

CALIFORNIA STATE UNIVERSITY, FRESNO

1911-2011



STEPPING INTO OUR NEXT CENTURY

Advancement Division Action Plans

FY 2010-11 and FY 2011-12

College of Science and Mathematics



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

College: College of Science and Mathematics

Date: September 2010

Priority/Product	Criteria for Success	Tactics	Special Considerations
Graduate Student Fellowships	<ul style="list-style-type: none"> • Each graduate student is awarded \$15,000 per year to come to campus. • An influx of \$1.5 M would “kick start” our graduate programs and greatly enhance faculty research. 	<ul style="list-style-type: none"> • Seek annual funding support from major donors wishing to further the new mission of CSM. • Find a source for an endowment for this purpose in CSM. • Promote the Science. Undergraduate/Graduate Research Experience Program (SUGREP). 	<ul style="list-style-type: none"> • To improve our research programs, CSM will need more graduate students enrolled. • Fresno State offers only a few graduate stipends while other universities offer more financial incentive to attract students.
Undergraduate Research Support	<ul style="list-style-type: none"> • Increased funding is available for undergraduate research. • Investigate and implement innovative teaching tools. • Create 25 awards at \$1,000 each. 	<ul style="list-style-type: none"> • Engage faculty in the identification of logical funding partners (vendors, employers and industry). • Encourage giving by promoting faculty and college events to the media; work closely with Campus News and Information. • Promote the Science Undergraduate/Graduate Research Experience Program (SUGREP). 	<ul style="list-style-type: none"> • New connections and bridges are being made with faculty via active participation in Café Scientifique.
Postdoctoral research fellow scholarships	<ul style="list-style-type: none"> • \$50K per year is available for each post-doctoral fellow. 	<ul style="list-style-type: none"> • Establish tradition of named post-doctoral positions. Encourage retired faculty in each department to use this as a fundraising goal. • Continue to identify and cultivate major prospects. 	<ul style="list-style-type: none"> • An influx of post-doctoral students will allow for expanded research and broader course opportunities for students.
Educational Botanical Garden/Greenhouse	<ul style="list-style-type: none"> • Signed agreement from donors in hand. 	<ul style="list-style-type: none"> • Continue to include donors in planning for greenhouse and planning near the planetarium. 	<ul style="list-style-type: none"> • New buildings are on hold temporarily. <p style="text-align: right;">(continued)</p>

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Climate Institute (ICOA), the Science and Mathematics Education Center (SMEC) and the Autism Center (CCAC) Forensic Biotechnology Institute of California (FBIC)	<ul style="list-style-type: none"> • Adequate budgets for each Institute to provide services and work toward its goals. • Establish endowed chairs for each institute. • Establish operational and equipment funds for each. • Each Institute has a list of deliverable outcomes that attract good public relations. 	<ul style="list-style-type: none"> • Link Institutes with appropriate industry and align with funding agencies interested in their work. • Promote the work and outcomes from the Institutes on the Internet, in alumni mailings, and in printed media. • Use the collected “White Papers” as a marketing tool demonstrating the applied work going on in CSM. • Produce informational CDs working with Campaign Communications. 	<ul style="list-style-type: none"> • Need increased faculty visibility in the community to raise awareness for the centers and institutes. • Make alumni and friends more familiar with the work of each Institute. Get media attention of special projects.
Bio Medical Research	<ul style="list-style-type: none"> • Create new fellowships in this area. • Generate private support to build upon existing NIH funding. 	<ul style="list-style-type: none"> • Bring more public attention to our current research on asthma and cancer. 	<ul style="list-style-type: none"> • The public needs more information on the applied research going on in the College.
Prospect Development	<ul style="list-style-type: none"> • Meet or exceed established goal. • Portfolio of 100 major prospects. (50 for CSM) 	<ul style="list-style-type: none"> • Continue to make cold calls and research for new prospects. • Minimum of 75 substantial contacts that are recorded into BSR Advance. • Dedicate at least 40% of each month qualifying new prospects to keep the pipeline full. 	<ul style="list-style-type: none"> • Work closely with development research to identify potential new contacts. • DoD is assigned half-time to CSM. • Need to identify new groups to visit or belong to in the community to establish connections to new pockets of people. <p style="text-align: right;">(continued)</p>

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Volunteer Engagement	<ul style="list-style-type: none"> • Continue to work with members of the Campaign Leadership Committee as well as other engaged donors. 		
FY 2010-11 Goal	\$500,000		
FY 2011-12 Goal	\$500,000		