

# THE CAMPAIGN FOR MSU DEVELOPMENTS

SUMMER 2006

## NOLL THANKS MSU WITH GENEROUS PLANNED GIFT

**Y**ou might say that Steven H. Noll's relationship with Michigan State University has come full circle. As a student, he took full advantage of every learning and cultural opportunity available to him. He translated those experiences into a successful career. Now, he has made generous financial contributions to MSU so that other students may achieve similar results.

It would be inaccurate and perhaps unfair to call his recent cumulative \$4.18 million charitable bequest part of a "typical" MSU story. Yet to hear Steve tell it, his gifts to MSU are as much a thank you as they are a generous investment in the university's future.

"My primary reason for making a planned gift to MSU is to assist in ensuring that the wonderful education that I received at MSU continues to be offered and encouraged," Steve said. "I consider



Steve Noll visited with President Lou Anna K. Simon at a recent event in Chicago.

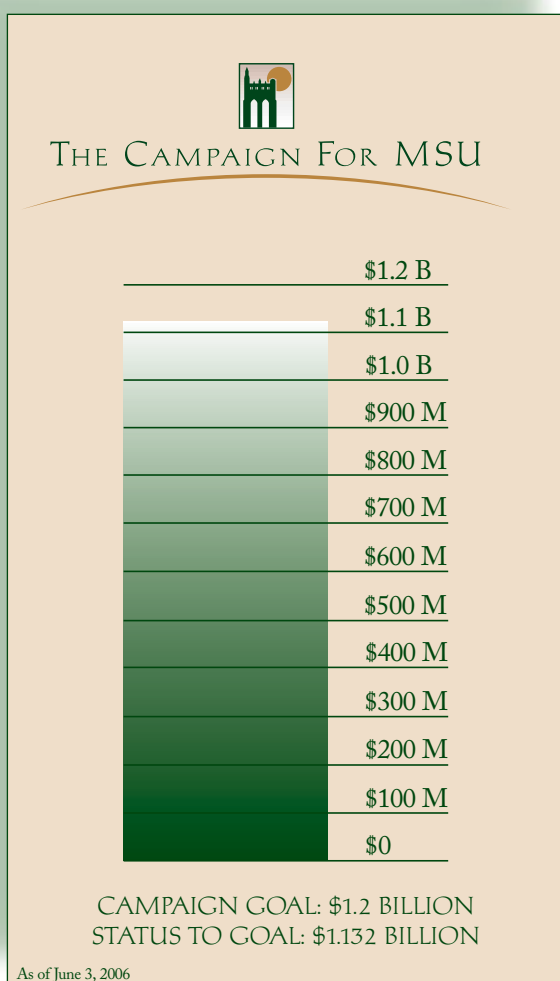
the most valuable aspect of my MSU education to be the many classes in different areas of interest that are accessible to all MSU students, and I want to encourage current students to take full advantage of the opportunities that are available to take classes outside of those required in their majors."

Of his total charitable bequest through his will, \$2.7 million will be dedicated to the creation of an endowed discretionary fund in the College of Engineering to be known as the Steven H. Noll Dean's Fund for Quality, Excellence & Opportunity in Engineering. Steve (Engineering, '74; Honors College) understands that unrestricted endowment funds are a powerful tool in enabling the college to act flexibly.

"The College of

Engineering provided me with first-rate technical knowledge and skills for the profession of engineering, but it is a tribute to the way those subjects were taught at MSU that when I decided to attend law school to pursue a career in patent law, I didn't experience any disadvantage compared to other law students who took more traditional pre-

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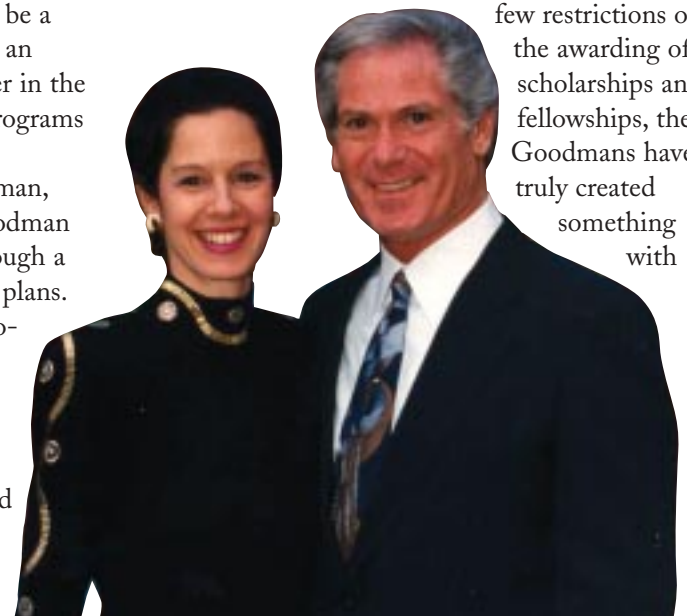
## Goodmans Create Significant Opportunity In Economics

**F**or many observers of the financial world, Dr. Robert Goodman, or Dr. Bob as he also is known, may be a familiar name and face. He is an economist who, in addition to a long career in the field, has often served as a guest host of programs on CNBC and CNNfn.

Now, Dr. Bob and his wife, Meri Goodman, have established the Robert and Meri Goodman Scholarship/Fellowship in Economics through a generous charitable bequest in their estate plans. In effect, the Goodmans have made an economically sound investment in Michigan State University.

"The Goodmans have created a fund that provides financial assistance to students pursuing a degree in economics," said College of Social Science Dean Marietta Baba. "Recipients of the Goodman award may be undergraduate or graduate students, and the award can be need-

based or merit-based at the discretion of the Chair of the Department of Economics. With so few restrictions on the awarding of scholarships and fellowships, the Goodmans have truly created something with



Meri and Bob Goodman

*continued on page 2*

## Noll *continued from cover*

law undergraduate curricula,” Steve said. “The College of Engineering first and foremost taught me how to solve problems as well as to expect that I would be able to solve such problems, and that way of thinking has had great benefits in most endeavors I’ve undertaken, regardless of whether they were related to engineering.”

Steve’s well rounded education at MSU included four years in the Spartan Marching Band, classes in

great experiences of my life and a source of some of my best memories,” Steve recalled. “I am also hopeful that the new building complex for KAM, for which fundraising is currently in progress, will soon be a reality and I will be proud to have KAM and MSU as the home for my collection.”

Since graduating, Steve has served as a member of the College of Engineering Alumni Board, has been a guest lecturer in Engineering and a gener-

*“I hope that other graduates who read this will be reminded of the importance that MSU has had in our lives and realize that we were the beneficiaries of commitments that others made to create and sustain the educational opportunities and facilities at MSU.”*

many subjects outside of his major, and enjoyment of the museums, concerts, speakers and other non-classroom events that enhance the MSU experience. The diversity of his experiences is reflected in the choice of designations for his planned gift.

Steve has also committed to giving his collection of prints—currently valued at \$1.1 million—to the Kresge Art Museum (KAM) on campus as well as designating \$300,000 of his total bequest to create an endowed fund to benefit the Spartan Marching Band. The Marching Band fund will cover travel expenses for away games and performances for audiences outside of East Lansing. The collection of prints for KAM (etchings, engravings, and lithographs by artists such as Whistler, Rembrandt, Durer, Renoir and others) will eventually be accessible to the public for viewing, furthering KAM’s mission to be a teaching museum.

“My four-year participation in the Spartan Marching Band and Spartan Brass is one of the

ous donor to Engineering and KAM. Now, after committing to this tremendous, thoughtful and heartfelt future gift, Steve hopes others do the same.

“I hope that other graduates who read this will be reminded of the importance that MSU has had in our lives and realize that we were the beneficiaries of commitments that others made to create and sustain the educational opportunities and facilities at MSU,” he said. “Any contribution one can make to assist in the future of MSU is a great way to say thanks for what MSU has given to us.”

*If you would like more information on establishing a planned gift or making any type of contribution to the College of Engineering, Kresge Art Museum, the Spartan Marching Band or another area of MSU dear to you, contact the College of Engineering’s Senior Director of Development Kris Bradley at (517) 355-8339 or the College of Arts & Letters Director of Development Kristin Peterson at (517) 353-4725.*

## Goodman *continued from cover*

broad appeal that will certainly boost recruitment of top students for study in the department.”

Bob, who in addition to his television appearances is the author of the book *Independently Wealthy: How to Build Financial Security in the New Economic Era*, retired in 2003 from Putnam Investments where he was the managing director and senior economic advisor. Prior to Putnam, he spent 17 years at J. & W. Seligman & Co. as their chief economist, worked at Citibank as an economist, and began his career as an economist with the Federal Reserve Bank of New York. He received his Master’s and Ph.D. in Economics from MSU.

“I believe much of the success in my career can be attributed to the top-notch education I received from the Department of Economics,” Bob said. “I have fond memories of my time at MSU, and Meri and I both believe in the value of higher education. Those two factors made the process of planning our gift and the willingness to do so very easy.”

Bob and Meri are pleased to leave a legacy of scholarship assistance to encourage other students to reach their educational dreams. Due to their generosity, deserving students for years to come will have an opportunity to follow Dr. Bob’s successful example.

*If you would like more information on making a gift to the Department of Economics or any area in the College of Social Science at MSU, contact Director of Development Sarah Blom at (517) 432-1802 or Blom@msu.edu.*

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*Michigan State University is an affirmative-  
action, equal-opportunity institution.*



Students posed for a photo with MSU President Lou Anna K. Simon and other university officials to acknowledge a recent grant awarded to a program that assists student migrant workers. The students, all members of MSU’s High School Equivalency Program, or HEP, were on hand when Mexican Consul Antonio Meza Estrada (next to President Simon) presented MSU an oversized check that represented a \$25,000 grant from the Mexican government. HEP is a 13-week session in which students attend class from 8 a.m. to 5 p.m., five days per week, living on campus and leaving

MSU with the equivalent of a high school diploma. Most students involved in HEP are from migrant worker families and many who complete HEP are admitted to MSU. Once here as undergraduate students, they often become involved with CAMP, the College Assistance Migrant Program, which assists students from migrant worker families with their transition into college. CAMP and HEP are the only programs of their kind in Michigan and are directed by Student Affairs and Services.

# HUTCHESON CHARITABLE BEQUEST DESIGNATED FOR FIRST ENDOWED CHAIR IN MUSIC

**M**ichigan State University School of Music Professor of Composition Jere T. Hutcheson and his wife, Mary, recently documented a generous future gift of \$1.5 million. The gift is in celebration of the many years of their association with MSU and the School of Music and was created by a charitable bequest through their estate plans.

To be known as the Jere Hutcheson Endowed Chair in Music Composition, it is the first commitment designated for a named endowed chair in the School of Music. The endowment will provide funding for salary, benefits, research, and other related expenses for a faculty member in composition. Since the principal of the endowed gift will continue to grow over time, the fund will offer everlasting resources to benefit the study of music composition.

“We wanted to plant a seed that will help preserve and perpetuate the strength of music composition at MSU,” Jere said of their bequest. “As attention in America is focusing more and more on its own creative voice in the world, we want to assure that MSU’s area of music composition will continue to grow and occupy an important place in the development of the art.”

Jere began his teaching career at MSU in 1965. He is the author of several books, a two-volume

theory text, and more than 100 compositions ranging from large pieces for orchestra, band, and chorus to pieces written for chamber groups and solo piano. One of his most recent works, *Concerto for Saxophone and Wind Symphony*, premiered at Wharton Center in December 2005.

He often notes his appreciation of MSU, which he says has provided him with an environment in which he has grown in his scholarship, teaching skills, and most especially, composition – his passion. He has also appreciated the benefits of working side-by-side with conductors, performers, theorists, and musicologists in addition to other composers.

“Jere Hutcheson has made an enormous impact during his forty-year career at MSU, creating a legacy of many grateful and talented students as well as a large portfolio of varied and distinguished musical compositions,” said James Forger, director of the School of Music. “We are so grateful to Jere and Mary for their vision and generosi-



Jere and Mary Hutcheson at the Wharton Center for Performing Arts, a venue where Jere’s compositions have been performed on many occasions.

ty in committing to establish the first endowed chair in the School of Music which will forever perpetuate excellence in composition at Michigan State University.”

Both Jere and Mary are graduates of MSU. Jere received his Ph.D. in music composition, and Mary received a B.S. in food science and human nutrition. “We are confident that our gift supporting a chosen area of academia will be a very fulfilling and long-lasting experience,” Jere said.

*If you would like to support the MSU School of Music, contact the school’s Director of Development Rebecca Surian at (517) 353-9939.*

## Arens Scholarships Will Aid Dozens Of Students

**W**hile modest about the number of students who will benefit from scholarships they have created, Alvin and Irene Arens have committed to a level of support that will truly transform lives.

Arens Scholarships have been established to support students in the colleges of Education, Business and Nursing.

Starting in 2006, Al and Irene are funding 13 annual \$10,000 scholarships through yearly gifts of cash. One new scholarship will be awarded in each college each year as a student graduates to keep the total number of scholarships at 13 annually, and all are renewable for up to four years (with an added year in Education to cover the internship year of Teacher Education majors). Preference will be given to single parents with financial responsibility for their children and to candidates who are among the first generation in their family to attend college.

“We would like to change the lives of the students we support,” Al said. “It is likely that some of these students would not be able to attend college without significant financial support. We know that once these students graduate, they will help their children go to college and thereby break the cycle of a life less than is possible.”

Al is now retired after thirty-eight years as a faculty member in the Accounting and Information Systems Department in the Eli Broad College of Business. He and Irene have been generous donors to Michigan State University for many years. They are experienced contributors, as evidenced by the



Alvin and Irene Arens in their home, holding the framed certificate he presented to her announcing an endowment he established in her honor.

foresight they have shown in documenting a planned gift in support of their scholarship program.

“In case something happens to us, we want to make sure that all of the students in the scholarship pipeline will be able to complete their education,” Al explained. “If this works as well as we hope it will, we intend to endow the scholarships so the program continues long into the future.”

As Al explains that his parents never graduated from eighth grade, that Irene’s parents were both immigrants, and that he has experienced joy and satisfaction as a teacher of young university students, it becomes clear why he values education. In fact, he says that his mother’s favorite saying

was: “Remember children, education is the one thing in life no one can ever take from you.”

“Education has changed both of our lives beyond even our wildest dreams, and our hope is that it will do the same for others,” Al said. “Michigan State lives by its motto of transforming lives. I have observed as a faculty member the struggles of students balancing studying, working to pay for their education, and interacting with other students in a variety of ways, all as a part of becoming educated and maturing. Add to this the cost and responsibility of raising children and the effort can be overwhelming.

“One of the saddest things in my life is the failure of the State of Michigan to adequately fund higher education. We cannot afford to be a state with a large percentage of citizens who lack a college education, both for the welfare of the state and in fairness to our youth,” he explained. “I have spent my career at Michigan State trying to transform lives with my teaching and research. Now that I am retired, our dream is to transform the lives of just a few students. If we can help Michigan State educate our youth, even in a small way, we will have made a contribution to more than the university.”

*If you would like to add your support to any or all of the Arens Scholarships, or if you would like to explore establishing a scholarship that bears your own name or the name of someone you wish to honor, contact University Development at (517) 884-1000 and ask to speak with a major gifts or planned giving officer.*

# ENDOWMENT GIFTS: *Leaving A Legacy*

**T**HE GIFTS HIGHLIGHTED ON THESE PAGES HAVE CONTRIBUTED TO THE TOTAL OF \$329.5 MILLION RAISED FOR ENDOWMENT THROUGH *The Campaign for MSU* AS OF JUNE 3, 2006.

## ROGOWSKIS HONOR KOSTAL THROUGH SCHOLARSHIP

With a chance to attend what he called “that other university down the road,” Ron Rogowski chose Michigan State University as the place to pursue a Master’s and Ph.D. in chemistry. It would prove to be a decision he would not regret, as it translated into a successful career in chemistry and business with PepsiCo/Quaker Oats, from which he retired in 2004.

“At the time I retired, I was thinking about my career and decided that a lot of the success was due to the strong foundation I received while obtaining my degrees at MSU,” Ron said. Faculty members – like Dr. George Leroi, Dr. Robert Hammer, and Dr. Wilma Bradley, to name a few—all made MSU a special place in which to learn.

While Ron and his wife, Sharon, support other institutions, they consider MSU their special friend. They have been generous donors to MSU in the



Sharon and Ron Rogowski

past, and recently they established a new endowed scholarship to support students interested in becoming chemistry teachers. Ron explained their reasons.

“One of my fondest memories of grad school was the time spent teaching undergrads in the then-new Chemistry Building,” he said. “Doug Kostal was one of my first students, and in that first quarter we got to know each other during long chemistry lab sessions.

“A mutual friendship grew out of that experience. Doug was a good student who put in a lot of time and effort to get that degree in chemistry. After graduation,

Doug taught high school chemistry in DeWitt, and from what I saw, he brought a lot of passion and enthusiasm to the job. His life was cut short by cancer, and that always left me wanting to do something to honor his life and his work,” Ron

continued. “My wife and I decided that setting up a scholarship in his memory would be a good way to ensure that his legacy as a high school teacher in science would be remembered.”

Ron and Sharon created their gift with an endowment which ensures the long-term stability of available funds for their intended purpose. Chemistry teachers, and all science teachers, are in short supply, and the Rogowskis hope this fund will support current students and ultimately encourage others to enter the field.

“My wife and I both feel that for our nation to stay competitive in today’s global economy it is essential that students have a good foundation in chemistry, physics, and math, and that new generations of scientists continue to produce innovations in scientific disciplines,” Ron said. Knowing that Doug Kostal was such a dedicated and enthusiastic chemistry teacher, he would certainly be honored by this fund and its goals.

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*If you would like more information on adding your support to the Kostal Scholarship or establishing a similar fund for someone you would like to honor, contact Susan Lilly at (517) 884-1066 or [lillys@msu.edu](mailto:lillys@msu.edu).*

## HODGKISS BEQUEST WILL ENDOW CHAIR IN CIVIL ENGINEERING



Don and Nancy Hodgkiss

Over many years, Donald and Nancy Hodgkiss have supported MSU in a variety of significant ways. Recently, they established an endowed chair in civil engineering via a charitable bequest of remaining retirement plan assets. It will be called The Donald and Nancy A. Hodgkiss Endowed Chair in Civil Engineering, and it is yet another meaningful manifestation of their enduring commitment to their alma mater.

The Hodgkiss fund is a substantial commitment to the Department of Civil and Environmental Engineering. Don (Engineering, '49) and Nancy (Education, '52) hope that the endowed chair might specifically focus on road

and airport design and construction, but they have also stipulated that the endowment will be available for other areas of need related to civil engineering, providing the college with the greatest flexibility possible.

As Don and Nancy contemplated their future gift, they learned that the greatest need within the Department of Civil & Environmental Engineering was endowed chairs. They also found that remaining retirement plan funds would be the most efficient asset that would enable them to remember the department in the manner they desired. Their gift will support a faculty position that focuses on civil infrastructure.

Because the fund is endowed, the principal will remain intact. Each year, only a portion of the available interest earned will be used to support the Hodgkiss Chair, while the remainder will be reserved and reinvested to grow the principal investment of the fund.

Endowments can be established to support chairs and professorships, graduate fellowships, student scholarships, study abroad initiatives, equipment and library supplies, and excellence funds that enable colleges to directly support the areas of greatest promise and need. They are also a wonderful way to secure the continuation of your name within the college or to honor or memorialize a loved one.

While all gifts contribute to the high quality of education, research, and service at MSU, endowments are particularly meaningful because they offer dependable, long-term sources of funding. Don and Nancy are very forward thinking in this



Don Hodgkiss (right) visited with College of Engineering Acting Dean Satish Udpa this past spring at Habitat for Humanity's Site Habitat 204 home subdivision being built in Immokolee, Florida. Don has volunteered his construction and engineering experience to the non-profit group for the past 16 years.

regard, and their generosity will ultimately benefit students studying civil and environmental engineering for years to come.

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*If you would like more information about supporting the Hodgkiss Fund or creating your own endowment, contact College of Engineering Senior Director of Development Kris Bradley at (517) 355-8339 or [kbradley@msu.edu](mailto:kbradley@msu.edu).*

## WILCOX AND DEL BUONO CREATE COLLECTIONS ENDOWMENT

MSU Libraries were pleased to announce a collections endowment established by Provost Kim A. Wilcox (Com Arts/Honors College '76) and his wife, Diane Del Buono. The endowment is for the Library Agricultural Collections.



MSU Provost Kim Wilcox and his wife, Diane Del Buono.

Diane and Kim wanted to make a financial commitment during *The Campaign for MSU* and chose to apply their donation to a cause dear to their hearts. They share a deep concern for sustainable farming systems throughout the world.

"A strong library is the core of a university, and Diane and I are proud to help strengthen MSU's core," Kim said. "It is even more satisfying to be able to also invest in one of our personal interests, world hunger and sustainable agriculture, and one of the institution's historic strengths."

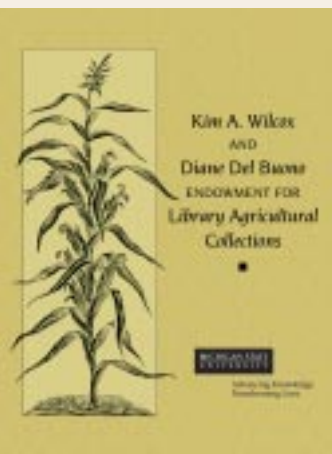
Diane and Kim look forward to seeing the resources purchased with proceeds from their

endowment used by scholars.

These scholars will then add to the body of research necessary to one day eradicate hunger through agricultural practices that are sustainable.

"It is our fondest

hope that library materials will continue to be used by MSU researchers to produce cutting edge research that may address sustainable agricultural system development for the benefit of those who will follow us," remarked Libraries' Director Clifford Haka upon learning of this generous gift. "We applaud Kim and Diane for their forethought and empathy."



The Wilcox and Del Buono bookplate designed for the collections endowment their gift is funding in the MSU Libraries.

## LARSON HONORS PARENTS WITH ENDOWED FUND

Every once in a while you get the opportunity to thank and honor your parents in such a unique way that doing so seems like a gift itself.

Such is the case for Bonnie Larson when she decided to establish an endowment honoring her parents, Don and Cecile (Cece) Borgeson. "I know how much Michigan State University means to my parents and to me, so to be able to do something like this for them was very rewarding," Bonnie said.

Bonnie (Social Science, '70) is currently the only MSU graduate in her immediate family, however she comes from a long line of Spartans. Don and Cece met while at MSU. One of Bonnie's two sisters went to Michigan State University, and Bonnie and her mother were both members of Alpha Phi Sorority during their years in East Lansing. Don is the former chairman of the MSU Alumni Association and a former Broad College of Business Alumni Board member. He and Cece are Snyder Society members, recognizing their personal financial support of MSU.

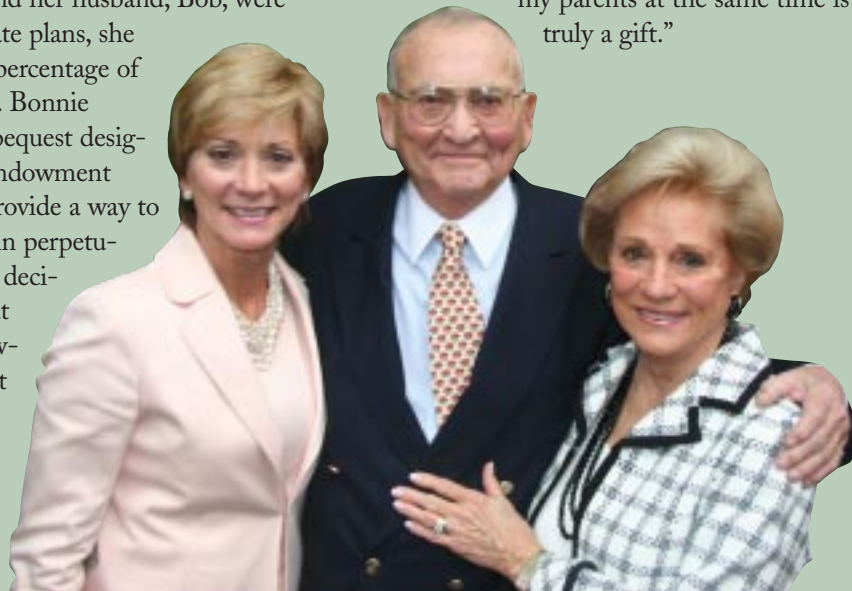
When Bonnie and her husband, Bob, were finalizing their estate plans, she decided to leave a percentage of her estate to MSU. Bonnie chose to have her bequest designated to fund an endowment because it would provide a way to honor her parents in perpetuity. Bonnie left the decision regarding what program the endowment would benefit entirely up to her parents.

As a 1948 graduate of The Eli Broad College of Business, Don knew

immediately where he wanted the funds to go. Thus, the Cecile A. and Donald R. Borgeson Education Enhancement Fund was established in the college. Because of their personal commitment to excellence in education and deep interest in the Broad School, the Borgesons decided to leave specific decisions regarding how the funds will be spent up to the dean of the college. Thus the endowment is optimally flexible, the only guidelines being that the funds be used to support student programs, scholarship and faculty.

Bob Duncan, the Eli and Edythe L. Broad Dean, was pleased to learn of this commitment through their estate plans. "The creation of this endowment fund means tremendous support for the Broad School for years to come. Don and Cece are very special people, and I am delighted that Bonnie and Bob chose to honor them in this way," he said.

"I am so proud of my family's connection with Michigan State University," said Bonnie. "To be able to give back to MSU and to honor my parents at the same time is truly a gift."



Bonnie Larson with her father and mother, Don and Cece Borgeson.

## LIBLONG GIFTS ENDOW COM ARTS SCHOLARSHIP

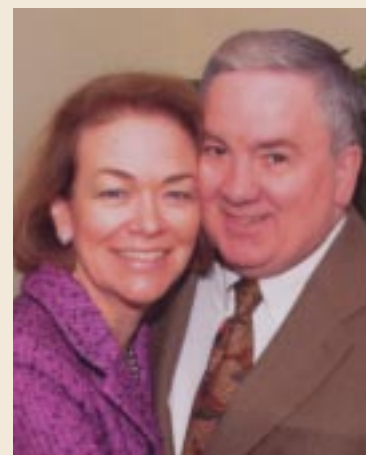
Rick and Sue Liblong have made \$380,000 in current and future commitments to Michigan State University. They have established a scholarship known as The Richard and Susan Liblong Endowed Scholarship in Communication Arts and Sciences.

The scholarship will be funded through a \$350,000 charitable bequest incorporated within their estate plans as well as a \$30,000 current gift that will establish the Liblong Scholarship immediately. Such a gift-giving strategy is attractive to donors who wish to use retirement assets to fund an endowment in perpetuity, yet can make a cash contribution that allows them to see their scholarship in action during their lifetimes.

Rick is a 1970 graduate of the MSU College of Communication Arts & Sciences. Sue is a graduate of the University of New Hampshire but is now an avid Spartan and member of the MSU Alumni Association with her husband.

Rick grew up in the small Michigan town of Almont and, from age nine, knew he wanted to attend MSU. He never applied anywhere else. Having grown up in a rural village, with a high school class of 45, Rick had the world opened to him at MSU. There were more people in his dormitory than in his entire hometown!

Because of his experience at MSU and the myriad things he learned about life, Rick considers the campus on the Red Cedar to be a sacred place. During his professional career he has worked as a



Sue and Rick Liblong

newspaper reporter, television director, press secretary to a U.S. senator, and as a communications specialist in numerous other positions.

Rick and Sue decided to establish an endowed scholarship so that other students

who are academically qualified but lack the necessary funds may experience the special lifelong meaning of an education from Michigan State University. It is their hope that students who benefit from this experience enjoy it and remain "green" for life.

## FOREST AKERS TRUST ENDOWS SCHOLARSHIPS

**I**n February of 2006, the Forest Akers Trust formalized an agreement to give \$1 million to Michigan State University to establish the Forest Akers Study Abroad Endowed Scholarship Fund.

“This endowment gives a tremendous opportunity for students who otherwise would have to forgo Study Abroad due to financial constraints. Because of the support and generosity of the Forest Akers Trust, students who demonstrate a need, yet are financially ineligible for federal Pell Grant assistance, will now be able to participate in an important component of the total Michigan State University experience,” said MSU President Lou Anna K. Simon. “Michigan State University is a leader in Study Abroad because we have made it a priority to give our students the opportunity to gain an international perspective and cultural understanding that will help them be better prepared to work, to lead and to make a difference in an interconnected world.”

“We try to make the international experience comparable in cost to a semester on campus,” explained Kathleen Fairfax, director of the Office of Study Abroad. “Nevertheless, many students hold jobs while attending school to help cover expenses. In order to make it affordable for them to go abroad, they need to replace that income.



Forest Akers scholars will work and study around the world in places like Münstermaifeld, Germany.

The grant from the Forest H. Akers Trust is a tremendous boost to the Study Abroad program. This grant enables MSU to make the international opportunity available and affordable to more students each semester.”

Forest Akers was elected by the people of Michigan to three terms on the MSU Board of Trustees where he served from 1940 to 1958. In the early 1960s, Mr. Akers established the Forest Akers Trust to support the faculty, staff and students of Michigan State University and Oakland University (a branch of MSU at that time).

Over the years, the Trust has provided substantial support to projects with broad appeal to the MSU community including two golf courses; the John A. Hannah Professorships; the Wharton

Center for the Performing Arts; the Jack Breslin Student Events Center; the Evans Scholars program; Beaumont Tower renovations; the Clara Bell Smith Student-Athlete Academic Center; and most recently, \$1.7 million for two capital projects—the Forest Akers West Golf Course improvements near the James B. Henry Center for Executive Development and the Alfred Berkowitz Basketball Complex expansion at the Breslin Center. In 2001, the Trust was inducted into the Joseph R. Williams Society in recognition of its more than \$5 million in contributions to MSU.

Today’s Forest Akers Trustees—Roger Wilkinson, Stephen Terry, Brian Breslin and Nancy E. Craig—continue the tradition of giving to MSU that Forest Akers initiated more than 40 years ago.

## 3M Engineering Student Retention Initiative

**I**ncreasing the number of engineering graduates, especially women and under-represented groups, is the focus of the 3M Engineering Student Retention Initiative. In the 2004-05 academic year, the 3M Foundation awarded grants to four Big Ten universities, including Michigan State University, to recruit and retain students in their colleges of engineering.

“The awards address the looming shortage of engineers and technical workers by helping interested students stay and succeed in the sciences,” said Barbara Kaufman, manager, Education Giving, 3M Foundation. “The grant to Michigan State University enables the College of Engineering to build upon existing programs, it encourages collaboration between students, faculty and administrators, and it provides support for the college to connect with middle and high school educators.”

“We are very grateful for the support from the 3M Foundation,” said Dr. Aurles U. Wiggins, director of the Diversity Programs Office, MSU College of Engineering. “With the first year grant of \$100,000, we have taken steps to increase the intensity of our efforts to recruit and retain students admitted to the College of Engineering, especially under-represented minorities and women.”

The first step was the hiring of Theodore D. Caldwell, a 1996 MSU graduate in Communication Arts and Sciences, in the position of Recruitment and Retention Coordinator. Mr.



Theodore Caldwell (3rd from right) started meeting engineering students on his first day as Recruitment and Retention Coordinator.

Caldwell started in his new job on April 24, 2006.

“Theo has outstanding attributes that are ideal for this position,” said Dr. Wiggins. “He has a background in marketing, an excellent grasp of what the position is about, tremendous enthusiasm, and a talent for connecting with young people.”

“His assignments will revolve around activities that engage first and second year students in the College of Engineering environment and the instructional support services that address behaviors and habits that lead to academic success. By the end of his first year, Theo will know 100 percent of the students in the program,” said Dr. Wiggins. “He will also be my teaching assistant in Engineering 160, an orientation seminar for freshmen and sophomores that addresses transi-

tional problems, identifies career options, and teaches communication skills.”

Mr. Caldwell’s recruitment activities will include extensive outreach to middle and high school educators and to community leaders involved in pre-college activities that promote proficiency in science, technology, engineering and math. One objective is to increase the visibility of the MSU College of Engineering to pre-college students who have an interest in these areas.

“By the second year, we will add more layers to the outreach component,” said Dr. Wiggins. The Summer Math Intensive Bridge Program will provide students with an on-campus summer experience prior to entering college. The Bridge Program will help to prepare students for first year college level math classes, build study and classroom skills to facilitate academic success, and enhance student achievement and retention levels in their first year of college.

The 3M Foundation Engineering Student Retention Initiative is a four-year program with an annual application process. Continued funding, up to a maximum of \$650,000 per grantee over the four-year period, is dependent upon an annual program impact report submitted each year by the participating universities.

# BURGESS GIFTS BENEFIT BROAD SCHOOL AND INTERIOR DESIGN

**R**obert K. Burgess and his wife, Georgia, have made cash and planned gifts totaling \$2.25 million to Michigan State University. Their gifts will provide critical funding for venture development and entrepreneurship education and opportunities in The Eli Broad College of Business as well as a student enrichment program in interior design within the College of Agriculture and Natural Resources.

Over the next five years, Bob and Georgia will give \$1 million in cash to create The Robert K. Burgess Faculty Endowment for New Venture Development and Entrepreneurship, and they have also committed an additional \$1 million through a charitable bequest in support of the fund. For the Interior Design program, a cash gift of \$250,000 creates the Georgia Burgess Student Enrichment Fund.

Bob (Packaging, '66) retired in 2001 as chairman and chief executive officer for Pulte Homes, the nation's largest homebuilder. He is currently a senior advisor with Long Point Capital and sits on numerous other boards. A successful entrepreneur in his own right and a key volunteer for MSU, Bob is chairperson of The Eli Broad College of Business Capital Campaign Advisory Board, a director of the MSU Foundation, and a valued member of the President's Campaign Cabinet during *The Campaign for MSU*. He is also past president of The Eli Broad College of Business Advisory Board.

Georgia earned a degree in Interior Design from MSU in 1967. She enjoyed a career in professional interior design, with experiences providing design expertise on residential and commercial projects. As a member of the Capital Campaign Committee for the former College of Human Ecology, Georgia hosted Interior Design faculty and alumni in her home so they could talk informally about the program's future. These efforts were highly successful in smoothing the way for Interior Design to become part of the College of

Agriculture and Natural Resources' new School of Planning, Design and Construction.

Bob explained his decision to support the creation of the New Venture and Entrepreneurship programs in a recent article he wrote for a Broad School publication. In a "conversation with Broad School Dean Bob Duncan and finance and entrepreneurship faculty, we agreed that the future will see an increase in small business start-ups in the United States, solidly placing that sector at the forefront in job creation," Bob wrote. "To take advantage of this trend, our grads must be knowledgeable and experienced in the key elements of starting and growing a new business in an entrepreneurial environment."

Bob feels that the Broad School has stepped up to this challenge through the creation of a new teaching curriculum in entrepreneurship and venture capital. In a style "that is uniquely the Broad School's," Bob continued, students who are the "entrepreneurs-in-training will get hands-on, real-world experience through a partnership with the MSU Foundation.

"In this win-win relationship, students will be a critical resource in expanding the technology transfer and new business start-up activities that will enable MSU's research faculty to bring ideas to market faster and with greater opportunity for success." Students, Bob explained, "will gain experience in conducting market studies and financial analyses and developing business plans as background for this economic development activity."

Georgia's goal for the endowed student enrichment fund is to provide opportunities for Interior



Bob and Georgia Burgess at the MSU Alumni Association's 2005 Grand Awards Ceremony where Bob received a Distinguished Alumni Award. (Photo by Tim Potter, copyright MSU Alumni Association, 2006)

Design students to be exposed to extensive academic and professional experiences which will enrich their design, business, and communication skill sets. Examples of such opportunities include professional jury critique of design projects by industry experts, study abroad scholarships that will provide a breadth of experience and knowledge from overseas, and participation in professional conferences. The first event supported by the fund was the IDES Student Reception for the ISP National Design Competition held in April.

In short, Georgia's fund is a fantastic opportunity for students enrolled in the Interior Design Program at MSU. It will ensure that there remain hands-on opportunities for students to implement the information taught in the classroom.

It is important to note that the Burgess gifts have all been designated as endowed funds. Endowing the funds guarantees that the principal of the gift remains invested while each year only a portion of the invested income earned is spent. The remaining income earned is added to principal growth which in turn perpetuates the fund and increases over time the income available to spend.

Through their generous commitment of current and future gifts, Bob and Georgia have expressed great confidence in the ability of MSU faculty and students. The faculty and students, in turn, have Bob and Georgia to thank for amazing new opportunities in two fields of study.

*If you would like more information about making a gift to the funds mentioned above or any area of the Broad School or College of Agriculture & Natural Resources, contact Broad Senior Director of Development Brenda Wilson-Hale at (517) 432-7446 or Cara Boeff in the CANR Development Office at (517) 355-0284.*



(Above) The 2005 Michigan State University Federal Credit Union Study Abroad Scholarship recipients pose with members of the MSUFCU Board of Directors and MSU President Lou Anna K. Simon. Funded in perpetuity by a generous gift from the MSUFCU, these scholarships are available to all MSU students, regardless of their major.

(Inset) MSUFCU President and CEO Patrick McPharlin (left) is pictured with President Lou Anna K. Simon as he presents a check representing a portion of the \$2.5 million commitment the credit union made for the MSUFCU Study Abroad Scholarship.

In 2005, students from several different colleges including Business, Social Science, Arts & Letters and Agriculture & Natural Resources traveled to locations around the world to enhance their educational experience at MSU. Students studied such diverse topics as International Business in China, Tropical Biodiversity and Conservation in Panama, and Race Relations in South Africa.

To date, over 70 students have received MSUFCU Study Abroad Scholarships. When fully funded in 2007, over 130 students will benefit from this scholarship annually.



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## Experience MSU

The inaugural edition of *Experience MSU*, an exclusive new opportunity to enjoy an exciting “insider’s view” of the most innovative and transformative initiatives now underway at Michigan State University, took place on campus from April 20–22. *Experience MSU* brought together a small group of MSU alumni, donors and friends to interact with the best and brightest faculty and students. Guests spent two days on campus sampling the diverse, dynamic intellectual life of this institution, observing MSU’s progress toward becoming recognized throughout the world as the United States’ leading land-grant research university as outlined in MSU’s strategic plan for the new century, *Boldness by Design*.



President Simon visited at Cowles House with all of the donors attending *Experience MSU*, including Karen and Phil Gillette, pictured here.



All of the attendees of the inaugural *Experience MSU* events gathered with President Lou Anna K. Simon and Provost Kim Wilcox for a group photo near Beaumont Tower.



A luxury stadium box at Spartan Stadium was among the tour stops for the *Experience MSU* donors.



Men's Basketball Head Coach Tom Izzo shares a laugh with donors during his remarks in the video room of the Berkowitz Complex, part of an insiders look at the basketball program's facilities.



Ben Maibach (left) with Jeannie and Ed James, getting an inside look at the bells of Beaumont Tower.



Dr. James Potchen (far right), chair of the Department of Radiology, provided remarks during the group's gathering at the Radiology Building where dinner was highlighted by an MSU Jazz Band performance and remarks by Director of Jazz Studies Rodney Whitaker.



Gary SeEVERS (left) was among the donors who chatted with Provost Wilcox at the Cowles House reception and dinner.