



COLLEGE of  
CHARLESTON

GRADUATE SCHOOL  
UNIVERSITY OF CHARLESTON, S.C.

# Friend-raising to Fund-raising



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# College of Charleston: Mission, Vision and Values

The College of Charleston is a state-supported comprehensive institution providing a high-quality education in the arts and sciences, education and business. The faculty is an important source of knowledge and expertise for the community, state, and nation. Consistent with its heritage since its founding in 1770, the College retains a strong liberal arts undergraduate curriculum. Located in the heart of historic Charleston, it strives to meet the growing educational demands primarily of the Lowcountry and the state and, secondarily, of the Southeast. A superior undergraduate program is central to the mission of the College of Charleston.

As a prominent component of the state's higher education system, the College encourages and supports research. In addition to offering a broad range of baccalaureate degree programs, the College incorporates the University of Charleston, South Carolina (UCSC), established by state statute in 1992, which serves as a research institution where the graduate and research programs associated with the College are housed. UCSC provides master's degree programs and anticipates offering a limited number of doctoral degrees should location and need warrant. The College also provides an extensive credit and non-credit continuing education program and cultural activities for residents of the Lowcountry of South Carolina.



# College/University at a Glance

Enrollment, Fall 2015:

**Undergraduates:** 10,468 ( 36.7% men; 63.3% women;  
66.0% S.C. residents\*; 34.0% non-residents; 79.4% white)

**Graduates:** 1,063 (24.2% men; 75.8% women;  
83.3% S.C. residents\*; 16.7% non-residents; 81.7% white)

\*Based on tuition residency

Programs

**Undergraduates:** 66 bachelor degree programs (A.B., B.A.,  
B.S., B.P.S.)

**Graduates:** 22 master's degree programs (M.A., M.A.T.,  
M.B.A., M.Ed., M.P.A., M.S.) and 8 graduate certificates;  
M.F.A. in Creative Writing to start in fall 2016 (pending SACSCOC approval)

[http://irp.cofc.edu/docs/census-data/Census2WebReport\\_Fall2015.pdf](http://irp.cofc.edu/docs/census-data/Census2WebReport_Fall2015.pdf)



# How can Graduate Schools assure they are part of institutional fund-raising efforts at predominately undergraduate institutions?

Or, how do we make friends with the folks raising the money, both internally and externally?

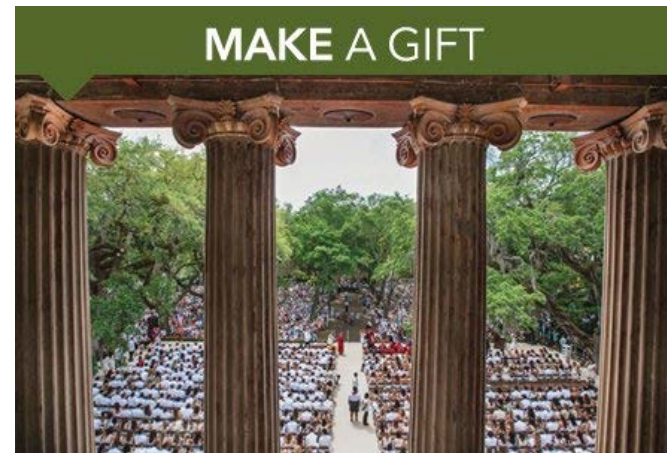




## Make friends on campus

Meet with individuals/departments/organizations linked to fundraising efforts and let them know the needs of graduate students, faculty, and programs

- Alumni Office
- Communications Office
- Institutional Advancement
- Marketing Department
- Webmaster





# Promote graduate students and programs to campus

- Share stories of student research & service with Alumni Office, Communications & Marketing Departments, Institutional Advancement; post regularly to social media
- Link Graduate School & GSA social media to university, college, school, and department social media
- Work with program directors to update alumni contact information & share information with other offices on campus
- Encourage graduate students to volunteer for student slots on faculty and staff committees





## Promote graduate students and programs beyond the campus

- Create a Graduate School Advisory Board
- Use Advisory Board to identify mentors, internships, job opportunities as well as prospective donors
- Work with Alumni Office to insure that data bases include graduate students – with and without undergraduate degrees from the institution
- Ask graduate students to participate in call-centers; involve them in thanking and recognizing donors





# Involve graduate alumni in campus initiatives

- Include them in focus groups on strategic planning, diversity initiatives, external program reviews
- Organize special events for graduate alumni – receptions, tail-gating, career development workshops
- Invite alumni to serve on Graduate School Advisory Board, individual program advisory boards
- Check that grad school alumni are invited to Alumni Office events and Institutional Advancement receptions
- Ask them to be judges at Poster Sessions and 3MT ® competitions



## **Use grants from Dean's Foundation Account to show value of even small gifts**

- Copy notifications of graduate student research, presentation, and professional development grants to program directors and school/college deans
- Ask student grant recipients to post blogs on their use of Grad School funding
- Share annual reports with Advisory Board, program directors, schools/colleges
- Include tab for annual fund giving on Grad School homepage
- Celebrate graduate student and faculty achievements!



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