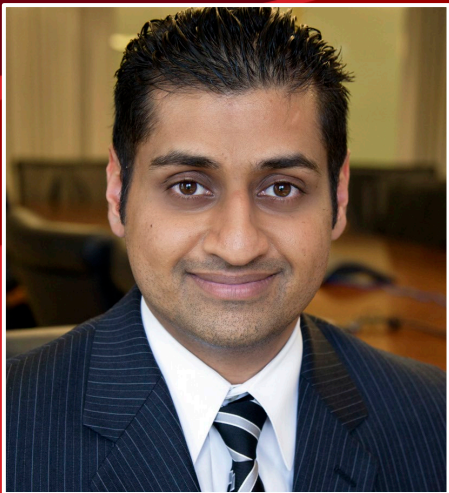




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OPTIMIZATION OF CAMPUS RESOURCES TASK FORCE

CO-CHAIR



A.J. Nagaraj

Assistant Vice President for
Advancement Strategy

CO-CHAIR



Van Sullivan

Executive Director,
Faculty Student Association

MODERATOR



Rose Martinelli

Vice President for
Strategic Initiatives

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OPTIMIZATION OF CAMPUS RESOURCES TASK FORCE MISSION

Achieving Financial Sustainability

INFORMATION

stonybrook.edu/financial-sustainability

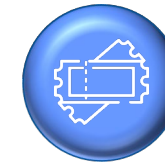
CO-CHAIRS

A.J. Nagaraj

Van Sullivan

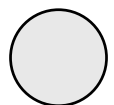
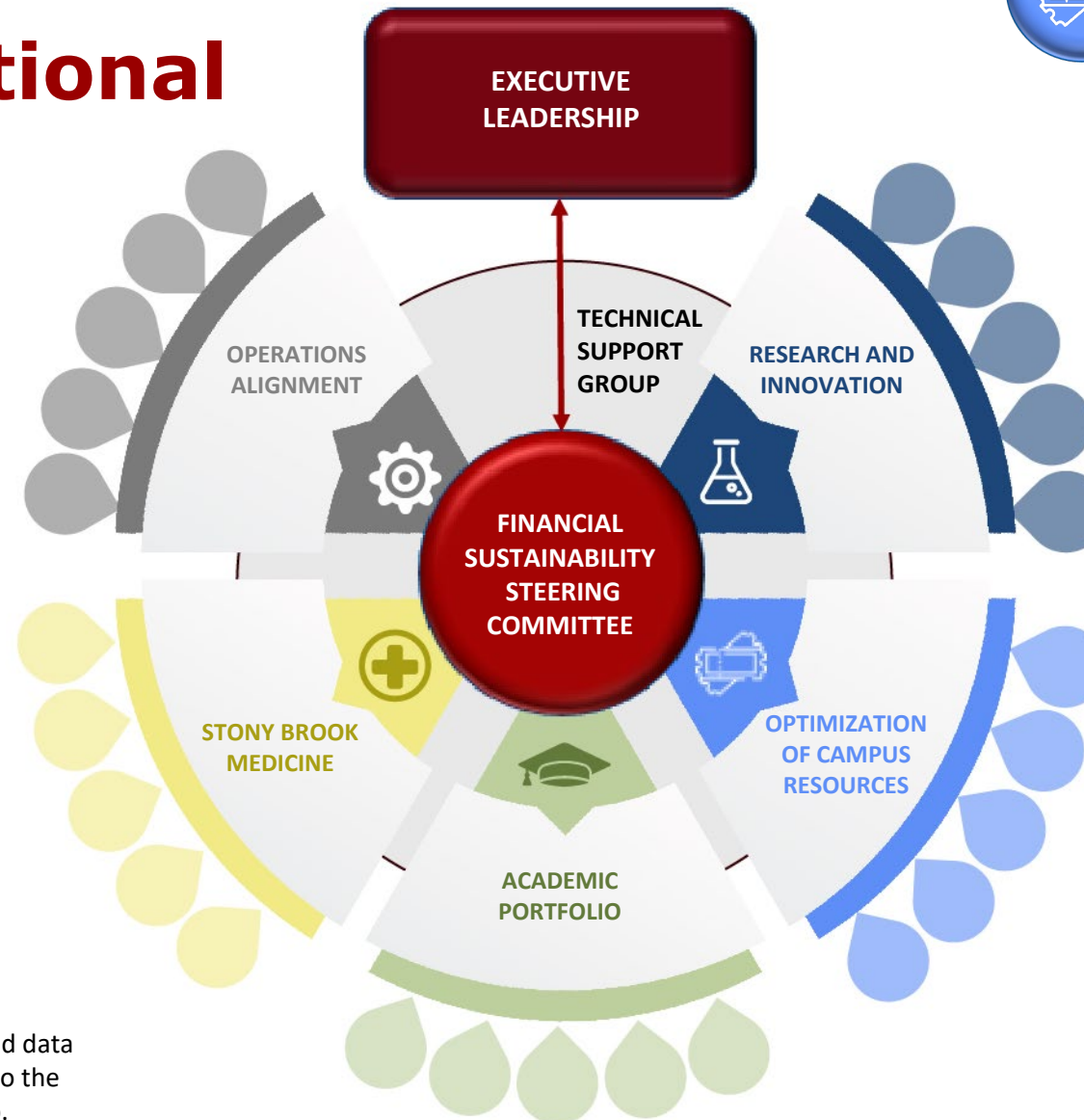
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SBI Organizational Chart



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**TECHNICAL
SUPPORT
GROUP**

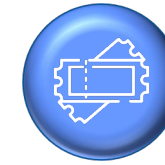
Staff members from Finance, Budget, IT and data experts will provide resources and advice to the task forces, working groups and leadership.



**PROJECT
MANAGEMENT
SUPPORT**

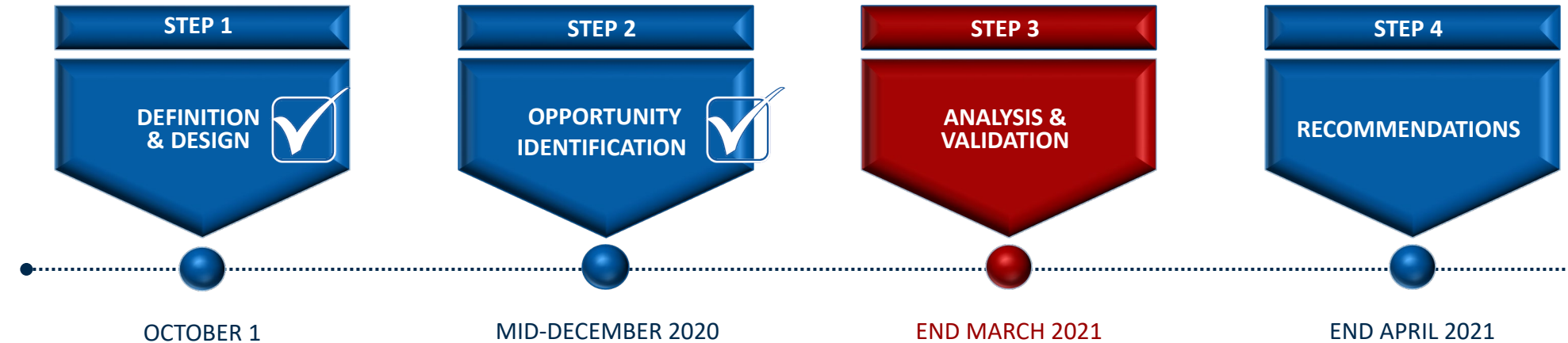
Each task force will have a project liaison to support coordination, note taking and other project activities.

Project Timeline



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INDIVIDUAL TASK FORCE RESPONSIBILITIES

1. Define and finalize scope
2. Form working groups as needed
3. Define information needs
4. Establish project plan

1. Engagement—listening sessions, surveys, etc.
2. Group working sessions
3. Initial opportunity prioritization

1. Cost savings/revenue enhancement
2. Cost/benefit analysis
3. Risk assessment
4. Final opportunity prioritization

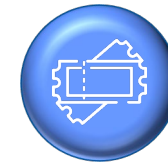
1. Desired actions
2. Implementation timeline
3. Metrics
4. Project plan

While this process will ultimately deliver strategic recommendations to improve our financial position in the long term, it allows for short-term opportunities to be implemented more quickly.

ONGOING TASK FORCE COORDINATION WITH FINANCIAL SUSTAINABILITY STEERING COMMITTEE

1. Ensuring strategic alignment
2. Leveraging collaboration opportunities
3. Coordinating support from technical support group
4. Providing regular updates to SBU community on status

Scope

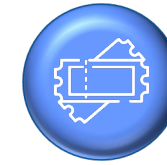


OPTIMIZATION OF CAMPUS RESOURCES

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The Optimization of Campus Resources Task Force is exploring mission-aligned ways to generate new revenues through campus space utilization and sponsorship partnerships. Additionally, it will identify opportunities to scale support and resources in a manner reflective of the contributions made by a wide array of cultural and athletic programs that support intellectual enrichment, student engagement and public awareness.

Who Is Involved – TF Members



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Task Force Co-Chairs

- **A.J. Nagaraj**
AVP for Advancement Strategy
- **Van Sullivan**
Executive Director, Faculty
Student Association

Task Force PMO

- **Joan Dickinson**
Director, Community Relations

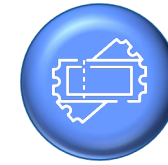
Technical Support Group Representatives

- **Nick Candela** Director of
Financial Planning & Analysis
- **Peter Santella**
Associate VP, FP&A

Members

- **John Alessio** Director, Facilities and Services, Campus Operations and Maintenance
- **Jeffrey Barnett** Interim Associate Dean of Students, Student Affairs
- **Ahmed Belazi** Director of Strategic Analytics and Technologies, Student Affairs
- **Rob Emmerich** Deputy Director of Athletics
- **Jennifer Filasky** Director, Advancement Events
- **Diana Hannan** Executive Director of Conferences and Special Events
- **Helen Harrison** Director, Pollock-Krasner House and Study Center
- **Keri Hollander** Director, Office of Computer Services, School of Nursing
- **Alan Inkles** Director, Staller Center for the Arts
- **Michele Lake** Planning and Design Project Manager, Capital Planning
- **Sara Lehmann** Asst. Director, Acct. for Reporting and Expenses, Accounting Services
- **Laura Lyons** Facilities Liaison, Stony Brook Southampton
- **Sr. Sanaa Nadim** Chaplain, Interfaith Center
- **Kristen Nyitray** Director of Special Collections and Univ. Archives, Libraries
- **Chris Paparo** Marine Sciences Center Manager, School of Marine and Atmospheric Sciences
- **Phil Setzer** Professor of Violin and Founding Member, Emerson String Quartet, Music Dept.
- **Katie Stockhammer** Financial Director, Staller Center for the Arts
- **Justin Stolarik** Director, Athletic Bands, Student Affairs
- **Marie Turchiano** Interim Director, Hawrys Campus Recreation & Wellness Center, Student Affairs

Who Is Involved — Experts



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Subject Matter Experts

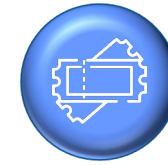
- **Alan DeVries** Director of Housing Services
- **Rob Emmerich** Deputy Director of Athletics
- **Teresa Flannery** Interim Vice President for Marketing and Communications
- **Lyle Gomes** Vice President for Finance and Chief Budget Officer
- **Shawn Heilbron** Director of Athletics
- **Robert Reeves** Associate Provost, Southampton Graduate Arts Campus
- **John Sparano** Director of Residential Operations
- **Tara Stenzel-Fleming** Director, Corporate and Foundation Relations



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What We Have Learned

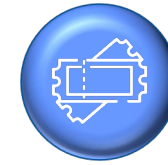


OPTIMIZATION OF CAMPUS RESOURCES

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1. While a few individual areas of the campus have successfully generated sponsorship revenues, an **opportunity exists in a unified approach to appropriate partnerships** with local and national businesses.
2. There is significant opportunity to **more fully utilize campus spaces** (e.g., meeting venues, recreation fields, Southampton facilities) during off hours and in the summer to generate new revenues.
3. There is an **insufficient understanding of the measurable impact that specific cultural and athletics** programs and events have on institutional goals. In addition to solving this challenge, there is also an opportunity to increase participation in these events and programs, thus increasing their influence on campus life.

Opportunities



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Generating New Revenues Through Sponsorships and Branding Partnerships

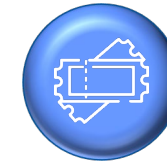
- **Consult best-in-class higher ed institutions** on creation of new function/process.
- Conduct cost-benefit analysis on SBU-managed vs. outsourced **partnership development**.
- Explore relationship between sponsorships and other **SBU corporate engagement efforts** (e.g., student recruitment partners, corporate prof. educ., research partnerships)
- Consider **revenue sharing models** that balance incenting divisions/areas to participate in partnership opportunities and ensuring central function's net revenues are optimized.
- Solicit **student and community feedback** on brand and industry preferences to inform partner selection and better understand and prepare for likely reaction to increased sponsorships.



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Opportunities (continued)



OPTIMIZATION OF
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Generating New Revenues Through Facilities and Programs

Conference Services and Events Structure

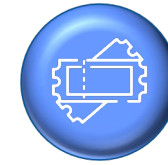
Support the establishment of a comprehensive Conferences Services and Events Department that makes full use of our wide array of facilities, generates additional revenue and supports the campus mission.

- Established working group to propose CSE structure based on C&U best practices
- Support provided by shared working group with Operations Alignment Task Force
- Completed comprehensive space asset inventory; next steps include rates and services assessment.

Use of Facilities — Revenue Enhancement

- Near-term sample priorities: E-sports, Arena and Stadium rental for H.S. graduations, ITK Studio rental
- Working group formed to document summer programs/services and assess opportunity landscape
- Additional ideas being studied for quick implementation include: Summer Bay Exploration, OLLI, outdoor markets

Opportunities (continued 2)



OPTIMIZATION OF
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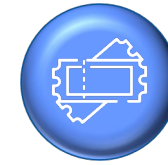
Optimizing Revenue and Scaling Resources in Cultural and Athletic Programs and Events

Create scaling and assessment methodology

Establish standardized and collaborative tool to scale support and resources in a manner reflective of the contributions made by a wide array of cultural and athletics programs and events.

- Request academic and campus expertise in program assessment, success metrics and social impact KPIs to inform methodology.
- Utilize EAB implementation model of transparency, data, success, stakeholders and sustainability.

Opportunities (continued 3)



OPTIMIZATION OF
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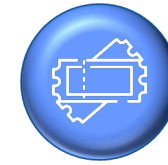
Optimizing Revenue and Scaling Resources in Cultural and Athletic Programs and Events

Optimize Current Programs

Broadly review campus programs to maximize exposure to athletic and cultural programming, encourage attendance and engage the community.

- Assess SBU constituencies and develop data-driven marketing plan at the level of event calendar, exploring CRM and existing technologies.
- Create master events calendar at a senior level that optimizes event scheduling and generates the basis for tactical planning; suggest overt campus strategies to increase participation and attendance.
- Research expense optimization through shared use of programmatic resources.

What's Next?



OPTIMIZATION OF
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The Road Map to April

A total of seven proposed working groups will continue work on our major priorities, with recommendations and deliverables ultimately shared with the steering committee.

- External clients
- Sponsorships and branding partnerships
- Conference services and events
- Resource assessment and scaling model development
- Market research and optimization
- Summer initiatives and events
- Near-term projects to be implemented in the COVID era

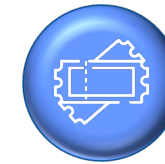
Engagement Opportunities

Many of you completed the campus-wide survey. Thank you!

If you have specific suggestions for the task force, please contact:

aj.nagaraj@stonybrook.edu or van.sullivan@stonybrook.edu

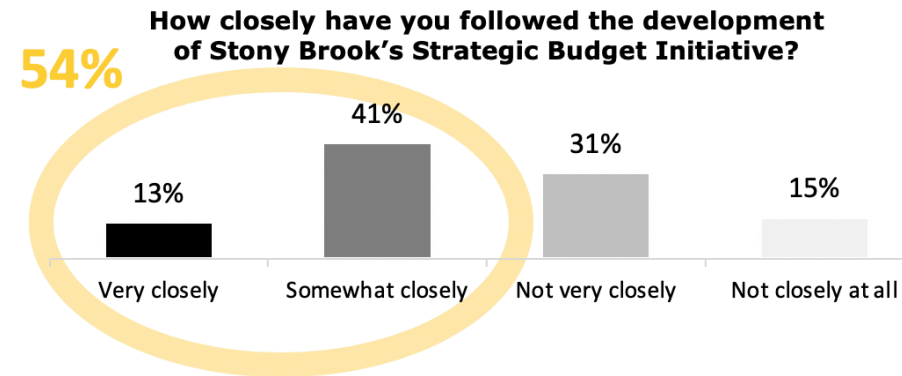
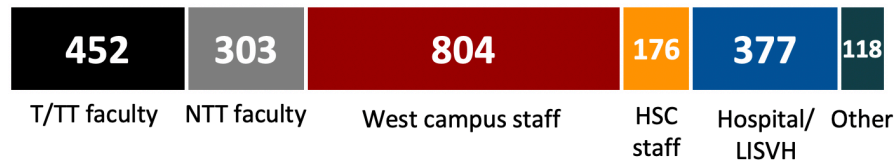
Survey Update



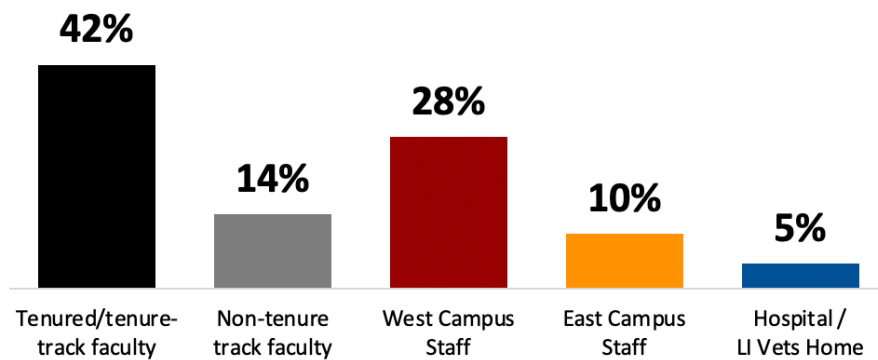
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2,230 Respondents



Overall Response Rate: 13%



How are you getting information about SBU's budget?





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Q&A

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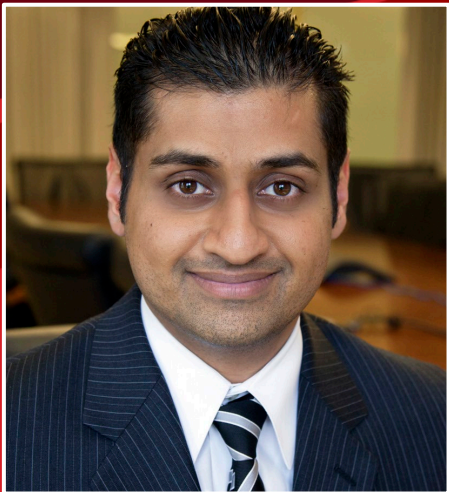


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Thank you for joining us.

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