

Edelmans commit \$25M for University's Fossil Park

Making history doesn't matter much to Jean and Ric Edelman.

Making an impact—a tangible, lasting impact—does.

To that end, on October 17 the Edelmans announced a \$25 million pledge to preserve and expand the Rowan University Fossil Park in Mantua Township, N.J.

Their gift—the second largest in Rowan's history and the largest ever given by alumni—will help transform STEM (Science, Technology, Engineering, Mathematics) education through one-of-a-kind, hands-on discovery and world-class research at the Fossil Park.

The park will be named the Jean and Ric Edelman Fossil Park at Rowan University.

"We want our giving to have a measurable impact on people's lives," says Ric '80, who, with Jean '81, a University trustee, founded Edelman Financial Services in 1987. The company is one of the largest independent financial planning and investment management firms in the nation.

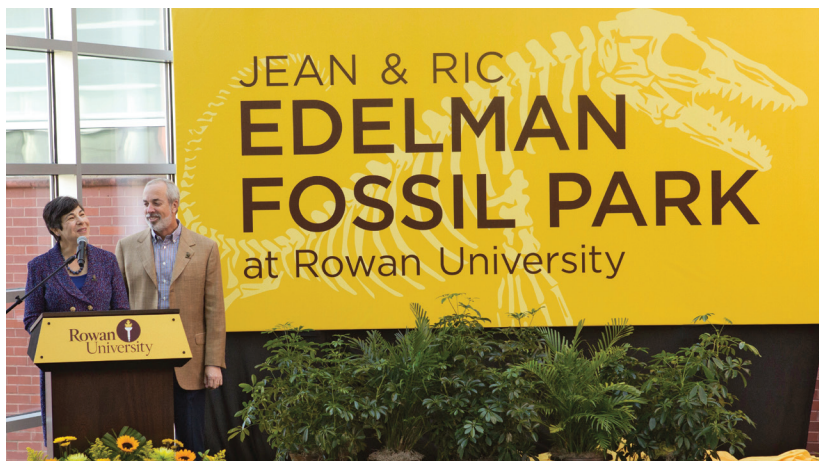
"It wasn't our goal to donate \$25 million to the University. Instead, our goal was to determine how much money it would take to create a world-class museum and learning experience at the Fossil Park, and that's the amount it will take," continues Ric, who has been ranked the No. 1 Independent Financial Adviser three times by *Barron's*. He's also a #1 *New York Times* bestselling author, and in August, *Forbes* ranked him among the Top 10 Wealth Advisers in America.

Ambitious plans for the Fossil Park include a state-of-the-art museum and visitor center, a fossil preparation lab, a nature trail, a paleontology-themed playground and social spaces for events. The park's extraordinarily popular dig days—during which people of all ages can dig for fossils—will continue.

Purchased by Rowan in January for \$1.95 million, the 65-acre tract contains thousands of 65-million-year-old fossils from the Cretaceous Period. The Edelmans' gift will create a vibrant Fossil Park and educational opportunities of international caliber.

"The Edelmans' passion for sharing discovery and science will transform and expand Rowan's capacity to educate for generations to come," says Rowan President Ali A. Houshmand.

"Their vision and generosity will make it possible for tens of thousands of students, families and researchers to explore a range of hands-on sciences at a globally significant



A \$25 million gift from Jean '81 and Ric Edelman '80 will create an international destination for hands-on scientific discovery.

site—paleontology, of course, but also geology, biology, environmental science, and more. Visitors will be able to dig up the past and learn about the future of our world. The Edelman Fossil Park will be an international science center and a premier destination for our region."

For years, the Edelmans have earmarked science and science education as key areas of their philanthropy.

In 2002, they gave \$1 million to establish the Edelman Fund in support of Rowan's planetarium, which bears their name. Their gift has opened up the wonders of space exploration to residents of our region, as nearly 60,000 individuals have attended shows at the planetarium, which is South Jersey's largest.

"The Fossil Park has the ability to provide access to science for children of all ages. There's nothing better than hands-on science," says Jean. "We want people to make the Fossil Park, the planetarium and the University a destination."

Bringing science to the citizenry is a key component of the park's mission and something the Edelmans embrace, explains Dr. Kenneth Lacovara, park director and founding dean of Rowan's School of Earth & Environment.

"We believe hands-on experiential education is one of the most powerful ways to change people's lives," he says. "The Edelmans want to help people learn and explore, and to help people improve their lives by providing pathways to success. Their vision is our vision. Their heart is in this." **RA**

"A \$25 million gift is special no matter how you look at it, but it is especially meaningful when individuals give so generously to their alma mater."

—Dr. Ali Houshmand

Please visit rowan.edu/edelmangift to learn more about the Edelmans and their transformative gift.

Scholarship supports new B.A. in Construction Management

A new scholarship program created by North America's Building Trades Unions (NABTU) will support individuals enrolled in the B.A. in Construction Management program offered through Rowan's Division of Global Learning & Partnerships.

Designed for students seeking a flexible curriculum to help them advance careers in the construction field, the B.A. in Construction Management program prepares individuals to supervise, manage and inspect construction sites, buildings and related facilities.

OnlineU.org, which evaluates colleges and universities for quality and affordability, recently recognized Rowan University as a "best value" for the program, ranking it 9th out of 21 college and university programs surveyed.

NABTU, recognized as a powerful voice in the educational advancement of trade professionals, partnered with Rowan University to create the degree program in January 2016. The scholarships will expand access to the program for Building Trades members.

"Rowan University's Construction Management Bachelor's Degree program provides a great opportunity for our members to build their knowledge base, obtain their degrees and advance their careers," said Sean McGarvey, President at North America's Building Trades Unions. "Our new Governing Board of Presidents' Scholarship Program will make this great opportunity more affordable."

Rowan University's vehicle to reach out and serve the needs of college students, working adults, lifelong learners and the business community, Rowan Global emphasizes making quality education accessible, convenient and affordable by using delivery modes that address the vast range of adult student needs and preferences.

"A big part of our mission is to offer degree programs that are affordable and in line with market needs and student preferences," said Dr. Horacio Sosa, vice president for Global Learning & Partnerships. "The Bachelor of Arts in Construction Management Online is a prime example."

The B.A. in Construction Management consists of 120 credits and students admitted to the program must possess either an associate's degree or other earned college credits with at least five years of relevant working experience in the building construction industry, including the completion of a skilled craft registered apprenticeship program.

Known as the North America's Building Trades Unions Governing Board of Presidents' Scholarship Program, funds will support one-time scholarships of \$3,600 per student to a maximum of 14 first-year students enrolled full time. Recipients must be active members, or staff members, in good standing with a Building Trades Union affiliated with North America's Building Trades Union. One recipient will be selected per affiliated Union and must maintain a minimum GPA of 3.0 to continue funding for a maximum of three semesters.

Scholarship support like that provided by NABTU for the Construction Management program furthers Rowan's mission of providing top students, regardless of financial means, the opportunity to pursue a degree. **RA**

"Rowan University's Construction Management Bachelor's Degree program provides a great opportunity for our members to build their knowledge base, obtain their degrees and advance their careers."

—Sean McGarvey

*RowanSOM
hosts successful
notes campaign*

Rowan University School of Osteopathic Medicine's second annual White Coat Notes campaign was a resounding success thanks to the generosity of supportive



RowanSOM's White Coat Ceremony tradition continued on July 21 when the School welcomed 186 new student doctors to the Class of 2020, including Sarah Maurice (shown on right with her sister, Rachele Maurice).

parents, friends, alumni, faculty and staff. Together, the campaign's supporters helped welcome 186 members to the Class of 2020—SOM's largest class ever—while raising \$9,600 for the Student Project Fund, an increase of \$2,600 over the total raised in 2015.

The fund helps underwrite student programs, provides funding for educational and recreational equipment for students and supports students who attend national and regional medical conferences.

During the campaign supporters had the opportunity to write a note to be placed in the pocket of an incoming student's white coat. When students received their white coats at the White Coat Ceremony on July 31, they received handwritten notes with words of wisdom and encouragement as they began their medical careers.

Every incoming student received a note from the RowanSOM Alumni Association Board and some also received a personal note from participating family, friends, alumni and RowanSOM employees. This heartwarming surprise made the day even more meaningful for these students. **RA**

Rowan selected for 2016 CASE educational fundraising award

The Council for Advancement and Support of Education (CASE) has named Rowan University as a 2016 Educational Fundraising Award winner.

The annual awards honor CASE-member institutions that show exemplary development operations and are given for overall performance and overall improvement in educational fundraising. Judges reviewed the fundraising data of 549 eligible institutions before naming the award winners.

"This award is a testament to the collective efforts of the University Advancement team and the record-

breaking fundraising success we have achieved over the past three years," said R.J. Tallarida, Jr., Vice President for University Advancement. "The institution's dynamic leadership and transformational progress are resonating with donors who are responding in record numbers."

One of 89 colleges and universities chosen for superior overall performance and improvement awards, Rowan was one of six awardees in its category of public comprehensive institutions.

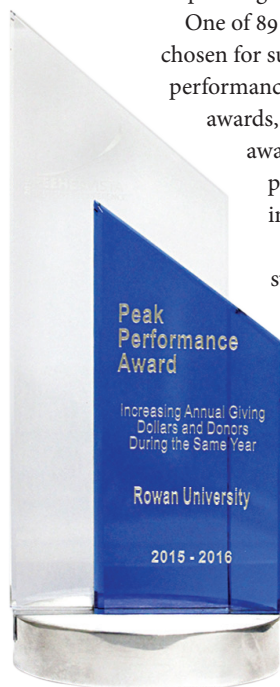
Selection is based on data submitted to the Council for Aid to Education's annual Voluntary Support of Education (VSE) survey. CASE-member institutions that have participated in the survey for the past three years are automatically eligible

to receive an award.

An expert panel of volunteer judges selects winners based on factors including total support growth, donor growth, program breadth and impact of the 12 largest gifts on total support. In selecting overall fundraising improvement winners, judges use the factors to find significant program growth across the three years of data.

University Advancement, the fundraising and philanthropic arm of the institution, is dedicated to establishing and cultivating partnerships with individuals, corporations, foundations and other stakeholders to support scholarships, capital improvements, programs and research.

"As Rowan fulfills its mission to be a leader in quality, affordable and accessible higher education for the region and beyond, donors are excited to partner with us," said Rowan President Dr. Ali A. Houshmand, p. "We are grateful for their continued confidence and support." **RA**



Student Alumni Association hosts campus game of TAG

The Student Alumni Association works to advance Rowan through programs that enhance the student experience, promote philanthropy and establish a spirit of loyalty to the University.

The Rowan University Student Alumni Association (SAA) hosted its first ever campus-wide game of #RowanTAG during the University's recent weeklong Homecoming celebration. The event was designed to raise awareness about the important role donors play in the continued success of the University and its students.

Large gold gift tags were strategically placed around campus to serve as a visual reminder of the tangible impact of generous gifts made to Rowan. Each tag included information that explained how the gift has enhanced the institution and the student experience.

"TAG provided an exciting and interactive way to learn about philanthropic gifts that have benefitted the University,"

said Jessica Kanady, Assistant Director of Alumni Engagement.

"So much of the student experience is made possible thanks to generous gifts made by alumni and friends."

"Tagged" items included the Keith & Shirley Campbell Library, the Edelman Planetarium, Coach Richard Wackar Stadium, the 9/11 Memorial and the Henry M. Rowan statue.

Throughout the week, SAA released hints on Twitter and Instagram to help participants locate the tags. Students were encouraged to take photos with the tags and share them on social media. Students were also encouraged to create "Homecoming teams" with the ability to earn spirit points. TAG players were able to receive a free giveaway during the PROlympics Block Party on October 7.

"We hope that activities like TAG and the #RowanGIVES Day Fair hosted by the Student Alumni Association will serve as signature events each year," noted Chris D'Angelo, Director of Alumni Engagement. "Hopefully in years to come we will all see the impact of creating a culture of philanthropy with our students."

SAA is an undergraduate student group that aims to advance Rowan University through programs and initiatives that enhance the student experience, foster student-alumni relationships, build tradition, promote philanthropy and establish a spirit of loyalty to the University. **RA**



Rowan awarded \$3,000 grant from the National Center for Women & Information Technology

Rowan's newly founded Association for Computing & Machinery—Women in Computer Science (ACM-W) club has received a \$3,000 grant from the National Center for Women & Information Technology (NCWIT).

The ACM-W club is a student chapter of the International Association for Computing Machinery's ACM-W group that supports and advocates for the full engagement of women in all aspects of the computing field. ACM-W is supported and funded by its parent organization ACM, as well as by Google, Microsoft Research and Oracle.

Rowan's club was established to support a comfortable environment for the women of Computer Science and to further their success in the field by providing opportunities for them to volunteer their knowledge to the Rowan community and beyond.

The club, which is open to all Rowan students, regardless of gender, will promote the knowledge and interest of women in computing, improve their learning and working environments, increase the recruitment and retention of undergraduate and graduate students to computer science and increase

recognition of contributions by women in the field of computer science.

Rowan University Computer Science Professor Dr. Jennifer Kay encouraged the group to apply for the NCWIT Student Seed Start-up Funding Award to further their mission and enhance the resources necessary for their success.

"I have been completely overwhelmed by the way these women came together and were so passionate as they discussed their ideas for making the club a reality," said Dr. Kay. "This is a highly motivated group of students who are enthusiastic about increasing female recruitment, promoting computer science to youth and supporting their peers by coming together to charter a new ACM-W chapter."

The NCWIT Student Seed Start-up Fund is sponsored by Google and is meant to create or expand upon existing ACM-W clubs. The fund now offers multi-tiered awards to better support the needs of women in computing groups at different stages of development and varied institutional sizes.

Under the direction of Dr. Kay and



Dr. Jennifer Kay engages students in hands-on robot programming.

Professor Chia Chien, the grant will enable members of the club to launch various projects, including outreach to area middle and high schools, hosting on- and off-campus workshops and inviting prominent tech industry leaders to speak on campus.

Rowan University has emerged as a leader in accessible education, and grant support like that from the NCWIT permits the institution to continue providing students with exceptional academic opportunities. **RA**

U.S. Sen. Booker inspires students



U.S. Sen. Cory Booker made Rowan the Gloucester County stop on his 21-county Jersey Summer Road Trip in August, addressing more than 150 incoming Rowan University Educational Opportunity Fund/Maximizing Academic Potential Program students.

During his talk, Booker shared life lessons from his college football days at Stanford University, encouraged listeners

to make the most of their educational opportunities and pushed them to change the world.

The former Newark mayor told about his habit of writing out his goals and how he skipped parties so he could study. He quoted writers and leaders and took questions from the students in Rowan's Pre-College Institute. The institute is the first step in Rowan's

EOF/MAP program, which provides academic, financial and personal support services to about 600 educationally and economically disadvantaged students. **RA**

"If you want to be great at something, you have to study greatness."

—U.S. Senator Cory Booker

AAA partners with Rowan

AAA of South Jersey has partnered with Rowan University to support students on the road and in the classroom. The information desk in the University's Chamberlain Student Center has been named in honor of AAA for their gift of \$12,500 to be used over the course of five years.

The AAA South Jersey Scholarship Fund provides support for a student who demonstrates community involvement

and financial need and who meet additional eligibility criteria. The first recipient will be selected for the 2016-2017 academic year.

In addition, AAA of South Jersey will offer free, light-duty services to students and staff Wednesday-Friday during the academic year on the Glassboro campus.

AAA is also working with the Office of Alumni Engagement to offer membership discounts to alumni and employees. **RA**

John P. Maas Family Scholarship awarded to Rohrer College of Business student

Jessica Roscoe '17 has been chosen as the John P. Maas Family Scholarship's first recipient for the 2016-17 academic year.

The John P. Maas Family Scholarship was established with a generous \$25,000 pledge to the Rowan University Foundation. The scholarship is designed to recognize the academic achievements and up-standing character of a Rohrer College of Business (RCB) student.

A senior RCB student, Jessica will graduate in May with her bachelor's degree in business marketing. She

plans to continue her education by enrolling in Rowan's Master of Business Administration program.

She currently interns with the Philadelphia Soul and hopes to pursue a career in sports marketing. She also works part-time during the school year as a substitute teacher for Vineland Public School District.

"This scholarship will help me further my education at Rowan University as I reach for my dreams," said Jessica. "It means a great deal to be recognized for my achievements both inside and outside of the classroom."



Rohrer College of Business student Jessica Roscoe '17 met donor John P. Maas '87 to thank him for the scholarship.

Scholarship gifts at Rowan provide students with the resources they need to pursue academic excellence. The John P. Maas Family Scholarship promises to have a lasting impact on its recipients, beginning with Jessica. **RA**

WITH YOUR **SUPPORT,**
WE CAN **IMPACT** MANY LIVES.

Rowan University is committed to providing an education of distinction and value to students who will make meaningful contributions in our increasingly global society.

Investing in today's students is a commitment to the future and the path these promising leaders will help to shape.

Visit **giving.RUfoundation.org** or use the enclosed envelope to make an immediate impact.

W.W. Smith Charitable Trust grant supports Camden students

A \$111,000 grant from the W.W. Smith Charitable Trust to the Rowan University Foundation will support student scholarships during the 2016-17 academic year.

Awards will range from \$2,000 to \$7,000 per student and be granted to undergraduates in good academic standing whose financial needs cannot be met by other aid programs.

The selection of Rowan students for the Smith Scholars will focus on those who are residents of the City of Camden. The Program's broader focus requires residency in the following Delaware Valley Area (counties: Bucks, Chester, Delaware, Montgomery, Philadelphia and Camden, New Jersey).

Support for scholarships like those provided by the W.W. Smith Scholars Program allow Rowan University to uphold its core commitment to providing an exceptional and affordable undergraduate education to all students, regardless of financial means.

"Scholarships are essential in creating opportunities for our students," said John J. Zabinski, Senior Vice President for University Advancement and Executive Director of the Rowan University Foundation. "We are grateful to the W.W. Smith Charitable Trust for their efforts to help reduce the loan burdens that might otherwise limit students' ability to realize their dream of a Rowan degree." **RA**





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Rowan Advances is published three times a year by the Division of University Advancement to highlight the involvement and generosity of Rowan's alumni, friends and corporate partners.

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INSIDE

Edelmans' landmark
\$25M gift to transform
Rowan Fossil Park

Scholarship supports
B.A. in Construction
Management students

White Coat Notes
encourages SOM Class
of 2020

Rowan named
educational fundraising
award winner

SAA hosts campus-wide
game of TAG

Grant from W.W. Smith
Charitable Trust benefits
Camden students



GRAND OPENING

On September 7, the University community gathered as the ribbon was cut on Holly Pointe Commons, a \$145 million complex on the eastern tip of campus adjacent to Rowan Boulevard. The brand new residence hall is now home to 1,415 underclassmen. Set on eight acres at the former Mansion Park Apartments, it includes a four-story building and a seven-story building connected by a bridge, a 550-seat dining hall and a café.