

THE CAMPAIGN FOR MSU

MSU PARTNERS

SUMMER 2003

MICHIGAN STATE UNIVERSITY AND THE CARNEGIE CORPORATION'S *TEACHERS FOR A NEW ERA*

Preparing students for careers as K-12 teachers has long been a key commitment at Michigan State University. In 2002, MSU took yet another major step forward when it became part of the Carnegie Corporation of New York's groundbreaking reform initiative—*Teachers for a New Era (TNE)*.

Of the nearly 1,400 American universities that prepare teachers, only MSU, Bank Street College of Education in New York, California State University at Northridge, and the University of Virginia were asked to be part of this multimillion dollar project in its first year.

In announcing the selection of the four institutions, Carnegie President Vartan Gregorian said, "Teaching reform is central to school reform, and these institutions are pioneers in the movement. If we really want to improve student achievement, we have no choice but to improve teaching."

As part of the project, MSU will receive \$5 million over five years to establish a model for preparing high-quality teachers to meet the demands of the contemporary American

classroom. The Carnegie Corporation is joined in funding this program by the Ford, Annenberg and Rockefeller foundations. The university must raise an additional \$5 million in matching donations to further the project activities.

"MSU's national prominence in teacher education reform, its reputation for cross-college collaboration and its outreach into community schools gave it a distinct edge in the competition," said Barbara Steidle, assistant provost and project manager. "Designed as a Carnegie venture, the *Teachers for a New Era* project attracted additional foundation support, thus providing the funding for four institutions."

The goal for *TNE* is to establish nationally recognized exemplars of outstanding teacher preparation. Carnegie expects that the success of MSU and the other institutions, their graduates and the research produced in the coming years will challenge other universities to follow these ideas.

As expressed by Daniel Fallon, chair of the education division at Carnegie Corporation, "The key concern with the matching funds is institutional commitment to the long-term success of the program. A useful concept in this respect is sustainability. We are asking for truly fundamental restructuring, and we expect the changes to be built into the fabric of the institution



MSU intern David Kirkland works with a student at Pattengill Middle School in Lansing, Michigan

in ways that will long outlive the expiration of resources provided by the funders of *TNE*."

"Part of the reason MSU was chosen is because our commitment to preparing teachers well, particularly in their subject areas, extends across the university," said Joan Ferrini-Mundy, associate dean for science and mathematics education in the College of Natural Science, and a co-principal

THE CAMPAIGN FOR MSU

investigator. “The faculty leadership team includes people from the colleges of Education, Natural Science, Arts and Letters, and Social Science. We will build on our strengths and become a national model for how teacher education can be taken seriously across the arts, letters, science and social science.”

The funders are counting on leadership from the presidents of supported institutions that elevates the role and importance of the teacher education enterprise within the university community, said Ferrini-Mundy.

THE MSU VISION

The *TNE* initiative treats teacher education as a university-wide responsibility, involving the colleges of Natural Science, Arts and Letters, and Social Science in addition to the College of Education. A unique aspect of MSU’s approach is a focus on the kinds of subject matter

knowledge would-be teachers need to improve student learning. Plans call for revising or creating courses and developing new coalitions of university and K-12 school faculty.

Another key emphasis involves an understanding of context: the characteristics of the students, the schools, and the communities in which they teach.

Assessment is pivotal to all aspects of the MSU initiative. The project is committed to identifying or developing assessment tools and promoting their use in continual program improvement and in tracking student progress. Another important goal is to have graduates use assessment tools as an integral part of their teaching to support student learning.

To provide continuing support and promote the continuing professional development of MSU-trained teachers, a new induction program will be available to graduates in the first two years of their careers.

After five years, MSU expects that its university-wide teacher education program will be preparing teachers who are more knowledgeable and skilled in their subject areas, better able to teach their subject to diverse learners, and more proficient in using assessment information to guide their teaching. MSU expects its experiences and results will serve as a model of teacher education reform for other programs and institutions.

MSU’s *Teachers for a New Era* project will lead to changes in five areas of teacher preparation:

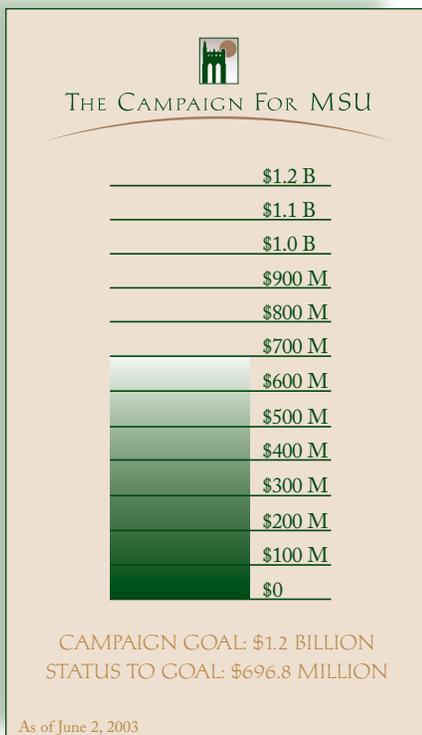
- design of new content courses in English, mathematics, the social sciences and the sciences that are well integrated with education courses on teacher preparation and student learning;

- overhaul of education coursework and teacher education field experiences, both in subject matter and teaching methods so that content and context are central;
- development of a new two-year induction program for beginning MSU teachers;
- creation of a new MSU focus on preparing teachers for urban schools and educating more teachers from groups underrepresented in the teaching profession; and
- use of assessments to strengthen the entire MSU teacher education program and evaluate its effectiveness.

Michigan State University’s highly regarded teacher preparation program has been a leader in the reform and development of teacher education for nearly 30 years.

MSU has been a frontrunner as an advocate of extended field experience in schools for MSU students and strong content preparation of teachers. MSU’s program has led the country in building deep connections with K-12 schools, as well as implementing a successful fifth-year internship program for new teachers. Through the *Teachers for a New Era* initiative, MSU will help lead the way into a new era of modeling teacher education as a university-wide responsibility.

“This is part of becoming not only an outstanding program, but a recognizably outstanding program,” said Robert Floden, director of the Institute for Research on Teaching and Learning and co-principal investigator of the project. “We have to study what we are doing as we are doing it, we have to write about it, and make connections to other teacher education programs in the state or elsewhere and to school districts. We will get the word out.”



BINDA FOUNDATION SPONSORS STUDENTS ABROAD

For the second year in a row, The Guido A. & Elizabeth H. Binda Foundation has given \$5,000 to help Michigan State University students from the Battle Creek/Calhoun County area participate in the nation's leading Study Abroad program.

Binda Scholarships are awarded in the amount of \$1,000 to help defray the costs of overseas study. During 2001-2002, the first group of five Binda Scholars deepened their educational experience with programs such as Food, Environment and Social Systems in Australia (two scholars); English Literature in Dublin, Ireland; Journalism in the United Kingdom; and Tropical Ecology and Management in the Bahamas. Three scholarships have been awarded this year to MSU students who will participate in Medical Ethics and the History of Health Care in London; Globalization, the Environment and Social Capital in Argentina; and International Food Laws in Europe (Belgium). The

remaining two Binda Scholarships will be awarded later this year. Scholarship recipients must display a strong academic record and effectively articulate the personal and professional goals they will pursue during their semester abroad.

"The Binda Foundation gift is an excellent example of how a small private foundation can meet its own goals of serving its local community through educational and cultural enrichment by designating the scholarships for students from Battle Creek and Calhoun County," said Kathleen Fairfax, director of the Office of Study Abroad. "Additionally, the gift helps us pursue a university goal of making study abroad accessible for all qualified undergraduates."

In 1995, MSU President Peter McPherson announced an initiative to offer every qualified undergraduate student an opportunity to study abroad for a semester at a cost comparable to that of remaining on campus. Since that unprecedented

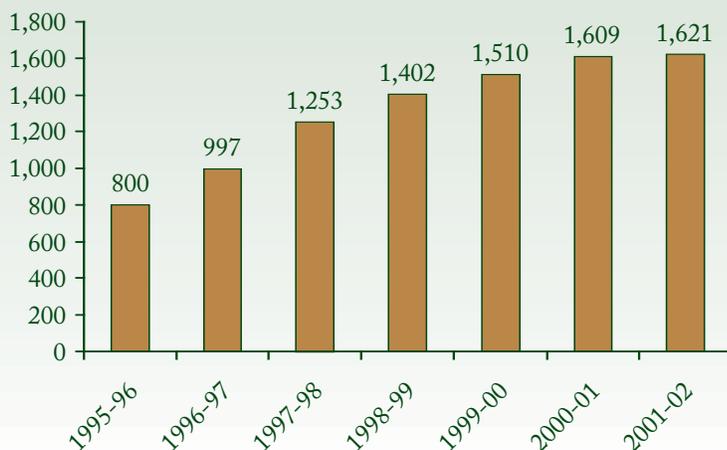
announcement, Michigan State University has more than doubled the number of students participating in study abroad and now has almost 200 programs in more than 50 countries on all seven continents.

"The gift helps us pursue a university goal of making study abroad accessible for all qualified undergraduates."

Private sponsorship of Study Abroad is particularly beneficial at MSU, where the majority of students come from families of modest means and most work during the semester to meet educational and living expenses. The loss of wages during a Study Abroad experience is a factor that deters many MSU students from gaining the benefits of international study, despite the university's efforts to keep costs down. For these hard-working students, a scholarship of \$500 to \$1,000 makes the difference in their ability to spend a semester overseas.

Established in 1977 by Guido A. Binda, AIA, an architect specializing in school design, and his wife, Elizabeth, a teacher, The Guido A. and Elizabeth H. Binda Foundation shares and invests its resources in creative programs that improve education and quality of life for areas of southwestern Michigan.

MSU UNDERGRADUATE PARTICIPATION
IN STUDY ABROAD
(NUMBER OF STUDENTS)



MSU hosts Big Three to celebrate MSU hosts Big

On April 29, 2003, in the first gathering of its kind, members from throughout the American automotive industry united to commemorate the longstanding partnership of the industry and Michigan State University.

More than 700 MSU alumni and friends from DaimlerChrysler Corporation, the Ford Motor Company, General Motors Corporation and the top tier of automotive suppliers joined MSU Interim President and Provost Lou Anna K. Simon, Trustee Dolores Cook, college deans, faculty, staff and coaches at the

MSU's legacy of innovation and accomplishment. Research by MSU faculty drives innovations in engineering, management and related disciplines. MSU students engage in coursework designed to equip them with practical skills and knowledge of emerging industry trends. The automotive industry, in turn, supports the university's efforts with funding, access to technology and insight into the latest developments.

Highlights of the celebration were the presentations by leaders of the industry—Nick Scheele, President and COO of Ford Motor Company, Dieter Zetsche, President and CEO of Chrysler Group of DaimlerChrysler, and Rick Wagoner, President and CEO of General Motors Corporation. (see excerpts from their addresses)

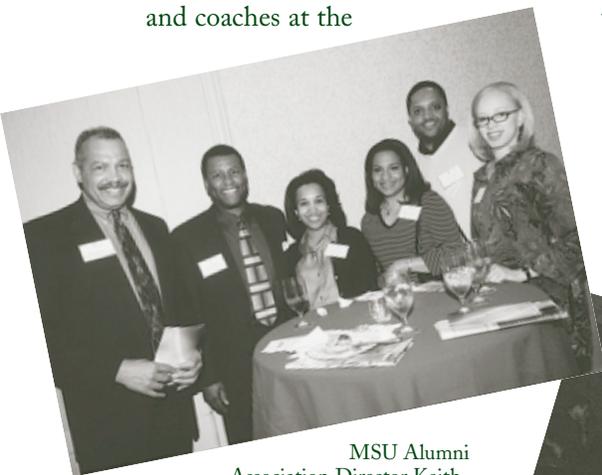


Guests talked with speakers after the program.

MSU administrators and guests who spoke included Board of Trustees member Dolores Cook; Interim President and Provost Lou Anna K. Simon; College of Engineering Dean Janie Fouke; College of Engineering student Maia Broadway; Eli Broad College of Business Dean Robert Duncan; Business alumnus Spencer White; and Coaches Joanne P. McCallie, John L. Smith and Tom Izzo.

Industry representatives also included Lynn C. Myers of General Motors Corporation, national co-chair for *The Campaign for MSU*; Jon Pepper, Ford Motor Company; Sue Unger, DaimlerChrysler; and Dave Cosper, Ford Motor Company.

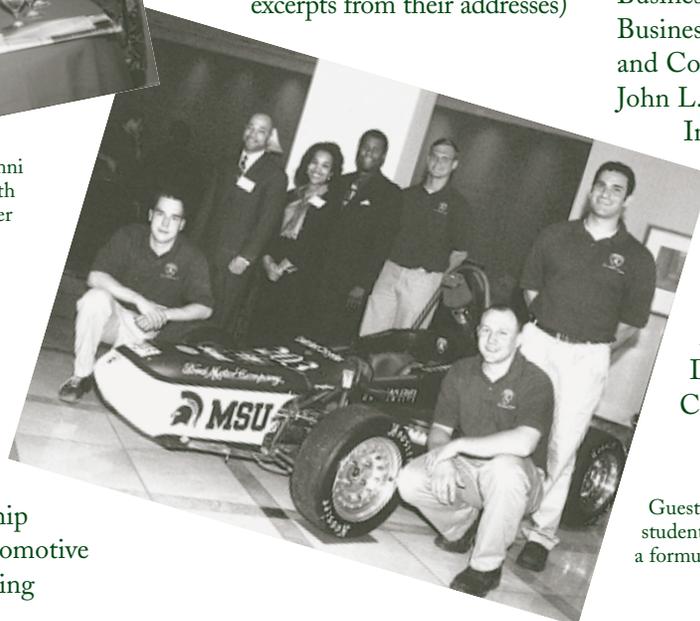
Guests posed with MSU engineering students who helped design and construct a formula-style race car.



MSU Alumni Association Director Keith Williams (left) posed with guests after the program.

Marriott Centerpointe in Pontiac, Michigan to celebrate *A New Century of Partnership/The Automotive Industry and MSU*.

The successful partnership between MSU and the automotive industry is vital to forwarding



strong partnership *Three to celebrate strong partnership*

EXCERPTS FROM PRESENTATIONS BY THE HEADS OF THE CHRYSLER GROUP, FORD AND GM

Address by Dieter Zetsche,
President and CEO
of the Chrysler Group,
DaimlerChrysler Corporation

The Chrysler group has long been a supporter of Michigan State University. In our executive ranks, for example, Michigan State graduates represent one of our three largest alumni groups.

The MSU executive MBA program has long provided an excellent graduate business education for our high potential mid-career executives.

Our challenge fund projects, including recent examples, such as our engine cooling fan system noise and performance enhancements, help us develop cutting-edge technology.

Michigan State's recent ranking, the top ten of all American universities in receiving U.S. patents, is a reflection of your university's dedication to research and innovation.

Partnerships between the auto industry and leading universities have always been essential. We rely on top institutions like MSU to provide us with the educated talent we need to run our companies and for the incubation of ideas, new technologies and new approaches to business. And, in turn, universities rely on industry and alumni for their continued support.

Address by Rick Wagoner,
President and CEO,
General Motors Corporation

Our industry is pretty competitive and getting more so every day. To win, we need to attract the best and brightest young people to work in our companies.

All good coaches will tell you one of the secrets to ongoing success lies, not only in the players you can suit up today, but also with the ones you can recruit for tomorrow. The same is true in the auto business. One way to make that happen is to support one of our major home-team universities, Michigan State, and the programs they sponsor in support of our industry.

Over the years, we've provided MSU with more than \$18 million in financial support while our MSU alumni, with the help of our matching gifts program, have donated almost another five million.

For its part, MSU is one of our top sources of outstanding research and talented employees. We're proud that some three thousand GM employees are MSU grads, including a number of our senior executives.

This kind of mutual support is critical both to our industry and to Michigan State, and tonight you have a chance to demonstrate that belief in person.

Address by Nick Scheele,
President and COO,
Ford Motor Company

Today, more than 2,300 MSU alumni work for Ford Motor Company.

Many of our employees, including graduates of other universities, have taken advantage of continuing education opportunities at MSU. Continuing education enriches not only the individual, but Ford Motor Company as well.

Ford was one of the first corporations to step up as leaders in *The Campaign for MSU*, with a \$5 million pledge for the Biomedical and Physical Sciences facility and the ARES project. Today, Ford Motor Company provides MSU student scholarships in business, engineering and labor and industrial relations, as well as support for minority education, facilities and programs. Ford's corporate support for MSU over the years totals nearly \$17 million.

MSU alumni at Ford have been instrumental in their support of their alma mater through the Ford-MSU In-House Campaign... the first of its kind for Michigan State.

As your careers take you across this broad and varied industry, let us remember to support the university where many of your aspirations first took root.

MICHIGAN STATE UNIVERSITY JOINS PEOPLESOFT ON CAMPUS WITH \$1.3 MILLION SOFTWARE GRANT

The School of Labor and Industrial Relations received a \$1.3 million software grant from PeopleSoft, Inc. through its participation in the PeopleSoft On Campus program. On Campus is an industry-academic partnership that provides software, faculty training, educational materials and technical support to higher education institutions. The program's primary goal is to help colleges and universities update their curricula and produce graduates with expertise using enterprise management tools.

Dr. James Dulebohn, assistant professor of Human Resources and Information Management, plans to offer several graduate human resource information systems courses based on PeopleSoft Human Capital Management. In addition, the School will integrate PeopleSoft software into its MLRHR program's Introductory Human Resource Management and Compensation courses. The implementation, faculty training and curriculum development began during the spring 2003 semester, with the first use of the software in coursework planned for fall 2003 semester.

Professor Dulebohn said, "We are very grateful to PeopleSoft for their generous gift to MSU. This gift will enable us to provide our masters students, majoring in human resources management, with cutting-edge software skills using the world's premier commercial human resource information system software product."



Students use the PeopleSoft software in the LIR lab with hardware donated by IBM.

The implementation, faculty training and curriculum development began last fall.

"This gift will enable the School's graduate students in human resources management and labor relations to be more effective strategic business partners in the organizations in which they will become employed, said Theodore H. Curry, II, director and professor, School of Labor and Industrial Relations. "With our computer lab provided through a generous gift from IBM, and smart classroom renovation project, provided through a generous gift from Ford Motor Company, MSU LIR students will be second to none in technology enhanced learning."

The PeopleSoft On Campus Program supports higher education institutions by integrating PeopleSoft applications into college

and university curricula. New software grants and the program's first faculty curriculum awards are recent achievements that have marked a strong year of collaboration for the four-year-old program. With these recent awards, PeopleSoft On Campus has now provided more than \$40 million in software and training grants to institutions throughout North America and Germany. Through the On Campus program, PeopleSoft offered hands-on industry experience to more than 10,000 students in the 2002 -2003 academic year alone.

Michigan State University's School of Labor and Industrial Relations is a premier center for teaching, research and outreach on issues related to human resources management and employment.

IBM PARTNERS WITH MSU TO FORM CENTER FOR SUPPLY CHAIN RESEARCH

On February 26, 2003, Michigan State University hosted a luncheon in appreciation of IBM Corporation's award of software, equipment and services to create a new research center in The Eli Broad College of Business at MSU. Interim President and Provost Lou Anna K. Simon was joined by faculty, staff and students in honoring the company at the recognition luncheon.

Through a Shared University Research (SUR) award from IBM, the Broad School and IBM are creating The Center for On-Demand Supply Chain Research, a laboratory that will serve as an environment for modeling and analysis of an on-demand supply chain.

Broad School graduate students and faculty will use the laboratory to study, simulate and test key relationships in an end-to-end supply chain, focusing on the dynamic flow of information and the resulting interdependencies between them. Their work is expected to help IBM and other companies build dynamic supply chains that can sense and rapidly respond to changing customer demands and market conditions.

"We are proud that IBM has recognized the Broad School's expertise in supply chain management," says Robert B. Duncan, dean of The Eli Broad College of Business. Long recognized as a leader in the field, the Broad School's Supply Chain Management program was recently ranked first in the nation by *U.S. News and World Report*.

Supply chain management has become an area of critical

importance to IBM, as the company works to transform itself into the world's premier on-demand enterprise. The need for an on-demand supply chain has been in large part driven by customers' desire to buy technology solutions consisting of hardware, software and services rather than just piece parts.

"To become the world's premier on-demand business, we have to make our supply chain more flexible and efficient to cope with supply uncertainties, more dynamic to be able to adjust our production and inventory levels on the fly, and more variable and resilient by extending our operations across a network of alliances," says Bob Moffat, senior vice president, Integrated Supply Chain, IBM. "By working with the Broad School and the resources of the new center, we will be able to actually simulate and test new processes in a controlled environment, gaining valuable insight about what works before we put them into practice."

After establishing the Center for On Demand Supply Chain Research with the Broad School, IBM plans to link the lab, via an advanced computing grid, with other leading partner universities specializing in supply chain management. When operational, the grid of interconnected laboratories will allow these universities to collaborate and conduct joint applied research and teaching.

The Center for On Demand Supply Chain Research also will be supported by IBM software technologies, including Websphere and AIX, which are made available

to MSU faculty and researchers via the IBM Scholars program.

IBM's Shared University Research (SUR) program awards computing equipment to colleges, universities and institutions of higher education around the world to facilitate research projects in areas of mutual interest, including life sciences, grid computing, autonomic computing and deep computing.



Stuart Reed, vice president for Worldwide Systems Group Manufacturing, IBM, received a basketball autographed by Coach Tom Izzo during MSU's program honoring IBM Corporation.

The SUR awards also support the advancement of university projects by connecting top researchers in academia with IBM research personnel, along with representatives from product development and solution provider communities.

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Multicultural Business Programs

The Multicultural Business Programs (MBP) in The Eli Broad College of Business were established to improve the recruitment, retention, and graduation rate of multicultural students by providing opportunities for them to develop full academic and career potential. The programs promote a success philosophy by fostering a positive awareness of personality, gender, physical and cultural differences.

MBP provides continuing support to graduation, with individualized academic counseling support, career development and placement. MBP currently serves more than 650 multicultural students enrolled in business or pre-business majors. "We are

proud of our commitment to provide individualized academic, career and personal guidance to students in The Eli Broad College of Business," said Dr. Ernest Betts, director of Multicultural Business Programs. "In fostering a supportive environment to promote academic and professional development, the alumni of this unique program are employed by Fortune 500 companies and are leaders within their chosen industries."

Through these programs, the Broad School is able to offer a variety of services to retain students at the college and university level and to prepare them for success in their careers.

- Tutoring programs increase the students' overall GPA; 22 tutors

work with over 250 students per semester.

- Summer programs help over 60 student freshmen acclimate to the university environment, establish connections prior to attending, and gain an early knowledge of corporate relations.
- Career development is aided through workshops to increase a student's understanding and preparation for the business world. Corporate representatives and MSU alumni work with the Broad School, facilitating workshops on such topics as career fair preparation, business etiquette and interviewing techniques.