

FRESNO PACIFIC UNIVERSITY ANNIVERSARY PLANNING GUIDE

FPU's VISION – To be known for academic excellence, innovative programming and spiritual vitality.

GOAL

1. The goal of celebrating the 75th anniversary is to commemorate, highlight and feature the achievements, growth and transitions in the life of the university which affirm its mission, vision and values.
2. Publish and articulate the vision and future of the university.
3. Expand and strengthen church and corporate relations.
4. Launch a comprehensive fund development campaign.
5. Manage the university's image as a Christ-centered community.

Expected Outcomes

1. Inspire students, faculty, staff, alumni and partners.
2. Inform and highlight achievements.
3. Underscore contributions to the Central Valley.
4. Attract positive press.
5. Showcase our student achievement.
6. Express appreciation to our partners.
7. Broaden donor base.
8. Communicate launching of new initiatives.
9. Raise awareness of academic programs.

Organization

1. *Executive Committee*: will consist of board members, chair of the events planning committee, the president and some cabinet members. The committee will encourage campus-wide participation, assist with recruiting speakers, identify opportunities and involvement of external audiences. This group will determine the corporate messaging and theme of the 75th, as well as manage the budget and approve all publications and external communications.
2. *Planning Committee*: will consist of staff, faculty and student representatives and will plan the yearlong activities of the anniversary. This group is the coordinating council with the responsibility to engage the FPU community in the planning, scheduling and implementation of events during the year. Some of the suggested events include the following:
 - a. Athletic-associated events
 - b. Events associated with the arts
 - c. Community-wide service project

- d. History and lecture series
 - e. Major gala event
 - f. Spiritual formation activities and convocations
3. *Communications Committee*
- a. External marketing and messaging to alumni, donors, churches, nonprofits and corporations
 - b. Consistent internal communications and coordination of events (avoiding conflict)
 - c. Publications
4. *Gala Committee*
- a. Anniversary gala event
 - b. Facilities
 - c. Sponsorships
 - d. Seating
 - e. Decorations
 - f. Program

Proposed Activities

- 1. Alumni (Slavic), seminary, DC and graduates
- 2. Staff & faculty, Council of Senior Professionals/retired
- 3. Regional campus-specific: Bakersfield, Merced, Visalia
- 4. Fresno community activities
 - a. Corporations
 - b. Nonprofits
 - c. Churches