

A Graduate Dean's Work with Advancement during a Campaign: Forging Forward

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Outline

- Rowan University an Overview
- Advancement at Rowan
- Rowan University-wide Campaign "Forging Forward"
- School of Graduate Studies Engagement with the Campaign
- School of Graduate Studies Telling our Story
- School of Graduate Studies Outcomes
- Final Thoughts

Rowan University Carnegie Classification II

- Total Enrollment: 24,500
- Graduate Enrollment: 3,187
- Professional/Medical Enrollment: 1,714
- Master's Programs: 69
- Doctoral Programs: 18
- DVM Program
- DO Program
- DO/PhD Program
- MD Program
- MD/PhD Programs



Advancement Team at Rowan University

- Cover areas of:
 - Alumni Engagement
 - Donor Engagement
 - Campaigns and Special Initiatives
 - Corporate & Foundation Relations
 - Rowan University Foundation and Foundation Board
- Staff of ~24 individuals

- SGS Engagement with Advancement includes:
 - Monthly Meetings with VP
 - Annual engagement with Campaign Director



Rowan University-wide Campaign - "Forging Forward"

Campaign has a goal of \$240M to support

- Student Scholarships
- Advance Research and Innovation
- Capital Planning at the University's West Campus site



School of Graduate Studies -Engagement

- 21 Specific Categories with Endowed Amounts List co-prepared with the Advancement Team and SGS

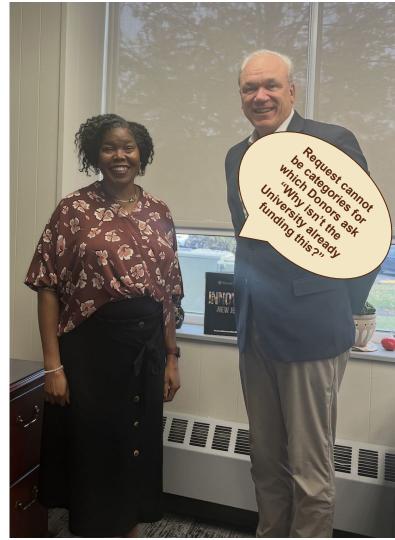


Rowan University Naming/Gift Opportunities		ndowed Gift Amount (Minimum)	Projected Annual Endowment Yield (4.5% Spending Rate)		Number Neede
School of Graduate Studies					
Transformational Naming Opportunities					
School of Graduate Studies (Naming)	\$	10,000,000	\$ 45	50,000	1
Endowed Chairs					
Dean, Fully Endowed Chair	\$	4,000,000	\$ 1	80,000	1
Endowed Professorships					
Full Endowment	\$	1,000,000	\$	45,000	4
Partial Endowment	\$	250,000		11,250	4
Endowed Visiting Professorships					
Full Endowment	\$	500,000	\$	22,500	4
Partial Endowment	\$	100,000	\$	4,500	4
Fully Endowed Fellowships					
Performance Fellows	\$	1,000,000	\$	45,000	4
Partially Endowed Fellowships	8				
Performance Fellows	\$	250,000	\$	11,250	4
Endowed Research Stipends					
Faculty	\$	250,000	\$	11,250	Many
Student	\$	100,000	\$	4,500	Many
Research Awards					
Breakthrough of the Year (Naming)	\$	50,000	\$	2,250	1
Rowan University Research Achievement Award (Naming)	\$	50,000	\$	2,250	1
Award for Excellence in Graduate Research (Naming)	\$	25,000	\$	1,125	1
Academic/Programmatic					
Partner to Partner	\$	222,222	\$	10,000	Many
Hoot Camp (Dissertation/writing retreat)	\$	66,667	\$	3,000	Many
3-Minute Thesis Competition	\$	53,333	\$	2,400	Many
Travel Awards/Stipends					
Faculty	\$	50,000	\$	2,250	Many
Student	\$	50,000	\$	2,250	Many
Other Opportunities					
Partial Graduate Assistantship(GAs)	\$	1,111,111	\$	50,000	6
Full Graduate Assistantship(GAs)	\$	444,444	\$	20,000	6
Service/Teaching Awards (students / faculty & staff)	\$	22,222	\$	1,000	6

School of Graduate Studies - Telling our Story

- 1. Know your top three (3) funds that you could pitch to a donor.
- 2. Tell all three in a list format
- 3. Allow the donor to inquire about what should be elaborated upon (be prepared to elaborate on any of these top three)

John Zabinski, Vice President for University Advancement -Executive Director of the Rowan University Foundation, and I (at one of our monthly meetings)



School of Graduate Studies - Outcomes

- SGS Dean's Challenge "unlocks" the Dean's donation to the *Graduate Student Emergency Fund* by meeting a certain number of unique gifts or distinct donors
- Personalized "Thank you notes" are always a great opportunity to invite continued/repeat contributions
 - At Rowan, our Advancement Team sends out notes, but we can follow those with handwritten notes from the Office of the Dean.





Final Thoughts

- Telling your story can be challenging because it requires you to think like the donor (not as the Dean/Asst or Assoc Dean).
 - Being a donor helps you to solidify your thoughts around your story and your priority giving areas
- Even without a sophisticated long-developed Advancement Office, there are clear steps you can take now to ensure effective engagement with potential donors
- Data stewardship
 — consider how to preserve your data (tracking \$ raised) and that of your donors.
- Fundraising is also important for our Graduate Student Organizations
 - Help them to tell their stories
 - Help them identify potential donors
 - Opportunity for students to learn Leadership and Stewardship of funds



Questions:

