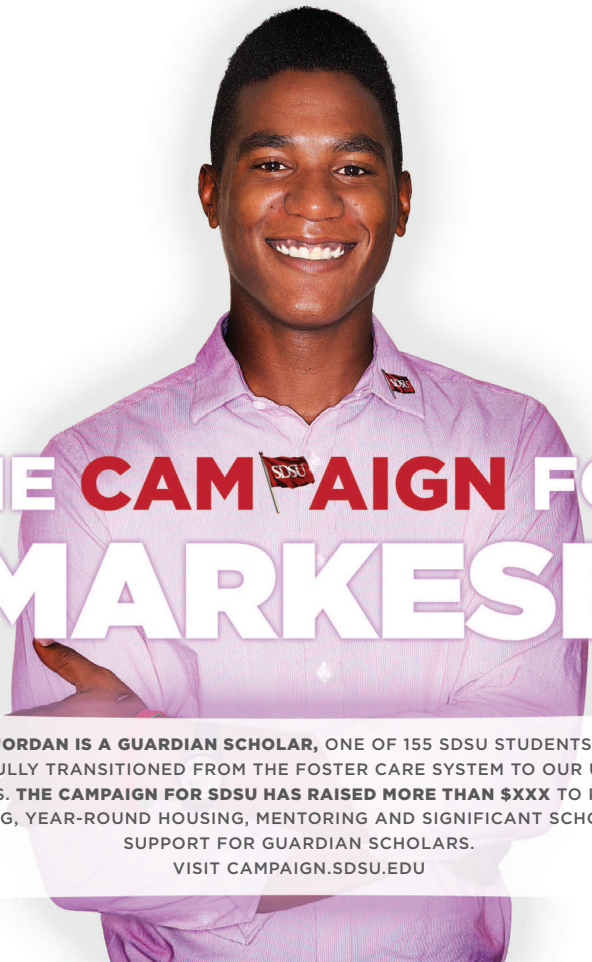
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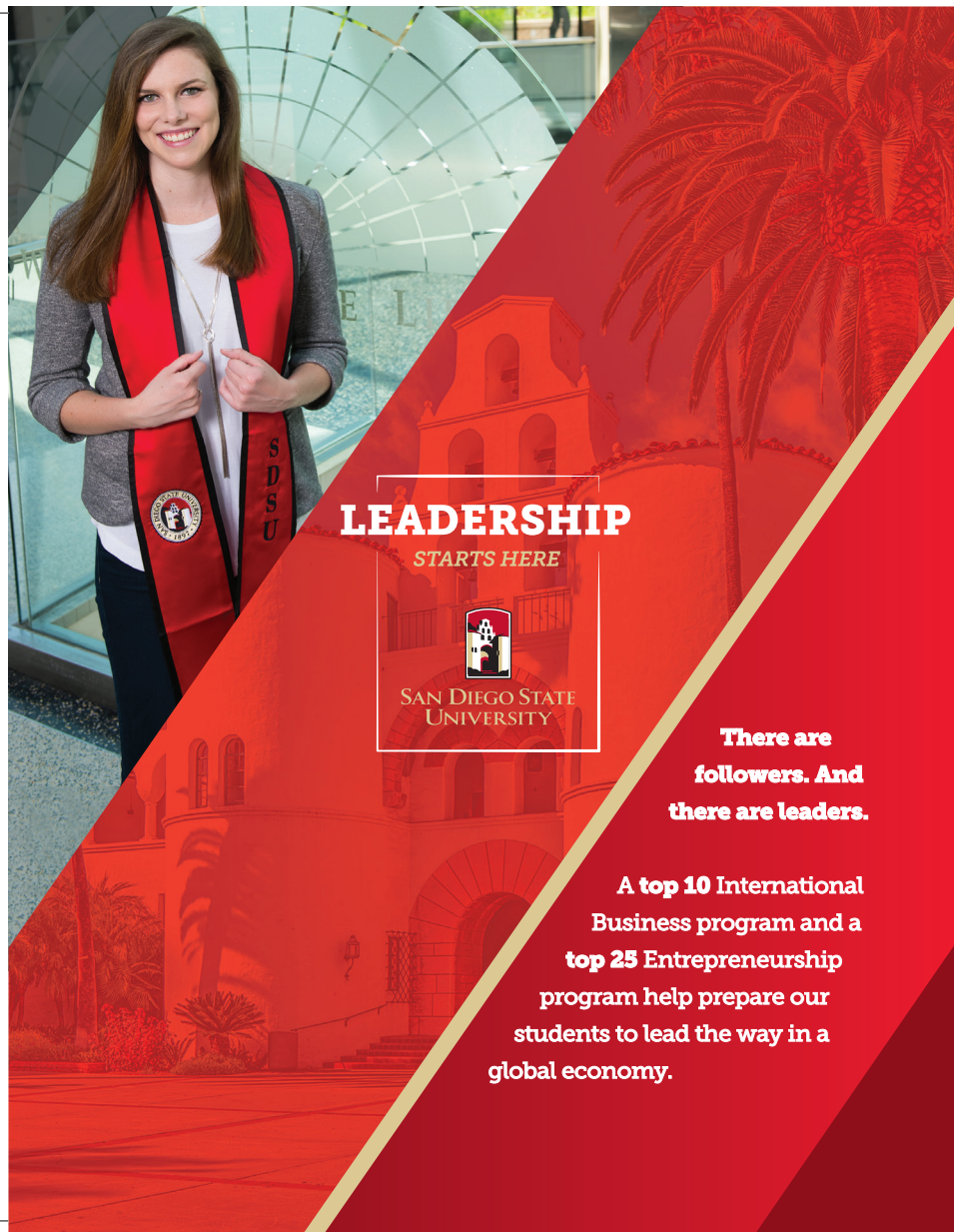
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For our bright, promising students, a college education is a bridge to a better life. And once that bridge is crossed, they are closer to making their dreams come true.

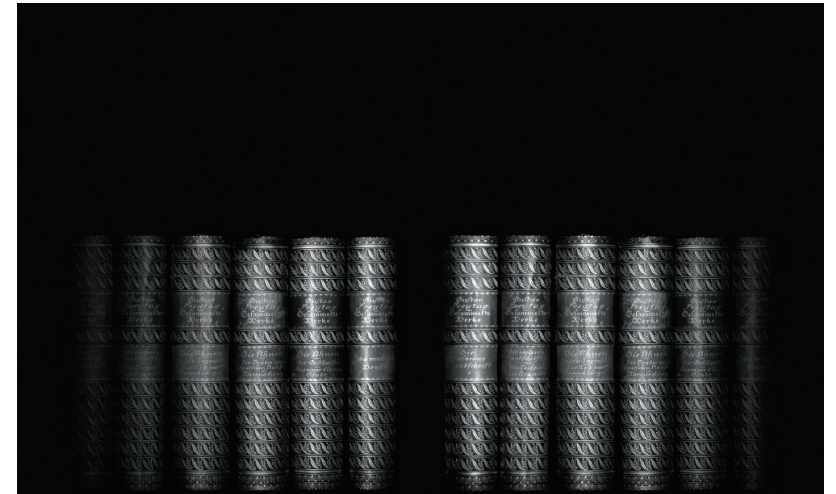
The legacy of deep cuts to higher education comes at a high price. Many of our students, eager to embark on or continue their educational journey, have found that the promise of a college degree is no longer within their grasp.

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The book never written.

Without the aid of a scholarship, many promising students will not be able to realize their full potential. San Diego State students need your help—now, more than ever.

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Opportunity

We take it for granted—the link between higher education and success.
But the opportunity to attend college is slipping away from many young people.
Deep cuts to higher education will make college unaffordable for them and their families.

Think about how education changed your life. And pass it on.
With your support, we can give more students the chance to succeed.

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Inside Aztec Student Union

AT THE CENTER OF CAMPUS, A NEW HOME FOR STUDENTS OPENS THIS WINTER.



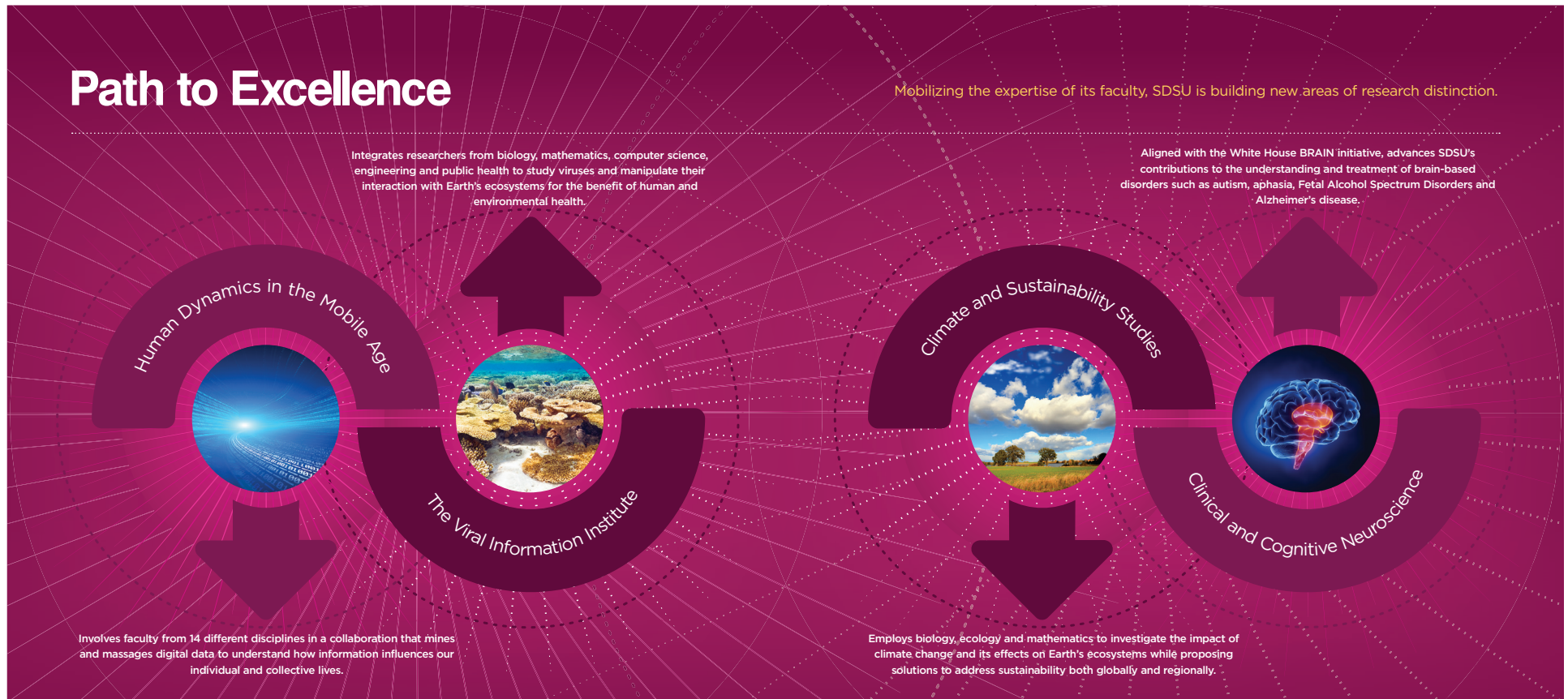
The wraps have come off the Aztec Student Union to reveal a stunning new center for student life and leadership.

Architecturally, the building's classic mission revival style is a salute to the rich history of San Diego State, but its modern features are designed to appeal to 21st century students.

Within the 206,000-square-foot structure are: a satellite fitness center; an outdoor performance stage; 14 meeting rooms, a multipurpose theater and a ballroom; 36 big screen TVs; three eateries, including a pub and grill/restaurant; the large centralized Goldberg Courtyard; wireless Internet access throughout and in outdoor spaces; and offices for student organizations, including Associated Students, which will manage the building.

Grand opening activities are scheduled throughout spring 2014. Aztec Student Union is financed by student fees and designed to achieve LEED Platinum certification, the highest level in sustainable building from the U.S. Green Building Council.

360 Magazine Spreads



In the not-too-distant future,

social media will accurately predict presidential elections and track the spread of flu epidemics. Global Positioning Systems (GPS) will help protect us from violent crime. It's a remarkable new world of information dynamics, and San Diego State researchers are taking us there. The initiative is one of SDSU's new "areas of excellence"—research partnerships designed to address some of the most urgent challenges in basic science and the social sciences.

Each of SDSU's areas of excellence builds on existing faculty strengths to solve complex problems requiring new research approaches and cutting-edge technology.

"Much of this research ties into our nation's economic, human and social health," said Stephen Welter, vice president for research and gradu-

ate affairs. "Not only will our science be of the highest caliber from an intellectual perspective, but it is also expected to have the highest level of impact for positive change."

SDSU's commitment to this collaborative, entrepreneurial research strategy is underscored by plans to hire 16 new faculty members over

the next two years to participate in the areas of excellence. A total of 22 new faculty joined SDSU this fall.

"By adding faculty with expertise to complement our existing strengths, we can advance into new spheres of research that will be distinctive in themselves and provide distinction to our campus," Welter said.

360 Magazine Spreads

Virtual goldmine

In our increasingly virtual world, every story, every post, every comment on the World Wide Web originates at a specific point and travels from one user to another. Researchers have found that the "geospatial footprints" left behind as ideas sprint through cyberspace can tell us a lot—for example, where terrorist groups are recruiting or which candidate has the edge in a political campaign.

Now, the maturation of mobile technology and smart devices gives researchers access to large data sets that can yield new insights into human behavior and interaction.

SDSU researchers in this area of excellence will employ advanced technology and analysis to assist in crime prevention; help control the spread of infectious disease; and understand the political and social issues that matter to citizens, locally, nationally and globally.

Probing the unknown

Viruses are the most abundant biological entities on Earth, outnumbering bacteria more than tenfold. Although viruses infect all known cells and profoundly influence their evolution, the precise function of viruses is largely unknown. SDSU biologists have led the way in characterizing "viral dark matter," and the Viral Information Institute will continue and expand this research.

Combining strengths in genomics, genetics and biochemistry, mathematical modeling and computational analysis, members of this area of excellence will continue to probe biological "space" to find and explore unparalleled interactions between viruses and other organisms present in various environments.

Their research may develop new ways to detect, manipulate and control viruses that infect bacteria in natural systems, from the human digestive tract to ocean waters and coral reefs.

The brain's secrets

Physicians and researchers know a lot about the workings of the human heart, but the brain has been more reluctant to surrender its secrets. Recently, the White House proposed a \$100-million federally coordinated initiative to revolutionize our understanding of the brain.

With research strengths in human behavioral neuroscience and clinical neuropsychology, plus expertise in neuroimaging, SDSU is well-placed to contribute to this national initiative. Faculty specializing in clinical and cognitive neuroscience will collaborate to increase understanding of brain-based disorders. Working with a range of ages and afflictions, they will also look for genetic factors that may influence an individual's susceptibility to injury or damage and response to treatment.

To better serve San Diego's large veteran population, researchers in this area of excellence hope to include a new faculty member with expertise in traumatic brain injuries.

Unique regional resource

Members of SDSU's new Center for Climate and Sustainability Studies (C²S²) were among the first to detect global warming, associate it

with human activity and determine the effects of climate change on Earth's ecosystems. Now researchers want to expand this cross-disciplinary work to include solutions to address sustainability.

C²S² members will investigate how global climate change can affect ecosystems to feedback and amplify global warming, and how temperature variations—even as slight as 1 degree—can accelerate the spread of infectious diseases. They will bring the impacts of climate change close to home by studying its effects on San Diego's ecosystems, agriculture, water availability and general economic health.

When fully operational, C²S² promises to become a unique regional resource. Researchers will collaborate with Scripps Institution of Oceanography and UC Irvine's Earth System Science Group, but take a different spin, focusing on the ecological and sustainability applications of climate change research.

A new model

As these areas of excellence develop and faculty members create new interdisciplinary centers across campus, SDSU can become a model for a different kind of university, Welter observed.

"This campus is very good at overcoming challenges and finding creative ways to be successful," he said, citing SDSU's growth as a research institution in the last 30 years.

"With strong commitment from our faculty, we can lead the way toward a new model of higher learning—one that involves a true sharing of ideas between faculty, staff and students, where undergraduates are valued as part of the academic conversation, and where the entrepreneurial spirit plays out in our teaching and our research."



MEET THE RESEARCHERS

Clinical and Cognitive Neuroscience

Karen Emmorey, Ph.D.
Distinguished Professor, School of Speech, Language and Hearing Sciences

Karen Emmorey is internationally recognized for her research on what sign languages reveal about the nature of human language, cognition and the brain. She is director of SDSU's Laboratory for Language and Cognitive Neuroscience.

Sarah Mattson, Ph.D.
Professor of Psychology

Sarah Mattson studies brain structure and function of children with fetal alcohol syndrome. Her research examines areas of the brain affected by heavy prenatal alcohol exposure, the neuropsychological consequences of this exposure, and the relationship between brain and behavioral changes.

Human Dynamics in the Mobile Age

Ming-Hsiang Tsou, Ph.D.
Professor of Geography

Ming-Hsiang Tsou's research on Internet mapping and mobile GIS applications has been applied to wildfire tracking, habitat conservation, health care and homeland security. From 2004-2007, he was co-chair of the NASA Earth Science Enterprise Data System: Standard Process Group.

John Elder, Ph.D.
Distinguished Professor, Graduate School of Public Health
Specializing in health promotion

and behavioral sciences, John Elder is one of SDSU's most consistently funded researchers. He has consulted on health promotion, disease prevention and behavioral epidemiology for international organizations involved in child survival, HIV/AIDS, and malaria research.

Brian Spitzberg, Ph.D.

Professor of Communication
Brian Spitzberg is a University Senate Distinguished Professor whose areas of research include communication assessment, interpersonal communication skills, conflict, jealousy, infidelity, intimate violence, sexual coercion, stalking, and meme diffusion in society. He is co-author or co-editor of seven books and over 100 journal articles.

Sheldon Zhang, Ph.D.
Professor of Sociology

Sheldon Zhang is one of a handful of academics specializing in transnational organized crime and community corrections. His research into illicit enterprises and offender rehabilitation efforts helps law enforcement and government agencies devise more effective counter measures and social service programs.

Climate and Sustainability Studies

Walter Oechel, Ph.D.

Distinguished Professor of Biology
Walter Oechel is director of SDSU's Global Change Research Group. He studies the interconnections of terrestrial, atmospheric, and marine systems on global change, primarily in the Arctic, the Pacific Basin and the semi-arid ecosystems of Italy and San Diego.

Samuel Shen, Ph.D.

Professor of Mathematics
Samuel Shen was McCalla Professor of Mathematical and Statistical Sciences at the University of Alberta before joining SDSU. He has developed several theories and mathematical methods to quantify uncertainties in the global warming assessment.

The Viral Information Institute

Forest Rohwer, Ph.D.
Professor of Biology

Forest Rohwer pioneered the use of metagenomics to characterize previously obscure organisms and investigate their role in the environment and influence on health and disease. With other faculty, he has developed detailed descriptions of the viruses in environments from human to oceanic.

Anca Segall, Ph.D.
Professor of Biology

Anca Segall's research focuses on the genomic viruses, particularly those that infect bacteria, and on chromosome structure. She is involved in identifying the purpose and evolutionary relationships of the large fraction of genetic information for which there is no known function.

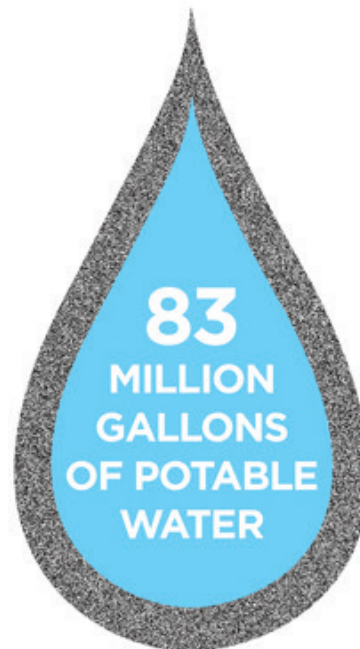
Robert Edwards, Ph.D.

Associate Professor of Computer Science
Rob Edwards applies computer science to answer scientific questions, with a focus on biology. His funded research includes a project to unravel the genetic organization of viruses—both beneficial and harmful.

Infographics



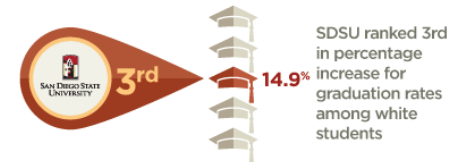
**FROM 100
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THE PURE WATER SYSTEM
CAN CREATE**



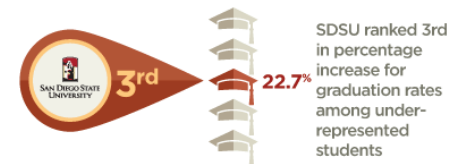
GRADUATION RATES *ARE ON THE RISE*

AN ANALYSIS OF **489** FOUR-YEAR PUBLIC
INSTITUTIONS BETWEEN 2003 & 2013

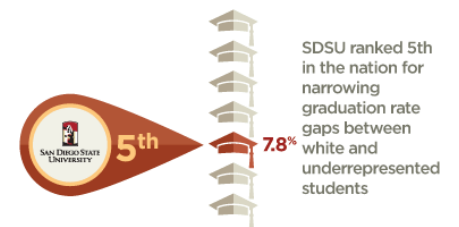
WHITE STUDENTS



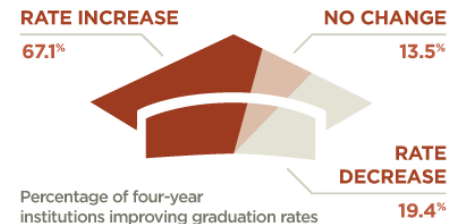
UNDERREPRESENTED STUDENTS



WHITE & UNDERREPRESENTED STUDENTS

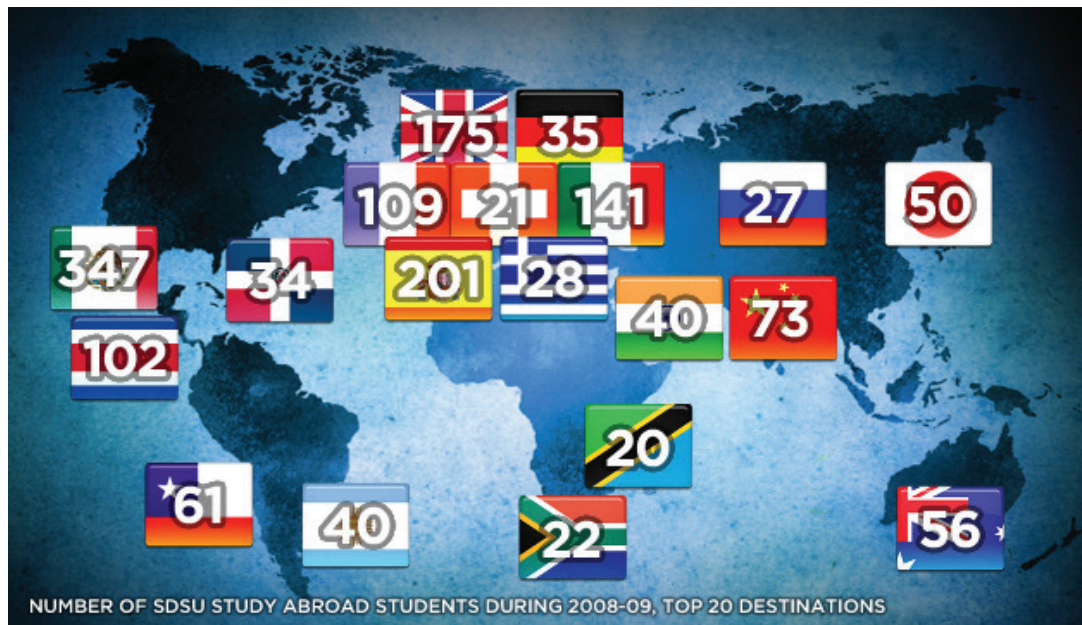
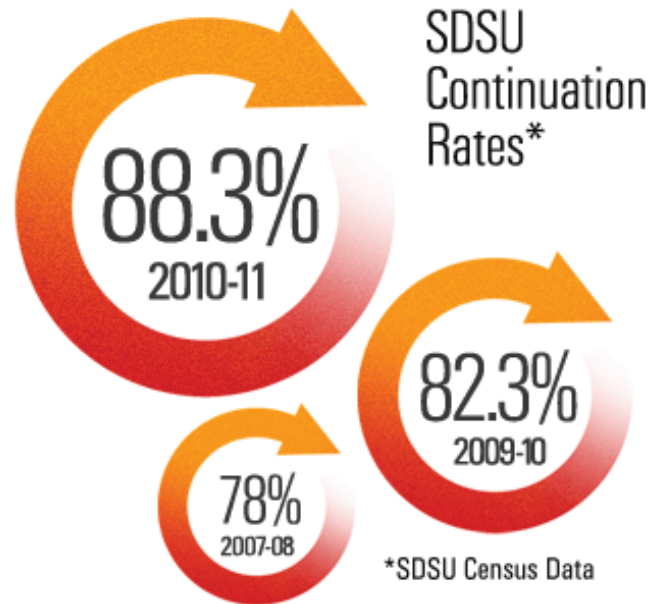


NATIONAL TRENDS



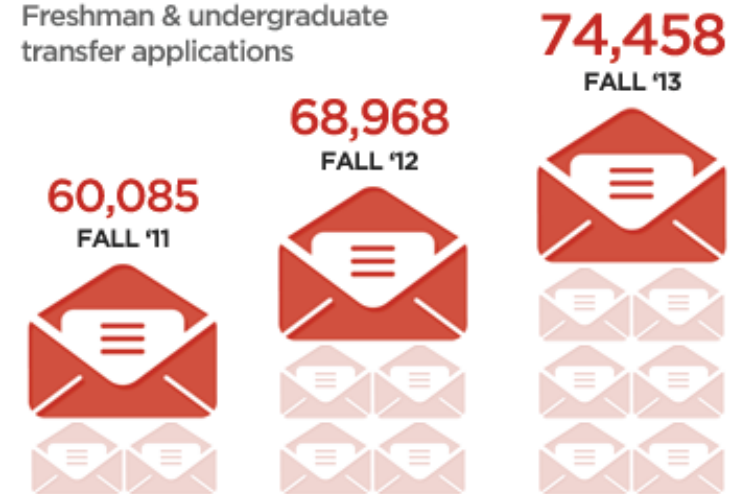
SOURCE: THE EDUCATION TRUST
TO READ MORE, SDSU.EDU/CLOSETHEGAP

Infographics



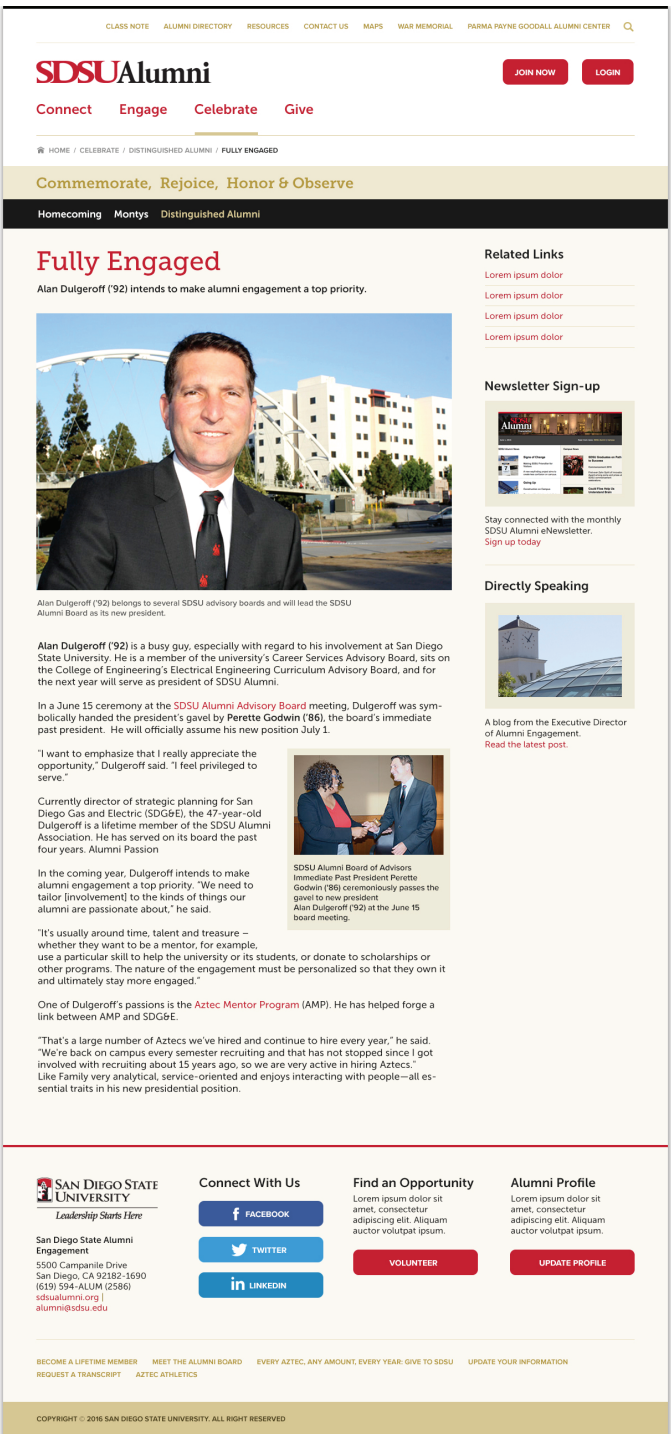
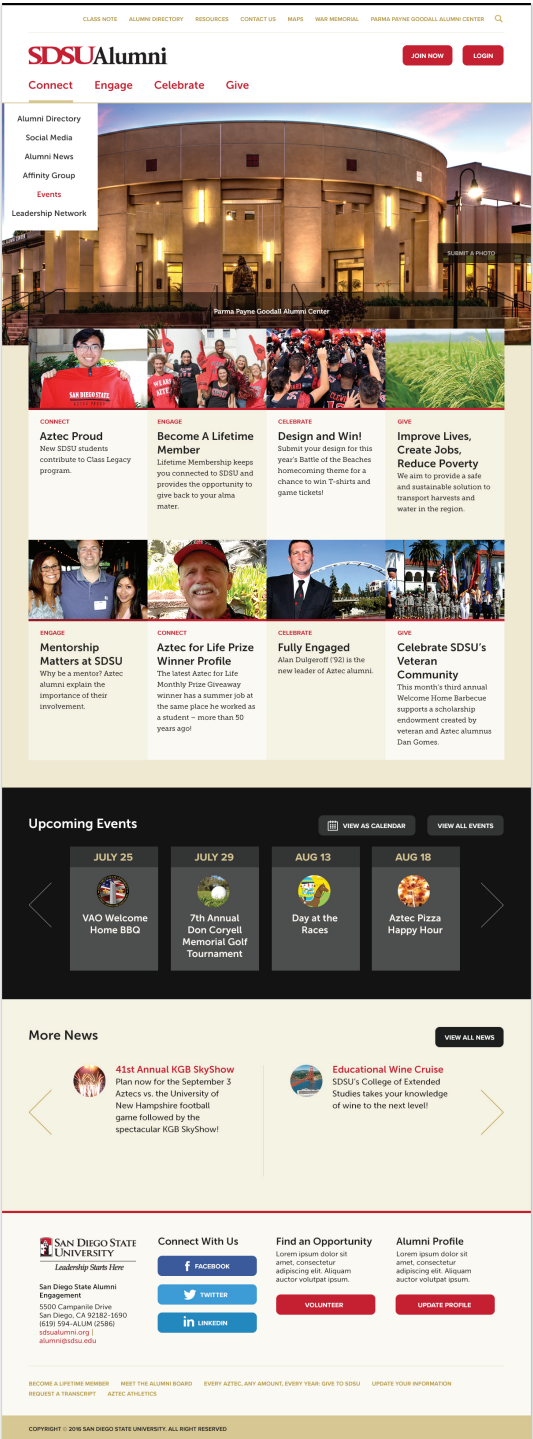
SDSU Applications

Freshman & undergraduate transfer applications

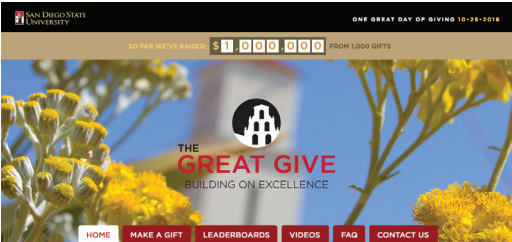


SOURCE: ANALYTICS STUDIES & INSTITUTIONAL RESEARCH

Websites

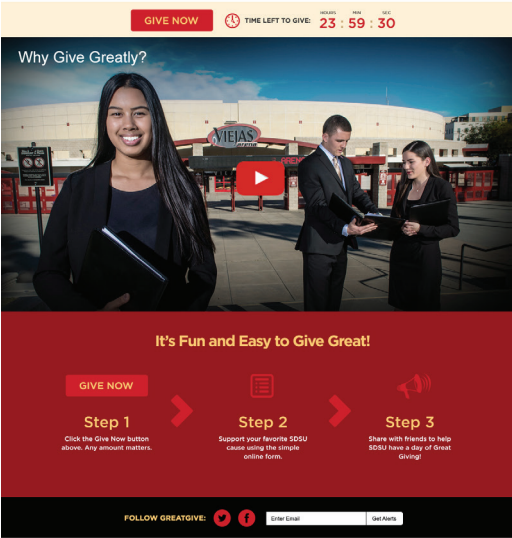


Websites

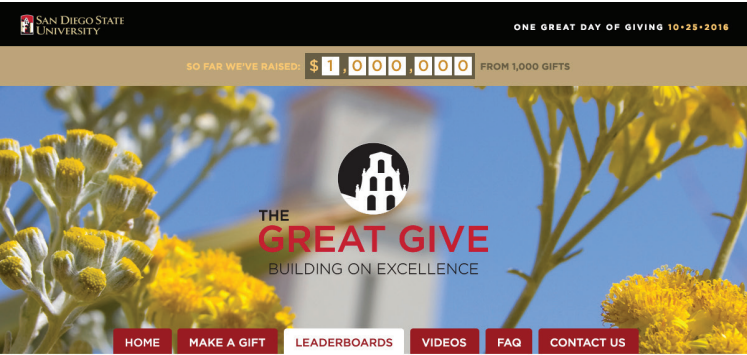
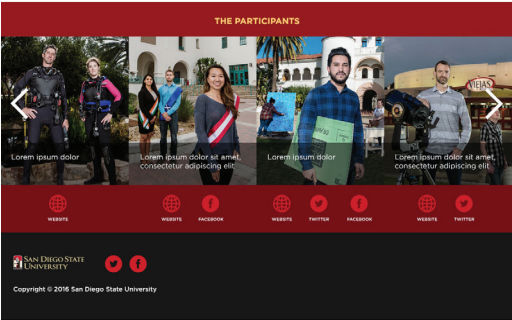


Make The Day Great!

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Social Media Feed



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The 2014 San Diego LGBT Pride Parade will take place on July 19.

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The Fray

Monday, June 9, 2014
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Morse High School Graduation

Monday, June 9, 2014
Location: Cal Coast Credit Union Open Air Theatre

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Scripps Ranch High School Graduation

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The Fray

Monday, June 9, 2014
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The Fray

Monday, June 9, 2014
Location: Cal Coast Credit Union Open Air Theatre

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Athletics News

W. Trickett Aroner in 5th in Hoptation at NCAA Champs

Baseball: Franco, Cederholm Garner All-America Honors

M. Basketball: Fisher No. 18 on ESPN.com's Top-50 Coaches List

Baseball: Gwynn and Martinez to Lead Aztec Baseball in 2015

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Russian Bombers Fly Within 50 Miles Of California Coast

San Diego County Gas Price Lowest Since April

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Research

Researchers found that humans and corals use the same protein pathway to trigger apoptosis, or cell death, meaning this pathway evolved some 500 million years ago.

Monday, June 9, 2014

Cellular Self-Destruction

A new study finds that humans and corals share a key biomechanical pathway that tells cells when to die.

By Michael Price

Story Keywords: Graduate and Research Affairs, Sciences, Graduate Students, Areas of Excellence, Biology, Botany Ecology Environment, Health, Research Sustainability, Climate Change, News Release, Leading Innovation and Discovery, Video, Home Page

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We humans climb trees, compose operas, and send rockets to the far corners of the universe. Corals, on the other hand, just kind of sway there at the bottom of the sea. It's hard to imagine a creature with seemingly less in common with humans, but a recent study by San Diego State University biologists has discovered that both species share a 500-million-year-old biomechanical pathway responsible for triggering cellular self-destruction. That might sound scary, but killing off defective cells is essential to k organism healthly.

The finding will help biologists to advance t evolution of multicellular life, conservations modern corals, and medical researchers to like cancer.

Steven Quistad, a graduate student works Rohwer, made the discovery earlier this yea leads SDSU's Viral Information Institute, one of the university's Areas of Excellence. The cross-disciplinary institute explores interactions between

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"Corals are actually much more similar to humans than we ever realized."

Conrad Prebys Aztec Student Union

Conrad Prebys gave the single largest philanthropic gift in SDSU's history. This gift will create scholarships for 150 students.

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Internal Campaign Update

May 20, 2010

Dear Colleagues,

I am pleased to report the quiet phase of San Diego State's first comprehensive campaign is well underway, and our momentum is growing. Since launching the campaign on July 1, 2007, we have raised over \$183M in philanthropic funding to support the people of SDSU – our faculty, staff and students. The breakdown of dollars raised by area thus far is as follows:

College of Arts and Letters: \$10,967,769	College of Business Administration: \$17,912,738
College of Education: \$6,143,266	College of Engineering: \$6,310,015
College of Health and Human Services: \$6,200,974	College of Professional Studies and Fine Arts: \$21,402,913
College of Sciences: \$15,973,258	Division of Undergraduate Studies: \$5,400,861
KPBS: \$49,451,508	Athletics: \$9,570,412
Library: \$7,357,066	Misc. University Initiatives: \$26,530,707

Of that \$183M, over \$60M is allocated directly to supporting our faculty through chairs, professorships, visiting lecturers, college/dean's endowments and private funding for research. In addition, our alumni and friends have answered the call to support the Fuel Potential mini-campaign launched this year to provide scholarships for SDSU students. It is heartening to share we have already surpassed our 2009-10 fiscal year goal of \$5M in scholarship support.

We are grateful to have committed alumni and friends who are making visionary gifts to support this campus. This spring has brought transformational gifts such as the naming gift for the L. Robert Payne School of Hospitality and Tourism Management (HTM), a \$4M commitment to the library from Chuck and Robin Luby, and a \$3.4M estate gift from Dwight Stanford that will be split between the College of Arts and Letters and the Payne School of HTM.

Thank you for all you do to make San Diego State such an extraordinary university. We should be proud of the discovery, scholarship and innovation that takes place on our campus each day and inspires our alumni and friends to invest in SDSU's continued excellence.

Best regards,
Mary Ruth Carleton
Vice President, University Relations and Development
CEO, The Campanile Foundation



San Diego State University

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Top stories in NewsCenter



Diversity Strong Among SDSU's Freshman Class

SDSU ranks among the top 20 universities nationwide for racial diversity.

San Diego State University freshman Karine Mendez is an example of determination. A first-generation American, Mendez is the first in her family to attend college. A 4.0 student of Mexican heritage, Mendez is also an example of the incredible diversity on the SDSU campus.

She is one of 4,089 first-time freshmen, more than half (50.5 percent) of whom come from historically underrepresented ethnic groups, up from 49.3 percent last fall and 44.9 percent in fall 2007. [Read more](#)



Alumni Center Preps for Grand Opening

With an opening scheduled in just one month, the pace of work is picking up along 55th Street.

The new Parma Payne Goodall Alumni Center is a hive of activity these days with workers swarming the facility in preparation for next month's grand opening. They're putting the finishing touches on many areas of the building and the buzz is that the facility will be ready to open by homecoming weekend. [Read more](#)



Women's Studies Launches 40th Anniversary Celebration

SDSU founded the first women's studies program in the nation.

The 1970s was a tremendous decade for social change, bringing to the fore the Civil Rights Movement, African and Chicana/Chicano Studies, the LGBTQ Stonewall revolt, environmentalism and the peace movement. Set amid these was the second wave of feminism, with both grassroots and academic/intellectual manifestations. [Read more](#)



Flu Season Preparedness and Planning

The campus is preparing for seasonal and H1N1 flu outbreaks.

With school back in session and flu season quickly approaching, SDSU is taking steps to prevent, minimize and respond to outbreaks of both seasonal and novel H1N1 (aka "swine" flu). Vaccination is the most powerful tool in preventing spread of flu. [Read more](#)



Hispanic Heritage Month Celebrates Diversity

An SDSU professor speaks on the evolution of the monthlong observance.

On Sept. 15, Hispanic Heritage Month starts a 30-day celebration of Hispanic achievements, contributions and culture. But considering the growth of the Hispanic population and increasing diversity, just how important is Hispanic Heritage Month? [Read more](#)

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SAN DIEGO STATE UNIVERSITY

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Featured Multimedia



SDSU Opens First Student Veterans Residence in the U.S.
INSIDE San Diego State: The new Veterans House is a part of SDSU's Troops to College initiative.

Stories we're working on:

Check [NewsCenter](#) often for updates

- Indoor Tanning Report Card
- Aztec for Life: Robyn Adams

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- [Weekly Farmer's Market Introduced](#)
- [A Rare Opportunity for Student Musicians](#)
- [Yale Strom Performs for UN General Assembly](#)
- [And much more!](#)

Logos



PRESIDENT'S LECTURE series

 leadership starts here

Logos



PRESIDENT'S
LECTURE
..... series

 leadership starts here

SDSU NewsCenter



LOGO OPTION 1 ()



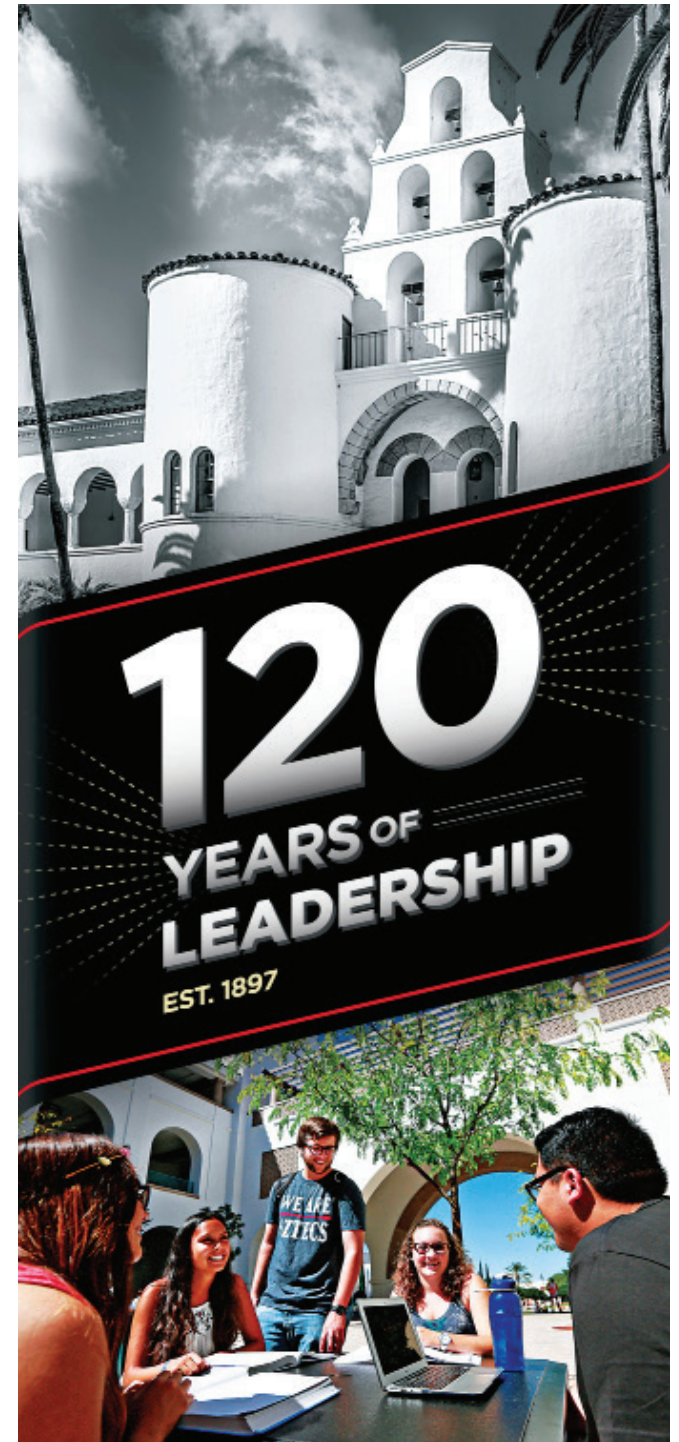
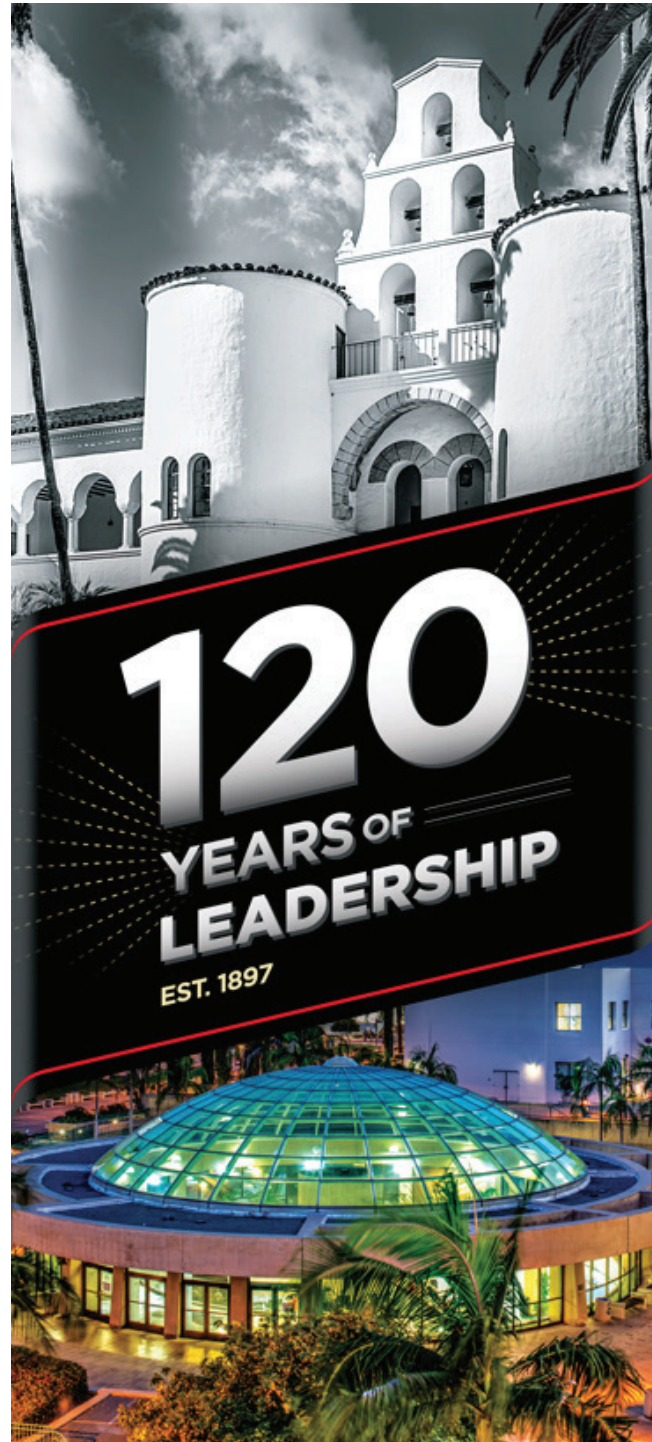
LOGO OPTION 2 (SLIGHTLY ROUNDED CORNERS)



DRAKE  CARSON
CONSTRUCTION COMPANY



Pole Banners



Print Ads



JOIN US
at the
Inauguration
of
ADELA DE LA TORRE, PH.D.

Thursday, the eleventh of April
Two thousand and nineteen

SAN DIEGO STATE UNIVERSITY
Viejas Arena
Open to the public



Learn more and RSVP
at
INAUGURATION.SDSU.EDU

Trolley Wrap

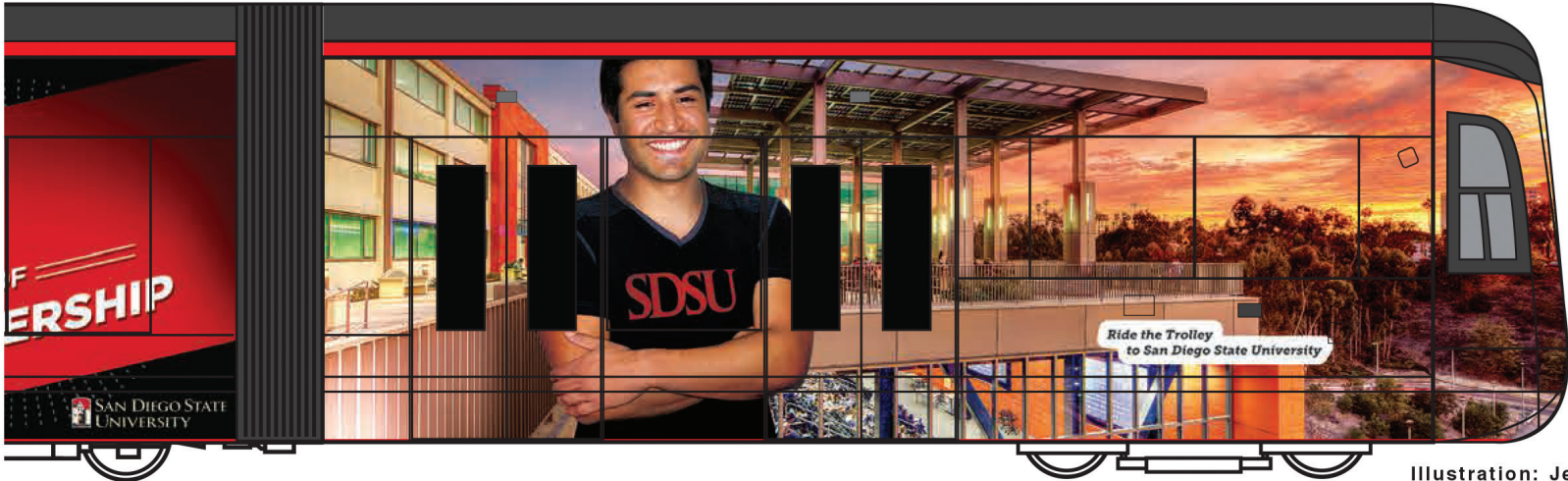
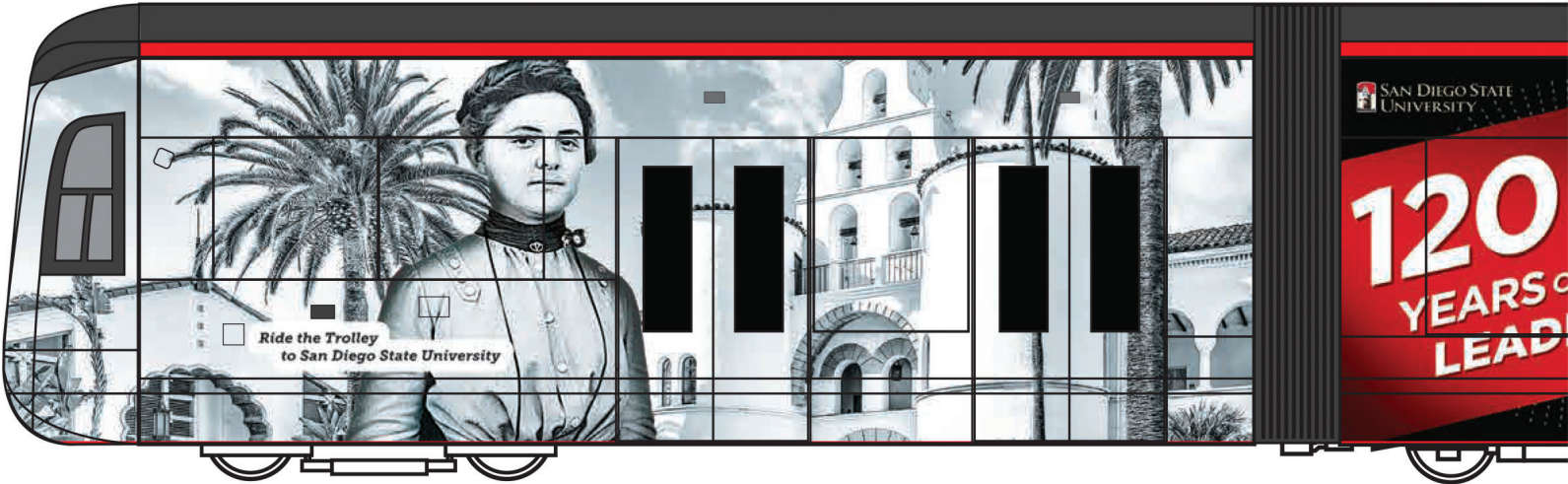


Illustration: Jeff Ernst



Print Ads



The advertisement is a full-page spread. The left page features a black and white photograph of the historic Old Mission San Diego, showing its white stucco walls, arched windows, and a bell tower. The right page features a color photograph of a modern university building at night, with a large, illuminated glass dome and a clock tower. The text is centered on the right page, with a white background for the main title and a dark grey background for the anniversary text and logo.



**SAN DIEGO STATE
UNIVERSITY**

**San Diego, your history
is our history.**

San Diego State University - powering our
region and state for 120 years.

Celebrating a dozen decades of
distinction. Visit 120years.sdsu.edu



120
YEARS OF
LEADERSHIP

Print Ads

The image is a cover for a report, featuring a dark red background with a faint, high-contrast image of a university building and palm trees. At the top left is the San Diego State University logo, which includes a shield with a building and the text 'SAN DIEGO STATE UNIVERSITY'. To its right is a large, stylized yellow and white arrow pointing right. Further right, the text 'COMMITTED TO' is in yellow, and 'SAN DIEGO' is in large, bold, white letters. In the center, the number '\$5.67' is written in large, bold, yellow font, followed by 'Billion generated' in yellow and 'in economic impact' in white. At the bottom right, the text 'San Diego State University's Annual' is in white, followed by 'Economic Impact' in large, bold, yellow letters, and 'Powers the Region' in white at the very bottom.

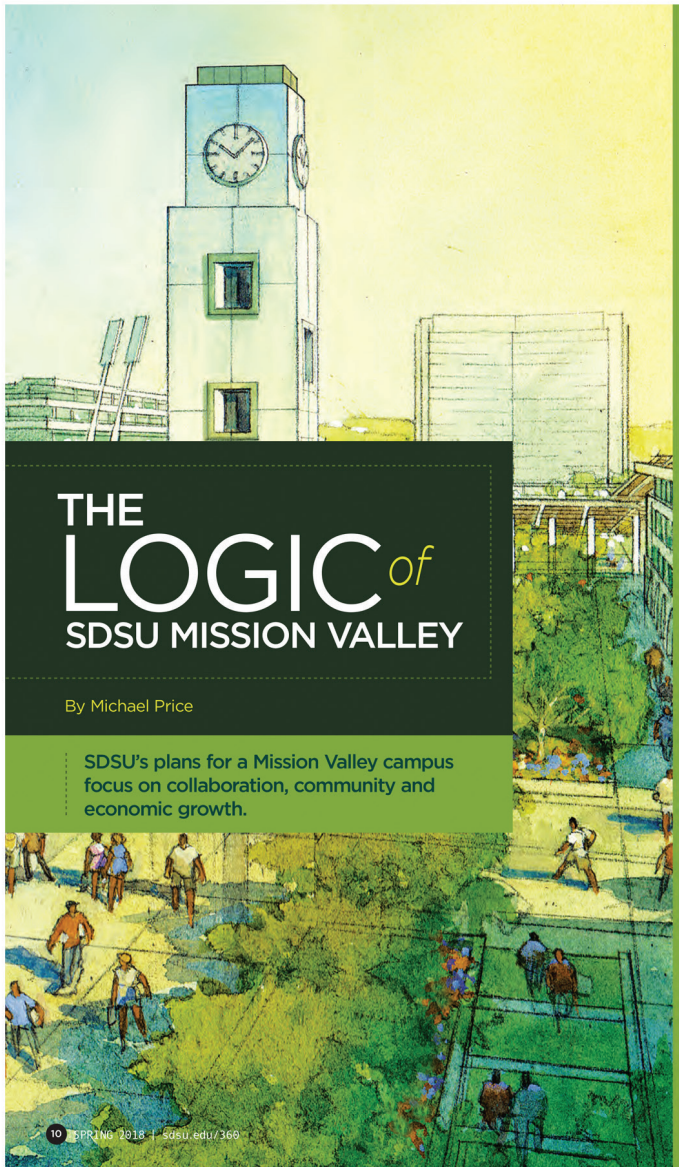

SAN DIEGO STATE
UNIVERSITY

COMMITTED TO
SAN DIEGO

\$5.67
Billion generated
in economic impact

San Diego State University's Annual
Economic Impact
Powers the Region

360 Magazine Spreads



THE LOGIC^{of} SDSU MISSION VALLEY

By Michael Price

SDSU's plans for a Mission Valley campus focus on collaboration, community and economic growth.

10 SPRING 2018 | sdsu.edu/360

WHAT YOU NEED TO KNOW ABOUT SDSU'S PLAN FOR MISSION VALLEY:

SDSU generates \$5.67 billion in annual economic activity in San Diego. A second campus in Mission Valley would increase that figure exponentially.

SDSU would purchase and develop the land without relying on taxpayer dollars or student tuition/fees. The development would be financed through public-private partnerships and/or bonds to be repaid with revenue generated from the site.

SDSU would build a multi-use stadium on the site to accommodate collegiate athletics, professional soccer and a wide variety of other events.

The SDSU plan would help renew the region's splendor by restoring the river's natural flow and creating 90 acres of open space with a river park and hiking and biking trails.

SDSU Mission Valley would include 1.6 million square feet of academic and research/innovation space to be shared between private companies and SDSU researchers.



San Diego's Mission Valley has long been a land of plenty and promise. Now, the future of the valley's bounty finds itself at a crossroads: One of the largest plots of undeveloped urban real estate in Southern California—currently occupied by SDCCU Stadium—is up for debate. If given the opportunity to purchase the land, San Diego State University aspires to build a world-class university campus, research center and stadium venue on the site.

The plans are extensive, but SDSU has never lacked ambition. During its 121-year history—including 87 years on Montezuma Mesa—SDSU evolved from a training school for teachers into a nationally ranked university offering joint doctoral degrees, rigorous academic programming and transformative opportunities to study abroad and develop entrepreneurial skills.

Throughout that time, the university also forged a personal and financial synergy with San Diego—personal because more than 200,000 SDSU alumni live in San Diego County, and financial because SDSU generates \$5.67 billion in annual economic activity for the region, according to an independent study released last year.

"We have contributed a lot to San Diego over the years, but we've only skimmed the surface of what's possible," said Stephen Welter, SDSU's vice president for research and dean of Graduate Affairs.

Space race

In order to make what's possible a reality, the university needs more space. SDSU's 288-acre campus is landlocked with a freeway to the north and suburban neighborhoods built up to the campus borders on the south, east and west. The shortage of classroom, lab, office and meeting space is evident, given SDSU's enrollment of 30,000 undergraduate students and 4,000 graduate students.

SDSU envisions the Mission Valley site as a vibrant, mixed-use, medium-density development that is transit-oriented, and expands the university's educational, research, entrepreneurial, and technology transfer programs.

The development would feature a river park and additional open-space areas; a multi-use sports stadium for football, professional soccer and entertainment events; student, faculty and staff housing as well as affordable and market-rate housing for the community; a research and innovation hub linking private industry partners with academic goals; and retail stores to serve the campus and neighborhood.

A conference center hotel is also part of the plan to accommodate campus visitors and train students in SDSU's L. Robert Payne School of Hospitality and Tourism Management.

SDSU's satellite campus on the Mission Valley site would include 1.6 million square feet of academic and innovative space located adjacent to the stadium to create an incubator-like feel and provide modern facilities for researchers. Faculty/staff office space, interdisciplinary research labs and community clinics staffed by SDSU graduate students and researchers are also envisioned.

Detailed plans for the Mission Valley site are intentionally flexible as the university actively seeks community input to ensure its plan is consistent with the objectives of the Mission Valley Community Plan and considerate of the city's goals.

“We have contributed a lot to San Diego over the years, but we've only skimmed the surface of what's possible.”

Samples from the URaD Report to the President

Background on University Relations and Development and The Campanile Foundation

Section 2.2: The Campaign for SDSU

Total Raised
\$815,169,836

We're feelin' the Aztec Pride. San Diego State University's first comprehensive campaign has raised \$800 million to support students, faculty and academic programming.

- **Scholarship Endowments:** \$152,375,560
- **Athletic Endowments:** \$18,877,848
- **Research Endowments:** \$8,038,135
- **Endowed Faculty Chairs:** \$12,168,890
- **Honors college Endowments:** \$11,274,787
- **Current University Endowment:** \$286,589,855


TOTAL GIFTS
211,234


TOTAL DONORS
74,135


FIRST TIME DONORS
53,196


LEGACY GIFTS
\$225 million

For Now... and the Future

Exceeding our campaign goal is a collaborative achievement shared by tens of thousands of Aztec donors across the country. Some gave to support our current students, faculty and programs. Others made financial commitments that have increased SDSU's endowment to \$286 million for continued growth and development. Endowed programs are vital to support future students, who will trust SDSU to provide them with a solid educational foundation.


MILLION DOLLAR GIFTS
140


ALUMNI GIVING
\$302 million


FACULTY / STAFF GIVING
\$88 million


TOTAL GIVING TO SCHOLARSHIPS
\$190 million

Background on University Relations and Development and The Campanile Foundation

Section 2.3: Background By Department

Development

Responsible for ensuring SDSU is the priority beneficiary of philanthropic support from alumni, students, friends, foundations and corporations. In addition, Development builds and implements a comprehensive plan to increase assets gifted to the university.




Partnerships
Development team working in partnership with deans in each of the Colleges and the VP, Student Services


Regional
Regional program is reaching donors and prospective donors in Orange County, the Bay Area, Los Angeles, Seattle, Denver, Dallas, Fort Worth and New York

Samples from the URaD Report to the President

Marketing and Communications

Responsible for serving as the official voice of San Diego State University (SDSU) to key audiences and the news media worldwide, MarComm works to elevate the university's reputation by promoting its rich traditions and the accomplishments of its faculty, students, and alumni through integrated branding, marketing and targeted communications. MarComm develops and oversees content for the university's main web pages, SDSU NewsCenter, social media channels, video productions, and 360: The Magazine of San Diego State University. MarComm manages presidential communication; internal communication to faculty, students, and staff; and external communication to the greater campus community and the general public. MarComm is responsible for protecting and managing the SDSU brand through web and brand style guidelines along with graphic design services. MarComm leads the planning, coordination, and implementation of integrated marketing and communication strategies that support the mission of SDSU.



Analytics

Drives an average of 600,000+ annual SDSU NewsCenter pageviews, 27,000 annual media clips and more than 100,000 annual video views



360 Magazine

has a circulation of 60,000 and publishes three issues per year



Social Media

reach of 240,000+ followers across all platforms combined

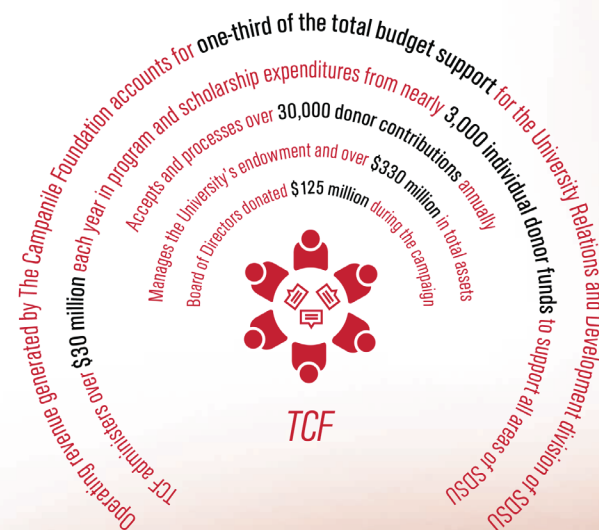


In the Community

Facilitates community relations, including an annual average of 450 community member visits to campus and 150 significant off-campus community interactions

The Campanile Foundation

The Campanile Foundation (TCF) was incorporated in 1999 as a tax-exempt 501(c)(3) non-profit organization. TCF serves as the official philanthropic auxiliary of SDSU and its purpose is to accept and process all private donations to the university, manage and invest those funds, and then distribute those funds to support a wide range of scholarship and program needs across the university. This philanthropic auxiliary structure is a necessity in order to supplement the University Relations and Development (URAD) division of SDSU as State of California funding decreases. Many universities follow this auxiliary supported model. TCF is governed by an independent Board of Directors totaling around 35 individuals who are pillars of the San Diego business and philanthropic community. As of June 30, 2017 TCF had total assets of \$332 Million.



Samples from the URaD Report to the President

Planned Giving

Responsible for discovering and recognizing legacy gifts to SDSU and serving as a resource on legacy and charitable gift planning to donors, prospects, faculty, staff, professional advisors and the community. Furthermore, Planned Giving provides continuing education on legacy planning including topics such as estate planning, bequests, charitable trusts, charitable gift annuities, insurance and retirement accounts by providing the best options in charitable planning.



Donor Relations

Responsible for ensuring donor satisfaction and retention. Donor Relations reinforces donor behaviors by thanking donors for gifts in an appropriate and timely manner; recognizing a donor's generosity and relationship with SDSU appropriately; stewarding the donor's gift by ensuring proper gift fund oversight and by sharing the impact of their giving; and stewarding the relationship between the donor and SDSU by providing appropriate and consistent touchpoints.

