

A man and a woman, both wearing white lab coats, are shown from the waist up. They are smiling and have their right arms raised high, holding black folders or books. The background is a bright, hazy, yellowish-orange glow, suggesting a sunrise or a bright light source. The overall mood is one of achievement and celebration.

MICHIGAN STATE
UNIVERSITY

EMPOWER
EXTRAORDINARY

THE CAMPAIGN *for* MICHIGAN STATE UNIVERSITY

Supporting
STUDENT AFFAIRS AND SERVICES

Supporting **Student Affairs** **and Services**

“My out of classroom experience has absolutely been crucial to my success in the classroom. It becomes more than just taking a class; it’s really a process of getting to know yourself and to conceive your future.”

MEGAN M.



Students come from all 50 U.S. states and more than 130 countries to learn and grow at MSU.



Strengthening Student **Opportunity and Engagement**

At Michigan State University, students are not only the core of our mission; they are the reason we exist. Our approximately 50,000 students hail from all 83 counties in Michigan, all 50 states in the United States, and from more than 130 countries around the globe. We know that, in the Spartan tradition, they are going to become the next generation of leaders. To get them there, they'll have a rich educational experience with our outstanding MSU faculty. Achieving their full potential will also involve skills and experiences developed beyond the classroom. That's where we come in.

Student Affairs and Services empowers students by fostering intellectual, personal, and professional growth while also being there to help them overcome challenges they may encounter. We foster the academic success and individual growth of our students through a comprehensive range of programs that sustain and promote community engagement, personal development, meaningful cross-cultural interaction, career planning, and physical, emotional, and mental well-being.



OUR CAMPAIGN **VISION**

Current students at MSU enjoy more opportunities yet face more pressures than most of their Spartan predecessors. Educational debt, for example, is at an all-time high, putting economic stress on students and their families.

Spending years of study on a college campus that serves 50,000 students can be an exhilarating yet bewildering experience, whether a student is from Battle Creek or Beijing. Our mission at Student Affairs and Services is to remove barriers to success and pave the way for personal and academic achievement.

When we do our job well, the result is a young person who – no matter what his background or where she came from – clearly understands and believes that there is no limit to what he or she can accomplish.

Student Affairs and Services upholds the overall university campaign priorities, doing our part so that MSU can become an engine of opportunity and an effective force for creativity, discovery, and learning. Through our efforts, students will be better prepared to be global problem solvers, and together we will build vibrant communities all around the world.

With its land-grant heritage, MSU has been an engine of opportunity for generations of students, and it is in this arena that Student Affairs and Services makes its greatest impact. We seek to raise \$8 million in the Empower Extraordinary Campaign, which we will apply in three target areas: Health and Wellness, Identity, and Engagement.



ADVANCING MSU *through* **ENDOWMENT**

We will achieve our goal with a mix of endowment and annual funds.

Endowment resources are critical because they provide permanent funding for programs on which students can count – year after year. A gift of endowment enables a donor’s impact to last forever.

While endowment funds last forever – that’s why they are so highly sought – they can only spin off income averaging five percent of their principal each year so as to retain their purchasing power in perpetuity. This means that a generous \$100,000 endowment gift will produce \$5,000 in income in its first year, and incrementally more in subsequent years. Annual contributions, by contrast, provide vital current use funds we can put to work immediately for scholarships, research, and the various needs of Student Affairs and Services.

A \$100,000 gift in current use funds can make a big difference quickly – something a donor can see and appreciate. Strong and consistent annual giving keeps Student Affairs and Services nimble and able to pursue opportunities as they arise. The strongest institutions of higher education have both – reliable endowment income and a strong stream of annual giving.

Health *and* **Wellness**

Michigan State University is positioned to be a positive influence upon one of the largest, most diverse student bodies in the country. Healthy habits and stress management are keys to students' academic success. Student Affairs and Services seeks to increase student understanding of the wellness imperative while they are at MSU.

Through our programs and the opportunities we offer, we will have a positive, long-term impact on the lives of students, their families, and the communities they will live and work in after they graduate. Partnerships to improve healthy living directly impact the quality of life for students, student retention, and graduation rates.

Healthy habits and stress management are keys to students' academic success.





OUR FUNDING GOAL TO HELP IMPROVE HEALTH AND WELLNESS IS **\$4 MILLION.**

FACILITY IMPROVEMENTS TO ACCOMMODATE
STUDENT DEMAND - EXPENDABLE
\$3 MILLION

ENDOWMENTS
FIVE (5) - \$100,000

PROGRAM SUPPORT - EXPENDABLE
\$500,000



Student Affairs and Services encourages students to explore and develop personal identity and respect for others, while instilling a sense of social responsibility that will guide their integrity, philanthropy, and service throughout the rest of their lives.

OUR FUNDING GOAL
TO HELP SPARTANS
EXPAND PERSONAL AND
GLOBAL PERSPECTIVE
IS **\$2 MILLION.**

ENDOWMENTS
TEN (10) - \$100,000

PROGRAM SUPPORT -
EXPENDABLE
\$1 MILLION

Identity

The college years are a time when young people figure out who they are and their relationship to others. For all of our students, we work to expose them to a wide range of perspectives that will challenge and expand their worldviews.

MSU is poised to provide students with opportunities to expand their intercultural competencies and enrich their lives to become significant contributors to our global society. With over 130 countries and all U.S. states represented in the MSU student body, this richly diverse community offers multiple occasions to gain exposure to and immersion with students from different cross-cultural experiences. In addition to preparing our graduates for the global workforce, expanding their horizons can have a transformational impact on each individual.

Student Affairs and Services encourages students to explore and develop personal identity and respect for others, while instilling a sense of social responsibility that will guide their integrity, philanthropy, and service throughout the rest of their lives. We help students develop a global outlook needed for them to serve as future leaders in a world that transcends national boundaries.





High-impact **Engagement**

Through high-impact opportunities, programs, and activities that inspire and empower, we create highly sought-after graduates who are wellness-oriented, civic-minded, culturally-focused leaders, ready to engage and contribute to a global society.

Engagement beyond the classroom that complements the high quality academic experience in the classroom prepares students to be successful in college. We teach and support various skills that make it possible for students to succeed in applying the knowledge they gain to the issues about which they care most.

Student Affairs and Services provides service-learning opportunities, access to employers and employment opportunities, leadership training, and resources and support for student groups. It is within such student groups and organizations that students practice many of the skills they will use the rest of their lives: managing organizations, setting and adhering to a budget, and managing collaborative projects with people from different disciplines and perspectives.

We partner with academic and other units across campus in a systematic manner to promote maximum student learning, student development, and student success. MSU's land-grant mission challenges us to make special efforts for first-generation students. We are keenly aware that if the first person from a family comes to college and succeeds, he or she will be followed by siblings, cousins, and friends. That one person can elevate an entire extended family into greater upward mobility.

ENDOWMENTS
TEN (10) - \$100,000

PROGRAM SUPPORT
TWENTY (20) - \$50,000

**OUR FUNDING GOAL
TO STRENGTHEN HIGH-
IMPACT ENGAGEMENT
IS \$2 MILLION.**

Empowering Extraordinary **Student Experiences**

Students and families will choose MSU because they value the experiences provided, not simply the knowledge offered. As we create more vibrant opportunities for connections, exploration, and engagement, we will enhance the experiences for students and ultimately reinvigorate the value proposition of the college experience. During the years that students spend on our campus, they all benefit in one way or another from the programs sponsored and the services provided by Student Affairs and Services.

A gift to Student Affairs and Services enables a donor to have a very broad and positive impact on the greatest number of students. Your generosity will help produce students who are empowered to be successful in their careers and in their lives, who adopt lifetime habits of health and wellness, and who graduate as civic-minded and global citizens.

The continued success of Student Affairs and Services depends on support from individuals and organizations who believe in the value of what we do. Our goal is to make MSU one of the best living and learning environments in the world. With your help, we will do just that.

DENISE B. MAYBANK, PH.D.
VICE PRESIDENT
STUDENT AFFAIRS AND SERVICES



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COVER IMAGE:
Students are the heartbeat of the university.

SPARTANS WILL.

MAKE A DIFFERENCE *and*
EMPOWER EXTRAORDINARY TODAY.

EMPOWER.MSU.EDU

#EmpowerMSU

