

CALIFORNIA STATE UNIVERSITY, FRESNO

1911-2011



STEPPING INTO OUR NEXT CENTURY

## **Advancement Division Action Plans**

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

# **Lyles College of Engineering**



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

**Department: Lyles College of Engineering**

**Date: September 2010**

Priority/Product	Criteria for Success	Tactics	Special Considerations
<b>Pathways: LCOE Student Services</b>	<ul style="list-style-type: none"> <li>• Expanded resources for student recruitment and retention programs:               <ul style="list-style-type: none"> <li>○ Honors program support</li> <li>○ Tutoring/Peer Mentoring</li> <li>○ Engineering Road Shows</li> <li>○ Mobile Modules</li> <li>○ Engineering and Science summer camps</li> <li>○ Distinguished lecture series</li> <li>○ Engineering/Science boot camps</li> <li>○ MESA/MEP type events</li> <li>○ Student co-op/internships</li> <li>○ Girls SEE (Girls Summer Engineering Experience)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Increase corporate and foundation grant applications for student retention and recruitment.</li> <li>• Seek operational resources initially but move to endowment for sustainability.</li> </ul>	<ul style="list-style-type: none"> <li>• Use outreach events such as MESA Saturday academies, MESA/FUSD Engineering/Science summer camps, Girls Summer Engineering Experience, etc., to showcase and publicize College.</li> <li>• Utilize LCOE Alumni Chapter to help with Open House, student programs and competitions, and reunions.</li> </ul>
<b>Community Partnerships and Faculty Support</b>	<ul style="list-style-type: none"> <li>• Faculty receive more support for extra-curricular activities and program expansion projects</li> </ul>	<ul style="list-style-type: none"> <li>• Develop support for faculty fellowships, internships, student projects and programs that provide hands-on experiential learning to promote innovation, academic excellence, leadership and community service.</li> </ul>	<ul style="list-style-type: none"> <li>• Donors in construction and engineering have been hit very hard by the recent downturn in the economy. Some of our donors are currently behind on the pace of pledges made in years past.</li> </ul>

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<b>Laboratory Modernization</b>	<ul style="list-style-type: none"> <li>• Upgrade training equipment and laboratories.</li> <li>• Create laboratories that can be shared resources between college programs.</li> <li>• Leverage teaching/research aspects of resources to build toward a dual infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>• Identification, cultivation and solicitation of in-kind donors for HVAC-R Lab Phase II.</li> <li>• Work with energy providers to develop an extensive power lab with modern equipment for exploration of new and alternative power supplies.</li> <li>• Continue to pursue funding support from aerospace industries.</li> </ul>	<ul style="list-style-type: none"> <li>• Faculty will pursue equipment/supplies in research grants to be used in research and teaching.</li> </ul>
<b>LCOE Honors Program</b>	<ul style="list-style-type: none"> <li>• LCOE Honors Program continues to expand in number of students.</li> <li>• Sponsors for corporate and international internships for Honors students.</li> <li>• Additional funding of minimum \$5,000 per year in multiyear commitments to cover scholarships for Honors students.</li> <li>• Endowed scholarships in addition to the existing Husband-Boeing Honors Scholarships.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify, cultivate and solicit corporations, alumni, key industry leaders and groups.</li> <li>• Connect honors students to donors where appropriate.</li> <li>• Showcase Honors Program at College events.</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on engaged service, academic excellence and professional leadership.</li> <li>• Focus on tough curriculum and excellence in students.</li> <li>• Publicize HB Honors Scholarship as complementary to Smittcamp Honors Scholarship.</li> </ul>
<b>LCOE Graduate Programs</b>	<ul style="list-style-type: none"> <li>• Funding for teaching/research/ graduate assistant fellowships for accelerated masters' students and faculty graduate coordinators (multi-year annual or endowed).</li> <li>• Funding and/or in-kind support for graduate student projects and new faculty start-up packages to fund grad student support.</li> </ul>	<ul style="list-style-type: none"> <li>• Target agencies and programs that support Hispanic Service Institute graduate students in STEM.</li> <li>• Free up faculty with active graduate students to recruit, fund and advise.</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate graduate program with LCOE strategic plan.</li> </ul>

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<b>Campaign Committee</b>	<ul style="list-style-type: none"> <li>• Include CLC's in donor visits and prospecting</li> <li>• Work with the College's executive committee on development issues and prospect identification.</li> <li>• Revisit faculty and staff giving in LCOE.</li> </ul>	<ul style="list-style-type: none"> <li>• Publicize and fully explain the Lyles Matching gift opportunity for boards, chairs and faculty members.</li> <li>• Development director participates in Executive Committee meetings at least once per month to stay informed.</li> </ul>	
<b>Prospect Development</b>	<ul style="list-style-type: none"> <li>• Identify, qualify and cultivate potential campaign prospects.</li> <li>• Identify and contact prospects (local and national) whose interests and intents are consistent with College mission, HSI/MI status and focal areas.</li> <li>• Achieve and focus on a portfolio of 100 prospective major donors.</li> <li>• Identify, qualify and cultivate potential prospects on a national level to support naming opportunities in honor of the space shuttle Columbia and her crews.</li> </ul>	<ul style="list-style-type: none"> <li>• Document substantive contacts with a minimum of 150 reports of contact.</li> <li>• Research and showcase alumni for noteworthy accomplishments.</li> <li>• Create reunion activities and special Centennial Year Events.</li> <li>• Schedule Lunch with the Deans meetings at major employers like PGE, JBT and Pennfield and Smith.</li> </ul>	
<b>FY 2010-11 Goal</b>	<b>\$2,250,000</b>		
<b>FY 2011-12 Goal</b>	<b>\$2,500,000</b>		