

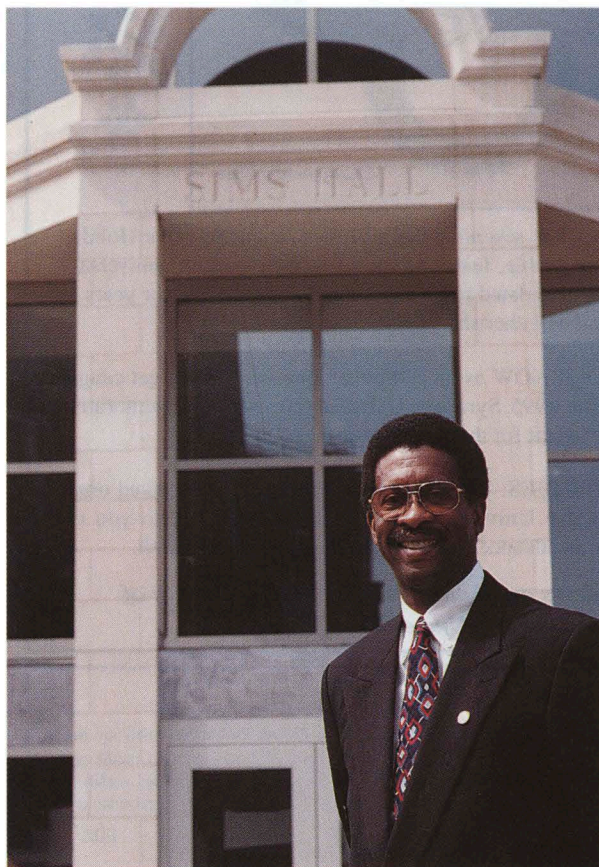


C O M M I T M E N T T O L E A R N I N G

Making a Difference

The campaign's impact is already being felt throughout campus.

STEVE SARTORI



William Pollard is dean of the School of Social Work, which is using the Commitment to Learning fund-raising campaign to help fuel many improvements.

In 1993, the School of Social Work underwent a public relations audit which revealed, among other things, that only half the students on campus even knew the school existed. No surprise there. The school had long been languishing on the western edge of campus, crammed into snug quarters in Brockway Hall, geographically ostracized from the student masses. Enrollment had declined and school officials, well aware of the University's intent to downsize, were nervous.

"We found ourselves in the University's plans as one of the schools to be merged or maybe even eliminated," says William Pollard, the school's dean since 1989. "We got quite a wake-up call."

Two years later, the School of Social Work ranks among the University's healthier units. Enrollment has increased more than 30 percent and the school has moved into larger, more centralized quarters in a recently renovated section of Sims Hall. "The move to Sims Hall has energized us," says Pollard. "It's led to increased visibility on the SU campus, increased alumni involvement, and increased recognition of the school in the community."

The rise of the School of Social Work is partly attributable to its ability to take advantage of SU's \$300 million Commitment to Learning fund-raising campaign. A major aspect of the campaign, under way for more than two years and publicly announced in June, involves meeting the needs of the individual schools through endowed professorships, new program initiatives, research centers, new equipment, and specialized scholarships.

"One of the strongest assets of a student-centered research university like Syracuse is the contribution made by a diverse collection of schools and colleges," says Chancellor Kenneth A. Shaw. "From the College of Arts and Sciences to the highly specialized professional schools, each unit significantly enriches the diversity of the academic enterprise. Thus, it is particularly fitting that the Commitment to Learning campaign provides ample opportunity for each of our schools and colleges to solidify and enhance its own teaching and scholarship."

Since the campaign was announced, the College of Nursing has received several major gifts to scholarship funds, says Dean Grace Chickadonz. "Now we're trying to really reach out to our alumni and further address our needs for scholarship support. Our goal is to raise \$5 million in nursing scholarship support during the campaign, while strengthening our alumni and corporate relationships."

The S.I. Newhouse School of Public Communications is using the campaign to help broaden its alumni donor pool.

"We're hoping to increase the number of Newhouse alumni who give to the school at any level and to identify the smaller number of alumni willing to give at a greater level," says Newhouse Dean David Rubin. "If we can do that, it will help us immensely."

The School of Social Work has been on a roll of late, receiving one gift of \$400,000, another of \$100,000, and several more of at least \$10,000. "Giving to the School of Social Work increased significantly in 1994-95," says Pollard. "Because of that, I can now respond favorably to student scholarships and financial needs in a way that I couldn't five years ago. This has certainly allowed us to be more responsive to student needs." ■

To receive a free copy of Commitments, Syracuse University's newsletter about the Commitment to Learning campaign, please write or call Cheri Johnson at 820 Comstock Avenue, Room 100, Syracuse, NY 13244-5040. Telephone: (315) 445-2865.