

Program/Project Annual Report
Development
July 1, 2012 – June 30, 2013

Purpose of Program/Project:

The Development Office in the Kremen School of Education and Human Development is responsible for identifying individuals and organizations that have a interest in education and counseling in order to meet the major giving goals established. Important in the development process is relationship building and informing prospective donors and key community members of the phenomenal work that takes place in the Kremen School.

Administrative Housing of Program/Project:

Senior Director of Development, Lee Ann Jansen, and Sarah Schmidt, Associate Director of Development, began development work in the Kremen School in the summer of 2012, and report directly to the Associate Vice President for Development, Kent Clark. Lee Ann and Sarah work in coordination with the Dean of the Kremen School, Dr. Paul Beare, and the Associate Dean of the Kremen School, Dr. James Marshall. Brooke Lindblad, Administrative Assistant for Development, was hired to the Development team in November of 2012.

Major Accomplishments 2012-2013:

- Year of phenomenal growth and excitement for the development team of Dean Paul Beare, Associate Dean Jim Marshall, Senior Director of Development Lee Ann Jansen, Associate Director of Development Sarah Schmidt, and Administrative Assistant for Development Brooke Lindblad.
- Bimonthly development strategy and update meetings of Deans and Directors and development of positive working relationship.
- Successfully hired a phenomenal Administrative Assistant for Development, Brooke Lindblad.
- Formalized a concentrated plan and effort to inform and expand the circle of people involved with the Kremen School of Education and Human Development and its academic programs, including reconnecting with alumni, emeriti and community members.
- Directors of Development met individually with each department chair to identify program strengths and to develop proposal templates.
- Successfully formed a Faculty Development Committee comprised of department chairs and selected faculty, revised purpose and responsibilities, and meet quarterly for ongoing training and involvement opportunities.
- Development trainings with the Faculty Development Committee including presentations on Corporate and Foundation Relations and Planned Giving.
- Development training session with each department (Curriculum and Instruction; Educational Research and Administration; Counselor Education and Rehabilitation; Literacy, Early, Bilingual, and Special Education).
- Development training session for Kremen Alumni Chapter Board.

- Expanded the Community Council from 16 to 23 members further enabling the School to enhance community relationships and continue efforts to enhance support and knowledge of academic programs and the students served.
- Revised the purpose and responsibilities for the Community Council and meet on a quarterly basis with a retreat scheduled for August of 2013.
- Added several members to the Community Council representing the local community with regards to profession and diversity.
- Continuing to identify private industry representatives to expand the growth and reach of the Community Council.
- Removed unviable prospects from the previous Kremen prospect pool, and identified and added those more appropriate (from 40 prospects to 61).
- Addressed ghost mailing list and updated in database.
- Advance list serve pulls for important Kremen School affiliates: Golden Graduates, Kremen Alumni Board, Community Council members, all Kremen Alumni, etc.
- Assembled mailing lists for the following groups and continuing to assemble for other important groups as well: Alumni Board and former board members, Community Council and former members; Bricks Committee and former members, Kremen Emeriti, Retired Superintendents, etc.
- Various confidential Proposals and Letters of Interest were submitted.
- Establishment of scholarships including: the Cecilio Orozco Memorial Scholarship Fund, the Jeannetta V. Stearns Education Award.
- Major gifts include:
 - A \$50k gift from Wells Fargo in support of the Rural Network program in the Central Valley Educational Leadership Institute, honoring the legacy of Dr. John D. Welty
 - A gift of \$2.1 million from the estate of Marian Kremen closed in probate
 - A \$200k bequest from Pete Mehas to establish the Peter G. Mehas Professorship in Education, Leadership and Policy Endowment
 - A \$100k gift from Harry Moordigian to honor his late parents in support of and the work of the Fresno Family Counseling Center
- CVELI naming
 - Held volunteer committee meeting
 - Developed a proposal template
 - Solicitation of individual donors
 - Worked with University Communications regarding website and online donations
 - Collected, processed, and executed thank you process of all funds
- CVELI- worked with CVELI leadership to streamline website, update and consolidate fiscal reporting process, update marketing materials, etc.
- Implemented the following processes into the Kremen Development Office: revamped filing structure, updated gift receipting process, updated and streamlined thank you process, updated stewardship plans for existing donors, and began moves management process.
- Met with existing endowment donors to steward gifts (Dick Sparks, Darlene and Stan Spano, Dale and Shirley Hewlett, etc.)
- Outreach to valley Superintendents and Associate Superintendents through invitations to events and especially at the President's Tribute Celebration.

- Met individually with valley Superintendents to establish relationships including: Larry Powell, Ruthie Quinto, Robert Aguilar, Marcus Johnson, Janet Young, etc.
- Updated the vision and philanthropic strategy for the Kremen School in consultation with the Deans
- Utilized Kremen Alumni Chapter events for stewardship of existing donors and cultivation of potential donors.
- Developed strategic marketing for development including: Thanksgiving card, End of the year appeal from the Dean, brochure for all guests of the Kremen School at the President's Tribute Celebration, and the Mediator Mentor fundraiser mailing.
- Involvement and presence on the Bricks Committee, including the KSEE 24 Educator of the Week Awards.
- Attended and hosted donors and prospects at the following events:
 - Top Dog Alumni Award Gala 9/28/12, hosted six prospects/donors
 - Golden Grad luncheon 9/29/12
 - Kremen Alumni Chapter's Oktoberfest 10/4/12
 - Kremen Football Skybox 11/3/12, hosted ten prospects/donors
 - Fresno County Educator of the Year VIP reception and awards ceremony 11/7/12
 - Kremen Alumni Chapter's Night in Italia Scholarship Dinner 11/15/12
 - Celebration of Joyce Huggins Life 11/28/12
 - President's Holiday Party 12/6/12
 - Kremen School Holiday Party 12/12/12
 - CVELI Conference 1/29/13, hosted six prospects/donors
 - President's Basketball Suite 2/13/13, hosted six prospects/donors
 - Kremen Basketball Suite 3/2/13, hosted ten prospects/donors
 - Valley Business Awards Luncheon 3/5/13
 - COMPACT Shareholders Awards Luncheon 3/6/13, hosted four prospects/donors
 - Teaching Fellows Foundation Kremen Scholars Recognition Dinner 3/14/13
 - Fresno Unified Tournament of Technology 3/16/13
 - Kremen Alumni Chapter's Noted Alumni Dinner 3/21, hosted four prospects/donors
 - 29th Hispanic Chamber of Commerce Gala 3/22/13, hosted two prospects/donors
 - Donor Appreciation Reception 4/3/13
 - Common Threads Awards Luncheon 4/11/13
 - Carolyn Dobbs Special Education Awards Dinner 4/18/13
 - President's Tribute Celebration Dinner 4/20/13, hosted seventy prospects/donors
 - Richter Awards Luncheon 5/17/13
 - Convocation Reception 5/17/13, hosted fifteen prospects/donors
 - Convocation Ceremony 5/17/13
 - KSEE 24 Educator of the Week Awards 5/23/13
 - Mediator Mentors Fundraiser at Chukchansi Park 6/1/13, hosted ten prospects/donors
- Total funds raised for the fiscal year: \$3,337,503.

Sources of Funding:

Development for the Kremen School of Education is funded through state support and by funds generated through the California State University, Fresno Foundation.

Space and Equipment Utilization:

The Associate Director of Development and Administrative Assistant for Development for the Kremen School are housed in space provided by the Dean of the Kremen School in the Dean's suite. Office equipment and furnishings are also provided by the Dean.

Goals and Objectives 2013-2014:

- a. Continuing development trainings for Faculty Development Committee and Community Council
- b. Reeher training for development staff, and identify prospects with 95+ rating
- c. Moves Management system in place for each prospect
- d. Planned giving plan in place and active
- e. Update development plan, implementation and asks when appropriate for faculty, program and student support in 6 key areas: Partner Schools, CVELI, Fresno Family Counseling Center, Mediator Mentors, Dean's Discretionary Funds, and the Bonner Education Center
- f. Cultivation and stewardship strategies in place for prospects and existing Kremen events