



MICHIGAN STATE  
UNIVERSITY

# EMPOWER **EXTRAORDINARY**

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

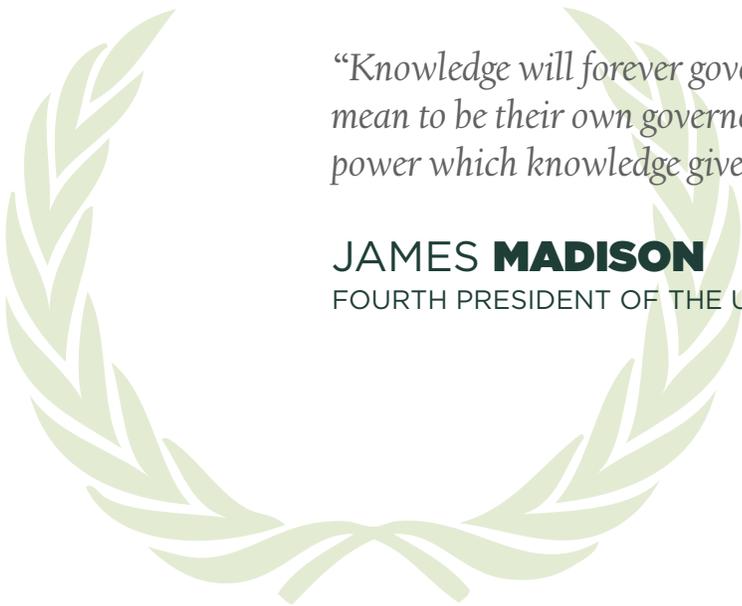
Supporting  
**JAMES MADISON COLLEGE**

# Solving Problems *and* **Getting Things Done**

*“Knowledge will forever govern ignorance; and a people who mean to be their own governors must arm themselves with the power which knowledge gives.”*

**JAMES MADISON**

FOURTH PRESIDENT OF THE UNITED STATES





## An Intense, Rigorous **Residential Experience**

On Michigan State University's campus of over 49,000 students, James Madison College (JMC) offers something special: a small-college, residential experience that successfully prepares 1,200 students for a lifetime of impact on a local, national, and global basis.

Through a unique and distinctive approach to the study and practice of public affairs, JMC students, faculty, and alumni all share a fascination with solving problems and getting things done. We are united in our goal of examining and addressing the major political, legal, social, and economic issues affecting our world. We draw insights from the social sciences and various related fields, including political science, economics, literature, sociology, philosophy, and history. JMC is multi-disciplinary and interdisciplinary at its best; where asking good questions is the key to analytical thinking and connecting the dots to solve problems.

Faculty offices, academic advisors, classrooms, common study areas, and residential living areas create an engaging, thought-provoking, and personal intellectual experience within Case Hall, where the learning environment happens 24/7, spilling from classroom to cafeteria and well into the evening.



## OUR CAMPAIGN **VISION**

*Students have many opportunities to gather for discussion in their residential college.*

James Madison College graduates play a constructive and ethical role in our society, whether professionally in law, government, or advocacy, or as engaged citizens and corporate leaders. We are proud that, regardless of the public policy challenge facing us in the century ahead, whether issues of war and peace, social justice, economic development and prosperity, or managing the increasingly complex interface of the public and private spheres, there is a Madison graduate hard at work on it to make the world better.

Our country needs James Madison College graduates more than ever, as we grapple with increasingly complex challenges in the public and private spheres. Since its founding in 1967, JMC has proven its model. Yet organizations that are truly great are never satisfied to stand still. The Empower Extraordinary campaign can take us to a new level of excellence by providing our students with more ambitious options outside the classroom, our faculty with endowed chairs and deeper research support, and our alumni with an opportunity to regularly engage in the vibrant JMC community.

James Madison College seeks to raise \$5 million in the Empower Extraordinary campaign with a mix of endowment and annual funds. The strongest institutions of higher education have both.



# ADVANCING MSU *through* **ENDOWMENT** **and ANNUAL GIFTS**

Endowment resources are critical because they provide permanent funding for faculty, students, and programs on which the dean and our students can count—year after year. A gift of endowment enables a donor’s impact to last forever. JMC currently has 29 endowed funds which have played a critical role in providing scholarships, field experiences, and study abroad for JMC students.

Annual contributions, by contrast, provide vital current use funds that can be put to work immediately for scholarships, faculty research, and the greatest opportunities for the college. While endowment funds last forever—that’s why they are so highly sought—they can only generate income averaging five percent of their principal each year so as to retain their purchasing power in perpetuity. This means that a very generous \$1 million endowment gift will produce \$50,000 in income in its first year and incrementally more in subsequent years.

A \$1 million gift in current use funds, however, can make a big difference quickly—something a donor can see and appreciate. In the fast-paced world of public affairs, where potential learning and research opportunities emerge with every development in the 24-hour news cycle, such annual gifts keep JMC nimble and able to pursue possibilities as they arise.



## *An Engine of* **OPPORTUNITY**

Attracting and retaining hard-working and gifted students, regardless of their financial need, is critical to the JMC mission. Madison must be competitive with peer institutions such as Kalamazoo College, Kenyon College, and the University of Michigan. The rising cost of tuition is a barrier for more and more families with financial need. For them, a small scholarship over four years can make the difference between attending MSU and choosing a rival institution.

Scholarships are critical for many students to start, complete, and fulfill their educational goals. Sixty-five percent of JMC students study abroad—the highest percentage across the university. Dean Garnett and the college are committed to ensuring that every Madison student has access to the most beneficial and challenging field experience internships, study abroad programs, and undergraduate research options regardless of their financial circumstances.

# OUR FUNDING GOAL TO SUPPORT STUDENTS IS **\$2.7 MILLION.**

ENDOWED SCHOLARSHIPS  
**\$1.25 MILLION**

ENDOWED FUNDS FOR STUDY  
ABROAD, STUDENT INTERNSHIPS,  
UNDERGRADUATE RESEARCH  
**\$950,000**

ANNUAL EXPENDABLE  
SCHOLARSHIP FUNDS  
**\$500,000**

*Madison students interact with  
alumni in the annual JMC Career  
Day event.*





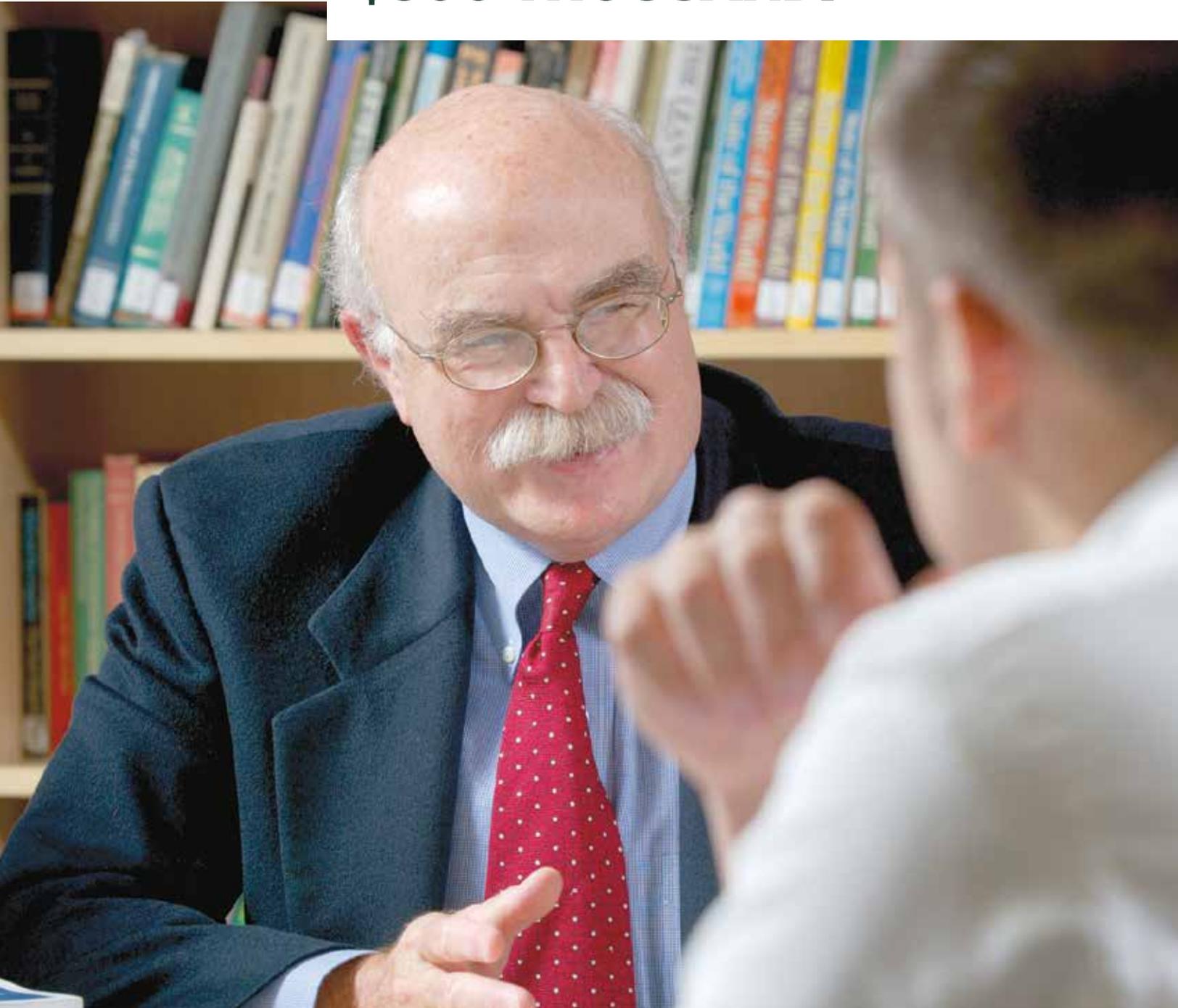
*A Force for*

## **CREATIVITY, DISCOVERY, AND LEARNING**

The faculty-student relationship is central to Madison's mission. Our senior professors have given so much to Madison students and are revered by many. Our current faculty stands on the shoulders of giants such as Professor M. Richard Zinman, who was an acclaimed adviser, dedicated and celebrated teacher, and Honors College mentor to James Madison students for over 42 years. One former student summed up these contributions in noting that Professor Zinman "...helped us understand that political philosophizing does not happen in a vacuum, that it can powerfully influence public affairs—and ourselves."

To honor our legacy professors like Professor Zinman and so many others, we seek funds to support the priorities of James Madison College that were first articulated in its founding and remain so powerful today: student scholarships, experiential learning, and faculty service to students and the residential college. Through such faculty support, JMC can ensure that the kind of powerful teaching, research, and mentorship that faculty members have provided Madisonians can continue for years to come.

OUR LEGACY ENDOWMENT  
FUNDING GOAL TO HONOR  
OUR PROFESSORS IS  
**\$500 THOUSAND.**



*University Distinguished Professor  
Richard Zinman talks with a  
student.*



GRADUATES OF JAMES  
MADISON COLLEGE GO  
ON TO **CAREERS IN  
GOVERNMENT, POLITICS,  
BUSINESS, EDUCATION,  
AND HEALTH AND  
HUMAN SERVICES.**



*A Global*

## **PROBLEM SOLVER**

Faculty members are critical to the mission of the college. Their continuing dedication to teaching, service, and research on public affairs of local, national, and global importance are vital to sustaining the Madison model. We seek financial resources to ensure professors are generously supported with research dollars, and have funding to develop their skills and master new areas of interest. We also seek resources to reward excellence in teaching, research, and community service among the faculty. These resources will help Madison retain outstanding faculty members and assist the recruitment of new faculty members for future generations.

OUR FUNDING GOAL  
TO SUPPORT FACULTY  
RESEARCH AND SERVICE  
IS **\$750 THOUSAND.**

RESEARCH ENDOWMENTS

**\$500,000**

ANNUAL FACULTY SUPPORT

**\$250,000**



## *A Vibrant* **COMMUNITY**

Madison envisions an increasing level of engagement and involvement with the 7,848 living alumni of the college. Alumni involvement is one of the best ways we can add value to a Madison degree and our students' educational experience. Students who interact with Madison alumni learn the many unique, creative, interesting, and varied careers their education prepares them to pursue. Faculty members also engage with alumni, some of whom are former students of theirs, as professionals and experts in the field. Together with other visiting experts, increasing alumni involvement helps Madison students get more out of their education both during their studies and after graduation.

When Dean Garnett served as Deputy Assistant Secretary of Defense, he found Madison alumni leading and working on critical issues of national security, side by side with Ivy Leaguers, and more than holding their own.

The conclusion: with a Madison degree, you can be elite, without being elitist.

*Madison students participating in the annual freshmen community service project.*



# OUR FUNDING GOAL TO FOSTER ENGAGEMENT WITH ALUMNI AND EXPERTS IS **\$1 MILLION.**

ENDOWED PROGRAMMATIC SUPPORT  
**\$750,000**

ANNUAL PROGRAMMATIC SUPPORT  
**\$250,000**

# WHAT SETS US APART IS THE LIBERAL ARTS FOCUS IN A RESIDENTIAL COLLEGE **DEDICATED TO PUBLIC AFFAIRS, PUBLIC POLICY, THE LAW AND SOCIETY, AND INTERNATIONAL AFFAIRS.**

## Your **Impact**

There is a profound need in our country for the kinds of graduates James Madison College produces: practical, public-minded intellectuals who are smart enough to engage conceptually and hard-working enough to roll up their sleeves and get the job done on matters of public importance at the local, state, national, and global levels. James Madison graduates are translators. They understand the human condition through the deep knowledge and rigorous habits of inquiry that they developed through working closely with the faculty and with each other in their intense undergraduate experience. They are skilled at building consensus and bringing people together from a wide range of perspectives to solve problems and they are profoundly capable of working in both the public and private spheres.

At the very time that we need these kinds of graduates, however, funding for public universities such as MSU is being cut, and the cost of going to college is being shifted to students and their families. If there has ever been a time that you have considered supporting James Madison College, now is when we need to hear from you.

# At the End of **the Day**

Every year I hear students and parents say, “I can’t believe that a university like MSU has a college like James Madison College.” And, they are absolutely right. The kind of education we offer is usually found in small, private, liberal arts colleges—at a cost of twice as much as MSU tuition. That’s why it is so important to keep James Madison College at the top of its game.

MSU deserves a college like JMC, and the students who come to MSU—who would not be able to attend a private institution because of the expense or space limitations—deserve a college like JMC. Our country deserves the kind of people we produce.

Keeping freshmen class sizes at 25 during a time of constrained budget resources is hard to do. We have been able to keep the quality of students, faculty, and the entire JMC experience high, but we need your help going forward.

What sets us apart is the liberal arts focus in a residential college dedicated to public affairs, public policy, the law and society, and international affairs. There isn’t an issue right now on the planet that matters, that doesn’t have a Madison graduate working on it.

James Madison College is the best of both worlds: a small college with a liberal arts experience, and the resources of a Big Ten research university.

I hope you will join with me in keeping Madison strong.

**SHERMAN GARNETT**  
DEAN, JAMES MADISON COLLEGE



**JAMES MADISON COLLEGE**

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# SPARTANS WILL.

MAKE A DIFFERENCE *and*  
EMPOWER EXTRAORDINARY TODAY.

**EMPOWER.MSU.EDU**

**#EmpowerMSU**

**COVER IMAGE:**

*Red Cedar Reflections is a piece of art by MSU alumna Anne Marie Karlsen located in Case Hall, home to James Madison College. Karlsen's work has been named one of the Best Public Art Projects in the U.S. by Americans for the Arts and she was included in Art in America's Best Public Art of 2001.*