

Develop a "One Day at Fresno State" Saturday event to bring the public back to campus for academics and see Fresno State from a students' perspective.

CURRENT CHALLENGE:

BOLD CHALLENGE: Getting alumni and friends to re-visit the campus with an academic-based focus.

BOLD IDEA: One Day at Fresno State

BOLD TEASER: Imagine you graduated from Fresno State 10 years ago. Or, perhaps 20 or 30 or 40. You haven't visited the campus in sometime, but you would like to make a trek to your alma mater to see how it's changed. You come back to the campus on a spring or fall Saturday morning. You're back to get a dynamic marketing lecture from Dr. William Rice. You've also signed up to learn a little Latin and Greek from Dr. Honora Chapman. And, you're looking forward to visiting the Henry Madden Library – filled with more than 1 million books. Finally, you want to stop and smell the roses at the rose garden – where you and a date used to hold hands.

PROPOSED SOLUTION:

BOLD DESCRIPTION: Modeled after the popular and successful One Day University*, One Day at Fresno State is a special Saturday for the adult public (alumni, friends, parents, and future students) to enjoy an opportunity to see Fresno State from a students' view.

Attendees register and pay for one-day classes and select from a variety of offerings. Lunch can also be included, to ease people leaving and returning to campus in a short time frame.

BOLD PURPOSE: The goal is to bring the public back to the campus – for academics, not athletics. To showcase the beauty of our campus, its surroundings and the diversity of our faculty.

It would be wise to include some lectures in the Henry Madden Library in order to showcase this monumental and vibrant space.

BOLD IMPLEMENTATION: Partner with "The Fresno Bee" for publicity purposes and to publish and distribute a catalog printed on newsprint – much like the TV LISTINGS.

BENEFITS TO FRESNO STATE:

BOLD LASTING EFFECTS: Getting alumni and friends to re-visit the campus is the primary goal. Long-lost memories are recalled, past friendships can be re-kindled, and alumni will remember the foundation their Fresno State's educational journey provided them.

Providing a day of mental takeaways, as well as promotional takeaways – a FRESNO STATE-branded binder and/or water bottle, for example, are secondary goals.

BOLD SELF-SUSTAINING: Costs for event could run from \$35 to \$85 a person, including lunch, and free parking, and an end-of-the day Fresno State wine reception.

ADDITIONAL INFORMATION:

BOLD BONUS: Include a Fresno State wine tasting reception at the end of the afternoon. Showcase Fresno State wines would be the primary goal, but a secondary goal would be to allow Development Directors to meet and greet alumni from their specific college or school.

BOLD FUTURE: Limit attendance to 850 for the first year. Review and evaluate for subsequent years. Grow attendance over time.

*One Day University is a trademarked and registered adult education program founded by Steven Schragis and John Galvin in 2006. The program's one-day sessions feature four or five lectures by leading American university professors. Originally based in the New York City area, the program has spread to Boston, Philadelphia, Washington, Florida and California.