LOOKING TOWARD 2023
a perspective in brief
Rowan University has a demonstrated track record of smart growth and innovation. Now, the State’s newest research-designated institution looks toward the future with its ear to the ground and a plan in hand.
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The preceding information is from Glassboro State College fiscal year 1992.
THE GIFT

One act, more than 20 years ago, set in motion a cascade of opportunity and innovation that is fast becoming the legacy of Rowan University

The institutional snapshot on the preceding pages offers a glimpse into the quaint existence at then-Glassboro State College. At the start of the last decade of the twentieth century, GSC was characterized by a only four academic schools, a handful of undergraduate and graduate offerings, a modest operating budget and largely nonexistent research expenditures.

In 1992, Henry and Betty Rowan changed all of that when they pledged $100 million to Glassboro State College. At the time, it was the largest ever gift to a public college or university—forever changing the path of this institution, which was then renamed Rowan College of New Jersey.

One of the primary purposes of “the gift” was to create an engineering school in South Jersey. But was has proven most impressive has been the halo effect as a result of establishing that school.

ROWAN UNIVERSITY COLLEGE OF ENGINEERING

Re-engineering an engineering education from the ground up

3rd in the nation: Chemical Engineering
8th in the nation: Mechanical Engineering
Since the landmark gift in 1992, a flurry of broader initiatives, donations, an overall rise in applications and average SAT scores as well as other transformative highlights have marked the institution's history, including:

- The Rowan College of New Jersey attained university status in 1997.
- Approximately 30 percent more students attend Rowan University than did just 20 years ago.
- The University enhanced and expanded numerous programs, including the Honors program endowed by Thomas N. Bantivoglio.
- Rowan opened the first new medical school in New Jersey in more than 35 years in partnership with Cooper University Health Care.
- And, most recently, Rowan University was designated as a state research institution, effective July 1, 2013—becoming the second public comprehensive university in New Jersey alongside Rutgers University.

**INCREASINGLY FREQUENT ACTS OF GENEROSITY**

Nearly 22,000 donors have invested in Rowan University, supporting scholarships, facilities, academic programs and more. These increasingly frequent acts of fiscal generosity are a testament to the rise in stature Rowan University is reaping from consecutive years of success. A few notable donors include:

- The William G. Rohrer Charitable Foundation (more than $13 million for the Rohrer College of Business, including scholarships and the University's first endowed chair)
- Keith and Shirley Campbell ($1.5 million for the library)
- Lawrence and Rita Salva ($1.18 million in scholarship support for the medical school and the College of Communication & Creative Arts)
- Ric and Jean Edelman (more than $1 million for the planetarium in Science Hall and its school and community education programs)
- Ann (Buffy) Campbell ($1 million to the College of Business for an endowed chair)
- Frank DiCicco ($1 million for scholarships for math students)
- Thomas N. Bantivoglio ($1 million for the Honors program)
- Samuel H. Jones ($1 million for the South Jersey Technology Park at Rowan University)
- Douglas Zee (land gift valued at $1 million)
- The Charles & Lucille King Family Foundation, Inc. ($1 million to the College of Communication & Creative Arts for an endowed chair)
- The Rowan Family Foundation (additional funds to support special programs in engineering, scholarships and the fine and performing arts)
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The preceding information refers to Rowan University in fiscal year 2014. Estimated projections were determined as of June 6, 2013 using currently available data and relevant indicators. *Effective July 1, 2013.
A TRAIL OF ACHIEVEMENTS

Rowan University has transformed itself from a small-town college to a magnet for the region’s best and brightest across ever-increasing areas of study. The steady boost in rankings and awards from nationally recognized sources is proof that Rowan is on an upward trajectory.

US NEWS & WORLD REPORT

- Ranks Rowan 19th among Northern Regional Universities
- Ranks Rowan 3rd among publics in the category
- Ranks Rowan’s College of Engineering 32nd nationally
- Ranks the Chemical Engineering program 3rd best in the nation
- Ranks the Mechanical Engineering program 8th best in the nation

THE PRINCETON REVIEW

- Included Rowan University in the latest edition of “The Best Northeastern Colleges”
- Listed Rowan in its “Guide to 322 Green Colleges”
- Included Rowan’s Rohrer College of Business in the top 296 of more than 1,800 schools of business

THE GREENING OF ROWAN

- The EPA named Rowan a “Top Green Power Purchaser” in its athletic conference
- The home of the Cooper Medical School of Rowan University in Camden and the Samuel H. Jones Innovation Center at the South Jersey Technology Park on Rowan’s west campus in Mantua Twp., N.J. each received Gold LEED (Leadership in Energy and Environmental Design) certification from the U.S. Green Building Council (USGBC) in Washington, D.C.
- Rowan University has earned 13 awards for green initiatives since 2007

FORBES

- Recognized Rowan in “America’s Best Colleges”
The following four pillars drive Rowan University’s success. Every key initiative—and the activities they spark—stems from one or more of these characteristics. They serve as beacons to drive and guide institutional decision-making while simultaneously maintaining organizational alignment across what has now become a complex and geographically diverse institution.

The core operational values listed below highlight some of the ways the four pillars manifest themselves in the day-to-day activities throughout all levels within Rowan University.

**Rowan University’s CORE OPERATIONAL VALUES** support strategic initiatives at all levels of the institution:

- Student-centeredness
- Entrepreneurship
- Engagement
- Inclusivity
- Transparency
- Accountability
- Agility
- Opportunity
1

**TECH PARK**

- Located 1.5 miles from the main Glassboro campus on the northern tract of Rowan University’s 600-acre “west campus”
- The Samuel H. Jones Innovation Center, the first of several planned buildings at the site, is home to 16 sponsored research labs
- The Tech Park serves as the hub for the Rohrer College of Business Incubator

**ROWAN BOULEVARD**

**COOPER MEDICAL SCHOOL OF ROWAN UNIVERSITY**

**MORE PATHWAYS TO A COLLEGE DEGREE**
Tenants at the South Jersey Technology Park at Rowan University enjoy access to the research, development and commercialization expertise of the University’s business, engineering and science and mathematics faculty. The first building, the Samuel H. Jones Innovation Center, is the first of 25 planned buildings—two more are currently in development.
ROWAN’S ACCOMPLISHMENTS BENEFIT SOUTH JERSEY

TECH PARK

ROWAN BOULEVARD

- Rowan partnered with the Borough of Glassboro and several investors and developers on the $300 million mixed-use project to create the “quintessential college town”

- This unique public-private partnership is redefining Rowan’s main campus and its hometown, interweaving town and gown

- The one-third mile corridor linking the University with Glassboro’s downtown retail district is already nearly past the construction halfway point, with more on the way

COOPER MEDICAL SCHOOL OF ROWAN UNIVERSITY

MORE PATHWAYS TO A COLLEGE DEGREE
Rowan University and Glassboro’s answer to connecting a vibrant campus community to its nearby downtown is the remarkable Rowan Boulevard project. It is a public-private partnership like no other. With some buildings already completed and bustling—and others bustling with active construction crews—Rowan Boulevard is rising up as a prototypical example of the positive change that strong town and gown relationships can affect.

**Building the Quintessential College Town**

**Rowan Boulevard Today:**

**Completed, in progress and planned construction**

- **Barnes & Noble Bookstore & Starbucks Café**
  - B&N’s largest collegiate superstore in NJ

- **Student Housing**

- **Phase 4**
  - Multi-use structure w/ ground floor retail space & parking garage

- **Phase 7**
  - Residential w/ ground floor retail

- **1.5 acre public park**

- **Phase 6**
  - Grocery store, senior housing apartments & parking garage

- **Phase 5**
  - Residential w/ ground floor retail

- **The Whitney Center**
  - Student housing & multi-purpose space w/ ground floor retail space

**Legend:** •Completed & occupied  •Currently under construction  •Planned construction

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Rowan’s Accomplishments Benefit South Jersey

Tech Park

Rowan Boulevard

Cooper Medical School of Rowan University

- Rowan University’s M.D.-granting medical school was opened in collaboration with Cooper University Health Care in 2012
- New Jersey’s first new four-year medical school in more than 35 years
- The first 4-year M.D.-granting medical school in South Jersey

More Pathways to a College Degree
Cooper Medical School of Rowan University (CMSRU) was created when then Governor Jon Corzine called for Rowan and Cooper University Health Care to create an allopathic medical school in South Jersey. The M.D.-granting medical school is the first new medical school in New Jersey in more than 35 years and a first for South Jersey. CMSRU welcomed its inaugural class of 50 medical students in the summer of 2012 and will welcome another 60 students in August 2013.

New Jersey’s newest medical school features an innovative curriculum that give medical students hands-on experiences years earlier than most other medical schools. CMSRU’s “Camden is our classroom. Camden is our home.” motto speaks deeply to the fledgling medical school’s devotion to its hometown.

LOCATION, LOCATION, LOCATION: WITHIN REACH OF ROWAN’S CAMDEN CAMPUS & COOPER UNIVERSITY HOSPITAL

Mission
Cooper Medical School of Rowan University is committed to providing humanistic education in the art and science of medicine within a scientific and scholarly community in which inclusivity, excellence in patient care, innovative teaching, research and service to our community are valued.

Core values include a commitment to diversity, personal mentorship, professionalism, collaboration and mutual respect, civic responsibility, patient advocacy and lifelong learning.
### More Pathways to a College Degree

- Rowan’s College of Graduate & Continuing Education (CGCE) offers **degree** and **degree-completion** programs through off-site, 100 percent online and hybrid options.
- **Dual enrollment partnerships with area community colleges** remove the red tape and pave the way from the associate’s degree to the bachelor’s degree and beyond.
THE COLLEGE OF GRADUATE & CONTINUING EDUCATION

Rowan University’s College of Graduate & Continuing Education (CGCE) takes learning beyond the constraints of classroom walls.

Started in the summer of 2007 with just a handful of course offerings, CGCE has blossomed to put the opportunity to earn a bachelor’s, master’s and doctoral degrees within reach of thousands today. CGCE offers students full degree programs, in areas to fit the lifestyles of today’s learners, in the following instructional formats:

- **Off-site programs** (select degree programs offered at area community colleges and other locations)
- **Hybrid programs** utilizing a combination of online and face-to-face instruction
- **Fully online programs** (see Rowan University Online below)

In addition, CGCE’s degree completion programs help adult learners reach their previously interrupted educational goals. They also provide a boost for degree attainment in the least educated areas of New Jersey, where having a college education truly can make the difference between surviving and thriving.

ROWAN UNIVERSITY ONLINE

Rowan University online was established in 2007 as a division of Rowan University’s College of Graduate & Continuing Education (CGCE).

Rowan University’s CGCE is the region’s largest provider of online courses. It presently offers 26 programs of study, available as online or hybrid—including 9 master’s, 3 bachelor’s and a doctoral program.
Rowan University understands that one must re-imagine the paths to a college degree if we are to truly expand access to a quality education and the opportunity for a better life.

Rowan’s established Community College Academy Model increases access to a four-year degree by breaking down location-based barriers and financial barriers to education.

Close-knit partnerships with area community colleges help Rowan address demands without overburdening existing infrastructure, helping to keep costs—and, therefore, tuition—down. In addition, the potential for a faster time to degree means that professionals enter the workforce more quickly.

Rowan already has established dual-enrollment partnerships, with agreements in place with Gloucester County College (in 2011) and also with Cumberland County College (in 2012).

ACCELERATING THE TIME TO A COLLEGE DEGREE

Rowan University’s accelerated degree path in conjunction with area community colleges, dubbed “SPUR,” has the potential to shorten the time to a bachelor’s degree by as much as two full years, as illustrated below.
The Community College Academy Model works hand-in-hand with area community colleges to offer high achievers in high school a jump start on their college education, as well as affordable options for area residents with a clear path to a four-year university without obstacles typical of today.
### 1. RESEARCH DESIGNATION

- Rowan will soon become the second comprehensive university in New Jersey to be granted research status by the State's legislature

#### SCHOOL OF OSTEOPATHIC MEDICINE

#### DOUBLE ENGINEERING ENROLLMENT

#### EXPANDING THE ROHRER COLLEGE OF BUSINESS

#### WEST CAMPUS

#### COLLEGE OF HEALTH SCIENCES
Rowan’s ingenuity, innovation and forward momentum get a boost

New Jersey lawmakers recognized the sustained upward trajectory of Rowan University path—catalyzed by Henry Rowan’s historical $100 million gift and expanded upon year after year since 1992. Rowan’s history in recent years has been marked by events and milestones that serve to benefit the students of this once small college as well as the surrounding community.

Effective July 1, 2013, Rowan University will become the second comprehensive research-designated institution in New Jersey, as the state seeks to enhance its two major state universities through the New Jersey Medical and Health Science Education Restructuring Act of 2012.

The Act’s anticipated immediate impact on Rowan includes:

- Significant increase in applicant demand and enrollment at both the undergraduate and graduate/professional levels
- Immediate integration of highly skilled and well respected professionals in a variety of medical and health sciences professions
- Higher prestige associated with attachment to the University (i.e., current students, staff, alumni, industry partners)
- Growth in tuition revenue, research grants and fundraising activity

Powered by change

The designation as a public research university will represent a change in programmatic mission for Rowan. However, this change is aligned with the direction Rowan has been heading in for some time now. Rowan will leverage its enhanced profile to develop and offer graduate and professional degree programs primarily in the fields of science, technology, engineering, medicine and business.

The inclusion of UMDNJ’s nearby School of Osteopathic Medicine and its Graduate School of Biomedical Sciences under the Rowan umbrella will make the University only the second in the nation to feature both M.D. and D.O.-granting medical schools.

Driving development, supporting our region

The research designation creates opportunities for Rowan University that will greatly strengthen the institution’s capacity to drive economic development in Southern New Jersey and statewide. Expansion of academic programs and increased access will lead to a better-prepared workforce, which will attract and grow business.

One of Rowan’s primary goals is to encourage and support research that can be commercialized—a process that develops ideas and/or prototypes into viable products or processes that grow business and industry. Rowan has set its sights on becoming the research and development arm for industry throughout the region.
MORE TO COME: INITIATIVES IN THE WORKS

RESEARCH DESIGNATION

SCHOOL OF OSTEOPATHIC MEDICINE

- Rowan is in the process of integrating UMDNJ's School of Osteopathic Medicine, which is currently ranked #2 in the nation for research among osteopathic medical schools.
- The University will become only the second in the nation to feature M.D.- and D.O.-granting medical schools.

DOUBLE ENGINEERING ENROLLMENT

EXPANDING THE ROHRER COLLEGE OF BUSINESS

WEST CAMPUS

COLLEGE OF HEALTH SCIENCES
UMDNJ’s School of Osteopathic Medicine (SOM) is transferred to Rowan University effective July 1, 2013.

- **Ranked #2 for research** among osteopathic medical schools in the nation
  - SOM has nationally known researchers in fields that include Alzheimer’s disease, Parkinson’s disease, cancer, child abuse and chronic pain disorders.
- A major source of **new primary care physicians in New Jersey**
- Ranked as **one of the nation’s best for geriatric medical education**
- Leads the nation’s osteopathic medical schools in other areas, including:
  - Its **Graduate Medical Education Program** (350+ interns, residents & fellows)
  - **Research and sponsored projects funding** ($13 million annually—a high figure compared to other schools)
  - **Percentage of underrepresented minorities** (18%) and total minority student enrollment (56%)
  - Recognized by the federal government as offering the national **model for detecting and treating child victims of sexual abuse** and their families

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**ROWAN UNIVERSITY & SOM: PERFECT TOGETHER**

- The integration of the School of Osteopathic Medicine **aligns with Rowan University’s strategic vision**
- SOM benefits from being **connected to a nearby comprehensive state research institution**
- The transfer of SOM to Rowan and the integration of higher education in South Jersey will **increase research capacity and spur economic activity in the region**
- The development of **professional programs in the health sciences and related interdisciplinary fields** is a strategic priority for institutional growth at Rowan
- New undergraduate and graduate degree programs in **pharmaceutical sciences, bioinformatics and clinical nurse leadership** have received final state approval and are expected to be implemented in the next academic year
- Rowan University intends to **double today’s enrollment** at the School of Osteopathic Medicine—part of Rowan’s continuing initiative to stem the primary care physician shortage
- Rowan’s deepening **commitment to the health sciences** and area collaborative partnerships that **benefit local communities** make SOM’s integration into the Rowan family a natural fit
MORE TO COME: INITIATIVES IN THE WORKS

RESEARCH DESIGNATION

SCHOOL OF OSTEOPATHIC MEDICINE

DOUBLE ENGINEERING ENROLLMENT

- Rowan is on track to double the size of its top-ranked School of Engineering
- The institution is simultaneously creating interdisciplinary programs in biomedical engineering and related areas to address growing demand for highly skilled professionals

EXPANDING THE ROHRER COLLEGE OF BUSINESS

WEST CAMPUS

COLLEGE OF HEALTH SCIENCES
Rowan turns away thousands of qualified Engineering applicants due to lack of additional capacity in the current building. An expansion of the College of Engineering’s current building will enable it to better meet enrollment demands.
MORE TO COME: INITIATIVES IN THE WORKS

RESEARCH DESIGNATION

SCHOOL OF OSTEOPATHIC MEDICINE

DOUBLE ENGINEERING ENROLLMENT

EXPANDING THE ROHRER COLLEGE OF BUSINESS

- Rowan’s business college serves as a regional hub to support entrepreneurship and small business operations and administration
- Its Center for Innovation and Commercialization is poised to play a key role in bringing innovations and research discoveries to market
- The College has outgrown its current home and is ripe for expansion to meet the needs of students and regional industry

WEST CAMPUS

COLLEGE OF HEALTH SCIENCES
COLLEGE OF BUSINESS HAS OUTGROWN ITS HOME

PROPOSED NEW HOME FOR ROWAN’S BUSINESS COLLEGE

Proposed new buildings

Parking

Angled perspective
## More to Come: Initiatives in the Works

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<td>Double Engineering Enrollment</td>
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### West Campus
- Just west of the Glassboro campus, **600 acres** present Rowan University almost **infinite possibilities**

### College of Health Sciences
ROOM TO GROW

While other institutions grapple with having reached the limits of their current footprint, Rowan University is only utilizing approximately 25% of its total acreage in and around the main campus in Glassboro. With room to grow and highly accessible land sprawling along Route 55, the possibilities are nearly endless for New Jersey’s newest comprehensive research institution.

AERIAL VIEW SHOWING WEST CAMPUS AND ROWAN’S PRESENT MAIN CAMPUS IN AND AROUND GLASSBORO

600 acres of mostly undeveloped property

Rowan University’s 200-acre main campus

Rowan Blvd
More to come: initiatives in the works

Research designation

School of Osteopathic Medicine

Double Engineering Enrollment

Expanding the Rohrer College of Business

West Campus

College of Health Sciences

The new jewel of health education in New Jersey will be an entity that:

- Offers professional and graduate programs in the health sciences that are aligned with the needs of the state and region
- Attracts the best and brightest students in southern New Jersey and throughout the mid-Atlantic region
- Focuses exclusively on the applied life sciences
- Extensively involves students from Rowan University and Rutgers-Camden in the new college’s research-based programs
- Enhances access to education for the area workforce by laying the foundation for a pipeline to a health-based degree through partnership with area school districts and community colleges
- Works closely with area industries to create and jointly operate specialized centers for advanced research and development
The New Jersey Medical and Health Science Education Restructuring Act of 2012 joins together Rowan University and Rutgers-Camden in a partnership to create and jointly oversee a College of Health Sciences (CHS) in the heart of Camden.

The College of Health Sciences campus is anticipated to be located in the heart of City of Camden, in close proximity to the Cooper Medical School of Rowan University, Cooper University Health Care, Rutgers-Camden and Rowan University’s Camden Campus. Its facilities could feature the following to serve its students and community:

- Shared space for wet and dry laboratories
- Shared space for classrooms, meeting rooms and conference spaces
- A dual-purpose building with upper-floor student housing and ground-level retail
- A physical plant and parking

CHS IS AN IDEAL NEXT STEP FOR HEALTH EDUCATION IN SOUTH JERSEY

Rowan University and Rutgers-Camden

GLOUCESTER COUNTY COLLEGE DUAL-ENROLLMENT PROGRAM

TOMS RIVER REGIONAL HIGH SCHOOL DUAL-ENROLLMENT PROGRAM

ATLANTIC CAPE COMMUNITY COLLEGE DUAL-ENROLLMENT PROGRAM

CUMBERLAND COUNTY COLLEGE DUAL-ENROLLMENT PROGRAM

 PARTNERSHIP BENEFITS SOUTHERN NEW JERSEY

COOPER HOSPITAL OF CAMDEN

COOPER UNIVERSITY HOSPITAL}

COOPER UNIVERSITY HEALTH CARE

CHS VIEW FROM ABOVE

A conceptual aerial view of the future College of Health Sciences in the City of Camden

LAY OF THE LAND

College Legend
- Allied Health
- Food Science
- Medicine
- Nursing
- Pharmacy
- Public Health

Eateries & Local Retail (ground floor)
& Student Residences (upper floors)
2023

25,000 STUDENTS

100+ UNDERGRADUATE MAJORS

50+ GRADUATE DEGREE PROGRAMS

10+ DOCTORAL DEGREE PROGRAMS


DEGREES OFFERED

$100,000,000 RESEARCH & SPONSORED PROJECTS

$1,000,000,000 OPERATING BUDGET

$500,000,000 ENDOWMENT

$1,000,000,000
ROWAN IS EXPANDING, INNOVATING, EVOLVING

In 2023, the 100 year-old research institution and regional economic leader will be as vital as ever to the South Jersey communities it was originally founded to serve so many years ago as a teacher training school.

- Stimulating the local & state economy
- Generating $100 million in research grants annually & creating new jobs
- Increased public/private partnerships and College of Health Sciences collaboration in Camden
- Enhancing the region’s workforce by offering a high quality education at a superb value
LEVERAGING OUR PAST TO START THE NEXT CHAPTER

As Rowan reflects on its past and all it has achieved in a relatively short period of time, it is not about to rest. The following are but a glimpse of future initiatives still in the initial planning and preparation stages.

A HUB FOR APPLIED RESEARCH

TECHNOLOGY TRANSFER, THE ROWAN WAY

SUPPORTING NEW JERSEY’S SMALL BUSINESS COMMUNITIES