




Memorandum

August 21, 2007

MARY ANNE FITZPATRICK, DEAN
EDUCATIONAL FOUNDATION DISTINGUISHED PROFESSOR
COLLEGE OF ARTS AND SCIENCES

TO: Department Chairs and Directors

FROM: Mary Anne Fitzpatrick 

RE: Case Statement Preparation Instructions / Guidelines
DUE DATE: Monday, October 1, 2007

The Development Office of the College of Arts and Sciences is creating individual one-page case statements by department, center, institute, school or program. Attached you will find several examples of case statements that have been developed thus far. Please use these examples as you develop your department's statement.

Each case statement includes five sections: 1) a department summary; 2) department profile at a glance; 3) student/alumni profile; 4) transformation goals; and 5) specific fundraising objectives. Please see the description of the type of content we are requesting from you below. Email your initial draft to Kevin McCollough at Mccollou@gwm.sc.edu no later than **Monday, October 1, 2007**. Call Chris DeWolf with questions at ext. 6-5819 or Dewolfc@gwm.sc.edu. Please do not concern yourself with data formatting or layout. The Development Office will format your document.

Guidelines for Case Statement
DUE DATE: Monday, October 1, 2007

- I. Summary of Department's, Institute's or Center's Strengths.**
Explain how your unit excels relative to peer institutions, unit awards received, highly decorated faculty, core strengths, etc. You may provide the summary in either a narrative or bullet format. Please limit this to 250 words.
- II. Program Profile at a Glance.**
Number of faculty, student count, programs available, degrees offered, notable alumni, etc.
- III. Student/Alumni Profile.**
Feature a student who, through their A&S education, has experienced great success either as a current student or recent graduate. This feature allows us to place a student face on the program for the donor. Please provide a digital photo (a portrait, headshot preferred), a brief student bio and contact information. We may need to contact him/her for a quote.

RE: Case Statement Outline

August 21, 2007

Page 2

IV. Transformational Goals.

In this section, describe strategic goals that you hope to achieve as a result of the fund raising. (e.g. Raise level of the department to top 10 among peer institutions, strengthen curriculum in a particular area, etc.)

V. Specific Fund Raising Objectives with Financial Targets.

These must line up with four major overall A&S case objectives: 1) Faculty Recruitment and Retention; 2) Scholarships; 3) Capital Needs; 4) Program Enhancement.

In addition to section V above, under separate cover, please feel free to provide a more detailed description than appears in the case statement. These details can be included in formal proposals to donors.

attachments

c: Mr. Chris DeWolf, Senior Director of Development
Mr. Kevin McCollough, Information Resource Consultant