

2020

## Innovator - Fall 2014

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PHILADELPHIA UNIVERSITY

# INNOVATOR

WINTER 2014

IMPACT REPORT



POWER TO INNOVATE  
**Campaign  
Edition**



PHILADELPHIA UNIVERSITY  
**INNOVATOR**  
IMPACT REPORT

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Dear PhilaU Donors:

Return on investment. Just a few years ago, the use of that phrase—"ROI" in financial parlance—was mainly confined to corporate shareholder meetings and annual reports. Nowadays, it's becoming increasingly common to see and hear it applied to philanthropy. This isn't surprising, especially when one considers that there are more than 1.6 million nonprofit organizations in the U.S. alone, each one making its case for a share of the philanthropic dollars that are contributed each year. So, when you sift through the dozens of appeals you receive each month, what goes through your mind? After all, most of these organizations are doing good work, but you can't help them all. How do you decide?



If you're like most people, your first hope when you share your hard-earned resources is that your generosity will have an *impact*. You give because you want to make a difference, to make the world a better place. It's our hope that as you read through the pages of this *Impact Report*, you'll be assured that your decision to invest in PhilaU was a wise one.

But how will you know? We're biased, of course, but we think that in the 2013-14 school year there was lots of evidence:

- 94% of our most recently polled graduates are either working in their field or attending graduate school (our 10-year average is 92%).
- We were able to provide 95.3% of our students with financial assistance.
- We now have eight nationally recognized programs—outstanding for a relatively small school.
- We celebrated our third Fulbright Scholar in the last four years.
- True to our commitment to sustainability, the new Lawrence N. Field DEC Center received LEED Gold certification (our second LEED certification in the last three years).

Given that *Power to Innovate*, our fundraising campaign, raised over \$62 million on its \$40 million goal, you're clearly not alone in deciding that PhilaU and its emphasis on learning that is active, collaborative and intimately linked to industry—an approach we've branded "Nexus Learning"—is an effective way to prepare tomorrow's leaders for successful, rewarding careers. We hope that part of the ROI you realize in supporting PhilaU is that you *feel good* about what our faculty and students are doing with your investment, and that you're confident that you're... well... helping to make the world a better place.

With appreciation,

Eileen Martinson '86  
Chair, Board of Trustees

D. Walter Cohen DDS H'12  
Trustee and *Power to Innovate* Chair



**POWER TO INNOVATE**  
The Campaign for Philadelphia University



Philadelphia University celebrated the success of its *Power to Innovate* capital campaign, the most successful in University history, on September 12, 2014 with a reception in the Kanbar Campus Center honoring the faculty, staff, donors and Board of Trustee members who made the record-breaking fundraising effort such a major triumph.

**PhilaU raised over \$62 million over the course of the campaign, topping the original goal of \$40 million.**

For his dynamic chairmanship of the campaign, Trustee Dr. D. Walter Cohen H'12 was presented with a student-made jacquard-woven textile at the celebration.

The raised funds have benefitted areas across the entire campus from the renovation of Roxboro House to student scholarships. More about the Campaign's many areas of impact are detailed throughout this publication.

Thank you for your support and thank you for celebrating with us!



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➔ We love staying in touch with our donors!  
Visit our website to explore ways you can make an impact and learn about new things going on with the Office of Development and Alumni Relations. [www.PhilaU.edu/development](http://www.PhilaU.edu/development)



## Industry Leaders, Informing Innovation

At PhilaU, Advancement Councils are helping to connect our academic leaders with practicing industry leaders to provide committed guidance and support.

Philadelphia University is focused on remaining a frontrunner in professional education, preparing students to become future leaders in every industry. A commitment of this magnitude is no easy task: in a globalized and increasingly diverse and competitive market, the stakes are high to keep progressive curricula, top-notch professors and real-world industry connections.

As a university, we strive to keep the most advanced, high-demand programs available to our students, with curricula and experiences that are relevant and forward-thinking. So how does PhilaU manage to know what's next?

current programs' curricula, as well as the creation of new programs, while advocating publicly on behalf of the University. Many of the council members are also PhilaU alumni, which offers an exciting and meaningful way of connecting and making an impact on the University and its students.

Barbara Klinkhammer, Executive Dean of the College of Architecture and the Built Environment, speaks highly of the role of the College's advancement council. "The College of Architecture and the

Advancement Councils also provide industry professionals with a first-look at what is going on at PhilaU and a means to network with our current students.

**Through Advancement Councils, we connect our deans and academic leaders with teams of insightful professionals to bring senior-level industry experience to the University.**

In fact, many of the council members have remarked that they prefer hiring PhilaU students for open positions in their companies, because they know the quality of the students and their academic



We connect our deans and academic leaders with teams of insightful professionals to bring senior-level industry experience to the University through Advancement Councils.

The Kanbar College of Design, Engineering and Commerce currently has two councils, one for each school, and the College of Architecture and the Built Environment has a council with more than 25 members. In each College, these Advancement Councils provide the College leadership with an external, industry perspective—information directly from the companies where our graduates will go to work. They advise on

Built Environment's Council is comprised of a distinguished group of national and international leaders in the architectural, design, engineering, and construction professions and associated industries," said Kinkhammer. "The advocacy, financial support and strategic guidance provided are critical success factors in the attainment of the College's vision. With the Council's support, we have been able to provide student enrichment programs such as the CABE Lecture Series and have transformed the studio classrooms in the A&D Center and Search Hall into 21st-century working environments with state-of-the-art technology." (photos above)

background. "I'm especially excited to be a voice in industry advocating for the College's unique programs' remarkable achievements," said Karen Blanchard '98, graduate of the Architecture program. "The synergies between the College's academic programs and the needs of industry are especially important to me as an adjunct faculty member and professional architect. Graduates are prepared to apply design thinking, leadership and teamwork skills when they enter industry, and I'm happy to spread the word."

## Grants for the Greater Good

With a significant grant from The Barra Foundation, PhilaU was able to digitize a vast collection of over 200,000 textile samples into a public cultural database.

Last year, Philadelphia University created Tapestry: a database cataloging thousands of rare and historical textile samples in a searchable website. The University is lucky to have a vast collection with over 200,000 items, ranging from 2,000 year old Egyptian Coptic fragments to elaborate European silk embroideries and brocades, and is thrilled to have the opportunity to share the wealth. Tapestry has taken these invaluable textiles out of the Design Center's storage, and handed access over to design aficionados around the world—anywhere, anytime.

The groundbreaking project has not only liberated interesting and valuable items for the world to see, but changed the standard for how art, exhibitions and artifacts can be accessed. Cataloguing these textiles online immortalizes the designs while access is not limited by exhibition hours, appointments or proximity to Philadelphia.

This innovative and esteemed development has effected a wider portion of the art and cultural community in the Greater Philadelphia Region as well.



Collaborations with local museums and galleries demonstrate how the architecture of Tapestry could be readily and affordably adopted to promote their special collections to new and wider audiences, while simultaneously advancing these establishments' artistic and cultural preservation abilities.

This project is an example of the immense impact a grant can make in higher education. A generous grant

from The Barra Foundation afforded this entire project, enhancing the University and bringing new possibilities to the arts community as a whole. Sharing a dedication to innovation, and fueled by a great idea, the two institutions' efforts are the epitome of progress.



Be inspired. See innovation in action. Visit Tapestry at [tapestry.philaU.edu](http://tapestry.philaU.edu).

## Then & Now: Roxboro House



Before



After

Built circa the 1800s, the Roxboro House has had many interesting owners, and was considered an historic and important touchstone to both Philadelphia and America's origins by Senator Specter, but had fallen badly into disrepair.

With significant grants and donations, extensive restorations have made this historical landmark a place to preserve many of Senator Specter's memories, and continues to serve as a meeting place for open discussion and learning.



# Dear Scholarship Donors,

Attending a private university can seem financially out of reach, even with part-time jobs and loans. At Philadelphia University, 95% of our students receive some form of university-sponsored financial support. Many of our alumni and donors recognize this challenge and have established scholarships to encourage and assist our students in their pursuit of a PhilaU degree. In fact, \$5 million raised during the *Power to Innovate* capital campaign were in support of scholarships.

These scholarships make a huge difference for many students every day. **Each student has their own story for how their scholarship has helped them—allowing time to take the internship that starts their career, encouraging them to study even harder, or giving access to the college experience they always dreamed of. One thing that remains consistent for all of our scholarship recipients is their gratitude to those who helped them on their way to earn a PhilaU degree.**

"I am a very hard worker; I work about thirty hours a week in dining services as the only student chef on campus while maintaining a minimum 3.3 GPA. My father passed away when I was 16, and my mother has worked hard to give me a life that I am extremely grateful for, but I still felt it necessary to look for additional sources of financial aid. This scholarship was a huge help, and has contributed greatly to me reaching my goals. It also gets me one step closer to my goal of earning my master's degree in business."

Austin R. Gamberoni '17  
Wolanin Family Scholarship

"I fell in love with Philadelphia University the first time I heard about it. I loved the idea of a University that valued personal relationships between students, staff and faculty. I really wanted to experience sitting in a class where I felt as if I was more than a number, but a part of a bigger picture and my voice could be heard. Receiving the Pierantozzi Scholarship helped to pave the way for me to form relationships with professors who were passionate about their professions."

Christine Holland '17  
John Pierantozzi Scholarship

"In spring 2015 I plan to study abroad in Rome. I believe this experience will enable me to make new discoveries about myself, the fashion industry and the world. I have been working hard for the past three years to save for the flights and travel costs, but thanks to the Schwab Family's generous scholarship, I will also have the opportunity to travel more once I arrive. I would like to visit Milan, since it's known as the fashion capital of the world."

Linnea Roth '16  
Schwab Family Scholarship

"As a recipient of the alumni scholarship, I have been able to focus more time on my studies because I do not have to work a part-time job during the school year. The academic demands as a biology major require a rigorous study schedule. In addition to my course work, this allowed me to spend a whole semester working toward admittance to the Alpha Chi Sigma Chemistry Fraternity, which has allowed me to connect with peers and professors on a professional and philanthropic level."

Rachel Benigno '16  
Alumni Scholarship

# THANK YOU!

"The Lockyer Family Scholarship has greatly contributed toward my goal of becoming a Physician Assistant. It has provided financial stability and security and has acknowledged my academic efforts. In this acknowledgement, I am further fueled to become a health care practitioner that is highly capable, yet humble to those contributions that have afforded my education."

Destinn L. McKnight, '16  
Lockyer Family Scholarship

"I knew I wanted to study fashion merchandising since I began my education, and the extra help from the Allen Sirkin Scholarship has allowed me more time to study and further explore my major outside of class. For example, I have an internship at PVH Corp. this semester. Receiving the scholarship has also inspired me to apply myself even more to my academic work—overall it has been a great encouragement."

Hayley Reeves '16  
Sirkin Scholarship

"I chose Philadelphia University because of the Occupational Therapy and Psychology dual major program available, as well as the open and accepting environment. The Kanbar Scholarship allows me to continue my education and use my knowledge to provide care for those in need. Helping people is all I've ever wanted to do and I'm glad Mr. Kanbar has chosen to help me by providing this scholarship."

Maurcedes Bey '17  
Kanbar Scholarship

"The Florence Stewart Scholarship is a huge help for my education at Philadelphia University. As an international student, I was not eligible for financial aid, and this scholarship was a huge relief on me and my family, allowing me to continue my studies here a little bit more easily."

Wenting Zhang '16  
Florence Stewart Scholarship

# Funding the Future:

## Donors Invest in Innovative PhilaU Leaders



*Established with donor support over a period of five years, term chairs recognize the outstanding work of Philadelphia University's leading faculty, enhancing their teaching with additional resources to use in the classroom and for professional and curricular development. These gifts are awarded for many different reasons—but the fact remains that the recipients are always exceptional.*

At Philadelphia University, students, faculty and everyone in between share the passion to innovate and there is no doubt it takes a certain dynamic energy to lead leaders. Over the past couple years, the work of our star faculty and staff members have been recognized and supported by the generosity of our donors in establishing six new term chairs, bringing the total to eight.

A notable innovation leader, both on campus and in the city of Philadelphia, Natalie Nixon, director of PhilaU's Strategic Design MBA program, holds the G. Allen Mebane IV '52 Chair for Design Thinkers. Established by William Jasper, chair and CEO of Unifi Inc. and University Trustee, the term chair provides Nixon with financial resources that can be used for travel related to teaching, research or program development; student research assistance; computer equipment and programs; and other research-related materials.

"I am honored and excited about this opportunity," Nixon said. "To be granted the chance to 'intellectually play' is a dream come true."

The William L. Jasper Chair for Industrial Design was also recently established to enrich the work of Tod Corlett, associate professor and director of the M.S. in Industrial Design program.

"Industrial design is changing faster than ever before, and operating on a global scale," Corlett said. "Our students are building vital connections with the Philadelphia community, industry and other universities worldwide. The Chair resources allow us to do all these things faster, better and much more effectively."

The Chair allows him to bring new ideas into the classroom, as well as propel transformative student innovations into the real world, where they can make a difference. His students are focused on discovering new ways for people to engage

with open-source hardware and desktop manufacturing.

Philadelphia University's Vice President for Innovation was recognized in a similar vein. Steven Blank, an award-winning educator, author and entrepreneur, established the Steven Blank Innovation Chair to be held by D.R. Widder in an effort to help foster innovation, create opportunities for future industry partnerships and strengthen curricula.

"I get excited by that kind of entrepreneurial spirit and I love PhilaU's role as a positive disruptor in higher education," Blank said.

Another program that continues to make waves in higher education is the M.S. in Sustainable Design. Due to his groundbreaking leadership, program director and associate professor Rob Fleming also received a term chair. Abraham Salaman '58, established the Salaman Family Chair for Sustainable

Design to encourage Fleming in his research efforts.

"It is an honor to receive this recognition," Fleming said. "This will allow the freedom to more fully explore the potential of new products, processes and curricula that will help us move more quickly toward a more sustainable future."

The outstanding work of Mark Sunderland, Kanbar College of Design, Engineering and Commerce academic operations manager, was also recently recognized with a term chair gift. The Robert J. Reichlin High-Performance Apparel Chair, supported by a generous gift from Jon Reichlin, will greatly enhance Sunderland's research capabilities.

### **Term chairs are established to recognize and encourage exceptional faculty and staff for their dedication to innovation.**

Sunderland's expert opinion has appeared in prestigious publications like *ESPN*, *Bloomberg Businessweek* and more, and his expertise will only grow thanks to the Reichlin Chair.

While many term chairs are established to recognize and encourage exceptional faculty and staff for their dedication to innovation, some of the gifts also come as a "thank you," and a very generous "thanks" came to one of our most distinguished professors, Beth Mariotz, professor and director of the fashion merchandising and management, the University's largest academic program. The Chair was established by successful, inspiring graduate, Tony DiElsi '79, group senior vice president and general merchandise manager for Ross Stores Inc.

Providing the term chair in honor of Mariotz, he said, "seemed like the right thing to do for someone who gave me guidance and got my career off to a great start."

communities," explained Mariotz. "I was able to demonstrate to my students the applications of my research, which took place in Ghana, West Africa, for their projects in the DEC research methods course. This gave students a real-world framework and facilitated work they did in the field," said Mariotz about her experience.

With term chairs as impressive as these, there are sure to be exciting faculty research opportunities, curricula and new programs on Philadelphia University's horizon.

// Shown left to right are term chairs Natalie Nixon, Tod Corlett, D.R. Widder, Rob Fleming, Mark Sunderland and Beth Mariotz with donor Tony DiElsi '79.



# POWER TO INNOVATE

## The Campaign for Philadelphia University

By Merrill Meadow

Major university fundraising campaigns are complicated undertakings. Ultimately, though, a campaign's success depends on the answer to this question: Is there a clear, compelling case for support—a set of ideas that enable donors to envision the impact their gifts will have?

Philadelphia University's *Power to Innovate* campaign had unprecedented success—raising over \$62 million—because it was built around a powerful vision for the future of higher education.

The case was so clear and concrete that it can be captured in the experience of an individual student.

"I fell in love with the PhilaU campus when I came to visit before my freshman year. I could tell there is something very special happening here," recalls sophomore interior design major Caitlin Powell '17. "This school, the people, the way we learn—this is an amazing place. It is making a huge difference in my life. And it's preparing me to make a real difference in the world around me." Caitlin is an emerging leader whose talents and skills are being nurtured through the University's distinctive approach to teaching and learning—Nexus Learning. But, she is only able to be part of the PhilaU community—where she participates in the women's rowing team, Habitat for Humanity,

## CREATING VALUE AND IMPACT

### INNOVATOR

Maurice Kanbar '52, H'03

### VISIONARIES

Craig R. Benson  
Blackstone Charitable Foundation  
Commonwealth of Pennsylvania  
Redevelopment Assistance  
Capital Program  
Lawrence N. Field  
Prudence and William A. Finn '67  
MAG Industrial Automation Systems  
Eileen Martinson '86  
U.S. Department of Defense, U.S. Army

Natick Soldier Research Development  
and Engineering Center  
U.S. Department of Health and Human  
Services, Health Resources and  
Services Administration  
Jeanne L. '80 and  
William C. '82, H'14 Whitmore

### PIONEERS

Commonwealth of Pennsylvania,  
Department of Community and  
Economic Development  
Mo Meidar '70  
Parkhurst Dining Services

Claire Reichlin  
U.S. Department of Commerce,  
International Trade Administration,  
Office of Textiles and Apparel  
University of Pittsburgh  
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### INVENTORS

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Joanna Berwind  
Stephen J. Faralli  
Federal-Mogul Systems Protection Group  
Fox Rothschild  
Genuardi Family Foundation  
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The Heinz Endowments  
Ronald A. Krancer





// Dr. Spinelli presents a certificate to Aiesha Davie as part of the graduation ceremony for the first class of students in the Academy of Municipal Innovation.



// Strategic Design MBA students gather for class in The Lawrence N. Field DEC Center.



// Students put their classroom learning into practice using the equipment in the Ronson Simulation Lab.

the International Interior Design Association, Relay For Life, and the Phi Psi fraternity—because of a four-year scholarship underwritten by the Maguire Foundation. “With my father having died and my brother and sister in college too, I could not attend without the support of generous donors to the *Power to Innovate* campaign. I would have missed out on an unparalleled educational experience.”

“We’re realizing many benefits from the campaign’s extraordinary success,” observes Eileen Martinson ’86, University Board of Trustees Chair and CEO of Sparta Systems, Inc. “The launching of the Kanbar College of Design, Engineering and Commerce, the building of the Lawrence N. Field DEC Center, and the installation of the first

Nexus Learning Hubs are three very visible examples.”

“But I believe that the most important result of the campaign is our enhanced ability to support and educate students who will have career-long impact on their communities and employers,” continues Martinson. “The campaign is benefitting current students like Caitlin; recent graduates who are experiencing 94 percent job-placement rates; and longer-term alumni who see increased value in holding a Philadelphia University degree.”

The “something very special” that Caitlin observed is the product of a unique vision for higher education articulated by President Stephen Spinelli Jr., and the

University’s Board of Trustees. Powered by that vision, the campaign drove a virtuous cycle, motivating donors whose gifts underwrote major advancements, which in turn made PhilaU even more attractive to donors who, like Caitlin, wanted to be part of something special.

In that respect, the true measure of the campaign’s success is the University’s steadily growing impact, importance and recognition as an academic force providing students with a strong competitive advantage in the global marketplace. “We’ve worked as a community to build a culture of excellence and innovation, and we’ve become a role model for a lot of institutions,” President Spinelli notes. “Our graduates are leaders

and innovators, prepared to work collaboratively with colleagues across disciplines to help solve problems in industry and society. The resources developed through the campaign are supporting the University’s position as the model for professional education in the 21st century.”

#### A Sense of Momentum

Sixty-two million is a large number. It’s even more impressive in context: The campaign’s total exceeded its \$40 million goal by fifty-five percent, and tripled the results of the University’s previous campaign, completed in 2007.

The campaign’s overwhelming success was built gift-by-gift, donor-by-donor. More than 5,000 alumni, friends,

**“This school, the people, the way we learn—this is an amazing place. It is making a huge difference in my life. And it’s preparing me to make a real difference in the world around me.”**

- Caitlin Powell '17

corporations and foundations made gifts and pledges. There were more than 40 gifts of at least \$100,000 and every member of the University’s Board of Trustees participated in the campaign, with several making gifts of \$1 million or more.

When the campaign began, few might have foreseen such success; the U.S. was experiencing a deep economic recession. But careful observers would have noted that the University had not, like many institutions, hunkered down. Rather, in

the midst of economic tumult, PhilaU was honoring its past and moving assertively into its future: the institution celebrated its 125th anniversary; inaugurated an entrepreneurial new president, Dr. Spinelli; and developed an ambitious strategic plan with clear benchmarks for success.

Donors were impressed with the University’s new vision, plan and energy. The campaign got off to a tremendous start with a cornerstone gift of \$10 million

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Andrew J. Morrisroe '96 M'99  
Michael Nissman '64  
Pennsylvania Manufacturers' Association  
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Cynthia K. Hook  
Independence Blue Cross



from Maurice Kanbar '52, H'03 and the University's first two "term chairs"—The Term Chair of Innovation for Industrial Design, established with a gift from former New Hampshire Governor Craig Benson, and the Thomas J. Herzfeld Term Chair—designed to recognize and support some of the University's most effective and engaged faculty.

These early-campaign successes helped fuel a campus development program, helping the University to win the first of two national APPA awards for Excellence in Facilities Management, which included the renovation of the award-winning Center for Sustainability, Energy Efficiency and Design.

The initial years of the campaign were intensely focused on Philadelphia University's academic mission. For the first time in University history, a PhilaU

business major, used the scholarship to teach English in Vietnam; and pre-medical major Libby Nichols '14, used the award to study the effects of brain trauma on athletes in Germany.

It was also during this initial phase of the campaign that Senator Arlen Specter chose Philadelphia University as the repository for his historic papers and archives, establishing the Arlen Specter Center for Public Service. And, most significantly, this period was when PhilaU formally introduced Nexus Learning, which quickly had a concrete impact for students.

When the campaign was publicly announced in 2011 with \$28.5 million already raised, it became clear that PhilaU had hit upon a formula for success. The institution's upward trajectory was affirmed throughout that year with the

**In the midst of economic tumult, PhilaU was honoring its past and moving assertively into its future: the institution celebrated its 125th anniversary; inaugurated an entrepreneurial new president, Dr. Spinelli; and developed an ambitious strategic plan with clear benchmarks for success.**

student received a prestigious Fulbright Scholarship: international business major Malcolm Ingram '10, used the award to study the effects of globalization on intellectual property law and privacy of pharmaceuticals in Argentina. Two more PhilaU graduates have since won a Fulbright: Tyler Fleming '12, a science and

groundbreaking for the DEC Center, the introduction of the innovative Design, Engineering and Commerce curriculum, and the opening of new student residences at Falls Center. PhilaU's national profile was on the rise too: the Engineering program received formal accreditation, and the Physician Assistant



// Designed to provide flexible, collaborative learning spaces, the first two Nexus Learning Hubs opened for classes in Fall 2014.

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Estate of Selma Katz  
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// President Spinelli, Joan Specter and Shanin Specter cut the ribbon to officially open The Arlen Specter Center for Public Service while Karen Albert, director of the Paul J. Gutman Library and coordinator of the Specter Center, looks on.



// Coached by the Blackstone Launchpad, Industrial Design graduates Adam Emenecker '14 and Drew McKeever '14 present their work at The PhilaU Show.



// Exemplifying our Nexus Learning approach, students present concepts after collaborating across disciplines with students from Finland.

Studies and Midwifery programs were both honored with national rankings by *US News & World Report*.

In 2012, Maurice Kanbar stepped forward again, with two separate \$5 million gifts to name and support the Kanbar College of Design, Engineering and Commerce. His belief in the PhilaU vision and his extraordinary philanthropy enabled the *Power to Innovate* campaign to reach its \$40 million goal two years ahead of schedule. That accomplishment confirmed what had already become apparent to the PhilaU community: The University was having real impact and was changing how people viewed the possibilities of higher education. It was disrupting long-held assumptions about new college graduates being unprepared for the real world. It

was proving that at least one institution could produce leaders—highly effective professionals who demonstrated their value from day one.

Hitting the campaign goal was not a signal to rest; it was a sign to re-double efforts. The Board of Trustees adopted the Strategic Build—extending the paths laid out in the 2008 Strategic Plan—and the campaign continued to power the University upward. The Center for Teaching Innovation and Nexus Learning was opened and the Academy for Municipal Innovation was launched. The Kanbar College of Design, Engineering and Commerce's DEC curriculum won the international Core 77 Design Award for top educational initiative. The University launched PhilaU Online and its first

MOOC (massive open online course) to begin expanding access to its Nexus Learning approach. The Strategic Design MBA program was created and PhilaU received a Blackstone LaunchPad Grant to foster new entrepreneurs.

The campaign's final two years—in which PhilaU raised \$20 million—were highlighted by a series of gifts supporting the work of enterprising faculty and students. New term chairs were created to provide faculty support (*read more about the new term chairs on pages 8 and 9*). Maurice Kanbar contributed an additional \$3.8 million, \$1 million of which was designated specifically for undergraduate scholarships. Students benefitted from an important gift from Board of Trustees Chair Eileen Martinson

'86. Her \$1 million Martinson Fund provides direct financial support for students undertaking their undergraduate capstone projects, giving these creative young women and men greater flexibility and freedom in developing their ideas and implementing their plans. Martinson, who leads by example, also made a second \$1 million campaign gift.

At the same time, global recognition continued growing: The independent fashion news site, *Fashionista.com*, ranked the undergraduate fashion programs among top 50 worldwide; and *Fashion-Schools.org* ranked PhilaU as a top school for Fashion Design and Fashion Merchandising and Management. *Graphic Design USA* lauded PhilaU as Top Design School. The University's online

Communications and Emerging Media program was named a best program by *Best Online Colleges*; and the online Bachelor in Business Management was ranked in the 20 best online business management degrees by *TheBestSchools.org*.

### Building on the Foundations of Success

The *Power to Innovate* campaign represented years of extraordinary

productivity, achievement and recognition. The campaign's overwhelming success was both a catalyst of and a beneficiary of this defining period.

Why was the campaign so successful? "We articulated an exciting vision for what higher education could be. We crafted a clear and concrete plan for achieving that vision. And we stuck to it," explains President Spinelli. "Donors

**The University was having real impact and was changing how people viewed the possibilities of higher education. It was disrupting long-held assumptions about new college graduates being unprepared for the real world.**

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// Students discuss project ideas with graphic design professor, Maribeth Kradel-Weitzel, in one of the studios in The Lawrence N. Field DEC Center.

were motivated by the results of those efforts. They recognized that we are producing leaders—talented, hardworking graduates who got jobs, built careers and created value for their employers, their communities and themselves.

entrepreneurial and well-prepared leaders for the 21st century economy.”

Contemplating the experience of guiding the University through a complex, multifaceted fundraising campaign, Dr.

**“Collectively—students, faculty, staff, alumni and friends—we have come to believe that Philadelphia University can achieve amazing things. That shared belief has enabled us to create a new culture of philanthropy. We should be proud of that, and of what it’s enabled us to do.”**

- President Spinelli

“Our campaign began in a unique period, when the economic downturn and the increasing cost of higher education caused many—students, parents, business leaders, and policymakers alike—to question the value of college and graduate school. The only way we could create a foundation for long-term success was to introduce a new ‘value proposition’ for university-level studies. And we’ve turned the conversation completely around: People are now marveling at how much value our graduates bring—and recognizing how much value a PhilaU education creates.”

Spinelli recalls one of the “secrets for success” that he shares with graduating students: Believe in something more important than yourself. “Collectively—students, faculty, staff, alumni and friends—we have come to believe that Philadelphia University can achieve amazing things,” he says. “That shared belief has enabled us to create a new culture of philanthropy. We should be proud of that, and of what it’s enabled us to do.”

Indeed, Jesse Shafer, vice president of development and alumni relations, also reflects on the significance of the campaign. “The gifts were investments in an institution, in a way of thinking, and showed trust in our unique group of educators and academic visionaries. For our donors, their investments will earn dividends in the form of creative,

“But let’s not see this achievement as a finish, because this University has vast unrealized potential. Let’s congratulate ourselves on what we’ve done together... and then continue forward to create something even more important than what Philadelphia University is today.” ■

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## Coffee with our Neighbor

When we asked the question, “What do you think makes Philadelphia University a great school?” Handsel Minyard, University Trustee and Tapestry Society member, put down his coffee and replied, “Well now, you’re asking the wrong question. You should ask, ‘Why is this a place I’d want my grandkids to go?’”

And just like that, we began to learn exactly what makes PhilaU a place our neighbor and longtime friend would want his grandchildren to attend.

“I am a Trustee here because I want to be involved in this University—I stopped doing things because they look good on my resume a long time ago,” said Handsel. Having been a Trustee for nearly 20 years, Mr. Minyard has become a natural staple in the PhilaU community, genuinely enjoying the responsibility of his position and doing his best to be there to support and advise any time the University calls.

### “At PhilaU, I feel like my support is truly valued and makes a difference.”

Handsel and his wife, Karen, live only a short walk away from campus (nine minutes at a brisk Handsel pace), and he explains that PhilaU is not only an excellent school, but also a good neighbor. “President Spinelli has really reached out, opening the University and inviting the neighbors into the campus community. He has also encouraged the students to give back by

participating in clean-up days and other community service initiatives like the campus’ Day of Service.”

Handsel strongly believes that PhilaU is a university for people ready to succeed. “Philadelphia University is really a spectacular place for people who know why they are going to college,” explained Handsel. “The interdisciplinary training we do is something that more schools are just starting to try—and we have been doing this a long, long time.”

In addition to the distinctive learning style, the size of the school and one-on-one attention provided by faculty are other things that distinguish PhilaU for Handsel. “I am continually struck by how much the faculty and administration know about individual students. That’s just not something that you find everywhere. It makes for a great education.”

Having been a faculty member at Temple University Law School for 17 years, and as an alumnus of Stanford University and Yale Law School, it is clear that education has played a large part in his life and career. “There are eight institutions of higher learning with which I have a relationship,” he explains. “The longest continuing active relationship I have is with Philadelphia University. At PhilaU, I feel like my support is truly valued and makes a difference.”



// Handsel and his wife Karen at PhilaU this fall for the Dedication of the Arlen Specter Center for Public Service

Bringing our conversation to a close, Handsel explains his decision to invest through planned giving as a Tapestry Society member. “I wanted to do something to say thanks,” said Handsel with a smile, “and this is just what I chose to do.”

For our part, we can certainly say that we appreciate his friendship and generosity, and look forward to having him as one of our favorite neighbors for many years to come.

*The Tapestry Society recognizes those who have provided for the University’s future through a bequest, charitable trust, gift annuity, gift of retirement plan assets, life insurance or other estate plans. Tapestry Society members create a meaningful legacy for present and future generations at Philadelphia University. To support the University and show Ram Pride through Tapestry Society membership, please contact Michael S. Molloy by phone at 215.951.0254, or via email at molloym@philau.edu.*

## The Search Society

In 1884, Theodore C. Search saw a need for world-class textile education in the United States. He raised \$35,000 to establish the Philadelphia Textile School, secure a location, buy looms and hire teachers. The Theodore C. Search Society recognizes those who demonstrate leadership through philanthropy by contributing a minimum of \$1,000 annually (Young Members, graduates of the last ten years, contribute \$100 and above).

**“When I was in school, I couldn’t have imagined a better place to be and yet each day PhilaU grows into a more amazing place. As a member of the Search Society, I am thrilled to support the University so PhilaU can continue providing a dynamic educational experience to a new generation of students.”**

Nicole Hall '09  
Alumni Association Board President



For more information or to become a member of the Search Society, please contact Elona Lakuriqi, director of alumni relations and annual giving at 215.951.2186 or lakuriqie@PhilaU.edu.

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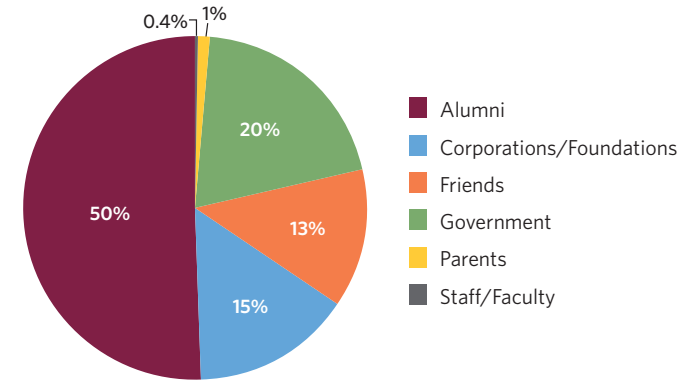
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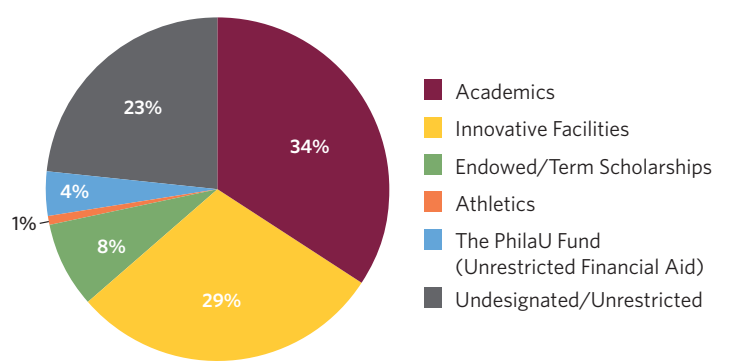
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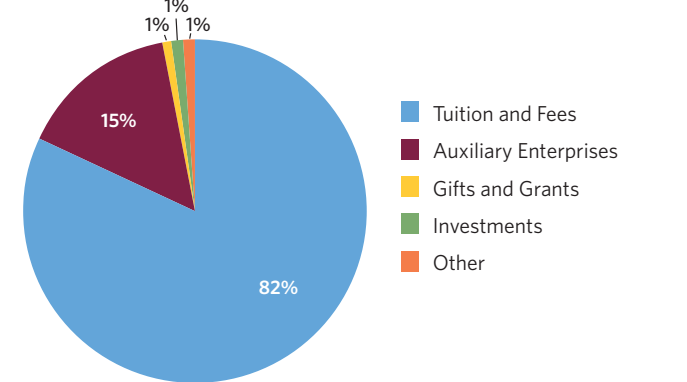
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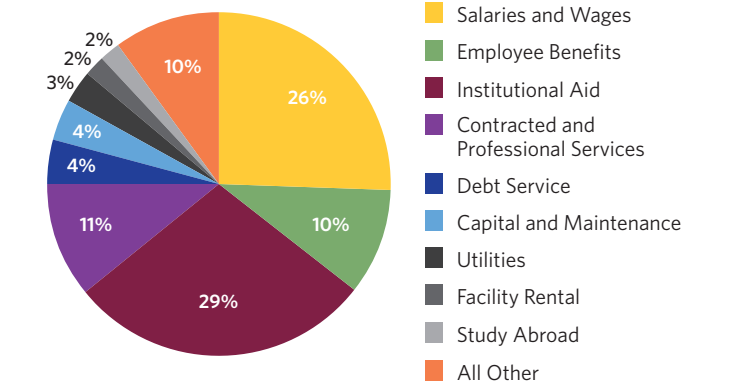
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