

CALIFORNIA STATE UNIVERSITY, FRESNO

1911-2011



STEPPING INTO OUR NEXT CENTURY

## **Advancement Division Action Plans**

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

## **Division of Student Affairs**



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

**Department: Division of Student Affairs**  
**Date: September 2010**

<b>Priority/Product</b>	<b>Criteria for Success</b>	<b>Tactics</b>	<b>Special Considerations</b>
<b>Centennial Scholarship Campaign</b>	<ul style="list-style-type: none"> <li>• Match ASI's initial gift of <b>\$25,000</b> with other gifts totaling at least <b>\$25,000</b> annually to the Centennial Scholarship Endowment.</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate the Centennial Scholarship campaign into various Centennial celebrations.</li> <li>• Create a web presence for the Centennial Scholarship Program.</li> <li>• Identify and cultivate prospects for Centennial Scholarships.</li> <li>• Use Centennial Scholarships as a way to reconnect, engage and begin the process of giving back to the University among past student leaders.</li> <li>• Give presentations regarding Centennial Scholarships to various Fresno State Boards, Alumni Chapters and groups.</li> <li>• Include Centennial Scholarship giving in the annual fund.</li> <li>• Other targeted mailing as appropriate.</li> <li>• Publicity whenever possible through the President's speeches, web presence and other social media, and Fresno State News.com.</li> </ul>	<ul style="list-style-type: none"> <li>• Although the development program has operated for the past 11 years in the Division of Student Affairs through a half-time assignment, the Program Director will retire as of December 2010, after two months of leave beginning in November. In January 2011 he will return to this assignment as a retired annuitant at 40% time.</li> </ul>
<b>Legacy of Leadership Project and Centennial Celebration for former Associated Student Leaders</b>	<ul style="list-style-type: none"> <li>• Contact all known former ASI Presidents to request information as to when they served; information about the campus during their tenure; what they learned as a student leader; and how those lessons served them in their career or future life.</li> <li>• 58 former ASI Presidents were contacted with the goal of receiving at least 30 responses.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a volunteer group of at least 6 former ASI Presidents and one or two student leaders to help with outreach efforts.</li> </ul>	(continued)

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	<ul style="list-style-type: none"> <li>• Collected material will be used to create a “Legacy of Leadership” publication that will help us better document the history of the University and collect stories to inspire future students.</li> <li>• Through this process, other DOD’s from throughout campus may use the opportunity to make contact with former leaders, establish relationships and develop prospects.</li> <li>• This will be part of the Centennial Celebration and activities for the Division of Student Affairs. The Legacy of Leadership publication will be distributed at a fall reception in the Ellipse of the Library for which past and present student leaders will be invited.</li> </ul>		
<b>President’s Honors Scholarship Program</b>	<ul style="list-style-type: none"> <li>• Obtain at least <b>\$100,000</b> in new annual gifts.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and cultivate new prospects for named honors scholarships.</li> <li>• “Centennial Scholars” may offer another opportunity to acquire donors.</li> </ul>	
<b>Identification of New Prospects</b>  <b>Cultivation/Stewardship of Existing Donors</b>	<ul style="list-style-type: none"> <li>• Complete a minimum of 75 reports of contact annually reflecting both new prospects and/or substantive contacts with known prospects and existing donors.</li> <li>• Hold at least one event annually for major donors of four-year scholarship programs assigned to Student Affairs.</li> </ul>	<ul style="list-style-type: none"> <li>• Engage Student Affairs Campaign Advisory Council, Parents Association Board members and Student Affairs staff to identify new prospects.</li> <li>• Engage scholarship donors (especially those funding four years scholars) with students whenever possible. Activities include beginning and ending of the year donor-student lunches, occasional dinners, other special activities as well as periodic updates.</li> </ul>	(continued)

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		<ul style="list-style-type: none"> <li>• Engage current donors of non-scholarship program activities, events and other opportunities to promote student success.</li> <li>• Collect information and engage former student leaders through Centennial celebration events and current student leadership programs.</li> </ul>	
<b>Student Success Services</b> <ul style="list-style-type: none"> <li>- <b>Support Net</b></li> <li>- <b>Supplemental Instruction</b></li> </ul>	<ul style="list-style-type: none"> <li>• Obtain gifts totaling <b>\$150,000</b> for both retention programs.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify prospects with a major interest in promoting student success. This could be a combination of private foundations and corporate partners.</li> <li>• Establish a compelling case statement for the expanded program.</li> <li>• Involve at least one Advisory Council member, Support Net/Supplemental Instruction staff member, and a student in presentation of proposals.</li> <li>• Focus on grants.</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with point staff (Maxine McDonald, Linda Gannaway and Dean Christensen).</li> </ul>
<b>Student Wellness Services</b>	<ul style="list-style-type: none"> <li>• Obtain grants totaling <b>\$100,000</b> (\$50,000 annually) from our current corporate foundation partner.</li> <li>• Identify at least one additional major prospect for Wellness Services.</li> </ul>	<ul style="list-style-type: none"> <li>• Engage at least two Advisory Council Members in identifying prospects and securing funds for Wellness Services.</li> <li>• Continue to cultivate our existing relationship with a major corporation and its foundation toward obtaining one-year grants of at least \$50,000 and the possibility of follow-up with a multi-year grant request.</li> <li>• Seek additional corporate and foundation sponsors by matching donor interests with various aspects of wellness.</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with Wellness Services Coordinator/Kathy Yarmo.</li> </ul> <p style="text-align: right;">(continued)</p>

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<b>Renaissance Scholars Program</b>	<ul style="list-style-type: none"> <li>• Identify at least 20 new program partners with contributions of \$500 or more.</li> <li>• Submit at least one medium to large grant request (<b>\$50,000 to \$100,000</b>).</li> <li>• Participate as an active beneficiary in the Home of Hope Project with the goal of being invited as an annual participant and beneficiary.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to solicit program partners at smaller funding levels throughout the grant period and build a relationship for major gifts in the post-grant period.</li> <li>• Engage partners in at least one campus event annually celebrating the success of Renaissance Scholars.</li> <li>• Seek corporate or private foundation sponsors with the interest and ability to assist in funding the program.</li> <li>• Develop strategies that demonstrate a high level of interest and ability to market tickets and boost profits for the Home of Hope project.</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with Program Coordinator Kizzy Lopez.</li> </ul>
<b>Division of Student Affairs Campaign Advisory Council</b>	<ul style="list-style-type: none"> <li>• Hold at least two general meetings annually.</li> <li>• Identify and engage individual members with projects of particular interest.</li> <li>• Invite one or more members to assist with project presentations, especially for those where the member may have personally identified the prospects.</li> </ul>	<ul style="list-style-type: none"> <li>• General meetings, one in the fall and the other in spring 2010-11 and 2011-12.</li> <li>• Individual meetings and strategy sessions with members/VP for Student Affairs throughout the year.</li> <li>• Involvement in presentations as appropriate.</li> <li>• Involve the Campaign Leadership Liaison in planning meetings and developing strategies for presentation to both the Advisory Council and prospective donors.</li> </ul>	(continued)

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<b>Parents' Activities/Annual Fund</b>	<ul style="list-style-type: none"> <li>• Obtain total annual parent pledges of at least <b>\$100,000</b>.</li> <li>• Increase Parents Association Membership by 200 families.</li> </ul>	<ul style="list-style-type: none"> <li>• Solicit new members at Dog Days and collect parent data (summers of 2010 and 2011).</li> <li>• Hold at least two parent events including Welcome Night and a fundraising event or Parent Appreciation event.</li> <li>• Conduct quarterly meetings with the Parents Board to plan projects and provide good parent communications with an ongoing blog and Facebook page.</li> <li>• Consider how best to involve parents to enhance the Annual Fund.</li> <li>• Review tactics and script with Annual Fund staff to see if we can increase fulfillment of pledges.</li> </ul>	<ul style="list-style-type: none"> <li>• Parent projects/events are contingent upon staff resources being available.</li> </ul>
<b>Dog Days-New Student Orientation Program</b>	<ul style="list-style-type: none"> <li>• Maintain at least <b>\$20,000</b> in support for Dog Days.</li> </ul>	<ul style="list-style-type: none"> <li>• Add one or more program sponsors (totaling \$10 K plus) annually who have business/philanthropic interests in meeting new students and their families, and supporting the new student orientation program (ongoing throughout the campaign).</li> </ul>	<ul style="list-style-type: none"> <li>• Some Dog Days sponsorship may be considered non-gifts in accordance with IRS interpretations. We will continue to maintain relationships with these corporate entities and encourage sponsorship to offset the cost of Dog Days.</li> <li>• Collaborate with Dog Days Coordinator Ken Ternate.</li> </ul> <p style="text-align: right;">(continued)</p>

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<b>Community Service Scholarships</b>	<ul style="list-style-type: none"> <li>• Obtain at least <b>\$60,000</b> between now and the end of the campaign in matching funds for income generated by the Radin Endowment for Community Service Scholarships.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify matching partners for Community Service Scholarships by collaborating with Career Services, CSB Internship Program, the Jan and Bud Richter Center for Civic Engagement and American Humanics (ongoing throughout the campaign).</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with Career Services/Aleta Wolfe and Richter Center/Chris Fiorentino.</li> </ul>
<b>Program/Friends for Civic Engagement</b>	<ul style="list-style-type: none"> <li>• <b>\$10,000</b> in new gifts from Friends for Civic Engagement.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote Friends for Civic Engagement as an option for the Family Campaign (ongoing throughout the campaign).</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with Chris Fiorentino.</li> </ul>
<b>Senior Experience Program</b>	<ul style="list-style-type: none"> <li>• Obtain at least <b>\$10,000</b> in new support for the Senior Experience Program.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify/secure one major sponsor with interests in graduating seniors (possibly a major campus recruiter) to sponsor the Senior Program.</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with Career Services/Rita Cohen and Student Success Services/Maxine McDonald.</li> </ul>
<b>Center for Women and Culture</b>	<ul style="list-style-type: none"> <li>• Identify prospects.</li> <li>• Make at least one presentation to a prospective donor.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to build a partnership with the Central California Hispanic Chamber of Commerce (CCHCC).</li> <li>• Identify additional corporate prospects through this event and our volunteer liaison at the CCHCC.</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with Program Directors Francine Oputa and Jennifer Whyte.</li> </ul>
<b>Family Campaign</b>	<ul style="list-style-type: none"> <li>• Make at least one presentation to Leadership annually and send out one email per semester to staff regarding Family Campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to promote Family Giving to all staff with periodic updates on development activities, notification and identification of new projects that may appeal to Student Affairs employees and acknowledgement of those who gave on our website.</li> </ul>	(continued)

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<b>Increase Grant Activity Within the Division of Student Affairs</b>	<ul style="list-style-type: none"> <li>• Identify at least ten private foundations with compatible interests.</li> <li>• Submit at least three grant requests annually to private foundations.</li> </ul>	<ul style="list-style-type: none"> <li>• Give periodic verbal presentations at a Student Affairs Leadership meeting regarding grant opportunities.</li> <li>• Coordinate activities of the Division's grant writing team to review proposals and assist staff with the process.</li> <li>• Utilize resources and collaborate with the Offices of Grants and Research as well as Corporate and Foundation Relations to enhance opportunities.</li> </ul>	
<b>FY 2010-11 Goal</b>	<b>\$800,000</b>		
<b>FY 2011-12 Goal</b>	<b>\$800,000</b>		