

Build an updated creamery which includes a retail outlet.

CURRENT CHALLENGE:

Increasing CSU Fresno's visibility and impact on the community, plus growing our outreach to elementary school children to encourage their future college attendance at CSU Fresno

PROPOSED SOLUTION:

Build an updated creamery which includes a retail outlet. My idea is for a creamery with a retail sales ice cream parlor.

BENEFITS TO FRESNO STATE:

1. We could hold tours to elementary school children showing them the farm to the table process of making ice cream.
2. The retail ice cream parlor would serve our fresh made ice cream and sundaes which could be utilized by the business department in a hands on experience for the students.
3. Like our Farmers Market this could become a source of income for the University.
4. Plus, it would provide additional jobs for students (Throughout the summer).

ADDITIONAL INFORMATION:

I believe this idea meets all of the strategic priorities.