

CALIFORNIA STATE UNIVERSITY, FRESNO

1911-2011



STEPPING INTO OUR NEXT CENTURY

## **Advancement Division Action Plans**

**FY 2010-11 and FY 2011-12**

# **Jordan College of Agricultural Sciences and Technology**



**CALIFORNIA STATE UNIVERSITY, FRESNO**  
**University Development                      FY 2010-11 / 2011-12 Action Plan Details**

**Department: Jordan College of Agricultural Sciences and Technology**

**Date: September, 2010**

<b>Priority/Product</b>	<b>Criteria for Success</b>	<b>Tactics</b>	<b>Special Considerations</b>
<b>Jordan Gift</b>	<ul style="list-style-type: none"> <li>• Leverage gift to maximize its impact.</li> <li>• Identification of naming opportunities in building.</li> <li>• Ongoing stewardship.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop strategy plan to leverage gift into more support.</li> </ul>	
<b>Dairy Production and Processing</b>	\$3.3 million goal	<ul style="list-style-type: none"> <li>• Volunteer involvement in order to leverage others will be key.</li> </ul>	<ul style="list-style-type: none"> <li>• The current economic condition of the dairy industry will affect this project.</li> </ul>
<b>Viticulture and Enology Program</b>	\$20 million campaign goal <ul style="list-style-type: none"> <li>• Ongoing prospect identification.</li> <li>• Garner lead commitments from industry. May take the form of a grassroots approach to smaller and more numerous gifts.</li> <li>• Ongoing departmental support.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with the Dean to determine best role of existing board.</li> <li>• Determine top priorities given the change in leadership.</li> <li>• Provide support to development committee and/or identify other volunteers suited to help move project forward.</li> <li>• Garner firm commitments for faculty position funding.</li> </ul>	<ul style="list-style-type: none"> <li>• Dr. Jim Kennedy to take department chair role August 30.</li> <li>• He will need time to build confidence and develop relationships.</li> <li>• Campaign goal may be adjusted again given new leadership.</li> <li>• Dr. Charles Boyer will play a key role in strengthening and building relationships.</li> </ul>
<b>Institute for Food and Nutrition Innovation</b>	\$7 million faculty, \$1 million graduate student support \$1 million equipment <ul style="list-style-type: none"> <li>• Fund raising component has been refined to faculty, students, and equipment.</li> <li>• Identification of naming opportunities for portion of project in new Jordan facility.</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in the IFNI Team.</li> <li>• Work with key volunteers, the industry advisory board and faculty to determine industry interest in project.</li> <li>• Work with the industry advisory board and faculty to identify additional prospects in addition to the ongoing cultivation of existing prospects interested in the project.</li> </ul>	<ul style="list-style-type: none"> <li>• Food processing industry cluster has met only a few times. It is hoped that they will embrace this project as the cornerstone for food processing in the valley (unknown).</li> <li>• Gifts in kind will play an important role in this project.</li> <li>• Competition from other universities is a factor.</li> </ul>

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	<ul style="list-style-type: none"> <li>• Industry will play a role in shaping the project.</li> <li>• Prospect identification and solicitation.</li> <li>• Coordination with food processing industry cluster.</li> </ul>	<ul style="list-style-type: none"> <li>• Solicit commitments.</li> <li>• Work with the food processing industry cluster.</li> <li>• Provide support to development committee of both groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Dr. Charles Boyer plays a key role in the building of relationships.</li> <li>• Corporate and foundation giving will play a likely role along with governmental agencies.</li> <li>• Jordan gift will help leverage fund-raising efforts.</li> </ul>
<b>International Center for Water Technology</b>	\$7-15 million goal for faculty <ul style="list-style-type: none"> <li>• Prospect identification and solicitation with the help of key volunteers.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Dr. David Zoldoske and key volunteers as well as selected members of the ICWT board to identify prospects.</li> <li>• Corporate and foundation giving will likely play a key role along with governmental agencies.</li> </ul>	<ul style="list-style-type: none"> <li>• Dr. Charles Boyer will play a key role in working with governmental agencies as well as building relationships.</li> <li>• Long-term aspiration is a \$12 million facility.</li> <li>• This project has a lower priority for private fundraising.</li> </ul>
<b>Relationship Building</b>	<ul style="list-style-type: none"> <li>• Relationship building of top prospects.</li> <li>• Focus on solicitations that can be closed before June 30, 2012.</li> </ul>	<ul style="list-style-type: none"> <li>• Dean and DOD to focus and prioritize on top prospects.</li> <li>• Minimum of 25 substantive reports of contact.</li> </ul>	<ul style="list-style-type: none"> <li>• Dean and DOD team to develop strategies for top prospects and individual visits.</li> </ul>
<b>Family Campaign</b>	<ul style="list-style-type: none"> <li>• Faculty and staff to be encouraged to <b>participate</b> in campaign with the goal that the majority contributes at some level.</li> </ul>	<ul style="list-style-type: none"> <li>• Small committee of faculty and staff to outline how best to roll out the campaign in the college especially given the economic climate.</li> </ul>	<ul style="list-style-type: none"> <li>• While focus will be on one project (renovation of O'Neill Park), any and all giving will be encouraged.</li> <li>• Participation is goal.</li> </ul>
<b>Volunteer Boards</b>	<ul style="list-style-type: none"> <li>• Volunteer engagement as it pertains to the comprehensive campaign:               <ul style="list-style-type: none"> <li>- Ag One Foundation</li> <li>- Ag Foundation</li> <li>- ICWT</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Continue to recruit and train volunteers as appropriate for each board.</li> <li>• Provide administrative support to Ag One board, participation on the other boards as needed.</li> </ul>	<ul style="list-style-type: none"> <li>• Consider social networking opportunities as a way to raise the awareness among our various constituencies.</li> </ul> <p style="text-align: right;">(continued)</p>

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	<ul style="list-style-type: none"> <li>- Department of Animal Science and Agricultural Education</li> <li>- Department of Food Science and Nutrition</li> <li>- Department of Plant Science</li> <li>- Department of Viticulture and Enology</li> <li>- Department of Industrial Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Explore reinstating college and/or Ag One newsletter.</li> <li>• Mobilize Campaign Leadership Committee liaisons.</li> </ul>	
<b>Ag One Foundation</b>	<p>\$500,000</p> <ul style="list-style-type: none"> <li>• Endowment gifts, directly funded scholarships, projects, events and annual support, etc.</li> <li>• Continue existing membership campaign momentum and explore additional ways to increase level of support.</li> <li>• Develop volunteer structure to play a role in major development work for campaign projects, beyond scholarships.</li> <li>• Ongoing administrative assistant training.</li> <li>• Updating governance documentation.</li> </ul>	<ul style="list-style-type: none"> <li>• Ag Boosters BBQ</li> <li>• Fantasy Vacation</li> <li>• Regional Events: <ul style="list-style-type: none"> <li>- Fresno/Madera Counties</li> <li>- Kern County</li> <li>- San Luis Obispo/Santa Barbara Counties</li> <li>- Stanislaus County</li> <li>- North Bay (Napa, Sonoma, Marin)</li> <li>- Tulare/Kings Counties (proposed)</li> </ul> </li> <li>• Common Threads</li> <li>• Turf Day Golf Classic</li> <li>• Community Salute</li> <li>• Membership</li> <li>• Endowment</li> </ul>	<ul style="list-style-type: none"> <li>• Christy Melvold to continue to take a lead role in the events and projects.</li> <li>• Continue to refine work in order to spend 25 percent of time on Ag One administration and 75 percent of time on major development work. Ongoing work to develop agreement template and operational MOU.</li> <li>• Develop strategy to address the decrease in the endowment net income available to award to students and projects.</li> <li>• Strategize on how to recruit help to cover more of Ag One administrative matters so that DoD can focus more fully on major gifts.</li> </ul> <p style="text-align: right;">(continued)</p>

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<b>Ongoing Grants, Major Donors, Annual Funding, Gifts in Kind</b>	\$100,000	<ul style="list-style-type: none"> <li>• FFA Conference.</li> <li>• J.G. Boswell Foundation (also cultivate for new gift).</li> <li>• A variety of donations including horses, equipment, supplies, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Modest attention to these established but important funding sources and projects.</li> </ul>
<b>Stewardship</b>	<ul style="list-style-type: none"> <li>• Continue donor stewardship to ensure that donor intent is being met as well as stewarding for next gift.</li> </ul>	<ul style="list-style-type: none"> <li>• Modify out-of-date scholarship agreements to ensure that awards are made.</li> </ul>	<ul style="list-style-type: none"> <li>• Strategize re: more assistance in this area.</li> <li>• Dr. Charles Boyer to help in this process.</li> </ul>
<b>FY 2010-11 Goal:</b>	<b>\$4,000,000</b>		
<b>FY 2011-12 Goal:</b>	<b>\$5,000,000</b>		