<table>
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<td><strong>Facilitator:</strong> Aaron Tapper/Jim Donovan</td>
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<td><strong>Table Participants</strong></td>
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| **Notes** | - students see connection to scholarships from donors; turning students into donors  
- how to engage/experience from the beginning/how can we continue to engage and support community college students; how do we incorporate programs into Titan culture;  
- we have to make them feel special  
- peer institutions have visual branding of campus; CSUF needs better visual identity  
- sense of community at smaller colleges; it all starts at new student orientation; get ties at the beginning of college experience and make the programs strong so students feel special and feel connected  
- change of culture; image of ourselves so students feel pride from the time they set foot on campus  
- CSU mission means state support; today with state support decreasing, message not understood that we need to seek external funding/donor support to provide programs/services to students  
- being fundraisers not in faculty tenure packages; faculty do not believe that it is their job; I think it starts before they become students; students need to aspire to donate; they should want to become donors; to be the big donor; this is not instilled in the beginning  
- students need to have experiences with faculty; he came back and gave back; not just aspire but felt a responsibility  
- start traditions/campaigns upfront, before students set foot on campus.  
- students do not feel a responsibility to give  
- to see the value and show them the value of their education  
- build habits of giving before graduation  
- we need to believe wholeheartedly about the institution; build the attitude early in order to change the culture, to give back they remember the professors, the experiences in the classroom |
- create in students that they are a part of something bigger, that they benefitted by being here

-we recognize the greatest success is to be part of a community; all be proud of being part of a program

-brainwash to donate; messages all over campus to give back; it's our university-- its our responsibility

-we're an academic community, but we're also a community of donors

-increase family involvement; parents buy-in

-undergrad research/HIPs experiences, colleges/faculty/ involvement all contribute to building emotional ties

-need to find out why aren't we getting students to be engaged; what are the barriers

-faculty can help in supporting potential donors ; educate faculty; build in new faculty

-ID donor communities to start building; faculty can make a difference with students/alumni; senior faculty recruit

-we're doing some things right; need to build better connections; faculty can be instrumental; alumni never been asked

-student body not from a culture of giving; need to better educate why we need support; how scholarships support student success

-reinforce that everybody is important; everybody is a customer; instill responsibility to give back -offer programs/HIPs to engage students/get them involved; positive experiences in classroom/on campus

- share our points of pride among campus stakeholders -market other colleges/units on campus

-educate faculty about their role in aspiring students to give and sharing information back to University Advancement

-start early with freshmen and community college transfers to get them feeling connected to campus and the reasons to give