Task I: Follow-up with Interviewees
- Send letters of appreciation and a summary of findings to all others
- Meet personally with selected interviewees (list provided)

Task II: Solicit Donors Willing to Support Endowment
- Develop a list of 25 qualified priority donor prospects (list provided)
- Qualify identified prospects and campaign leadership

Task III: Revise Mission and Vision
- Examine the mission & vision of The REC Program
- Identify steps needed to change the program’s name
- Identify steps needed to elevate program to department status
- Update collateral materials with revised vision

Task IV: Strengthen Advisory Council
- Increase Advisory Council by eight to ten members
- Recruitment emphasis should be on individuals of high wealth capacity, key leaders of top-tier corporate and industry entities who have substantial influence and increased capacity to both give and get gifts for the program.

Task V: Begin Long-Term Donor Cultivation
- Establish a public relations plan
- Update collateral materials with revised vision
- Communicate program’s impact on the industry
- Profile alumni accomplishments
- Engage faculty, Council & university resources to promote the program among industry leaders
- Create a Director’s Letter

Task VI: Build Internal Capacity
- Explore creation of a full-time professional position focused on fundraising
- Authorize retaining professional development counsel

Task VII: Campaign Positioning
- Reassess the program’s readiness for an expanded endowment development program in coordination with a University-wide comprehensive campaign now in the planning stages.