

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

Nancy A. Busch, Dean

Graduate School of Arts and Sciences



FORDHAM UNIVERSITY
THE JESUIT UNIVERSITY OF NEW YORK

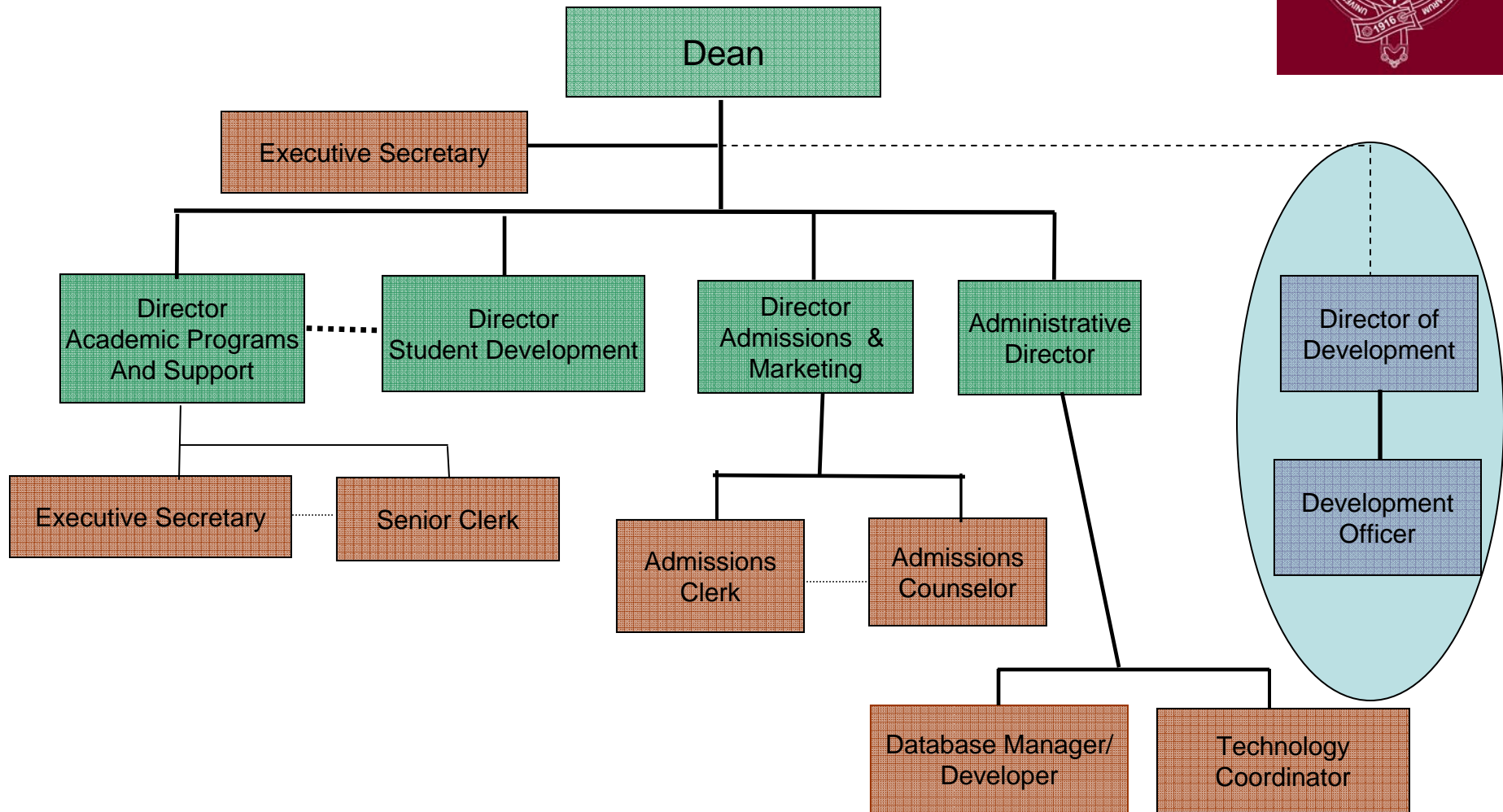
Summer Workshop, Council of Graduate Schools,
Quebec, QC 15 July 2009



How Is A Private University Different?

- Dependent on tuition, endowment and gifts
- Trustees are key
- Different Administrative Structure:
No University-wide Graduate School

Graduate School of Arts and Sciences





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

GRADUATE SCHOOL OF ARTS AND SCIENCES



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



COMMUNITAS

The Newsletter of Fordham University's Graduate School of Arts and Sciences | Fall 2014

Former Fed Spokesman Speaks Up for GSAS

As troublesome as today's economy is, it's not as bad as the economic crisis of the late 1990s and 1980s, when Joseph R. Coyne, GSAS '93, served as spokesman for the Federal Reserve Board. High interest rates stirred some of the fiercest political attacks the Fed had ever experienced. At one protest, an angry group of consumer activists stormed the Fed and demanded to see Reserve Chairperson Paul Volcker.

Coyne quickly arranged for a small group to meet with Volcker, and later helped organize a series of meetings with consumer groups throughout the country to outline the Fed's plan of attack on inflation. In the process, he inhaled a new era of greater transparency and civic-mindedness for the Fed.

Decades later, the man who once spoke for Paul Volcker and, later, Alan Greenspan, is now an influential voice for Fordham's Graduate School of Arts and Sciences' Dean's Advisory Board. Established in 2004, the board meets regularly to outline ideas and initiatives to bolster GSAS's position as an intellectual heart and soul of Fordham University. The recent addition of Coyne is a boon to the board's long-term plans.

A graduate of the University of Scranton, Coyne earned his master's degree from GSAS' department of

communication in 1999. He underpins Fordham for much of his professional success.

"Everything I learned at Fordham proved to be very valuable in my later work," Coyne said. "Fordham really helped me in my life."

After graduating, Coyne worked as a reporter for the Associated Press in New Jersey, Pennsylvania and Washington, D.C. After a staff shuffle in D.C., Coyne was offered the chance to work on the financial beat, and soon began reporting on the economic policies of financial organizations and systems like the International Monetary Fund and the Federal Reserve. Later, he took a position at the Central Bank, which was, for Coyne, a much more interesting place to work.

With inflation hovering in the double-digits, Coyne stepped into the

economic machine, trying to explain the American public's growing frustration.

"It wasn't a job, it was an adventure. He is more than happy to offer his opinions and all part of the GSAS Advisory Board hasn't been quite as active as his tenure with the Fed.

"It's a good crowd," he is the board's most recent member April 16. "Although we're in preliminary stages, it's about to get going. I'm happy to be in the group."



COMMUNITAS

The Newsletter of Fordham University's Graduate School of Arts and Sciences | Fall 2014

Alumna Steers Company Through Uncertain Times

Dereia Glasser, Ph.D., GSAS '03 and '06, is always looking for trouble.

She just can't help herself, it's a part of her job.

As the Chief Risk Officer with Bangs Limited, a leading international agribusiness and food company, Glasser is responsible for assessing market, credit, operational, and business strategy risks in 90 foreign markets spread over six different continents.

"I explain potential risks to our senior partners," said Glasser. "It's my job to be out in front of any problems that could hurt us as a business."

For the past year, Glasser, who earned her master's and doctoral degrees in economics at Fordham, has worked to minimize Bangs' exposure to general risks and, in the process, minimize the company's errors on investments and profits in shareholders against dips in the market.

Glasser spends most of her time monitoring market revaluation, geopolitical upheaval or fluctuations in food production.

To say her first 12 months on the job have been challenging is a bit of an understatement.

She already has had to navigate spikes in the prices of corn and

wheat, key commodities for the company and its consumer markets across in South America, hurricanes in the Gulf Coast, and consistent political volatility around the world.

Volatility, it seems, has become the norm. Since Glasser's company links the world's agricultural producing areas with the largest markets for grains and other food products, it has to assess even subtle market changes or irregularities. In today's so-called flat economy, when the price of any beans drops in San Paulo, for instance, the effects are felt as far away as the company's processing plants in North America and Europe.

"The commodities market is particularly dynamic," she said. "Increasingly, as a company, we're diversified and are well hedged and, most importantly, well protected."

The increased volatility means companies are now looking for employees with a better grasp of the global economy, which is why Glasser is looking for newly hired

alumni to join the Graduate School of Arts and Sciences' advisory board, a group of professionals from backgrounds and fields not covered to bolster the academic experience of GSAS.

"I wanted to help create a risk a group that would link GSAS's curriculum," said who has been a member since the advisory board since its inception in 2004. "The board is a great way to connect with Fordham's different capacity and to get the University and students."

She said she's been public on the number of Ph.D. data on multiple disciplines out GSAS, which will help a better prepare for a profession that is almost as unpredictable tomorrow as the economy.

"The most competition you are going to see," she said, "is there will be going to a greater demand for people advanced degrees."



COMMUNITAS

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The Man With Five Centuries' Experience

Alumnus Finds Integration in GSAS, Break Tradition to Help Change the World

When Neil Grossman, GSAS '93, left the faculty of Jesus in 1993 after nine years as a Jesuit seminarian, he took with him a deepened appreciation for the leadership and organizational

principles that have enabled the Society to produce successful—and world-changing—leaders for nearly 500 years.

Now, as a pioneer leading human capital and operations at the Christy Network, a philanthropic investment firm that funds for-profit businesses and nonprofit organizations, Grossman is applying these same leadership-development strategies to foster social change throughout the world.

"All of my experiences with the Society gave me the grounding I needed to succeed in the public sector," said Grossman, who earned a master's degree in philosophy at Fordham in 1990. "Developing human capital and managing small organizations within larger organizations is the perfect job for where I was coming from."

Established in 2004 by Peter Dinklage and Emerson Pinner, the Christy Network supports organizations that help create opportunities for people to improve their lives.

"Everything we do [at Christy] is to use the resources we have to make social change in the world," Grossman said. "By providing funding, connections and expertise to help the organizations we invest in revolutionize their social impact, we're all about being change agents."

As a Jesuit, Grossman, who earned a master's degree in philosophy at the Graduate Theological Union in Berkeley, Calif., taught theology studies at Manhattan's Xavier High School and ran the school's Highest Achievement Program, before mentoring young men in their decision to join the Society.

It was during his time studying philosophy at Fordham University's Graduate School of Arts and Sciences, however, where Grossman first started considering how best to serve the greater good.

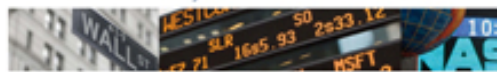
"My experience at GSAS was, perhaps, the most critical and impactful influence of my intellectual life," said Grossman. "GSAS helped me to think differently, creatively and boldly—all of which directly and unequivocally led me to my current role as the Director, Network-wide special missions and belief is that all people can make a difference."

After leaving the Society, Grossman's work in a variety of roles, primarily in the high-tech sector, before becoming a national recruiting manager for KPMG's information, communications, high-tech and consulting consulting practices. He held positions at Intel, R. Young and B3D Technology Inc., and several business ventures at Tech One Inc.

"Through the core components of human resources—recruitment, education, mentorship and performance—are very similar to the recruiting work I did with the Society," he said. "The structure of my past recruitment and teaching work are very similar to what I do now."

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"It's my job to be out in front of any problems that could hit"



"It's all about being change agents."





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

GRADUATE SCHOOL OF ARTS AND SCIENCES

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



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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/Media/live





**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.

Saturday, 28 March 2009
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COMMUNITAS

09



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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



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