

When David Maloney, vice president for University Development, dons the academic regalia that OU administrators wear for graduation and convocation, he always has the same thought: *What would my mother say if she could see me now?*

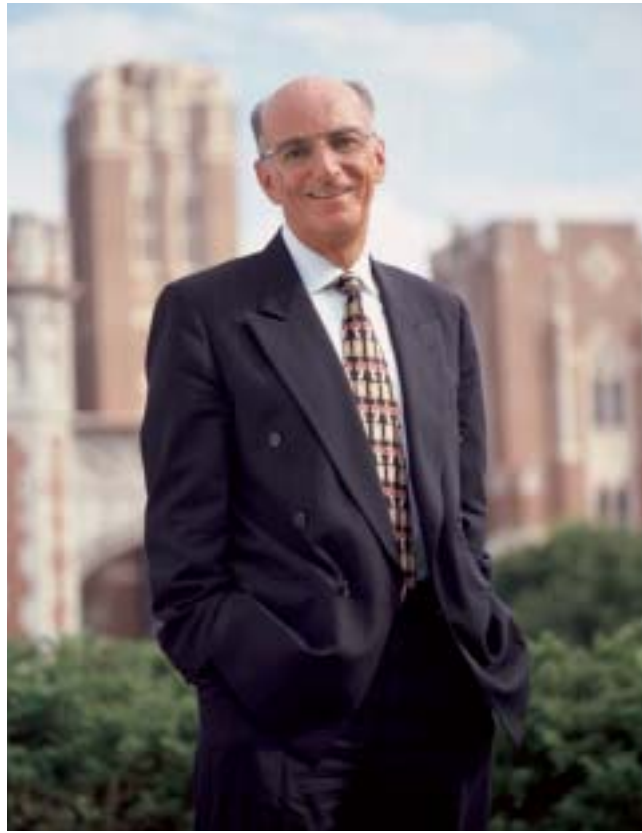
Maloney's mother and father emigrated from Ireland in the 1930s, and their hopes for their six children were relatively modest. But the man who President David Boren chose to lead OU's fundraising operation through the most successful period in its history knew early on that his future lay somewhere beyond the Philadelphia row house where he grew up.

Athletics, he decided while watching his oldest brother play high school basketball, would be his ticket out. It did not matter that he was not particularly tall or strapping. With a self-confidence that has served him all his life, he believed that all it would take was a single-minded dedication.

To ensure that he had sufficient time to pursue this goal, he decided his afternoons would be better spent on the basketball court than in school. So, using the persuasive skills that would become the tools of his trade, he talked the school office aide into marking him as present, not absent, on the attendance sheets.

It was only a matter of time, of course, before the Catholic school administrators caught on and convinced young Mr. Maloney of the error of his ways. And, as one of OU's executive officers, Maloney is quick to point out that he has been firmly against any kind of school skipping ever since.

But all that practicing did, indeed, pay off. A star in high school, Maloney earned a basketball scholarship that made him the first person in his family to go to college. As the starting point guard at Mount Saint Mary's College in Maryland, he led the team to the 1962 NCAA Division II national championship and scored more than 1,000 points in his



Sanford Mauldin

The son of Irish immigrants, OU Vice President David Maloney parlayed athletics into a college education and a career in academic fundraising that has paid big dividends for him and for the University of Oklahoma.

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great place to live. They both will tell you it was one of the best decisions they ever made.

When David Boren arrived at OU in 1994, he turned his attention almost immediately to OU's development program. Boren needed someone who could bring together OU's central development and college development operations and work in close cooperation with the University of Oklahoma Foundation to elevate fundraising to the level needed to support his ambitious initiatives.

It took Boren three weeks to realize that person was Dave Maloney. Not too many weeks later he called Maloney to his office on a Wednesday afternoon to discuss the idea of launching the Reach for Excellence Campaign. Well, Maloney responded, that would be fine. First they would need to conduct a feasibility study to determine the proper goal and create a campaign case, then they would need to have a long silent phase to secure advance gifts, and *then* it would be time to announce the campaign. *continued*

career, with a highlight game of 49 points against American University.

From there, he married the girl he had loved since sixth grade, Roberta, earned a master's degree, and went to work as a basketball coach and academic adviser, first at the high school level and then for Carnegie Mellon University in Pittsburgh. By 1983, his leadership and people skills drew the attention of CMU's president, who convinced Maloney to enter the field of alumni relations and development. Six years after he hung up his whistle, Maloney was the elite school's vice president for development.

However, by 1993, when an executive search firm inquired if he was interested in heading fundraising for the OU Health Sciences Center, Maloney realized he was ready for a new challenge. He and Roberta visited the state and the University and decided that Oklahoma might be a

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As Boren tells the story, he listened to all that information and admitted that he actually was thinking about launching a \$200 million campaign that Friday. The president often jokes that Maloney is not in those festive pictures of the campaign announcement because he was inside Evans Hall saying the rosary. But the truth is, Dave Maloney was having a great time that day and on virtually every day of his nine years at OU.

It has been a thrill to be a part of the adventure and excitement of Boren’s remarkable presidency, says Maloney, who is convinced that no other university president in the country is more adept at fundraising or has impacted his institution in so many positive ways.

“One of the luckiest things that has happened to me since I became president of OU is that Dave Maloney said ‘yes’ to my request that he become Vice President for Development,” says Boren.

“Dave is simply the best in his field in the country. Above all, he is a person of total integrity who genuinely appreciates the generosity of our donors and is dedicated to respecting their goals in making gifts. Through it all, Dave is a wonderful friend. Working with him is both fun and rewarding.”

Maloney is proud of the sense of teamwork that has developed among the University’s fundraising operations. Together, this team has assisted President Boren in achieving phenomenal success, including the \$514 million raised in the Reach for Excellence Campaign and a record of private contributions that is broken with each succeeding year. In 2002, OU joined Harvard, Stanford, Notre Dame, Ohio State, University of Virginia and the University of Wisconsin at Madison as one of the seven public and private research/doctoral institutions to receive the nationally prestigious Circle of Excellence in Educational Fund Raising Award from the Council for Advancement and Support of Education.

Ron Burton, president of the University of Oklahoma Foundation Inc., considers Maloney’s coaching background as a key to his success. “Dave has a way of motivating people and then stepping out of way so they can get the job done. He treats people like he would want to be treated, and people respond to that. They work hard because they don’t want to let him down.”

Burton and Maloney have worked closely together over the last nine years, and Burton has appreciated the vice president’s ability to keep things in perspective. “We haven’t always agreed, but we can always work things out because we



Robert Taylor

Dave Maloney, pictured here with University of Oklahoma Foundation trustee Jane Harlow, of Oklahoma City, uses a team approach he learned on the basketball court to promote the University’s private fundraising program.

both understand that we aren’t here for the purpose of building our egos; we are here for the good of the University of Oklahoma, and that has to come first.”

The dramatic ways that private fundraising has transformed the University of Oklahoma and the quality of education for its students has been a great source of satisfaction for Maloney. He and Roberta greatly value their relationships with the OU donors who have made this transformation possible.

Among those donors is Regents Chairman Mary Jane Noble. “The thing about Dave Maloney is that he has a natural instinct for always knowing the right thing to do,” says Mrs. Noble. “He is great fun to be with, but he also knows how to take care of people and how to handle difficult situations. One reason he is such a good fundraiser is that when you are with him, you forget he’s with the development office. He feels more like a member of the family.”

As a former coach, Maloney treasures the opportunities to help his staff members develop their potential and to be a part of OU’s recent phenomenal success in athletics. Faculty, staff and students continue to impress him with their gratitude, willingness to help with fundraising and dedication to the University.

And then there are the academic professionals. He hopes that his mother, who was so distressed that her son was studying basketball instead of history, can look down from heaven to see him in those resplendent robes.

—ROBYN TOWER