



## Facilitation Team:

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## FEDERAL CONTRACT:

47QRAA18D002T

DUNS: 021183237

NAICS: 541611, 611430

CMAS: 4-17-03-0520B

SMALL BUSINESS

WOMAN OWNED:

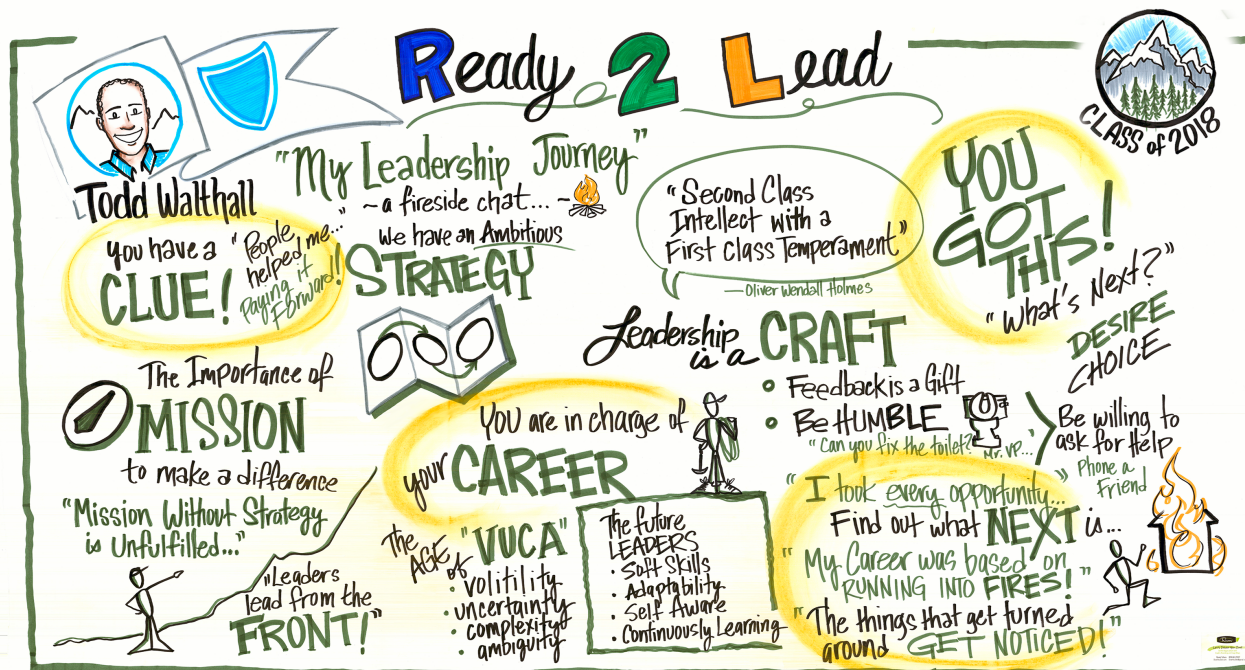
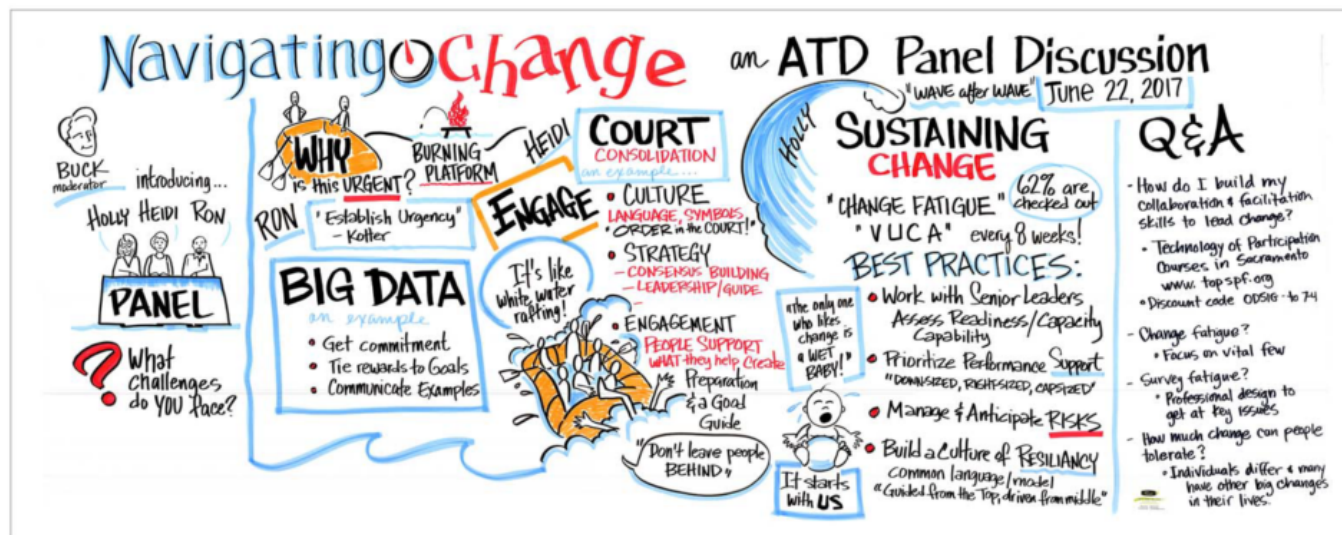
RWOSB181658CA

SMALL BUSINESS:

1745948

## PORTFOLIO OF PAST PROJECTS

### GRAPHIC FACILITATION AND RECORDING





# FRESNO STATE STRATEGIC PLANNING RETREAT

Alumni Association  
January 20-21, 2017

**Accomplishments**  
ALUMNI HOUSE PRIDE  
LEADING the CSU in SCHOLARSHIPS!  
**PRIDE**  
The Board + Relationship with President & Sr. Team  
Over 4 MILLION ENDOWMENT!  
Events! "SAH = FSAA"  
Membership to DONOR shift a Success!  
Chapters, Clubs & Networks

Why we're **TOP DOGS!**

and the **SURVEY** SAYS...

|                                    |                                  |
|------------------------------------|----------------------------------|
| Communication Plan                 | Clear Benefits to Alumni         |
| Clean Data                         | Focused Identity                 |
| More Perceived Events              | Focus on Traditions              |
| Student to Alumni engagement!      | Be a Connector Fun Face! Broaden |
| The "Famous People" - Alum Stories | More Digital Communication       |

OUR IMAGES...  
EVENTS  
\$  
OUR IMAGES...  
FOCUS

Alignment/Fit with **FRESNO STATE** plan.  
engagement! it's about... achievement stories  
Give Back! PEOPLE relationships collaboration  
Dynamic Environment

**ASSETS**  
Victor E. Bulldog  
University Support  
Advance Database  
Social Media  
Student Philanthropy Plan  
Storytelling + Alumni  
Grad Fest Commencement  
Top Dog! Dev. Staff?  
C/C/N Chapters, Clubs & Networks

**CONTRADICTIONS**

|   |  |
|---|--|
| Value Proposition is unclear                        | PLAN B mentality   |
| Undefined Data Priorities                           | Confusion about Recognition Methods                                |
| Resistance to Change what We Do Well                | Misunderstanding Our Role & Responsibility in Student Philanthropy |
| Assume Working with University Partners is Too Hard | Delay in Ability to Implement Policy Changes                       |

**PRACTICAL VISION & GOALS**

**Make It Rain!**  
Self-sustaining + recurring - \$

**Engagement**  
alumni Volunteer "Plug & Play"

**DATA**  
iKnowLI - iConnect - iGive  
Track Metrics  
FSAA identity

**CONNECTION**  
COMMUNITY involvement  
Business - Speaker's Bureau  
A CHOICE vs Default!

**Philanthropy**  
Career Development students + alumni mentorship

**Recognition**  
Expanded Opportunities!

**Scholarship**  
increased Giving!

**STRATEGIC DIRECTIONS**

**COMPASS**  
BRANDING / IDENTITY  
**FOCUS**  
OUR LEADERSHIP  
BUILDING GREATER ENGAGEMENT

**PRIORITY Strategies**

- We have a short, inspirational vision statement and communications plan that defines the "what"
- Development of The App, Student Philanthropy, and Volunteer Program
- Board Survey / Assessments; a Status Matrix tied to goals; create alignment with Board / Staff / Univ.



