

DEVELOPMENTS

FOR DONORS AND FRIENDS OF MICHIGAN STATE UNIVERSITY



WINTER 2015

The **CAMPAIGN ISSUE**

DEVELOPMENTS

EMPOWER EXTRAORDINARY

THE CAMPAIGN for MICHIGAN STATE UNIVERSITY

With acknowledgement of past excellence and a firm commitment to future initiatives, the Michigan State University Board of Trustees approved a \$1.5 billion capital campaign on Friday, Oct. 24, 2014, intended to build on MSU's traditions while empowering critical initiatives for the 21st century. This issue of *Developments* is devoted to this historic campaign.

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EMPOWER.MSU.EDU

Explore a video series featuring students and faculty who embody the spirit of MSU and the Empower Extraordinary campaign priorities.



DEVELOPMENTS

For Donors and Friends of Michigan State University

MSU *Developments*, published three times each year, is devoted to the inspiration and impact of private philanthropy at Michigan State University.

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The generosity of thousands of alumni and friends empowers MSU to advance knowledge and transform lives every day.

Ways to Support Michigan State

Online Giving

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

Cash, Stock, Real Estate and other gifts

To explore how you might provide financial support to MSU, contact the University Development office in your college or unit, or call (517) 884-1000.

Estate Planning

To remember MSU in your will or personal trust, qualified retirement plan or IRA, contact the Office of Gift Planning at (800) 232-4678 or (517) 884-1000. The correct reference is: Michigan State University, East Lansing, Michigan and the federal tax identification number is 38-6005984. If you have already named MSU in your estate plans, please contact us so we can welcome you to the Linda E. Landon Legacy Society. For more information, go to giftplanning.msu.edu.



What sets MSU apart is not so much what we do, but why we do it.

Michigan State University is known for its impressive global alliances, its ambition to be one of the world's leading research universities, and its remarkable history of advancing the common good with an uncommon will.

But the world today requires more from us – the pace is accelerated, the challenges more complex. Our success has placed us on an extraordinary path, but if we are to achieve our full potential, we need to empower our students and faculty, and provide the resources needed to help make seemingly impossible ideas possible, and turn dreams into realities.

The *Empower Extraordinary* campaign will propel this great university forward through its people and with you at its side. Together we will Empower the Extraordinary.

“I WANT TO CHANGE SOMEONE ELSE’S
LIFE AND MAKE AN IMPACT LIKE STEVE
SMITH DID FOR ME.”

SHERRONIA **DORSEY-WALKER**

*Steve Smith/Pershing High School
Scholarship Recipient, College of
Social Science*

Sherronia Dorsey-Walker loves helping people and thanks to the Steve Smith Scholarship she received to attend MSU, she is doing what she loves. Learn more about Sherronia and other Spartans who are making the most of their opportunity to attend MSU at go.msu.edu/empowerstories.

An Engine of **OPPORTUNITY**

Goal: \$400 million

One quarter of the 10,000 students MSU graduates each year are first-generation students. Thirty-four percent of MSU's students come from households with incomes of less than \$50,000. Helping young people realize their potential calls for private support to provide extraordinary learning opportunities and to keep MSU's doors open to the best and brightest regardless of their financial means. Another cornerstone of a great university lies in attracting outstanding graduate students with fellowship support. In turn, these academic all-stars help drive our ability to innovate.

Wall Street Ready

Receiving an MSU Financial Markets Institute scholarship allowed Manesha Sampath, a finance major from Troy, to complete a dream internship in New York. She worked to help companies prepare for initial public offerings in the U.S. After graduation, she plans to go into the financial services industry and, she says, to build a good reputation as a Spartan on Wall Street. Learn more about Manesha and other rising Spartans at go.msu.edu/empowerstories.

“I’LL KNOW I’VE MADE IT AS A FINANCIER
WHEN I’M STANDING ON THE FLOOR
OF THE NEW YORK STOCK EXCHANGE
RINGING THE OPENING BELL.”

MANESHA **SAMPATH**
*Financial Markets Institute and
Residential Business Program*

A Force for

CREATIVITY, DISCOVERY, AND LEARNING

Goal: \$350 Million

With a legacy of being a dynamic, collaborative academic environment, we're poised to generate significant scientific breakthroughs and help students find their life's work. With private support Michigan State University seeks to establish 100 new endowed chair positions and fund important academic programs in order to retain and attract great thinkers.



A Passion for Answers

Over the past four decades, N. Edward Robinson's research and mentorship has made the College of Veterinary Medicine the world's leading institution for equine pulmonary disease research. Now retired, his former students span the globe and his research findings have led to advances in veterinary medicine and demonstrated the many similarities in respiratory diseases between animals and humans. Learn more about what drives a successful research program and the work of other endowed faculty chairs at go.msu.edu/empowerstories.

“YOU NEED TO HAVE A TEAM OF PEOPLE IN ORDER TO DO RESEARCH. YOU HAVE PEOPLE WITH ALL KINDS OF TALENTS AND YOU’VE GOT TO ALLOW THEM ALL TO EXPRESS THEIR TALENTS. IT’S THE SUM TOTAL OF THOSE TALENTS THAT REALLY MAKES A GROUP THAT FUNCTIONS WELL TOGETHER.”

N. EDWARD ROBINSON
*Matilda Wilson Chair in Large Animal
Clinical Sciences*

A Global **PROBLEM SOLVER**

Goal: \$300 Million

Since 1855 we have grown projects, carved out new fields of study and built partnerships across our state, throughout the nation, and around the world. With private support these efforts can flourish, and Spartans can advance the common good in ways that save lives, strengthen the economy, and change the world.



“OUR TEAM IS DRIVEN, REALLY, BY THE LARGER GOALS, SUCH AS FOOD SECURITY, IMPROVING PHOTOSYNTHESIS IN A HARSH CLIMATE AND SO ON. THESE ARE IMPORTANT THINGS WE ARE STUDYING AND WITH GOALS THAT ARE OF TREMENDOUS POTENTIAL BENEFIT FOR THE WORLD.”

CHERYL **KERFELD**
Hannah Professor of Structural Bioengineering

Intersection of the Unknown

Much like a mechanic must know what the parts of an engine look like in order to fix it, Cheryl Kerfeld and her team in the College of Natural Science try to see what life looks like in order to understand how it works. By deconstructing the process of photosynthesis into its smallest components, they are finding new solutions to issues of food security and bioenergy. Learn more about this important work and other projects that are tackling the world's toughest problems at go.msu.edu/empowerstories.

A Vibrant **COMMUNITY**

Goal: \$450 Million

Our beautiful campus is more than just a place. It's a set of values—quality, inclusiveness, and connectivity. We seek to transform our teaching and enrich the way our students learn. With new investments we can modernize infrastructure, create spaces that inspire the next generation of thinkers, artists, athletes, and leaders while also providing the resources needed for emerging opportunities.

“EVEN THE GREATEST IDEA, IF YOU DON'T KNOW WHAT TO DO WITH IT, IS NOT THAT VALUABLE. HAVING THE PEOPLE AND THE RESOURCES HERE HAS REALLY MADE A DIFFERENCE.”

OLIVER BLOOM

College of Engineering student and co-founder of Swaddle-Mi-Bili, a student-developed business for an infant jaundice treatment blanket

Aspiring Entrepreneurs: Ready, Set, Go

The Hatch is designed to host, encourage, cultivate, and enable student entrepreneurs to grow their ideas through a creative, co-working environment. One of the primary facilities for incubating start-ups at MSU, the Hatch is developing twenty-first century skills for students. Learn more about this exciting space and the many other ways that MSU can be a vibrant community at go.msu.edu/empowerstories.

COLLEGE AND UNIT CAMPAIGN GOALS

College of **Education**
CAMPAIGN GOAL: **\$75,000,000**

College of **Agriculture and Natural Resources**
CAMPAIGN GOAL: **\$225,000,000**

“TAKING ON CHALLENGES AND IMPROVING LIVES IS IN THE DNA OF THE COLLEGE OF AGRICULTURE AND NATURAL RESOURCES. VISIONARY LEADERS IN 1855 RECOGNIZED THE VALUE OF RESEARCH AND EDUCATION—WE DEPEND ON THE VISIONARY AND GENEROUS LEADERS OF OUR TIME TO CONTINUE THAT TRADITION OF ACCOMPLISHMENT.”

—FRED L. **POSTON**, *Dean*

Building relationships, solving problems, and meeting the needs of Michiganders and people around the world have been the focus of the MSU College of Agriculture and Natural Resources (CANR) for more than 150 years. The CANR has pioneered advancements in agricultural and natural resources research, scholarship and outreach. The CANR focuses on the big issues—food safety and security, water quality, energy alternatives and usage, improved crop yields, and new crop varieties that reduce the need for pesticides and herbicides, and improved health and nutrition—and finding ways to use the world’s resources to the best and most sustainable benefit of the Earth and its people.

HELP US MEET THE CHALLENGE: call Senior Director of Development Tami Baumann at (517) 432-1576.

College of **Arts and Letters**
CAMPAIGN GOAL: **\$10,000,000**

“ALL MSU STUDENTS DESERVE ACCESS TO THE ARTS AND HUMANITIES AS PART OF AN INTENTIONAL LIFE. THEY PROVIDE THE SYMBOLIC, EMOTIONAL, AND COGNITIVE STRUCTURES FOR THOUGHT, IMAGINATION, AND EXPERIMENTATION. THE ARTS AND HUMANITIES FOSTER INNOVATION THROUGH THE FOCUS ON THE CREATIVE PROCESS, EMERGING ISSUES, AND NEW QUESTIONS. TO SUCCEED IN A CHALLENGING FUTURE, ALL SPARTANS WILL NEED THE SKILLS AND SENSIBILITIES NURTURED BY THE ARTS AND HUMANITIES.”

—ELIZABETH H. **SIMMONS**, *Acting Dean*

The College of Arts and Letters is a vital force at Michigan State University that puts the arts and humanities into action to create meaningful impact in our world. We bridge intellectual tradition with present and future concerns; the life of the mind with the applied aspect of the ‘humanities at work.’ By investing in the power of ideas, words, and images within local and global contexts, our goal is a holistic approach to life that engages the entire person.

HELP US MEET THE CHALLENGE: contact Director of Development Bridget Paff at paff@msu.edu or call (517) 353-4725.

College of **Communication Arts and Sciences**
CAMPAIGN GOAL: **\$18,500,000**

“COMMUNICATION IS THE VERY FOUNDATION OF SOCIETY. JUST ABOUT EVERY FORM OF COMMUNICATION IS CHANGING AT AN INCREDIBLY RAPID RATE, DRIVEN BY CITIZENS AROUND THE WORLD USING TODAY’S REMARKABLE COMMUNICATION TECHNOLOGIES. WE PREPARE OUR STUDENTS TO COMMUNICATE EFFECTIVELY IN DIFFERENT CONTEXTS AND FOR DIFFERENT PROFESSIONS.”

—DR. PRABU **DAVID**, *Dean*

Communication Arts and Sciences is a college on the move. The college is preparing tomorrow’s global communicators and is at the forefront of integrated media arts. We have improved our student experience by introducing study abroad trips to sites ranging from India to Paris to China. From interns placed at Dow Chemical Company and Target Corporation to ESPN and Nickelodeon, companies in Michigan and around the country want our graduates. Our students enjoy job placement rates that are among the highest nationwide. Our alumni are industry leaders in creative problem solving and analytical thinking, particularly in campaign development.

HELP US MEET THE CHALLENGE: contact Senior Director of Development Meredith Jagutis at jagutism@msu.edu or call (517) 432-5672.

“THERE ARE NO GREATER CHALLENGES FACING OUR NATION AND THE WORLD THAN IN THE AREAS OF EDUCATION AND HEALTH. WE ARE PROVIDING LEADERSHIP TO MEET THESE CHALLENGES.”

—DONALD E. **HELLER**, *Dean*

Imagine a world where every child can reach his or her full potential, where we all work together to promote health and higher achievement for the next generation, and where teachers walk into their first job well prepared to make a difference in the lives of their students—and continue to do so throughout their career. The MSU College of Education does the important work of preparing teachers, counselors, administrators, researchers and policymakers to be leaders who make an impact on learning and human development around the world. We are one of the nation’s most influential schools of education and kinesiology because we work together to try new approaches, use research to find the best solutions and always keep a focus on the future.

HELP US MEET THE CHALLENGE: contact Senior Director of Development Melissa Phillips Lynch at phill125@msu.edu or call (517) 432-0417.

College of **Engineering**
CAMPAIGN GOAL: **\$80,000,000**

“TECHNOLOGY IS AT THE CORE OF HOW WE EXPERIENCE LIFE IN THE 21ST CENTURY AND THE TRANSFORMATIONAL CHANGES IN THE WORLD HAVE HAPPENED AT A RAPID PACE, ESPECIALLY IN RECENT DECADES. OUR JOB IS NOT JUST TO PREPARE STUDENTS TO RIDE THE WAVE OF CHANGE, BUT TO ACTUALLY CAUSE THAT WAVE TO OCCUR.”

—LEO **KEMPEL**, *Dean*

“American ingenuity” was the phrase that defined our nation in the 20th century when Michigan became the hub of economic development fueled by technological innovation. The Michigan State University College of Engineering helped power the rise of our state by engaging in research that resulted in practical solutions to our most pressing challenges while educating problem solvers for the future. Today, we are committed to being the catalyst for Michigan’s return as an international center of technological innovation.

HELP US MEET THE CHALLENGE: contact Senior Director of Development Stephen Bates at batesst@msu.edu or call (517) 355-8339.

For more information on the Campaign goals of any of MSU’s colleges or units go to **empower.msu.edu/case-request** or call **(517) 884-1000**

College of Law

CAMPAIGN GOAL: **\$23,000,000**

College of Human Medicine

CAMPAIGN GOAL: **\$100,000,000**

“THE COLLEGE OF HUMAN MEDICINE AT MSU IS A RECOGNIZED LEADER IN COMMUNITY-BASED MEDICAL EDUCATION. THE SINGLE BIGGEST IMPACT YOU CAN HAVE ON HELPING FIGHT A DISEASE IS TO ENDOW A PROFESSORSHIP.”

—MARSHA D. **RAPPLEY**, M.D., *Dean*

The MSU College of Human Medicine pushes the boundaries of how we think about health and its delivery systems within the context of community. The college thrives in a culture of intense curiosity with a focus on the pursuit of practical solutions to the very real needs of individuals and communities. The College of Human Medicine is dedicated to the principle that students learn best when they are immersed in a community to observe and participate in the practice of medicine conducted by faculty and community-based physicians. Through the *Empower Extraordinary* campaign we seek to raise \$100 million to advance the College of Human Medicine. We will advance our faculty through endowed chairs and increased research funding. We will advance our students through an expanded commitment to scholarships. We will invest in our research facilities in order to seek new medical discoveries and advance health in our communities.

HELP US MEET THE CHALLENGE: contact Senior Director of Development Susan Lane at lanes@msu.edu or call (616) 234-2614.

“WE KNOW WHAT A GREAT TWENTIETH CENTURY LAW SCHOOL LOOKS LIKE—WE’VE SEEN THE LECTURE HALLS, THE IMPERIOUS PROFESSOR KINGSFIELDS IN LIFE AND ON THE MOVIE SCREEN, AND THE IVY. BUT THE GREAT TWENTY-FIRST CENTURY LAW SCHOOL IS JUST NOW BEING ENVISIONED, BUILT ON A DYNAMIC PRIVATE-PUBLIC PARTNERSHIP FORGED WHEN A PRIVATE LAW SCHOOL—THE DETROIT COLLEGE OF LAW—AFFILIATED WITH A POWERHOUSE LAND-GRANT UNIVERSITY—MICHIGAN STATE UNIVERSITY.”

—JOAN W. **HOWARTH**, *Dean and Professor of Law*

MSU’s commitment to opportunity and its core identity as the world’s foremost land-grant institution—a university committed to rolling up its sleeves to solve big problems and transform lives—complements the core values of the Detroit College of Law and creates extraordinary opportunities for the next generation of law students and lawyers. Together we want to build the twenty-first century law school. The College of Law will translate MSU’s strengths into exciting new opportunities for law students.

HELP US MEET THE CHALLENGE: contact Director of Development Tina Casoli at casoli@law.msu.edu or call (517) 432-6842.

College of Music

CAMPAIGN GOAL: **\$30,000,000**

“WE OFFER A UNIQUE COMBINATION OF AN EXCEPTIONAL PERFORMANCE PROGRAM FEATURING INTERNATIONALLY RECOGNIZED ARTISTS, WITH ONE OF THE BEST MUSIC EDUCATION PROGRAMS IN THE COUNTRY, AND AN ENTREPRENEURIAL APPROACH INCLUDING COMMUNITY MUSIC SCHOOLS, WHICH SERVE AS LEARNING LABORATORIES FOR OUR STUDENTS, TEACHERS, AND COMMUNITY PARTNERS.”

— JAMES **FORGER**, *Dean*

The MSU College of Music is recognized as a leader for its innovative approach to nurturing musical excellence — we train musicians who perform on the world’s most prestigious concert stages and we develop outstanding educators and scholars who make a difference across the nation and around the globe. Funding will provide scholarships for our students, programmatic support to enhance the student learning experience, endowed positions for our professors, funding for our musicians to perform worldwide, and acoustically safe rehearsal spaces that are commensurate with the talent of our faculty and students.

HELP US MEET THE CHALLENGE: contact Director of Development/Alumni Relations Rebecca Surian at surian@msu.edu or call (517) 353-9872.

College of Nursing

CAMPAIGN GOAL: **\$14,020,000**

The increasingly complex worlds of health care, higher education, and the profession of nursing all intersect at our College of Nursing. Nurses play a major role in health care delivery and will play even greater roles as American health care changes. Spartan Nurses will make dynamic contributions to twenty-first century health care. Throughout the world, Spartan nurses are improving outcomes in chronic illness, healthy lifestyles and the health and well-being of individuals and their families.

HELP US MEET THE CHALLENGE: contact Director of Development and Alumni Relations Eric Sturdy, Jr. at sturdyjr@msu.edu or call (517) 432-1187.

College of Natural Science

CAMPAIGN GOAL: **\$74,000,000**

“WITH A CLEAR FOCUS ON EXCELLENCE IN EDUCATION AND RESEARCH IN THE PHYSICAL, BIOLOGICAL AND MATHEMATICAL SCIENCES, THE COLLEGE OF NATURAL SCIENCE IS MAKING A DIFFERENCE BY PROVIDING OUTSTANDING INSTRUCTION, ADVANCING KNOWLEDGE AT THE HIGHEST LEVELS AND GENERATING REAL-WORLD SOLUTIONS THAT DIRECTLY AND POSITIVELY AFFECT PEOPLE’S LIVES.”

—R. JAMES **KIRKPATRICK**, *Dean*

The challenges facing society in the twenty-first century are complex and solutions require extraordinary people and a constant stream of new knowledge. In the College of Natural Science, a passion for science begins before students first arrive for their freshman year and continues through the uppermost levels of scientific research carried out by our faculty members, post-doctoral researchers, and graduate students.

HELP US MEET THE CHALLENGE: contact Senior Director of Development Corey Longley at longleyc@msu.edu or call (517) 353-1637.

College of Osteopathic Medicine

CAMPAIGN GOAL: **\$21,000,000**

“AMID ALL THE TALK OF TECHNOLOGY AND BIG DATA, THE KIND OF PHYSICIAN THAT ALMOST EVERY PATIENT WANTS IS SOMEONE WITH SUPERB TRAINING AND MASTERFUL SKILLS, YET AN INDIVIDUAL WHO IS COMPASSIONATE, COMMITTED TO EXCELLENCE, HIGHLY ETHICAL AND DEDICATED TO SERVING HIS OR HER COMMUNITY. THAT’S THE VERY KIND OF PHYSICIAN THE COLLEGE OF OSTEOPATHIC MEDICINE PRODUCES.”

—WILLIAM D. **STRAMPEL**, D.O., *Dean*

As the flagship college of osteopathic medicine, MSU College of Osteopathic Medicine (MSUCOM) has a reputation for excellence in education, research, international outreach and service—all driven by innovation and dedication. America needs outstanding primary care physicians—the kind of doctors that MSUCOM produces. MSUCOM, the first publicly assisted college of osteopathic medicine and the first at a major university, is a leader. Our faculty members are making news every day as they explore treatments or cures for some of the most pressing health challenges facing humankind.

HELP US MEET THE CHALLENGE: contact Director of Development Christopher Surian at surianc@msu.edu or call (517) 355-8355.

College of Social Science

CAMPAIGN GOAL: **\$60,000,000**

“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.”

—MARIETTA L. BABA, Dean

The wonderfully diverse College of Social Science, full of energy and talent, is dedicated to human problems in this increasingly complex world. 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. 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 that address issues that affect more than seven billion people.

HELP US MEET THE CHALLENGE: contact Senior Director of Development and Director of Alumni Relations Nick McLaren at mclarenn@msu.edu or call (517) 884-2189.

College of Veterinary Medicine

CAMPAIGN GOAL: **\$100,000,000**

“WE ARE A RESOURCE FOR THE STATE OF MICHIGAN AND THE WORLD.”

—JOHN BAKER, DVM, Dean

Their unique training makes veterinarians and veterinary technicians the only clinical professionals who see patients of multiple species. It also shapes some of the most important contributors to public health and bio-medical research. Fulfilling the land-grant mission of Michigan State University, the College of Veterinary Medicine serves as an essential resource for the state of Michigan and the world. It provides unparalleled training for future veterinarians, outstanding care for companion and other animals, and groundbreaking research aimed at attaining better health for animals—and their human companions. In nearly 40 countries around the globe, we are working at the juncture of animal and human health.

HELP US MEET THE CHALLENGE: contact Senior Director of Development Doug Moffat at moffat@cvm.msu.edu or call (517) 353-8722.

The Eli and Edythe Broad Art Museum

CAMPAIGN GOAL: **\$21,600,000**

“WHEN WE WITNESS A VISITOR TO THE BROAD MSU ART MUSEUM COME AROUND THE CORNER IN ONE OF OUR EXHIBITION HALLS AND STOP IN HIS OR HER TRACKS BECAUSE OF SOMETHING THAT PERSON IS SEEING FOR THE FIRST TIME EVER, WE KNOW WE HAVE SUCCEEDED. THAT'S THE POWER OF CONTEMPORARY ART. IT CAN CHANGE A PERSON'S LIFE, AND IT CAN MAKE PEOPLE CHANGE THEIR PERCEPTION OF A MAJOR UNIVERSITY—IT'S THAT POWERFUL.”

—MICHAEL RUSH, Founding Director

Building on the extraordinary vision and generosity of Eli and Edythe Broad, Michigan State University now has a museum with a bold commitment to exploring contemporary culture and ideas through the prism of contemporary art. Dedicated to experimentation and study, The Eli and Edythe Broad MSU Art Museum has become a laboratory for the new, yet is grounded in historical works dating back to the Greeks.

HELP US MEET THE CHALLENGE: contact Assistant Director of Development Shalynn Sapatichne at sapatich1@msu.edu or call (517) 884-3914.

Intercollegiate Athletics

CAMPAIGN GOAL: **\$262,000,000**

“THIS CAMPAIGN IS ABOUT ALLOWING OUR STUDENT-ATHLETES TODAY AND IN THE FUTURE THE CHANCE TO COMPETE FOR CHAMPIONSHIPS WHILE GETTING A WORLD CLASS EDUCATION. WHEN WE'RE SUCCESSFUL IN THIS MOST AMBITIOUS CAMPAIGN IN OUR HISTORY WE WILL TRANSFORM SPARTAN ATHLETICS WITH CHAMPIONSHIP LEVEL FACILITIES, A STRONG ENDOWMENT, AND INCREASED ANNUAL GIVING.”

—MARK HOLLIS, Athletics Director

Competing for championships within the prestigious Big Ten Conference is no easy task. With six team championships in 2013-2014—including a Men's Basketball Big Ten Championship—not only are our student-athletes competing, but they are setting the standard of excellence. The Spartans help to inspire others—from kids clinics, to reading to local classrooms—our Spartan student-athletes are making an impact in the community and showing the next generation how the heart of a Spartan extends beyond competition. Your philanthropic gifts in support of these objectives provide resources necessary to keep MSU Athletics self-sustaining and competitive in today's ever-changing intercollegiate landscape while also shaping the future of MSU Athletics.

HELP US MEET THE CHALLENGE: contact Senior Associate Athletic Director, and Senior Director of Development Chuck Sleeper at sleeper@ath.msu.edu or call (517) 432-4611.

Entrepreneurship

Michigan State University aspires to grow an entrepreneurial ecosystem that integrates innovation, enhanced technology, new teaching models, professors of practice, business partnerships, and support for startups and hands-on experimentation. Our success is supported by the voice and experience of real-world entrepreneurs in the design, development, and testing of new education and support solutions. This assembling of programs and relationships helps to break down silos and increase collaboration across units and services to bring path-breaking innovation to the marketplace and to establish a platform for experimentation. With your support, Michigan State can offer more entrepreneurial experiences to help students follow their dreams and contribute to the world by taking innovative ideas to market. Together, we will ensure that all students are not only prepared for life after graduation, but that they are defining their success through making a difference in the world.

HELP US MEET THE CHALLENGE: contact Associate Director of Campaign Development Lindsay Cook at cookly@msu.edu or call (810) 884-4098.

Eli Broad College of Business

CAMPAIGN GOAL: **\$136,600,000**

“OUR MORE THAN 70,000 ALUMNI ARE POWERING BUSINESS GROWTH IN MICHIGAN AND AROUND THE WORLD—FROM STARTUPS TO LARGE, GLOBAL FORTUNE 100 COMPANIES. AND OUR GRADUATES ARE IN DEMAND. RECRUITERS AND COMPANIES ARE INCREASINGLY RECOGNIZING THAT BROAD GRADUATES HAVE THE RARE COMBINATION OF BUSINESS ACUMEN, PRACTICAL JUDGMENT AND HARDWORKING EXCELLENCE TO LEAD TEAMS AND DRIVE GROWTH IN THEIR ORGANIZATIONS.”

—SANJAY GUPTA, Acting Dean

Empower Extraordinary, the campaign for Michigan State University, will accelerate our push to achieving our vision of being the recognized leader in creating knowledge and developing transformational thinkers and doers who make business happen. Increasing private support is critical for the Broad College to expand upon our leadership position in combining business thought and action through collaboration. Through this campaign, we will build a sustainable future that will secure the leadership position of the Broad College among collegiate schools of business. The Eli Broad College of Business seeks to raise \$136.6 million in the *Empower Extraordinary* campaign.

HELP US MEET THE CHALLENGE: contact Senior Director of Development Vivian Leung at leung@bus.msu.edu or call (517) 355-8504.



“AT MSU, THE DEFINITION OF ‘ENTREPRENEUR’ IS A PERSON DRIVEN AND CAPABLE OF CREATING NEW OPPORTUNITIES IN ANY CONTEXT—LAUNCHING A STARTUP BUSINESS, DRIVING CHANGE AS A CORPORATE ‘INTRAPRENEUR,’ OR INSPIRING POSITIVE CHANGES IN CULTURE THROUGH SOCIAL ENTREPRENEURISM.”

—CHARLES HASEMANN, Assistant Vice President, MSU Innovation Center

James Madison College CAMPAIGN GOAL: **\$5,000,000**

“WHAT SETS US APART IS THE LIBERAL ARTS FOCUS IN A RESIDENTIAL COLLEGE DEDICATED TO PUBLIC AFFAIRS, PUBLIC POLICY, THE LAW AND SOCIETY, AND INTERNATIONAL AFFAIRS. THERE ISN'T AN ISSUE RIGHT NOW ON THE PLANET THAT MATTERS, THAT DOESN'T HAVE A MADISON GRADUATE WORKING ON IT.”

—SHERMAN **GARNETT**, *Dean*

Through a unique and distinctive approach to the study and practice of public affairs, James Madison College students, faculty, and alumni all share a fascination with solving problems and getting things done. James Madison College graduates play a constructive and ethical role in our society, whether professionally in law, government, or advocacy, or as engaged citizens and corporate leaders. We are proud that regardless of the public policy challenge facing us in the century ahead, whether issues of war and peace, social justice, economic development and prosperity, or managing the increasingly complex interface of the public and private spheres, there is a Madison graduate hard at work on it to make the world better.

HELP US MEET THE CHALLENGE: contact Director of Development Rocky Beckett at beckettr@msu.edu or call (517) 432-2117.

International Studies and Programs CAMPAIGN GOAL: **\$65,800,000**

“IT'S ALL ABOUT HOW WE TAKE ON THE PROBLEMS — WE'RE IN THE FIELD TOGETHER WITH OUR PARTNERS TRANSLATING NEW IDEAS IN A WAY THAT HAS REAL IMPACT ON PEOPLE AND COMMUNITIES.”

—STEVE **HANSON**, *Dean, International Studies and Programs*

International Studies and Programs is the hub for international teaching, research, and outreach at Michigan State University. Here students, faculty, and staff members connect to academic programs and centers, worldwide partnerships, nationally recognized study abroad opportunities, services for international students, and a range of international events, activities, and resources that help make MSU a vibrant and diverse intellectual community.

We occupy a special position to serve the entire university, working to mobilize MSU's research capacity, enhance educational programs, strengthen international experiences, support foreign language instruction, and build international partnerships.

HELP US MEET THE CHALLENGE: contact Associate Director of Development Jeffrey Grilliot at grilliot@msu.edu or call (517) 884-2131.

Lyman Briggs College CAMPAIGN GOAL: **\$5,000,000**

“IN 1967, WHEN LYMAN BRIGGS COLLEGE WAS FOUNDED, WE WERE AN EXPERIMENT IN A NEW APPROACH TO TEACHING SCIENCE. TODAY, OUR WORK IS ESSENTIAL TO TRAINING SCIENTISTS WHO ARE CAPABLE OF TACKLING THE WORLD'S COMPLEX PROBLEMS.”

—ELIZABETH H. **SIMMONS**, *Dean*

Lyman Briggs College offers a transformative experience that should be accessible to every student, regardless of family resources. We want all students to take part in inquiry-based, scientific research of the highest caliber as well as international courses to build their global perspective. We seek to discover better ways to teach science at the college level, so we can offer the best possible education to our students and share our innovative pedagogy with the world.

HELP US MEET THE CHALLENGE: contact Director of Development and Alumni Relations Danielle Parish at parishd5@msu.edu or call (517) 353-4869.

MSU Museum CAMPAIGN GOAL: **\$5,500,000**

“WHILE MANY PEOPLE THINK OF A MUSEUM AS COLLECTIONS AND EXHIBITIONS, IT'S MUCH MORE THAN THAT. AT THE MSU MUSEUM, OUR MISSION IS TO EXCITE MINDS ABOUT SCIENCE, CULTURE, AND OUR SHARED FUTURE.”

—LORA **HELOU**, *Acting Director, MSU Museum*

For more than 150 years, the MSU Museum has cared for the natural and cultural heritage of the people of Michigan, linking with the community through public programs and research. Our exhibits connect people with the past—and with new experiences, knowledge, and ideas. The museum is a hub for discussion and debate, a unique institution revealing the best of the past, while helping shape the best of the future.

HELP US MEET THE CHALLENGE: contact Director of Development Annie James at jamesan@msu.edu or call (517) 884-1065.

Michigan 4-H Foundation CAMPAIGN GOAL: **\$12,500,000**

“IF YOU FOUND SOME PEOPLE WHO DIDN'T KNOW ANYTHING ABOUT 4-H AND DESCRIBED WHAT WE SEEK TO ACCOMPLISH WITH YOUNG PEOPLE TODAY—AND HOW WELL WE SUCCEED—THOSE INDIVIDUALS MIGHT THINK THAT 4-H IS SOME NEW PROGRAM CUSTOM-TAILORED FOR THE NEEDS OF YOUTH IN THE 21ST CENTURY. AND THEY WOULD BE RIGHT—WE'VE BEEN A PROGRAM DESIGNED TO SERVE YOUNG PEOPLE EVERY YEAR FOR OVER 100 YEARS.”

—DR. JULIE A. **CHAPIN**, *State 4-H Leader & Director*

Michigan 4-H is the youth development program of MSU Extension and national 4-H, which is the largest youth development organization in the country. Our long history, highly effective programs, expansive reach, and unique partnerships make Michigan 4-H the best choice for preparing today's youth to succeed as individuals and members of society. With the right investments from people who care about the future of young people in our communities, we will build on 4-H's success. We will make 4-H possible for even more Michigan youth. We will empower extraordinary.

HELP US MEET THE CHALLENGE: contact Campaign Director Amanda Masters at amasters@msu.edu or call (517) 353-4438.

MSU Libraries CAMPAIGN GOAL: **\$13,500,000**

“THERE IS A STRAIGHT LINE FROM THE STRENGTH OF A LIBRARY TO THE SUCCESS OF A RESEARCH UNIVERSITY.”

—CLIFFORD H. **HAKA**, *Director of Libraries*

An outstanding university must have an outstanding library. Despite the proliferation of electronic resources, our circulation statistics remain high and we maintain a steady stream of guests. The Empower Extraordinary campaign will enable the MSU Libraries to keep pace with faculty and students' need for extensive, up-to-date print and online collections, and research consultation services provided by expert subject specialist librarians. Our priorities are to endow a director and a head of special collections. We also seek to create endowments that will support and grow our library collections, digitize our rare materials and Turfgrass Information Center, and assist us in creating a modern and functional library facility.

HELP US MEET THE CHALLENGE: contact Director of Development Seth Martin at marti981@msu.edu or call (517) 884-6446.



Student Affairs & Services CAMPAIGN GOAL: \$8,000,000

“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.

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 mission at Student Affairs and Services is to remove barriers to success and pave the way for personal and academic achievement. Through our efforts, students will be better prepared to be global problem solvers, and together we will build vibrant communities all around the world.

HELP US MEET THE CHALLENGE: contact Director of Development Ann Marie Lindley at alindley@msu.edu or call (517) 432-7543.



Residential College in the Arts and Humanities CAMPAIGN GOAL: \$1,000,000

“RCAH IS MORE THAN A DISTINCTIVE RESIDENTIAL PROGRAM IN THE ARTS AND HUMANITIES THAT IS SWIMMING AGAINST THE CURRENT. WE ARE SETTING A NEW DIRECTION FOR THE ARTS AND HUMANITIES AT A TIME WHEN IT COULD NOT BE MORE NEEDED. PLEASE JOIN US. SUPPORT OUR STUDENTS AND FACULTY. BE PART OF RCAH.”

—STEPHEN L. ESQUITH, *Dean*

It is the mission of the Residential College in the Arts and Humanities (RCAH) to weave together the passion, imagination, and wisdom found in the arts and humanities to promote individual wellbeing and the common good. We believe that the arts and humanities not only give us great joy, but also the knowledge needed to make sound judgments and choices, both personal and societal. RCAH faculty and students work together with community partners to understand complex problems, hear and learn from others, and contribute to the making of a better world.

HELP US MEET THE CHALLENGE: contact Dean Stephen L. Esquith at esquith@msu.edu or call (517) 355-0112.

Wharton Center for Performing Arts CAMPAIGN GOAL: \$20,000,000

“NOW MORE THAN EVER THE ARTS MATTER. THE ARTS ARE CENTRAL TO OUR NATION’S CIVIC, ECONOMIC, AND CULTURAL VITALITY. THE ARTS REFLECT WHO WE ARE AND WHAT WE STAND FOR—FREEDOM OF EXPRESSION, IMAGINATION, AND VISION. ARTS EDUCATION IS INDISPENSABLE TO RAISING AMERICA’S NEXT GENERATION OF CREATIVE, INNOVATIVE THINKERS.”

—ROCCO LANDESMAN, *former chairman, National Endowment for the Arts*

For more than thirty years, Wharton Center for Performing Arts has been in the business of changing lives. Founded in the belief that the arts are a powerful force for exploring our common humanity and embracing cultural, economic, geographic, and social differences, Wharton Center fosters mutual understanding, insight into our place in society, and how we can be better people and contribute to the world in which we live.

In addition to presenting world-class artists, Wharton Center acts as a catalyst for creativity in mid-Michigan and beyond. The campaign will support our work to celebrate different cultures and points of view, challenge people to think in new ways, and cultivate the next generation of creative, innovative thinkers through arts education.

HELP US MEET THE CHALLENGE: contact Director of Development Doug Miller at mille756@msu.edu or call (517) 884-3112.



University Scholarships & Fellowships and Honors College CAMPAIGN GOAL: \$65,000,000

“THERE REALLY ARE THINGS WORTH INVESTING IN, THINGS WORTH REMEMBERING, THINGS WORTH CELEBRATING. AND THIS PLACE IS ONE OF THEM.”

—JUNE PIERCE YOUATT, *Provost and Executive Vice President for Academic Affairs*

By investing in our students, Michigan State is preparing the next generation of thinkers, artists, problem solvers, and leaders. This university was founded on the idea that all academically qualified individuals should have access to an education and to the opportunity to create a better future for themselves and others.

We must build upon our strengths as a destination for advanced learning and scholarship. It is imperative that we provide an environment where talented men and women enjoy an engaged learning experience that nurtures their potential. More importantly, we must accomplish this while serving students from a variety of backgrounds and from all sectors of society. We believe talented men and women deserve the very best in higher education, and this aspiration should not be denied because of financial circumstance.

HELP US MEET THE CHALLENGE: contact Senior Director of Development Jennifer Bertram at bertram9@msu.edu or call (517) 432-7330.

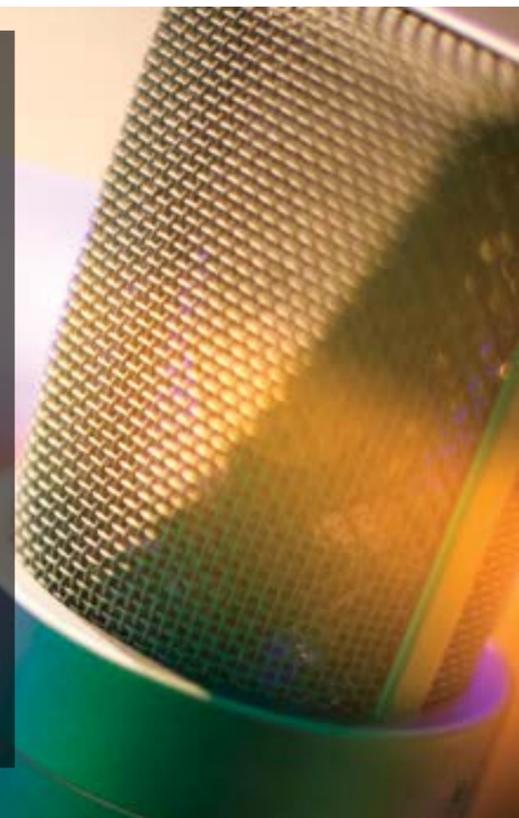
WKAR CAMPAIGN GOAL: \$32,000,000

“THE MISSION OF WKAR PUBLIC MEDIA IS TO CONNECT PEOPLE TO POWERFUL IDEAS THAT INSPIRE PERSONAL GROWTH, STRENGTHEN THEIR SENSE OF COMMUNITY, EXPAND THEIR WORLD, AND ENCOURAGE RESPECT AND GREATER APPRECIATION FOR DIFFERENT CULTURES AND VIEWPOINTS.”

—PRABU DAVID, *Dean*

No other university in the country operates a combination of three TV stations, two radio stations, a radio reading service, and a 24/7 live digital streaming platform. Now is a challenging time for public media networks, and right now, WKAR is uniquely positioned to redefine public media for the 21st century and better serve our audiences—from East Lansing to East Timor.

HELP US MEET THE CHALLENGE: contact Senior Director of Development Cathy Zell at CZell@wkar.org or call (517) 884-4730.

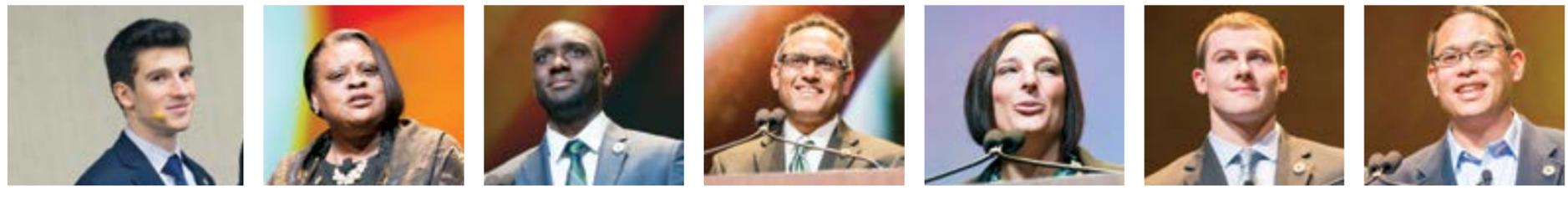




Setting the Campaign in Motion

THE SIGHTS, THE SOUNDS, THE PEOPLE OF THE
EMPOWER EXTRAORDINARY CAMPAIGN

Celebrating
THE CAMPAIGN'S PUBLIC LAUNCH



The MSU community came together for something extraordinary on Friday, October 24. The contributions of volunteers who helped lay the foundation for the *Empower Extraordinary* campaign, were celebrated at a luncheon hosted by (at left from top to bottom) Campaign Co-Chairs Dee Cook and Bob Skandalaris, who were joined by Head Women's Basketball Coach Suzy Merchant.

President Simon also received her first of two standing ovations that day.



More than 1,200 individuals experienced "Thy Praises MSU" that evening at the Wharton Center for Performing Arts, a spectacular blend of multi-media and live presentations that glimpsed at a bright future for MSU. College of Music students performed a commissioned work by Tony Award-winning composer and arranger and MSU alumnus William David Bohn.

Speakers included (above inset from left to right):

MSU Alumni Distinguished Scholar Nicholas Keywork; College of Education Assistant Dean of Student Support Services and Recruitment Sonya Gunnings-Moton; MasterCard Foundation Scholar Timothy Nakedde; Eli Broad Business College Acting Dean Sanjay Gupta; MSU Federal Credit Union Chief Executive Officer April Clobes; 2014 Goldwater Scholar and MSU Swim Team Captain David Zoltowski; and Vice President of Research and Graduate Studies Stephen Hsu.



Men's Head Basketball Coach Tom Izzo, President Simon, and alumnus Mark Ehler and Roger Koenig also took the stage. The poem "Schools" inspired by College of Arts and Letters alumnus William Langford's time at MSU, along with a mix of other Spartan stories, were projected on an enormous high-definition screen.

A donor appreciation dinner, held in the shadow of the Beaumont Tower, put a finishing flourish on the day of celebration.





The Regional Meeting, a peer-to-peer discussion of the capital campaign, included a panel of many members of the President's Campaign Cabinet.

The annual President's Brunch brought Spartans together, just prior to the MSU versus University of Michigan football game on October 25, including (center photo) three of MSU's past presidents (from l to r): Cecil Mackey, Peter McPherson and Gordon Guyer.



Guests traversed the MSU campus for The World is Our Classroom. Attendees learned about massive open online courses, or MOOCs, MSU's international presence, and experienced The Eli and Edythe Broad Art Museum and the newly opened the North End Zone facility at Spartan Stadium.



**VIEW ADDITIONAL PHOTOS AT:
GO.MSU.EDU/PHOTOS**

CAMPAIGN. *Leadership*

MEMBERS OF THE PRESIDENT'S **CAMPAIGN CABINET**

Michigan State University announces the leadership of its next capital campaign, drawn from a number of individuals recognized for their ongoing support of the university.



The Honorable Dolores M. Cook (CO-CHAIR) and Byron J. Cook

Dolores (Dee) Cook ('54, Communication Arts and Sciences) is a long time contributor to higher education, including helping to found Montcalm Community College and serving on the MSU Board of Trustees from 1991 to 2006. She also served on the board of the MSU Development Fund, was an original member of the Wharton Center Advisory Council, the national chairperson of special gifts for MSU's \$210 million capital campaign, *MSU 2000: Access to Opportunity*, and in *The Campaign for MSU*, she served as co-chair. Byron J. Cook ('54 Natural Science, '58 JD Law, University of Michigan) is co-founder of Cook Investments and Southwestern Oil Company. Together, the Cooks are founding members of the College of Music's National Leadership Council. The impact of their generosity can be seen—and heard—in the outstanding venue, Cook Recital Hall, which showcases the talent of students and faculty in the College of Music.



Bob Skandalaris (CO-CHAIR) and Julie Skandalaris

Bob Skandalaris ('74, Broad College of Business) personifies an engine of opportunity, one of the priorities of the *Empower Extraordinary* campaign. Bob founded and served as CEO of several private and public companies, including Noble International, Ltd., which at the time of his exit in 2008, had become the world's largest supplier of laser-weld blanks, employing 3,500 people in 15 countries. He also established Quantum Ventures of Michigan, a family office, which specializes in the acquisition and development of middle-market firms. And, he has authored three books on entrepreneurship. While on campus, he met his wife Julie. Julie is a registered nurse and she has served as the head of the family's foundation which has granted nearly 2,000 college scholarships to future leaders. They are passionate Spartan fans. Bob played a decisive role in the expansion of the Duffy Daugherty Building, now named the Skandalaris Football Center. Their 2007 gift was the largest ever to Spartan Athletics. In 2012, Bob was granted an honorary doctor of business degree from MSU. He previously served on the MSU Foundation Board.



Eli Broad and Edythe Broad
HONORARY CO-CHAIRS

Co-founders of the The Eli and Edythe Broad Foundation, Eli and Edythe Broad set out to become venture philanthropists; investing in education, science and the arts to advance entrepreneurship for the public good. From the Broad College of Business to The Eli and Edythe Broad Art Museum, the positive impact of the Broads' venture philanthropy is everywhere at MSU. Their 1991 gift to the college of business was the largest ever received by a public business school at that time and underscores the success of the college today. In 2003, they helped develop a new generation of urban school teachers with a gift to establish the Broad Partnership between MSU and Detroit Public Schools. Most recently, the Broads' commitment to build a world class art museum at MSU ignited the arts community, leading to the Zaha Hadid-designed facility that is garnering international attention while adding mightily to the arts at MSU and throughout the region. Eli and Edythe both attended Detroit Public Schools and married in 1954, the year Eli graduated cum laude from MSU. He went on to build two Fortune 500 companies, KB Home and SunAmerica, from the ground up. Edythe was named an Honorary Alumna of MSU in 2007.



The Honorable Peter F. Secchia and Joan P. Secchia
HONORARY CO-CHAIRS

Peter Secchia ('63, Business) has been a steadfast champion for Michigan State University for five decades. As one of the people most responsible for helping MSU bring its College of Human Medicine to Grand Rapids, Ambassador Secchia provided the lead gift for the college's new headquarters there, now known as The Secchia Center. His leadership and enthusiasm on behalf of his alma mater has routinely moved others to action. He served on the 2002-2007 President's Campaign Cabinet for *The Campaign for MSU*. Together with his wife Joan ('64, Education), he has hosted dozens of university events and has chaired several campus building projects. He provided the largest outright cash gift received by an MSU women's intercollegiate sports program to build Secchia Softball Stadium on Old College Field. In 1997, he received an honorary doctorate of humanities from MSU. In addition to the Secchias' service on the President's Campaign Cabinet, Peter serves as an advisor to MSU Intercollegiate Athletics and Joan serves on the campaign board of the College of Education. Joan has long been an active community advocate in Grand Rapids, serving on many boards of charitable organizations.

"I am tremendously grateful for the support of these dedicated individuals who have guided our efforts to design a bold future for Michigan State University," says President Lou Anna K. Simon.

"With their help, we will be successful in placing MSU on a strong and sustainable financial footing at a critical time in our history."



Craig Brown and Vicki Brown

For the Browns, Craig ('73, Business) and Vicki ('75, Education), the seeds for their devotion to MSU blossomed with a proposal on April 19, 1973. That day, Craig got down on his knee on the banks of the Red Cedar and asked for Vicki's hand in marriage. Today, the Craig and Vicki Brown Plazas—part of the expansion of Spartan Stadium—overlook that memorable place and represent the Browns' most recent commitment to MSU. During Craig's 23-year career in advertising, he helped shape the future of the industry through the leadership role he played in the first (1985), the largest (1999), and one of the final (2002) global advertising agency mega mergers. Self-avowed "sports nuts," Craig and Vicki own several sports properties, including Craig's full time role as the president and owner of The Greenville Drive, the class A affiliate of the Boston Red Sox. Over the years, Craig and Vicki have been steadfast in their support for Spartan Athletics and the Broad College of Business. Craig serves on the Athletic Director's Advisory Council, is the former chairperson of the MSU Foundation and is the current chair of Spartan Innovations, the entity charged with the commercialization of MSU's intellectual properties. Craig and Vicki also devote significant time and resources toward raising awareness and research monies for the Hydrocephalus Association.



Peter Faricy and Sharon Faricy

Peter Faricy ('88, Business) knows a few things about developing and strengthening relationships. As the vice president of the Amazon Marketplace, he is responsible for more than two million third-party sellers worldwide, helping them to grow their businesses and profits on Amazon. Under his leadership, the Amazon Marketplace has grown from approximately 30 percent of the total units sold on Amazon to approximately 40 percent. With his wife Sharon ('88, Arts & Letters, Business), he has worked hard to help MSU connect with more Spartans, particularly those living in the Seattle, Washington area. Sharon is a local activist and her connections have been invaluable to MSU. Previous to Amazon, Peter was a vice president for multimedia marketing at Borders Group and served in several strategic leadership roles with Ford Motor Company and with McKinsey & Co.

Louise Foster and Vincent D. Foster

Vincent (Vince) Foster ('78, Business) earned his degree in accounting and began a 19-year career with Arthur Andersen LLP, where he was a partner for more than a decade. He is currently chairman of the Board, CEO and President of Main Street Capital (NYSE: MAIN). He also currently serves as a founding director of Quanta Services, Inc. (NYSE: PWR), which provides specialty contracting services to the power, natural gas and telecommunications industries and is a director of Team, Inc. (NYSE: TISI), which provides specialty contracting services to the petrochemical, refining, electrical power and other heavy industries. With MSU's help, Vince designed a unique way to make a significant asset-based gift to the Department of Accounting in the Broad College of Business. He contributed a portion of his ownership position in the pre-IPO entity that became Main Street Capital, creating a new alternative for other private equity investors and fund managers to support MSU. Vince and Louise Foster make their home in Houston, Texas and are regional volunteers for MSU.

Karen Kolschowsky and Gerald Kolschowsky

Karen A. Kolschowsky ('63, Education) and Gerald A. Kolschowsky are philanthropists and the co-founders of the Gerald A. & Karen A. Kolschowsky Foundation. They are the co-founding benefactors for the Partnership for Sustainable Community Development and the Tanzania Partnership Program at Michigan State University, and the Center for Sustainable Rural Livelihoods at Iowa State University, Jerry's alma mater. In addition, they have created the Center for Christian-Muslim Engagement for Peace and Justice at the Lutheran School of Theology, provide support for cancer research at Sarasota Memorial Hospital, and are supporters and advocates for issues of hunger and poverty through their involvement with Bread for the World. The Kolschowskys are both retired; Karen is a former teacher and involved in their church and Jerry the former Chairman and Co-Chief Executive Officer of OSI Industries, LLC, a global food company.



Blake W. Krueger and Mary Z. Krueger

Blake ('75, Business, Honors) and Mary ('77 Natural Science, '79 Engineering) Krueger's gift to MSU's Graduate School endowed MSU's first donor-funded University Distinguished Graduate Fellowship. The newly created fellowship is allowing MSU's Graduate School to recruit and support an outstanding graduate student to enter programs in any of MSU's academic disciplines. Blake currently serves as Chairman of the Board, CEO and President of Wolverine Worldwide, a New York Stock Exchange listed international marketer of footwear, apparel and accessories. Blake and Mary met as undergraduate students at MSU. Mary worked as an engineer for the State of Michigan's Air Quality Division of the Department of Environmental Quality before retiring to stay home with their four children. Blake and Mary are active in the Grand Rapids community, and are viewed as Spartan leaders in West Michigan for their devotion to their alma mater.



Barbara Maibach and Ben Maibach, III

Ben ('69 Engineering) and Barbara ('68 Natural Science) Maibach met during a calculus class while undergraduates at MSU. Ben worked as a laborer at Barton Malow, a general contracting firm in Southeast Michigan, while attending school. Today he serves as the CEO, chairman of the board and immediate past president of Barton Malow. Under his leadership, it grew to become one of the largest general contractors in the U.S. Among the company's most significant buildings are the Eli and Edythe Broad Art Museum, the Facility for Rare Isotope Beams, and the Rose Bowl. Barbara has dedicated herself to family and math literacy. In her spare time, she tutors children. With other alumnae, she has also co-hosted President Simon for a MSU women's event. Together with his wife Barbara, Ben has contributed generously to the College of Engineering whose internship programs have provided many of Barton Malow's new hires. They are loyal Spartan fans, supporting student-athletes and Spartan Athletics.





Patrick McPharlin

Pat McPharlin ('69, Social Science) has worked at the MSU Federal Credit Union for the past 41 years, serving as its president & CEO for the last 14 years. Under Pat's leadership, the MSUFCU has grown its assets from \$546 million to over \$2.7 billion, and from close to 97,000 members to over 191,000 members nationwide. It stands as the world's largest university-based credit union, recognized in 2014 as the National Credit Union of the Year and by the *Detroit Free Press* as the Number One Top Work Place for large employers in Michigan. The MSU Federal Credit Union has also become one of the most generous donors to MSU. In 2013 they were recognized with the William J. Beal Society which honors donors who have contributed \$10 million to MSU. In 2005, Pat was awarded the Distinguished Alumni Award from the MSU Alumni Association (MSUAA). He has served as a board member and treasurer for the MSUAA. He currently serves on the campaign committee for MSU Student Services and for the Wharton Center for the Performing Arts.



Julie Minskoff and Edward J. Minskoff

Before the construction of the Eli and Edythe Broad Art Museum, complex decisions between MSU, architects and builders required the intervention of an external stakeholder with an insider's touch. Edward J. Minskoff ('62, Business) was the hero. Edward is founder and president of Edward J. Minskoff Equities, Inc., a New York-based real estate acquisition and development company which owns and manages over six million square feet of office space plus residential and retail properties in Manhattan and other major cities. He took over the negotiations and enabled the completion of the museum. Edward and Julie also are avid collectors of contemporary art, naming a gallery at the Broad MSU and contributing a major Jonathan Prince sculpture and a Jasper Johns print. Edward earned an honorary doctorate from MSU in 2009.



Linda Orlans

Linda Orlans ('87, Law) is a practicing attorney and the quintessential entrepreneur. She has launched and grown a successful enterprise of companies and for over 16 years, The Orlans Group has been offering solid advice and developing creative solutions for real property clients transacting business in 36 states and employing over 500 professionals. She is founder and principal of The Orlans Group and since 1996 has launched and grown eight business ventures which represent investors, lenders, banks and servicers in the mortgage banking and real property industries. Under her leadership, The Orlans Group has stood the test of time, which is truly a great accomplishment and is something that is quite rare in today's disposable society. Her philanthropy and commitment to the communities in which she lives and conducts business is well known. She is especially passionate about helping underserved children through education, honoring America's service members and women's issues. She serves in leadership roles for a number of organizations including Beaumont Hospital's First Words Society, the Detroit Institute of Arts, Michigan Opera Theater, Inforum Center for Leadership and The Heart and Warmth Fund. She also serves on Advisory Boards at Junior Achievement of Southeastern Michigan and Beyond Basics. In 2009, Linda received her bar admission to the Supreme Court of The United States and she also received the MSU College of Law's George N. Bashara Jr. Distinguished Alumni Award and was admitted to their Donor Hall of Fame. In 2013, she was elected as the first female chair for the MSU College of Law Board of Trustees.

Ingrid Saunders Jones

When Ingrid Saunders Jones ('69, Education) received her honorary doctor of humanities degree from MSU in the spring of 1995, President Bill Clinton sat in rapt attention to the galvanizing address she gave to the graduating class. Inspiring others—including global leaders—to seek ways to improve their communities and their world was nothing new to Ingrid. During her three-decade Coca-Cola executive career, she led the transformation of the company's philanthropic outreach, growing a U.S.-focused program into a global campaign that has contributed more than \$500 million to support sustainable community initiatives. She also leads by personal example. Her community and leadership accomplishments are many including chairing The Carter Center Board, the National Council of Negro Women, The Woodruff Arts Center Annual Campaign and the Community Foundation of Greater Atlanta. She established an endowed scholarship in 2007 for MSU students, which also supports the Multicultural Business Programs in the Eli Broad College of Business.



Steve Smith and Millie Smith

Steve Smith ('13, Social Science) attended MSU from 1987-91, where he became a First Team All-American basketball player and went on to a 14-year career in the NBA. In 1997, Steve donated what was, at the time, the largest gift a professional athlete had ever made to his or her alma mater, to construct the Clara Bell Smith Student-Athlete Academic Center at MSU in honor of his late mother. A portion of his gift also created a scholarship for students at his former high school: Detroit Pershing as well as other Detroit high schools. His scholarship fund, which is now endowed, provides significant support for high-achieving Detroit students to attend Michigan State. In the Campaign for MSU, he served as co-chair. Millie Smith, his wife, hails from Lake Charles, Louisiana. In keeping with the couple's commitment to giving back, they first met at a charity event.



Michael Serling and Elaine Serling

Scholarship and understanding of the history, culture, society and politics of Israel is flourishing at MSU, thanks in large part to the presence of Dr. Yael S. Aronoff, the Michael and Elaine Serling and Friends Chair of Israel Studies. Michigan State is one of a small core of universities in the U.S. to offer an endowed chair position in Israel Studies, thanks to the generosity of lead donors Michael ('66, Arts & Letters, '70, Law) and Elaine Serling. Of all the accolades and accomplishments in his successful career, Michael counts receiving the 2004 MSU Distinguished Alumni Award as a highlight. His Birmingham legal practice specializes in environmental and product liability law with expertise in asbestos contamination disease that is sought after around the world. In *The Campaign for MSU*, Michael served on the President's Advisory Cabinet. His wife, Elaine, is an accomplished singer/songwriter and nurse.



HONOR ROLL of Donors



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Robert and Kay Ritchie
Drs. Patricia O'Handley and Edward Robinson
Romax Technology Inc.
Trustee Barbara J. Sawyer-Koch and Professor Donald F. Koch
Bob and Anna Lou Schaberg
Charles E. Schafer
Keith E. Schafer
John E. and Pamela Molnar Schneider
The Honorable Carl H. Schwartzkopf
The Honorable and Mrs. Peter F. Secchia
The Richard A. Sellers Trust
Michael and Elaine Serling
Elizabeth A. Shanahan and Robert C. Nuber
Eric O. Sherberneau
The Skillman Foundation
The Late Mary A. Smith and Donovan E. Smith
Pamela Steckroat Treadway
The Late William and Kathryn Stenquist
Dr. Richard J. Stiggins
Howard D. and Barbara S. Stowe
The Charles J. Strosacker Foundation
Syngenta Foundation for Sustainable Agriculture
Morton Kent Taylor
John Templeton Foundation
Robert W. Thull and Anne L. Thull
Professor Marta A. Timmons
Jim and Sharon Turnas
Ms. Bonnie Wilkinson
Matilda R. Wilson Fund
Wipro Limited
Walter Wolpin
Donna and Marvin Zischke
Doug Zongker



Broad grant to transform graduate business education

The generosity of philanthropist and MSU alumnus Eli Broad and his wife, Edythe, already has transformed the cultural landscape of Michigan State University by serving as the catalyst for the world-class Eli and Edythe Broad Art Museum at MSU.

Now, the longtime MSU supporters have made a \$25 million challenge grant to the university's Eli Broad College of Business that promises to transform graduate business education.

The latest gift brings the couple's total giving to MSU to nearly \$100 million and served to jump-start the \$1.5 billion *Empower Extraordinary* campaign.

"We are pleased to deepen our support of MSU's business college, and by offering a challenge grant, we hope others will step up and recognize the opportunity to educate the next generation of business leaders at a world-class university," says Eli Broad.

The college intends to leverage the Broads' gift to raise an additional \$80 million through matching gifts from other donors for a total investment of \$105 million, to expand the nationally recognized Broad MBA and graduate programs.

"Eli and Edythe Broads' commitment to Michigan State University is extraordinary and will have a lasting impact," says MSU President Lou Anna K. Simon. "This latest gift entrusts us with significant resources to build and grow the quality and reputation

of The Eli Broad College of Business, which will help ensure our students and faculty have the tools to make a difference in business and society."

A major goal is to construct a \$60 million graduate pavilion to house the MBA and professional graduate programs of the Eli Broad School of Management. The facility will provide the latest technology and collaborative learning spaces needed to launch groundbreaking initiatives in education, says Sanjay Gupta, acting dean and Russell E. Palmer Endowed Professor in Accounting.

Through focus groups and feedback from students who chose to attend other business schools, the college has learned that state-of-the-art facilities are essential to attract top students.

In the latest rankings by *U.S. News & World Report*, *Business Week*, *Forbes* and the *Financial Times*, the Broad College's full-

time MBA program was ranked among the nation's top 15 public programs.

"The investment of the Broad Challenge and the additional gifts it will leverage are crucial for the continued improvement of the college in a very competitive environment," says Gupta. "More importantly, it will allow us to aggressively innovate and evolve our graduate programs."

The college plans to invest \$25 million of the funds raised for scholarship endowments, which will help recruit students with unique perspectives and diverse backgrounds.

The campaign also will support a leadership talent fund for recruiting executives in residence, distinguished speakers, and thought leaders, as well as funding for experiential learning opportunities for students and the continued development of innovative curriculum.

"The graduate pavilion will be a bold, signature facility on our campus," Gupta

says. "Coupled with an infusion of resources and talent through scholarships and program support, these efforts will be a catalyst of change for the Broad College, providing renewed energy and reflecting the spirit and drive of what it means to be a Spartan."

Eli and Edythe Broad both attended Detroit Public Schools and married in 1954, the year Eli graduated cum laude from MSU. He went on to build two Fortune 500 companies, KB Home and SunAmerica. Edythe was named an Honorary Alumnus of MSU in 2007.

Co-founders of The Eli and Edythe Broad Foundation, the Broads' \$20 million gift in 1991 to the Eli Broad College of Business and the Eli Broad Graduate School of Management—both renamed in his honor—was the largest gift ever received by a public business school at that time.

In 2003, the Broads helped develop a new generation of urban school teachers with a gift

to establish the Broad Partnership between MSU and Detroit Public Schools. More recently, their commitment to build a world-class art museum at MSU led to the Zaha Hadid-designed facility on MSU's campus.

Throughout the years, the Broads have continued to add to their original gift to the business college.

"MSU's MBA program needs to not only keep pace but also lead the field of graduate business programs in preparing students for today's management challenges," Eli Broad says. "By providing state-of-the-art facilities and deepening recruitment efforts to attract top faculty and students, MSU will continue to equip students with the real-world skills to succeed at the highest levels of business and compete internationally."

This latest commitment brings the total gifts to Michigan State from the Broads and their foundation to more than \$98.4 million.

Contributing to the minds and character of the next generation.



\$10 million gift
from alumni
Bob and Julie
Skandalaris,
largest ever
to Spartan
Athletics

A

family with deep ties to MSU will be making an extraordinary impact on campus with the largest single gift ever received by Michigan State University Athletics.

Alumni Bob and Julie Skandalaris are providing a \$10 million facilities gift that enhances the Spartan football, golf and basketball programs while providing momentum for the *Empower Extraordinary* campaign.

“Donor support of Michigan State is positioning us to compete at the highest levels and to empower all students to receive a world class education,” says MSU President Lou Anna K. Simon. “This gift reflects the Skandalaris’ understanding of how athletics can enrich and expand a Michigan State education. We are so grateful to Bob and Julie for leading the way for others to invest in building a brighter future for all those who live, learn and benefit from MSU’s programs.”

Bob Skandalaris, who has served as a co-chair of President Simon’s Campaign Cabinet during the quiet period of the current capital campaign, is continuing in this role after the public campaign launch.

“MSU and its intercollegiate athletics program have been important to our family, and we believe in the power of the student-athlete experience,” says Bob Skandalaris. “We desire to provide our student-athletes with a championship-level experience while they work toward their degrees.”

He says a strong MSU is important to the overall health and economy of the state of Michigan.

“Developing the minds and character of the next generation of leaders—in athletics, the arts, business, education, agriculture, sciences, law, medicine and many other areas—is one of the most essential and rewarding contributions we can make to society,” he says.

The gift will play a major role in a comprehensive athletics facilities campaign, vital to MSU’s continued success in the Big Ten and nationally. Part of the gift, \$3 million, will be used to renovate and make improvements to the training and locker rooms in the Skandalaris Football Center, named in honor of Bob and Julie after their lead gift helped construct the facility in 2008.

An additional \$4 million has been designated for capital improvements in support of the basketball program as the Breslin Center is renovated. Planning for that project is currently underway.

The remaining \$3 million will support construction of a new MSU golf facility.

At the request of the couple, the naming opportunities for the golf and updated football facilities remain open in their hope to honor and motivate other donors.

“This gift from Bob and Julie is an extraordinary example of an investment in the future of Spartan athletics,” says MSU Athletics Director Mark Hollis. “Private support creates opportunities for our nearly 800 student-athletes to compete for championships, but also to leave MSU as leaders in the classroom and community.”

Bob Skandalaris, a 1974 graduate of the MSU Broad College of Business, has founded and served as CEO of several private and public companies, including the world’s largest supplier of laser-weld blanks, with 3,500 employees in 15 countries. He also established Quantum Ventures of Michigan, a family office that specializes in the acquisition and development of middle-market firms.

His wife, Julie, has had a distinguished career as a volunteer with Duke University and Washington University in St. Louis. She has also been actively involved in the family foundation, which has issued almost 2,000 college scholarships. Their son, Andrew, was a swimming student-athlete at MSU from 2009-2011.

What's in a Story?

the 2013/14 Year in Philanthropy at Michigan State University

Every Spartan has a story. One made of determination, overcoming challenges, and life-changing encounters with visionary leaders and friendly mentors.

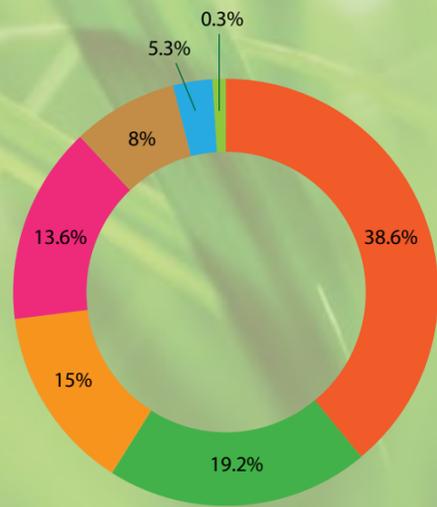
Thanks to support from Spartans like you, the announcement of the public phase and overall \$1.5 billion goal of the campaign was built on a record-setting year in fundraising for MSU. Total gifts to

the university for fiscal year 2013-14 (July 1, 2013 - June 30, 2014), including current cash and planned gifts, grew 15 percent from the previous year to more than \$238 million. And the value of MSU's endowment topped \$2 billion for the first time.

MSU's revenue comes from many public and private sources. This financial information is shared not only to increase awareness

of what it takes financially for MSU to compete, but also to show how important philanthropic gifts are to the overall operation of the university.

Surrounded by the commitments and contributions of donors and friends of MSU, more Spartan stories are being made every day by faculty, students and alumni.



Revenues (Fiscal Year 2014)

dollars in thousands

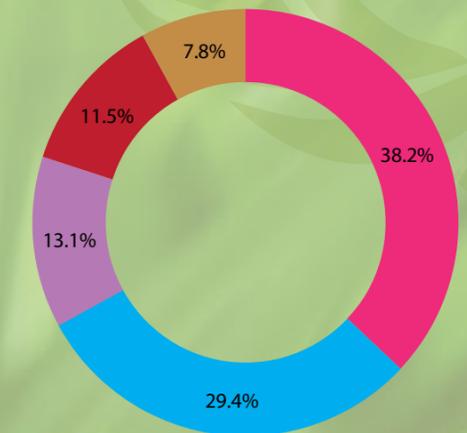
Tuition and Fees	\$861,351
Government Contracts and Sponsored Prgs.	428,236
State Appropriations	335,456
Auxiliary Enterprises (Athletics, Res. & Housing Ser. and other)	303,010
Departmental Activities	178,623
Philanthropy	118,148
Other	5,926
Total	\$2,230,750

Where the Gifts Came From

(Fiscal Year 2014)

dollars in thousands

Alumni	\$44,934
Foundations	34,775
Other Individuals	15,610
Corporations	13,567
Other Organizations	9,262
Total	\$118,148

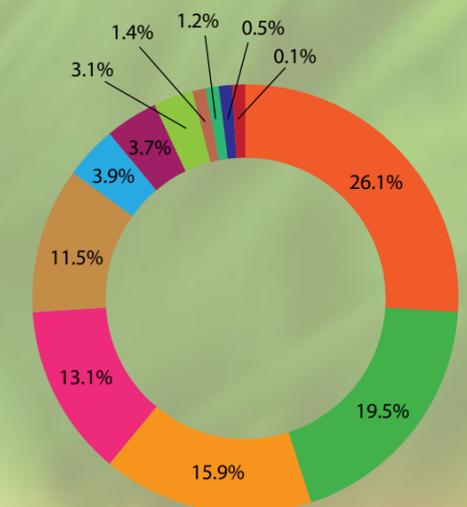


Where the Gifts Went

(Fiscal Year 2014)

dollars in thousands

Additions to Endowment	\$30,964
Research	23,044
Athletics	18,839
Prop., Build. & Equipment	15,452
Academic Division	13,544
Other Restricted	4,576
Public Service Extension	4,401
Student Financial Aid	3,700
Unrestricted	1,611
Life Income Agreements	1,465
Library	549
Faculty & Staff Compensation	3
Total	\$118,148



Source: MSU Statements of Revenues, Expenses and Changes in Net Position

Source: Voluntary Support of Education survey by the Council for Aid to Education

State's Share of MSU's Budget

The reduction in state aid per student is the primary driver in the increasing cost of higher education for students and families in Michigan. When adjusted to inflation, the average total cost of tuition, plus per student appropriation, in Michigan increased by only 1.8 percent (\$217) during the past decade. However, because the state's financial commitment has decreased by \$3,000 per student, tuition costs for Michigan students have increased dramatically.

If state appropriations had simply kept pace with inflation during the past decade, MSU could have kept the cost of tuition for students 21.4 percent lower than it is today.

Year	MSU Total Revenue	State of Michigan Appropriations	Appropriations Percent
2005	\$1,612	\$356	22.0%
2006	\$1,733	\$403	23.3%
2007	\$1,516	\$341	17.7%
2008	\$1,825	\$391	21.4%
2009	\$1,553	\$359	23.1%
2010	\$2,081	\$320	15.4%
2011	\$2,212	\$346	15.6%
2012	\$1,987	\$295	14.8%
2013	\$2,166	\$302	13.9%
2014	\$2,230	\$335	15.0%

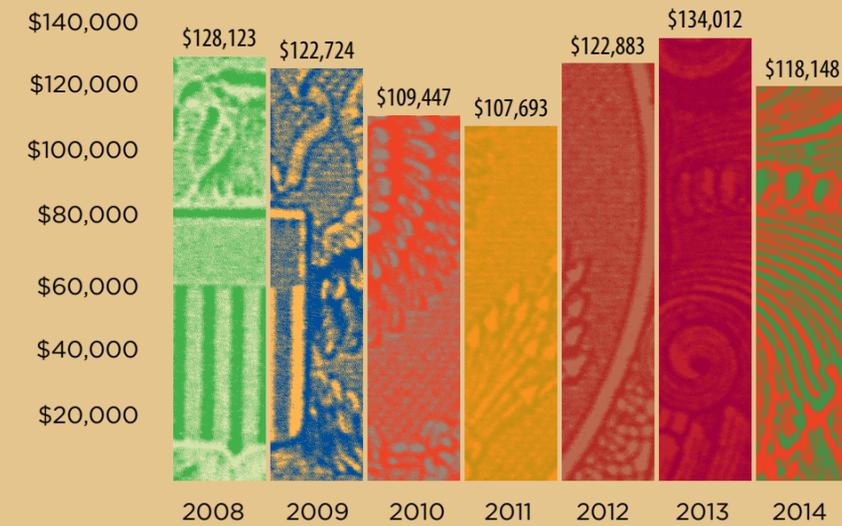
Source: MSU Statements of Revenues, Expenses and Changes in Net Position

Total Commitments to Specific Units FY 2014

Unit	Amount	Unit	Amount
4-H	\$4,728,681	Graduate School	\$1,218,316
Broad Art Museum	\$6,445,509	Honors College	\$1,296,307
Broadcasting Services	\$4,923,152	Intercollegiate Athletics	\$48,953,684
College of Ag. & Natural Res.	\$24,514,153	Int'l Studies and Programs	\$370,895
College of Arts & Letters	\$2,379,898	James Madison College	\$566,417
College of Comm. Arts & Sciences	\$947,909	Libraries and Info. Tech. Services	\$2,380,758
College of Education	\$5,092,525	Lyman Briggs College	\$419,194
College of Engineering	\$12,660,166	MSU College of Law	\$2,127,656
College of Human Medicine	\$13,589,013	MSU Museum	\$492,431
College of Music	\$5,852,496	Res. College in Arts & Humanities	\$61,049
College of Natural Science	\$7,239,207	Student Affairs & Services	\$2,623,489
College of Nursing	\$570,209	University Scholarships	\$10,070,439
College of Osteopathic Med.	\$1,527,339	Wharton Center	\$1,774,714
College of Social Science	\$4,153,761	General University	\$10,776,751
College of Vet. Med.	\$11,191,001		
Eli Broad College of Business	\$49,435,759	Total	\$238,918,228

Growth in Private Support and Donor Base

dollars in thousands



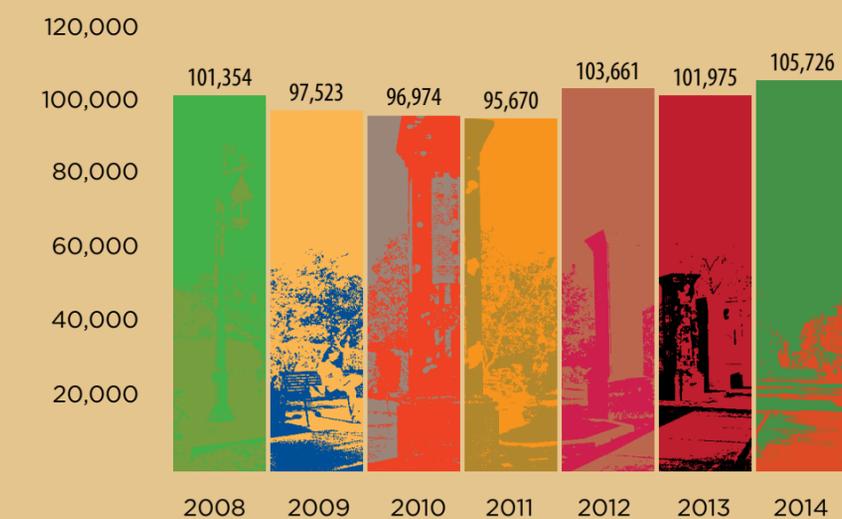
Cash Receipts

dollars in thousands



Total Commitments, Including Pledges and Planned Gifts

in thousands



Donors

Common Investment Fund

Comparative Endowment Performance

Michigan State University's long-term investment performance continues to perform ahead of peer institutions. For the one and 10 year periods ended June 30, 2014, MSU's investment returns have exceeded peer institutions' returns as noted in the table below.

	1 Year	3 Years Annualized	5 Years Annualized	10 Years Annualized
MSU Common Investment Fund	17.1%	8.3%	11.4%	8.6
Median College and University Investment	16.4%	9.2%	12.0%	7.8

Investment Objectives

The investment objectives of the Common Investment Fund (CIF) are: 1) to achieve a total rate of return sufficient to generate the amount annually made available for spending by the MSU programs supported by endowment funds, 2) to simultaneously provide a modest increase in the inflation-adjusted value, and 3) to achieve the desired return while assuming only moderate risk.

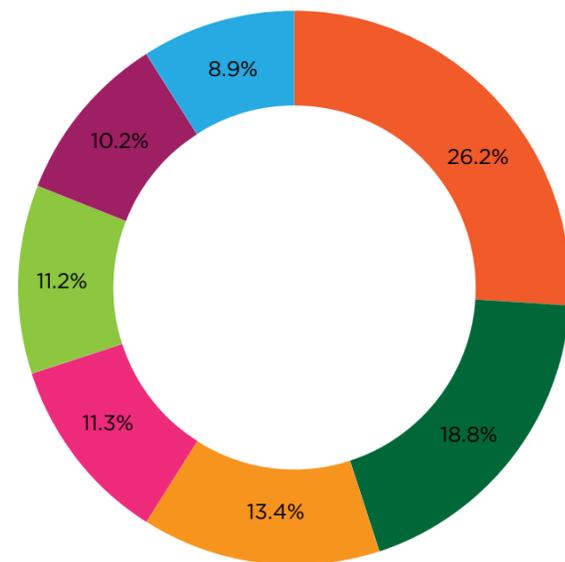
Endowment Spending Policy

The programmatic spending rate currently stands at 5 percent of a 20 quarter average of the market value of those funds invested in the CIF. This spending rate is reviewed annually against the projected long-term CIF returns and the impact of inflation and is intended to protect against inflation and provide a modest increase for endowment growth.

Reasonable and appropriate investment fees will continue to be

charged against the endowment, averaging approximately 0.68 percent over the last five fiscal years. On December 10, 2010, the MSU Board of Trustees amended the endowment spending policy to authorize annual assessments of up to 1 percent of the market value of these endowments in the CIF for reasonable and appropriate endowment stewardship costs, including fundraising. Based on recommendations of the Investment Advisory Committee, an endowment stewardship charge of .59 percent of the available 1 percent was implemented in the 2011/12 fiscal year, and the charge remains unchanged through the 2013/14 fiscal year.

Returns above the programmatic spending rate and investment and stewardship charges are retained to grow the endowment and hedge against inflation. A hypothetical \$100,000 endowment established July 1, 2004 would now have a market value as of June 30, 2014 of approximately \$140,000 after having provided programmatic spending distributions approximating \$59,000 over the ten-year period.



Asset Allocation

MSU seeks to achieve its investment objectives by diversifying across major asset classes as well as within each asset class. The investment policy, approved by MSU's Board of Trustees, outlines the asset allocation. Approximately one hundred fifty different investment vehicles are used to invest the funds. Cambridge Associates serves as MSU's investment consultant.

- Marketable Alternatives
- U.S. Equity
- Developed Global ex U.S. Equity
- Private Investments
- Fixed Income
- Inflation Hedge
- Emerging Markets Equity

Marketable Alternatives: Strategies designed to achieve positive absolute returns with less correlation to broad market trends.

U.S. Equity: Marketable equity securities of primarily U.S.-based companies.

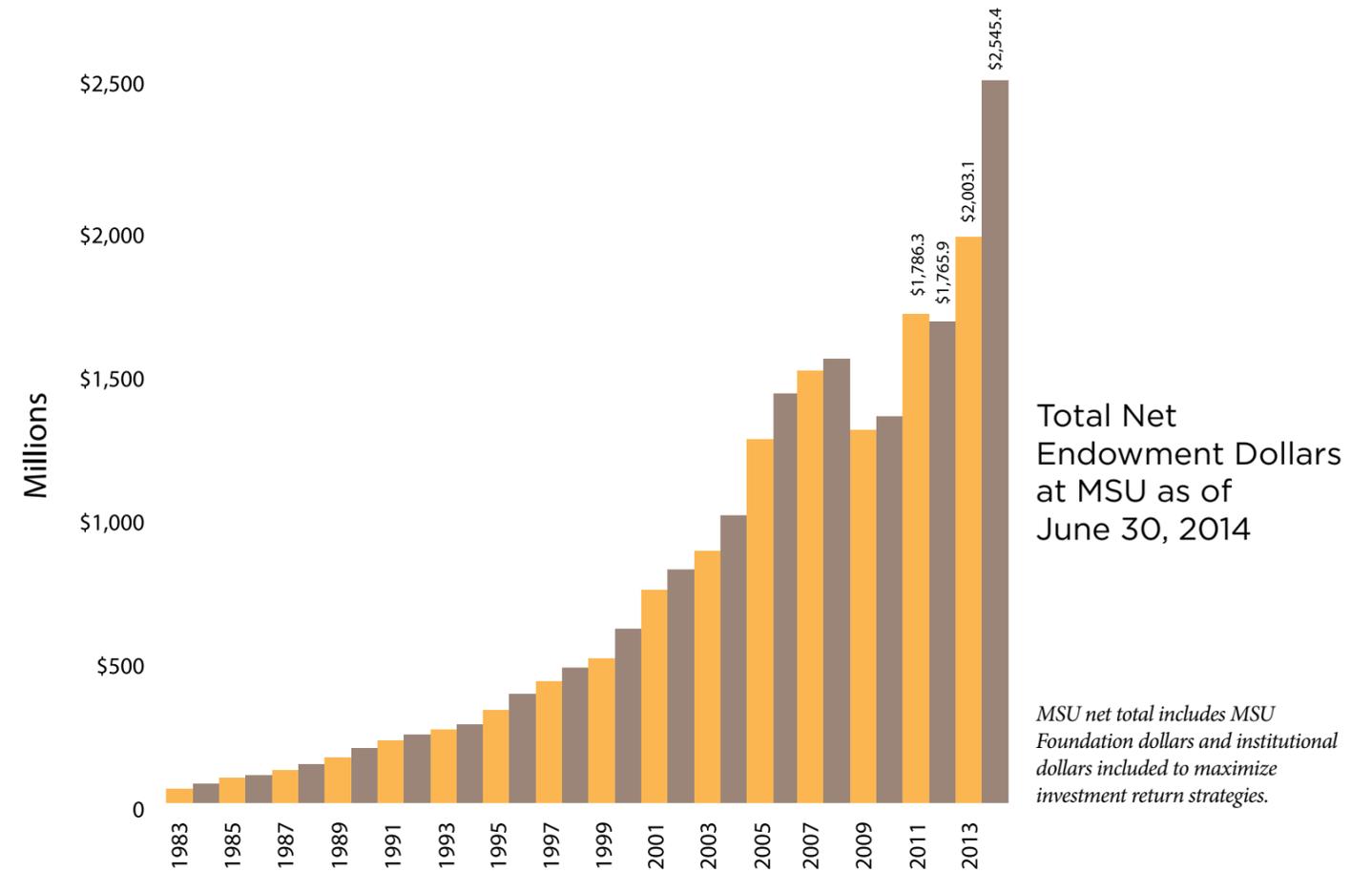
Developed Global ex U.S. Equity: Marketable equity securities in developed countries outside the U.S.

Private Investments: Distressed, private equity and venture capital investments.

Income: Fixed income securities and currencies.

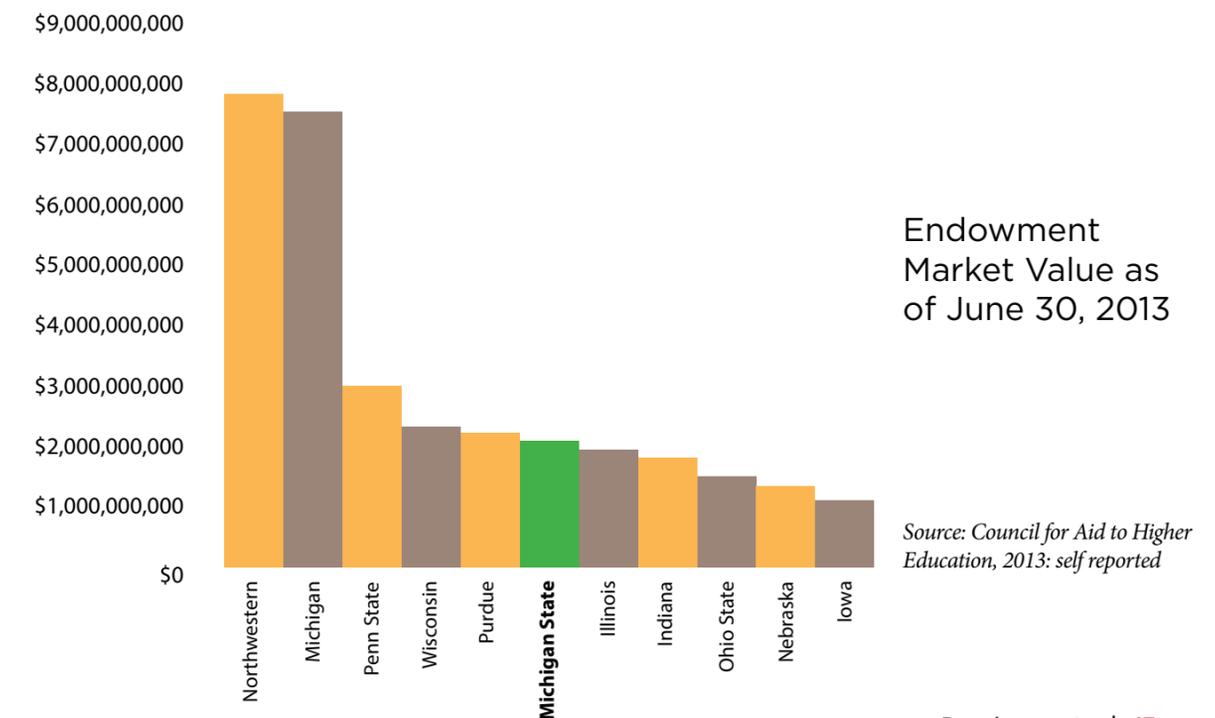
Inflation Hedge: Real estate and natural resource investments, such as oil, gas, timber, commodities and minerals oriented investments.

Emerging Markets Equity: Marketable equity securities in emerging markets.



Total Net Endowment Dollars at MSU as of June 30, 2014

MSU net total includes MSU Foundation dollars and institutional dollars included to maximize investment return strategies.



Endowment Market Value as of June 30, 2013

Source: Council for Aid to Higher Education, 2013: self reported

Capturing a *new* story

An honors graduate of the London Film School, David Wheeler's career includes stints as a writer, director, cinematographer and video game designer. A one-man media powerhouse, he joined academia six months ago to oversee and expand MSU's wildly popular Media Sandbox.

Media Sandbox is an integrated media education initiative turning out versatile and highly skilled journalists, game designers, cinematic artists and advertisers who are landing jobs with the nation's pioneering digital media ventures.

The College of Communication Arts and Sciences began Media Sandbox just three years ago, hoping to attract as many as 300 students. Today, it serves more than 2,000 eager and talented Spartans, but with the same number of faculty meant to serve 300.

"Make no mistake," Wheeler says, "those faculty members are all tops in their fields. And they provide an excellent educational foundation. But the explosive demand by new students seeking to enroll in multimedia training is straining classrooms, teachers, facilities and labs."

The goal is to train "trans-media" professionals ready to adapt to changing mediums.

Learn more about this important work and other projects that make MSU a force for creativity, discovery and learning at go.msu.edu/empowerstories.



“WE ARE DOING SOMETHING VERY INNOVATIVE, SOMETHING THAT NOBODY ELSE IS DOING. BUT WE NEED TO PUSH IT. WE NEED TO ACCELERATE OUR ACADEMIC COMPETITIVENESS. AND WE COULD USE A LOT MORE HELP.”

David **Wheeler**
Director of the Media Sandbox

Upcoming Events

Watch your mail and email for more information on these and other events.

President's Basketball Reception

East Lansing, Michigan
February 7, 2015

Winter University

Naples, Florida
March 1, 2015

MSU Federal Credit Union Study Abroad Annual Luncheon

East Lansing, Michigan
March 5, 2015

Green and White Evenings

Portland, Oregon
April 22, 2015

Seattle, Washington
April 23, 2015

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UNIVERSITY

Developments

University Advancement

University Development

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