

# Long Term Financial Planning+ Clear Concept+ Collaboration= Successful Referendum

JANUARY 15, 2019  
AOA ANNUAL CONFERENCE



BRAILSFORD & DUNLAVEY

01

# INTRODUCTIONS



# INTRODUCTIONS



**CHRISTINA BROWN**  
EXEC. DIRECTOR  
ASSOCIATED STUDENTS



**CARLOS CAREAGA**  
FINANCE DIRECTOR  
ASSOCIATED STUDENTS



**DEBRA HAMMOND**  
EXEC. DIRECTOR  
USU



**JOE ILLUMINATE**  
ASSOC. DIRECTOR,  
ACCOUNTING & FINANCE  
USU



**MATT BOHANNON**  
VICE PRESIDENT  
MODERATOR



**ANDREW PEREZ**  
SENIOR ASSOCIATE



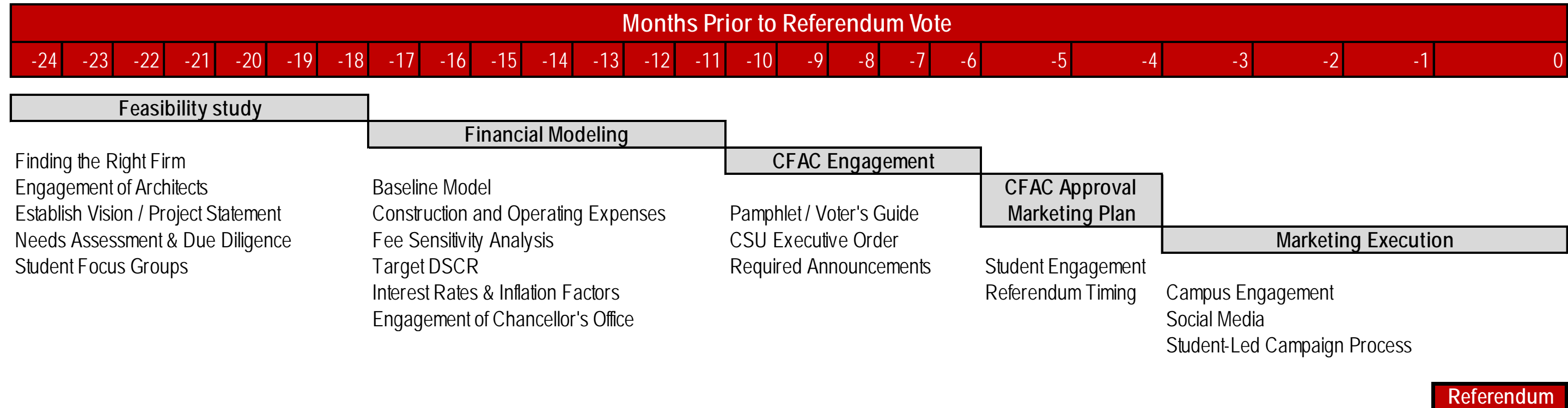
02

# STEPS FOR SUCCESS



# OVERVIEW

## SUCCESSFUL REFERENDUM TIMELINE



BRAILSFORD & DUNLAVEY

# Feasibility Study

## KEY CONSIDERATIONS

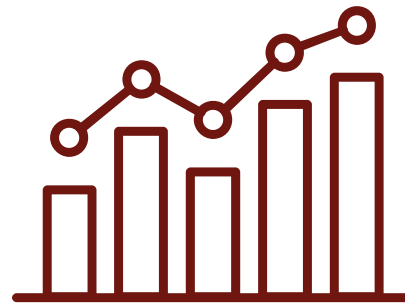
- › Firm Engagement
- › Engagement of Architects
- › Student Focus Groups & Campus-Wide Survey
- › Gauge Comprehensive Demand for Expanded / Renovated Spaces
- › Develop Potential Project Concepts



**Finding the  
Right Firm**



**Establishing a  
Vision or Project  
Statement**



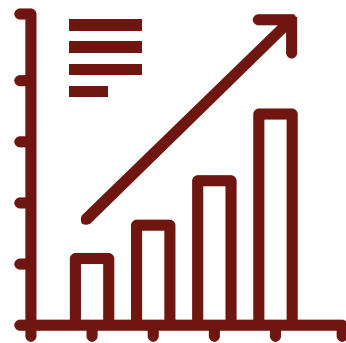
**Needs Assessment &  
Due Diligence**



## Baseline Financial Model



## Project Feasibility

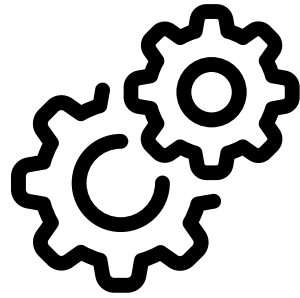


## Fee Sensitivity Analysis

# Financial Modeling

## KEY CONSIDERATIONS

- › Determine Construction Costs & Necessary Adjustments in Op Ex
- › Identify Target Debt Service Coverage Ratio (DSCR)
- › Projections of Interest Rates & Inflation Factors
- › Test Students' Fee Sensitivity
- › Engage Chancellor's Office



## CFAC Engagement



## CSU Executive Order



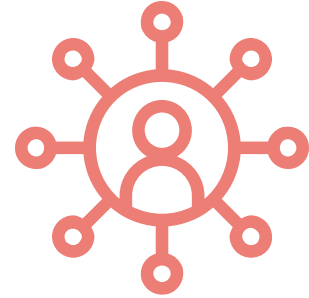
## Required Announcements

# CFAC Engagement

## KEY CONSIDERATIONS

- › Pamphlet Development / Voter's Guide
- › CFAC Updates of Feasibility Study & Overall Process
- › Review of CSU Executive Order
- › Campus Announcements





**Student  
Engagement**



**Referendum  
Timing**

# CFAC Approval & Marketing Plan

## KEY CONSIDERATIONS

- › Identify Target Referendum Date
- › Provide Final CFAC Update for Approval
- › Establish Campaign & Marketing Goals



**Campus  
Engagement**



**Social Media**



**Student-Led  
Campaign  
Process**

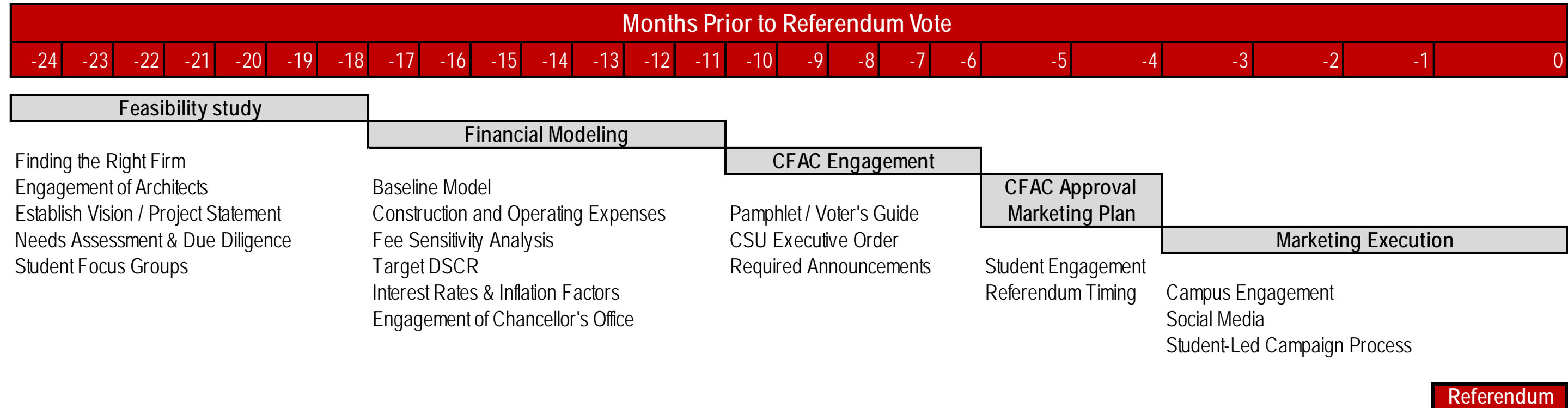
# Marketing Campaign Execution

## KEY CONSIDERATIONS

- › Establish Preferred Outreach Efforts
- › Finalize Campaign Timeline
- › Create Team of Student Ambassadors
- › Assign Campaign Tasks
- › Execute Campaign

# SUMMARY

## SUCCESSFUL REFERENDUM TIMELINE



**Thank you.**

