



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

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**CAMPAIGN FUNDING PRIORITIES FOR THE
UNIVERSITY OF IOWA EMMETT J. VAUGHAN INSTITUTE OF RISK MANAGEMENT AND INSURANCE
IN THE HENRY B. TIPPIE COLLEGE OF BUSINESS**



Professor Emmett J. Vaughan passed away on October 24, 2004. In December 2004, the Board of Regents, State of Iowa, named the Institute in memory of Professor Vaughan, who began his UI career in 1963. For many years, Vaughan directed the College's insurance education, and he was instrumental in helping to establish the Institute of Risk Management and Insurance in 2003.

Change is a constant in business, and the Henry B. Tippie College of Business is a pacesetter in anticipating, leading, and adapting to change. The College gives students the resources to learn, collaborate, and innovate, so that they, in turn, become valuable employees for the marketplace.

As a public institution at the forefront of management education, the Tippie College of Business is dedicated to serving the needs of Iowa's economic communities.

The state is the national hub for a growing insurance industry and is a base for the headquarters and branch offices of many leading insurers. By creating the Emmett J. Vaughan Institute of Risk Management and Insurance within its Department of Finance, the Tippie College of Business can help provide Iowa's insurance industry with a well-educated work force and can offer top-notch continuing education and development for professionals in the insurance field. Named for Emmett J. Vaughan, a world-renowned professor of insurance who taught at The University of Iowa for more than 40 years, the Vaughan Institute is one of the College's top priorities.

The Tippie College of Business is committed to making this vision a reality and has pledged a significant amount for the operating expenses of the Institute. The College also has appointed Larry Hershberger, a 1966 UI College of Business graduate who is a highly regarded and experienced insurance executive—and the recently retired senior vice president of TIAA-CREF—to serve as the Institute's director.

The Tippie College of Business has made the development of the Emmett J. Vaughan Institute of Risk Management and Insurance one of its top priorities. However, the College needs a total of \$6 million in private support from forward-thinking individuals and corporate contributors to make the Institute a reality.

NURTURING INNOVATION

Through the help and support of generous contributors, the Vaughan Institute can begin a number of important initiatives, including:

- Creating an innovative track or concentration in risk and insurance studies within the College's undergraduate and M.B.A. programs that will provide the insurance industry with a pool of highly qualified UI employment candidates—including UI actuarial-science students, who can take these courses to fulfill some of their academic requirements. This concentration will emphasize traditional as well as financial risk management.



“The Vaughan Institute will link the worlds of insurance and education by establishing a strong academic foundation on which to build learning and professional-development opportunities across the state. From quality academic and internship programs to professional development and grant research, the Institute will enhance the Tippie College of Business’s—and the University’s—outstanding reputation.”

—Larry Hershberger
1966 B.B.A.
Director of the UI
Emmett J. Vaughan
Institute of Risk
Management and
Insurance and former
Senior Vice President
of TIAA/CREF

- Enhancing insurance professionals’ competency and productivity by providing noncredit, continuing education programs. Initially, these programs will be available only on campus, but the College’s plan is to offer them in UI facilities in Des Moines and around the state within several years.
- Offering executive education classes, seminars, and speaking engagements focusing on current industry trends. When feasible, such speaking engagements will be broadcast over the web, allowing professionals across the country to gain valuable insight into recent trends and research findings.
- Conducting contract- and grant-sponsored research related to insurance and risk management.
- Establishing insurance internship programs for UI students to ensure a smooth transition from the classroom to the workplace. When funds are available, the Institute will provide partial financial support for interns, allowing organizations to more easily hire these UI interns.
- Hosting an annual conference on risk and insurance in the global economy.

ENHANCING THE CLASSROOM AND WORKPLACE

As part of its mission, the Vaughan Institute will provide a specific track or concentration in modern risk and insurance within the Tippie College of Business’s undergraduate and M.B.A. programs in finance. Currently, the undergraduate program in finance has about 500 students, and the department graduates nearly 200 students with finance majors each year.

The Tippie College of Business estimates that 20 to 30 students will pursue the risk and insurance track each year and will seek employment in the broad financial services sector once the program is under way. The Institute and the Department of Finance will develop aggressive programs to prepare these students for the job market. Specifically, the Vaughan Institute will use the following programs to help students make a smooth transition from the classroom to the workplace:

- **Career-services activities:** Director Hershberger and faculty from the Department of Finance will promote various career-services activities to benefit students, including: making promotional visits to prospective insurance and financial-services companies, inviting guest speakers from companies, and holding annual insurance and financial-services forums. Such activities will challenge students to think carefully about potential careers in risk and insurance and to develop their own career goals and objectives.



- **Internship and placement:** The Institute will work closely with the Tippie College of Business’s cooperative internship program and the undergraduate Career Center, the Finance Advisory Council, and potential employers to develop a rigorous internship program for UI students. These for-credit internships will complement what the College accomplishes in the classroom.
- **Risk management and insurance open house:** The Institute will hold an open house each semester to facilitate student interaction and to encourage faculty involvement in the College’s recruiting, educating, advising, and placement program for students.
- **Informational and advising week:** To better educate students about the nature of risk and insurance and about finance courses—and to help them select courses that best fit their career goals—the Institute will hold advising and information sessions for prospective students before the start of early registration each semester. Students will be encouraged to use their electives for career-enhancing courses in areas such as marketing, management information systems, operations, economics, and liberal arts.

In addition, the Vaughan Institute will provide extensive educational opportunities beyond the UI campus through its existing programs for nontraditional students, including the Tippie College of Business Evening M.B.A. program in Des Moines, Cedar Rapids, and the Quad Cities. We anticipate providing future educational opportunities with the noncredit continuing-education program and other colleges in the Des Moines area that offer courses through the Des Moines Higher Education Center.

Through the assistance of generous contributors, the Tippie College of Business can make the Emmett J. Vaughan Institute of Risk Management and Insurance a reality.

FUNDING EXCELLENCE

Those visionary individuals or corporations who are committed to helping establish a first-class insurance institute at Iowa are invited to invest in a number of important initiatives.

Chair (committed) \$1.5 million

A corporate contributor has generously committed a naming gift of \$1.5 million to endow a chair for a distinguished faculty member in the Vaughan Institute. This chair will serve as the academic leader who will ensure the responsiveness of the curriculum and student programs.



Directorship \$1 million

A naming gift of \$1 million would create a prestigious title—permanently associated with the contributor’s name—for the director of the Institute. This position would publicly link the donor with a prominent industry leader, who will act as a liaison between the worlds of education and practice, helping to guide and enhance the insurance industry.



Professorships (2) \$750,000 each

A gift of \$750,000 would establish one named professorship in the Vaughan Institute that not only supports a UI academic leader, but also creates name recognition for the giver. This prominent faculty member will conduct top-quality teaching and research in the disciplines of risk management and insurance. The College plans to name two such professorships.

Undergraduate Scholars Program and Internships \$500,000

The Vaughan Institute will serve 20 to 30 students each year through its classes, research initiatives, internships, and other resources. A gift of \$300,000 would allow the Institute to create 10 scholarships to help offset the costs of tuition and expenses for those talented UI students who will one day be important leaders in the field of risk and insurance. In addition, a contribution of \$200,000 would help support a number of for-credit internships that strengthen the Institute’s academic curriculum.

Partners in Excellence (6 to 8) \$250,000

We invite industry leaders and private supporters to provide vital seed money for the Vaughan Institute by becoming Partners in Excellence through a qualifying outright gift of \$250,000 or a pledge of \$50,000 per year for five years. These crucial start-up funds will allow the College to move forward quickly in achieving the Institute’s core objectives. Partners in Excellence will have their names engraved on a plaque affixed in the Emmett J. Vaughan Institute of Risk Management and Insurance suite in the John Pappajohn Business Building.

RECOGNIZING GENEROSITY

Gifts in support of the Vaughan Institute will be used to improve the insurance industry’s ability to continue providing both individual and business customers with financial and security protection.

Your generosity can help build a solid foundation for enduring leadership in education and research within the field of risk and insurance. It also can result in significant public recognition from the College and the University.

For more information about how to support any of the Vaughan Institute's named funding initiatives outlined above, contact:

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