

New directors for college alumni and corporate giving programs

In recent months, new leadership has been moved into place to strengthen the College's alumni relations and its efforts to attract more generous and effective private support for undergraduate academic programs. The three key leaders, all of whom report to Vice President for Development and Alumni Affairs John Marcy, are:

Lisa McCarthy '88 and '91 (MA), director of alumni affairs; **Keith Dewey**, director of corporate, foundation, and government support; and **Jan Kubik**, director of planned giving.

Few people employed by the College have a more personal and intimate knowledge of our 60,020 graduates than Lisa McCarthy. Consider this: She arrived here as a freshman in the fall of 1984, graduated in 1988, and, except for two maternity leaves, has never left. During those 20 years, she played varsity lacrosse, supervised several residence halls, earned a master's in counseling and personnel services, rose to the level of assistant director of residence life,

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worked three years for the department that manages meeting services and summer uses of campus facilities, assisted the director of athletics for a year, and was interim director of alumni affairs for six months before being named director in April 2005.

This sort of work has kept McCarthy in close, regular contact with 20 graduating classes of students, in every sort of role from organizing social events to negotiating room assignments, adjudicating rules violations, administering budgets, and deciding who could use the pool and when. She knows more tales from the old days than one can imagine and is far too busy to count the e-mails and phone calls that fill her days and keep her aware of what the alumni know, want to know, and need to know about their school.

She sees the primary challenge of her job, which she does with two assistants, as providing constant outreach to alumni of all ages and helping them reconnect with the College.

McCarthy is constantly working on alumni gatherings such as a reunion for the 1981-82 men's basketball team last winter, and the Alumni Law and Justice Chapter's Gene Carte Award banquet April 19, in addition to the annual October Homecoming weekend and November convention of the New Jersey Education Association.

"We need to keep alumni aware of what's happening here," McCarthy says, "because there are some amazing things going on, and there are some highly skilled and talented people out there who know they received a fine

education at Trenton State College and TCNJ. We want them to know that their college always has been on an upward track so that they have every reason to be proud of their school and anxious to help it become greater still."

When Keith Dewey came to work at TCNJ last year, he assumed the responsibility for raising money mainly to improve the academic program. Because legislative (that is, taxpayer) support of higher education has declined as its costs have risen, state colleges now must stress raising money from private sources or watch as they gradually decline in quality.

Dewey, who graduated Phi Beta Kappa from Purdue University in 1992 and earned a doctorate in education and human development from Vanderbilt University in 1998, has taught college writing and communications at several universities and worked on fundraising programs at Rutgers, Purdue, and Rider universities during the past six years.

While he also is responsible for working on state and federal agency funding, Dewey focuses on private corporations and foundations, seeking to interest them in supporting academic programs that may be related to their business interests, recruiting goals, and other concerns. For example, a 2006 grant of \$175,000 from the Robert Wood Johnson Foundation will help support TCNJ's Municipal Land Use Center and provide opportunities for TCNJ students to participate in research studies related to community and public health. Banks, law firms, and pharmaceutical companies are providing scholarship aid to students in academic departments whose graduates will be prepared for work in such companies.

Dewey says college fundraising, while never easy, is "doing well" in the area of



From left: Keith Dewey – With "Bear," age 34, a gift from his grandmother Dewey when he was two years old. Lisa McCarthy – A delicate silver and garnet necklace bought in Prague, Czech Republic, by her parents for her 40th birthday. Jan Kubik – His necktie, designed by famed Philadelphia architect Robert Venturi, was a 1993 gift of a friend who works at the LaJolla, CA, Museum of Contemporary Art.

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four. In 1995, he became director of development for the non-profit Coriell Institute for Medical Research, which operates the world's largest human cell repository in Camden, and then joined the firm of Dorris & Associates, consulting with a wide variety of membership associations and foundations on their own fundraising projects.

His major task at TCNJ, Kubik says, will be to revitalize the office's planned giving program, first by learning "how deep and philanthropic our giving pool really is," and then by helping people understand the many ways they can make important contributions to the College that may also provide benefits such as tax savings and added income opportunities. Most people understand the tax advantages of donating stock that has gained value over the years, but there are many other assets, including real estate, life insurance, art, and other valuables

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state and federal program support. Giving from "private foundations is looking good, but corporate funding is our greatest challenge." In January, he said the College had raised about \$387,000 toward a foundation/corporation fiscal year goal of \$900,000, and he is confident the target amount will be reached by mid-summer.

While in recent years, corporate giving to TCNJ has been weighted toward events, Dewey is working with corporations to convince them to support academic programs, research projects, and scholarships directly.

Jan Kubik has spent nearly 20 years in the field of fundraising, much of it with New Jersey institutions, and holds a doctorate in the administration of higher and continuing education from the University of Illinois. A 1970 graduate of Princeton, he has long been active with both the volunteer and professional aspects of Princeton alumni activities.

After 15 years managing student activity programs at three colleges, Kubik, a Tennessee native, returned to join Princeton's development office. He worked on the annual giving campaigns for three years and leadership gifts for

that offer creative ways to benefit both the donor and the institution.

Kubik is anxious to begin discussions with alumni in a position to make substantial gifts, for he is convinced that once they are fully aware of what a superior education they received here, and what a high-quality education is still offered here, they will see the value of the planned-giving concept.

"The reality," he says, "is that we must become, to a far greater extent, supported by our graduates and friends."