

NEWS OF FACULTY, STAFF & RETIREE GIVING TO MICHIGAN STATE UNIVERSITY

OURIMPACT

FALL 2014



**SUZY MERCHANT ON
SUPPORT FOR MSU:
IT'S OUR
CAMPAIGN!**

SUZY MERCHANT ON SUPPORT FOR MSU: IT'S OUR CAMPAIGN!

Whenever a player on Suzy Merchant's team walks out on the Breslin Center court, she first touches a sign.

It reads: "What legacy will you leave?"

As MSU's head coach for women's basketball, Suzy believes it is an important question to ask.

"For me, I certainly want to leave a legacy of championships," she says. "But when I look around this campus, I think we all want to leave a legacy for young people. That's what we are in this business for."

The coach makes it a priority for her team and for herself to give back to the community through involvement in a wide variety of charitable organizations and community services. She also gives back to MSU, both financially and through volunteer service.

In 2013, Suzy joined University Advancement's Advisory Cabinet for Faculty, Staff and Retiree Giving and became the group's honorary chair.

"I am proud to be part of the university campaign and to represent the faculty, staff and retirees," she says. "Mostly because I have a genuine appreciation and certainly gratitude for the position that I hold, so when I have the opportunity to give back, I feel privileged to do so."

There is no doubt that Michigan State has a lasting and positive effect on the lives of its faculty, staff and retirees. Or, as Suzy puts it, the opportunity to impact young people every day is 'an incredible gift.'

"For me, I certainly want to leave a legacy of championships," she says. "But when I look around this campus, I think we all want to leave a legacy for young people. That's what we are in this business for."

"I feel very blessed to have been given this responsibility," she says. "So for me, it is natural to take the next step—to give back in a financial manner to the people who believe in me," she says.

Another motivator, she says, lies in seeing the leadership displayed by other faculty, staff and retirees, including fellow Coach Tom Izzo and Athletics Director Mark Hollis.

"We have great examples of people who work here day in and day out, and give back to the university," she says.

Suzy also sees the effect that internal support has on alumni and friends of MSU.

"When you see, as a donor, a booster or a fan, that the people who work here believe in the products, in the people that are here," she says, "It is a natural fit for other people to jump in. We have to step up in situations like this and walk the walk. And if we do it, it certainly opens the door for other people to feel comfortable to do that as well."

Suzy says one of the best parts of her job happens whenever she can offer a scholarship to a deserving and hopeful Spartan. For many of them, MSU is their dream school and they shed tears of joy.

On October 24, MSU will launch the public phase of a capital campaign. With increased support from donors, Suzy hopes she and many others will be seeing a lot more of those grateful tears in the eyes of a lot more hopeful Spartans.

An insider's peek at the campaign's public launch

MSU's next capital campaign's goal will be announced at 5 p.m. on Friday, October 24 at the Wharton Center for Performing Arts, after being set and approved by the MSU Board of Trustees at its 9:30 a.m. meeting earlier that day.

All faculty, staff and retirees of MSU are invited to attend the celebration at Wharton where the priority areas of the campaign also will be unveiled. Register by visiting EMPOWER.MSU.EDU or by calling Michelle Graham at (517) 432-9459.

Titled "Thy Praises MSU," the event will feature music specifically orchestrated for the occasion by renowned Broadway orchestrator and MSU alumnus William David Brohn. A mix of student and faculty stories, some projected on a high definition screen wider than a basketball court, will glimpse at a bright future for MSU.

An open reception will follow the historic event.



GIVE ONLINE

You may make a gift securely online using your credit card. Visit givingto.msu.edu.

MAKE A PLAN

Many faculty, staff and retirees have provided future support by including MSU in their retirement plan, or through a charitable bequest in a will or personal trust. Visit giftplanning.msu.edu or call (800) 232-4678 to learn more.

TALK TO US

To explore how you might provide support to MSU through cash, stock, real estate and other gifts, contact the University Development office in your college or unit, or call (517) 884-1000.

OURIMPACT IS PUBLISHED BY:

University Advancement
Michigan State University
Spartan Way
535 Chestnut Road, Room 300
East Lansing, MI 48824
(517) 884-1000

Robert W. Groves
Vice President, University Advancement

Stephanie Motschenbacher
Director, Marketing and Communications,
University Advancement

Lois Furry
Editor

Paula Davenport and Chris Schaffer
Copy Editors

Dave Giordan
Art Director

Blohm Creative Partners
Layout

Derrick Turner and Harley Seeley
Photos

givingto.msu.edu

FACULTY, STAFF & RETIREES OUT IN FRONT

Faculty, staff and retirees are setting the stage for a successful capital campaign. More than 26 percent of MSU's faculty, staff and retirees, like you, are making financial gifts to the university. That's a number not a lot of our peer institutions can lay claim to. And something that leads the way for others to invest in MSU as well. The stories here highlight some of the many ways faculty, staff and retirees are supporting our university.



NO NEGATIVES HERE

Professor emeritus supports electromagnetics professorship with estate plan

An MSU professor emeritus has made a \$1 million bequest to benefit the MSU College of Engineering with a professorship in electromagnetics.

The future gift is being established through an estate plan from Dennis P. Nyquist, also a graduate of the Department of Electrical and Computer Engineering (ECE).

"Both the college and ECE department were instrumental in my professional growth, so I am delighted to support MSU and advance electromagnetics with this gift," Dennis says. "As a retired faculty member, I appreciate the value and prestige that endowed positions bring by attracting and retaining top quality faculty members to the college."

The support from the endowment will provide a dependable, perpetual source of funding to support the position, as well as the ability to conduct research and scholarship as new opportunities arise.

"Endowed chairs and professorships, the gold standard of distinction and recognition, give our deans and leaders a powerful means of attracting the next generation of MSU faculty," says MSU President Lou Anna K. Simon. "Our faculty are the essential resource in all that we do. And we are so grateful to Professor Nyquist not only for all his years of service to help make MSU a top university today, but also for his generous investment in MSU's future."

Leo Kempel, dean of the MSU College of Engineering, was mentored by Nyquist as a junior faculty member. "As a distinguished faculty member, Dennis brought both vision and passion to his dedicated work for MSU and this college," says Kempel. "These kinds of endowed positions are crucial in recruiting and developing faculty members who can uphold Dennis' profound legacy of professional contributions and the highest level of scholarship."

**YOUR GIFTS
AT WORK**

Mary and Sam Austin were among the first to arrive for MSU's Summer Circle Theatre last June and two of the first to contribute to the theatre's new and improved home.



GIVING TAKES ON

DRAMATIC FLAIR

New and improved home for Summer Circle Theatre opens thanks to faculty support

MSU opened a new \$1.2 million outdoor theatre last month, thanks to the support of some of its own.

Sam and Mary Austin know first hand how MSU's vibrant community plays a significant role in attracting students, faculty and staff to the university. He, the former head of MSU's cyclotron and she, a former university staff member, have been ardent supports of Summer Circle Theatre for more than 50 years and counting.

The theatre's performances were outstanding, they say, but the venue—part of the Red Cedar Floodplain—was in need of an upgrade.

Sam and Mary were the impetus behind fundraising efforts to create a beautiful new home for outdoor theatre on campus and made a lead gift.

The new performance stage is located in a courtyard between the Kresge Art Center and the Auditorium Building. It features three tiers of built-in seating for

400 surrounding a circular sub-stage. Porous flooring allows rainwater to pass right through.

The Austins' leadership inspired several former faculty to support the project. They include: Linda Nelson, retired faculty from the Department of Human Development and Family Studies; Selma Hollander, alumna of the Department of Art, Art History and Design and widow of the late Stanley Hollander, a faculty member in the College of Business; and Gretal Geist Rutledge, former costume faculty and widow of the

late Frank Rutledge, theatre founder. All joined the Austins with major gifts.

Friends of Theatre, a community organization dedicated to supporting MSU's Department of Theatre, also committed \$100,000 to the project.

Contributions still are being sought to complete the funding of the project. To learn more, contact Director of Development Bridget Paff at paff@msu.edu or call (517) 353-4725.



SETTING A HIGH BAR

For the second straight year, Michigan State University has had a record-setting year in fundraising.

Total gifts to the university for fiscal year 2013-14 grew 15 percent from last year to a total of \$238.9 million. Total donors to the university grew by 4 percent, from 101,975 to 105,726.

The continued fundraising success is due to the increased support from alumni and friends of the university, including faculty, staff and retirees, as well as to an aggressive fundraising strategy that includes many initiatives by the university's academic and administrative leaders.

↑15%

Total gifts to the university for fiscal year 2013-14 grew 15 percent from last year to a total of \$238.9 million

FAMILY FIRSTS AT MADISON



Professor emeritus and his wife create a scholarship for first-generation students at Madison College

It's a natural continuation of Richard Evans' teaching career to endow a scholarship for James Madison College students who are the first in their families to attend college. He was a professor at Madison for 26 years. Partnering with another then newly hired Professor Ron Dorr in 1974, he founded Madison College's freshman writing program and also taught courses in the Social Relations field and special topics classes addressing issues in American cultural history.

Earlier this year, Professor Emeritus Evans and his wife, Merrill Evans, created the Richard W. and Merrill W. Evans Scholarship Endowment for James Madison College with a gift of \$130,000. Scholarship recipients must be first-generation college students and enrolled in Madison College. Awards are renewable for up to four years.

Professor Evans was a first-generation college student himself. He says he completed his undergraduate degree

through hard work and a relatively small financial commitment compared to today. He was moved by a story on NPR that featured first-generation college students squeezed out of educational pursuits because of the increased financial burden on families for tuition. Nearly 25 percent of MSU students are the first in their families to attend college.

Richard and Merrill also believe in the power of making a high-quality liberal arts degree available through MSU's Madison College.

"We were both students in small residential liberal arts colleges," Richard says. "Our experience attests to the value of a liberal arts education as a transformative and empowering experience leading to a broad knowledge of the wider world, its history and the individual's place within it; a sensitivity to the variety of human experience; and a deeper sense of social responsibility."

A SPARTAN AT WORK

50-year staff leader supports graduate students

Between his time as a student and as an employee, Marc Conlin ('69, Engineering; '72, MBA) has invested some 50 years at MSU.

The longtime administrative spearhead of one of MSU's largest and most distinguished academic departments, physics and astronomy, Marc has made cash and future gifts to MSU as part of his estate plans, including from his university 403b retirement plan. He has provided endowed support for graduate students in engineering and in physics and astronomy. He also created an endowment that recognizes and empowers the outstanding service of university staff in the Physics and Astronomy Department.

Marc says his reasons for giving back are easy to list.

"I have been fortunate to have gone to school here, and to work here with the people that I do," he says. "There is vision and foresight here to keep us in the forefront of current teaching and research. But, I can see the difference that endowments make both in accomplishing that mission and in enabling people to do great work."



The top 5 things to know about MSU's Capital Campaign...

1. Every gift contributes.

Last year, gifts of \$10 to \$500 added up to \$9,731,424 in support for students and programs across campus.



4. This campaign will impact us all.

Students, academic programs, non-academic programs, research, facilities—the whole of MSU will be advanced. And, when you think about the long reach of the university to help people across our state, country and world, that's a lot of impact.



You are critical campaign ambassadors.

Many alumni and friends will soon learn about the campaign for the first time. They will look to you to confirm that it's important to MSU.

5. You are invited to attend.

The launch of the public phase of the campaign, which has been in its silent phase with various fundraising efforts for the last three years, is set for 5 p.m. on Friday, Oct. 24, at the Wharton Center for Performing Arts.



3. Campaigns change MSU's financial stability.

Before the last campaign that concluded in 2007, MSU raised about \$70 million in private funds each year. The yearly fundraising average for MSU now exceeds \$200 million. Additionally, MSU's endowment was one of the smallest in the Big Ten. Today, at more than \$2 billion, MSU's endowment is sixth highest.



Register by visiting [EMPOWER.MSU.EDU](https://www.msu.edu/empower) or by calling Michelle Graham at (517) 432-9459.

It will be an exciting, once-in-a-lifetime event. But it won't be the same without you!