

## Report from the Subcommittee on Lessons Learned from the Comprehensive Campaign

Membership: Nat DiBuduo, John Gomes, Ray Steel, Vida Samiian (chair)  
Consultant: William Massey

Process: Communicating on-line and by conference calls, the committee developed a questionnaire and identified a number of individuals to be interviewed. The questionnaire included a set of questions that addressed strengths and weaknesses of the comprehensive campaign and lesson for future of development at Fresno State. Responses obtained addressed three basic questions of "What went well? What didn't work well? What would you do differently?" Some interviews were conducted in groups and some individually. Two of the interviewees were no longer working at the university but had been integrally involved with the campaign. All interviewees were assured that their comments would remain confidential.

Interviewees: An attempt was made to include key representatives from all stakeholders in the future of development and success of the University in delivering its mission. The group included:

Leadership in Central Administration (VP of Advancement; VP of Student Affairs, previous Director of the Comprehensive Campaign)

Deans of Colleges and Divisions (3)

Directors of Development (5)

Volunteers (2)

Foundation Board of Governors (2)

CLC Leadership (2)

Volunteers (2)

Donors (2)

Foundation Administrative staff (3)

Communication administrators & staff (2)

Findings:

1. Background: The background and context of development at Fresno State is presented in two documents that details the history of development at Fresno State, and the success of the campaign by 2009, prepared by VP Peter Smits and former Director of CC Mary Anna Dunn.
2. Lessons for the Future:

- a) Development needs to be continued at the same level or stronger after the close of the Comprehensive Campaign.
- b) The infrastructure established through the campaign in terms of college DODs, central research, planned giving, corporate/foundations has poised the university in a stronger position in advancement and needs to be maintained and strengthened.
- c) The Deans commitment to advancement has reached a new level, prioritizing support for development; active leadership in support of DODs, stewardship of donors, cultivation of prospects and volunteers by deans need to be encouraged and maintained. Newly hired deans must recognize this responsibility as part of their position description. Best practices in successful colleges need to be used as models for other units.
- d) The Campaign Leadership Committee played an effective role in sharing success stories and keeping an open communication network among participants