

**University Advancement  
Divisional Plan  
2020 - 2021**

**Strategic Theme 2: Raising Rider's Profile  
The branding, marketing and promotion of our University**

**SP GOAL 2.2: Build deep, long-lasting and loyal relationships with alumni and the broader external community to strengthen their connections to the University and place Rider prominently at the center of community life.**

*Action Plans and Steps*

2.2A: Engage students and parents early and frequently throughout students' time at Rider as the starting point for lifelong engagement. This could be in the form of, but not limited to, participation in hallmark campus events; communications that highlight/showcase student, faculty and staff achievements; and discussion of issues that influence student success (i.e. diversity, financial aid, academic rigor, engaged learning, high impact practices).

2017-18: Received approval for a position (Associate Director of Philanthropy and Parent Engagement) that will serve as a point person for Parent Engagement and Fundraising and held initial meetings with partners across campus to identify opportunities for collaboration. Involved students in philanthropy efforts through Phonathon, "Thank You Thursdays," #GivingTuesday video production, the Senior Class Gift, and our annual Scholarship Luncheon.

2018-19: Hired an Associate Director of Philanthropy and Parent Engagement to serve as a point person for parent engagement and fundraising. Established an internal Parent and Family Engagement working group comprised of staff members who work regularly with parents. Recruited the first four families to serve on the newly created Parent and Family Council. Developed a logo for the Council. Reinstated the Council Facebook page and began work to revamp the parent portion of the website, which now includes a mechanism for collecting Parent and Family contact information.

Involved students in philanthropy efforts through Phonathon, the Senior Class Gift, the annual Scholarship Luncheon, and major Campaign dedication and naming ceremonies, as well as other cultivation and stewardship events.

Created Student Ambassador positions within the Development Office. These students assisted with fundraising initiatives, provided campus tours for prospects and donors, and staffed various alumni and donor events.

2019-20: Promoted Parent and Family Council through letters, emails, social media posts, and personal outreach. Recruited 13 families to join the council.

Held one in-person meeting during Homecoming and Family Weekend, which included a presentation on facility renovations by Vice President of Facilities and Operations. Held two virtual council meetings in April and June where Rider Connect was presented to parents and the Director of Undergraduate and Transfer Admissions provided an update on enrollment.

Utilized parent volunteers throughout the year at events including move-in and admitted student days. Parent volunteers also assisted with various email appeals and communications. Notable examples included the Parent and Family Fund and room and board refund solicitation appeals. Collaborated with internal Parent and Family Engagement working group members on Homecoming and Family weekend, parent outreach and communication, and opportunities for parent and family engagement.

Continued to involve students in philanthropy efforts through Phonathon, the Senior Class Gift, the annual Scholarship Luncheon, major Campaign dedication and naming ceremonies, alumni events, and campus tours for prospects and donors.

Worked in collaboration with Student Affairs to successfully combine Homecoming and Family Weekend to engage all members of the campus community and welcomed over 1,700 alumni, parents, students, employees, and donors to campus. Highlights included a pre-game basketball tailgate party, an inaugural Parent and Family Council meeting, a diverse alumni mixer which was attended by more than 80 alumni and students, and other gatherings. Reunion celebrations also took place, including the class of 1969's 50th Reunion.

Invited 11 alumni to serve on the President's Council for Inclusion; these alumni were identified through a spring 2019 focus group planned in collaboration with Student Affairs, in which 15 alumni reviewed the Inclusive Excellence plan and provided their input.

2020-21: Continue to promote the Parent and Family Council and recruit additional parents and families to serve on the Council. Hold regular Council meetings, in-person when possible and otherwise virtual. Continue to provide relevant information at meetings to keep current Council members engaged.

Continue to utilize parent and family volunteers to assist with efforts related to philanthropy, admissions, student affairs, and career development, including summer 2020 virtual orientation sessions, communications regarding Homecoming and Family Weekend, and Annual Fund solicitations.

Continue to involve students in philanthropy efforts, including attending alumni and donor events when appropriate.

Continue to seek input from alumni on ways to meaningfully engage our diverse alumni base, and continue to recruit volunteers for the various groups, networks, and committees being formed.

Work in collaboration with Student Affairs to plan and execute Homecoming and Family Weekend. Give consideration for virtual Homecoming event if feasible and if a physical Homecoming and Family Weekend is not possible.

2.2B: Promote life-long learning opportunities and partnerships that position Rider as a center for life-long engagement in living, learning and well-being.

See 2.2C below.

2.2C: Utilize alumni as mentors who provide networking, career guidance and engaged and/or experiential learning opportunities for students. Expand roles for students on the Alumni Board of Directors, creating ever stronger linkages between our alumni and students, our “alumni-in-residence.”

2017-18: Brought students to meet with alumni when possible, including a trip to American Express to meet with a high-level alumnus. Identified a student internship opportunity at CBS through senior-ranking alumnus. Worked collaboratively with Career Development and Success to research and identify a platform that will allow for virtual mentoring. Invited student leaders to attend Alumni Board meetings. Invited Newcombe alumni to Charlotte W. Newcombe Reception to meet and network with current Newcombe Scholarship recipients. Continued to expand the Rider Women’s Leadership Council, which included identifying and implementing a strategic planning leadership committee for the mentoring program.

2018-19: Included students in alumni meetings when possible. A student leader attended and spoke at a meeting of the Board’s December University Advancement Committee. Hosted Newcombe alumni at Charlotte W. Newcombe Reception to meet and network with current Newcombe

Scholarship recipients.

Provided an opportunity for six students to attend the Inc. 5000 conference as personal guests of a prominent alumnus.

Worked collaboratively with Career Development and Success to pilot an alumni mentoring program which allows for virtual mentoring. Eleven student/alumni mentoring pairings took place.

Expanded the Gail Bierenbaum Women's Leadership Council mentoring program, which provides critical coaching for students to help them develop strong leadership and career skills, to include incoming freshmen and sophomores. The program now includes 50 protégés.

2019-20: Worked closely with Career Development and Success to assess the alumni mentoring pilot program and to implement RiderConnect, a digital networking platform that will help facilitate alumni to student mentoring.

Fostered opportunities for alumni and students to interact in meaningful ways, including a BroncX talk by a Partner at Deloitte & Touche; a Women in Entrepreneurship panel; the creation of the Women in Science initiative, in partnership with the College of Liberal Arts and Sciences; and hosting alumnus and donor Barry Bierenbaum on campus to speak in multiple classes over a two-day period.

Expanded the Gail Bierenbaum Women's Leadership Council mentor program to include freshmen and sophomores. Involved mentors through a variety of new programs and events, including workshops, signature events, virtual mentor sessions, student meetings, and an annual end-of-year celebration. Hosted Gail Bierenbaum on campus to meet and speak with mentors and students.

2020-21: Continue to identify opportunities for alumni and students to connect in meaningful ways, including recruiting alumni to speak in classes, participate on panels, and offer mentoring and career advice to current students.

Continue to work with academic deans to create opportunities for alumni and donors to engage with students through Zoom meetings, BroncX talks, and Executives in Residence opportunities.

2.2D: Promote regular and active communication with alumni. Extend Rider email access beyond graduation. Coordinate and centralize alumni contact and other data across the institution. Include alumni more directly in university planning and programming. Continue to recruit more alumni to serve on college, school and program-based advisory boards. Showcase alumni achievements via social media, the website and other forms of

communication. Extend career development services to alumni through job listing access, resume and other skill building and professional networking events and opportunities.

2017-18: In partnership with OIT, successfully implemented the “Email for Life” program, enabling alumni to keep their Rider email after graduating, beginning with the class of 2018.

2018-19: Highlighted alumni achievements through social media and other forms of communications. Developed and implemented a schedule for a series of alumni success stories and “good news” donor stories, which included promotion of significant gifts to the University, such as the announcement of the Mazzotti-Kelly Scholarship and the namings of Lynch Adler Hall, William Rue auditorium, Bierenbaum Fisher Hall, the Gail Bierenbaum Women’s Leadership Council and the Canastra Health and Sports Center.

2019-20: Worked closely with University Communications to develop videos and social media content that were used to promote good news stories and to raise awareness in regard to giving, including videos related to Giving Tuesday, significant Campaign gifts, scholarship fundraising and stewardship, and the “Better Together” video, used as an Annual Fund solicitation.

Re-engaged former Trustees and invited them to lunches with the President. When meeting in person was not possible due to the pandemic, used Zoom as a way to connect with this group through their input, questions, and discussion on a high level.

Worked with academic deans to recruit and retain alumni on advisory boards. Worked closely with Dean Bidle to create a new LAS advisory council, which included several round table discussions to gauge interest and developed an executive leadership team including alumni and donors. Collaborated with Dean Kutcher to identify new prospects for the Executive Advisory Council.

Met with OIT to set priorities within Advancement for all technology needs including the second phase of the Email for Life program (that will enable all alumni to obtain a rider.edu email address), which will now take place in FY21, due to other campus technology priorities.

2020-21: Revise the University Advancement webpages, in conjunction with the larger University web redesign, to be more user-friendly for alumni, donors, and friends.

Continue to develop and utilize social media content as well as videos for the Alumni and Development pages of the website to promote and highlight alumni successes and positive donor stories.

Continue to recruit more alumni to serve on college, school, and program-based advisory boards.

2.2E: Build partnerships with local and regional community organizations while also promoting community engagement and civic responsibility among students, faculty, staff and alumni (i.e. serving on local boards, participating in service projects). Work with the Bonner Community Scholars Program, the SGA Community Service Committee, and Campus Compact in this regard. Consider a freshman class project and encourage faculty to connect classroom learning to the community.

2018-19: Partnered with several organizations to strengthen relationships within the community. Included were the Lawrence Township Education Foundation, which now hosts a major annual fundraising event at Rider; Capital Health System, where the expansion of an internship program and opportunities for Capital Health employees to attend classes at Rider are being explored; and Conserve Wildlife NJ, where a new internship program was created, focusing on Osprey and Terrapin projects. Participated in a discussion with the NJ Development Economic Authority to discuss future opportunities.

2019-20: Explored partnership with the Smith Family Foundation on the possibility of involving students in the creation of a historical walking map of Trenton, but have not yet formalized relationship.

Assisted with collaboration that enabled students to participate in wildlife studies with onsite scientists to study ospreys and turtles in the Pinelands.

Collaborated with Robert Wood Johnson Hospital to develop a two-week winter program for Biology students, and received positive feedback from the hospital on the Rider students who participated.

Partnered with Admissions and the College of Liberal Arts and Sciences to explore the possibility of an event with Mercer County Community College's faculty and staff that would connect them with their counterparts at Rider and expand future partnerships, but ultimately determined that the event was not feasible at this time.

Designed several grant funded projects to promote collaborative activities with local organizations, which included the New Jersey State Council for the Arts puppetry project which was to take place in partnership with Ewing Public Schools (while the actual puppet performance was postponed, Rider students prepared a curriculum for the Ewing teachers to

use with the students to prepare them for the puppet show when it is eventually shown).

Received a Janssen Pharmaceuticals grant which provided an opportunity for Rider Graduate Education faculty to provide advanced training to teachers at Eden Autism Services and Mercer County Special Services School District to improve teaching strategies for children with special needs (this project has been postponed).

2020-21: Continue relationships with foundations and community partners, and revisit in-person collaborations and projects when it is safe to do so.

### **Strategic Theme 3: Being an Employer of Choice** **The importance of our people**

**SP GOAL 3.1: Strengthen and sustain communication and engagement throughout the University to support the shared community in which we live and learn.**

#### *Action Plans and Steps*

3.1E: Explore opportunities for employees to partner with other departments/divisions to support admissions, student engagement, fundraising, and alumni relations.

2017-18: Held regular meetings with Colleges and Divisions from around campus; partnered with key faculty and staff members on various initiatives and fundraising opportunities, such as the *Brodsky Idea Business Concept Competition*. Invited faculty and staff members to attend and volunteer at signature events, such as the President's and Legacy Societies Reception and Reunions.

2018-19: Partnered with key faculty and staff on various initiatives and fundraising opportunities, such as the establishment of a scholarship to honor retiring professor Al Sumutka and a newly established fund within Student Support Services.

Invited faculty and staff to attend and volunteer at signature events such as the September 2018 fundraising celebration, Homecoming, the Scholarship Luncheon, and the President's and Legacy Societies Reception.

Invited faculty and staff to attend campus dedications and other Campaign related events. Specially recognized faculty and staff alumni at the dedication of Bierenbaum Fisher Hall.

Enhanced the Development and Alumni Relations partnership structure to provide liaisons to each academic unit, as well as Student Affairs and Athletics. Continued to hold regular meetings with academic units and other divisions across the University to discuss priorities and projects and identify opportunities for collaboration.

2019-20: Actively involved the campus community in all Campaign naming and dedication events throughout the year to ensure faculty and staff feel they are a part of this important University initiative.

Ensured faculty and staff were invited to other signature University Advancement events, including the celebration of fundraising success following fall 2019 convocation and Homecoming and Family Weekend.

Recognized faculty and staff members who are also alumni at select events with a special “Proud Alumnus, Proud Employee” button.

Included faculty and staff volunteers in the “All In” Faculty and Staff Giving Challenge video, website testimonials, and printed materials. Received gifts from over 200 faculty and staff members, representing a 55% increase in faculty and staff donors over the previous year, which raised the employee giving participation rate from 20% to 30%.

2020-21: Continue to grow and strengthen partnerships with faculty and staff. Continue to invite faculty and staff to events and to provide opportunities for employee volunteers to assist with fundraising and engagement efforts.

## **Strategic Theme 4: Investing in our Future**

### **The strategic cultivation, management and investment of our resources**

#### **SP GOAL 4.4: Strengthen institutional fundraising and advancement efforts.**

##### *Action Plans and Steps*

4.4A: Embark on a multi-year Comprehensive Campaign, beginning with a feasibility study in fiscal 2018, to determine a range of goals and purposes in support of the Strategic Plan and campus master plan.

2017-18: Reached \$13,465,089 in funds raised, the highest funds raised total in Rider’s history. Secured \$17,219,128 toward the campaign goal; utilized an outside consulting firm to conduct a Campaign Readiness (Feasibility) Study. Filled the top leadership roles for the volunteer Campaign Cabinet. Increased Campaign goal to \$80 million. Developed a Preliminary Case for Support. Prepared the Campaign budget.

- 2018-19: Raised over \$20 million in gifts and pledges, marking Rider’s most successful fundraising year on record, and bringing the overall Campaign total to nearly \$36 million.
- Conducted training for Campaign Cabinet volunteers, University Advancement, and Cabinet members through a one-day training that included two workshops as well as informal discussions with a visiting consultant.
- Hosted three campus “Campaign Conversations” with faculty and staff to promote the Campaign, answer questions, and ensure campus stakeholders are aware of the Campaign and the University’s fundraising priorities.
- Produced the Case for Support to be used on donor visits with Rider’s top prospective donors, as well as the first of several collateral Campaign pieces intended to promote key Campaign priorities.
- Hosted the following four Campaign salon events to engage key constituents: Phillies vs. Mets Ballgame, Finance Roundtable, Florida Alumni Gathering, and Coppola Pool Renovation Brunch.
- 2019-20: Raised over \$18 million in gifts and pledges in support of the Campaign.
- Continued to host Campaign dedication events that were publicized via articles and videos, including the dedication of Steven and Sharon McDonald-Beckett Village, as well as the announcement from Rob and Janet Schimek of two new tribute scholarships.
- Celebrated the naming of the Norm Brodsky College of Business as a signature Campaign event for the campus community as well as alumni.
- 2020-21: Raise \$13.5 million in gifts and pledges in support of the Campaign.
- Continue to host Campaign dedication events that are publicized via articles and videos.
- 4.4B: Secure naming gifts for the College of Business Administration and prominent buildings and spaces including the Student Recreation Center, North Hall, BLC Theater and West Village residence halls.
- 2017-18: Secured naming of North Hall and verbal commitment for naming of Memorial Hall. Created a naming opportunities “library” to store and record information related to campus naming opportunities.
- 2018-19: Named Lynch Adler Hall (formerly North Hall), Bierenbaum Fisher Hall (formerly Memorial Hall), and the Canastra Health and Sports Center

- (formerly Maurer Center). Received commitments to name the West Village residence halls and the SRC Patio.
- 2019-20: Secured largest gift in Rider's history to name the Norm Brodsky College of Business.
- Secured major gift to name Steven R. Beckett '74 and Sharon McDonald-Beckett Village for donors Steven and Sharon McDonald-Beckett.  
Secured gift from Dennis Longstreet for re-naming of Ridge House.
- 2020-21: Continue to identify, cultivate, solicit, and secure donors for prominent namings on campus.
- 4.4C: Secure naming gifts in support of high-profile University programs such as the Center for the Development of Leadership Skills and the Health Studies Institute.
- 2017-18: Received a verbal commitment to name the Rider Women's Leadership Council.
- 2018-19: Named the Woman's Leadership Council the Gail Bierenbaum Women's Leadership Council.
- 2019-20: Secured a major gift to support the Rebovich Institute's fall speaker.
- 2020-21: Continue to identify, cultivate, solicit, and secure donors for high-profile programs.
- 4.4D. Raise funds in support of a variety of academic facilities projects including renovation and expansion of the Science and Technology Center as well as renovation of Sweigart Hall and the BLC and Yvonne Theaters.
- 2017-18: Created a naming opportunities "library" to store and record information related to campus naming opportunities.
- 2018-19: Named the auditorium in Sweigart Hall, now the William Rue Auditorium, and secured a gift that will name the Sweigart Patio, both in recognition of the donors' respective contributions to those facilities and other Campaign priorities.
- 2019-20: Secured a major gift from Presser Foundation in support of the new Bell Choir room in Gill Chapel.
- 2020-21: Continue to identify, cultivate, solicit, and secure donors for academic facilities projects and other campus namings.

4.4E: Raise funds in support of athletics facilities as identified in the Campus Master Plan including renovation and expansion of Alumni Gym.

2017-18: Had a record year for the “Raise Your Game” Challenge, raising \$183,437 from 615 donors. Increased Athletics alumni participation rate by 16.5%; raised \$270,200 in support of the Mike Brady track naming campaign. Hired a major gifts officer for Athletics.

2018-19: Funded major renovations to Coppola Pool and launched a supplemental fundraising initiative to support additional pool enhancements. Had a record year for “Raise Your Game” (an athletics alumni giving competition) which raised \$192,299 from 603 donors, with an alumni participation rate of 17.6%.

Identified two athletics-focused Campaign volunteers.

2019-20: Funded major renovations to seating in Alumni Gym through a major gift from Chuck and Isabel Baker. Secured significant gift from Keith DiGrazio in support of the weight room, as well as gifts from Wayne and Jill Canastra to name the Athletics Wall of Fame, ticket booth and concession area.

2020-21: Continue to identify, cultivate, solicit, and secure donors for athletics facilities and funding priorities.

4.4F: Increase unrestricted giving to The Rider Fund to \$1.6 million by the end of the Campaign through various annual initiatives such as The Trustee Challenge.

2017-18: Raised \$1,352,331 for the Rider Annual Fund, the third highest total in the last ten years.

2018-19: Reached 100% Annual Fund participation from the Board of Trustees.

Developed an Annual Fund specific Campaign brochure insert that will be shared with prospects and donors.

2019-20: Raised \$1.4 million for the Annual Fund, exceeding the goal of \$1.3 million by over seven and a half percent.

Maintained 100% Annual Fund participation from the Board of Trustees.

2020-21: Meet or exceed the Annual Fund goal of \$1.3 million.

Maintain 100% Annual Fund participation from the Board of Trustees.

4.4G: Establish a culture of philanthropy among alumni, increasing the alumni giving participation rate by 33%, from 9% in 2017 to 12% by 2024.

2017-18: Identified a social fundraising platform that will allow for a more engaging donor experience and that will be a key component for a Day of Giving. Created new alumni engagement and outreach programs, such as the BOLD (Broncs of the Last Decade) Council, which includes multiple committees which are responsible for assisting with alumni engagement, fundraising, and admissions events, thus laying the groundwork for engaged and philanthropic recent alumni. Continued expansion of the Rider Women's Leadership Council.

2018-19: Continued to work on securing a social fundraising platform that will allow for a more engaging donor experience and that will be a key component for a Day of Giving.

Continued to work with the BOLD (Broncs of the Last Decade) Council to strengthen young alumni engagement, fundraising efforts, and admissions events. Piloted a text message platform to communicate with BOLD alumni. Surveyed BOLD alumni to learn more about their interests and preferred methods of involvement and communication.

2019-20: Continued to work with the BOLD Council to strengthen young alumni engagement, fundraising efforts, and communications strategies. Recruited young alumni volunteers to assist at open houses, admitted students days, college fairs, and move-in day. Initiated the BOLD "Rock Your Socks" fundraising campaign, where BOLD donors who gave \$35 or more received a pair of Rider socks. Increased text messaging among BOLD cohort and surveyed BOLD alumni to determine event planning strategy for 2020-21.

Collaborated with Career Development to introduce RiderConnect, a digital networking platform, to the Rider community, which will function as a secure, online community where alumni and students can build connections through mentoring, internships, employment opportunities, and more.

Continued to collaborate with campus partners to offer programs and events that foster meaningful connections between students and alumni, such as the inaugural EOP Scholarship Brunch.

Acquired GradAdvance, a social fundraising platform, and began the initial stages of implementation.

- 2020-21: Design, develop, and launch GradAdvance social fundraising platform to acquire new donors and to increase participation in annual fundraising initiatives.
- Continue to focus on student involvement and BOLD initiatives to drive a culture of philanthropy and strengthen young alumni engagement. Implement text communications to BOLD alumni on a larger scale. Utilize results of BOLD survey in decisions related to fundraising efforts, event planning, and communication channels.
- Continue to collaborate with campus partners to offer programs and events that will strengthen student and alumni engagement.
- 4.4H: Increase endowment support by the end of the Campaign by creating 50 or more new endowed scholarships and/or by securing \$25 million in new endowment support.
- 2017-18: Endowed eight new funds (including six for scholarships), bringing the Rider total to 231 endowments (with 180 of them directed toward scholarship support).
- 2018-19: Endowed eight new funds, including seven for scholarships. In total, \$10.1 million has been raised toward the overall Campaign endowment goal of \$25 million.
- 2019-20: Secured several new endowed scholarships, including a scholarship established by Norm Brodsky as part of his gift to name the College of Business, two tribute scholarships established by Rob and Janet Schimek, a scholarship for mature students with children established by Dr. Robert D'Avanzo and family, and a scholarship to support students in the Norm Brodsky College of Business established by William Kurtz, among many others. In total, \$16.7 million has been raised toward the overall Campaign endowment goal of \$25 million.
- 2020-21: Continue to identify, cultivate, solicit, and secure donors who will establish scholarships and other endowment funds.
- 4.4I: Continue to confirm new bequest intentions, securing 15 or more new bequest intentions annually.
- 2017-18: Secured 16 new planned gifts.
- 2018-19: Secured 17 new planned gifts.
- 2019-20: Secured 25 new planned gifts.
- 2020-21: Secure 15 new planned gifts.