

Additional 2008-09 Noteworthy Accomplishments

STUDENT SUCCESS SERVICES

- Over 50% of the 2008-09 College Assistance Migrant Program cohort completed math and/or English remediation in the fall 2008 semester.
- In Fall 2008, Student Affairs launched the Renaissance Scholars Program for former foster youth students through \$500K in grants from 2 Foundations.
- The Learning Center logged 2,948 unique student contacts with 55% returning to use their services.
- Supplemental Instruction (SI) was provided to 10 high-risk classes and 42% of students enrolled in these classes participated in SI sessions.
- The Academic Test Center proctored classroom exams for 61 faculty members to 6065 students in Fall 2008.
- The 2008 Summer Bridge staff, faculty and students contributed nearly 4,000 food items to the Bulldog Pantry and provided 246 hours in community service.
- 99% of Students enrolled in the Student Support Services Program were retained from the fall 2008 to the spring 2008 semester.
- Central California Educational Opportunity Center (CCEOC) provided services to over 1380 individuals in its mission to increase enrollment of first generation and/or low income individuals into post-secondary education.

ENROLLMENT SERVICES

- In Fall 2008, the University Outreach Services office signed and implemented a Memorandum of Understanding with Fresno Unified School District and also secured an AT&T grant to help increase the college-going rate in the Central Valley.
- Financial Aid had its largest and earliest disbursement of aid to students for the Fall semester – in excess of \$60M was disbursed.

UNIVERSITY SCHOLARSHIPS

- Responding to issues raised during the stewardship audit, we developed and implemented an updated version of the on line scholarship application. This was completed in conjunction with written guidelines for future staff to follow in determining eligibility in accordance with donor criteria.

The updated application which includes a new section to determine financial need, improves donor stewardship by making certain specific selection criteria are met and it provides selection committees with documented data that any action is in full compliance with signed gift agreements.

- New application deadlines concurrent to the University's application cycle were also established with the updated application. This change was implemented with the policy that all scholarship applicants must either be applicants or continuing students at California State University, Fresno.

The outcome of this action at least sets the stage for a second phase of development of an on line application that is compatible with Peoplesoft. Once completed, this will greatly reduce staff processing time and expedite the scholarship process. Unfortunately, the realization of budget restraints has this follow up on indefinite hold.

- A concentrated marketing campaign was launched prior to the fall 08 semester to announce availability of scholarships and to advertise the new, shortened application period. These actions included:
 - Creation of six different posters completed internally and distributed throughout campus.
 - Email to all Deans, Department Chairs, Section Committees, Counselors and others throughout the campus community.
 - Email to all continuing students who previously applied for scholarships.
 - 6 visits to University One Classes announcing this change and providing tips on how to seek/apply for scholarships.
 - Working with University Outreach, email contacts were made to high counselors throughout the region to announce the availability of scholarships and to ask their help in publicizing the new application period.
 - Internal creation of a one page brochure which replaced the old three page brochure. The new brochure reflects the new application period and was distributed throughout campus as well as at major events where large numbers of students attended.

The outcome of these actions were clearly successful as we received slightly more completed scholarship applications for 2008-2009 than we did in 2007-2008 when there was a window of three additional months during which students could apply.

Completing posters and the brochure internally also resulted in tremendous cost savings. For example, the old three page brochure cost approximately \$1300 to create/copy, and the new version (proving to be just as effective) cost less than \$450 to produce.

- This was a very unique year in that the Wall Street meltdown cost Fresno State approximately \$30 million in endowment losses. Although there has been some recovery since then, scholarship payouts for 2009-2010 from our endowments will be severely affected and the focus of our work will shift from utilization to preservation. Scholarship staff attended six meetings (three of those with Foundation Board members) regarding this issue. We not only gathered data for consideration of the Foundation, but we actively advocated for scholarship preservation whenever possible.

The outcome of our work in addition to that of others, was a declaration from the Foundation Budget Committee that scholarships should be the priority expenditure and they will receive the most funding possible from endowment payouts. For 2009-2010 all four year scholarships paid through endowments will be fully funded; however there will be cuts will be made for non reoccurring scholarships with endowment payouts dropping from 5% to approximately 2.5%.

DEVELOPMENT

- As of May 31, 2009, \$790,000 in gifts has been booked under the column of Student Affairs. With only a few weeks left in this fiscal year we may not hit our goal of \$800,000, but we are ending the year with the third highest fundraising total. Given the state of the national and local economies, I am still very proud of this accomplishment and of our continued contribution to the campaign.
- This year's special events included:
 - Two lunches and a dinner at the University House for Brooks were held for scholarship recipients and the donor. Outcome was a \$100,000 donation received in January 2009.
 - Dinner at the University House for Radin Scholars and the donor. Outcome is a continuation of a \$50,000 a year donation to support honor scholarships and continued cultivation for what I anticipated to be a more substantial gift.
 - Two lunches and campus meetings with Vincent Scholars and their donors. Additional events with these donors included dinner with the Vice President and a concert in the Save Mart Center with the President. These activities help develop an atmosphere conducive to fundraising and resulted in an additional pledge to increase their 2009-2010 commitment from four scholars (full tuition plus \$800 book allowance each) to six scholars.
 - Attendance and presentation at all 2008 Dog Days parent sessions. This activity resulted in 372 families joining the Parents Association. In addition to raising new friends for the University, \$7,440 was raised to support Welcome Night and other parent activities.
 - Advancement activities and connections with the Central Valley Hispanic Chamber of Commerce resulted in the University's first "Latino Heritage Festival" held in September 09. A small gift of \$1,000 was given to the Central Valley Cultural Heritage Center as a result, but more importantly, a commitment was made by CVHCC to continue working with Fresno State in promoting similar events in the future. This is extremely important to DOSA for long term development opportunities with a constituency that will soon be the majority.
 - Fresno State's Parent Association sponsored a booth representing the entire University at Cinco de Mayo in Clovis. Hundreds of visitors were greeted by parents, "Time Out" and staff throughout the day.
 - Fresno State's Parents Association, in collaboration with DOSA and the Central Valley Hispanic Chamber held a special event featuring a Hispanic theme; "Una Noche en Mexico." More than 250 people attended.
- Other noteworthy development activities included post estate work by International Student Services, Student Affairs Development and Foundation Council to carefully negotiate terms for establishing the Hans and Anna Beck Scholarship Program. As a

result and with excellent follow up recruitment work from International Student Services, the first two “Hans and Anna Beck” International Scholars were selected for enrollment this fall.

VICE PRESIDENT FOR STUDENT AFFAIRS

- The Division of Student Affairs raised over \$8M during the quiet phase of our campus comprehensive fundraising campaign.
- The Division of Student Affairs is engaged with Academic Affairs in over 150 collaborative activities during the 2008-09 academic year.