

## CHAPTER SEVEN

### UNIVERSITY ADVANCEMENT

#### 700 ADMINISTRATIVE ORGANIZATION

##### 700.1 Organizational Structure

University Advancement's organization structure and department descriptions are available on its Cal Poly home page located at <http://giving.calpoly.edu>.

##### 700.2 General Functions

University Advancement establishes and implements an overall advancement program for Cal Poly, including coordinating fundraising, communications, government and community relations, marketing, and alumni programs. University Advancement staff may be located in a central services office or within Cal Poly's divisions and colleges. Advancement professionals support the following functions:

- a. Fundraising solicitation planning and collaboration
- b. Prospect identification, qualification and research
- c. Gift recording and administration
- d. Donor recognition
- e. Donor management and relations
- f. Corporate and foundation relations
- g. Marketing and communications
- h. Alumni programs and relations
- i. Alumni and fundraising events
- j. Database management and report generation on alumni, parents, friends, corporations and foundations
- k. Advancement training and support - Campuswide
- l. Trust and endowment management
- m. Cal Poly Foundation support and administration
- n. Establish and support annual, program, and campaign goals
- o. Government and community relations

#### **References for CAP 700:**

1. Date approved by the President: May 15, 2013
2. Effective Date: May 15, 2013
3. Responsible Department/Office: Vice President for University Advancement
4. Revision History: Not applicable.

5. Related University Policies, Procedures, Manuals and/or Documents:
  - a. University Advancement Policies and Procedures <http://giving.calpoly.edu>.
  - b. CSU Executive Order 676: Delegation of Gift Evaluation and Acceptance to Campuses, [www.calstate.edu/eo/EO-676.pdf](http://www.calstate.edu/eo/EO-676.pdf).
6. Laws, Regulations and/or Codes of practice referred to herein or related to this policy:
  - a. California Education Code Section 89720, authorizing acceptance of donations that advance the mission and purpose of CSU, <http://www.leginfo.ca.gov>.