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Front cover: Rowan’s new $45 million Science Hall.
This page: Bunce Hall, the original campus building.
Here are just a few:

- The number of nationally accredited programs has grown from 4 to 10, which represents external validation of the quality of our academic programs.
- We have continued to recruit distinguished faculty with advanced degrees from prestigious universities around the world. The percentage of faculty with earned doctorates increased from 77% to 88%.
- Significant numbers of top-performing high school students continue to apply to the University. Applications have risen by 17% and the average SAT scores of all freshmen increased by 23 points.
- Our students now have the opportunity to study in one of the finest facilities for science education on the East Coast.
- The $530 million ten-year master plan to transform our campus is moving ahead. The new Science Building has opened, construction is underway on Education Hall and the Townhouse Complex, and we plan a minimum of four new buildings in the coming years.
- U.S. News & World Report places us in the top tier of northern regional universities and ranked us number three among public universities.
- We will add a third campus to that of Glassboro and Camden when we start construction of the South Jersey Technology Park this fall.

Even more impressive is the fact that many of these improvements occurred during the most difficult budget period in our history. Surely there is more to be done, but we have already accomplished a great deal.

We have accelerated the pace begun by my predecessor, Dr. Herman James, while remaining true to our core values of teaching, scholarship, creative activity and community service. Thanks to the hard work of our current faculty and staff, as well as those who preceded us, I am confident that historians will view the two decades following the Rowan gift as the most significant in the University’s evolution into a prestigious institution.

With a growing reputation comes rising expectations. The Rowan University community is committed to meeting—and even exceeding—those expectations.

I invite you to read through this report and share the excitement as we move forward. Your comments, as always, are most welcome.
After decades of working out of Bosshart Hall, science faculty and students recognized that the building was inadequate by current standards. Improvement of the science facilities was placed at the forefront of the plan for campus expansion. Construction of the new building was made a top priority, with aspirations of creating one of the best science facilities on the East Coast.

Since Science Hall’s groundbreaking in 2000, the facility has come to represent Rowan’s dedication to offering a high quality, innovative education and its commitment to collaborative research between students and faculty. Through Rowan University’s community outreach efforts and corporate partnerships, the school is strengthening its relationship with South Jersey and adding to the area’s economic, physical and social development.

The building showcases the combined efforts of the faculty, students and administrators who served on the building committee. “We have all been very active deciding everything from the philosophy of the building’s use to the faucets,” said Chemistry & Physics Chair Robert Newland. As chief faculty liaison between Rowan and the architects and builders of Science Hall, Newland knows the amount of effort that the University has put into its cooperative approach to planning construction.

The six-level, 149,100-square foot science building houses the Biological Sciences, Chemistry and Biochemistry and Physics and Astronomy departments. The facility includes 27 teaching laboratories that combine classroom and lab space, allowing students to fully benefit from hands-on activities and interactive research projects. Thanks to the practical experience undergrads attain in the new science facilities, students will be better prepared to enter graduate school or the professional world.

Science Hall’s centerpiece is a 102-seat planetarium. The planetarium’s screen is designed to receive feed of live celestial images from a DFM 0.4-meter (16 inch) classical Cassegrain telescope located on the facility’s rooftop observation deck. Numerous other telescopes also sit atop the building, making the space ideal for student research and community outreach programs. Science Hall offers K-12 programs during the daytime and public shows at night. School visits are tailored to be curriculum-specific. The planetarium is named for Rowan University alumni Ric and Jean Edelman, who pledged $1-million toward its enhancement, the largest gift provided by any Rowan alum.

Other features of the science building include: a rooftop greenhouse, 22 state-of-the-art laboratories for faculty and student research, a fully equipped...
laser laboratory, four general-purpose classrooms, two seminar rooms, and multiple student lounges and study areas. “The new building provides an opportunity to learn and to feel able to learn. There’s a comfort level that wasn’t there before. People move in almost!” said senior Physics major Sean Swanson.

The completion of Science Hall stands as a milestone in the first of three phases in the University’s $500-million, 10-year expansion plan. In addition to the science facilities, the plan calls for the creation of a total of six new academic buildings, two new residence halls, renovations to nine existing buildings, four parking garages, a conference center and hotel, relocated athletic fields, a new campus entrance, infrastructure repairs and upgrades and improved landscaping throughout the campus. Work on the new education building, new townhouse-style residence halls, and renovations to the Student Center are currently underway.

The new facilities not only offer educational outreach to the region, but also foster a motivational atmosphere that drives students to further excel. Science Hall engenders faith in the school’s promise to continue to provide an affordable education, while upgrading and improving Rowan University’s academic programs and physical surroundings.

**Science Hall Details**

- $45-Million Facility
- 149,100-Square Feet
- Six Levels
- Planetarium (Under 40 ft. dome, seats 102)
- Rooftop Observatory (Contains a 16 inch telescope)
- 27 Teaching Laboratories
- 22 Research Laboratories
The work that Rowan psychology professor Dr. Janet Cahill is doing for the New Jersey Division of Youth and Family Services (DYFS) is a good example of knowledge applied to a real situation. DYFS has been under intense scrutiny since the discovery of four malnourished children in Collingswood, NJ who were under the division’s care. This incident, along with several prior deaths of supervised children, led to a $320 million reform plan that includes additional workers to reduce caseloads and training programs to standardize agency procedures. DYFS called upon Dr. Cahill to assist in the reform effort and make a difference in the way caseworkers approach assessment and evaluation of foster homes.

Cahill, who also serves as project director of Rowan’s Child & Family Assessment Clinic, is training new and retraining veteran caseworkers on how to better evaluate families in crises and make sure children are placed in safe environments. In just six months, she has trained more than 1,500 DYFS caseworkers and is developing additional curriculum for the agency.

The training is the latest of many services the Clinic provides to the state’s child welfare agency. With grants totaling nearly $360,000, the Clinic assists DYFS in its efforts to provide psychological services that will improve the lives of children and their families.

“The Clinic is an embodiment of the University’s commitment to its community and service learning,” Cahill said. “Rowan students take home valuable lessons in public service and the importance of research in best practices. But perhaps the most important lesson they receive is the knowledge that they can make a difference in children’s lives.”

Professor Cahill’s grant is among the 28 grant projects totaling $6.16 million that were awarded to Rowan faculty this year. Grant proposals have more than doubled since 1994 and funded projects have increased 750 percent.
Rowan Engineering Students Lend a “Helping Hand”

Each year Rowan University continues to attract more of the state’s brightest students. Since 1999, applications have increased by 17 percent and the average SAT score rose by 24 points.

For the class entering this fall, the University received 6,308 applications for only 1,250 seats. This year’s freshmen class was one of the strongest in our history with a combined SAT score of 1153 compared to a national average of 1020.

The strength of our students is evident in the creative approach they take to hands-on learning. As part of a senior project this year, four engineering students designed, constructed and eventually hope to market a device that will help people with limited hand mobility regain the ability to write.

Caitlin Terry, of Vineland; Michele D’Alessandro, of Sea Girt; Ronald Mills, of Upper Deerfield; and Nadyali Soto, of Vineland got the idea from Terry’s grandfather whose hand disability makes it difficult to do tasks most people take for granted, such as signing checks.

“I started to think about attaching something to his hand or fingertip, but then I saw his remote lying on the table and it gave me an idea,” said Terry. Laying his hand on the remote, Terry’s grandfather was able to slide it around on the table using motion from his forearm and shoulder instead of gripping with his fingers.

That observation led to the design of the device dubbed “The Helping Hand.” It resembles a computer mouse with a holder for writing implements and enables users to write by moving their forearm and shoulder.

Work on The Helping Hand is a good example of the multidisciplinary approach Rowan has toward education. The team of Mechanical, Civil and Environmental Engineering majors received advice from Mechanical Engineering Professor Dr. Hong Zhang and Dr. Mark Weaver, director of the Center for Innovation and Entrepreneurship. “Most engineers come up with ideas and product improvements, but without the help of entrepreneurial advisors, most of those ideas would probably stay in the classroom,” Terry said.

First-Time Regular Freshmen SAT Scores

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Faculty and Student Stars

Mark Weaver
William G. Rohrer Professorial Chair in Entrepreneurship

When Rowan University was searching for a true leader to build an entrepreneurial culture throughout the campus, it turned to Dr. Mark Weaver. An expert in small business and entrepreneurship, Weaver is the William G. Rohrer Professorial Chair in Entrepreneurship and founding director of Rowan’s Center for Innovation and Entrepreneurship. During his distinguished career, Weaver has established strategic alliances in the United States and abroad. He has conducted research in 10 countries and has taken a leadership role in numerous professional organizations including the International Council for Small Business for which he served as president. Weaver has been a visiting professor, scholar and guest lecturer at colleges throughout the world and has authored and co-authored many books and journal articles on entrepreneurship, business policy and personnel. Weaver’s entrepreneurial vision is already transforming the university. With a $50,000 grant from the Coleman Foundation, Weaver brought together faculty from all disciplines for an entrepreneurial boot camp. Professors from communication, education, engineering, graphic arts and health and exercise science combined their talents to develop art watches, video cases and training tools, and a technical training institute. As part of a grant from the National Collegiate Inventors and Innovators Alliance, Weaver established a $20,000 student venture capital fund that will eventually help business, engineering and science students take their inventions to market.

Ned Eckhardt
Professor of Television Production and Chair of the Department of Radio/TV/Film

Award winning documentary producer Ned Eckhardt loves to do what he teaches. One of the founders of Rowan’s Radio/TV/Film Department, Eckhardt has produced 14 documentaries in 18 years and has won over 25 national and international television and video awards. His documentary on the annual Odyssey of the Mind World Finals in Disney World was distributed in all 50 states and 13 foreign countries. The documentary captured the fun and excitement of the creative problem solving competition that is attended by 15,000 children from around the world. Seabrook Farms Remembered, Eckhardt’s most recent documentary about the first and only rural global village in the history of America appears in museums and schools to introduce children to the multicultural experience. Eckhardt is the author of Life in the Lens, a textbook on documentary production. He has served as judge for numerous video production awards and competitions including the prestigious New York Film and Video Festival. His students benefit from his expertise. Over the last ten years, they have won over 40 awards, including an Emmy Award, and awards from organizations such as the National Broadcasting Society and the Society of Professional Journalists. These student documentaries are being used throughout the United States as tools to reduce campus crime and fight binge drinking, sexual assault and drug abuse in high schools and colleges.
Leslie Spencer
Associate Professor and Coordinator, Health Promotion and Fitness Management Specialization

Young college students probably don’t think about their risk of heart disease. But according to research by Dr. Leslie Spencer, maybe they should. For the past five years Spencer has been conducting cholesterol and blood pressure screening among college students and her findings are surprising. Over 20 percent of the students tested over the recommended levels for both cholesterol and blood pressure. Although most universities offer programs such as alcohol and tobacco awareness, little is being done to encourage students to take their cholesterol and blood pressure seriously. Spencer’s research establishes a base line of data that can help universities address these health issues with students.

Spencer is also lobbying congress for funding and support of health promotion programs and research. She serves on the executive board of Health Promotion Advocates, a national organization that is developing a network of grass roots activists to push for health promotion legislation nationwide.

The author of numerous journal articles on a variety of health promotion topics, Spencer has been published in the American Journal of Health Promotion, the American Journal of College Health and the Journal of Health Education.

She is currently the lead researcher and author on a series of literature reviews of the Transtheoretical Model, which has become the dominate theory in health behavior change over the past two decades.

Robi Polikar
Assistant Professor of Electrical and Computer Engineering

With a $1.1 million grant from the National Institutes of Health, Robi Polikar is hoping to improve the quality of life for Alzheimer’s patients. The grant is funding a research partnership among Rowan University, the University of Pennsylvania and Drexel University.

The research is focused on diagnosing Alzheimer’s disease at an early stage by analyzing brain signals for signs of the disease. Polikar and his colleagues are trying to develop a noninvasive and cost effective procedure so that an early diagnosis can be made, even at community clinics.

Although there is currently no cure for Alzheimer’s, patients who are diagnosed early receive medication that can significantly improve their life expectancy and quality of life.

A native of Turkey, Polikar is also the first Rowan faculty to receive the prestigious Faculty Early Career Development Award from the National Science Foundation. The award includes a $400,000 grant to develop new programs that allow computers to continually improve their knowledge base for making intelligent decisions from complex data. These techniques can be used for various applications such as medical diagnosis, predicting natural phenomena, or forecasting economic trends.

Polikar has written many articles about pattern recognition and computational intelligence that have appeared in several journals. His publications are often coauthored by his students who travel with him to present their work at prominent national and international conferences.
Lili Levinowitz
Professor of Music

Lili Levinowitz laughs as she recalls the story of a colleague who referred to her as the Grande Dame of early childhood music. Although she may not look old enough to hold the title, her experience speaks for itself.

Levinowitz is the co-author of *Music Together*, a popular music and movement program that helps parents introduce the joy of music to their infant, toddler and preschool children. Over 40,000 families in 48 states and 11 countries are using it. Originally taught in privately owned music centers, *Music Together* is expanding into public schools and pre-schools.

During her research, Levinowitz found the program also helped at risk children develop literacy, and socialization skills. *Music Together* has been included in two grant efforts including the first No Child Left Behind grant for music outcomes. That grant will bring *Music Together* to all of the Abbot pre-schools in Trenton.

The Justice Department also provided a grant for the Kentucky Domestic Violence Association to teach the program to mothers and children at all of the safe homes in the state.

When she isn’t in the classroom or traveling across the country with *Music Together*, Levinowitz is active publishing. Her articles have appeared in journals such as *General Music Today*, the *Journal of Research in Music Education* and the *Music Educators Journal*.

Corann Okorodudu
Professor of Psychology

For most of her professional life Corann Okorodudu has been a champion for human rights.

As the American Psychological Association’s main representative to the United Nations, Okorodudu seeks to integrate a psychological perspective into the UN’s agenda on women, children, racism and the elderly.

She is active in various human rights initiatives including the work of the UN Commission on the Status of Woman and implementation of the UN’S Convention on the Rights of the Child.

Okorodudu was head of the American Psychological Association’s delegation at the 2001 UN World Conference Against Racism held in Durban, South Africa. Her team drafted language into the conference outcome document that refers to the psychological and mental health implications of racism. They also proposed strategies to deal with the psychological needs of victims and perpetrators of racism.

Co-author of the book *Liberian Women Peacemakers*, published by Africa World Press (2004), Okorodudu has published in various psychological journals and has traveled frequently to speak at prestigious international conventions and symposiums.

Her passion for peace and social justice is felt throughout Rowan’s campus. Coordinator of the African American Studies program, Okorodudu established a guest speaker series that brought to campus such dignitaries as Angela Davis, Cornell West, Winnie Mandela and Howard Dodson.

She is a member of the Campus Diversity Taskforce and is currently working to establish a major in Africana Studies.
When Danielle Smith won the eighth grade science award at Christ the King Regional School in Haddonfield, she knew her future was in the health sciences.

After graduating with a biology major and concentration in pre-medicine, Smith plans to pursue her dream of becoming a doctor at Kirksville School of Osteopathic Medicine in Missouri. Winner of several scholarships, Smith is the recipient of the University’s 2004 Medallion Award for outstanding research, academics and community service in the pre-professional area.

As part of an independent research project, Smith has been exploring ways to isolate a bacteria that can detoxify lead from drinking water and ground soil. She recently received two travel grants to present her research at the American Society of Microbiology meeting this year in New Orleans.

Never one to sit still, Smith is active in a variety of campus organizations and activities. She is the president of both the Pre-Professional Society and the Biology Club, and is the coordinator of the 2004 Rowan STEM Symposium that showcases the research of graduate and undergraduate students.

Eventually she plans to work in intensive care or emergency room medicine. The fast paced atmosphere suits her lively personality. “I love working under pressure and need to be constantly moving,” she said.

Gino Banco hopes his work with diesel technology will eventually result in a more efficient usage of oil. The Fulbright scholar developed an interest in clean diesels while interning at the Society of Automotive Engineers Government Relations Office last summer in Washington D.C.

During his internship, Banco conducted research into the government’s influence in developing a new breed of diesel technology in the United States. His research was eventually published in the Society’s journal.

As part of the Fulbright program, Banco will continue his research in Germany, the birthplace of the diesel engine. The mechanical engineering graduate will take courses in automotive engineering at RWTH Aachen University. He will be studying new technology that makes diesel engines as powerful, clean and quite as gas engines but much more fuel-efficient.

Banco is the founding chair of the Society of Automotive Engineer’s Student Section at Rowan University. He initiated the University’s first entry into the Society’s Baja Mini Annual Competition. A team of Rowan Engineering majors designed, constructed, tested and raced a go-cart at the national competition.

In addition to the Fulbright Scholarship, the Pennsville New Jersey resident also received scholarships from the American Society of Mechanical Engineers and was recently presented with an outstanding scholar award from the Delaware Valley Engineers Week Council.
The Division of University Advancement enjoyed a successful year of contributions from corporations, foundations, alumni and friends. Funds raised in FY04 from annual giving, major gifts, corporations, foundations and contracts totaled $5.2 million. With the Rowan gift payment of $12.2 million, total funds raised for the year were $17.4 million.

The Rowan University Foundation received several major gifts and pledges in FY04, including:

**Commerce Bank N.A.**
In November 2003, Commerce Bank N.A. pledged $100,000 to the Rowan University Foundation to establish corporate sponsorship of the University’s athletic program. Funds will provide for signage; advertisements on game programs, schedule cards and program cards; public address announcements; WGLS-FM ads and other athletic-related activities.

**Thomas N. Bantivoglio**
In April 2004, the Rowan University Foundation received a $1 million pledge from Thomas N. Bantivoglio to fund the Thomas N. Bantivoglio Honors Scholars Program at Rowan University. The Program will provide a challenging, interdisciplinary course of study designed for students with exceptional potential.

**Martin A. ’63, ’66 and Carol A. Sharp ’73**
In May 2004, College of Education Dean Carol Sharp and her husband, Martin, pledged $100,000 to support an endowment for the College of Education.

**Corporations, Foundations and Contracts**
The Rowan University Foundation received more than $620,000 in new commitments from corporations, foundations and contracts in FY04. Substantial commitments were secured from the Delaware River and Bay Authority, Public Service Electric Gas and the Campbell Soup Foundation. The Clinic Affiliates Program continues to attract significant support from companies needing technical assistance from Rowan faculty and students. FY04 Clinic Affiliates included Lockheed Martin, General Mills, Johnson Matthey Inc., Naval Air Warfare Center, Kandle Land Associates and Conectiv Power Delivery.

**Major Gift Commitments**
Major gifts to the Rowan University Foundation exceeded $1.9 million in FY04. Planned giving commitments exceeded $1.3 million, bringing the amount of unrealized deferred gifts to $3.2 million. The Hollybush Society was established in 1997 to recognize the generosity of those who have made a bequest or other planned gift to the University. Currently there are 42 members who have remembered the institution through bequests, gift annuities, retained life estates, paid-up life insurance policies, charitable trusts and retirement plan assets.

**Annual Fund**
Gifts to the Rowan University Foundation Annual Fund exceeded $330,000 in FY04. Annual financial support from alumni, parents, friends and the business community is vital to the University’s continued success. Contributions to the Annual Fund are used to meet students needs through merit scholarships and enhanced educational programs and learning resources.

**Capital Campaign**
Concluded on June 30, 2004, the University’s capital campaign, Building Bridges to Opportunity: The Campaign for Rowan University, raised over $28.3 million, exceeding its original goal of $22 million. More than 40 percent of Rowan’s employees contributed to the Campaign, demonstrating the confidence the University community has in the institution. Campaign funds will be used for student programs and support, academic development, facilities improvement, regional outreach and the annual fund.
The general University operations (academic and support programs) anticipate a surplus of approximately $5 million. Adding in anticipated surpluses of $2.3 million in auxiliary operations and more than $300,000 in special programs the total surplus in consolidated University operations will be approximately $7.6 million. Following are some significant details regarding revenues and expenditures:

- The University increased tuition and fees by 9%, bringing total tuition and fees for a full-time, in-state, undergraduate student to $7,258.
- Of the University’s total revenues, $62 million came from student tuition and fees, $37.2 million came from state appropriations including matching funds, and $16 million came from state support for fringe benefit costs.
- During FY 04, $60.5 million was allocated to instruction and research, $10 million went to student services and $17.1 million was earmarked for scholarships and fellowships.
- Academic year tuition revenue reflects enrollment of 7,407.3 undergraduate FTEs, 690.33 graduate FTEs and 25.89 doctoral FTEs, for a total of 8,123.52 FTEs. The total headcount of full-time and part-time students was 9,667.
- The University received more than $4.5 million from the Rowan University Foundation to support academic programs.
- Auxiliary services operations are self-supporting, with revenues of $23.7 million deriving primarily from fees set by the Board of Trustees.
- Special program operations are self-supporting, with revenues of $4 million deriving from service activities performed by separately budgeted activities that make use of the University’s specialized capabilities.
Rowan University (formerly Glassboro State College) is a selective public university in southern New Jersey. The University’s development received a major boost in 1992 with the unprecedented gift of $100 million from Henry and Betty Rowan. The Rowan gift has led to additional funding from both public and private sources, which the University is using to create opportunities for faculty and students not available on most state university campuses. The University has begun a $536 million, 10-year plan to expand the campus, upgrade facilities, increase scholarships, improve graduation rates and hire more full-time faculty.

**Colleges**
- Business
- Communication
- Education
- Engineering
- Fine & Performing Arts
- Liberal Arts & Sciences
- The Graduate School

**Student/Faculty Ratio**
14:1

**Average Class Size**
20 students

**Enrollment**
Approx. 9,700
(8,300 undergraduate and 1,400 graduate)

**Tuition & Fees**
- $7,970 in-state
- $13,798 out-of-state

**Employees**
- 404 faculty, 833 staff (full-time equivalents)

**Admission (class entering in 2003)**
- Average high school rank: top 25 percent
- Average SAT I score: 1,153
- Number of applicants: 6,198

**Financial Aid**
Last year, Rowan University awarded students $3.6 million in merit-based scholarships and $56.9 million in grants and loans.

**Foundation Market Value**
$134.5 million (as of 6/30/04)

**Operating Budget**
$160.1 million

**National Ratings**
- *US News & World Report* – America’s Best Colleges: “Top Tier” of Regional Universities
- *Kiplinger’s* – “100 Best Buys in Public Colleges and Universities”
- *Kaplan Guide to the 320 Most Interesting Colleges*
- *Princeton Review’s* “The Best Northeastern Colleges”

**Accredited by**
- Middle States Association of Colleges and Schools
- Accreditation Board for Engineering and Technology
- American Chemical Society
- Association to Advance Collegiate Schools of Business
- Commission on Accreditation of Allied Health Education Programs
- Computer Science Accreditation Commission of the Computing Sciences Accreditation Board
- Council on Education in Journalism & Mass Communication
- National Association of Schools of Art and Design
- National Association of Schools of Music
- National Association of Schools of Theatre
- National Council for Accreditation of Teacher Education
Rowan Hall, a state-of-the-art engineering building.
Bunce Hall, the original campus building.