

MICHIGAN STATE
UNIVERSITY

EMPOWER
EXTRAORDINARY

THE CAMPAIGN *for* MICHIGAN STATE UNIVERSITY

Supporting the
COLLEGE OF MUSIC

Preparing our Graduates for a **Life in Music**



“We compete for the very best students who will champion music in our schools and communities, direct and perform in traditional and non-traditional ensembles, compose the music of the future, become leaders in arts policy and education, forge new paths of scholarly inquiry in traditional and emerging fields, build and educate musical audiences of tomorrow, and appear on the stages of premier performance venues throughout the world.”

JAMES FORGER
DEAN
COLLEGE OF MUSIC

The College of Music at Michigan State University provides a welcoming, challenging environment designed to foster innovation and creativity while helping every student achieve professional excellence.



Transforming Lives *through the* **Power of Music**

The Michigan State University College of Music is recognized as a leader for its innovative approach to nurturing musical excellence—we train musicians who perform on the world’s most prestigious concert stages and we develop outstanding educators and scholars who make a difference across the nation and around the globe.

This unique combination reflects the university’s land-grant heritage and our mission to transform lives every day through the power and beauty of music. The MSU College of Music is poised to become a model training ground for a new generation of music professionals: composers, conductors, educators, performers, and scholars. We seek to build on a record of international accomplishments in performance and a national reputation of innovative music education.

Spartans have performed on great stages across the globe, including Walt Disney Concert Hall in Los Angeles, Carnegie Hall, Metropolitan Opera House, Lincoln Center’s Avery Fisher Hall, Kennedy Center, London’s Wigmore Hall, Sydney Opera House, Vienna’s Brahmsaal, Shanghai Concert Hall, and Seoul Arts Center.

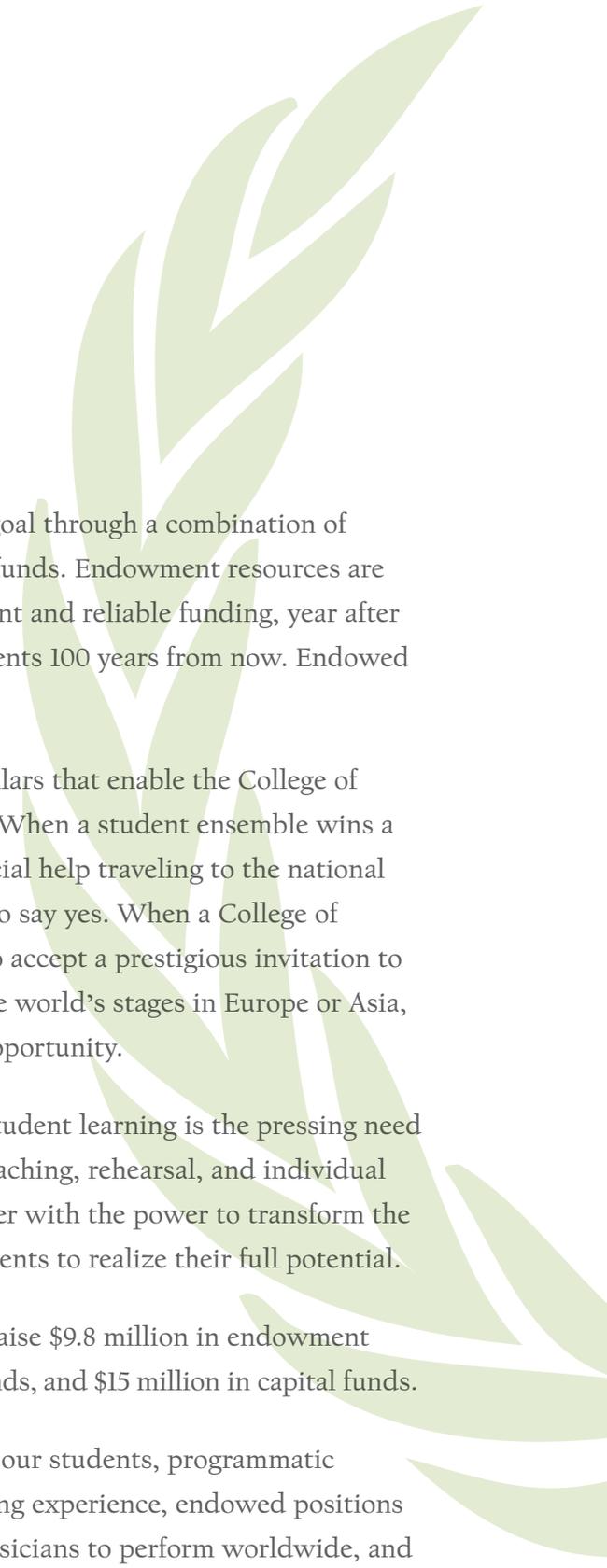


OUR CAMPAIGN **VISION**

The College of Music has established itself as a force for creativity, discovery, and learning, providing talented musicians the opportunity to build a life in music. Our faculty empowers students to develop their talents in order to change and enrich the lives of others.

We want to accomplish much more. We must accelerate our progress so that MSU can be an even stronger champion of music. To fulfill our ambitious goals, we seek to raise \$30 million in the Empower Extraordinary campaign.





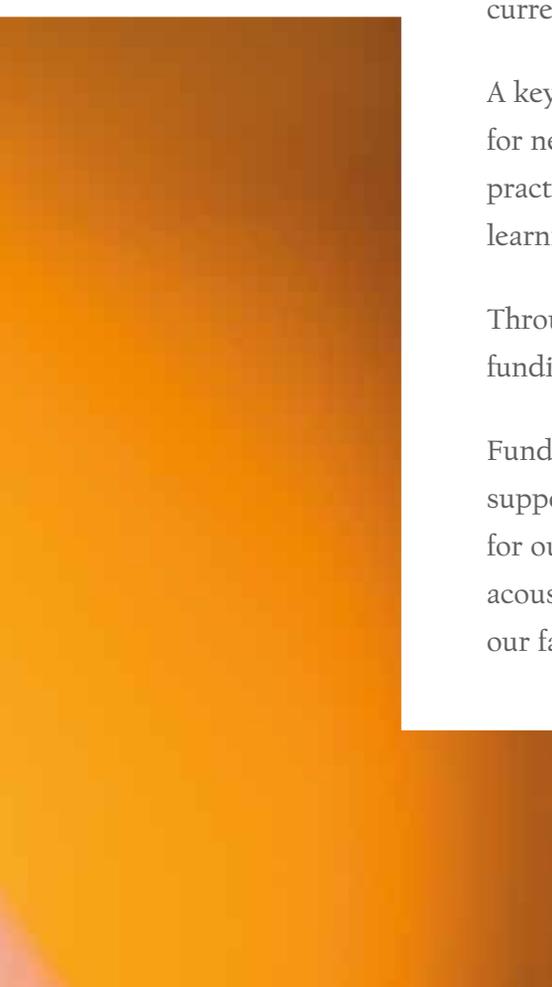
With your help, we will achieve this goal through a combination of endowment, current use, and capital funds. Endowment resources are critical because they provide permanent and reliable funding, year after year, and will be there for music students 100 years from now. Endowed gifts make your impact last forever.

Current use funds provide flexible dollars that enable the College of Music to make strategic investments. When a student ensemble wins a regional competition and needs financial help traveling to the national finals, unrestricted dollars enable us to say yes. When a College of Music ensemble has an opportunity to accept a prestigious invitation to represent Michigan State on one of the world's stages in Europe or Asia, current use funds help us seize this opportunity.

A key priority and an imperative for student learning is the pressing need for new and renovated facilities for teaching, rehearsal, and individual practice. This would be a game changer with the power to transform the learning environment and enable students to realize their full potential.

Through your generosity, we seek to raise \$9.8 million in endowment funding, \$5.2 million in current use funds, and \$15 million in capital funds.

Funding will provide scholarships for our students, programmatic support to enhance the student learning experience, endowed positions for our professors, funding for our musicians to perform worldwide, and acoustically safe rehearsal spaces that are commensurate with the talent of our faculty and students.



Professor of Jazz Bass Rodney Whitaker is one of many faculty members who teach and perform internationally.

A decorative graphic of several overlapping green leaves, pointing upwards and to the right, positioned behind the title and the first paragraph.

An Engine of **OPPORTUNITY**

The College of Music has advanced in recent years by attracting some of the most talented musicians in the state and around the world. Student support is critical for the College of Music to continue on its arc of progress. Scholarships enable us to compete with other leading institutions of music in the U.S. and around the world for the most talented young musicians, regardless of family economic circumstances. Students and their families have increasingly had to borrow growing amounts of money to pay for undergraduate schooling. Scholarships will help our students reduce their student debt.

For these reasons, we need to raise \$5 million for undergraduate scholarships and graduate fellowships. Obtaining new endowed and expendable scholarships and fellowships in the College of Music will ensure our ability to recruit and retain talented and worthy students across all areas in the college: Brass and Percussion, Composition, Conducting, Jazz, Music Education, Historical Musicology and Ethnomusicology, Piano, Strings, Music Theory, Voice, and Woodwinds.



OUR FUNDING GOAL TO PROVIDE STUDENT SCHOLARSHIPS IS **\$5 MILLION.**

“Thanks to the generous support of MSU alumni, I was able to continue my studies in the College of Music. During my freshman year my family faced some difficult circumstances that prevented them from financially supporting my education. I am forever grateful to those individuals who value the importance of music education and are helping to make my dreams a reality through their financial support.”

KIM WREN

Music Education and Performance, double bass, '13
ATLANTA, GEORGIA





The College of Music is a hotbed of creativity and serves as a launching platform and accelerator that attracts talented students who will lead the music profession in the decades ahead. They come to East Lansing to learn and grow, and they go on to careers throughout the world.

OUR FUNDING GOAL
FOR ENDOWED FACULTY
AND PROGRAMMATIC
SUPPORT IS
\$7 MILLION.



A Force for

CREATIVITY, DISCOVERY, AND LEARNING

Faculty members are the heart of our college, the talented and dedicated women and men who bring out the very best in our students. By interacting with our faculty in a challenging yet supportive environment, music students develop their talents and acquire skills alongside their faculty mentors. Together, they launch a collaborative journey—a personal and professional discovery of talents—that continues to develop over a lifetime.

To maintain the quality of our faculty, we need to attract and retain the very best. Endowed chairs and professorships are highly valued; they offer a distinct honor as well as provide annual funds that a faculty member can use for research, creative endeavors, and programmatic initiatives. Gifts totaling \$2.5 million for new faculty endowments will provide the resources, year after year, to support an excellent faculty engaged in scholarly activity and creative endeavors. Our international reputation will continue to attract exceptional and highly marketable faculty who are leaders in their profession. Collectively, they create a standard of excellence to which our students aspire.

Essential to the College of Music is the creation of programmatic endowments that permit distinctive areas of the college to survive and thrive. Donors have an opportunity to establish endowment funds across areas including chamber music, new music, student ensembles, jazz studies, opera, entrepreneurship, as well as performance and academic studies. A dean's endowed fund for quality, excellence, and opportunity provides the flexibility to address strategic opportunities to advance student learning.

The College of Music also seeks endowed funds to support short- and long-term residencies designed to ensure the professional success of our students. We seek to engage visiting artists and chamber music ensembles that will share their unique presentation styles, dynamic outreach activities, and innovative branding and marketing strategies. They will perform on and off campus, mentor and coach our students, and make presentations to assist in guiding students as part of *Running Start*, our comprehensive career readiness program.

A Global

PROBLEM SOLVER

The College of Music builds understanding across cultures. It thrives because of its hardworking, innovative, and exceptionally talented faculty, who use the international language of music to connect people. Our musicians and scholars excel locally, nationally, and globally.

We seek to raise \$1 million to support globally enriching programs as well as the research and creative endeavors of talented faculty who are exploring and pushing the boundaries of their fields. The College of Music prepares students to be world-class music professionals. To do that, we need to offer them the best learning opportunities; travel funds for ensemble touring, competitions, and peer-reviewed conference invitations of national and international distinction; student research support, creative activities awards, and international learning opportunities in Haiti, Cuba, China, Italy, Korea, and beyond.

**OUR FUNDING GOAL TO
SUPPORT GLOBALLY
ENRICHING PROGRAMS IS
\$1 MILLION.**





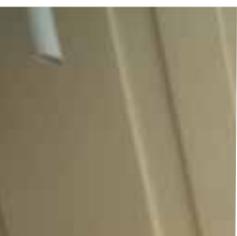
“Private funding has made all the difference in the quality of the Cello Plus Chamber Music Festival. It enables us to engage some of the best musicians and composers from around the world who interact with our faculty, perform in East Lansing at the top of their craft, and provide invaluable formal and informal mentoring for our students.”

SUREN BAGRATUNI

ARTISTIC DIRECTOR AND PROFESSOR OF CELLO

A Vibrant **COMMUNITY**

A principal priority and pressing need of the College of Music is to secure \$15 million toward a \$30 million addition and renovation to our music facilities. A naming opportunity for this transformational building addition is available at \$7.5 million. In order to recruit and retain the best and brightest faculty and students, it is essential to upgrade and significantly enhance the college's practice, teaching, rehearsal, and technology spaces. The current 1940s facility no longer meets basic 20th-century expectations, let alone aspires to 21st-century demands. Building on the transformative impact of the College of Music's newly renovated performance spaces—the Byron and Dolores Cook Recital Hall (formerly the Music Auditorium) and the Fairchild Theatre—it is imperative to significantly enhance facilities for teaching, practicing, and rehearsing. This 32,000-square-foot addition and renovation will include large- and medium-sized rehearsal spaces, specialized teaching and practice spaces, storage, social spaces for faculty and student gatherings, teaching studios, and a multi-purpose large lecture/recital/rehearsal space.



The college provides communities with an accessible and vibrant connection to music. Through performances and educational workshops, our students and faculty bring the power of music to our campus and beyond. With a large percentage of our graduates teaching throughout Michigan and the nation, we provide innovative and impactful learning for adults and K-12 students in many communities across the state. We touch the lives of 3,500 children and adults through the Community Music Schools in Detroit and East Lansing. We offer 20 early childhood music classes in venues that include low-income pre-schools, daycares, and shelters for single women. We host a unique music therapy performance camp that celebrates the abilities of persons with special needs from throughout the U.S. and Canada. Our Jazz Spectacular and Latin IS America Festival bring more than 1,000 high school students from throughout the state of Michigan and nation to experience a wealth of diverse music offerings.

In keeping with the MSU land-grant tradition, funds to support our outreach and engagement work and the Community Music Schools in East Lansing and Detroit will ensure that the College of Music continues to touch all citizens of the state.

OUR FUNDING GOAL TO BUILD A VIBRANT COMMUNITY TO EMPOWER STUDENT LEARNING IS **\$17 MILLION.**

MUSIC BUILDING
ADDITION AND
RENOVATION
\$15 MILLION

COMMUNITY MUSIC
SCHOOLS
\$2 MILLION





“Universities need to find more ways to serve disadvantaged communities beyond their borders. Michigan State University is doing that with its Community Music School in Detroit. Music isn’t a frill. Few disciplines are more essential to a child’s intellectual development. Even the most talented child can be stymied without training. Funded largely through private donations, it cannot make up for deep cuts in public school music programs, but it will change lives and maybe launch the careers of a new generation of world-class musicians from Detroit.”

DETROIT FREE PRESS
SEPTEMBER 4, 2010

Your Support *of Music* **Empowers and Transforms**

The MSU College of Music is recognized as a leader among music schools for nurturing musical excellence. We educate musicians who perform on the world's most prestigious concert stages and who make a difference in schools and communities from rural Michigan to the far side of the globe. This combination reflects the university's pioneering legacy and spirit as well as our mission to transform lives every day through the power and beauty of music.

Your support will enable us to extend all parts of our program even further. We can attract and retain ever-stronger students and faculty members through scholarship support, programmatic endowments, and endowed professorships. With your help we can enhance the impact Spartan musicians make in communities throughout the state and around the world. We can **(we must!)** upgrade our music facility so that it truly reflects the quality of music within, ensuring a 21st-century learning environment for all.

MSU's growing prominence in the world as a center for research and education requires an equal commitment to music and the arts. The creativity and innovation expressed through music works hand in glove with the mission of a 21st-century land-grant institution.

There is a place for music as a value in itself—to provide for the Spartan community the kind of uplift, wonder, and beauty that only music can inspire.

We look forward to your support for the transforming power of music at Michigan State.

JAMES FORGER
DEAN
COLLEGE OF MUSIC



COLLEGE OF MUSIC
ADVANCEMENT OFFICE
Music Building
333 West Circle Drive, Room 103
East Lansing, MI 48824
(517) 353-9872
surian@msu.edu

SPARTANS WILL.

MAKE A DIFFERENCE *and*
EMPOWER EXTRAORDINARY TODAY.

EMPOWER.MSU.EDU

#EmpowerMSU

COVER IMAGE:

*The inner workings of a grand piano
at Cook Recital Hall.*