



External Relations Initiatives

FY14

YOUR INVESTMENT. MADE REAL.
CLAYTON STATE UNIVERSITY



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

	FY13*	FY14**	% Difference
Annual	\$88,790	\$114,801	29.3%
Endowed	\$80,792	\$58,455	(27.6%)
TOTAL	\$169,582	\$173,256	2.2%

*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!