

## Foundation Report – September 22, 2020

- **Alumni Engagement with Marketing Firm, Interact Communications**
  - The initial step is to conduct surveys, both online and in small focus groups
  - The COS Foundation Board is one of the focus groups along with
    - Current students
    - Alumni
    - Business and Civic Leaders
    - Key Administrators and Faculty
    - and some one-on-one with Key Individuals
  - Email survey to be distributed to the alumni database (37,000) donors (4,500) and current COS students (17,000)
  - Survey questions have been devised for both email and focus groups, both to begin in October.
  - Following the completion of these surveys and executive summary will be developed and presented to the Board.
- **New Fundraising Platform eTeamSponsors' FundRaker**
  - Email, text, social media fundraising platform for crowd fundraising
  - Shifting sports teams and some programs away from events, candy sales and the like toward outright campaigning for charitable gifts
  - Fully integrated with our donor management software, we will build our donor database
  - Standard form asks if the donor is an alumnus of COS, adding to the alumni database capturing abilities of the Foundation
  - Initial investment \$5,995; renewals rate is 9% of prior year's gross donations generated from through the system
- **Events Postponed/Canceled During Pandemic (so far)**
  - Canceled Events
    - CSF Celebrations 2020 (Tulare, Hanford, Visalia)
    - COS Athletics President's Cup 2020
    - Brew Fest 2020
    - Crush Party 2020 (possible substitute wine raffle)
    - Hall of Fame 2020
    - Power of the Purse 2020 (possible substitute activities)
  - Postponed Events
    - COS Nursing Program 50<sup>th</sup> Anniversary – Postponed from the May to November 12<sup>th</sup>, now to May 2021
    - COS Football State Champions 50-year Anniversary – Postponed from September 2020 to Spring 2021

- **Fresno State Visalia Campus – Integrated Teacher Education Program Expansion**
  - The campus now is home to an accelerated teacher credential program.
  - The program allows individuals with an AA degree to enroll and in two years, they will have earned their bachelor's degree and a multi-subject teaching credential.
  - It has started its third cohort this fall.
  - The COS Foundation has been providing a financial incentive for COS students to transfer into the program in hopes that the program will grow.
  - Last year there were 35 students enrolled in the program and 27 of them were COS transfer students.
  - This fall, the program enrolled 49 students and 43 were COS transfer students.
  - Each COS transfer student received a \$1,000 scholarship.
  - So far the COS Foundation has awarded \$70,000 in scholarships to invest in the local training of teachers and the gainful employment of our COS graduates.
  - The increased enrollment levels and the canceled Brew Fest are going to make it very difficult to perpetuate this incentive through 2021.