

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**

<b>Priority/Product</b>	<b>Criteria for Success</b>	<b>Tactics</b>	<b>Special Considerations</b>
<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>

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<p><b>Social Work Education</b></p> <ul style="list-style-type: none"> <li>• <i>Scholarships and Student Support</i></li> </ul>	<p>Long Term Goal: TBD (See below)  Short Term Goal*: TBD (See below)</p> <ul style="list-style-type: none"> <li>• Define the scholarship program desired.</li> <li>• Link to the new Adopt a Scholar Program</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 scholarships (potential focus on graduate students and overseas/foreign learning program).</li> <li>• Engage SWE alumni and retired faculty.</li> <li>• Submit proposals for support to individuals, foundations and corporations.</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. Strong connections to the granting process. Potential for CFR connection.</li> </ul>
<p><b><u>Comprehensive Campaign</u></b>  <b>Centers and Institutes</b></p> <ul style="list-style-type: none"> <li>• <i>Health Policy Institute</i></li> </ul>	<p>Long Term Goal: \$1,000,000  Short Term Goal*: \$100,000</p> <ul style="list-style-type: none"> <li>• Seeking sources for Leadership Program.</li> <li>• Continue to identify &amp; engage prospective donors.</li> </ul>	<ul style="list-style-type: none"> <li>• Meet with prospective donors to cultivate interest in the Institute.</li> <li>• Submit proposals for support to individuals, foundations and corporations.</li> <li>• Communicate regularly with Executive Director and steward existing donors.</li> </ul>	<ul style="list-style-type: none"> <li>• The Director and staff are very focused on Development and continue to be a great asset.</li> <li>• Existing relationship with the Kaiser Foundation. Said relationship, along with Kaiser Foundation's interest in Children of the Valley" (below) will further connect CHHS to the foundation for a collaborative grant.</li> </ul> <p style="text-align: right;">(continued)</p>

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<ul style="list-style-type: none"> <li>• <i>Children's Institute</i></li> </ul>	<p>Long Term Goal: \$2,000,000  Short Term Goal*: \$500,000</p> <ul style="list-style-type: none"> <li>• Develop a well-defined funding strategy based on the areas covered in "Children of the Valley".</li> <li>• Core areas for funding: 1) early socio-emotional development, 2) youth risk behaviors, with a focus on boys and men of color, and 3) parent engagement.</li> <li>• Create a preliminary prospect list, utilizing advisory board and existing connections.</li> <li>• Develop printed marketing/development materials.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage new multi-college Deans' leadership team to create policy direction with strong development component.</li> <li>• Involve 5-college Deans and DOD's as appropriate.</li> <li>• Work with Executive Director to ID and cultivate prospective donors.</li> </ul>	<ul style="list-style-type: none"> <li>• Executive Director fully engaged in fund raising and enthusiastic. ED is connected with the local community and will be a tremendous asset.</li> </ul>
<p><b>General Support for College &amp; CHHS Departments</b></p>	<ul style="list-style-type: none"> <li>• Strengthen relationship with existing scholarship donors, develop stewardship plan utilizing the annual scholars reception in spring.</li> <li>• Identification of new prospective donors for the "Adopt a Scholar" program.</li> <li>• Continue to identify and consider fundable projects in all CHHS departments.</li> <li>• Enhanced visibility for College utilizing the "Making a Difference" theme.</li> <li>• Develop Advisory Council/Dean's Roundtable for CHHS by spring 2011.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain communication with current scholarship donors to cultivate additional donations.</li> <li>• Make contact with early alumni to cultivate relationships.</li> <li>• Plan trips to areas with high concentrations of alums.</li> <li>• Enhance interaction with department chairs &amp; faculty to identify giving opportunities.</li> <li>• Collaborate with Communications and the Dean's office to create a marketing plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Some CHHS alumni chapters have been dormant and need to be revitalized. This process will require faculty support.</li> <li>• Emeriti and early alumni outreach is a new initiative; results will take time.</li> </ul> <p style="text-align: right;">(continued)</p>

