

**California State University, Fullerton
Mihaylo College of Business and Economics
Gianneschi Center for Nonprofit Research**

**Center Program Review
2017-2018**

April 13, 2018

Established in 1996

Assigned* to the Mihaylo College of Business & Economics as a Center of Excellence by Provost in January 2014.

Last Reviewed in 2012

*Note**: Prior to reassignment to the Mihaylo College the Gianneschi Center was a Unit of the California State University, Fullerton Center for Internships and Community Engagement. The Center was managed by a full-time Executive Director prior to the reassignment.

<https://business.fullerton.edu/Center/GianneschiNonprofitResearch/>

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MISSION AND GOALS

Mission

The mission of the Gianneschi Center for Nonprofit Research (Center) is to support and encourage the work of Orange County's charitable organizations. Our vision is to be the leading resource connecting nonprofit organizations, philanthropic foundations, businesses, the university and the larger community by facilitating meaningful discussion—through education and research—of issues affecting the nonprofit sector.

Goals

Goal 1: Grow awareness and attendance to established Center educational offerings and resources for third sector organizations and agencies located in Orange County, Los Angeles County, and surrounding counties.

Aligns with CSU Fullerton Strategic Goals 1 and 4.
Aligns with Mihalyo College Strategic Goals 1 and 4.
Aligns with Mihalyo College Learning Goals 1, 2, 3 and 4.

Goals 2: Cultivate and deepen the Center's relationships with current and new partners.

Aligns with CSU Fullerton Strategic Goal 4.
Aligns with Mihalyo College Strategic Goal 4.
Aligns with Mihalyo College Learning Goals 1, 2, 3 and 4.

Goals 3: Enhance digital communication with Center's key stakeholders.

Aligns with CSU Fullerton Strategic Goal 4.
Aligns with Mihalyo College Strategic Goal 4.
Aligns with Mihalyo College Learning Goals 1, 2 and 4.

Goals 4: Engage California State University, Fullerton students by providing opportunities to engage with the nonprofit community.

Aligns with CSU Fullerton's Strategic Goals 1 and 2.
Aligns with Mihalyo College Strategic Goal 2.
Aligns with Mihalyo College Learning Goals 1, 2, 3 and 4.

ACTIVITIES

The Gianneschi Summer School for Nonprofits Conference

The Center hosts the annual Gianneschi Summer School for Nonprofits Conference in August of each year and invites nonprofit professionals, consultants and CSU Faculty to teach at the event. The event is bracketed by a Free Federal Grants Workshop hosted by Congressman Ed Royce's Office that draws 100 attendees and a Free Workshop on Taxation hosted by the Board of Equalization that draws 250 attendees.

GSSN 2017 Website

<https://business.fullerton.edu/Center/GianneschiNonprofitResearch/SummerSchool>

The Conference begins with a sponsored breakfast to honor the Gianneschi Fellows in Nonprofit Leadership and features a Keynote Speaker from the industry. Wells Fargo Philanthropic became the

exclusive sponsor of this breakfast in August 2014 when the Mihaylo College of Business assumed responsibility of the Center and the breakfast was introduced.

The Conference itself is a 2 1/2 day event comprised of 35 course (concurrent sessions) of paid attendees, unpaid instructors, instructor's Guests (fees waived for 3 guests plus parking in place of payment for instructors' service for a value of \$400), CSUF faculty and students. Paid attendees are representatives from nonprofits from Orange, Los Angeles and Riverside counties.

10th Annual Conference August 10-13, 2017 total rsvp 175 (\$14,425.00 fees paid)

11th Annual Conference August 15-18, 2016 total rsvp 250 (\$14,850.00 fees paid)

12th Annual Conference August 14-16, 2015 total rsvp 200 (\$8,183.64 fees paid)*

Note: Paid attendance slipped significantly as a result of a new pricing model, aggressive efforts to increase actual attendance (liberal gratis policy for instructors to bring more guests), and free tuition opportunity drawings at 3 events. In addition, the Board of Equalization cancelled their participation due to changes in their office. Although their workshop is free of charge it draws 250 people to campus and has inspired those attendees to enroll in the paid program.

Gianneschi Fellowships in Nonprofit Research

The Gianneschi Fellowships in Nonprofit Leadership are designed to jumpstart the nonprofit career of a graduating senior student by providing them a paid summer employment opportunity. The Student Fellowship of \$1,500 is awarded to one student annually. The host organization nonprofit agency employing the student receives \$1,000. Applications for both the Student and the Host Fellowships are competitive and are determined by a panel comprised of members of the Center's Advisory Council.

The Fellowships were established in 2010 and are exclusively funded by Wells Fargo Philanthropic Foundation.

Fellowship Gianneschi Student Fellowship in Nonprofit Leadership (\$1,500)

Recipient 2015: Michael Willis

Recipient 2016: Jessica Zamora

Recipient 2017: Nicolette Passerello

Gianneschi Host Organization Fellowship in Nonprofit Leaderships (\$1,000)

Recipient 2015: Pathways of Hope, Fullerton

Recipient 2016: The Boys and Girls Clubs of Anaheim

Recipient 2017: Orange County United Way

CSU Fullerton Nonprofit Professionals Alumni Association (NPAA)

The Center financially supports the annual NPAA student scholarship with \$500 "matching funds" challenge announced at the NPAA's annual Spring Mixer. The Center also supports the event with marketing outreach and intern-volunteers. The event draws 50 nonprofit professionals. The NPAA receives all fees.

Community Collaboration Conferences

The Community Collaboration Fall and Spring Conferences were established to bracket the Gianneschi Summer School and were the brainchild of Debbie Stout, President of the Fullerton Collaborative. All event fees go to the Fullerton Collaborative.

Co-sponsors: Fullerton Collaborative and The Muckenthaler Cultural Center
Fall and Spring 1-day conferences supported by the Gianneschi Center with door prizes, cross-marketing, recruiting of instructors, and providing volunteers.

ORGANIZATIONAL STRUCTURE AND GOVERNANCE

Organizational Structure

The Center is led by a part-time Director who is full-time tenured Associate Professor of Marketing with full research, teaching and other service responsibilities. The Center brings on 3-5 unpaid part-time academic or non-academic interns each summer who work with the Director to plan, prepare and produce in the annual Summer School Conference. The Center brought on 1 unpaid academic or non-academic intern in Spring 2015, 2016 and 2017 to assist in establishing digital marketing, database, and event support.

Governance

The Center operates under the auspices of the Mihaylo College of Business and Economics. The Center adds value as a resource, advocate, and partner in building effective partnerships between the College of Business and its nonprofit partners in the areas of community education.

Advisory Board

The Center's Advisory Board was established in FY 2015 by the current Director of the Center. Board members serve 3-year rolling terms and serve at will. They have no governance or direct fundraising responsibilities and do not pay, nor are they paid by the Center, to serve in this capacity. The function of the Advisory Board is to plan, promote and participate in community educational activities involving the Orange County nonprofit community—primarily the annual Gianneschi Center for Nonprofit Research. Members of the 8-person board are comprised of CSU Fullerton faculty, nonprofit professionals (i.e., consultants, trainers), and nonprofit organizations. The Advisory Board meets 2 times per year to plan the Conference and to debrief the Conference.

Note: Prior to being assigned to the Mihaylo College of Business & Economics the Center operated with only *ad hoc* committees created by the Executive Director, Kathleen Costello.

RESOURCES AND SUSTAINABILITY

Resources

The Center Director works out of her regular faculty office. The department of marketing allows the Center to store supplies in their storage closet and stage the annual Conference in the marketing department conference room. The Center brings on 1 unpaid intern each Spring and 3-5 unpaid interns in the Summer. The Center must engage in active targeted fundraising to support expansion via staff. Areas of concern are lack of nonprofit courses: MCBE 1 graduate course (Mr. Aubrey LeBard, Lecturer); HSS 2 graduate courses (Dr. Dallas Stout, Lecturer), Political Science 1 undergraduate and 1 graduate course (Dr. Shelly Arsenault, professor). Dr. Dallas Stout, lecturer in HSS owns his own nonprofit consulting firm so his research is often proprietary. Dr. Arsenault in Political Science is not a prolific researcher in the nonprofit area beyond advocacy. The current Director does not have a research stream in nonprofits except as it relates to community-based learning--one journal article with Mr. LeBard published in *Marketing Education Review* in 2013.

Sustainability

Program fees generated by the Gianneschi Summer School for Nonprofits and a \$5,000 commitment from Wells Fargo comprise the Center's incoming revenues (see pages 2 and 3 of this report).

Cash is generated through two endowments. The Center was established in 1996 and named in honor of Dr. Harry R. Gianneschi (1944-2009), Vice President, University Enhancement (1991-2001) upon his retirement from CSU Fullerton. In 2002 Beulah and Cecil Ballentine made separate endowment gifts to the University to fund the Gianneschi Center for Nonprofit Research (housed originally in University Advancement and later the Center for Internships and Community Engagement) and the Harry Gianneschi Professorship (housed in the College of Business and Economics). To date the professorship has been held by one individual, Dr. Mary Joyce, hired expressly for the position. Dr. Joyce served from 2002-2007 until her untimely death. The position has remained unfilled.

Philanthropic Foundation Accounts

Endowment: Gianneschi Center Endowment (90710)

Assets to/from Pooled Investment = \$132,366.86

Distribution Account: Gianneschi Center for Nonprofit Research (90700)

Available Cash Net of Expenditure Encumbrances = \$24,897.81

Distribution Account: Gianneschi Center for Nonprofit Research (90760)

Available Cash Net of Expenditure Encumbrances = \$18,867.01

Endowment: Harry Gianneschi Professorship (10513)

Assets to/from Pooled Investment = \$153,026.16

Distribution Account: Harry Gianneschi Professorship (10563)

Available Cash Net of Expenditure Encumbrances = \$42,556.64

Auxiliary Services Account (established January 2014)

Auxiliary Services Corporation Account (09423)

Available Case Net of Expenditure Encumbrances = \$18,672.97

HIGHLIGHTS

The Gianneschi Fellows receive press coverage due to collaborate efforts with CSU Fullerton's Strategic Communications office. The last three recipients enjoyed feature stories in the *OC Register*.

Also see Activities.

PLANNING AND STRATEGIC OUTLOOK

The Center Director resigned her position in October 2017 effective June 30, 2018 in order to focus on her preferred research area in pursuit of full professorship. She enthusiastically presented a member of the Center advisory board for consideration to the Dean in November 2017. It is anticipated that this individual will be employed by CSUF as the Director in early May. The incoming Director, an independent nonprofit consultant and author, holds a Masters Degree in Nonprofit Management and a Certification in Professional Fundraising. He is currently working with the outgoing Director to prepare the Center's FY 2018-2019 plan due at the end of April 2018.