



GOOD. BETTER. BEST. **IOWA.** * THE CAMPAIGN TO ADVANCE OUR GREAT UNIVERSITY

CAMPAIGN FUNDING PRIORITIES: FACULTY SUPPORT

HENRY B. TIPPIE COLLEGE OF BUSINESS

UNIVERSITY OF IOWA

BUSINESS PEOPLE: THE HENRY B. TIPPIE COLLEGE OF BUSINESS

It is people, not dot-coms or the Dow Jones, who really make business boom. Innovators are the true brainpower behind the economy's transformations and advances. They also are the brainpower at the University of Iowa Henry B. Tippie College of Business, which provides crucial educational opportunities for the leaders who will bring new ideas to business.

The Henry B. Tippie College of Business is a community that blends small-school closeness with research-university resources, all of which dramatically increase students' market value after graduation. The college's outstanding technology and facilities enhance substantive academic offerings in disciplines that include economics, finance, marketing, accounting, entrepreneurship, and management.

The Tippie College is competitive on broad fronts. The most recent *U.S. News & World Report* ranking places the Tippie College undergraduate program 28th out of 338 accredited undergraduate programs in the nation and its M.B.A. program 34th in the nation. *Business Week* lists the college's M.B.A. programs among the top 50 in the world, based on an extensive survey of business graduates and the companies that hire them. In this ranking, *Business Week* also rates the college third in the nation on the criterion of "quickest payback," with students realizing a 100 percent rate of return over just 3.7 years on their investment in obtaining an Iowa M.B.A.

Choosing the Henry B. Tippie College of Business is indeed a smart investment for students. They receive a solid foundation in functional areas of business as well as in hands-on industry involvement. The college helps these aspiring professionals gain a strong grasp of today's marketplace environment and the elements that will shape tomorrow's changes.

With such future transformations in mind, the Henry B. Tippie College of Business seeks to fulfill an ambitious objective: *to be recognized as one of the best public business schools in the world*. Although the college already ranks among the top schools in several categories, it must continue to build on its strengths, especially in faculty recruitment and retention. The college's goal is to provide a fellowship for every research-active faculty member in the college.

Our Mission
The Henry B. Tippie College of Business seeks to educate students who contribute to society throughout their personal and professional lives. To do so, we will offer outstanding undergraduate and graduate programs. Our faculty will exhibit excellence in basic and applied research. The college's areas of strength—in teaching, research, and service—will be aligned with emerging themes of business in the 21st century.

Within the UI's current comprehensive campaign, the business school's goal is to raise more than \$82 million for people, programs, and facilities to enhance the college's national and international stature. Of that total goal, \$25.9 million will help support the college's outstanding centers, institutes, and programs; \$10 million will be devoted to student scholarships and fellowships; \$16 million will fund new technology and facilities enhancements; \$7.7 million will provide essential core support for annual areas of greatest need, and \$22.4 million will be directed toward attracting, retaining, and rewarding the college's exceptional faculty.*

As part of this overall strategic plan to advance the college during the comprehensive campaign, **the Tippie College of Business needs help from generous contributors to fulfill its \$22.4 million goal to endow faculty research chairs, professorships, and fellowships.** By doing so, the college can strengthen its community of innovators while helping raise Iowa's name to unprecedented heights.

**These figures represent working goals for the UI Henry B. Tippie College of Business and are subject to change.*

BUSINESS LEADERS: ESTABLISHING FACULTY ENDOWMENTS

Just as people are the best resources in the world's business community, faculty are among the greatest assets in the UI's own business community. The college's dedicated leaders do more than teach; they also serve as mentors who prepare business students for success in an increasingly competitive and technological economy. Through integrity, involvement, and competence, UI business faculty have proven themselves to be dedicated partners in advancing the college's mission.

By enhancing this core group of academic leaders, the Henry B. Tippie College of Business can establish itself as an educational trailblazer in the new century. And the best way to ensure this role is to create endowed chairs and professorships that offer the prestige and competitive resources necessary to attract and retain exceptional faculty. The college currently has 30 named professorships and chairs. Many of these positions are not funded to their desired level, and the Tippie College aims to ensure that the funding for these positions reaches full potential.

If the Tippie College of Business can fully fund these current endowed positions *and* create a number of new faculty endowments, it can:

“My professorship could not have come at a better time. Today, we have an incredible opportunity to influence what goes on in the international economy. Until recently, financial infrastructure was nonexistent in most African nations. I think this is where I can add the most value, and the potential impact is tremendous.”

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—Jarjisu Sa-Aadu,
Justice Professor of
International Business;
Professor,
Department of Finance,
Henry B. Tippie
College of Business;
Editor,
*Journal of African
Finance and Economic
Development*

- * **Recruit the best people.** Having a high number of prestigious endowed positions sends a message that the college is very serious about its research and scholarship. The most sought-after academic candidates will see that the business college can offer coveted endowed positions. Talented younger faculty seeking a long-term professional home will see that there is real opportunity for meaningful career advancement and research support at Iowa. And the most promising undergraduate and graduate students will be drawn to the Henry B. Tippie College of Business because of its outstanding reputation for research and teaching.
- * **Keep the brightest stars.** In an increasingly competitive academic market, major institutions across the country, including Ivy League and other top-tier universities, aggressively pursue prominent faculty. By offering the college’s highest achievers an endowed chair or professorship—recognition above and beyond the highest rank of “full professor” on the tenure ladder—the Henry B. Tippie College of Business can ensure that its most productive and innovative minds have the resources they need to stay at Iowa.
- * **Attract additional external financial resources.** Within higher education, competition for grants and other funding is intense. When a foundation, corporation, or government agency sees that endowed chairholders or professors are directing research, the potential funders understand that the project is likely to yield significant results—and therefore, high returns on investment. At a time when state budgets for underwriting research are shrinking yearly, external grants are more crucial than ever. Endowed positions will ensure that the Tippie College can continue to secure such funding to fulfill its mission to students, the state, and society.

BUSINESS PARTNERS: HOW PRIVATE GIFTS HELP

Labor Force: *Endowed Support at Work*

Innovative Tippie College of Business faculty like George R. Neumann, the George Daly Professor of Economics, and M. Beth Ingram, professor of economics, use private support to put ideas to work. Neumann's endowed position—along with contributions to the Institute for Economic Research, of which Ingram is director—gave both professors the resources to research a compelling question: Why can a college graduate expect to earn more than a high school graduate?

What they found was that skills, rather than education per se, play a major role in determining salaries. "Our scholarship provides data that will inform public-policy debate on education," says Ingram. "It's satisfying to know we can give people the facts they need."

Iowa's ability to compete with top business schools in recruiting and supporting outstanding faculty will depend on the generosity of outstanding business partners. **Only through private gifts from generous and visionary supporters can the college meet its \$22.4 million goal for faculty support.** Fulfilling this goal will allow the college to establish four new chairs, four new professorships, and one new deanship as well as more fully fund existing endowed positions.

Creating an endowed chair, professorship, or fellowship will allow contributors to establish meaningful legacies (in their own names or in the names of those whom they wish to memorialize or honor) at the UI and nationwide. These endowments are permanent resources; the principal is never spent, and it increases over time through investment growth. A named, endowed faculty position is a lasting distinction for the faculty member who holds it—as well as a permanent mark of prestige for the department or college in which it is created. Endowment funds benefit years of scholarship and research and also generate national exposure for the faculty member, the college, and the contributor.

NAMING OPPORTUNITIES FOR ENDOWED CHAIRS AND PROFESSORSHIPS AT IOWA

Because endowments provide perpetual support from returns on the invested principal, named chairs and professorships—which are so clearly vital to the mission and vision of the Henry B. Tippie College of Business—require a substantial commitment from the college's most dedicated alumni and friends:

- * A named deanship endowment fund provides a flexible resource for a dean to meet special needs in his or her college. To endow a named **deanship**, a minimum commitment of \$2 million is necessary.
- * A faculty chair is the highest honor the University can bestow on an outstanding faculty member. The dean of the college and the provost use the endowment income to supplement the chairholder's salary and to support his or her academic pursuits. To endow a named **chair**, a minimum commitment of \$2 million is necessary.
- * A named professorship recognizes a distinguished faculty member and provides an annual amount in partial support of salary or teaching, research, and scholarship expenses. To endow a named **professorship**, a minimum commitment of \$750,000 is necessary.

“Endowed resources such as chairs and professorships give faculty the freedom to select research-worthy issues. And that allows the UI to compete with the best universities worldwide.”

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—George R. Neumann,
George Daly
Professor of Economics,
Department of Economics,
Henry B. Tippie
College of Business

- * A named faculty fellowship recognizes tenure-track faculty for their teaching and research performance. It also helps the college stay nationally competitive in attracting and retaining star faculty. The college’s goal is to provide a fellowship for every research-active member of the college. To endow a named **fellowship**, a minimum commitment of \$300,000 is necessary.

The intangible rewards of making such a gift can be meaningful and lasting; contributors will have the satisfaction of knowing that they’ve helped make a difference in the lives of many people. And those who endow named chairs, professorships, or fellowships will receive special acknowledgement and recognition through the college. They will be invited to celebratory events honoring the founders and holders of these important endowed positions. The college also will publicly recognize (with contributor permission) these generous supporters in media announcements, UI publications, and other materials.

For more information about how you can create a named deanship, chair, professorship, or fellowship at the UI Henry B. Tippie College of Business, contact:

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