



20 *years* AFTER THE GIFT

When

hen Henry Rowan, the founder,
president and CEO of Burlington

County-based Inductotherm Industries Inc.,

decided to challenge himself with a pledge to

Glassboro State College in 1992, he not only

began the transformation of a small southern

New Jersey campus, he literally changed the

course of philanthropy in American public

higher education.

At 88, Henry M. Rowan continues to value the power of education to change lives and is pleased others have chosen to invest in Rowan University as well.

by Michael Shute '93 & Patricia Quigley '78, M'03

20
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After the announcement in Bunce Hall's Tohill Auditorium, the Rowans entertained countless reporters and broadcasters eager to tell the big story, including Diane Allen, Philadelphia's CBS news anchor in 1992.

THE POWER

AS IT STANDS TODAY, Rowan University continues to progress toward becoming an institution of national prominence thanks to the vision of a risk-taking businessman who set out to make a profound difference rather than simply a polite donation. Henry and Betty Rowan's original gift of \$100 million to the Rowan University Foundation has helped the Foundation's market value grow to more than \$148 million in 2012, ranking Rowan University's assets in the top 40 percent of institutions in North America. Prior to the Rowan gift, the Foundation's assets totaled \$787,000.

"Henry Rowan raised the bar for charitable giving to higher education in the United States," said then-Executive Vice President Philip Tumminia M'69 in 2002 during the 10-year anniversary of the Rowan gift. The Rowan gift was, until then, the largest made to a public institution of higher education. "I remember him telling me in 1992 that one of his goals was to get others with wealth to either match or exceed his gift," said Tumminia.

In fact, Mr. Rowan's challenge worked to

inspire major donors across the country. Before the Rowan donation, the largest gift made to any higher education institution in the United States was \$105 million to Emory University—a private college—in 1979. Since the Rowan gift, approximately 120 donations of \$100 million or more have been made to colleges and universities in the United States.

The challenge made by the school's benefactor has struck a chord with those making more modest gifts as well, whether they be thousands of University alumni and friends or the region's corporate representatives. Since 1992, nearly 22,000 new donors have invested in Rowan University, supporting scholarships, facilities, academic programs and more.

"Henry Rowan's generosity became well-known across the country, especially in academic and philanthropic circles," said Rowan President Ali A. Houshmand, who came to the University as provost more than a decade after the gift was made. "That gift was transformative for this institution in many ways. Of course, it led to the founding of the College of Engineering, but also important was the confidence



Amid a sea of jubilant students, Mr. and Mrs. Rowan (far left), President James and Vice President for Institutional Advancement Phil Tumminia emerge from the July 6 announcement of the gift.



OF GIVING

it generated in others to support Rowan.”

Dr. James Tracey had already been a faculty member at six institutions in the United States and abroad and was serving as dean of sciences and engineering and director of the Institute for Research in Science and Engineering at the University of Texas in San Antonio when he was tapped to be the College of Engineering founding dean. “I saw the newspaper article announcing Henry Rowan’s gift,” he recalled. “I thought it was such an unusual event. I had never heard of anything like that before. I had no idea I’d have anything to do with it. But I was attracted by the opportunity to build an engineering program from scratch and have the up-front resources to do it.”

Tracey added, “Henry Rowan’s goal to build an outstanding engineering program was a great inspiration to me. The emphasis was to be on quality and not quantity. Excellence was the primary goal.”

That’s not a surprise. The value of education and commitment to others were central to Mr. Rowan’s perspective when he made the gift—and he reiterated this when he spoke at the University’s Commencement ceremony in 2000.

“Make a difference, make this

world a little better because you lived in it,” the entrepreneur and Massachusetts Institute of Technology alumnus told the crowd assembled on the Bunce Green after receiving a standing ovation from the University community and thousands of Commencement guests. Among those clad in caps and gowns that mid-May morning was the College of Engineering’s first graduating class. All 85 original engineering majors received full scholarships—another philanthropic initiative inspired by Henry Rowan—thanks to individuals, corporate sponsors and foundations that believed in the fledgling program.

Of course, the primary goal for the Rowan gift was to create a college of engineering in Southern New Jersey, something without precedent.

“I was interested in having an engineering education institution in South Jersey,” Mr. Rowan said. “We should be teaching people how to build things, how to create real wealth, real jobs.”

Virginia Smith, daughter of Henry and Betty Rowan, group vice president of Inductotherm Group and a member of the Rowan University Board of Trustees, has perhaps one of the broadest views of her parents’ gift.

“When my parents made the gift, my father’s dream wasn’t to create a

“We don’t need more engineers, we need more *great* engineers.”³³

—Henry Rowan

university; instead his goal was to make a difference in undergraduate education, especially in engineering, by creating a school of engineering. He was fond of saying, ‘We don’t need more engineers, we need more *great* engineers. Not more students graduating from college, but more graduates who are well prepared for their careers, especially in the engineering and technical fields,’” she recalled.

Rowan students are not only well prepared, but they are thankful, as well.

Thomas Xenakis ’00, vice president, Commercial Concord Engineering in Voorhees, and a member of the College of Engineering’s Dean’s Advisory Council, said he explored options at numerous schools with strong engineering and basketball programs, including West Point. “For me it was

Mr. and Mrs. Rowan put the first shovels in the ground for Rowan Hall in 1996, applauded by Founding Dean James Tracey, SGA President Jason Levin and President James.

scholastics and athletics that came together, and really the scholarship offered to everyone in the first class was the icing on the cake,” he said.

While he was a little apprehensive about entering an untested and unaccredited program (accreditation came when the first class graduated), he was pleased with the outcome. “It couldn’t have been a better learning environment. All the professors were here because they wanted to be here. Everyone wanted to be part of something that was groundbreaking and new. It really fostered a great learning environment. Engineering clinics had us collaborating with other disciplines from the beginning, much like a professional environment, and the entrepreneurial attitude and experiences that started with Henry Rowan filtered through the program.”

Since that day 20 years ago when the Rowans made their pledge, the College of Engineering has earned nationwide acclaim, consistently placing among

the top 25 undergraduate engineering programs in the country (bachelor’s/ master’s category) as ranked by *U.S. News & World Report*. Several College of Engineering programs consistently have ranked in the nation’s top 10, including chemical

engineering, which has held the second or third position for multiple years.

At the 10-year celebration of the first graduating class of engineers in April 2010, Mr. Rowan told the crowd of alumni, faculty and industry partners gathered in the impressive atrium of Rowan Hall, “There’s nothing more important for the continued excellence of our country than education, and nothing’s more valuable for us to maintain our tradition of excellence in the world than technical education.”

But his intent in 1992 also was to enhance the institution as a whole to benefit of students and the region’s people. That, too, has taken place. The Rowan gift encouraged the school’s administration to think expansively about the future and act upon Mr. Rowan’s desire to have the most impact and to change people’s lives. The Rowan gift was the catalyst that began to transform the campus, invigorate its programs, attract new students and faculty and raise expectations for anyone who heard the name “Rowan University.”

Dr. Carol Sharp, dean of the College of Education for the last decade, has lived through many transitions at Rowan. The Vineland native earned her bachelor’s degree in elementary education from GSC in 1973 and returned to campus as a professor in 1987. “I remember the day they announced the gift. I was thrilled. I just knew it would have such an impact. I was here when we didn’t have any resources; we were scraping by all the time,” Sharp said. “I knew that this gift was a great thing. I believe people are proud Rowan is in South Jersey. This place changes lives.”

During the last 20 years, partnerships with private donors and investors have altered the face of campus, supplementing University resources significantly. New buildings, facilities and projects have expanded the capacity for instruction, research and student life, including Campbell Library, Rowan Hall, James Hall,

“Make a difference, make this world a little better because you lived in it.”

—Henry Rowan



Science Hall, Edelman Planetarium, Rowan Boulevard and the Samuel H. Jones Innovation Center at the South Jersey Technology Park.

The new Medical Education Building, open this summer in Camden, serves Cooper Medical School of Rowan University (CMSRU). This public-private partnership is attracting contributions for scholarships and research, including its first gift in 2009 from Marque '91 and Yvette Allen, to establish a scholarship in honor of biological sciences professor Richard Meagher. Since then, Haddonfield physician Dr. Michael Renzi and his family and Dr. Ludwig Schlitt and his children—Drs. Michael, Stephanie and Mark—of Advocare Pediatric Group in Haddon Heights have made substantial gifts to CMSRU. In March 2012, alumnus Lawrence J. Salva, senior vice president, chief accounting officer and controller of Comcast Corporation, and his wife, Rita, of Princeton, pledged \$1.055 million for medical school scholarships, the largest gift ever from an alumnus.

New programs and majors have been developed as Glassboro State College has evolved into a university boasting colleges of business, communication and creative arts, education, engineering, humanities and social sciences, performing arts, science and mathematics, graduate and continuing education and medicine.

Existing programs have been enhanced and expanded, including the honors program endowed by Thomas N. Bantivoglio and professorial chairs in business and communication supported by the Rohrer, Campbell and King gifts. And the Rowan Family Foundation has contributed beyond the original scope of the Rowan gift to support special programs in engineering, scholarships and the fine and performing arts, as well as extending the Inductotherm Scholars program that has attracted students from around the world.

Rowan's daughter, Virginia Smith, observes the University's progress

“The success of the gift isn't surprising—everyone has worked hard.”

—Henry Rowan

firsthand. “As a trustee, I can really feel the enthusiasm among the faculty, the staff, students, even the residents of Glassboro. In all departments across the University, his gift seems to have generated a kind of excitement and energy—even a confidence—among faculty, staff and students to create higher expectations and make real changes. Just the whole idea that one man's gift can change the whole feeling, the whole image of a college such that it transforms itself into a fine university, is a wonderful thing.”

The historic Rowan gift has transformed this institution and thousands of lives in just 20 years. The vigor of Rowan University has contributed to economic development and opportunity in the region. In the past two decades, every donor's decision to invest in Rowan University confirms that Henry Rowan's personal challenge to make a difference has been successful.

“I'd say that his money was well invested,” said Dr. Ralph Dusseau, founding chair of civil and environmental engineering, who saw helping to build a new engineering school as an incredible opportunity. “I knew that we had a great group together, and I knew together we could pull it off. I think we built a truly great engineering school. I thank Henry Rowan for the opportunity.”

Thanks do arrive regularly and 20 years since his epic decision, Rowan

still beams when he hears about what a difference he made. “It's been a very successful and enjoyable endeavor with the college. The engineering building in itself was quite an accomplishment,” he said of the structure first planned as ordinary and revised at the philanthropist's urging to be the architecturally stunning and highly functional facility that bears his name.

But it's the difference in people's lives that moves Henry Rowan the most. Since June 17 when many newspapers reported on the gift's anniversary, he has received thanks from students, parents, alumni and University employees hailing from near and far (including Iowa, California, Florida, Cyprus and a Navy submarine). “Students generally keep me advised of what they're doing,” Rowan said, smiling. “The graduates write letters and Christmas cards. I'm very pleased. The success of the gift isn't surprising—everyone has worked hard. It's very much what I expected.” ■

Mike Shute '93 is a sports copy editor at the Courier-Post. He resides in Mullica Hill with his wife, Colleen '93, and children Ryan, 7 and Keira, 4. He can be reached at shutem@rowan.edu.

Patricia Quigley '78, M'03 is an assistant director of media & public relations at Rowan University. She's enjoyed seeing all of the changes the Rowan Gift has made to the campus she calls “home.”



The College of Engineering finally had its own home in 1998 when Rowan Hall opened with a dedication ceremony. Dr. Phil Tumminia joined Mr. Rowan on the dais with New Jersey Assembly Speaker Jack Collins, Dean Tracey and Trustee Virginia Rowan Smith.

20 THE ROWAN GIFT

1992
2012

A catalyst for growth

▼ Henry and Betty Rowan pledge \$100 million to Glassboro State College, the largest gift ever given to a public institution in the United States at the time



▲ New Student Recreation Center opens

● \$1-million grant from Delaware River Port Authority funds economic development

● Alumni and corporate friends follow Henry and Betty Rowan's example with gifts to the College exceeding \$5.5 million

● Engineering program launches with majors in chemical, civil, electrical and mechanical engineering

● The William G. Rohrer Charitable Foundation pledges \$1 million to establish the William G. Rohrer Professorial Chair in the College of Business; the first endowed chair at Rowan and first \$1-million-plus endowed chair among New Jersey's nine state colleges

● Private donors and the Rowan Foundation pledge more than \$1 million to provide freshman engineering students with full, four-year tuition scholarships through the PRIDE 2000 program

● Dorothy Thiede '33 donates \$500,000 to establish the Dorothy Thiede Endowment for the College of Education



▲ University status is achieved

▼ \$28-million Henry M. Rowan Hall, the home of the College of Engineering, opens

● Samuel H. and Jean W. Jones donate more than \$500,000 to support capital improvements

● The William G. Rohrer Charitable Foundation pledges more than \$1 million to establish the William G. Rohrer Scholars program within the College of Business

● Rowan begins acquiring land to create the 600-acre West Campus

▼ Keith and Shirley Campbell donate \$1.5 million to support the library; the library is named Keith and Shirley Campbell Library in their honor



▲ South Jersey Technology Park at Rowan University

▲ Rowan awarded \$6-million state grant to launch South Jersey Technology Park

● Five-year, \$280-million campus improvement plan starts

● Ann Campbell donates \$1 million to establish the John B. Campbell Professorial Chair in the College of Business in honor of her late husband

● Sally Price Eynon '66 and James Eynon pledge \$500,000 for Student Center improvements; ballroom is named in their honor

● The Charles & Lucille King Family Foundation pledges \$1 million to endow a professorial chair in Radio/TV/Film

Building Bridges to OPPORTUNITY

The Campaign for Rowan University

▲ University's first fundraising campaign begins with goal of \$22 million

▼ Ric '80 and Jean M. Edelman '81 pledge \$1 million for Science Hall's planetarium; the planetarium is named in their honor

● ExxonMobil, the NSF and U.S. DOE award a five-year, \$500,000 grant for engineering research

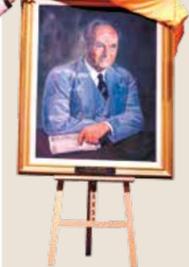
▼ Science Hall opens; research facilities double to allow more interdisciplinary work and grant-funded research

● Rowan gift pledge fully funded

● Gifts totaling \$570,000 from the estate of Dorothy Thiede '33 are added to the College of Education endowment

▲ Fundraising campaign exceeds goal and closes with more than \$28 million in gifts and pledges

▼ \$1-million gift from Thomas N. Bantivoglio endows the Thomas N. Bantivoglio Honors Concentration—an interdisciplinary program designed for exceptional students



▲ The William G. Rohrer Charitable Foundation pledges \$10 million to the College of Business; the College is named in the businessman's honor

● The Martinson Family Foundation pledges more than \$325,000 to establish the Engineering Clinics for Teachers (ECT) program



▲ Historic Hollybush reopens after \$3.5 million restoration

● Robert Wood Johnson Foundation awards a \$295,000 grant as part of the New Jersey Health Initiatives program

● College of Graduate & Continuing Education is established

● The three-story, 135,000-square-foot Education Hall opens

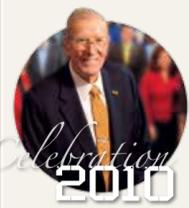
▼ Businessman and philanthropist Samuel H. Jones gives \$1 million earmarked for the construction of the first building in the South Jersey Technology Park; the building is named the Samuel H. Jones Innovation Center



▲ Rowan partners with Cooper University Hospital to form Cooper Medical School of Rowan University—a new, four-year, allopathic medical school in Camden and the first medical school in the State in more than 30 years

● Phase I of the Rowan Boulevard Apartments open

▼ University breaks ground in Camden on \$139-million Medical Education Building



● Phase II of the Rowan Boulevard Apartments open

▼ University breaks ground in Camden on \$139-million Medical Education Building



▲ The Whitney Center opens on Rowan Boulevard; the mixed-use facility features retail and academic space and housing for Thomas N. Bantivoglio Honors Concentration students

● Largest collegiate Barnes & Noble in the State opens on Rowan Boulevard

▼ Lawrene J. '77 and Rita Salva pledge more than \$1 million to support scholarships at the Medical School; the largest gift to CMSRU to date and the largest gift from an alumnus

● College renamed Rowan College of New Jersey in honor of its benefactors

● Doris V. Broome '37 makes a \$500,000 bequest to establish the Doris V. Broome Scholarship Program



► Construction begins on a \$45-million science building



\$787,000 (Total market value of Foundation assets) → (Total market value of Foundation assets) \$148 Million

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