

MICHIGAN STATE
UNIVERSITY

EMPOWER EXTRAORDINARY

THE CAMPAIGN *for* **MICHIGAN STATE UNIVERSITY**

Supporting the
COLLEGE OF SOCIAL SCIENCE



Seeking Human Answers to the **Vital Issues of Our Time**

We live in a world of seven billion people. Some of us need access to clean water. Some of us must migrate to survive. Some are threatened by poverty, counterfeit drugs, and substances that may change the way our bodies and minds develop. The wonderfully diverse College of Social Science, full of energy and talent, is dedicated to human problems in this increasingly complex world. Its alumni are around the globe doing the same thing. Each of the social, behavioral, and economic science disciplines and professions advance knowledge in distinctive ways, but collectively, the college is better able to address major problems because of the synergies it inspires.

Answers to the world's most complex problems are no longer rooted in any one academic field. The best technical or scientific solutions need to take human factors into account. That's why social, behavioral, and economic scientists from the College of Social Science regularly cross disciplinary boundaries to partner with teams of engineers, physicians, and other scientists.

Dr. John Waller works one-on-one with a student as do many faculty in the College of Social Science.



We cross geographical boundaries as well—Washington, D.C.; Hangzhou, China; Flint, Michigan; Kenya; and New Orleans—and wherever we go, we ask hard questions. Questions that address issues about counterfeit products and safety; influence of genes and environmental pollutants on the development of young children; social, political, economic, and cultural consequences of immigration; evolution of economic, political, social, and cultural institutions in the global economy to bring about prosperity within a self-sustaining and quality of life-enhancing environment; addressing critical water pollution issues by exploring the intersection of law, policy, agriculture, and human behavior; how communities can help victims of sexual assault; and coping strategies for soldiers and their families for transition from battlefield to civilian life.

In the College of Social Science, faculty and academic staff—as well as actively researching graduate and undergraduate students—ask important questions every day. All are complicated, but we don't back away from them. More than seven billion people are looking for answers.



OUR CAMPAIGN **VISION**

The goals of the College of Social Science dovetail with the campaign priorities of MSU. The college seeks to become an engine of opportunity for undergraduate and graduate students by increasing the number of scholarships and fellowships and ensuring that all undergraduates can participate in experiential learning opportunities. We will extend our capacity to become a force for creativity, discovery, and learning by attracting and retaining top faculty and bolstering research and educational programs. We will be global problem solvers by crossing disciplinary boundaries to collaborate in research and teaching, and engage with partners in STEMM fields (including medicine). And we will build vibrant communities by renovating space in our buildings for faculty, students, and advising.



ADVANCING MSU *through* **SOCIAL SCIENCE**

The College of Social Science seeks to raise \$60 million in the Empower Extraordinary campaign. We will achieve this goal with a mix of endowment and annual funds.

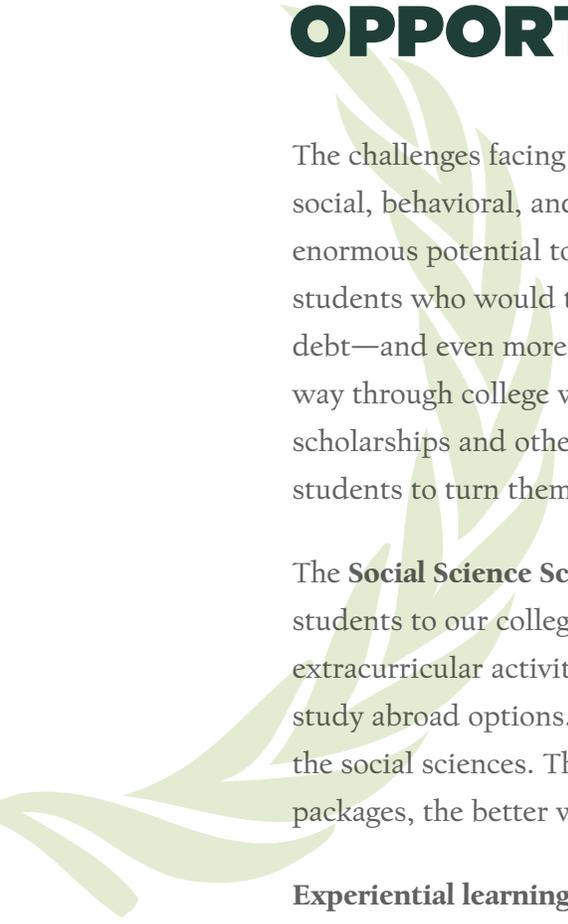
Endowment and annual contributions are both vital but serve different purposes. Endowed resources provide permanent funding for faculty, students, and programs. Simply put, a gift of endowment enables a donor's impact to last forever because it will provide a percentage of income earned each year, growing the principal and increasing forever the amount of funds available. Annual contributions, often referred to as expendable funds, can make a big difference quickly—something a donor can see and appreciate immediately.

The strongest institutions of higher education have both—reliable endowment income providing long-term stability as well as a strong stream of annual giving.



Derrick Stobaugh, the first Krueger Fellow at MSU, is a neuroscientist and highly skilled data analyst. He believes the work he'll do as a Psychology graduate student at MSU will help define him as a health care researcher—which in turn will allow him to have a direct impact on how medicine is practiced.

An Engine of **OPPORTUNITY**



The challenges facing our world need the best people working on them. The study of the social, behavioral, and economic sciences is too important to allow top students with enormous potential to miss their opportunity to succeed in these fields. One reason that students who would thrive in our college go elsewhere is the prospect of incurring lasting debt—and even more if they go to graduate school. It is no longer possible to work one’s way through college with part-time jobs, and when rival schools offer high school seniors scholarships and other financial aid, even for programs inferior to ours, it is difficult for students to turn them down. This is especially true for the top students.

The **Social Science Scholars Program** attracts the most diverse and talented high school students to our college and creates an environment featuring special seminars, targeted extracurricular activities, one-on-one opportunities with our top faculty, and internship and study abroad options. It will help create the next generation of expert problem solvers in the social sciences. The more competitive we are in our ability to offer excellent scholarship packages, the better we can recruit top students to this new program.

Experiential learning, including study abroad, study away (i.e. studying somewhere in the United States), internships, and service learning gives students the opportunity to take what they learn in class and apply it to real people in real-world situations. They see the difference between theory and practice, and the perspective they bring back to MSU causes them to ask better questions and challenge our faculty in new ways. Students also gain confidence and, often for the first time, see where they can make a difference. They find their passion and their life’s work as well as building their resume which makes them more competitive for careers and graduate school. Though about 80 percent of our students undertake some form of experiential education, we seek to make sure everyone can.

Graduate education is a cornerstone of a Tier One research university. We seek to attract the next generation of top academicians, researchers, and professionals to the social, behavioral, and economic sciences at MSU—and so do our peers at Big Ten and other universities. To successfully compete in recruiting the most promising graduate students—and to better support the graduate students we already have—we need funding for fellowships and assistantships, for research and dissertations, and supplemental funds for travel to academic conferences and paper presentations that will accelerate their careers.



OUR FUNDING GOAL TO SUPPORT STUDENTS IS **\$19.5 MILLION.**

ENDOWED GRADUATE
FELLOWSHIPS
\$7.5 MILLION

EXPENDABLE
EXPERIENTIAL SUPPORT
\$750,000

ENDOWED GRADUATE
SUPPORT
\$2.5 MILLION

ENDOWED
UNDERGRADUATE
FINANCIAL AID
\$3.2 MILLION

ENDOWED EXPERIENTIAL
SUPPORT
\$5 MILLION

EXPENDABLE
UNDERGRADUATE
FINANCIAL AID
\$500,000



There is a straight line from the quality of professors we can attract and retain to the quality of the work they produce, the graduate students they attract, and the teaching they deliver to undergraduates.

Professor Todd Fenton, an expert in forensic anthropology and bioarchaeology, works side-by-side with a student.

OUR FUNDING GOAL TO SUPPORT FACULTY AND PROGRAMS IS **\$32 MILLION.**

ENDOWED CHAIRS AND PROFESSORSHIPS
\$21 MILLION

ENDOWED PROGRAM SUPPORT
\$3 MILLION

EXPENDABLE CHAIRS AND PROFESSORSHIPS
\$2.5 MILLION

EXPENDABLE PROGRAM SUPPORT
\$5.5 MILLION



A Force for

CREATIVITY, DISCOVERY, AND LEARNING



The College of Social Science advances knowledge by gaining a deeper understanding of the human and social dimensions of the world and the relation of those dimensions to the natural and technological worlds. Our work transforms lives through collaborative learning and responsive engagement with people and communities in Michigan and globally. This important work is driven by faculty.

Endowed chairs and professorships help the college compete with peer universities for top faculty in our departments, for a more diverse faculty, and for up-and-coming faculty members who will grow into leaders in their fields. In some of our college departments, the need to recruit takes on greater urgency due to a “baby boomer bulge” now present in their faculty. Our nationally ranked Department of Political Science, for example, now has ten of its top faculty members at the point of retirement. We—and other departments of political science across the country that face the same challenge—will find ourselves competing for the very best men and women to fill those positions.

Support for academic programs, in addition to faculty recruitment, is vital. Already successful programs often require additional support to flourish. Each semester, for example, the Department of Economics hires 15 to 20 outstanding undergraduates to work in the **Undergraduate Tutor Program**, providing free tutoring to all 12,000 students who take introductory microeconomics and macroeconomics courses. The program provides financial support for these meritorious students, enables them to gain valuable teaching experience, and provides much needed academic support to other students. And in our **Child Development Laboratories**, half- and full-day preschool provided for children 18 months to five years allows students, faculty members, and families to benefit from shared activities, learning from one another and working together for the well-being of the children. At the same time, MSU students learn about child development, strategies for supporting children’s social interactions, and methods of developing interesting and appropriate learning activities.

These are but two examples of excellent programs for which additional resources will bolster our ability to recruit the best students and further strengthen the program. Every single one of our departments, schools, centers, institutes, and programs would benefit greatly in terms of top faculty and student recruitment with endowed chairs, professorships, and programmatic support.

A Global **PROBLEM SOLVER**

Challenges of the twenty-first century are much more complicated than in the past, and solutions must come from the intersections of disciplines, especially those in the social sciences. The college is bringing our social, behavioral, and economic science dimensions of STEM to bear on MSU's new interdisciplinary initiatives.

In the **Health and Human Development Initiative**, which connects researchers and builds networks to explore health and human welfare issues and the complexity of interactions between environmental and genetic factors as they influence human development across the span of life, one of our college's faculty members in the Department of Psychology is at the forefront. Dr. Brooke Ingersoll created **Project ImPACT** to benefit children with autism and intellectual disabilities through research and outreach focused on how they communicate and how parents and loved ones can learn to communicate better with them as well.

The **Environment and Global Change Initiative** represents a hybrid of activities at the intersection of climate change research and the emerging bioeconomy, where people rely more on renewable resources to meet society's needs for energy, chemicals, and raw materials instead of depending on nonrenewable resources such as petroleum and coal. In this initiative, our **Department of Economics** is joining forces with MSU programs in plant sciences, engineering, and chemistry on a wide range of projects.

The **Center for Anti-Counterfeiting and Product Protection** is the first and preeminent academic body to target the emerging global market in counterfeiting, adulterating, and/or contamination of pharmaceuticals, manufactured goods, and other products. Described by the FBI as the crime of the twenty-first century, product counterfeiting accounts for an estimated \$600 billion in global trade and wreaks dire global health, safety, and economic consequences on individuals, corporations, government, and society.



Many Social Science students travel the world as part of faculty-led, global problem solving teams.

While the college maintains a high level of quality in all of our subject areas, three areas of particular strength touch on all of the important issues our disciplines impact. **Environment and Global Change** is a hallmark of our college in which we go back 20 years. In **Human Development and Health**, we are at the forefront on issues such as autism and intellectual disabilities. And **Diverse Populations, Equity, and Security with Justice** combines some of our signature programs and thematic strengths. These are but a few examples of our needs in this area, and contributions toward their success include support for faculty members and research.

OUR FUNDING GOAL TO SOLVE THE WORLD'S CHALLENGES IS **\$5 MILLION.**

ENDOWED
RESEARCH
SUPPORT
\$3 MILLION

EXPENDABLE
RESEARCH
SUPPORT
\$2 MILLION

*John A. Hannah Professor
of Global Change Science
Emilio Moran regularly
crosses physical and
disciplinary boundaries
to focus on many pressing
issues.*





A Vibrant **COMMUNITY**

Enrollment in the College of Social Science is growing. Economics, with over 1,200 undergraduate majors alone, is becoming one of the more popular majors at MSU. As a result of this growth, the department needs additional space for faculty, graduate students, and advising in **Old Botany**, built in 1892 and in need of structural and technological enhancements. It is an irreplaceable reminder of MSU's storied heritage and good stewardship, and restored with modern elevator access and crucial exterior and interior upgrades, it will continue to play a role as a viable and modern space for the Economics department as well as the home of the Department of History for the twenty-first century and beyond.

Berkey Hall is home to the dean's office as well as some of the college's departments and centers, and it serves as a classroom hub for our social, behavioral, and economic courses. With its prominent location on Grand River Avenue—next door to the striking Broad Art Museum—the building offers a heavily-trafficked entrance to the MSU campus. Its restoration will renew a focal point for the college in our cherished area of campus, fondly remembered by all MSU students, faculty, alumni, and friends.

We can keep our college community more vibrant with discretionary funds we can put to work immediately for student programs, faculty research, and the various needs of our departments.





OUR FUNDING GOAL
TO BUILD A MORE
VIBRANT COMMUNITY IS
\$3.5 MILLION.

OLD BOTANY AND
BERKEY HALL
ENHANCEMENT
\$1 MILLION

EXPENDABLE
DISCRETIONARY FUNDS
\$2.5 MILLION



Amplifying Your Impact *in East Lansing and* **Around the World**

“Policy makers, opinion leaders, and CEOs agree that understanding science and technology is critical but it isn’t enough by itself. We also need to understand the forces that influence people’s behavior and why social groups differ with respect to their beliefs, values, and practices. For that reason, the twenty-first century is the Social Science century. We have the hottest topics that make headlines every day, and we have the experts who are working to solve the world’s most pressing problems. There are precious few places at MSU where one can make a gift that will have such a wide impact as one to the College of Social Science.”

MARIETTA L. BABA
DEAN AND PROFESSOR
COLLEGE OF SOCIAL SCIENCE



SPARTANS WILL.

MAKE A DIFFERENCE *and*
EMPOWER EXTRAORDINARY TODAY.

EMPOWER.MSU.EDU

#EmpowerMSU

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COVER IMAGE:

A globe represents the geographical boundaries that College of Social Science faculty, academic staff, and students cross as they seek human answers to the vital issues of our time.