

CALIFORNIA STATE UNIVERSITY, FRESNO

1911-2011



STEPPING INTO OUR NEXT CENTURY

## **Advancement Division Action Plans**

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

# **Introduction**



**Advancement Division**  
**Annual Action Plans                      FY 2010-11 / FY2011-12**

**Fiscal Year 2009-10 Results**

As in the previous year, California State University, Fresno felt the effects of worldwide recession during Fiscal Year 2009-10. Without two extraordinary gift commitments such as those in FY2008-09, our overall results were below the targeted goal. The final annual fundraising total was \$15,303,397. (Campaign counting has somewhat different parameters – see below.) Nevertheless, five campus units surpassed their annual target: Arts and Humanities, Health and Human Services, Kremen School of Education and Human Development, Madden Library and Student Affairs. In each case, one or more significant major gifts boosted results.

As we note each year, “development” is a long-term process. Building relationships, stewarding donors and creating new connections all represent the essential work. Also, in the rollercoaster pattern of less mature development programs, very large gifts skew annual results dramatically. The years when major gifts are realized are ones of rejoicing; the off years sink staff into discouragement and managers into skepticism. And we are reminded that setting goals is as much art as it is accounting. Trends are elusive, although the upward movement is always the intention. We all hope the state, national and global economies find upward trends.

Regardless, university leaders, staff and volunteers are continuing the right activities: nurturing relationships, finding new friends for university programs, thanking donors actively, engaging donors and others in the life of Fresno State. Throughout the past year each Advancement department has been proactive, in spite of cutbacks and furloughs. University Communications, the Fresno State Alumni Association and University Development continued in full campaign mode.

The **Fresno State Alumni Association** (FSAA) – “Your Bulldog Connection – for Life”—continues to lead the 23 CSU alumni associations in student scholarship giving – awarding over \$110,000 this past year. The FSAA has continued with numerous activities from its 17 active chapters and clubs, as well as regional gatherings and game watches in numerous cities in California and across the country. The Top Dog Alumni Awards gala continues to be the premier campus event showcasing our extremely accomplished alumni. FSAA, still a pioneer in Mobile Marketing, continues actively to promote social networking links for alumni.

**University Communications** again produced the award-winning *Fresno State Magazine*, as well as approximately 175 other campus and Campaign publications and promotional materials. Media relations, speech writing, editing, graphics services and more characterize the myriad demands met by this fast-paced office crew. During last year, University Communications completed a redesign of FresnoStateNews.com, created a new Centennial website and established a robust social media presence with thousands of Twitter and Facebook followers and providing direct, observable assistance via social media channels. Two new Campaign communications tools were created – Leadership Blog and *Campaign Insider*, an email newsletter. Two special-need web pages for csufresno.edu were created - Budget Central and H1N1. UComm’s work was recognized by peers with district CASE awards and regional PRSA awards.

UComm increasingly is being called upon to provide communications and public relations counsel to top administrators and to develop and implement communications strategies for projects throughout the university. Examples are communications for Budget/Furlough (Office of the President), Zimbra rollout (ITS), Financial Fitness program (VPA), Oz International conference at Fresno State (Arne Nixon Center), Phone Emergency Paging (ITS) and Google applications for student email (ITS).

**University Development** staff, partnering with deans, faculty and volunteers, continued working with alumni, friends, corporations and foundations to raise support for campus needs and aspirations. Besides the annual bottomline and the cumulative campaign tally, other measures of productivity include focus on prospective funders. Full-time front-line development directors have the target of working with a portfolio of 100 prospective major gift donors; the current average is 112. During FY2009-10 (and ongoing in FY2010-11) four staff members were in new assignments, where there is a start-up phase before direct major gift strategies take hold, as relationships form. Also, four campus units are now served by half-time directors of development, obviously reducing the number of contacts. Quality of effort, responsiveness to opportunities, skill in partnering are all crucial to success. Further, in times of reduced resources, priority setting is essential.

In all, the year’s fundraising results brought the Comprehensive Campaign cumulative total to \$150.8 million. Campaign Co-Chairs Dennis Woods (A&H’69) and Omel Nieves (HHS’83) worked with the Campaign Leadership Committee to find yet more potential contributors and to fashion compelling asks. Since the Campaign began, over 92,000 gifts have been received from approximately 24,000 donors. Thanks to each and every one!

For an overview of both annual accomplishments and cumulative campaign progress, see the summary chart below. (Both annual and campaign data have been distributed in fuller detail separately.)

<b>Campus Unit</b>	<b>2008-09 Annual Final (prior year)</b>	<b>2009-10 Annual Goals</b>	<b>2009-10 Annual Final</b>	<b>Campaign Cumulative 7/1/05-6/30/10</b>
<b>Arts &amp; Humanities</b>	\$ 677,428	\$ 1,500,000	\$ 2,089,237	\$ 9,094,364
<b>Craig School of Business</b>	\$ 697,738	\$ 1,500,000	\$ 503,385	\$ 5,335,223
<b>Health &amp; Human Services</b>	\$ 418,348	\$ 800,000	\$ 1,085,379	\$ 11,957,279
<b>Jordan Agriculture</b>	\$ 30,393,937	\$ 4,000,000	\$ 724,235	\$ 40,760,098
<b>Kremen School</b>	\$ 259,207	\$ 500,000	\$ 1,654,691	\$ 4,085,296
<b>Lyles Engineering</b>	\$ 10,602,188	\$ 2,000,000	\$ 316,169	\$ 15,404,700
<b>Madden Library</b>	\$ 349,094	\$ 500,000	\$ 906,284	\$ 12,791,036
<b>Science &amp; Mathematics</b>	\$ 261,600	\$ 500,000	\$ 251,785	\$ 1,330,493
<b>Social Sciences</b>	\$ 117,500	\$ 300,000	\$ 93,356	\$ 1,086,203
<b>Student Affairs</b>	\$ 802,529	\$ 800,000	\$ 2,839,406	\$ 10,543,940
<b>Other Academic Giving</b>	\$ 371,784	\$ 2,600,000	\$ 1,554,845	\$ 8,584,943
<b>Academic Subtotal</b>	<b>\$ 44,951,353</b>	<b>\$ 15,000,000</b>	<b>\$ 12,018,772</b>	<b>\$ 120,973,575</b>
<b>Athletics/ Bulldog Foundation</b>	\$ 7,174,594	\$ 10,000,000	\$ 3,245,183	\$ 27,963,364
<b>Overall Total</b>	<b>\$ 52,168,067*</b>	<b>\$ 25,000,000</b>	<b>\$ 15,303,397*</b>	<b>\$ 150,805,825**</b>

\* 2008-09 includes \$42,120 for Events Center  
2009-10 includes \$39,442 for Events Center

\*\* Campaign Cumulative includes \$1,868,886 for Events Center

*Note: Campaign counting includes two categories of private support that are not tracked in the annual numbers: 1) philanthropic grants administered by the Office of Research and Sponsored Programs and 2) bequests and other revocable deferred gifts (donors 65 or over by 6/30/12).*

Looking at the breakdown of giving by donor category, during FY2009-10 alumni represent the largest number of donors (48% of total donors for the year) and gave the most money (34% of the dollar total). Fresno State “friends” (non-alumni individuals including faculty/staff and parents) were the next highest number of donors (36%). Impressively, faculty/staff (past and present) gave 8% of the dollar total—extraordinary generosity by the university family. In fact, since some of those individuals are also alumni, their giving is included in alumni totals. They add 113 individuals and over \$46,000 more to the “family” total. Corporations comprised 12% of the number of donors and 14% of the dollar total, and foundations, under 1% of donors but 26% of dollars.

One additional breakdown of giving data is by purpose, that is, by the type of account and particular use. The overall division by account type was as follows: current funds, 62%; endowment, 38%; capital construction/facilities, less than .5%. Within current and endowed funds, \$4.2 million was specifically designated to student financial aid (27% of the overall total). Bulldog Foundation giving for student-athlete support funded additional scholarships.

Most important of all are the accomplishments made possible by private dollars. Annual Fund dollars provided deans and chairs with flexible resources to meet pressing needs and unexpected opportunities, as the President’s Circle for Excellence does for Dr. John Welty. A gift to name the Leon S. Peters Ellipse Gallery in Madden Library allowed equipment upgrades, media lab enhancements, restoration of service hours in specialized areas, purchase of the highly acclaimed Web of Science database, and more. A philanthropic grant for Student Affairs from the Aetna Foundation supported a Mobile Wellness Unit to promote healthy living for students and the local community. Gift dollars continue to support faculty positions, and hundreds of students benefit from privately funded scholarships. The campaign Web site, [www.SupportFresnoState.com](http://www.SupportFresnoState.com), offers stories of giving that showcase both donors and beneficiaries of gifts.

Donors make a difference every day at Fresno State. From the entire campus community, thank you one and all! Further, for everyone who is part of the Campaign effort and everyone who is giving, please keep up the good work!

### **Looking Ahead to 2010-11 and 2011-12**

This collection of departmental action plans presents a distillation of two years’ worth of expectations. Each grid looks ahead for this year and next. Like any written plan, as soon as it is published, changes occur. These overviews, nevertheless, will allow each department to review goals and objectives periodically and to refocus as appropriate. Operational details go well beyond these summaries.

Dollar goals by department are as follows:

School / Unit	FY 2010-11	FY 2011-12	School / Unit	FY 2010-11	FY 2011-12
Arts & Humanities	\$1,500,000	\$1,500,000	Madden Library	\$500,000	\$500,000
Craig School of Business	\$1,500,000	\$1,500,000	Science & Mathematics	\$500,000	\$500,000
Health & Human Services	\$1,000,000	\$1,000,000	Social Sciences	\$300,000	\$300,000
Jordan College of Agricultural Sciences & Technology	\$4,000,000	\$5,000,000	Student Affairs	\$800,000	\$800,000
Kremen School of Education and Human Development	\$1,150,000	\$900,000	<i>Academic Subtotal</i>	<i>\$13,500,000</i>	<i>\$14,500,000</i>
Lyles College of Engineering	\$2,250,000	\$2,500,000	Athletics/Bulldog Foundation	\$7,500,000	\$8,500,000
			<b>Overall Total</b>	<b>\$21,000,000</b>	<b>\$23,000,000</b>

*Note: These annual totals do not include all the elements in cumulative Campaign totals. As noted above, Campaign counting includes two categories of private support that are not tracked in the annual numbers: 1) philanthropic grants administered by the Office of Research and Sponsored Programs and 2) bequests and other revocable deferred gifts (donors 65 or over by 6/30/12).*

In these last two years of the Comprehensive Campaign, the entire university is focused on Powering the New California. Economic woes, budget struggles and unforeseeable distractions notwithstanding, we move forward with energy and optimism. The mid-August Campaign Stakeholders Workshop was a very positive confirmation of campus and community support of the Campaign for Fresno State. We have a worthy cause and spirited crew. Here's to ongoing success! Thanks to all!

Mary Anna Dunn  
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 September 2010