



MICHIGAN STATE
UNIVERSITY

EMPOWER
EXTRAORDINARY

THE CAMPAIGN *for* MICHIGAN STATE UNIVERSITY

Supporting the

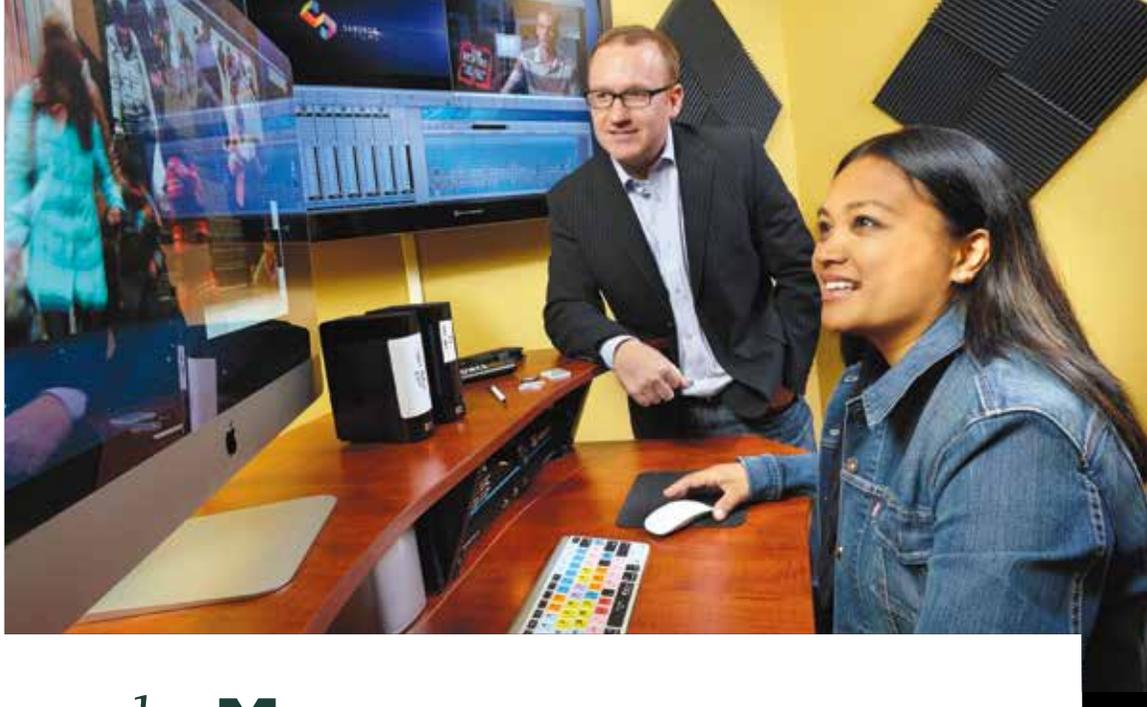
COLLEGE OF COMMUNICATION ARTS AND SCIENCES

Advancing Communication to Shape **Michigan** and the **World**

“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





A College *on the* **Move**

The college has hosted the last four sessions of the International Conference on Meaningful Play, conducted bi-annually. We have improved our student experience by introducing study abroad trips to sites ranging from India to Germany to Korea.

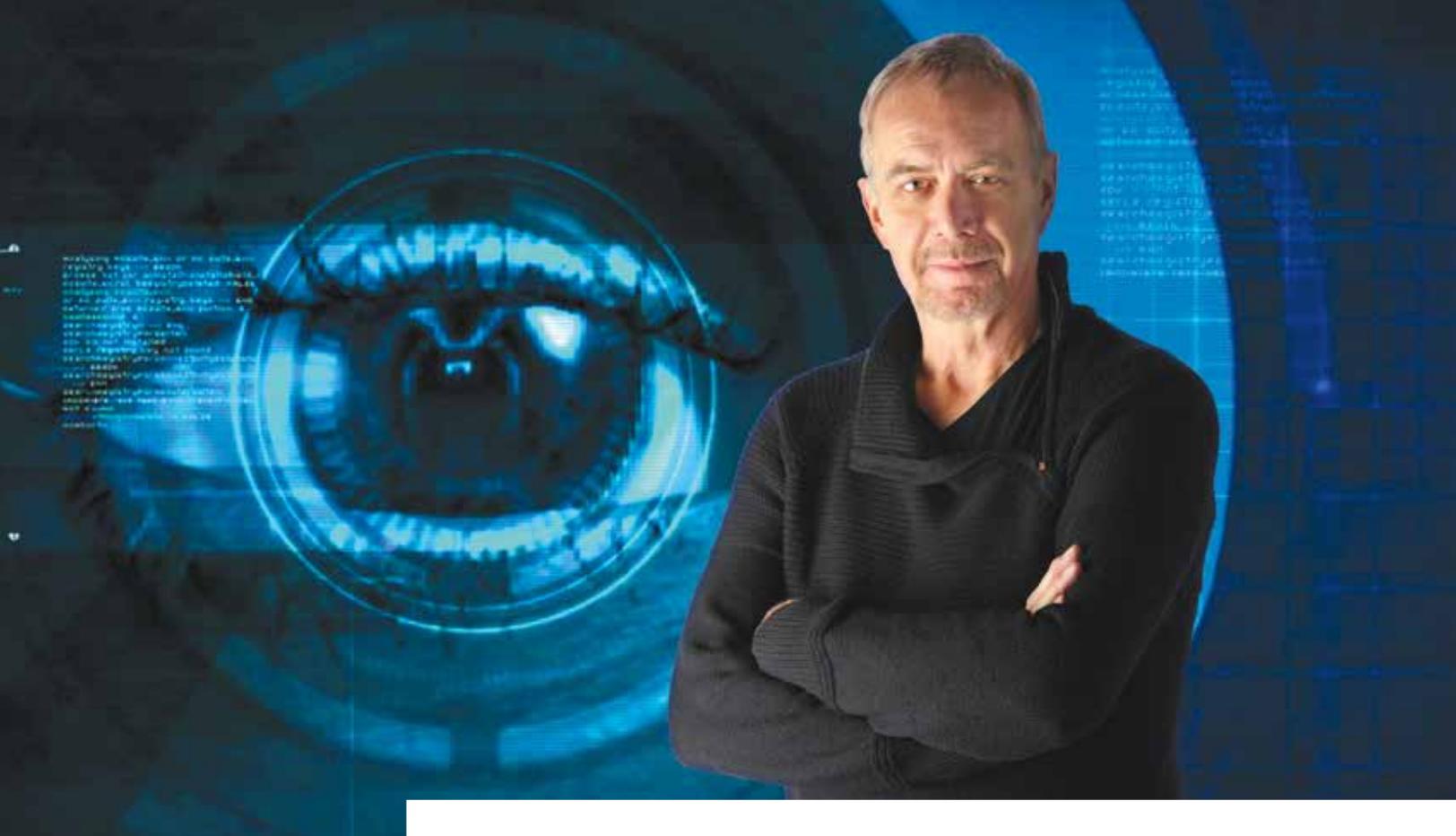
From interns placed at Dow Chemical Company and Target Corporation to ESPN and Nickelodeon, companies in Michigan and around the country want our graduates. Our alumni are at the forefront of creative problem solving and analytical thinking, particularly in campaign development, and enjoy job placement rates that are among the highest nationwide.

We have also launched Media Sandbox, a ground-breaking interactive digital media program:

The “Sandbox” is an integrated program of cinematic arts, journalism, advertising and game development, with additional training in graphic design, web design, app development, visual story-telling, 3D art and animation.

Funding from federal agencies has increased 97 percent in the past three years alone, and faculty grants have substantially increased—which especially benefits cross-college collaboration. We have experienced 10 percent growth in research proposals year after year. Funders include the National Science Foundation (NSF), National Institutes of Health (NIH), Centers for Disease Control and Prevention (CDC), and National Aeronautics and Space Administration (NASA).

CAS’ work is vital to understanding how we communicate effectively with each other to increase productivity, reduce health and safety risks, and improve the quality of life around the world.



Realizing *our* **Vision**

What is at stake is the sustained ability of CAS to make its home on the cutting edge of communication. Our programs are already peers of national competitors such as Stanford, MIT, and the University of Texas at Austin—but we can do more. With additional resources just imagine CAS five or 10 years from now:

- The Media Sandbox program will have become the premiere destination for media arts and creativity. Students will come to us from all over the country and around the world because we have the best faculty and facilities; the most connected, creative and influential alumni; and the most collaborative and savvy student community.
- Communication Science research areas will have improved public health through communication with a deep understanding of the impacts and potential of social media and next-generation media. It will have enhanced international communication at individual and institutional levels.
- All CAS students will have the opportunity to work and study beyond East Lansing with fully funded support for student internships and study abroad programs.

“Communication is one of the most competitive and exciting fields to be in today, requiring relentlessly enthusiastic, creative ideas and actions. Our stellar CAS faculty and students are up to the challenge, limited only by the resources needed to fuel their innovation and imaginations.”

DAVID WHEELER
MEDIA SANDBOX DIRECTOR

Your support can provide a sustainable, competitive advantage and advance MSU to the forefront of the nation and the world.

We seek to raise \$18.5 million through the Empower Extraordinary campaign. Achieving this goal will enable the College of Communication Arts and Sciences to provide critical investments in four key areas:

- Serving as an engine of opportunity for preparing tomorrow’s global communicators through scholarship support, prominent student internships and off-campus experiences.
- Expanding endowed chairs and professorships for our faculty to be an even greater force for creativity, discovery and learning.
- Escalating research and programmatic support so we can continue to learn and discover the ways communication can assist in solving global problems.
- Building a vibrant community by proactively and aggressively pursuing opportunities at the forefront of communication technology.

Through the campaign, we will build a college of communication that is the best in the world.



TO PROVIDE MORE
OPPORTUNITIES THAT
STRENGTHEN OUR
GLOBAL PERSPECTIVE,
OUR FUNDING GOAL IS
\$4.7 MILLION.



An Engine of **OPPORTUNITY**

CAS is preparing tomorrow's global communicators. Creating an exceptional CAS learning experience requires resources for experiential and practical opportunities for students, such as endowments for internships and study abroad in cities such as New York, Los Angeles, Capetown, Sydney, and Ramoji Film City.

Our students are excelling through opportunities here in East Lansing, but what is needed now are increased opportunities for students to expand their experiences by traveling, studying, working, and learning throughout the United States and around the world.

We are committed to offering enhanced experiential student learning, and increasing financial aid to help all students take full advantage of their MSU experience.



TO BE AN EVEN GREATER
FORCE FOR CREATIVITY,
DISCOVERY, AND LEARNING,
OUR FUNDING GOAL
IS **\$3.7 MILLION.**



A Force for

CREATIVITY, DISCOVERY, AND LEARNING

The arts side of the College of Communication Arts and Sciences is an incredibly fast moving and exciting area, with a principal focus on digital media. We are masters of the creative universe!

Our Media Sandbox is an innovative, integrated media arts program that is exploding with student interest and faculty energy—which is captivating the attention of employers. Consider Colleen Curran '13, as one example among hundreds. Her participation in the Media Sandbox Challenge led to a summer internship in data and analytics with the marketing agency RAPP L.A. that expanded her opportunities even further.

Our capabilities will also be greatly enhanced with an endowed professorship in digital media arts and an endowed visiting professorship. A programmatic endowment for the Media Sandbox brings the potential for master classes, participation in national and international competitions, and the housing of international conferences in media arts.



A Global

PROBLEM SOLVER

The college's premiere research faculty is focused on enriching lives worldwide. Our funding priorities include endowed research and endowed programmatic support to elevate our three signature themes in which MSU has earned distinction:

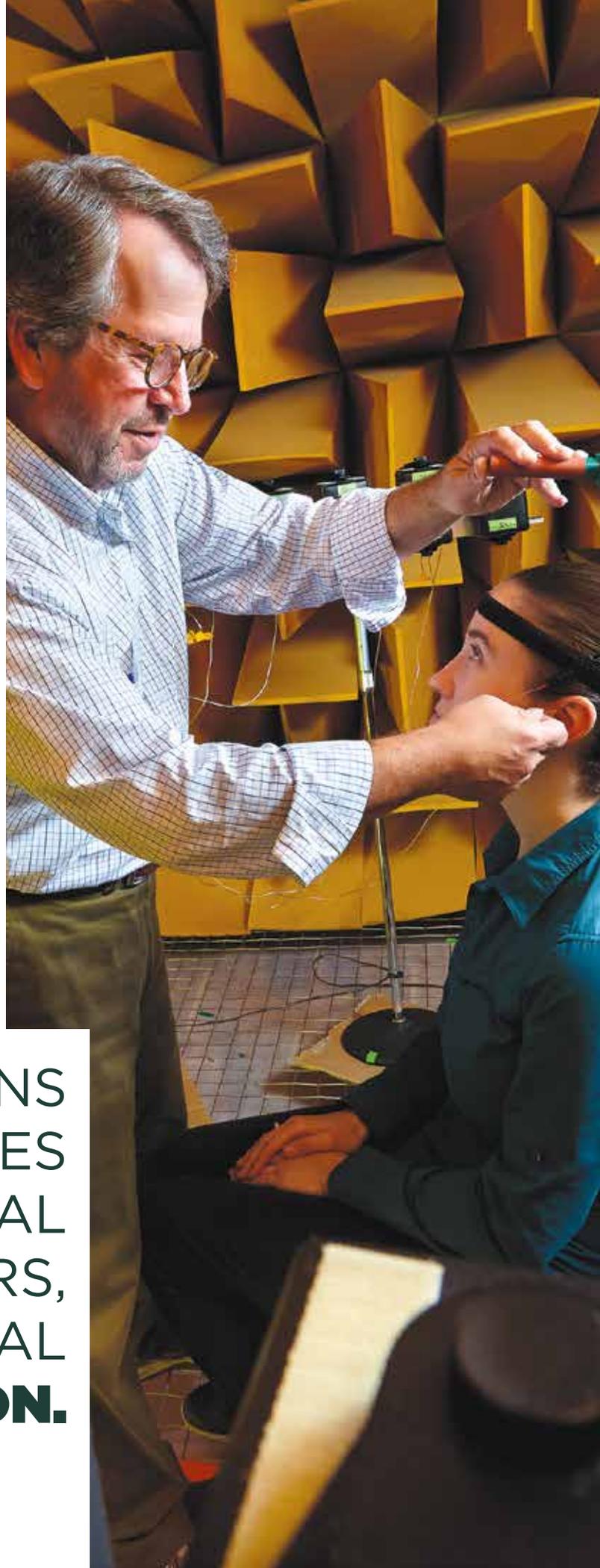
- Health and risk communication
- New communication technology
- International and intercultural communications

First, we are building upon our international leadership position in health and risk communication, employing communication practices and technology to improve public health and the environment. Examples include funding from the National Science Foundation and the National Institutes of Health to study the causes of risky behaviors and how best to mitigate cyber bullying, childhood obesity, depression, and distracted driving.

Second, we have moved to the top ranks as leaders in digital media technology. The *Princeton Review* lists CAS as one of the top 15 video game programs in the country. Recent grants include NSF funds to better understand how crowdsourcing can be used to solve complex science challenges, like RNA protein folding. A NASA grant will allow researchers to develop an exercise program for astronauts on extended missions to space.

Third, there is an important international component that extends between and across our signature areas. By engaging remote international communities in research involving the use and impacts of employing communication technology, best practices, and new media to change lives around the globe, advance health, and connect remote communities.

TO HELP SPARTANS
CROSS BOUNDARIES
AND BE GLOBAL
PROBLEM SOLVERS,
OUR FUNDING GOAL
IS **\$2 MILLION.**





A Vibrant **COMMUNITY**

Providing access to the most current technology supports innovative ideas and enables our students and faculty to bring theory into practice, and practice into theory. To continue to excel, we must have the flexibility to invest in academic opportunities crucial to staying abreast of the rapidly changing world of communication technology. Annual equipment and lab space updates will ensure that our faculty and students are equipped for cutting-edge research.

“I can’t believe how on the cutting edge Michigan State is...I always thought academia was seven years behind the real world—these guys are ahead of it, and it’s super impressive!”

MICHAEL SHELDON

CAS '82, CEO OF ADVERTISING AGENCY DEUTSCH LA



OUR FUNDING GOAL FOR
A VIBRANT COMMUNITY IS
\$8 MILLION.

“The commercial industry of communication is in fast flux. This means it is more important than ever to continue to set the world standard for premium advanced research training and premium undergraduate experiences. In communication Michigan State can continue to set the world standard.”

JAMES W. **DEARING** PH.D.
DEPARTMENT OF COMMUNICATION CHAIR



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

For more than 50 years, alumni, faculty and students in the College of Communication Arts and Sciences at Michigan State University have defined the boundaries of communication—both in theory and in practice. Our influence is felt across the field of human communication. It shapes the business and nonprofit sectors, pushes the envelope in research and theory, and expands our understanding of the creative universe. Today we seek to take the college to a new level of excellence by building on CAS' legacy of pioneering communication research and education.

Investing in CAS keeps the college at the forefront of dynamic changes occurring in the world of communication, and secures the college's position among the nation's elite programs. Your support provides MSU students with skills to not only succeed in this space, but to invent jobs and companies in today's media-saturated world. Your investment moves the College of Communication Arts and Sciences forward.

“At the heart of everything we do at CAS is a three-prong question: How will this initiative prepare our students to succeed as professionals in global media and communications, further our faculty's understanding of and ability to advance communication, and, most importantly, improve and enrich lives around the world?”

JOHANNES M. **BAUER** PH.D.
DEPARTMENT OF MEDIA AND INFORMATION CHAIR





**COLLEGE OF COMMUNICATION
ARTS AND SCIENCES**

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SPARTANS WILL.

MAKE A DIFFERENCE *and*
EMPOWER EXTRAORDINARY TODAY.

EMPOWER.MSU.EDU

#EmpowerMSU

COVER IMAGE:

Multiple CAS students, alumni and faculty
have annually received Emmy and ADDY
Awards for their work in videography, production,
and reporting.