

CALIFORNIA STATE UNIVERSITY, FRESNO

1911-2011



STEPPING INTO OUR NEXT CENTURY

## **Advancement Division Action Plans**

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

# **Kremen School of Education and Human Development**



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

**Department: Kremen School of Education and Human Development**

**Date: September 2010**

<b>Priority/Product</b>	<b>Criteria for Success</b>	<b>Tactics</b>	<b>Special Considerations</b>
<b>Central Valley Educational Leadership Institute (CVELI)</b>	<b>2010-11 goal: \$300,000</b> <ul style="list-style-type: none"> <li>• Mehas Professorship</li> </ul> <b>2011-12 goal: \$2.5 - \$3.0 million</b> <ul style="list-style-type: none"> <li>• Naming Rights</li> </ul>	<ul style="list-style-type: none"> <li>• Work with the new director of CVELI and Kremen School volunteer to develop an effective fundraising strategy.</li> <li>• Continue to cultivate both individual and organizational donors for major commitments.</li> </ul>	<ul style="list-style-type: none"> <li>• Tier 1 campaign project.</li> <li>• CVELI is becoming recognized as the umbrella for leadership work at the administration level, the classroom level and the focus on English language learners.</li> <li>• CVELI may also become recognizable due to their work with STRIVE and the Fresno Compact.</li> <li>• Leave of Absence Plan of Action (leads): Dr. Virginia Boris, Maurine Jones.</li> <li>• Also, the director of corporate &amp; foundation relations will assist with various areas.</li> </ul>
<b>Partner Schools Project</b>	<b>2010-11 goal: \$125,000</b> <b>2011-12 goal: \$125,000</b> <ul style="list-style-type: none"> <li>• Funding to support and perpetuate partnerships with Valley schools that support student cohorts.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and cultivate individual and organizational prospects for major gifts.</li> </ul>	<ul style="list-style-type: none"> <li>• Tier 1 campaign project.</li> <li>• Leave of Absence Plan of Action (leads): Dr. Pam Scottt, Dr. Jeannie Behrend.</li> </ul>
<b>Reading Laboratory</b>	<b>2010-11 goal: \$25,000</b> <b>2011-12 goal: \$25,000</b> <ul style="list-style-type: none"> <li>• Dedicated funding for Reading Lab initiatives, namely endowed director, research, school needs assessments, best practices for reading and writing, outcomes measurement.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Reading Laboratory leadership to clarify goals and objectives; revise grant proposal template – including cost breakdown.</li> <li>• Identify corporate and foundation donors.</li> </ul>	<ul style="list-style-type: none"> <li>• Tier 1 campaign project.</li> <li>• This center is in the beginning stages of program development.</li> <li>• Leave of Absence Plan of Action (leads): Dr. Judith Neal.</li> </ul> <p style="text-align: right;">(continued)</p>

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<b>Math/Science Teacher Initiative</b>	<b>2010-11 Goal: \$1.0 million</b> <ul style="list-style-type: none"> <li>• Submission of completed proposal to ExxonMobil Foundation (\$2.6 MM).</li> <li>• Development of Math/Science Teacher Initiative.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Kremen leadership to clarify goals and objectives; develop grant proposal template – including cost breakdown.</li> <li>• Utilize university volunteers to help navigate the proposal process.</li> </ul>	<ul style="list-style-type: none"> <li>• This project involves the College of Science and Mathematics as well as Kremen School.</li> <li>• Leave of Absence Plan of Action (leads): Chris and Bill Cummings, Maurine Jones, Kent Karsevar, Paul Beare, and James Marshall.</li> </ul>
<b>Mediator Mentors</b>	<b>2010-11 Goal: \$50,000</b> <b>2011-12 Goal: \$50,000</b> <ul style="list-style-type: none"> <li>• Create an endowment to support the activities of Mediator Mentors.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify corporate and foundation donors.</li> <li>• Support the fundraising efforts of the Director of the Mediator Mentors program.</li> </ul>	<ul style="list-style-type: none"> <li>• Leave of Absence Plan of Action (leads): Dr. Pam Lane-Garon.</li> </ul>
<b>Ongoing Support and Other Kremen School Projects and Initiatives</b>	<b>2010-11 Goal: \$1,000,000</b> <b>2011-12 Goal: \$50,000</b> <ul style="list-style-type: none"> <li>• Early Childhood Center</li> <li>• Teacher Recruitment Fund (scholarships)</li> <li>• Minority Male Teacher Recruitment</li> <li>• Student Scholarships (incl. Alumni Association)</li> <li>• Staff/Faculty Scholarships (incl. Richter scholarships)</li> <li>• Community Council</li> </ul>	<ul style="list-style-type: none"> <li>• Stewardship and cultivation of major donors is in progress.</li> <li>• Add to scholarship endowments.</li> <li>• Leave of Absence Plan of Action (leads): <u>Minority Male Teacher Recruitment</u>: Dr. Colleen Torgerson, Dr. Jose Lomeli, and Dr. Albert Valencia, <u>Community Council</u>: Patty Martin and David Gromis, <u>Teacher Recruitment Fund</u>: Steve Price, Anne Murphy.</li> </ul>	<ul style="list-style-type: none"> <li>• The Director of Development position in the Kremen School is a half-time position.</li> <li>• DOD was approved for a six-month (professional/educational) leave of absence. This timeframe will include summer and fall 2010.</li> <li>• As opportunities arise, priorities will need to be set by the Dean.</li> </ul>

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<b>Prospect Development</b>	<ul style="list-style-type: none"> <li>• Portfolio of 100 major prospects. (50 for half-time assignment)</li> </ul>	<ul style="list-style-type: none"> <li>• Min. of 150 reports of contact. (75 for half-time assignment)</li> <li>• Identify new major prospects.</li> </ul>	<ul style="list-style-type: none"> <li>• Leave of Absence Plan of Action (leads): Stewardship by Kattie Smith and selected faculty members.</li> </ul>
<b>FY 2010-11 Goal</b> <b>FY 2011-12 Goal</b>	<b>\$ 1,150,000</b> <b>\$ 900,000</b>		<ul style="list-style-type: none"> <li>• The California Teaching Fellow Foundation will continue to give during 2010-11. Estimate is \$750,000.</li> </ul>