



Rowan University

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	Endowed Gift Amount (Minimum)	Projected Annual Endowment Yield (4.5% Spending Rate)	Number Needed
School of Graduate Studies			
Transformational Naming Opportunities			
School of Graduate Studies (Naming)	\$ 10,000,000	\$ 450,000	1
Endowed Chairs			
Dean, Fully Endowed Chair	\$ 4,000,000	\$ 180,000	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			
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.

The background of the slide is decorated with various US dollar bills, including \$100, \$50, and \$20 bills, scattered across the top and bottom edges.

	Rowan Gives Day (Rank)	Unique Gifts (challenge)	Annual Total
CY 2023	~	~	\$50
CY 2024	\$5,820 (13th)	15 (20)	\$5,820
CY 2025	\$1,485 (15th)	20 (12)	??
CY 2026	????	?? (20)	??

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:

