Agenda

9:00 a.m. – 9:30 a.m.  Optional Tour of the Martin Luther King Jr. Library

9:30 a.m. – 10:00 a.m.  Registration

10:00 a.m. – 11:00 a.m.  Welcome and Introductions
Keynote by Mark Langseth
Vice President for University Advancement
and Executive Director of the Foundation
Metropolitan State University

11:00 a.m. – 12:30 p.m.  Enhancing Your Development Plan by Highlighting Community Service Learning
• Suzanne Abel, Associate Director for External Relations, Haas Center for Public Service, Stanford University
• Paul DeRuosi, Student Affairs Development Director, CSU Fresno
• David Tillipman, Director of Foundation and Corporate Relations, College of Letters, Arts & Sciences, University of Southern California

12:30 p.m. – 1:15 p.m.  Networking Lunch

1:15 p.m. – 2:30 p.m.  Crafting and Telling Compelling Service Stories
• Juanita Darling, Journalism Faculty Member, CSU Monterey Bay
• Duane Oakes, Faculty Director, Center for Service Learning, Mesa Community College
• Sylvia Light, Public Information Director, San José State University

2:30 p.m. – 3:00 p.m.  Concluding Thoughts, Next Steps, and Evaluations

DEVELOPMENT PANEL

Suzanne Abel, Associate Director for External Relations, Haas Center for Public Service, Stanford University
For the past 10 years, Suzanne has been practicing the “artful partnership” at Stanford’s Haas Center for Public Service as the primary staff member in charge of development, external relations and communications. In the first few years at Haas, Suzanne was a sole practitioner and jack-of-all-trades, navigating the tricky waters of Stanford’s centralized development organization from a “satellite” position in Student Affairs. Still housed in Student Affairs, her staff now numbers eight, four of whom (three FTEs) are engaged in running the center’s summer and postgraduate fellowships programs in public and community service. Other staff members carry out essential center functions in communications, alumni relations, stewardship, fundraising and coordination of the center’s new philanthropy program. Prior to Haas, Suzanne was the founding director of a public museum of art, history and anthropology in Mendocino County, Calif. Until coming to Stanford in 1995, she had been in public service her entire working life and now loves having a reason to tell stories of Stanford students and their commitment to changing the world through service.

Paul DeRuosi, Program Director and Student Affairs Development Director, CSU Fresno
Paul has over 26 years experience in program administration and fundraising at Fresno State. He currently oversees the university’s scholarship program with more than $3 million in annual disbursements. Paul is also in charge of Fresno State’s Parents Association, as well as all fundraising activities for the Division of Student Affairs. He was an early advocate of service learning at Fresno State and worked with a local foundation from 1990 on to create the Community Service Scholarship Program. The model was exported to several other universities and was recognized with a Gold Medal of Excellence Award from the Council for Support and Advancement of Education (CASE).

David Tillipman, Director of Foundation and Corporate Relations, College of Letters, Arts & Sciences, University of Southern California
David is currently the Director of Foundation and Corporate Relations in the College of Letters, Arts & Sciences at the University of Southern California. David has worked in the areas of fundraising, business development and research for the past 17 years in multiple policy, educational and service delivery institutions. Prior to being involved in fundraising, David performed in a variety of clinical roles delivering education and mental health services to children and families in community-based settings.
PUBLIC RELATIONS PANEL

Juanita Darling, Journalism Faculty Member, CSU Monterey Bay
Following a 25-year journalism career, Juanita now coordinates the Journalism and Media Studies program at CSU Monterey Bay. Her responsibilities include advising the campus newspaper, The Otter Realm. Additionally, she has developed an innovative service-learning journalism course where students produce a feature story for community newspapers that highlight other service-learning students’ experiences with global issues. The stories have resulted in the raising of public awareness throughout the state for the community work of the students. She was previously a correspondent in Latin America for the Los Angeles Times, and she has covered business, politics and local government in California.

Duane D. Oakes, Faculty Director
Center for Service Learning, Mesa Community College
Duane currently serves as the Faculty Director for the Center for Service-Learning at Mesa Community College in Arizona. He has worked in the higher education arena since 1990, helping students become better citizens through service and leadership. In 1994 he and his colleagues at Chandler-Gilbert Community College were recognized with the Innovation of the Year Award for their service-learning program he helped develop for the college.

Celebrating the power of service has been an important part of the role Duane has played over the past 15 years. Professionally printed publications and creative media pieces that tell student engagement have been shared all over the country. Duane serves as a service-learning and civic responsibility trainer for the Community College National Center for Community Engagement and the American Association of Community Colleges and uses many of the public relations pieces to promote service learning and the college that helped create them.

Sylvia Light, Public Information Director, San José State University
Sylvia is director of Communications and Publications at San José State University. The office distributes news and information about SJSU and produces the university magazine, Washington Square. Now in her 26th year of promoting higher education, Light came to San José State in 1996. She began her career on the East Coast at The College of New Jersey, where she held successive positions as writer, public information officer and assistant director of college relations. She says: “One of the best parts of my job is the contact I have with students!”

The California State University
COMMUNITY SERVICE LEARNING

The Artful Partnership:
Advancement and Community Service Learning

Thursday
October 6, 2005

San José State University
MEETING AGENDA