

## Message from the Vice President



When I joined the College in August of 2015, I was immediately impressed by the dedication of our students, the scholarship of our faculty, the caring of our alumni and friends, and the quality of the staff and administrative leadership.

As we launched our 60th Anniversary at Commencement this June, the Division of Institutional Advancement and External Affairs will proudly help to celebrate our legacy of institution and place, culminating with an Island-wide International Festival fall 2017.

We welcome the Office of Scholarships and Fellowships to the Division, especially Michele Galati as Scholarship Advisor. This move will help us to steward our donors and build relationships with future alumni.

We will focus on the future of philanthropic support for our students and faculty; increase the engagement of our constituencies, especially our alumni; raise the profile of the College by implementing an integrated marketing communications strategy across print, Web, and social channels; and strengthen the Board of the CSI Foundation to embrace 21st-century philosophies.

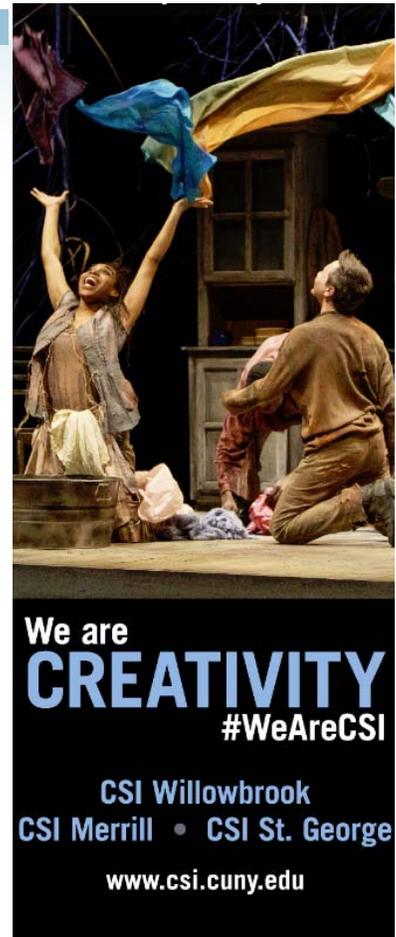
—Khatmeh Osseiran-Hanna  
Vice President, Institutional Advancement and External Affairs  
Executive Director, CSI Foundation, Inc.

## CSI Foundation News



The CSI Foundation Board of Directors has appointed **Richard Marin**, a 40-year finance industry executive and currently the President and CEO of The New York Wheel, L.L.C. Marin was appointed by the Board Development Committee, chaired by Patrick McDermott.

Marin is also Chairman of the Johnson School's Advisory Council and serves on the advisory boards of the Cayuga MBA Fund, the Parker Center for Investment Research, the Big Red Venture Fund, and the Cornell Financial Engineering Center.



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## Annual Giving Update

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To increase the amount of alumni giving, **Jennifer Lynch**, Associate Director of Annual Giving coordinates various campaign efforts throughout the fiscal year. Funds support the College's greatest needs such as faculty and student research and technology upgrades.

The recent "Dean's Appeal" targeted alumni by their particular area of study.

Past initiatives include the "President's Appeal," "Giving Tuesday," the "Make an Impact" campaign, and an "End of Calendar Year Appeal."

Lynch stressed that donation recognition is truly

paramount. "It's not just about asking; it's about stewardship and cultivating. If all alumni donated just a small amount, it would transform the College," urged Lynch. "Our alumni are family, and this is about family helping family."



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## Welcome to the Division!

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**Lynne Curbelo '98** started as a Foundation Finance Budget Specialist in January 2016. Before joining CSI, Curbelo was a Controller with a beverage distribution company on Staten Island and a Senior Accountant with Staten Island University Hospital. Current responsibilities at CSI include preparing quarterly financial statements, investment allocation schedules, and project activity reports for the Foundation.

**Jean Ford** began as a CUNY Office Assistant for the Division in December 2015. Ford worked as a copy and production editor in publishing earlier in her career, and, more recently, as a College Assistant in the Department of Mathematics and a CUNY Office Assistant in the School of Business at Brooklyn College. Ford provides administrative support for the Vice President for Institutional Advancement.

**Michele Galati '98** transitioned from the Career and Scholarship Center to the Division in May 2016, maintaining her role as Fellowship and Scholarship Advisor. Galati previously served as an academic advisor in the Center for Advising and Academic Success. Her primary tasks include recruiting and advising students for external scholarship opportunities, including the most prestigious in the nation.

**Sara Paul '03** began as the new CSI Today Content Manager in January 2016. She has worked at CSI for more than 12 years as an Adjunct Professor in the Department of English and has also assisted students with disabilities at the Center for Student Accessibility. Ms. Paul reports on College news for CSI Today and works on various other special projects for the Office.

# Communications and Marketing



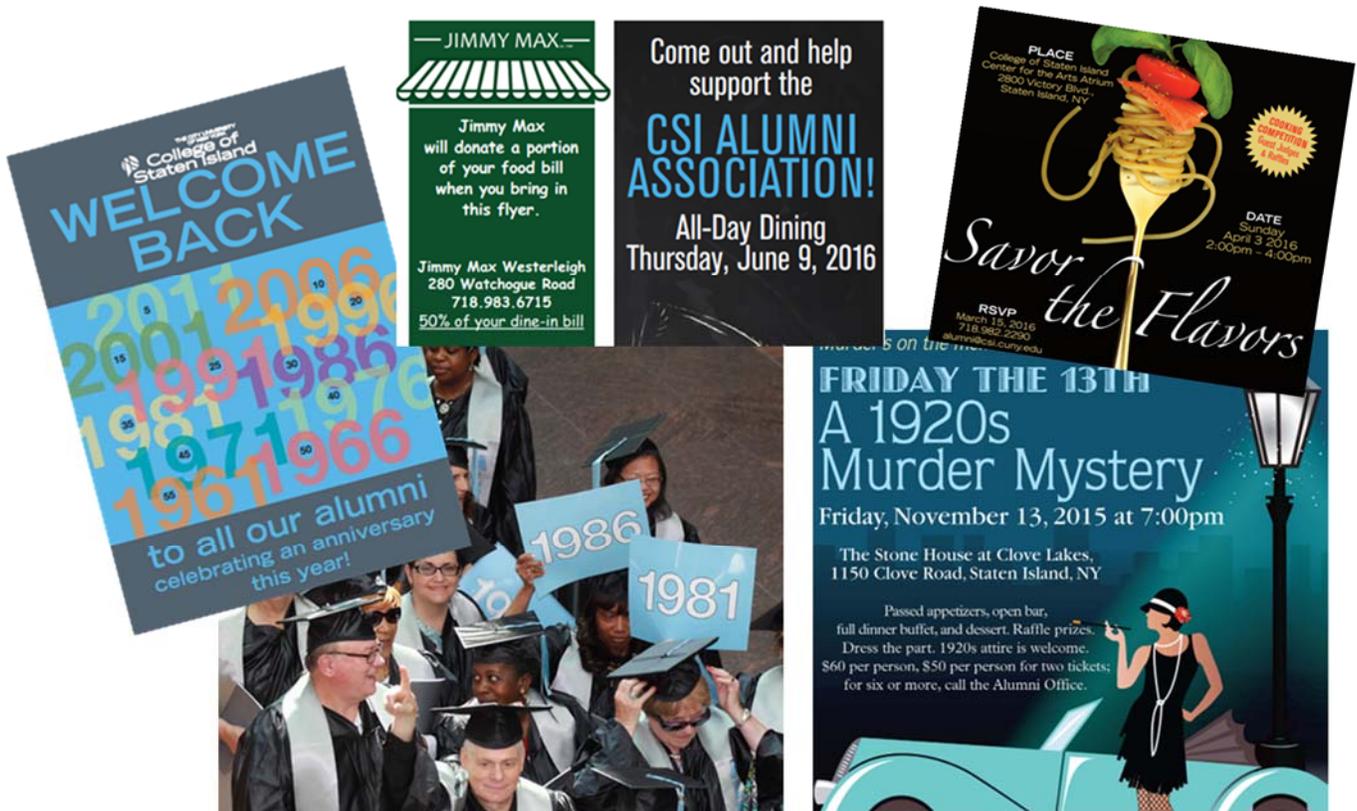
The power of marketing communications was galvanized when the Office of Communications and Marketing led the charge with the 2015 BOGO Summer Session campaign. Through investment in strategic messaging channels, enrollment doubled.

Building upon these successes, the Office has launched the CSI St. George integrated marketing campaign in collaboration with Enrollment Services. Leveraging motion graphic advertising with facility signage, social media channels, and direct mail, the **"We are..."** campaign is reinforcing the emotional connections that help drive student transformation and institutional positioning.

The Office is also leading the International Festival Committee as an Island-wide celebration, running the *Where's Danny?* photo competition to encourage all constituencies to embrace CSI's mascot Danny the Dolphin, and revamping the content strategy of CSI Today to transition to the new College website with a student-centric model reinforcing recruitment, retention, and fundraising efforts.

*"By developing our competitive positioning strategy, we will build our brand in defined markets with messaging that cuts through the marketing clutter and differentiates CSI from our competitors..." -Ken Bach, Director of Communications and Marketing.*

# Alumni Today





View the St. George Ferry Videos

## Communications and Marketing (continued from p.3)

“The opportunities for success have never been greater,” commented **Ken Bach**, Director of Communications and Marketing. “By developing our competitive positioning strategy, we will build our brand in defined markets with messaging that cuts through the marketing clutter and differentiates CSI from our competitors to win mindshare with our target audiences,” Bach added, noting the important role of the revamped Branding Committee in developing and driving the strategy.

“With Generation Z spending 7.5 hours every day with a screen or two, or three, in front of them, with thousands of images and words flooding their eyes and ears daily, reinventing the CSI brand by stretching it, pulling it, and taking it to unexpected places will help us determine a brand strategy and integrated marketing plan that raises the profile of the College, increases enrollment, enhances constituent engagement, and advances fundraising goals and philanthropic outreach.”

## Scholarships FY 2015-2016: \$763k Total; 22 External Scholarships Administered

