**Cary Center for the Advancement of Philanthropy and Nonprofit Studies**

**Response to Auburn University Policy on Establishment of Centers and Institutes**

**1. The Center or Institute is consistent with the University’s mission and priorities.**

The work of the proposed Cary Center for the Advancement of Philanthropy and Nonprofit Studies will encompass teaching, outreach, and eventually research, thus supporting the **tripartite mission** of Auburn University. The Center will address the following **Strategic Priorities**:

**Priority 1: Elevate Undergraduate Education and Enrich the Undergraduate Experience**

The Cary Center for the Advancement of Philanthropy and Nonprofit Studies will **strengthen learning and teaching** in College of Human Sciences (CHS) academic programs which focus on the art and science of philanthropy as applied to the nonprofit sector. In addition, it will further students’ understanding of social/economic (i.e., human) sustainability, wealth management, financial responsibility for families and consumers, problem solving and critical thinking, diversity and global issues, public/private partnerships, and service learning.

**New student mentoring projects** will be implemented, especially in the areas of **economic sustainability** and **philanthropy**. For example, opportunities will be provided for students to tackle those issues that critically affect their financial futures, such as student loan debt and retirement savings. Moreover, through partnerships with the nonprofit sector, students will learn program and fund development skills, as well as how to engage volunteers in philanthropic efforts to promote the greater good.

**Priority 2: Build the Foundation for a Stronger and Larger Research Enterprise**

Over time, as the teaching and outreach programs are stabilized, the Cary Center will provide the foundation for the development of an externally funded research initiative focused on philanthropy and nonprofit studies.

**Priority 3: Expand the Impact of the University’s Extension and Outreach Activities; Better Serve Our Communities and State**

The education and outreach activities of the Cary Center for the Advancement of Philanthropy and Nonprofit Studies will play a significant role in the **expansion of outreach programs** which positively **impact** the State of Alabama and beyond. The Center will provide a “home” for the Women’s Philanthropy Board which was launched in 2002 as a support group for the College of Human Sciences. WPB enables women to: (1) develop their full leadership potential; (2) achieve independence as financial donors and decision-makers, (3) serve as mentors for future generations of philanthropists; and (4) broaden the base of financial support for the College of Human Sciences. The Cary Center will expand its outreach function beyond WPB to include diverse audiences throughout the state and nation that seek information about philanthropy and the work of nonprofit organizations.

**Priority 6. Continue to Dramatically Expand the Endowment, Annual Fund, and Gifts to the University, To Support Academic Excellence and Increase Scholarships**

The Cary Center for the Advancement of Philanthropy and Nonprofit Studies will further build on the success of the Women’s Philanthropy Board of the College of Human Sciences to **bring more resources** to the University through philanthropic contributions, research and outreach grants received, and fees for educational services. Already the WPB has generated more than $1.25 million to support its operational infrastructure, educational programs, and philanthropic endeavors. It has given back almost $300,000 in student scholarships, faculty awards, and program support to Auburn University in the past eight years. There is significant opportunity to engage potential funding sources throughout the public/private universe, including corporations, foundations, government, and individuals who are committed to the study of philanthropy, financial responsibility, and nonprofits.

**2. The program represents a well-defined area of instruction, research, or outreach involving faculty and resources from more than one (1) discipline or department.**

The Cary Center for the Advancement of Philanthropy and Nonprofit Studies represents a well defined mission focused on philanthropy, gender distinctions related to wealth management, and nonprofit studies, all approached from the perspective of social/economic sustainability. In the **instructional program**, an academic minor in Philanthropy and Nonprofit Studies has been submitted for approval by the University Curriculum Committee. It includes offerings from all three departments in the College of Human Sciences and the College designated HUSC 2000/2007, as well as one course in the School of Accountancy. **Outreach programs** are currently offered through the WPB and focus on philanthropy, women’s financial decision-making, and mentoring. With the establishment of the Center, programming will expand to include more diverse audiences and the nonprofit sector.

**3. The University has existing strengths and resources in the programs, including a critical mass of faculty and a demonstrated commitment on the part of the involved faculty and administration to actively participate in the Center.**

Faculty in all three departments in the College have been involved in the development of WPB activities, through membership in WPB, receiving faculty awards for philanthropic activities, mentoring students regarding philanthropic endeavors, and providing service learning activities related to philanthropy and nonprofit organizations. These faculty, staff, and administrators are expected to continue this commitment with the establishment of the Cary Center for the Advancement of Philanthropy and Nonprofit Studies. Faculty and graduate assistants throughout CHS have been (or will be) involved in the activities of WPB and/or the Cary Center in the following ways:

* Participated as featured speakers at WPB outreach programs
* Required classes to participate in WPB activities
* Guest lectured in CAHS 3700 Gender, Wealth, and Philanthropy
* Included the Director of WPB to guest lecture in classes and professional organization meetings
* Served as mentors for CHS students and peers to promote financial and philanthropic responsibility
* Will teach required and elective courses in the proposed Philanthropy and Nonprofit Studies Minor

Some of the faculty and graduate assistants who will be involved in the Cary Center include:

* **Department of Consumer Affairs**

Dr. Carol Warfield, Professor and Head, Dept. of Consumer Affairs: CAHS 3940 - Study Travel in Consumer Affairs; CAHS 4910 - Practicum in Philanthropy and Nonprofit Organizations

Ms. Sidney James Nakhjavan, Director, Women’s Philanthropy Board & Instructor: CAHS 2700/2706 - Introduction to Nonprofit Studies; CAHS 3700/3706/3707 - Gender, Wealth and Philanthropy

Mr. Rick Cottle, GTA, Dept. of Consumer Affairs: CAHS 2000/2007 - Global Consumer Culture

* **Department of Human Development and Family Studies**

Dr. Donna Sollie, Dr. Leanne Lamke, Dr. Francesca Adler-Baeder, Dr. Jamie Sailors, Dr. Carol Roberson, Dr. Sharon Wilbanks: HDFS 3930 - Service Learning in HDFS

Dr. Jennifer Kerpleman, Professor and Extension Specialist: HDFS 4300 - Family and Social Policy

Dr. Carol Roberson: HDFS 4500 - Hospitalized Children and Their Families

Dr. Mallory Lucier: HDFS 4670 - Parent Education

Dr. Thulitha Wickrama, Assistant Professor: HDFS 4680 - Family in the Cross-Cultural Perspective

* **Department of Nutrition and Food Sciences**

Dr. Claire Zizza, Assistant Professor: NUFS 3620 - Community Nutrition

Dr. Martin O‘Neill, Professor and Head: NUFS 3940 - Community Service in Nutrition and Food Science

* **Hotel and Restaurant Management**

Dr. Alecia Douglas, Assistant Professor: HRMT 5460 - Catering and Event Management

* **College of Human Sciences**

Dr. Katie Brock, Instructor: HUSC 2000/2007 - Hunger: Causes, Consequences and Responses

* **Other**

Dr. Norman Godwin, Director and Associate Professor, School of Accountancy: ACCT 2810 - Fundamentals of Accounting

Dr. Jim Hansen, Director, Honor’s College

Administrative, professional, and classified staff in the College of Human Sciences also have been actively involved in providing resources to the WPB outreach and teaching initiatives. Commitments of time, talent, and financial contributions have been provided by staff in accounting, external relations, academic affairs, student advising, grants management, fundraising, event management, and administrative leadership. This involvement is expected to grow as the work of the Cary Center gets underway.

**4. The Center will enhance instruction, research, or outreach programs in College and provide more effective administration of programs.**

The Cary Center for the Advancement of Philanthropy and Nonprofit Studies, which will be housed in the Halliday-Cary-Pick home, will provide an “anchor” for the Philanthropy and Nonprofit Studies Minor and expand the current activities of the Women’s Philanthropy Board, which will be integrated into the Cary Center. This Center will provide the synergy and momentum to elevate the teaching and outreach programs into a national arena.

1. The Cary Center for the Advancement of Philanthropy and Nonprofit Studies will have an Executive Director to provide leadership in strategic planning (short and long term) and in operations that emphasize the synergy and integration with programs in the College of Human Sciences.
2. The Executive Director will have responsibility and oversight for the fiscal, human resources, external relations, public relations, grantsmanship, educational, research, and programmatic (outreach) functions of the Center. The Executive Director will report directly to the Dean of the College of Human Sciences.
3. The Dean of the College of Human Sciences and the Executive Director will coordinate the evaluation and assessment that will be part of the mandatory five year review process to assess the quality and effectiveness of the Center’s programs.

**5. Establishment of a Center will provide the program greater visibility and increased potential for extramural funding.**

The development of a functioning Cary Center for the Advancement of Philanthropy and Nonprofit Studies, along with the physical presence of the historic Halliday-Cary-Pick home, will provide tremendous visibility for the programs of the Center. This high profile recognition has the potential to leverage additional resources from WPB Corporate Partners and Grantors such as Kiplinger, Alabama Power Company, BB&T, Blue Cross/Blue Shield of Alabama, Merrill Lynch, and others. In addition, building on established relationships with organizations such Citi’s Women & Co. can provide entre to a variety of lucrative funding sources. Clearly, financial literacy and national service are on the national agenda. With the current economic challenges of credit card debt, student loans, home foreclosures, failing banks, negative savings rate, and job losses, wealth management, philanthropy, and third sector response (i.e., nonprofits) take on a heightened sense of urgency. Federal agencies are responding to these critical issues by committing funding for programs positioned to respond to such concerns. The Cary Center will offer the leadership and expertise to take advantage of this timely opportunity.

**Cary Center for the Advancement of Philanthropy and Nonprofit Studies**

**Approved:**

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Dr. Mary Ellen Mazey, Provost Date

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Dr. Jay Gogue, President Date