

THE CAMPAIGN FOR MSU DEVELOPMENTS

JANUARY 2005

LOU ANNA K. SIMON *MSU's 20th President*

The Michigan State University community has known her for over 30 years, but it is time to be introduced anew to the 20th president of Michigan State University, Dr. Lou Anna K. Simon. She officially began her presidency on January 1, 2005.

The MSU Board of Trustees unanimously appointed Dr. Simon as president designate shortly after Peter McPherson's announcement in May that he would step down after 11 years at MSU's helm. The board knew immediately they had the top-notch candidate in Dr. Simon.

"Dr. Simon is the right person for this milestone in the history of our wonderful university," said David Porteous, chairperson of the MSU Board of Trustees. "She has the caliber, she has the vision and the qualities that will guide Michigan State."

The Board of Trustees added "president designate" to her title of provost once she accepted the position, a move that helped ensure a smooth transition of leadership. They



Dr. Lou Anna K. Simon

also gave her a three-year contract beginning this month, and they could not be happier with their decision.

"We're very proud to pick Lou Anna as president because we know what we're getting. There's a real person here with tremendous talent and tremendous energy," said Trustee Joel Ferguson, vice chairperson of the board.

"She's just remarkable. She's very sensitive about issues of equality and inclusion," said Trustee Dorothy Gonzales.

"Dr. Simon is the best we could possibly find for this job," added Trustee Scott Romney. "We selected her because she's the best."

While she has worked diligently for MSU for more than 30 years, and while her name is well known on campus, her credentials speak for themselves. Consider the fact that Dr. Simon, at the time of her appointment as provost in 1993, was one of the youngest to hold the position of chief academic officer among the 62 leading research institutions comprising the Association of American

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From Modest Beginnings Grew A Global Leader in Higher Education

There was a time very early in her life when Dr. Lou Anna Kimsey Simon aspired to be the starting catcher for the New York Yankees. That should tell you a thing or two about Michigan State University's 20th president: she has always wanted to be in the most critical position to help the best team. But what else can we learn about our new president from her life story?

While MSU is proud of the international reach of the university and all its international students and graduates, a vast number of alumni are Midwesterners from simple backgrounds who reached for their dreams. Dr. Simon is no different.

"I'm originally from Indiana, not too far from here," she said. "I'm sort of a Midwest kid, and I'm the first person in my family on both sides to go to a university."

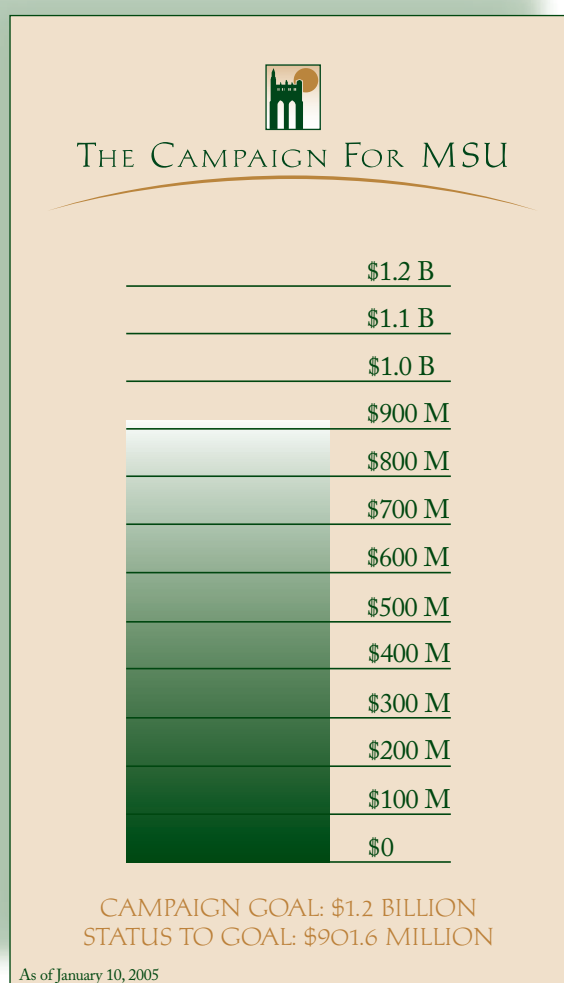
Dr. Simon's is a story with elements that ring true for many MSU graduates. Her father quit high school to join the Navy at the beginning of World War II and only went back to complete his high school degree later through a certificate program. This was a reality for the Kimsey

family—as it was and is for many families to this day—that her father had to make money and do other things for his family. Dr. Simon's mother grew up in a small town of about a thousand people in central Indiana. For the first seven years of Dr. Simon's life, her family lived with her grandparents in their extended family.

"My grandfather ran the lumber company in this little town," she recalled, "and it was a little company, too. Because there was a railroad track, he delivered coal in those days to the farmers." Her experiences in this environment began her life of learning.

First, there was baseball. "I spent a lot of summers in that early period of time learning to play baseball," she said. "I didn't know that girls weren't going to be with the New York Yankees. It took me a while to discover that was going to be a barrier in my life."

So Dr. Simon's focus turned to anything and everything else she could learn. "By being at the lumberyard, I learned about practical things like mathematics: running the cash machines, counting out boards, weighing coal trucks – all the things you learn through doing."

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Simon *continued from cover*

Universities (AAU) and one of only 11 women named as provost.

Dr. Simon earned her doctorate in administration and higher education from MSU in 1974 and became a member of the MSU faculty and assistant director of the Office of Institutional Research (now the Office of Planning and Budgets). From there, she moved into a variety of administrative roles, including assistant provost for general academic administration during the 1980s and associate provost in the early 1990s.

Since 1999, Dr. Simon has been a member of the Executive Committee of the Committee on Institutional Cooperation (CIC), an academic consortium of 12 major teaching and research universities in the Midwest, including the 11 institutions that compose the Big Ten, along with the University of Chicago. She was elected chairperson of the CIC in 2000, a position she currently holds.

Dr. Simon has taught graduate seminars in the College of Education on evaluation, planning and budgeting. She is a committed advocate and participant in the Academic Governance of the institution that provides for major, fundamental faculty and student participation in deliberations at the department, school, college, and all-university levels.

With her extensive administrative experience, active involvement in development activities, and leadership and participation in a variety of innovative initiatives, Dr. Simon has been responsible for the full range of academic and academic support programs at MSU. She is regarded nationally as a powerful advocate of a research-active, student-centered university that is an engaged partner with society in the land-grant tradition.

"This is an important point in our history, a time of transition and change, both intellectually and fiscally," Dr. Simon said upon accepting the appointment from the board. "It is also a time of unusual opportunity and possibility. I am honored by the confidence the board has placed in me, and I will work tirelessly and passionately to keep MSU on the path of excellence."

Beginnings *continued from cover*

Dr. Simon graduated from Sullivan High School and excelled in sports and academics. There were, however, no sports scholarships for girls then, so her grandparents and entire family scrimped and saved so she could attend nearby Indiana State University. Dr. Simon always had been a strong student academically and, in the end, she earned scholarship money and national awards to go to school. This extra support certainly helped form her understanding of the need for scholarship funds for students that have the talent and desire to attend MSU but have limited financial resources.



Dr. Ian Gray, MSU's vice president for research and graduate studies, with Dr. Lou Anna K. Simon at fall 2004 commencement exercises.

Her initial thought in college was to stay focused on athletics. "I got to college, and I was going to be a physical education major because I wanted to be a coach," she explained. "I wanted to play basketball, and I learned in the first orientation that you had to take dance and swimming in order to be a physical education major. I didn't want to take dance and swimming, so on the spot I became a mathematics major. True story."

So Dr. Simon turned her attention to mathematics, graduated from Indiana State and stayed an extra year earning a Master's in counseling. Still, she wasn't quite sure what to do with a degree in mathematics.

"Just because of luck, and no other reason, the person who was the vice president for student affairs at Indiana State with whom I worked in student affairs, knew somebody at Michigan State named Paul Dressel," she said. "I didn't know at the time, but Paul Dressel was one of the leading experts in higher education evaluation and curriculum. I came to MSU in January of 1970 to interview with him and figure out what I was going to do with the rest of my life. About two weeks later, a letter came in the mail from Dr. Dressel offering me a job as a graduate assistant and offering to be my major professor."

Dr. Simon also describes as luck the fact that Paul Dressel let her take whatever courses she wanted in the graduate program. He constructed a graduate program that fit her interests. She took courses in systems analysis and computer programming, statistics, labor and industrial relations and organizational development, as well as sociology and education. What she considers luck was obviously an astute professor who recognized her ability. "So I finished my degree," she recalled, "and was fortunate to work with Paul on projects for years to come. He took really good care of his students; male or female, it didn't make any difference."

The rest, as they say, is history. Dr. Simon went on to hold numerous teaching, research and administrative positions at MSU, most notably eleven years as provost, earning a global reputation as an innovator in higher education. In looking at her early years and experiences as a university student, she clearly began modestly, worked diligently and recognized opportunities when they presented themselves. When you think about it, her story about a Midwest kid is classic land-grant. No wonder she believes so much in what Michigan State University is all about.

MSU NETS TOP ADMINISTRATOR WITH HIRING OF SIMON

Lou Anna K. Simon...

- Provost and vice president for academic affairs at Michigan State University for 11 years
- Interim president of MSU from May through September 2003
- Regarded nationally as a powerful advocate of a research-active, student-centered university that is an engaged partner with society, in the land-grant tradition
- Member and chairperson of the Executive Committee of the Committee on Institutional Cooperation (CIC), an academic consortium of twelve major teaching and research universities in the Midwest
- One of only nine women holding the position of chief executive officer among Association of American Universities (AAU) institutions
- A detailed, comprehensive knowledge of university budgets and financial management
- Promoter of diversity in all areas of MSU and its endeavors both on and off campus
- Proven commitment to the promotion of university outreach ventures, especially those related to serving youth and families

- Committed advocate and participant in Academic Governance, providing for major, fundamental faculty and student participation in deliberations of departments, schools, colleges, and at the all-university level
- Published author in texts such as "Serving Children and Families through Community-University Partnerships and Universities and Communities: Remaking Professional and Interprofessional Education for the Next Century," and co-editor with Maureen Kenny, Karen Kiley-Brabek and Richard Lerner of the book "Learning to Serve: Promoting Civil Society Through Service Learning," published in 2002 by Kluwer Academic Publishers
- Held positions such as assistant director of the Office of Institutional Research (now the Office of Planning and Budgets), assistant and associate provost and currently serves as provost of the Michigan State University College of Law
- Teacher of graduate seminars in the College of Education on evaluation, planning, and budgeting
- Doctorate in administration and higher education from MSU
- Member of the MSU faculty since 1974

Developments is published by:

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East Lansing, MI 48823-5399
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In Her Own Words

Upon her selection by the Michigan State University Board of Trustees in June 2004 to serve as MSU's 20th president, Dr. Lou Anna K. Simon released an official statement to speak directly to the entire MSU community. Her words, presented here, offer insight into what it was like during that time. They also provide us a chance to understand her beliefs about our university today, its future and opportunities.



Dr. Lou Anna K. Simon and Trustee Donald Nugent at the Board of Trustees meeting during which Dr. Simon formally accepted the position as MSU's 20th president.

"I'm really honored by the confidence that the Board of Trustees expressed in me, and at the same time humbled. Like many people, I was envisioning a national search to fill this position. I believed that I was a strong candidate, but I was genuinely surprised that today followed yesterday, in terms of how quickly the board arrived at its decision. Like many of you, I'm a first generation college student. So I was touched by something that happened when we awarded the Broad Fellowships to students in Detroit last week. I made that same comment to a set of students there—students who will have the opportunity to pursue a full ride at Michigan State in exchange for going back to Detroit and making a difference in their communities—and one of the mothers nudged her daughter and said, 'Look at that!' because the daughter also was going to be a first generation college student. There's a kind of magic in that exchange between the mother and her daughter, but Michigan State does have a magical quality that is very tangible to our students, faculty and staff. It's been that way for me, and it's been that way for many others as well. So our task, my personal passion, is to make sure it stays that way for many more students. Even though times have been difficult, and sometimes realities have been very stark and accord seemingly very elusive, we have, and must continue to, form partnerships in the spirit of 'Team MSU'—working tirelessly and passionately to keep Michigan State University on the path of relevant and meaningful excellence. This opportunity for me to serve as MSU's 20th president is really possible because of the successful ideas and work of many, many others who are a part of Team MSU. I believe that Michigan State University made the correct choice eleven years ago in asking Peter McPherson to become our president. I believe that we have both learned from our partnership, and that Michigan State has benefited. I extend special thanks to Peter for the work we began 11 years ago—his accomplishments have been many. Along with administrators, college deans, faculty, staff and students, we will continue to build upon this work and we will engage in new ventures, so that looking back on today from some point in the future, the same will be said about this presidency and the distinction and strength that Team MSU built. The success of Michigan State is built on the concept of a team. It's about the people: the staff, the faculty, our students, and the people who work in this building, the alumni and our friends around the world. It's about people who are prepared, not simply to give their time or money, but to give their dedication, their ideas and their love to Michigan State University. And we're going to try to mine that capacity in order that Michigan State can be even greater. We have a running start on a number of initiatives and challenges. And, I accept the board's challenge of trying to accomplish in a three-year period what would normally be expected to achieve in five. We're going to try to exceed all expectations—honoring the expectations we hold for ourselves and expectations that others hold about us. So on behalf of 'Team Simon'—Roy and I—I accept the new role to lead Michigan State in the pursuit of the great and noble, as well as the practical and humane purposes for which Michigan State was founded 150 years ago."

The Simons' Long And Generous History With MSU

It is perhaps well known by this point that President Lou Anna K. Simon, Michigan State University's 20th president, has enjoyed a long and successful career with MSU. What may not be as well known is that she shares her dedication, commitment and history of accomplishment with the family of her husband, the Simon family.

Dr. Roy Simon, the director of Telecommunications and Transportation Systems at MSU and President Simon's husband, began his employment at MSU during his undergraduate days. During his career at MSU—now in its 33rd year—he has held a variety of positions ranging from assistant dean of Nursing to his current position. Over the years, he has taught many classes in Telecommunications and Higher Education Administration.

During high school and then as an undergraduate at MSU, Dr. Simon, an avid fan of music, especially jazz, made money as a keyboard player in a number of local bands that played private parties and events. Though he has no immediate plans to retire from his current position, his return to playing music seriously may occur when that day comes.

Dr. Simon's love of music extends well beyond simple enjoyment and appreciation. He has said he is proud and enthusiastic about his work with Jim Forger, the director of the School of Music, who asked Dr. Simon to serve on the Music School's advisory board. Even more, his support of music

programs on campus is reflected in the generosity of the Simons' gifts.

"Roy and Lou Anna have been very generous to the School of Music. It is a personal passion," said Mr. Forger. "Having Roy involved in the efforts to improve the school through private funding has been helpful. A great jazz studies program, with the artistry, diversity and openness it brings to campus and the broader community, is something he and Lou Anna feel strongly about."

Longtime donors (President Simon's first gift to MSU was in 1972), the Simons established the Drs. Lou Anna K. and Roy J. Simon Scholarship Fund in the School of Music in 2003. Their other major giving areas over the years include Wharton Center, the School of Music Jazz Studies Endowment Fund, WKAR-Radio and various athletic areas, especially lesser-funded sports. Combined, their gifts have earned them recognition in the university's Abbot Society, one of the most prestigious giving societies on campus. The Simons have recently made a commitment to move to the Shaw Society as part of the Sesquicentennial celebrations.

"Both President Lou Anna Simon and Dr. Roy Simon have proven time and again they understand a very important principle of fundraising: you cannot ask others to give unless you give yourself,"



Dr. Lou Anna K. Simon, with Dr. Roy Simon looking on, accepted formal recognition from Board of Trustees Chairperson David Porteous upon her acceptance of the position of president of Michigan State University, June 2004.

explained Vice President for University Development Charles H. Webb. "They are both very involved in helping MSU raise needed resources, and it is shown in their personal contributions and their volunteer efforts as well."

President Lou Anna Simon and Dr. Roy Simon are leading by example. That is not a surprise to those who know the Simon family and its history of dedication to MSU.



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A New Beginning

President Lou Anna K. Simon has for many years been at the center of fundraising activities at Michigan State University. Her involvement in activities with donors and friends of the university has been central to the success of *The Campaign for MSU* to date. “As provost, Dr. Simon played a major role in getting the campaign running and seeing it to this point in time,” said Vice President for University Development Charles H. Webb. “She has steadfastly supported the deans of our colleges in their campaign efforts, she has traveled to events around the country, and she is a proven leader in working with our donors. President Simon realizes the great importance of our donors to Michigan State University’s future.”

The successful completion of the campaign is sure to remain a focus of President Simon. “She is a great asset to MSU,” Associate Vice President for University Development Marti K. S. Heil said. “We look forward to introducing her to our friends everywhere as our new president.”



While attending donor events in Arizona in 2002, President Simon presented John Webb with a Spartan Spirit Award.



President Simon addressed the crowd gathered at the James B. Henry Center for Executive Development in 2003 to celebrate the establishment of the James M. Cornelius/Guidant Foundation Endowed MBA Fellowship.



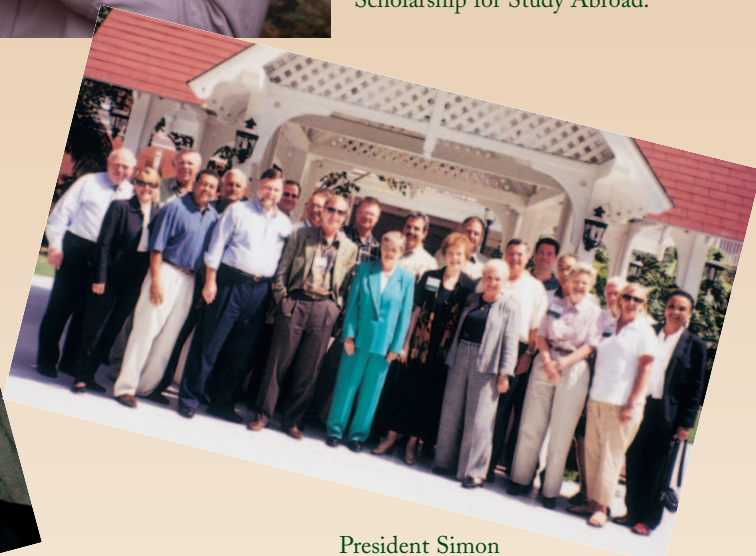
In October 2004, President Simon visited at Cowles House with students who received the MSU Federal Credit Union Endowed Scholarship for Study Abroad.



In May 2003, President Simon was the featured guest speaker at a Vision Event dinner in southeast Michigan. With hosts Elaine and Michael Serling, President Simon discussed ongoing strategic campaign initiatives with prominent donors in the region.



President Simon, with Trustee Dolores Cook (left) and donor Delia Koo, following the dedication of the Delia Koo International Academic Center on May 8, 2003.



President Simon and other MSU dignitaries posed with the West Coast Regional Council in California in September 2003.