

# **FUNDRAISING AS A CRITICAL INSTRUMENT FOR IMPROVING GRADUATE EDUCATION**

**CGS Annual Meeting  
December 5, 2012  
Washington DC**

**Lisa A. Tedesco  
Vice Provost for Academic Affairs – Graduate Studies  
and  
Dean, Laney Graduate School**

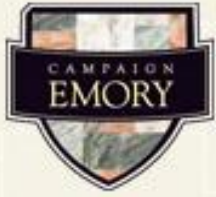
**Katharine R. Busch  
Assistant Dean for Development and Alumni Relations**

**Robin Harpak  
Program Coordinator, Development and Alumni Relations**



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*At the Laney Graduate School, our students challenge established conventions, ask unexpected questions and articulate bold new perspectives.*

*In return, we commit ourselves to providing our students the support they need to succeed at Emory and beyond.*



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# The LGS is the graduate school of the *whole university*

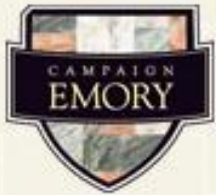
*Our students receive training from a diverse group of faculty spanning seven schools at Emory and partner institutions such as the U.S. Centers for Disease Control and Prevention, The American Cancer Society, The Carter Center and CARE*



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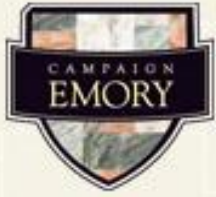


*The Laney Graduate School offers more than 40 graduate programs in the humanities, biomedical, natural and social sciences, as well as public health, business and nursing.*



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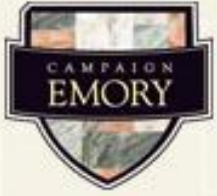


Interdisciplinary training and research is not an occasional event; it is part of the very fabric of graduate education at the Laney Graduate School.



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# Setting Priorities

*It is the Dean's responsibility to identify the greatest needs to help students achieve their highest goals*

Key priorities established at start of Emory's current campaign

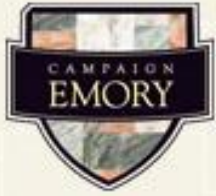
- Fellowship Funding – Growth of Endowment
- Health Insurance – Increase to 100%
- Professionalization Support – New programming to help students achieve their goals inside and outside of the Academy
- International Engagement – Re-engagement of international alumni for recruitment and philanthropy
- Strategic collaboration – Internal and external partnerships to increase programming and philanthropy



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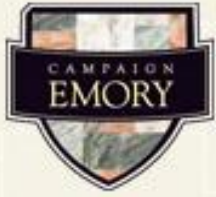
# Connecting Priorities and Philanthropy

- Every engagement is a vehicle to giving
- Connect students with philanthropy while still on campus
- Bridge donor intent and school's priorities
- Involve prospects in research/mission



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# How the Dean Can Maximize Fundraising Effectiveness

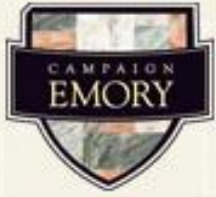
1. Provide a clear and ambitious vision
2. Determine a focused set of fund-raising priorities
3. Communicate priorities to campus leadership, faculty, staff, and students
4. Visit with prospects several days per month
5. Develop long-term relationships with prospects
6. Engage in donor cultivation, solicitation, stewardship
7. Create expectations for faculty and student involvement
8. Thank volunteers and donors frequently
9. Hold high expectations of unit development officers
10. Always have at least one proposal out and one in preparation



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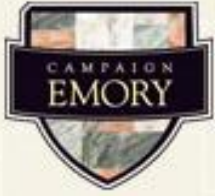
# Donor Cultivation

- Student engagement
- Alumni engagement
- Involving prospects in research/mission
- Volunteer engagement
  - Boards, committees and seminar participation



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# Categories of Giving

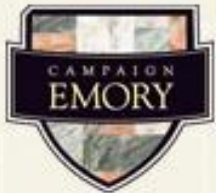
- Annual gifts – from income
- Major gifts – from assets
- Ultimate gifts – from estates

All are needed for a robust program to help meet the school's mission!



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# Campaign Transition New Opportunities

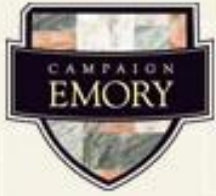
Even before the campaign closes, it is important to set new goals and continue momentum

- Named Funds
- Faculty Research Advancements
- International Support
- Foundation and Corporate Support Strategy



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# Campaign Close

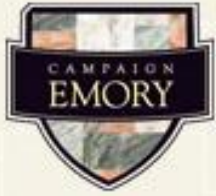
- Stewardship and cultivation for future gifts
- Events to mark the milestone
  - Donors
  - Faculty
  - Staff
  - Students
- Communication with donors world-wide
- Continue annual programming to keep donors engaged for future gifts
  - Presidential Dinners
  - LGS Competitive Fellowship Reception
  - GDBBS Awards Banquet
  - Collaborative Networking Events
  - Student programming
    - Alumni Mentor Program
    - Pathways Beyond the Professoriate



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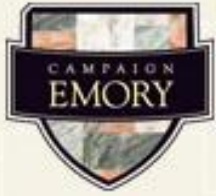
# Post-Campaign Setting New Goals

- Establish a bold new goal
- Be shameless but gracious in approach



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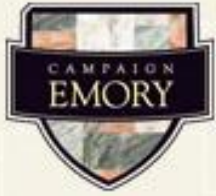
# Post-Campaign Setting New Goals

- \$100M Endowment
  - \$25 M Internationalization
  - \$25 M Professionalization
  - \$40 M Fellowship enhancement
  - \$10 M Incentive fund for transformational graduate education, scholarship and research
    - Contemporary interdisciplinary study
    - Translational research
    - Agency for the global good



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# Post Campaign Highlighting New Initiatives

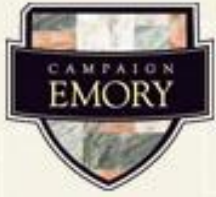
## New Programs:

- Program for Scholarly Integrity
- Cancer Biology
- Islamic Civilizations
- Translational Research
- Pathways Beyond the Professoriate



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# Lessons Learned and Special Outcomes

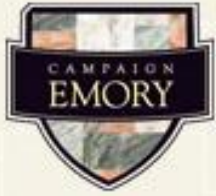
- Don't over prioritize
- Keep your priorities in sight
- Establish strong volunteer leadership support
- Engage students with philanthropy
- Engage faculty with philanthropy
- Collaborate with colleagues in other schools/units



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# Thank You

**Lisa A. Tedesco**

Vice Provost for Academic Affairs Graduate Studies

Dean, James T. Laney School of Graduate Studies

Emory University



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