



MICHIGAN STATE  
UNIVERSITY

EMPOWER  
**EXTRAORDINARY**

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

Supporting the  
**COLLEGE OF HUMAN MEDICINE**



# Leading Change. Advancing Health in **Our Communities**

*“Michigan State University College of Human Medicine is a national leader in community-engaged medical education and our innovative, patient-centered curriculum. We have a growing international reputation for biomedical research in women’s reproductive health and neurodegenerative diseases. Our physician graduates are known for challenging the status quo, constantly seeking new ways to define and deliver improved health care, benefitting our communities in Michigan and beyond.”*

**MARSHA D. RAPPLEY, M.D.**  
DEAN, COLLEGE OF HUMAN MEDICINE



# Radical Innovation Prepares Us *for* **Changing Times**

Established in 1964 during a time of great social change, the Michigan State University College of Human Medicine has continually challenged the status quo in medical education, exploring new ways to prepare future physicians while adapting to a changing health care environment. The college thrives in a culture of intense curiosity with a focus on the pursuit of practical solutions to the very real needs of individuals and communities.

The College of Human Medicine continues to be dedicated to the belief that medical students learn best when they are immersed in communities—in environments that most closely parallel the daily settings in which they will someday practice.

We are the authors of medical education innovation. Small group learning and rural medical education, both pioneered at the College of Human Medicine, were once regarded impractical and now are embraced as best practices at U.S. medical schools. We have proven our impact.

We continue to bring our medical school to higher levels of excellence through advancements in research and our leadership in patient-focused medical education.

Our model of inclusion brings success that is shared by all our partners, whether they are in Michigan or around the world. Through the Empower Extraordinary campaign, we seek to raise \$100 million to improve the health of our neighbors here at home and around the globe by reducing the burden of educational debt of the next generation of physicians, ensuring continuation of targeted research through endowed faculty positions, and expanding our biomedical and public health research portfolios. We also seek to provide the state-of-the-art facilities that will support new discoveries.



OUR FUNDING GOAL TO  
BE AN EVEN GREATER  
FORCE FOR CREATIVITY,  
DISCOVERY, AND  
LEARNING IS  
**\$18 MILLION.**

*“An endowed faculty position says we are in it for  
the long run—or until the problem is solved.”*

**MARSHA D. RAPPLEY, M.D.**  
DEAN, COLLEGE OF HUMAN MEDICINE



*A Force for*

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

Fighting diseases and helping people to live better and longer with their conditions are long-term endeavors with many unsung heroes. For donors passionate about eradicating specific diseases, endowing faculty positions is the most productive and rewarding use of their philanthropy. Endowed faculty positions are reserved for the most accomplished leaders in their fields of study. These esteemed researchers can leverage grant funding from sources like the National Institutes of Health (NIH) to multiply the reach of your endowment.

Endowed chairs are a way to move medical research forward in a way similar to how entrepreneurial investments bring innovation to an industry sector. They bring innovation to bear upon a disease or a problem in medicine, and bridge their newfound approaches and paths toward solutions to the next generation.

An endowed chair enables a scientist to focus his or her full attention on improving lives of children or adults with a particular condition or health challenge. Because this faculty position is funded in perpetuity, each individual who holds an endowed chair does so with the profound commitment to push the boundaries of knowledge surrounding a particular disease, and continue pushing toward new discoveries before passing the mantle to the next generation of equally committed scholars.

Endowed faculty positions enable the college to attract and retain the best and most accomplished faculty. Endowed chairs are the lifeblood of our academic future.



*The world's most challenging problems demand collaboration. Like a magnet, leading researchers are drawn to our medical school eager to collaborate with the world's best scientists.*

**OUR FUNDING GOAL  
TO BE GLOBAL  
PROBLEM SOLVERS IS  
\$9 MILLION.**



*A Global*

## **PROBLEM SOLVER**

In the past five years, the College of Human Medicine has more than doubled our research portfolio and has brought national centers of research excellence in women's health and Parkinson's disease to MSU.

Our college's collaborative culture has attracted and fueled a dynamic scientific community. Like a magnet, other leading scientists in these areas of research have been drawn to the College of Human Medicine. They speak of extraordinary opportunities to collaborate every day with the world's best scientists in their fields of study.

The health challenges our world faces today need responsive and timely solutions now more than ever. Advances in disease prevention and treatment are stalled in this current climate of public funding.

The key to sustaining the momentum of discovery is having available resources that can bridge the funding gaps faced by researchers when grants expire and before new NIH grants are awarded. This is where angel investors come in. Like investing in the entrepreneurial ecosystem, philanthropic investment allows researchers to continue exploring.

We must pick up the pace and do more. Become a catalyst for change. Empower extraordinary discovery by joining our team with a philanthropic investment in biomedical research at the College of Human Medicine.



# *An Engine of* **OPPORTUNITY**

The College of Human Medicine has placed the highest priority on raising funds for medical student scholarships. These awards enable our college to compete with other leading medical schools for the best and brightest students. Scholarship support offers opportunities to enhance the quality, diversity and geography of our student population.

Although the success of our program has resulted in a high quality pool of applicants each year, we recognize that scholarships attract a higher proportion of the most desirable students, many of whom choose their medical school based on the potential debt load they will carry into their medical career.

As we continue our efforts to help address the physician shortage in Michigan with a goal for more primary care physicians, we must acknowledge that the relatively low salaries in this specialty create a disincentive.

*“Philanthropy plays a critical role in student support. Your investment in scholarships at our medical school will help ensure that talented and deserving students can pursue their dream of improving the lives of others without the obstacle of staggering debt.”*

**MARSHA D. RAPPLEY, M.D.**  
DEAN, COLLEGE OF HUMAN MEDICINE

To encourage students to choose this path, we must offer ways to minimize their debt load. Many of our physician alumni work in underserved communities throughout the state, and one-third of the physicians in the Upper Peninsula are graduates of MSU, either from medical school or who practiced in an MSU-sponsored residency.

Supporting the education of a future physician will multiply the impact of your gift in countless ways. Scholarships are an enduring way to impact the students of today, and the physicians of tomorrow.

OUR FUNDING GOAL  
TO SUPPORT OUR  
STUDENTS THROUGH  
SCHOLARSHIPS IS  
**\$31 MILLION.**





## *New Spaces for* **DISCOVERY**

The College of Human Medicine has an unprecedented opportunity to expand upon our resources to drive biomedical and public health discoveries. The following projects are underway, and naming opportunities exist for each project.

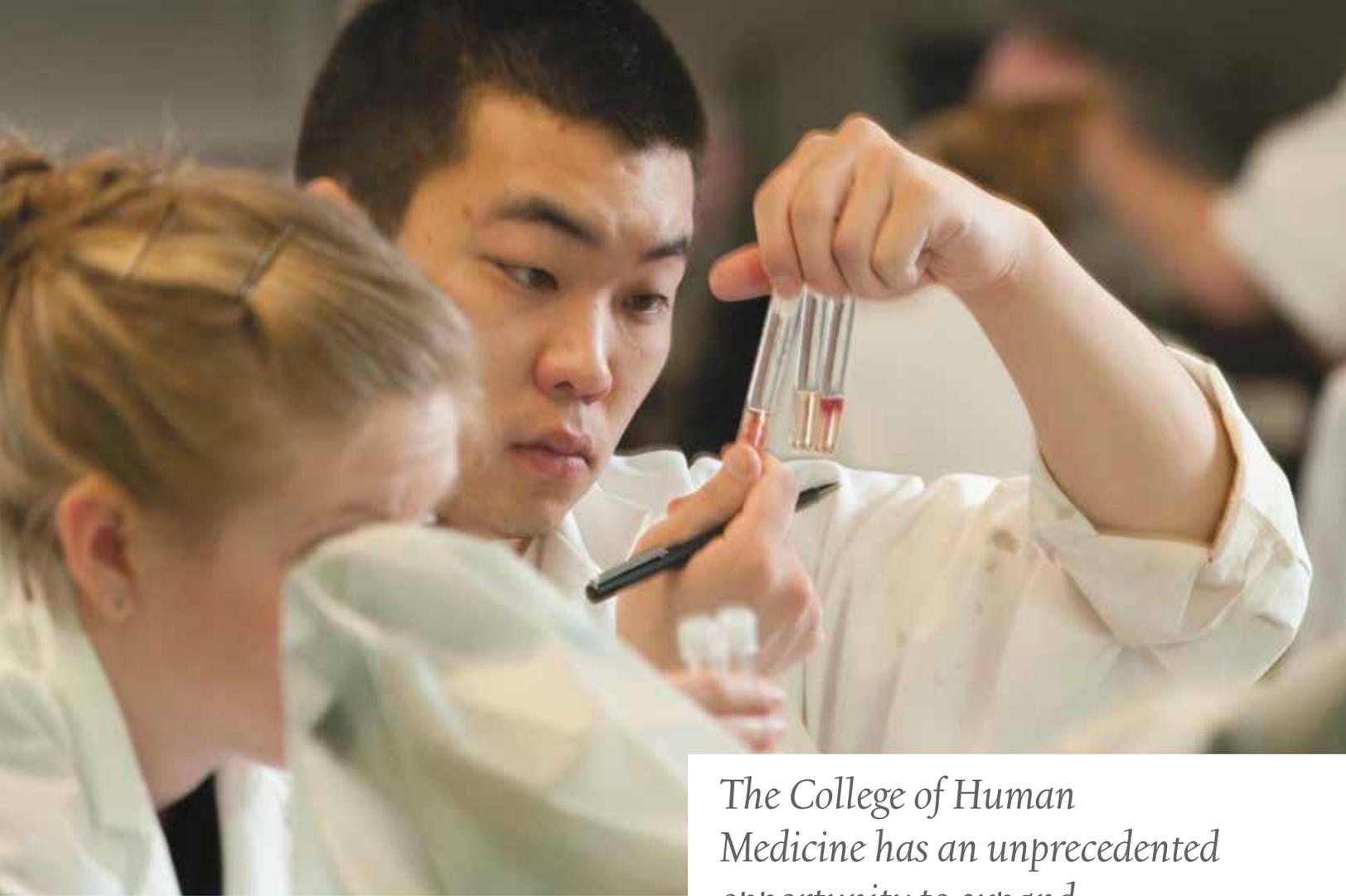
### **THE GRAND RAPIDS BIOMEDICAL RESEARCH CENTER**

In June 2013, the MSU Board of Trustees authorized the university to begin planning for a biomedical research center in Grand Rapids, on property MSU purchased in 2012. To date, the college has recruited 18 principle investigators and their research teams to Grand Rapids and is poised to expand this growing network with the new biomedical research laboratory.

This positions MSU's BIG TEN research for long-term growth of our research portfolio, including collaborations with our health science partners.

### **THE COLLEGE OF HUMAN MEDICINE PUBLIC HEALTH INITIATIVE IN FLINT**

In 2013, the College of Human Medicine received a \$9 million grant from the Charles Stewart Mott Foundation to expand MSU's program in public health in downtown Flint. The support helps MSU to create an endowment to double the number of third- and fourth-year medical students in Flint and establish a public health presence in downtown Flint, including recruiting NIH-funded public health researchers to the city through the program.



*The College of Human Medicine has an unprecedented opportunity to expand upon our resources to drive biomedical discoveries.*

The College of Human Medicine downtown Flint location will house the public health program and space for researchers, occupying about 40,000 square feet in the former Flint Journal building. One of MSU's core objectives of the project is for the Flint community to develop a national public health research reputation for finding solutions to the community's most pressing health problems.

## MSU BIO ENGINEERING FACILITY

In June 2013, MSU broke ground on a new bio engineering research facility on campus, slated to open fall 2015. This will greatly expand the university research capacity around biomedical engineering. The 130,000 square-foot building is anticipated to be a key component in the development of the MSU Institute of Engineering and Health Sciences, and creates a space supportive of interdisciplinary research, bringing together researchers from the Colleges of Human Medicine, Engineering and Natural Science.

Combined, these three building projects are transformative for MSU and the College of Human Medicine. Additional laboratory capacity will continue the trajectory of recruitment of top NIH-funded researchers to MSU. More importantly, scientists will have new ways to collaborate and move the research to a translational level—a realization of the vision of the land-grant institution of improving lives in Michigan communities and the world around us.

Your investment in such facilities will enable our medical school to increase our infrastructure and expand our impact. Our success at the College of Human Medicine lifts our partner communities across the entire state, and our model for success can be applied around the world. Naming opportunities at each facility are available and we would be pleased to discuss these further if they are of interest.

OUR FUNDING GOAL  
FOR INVESTING  
IN OUR RESEARCH  
FACILITIES IS  
**\$42 MILLION.**







# Your Investment **Impact**

Our footprint is the state of Michigan. We collaborate with the health science and higher education institutions in our six community campuses. Together we make a difference in the health of our communities.

Our college acts as the catalyst that brings together people who work toward a greater impact, bringing more health solutions to more people. The world needs Spartan solutions to health in our communities that the College of Human Medicine can bring, and we need you to help bring us to the world.

# At the End of **the Day**

We live in a time of vast change and uncertainty over health care access and delivery in our country. Michigan State University College of Human Medicine honors its founders' spirit and unabashed drive to focus on the "human" in medicine, focusing on patients as individuals and challenging ideas that dehumanize the patient-doctor experience. Our scientists also think in terms of helping individuals. They seek to find ways to help people burdened with the diseases of their studies to live better, with the ultimate goal of outliving their diseases.

Ours is a culture of 'why not?' Our people—medical students, faculty and staff—thrive in this environment. We are embraced by a climate that encourages freedom to question and look beyond prescribed outcomes. We share a passion about making a difference in the lives of others.

Times of fundamental change require big questions and bold approaches. We have it within us to define the path forward for preparing the next generation of physicians and seeking the next frontier in medical discoveries. We were established 50 years ago in the communities of Michigan and there we envision our future.

The MSU College of Human Medicine represents a powerful investment in the health and wellbeing of the people in our state. Please join us in investing in our students, our faculty, our research—and the future of health in Michigan.

**MARSHA D. RAPPLEY, M.D.**  
DEAN, COLLEGE OF HUMAN MEDICINE



# SPARTANS WILL.

MAKE A DIFFERENCE *and*  
EMPOWER EXTRAORDINARY TODAY.

**EMPOWER.MSU.EDU**

**#EmpowerMSU**

**COLLEGE OF HUMAN MEDICINE**

ADVANCEMENT OFFICE

15 Michigan Street NE

Grand Rapids, MI 49503

(616) 234-2614

lanes@msu.edu

**COVER IMAGE:**

A College of Human Medicine student poses in the  
Secchia Center in Grand Rapids.

