



A Publication of the College of Business

1997 Donor Report

A Special Thank You to Our Investors



Lyn Pankoff

Each fall, as one small measure of appreciation, the RIT College of Business takes great pride in recognizing the alumni and friends who have so generously supported the college during the past year. These men and women, our investors, are essential partners in our success. They represent a broad group of supporters reaching across more than five decades of the college's growth and development.

We believe that perhaps one of the best expressions of gratitude is to show our donors exactly how these investments are being used to return value to the College of Business. Throughout this report you will see examples of the wonderful accomplishments that each of our investors helped make possible.

To begin, I am pleased to tell you that the RIT College of Business has just completed a remarkable year. The search for a new dean was successfully completed. The new master's in manufacturing management and leadership graduated its first class. A major upgrade and renovation of the college's computer lab was completed. The RIT/USA Today Quality Cup Competition continues to draw national attention to the school. Alumni outreach efforts gained new momentum, and the College of Business continued to be among the leaders in enrollment growth at RIT.

The generosity of alumni and friends like yourself helped make these and other important advances possible. I am pleased to report to you that overall contributions to the College of Business for the 1996-1997 academic year totaled \$2,386,606. Inside this report you will find a two-year giving comparison showing major areas of support. There are, however, a couple of areas that deserve special comment.

Particularly noteworthy was a bequest from the Estate of Maurice and Maxine Forman, long-time friends and supporters of the college. During their lifetimes, Mr. and Mrs. Forman established the Benjamin Forman Professorship in International Business in honor of Mr. Forman's father. Through their estate, the Formans contributed more than \$4 million to the College of Business during the past two years. Their generosity has created a legacy that will enable the college to aggressively pursue continued growth and emerging opportunities. One of these opportunities will be the development of a high-caliber annual program, closely tied to the college's

areas of core strength that will benefit the greater Rochester business community. Such a program will allow the college to recognize the Forman family's many important contributions to the development of the Rochester community by providing an ongoing educational forum that will help area businesses stay abreast of emerging business practices.

Another area of tremendous success during the past year has been the 2000 percent increase in gifts to support annual and endowed scholarships. More than 80 percent of College of Business students receive some form of financial support, and these gifts help to make steady enrollment growth possible. Fall 1997 freshman enrollment is up 21 percent, while fall graduate enrollment is up more than 81 percent! This growth is especially significant because it comes after a record-breaking increase in enrollment in 1996 and because it is accompanied by a corresponding increase in the caliber of students the college is attracting. By all measurement indicators, our entering students continue to

(Continued on page 6)

College of Business Gift Income

Gift Designation	Fiscal Year '96/'97	Fiscal Year '95/'96
Unrestricted Support	\$ 125,833	\$ 79,293
Scholarship Support	\$ 428,525	\$ 19,491
Quality Cup Program Support	\$ 50,000	\$ 50,000
Professorship Support	\$ 30,000	\$ 15,000
Facilities Support	\$ 20,525	\$ 12,166
SUBTOTAL	\$ 654,883	\$ 175,950
Forman Bequest Distribution	\$1,731,723	\$2,044,425
TOTAL	\$2,386,606	\$2,220,375

1996–1997 College of Business Donor Report

On behalf of the faculty and staff of the college, and students whose lives you've touched with your generous donations, thank you for your support of the RIT College of Business Annual Fund. Please know that every gift to the Annual Fund is very important to us and worthy of acknowledgement. We regret that due to rising printing and mailing costs, we are able to list only donors who contributed \$100 or more during the 1996–1997 academic year.

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(Support of \$100,000 or more)

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Estate of Mr. & Mrs. Maurice R. Forman

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Your investment helped support hardware and software upgrades. The result: a 40-station state-of-the-art computing facility dedicated to serving College of Business students.

Your support allowed the college to reconfigure the student services area to improve student support and advising services.

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Note to Our Donors

This report includes donors whose gifts were received between July 1, 1996, and June 30, 1997. We apologize for any errors or omissions and hope that you will bring them to our attention. Please report any

corrections to Mary Kay Bishop, Office of Development, RIT College of Business, 107 Lomb Memorial Drive, Rochester, NY, 14623-5608, 716-475-7477.



*Your investment helped fund the purchase of COMPUSTAT,
a financial information database to support faculty research.*

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*Your gifts made it possible for the college to purchase color pro-
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Your support helped strengthen relationships with schools the College of Business draws graduate students from by enabling us to host the first Quality Conference for faculty members from these four-year schools.

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A Special Thank You *(continued from page 1)*

demonstrate their ability and commitment to taking full advantage of the educational opportunities the College of Business offers.

Annual unrestricted support to the school during the 1996–1997 fiscal year totaled \$125,833, a 59 percent increase in dollars raised. The alumni participation rate of 11 percent in this area, however, continues to be well below that of many of our peer institutions. We view this as an area of tremendous opportunity for the College of Business. I am confident that the college’s ongoing commitment to quality will continue to enhance the value of your degree and alumni experience. Through increased communications, alumni outreach and networking as well as continuing education

programs, we will provide opportunities for alumni to step forward and become investors and partners in shaping the future of the College of Business.

Finally, I’d like to salute, in particular, those investors whose contributions total \$1,000 or more. Their leadership among COB donors, their dedication and their commitment enables the COB to continue on a path that has made it a strong and highly competitive leader in business and management education. Our future is strengthened because of their leadership.

People are the College of Business’s distinguishing asset. As we look to the coming year, I invite you to invest in our people through your generous gift to the 1998 Annual Fund Program. Your

support will allow the college to provide programs and resources that will enrich our faculty, students and staff. The dividends of your investment will be a stronger learning environment that draws its unique strength from the broad experiences, abilities and perspectives of our people.

In closing, I once again extend sincere thanks to all of the wonderful people who have demonstrated their belief in the value of an RIT College of Business education with their gifts. I’d also like to invite those of you who have not reconnected with the college to join in a partnership that will help ensure the College of Business’s continued excellence by making a generous investment in the college today.