

CALIFORNIA STATE UNIVERSITY, FRESNO  
1911-2011



STEPPING INTO OUR NEXT CENTURY

## **Advancement Division Action Plans**

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

# **College of Health and Human Services**



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

**Department: College of Health and Human Services**  
**Date: September 2010**

Priority/Product	Criteria for Success	Tactics	Special Considerations
<p><b><u>Comprehensive Campaign</u></b>  <b>Communicative Disorders &amp; Deaf Studies</b></p> <ul style="list-style-type: none"> <li>• <i>Silent Garden Endowed Chair (SG)</i></li> <li>• <i>Speech and Hearing Clinics (SHC)</i></li> </ul>	<p>Long Term Goal (SG): \$2,500,000  Short Term Goal*: \$1,000,000</p> <ul style="list-style-type: none"> <li>• (SG) Continue to implement dual strategy to identify and cultivate a lead donor while seeking multiple smaller major gifts.</li> <li>• (SHC) Develop long term goals and strategies for expanding the reach of the clinic and endowing Clinic Director</li> </ul>	<ul style="list-style-type: none"> <li>• Meet with probable donors to secure commitments.</li> <li>• Identify and approach potential individual lead gift donors for both SG and SHC</li> <li>• Serious need to identify past clients from the SHC, gather success stories and share with prospects.</li> <li>• Increase cultivation efforts with existing prospects.</li> </ul>	<ul style="list-style-type: none"> <li>• The reality of securing a \$1million+ lead gift for SG is becoming more remote. Although we will continue seeking such a donor, primary efforts will continue obtaining smaller gifts that will achieve the ultimate goal. The Dean's support allowing Dr. Ogden to focus on development activities during the retirement process is very beneficial.</li> </ul>
<p><b>Kinesiology</b></p> <ul style="list-style-type: none"> <li>• <i>Human Performance Lab (HPL) and Athletic Training Program (ATP)</i></li> <li>• <i>Youth Sports and Coaching Program</i></li> </ul>	<p>Long Term Goal: TBD (See below)  Short Term Goal*: TBD (See below)</p> <ul style="list-style-type: none"> <li>• Clearly define goals and objectives for HPL, ATP and youth sports program.</li> <li>• Identify and cultivate new prospects, specifically the ATP alumni.</li> <li>• Prepare strategy for engaging prospects.</li> <li>• Seek funding sources and identify/engage prospective donors.</li> </ul>	<ul style="list-style-type: none"> <li>• Meet with prospective donors to cultivate interest.</li> <li>• Submit proposals for support to individuals, foundations and corporations.</li> <li>• Cultivate relationship with University Athletics and K-12 coaching</li> </ul>	<ul style="list-style-type: none"> <li>• Faculty and staff are new to Development and need to be engaged in the development process. Existing contacts with ATP and strong networks continue to be a great asset.</li> <li>• Aging classrooms and equipment in the North Gym make this a priority for the department. NG 201 needs maintenance fund to keep in order.</li> </ul> <p style="text-align: right;">(continued)</p>

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<p><b>Nursing</b></p> <ul style="list-style-type: none"> <li>• <i>Simulation Laboratory (SIM Family Project)</i></li> </ul>	<p>Long Term Goal: \$2,500,000  Short Term Goal*: \$500,000</p> <ul style="list-style-type: none"> <li>• Secure endowments for SIM lab technician as well as faculty position.</li> <li>• Continue to cultivate extended support from 4 regional hospitals.</li> <li>• Update naming opportunities list.</li> <li>• Fine tune strategy to identify and cultivate support from the extended healthcare community--ancillary providers, insurance organizations, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Fully flesh out the concept and the strategy with the SIM Family Project” - naming opportunities list for new Nursing Theatre Classroom &amp; Nursing Simulation Lab.</li> <li>• Using the SIM Family Project, build upon relationships with Nursing Legacy project volunteers for development activities.</li> <li>• Solicit alumni chapter officers as well as general alumni for membership in “the family”.</li> <li>• Communicate regularly with and utilize Center staff as appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>• Actively working with Chair to change the department’s approach to the quid pro quo agreements with the hospitals.</li> </ul>
<p><b>Physical Therapy</b></p> <ul style="list-style-type: none"> <li>• <i>DPT Program Support</i></li> <li>• <i>Gait, Balance and Mobility Research and Education Center (GBM)</i></li> </ul>	<p>Long Term Goal: TBD (See below)  Short Term Goal*: TBD (See below)</p> <ul style="list-style-type: none"> <li>• Develop a long term goal for funding scholarships and stipends for DPT students</li> <li>• Develop goal and strategy for GBM path and center (including the short term outdoor space project’s construction and landscaping improvements)</li> <li>• Develop solid prospect list for DPT and utilize small gathering concept to build network and prospect list.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Chair and faculty to ID and cultivate prospective donors.</li> </ul>	<ul style="list-style-type: none"> <li>• Relationships between orthopedic doctors and PT’s continue to be a challenge for funding DPT.</li> </ul> <p style="text-align: right;">(continued)</p>

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<p><b>Public Health</b></p>	<ul style="list-style-type: none"> <li>• Faculty and staff need to define their future goals and objectives before engaging in fundraising. Currently, this process is underway.</li> <li>• Following the completion of the department’s strategic plan, they will need to define funding opportunities for the Master’s in Public Health (EMPH).</li> <li>• Seek funding sources and identify/engage prospective donors.</li> </ul>	<ul style="list-style-type: none"> <li>• Meet with prospective donors to cultivate interest in EMPH</li> <li>• Submit proposals for support to individuals, foundations and corporations.</li> <li>• Cultivate relationship with health departments and pharmaceutical companies.</li> </ul>	<ul style="list-style-type: none"> <li>• Faculty and staff are new to Development and need to be engaged in the development process.</li> </ul>
<p><b>Recreation Administration</b></p> <ul style="list-style-type: none"> <li>• <i>Experientially Designed Group Effort (EDGE) Grants</i></li> <li>• <i>Sports and Entertainment Facilities Management(SEFM)</i></li> </ul>	<p>Long Term Goal: TBD (See below) Short Term Goal*: TBD (See below)</p> <ul style="list-style-type: none"> <li>• Clearly define EDGE Grants Program for underserved youth and seek funding sources</li> <li>• Define needs list and goals for the SEFM program and identify/engage prospective donors.</li> </ul>	<ul style="list-style-type: none"> <li>• Gather success stories from K-12 “users” of the EDGE program and share with potential donors.</li> <li>• Submit proposals for support to individuals, foundations and corporations focusing on leadership, team building and underserved youth populations (possible collaboration with Kinesiology and youth sports).</li> <li>• Cultivate relationship with Kinesiology and their Sports Administration Program.</li> </ul>	<ul style="list-style-type: none"> <li>• Faculty and staff are new to Development and need to be engaged in the development process. Existing contacts and strong networks continue to be a great asset.</li> </ul> <p align="right">(continued)</p>





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<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> </ul>	
<b>FY 2010-11 Goal</b>	<b>\$1,000,000</b>		
<b>FY 2011-12 Goal</b>	<b>\$1,000,000</b>		

\* “Short Term” in the Short Term Goals refers to the time period to the end of the comprehensive campaign.