

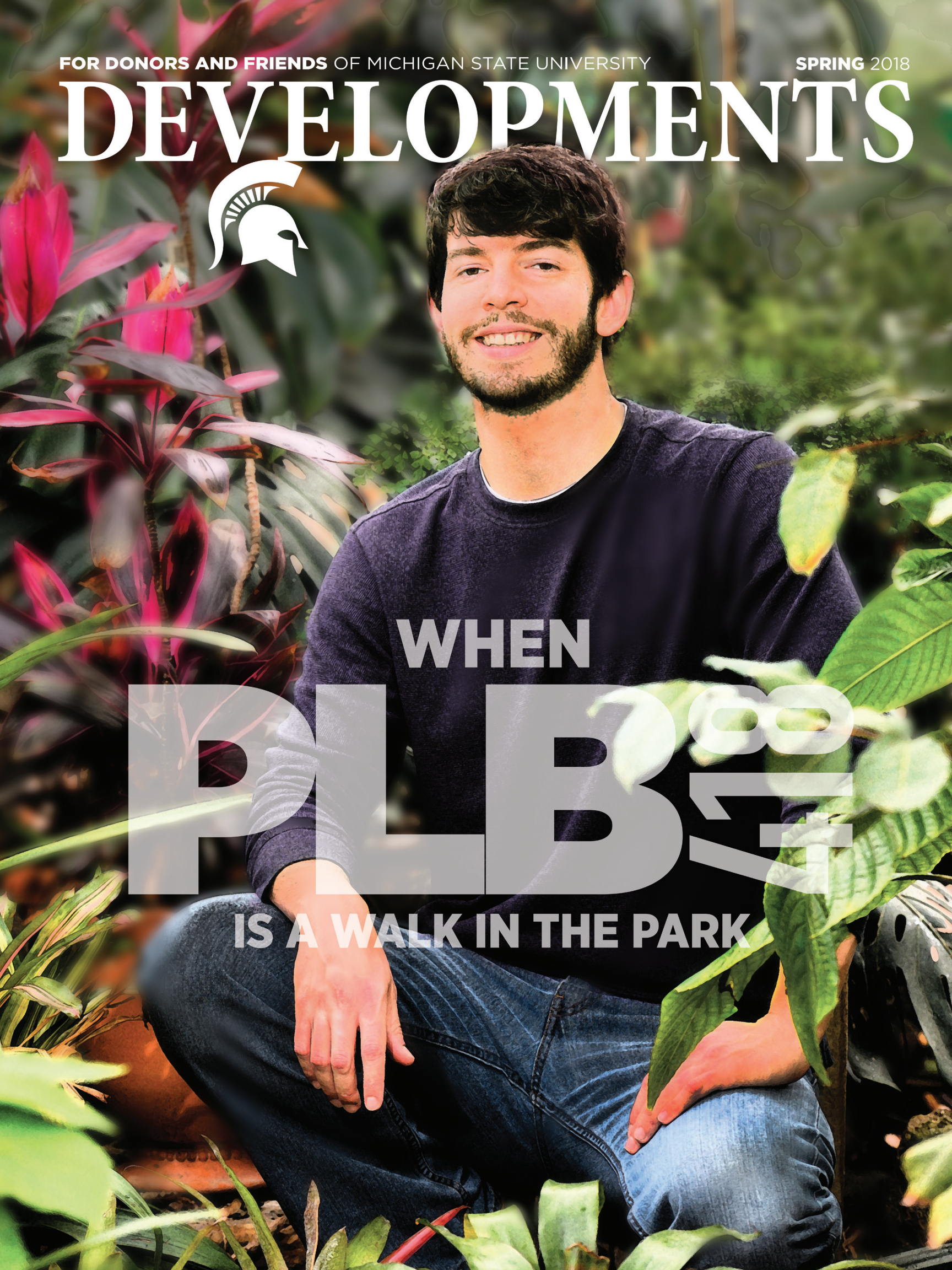
FOR DONORS AND FRIENDS OF MICHIGAN STATE UNIVERSITY

SPRING 2018

DEVELOPMENTS



WHEN
PLEBE
IS A WALK IN THE PARK



Opening Doors to **Medical Discovery**

Researchers in the Department of Obstetrics, Gynecology, and Reproductive Biology in the College of Human Medicine are thriving in the new MSU Grand Rapids Research Center. The department has grown from ranking 20th to now 12th in National Institutes of Health funding, reflecting the number of top researchers it has attracted.



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DEVELOPMENTS

For Donors and Friends of Michigan State University

MSU Developments, published three times each year, is devoted to the inspiration and impact of private philanthropy at Michigan State University.

Vice President for University Advancement

Robert W. Groves

Editorial Team

Stephanie Motschenbacher, Director

Lois Furry, Editor

Dave Giordan, Art Director

Contributing Writers: Devon Barrett and Christina Schaffer

Copy Editors: Linda Dunn and Sarah Wardell

Photos: Harley Seeley

Michigan State University

University Advancement

University Development

Spartan Way

535 Chestnut Road, Room 300

East Lansing, MI 48824

(517) 884-1000 • givingto.msu.edu

The generosity of thousands of alumni and friends empowers MSU's students, faculty, and leaders to accomplish the extraordinary every day.

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To explore how you might provide financial support to MSU, contact the University Development office in your college or unit, or call (517) 884-1000.

Estate Planning

To remember MSU in your will, personal trust, qualified retirement plan, or IRA, contact the Office of Gift Planning at (800) 232-4678 or (517) 884-1000.

The correct reference is: Michigan State University, East Lansing, Michigan, and the federal tax identification number is 38-6005984. If you have already named MSU in your estate plans, please contact us so we can welcome you to the Linda E. Landon Legacy Society. For more information, go to giftplanning.msu.edu.



Leroy Dell ('66) dons his Alumni Service Award Medallion.

SUPPORT WAS A "SHOE-IN"

"I had run out of money by my last term as a senior," remembers Leroy Dell, a 1966 civil and environmental engineering alumnus, "and I got a grant from one of the funds that paid my tuition, books, and enough money for a pair of shoes. Basically, since then, I've always wanted to give back to the College of Engineering," he added. "That's why I've been doing it all these years."

On October 19, 2017, MSU held a reception at Cowles House to honor previous winners of MSU Alumni Association Grand Awards and present them with commemorative medallions.

Leroy was among them. He received his MSU Alumni Service Award in 1998. His ongoing support of the College of Engineering includes an endowed fund for graduate education in the Department of Civil and Environmental Engineering (CEE). He and his late wife, Cheryl, established a fellowship in 2004 to foster promising students in CEE's advanced programs.



CELEBRATING A CONSTRUCTION MILESTONE

More than half of \$60M fundraising goal secured

This February, Eli Broad College of Business students, faculty, staff, and alumni gathered to watch as the final steel beam was raised and placed atop an emerging structure.

The 100,000-square-foot Business Pavilion is set for completion in 2019. It is a \$60 million undertaking, for which \$35 million has already been raised, thanks to corporate partners and donors.

Eli and Edythe L. Broad Dean Sanjay Gupta remarked: "This building is not just a space to enhance the student experience. It goes far beyond this. The new Business Pavilion is a symbol, a point of pride, and a statement made toward teaching and learning, while ultimately achieving one's Spartan goals and dreams."

View ongoing progress at go.msu.edu/broad-cam

Learn more about supporting the Business Pavilion project by contacting Senior Director of Development Vivian Leung at leungv@msu.edu or calling (517) 355-8504.



David Moehring ('60) made a challenge gift.

24 HOURS OF GIVING

From 12 a.m. to 11:59 p.m. on Tuesday, November 28, 2017, Michigan State University's #GiveGreenDay campaign raised more than \$580,000 thanks to gifts from more than 3,400 donors from around the world.

Alumnus David Moehring made a \$50,000 challenge gift to help bolster participation—and bolster it did. Throughout the day, his gift provided bonus money for projects that met their goals and matched gifts dollar for dollar during hourly giving challenges.

The first gift, \$500 from an alumnus in Houston, TX, came in at exactly 12 a.m. Gifts ranged from one dollar to an anonymous gift of \$25,000, and originated from 44 states and 12 countries.

This year's Give Green Day will take place on November 27, 2018.

Learn more about supporting Give Green Day 2018 by contacting Senior Director of Annual Giving Kathleen Deneau at deneauk@msu.edu or calling (517) 884-1136.

DID SOMEBODY SAY... MCMAHON?

Scholarship honors generous McDonald's pioneer



George Melnik ('69) grew up knowing one thing for certain: He was not going to let his circumstances dictate the rest of his life.

The son of Soviet refugees, George was born in a displaced persons camp in Germany before his family immigrated to the United States in 1952 and settled in Pontiac, Michigan. When his mother unexpectedly passed away later that year, George's father was left to raise their young family and, well, his childhood wasn't great.

That's why he chose Michigan State. It was his chance to get away from home and get on a new path.

"My situation made going to college difficult, but MSU was an inviting and nurturing environment, and a new adventure," George says. He chose a course of study in the Justin Morrill College, which he liked for its academic flexibility and emphasis on languages (he grew up speaking Russian).

After his freshman year, he spent the summer working at his hometown McDonald's to earn money for next year's tuition.

But he didn't earn enough. He was \$500 short.

To this day, he's not sure what would've happened to him if Lillian McMahan hadn't stepped in.

Lillian McMahan was his boss at McDonald's, and she knew a thing or two about getting ahead. She'd started working for McDonald's as a secretary for founder Ray Kroc. By 1960, she was the first woman in company history to own a McDonald's franchise.

She wouldn't hear of George turning his back on a college degree. So she offered him a loan. He accepted and was able to return to MSU.

Later, he balanced classes with a second-shift job at the Oldsmobile plant to pay his bills. He finished his degree in four years, graduated, and continued to work through graduate school.

He earned a Ph.D. He joined the faculty in the College of Pharmacy at the University of Texas at Austin. And he paid back Lillian McMahan.

"I never saw her again after that summer at McDonald's," George says. "But I did write her a thank-you card. I put a check inside, and my business card, and I wrote that if it wasn't for her, and her generosity, none of this would've been possible."

Now, George is paying it forward and making sure Lillian's generosity is never forgotten.

He has made a gift to the Residential College in the Arts and Humanities—the largest single gift RCAH has ever received—to create the Lillian McMahan Endowed Scholarship.

Melnik's gift, which has earned him recognition in both the Snyder and Landon societies, is the combination of a charitable bequest through his estate plans and a securities pledge that will start generating scholarship funds immediately, to help a new generation of humanities students.

"I want them to know that it doesn't matter where you came from," George says. With hard work and a humanities degree—which, George says, he put to

use every single day—they, too, can change their circumstances.

And if they, like him, need a little help, he'll be their Lillian McMahan.

Learn more about making a gift to RCAH by contacting Director of Development Emily Fijol at fijol@msu.edu or calling (517) 884-5997.



George Melnik ('69) on a bike tour of Germany, where he was once a refugee.



Ron Miller ('84) went from car manufacturing to medicine.

SHIFTING GEARS

Alumnus who took an unconventional road to medicine creates scholarship for future doctors in osteopathic medicine

Ron Miller ('84) lives life by four simple rules: Find a job you love, count your blessings, use the power of choice wisely, and surround yourself with people who will be there for you when the chips are down.

He followed those guidelines all the way from his childhood in Saginaw to a General Motors manufacturing facility, to medical school, and a career that's included leadership of a national medical organization.

Now, with a \$50,000 cash pledge, he has established a scholarship in the College of Osteopathic Medicine to help future doctors whose paths to the medical field may look a little like his own.

Ron had a career with GM in Saginaw when he decided to further his education, first with an associate degree at Delta College and then a bachelor's degree at Saginaw Valley State University.

While both of those endeavors were challenging enough for someone who was working full time, when he decided to go to medical school as a husband and father of three, the degree of difficulty climbed exponentially.

Ron credits his wife Diane for carrying the load at home while he pursued his studies. He's also grateful to MSU, and for those at the university who supported him, including the late Dean Myron Magen.

"We really struggled," Ron says. "If it hadn't been for Dean Magen—he made a phone call and got us a loan to get us through our last year—I'm not sure what would have happened."

Ron began practicing family medicine, but found himself increasingly drawn to dermatology, and he found a mentor in Dr. A.L. Messenger, a

dermatologist from the Lansing area.

Ron went on to open his practice in the Lansing area. In addition to becoming a fellow of the American Osteopathic College of Dermatology, he also served on the organization's executive board and as its president.

After more than 30 years in practice, 19 of those in partnership with another MSUCOM alumnus, Mark Hatch, Ron wanted to share his gratitude for the chance to follow his passion. So he talked with his wife about the possibility of establishing a scholarship at MSUCOM.

"I got an exceptional education at Michigan State. I said to Diane, 'Why don't we help someone who has the same struggles that we did?' We wanted to be part of initiating a form of thankfulness to our community—it's just a chance to give back."

It was Diane's idea to offer it to a student who is married, preferably with children. The two hope that those who receive it will remember and pay that gift forward.

"We hope that they'll do the same thing for someone else someday," Ron says.

Learn more about supporting students in the College of Osteopathic Medicine by contacting Director of Development Chris Surian at surianc@msu.edu or calling (517) 355-8355.

TAKING ON A POSITION OF “EPIC” PROPORTIONS

Erickson legacy lives on in education policy research



Katharine Strunk is the first to hold the Clifford E. Erickson Distinguished Chair in Education.

Dr. Katharine Strunk didn't necessarily spend her career preparing for a move to Michigan State. But when she came to East Lansing in 2017 to become the inaugural Clifford E. Erickson Distinguished Chair in Education, and to co-direct the new Education Policy Institute Collaborative (EPIC), she was ready to hit the ground running—and she did.

In fact, the only thing this leading education policy researcher might not truly have been prepared for was the brutal mid-Michigan winter. Because, for her to take this exciting, career-culminating opportunity, she and her family had to uproot themselves from sunny, warm Los Angeles, California.

If that, alone, isn't enough to convince you of the magic and magnetism of endowed faculty positions, you need only look at Strunk's career so far—and listen to the enthusiasm and sense of urgency with which she talks about her work—to understand why she and MSU were meant to come together.

She came to MSU from the University of Southern California, where she was an associate professor in the Rossier School of Education and the Sol Price School of Public Policy. Concurrently, she spent nearly a decade building a relationship with the Los Angeles Unified School District, where she worked directly with administrators to analyze and implement policies that would attract the best teachers to schools that needed them the most, provide training that would help them better serve their students' needs, and retain early-career teachers. With nearly 700,000 students and 30,000 teachers, the district also served as an enormous data set for Strunk's research into the effectiveness of the very policies she was helping to implement.

Now, the state of Michigan is her data set. She and EPIC co-director Josh Cowen are developing new ways to assist policymakers in Michigan with the monumental task of improving K-12 education across the state, in districts of all stripes, whose challenges are as unique as the land they inhabit. And EPIC has both the College of Education and the Michigan Department of Education on its side.

"You don't often find a state that looks at its own educational performance and says 'We need to fix this, but in order to do that, we really need to have research inform the programs and policies,'" she says. "But the Michigan Department of Education wants to do exactly that, and we have a dean [College of Education Dean Robert Floden] who recognizes that this kind of work is really important."

Important enough that Floden felt it should be a part of the Erickson legacy.

The Clifford E. Erickson Chair was created by Clifford's son, the late W. Bruce Erickson, to honor his father's contributions to MSU. The elder Dr. Erickson presided over the School of Education's transition to a full-fledged college, then served as the college's dean, and later as university provost, before his passing in 1963. During Dr. Erickson's tenure as dean, the college rose to prominence among schools of its kind in the United States, and it remains there today. It ranks in the top 10 nationally in eight different graduate programs, among them elementary and secondary education (which have held the number one spot for 24 consecutive years), higher education administration, and education policy.

So it's poetic that the Erickson Chair's holder is working on a project that could also blossom into national prominence: Strunk sees EPIC potentially becoming a model for any state whose education system would benefit from objective, scientifically sound policymaking.

Could she have done this kind of work elsewhere? Maybe. But here, with funds from the endowment, and the structural support of MSU's excellent College of Education, it's hard for her to imagine doing the work anywhere else.

"It really helps to have someone say, 'We believe in this work enough that we're going to provide you with an endowed chair that you can use in support of it,' and that's exactly what I've done," she says. "And I'd like to think I have a very long career ahead of me, and the commitment that the university and the college have made is really meaningful for someone at my stage of my career."

From the beginning, Strunk has thought of her work as "research with consequence," and it seems that she's found a kindred spirit, not just in her colleagues, but in Michigan State University as a whole.

"I think it's being part of a land-grant," she muses. "Not just that we are a land-grant, but that the university's service orientation is such a huge part of its mission. This is the kind of place that really *wants* to support research and that is in the service of something larger. That's a really powerful thing."

And, as an added bonus, her office in Erickson Hall, which has a lovely view of the Red Cedar out one window and the busy Farm Lane crosswalk out the other, is plenty sunny and warm these days.

Learn more about supporting endowed positions by contacting Senior Executive Director for University Development Kris Bradley at kbradley@msu.edu or calling (517) 884-1084.



Susan Lucken (center) at the 2017 College of Nursing Scholarships and Awards Banquet, with this year's Lucken Scholarship recipients, Hannab Lynn Hammond (left) and Jordyn Elizabeth Barta (right).

PASSION: PASS IT ON

Susan Lucken ('83, Nursing) knew at age 5 that she wanted to be a nurse—and that year, she had the Halloween costume to prove it. Her mother made sure she looked the part, with a nurse's cape, and a name tag that listed "Beaumont Hospital" as her place of employment.

A few years and a BSN degree later, Susan embarked on what would become a successful and rewarding 30-year career as a nurse at—you guessed it—William Beaumont Hospital in Royal Oak.

Now, she's helping the next generation of passionate Spartan Nurses. In the spring of 2015, she made a gift to the College of Nursing to create the Susan Varbedian Lucken Nursing Scholarship, which made an immediate impact. As of the 2017/18 school year, three students have been awarded the Lucken Scholarship, and Susan has been able to watch their futures unfold.

"Seeing the money at work is both motivation and reward," Susan says. "I was fortunate that my parents paid for my education, while other members of my class balanced coursework with part-time jobs and families. Nursing school was rigorous and so demanding; our goal with the scholarship is for students to be able to concentrate on academics."

Learn more about making a gift to the College of Nursing by contacting Director of Development Eric Sturdy Jr. at sturdyjr@msu.edu or calling (517) 432-1187.



At the annual Spartan Fund Endowment lunch, athletic scholarship donors had the opportunity to meet scholarship recipients whose lives are impacted by philanthropic support. Alumni John and Becky Duffey pose with sophomore quarterback Brian Lewerke, the recipient of the John and Becky Duffey Football Scholarship. During Empower Extraordinary, MSU Athletics has established 196 new endowed scholarships valued at more than \$45 million.



WHEN PLB418 IS A WALK IN THE PARK

Graduate education builds the next generation of leaders, teachers, and scholars.



Imagine walking across MSU's botanically rich campus and being able to identify the family of every plant you encounter. That's one of the intimidating tasks facing students in Plant Systematics, also known as PBL418. But with

graduate teaching assistant Matthew Kolp leading the way, they needn't worry.

Over his five years of graduate study, Kolp has become a recognized expert in developing creative and engaging teaching tools that guide students to deeper learning through participation.

Former PBL418 students found to their amazement that they could confidently identify all those plant families.

While completing his Ph.D. in plant biology, Matthew Kolp discovered a gift for teaching and a passion for the science of saving trees.





They fondly describe his teaching with words like *involved, enthusiastic, effective, kind, approachable, and dedicated.*

Kolp recently received one of six MSU 2018 Excellence-in-Teaching Citations and has twice been a Future Academic Scholars in Teaching Fellow.

But Kolp is more than just a great teacher. He also is an up-and-coming plant biology researcher with a lofty goal. He wants to restore native chestnut trees in North America. The mighty chestnut was once one of the most valuable trees in the Eastern United

States' ecosystem before chestnut blight decimated populations of this once majestic tree. His research lies in the interactions of the many types of microorganisms inhabiting the stem and branch cankers of chestnut blight. Specifically, he is investigating how the microbiome influences disease symptom expression and is assessing how fungi in the environment can invade blight cankers and influence the severity of blight on infected trees. If that sounds complicated—and it is—suffice it to say that he's exploring ways to blunt the effects of chestnut blight.

Matthew Kolp is but one of MSU's 11,023 graduate and professional students having a profound effect on the teaching, research, and outreach of MSU, says Thomas Jeitschko, a professor of economics who last fall became the associate provost for Graduate Education and dean of the Graduate School. Jeitschko recently shared his insights on the footprint of graduate education at MSU and its promise for a better world.

What is the impact of graduate education?

Advanced degrees are a key driver for innovation in a wide variety of fields—providing not only a well-trained workforce but also fresh perspective and enthusiasm. It is the graduate students of today who will be the researchers of tomorrow, and who will solve what until now have proven to be intractable problems in need of new thinking and approaches. The world's prosperity is tied to our ability to be innovative and creative, and to translate good ideas into solutions that build our economy, strengthen our communities, and improve the quality of life for individuals.

The collaborative environment at MSU, where graduate students are shaped into emerging scholars and put to the test by experienced faculty, is perhaps our greatest asset when it comes to generating new ideas and innovation. As graduate and professional students complete their training, they also provide critical support for faculty in their ongoing research efforts. Our ability to attract and retain top faculty who build dynamic research programs is directly related to their having great students to work with.



*Thomas Jeitschko
Dean, Graduate School*

How do graduate assistants help create a **dynamic learning experience for undergraduates?**

Many undergraduate students find success because a graduate teaching assistant provided the boost they needed to cross the finish line of that dreaded required economics, or psych, or math class. Graduate students are some of the most innovative and enterprising instructors in the classroom—and because our graduate student population is very diverse, they frequently become key mentors who are able to connect with students from underrepresented backgrounds. Graduate students will touch the lives of thousands of undergraduate students during their training and in their future careers. Their MSU training gives them the opportunity to hone inclusive teaching methods that will make a big difference to the future of our state, our nation, and beyond.

How do graduate students **impact communities,** even as students are receiving their training?

MSU's professional and master's programs have strong ties and connections to the communities around us—with our health colleges being community-based, our law college engaged directly with community needs, and our many master's programs often working directly with community stakeholders across the state, be it in social work, music, journalism, entrepreneurship, engineering, and many more. Add to this the many students from all over the world who realize their most exciting dreams by coming to MSU to get a world-class education that allows them to help transform the world, and it is clear that graduate training is one of our most effective instruments of outreach.

Doctoral students are impacting communities as well. For example, the Adolescent Diversion Program of the Psychology Ecological-Community Program has engaged doctoral students in community efforts to generate alternatives to incarceration for young offenders.

Many graduate and professional students complete MSU's Graduate Certification in Community Engagement. The certification is designed to help students tailor their program of study to strengthen their scholarly and practical skills in community-engaged work. To successfully complete the certification, students must complete a 60-hour mentored community engagement experience as well as show mastery of core engagement competencies.

The Council of Graduate Students established an endowment in 2010 to recognize graduate and graduate-professional students with the COGS Disciplinary Leadership Award. It is a testament to the importance graduate students place on community involvement that winners are recognized for showing significant community leadership.



Monica Villarreal, MSW, with Flint children picking up clean drinking water.

FLINT WATER CRISIS: Growing leaders and facilitating change

Monica Villarreal, a recent Master's of Social Work alumna, cut her social work mettle as a graduate student helping to create Flint Community Help Centers, modeled on successful programs developed in communities that have experienced crisis. The project built on the strength and resilience of the Flint community to develop collaborative solutions that no one organization could solve alone, says Villarreal, who is privileged to serve as chair of the Advisory Board overseeing the project.

How do **graduate fellowships help** ensure excellence in graduate programs?

Graduate fellows form a cornerstone to strong programs. With stable funding, these students have more flexibility to explore research interests and collaborations. Fellows work in partnership with faculty and other graduate students to advance research and mentor undergraduates, as they hone skills for leadership in their own careers.

Endowed fellowships ensure that Michigan State can attract the finest leaders to its doctoral programs, strengthen our teaching and research mission, and provide significant incentives to encourage the best students to make MSU their home.

What is needed to **strengthen and grow graduate education** at MSU?

At a time when the growth of U.S. research activities is most critical, federal and state resources that help provide funding for graduate students have diminished. At the same time, Michigan-based businesses struggle to find skilled workers to fill high-tech jobs due to the shortage

of domestic students earning advanced degrees in science, engineering, and technology fields. And we know there is a coming shortage of qualified faculty to meet the growing demand in higher education.

Fellowships are one of the best ways to attract top applicants, helping us to recruit the most capable graduate students who often are comparing multiple offers from other universities. Right now, with approximately 200 exceptional students nominated each year by deans and department chairpersons as the “best of the best,” MSU only has resources to offer 40 university-wide fellowships. Our competitors with a strong history of raising funds for fellowship endowments offer closer to 100. So we must continue to invest in fellowship endowments. It is the bedrock for maintaining our competitive edge as a university, and for maintaining the quality of what we bring to the state and nation.

To date during the *Empower Extraordinary* campaign, 1,295 donors have contributed more than \$15.7 million to the Graduate School in support of graduate education, surpassing a \$9 million goal.

MSU is committed to continuing to create a cadre of outstanding graduate students who make a difference as they work alongside faculty in teaching and research. Private support for graduate fellowships is an important part of ensuring progress.

Learn more about making a gift to support graduate education at MSU by contacting Senior Director of Development Jennifer Bertram at bertram9@msu.edu or calling (517) 432-7330.



ADVANCING KNOWLEDGE

Four MSU graduate students recently earned Department of Energy Office of Science Graduate Student Research Program awards for their work in various areas of science, technology, engineering, and mathematics, making MSU the most-decorated institution represented in the program.

The award allows students to spend three to 12 consecutive months at a DOE national lab conducting thesis research in collaboration with DOE scientists and MSU faculty. The MSU students will be hosted at Oak Ridge National Laboratory, Pacific Northwest National Laboratory, and Fermi National Accelerator Laboratory.

THE BEST of THE BEST

MSU's University Fellowship Program is unique in requiring nominees to demonstrate leadership potential. They are required to have experience mentoring others, leading student organizations, volunteering with nonprofits, and professional career know-how.

Joyce-Zoe Farley has a master's degree in oral history from Columbia University, where she completed a documentary film thesis on civil rights pioneers. She makes documentary films using oral history techniques and is pursuing a Ph.D. at MSU, examining race, riots, and rebellion in 1967 Detroit. Her work in visual storytelling will help urban communities navigate a future by understanding their past, particularly as she unfolds the individual oral histories of Detroit residents.

Learn more at go.msu.edu/farley-best



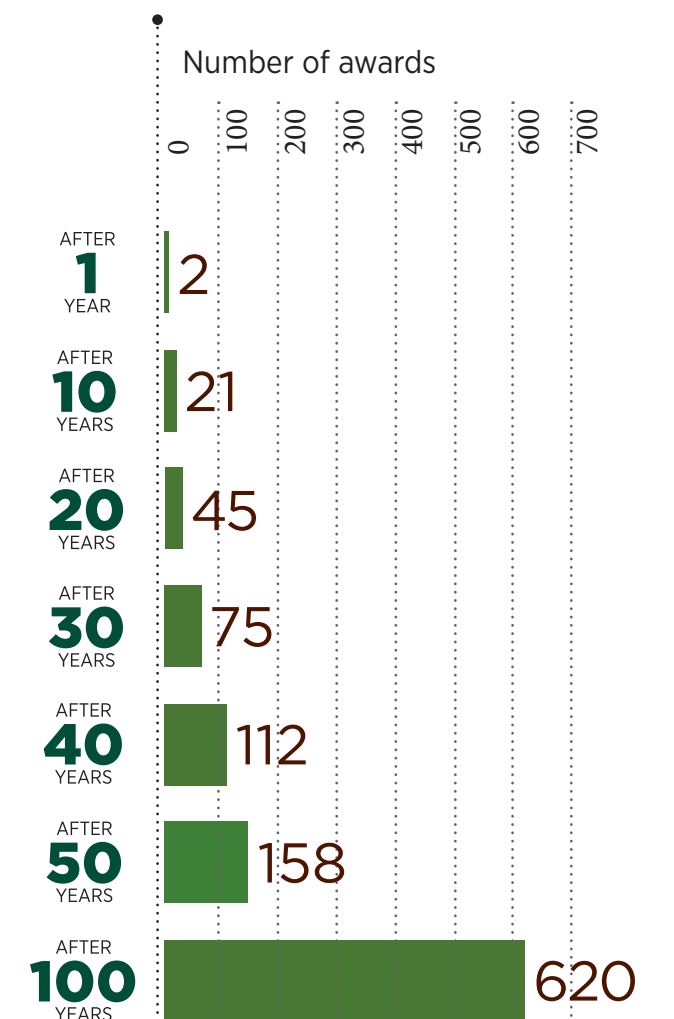
Joyce-Zoe Farley, University Distinguished Fellow.

THE GROWTH OF AN ENDOWMENT

An example of the growth of an endowed gift over 100 years

ENDOWED 5-YEAR FELLOWSHIP

Total Awards from a \$1M Endowed Gift

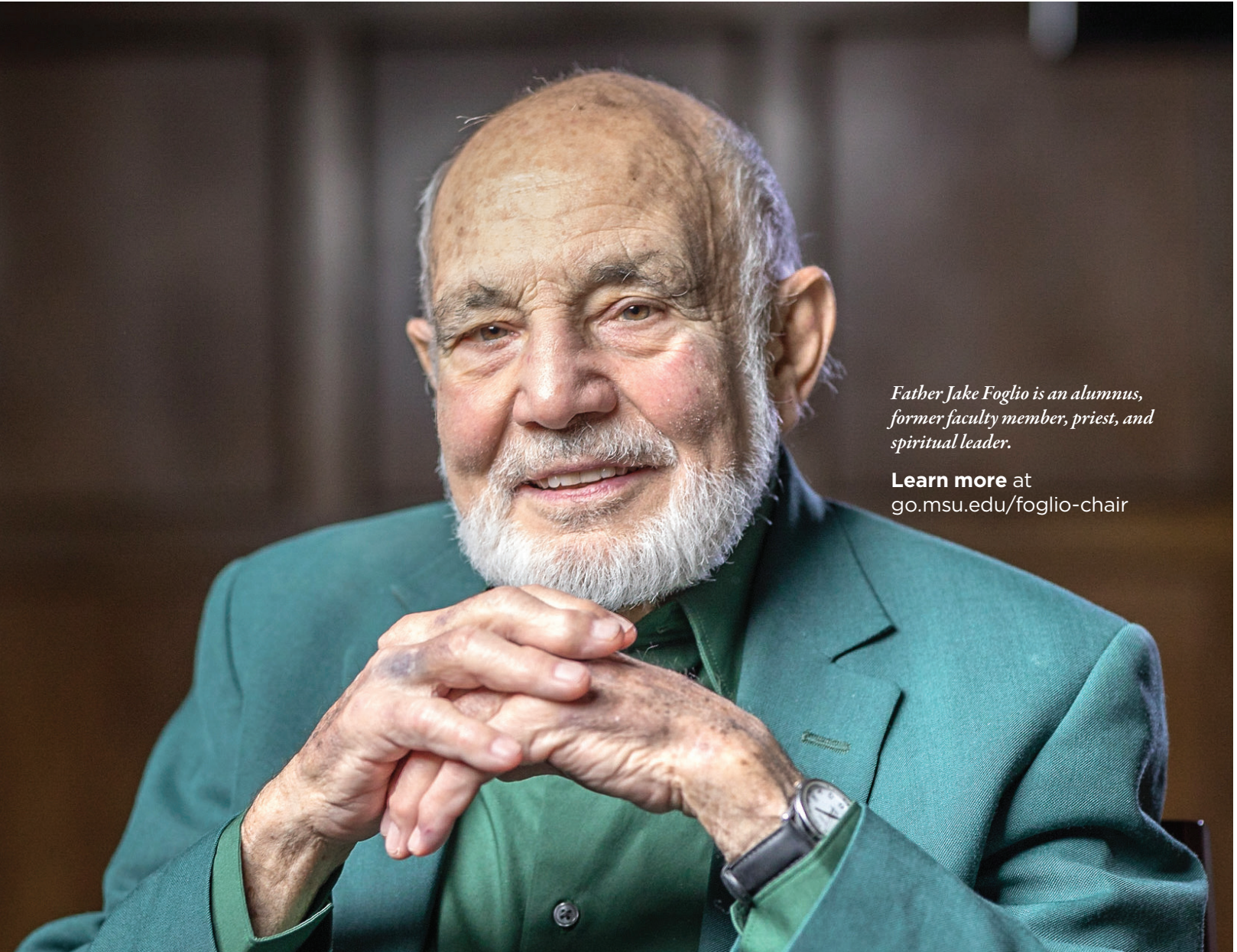


Assumes \$27,000 stipend, 4.6% payout, and 6.8% average return. Fellowships are awarded each year for five years.

Gwendolyn (Gwen) Norrell was a faculty leader in the NCAA.



MSU Athletics supports two new endowed faculty positions



Father Jake Foglio is an alumnus, former faculty member, priest, and spiritual leader.

Learn more at go.msu.edu/foglio-chair

Two new endowed positions have been created at MSU to focus on the holistic well-being of students through spirituality and psychological development. The positions are the 81st and 82nd endowed faculty positions established during MSU's *Empower Extraordinary* campaign toward a goal of creating 100 new endowed faculty positions to provide critical resources for recruiting and retaining leading faculty members.

The Foglio Chair of Spirituality in the College of Arts and Letters honors Father Jake Foglio, an alumnus, former faculty member, longtime priest, and mentor to countless MSU student-athletes and coaches. Father Jake also has been a longtime stalwart of medical ethics training for the College of Human Medicine.

The Gwen Norrell Professorship in Youth Sport and Student-Athlete Well-Being in the College of Education is named for a now-deceased faculty member who broke ground for women in athletics leadership in the Big Ten Conference and the National Collegiate Athletic Association.

The endowments were made possible through a reinvestment of \$3 million in media revenues from the Big Ten Network. In addition, alumni and friends of Father Jake Foglio have already raised an additional \$600,000 to elevate the Foglio fund to an endowed chair, a more prestigious faculty position.

"Father Jake Foglio and Dr. Gwen Norrell are renowned forces for good at Michigan State, and we are proud that their legacies will live on

to enrich the lives of others for generations," says MSU Interim President John Engler. "The academic mission is at the core of everything we do at Michigan State, so it is fitting that these endowments will help attract and retain world-class scholars who will elevate and sustain the educational experience and academic excellence of the entire university."

FATHER JAKE FOGLIO

After graduating from MSU in 1951, Foglio worked for WKAR before serving in the United States Marine Corps. He graduated from Sacred Heart Seminary in Detroit in 1957 and was ordained a priest in 1961. He served St. John Student Parish (now St. John Church and Student Center) near MSU's campus, since 1970. Father Jake joined the MSU Department of Family Medicine in 1986 to assist with medical behavioral science teaching and counseling and served as an assistant professor in the department until his retirement in 1997.

"As students move through the MSU curriculum, they have the opportunity to think about their values and explore how they might put them into practice to live a meaningful life," says Christopher Long, dean of the College of Arts and Letters. "The spirituality chair will bring new research and scholarship to our commitment to help students understand more deeply what it means to be human and how to enact that humanity in whatever profession they undertake."

For more than two years, the athletic department and the College of

Arts and Letters worked with a committed group of donors to endow the Foglio chair position to make the practice of spirituality more available to all MSU students. MSU alumnus Kellie Dean helped secure more than \$600,000 in gifts for the position, which created the endowment with an additional \$1.5 million from revenues. There is an ongoing fundraising campaign to secure an additional \$900,000 to support the spirituality chair position.

GWENDOLYN NORRELL

Norrell joined MSU's faculty in 1945 and during her tenure was the highest-ranking woman in the history of the NCAA, serving as vice president during the 1983-84 and 1984-85 academic years. She also was the first woman in history to serve as a faculty athletic representative in the Big Ten Conference when she was named to that position in 1979, serving until 1988. Norrell served as a professor and assistant director of MSU's Counseling Center until her retirement in 1988. Norrell passed away in 2004 and is remembered as a dedicated teacher, an insightful administrator, and an individual who possessed the ability to promote change and unify individuals of diverse backgrounds and opinions.

The Norrell Professorship will enable the Department of Kinesiology in the College of Education to support a leading-edge scholar with a

research focus in promoting the psychological well-being and adaptive development of young athletes. The professorship is fully funded with \$1.5 million from revenues.

"Dr. Norrell was a strong proponent of student-athlete welfare," says Robert Floden, dean of the College of Education. "This position will strengthen a hub of expertise and excellence to put us at the forefront of research, policy, and practice to influence positive outcomes for students who participate in sports, and to provide instruction and mentoring for the next generation of coaches and educators."

"Our coaches and student-athletes have benefited from the advice and counsel of Father Jake for decades," says Bill Beekman, interim MSU athletic director. "At the same time, we recognize the value of youth programming led and developed by scholars like Gwen Norrell, which offers a critical foundation for safe and healthy participation in sport, whether that's through K-12 schools or community programs."

Learn more about support for endowed positions by contacting Senior Executive Director for University Development Kris Bradley at kbradley@msu.edu or calling (517) 884-1084.



STRIKING A CHORD

\$1 million gift from Byron and Dee Cook for Music Pavilion is second campaign gift

Byron and Dee Cook have made their second \$1 million gift in the *Empower Extraordinary* campaign.

Their first gift created an endowment for the discretion of the Athletics Director.

Their latest gift is helping launch plans to build a new 35,000-square-foot Music Pavilion and renovate another 8,500 square feet in the 1940s-era Music Building and its neighboring Music Practice Building.

“As the clock runs out on the campaign, we are thrilled to have the opportunity to make a second gift that is just as meaningful as the first,” says Dee, who serves as co-chair of the *Empower Extraordinary* campaign. “We are overwhelmed and thrilled to be part of the growth of two areas we love so much at MSU.”

Support for the College of Music reflects a connection that first resonated with the couple decades ago.

Dee was an MSU Trustee when Byron said, “I want to know where you see the greatest need around the university.”

Back in their student days, Dee sang in Big

Bands, while Byron played trombone in the Spartan Marching Band. So it was natural that she began to talk about the needs in the College of Music.

Dee’s 16 years of service on the Board of Trustees ended in 2006, but the Cook connection to the College of Music is as strong as ever.

As loyal patrons and charter members of the College of Music’s National Leadership Council, they have long dreamed of a new building for the college. But they realized that was not going to be possible in the short term. So in 2011, they asked Jim Forger, dean of the College of Music, what—short of a whole new building—would have the most impact?

“Without blinking, he said ‘we need to renovate the performance space for recitals because everyone uses it—students, faculty, visiting artists, and patrons,’ Byron recalls.

The beautifully transformed Cook Recital Hall, named in their honor for their lead gift, opened in the fall of 2012. They believe seeing the impact of the recital hall on the performance life of the college helped jump-start the new Music Pavilion project.

“Byron and Dee Cook are true MSU ambassadors: They care for every corner of this great

university. Their passion for moving the potential of the College of Music to the next level in our community, in the state and nation, and on an international level has made a profound difference for our students, faculty, and staff and for the next generations who will follow,” states Dean Forger. “Their leadership cannot be underestimated.”

Several donors have joined the Cooks with support, including James Billman Jr., Selma Hollander, and the late Ruth Charles. To date, more than \$10.6 million of the \$175 million fundraising goal has been secured.

“Neither Byron nor I ever dreamed as students that we would have the opportunity to be as connected to MSU and the College of Music as these projects make us,” says Dee.

Cook Recital Hall is already one of the most well-used and specialized facilities on campus. Now, the first floor of the future, sure-to-be-busy pavilion also will bear the Cook name.

“Dee and Byron have woven themselves into the fabric of MSU, and the positive impact they’ve made on campus isn’t limited to just the spaces that bear their names,” says Bob Groves, vice president for University Advancement. “Their dedication to making Michigan State a better place—and their ability to inspire their peers to do the same—is visible in every success story of our *Empower Extraordinary* campaign.”

Dee, who graduated from the College of Communication Arts and Sciences in 1954, has long been a lead volunteer in MSU fundraising. She served on the board of the MSU Development Fund, was the national chairperson of special gifts for MSU’s \$210 million campaign, *MSU 2000: Access to Opportunity*, and in *The Campaign for MSU*, she served as campaign co-chair.

Byron co-founded Cook Investments and Southwestern Oil Company. He is a 1954 graduate of the College of Natural Science and received a JD in law from the University of Michigan.

The expansion and renovation of the College of Music facilities, which received an “approval to proceed” resolution from the MSU Board of Trustees on April 13, 2018, will provide state-of-the-art practice, rehearsal, and recital spaces for large and small ensembles, as well as studio teaching, recording and individual practice rooms, social study spaces, and high-tech classrooms.

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Explore options for naming opportunities in the Music Pavilion by contacting Senior Director of Development Rebecca Surian at surian@msu.edu or calling (517) 353-9872.



Sound good? Yes.

Gone will be the days of learning and rehearsing in dimly lit, low-ceilinged practice rooms. The College of Music is working with expert acousticians and acoustic engineers to design spaces that provide optimal diffusion and absorption of sound, tailored for different types of music—which will allow MSU musicians to delve even deeper into the nuances of the music they play.

Learn more at go.msu.edu/music-update

Lincoln, Logic, and a Love of Learning

\$1 million gift creates deductive literacy professorship

Just one day into retirement, and Daniel (Dan) Van Haften, '70, found himself knee-deep in research on an unusual topic. He wanted to decode the influence of an ancient Greek mathematical text on Abraham Lincoln.

Four published books and 10 years later, what Dan undertook that day became a second career. Now, it is shaping an endowed professorship in deductive literacy at MSU, which Dan recently established with a \$1 million gift to the Department of Mathematics.

It all started with a trip proposed by his life-long friend and fellow Spartan David Hirsch, '70. David, a practicing attorney, was to author a column for the *American Bar Association Journal* on Lincoln's legal practice. Dan, with two degrees in math and a degree in electrical engineering, was fascinated and decided to tag along on a research expedition to Springfield, Illinois.

"We said 'we ought to write a book on this,'" Dan recalls. "And we sat right down and outlined it on one page."

Dan had a 37-year career beginning at Bell Laboratories and ending at Alcatel-Lucent. He had a fulfilling corporate career developing and testing large telecommunication systems, picking up a doctorate in electrical engineering from Stevens Institute of Technology along the way. But he also always loved doing something new. Remembering the book idea, he retired.

Many Lincoln books discuss Lincoln's study of Euclid and plane geometry. Some also state Lincoln studied Euclid so as to learn how to demonstrate. None probed more deeply to determine precisely what Lincoln learned from geometry. Nor did any explain what it meant to demonstrate.

Dan and David's first book, *Abraham Lincoln and the Structure of Reason*, was published in 2010. The book explains exactly how Lincoln used the structure of Euclid and how to replicate it. They have subsequently published three more titles and have others in the works. Their books resonated with writers, lawyers, and others nationwide, as well as some prominent politicians. Along the way, Dan reconnected with a love of learning, something he knew he got from an early age at home. "I

always loved to study," he says. "I became a fulltime researcher for our projects. I really felt like I was back in my element."

The professorship Dan established will be named the Van Haften Endowed Professorship to honor Dan's parents, the late James and Esther Van Haften, and their support for learning. James was a 1945 MSU graduate in mechanical engineering. Esther was a school teacher. They made their home in Midland, Michigan. Both Dan and his sister graduated from MSU.

Dan hopes the position will help plant a seed for connecting mathematical logic with writing across the university. "Mathematics is important to teaching people how to think logically," he says. "I believe a faculty position devoted to deductive literacy will raise awareness throughout MSU and help influence logical thinking in many disciplines."

Keith Promislow, the chairperson of the Department of Mathematics, sees it much the same way. "We have a strong 'Transitions to Proof' course that guides our undergraduate majors in their first steps of constructing proofs," he says. "The Van Haften professorship recipient would be an excellent candidate to build upon this course and to expand it to other majors who might have an interest in sharpening their ability to construct logically precise statements. We are profoundly thankful to Dan for advancing the impact of mathematics in such an important way."

The department already has begun a search that may result in the first Van Haften professor.

The professorship is one of 82 endowed faculty positions established during MSU's *Empower Extraordinary* campaign, which has a goal of creating 100 new endowed faculty positions. Endowed positions provide a dependable, perpetual source of funding to recruit and support leading faculty members.

Creating a Collaboratory

A \$1 million gift to the Eli Broad College of Business at Michigan State University from EY will create a virtual learning platform for students focusing on advanced business analytics



The gift from Ernst & Young LLP (EY)—the U.S.-member firm of the global network of Ernst & Young firms that are leaders in assurance, tax, transaction, and advisory services—will establish the EY Analytics Collaboratory, a learning platform unique to and designed specifically for MSU and the Broad College.

EY's gift will support the collaboratory's curriculum development, including live cases and customized course materials, as well as develop a cloud-based virtual learning infrastructure.

"Through this unique gift, EY's commitment advances our position as offering a top business analytics program," says Vallabh Sambamurthy, Eli Broad professor in the Department of Accounting and Information Systems and associate dean for outreach and engagement at the Broad College.

"By creating this new style of learning for students of the Broad College and beyond," he adds, "we're responding to our corporate partners' needs for employees with sharp analytical skills, creative problem-solving strategies, and business acumen from a leading institution. It also reflects the Broad College's commitment to leveraging technology in advancing learning. A cloud-based infrastructure for learning will be a novel platform and an innovative business model."

Students from MSU can elect courses from the collaboratory to complement those offered in Broad's master's in business analytics program or to receive a separate certification. The self-learning, real-time environment in a cloud-based infrastructure is new to the university and reflects the niched experience of EY.

Working with the Eli Broad College of Business leadership to strategize the collaboratory was Ellen Glazerman, executive director of the EY Foundation, and David Hoogendoorn, partner at EY and Eli Broad College of Business Advisory Board member.

"Expertise in data and analytics is a significant differentiator for today's organizations," says Hoogendoorn. "Our investment will help prepare the next generation of Spartans in this continuously evolving field."

EY's analytics and infrastructure development professionals will work alongside the Broad College to build the collaboratory and curriculum, which will open for student enrollment tentatively in fall 2018. As a result of the virtual learning environment, Broad faculty can collaborate with faculty across the university and will gain access to use cases, collaborate with EY for guest lectures, and strengthen the college's academic-corporate partnership.

EY has long been in partnership with MSU and the college. The Ernst & Young Endowment Fund for the Department of Accounting and Information Systems was established in 1995. Annual gifts from EY and partners in the firm have brought the fund's market value to more than \$3 million. The endowment supports student scholarships, the Ernst & Young Endowed Professorship of Accounting, and a business communication center, as well as support for new ideas and emerging opportunities in the department.



MSU Alumni Association Grand Awards PHILANTHROPIST OF THE YEAR

The Philanthropist of the Year award honors individuals who have demonstrated outstanding philanthropic commitment toward MSU that inspires others.

Thomas (Tom) Yunck is the 2017 recipient.

Tom Yunck has a deep connection to Michigan State and East Lansing, dating back to his childhood. His father, John Yunck ('38, Arts and Letters), was a professor in MSU's Department of English for 40 years. His mother, Ruth Taylor-Yunck, built a career as a journalist in East Lansing.

"I grew up in the shadow of MSU's campus. I didn't so much have a hometown as a home campus. There were always Spartans around, like a permanent family," Tom says.

Tom attended Princeton University, where he pursued a BSEE, and Yale University, where he obtained his Ph.D. He is the founder of GeoOptics Inc., where he currently serves as chairman and chief technical officer. GeoOptics has developed technology that promises to dramatically lower the cost of satellites to collect data to make weather predictions. Previously, Tom was chairman of the Foundation for Earth Science and worked as a research manager for NASA's Jet Propulsion Laboratory. He is an inductee into the Space Foundation's Space Technology Hall of Fame.

After college on the East Coast, his career took him west to Pasadena, California. But his roots are still here at Michigan State, and he has a long history of giving back to the place that still feels like home.

He began with endowments in the Department of English to honor his late parents: the John and Ruth Yunck Endowed Chair in English, and the John and Ruth Yunck Endowed Scholarship in English.

In 2016, he made a \$10.5 million charitable bequest, which will direct a large portion of his estate to MSU. The gift will fund the John and Ruth Yunck Family Endowed Professorship in Comparative Literature, the Yunck Family Endowed Chair in Interdisciplinary Studies, the Yunck Family Endowed Postdoctoral Research Fund, and the Yunck Family Endowment for Computational Mathematics, Science, and Engineering.

Supporting students, faculty, and research is a cause Tom is deeply passionate about.

He says, "The greatest impact we can have is by contributing to education, because a good education is the single biggest factor in determining someone's success in life. Contributing to education affects the most people, for the greatest amount of time, and what they gain from it, they pass on to others."

Learn more at go.msu.edu/alumni-awards-18



YOUR IMPACT PHOENIX

In March, Phoenix Spartans enjoyed the company of fellow alumni and friends, and learned more about the impact of MSU's Empower Extraordinary Campaign.

NOW you KNOW

Your voice is critical for recruiting and retaining outstanding students, and building our network of Spartans everywhere. All alumni, donors, and friends can point with pride to the many strengths of our university.

Record Number Earn 2018 Board of Trustees Awards

Eighty students were recognized with Board of Trustees' Awards for graduating with a 4.0 GPA—the most in the university's history.

MSU College of Veterinary Medicine Ranks No. 1 in Big Ten

The College of Veterinary Medicine has retained its No. 1 ranking among Big Ten schools for the second year in a row and now holds No. 5 among veterinary schools nationwide, according to Quacquarelli Symonds.

Broad Executive MBA Ranks in Top 10 U.S. Public Programs

The Broad College of Business Executive MBA reached new heights, ranking among the top 10 U.S. public programs, according to *Financial Times* executive MBA rankings.

UPCOMING EVENTS

Watch your mail and email for more information on upcoming events. Unless otherwise noted, all events take place in East Lansing.

For more details, call (517) 884-1000 or visit givingto.msu.edu/events.

Homecoming Parade

October 5, 2018

Green and White Brunch

October 6, 2018

Thanks for Giving Luncheon for faculty, staff, and retiree donors

October 18, 2018

Campaign Celebration

October 19, 2018

University Faculty Investiture Ceremony

October 26, 2018

MSU Alumni Association Grand Awards Gala

November 9, 2018

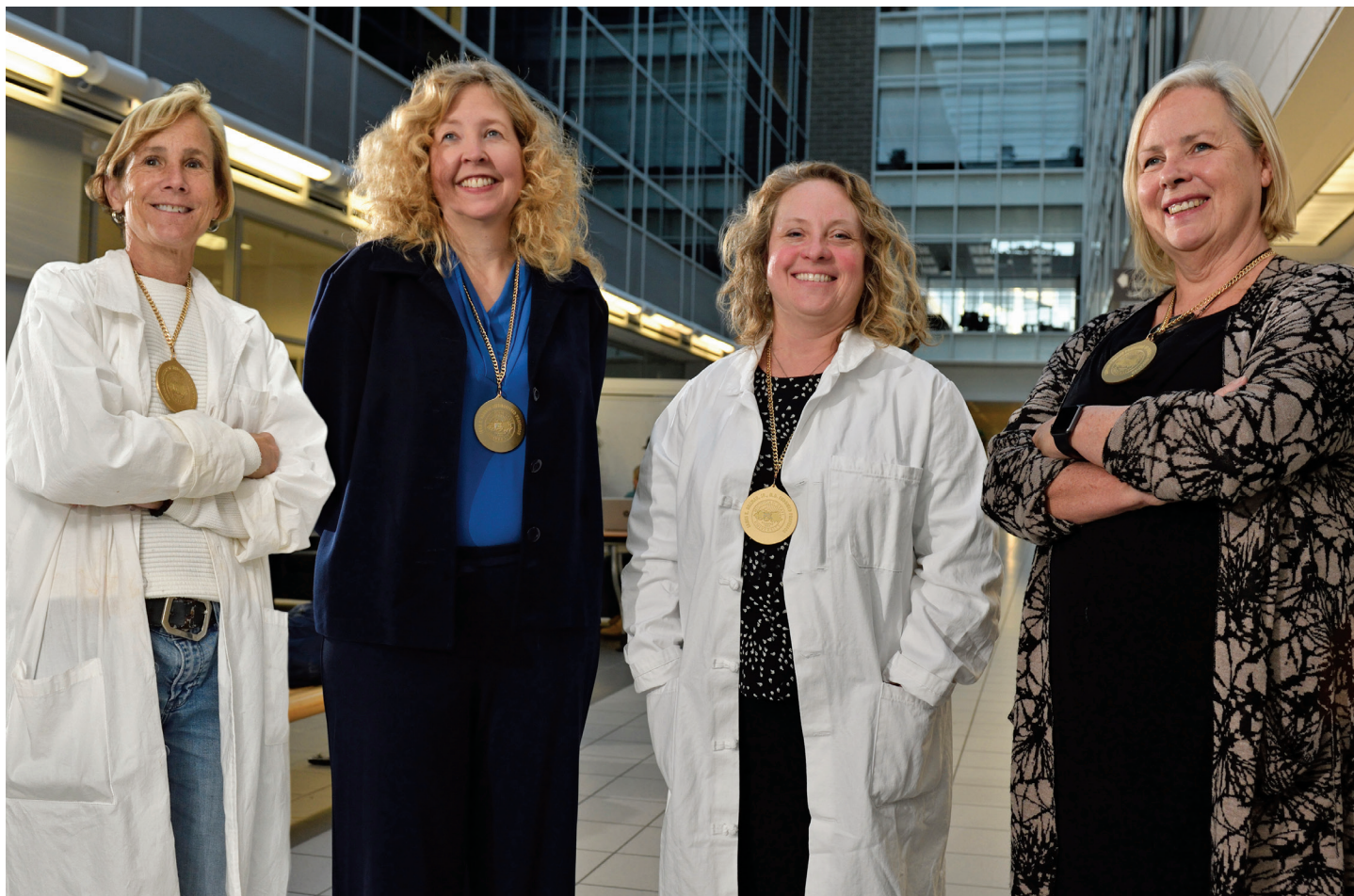


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Leading Women in Science

MSU is a leader in the number of endowed faculty positions held by women. Of the 131 endowed positions currently occupied across campus, 24.4 percent are held by women. Pictured are: Cheryl Kerfeld, John A. Hannah Distinguished Professor; Angela Wilson, John A. Hannah Distinguished Professor; Amy Ralston, James K. Billman, Jr., M.D. Endowed Professor; and Melanie Cooper, Lappan-Phillips Professor of Mathematics and Science Education.

Learn more about honored faculty at msu.edu/honoredfaculty/