

“PHILANTHROPY is good for the soul,”



maintains James D. Robb, Cooley's new Associate Dean of Development and Graduate Programs and General Counsel. “By making a gift to your school, you can help students pursue their dreams while at the same time improving the quality of your own degree.”

Robb comes to Cooley after spending the last eight years as Assistant Dean for Advancement at Wayne State University Law School, where he oversaw large growth in charitable giving. Starting with a program that in the early 1990s was raising only about \$230,000 per year, Robb increased giving to more than \$4 million in 2000. The 38-month capital campaign he supervised ultimately generated more than \$19.3 million in gifts and pledges for that school. Before going to Wayne, Robb was a partner in the Detroit office of the law firm of Miller, Canfield, Paddock and Stone. Robb hopes for similar improvement with Cooley's fund-raising figures. “In past years, the school has not emphasized private giving. Instead, it has concentrated on building a first-rate faculty, a solid curriculum, and innovative programs. Cooley is a great school that has remained true to its stated mission of educating its students for the practice of law. Its alumni and friends have not given in large amounts primarily because they have not been asked to give. Starting today, we will be asking.”

Some alumni have wondered why private philanthropic support for Cooley is important. “The simple answer is that higher legal education is expensive to provide,” said Robb. “Our students deserve the best education and service we can offer, but at an affordable cost. We do not want them to become trapped by excessive

student debt load. Instead, we want them to achieve in school and then have the flexibility to pursue a career in whatever field they may choose.”

But Robb's reasoning goes beyond the immediate impact that alumni financial support has on students.

“For several reasons, I firmly believe that giving to your school is one of the best investments you can make. First, at Cooley, we are training lawyers who will return to our communities to serve as members of the legal profession, the profession that we ourselves chose to pursue. What those graduates accomplish will directly affect our lives, whether they become lawyers, judges, prosecutors, business professionals, or government officials. We need to ensure that we teach them the skills and values of the profession so they will be outstanding, ethical practitioners.

“Second, higher education itself is a top priority for our society. A well-educated citizenry is better informed and thus better able to govern itself. Because of the practical experiences Cooley offers, our students enter the profession with a keen appreciation of important societal issues.

“Third, the law school years form a bond that every Cooley graduate shares, regardless of his or her location or job. We can extend that bond to the current students who are going through an educational experience similar to ours and who need our help.”

Robb knows that for most people, the decision to give is an emotional one. “Some fund-raisers ask donors to ‘give ‘til it

hurts.’ I prefer to ask them to give because it feels good – and it is good. It is good for the donors. It is good for the students. And it is good for the school.”

Robb comes to Cooley to begin an exciting job. In addition to his duties overseeing Cooley's fund-raising and alumni relations efforts, he is general counsel of the school, in charge of all legal matters.

Furthermore, he is involved as a key administrator for the new J.D. program on the Oakland University campus in Rochester, Mich., and also is in charge of a new Masters of Law program currently under development.

“We are very excited about our new J.D. offerings at Oakland. For now, students will be able to take their first term at OU, then transfer to our main campus in Lansing for the rest of their legal education.

“And our new LL.M. program will focus on two highly important areas of the law, taxation and intellectual property. By offering the LL.M. classes on the weekend at our Oakland University campus, lawyers and students from across the nation will be able to obtain advanced legal training in these cutting-edge fields.”

The J.D. program began this term, while the LL.M. program will begin instruction during the 2003-04 academic year. Said Robb, “I expect that the new programs at Oakland University, coupled with Cooley's many other new initiatives, will be highly successful in making Cooley the most innovative law school in the nation.”