Development at a Private University: Advisory Board and Capitalizing on Events

Nancy A. Busch, Dean

Graduate School of Arts and Sciences

Summer Workshop, Council of Graduate Schools,
Quebec, QC    15 July 2009
How Is A Private University Different?

• Dependent on tuition, endowment and gifts

• Trustees are key

• Different Administrative Structure: No University-wide Graduate School
GSAS Development Activities

- Alumni Advisory Board
- Alumni Newsletter
- Outreach through Events

--> $$$ (Campaign)
Why Have An Alumni Advisory Board?

- Outreach to Alumni
- Deepening Connection to Fordham
- Developing Volunteers for Other Activities
  - Fundraising
  - University-level leadership
Alumni Advisory Board: Make-up

- Target size of 20 members (currently 15)
- From a variety of disciplines
- Who have already shown a commitment to Fordham
Alumni Advisory Board: Responsibilities

- Fundraising: Annual fund contributions, Campaign contributions, Solicitations (only some)
- Recruitment: Admissions visits, Yield calls, Chat rooms
- Program development & assessment
- Professional socialization of students & Networking
Professional Development Workshop Series

“Putting Your Degree to Work in a Non-Academic Setting”

Monday, March 3rd, 2008
2:00-3:00pm
Keating 124

Gerald J. Siuta, Ph.D., GSAS ’74

Dr. Siuta will discuss the path that his career has taken since Fordham, and help you learn how to put your degree to work in a non-academic setting.

refreshments to follow

R.S.V.P.: by February 22, 2008
gotsis@fordham.edu
718-817-4421
Alumni Advisory Board: Outreach & The Campaign

- Suggestions for new board members, new alumni events
- Content and Profiles in Newsletter
- Newsletter is strategic—focused on fundraising and

Excelsior | Ever Upward | The Campaign for Fordham
Former Fed Spokesman Speaks Up for GSAS

As an influential voice today’s economic policy, it’s not as bad as it’s been in the past. Former Federal Reserve Bank of New York economist and former Fed spokesperson for the Federal Reserve, Charles L. Guernsey III, has spoken out against the ongoing debate about the Fed’s role in the economy.

“I think it was a job, it was an adventure,” Guernsey said. “I enjoyed working with all the monetary policymakers and being in the middle of the debate.”

Guernsey worked at the New York Fed for 13 years before leaving to pursue other opportunities. He has since served as a senior economist at the International Monetary Fund and the Council on Foreign Relations.

“Alumna Steers Company Through Uncertain Times

Diana Greenberg, Ph.D. ’93, an alumnus of the Graduate School of Arts and Sciences, has steered her company through uncertain times.

Greenberg’s company, Glacier Biosystems, is focused on developing technologies for the detection of cancer. The company has faced challenges in the past due to the economic downturn, but Greenberg remains optimistic about the future.

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Capitalizing on Events: Some examples

- 75th Anniversary of the Psychology Department
- Economics Roundtable
- Suspension of Admissions to the PhD in Sociology
Psychology 75th Anniversary Events

- History of Psychology in New York Conference
- Installation of New Endowed Chair
- Communitas 09 & Reunion Dinner
  - Small Dean’s reception
  - Focus on one beloved emeritus faculty member
  - Endowment of Dissertation Scholarship in his honor
You are cordially invited to the

Spring Gannon Lecture and Alumni Dinner

Celebrating the 75th Anniversary of the Psychology Department at Fordham University

Saturday, 28 March 2009
Fordham University | Rose Hill Campus
R.S.V.P. by 20 March 2009

COMMUNITAS

FORDHAM UNIVERSITY
THE JESUIT UNIVERSITY OF NEW YORK
THE 2009 SPRING GANNON LECTURE

Learning in Young and Aging Brains: A Neuroscientific/Psychological Perspective

What, exactly, is the scientific and psychological corollary between the learning and aging processes? And is it really possible to keep the brain young, physiologically speaking?

John F. Disterhoft, Ph.D., GSAS ’68 and ’71

John F. Disterhoft, Ph.D, GSAS ’68 and ’71, is the director of the Northwestern University Interdepartmental Neuroscience Program and the Ernst J. and Hattie H. Magerstadt Memorial Research Professor of Physiology at the Northwestern University Feinberg School of Medicine.

Nicholas G. LaRocca, Ph.D., GSAS ’72 and ’81, Vice President, Health Care Delivery and Policy Research, National Multiple Sclerosis Society will provide a translational comment, using the example of MS, a neurodegenerative disease associated with normal aging.

Dean’s Reception to follow lecture.

The lecture will be streamed live on the Web at www.fordham.edu/medialive
PSYCHOLOGY ANNIVERSARY
ALUMNI DINNER

Honoring Marvin Reznikoff, Ph.D.

A fitting honor for the professor described
as a true “man for others” who always
gave great direction to new talent.

Reznikoff earned his Ph.D. in clinical psychology at New York University
in 1953 and began his tenure at Fordham in 1968. He was the chair of
the psychology department for four years, from 1981 to 1985,
and was appointed professor emeritus in 1994.

A group of GSAS alumni will announce the establishment of the
Reznikoff Endowed Scholarship at the dinner.

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COMMUNITAS

Graduate School of Arts and Sciences

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Psychology 75th Anniversary Events: Why Successful?

- Faculty Initiated
- Vision of Director of Development
- Dedication of one board member (who also provided the lead gift for the endowed scholarship)
Cautions about Boards:

- Make roles clear (have to say no to some ideas)
- Consider personalities
- Have set terms
Benefits of Advisory Board

- To Individuals: Recognition by their alma mater, networking
- To School: Expertise, Volunteer Hours, $
- To University: Cultivation of future alumni leadership
Want more information? Contact me: busch@fordham.edu