

CALIFORNIA STATE UNIVERSITY, FRESNO

1911-2011



STEPPING INTO OUR NEXT CENTURY

## **Advancement Division Action Plans**

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

# **Craig School of Business**



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

**Department: Craig School of Business**  
**Date: September 2010**

<b>Priority/Product</b>	<b>Criteria for Success</b>	<b>Tactics</b>	<b>Special Considerations</b>
<b>Student &amp; Faculty Support</b>	\$2 million campaign goal <ul style="list-style-type: none"> <li>• Prospect identification.</li> <li>• Program and faculty salary support.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and cultivate prospects for each area.</li> <li>• Work to increase visibility of all programs.</li> <li>• Engage alumni who were involved with various programs.</li> <li>• Engage consistent internship program users for additional support.</li> <li>• Look for planned giving prospects to support this area.</li> <li>• Develop stewardship plan for scholarship donors.</li> </ul>	<ul style="list-style-type: none"> <li>• Center includes: internship, International Business Program, Honors Program, service learning, academic support, faculty support.</li> <li>• Tier I project.</li> <li>• Allows donor interested in supporting students to choose from a variety of options.</li> </ul>
<b>Arnold and Dianne Gazarian Real Estate Center</b>	\$3.5 million campaign goal <ul style="list-style-type: none"> <li>• Continue to cultivate prospects for position endowment.</li> <li>• Continue support in real estate community.</li> <li>• Faculty salary support.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to identify and cultivate prospects.</li> <li>• Continue with current solicitation of endowed chair with specific donor.</li> <li>• Continue to increase visibility of program and Gazarian Center.</li> <li>• Continue to meet regularly with advisory board.</li> <li>• Continue cultivation of advisory board.</li> <li>• Continue to hold at least one Gazarian sponsored program each semester.</li> <li>• Involve Director and advisory board chair in cultivation and prospecting.</li> <li>• Look for planned giving prospects to support this area.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to integrate Dean and Director into the real estate community.</li> <li>• RELUI will continue under the umbrella of the Center.</li> <li>• \$1.5 million already committed.</li> <li>• Tier I project.</li> <li>• Continue assisting the Director with the advisory board.</li> <li>• Continue stewardship of current donor.</li> </ul>

(continued)

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

**Department: Craig School of Business**

**Date: September 2010**

Priority/Product	Criteria for Success	Tactics	Special Considerations
<b>Institute for Family Business</b>	\$1.5 million campaign goal <ul style="list-style-type: none"> <li>• Prospect identification.</li> <li>• Faculty salary support.</li> </ul>	<ul style="list-style-type: none"> <li>• Cultivate current board members for annual support.</li> <li>• Continue to use the Family Business Awards as a cultivation tool.</li> <li>• Work with Dean and director to develop a prospect list.</li> <li>• Look for planned giving prospects to support this area.</li> </ul>	<ul style="list-style-type: none"> <li>• With the help of the Dean, become more engaged with the Director and IFB board.</li> <li>• Tier I project.</li> </ul>
<b>Lyles Center</b>	\$2 million campaign goal <ul style="list-style-type: none"> <li>• Prospect identification.</li> <li>• Program support.</li> </ul>	<ul style="list-style-type: none"> <li>• Support the work of the director and CLC liaison.</li> <li>• Continue to identify and cultivate prospects in partnership with the liaison.</li> <li>• Continue to build alumni chapter and work with volunteer board.</li> <li>• Look for planned giving prospects to support this area.</li> </ul>	<ul style="list-style-type: none"> <li>• Work closely with Corporate &amp; Foundation Relations Director.</li> <li>• Tier I project.</li> </ul>
<b>Volunteer Boards</b> <ul style="list-style-type: none"> <li>• Business Associates (BA)</li> <li>• Business Advisory Council (BAC)</li> </ul>	\$175,000 Annual <ul style="list-style-type: none"> <li>• Recruit 10-15 new local and regional businesses for BA.</li> <li>• Increase alumni business chapter memberships and event revenue.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue with e-newsletter for BA.</li> <li>• Continue electronic communications with chapter members.</li> <li>• Work with FSAA to help chapter exposure, membership and points-of-contact.</li> </ul>	<ul style="list-style-type: none"> <li>• Engage Business Associates Board members in BA prospecting and recruitment – work closely with BA chair for 2010-2011.</li> <li>• Engage current BA members to prevent lapsed membership.</li> </ul> <p style="text-align: right;">(continued)</p>

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

**Department: Craig School of Business**  
**Date: September 2010**

<b>Priority/Product</b>	<b>Criteria for Success</b>	<b>Tactics</b>	<b>Special Considerations</b>
<ul style="list-style-type: none"> <li>• Alumni &amp; Friends Chapter</li> </ul>	<ul style="list-style-type: none"> <li>• Increase exposure of alumni chapter to current students.</li> <li>• Continue to recruit a diverse group of up-and-coming business leaders for Business Advisory Council.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase publicity for Alumni &amp; Friends Chapter special events.</li> <li>• Increase Alumni &amp; Friends scholarship endowment.</li> <li>• Work with executive committee of chapter to develop a strategic plan.</li> <li>• Continue with Message from the Dean to BAC members every 6-8 weeks.</li> <li>• Continue to plan effective BAC meeting under new bylaws.</li> <li>• Cultivate BAC members for annual, major and planned gifts.</li> <li>• Develop new faculty partnership plan with BAC members.</li> <li>• Cultivate current and past members for planned gifts in their estates.</li> <li>• Steward past BAC members through semi-annual breakfast with the Dean and Associate Dean.</li> </ul>	<ul style="list-style-type: none"> <li>• While the Assistant Director of Development's primary responsibilities are focused on the Centennial, the Director of Development will take the lead for Alumni &amp; Friends and BA.</li> <li>• DOD continues to staff BAC.</li> </ul>
<b>Prospect Development</b>	<ul style="list-style-type: none"> <li>• Portfolio of 100 major prospects.</li> </ul>	<ul style="list-style-type: none"> <li>• Minimum of 150 substantive reports of contact.</li> <li>• Work closely with CLC liaison to improve prospect pool.</li> </ul>	
<b>FY 2009-10 Goal</b>	<b>\$1,500,000</b>		
<b>FY 2010-11 Goal</b>	<b>\$1,500,000</b>		