

CALIFORNIA STATE UNIVERSITY, FRESNO

1911-2011



STEPPING INTO OUR NEXT CENTURY

Advancement Division Action Plans

FY 2010-11 and FY 2011-12

College of Social Sciences



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

Department: College of Social Sciences

Date: September 2010

Priority/Product	Criteria for Success	Tactics	Special Considerations
Center for Economic Research and Education in Central California	<ul style="list-style-type: none"> • Campaign Goal: \$500,000 • Identify and cultivate prospects for naming opportunity. 	<ul style="list-style-type: none"> • Look for partnerships for entities involved in economic development and job creation. • Continue to cultivate relationship with EDC serving Fresno County and develop relationship with Fresno County Workforce Investment Board. • Work with Economics Chair to refine proposals. • Research civic groups and make presentations about Center. • Develop proposal for foundation consideration by local banks. 	<ul style="list-style-type: none"> • Tier 1 campaign project.
Mock Trial Program	<ul style="list-style-type: none"> • Goal: \$10,000+ • Identification of new potential donors, minimum of one for naming opportunity. 	<ul style="list-style-type: none"> • Create partnership with Bar locally; attend functions. Generate leads from attorneys. • Engage Political Science Department. • Review major donors. • Work with Dean's Leadership Circle. • Solicit individual gifts for Mock Trial support. 	<ul style="list-style-type: none"> • Opportunity list.
COSS Dean's Leadership Circle	<ul style="list-style-type: none"> • Members engaged in advocacy for the College, community outreach with the Dean, and campaign activities such as identification and cultivation of prospective donors. 	<ul style="list-style-type: none"> • Convene Dean's Leadership Council quarterly. • Introduce campaign liaison to Council. • Generate & review prospect list with council members. • Continue to seek new members. 	

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San Joaquin Valley Urban Planning and Environmental Resource Center (SUPER)	<ul style="list-style-type: none"> Assist with launch and financial sustainability of the SUPER Center. 	<ul style="list-style-type: none"> Identify potential donors with city planners and building developers. Identify potential corporate sponsors. Attend community events with Dean. 	<ul style="list-style-type: none"> CSU budget situation may affect progress.
Latino Commencement Celebration Scholarship Programs	<ul style="list-style-type: none"> Continue to build on \$25,000 endowed Latino Commencement Celebration Scholarship through the solicitation of annual sponsorship opportunities. 	<ul style="list-style-type: none"> Continue the cultivation of businesses that sponsored the 32nd Annual Latino Commencement Celebration. Seek year-round sponsors and contributors to the Latino Commencement Celebration Scholarship Fund. 	
Prospect Development	<ul style="list-style-type: none"> 75 substantive contacts reported in Advance database. Total portfolio of 100 major prospects. (50 for COSS) 	<ul style="list-style-type: none"> Continue to cultivate and engage the community at large with the Coll3ge of Social Sciences. Contacts to include at least 40% identification/qualification contacts. 	<ul style="list-style-type: none"> DoD is assigned half-time to COSS.
FY 2010-11 Goal	\$300,000		
FY 2011-12 Goal	\$300,000		