

THE CAMPAIGN FOR MSU MSU PARTNERS

WINTER 2004

\$6 MILLION FROM BROAD FOUNDATION FOR TEACHER EDUCATION INITIATIVE

On November 12, 2003 at the Detroit Economic Club, philanthropist Eli Broad announced a \$6 million pledge from The Broad Foundation to fund a partnership between Michigan State University and the Detroit Public Schools to recruit and train a new generation of urban teachers.

“Today, I am honored to announce a new initiative that will

link the two institutions that did so much for me—the Detroit Public Schools and Michigan State University—in an effort to create opportunities for Detroit’s students to transform their lives, their schools and their hometowns,” said Broad, chairman of SunAmerica and a graduate of the Detroit Public Schools and MSU. “I want today’s best and brightest Detroit students to become tomorrow’s best and brightest Detroit teachers.”

Students in the Broad project will receive financial support to cover the cost of attending MSU and, after completing the five-year teacher preparation program at the MSU College of Education, will return to teach in Michigan’s largest school district.

“This partnership is very much in keeping with the values and mission of the College of Education,” said Dean Carole Ames. “We are committed to preparing teachers who understand the challenges and opportunities that exist in urban schools, and who will be successful in such settings.”

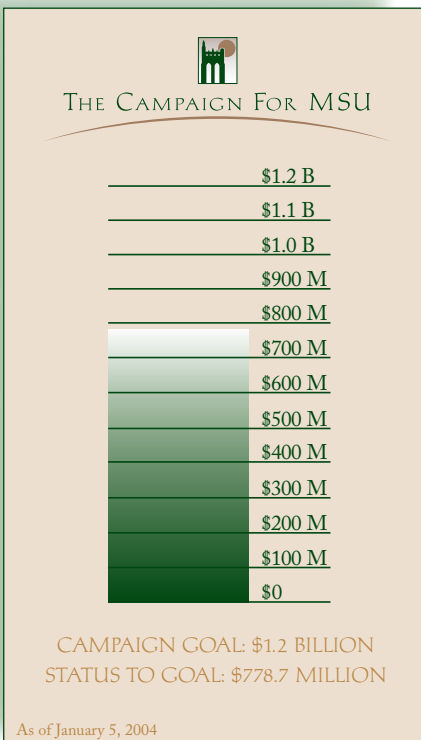


Eli Broad announces new education initiative at the Detroit Economic Club.

Highlights of the Broad Partnership project include:

- A three-week MSU summer program for Detroit high school sophomores and juniors designed to expose them to the university and teaching as a career opportunity.
- Graduates of the program who teach in Detroit will have 25 percent of their student loans paid at the time of graduation for each year they teach in Detroit.
- The Broad Teaching Fellows program will provide MSU teacher candidates the opportunity to complete a seven-week summer fellowship in the Detroit Public Schools.

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STAR PROGRAM HELPS PROPEL RCPD INTO THE FUTURE OF ELECTRONIC BOOK PRODUCTION

The Resource Center for Persons with Disabilities (RCPD) is pleased to announce a new program to expand and improve electronic text production.

Jim and Judy DeLapa generously funded the program, entitled Samaritan Technological Advancements in Reading (STAR). The DeLapas are the founders of the Grand Rapids based Samaritan Foundation, which has provided scholarships to students for the past 26 years. Their recent establishment of the Samaritan Foundation Scholarships for undergraduate students with disabilities at MSU provides five generous scholarships annually.

The STAR program will strengthen the ability and effectiveness of important new electronic text materials for students with print-related disabilities. It will further eliminate access barriers for these students through acquisition of life-long skills with enhanced multi-modal reading formats.

“It is our privilege to work with the many caring and competent professionals at RCPD to help fund the work they do.” said Judy DeLapa. “It is our belief that the new STAR program is the beginning of something that will benefit students both short- and long-term. We see it as just one piece of the mosaic that makes RCPD what it is for the students and staff at MSU. I am so impressed with all the department offers, the people who work there and the students Jim and I have met.”

Books are produced in four ways at RCPD. The books can be tape recorded by a live reader, can be produced in large print, they can be scanned electronically and presented on a computer, and the electronic format can be translated to Braille. The electronic text format is becoming increasingly popular as technological advancements are made. This method allows text production in about 75% less time and is more space efficient for users.

RCPD has created an online library to store and securely distribute the electronic textbooks. Students can search the RCPD collection and will soon be able to make online requests for their text books or even download text from the library directly.

“Various assistive computer technologies render electronic books in a variety of accessible formats,” said Michael Hudson, Director of RCPD. “Electronic formats are universal and can be quickly transformed into audio, large print, or Braille.” In addition, Blindness, Visual Impairment, and Mobility Specialist Virginia Martz said, “E-text allows students to use software that not only reads the material, but highlights words as they read, gives them the ability to use online dictionaries, and the ability to outline or produce electronic notes as they review their materials.”

Martz also recognizes the impact the STAR program will have at MSU. “STAR will allow us to provide a higher quality alternative format text in a more timely manner for a greater number of students. It will also allow

us to build a coalition with other universities to share our alternative format materials, instead of each institution producing their own and duplicating materials.”

The STAR funding will enhance three fundamental components. The production process for an electronic textbook requires an increased sophistication on the part of producers. RCPD will hire several student leaders to ensure that each textbook meets the quality standards and that each producer receives the proper training and support. Training for users of the technology will also be supplied through STAR. Training will help ensure maximum user effectiveness and will provide users with a life-long set of skills for greater independence. Lastly, the funding will provide a recruitment coordinator to help enhance the production capacity of both traditional and electronic text.

“We recognized the significance of electronic text for our students, and the Samaritan Foundation provided essential support,” Hudson said. “The Samaritan Foundation is empowering tremendously positive opportunities for students with disabilities at MSU.”

The STAR program will elevate the RCPD electronic text program to a nationally recognized system. The program will improve production volume, reduce turn-around time for students, and free volunteer time for other tasks including examination reading and scribing and personal reading.

MSU FEDERAL CREDIT UNION CREATES ENDOWMENT FOR STUDY ABROAD

A \$2.5 million gift from the Michigan State University Federal Credit Union (MSUFCU) will help hundreds of students participate in study abroad programs each year.

When fully funded in five years, the MSUFCU Endowed Study Abroad Scholarship will offer assistance in amounts from \$500 to \$2,000 to qualified students throughout the university. It is anticipated that 130 new scholarships annually will be funded by the MSUFCU gift when fully endowed.

“Michigan State University has a long history of fostering global perspectives in teaching, research and outreach,” said MSU Provost Lou Anna K. Simon, who accepted the

experience within reach of many more students.”

MSUFCU President and CEO Patrick M. McPharlin said, “Our board of directors feels that the Study Abroad program will enhance students’ confidence, offer them a broad perspective on human relations, and make them more valuable world citizens. Our commitment to the university through the creation of this scholarship can only further enhance the long-term partnership enjoyed by both MSU and our organization.”

MSU’s Study Abroad program is the nation’s largest for any single-campus university with almost 200 programs in more than 60 countries on all seven continents. MSU’s goal is to make study abroad opportunities available and affordable for any qualified student who wishes to participate. Scholarships are necessary to attain that goal.

Dean of International Studies and Programs John Hudzik said, “The MSUFCU gift is a magnificent contribution toward making study abroad—and the many benefits it affords—possible for our students. It is also a true leadership gift, which

we hope will prompt others to be as farsighted in the interest of providing access to all students.”

The MSUFCU was chartered by a group of Michigan State University professors in 1937. It has grown to be the largest university-

MSUFCU SCHOLARSHIP WINNERS

The first recipients of the MSU Federal Credit Union Scholarship were announced on Tuesday November 25, 2003 in a ceremony at Cowles House, home of President McPherson.

The winners are:

Ana Aguayo, Business major

International Social Issues, Recreation and Service Learning in Mexico

Brandon Corcoran, No-preference major

Combined Arts & Humanities and Social Science in the United Kingdom

Nathan Elkins, Social Science major

Landscape Architecture in the United Kingdom and Scandinavia

Katie McCabe, Human Medicine major

Socialized Health Care Policy in Cuba

Pakapon Phinyowattanachip,

James Madison major

Multidisciplinary Studies at the Asian Institute of Technology in Thailand



MSUFCU Study Abroad Scholarship recipients pose with the Board of Directors of the MSU Federal Credit Union.

gift on behalf of the university during her tenure as interim president while President Peter McPherson was on leave in Iraq. “Today’s students are not fully educated unless they have a meaningful international experience. This gift will bring that

based credit union in the world. MSUFCU serves 117,000 members worldwide. With assets of more than \$1.2 billion, the credit union offers a full range of personal financial services.

Because of its strong commitment to excellence and Michigan State University, the MSUFCU has supported MSU through gifts and grants for nearly 25 years. With this latest gift, the MSUFCU has joined a prestigious group of donors who are recognized with membership in the Williams Society for gifts exceeding \$5 million.

DENSO NORTH AMERICA FOUNDATION SPONSORS ENGINEERING

It is wonderful to be associated with such a great teaching laboratory," said John Voorhorst, president of the DENSO North America Foundation, at the September 29, 2003 dedication of the DENSO Industrial Projects Laboratory in the MSU College of Engineering. "The DENSO North America Foundation is very proud to be a partner with Michigan State University and the College of Engineering in providing a facility where students can gain practical experience that will serve them in their careers."

Dean Janie Fouke expressed the appreciation of the faculty and students in the College of Engineering for the generous gift from the DENSO North America Foundation. "This laboratory is a tremendous asset for our students. We are very pleased to have the DENSO name connected to our design and manufacturing program."

The Industrial Projects Laboratory, supported by a \$75,000 grant from the DENSO North America Foundation, is an important component of the College of Engineering's Design/Manufacturing Learning Center. In this work area, students assemble and test their design products.

Department of Mechanical Engineering Chair Manoochehr Koochesfahani noted the significance of DENSO's generous support of this Lab. "The Industrial Projects Lab made possible by DENSO is an important resource for the mechanical engineering program. With close proximity to the Student Machine

Shop to facilitate construction and assembly of parts, this Lab sees heavy use by the senior capstone design groups as well as by students taking 300 and 400 level courses," said Dr. Koochesfahani.

In addition to the Industrial Projects Lab, the Center includes a computer assisted design laboratory,

computer-aided design as freshmen to their completion of a senior design project, engineering students in the Center cooperate in teams, work with advisors, consult with industrial clients, and refine their communications skills. Most importantly, students learn how to find a creative design solution that addresses a need and



Representatives of DENSO present a \$75,000 check to the College of Engineering. Pictured (l to r) are Manoochehr Koochesfahani, chair, Department of Mechanical Engineering; John Voorhorst, president of DENSO North America Foundation and vice president of external affairs, DENSO International America, Inc.; Dean Janie M. Fouke; Barbara Wertheimer, secretary and program officer, DENSO North America Foundation; Peter Marino, senior recruiter, human resources, DENSO International America, Inc.; and Tom Zahrt, manager, human resources, DENSO Manufacturing Michigan, Inc.

a design resource center, a product design lab, and a rapid prototyping lab. The interconnected areas allow students to work efficiently on individual and team assignments to design, build, test and present products.

The Design/Manufacturing Learning Center is an effective educational center, where students prepare for careers in a variety of industries. From their introduction to

solves a problem. Approximately 1,000 students use the Center in a typical academic year, including some 350 mechanical engineering (ME) juniors and seniors, 400 ME freshmen and sophomores, and 250 students from other engineering disciplines.

Following the dedication of the Industrial Projects Lab, Mr. Voorhorst, along with DENSO Foundation Secretary and Program Officer

ENGINEERING LAB

Barbara Wertheimer, Tom Zahrt, manager of human resources for DENSO Manufacturing Michigan, Inc., and Pete Marino, senior recruiter for DENSO International America, Inc., toured the entire Design/Manufacturing Learning Center and interacted with students working on team projects.

In the Rapid Prototyping Laboratory, Mechanical Engineering senior Jim Wilde demonstrated his team's project that won the 2003 Regional Student Design Competition sponsored by the American Society of Mechanical Engineers.

In addition, the DENSO group joined a class (ME 385) in the Product Design Lab. The students presented team projects they had constructed to meet the challenge of designing and building a serviceable, aesthetically pleasing chair using nothing but corrugated cardboard and glue.

Ms. Wertheimer said the Design/Manufacturing Learning Center "replicates the synergy that occurs in industries like DENSO International and DENSO Manufacturing. From concept to design, build, test, and modify, the students here are getting excellent preparation for their future."

Additional supporters of the Design/Manufacturing Learning Center include Ford Motor Company, General Motors, and Honeywell. For information on additional naming opportunities still available within the Center, please contact Kristin Bradley, Senior Director of Development for the College of Engineering at 517/355-8339.

FREY FOUNDATION GIVES TO GUYER/SEEVERS ENDOWED CHAIR

The Frey Foundation has awarded a grant of \$100,000 to Michigan State University to support a new faculty position in the College of Agriculture and Natural Resources—the Gordon and Norma Guyer and Gary L. Seevers Endowed Chair in Natural Resource Conservation. "We are very grateful to receive this support from the Frey Foundation, whose commitment to prudent, environmentally sensitive land use is consistent with the objectives of this important new faculty position," said Jeffrey Armstrong, dean of the College of Agriculture and Natural Resources. "The Guyer/Seevers Chair will prepare a new generation of leaders in natural resource conservation policy. This faculty member will be engaged, not only in education, but also in assisting communities, industries and organizations to develop comprehensive plans for land use that will sustain Michigan's natural resource base."

One of Michigan's largest family foundations, the Grand Rapids based Frey Foundation was established in 1974 by Edward J. and Frances Frey. The foundation continues to operate under the guidance of the next generation, David G. Frey, Edward J. Frey, Jr., John M. Frey, and Mary Caroline Frey, who direct the foundation's philanthropic efforts across several focus areas, including environmental protection and encouraging civic progress.

The Guyer/Seevers Chair will focus on finding comprehensive solutions to land-based problems in a three-tiered effort that includes teaching a new generation of students; researching land use issues; and serving as a resource for all of the key constituencies (industry, governmental units and non-profit organizations) involved in natural resource use and policy-making. The Guyer/Seevers Chair will be a model for a consolidated approach to natural resource conservation efforts in other states.

The Frey Foundation grant is matched dollar-for-dollar by both The Herbert H. and Grace A. Dow Foundation, which pledged a challenge grant of \$500,000, and by the Seevers Family Foundation, which pledged a challenge gift of \$1,000,000, to help fund the Guyer/Seevers Chair.

The Chair is named in honor of former MSU President Gordon Guyer and his wife of fifty years, the late Norma Guyer, and MSU alumnus Gary Seevers who co-founded the endowment fund with a gift of \$1 million.

DELOITTE ENDOWMENT FUND HONORS MSU GRADUATE

The accounting firm Deloitte (formerly Deloitte & Touche) has joined with Michigan State University to honor the memory of one of the firm's partners, Michael Licata, by establishing an endowment fund in his name. The Deloitte Foundation will match employee contributions to the Deloitte/Michael Licata Endowment Fund.

Michael Licata earned a bachelors' degree in accounting at MSU in 1973. After graduation, Mike joined the Deloitte organization and rose through the ranks to become Partner-in-Charge of Tax Services in the Detroit office. Throughout his life, Licata was a strong supporter and steadfast contributor to Michigan State University. He passed away on October 11, 1998 following a four-month battle with cancer.

"Mike believed that his own success at Deloitte was due to the wonderful start he received in the Michigan State University Department of Accounting," said his wife, Jill Licata. Throughout his career, Licata worked hard to build a stronger relationship between his accounting firm and his alma mater.

Michael Licata led Deloitte in establishing an endowed professorship in the MSU Department of Accounting. The Deloitte & Touche Endowment Fund was a great success, and brought the firm's relationship with the university to a new level. In conjunction with the Deloitte Foundation, the firm elected in 2002 to re-establish its endowment fund in Michael Licata's

honor to memorialize his long-term commitment to Michigan State University.

The Deloitte/Michael Licata Endowment Fund has been expanded to a multi-purpose fund to support the broader needs of the Accounting and Information Sciences Department in MSU's Eli Broad College of Business.

"Our goal is to raise \$500,000 in new contributions and matching gifts from the Deloitte Foundation over a five-year period," said Jim Wall, Honorary Chair of the 2003 MSU In-House Campaign at Deloitte. "The endowment fund will consolidate the firm's philanthropic effort and provide our employees and retirees who are graduates and friends of Michigan State University a focus for their giving."

Currently, Deloitte employs over 250 MSU graduates, including more than 40 active Partners and Directors. Thanks in part to Michael Licata's leadership in this area, MSU is a national strategic school for Deloitte recruiting plans.

"The Eli Broad College of Business is very grateful that our friends at Deloitte have determined to build this endowment fund for the benefit of our accounting program," said Dean Robert B. Duncan of the Eli Broad College of Business. "It is a great opportunity to honor an alumnus who was a great friend of MSU and the College. It also reinforces the idea that a university and its graduates, like Michael Licata, share a bond that endures beyond the few years a student devotes to earning a college degree."

MATILDA R. WILSON FUND COMMITMENT WILL NAME CENTER AND SUPPORT VETERINARY RESIDENTS

A new addition to the Michigan State University Veterinary Clinical Center that will provide critical care for horses will be named in honor of a former MSU trustee whose foundation has pledged \$5 million to the center. At its September 12, 2003 meeting, the MSU Board of Trustees voted unanimously to name the “The Matilda R. Wilson ‘Pegasus’ Critical Care Center.”

Matilda R. Wilson served on Michigan State College’s governing board from 1931 through 1937 and was appointed by Governor Luren Dickinson to be Michigan’s first woman lieutenant governor, a post she held in 1940.

Pegasus was one of Mrs. Wilson’s harness ponies. The trustees of the Matilda R. Wilson Fund and university officials agreed that Mrs. Wilson would have appreciated the recognition of one of her favorite horses in the naming of an equine care facility.

When completed, the center will allow the MSU College of Veterinary Medicine to provide state-of-the-art critical care to horses and foals with infectious diseases,

research and student teaching in an approximately 13,000-square-foot facility.

“Newly emerging infectious diseases are a major threat to horses and farm animals, as well as humans,” said Lonnie King, dean of the College of Veterinary Medicine. “Neonatal foals are particularly susceptible to these diseases and often succumb to their effects.”

Among the features of the center: a specialized ventilation system that will prevent the spread of infectious diseases; modern manure disposal facilities; eight individual isolation stalls; and on-site clinical pathology laboratories.

Total cost for construction of the facility is approximately \$3 million. The remaining \$2 million pledged by the Fund will endow two “Wilson Scholars”—residents who will care for these critically ill animals. It also will help fund a new College of Veterinary Medicine educational program on the specialized care of critically ill farm animals.

The new center will be located in the southwest corner of the existing Veterinary Clinical Center, with close proximity to the Equine Performance Center.

“This new center will complement our newly established Center for Emerging Infectious Diseases,” said King. “With the world continuing to ‘shrink’ and with nearly 70 percent of emerging diseases able to pass from animal to human, this will be a critical part of our mission.”

Matilda R. Wilson was a long-time, generous supporter of Michigan State University. In the 1950s, she and her husband, Albert Wilson, were prevailed upon by MSU President John Hannah to help MSU establish a campus in Oakland County. The Wilsons

responded by donating their 1,500-acre estate and \$2 million to Michigan State University. Oakland University (formerly MSU-Oakland) has grown considerably since the founding class graduated in 1963.

After her death in 1967, Mrs. Wilson left the bulk of her estate to the Matilda R. Wilson Fund, which has supported a number of projects in the MSU College of Veterinary Medicine, including the Matilda R. Wilson Chair, currently held by N. Edward Robinson, a professor in the Department of Large Animal Clinical Sciences.



Vintage photograph of Matilda R. Wilson courtesy of Meadow Brook Hall, Rochester, Michigan

In addition, MSU has recognized the contributions of Matilda and Alfred Wilson by naming residence halls—Wilson East and Wilson West—and a thoroughfare—Wilson Road—in their honor.

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\$6 Million from Broad Foundation...

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“This initiative blends the passion, talents and vision of the Broad Foundation, the Detroit Public Schools and MSU to find new ways to enhance the quality of education in Detroit,” said Provost Lou Anna K. Simon. “By offering aspiring teachers access to the knowledge, faculty and resources of one of the top colleges of education in the country, and by giving them practical classroom experience through this partnership, potential becomes reality, and in a very real way we advance knowledge and transform lives.”

In addition to current Detroit students, graduates of the school district already attending MSU and those who transfer from junior colleges, will be eligible to participate.

“This grant is a big boost to our efforts to attract teachers who are highly qualified and committed to urban education,” said Kenneth Stephen Burnley, Detroit Public Schools chief executive officer. “It will also allow us to grow our own. Having this caliber of teacher is critical to our mission of increasing student achievement and performance.”

Broad grew up in Detroit and attended MSU, where he graduated in 1954. He went on to build two Fortune 500 companies: KB Homes (formerly Kaufman and Broad Home Corp.) and SunAmerica Inc., a leading financial services company.

In 1999, he established the Los Angeles-based Broad Foundation, an entrepreneurial grant-making

organization whose mission is to dramatically improve K-12 urban public education through better governance, management and labor relations.

“Eli Broad is a great friend and supporter to the university,” MSU President Peter McPherson said. “His generous gift will support a goal his foundation, our university and the Detroit Public Schools share: providing a quality education for all school children.”

The MSU College of Education is among the leading schools of education in the country. Its graduate programs in elementary and secondary education have been ranked No. 1 by *U.S. News and World Report* for nine consecutive years.