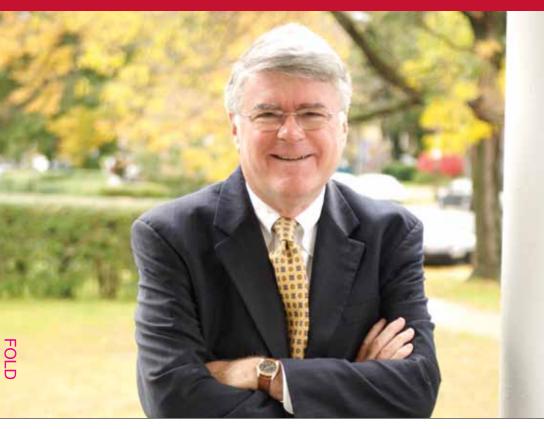
### The College of Saint Rose

## **Charitable Solutions**

THE GIFT PLANNING NEWSLETTER OF THE COLLEGE OF SAINT ROSE

SPRING 2012



On June 30, 2012, President R. Mark Sullivan will step down after 16 years.

# You Are Invited to Help Shape the Future of Higher Education ...

In modern times, our nation's institutions of higher education have served as its brain trust. With such urgent, complex issues facing the world, we have a moral obligation to effectively and immediately prepare leaders of colleges and universities to be community change agents. These leaders must have the deep commitment and understanding that their role as civic leaders not only begins on their campuses but also continues far beyond. We need a place where decision makers from every sphere—education and business, government and the arts—will come together to encourage creative and bold thinking and ensure access to a quality education for all.

If not us, who?

If not now, when?

#### **Dear Alumni and Friends,**

"On August 1, 1996, R. Mark Sullivan became the eighth president of The College of Saint Rose. Those of us who have had the privilege of knowing and working with Mark over the past 16 years have witnessed his remarkable leadership and his many achievements that have left a tangible mark on the Saint Rose campus, in the Capital Region, and beyond.

As you know, Mark has decided to leave the Office of the President on June 30, 2012. Although he will no longer be at the helm of the College, we are elated that Mark and his wife Kathy have decided to remain in the Capital Region. Mark's deep commitment, loyalty, compassion, tireless work ethic, and integrity have made him a great leader, a true friend, and an invaluable member of this community.

Many have asked how we will honor Mark; I'm pleased to announce, on February 10 the Board of Trustees unanimously voted to establish the **R. Mark Sullivan Institute for Leadership in Higher Education**."

—Daniel P. Nolan, chair, Board of Trustees, The College of Saint Rose President and CEO, Hugh Johnson Advisors LLC

# The R. Mark Sullivan Institute for Leadership in Higher Education

The *R. Mark Sullivan Institute for Leadership in Higher Education* will be a center for dialogue for those who want to commit themselves to becoming highly effective managers and leaders of colleges and universities both in the United States and abroad. With the development of degree and certificate programs in higher education leadership, students and higher education managers from around the world will look to the Sullivan Institute as the place for cutting-edge professional development conferences. Topics will include the role of e-learning, the importance of connecting colleges and K-12 schools, the role of the liberal arts in this era of job training, and the need to improve access to quality postsecondary education for all—from first-time college students to returning adults.



President Sullivan with students on the Saint Rose campus

#### **Lecturers and Scholars**

Current and former college presidents from throughout the nation will be invited to become guest lecturers and scholars in residence. Given the range of challenges and opportunities affecting the future of global higher education, the broadest array of experienced talent will be sought to teach at the Sullivan Institute. Students will be encouraged to publish articles and research on major issues affecting colleges and universities not just in the United States but abroad.

#### **Leadership and Vision**

Dr. R. Mark Sullivan is uniquely qualified to lead the development of the Institute. For more than 15 years, Dr. Sullivan's vision has transformed the Saint Rose campus. He has also served as executive vice president and chief operating officer at Marist College, vice president at Southern Connecticut State University, and acting commissioner of higher education for the State of Connecticut. As he transitions from the presidency of Saint Rose, Dr. Sullivan will focus his attention on the development of programs, seminars, lecture series, and conferences that will eventually emerge as the core of the Institute's mission and program portfolio. In addition, he will teach graduate courses within the Lally School of Education, as well as oversee the programs of the Institute as they are developed and approved.

ACCOMPLISHMENTS		
	1996	2011
Operating budget	\$35.4 million	\$105.6 million
Endowment	\$7.2 million	\$31 million
Total enrollment	3,726	4,594
Freshman class size	333	600
Campus acreage	19	48
Buildings	55	81
Full-time faculty	133	225

#### **Fund-Raising Campaign**

The Sullivan Institute will be a tribute to Dr. Sullivan and a testament to his passionate belief that colleges should not just prepare students for jobs but also help them develop into critical and ethical leaders who can and will address their communities' most pressing issues with courage, intellect, and purpose.

To recognize President Sullivan and all that he has accomplished, a fundraising campaign has been launched to honor his legacy and vision. We are seeking 100 legacy donors to make planned gifts to the Institute. We would like to be able to announce our results to President Sullivan on the last day of his presidency, June 30, 2012.

## Four Creative Ways to Participate in the Institute, with Surprising Benefits for You!

To recognize President Sullivan and his accomplishments, a fund-raising initiative has been launched in his honor. We are seeking 100 legacy donors to make planned gifts to the **R. Mark Sullivan Institute for Leadership in Higher Education**. We would like to announce our results to President Sullivan on the last day of his presidency, June 30, 2012.

#### 1. Name the Institute as beneficiary of a will or trust

One of the simplest and most popular planned gifts is to designate the Institute as a beneficiary of your will or trust. Many donors are more comfortable making a more significant gift this way rather than during their lifetime, so their current lifestyle is not affected.

#### The three most common ways to create gifts through a will or trust:

- 1) Specify that a certain sum or percentage of your estate goes to the College
- 2) Specify that any of the remaining funds left go to the College after all your other obligations are met
- 3) Specify that a particular asset—for example, your home or a vacation home that will not be used by family members—goes to the College

#### Action steps—

- → Call the College's Office of Gift Planning at 518-454-5104
- → Attend a Q & A session at The College of Saint Rose (see page 7)
- → Speak to your attorney about a possible codicil

## 2. Name the Institute as a beneficiary of your individual retirement account (IRA) or pension plan

Retirement plan benefits left to a charity offer special tax benefits and therefore are considered to be a good choice for charitable contributions. In fact, one of the most common estate planning surprises is that family or other loved ones are heavily taxed when they inherit retirement plans. Donors are often pleased to learn that it's much more beneficial for all parties (the charity and the family members) to leave other assets without the same tax consequences to family and to make a gift of retirement plan assets to charity.

**Note:** Retirement plan benefits include assets held in IRAs, 401(k) plans, profit-sharing plans, Keogh plans, and 403(b) plans.

#### Action steps—

- → Call the College's Office of Gift Planning at 518-454-5104
- → Attend a Q & A session at The College of Saint Rose (see page 7)
- → Call your IRA or pension-plan manager to obtain or update a beneficiary form

#### 3. Give a gift of life insurance

An important but frequently overlooked role of life insurance is the one it can play in charitable gift planning. Life insurance permits you to make a substantial gift (face value of policy) for a relatively modest amount.

#### Two common ways to give a gift of life insurance:

- 1) Transfer ownership of a paid-up policy that is no longer needed
- 2) Create a larger future gift for a lower cost by establishing a policy and making the College the owner/beneficiary

#### Action steps—

- → Call the College's Office of Gift Planning at 518-454-5104
- → Attend a Q & A session at The College of Saint Rose (see page 7)
- Call your financial planner or life insurance representative

#### 4. Create a charitable gift annuity

A charitable gift annuity is an agreement between an individual and the College that provides income for yourself or others *for a lifetime*. After that time, the remaining balance supports The College of Saint Rose. Many donors find the payout rates very favorable in comparison with rates paid on savings, CDs, or money market accounts (the payout rate is currently 7.2% for those 80 to 84 years of age), and many donors like knowing that this gift helps them while eventually benefiting the College. Gift annuities also offer tax incentives. At The College of Saint Rose, gift annuities may be created for anyone 65 years of age or older for gifts of \$10,000 or more.

#### Action steps—

→ Call the College's Office of Gift Planning for a personal gift illustration, 518-454-5104



President Sullivan with the late Mary Burke Havern '40 G'62, the 2006 recipient of The Carondelet Lifetime Achievement Award



President R. Mark and Kathy Sullivan at Commencement 2010

#### $continued \, from \, page \, 3$

This is a unique moment in Saint Rose history—legacy donors can have a significant impact on the future of higher education and pay tribute to President R. Mark Sullivan. While outright (cash) gifts are always important, future commitments may provide you with more flexibility and greater tax benefits or pay income in return for your gift.

As a legacy donor, you can make a meaningful gift by naming the Sullivan Institute as a beneficiary of a planned gift by June 30, 2012.

#### This Is the Time

There has never been a more critical time for this nation's colleges and universities. The value of college degrees is being challenged by the media and questioned by students and parents. The government is demanding increased accountability, and recent scandals at some of the most well-known university "brands" have rocked people's faith in the integrity of these institutions' missions and values—and rightly so. It is time for a college to step up and become the place where the future leaders of the world's colleges and universities develop both the management skills and the moral compasses to be guiding forces in this global economy. It is time for a college to be the place where difficult questions are asked and discussed, the place where national thought leaders from both education and the business world challenge long-held assumptions and paradigms.

#### **Q & A Session at Saint Rose**

We welcome your participation in a Q & A session at Saint Rose, moderated by members of the College's Planned Giving Advisory Committee. To register, please call Susan or use the attached reply card. (Planned Giving Advisory Committee members are volunteers with professional expertise in financial planning, law, insurance, and trust and estate planning.)

#### Q & A Sessions:

- •Thursday, April 26, 2012
- •Wednesday, May 2, 2012

The College of Saint Rose 2 p.m.

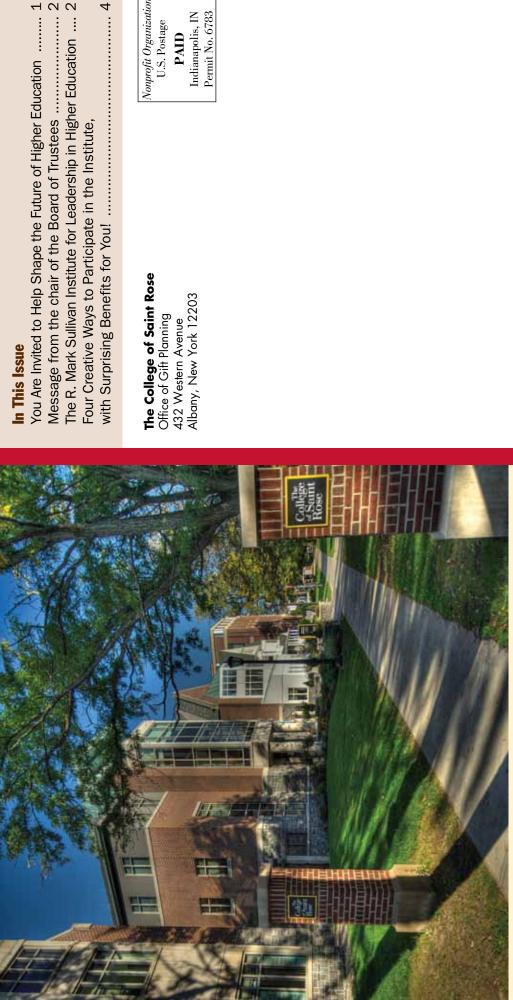
#### For more information please contact

Susan M. Warshany Ziegler, Director
The College of Saint Rose Office of Gift Planning
518-454-5104 • zieglers@strose.edu
www.strose.edu/plannedgifts



Alumni Grace O'Shaughnessy '11 and Omar Lopez '08 with President Sullivan at a precommencement dinner in 2011

The information contained herein is offered for general informational and educational purposes. The figures cited in the examples and illustrations are accurate at the time of writing and are based on federal law as well as IRS discount rates that change monthly. State law may affect the results illustrated. You should seek the advice of an attorney for applicability to your own situation.



Thelma P. Lally School of Education

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The College of Saint Rose Office of Gift Planning 432 Western Avenue Albany, New York 12203

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