Vision: By 2025, the Department of Classics will hold a diversified financial portfolio, containing endowed funds; a culture of annual giving by faculty, staff, alumni, and friends; grant and other research funding; and institutional support. These resources will propel the program to national pre-eminence, becoming a national draw or students and a touchstone for innovative applications of classics to the needs of the 21st century.

Strategic Development:
The initiatives discussed below have foci that tie into the strategic initiatives of the institution:
- improving recruitment and retention of high-quality students (strategy 4)
- increasing and supporting diversity (tactic 4.05)
- strengthening partnerships with PK-12 education for a stronger SC (tactic 8.05)
- enhance resources to recruit and retain faculty with the potential to bring local and national recognition to the College (tactic 3.03)

Support of these initiatives will therefore not only strengthen the Department of Classics, but have reverberating impacts upon the institution and educational institutions within South Carolina writ large.
Developing future leaders
Key to the strength of Classics is the recruitment of high-quality students and the support of high-impact experiences. Key to the matter of recruitment is the development of financial packages that increase the overall competitiveness of the institution. Incoming freshman scholarships for students with a declared interest in classics would assist the institution’s overall goal to recruit highly qualified students, while assisting the overall strength of classics. In parallel with the emphasis of the institution to increase diversity within the institution, Classics as a discipline needs to proactively put in measures to reflect the diverse nature of South Carolina, the United States, and the ancient civilizations that we study. Support of diversity within Classics is a necessary need within the field. High impact experiences drive home key competencies learned in the classroom, adding to this arsenal the real-world experiences of other cultures. Study abroad is a key formative experience for Classics students, enabling them to understand the full contextual totality of the ancient world’s impact upon modern society. Participation – particularly for those interested in classical archaeology – is an imperative, currently borne at significant personal outlay. These 3 initiatives would bring lasting transformation to the Classics Department, the College of Charleston, and the discipline as a whole. Each of these are strategic to the long-term health of the Department of Classics, and strategic to the long-term trajectory of the College.

Freshman Scholarship:
Funding: Two $2,000 scholarships, non-renewable
Eligibility: Incoming freshmen
Effective year goal: 2025
Amount needed: $135,000 endowed

Diversity Scholarship:
Funding: One $1,000 scholarship, renewable
Eligibility: Current Students
Effective Year: 2020
Amount needed: $105,000 endowed

Study Abroad Travel:
Funding: Three $2,000 stipends
Eligibility: Current Students
Effective year goal: 2020
Amount needed: $200,000 endowed
Supporting success in PK-12 education

Key to maintaining a strong student body is a strong presence and support of PK-12 education, particularly those schools that offer Latin at the middle and high school level. The College of Charleston offers a degree in foreign language education with a Latin focus. As the flagship classics program in the state, the Department has identified the need to further support those whom the College has trained and other educators within the PK-12 systems. Promotion of classics and Latin at the PK-12 level has a lasting effect upon the recruitment of highly qualified students to the College.

Classics sees need in two areas: startup costs for new teachers (alumni or new teachers placed within a SC school) and an annual colloquium sponsored by and housed at the College of Charleston for teachers to present results of successes in the classroom and to address matters of common impact to classics in PK-12 education.

- **New teacher alumni support**
  - Funding: 2 $500 awards per annum
  - Eligibility: new Latin teachers employed by a SC school or alumni employed by any school in the US within the first 3 years of hire
  - Effective Year: 2020
  - Amount needed: $1000 in annual giving

- **High School Teacher Colloquium**
  - Funding: $500 per annum
  - Eligibility: Departmentally managed
  - Effective Year: 2020
  - Amount needed: $500 in annual giving
Faculty/Student Research
One of the defining features of the College of Charleston is the expectation that faculty actively engage in research, and that such research, when applicable and appropriate, engages the undergraduate experience. Classics has been a leader in integrating research within education. These efforts come at a cost, particularly given that many research opportunities occur in the Mediterranean. In terms of student engagement, research activities come at a large cost, and many of these opportunities fall through the cracks of other funding resources. Faculty needs include supplements to current support for research and travel, particularly for work at the beginning or end of large research projects and supplemental travel to conferences to present on research that falls outside of normal reporting patterns.

Faculty and Student Research
Funding: $7,000 per annum; individual awards variable upon need/availability
Eligibility: faculty and students of Classics
Effective year: 2025
Amount needed: $250,000 endowed
### Summary of Costs

<table>
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<tr>
<th>Initiative</th>
<th>Effect</th>
<th>Annual Funding</th>
<th>Endowed</th>
<th>Annual Gifts</th>
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<td>Study Abroad Stipend</td>
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<td>New Teacher Support</td>
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<td>PK-12 Teacher Colloquium</td>
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### Strategies for Supporting Activities

A total of $691,500 is estimated as the total cost for these initiatives ($690k endowed, $1.5k annual giving), obtained within an 8-year funding drive. An intermediate goal is set for $306,500 by 2020 ($205k endowed, $1.5k annual giving). The funding strategy recommends a mix of both endowed and annual giving.

**Annual giving:** The institution has annual giving drives in the fall for faculty and staff, and for alumni and friends in the month of February. An increase in annual gifts of $1,500 would be met easily by:
- 1 gift of $125/month
- 5 gifts of $25/month
- 10 gifts of $12.50/month
- 13 gifts of $10/month

Targeting faculty, staff, and alumni specifically to monthly deductions as opposed to one-time block gifts would provide for a consistent program of support, easily budgeted by a wide swath of income brackets, and enable efficient maintenance and management of giving initiatives via controlled funding drives over the course of the year, driven towards direct and specific needs.

**Endowed giving:** The Department has a developed group of friends that regularly support ongoing initiatives – namely a series of endowed scholarships for enrolled students (Mouzon, Johnson-Vest, and Duryea) and an annual speaker fund (Guérard) which has enabled the successful production of the annual ‘Classical Charleston’ lecture series. Several supporters of these funds have ties to PK-12 education, the support of Latin education broadly, and the support of Classics majors. Other friends of the department hold to a strong commitment towards high impact student experiences and faculty/student research. Initiatives at the School level are also targeting similar goals (such as study abroad scholarships). Partnering with other units for pursuing large gifts, within which would be earmarked funds for Departmental initiatives, would be a profitable strategy.

**Other Forms of Support:** Development strategies need to go beyond dollars and cents in order develop long-term success. A broad understanding of ‘support’ needs to be engaged, which consists of advocating for the program, mentoring and advising of students, and lastly – financial support. Encouraging activities in the first two areas yield, over time, increased activity in the third. A program of regular communication with alumni and friends via electronic media (such as a newsletter), co-curricular and extra-curricular activities (personal invitations to on-campus lectures and events), and curricular initiatives (such as internships) will assist in cultivating actions of advocacy and advising among alumni and friends of the Department. The establishment of an Advisory Board will further facilitate these initiatives.