



SAN DIEGO STATE UNIVERSITY

Leadership Starts Here

CBA Leadership Collaborative



**SAN DIEGO STATE
UNIVERSITY**

College of Business Administration
Leadership for the Global Marketplace

“The Business of Education”

CBA Strategic Plan Overview

STRATEGIC VISION: Educational Backbone of San Diego Business

MISSION: Excellence in Business Education

GOAL: Collaboration with Alumni and Corporate Partners

OBJECTIVES: Consensus, Coordination Between Departments

Integrate CBA and Strategic Partnerships

Prepare Student Career Development with Internships

Enhance Recruiting of Faculty, Staff and Students

Advance Programs, Facilities, Scholarships and Endowments

Develop EMBA, Research Grants and Incubator Program

Establish Alliances with Local and National Corporations

Re-Position “Donor Gifts” to Tangible “Business Benefits”

Shift From Donor Tax Benefits to Corporate Marketing Budgets

Sell Membership Interests in “Leadership Collaborative”

The Collaborative Licenses Membership Packages

Packages Include SDSU Recognition and Participation Benefits

Benefits Include Naming Rights Throughout CBA, SDSU Events

Naming Rights Discreetly Displayed Throughout CBA and SDSU

CBA Departments and Centers Allocated Membership Interest

Ten Verticals @ Three Levels of Membership Participation

100 Targeted Prospects Within Each Business Segment

\$27,500,000 @ 10 Years SDSU CBA Capital Plan

90% Revenue For CBA Facility Remodel/Retrofit

10% Revenue Contribution to SDSU Events and Programs

Identify, Qualify and Prioritize Collaborative Members

Engage 100% Students, Graduates, Alumni, Centers and Schools

Creative Strategies to Broaden and Deepen Revenue Base

Develop Highly Tangible Membership Benefits

Provide Member Referral and Cross-Marketing Opportunities

Departments, Career Planning Center, Endowed Professorships

Incubator Funding, Mentorship, ROI Opportunity

Increased Internships and Expanded Alumni Participation

Benefits for Affinity Network Participation

Funding for Grants, Scholarships and Research Funding

Allocation for Cross-Sale of SDSU Athletic and Arts Programs

Collaborative Member Benefits

Naming Rights Based on Level of Membership Participation

Access to SDSU Channels for Sponsorship and Advertising

Featured “Collaborator-of-the-Month” Events

Election to Advisory Board Membership

Strategic, Educational and Consensus-Building Retreats

SDSU Facilities for Hosting Member Events

Collaborative Member Benefits

Executive Town Halls, Collaborative Round Tables

Executives in Residence / Lecture Series

Access and Build CBA Educational Video Archive

Discreet Promotional Opportunities

VIP Multiple Event Participation / Team Travel

Tangible Advertising Benefits To SDSU Demographics

CBA As “Across-The-Enterprise” SDSU Resource

National Corporations Require World Class Educational Amenities

Four Stories 34,500 Square Foot “Foot Print”

Phased Remodel Costs Approximately \$175/sq. ft.*

138,500 Square Feet @ \$175 = \$24,150,000

**Blended Rate for Remodeling vs. Re-Purposing*

CBA Leadership Collaboration

3 Levels in 10 SEGMENTS

10 Year License Agreements

LEVEL	Healthcare	Financiar	Legal	Accounting	Technology	Hospitality	Foundation	Real Estate	Transport	Insurance	Total
Platinum 1	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	10,000,000
Gold 1	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	5,000,000
Gold 2	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	5,000,000
Silver 1	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	2,500,000
Silver 2	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	2,500,000
Silver 3	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	2,500,000
Match	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000	27,500,000

CBA Leadership Collaborative

Action Plans and Timelines

Scheduled Tasks	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	July	Aug.
Establish CBA Refurbishment Costs and Timeline												
Prioritize Collaborative Benefits												
Finalize Collaborative Levels and Segments												
Confirm Pricing of 3 Levels of Collaboration												
Determine Benefit Costs/Budget												
Address Legal Entity of Collaborative												
Develop Contractual Template												
Incubator Formula Calculation												
Fund allocation within University												
Tracking/Management System												
Share Prospects/Leads Internally												
Re-License Licensed Products												
Internal Consensus												
Budget/ROI Approval Process												
Staffing/Training												
Targeting/Direct Mail/Save-The-Date												
Collateral Materials/Articles/Testimonials												
SDSU Web site Social Media												
Media/Public Relations Announcement												
Launch Program												



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INTEGRATED GROWTH STRATEGIES

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