

FOR DONORS AND FRIENDS OF MICHIGAN STATE UNIVERSITY

WINTER 2016

DEVELOPMENTS



It's in Our **STARS**

*Dean's Research Scholars
Shining Bright*

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Empower Extraordinary Recent Campaign Gifts

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Spartan. NBA Champion. Philanthropist.
Green gift of \$3.1 million

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Gambrel gift of \$1 million

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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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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, 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.

DEVELOPMENTS

Sanjay Gupta, the Eli and Edythe L. Broad Dean of the Eli Broad College of Business, rallies the MSU Greenline for making new connections with the 75,000 alumni of the college.





Scott and Kristy Lovejoy (far left) with family and fellow Spartans.



FROM OREGON, WITH LOVE

MSU alumnus reconnects with his alma mater from afar by giving back and getting involved

Scott Lovejoy ('68, English) is a Spartan who is living, working and raising a family in the middle of Oregon, far from East Lansing, Michigan, so he wanted to make sure his wife Kristy and three young children were aware of all the reasons they should be Spartans.

Turns out, it wasn't a hard sell. The Lovejoy family loves MSU, and they've found plenty of ways to show it.

On campus, they created the Scott and Kristy Lovejoy Endowed Fund for Faculty in the College of Arts and Letters with a gift of \$100,000.

"I am the biggest fan of what one gets from the College of Arts and Letters," Scott, who studied English, says. "I am a strong believer that it prepares us to have essentially transportable careers." His own successful career in law and now as president of Lovejoy Properties, his real estate development company, is proof of that.

The Lovejoys' gift will support the faculty who make that kind of success possible.

"In order to raise the academic and research profile of the College of Arts and Letters, we need to recruit and retain the very best faculty. Scott and Kristy's support helps us do just that," says Christopher P. Long, dean of the College of Arts and Letters.

Off campus, Scott, Kristy, and their children Logan, Tyler and Kimberly, hosted a Green and White event at their home, to bring a little bit of East Lansing to Central Oregon.

"It has been tremendously fun getting to know MSU. The energy of campus, the enthusiasm of the students...it has really lit a fire under all of us," Kristy says of Scott's efforts to connect with his alma mater and "Spartify" Kristy and their kids.

The more the Lovejoys visited MSU's campus, seeing Scott's former stomping grounds and taking in football games at Spartan Stadium, the more they realized just how far Central Oregon was from the heart of Spartan Nation.

"We realized that there was a need and an opportunity here in Central Oregon to cultivate, generate, and show support for MSU," Scott says. With a mountain range standing between them and Oregon's only alumni club in Portland, the Lovejoys couldn't be happier to have planted the seeds for a Spartan support group of their own much closer to home.

Dean Long, who traveled from East Lansing for the Lovejoys' event, brought two Arts and Letters students along with him to talk about their studies as part of the college's new Experience Architecture major. "Scott and Kristy's gracious hospitality provided us with an opportunity to introduce our students to the Spartan community in Oregon," Long says. "Students are our most eloquent advocates for the value of an arts and humanities education in a globally interconnected world. They demonstrated for our alumni the transformative difference our leading-edge programs make."

New connections among Spartans, and fresh excitement about a place they love, was the perfect outcome.

"I am deeply grateful for everything MSU did for me, and now, in giving back and getting involved, I do feel reconnected," Scott says. And MSU is better for it.

For more information on making a gift to the College of Arts and Letters, contact Director of Development Bridget Paff at paff@msu.edu or call (517) 353-4725.

A GIFT THAT PUTS FUTURE TEACHERS AT THE HEAD OF THE CLASS

The daughter of Polish immigrants Harry and Betty Konopko, Ann Feld arrived at Michigan State thanks to her parents' encouragement—and their hard work. "They wanted me to have a better life, and they knew the only way was through education," says Ann. To fund his daughter's education, Harry Konopko worked past retirement age, and it paid off as she became the first in her family to earn a college degree.

Ann ('72, Education) met Jeff Feld ('73, Veterinary Medicine) on her first day of classes. Today, after building a wonderful life and career together, few things bring them more pride than remembering the people and places that helped them reach this point.

To honor Ann and her hardworking parents, Jeff recently surprised his wife by creating the Konopko Scholarship in the College of Education, to provide scholarships to future teachers.

Having worked as a teacher herself, Ann knows how rewarding—but also how financially daunting—the education profession can be.

"Without education," Ann says, "you get nowhere in life. But teachers are very underpaid so those who want to be teachers have to be dedicated."

As the Felds' endowment grows, the Konopko Endowed Scholarship Fund will eventually be able to cover half of the tuition for a student who has the will, but not necessarily the means, to become one of those dedicated, outstanding Spartan teachers.

"The main thing that makes Michigan State great is that it gives an opportunity to everyone," says Jeff. "With the state no longer providing as much money, like at most state universities, it's up to the graduates, the alumni, to make sure we all pay it forward."

Hear more about the Felds' experience with creating a scholarship at go.msu.edu/konopko.

For more information on making a gift to the College of Education, contact Senior Director of Development Melissa Phillips Lynch at mlynch42@msu.edu or call (517) 432-1983.



Alumni Jeff and Ann Feld



Jay Strader, Packard Fellow at MSU

SHEDDING LIGHT ON BLACK HOLES

The Packard Fellowships for Science and Engineering are the gold standard for early career scientists. Established in 1988 by the David & Lucile Packard Foundation, the fellowships provide faculty in the first three years of their careers with flexible funding and the freedom to take risks and explore new frontiers in their field. This year, one of the recipients is right here at MSU.

Jay Strader, an assistant professor in the Department of Physics and Astronomy, will receive a grant of \$875,000 over the next five years to further his research in black holes—which takes "exploring new frontiers" to a whole new level.

His work involves the discovery and observation of black holes in the dense stellar environments of globular clusters, which sheds light on the way black holes form during the death of massive stars and helps guide tests of Einstein's theory of general relativity.

"I am humbled to have been selected and am honored to represent MSU as a Packard Fellow," Strader says.

Sara Denbo

'17, Astrophysics and
Women's & Gender Studies
Lindenhurst, Illinois
*Working to understand how
elements were created in the
stars and how to use such
science in policy decisions*



Advancing Science, It's in Our Stars

DEAN'S RESEARCH SCHOLARS
ARE SHINING BRIGHT ON
STUDENT RESEARCH

By Lois Furry

Music and theater students perform. Engineering and business students showcase their products. Medical and nursing students talk about how their learning will have a direct impact on saving lives. It's not always so easy for students in the sciences to explain their work, even for the rising stars. The Dean's Research Scholars program in MSU's College of Natural Science is actively changing that.

“THESE STUDENTS ARE MULTI-DIMENSIONAL WITH VERY DIVERSE INTERESTS. THEY SERVE AS WELL-ROUNDED AMBASSADORS OF MSU WHO ALSO HAPPEN TO BE REALLY GOOD AT SCIENCE.”

STEVE WAGNER
(’73, NATURAL SCIENCE)

Since 2012, the College of Natural Science (Nat Sci) has been cultivating some star-bright science ambassadors. Each year a cohort of outstanding undergraduate students are selected to work on research projects in collaboration with faculty mentors, graduate students and post-doctoral researchers to solve fundamental problems in the physical, biological and mathematical sciences. But, there’s a twist. These students also get significant face time for sharing their work with the public. Throughout the year, they represent the college at MSU events and engagements all over the country, talking about their research experiences, and giving alumni and friends a glimpse of what it’s like to be a student at MSU today.

“Our college is at the core of one of the premier research universities,” says R. James Kirkpatrick, Nat Sci dean. “It’s breadth and scale gives us a unique advantage in integrating student experience with research at the highest levels, both in the laboratory and out in the world.”

The Gravitational Pull

The idea for the program was born from a desire to connect an active and engaged alumni base from across the university with up-and-coming students eager to meet them. The alumni would see firsthand how research experiences are critical to an undergraduate education, while the students would pick up valuable communication skills.

“It’s a win-win-win, all around,” says G. Mark Voit, associate dean for undergraduate studies in the college and director of the program. “The students learn how to think about and explain the societal impact of their work in ways that the lay public can appreciate. Everyone comes away really excited about science.”

But much like a budding star needs energy, the program might never have grown beyond a nebula if not for the George Leroi Strategic Envisioning Fund. Leroi had a distinguished 40-year career leading the sciences at MSU, serving as dean of the College of Natural Science from 1996 to 2006. Former students, colleagues and friends of Leroi have contributed to the fund in his honor, which grew to allow strategic investments in educational opportunities at the discretion of the dean. The Dean’s Research Scholars program is a fitting result.

“Unrestricted funds allow us to try out great ideas, when governmental support would be inappropriate and other sources are unavailable,” says President Lou Anna K. Simon. “We are so thankful for the generosity of our donors who enable us to offer opportunities like the Dean’s Research Scholars to provide our students with a margin of excellence.”

A Research Rock Star

If the Dean’s Research Scholars had to choose one representative rock star, it easily could be recent graduate Irina Pushel.

Irina was selected for the program in its second year and continued until her graduation in 2015. As a biochemistry & molecular biology and biotechnology major, she worked with the fruit fly to study a protein responsible for several cancers. Last fall, she co-authored a paper featured on the cover of the *Journal of Biological Chemistry* that provided the first detailed examination of a set of mutations similar to those present in a gene that causes eye cancer. This fall, she started a graduate program at the Stowers Institute for Medical Research in Kansas City, Missouri.

Continued on next page

THE 2015/16 DEAN’S RESEARCH SCHOLARS

Shaurya Srivastava

’16, Human Biology
Haslett, Michigan
Exploring the use of nano-biosensors and bio-markers to detect disease



Bradley Dirbrow

’16, Microbiology and International Relations
Wheaton, Illinois
Exploring the use of algae for energy



Katherine Wozniak

’16, Microbiology
Clinton Township, Michigan
Halting invasive plant colonization through the plant-bacteria relationship



Kiera Fisher

’17, Biomedical Laboratory Diagnostics
Kalkaska, Michigan
Seeking the cause and treatments for diabetic eye disease

Cassie Benjamin

’16, Neuroscience
Webberville, Michigan
Discovering individualized treatments for post-traumatic stress disorder



THE 2015/16 DEAN'S RESEARCH SCHOLARS



Irene Li

'16, Genomics & Molecular Genetics and Interdisciplinary Studies
Canton, Michigan
Discovering how genes and chronic conditions influence cancer



Clara Iepard

'17, Zoology
East Lansing, Michigan
Controlling the spread of sea lamprey by understanding their evolution

Sarah MacLachlan

'16, Zoology
Pittsburg, Pennsylvania
Exploring cooperative behavior of hyenas for survival with lions



Jacob Gibson

'16, Biochemistry & Molecular Biology
Spring Hill, Florida
Identifying compounds to improve antibiotic treatments for biofilm-based infections



Emmalee Skorich

'16, Neuroscience
DeWitt, Michigan
Identifying effects of high blood pressure and obesity on the sympathetic nervous system



Laura Hesse

'17, Microbiology
Madison, Indiana
Improving the health of blood cells stored for blood transfusion



Chiadika Nwanze

'16, Neuroscience
Lagos, Nigeria
Improving prosthetics through motor control study



Lazarius Miller

'16, Biological Science
Detroit, Michigan
Understanding the impact of religion and education on science perceptions

Learn more about Lazarius's extraordinary experience at go.msu.edu/miller-vid

The possibility of publishing a paper in a major journal as an undergraduate student is one of the reasons Irina—who hails from Naperville, Illinois—chose MSU above other finalists vying for her attention including Cornell, Vanderbilt, Carnegie Mellon and North Carolina.

Though she certainly came to MSU with a lot of star power, she says the opportunity to talk with alumni about her work as a Dean's Research Scholar was a constant source of motivation.

"You can get really isolated in the lab and lose sight of why you are doing things," Irina says. "But when I would go out and people would be interested in what I was doing and so supportive, it made me realize how important it was and it would re-energize me to work even harder."

The positive feeling goes both ways.

James (Jim) Hoeschele ('69, PhD Natural Science), who taught general chemistry and integrative studies at MSU for 15 years, has been involved with the program from the beginning. In fact, as a member of the alumni annual selection committee, he interviewed Irina and strongly recommended her for the program.

"This is a program that brings out the best in already outstanding students," Jim says. "I knew Irina would be great from the get go. It is really a joy to watch these students sharpen their experience and to

help them get the most out of their education. It keeps me connected to MSU, which feels like my second home."

Finding the Right Orbit

While Irina's experience jumpstarted a research career, there also can be an unexpected advantage to diving into research as an undergraduate. Some students learn that certain types of research or even that research in general is not for them—at a point where they can still easily change their approach.

Sara Denbo can attest to that.

Sara worked as a professorial assistant at MSU's National Superconducting Cyclotron Laboratory, participating in research to gain new insight into how the elements and the world around us were created in the stars. Along the way, she realized what really captivated her wasn't the discovery process so much as how those discoveries could be used to guide better public policy decisions.

"Instead of getting to graduate school and realizing I lack passion for lab work, I've been granted the time to figure out what I'm passionate about," she says. "Without these experiences, I would be far behind in learning about myself and constructing the best path for my future."

Today, Sara, who double majors in astrophysics and women's and gender studies, is aiming for a career in science policy. Right now she is working with Voit on a thesis that explores how our nation goes about funding large-scale science projects, using the Hubble Space Telescope as an example.

"She has gravitated toward the policy side of things, which I think is terrific because we certainly need more people doing that who are highly science literate," Voit says. "She will be a great advocate for science."

A Radiant Future

As great a success as the Dean's Research Scholars has been for the students, the college and the public, the program will require long-term endowment support for its galaxy of stars to keep expanding.

Alumni Sharon ('64, Communication Arts and Sciences; '87, MA Education) and Len ('64, Natural Science; '75 MBA Business) Tabaka are the first to establish an endowed fund to support the program. Their endowment will provide scholarship support for future student participants. They say they feel fortunate to be able to give back to MSU and their hope is that this will encourage more students.

As a participant in the Classes Without Quizzes MSU alumni program for the past several springs, Len has had firsthand experience

hearing the students present. Sharon also has experienced highlights of the students' work.

"It is a great program that unleashes their talents," says Len. "Sharon and I want to help the students and give them a boost which we know can sometimes make a difference."

Steve Wagner ('73, Natural Science) and his wife Sunday, a self-described "Spartan by marriage" also have supported the program and are regulars at Classes Without Quizzes. Steve, formerly a data modeling director at CNA Insurance's headquarters, also has served as a member of the alumni annual selection committee. What impresses him most about the Dean's Research Scholars is how versatile they are.

"These students are multi-dimensional with very diverse interests," he says. "They serve as well-rounded ambassadors of MSU who also happen to be really good at science."

The generosity of the Tabakas, the Wagners, and many other donors is helping to ensure the stars will always align perfectly for science education at MSU. ●

Learn more about supporting the Dean's Research Scholars and the College of Natural Science by contacting Senior Director of Development Corey Longley at longelyc@msu.edu or by calling (517) 353-1637.

A Vibrant
COMMUNITY



\$325,280,303
of **\$450M** Goal

A Force for **CREATIVITY,**
DISCOVERY, AND LEARNING



\$220,569,975
of **\$350M** Goal

A **GLOBAL**
Problem Solver



\$201,706,613
of **\$300M** Goal

An Engine of **OPPORTUNITY**



\$285,358,522
of **\$400M** Goal

EMPOWER EXTRAORDINARY

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

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\$1,032,915,412

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the value of **MICHIGAN**
STATE UNIVERSITY in **ALUMNI**
DONORS

their companies, their **\$359.5M**
classrooms and their **ALUMNI**
communities. **DOLLARS**



\$411M

RAISED FOR
endowments

“Fifty plus years after graduating, I look back and I realize how much I owe to my alma mater. It makes me proud and makes me want to pass down opportunities to young people for the future.”

MICHAEL **SERLING** '66
College of Arts and Letters



A Force for **CREATIVITY, DISCOVERY AND LEARNING**

Since the start of the campaign, donors have established

36 new
faculty chair positions
toward a goal of
100.

“WITH NEW ENDOWED CHAIR POSITIONS, WE ALREADY HAVE BEEN ABLE TO RECRUIT FACULTY WHO ARE AT THE TOP OF THEIR FIELDS. THESE POSITIONS PROVIDE A LEVEL OF ONGOING SUPPORT FOR INNOVATIVE RESEARCH AND EXCELLENCE IN TEACHING THAT IS CRITICAL TO OUR PROGRESS.”

LEO KEMPEL
Dean, College of Engineering

Engineering the Future Times Six

From sustainable energy to healthier and safer products in every aspect of our lives, MSU's College of Engineering is a pipeline to technological innovation. But the college lags behind peer institutions in its number of endowed professor positions. Today, six new endowments are driving the next generation of Spartan ingenuity through many firsts.

A world leader in evolutionary algorithms, Kalyanmoy Deb became the first Herman E. and Ruth J. Koenig Endowed Chair in 2013. Wolfgang Banzhaf, a renowned computer scientist, will be the first to hold the John R. Koza Endowed Chair in Genetic Programming in 2016. And recruitment is underway for the first David L. and Denise M. Lamp Endowed Chair in Chemical Engineering.

Charitable bequests from estate gifts also are playing a role. One from alumnus Doug Zongker will create the first endowed chair of computer science at MSU, while another from alumni Bob Nuber and Betty Shanahan will create the first professorship to support diversity and entrepreneurship in the college. Retired faculty member Dennis Nyquist also created a professorship in electromagnetics, another first, through his estate plans.

These positions are helping the college achieve one of its top priorities: creating a pool of endowed positions to both attract top talent and retain the most promising faculty, says Dean Leo Kempel.



An Engine of **OPPORTUNITY**

Campaign support is creating new and extraordinary **learning opportunities** for students.

“EVERY SINGLE DAY, EVERY SINGLE ONE OF US IS GOING TO MAKE DECISIONS AND TAKE ACTIONS WHICH WILL EITHER BRING US TOGETHER OR TEAR US APART. AND BY DOING NOTHING, WE’RE CONTRIBUTING TO THE LATTER OUTCOME.”

Make Something Good Happen

Former President Bill Clinton addressed a crowd of MSU students, alumni and friends on public service, saying that it is more important than ever for each of us as private citizens to look for ways to “make something good happen,” even things seemingly small.

He spoke as the first recipient of the Spartan Statesmanship Award for Distinguished Public Service, which was created along with a forum by former Michigan Governor Jim Blanchard and his wife, Janet, through a \$1 million gift. Blanchard, the first MSU alumnus to serve as Michigan’s governor, also served in the U.S. House of Representatives and was U.S. Ambassador to Canada under Clinton. At the forum, he praised Clinton’s activities in public service, which he said could fill ten lifetimes.

In his speech, Clinton told students that the first key to making good things happen is to truly see people as individuals. After that, he encouraged having clear purpose, the right policies for that purpose and the knowledge necessary to turn good intentions into positive change in people’s lives.

BILL CLINTON
42nd President of the United States

“THIS FACILITY IS ABOUT PEOPLE. IT’S ABOUT THE PEOPLE WHO WORK HERE, WHO PLAY HERE, WHO COMPETE HERE. THESE STUDENT-ATHLETES ARE UNBELIEVABLY TALENTED, AND SUPPORT FROM THE PEOPLE HAS HELPED TURN THIS FACILITY INTO SOMETHING THAT WILL GUIDE THAT TALENT.”

MARK HOLLIS
MSU Athletics Director

Facilities Fit for Champions

With beautiful new entrance plazas and concourse amenities, a media room and multi-purpose engagement center, and brand new locker rooms, the Spartan Stadium renovations funded by the generosity of 208 donors delivered something for everyone who calls the place home on football game days. To date, more than \$23.2 million have been contributed to the project. Best of all? The shiny new facilities are helping the athletics program recruit the next class of champions—a win that surely calls for an enthusiastic postgame rendition of “Victory for MSU” in the Spartans’ 4,500 square-foot locker room.



A Vibrant **COMMUNITY**

New investment is modernizing infrastructure, creating new spaces that are **inspiring** the next generation.

With **private support**, Spartans are carving out new approaches to address pressing problems and prepare for **emerging opportunities.**

Plates, Plumes and Planetary Punches

A \$7 million gift from an anonymous donor to MSU's Department of Geological Sciences is creating a strong center of support to foster a better understanding of Earth's systems and resources. The gift is providing endowed graduate fellowships, has funded three endowed professorships and completed funding for a fourth previously initiated with another gift. One of these new professorships has already been filled. Joining the MSU faculty next May, Dr. Allan McNamara is an international expert in numerical modeling of deep earth processes including the plates and plumes in mantle convection, a driving force behind continental drift and a cause of catastrophic earthquakes and volcanoes.

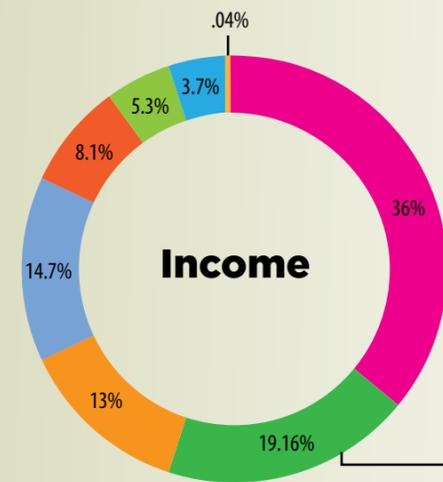


“I AM PROUD TO BE PART OF RESEARCH THAT IS BUILDING OUR UNDERSTANDING OF THE EARTH WHILE IT IS BUILDING THE FOUNDATION FOR MY SCIENTIFIC CAREER.”

MATTHEW RYAN **KARL**
Graduate Fellow, Geological Sciences

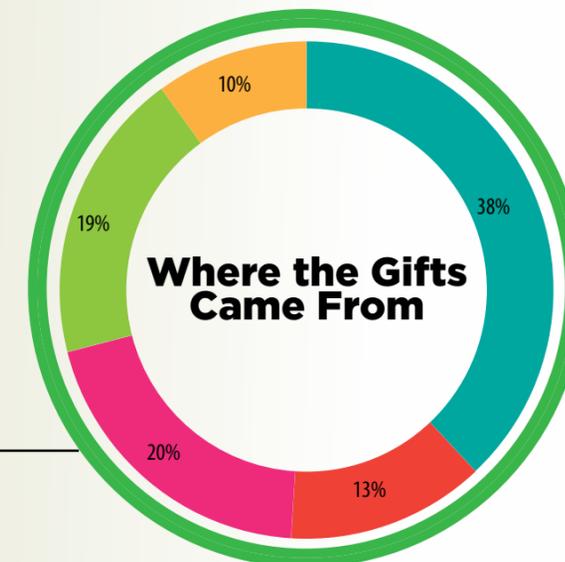
EMPOWER EXTRAORDINARY

the 2014/15
Year in Philanthropy
at Michigan State University



dollars in thousands

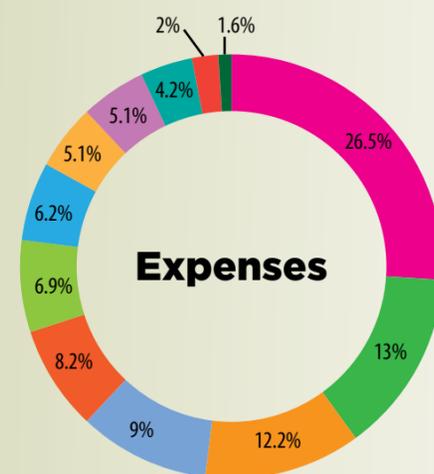
Tuition & Fees	\$908,774
Grants and Contracts	\$483,235
Net Auxiliary Enterprises	\$326,097
State Appropriations	\$371,340
Net Departmental Activities	\$203,439
Philanthropy	\$133,428
Investment Income	\$94,057
Other	\$1,130
TOTAL	\$2,521,500



Percentages shown reflect gifts made in FY 2015

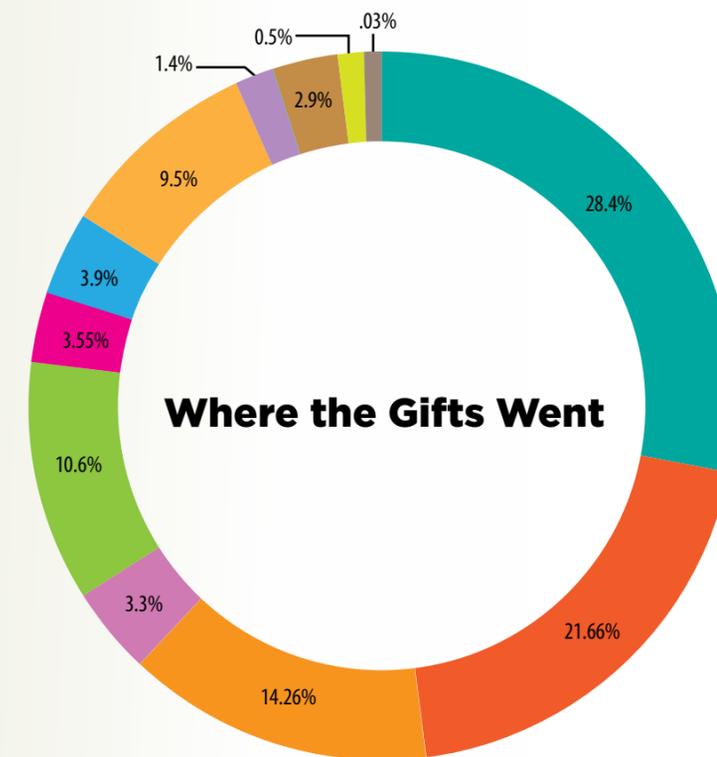
dollars in thousands

Alumni	\$51,020
Corporations	\$17,877
Foundations	\$26,198
Other Individuals	\$24,878
Other Organizations	\$13,454
TOTAL	\$133,428



dollars in thousands

Instruction and Dept. Research	\$668,570
Research	\$328,397
Auxiliary Enterprises	\$306,949
Public Service	\$227,098
Income to Reserves	\$206,065
Student Aid, Scholarships and Fellowships	\$174,724
Depreciation	\$155,358
Operation and Maintenance of Plant	\$128,892
Institutional Support	\$127,927
Academic Support	\$104,886
Student Services	\$51,830
Other Operating Expenses	\$40,804
TOTAL EXPENDITURES	\$2,521,500



dollars in thousands

Additions to Endowment	\$37,891
Research	\$28,904
Property, Buildings & Equipment	\$19,029
Student Financial Aid	\$4,441
Academic Division	\$14,097
Athletics Operations	\$4,736
Life Income Agreements	\$5,213
Other Restricted	\$12,711
Unrestricted	\$1,832
Public Service & Extension	\$3,911
Library	\$609
Faculty & Staff Support	\$46
TOTAL	\$133,428

State's Share of MSU's Budget

A combination of excellence and affordability at Michigan State has benefited the state of Michigan for generations.

MSU graduates contribute up to \$3 billion per year to Michigan's overall economic activity.

Over the last five years, the state of Michigan has ranked 40th in growth of higher education appropriations, requiring MSU to operate with one of the lowest rates of state appropriations per student in the Big Ten. State financial support has accounted for less than one-quarter of MSU's total operating revenue for the past decade.

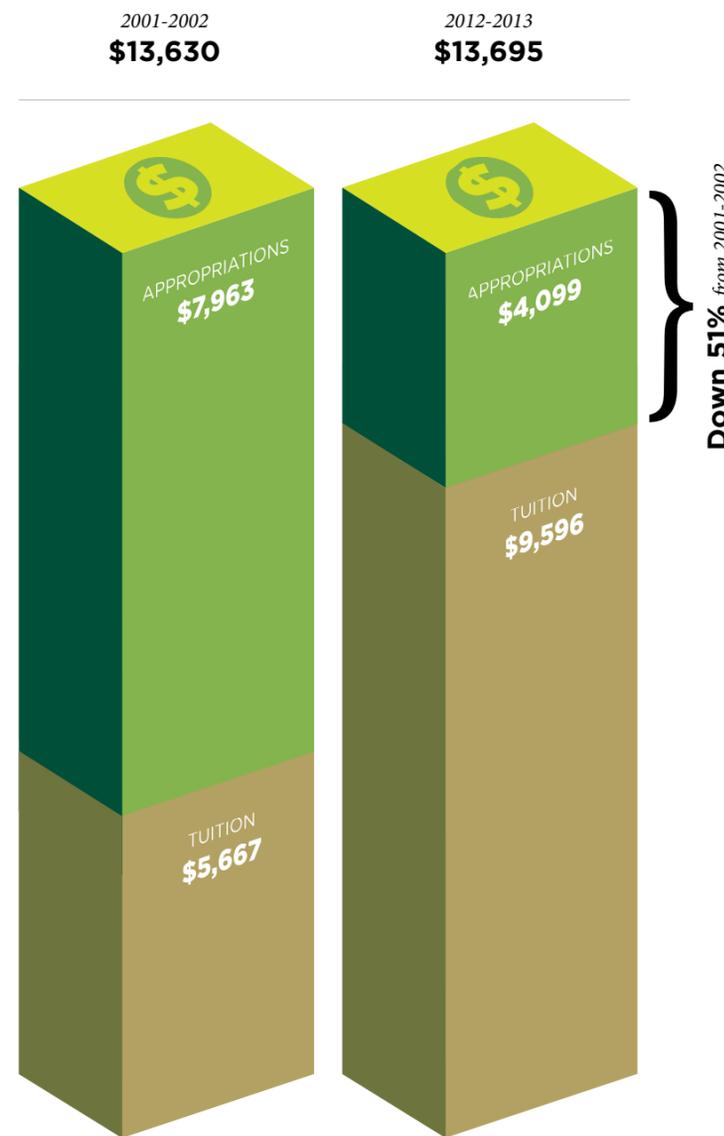
dollars in thousands

Year	MSU Total Revenue	State of Michigan Appropriations	Appropriations Percent
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%
2015	\$2,522	\$335	13.2%

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

Increased Reliance on Tuition Revenue

The cost of an MSU education, after inflation, went up only \$65 after twelve years.



After inflation, the cost of higher education per student at Michigan public universities went up by only \$217 (1.8 percent) over 12 years. At MSU, that increase, after adjusting for inflation, was only \$65. The increase in cost for higher education borne by students and families has been driven almost entirely by the dramatic disinvestment by the state, as this chart shows.

As a result, half and full scholarships for students are needed now more than ever.

Total Commitments to Specific Units FY 2015

Unit	Amount
Michigan 4-H Foundation	\$716,596
Broad Art Museum	\$1,915,095
Broadcasting Services	\$4,281,939
Campus Planning and Administration	\$239,868
College of Agriculture & Natural Resources	\$29,870,315
College of Arts & Letters	\$1,975,302
College of Communication Arts & Sciences	\$2,888,664
College of Education	\$10,966,781
College of Engineering	\$16,851,577
College of Human Medicine	\$7,931,162
College of Music	\$4,948,360
College of Natural Science	\$7,061,846
College of Nursing	\$1,464,533
College of Osteopathic Medicine	\$1,823,467
College of Social Science	\$10,783,523
College of Veterinary Medicine	\$19,957,575
Eli Broad College of Business	\$19,478,294
Graduate School	\$1,175,436
Honors College	\$2,110,738
Intercollegiate Athletics	\$46,614,467
International Studies and Programs	\$4,061,513
James Madison College	\$1,126,093
Libraries and Information Technology Services	\$1,784,093
Lyman Briggs College	\$1,348,067
MSU College of Law	\$2,005,718
MSU Museum	\$825,913
MSU Press	\$10,700
Residential College in the Arts and Humanities	\$587,593
Student Affairs and Services	\$837,163
University Scholarships	\$6,943,144
Wharton Center	\$2,919,568
General University	\$23,083,920
TOTAL	\$238,589,023

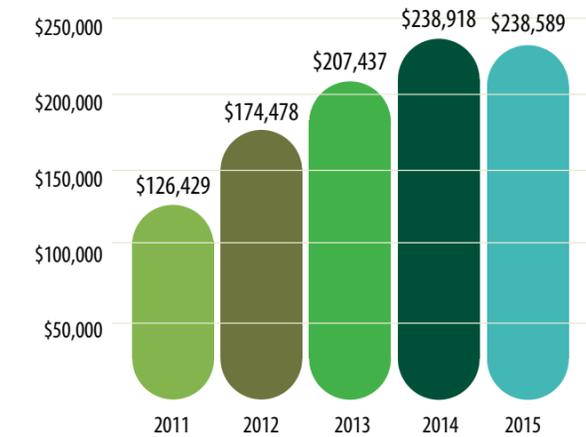
Growth in Private Support and Donor Base

Cash Receipts dollars in thousands

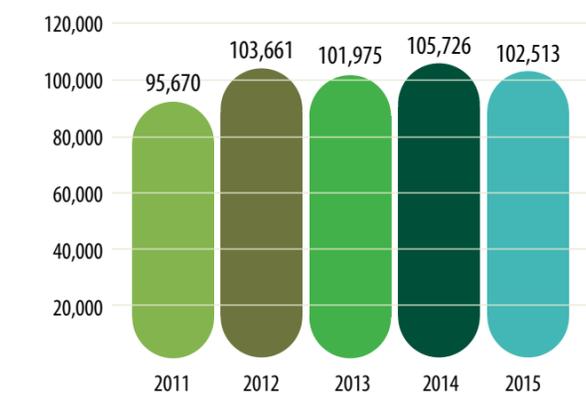


Total Commitments, Including Pledges and Planned Gifts

dollars in thousands



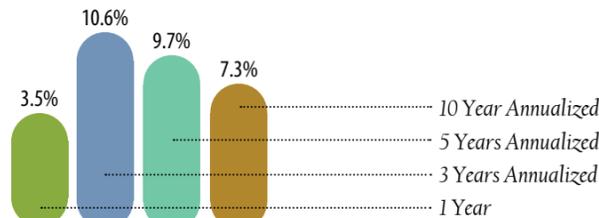
Donors



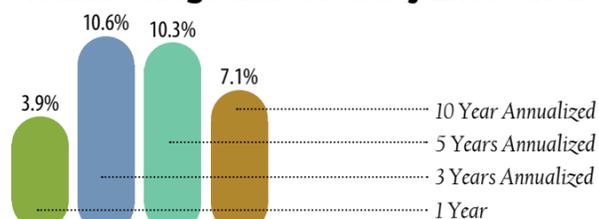
Common Investment Fund Comparative Endowment Performance

Michigan State University's long-term investment performance continues to perform ahead of peer institutions. For the three and ten year periods ended June 30, 2015, MSU's investment returns have met or exceeded peer institutions returns as noted in the table below.

MSU Common Investment Fund



Median College and University Endowment¹



¹Cambridge Associates' preliminary endowment medians for colleges and universities with investment pools greater than \$1 billion.

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

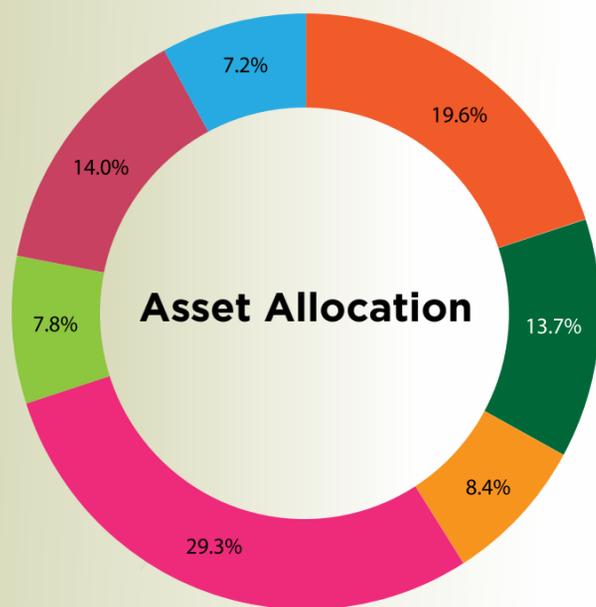
The programmatic spending rate currently stands at 5 percent of a 20 quarter average of the market value of those funds invested in the CIF. This spending rate is reviewed annually against the projected long-term CIF returns and the impact of inflation and is intended to protect against inflation and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

Reasonable and appropriate investment fees will continue to be charged against the endowment, averaging approximately 0.69 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 Subcommittee, an endowment stewardship charge of .59 percent of the available 1 percent was implemented in the 2011/12 fiscal year, and the charge remained unchanged through the 2014/15 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, 2005 would now have a market value of approximately \$124,000 as of June 30, 2015 after having provided programmatic spending distributions approximating \$55,000 over the ten year period.

Diversified Investments

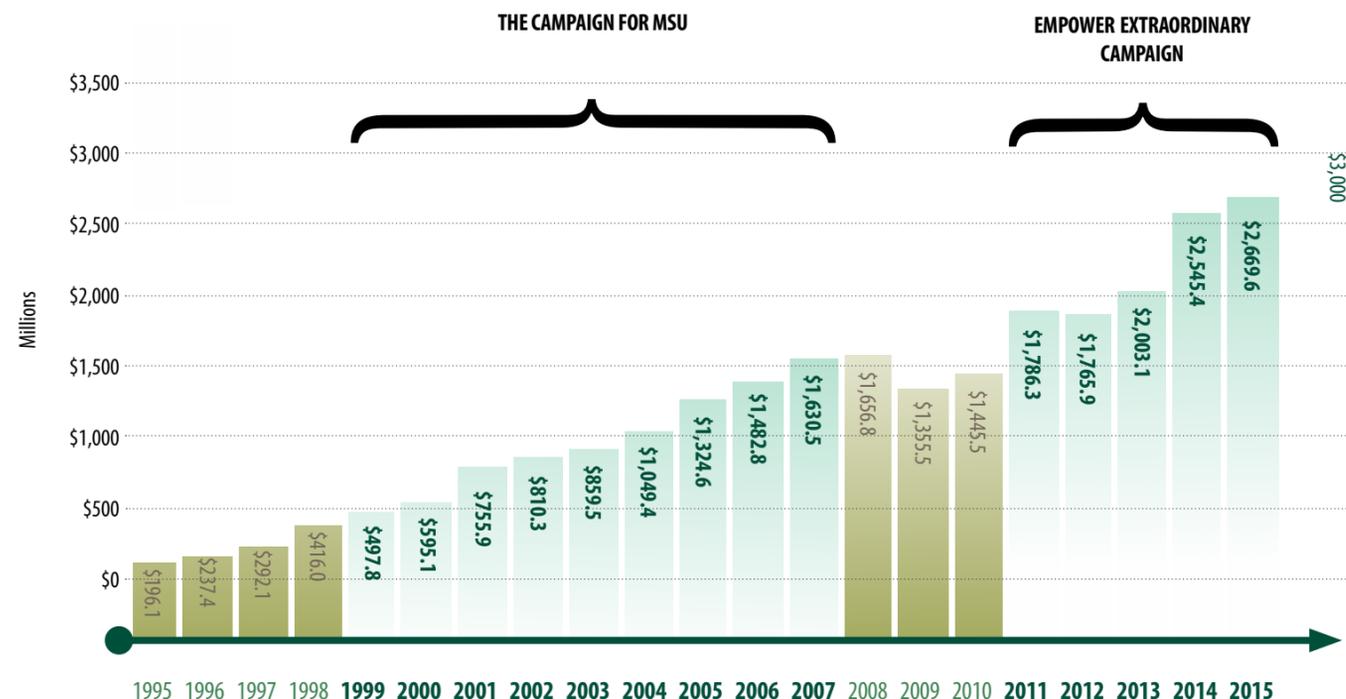
MSU seeks to achieve its investment objectives by diversifying across major asset classes as well as within each asset class. The investment policy, approved by MSU's Board of Trustees, outlines the asset allocation. Approximately 200 different investment vehicles are used to invest the funds. Cambridge Associates serves as MSU's investment consultant.



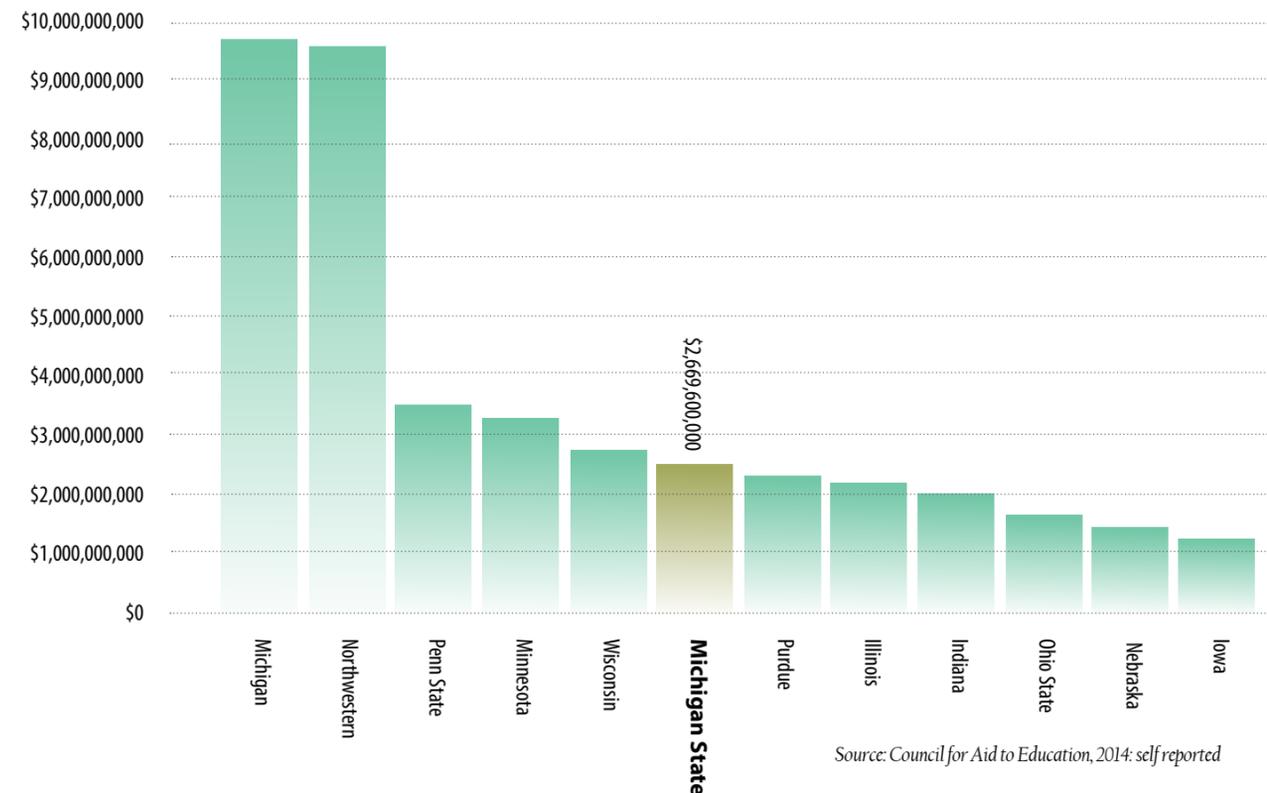
- **U.S. EQUITY:**
Marketable equity securities of primarily U.S.-based companies.
- **DEVELOPED GLOBAL EX U.S. EQUITY:**
Marketable equity securities in developed countries outside the U.S.
- **EMERGING MARKETS EQUITY:**
Marketable equity securities in emerging markets.
- **HEDGE FUNDS:**
Strategies designed to achieve positive absolute returns with less correlation to broad market trends.
- **REAL ASSETS:**
Real estate and natural resource investments, such as oil, gas, timber, commodities and minerals oriented investments.
- **PRIVATE INVESTMENTS:**
Distressed, private equity and venture capital investments.
- **FIXED INCOME:**
Fixed income securities and currencies.

Total Net Endowment Dollars at MSU as of June 30, 2015

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



Endowment Market Value as of June 30, 2014



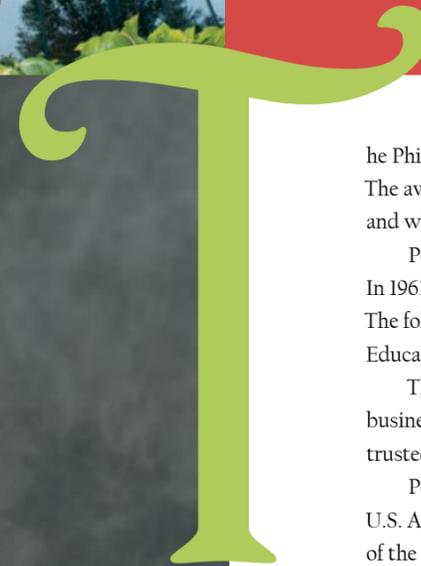
Source: Council for Aid to Education, 2014; self-reported



MSU ALUMNI ASSOCIATION GRAND AWARDS

Philanthropists of the Year:

PETER F. AND JOAN SECCHIA



The Philanthropist of the Year is awarded every fall at the MSU Alumni Association Grand Awards Gala. The award honors those who have demonstrated outstanding philanthropic responsibility toward MSU and whose generosity inspires others. This year the award was given to Peter and Joan Secchia.

Peter Secchia entered Michigan State University after a three-year stint in the U.S. Marine Corps. In 1963, he earned a bachelor's degree from the Eli Broad College of Business, majoring in economics. The following year, he married Joan Peterson. She was a newly-minted graduate of the College of Education, where she majored in elementary education.

They raised their four children in Grand Rapids. Joan taught school while Peter began a successful business career, highlighted by numerous corporate chairmanships. Both have extensive board and trustee experience spanning more than half a century.

Peter was a close friend and confidante of U.S. President Gerald R. Ford, and was later appointed U.S. Ambassador to the Republic of Italy in 1989 through 1993. Francesco Cossiga, former president of the Republic of Italy, called Secchia "the best U.S. ambassador to Italy I have ever known." Joan has served on various philanthropic and organizational boards both in the U.S. and abroad.

Their accomplishments on behalf of the MSU community are astounding.

A recent \$3 million gift endowed a defensive coordinator position for Spartan football. Over time, this endowment will prove just as valuable as the team's existing Secchia Travel Fund for recruiting purposes.

Peter and Joan also made the lead gift to build the Secchia Stadium—at Old College Field—for the varsity softball program. Theirs was the largest cash gift to a women's sport in MSU's history. Additionally, Peter co-chaired the fundraising campaign for the Clara Bell Smith Academic Center.

The Secchias were visionary community champions of moving the College of Human Medicine to its current Grand Rapids location. The Secchias donated time and financial support to the College of Human Medicine's campus in Grand Rapids with its centerpiece Secchia Center. The move provides the college access to top-tier talent, a broad community base and proximity for building new partnerships with medical, research and economic resources.

Among a plethora of memberships and board positions, Peter currently serves on the Athletics Director's Campaign Leadership Council. Joan is on the College of Education Campaign Committee.

In their positions, they provide philanthropic leadership, insight and support to MSU programs. Both are honorary chairs of President Lou Anna K. Simon's Campaign Cabinet for *Empower Extraordinary*, the campaign for MSU.

Taking a stroll around campus, one can see the tremendous impact the Secchias have had. Between their service and philanthropic leadership, Peter and Joan Secchia have made a profound difference in the story of Michigan State University.

STUDYING THE PAST TO SAVE THE FUTURE

Gifts support Holocaust Studies and European Jewish History



Thanks to a \$1.5 million gift from William and Audrey Farber of West Bloomfield, a professor devoted solely to teaching and research in the field of Holocaust studies will soon call Michigan State University home.

The William and Audrey Farber Family Chair in Holocaust Studies and European Jewish History will

have the distinction of being one of just a handful of Holocaust Studies chairs in the country, one of four in the Big Ten, and the first and only at a university in Michigan.

“MSU is so fortunate to be the recipient of this gift from William and Audrey Farber and their family, and those who they inspired to give subsequent gifts. The William and Audrey Farber Family Chair in Holocaust Studies and European Jewish History pushes us one step closer to our *Empower Extraordinary* campaign goal of 100 new endowed chair positions, and gives MSU the capacity to educate generations to come about this most significant time in history,” says President Lou Anna K. Simon.

“The choice of a gift to MSU is based upon our recognition that the Jewish Studies Program has grown during the past years. Now one of the most outstanding in the country, the addition of a professor in the area of Holocaust studies is critical,” says Jeffrey Farber, son of William and Audrey.

Inspired by the Farbers’ generosity and motivated by the impact this position will make, Detroit-area couple Michael (‘66, History; ‘70, Law) and Elaine Serling contributed \$500,000 of their own to the endowment.

“Holocaust education is very relevant, not just to the Jewish community, but also to the broader community in terms of promoting diversity and combatting racism and bigotry,” Serling says. “The lessons of the Holocaust and the murder of six million Jews should not be lost to future generations.”

William Farber adds, “When we speak of ‘Never Again,’ we recognize the need for university students to confront this darkest period in the history of the Jewish people.”

The Farbers and the Serlings agree that education is the key to ensuring an event like the Holocaust never happens again.

“This new position will be integral to our Jewish Studies Program, which serves on average 600 students in our classes and 35 Jewish Studies minors,” says Yael Aronoff, director of Jewish Studies, who holds the Michael and Elaine Serling and Friends Chair in Israel Studies.

To aid in his or her own teaching and research efforts, the individual chosen as the first Farber Family Chair at MSU will hold the keys to a subscription to the University of Southern California’s Shoah Foundation Visual History Archive, an online portal that houses more than 52,000 video testimonies of survivors and witnesses of genocide—namely, the Holocaust.

Like the chair position itself, the subscription to this valuable resource is being made possible through private support. MSU alumni Edward Brill (‘69, Justin Morrill College) and his sister Leslie Van Brandt (‘73, Justin Morrill College) made a recent \$150,000 gift in memory of their brother Michael, who had a fondness for history and a fascination with World War II.

“These gifts are transformative,” says Chris Long, dean of the College of Arts and Letters. “They will allow us to continue to attract the most engaged, talented and forward-thinking scholars in the country, and enable us to take a leadership position with regard to digital humanities research and pedagogy.”

An additional \$1 million is being sought to support and strengthen the resources available for the Farber Family Chair and make it sustainable for years to come.

For more information on making a gift to the College of Arts and Letters, contact Director of Development Bridget Paff at paff@msu.edu or call (517) 353-4725.



SPARTAN. NBA CHAMPION. PHILANTHROPIST.

Former Spartan basketball standout and newly-minted NBA champion gives a gift—and a lot of love—back to his alma mater.



At 25 years old, Draymond Green already has quite a resume. He capped off his four-year collegiate basketball career having earned the titles of Big Ten Player of the Year, first-team All-Big Ten and NCAA first-team All-American. He was drafted 35th overall by the Golden State Warriors in the 2012 NBA Draft and, just three short years later, hoisted the NBA championship trophy with the Warriors before being voted NBA All-Defensive First Team for 2015.

This fall, he added “philanthropist” to his resume, too.

With a \$3.1 million gift to MSU Basketball, he is paying homage to the program—and, of course, the people—that helped him become the accomplished professional athlete he is today.

“Draymond is an exemplary Spartan and we thank him for his contributions to ‘Team MSU’ as a student-athlete leader, and now as a philanthropist,” says MSU President Lou Anna K. Simon.

Green is virtually brimming with pride and excitement at the opportunity to impact his alma mater in such a way.

“I grew up in Saginaw and was lucky enough to attend Michigan State University, where Coach Izzo believed in me and gave me the chance to succeed. This donation isn’t just about me. I want more kids to have the opportunities I had thanks to Michigan State,” Green said in a press conference in September.

As a result, the Draymond Green Strength and Conditioning Center will be named in his honor, pending MSU Board of Trustees approval, as part of a comprehensive renovation to the Jack Breslin Student Events Center. A portion of his gift will also fund an endowment for the MSU Men’s Basketball program.

“I believe it’s only fitting that his name be on the weight room,” says Coach Izzo. “He would be the first to admit that he was out of shape when he stepped on campus as a freshman. But through extraordinary commitment and effort, he transformed himself into a national player of the year. By walking into the Draymond Green Strength and Conditioning Center, our student-athletes are going to be reminded each day of his story and how, if they make the commitment to excellence, they too can live their dreams here at MSU.”

Green also hopes that his gift will inspire other Spartans to give back to the place he calls “the best university in the world.”

“I wouldn’t be the person I am today without my Spartan experience,” Green says. “This donation reflects my deep appreciation to the university. MSU means everything to me.”

For more information on making a gift to Spartan Athletics, contact the Spartan Fund at (517) 432-4610.

BUILDING OUR VIBRANT COMMUNITY

\$1 million gift will impact MSU Athletics endowments and facilities



Michigan State University alumnus William Deary and his wife, Cheryl, have made a \$1 million gift to MSU that will establish an athletics endowment, help fund a significant upgrade to the Breslin Center and assist in completing the fundraising efforts toward the North End Zone Expansion of Spartan Stadium.

The gift is the twentieth gift of at least \$1 million to MSU Athletics since the start of the campaign in July 2011.

"The Dearys' generosity reflects a deep commitment to our students and to our vibrant campus community," President Lou Anna K. Simon says. "Such support helps us provide extraordinary experiences for students engaged in intercollegiate athletics."

The Dearys founded Great Lakes Caring in 1994. Today the company is one of the largest providers of home health and hospice in the United States. Great Lakes Caring is nationally renowned as one of only eight home health and hospice companies in the nation recognized

for "Top 50" clinical, operational and financial leadership excellence.

"Our desire for MSU Athletics is that it will continue its tradition of celebrating students, building programs and creating a foundation of success that fuels the American dream," says William Deary. "As student-athletes transition from Michigan State into society, we believe their experience with MSU Athletics, including their focus, dedication and commitment to hard work, will help them become contributing members of our society."

The Dearys are members of the Athletic Director's Campaign Leadership Council, a group of leadership donors and campaign volunteers from around the country.

"We are so grateful to the Dearys for their investment in Spartan Athletics," says Athletics Director Mark Hollis. "This campaign is about transforming MSU Athletics today, tomorrow and forever and this gift will touch all three."

For more information on making a gift to Spartan Athletics, contact the Spartan Fund at **(517) 432-4610**.



EMPLOYMENT STARTS IN THE CLASSROOM

\$1 million gift from Al and Nancy Gambrel creates new professorship in management in Eli Broad College of Business



Al Gambrel ('76, Business) thinks often of Professor Larry Foster and his Organizational Development and Behavior class. It's hard not to, as it was in Professor Foster's class that Gambrel first took an interest in pursuing a career in human resources.

Now, with a \$1 million gift to the Eli Broad College of Business, he and his wife, Nancy—who also graduated from MSU in 1976, with a degree in Home Economics Education—have created the Gambrel Family Endowed Professorship in Management, in hopes that future generations of Spartans will find the same kind of inspiration in the classroom of a similarly dynamic professor.

"I thank Al and Nancy for their commitment to supporting faculty at MSU," says President Lou Anna K. Simon. "Endowed professorships allow our university to recruit and retain educators of the highest caliber. Their knowledge and passion for their craft have the potential to make a lasting impression on each student who sits before them in the classroom."

The Voice of Experience

After graduating with a degree in personnel administration, Gambrel entered the world of human resources and never looked back.

Having spent the past ten years as the SVP of Human Resources at TreeHouse Foods—a private-label food and beverage company that works with grocery retailers and food service providers all over the U.S. and Canada—it's safe to say he knows a thing or two about hiring capable people. In fact, he joined TreeHouse Foods on the ground floor and helped build the company in a way that only an HR professional can: by recruiting employees with the skills to bring the company to life.

But what can the employees of the future, many of whom are recent graduates, do to make the job search less daunting? Gambrel knows a thing or two about that, too.

Putting the Future on the Syllabus

It's all about having a plan, Gambrel says. Students who know early on what their talents are and where those talents would be successful can make informed choices about their course of study and, subsequently, their career path. His fortuitous "ah-ha" moment in Professor Larry Foster's class ended up setting the course for his future. In the classroom of the future Gambrel Family Endowed Professor in Management, he hopes "ah-ha" moments like that will be the norm.

"I'd love for a professor to be courageous enough to engage business leaders in a way that encourages a mutual connection and awareness between them and the students," he says. Such awareness would give companies a preview of what their future employees have to offer. More importantly, it would give students an idea of what they need to do right now to prepare for and pursue a job that's right for them.

"Al and Nancy's passion for ensuring that our students get the most relevant real-world educational experience completely matches the vision of the Broad College which is to develop transformational thinkers and doers who make business happen," says Sanjay Gupta, dean of the Eli Broad College of Business. "The Gambrel Family Endowed Professorship will go a long way towards recognizing and supporting a faculty member who has the background, mindset and commitment to make this vision a reality. We thank Al and Nancy for giving us the opportunity to inspire the next generation of business leaders."

"I'd love for this professor to do for these students what Professor Larry Foster did for me," Gambrel says.

With any luck, he or she will. And long after those students have followed the path to their dream jobs, they, too, will think fondly of the professor whose class gave them the idea to follow it in the first place.

For more information on making a gift to the Eli Broad College of Business, contact Senior Director of Development Vivian Leung at **leung@broad.msu.edu** or call **(517) 355-8504**.

THE KEYS IN OUR CULTURE

Gift from Rovi builds largest U.S. media collection at MSU



This fall, California-based Rovi Corporation donated a nearly 900,000-piece collection that spans more than 35 years worth of movies, music and videogames to MSU. The Rovi Media Collection, the largest housed by a U.S. library, vaults the MSU Libraries into the top echelon of audio-visual holdings and has made MSU a magnet for popular culture research of every stripe.

“MSU is extremely honored to receive this donation,” says Clifford Haka, director of MSU Libraries. “For us to amass such a collection on our own would have cost more than \$11 million and—given that many titles are extremely rare—would have been nearly impossible. Its comprehensiveness will provide unprecedented support to enable researchers to look critically at music, gaming and film with profound implications on our understanding of education, psychology, history, communication and more.”

Researchers will be able to dive deep into the stuff of everyday life. The collection includes a nearly comprehensive roster of CDs that have been commercially available in the United States in recent years from the most obscure musicians to every pop icon imaginable. A DVD collection, started the year DVDs were introduced, similarly represents the vast majority of commercially released DVDs in the U.S. And the games archive includes titles dating back to the early '80s. Every title is unique, and all brand new.

The opportunity to study three decades of media is significant. Haka says video games are particularly distinctive, as research libraries have only just begun to collect them, adding that the music collection is ten times larger than any other academic research library. The new media complements other collections at MSU, including the G. Robert Vincent Voice

Collection of over 100,000 hours of spoken words and the Russel B. Nye Popular Culture Collection, which houses the largest comic book collection in the world.

“The implications of an archive like this are staggering,” says Casey O’Donnell, associate professor in the Department of Media and Information. “I can imagine any number of dissertations or research projects leveraging an archive like this. Truly, it is career changing, if a games, art, media or cultural studies scholar wants it to be.”

In addition to media, the Rovi Media Collection includes 10 to 20 million data points. Metadata, or data that describe other data (such as author and date created), make it easier to find, use or manage an information resource. Rovi is a leading provider of metadata and the media collection, previously stored at a company headquarters in Ann Arbor, enabled the cataloging and description of the nation’s albums, movies, TV shows and video games.

The material is available to the MSU community through the MSU Libraries catalog and, through the state’s e-library catalog (MelCat), Michigan residents can request materials for delivery to more than 400 member libraries throughout the state. MSU is a charter member of MelCat and so far requests for MSU materials have more than tripled since the Rovi collection arrived.

Many other institutions, including the Smithsonian, competed to obtain the Rovi Media Collection.

“We chose MSU Libraries as the benefactor mainly because they truly understood the value and they vowed to make it available to students and the public alike,” says Kathy Weidman, senior vice president and general manager of metadata for Rovi.

For more information on making a gift to MSU Libraries, contact Director of Development Seth Martin at marti981@msu.edu or call (517) 884-6446.



Fully IMMERSED

MSU College of Education junior Joshua Johnson spent the summer of 2015 in an elementary school classroom at Detroit’s Freedom School with help from the Urban Immersion Fellowship, a seven-week, fully-immersive fellowship for second-year undergraduates interested in urban education. The fellowship covered his living expenses while Josh focused on getting real-world experience in his dream profession.

“Scholarships and the fellowship have helped make all this happen,” Johnson said, “and I’ve gained things here a textbook just can’t give.”

Learn more about Josh’s extraordinary experience at go.msu.edu/johnson.

Now you know

The work you do to advocate on behalf of Michigan State is critical for recruiting and retaining outstanding students and building our network of Spartans across the country and around the world. All alumni, donors and friends of MSU can point with pride to the many strengths of our university.

Philosophy Professor Awarded for Academic Excellence

Kyle Whyte, the Timnick Chair in the Humanities in the Department of Philosophy at MSU’s College of Arts and Letters, was awarded the 2015 Bunyan Bryant award for academic excellence. The honor highlights Whyte’s collaborative work addressing effects of global warming on the continued existence of cultures, societies and ways of life.

Launching Products, Boosting Sales and Creating Jobs

Founded in 2003, the MSU Product Center, which gives companies the boost they need to stay competitive, is credited with helping to launch 455 new businesses and expansions, resulting in \$328.2 million in sales and the creation of 1,273 jobs in Michigan.

MSU Named ‘Veteran-Friendly’ School

Michigan State University has earned gold status in the Michigan Veterans Affairs Agency’s Veteran-Friendly School program. The veteran-friendly designation is available to any institution of higher learning eligible to receive veteran education benefits, regardless of size, location or program delivery.

Upcoming Events

Watch your mail and email for more information on upcoming events.

President’s Basketball Reception

January 23, 2016
East Lansing

Winter University

February 27, 2016
Naples, Florida

Grandparents University

June 28, 2016
East Lansing

EMPOWER EXTRAORDINARY CAMPAIGN EVENTS Celebrating MSU’s mission in cities across the USA

February 25, 2016
Houston, Texas

February 25, 2016
Dallas, Texas

April 29, 2016
Grand Rapids, Michigan

May 17, 2016
Chicago, Illinois

GREEN AND WHITE EVENINGS

Highlighting the excellence of MSU students and faculty

March 8, 2016
Seattle, Washington

April 14, 2016
Denver, Colorado

April 21, 2016
Phoenix, Arizona

May 17, 2016
Dallas, Texas

May 17, 2016
Portland, Oregon

May 18, 2016
Seattle, Washington

May 19, 2016
Houston, Texas



Developments

University Advancement

University Development

Spartan Way

535 Chestnut Road, Room 300

East Lansing, MI 48824



TRUMPETING DREAMS

Music performance senior Carlot Dorvé has a passion to play the trumpet and share his optimism, despite tragically losing his right arm at age five. His pursuit has taken him from Haiti to Flint and, thanks to scholarship support, to East Lansing.

Now, thanks to Raymond Ginther ('73, Social Science), Carlot may inspire children with special needs back home in Haiti. HaitiChildren provides care and education to abandoned, orphaned and disabled children. Ginther, who is a board director for HaitiChildren, is putting together the funding necessary for Carlot to visit HaitiChildren and be "a huge inspiration to the children there."

"Carlot is a wonderful, giving human being. He's young, he grew up poor, he's had hardship and he's a perfect fit for what our kids need to hear," Ginther says.

It isn't the first time a Spartan has made a difference in Carlot's life. It was an MSU alumna who originally encouraged him to audition at MSU.

**Learn more about Carlot's
extraordinary experience at
go.msu.edu/dorve.**