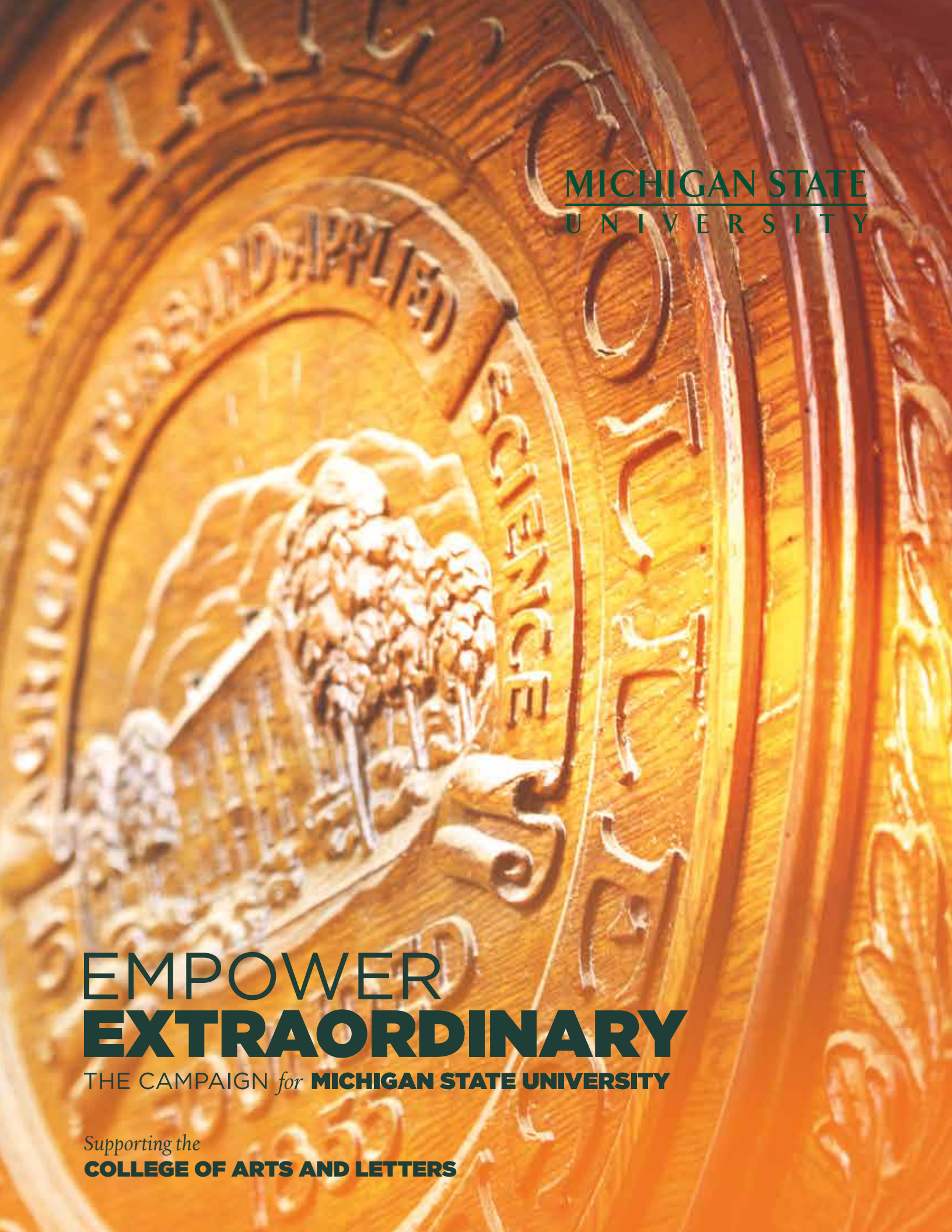

MICHIGAN STATE
UNIVERSITY

EMPOWER EXTRAORDINARY

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

Supporting the
COLLEGE OF ARTS AND LETTERS

Transforming the Arts and Humanities *into* **Action**

"The arts, letters, and humanities nurture the symbolic, emotional, and cognitive structures for thought, imagination, and experimentation. They foster innovation through the focus on the creative process, emerging issues, and new questions. To succeed in a challenging future, all Spartans will need the skills and sensibilities nurtured by the arts and humanities."

ELIZABETH H. **SIMMONS**
ACTING DEAN, COLLEGE OF ARTS AND LETTERS

After a year of preparation, students have a chance to show their innovative work at the annual Apparel and Textile Design Fashion Show.

Claiming *a* **Better Future**

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

CAL educates actors, artists, designers, filmmakers, entrepreneurs, linguists, philosophers, poets, teachers, translators, and writers in a creative, student-focused learning environment. Our programs encourage students to develop global awareness, creativity and innovation. Along with fostering a meaningful sense of self, CAL students become prepared to wrestle with civic and ethical implications of an interdependent world, and a diverse U.S. democracy. These foundational capacities serve our students well in any professional field, civic roles in the community, and with rewarding personal lives.

Our majors connect versatile skills to the passion for the life of the mind. By cultivating curiosity, it thus becomes an essential element of our approach to teaching, learning, and experiencing the arts and humanities. CAL continually develops and expands a creative and collaborative environment. An atmosphere where students, faculty, scholars, and accomplished professionals can explore new worlds and issues together—each enriched and informed by their knowledge of important cultural traditions.

OUR CAMPAIGN **VISION**

Shaping Intentional Lives, Cultivating Creativity *and* **Global Cultural Understanding**

We live in a time when science, technology, engineering, and mathematics (STEM) disciplines are relied upon to be the solutions to world problems. At a time when the strength of the American higher education system rests on educating problem-solvers, our world needs those who will bring creativity, careful argument, and innovation—as well as tradition, expression, and introspection—to their work and lives.

To this end, CAL cultivates critical and creative thinkers who will contribute to the development of a more humane world.

We are committed to leading the way at MSU through the use of new technologies for academic transformation. We do this by advancing our capacity in information technology, educational technology, digital humanities, digital arts, and media. With an entrepreneurial focus, we enhance online learning within a global context.

The Empower Extraordinary campaign will reshape the learning environment to prepare students for future success. We need support to attract the best students and most talented faculty; cultivate the most creative environment; drive the most innovative approaches to teaching, learning, and knowledge creation; and foster global cultural understanding.

Therefore, we seek to raise $10 million in our campaign, dovetailing our needs with MSU's ambitious priorities:

We will become an engine of opportunity for our students by increasing our levels of graduate fellowships and student support as well as experiential learning opportunities. Second, we will provide endowed faculty chairs and programmatic support so that our faculty can be an even greater force for creativity, discovery, and learning. Third, we will invest in programs and technology for our faculty and students to find ways to use the arts and humanities to promote cultural understanding and become global problem solvers. Fourth, we will continue to build a vibrant community by fostering cross-disciplinary innovation in humanities research, digital cultural production, and engagement with contemporary issues in ways that make them accessible to the larger community.

WE'RE PREPARING
FOR THE EDUCATIONAL CHALLENGES OF THE FUTURE THROUGH INNOVATION.

An Engine of OPPORTUNITY

By their very nature, the arts and humanities enable us to see and do things differently—to redefine problems, create new solutions, and to become comfortable working with paradox and ambiguity. This thinking leads to innovation when combined with the transferable skills that our majors obtain, and will therefore play an important role in preparing students for careers in a wide variety of fields—even those that do not yet exist.

In order to attract the most qualified, creative graduate students to MSU, we must increase funding for graduate fellowships, which are essential for all departments to prepare the educators and artists of the future. Graduate students bring intellectual energy and expand the department's research capacity through teaching and learning opportunities for themselves, faculty, and our undergraduate students.

We need funds to attract and retain students interested in the arts and humanities, and we need to increase funding for student experiential opportunities. Students interested in our majors need and want opportunities to put the skills learned in the classroom into practice. These experiences are also important to their parents, who also want assurance that their student is being equipped for the job market.

New majors such as Experience Architecture allow writing and design students to learn from and study with computer science students, empowering all to develop the technical and creative skills that will be critical for future jobs. The new Arts & Cultural Management master's program educates students in the leadership skills (i.e. analytical thinking, integrated reasoning, and communication) needed to successfully manage arts and cultural organizations. Internships, study away in cities like New York or Los Angeles, and international study abroad opportunities prepare students for futures as employees, community members and world citizens.

A KEY INITIATIVE FOR WHICH WE SEEK SUPPORT THAT INCLUDES EXCITING STUDENT OPPORTUNITIES IS:

THE CREATIVITY **EXPLORATORY**

A unique experiential learning initiative in the college is the Creativity Exploratory, a concept and space where cutting-edge, collaborative work takes place. During hands-on informal learning experiences, students and faculty collaborate on projects, putting into practice the theory taught in the classroom. Real-world entrepreneurial projects offer unique solutions to real problems, and provide students with leadership opportunities resulting in portfolios that demonstrate their career-ready skills to future employers.

OUR PRIORITY **FOR STUDENT SUPPORT IS $3 MILLION.**

GRADUATE FELLOWSHIPS
$1.5 MILLION

UNDERGRADUATE SCHOLARSHIPS
$1 MILLION

EXPERIENTIAL STUDENT SUPPORT
$500,000

A Force for CREATIVITY, DISCOVERY, AND LEARNING

CAL views the world and approaches our teaching, learning, and research with a strong orientation toward the future. We leverage new opportunities and technologies while infusing arts and humanities thinking into our land-grant campus community. Our faculty members are some of the most engaged, talented, and forward-thinking scholars in the country.

Endowed chairs and professorships, the standard of faculty distinction and recognition, are a powerful means to attracting the next generation of MSU faculty—which has a direct impact on future generations of students. As out of classroom experiences, including opportunities, for undergraduate research or other experiential learning opportunities become increasingly more important to a students' academic experience, the role of a faculty member likewise becomes more critical.

The competition for the top faculty talent is increasing among the leading universities in the country, making endowed positions even more critical for attracting and retaining faculty. Hiring and retaining the best is more important now than ever before—and an endowed professorship provides top scholars with financial support and security.

Endowed chairs also provide permanent funding and resources that CAL can count on year after year. Through an endowed chair, a donor's impact upon an area of knowledge is renewed through each generation and lasts forever.

A KEY INITIATIVE FOR WHICH WE SEEK SUPPORT
TO FOSTER CREATIVITY AND STRENGTHEN OUR FACULTY IS:

EDUCATIONAL TECHNOLOGY
DIGITAL HUMANITIES

One of the more significant emerging trends is the use of technology in the way we do research, organize, and present information; the way we learn, teach, and create; and certainly in the way we communicate. We seek to take on the leadership role of bridging the digital divide, and expand our course offerings to produce skilled, career-ready graduates who will thrive in this growing field.

The educational landscape is changing along with use of technology in the classroom: MOOCS, online courses, blended learning in the teaching of foreign languages, film, media, theatre and design are just a few examples. We must both keep current and stay ahead of the curve in utilizing technology in the arts and humanities. Faculty who work within this field are in demand, and in order to attract and retain them, we need endowed positions and the technology to support them.

OUR FUNDING PRIORITY TO SUPPORT OUR FACULTY IS **$4.5 MILLION.**

ENDOWED
FACULTY CHAIRS
$4 MILLION

TECHNOLOGY AND
EQUIPMENT SUPPORT
$500,000

A Global PROBLEM SOLVER

By understanding our global past and present, we empower our students with the tools to better shape their own futures. Maintaining a deep capacity for understanding global complexities is critical for informed diplomacy, business engagement, and national security. Our courses offer insights into other cultures, and foster opportunities to live, work, and be immersed in other countries from the inside out.

We provide the big-picture view on the human condition around the globe by engaging the larger questions on life and death, justice and conflict. Social responsibility becomes part of the educational mission as we develop communication skills to engage audiences effectively through image and word as we find solutions to the world's most pressing problems.

Through the capital campaign, we seek philanthropic support for:

- Technology that advances our teaching and in-class or online learning,
- Opportunities for students and faculty to collaborate in and outside the classroom, and
- Study abroad opportunities.

OUR FUNDING PRIORITY TO ADDRESS GLOBAL CHALLENGES IS **$2 MILLION.**

STUDY ABROAD SUPPORT
$1 MILLION

TECHNOLOGY SUPPORT
$500,000

PROGRAMMATIC SUPPORT
$500,000

A KEY INITIATIVE FOR WHICH WE SEEK SUPPORT
THAT IS HELPING TO ADDRESS GLOBAL CHALLENGES IS:

FOSTERING GLOBAL AWARENESS AND DRIVING LINGUISTIC AND CULTURAL FLUENCY

CAL plays a central role in the education of students as the provider of all foreign language instruction at MSU. Innovative, technology-enhanced language study and long-term immersions in second languages and cultures is a strong driver for global awareness and understanding.

The college seeks to create innovative ways to provide various levels of language instruction to student and faculty populations, and the community; language training that can be added to any professional major. Online courses, the use of technology for connecting to overseas partners, and blended teaching and learning tools are critical to provide the variety of learning opportunities that today's students need. We seek to match the level of language instruction to what an individual needs—not a one-size fits all approach. This could range from modest levels of language proficiency up to fully functional language ability.

We further seek to promote a more sophisticated understanding of global issues through meaningful interactions with people in foreign countries. Long-term study abroad provides intense language learning and promotes cultural understanding, which prepares our students for the global business world.

William Langford, a Detroit native and College of Arts & Letters alumnus, was the founder of the MSU Slam Poetry Team.

A Vibrant **COMMUNITY**

The public face of the College of Arts and Letters is highly visible through initiatives such as the Signature Lecture Series, the Themed Year Initiative, and the Famous Affiliates Program. Each program is designed to support visiting scholars, and foster connections with other institutions and the many communities with whom we interact.

We seek support to ensure that the arts and humanities can become an even more empowering part of our community. We also seek to raise strategic funds for the dean to deploy new ideas worthy of seed investment. Examples include the Creativity Exploratory, the Center for Foreign Language Teaching Advancement (CeLTA) and its affiliated community language school, and programs that offer learning opportunities for community members ("Learning for a Lifetime"), as well as programs that support interdisciplinary work.

OUR FUNDING PRIORITY FOR BUILDING A MORE VIBRANT COMMUNITY IS **$500,000.**

PROGRAMMATIC SUPPORT
$500,000

A KEY INITIATIVE FOR WHICH WE SEEK SUPPORT THAT IS HELPING TO BUILD A VIBRANT COMMUNITY IS:

HUMANITIES **INNOVATION CENTER (HIC)**

As one of only two Big Ten universities without a center for the study of the humanities, CAL seeks to establish a unique and innovative humanities center unlike any other. The MSU Humanities Innovation Center (HIC) will have a mission to foster cross-disciplinary innovation in humanities research, digital cultural production, and creating opportunities to engage the community with contemporary issues in the humanities.

The HIC will be a nimble adaptive entity that serves as a think-tank and collaborative site facilitating cutting-edge interdisciplinary work. It will not only focus on the work of faculty and students around urgent and complex cultural issues facing us every day, but it will also serve as a cultural engagement center for the humanities on campus. The HIC will assure that thought leaders and major figures in cultural life not only interact with our faculty and students, but with the greater campus community as well, so that all can share in these important, thought-provoking experiences.

YOUR **IMPACT**

The College of Arts and Letters reinterprets the land-grant mission of MSU for the needs of the twenty-first century by operating as a fast-paced, future oriented college that educates students for success. We create new majors and high-impact activities to address the complexity of technology-driven information management and presentation, which will continue to propel the arts and humanities into the forefront of the educational landscape. The arts and humanities create a flourishing cultural environment and provide a lifestyle that attracts knowledge workers, entrepreneurs, and businesses. Employers predict that future economic growth will come from cultural knowledge and analytic ability paired with technical knowledge and scientific research. Your contribution will continue to make us an innovative force in the arts and humanities across the world.

If you believe these are important priorities, we seek your partnership.

ELIZABETH H. **SIMMONS**
ACTING DEAN, COLLEGE OF ARTS AND LETTERS

Michigan State University's Department of Theatre is a vibrant organization that presents six major productions each academic year. The production season reflects the university's values of cultural diversity and inclusion, using theatre to explore the human effect upon the global environment.

COLLEGE OF
ARTS AND LETTERS
ADVANCEMENT OFFICE
479 W. Circle Drive, Ste. 101
East Lansing, MI 48824
(517) 353-4725
www.cal.msu.edu

SPARTANS WILL.

MAKE A DIFFERENCE *and*
EMPOWER EXTRAORDINARY TODAY.
EMPOWER.MSU.EDU
#EmpowerMSU

COVER IMAGE:
Built in 1881 as the Library-Museum, Linton Hall is one of the university's oldest and most photographed buildings on campus. Today, Linton is home to the College of Arts & Letters. Its rich history and collaborative environment inspire students, faculty, and alumni to advance the common good.