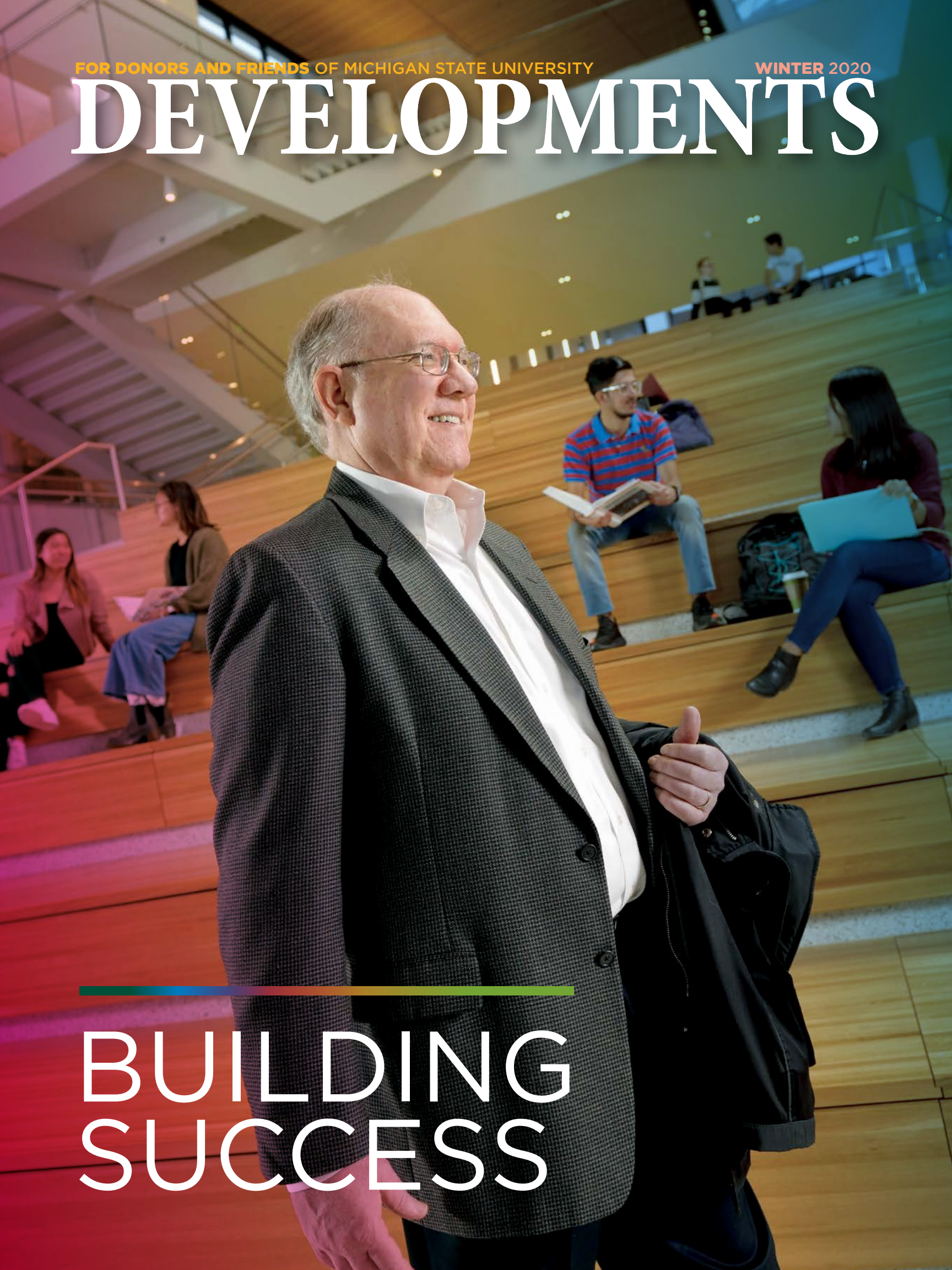


FOR DONORS AND FRIENDS OF MICHIGAN STATE UNIVERSITY

WINTER 2020

DEVELOPMENTS



BUILDING
SUCCESS

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For Donors and Friends of Michigan State University

The generosity of thousands of alumni and friends empowers MSU's students, faculty and leaders to accomplish the extraordinary every day.

MSU Developments, published three times each year, is devoted to the inspiration and impact of private philanthropy at Michigan State University.

Ways to Support Michigan State

Online Giving
You may make a gift securely online using your credit card. Visit givingto.msu.edu.

Cash, Stock, Real Estate and Other Gifts
To explore how you might provide financial support to MSU, contact the University Advancement office in your college or unit or call (517) 884-1000.

Estate Planning
To remember MSU in your will, personal trust, qualified retirement plan or IRA, contact the Office of Gift Planning at (800) 232-4678 or (517) 884-1000.

The correct reference is Michigan State University, East Lansing, Michigan, and the federal tax identification number is 38-6005984. If you have already named MSU in your estate plans, please contact us so we can welcome you to the Linda E. Landon Legacy Society. For more information, visit giftplanning.msu.edu.

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Learn more at givingto.msu.edu

DEVELOPMENTS

THE COOLEST BUILDING ON CAMPUS

A Munn Ice Arena expansion project broke ground last summer. The \$25M addition to the home of Spartan Hockey will include, among other amenities, a new locker room, weight room, hall of honor, office space and athletic training room. Naming opportunities remain. LEARN MORE by contacting the Spartan Fund at (517) 432-4610.

See "Building Success" on page 10 for more about the impact building projects are having on the MSU community.



new DEVELOPMENTS

WIDE REACH OF MSU'S GIVE GREEN DAY RAISES \$1.6 MILLION TO SUPPORT STUDENTS

On Tuesday, December 3, Michigan State University's #GiveGreenDay campaign raised \$1,637,903 to support students and community initiatives, thanks to gifts from 5,325 donors around the world.

This was the fourth year that MSU coordinated a 24-hour campaign to coincide with the global day of philanthropy, Giving Tuesday, and achieved its highest total to date. A network of advocates helped spread the word online through social media and email. The university-wide marketing effort was supported by every college, as well as MSU Today, InsideMSU and Athletics to reach a broad audience.

More than 55 alumni clubs connected with Spartans to help students from their

communities; faculty, staff and students spread the word about 42 crowdfunding projects.

One project that struck a chord with donors addressed food insecurity issues among current students. By midnight, donors had funded more than 3,100 meal vouchers for academic advisers in the College of Agriculture and Natural Resources to pass on to students struggling with hunger.

Other gifts supported scholarship and fellowship funds and other aid for students.

Gifts ranged from \$1 to \$100,000, originating from all 50 states and more than a dozen countries across the world. Gifts came from more than 250 students, 2,000 friends of MSU and 3,000 alumni.

MSU's Give Green Day success continues an upward



trajectory in annual giving and engagement. Give Green Day is among the signature programs offered by the MSU Alumni Office.

LEARN MORE by visiting givingday.msu.edu to see social media posts and project-by-project results from the day.



HIP-HOP TOTS

Funded by the Max M. and Marjorie S. Fisher Foundation, the Hip-Hop Tots program at the MSU Community Music School-Detroit is about so much more than opening the doors to a lifelong appreciation for music. It's about school readiness: emotionally, cognitively and physically. It's about creative expression and imagination through movement, rhythm and speech. And it's about empowering family members and caregivers who, by attending with their children, develop a new set of tools to support their child's growth, development and well-being.



Arlene and Larry Reeves

SEPARATE PASSIONS, COMMON CAUSE

BY BECKY JENSEN, COLLEGE OF SOCIAL SCIENCE

Veterans seeking a graduate degree in social work have strong support from alumni couple Arlene Reeves ('82) and her husband Larry Reeves ('65), who have established the Arlene Brophy-Reeves and Larry W. Reeves Combat Veterans Endowed Fellowship in the School of Social Work.

The couple has a long history of giving back and supporting MSU students. This effort to help veterans is very near and dear to their hearts.

Arlene was inspired to establish this endowment to honor Larry's military service and to give back to her professional degree granting program. The ability to impact those who have sacrificed for our country makes this gift more personal and gratifying for the Reeveses.

"I have been thinking for a while about ways to give back to the School of Social Work, since the professional and life skills I gained have served me so well. This gift became so very personal. We had to do this. It is where we had to give. It fits us. It is who we are together," said Arlene.

Larry, whose degree is in chemistry, served as a Ranger qualified infantry officer in the Korean DMZ and in Vietnam. Arlene earned her MSW at MSU, and has a background in secondary education.

The couple recently learned about the MSU Combat Veterans Certificate program (CVC), and decided to take action. The CVC program is the first and only of its kind in the nation, designed for

people interested in working with veterans who have been exposed to the trauma of war or military conflict, and helping them to process their experiences and transition out of military life.

"Your whole life you are taught a moral code, then you go to war. Everything is just different. There's so much transition back to the civilian world. You are different and the world you knew has changed. Many have survivor's guilt," said Larry.

Veterans, especially those who have served in combat, understandably prefer to talk with therapists who have also served. Most veterans use their GI Bill® to fund their undergraduate degree, leaving them with little financial assistance to continue their education to an MSW.

The fellowship fund will help support veterans in any branch of the U.S. armed forces who pursue an MSW. Part of the fellowship requirement is to have participants complete the CVC.

Larry and Arlene also have supported the College of Education in many ways. The couple has helped establish several other endowments with and in honor of their late spouses. This endowment marks their first gift as a couple.

LEARN MORE about supporting the College of Social Science by contacting Senior Director of Development Alex Tripp at actripp@msu.edu, or by calling 517-884-2189.

GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs (VA). More information about education benefits offered by VA is available at the official U.S. government Web site at <https://www.benefits.va.gov/gibill>

WELCOME TO MSU, PRESIDENT STANLEY!

MSU's 21st president Samuel L. Stanley Jr., M.D., has only been on the job for a few months, but in that time, he has made sure that Spartans around the country have a chance to say hello, welcome him to the fold, and hear his ideas—in person.

To date, Spartans in Washington, D.C.; New York City; Grand Rapids and Detroit, Michigan; and Northern and Southern California have attended welcome events. As we go to press, Florida Spartans are having the same opportunity. Additional events in regions across the country are being planned. Watch your mail and email for information as dates and locations are set.

In one of his first interviews as MSU president last August, President Stanley said, "We're going to find the right balance of healing and moving us forward at MSU and at the same time continuing the relentless progress that Spartans have made over the years. Go Green!"

LISTEN HERE: go.msu.edu/forward



TOP ROW: Pausing for a selfie at the Detroit Institute of Arts; With host and alumna Susan Goldberg and Dean Prabu David at the National Geographic Headquarters in Washington, D.C., where Goldberg is editor of the society's editorial platforms; Alumnus, event host and former Michigan Governor Jim Blanchard addresses the crowd at the International Spy Museum in Washington, D.C.; Event host and alumnus Brian Van Elslander welcomes guests at the New York Athletic Club.

SECOND ROW: Alumni Jerry and Leslie Behar host Spartans in their Los Altos, California, home.

THIRD ROW: Meeting alumni Alan Ross and Ben Maibach at the Shinola Hotel in Detroit; Spartans greet each other at a gathering at Spago, located in the heart of Beverly Hills, California; Alumnus Mark Murray, the former president of Grand Valley State University, provides an on-stage interview at the Meijer Gardens in Grand Rapids; Grand Rapids guests take advantage of a photo opportunity.

FOURTH ROW: Spartans at National Geographic's headquarters in Washington, D.C.; Enjoying the company of New York Spartans.



GOOD, BETTER, BEST

Celebrating recent developments in MSU's quest for endowed positions.

BY DEVON BARRETT

At this point, it goes without saying that endowed faculty positions are important to MSU, but not just for the ways the faculty members who hold them contribute to the university's research output, land-grant mission and top-notch educational experiences.

The fact is, they're great people, too—and what university doesn't want to fill its labs and classrooms and athletic facilities and artistic spaces with great people? What happens when we reach a critical mass of great people? Do we become ... the best?

With no shortage of significant, creative, impactful ways to leave a mark, the message about endowed faculty positions has resonated, and it becomes louder and clearer with every outstanding new person who comes to campus, drawn by the prospect of private support.



Julian Chambliss, the Val Berryman Endowed Curator of History

BRINGING HISTORY INTO THE FUTURE... BY PUTTING THE FUTURE IN HISTORY

Do you ever walk through a museum and think about the people behind the scenes—the ones who manage the collection, facilitate the exhibits, shape the narrative?

Who are they? And what makes them qualified to decide which pieces of art or history or science are important enough to go on display as a representation of our culture?

For 50 years, Val Berryman was one of those people at the MSU Museum. Berryman, who passed away in 2013, was the museum's curator of history, and is remembered for his extensive knowledge of campus history and lore; his "Memories of MSU" exhibit to celebrate the university's Sesquicentennial; and, most notably, his annual Christmas exhibit, replete with holiday artifacts from around the world.

Now, thanks to a bequest from Berryman's estate and contributions from his friends and associates, the endowed Val Berryman Curator of History position has been established to carry on his legacy—and take it in even more exciting directions.

Last fall, it was announced that Dr. Julian Chambliss was the man for the job.

Chambliss joined MSU in 2018 as a professor of English with a joint appointment in the Department of History. He is also a core faculty member in the Consortium for Critical Diversity in Digital Age Research (CEDAR). He was selected to be the inaugural Berryman Curator of History this fall and is excited to help shape the future of the museum.

Chambliss admits that he, like Berryman, approaches his work in a way that some might find surprising. A self-described "historian that deals in comics, and an English professor that doesn't

focus on the novels," Chambliss has spent his career studying race, community and identity in real and imagined urban landscapes in the United States.

Chambliss's scholarship examines imagined spaces, but allows for him to move from comics and superheroes to explorations of historic black community and black liberation. Ultimately, he sees the connection between imagining freedom as a speculative practice that places imagined places in dialogue with real spaces.

In the classroom, Chambliss takes his students with him into these worlds. Now, in the MSU Museum, Chambliss would like to create exhibits that bring the broader community along, too. With the help of funding through the Berryman curatorship, he would like to make the museum a destination for collaborations with artists and scholars whose work will bring nuance and context to physical artifacts.

"The museum is one of the oldest institutions on campus, and without this endowment, I wouldn't be there," he says. "But now that I am, I see it as an interesting challenge to figure out how we're going to use my curatorship to get more engagement. The museum is a safe educational space for adults and for kids, so we're always thinking about what the educational component is going to be, and wondering, 'what are people going to take away from this?'"

"Val Berryman casts a long shadow. He was an eclectic curator, and I relate to that, as I, too, am a very interdisciplinary, think-outside-the-box kind of person. As the Berryman Curator, I will work, as Dr. Berryman did, to make the institution of the MSU Museum even more responsive to the everyday."

GOOD COMMUNICATION GOES WITH EVERYTHING

The College of Arts & Letters has a new endowed faculty position, and it is a milestone: it is the first endowed position in the Department of Writing, Rhetoric, and American Cultures (WRAC).

The Karen L. Gillmor, Ph.D. Endowed Professorship in Professional and Public Writing was created through a gift from alumna Karen Gillmor ('69) and a search is already underway for an outstanding professional and public writing faculty member to fill it.

Gillmor credits her diverse, successful career with the education and experience she received at Michigan State.

She has held many esteemed positions in both the public and private sectors. She is currently serving her second term as a commissioner with the Ohio Industrial Commission, which oversees workers' compensation disputes, and is the chair of the Self-Insuring Employers Evaluation Board. She also served three terms as an Ohio state senator and served as assistant to U.S. Secretary of Labor Elizabeth Dole during the George H.W. Bush administration.

Throughout her career, an understanding and appreciation for effective written and verbal communication remained constant in Gillmor's work—and those skills are universal. She saw creating an endowed professorship in professional and public writing as an opportunity to have a positive effect on as many students as possible, regardless of their major and chosen career path. These students will surely find a use for a clear voice and a concise writing style, as Gillmor did in her own career.

The Gillmor Professorship will enhance MSU's ability to educate all students in writing, and enable them to write eloquently and effectively to engage and inspire a wide variety of audiences, explains Dean Christopher Long.

"Karen Gillmor recognizes that writing is a critical skill for success in an interconnected 21st-century world. This position will further elevate MSU as a center of excellence in writing," Dean Long says.



Karen Gillmor ('69)

"WHEN WE'VE BEEN BLESSED TO DO WELL IN LIFE, WE SHOULD GIVE BACK," GILLMOR SAYS. "WE SHOULD HELP OTHER PEOPLE BECAUSE SOMETIMES IT JUST TAKES THAT LITTLE EXTRA TO LET SOMEONE BLOSSOM AND DO REALLY WELL."



ANOTHER YEAR, ANOTHER CELEBRATION

On September 26, 2019, MSU held the Investiture for Endowed Faculty at the Wharton Center's Pasant Theatre.

The annual event, in its fourth year, has become a veritable "who's who" in the world of endowed faculty, and has become a wonderful opportunity to showcase the best and brightest teachers and researchers. At this year's event, five new endowed chairs, seven new endowed professors, and four new MSU Foundation professors joined those ranks.

They were given a special welcome by President Samuel L. Stanley Jr., M.D., who expressed pride and excitement about getting to know and grow MSU's academic and donor communities.

Professor Kinitra Brooks, the new Audrey and John Leslie Endowed Chair in Literary Studies, spoke on behalf of the faculty. A researcher whose work focuses on black women, genre fiction, and popular culture, Brooks stressed the importance of endowed funding, not just for the financial resources, but for the message it sends to faculty members: that they are welcome and supported as they work to advance their field, bring people and ideas together, and inject their signature style into the courses they teach.

To deliver a donor's perspective, David Washburn spoke on behalf of the MSU Foundation, where he serves as executive director. He talked about the foundation's history, from its earliest



New Audrey and John Leslie Endowed Chair in Literary Studies Kinitra Brooks poses for a "dean selfie" with Christopher Long, Dean of the College of Arts & Letters.

grants, issued to help seed promising projects in the mid-1970s, to the more recent creation of the MSU Foundation professorships.

There are a few moments, outside the pomp and circumstance and after the faculty members have shed their academic regalia, that are easy to miss at these yearly investitures. But if you're paying attention, they're some of the most inspirational: when donors are able to see their legacy in action by coming face to face with the faculty members who hold the positions their gifts created, as well as see the entire community that has been built by people who share their vision.

LEARN MORE about supporting endowed faculty positions by contacting the advancement office in your college or unit or by calling University Advancement at (517) 884-1000.

LEARN MORE about MSU's best faculty at msu.edu/honoredfaculty

RIGHT: John and Eva Cillag (left) were in attendance and spent some time at the reception with Cillag Endowed Chair in Science and Engineering Arun Ross and his family (right).

BELOW: Thomas and Susan Wielenga (center, left) connected with Wielenga Creative Engineering Endowed Professor Michele Grimm, along with her parents (right) and Dean of the College of Engineering Leo Kempel (left).





EVERY BUILDING ON MICHIGAN STATE'S CAMPUS HAS A STORY. WHY WAS IT BUILT? WHO LED THE CHARGE? HOW DOES IT DRIVE THE WORK OF THE FACULTY WHO SPEND THEIR CAREERS THERE? HOW DID IT IMPACT STUDENTS WHO WENT THERE TO LAY THE FOUNDATION FOR THEIR CAREERS? AND THEN LIVE ON IN THE MEMORIES OF ALUMNI?

THANKS TO THE INVESTMENT OF GENEROUS DONORS, TODAY STUDENTS AND FACULTY NAVIGATE A MODERN CAMPUS, WRITING FRESH CHAPTERS IN THE STORIES OF THE BUILDINGS THEY TRAVERSE.

HERE, WE PRESENT A FAR-FROM-COMPREHENSIVE, BRICKS-AND-MORTAR VIEW OF THE *EMPOWER EXTRAORDINARY* CAMPAIGN AND, MORE IMPORTANTLY, HOW SEVERAL NEW SPACES ARE INSPIRING FACULTY AND STUDENTS EVERY DAY.

BUILDING SUCCESS

SING OUR LOVE FOR ALMA MATER AND THY PRAISES MSU.



NEW ON THE BLOCK



THE EDWARD J. MINSKOFF PAVILION:

An investment in future business leaders

Two years of construction, plus more than four years of fundraising and anticipation, culminated when the Minskoff Pavilion opened this fall with 100,000 square feet dedicated to enhancing the student experience through its design around community, collaboration and teamwork.

The three-story pavilion is named after Edward J. Minskoff, an MSU alumnus and real estate developer, whose \$30 million gift in 2018 was the largest single gift from an individual in MSU's history. The \$62 million project was funded entirely from the support of more than 1,700 donors, making it the capstone of *Empower Extraordinary*. In all, more than 80 spaces—including team and interview rooms, classrooms, entry spaces, labs and lounges—were named by donors.

Connected to the current Eli Broad College of Business facilities, the pavilion features collaborative and immersive learning environments and a signature glass-walled atrium with panoramic views of the Red Cedar River. It houses an entrepreneurship lab, flexible classrooms, a media studio, and an expanded career center to serve students, recruiters and corporate partners.



“It is true that I have seen a lot in my time here at Michigan State, but I can say without any fear of contradiction that I have never seen anything like the Minskoff Pavilion—not even close. This is a truly spectacular and inspirational building.”

“Every day, when I come into the office, I walk down the left-hand side of the building, past the breathtaking atrium and the smell of fresh bread and coffee, toward the floor-to-ceiling windows that look over the beautiful banks of the Red Cedar River, and I am truly inspired. That walk makes me want to do something special that day—that is, do something that the building could be proud of—and I am thankful for that.”

— UNIVERSITY DISTINGUISHED PROFESSOR AND ELI BROAD PROFESSOR OF MANAGEMENT JOHN HOLLENBECK, NOW IN HIS 35TH YEAR OF SERVICE AT THE ELI BROAD COLLEGE OF BUSINESS



LASCH FAMILY GOLF CENTER: *A driver for champions*

The Lasch Family Golf Center, completed in 2016, provides Michigan State's golf teams with one of the finest, most well-appointed facilities in the nation.

The center, named in honor of donors Richard W. (Rick) and Suzanne Lasch, features a 5,000-square-foot indoor practice area, student-athlete study lounge, men's and women's locker rooms, coaches' offices, video room, weight room and nutrition/hydration stations.

Empower Extraordinary campaign Co-Chair Bob Skandalaris gave the first leadership gift to the golf center, helping to motivate other donors, leading to more than \$6 million raised in private support for the project.

The Spartan Golf teams have been on an upward trajectory.

The women's team claimed its second straight Big Ten title in 2018 and made its 20th NCAA Regional appearance in the last 21 seasons in 2019, hosting the East Lansing Regional at Forest Akers West. Senior Ally Geer-Park was selected as one of just 72 women to compete in the inaugural (2019) Augusta National Women's Amateur, the first-ever female tournament on the course, and recently received an invitation to participate again in 2020.

Meanwhile, the men's team had one of its best seasons in a decade in 2018-19. The Spartan men made their program-record



“After having the Rearick Center for 12 years and now looking at what we have today, I would say that we have arrived. I'm just so humbled and appreciative to each one of you who has made an impact on our lives, and who will make an impact on our student-athletes for decades to come. It really is just an incredible facility.”

— WOMEN'S GOLF COACH STACY SLOBODNIK-STOLL, AT THE BUILDING DEDICATION

fourth consecutive NCAA Tournament appearance, placed third at the Big Ten Championships and won the Colleton River Collegiate.

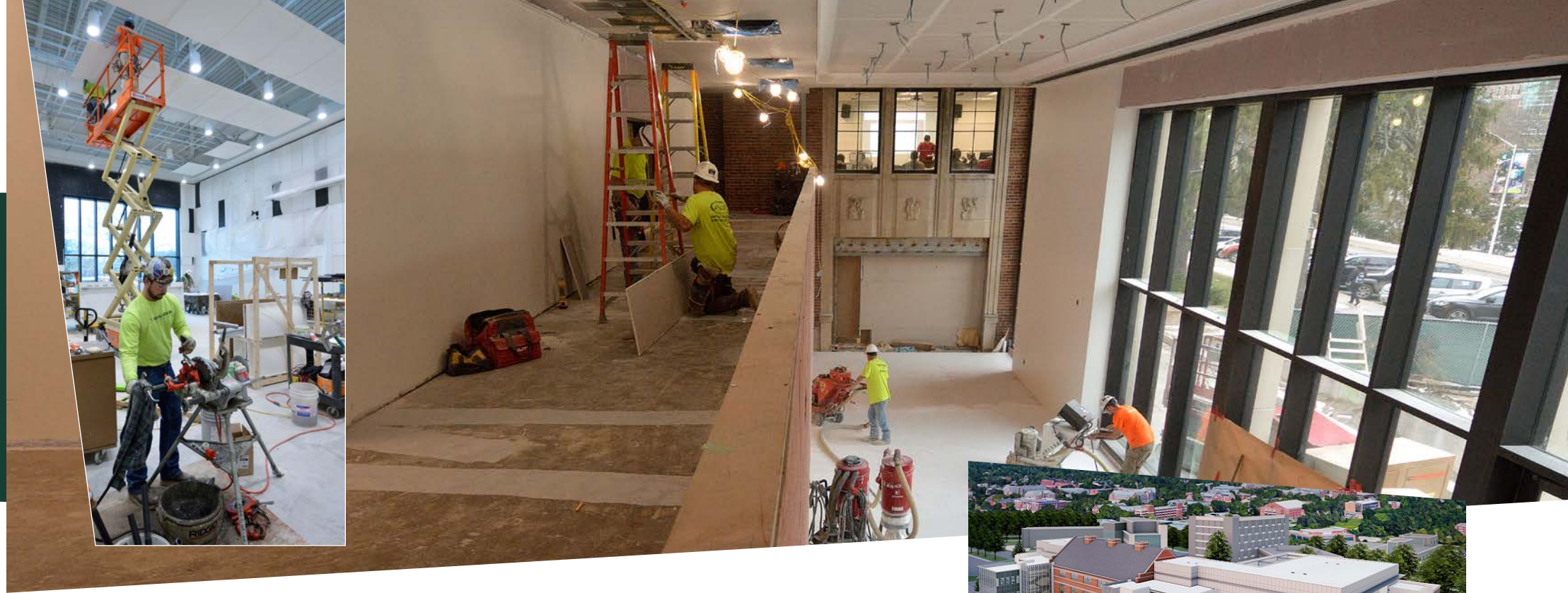
The Spartan golfers have been just as successful in the classroom as on the course. For the eighth consecutive year, the Michigan State women's golf team was honored with the Athletic Director's Award at the 2019 Spartan Academic Excellence Gala for achieving the highest team cumulative grade-point average, which was 3.501.

The 2018-19 season also saw the Spartan men's golfers produce a program-best eight Academic All-Big Ten honorees. Senior Michael Sharp, who earned GCAA All-America Scholar and CoSIDA Academic All-District accolades, led the way as the team boasted a program-best four Big Ten Distinguished Scholars.



UNDER CONSTRUCTION

CONSTRUCTION CRANES ARE PART OF THE MSU LANDSCAPE THESE DAYS, TRANSFORMING SOME OF MSU'S MOST ICONIC SPACES AND CREATING NEW ONES FROM THE GROUND UP. DONORS INSPIRED BY THE EMPOWER EXTRAORDINARY CAMPAIGN ARE BEHIND MANY OF THE PROJECTS NOW UNDERWAY. ONE OF THE BIGGEST IS NEARING COMPLETION ON WEST CIRCLE DRIVE.



BILLMAN MUSIC PAVILION:

Stay tuned

The Billman Music Pavilion, named to honor lead donor and alumnus James K. Billman Jr., M.D., is on schedule for a grand opening in April.

The College of Music has raised nearly \$17.5 million for this \$40 million project to add 37,000 square feet of new space to the existing Music Building and renovate another 8,500 square feet in MSU music facilities. The project functionally doubles the square footage of the existing academic space for the college.

The College of Music's ability to attract and retain the brightest and the best students and faculty will be elevated by the new and renovated spaces, which include:

- Three new rehearsal halls
- A new performance/rehearsal hall
- A student recital/classroom/rehearsal hall
- 40 new practice rooms
- A new recording studio
- A quiet room for music cognition

- A flexible high-tech classroom with enhanced sound and video display
- A workspace for ambisonic—or full-sphere surround—sound
- Teaching studios
- Instrument storage
- Faculty offices
- Student study mezzanine and student lounge

Notably, percussion students will move from a too-small and windowless facility that required protective earwear when they played to what will be one of the best percussion rehearsal spaces in the nation.

Additionally, students and faculty will be able to interact in the new two-story atrium, an outdoor terrace and courtyard. Natural light flooding in from windows and skylights will provide illumination and fresh inspiration.

"I am so very proud of everything the faculty, students and staff of the College of Music have accomplished in this building over the years—developing a truly world-class teaching/learning environment—but I am even more excited to see what the future holds with a facility befitting of our size, our sound and our spirit."

— COLLEGE OF MUSIC DEAN JAMES FORGER



HOW MUSIC IS SCALING UP

Buildings appropriate for music have unique requirements. Thus, the 18-month construction phase of the Billman Music Pavilion has been no small undertaking.

The project was intricately designed for vibration and sound isolation from floor to floor, room to room and from the outside in. The slated roof, for example, houses a special layered insulation system, so that outside noise from rain, lawn mowing, ambulances driving by—nothing—will be audible to the musicians and singers rehearsing inside.

The emphasis on sound isolation called for cast-in-place concrete—enough for 14-inch-thick floors and 12-inch walls. That translated to more than 3,800 yards of concrete being poured at the site—nearly 400 truckloads. A 12-inch column with that amount of concrete would reach a height of 6.2 miles.

In all, it will be one of the most ambitious structures on campus.

PUBLIC SUPPORT

PUBLIC SUPPORT IS ALSO BREATHING NEW LIFE INTO MSU'S CAMPUS, GIVING RISE TO ENERGIZED PLACES OF LEARNING FOR STUDENTS AND NEW HUBS FOR SCIENTIFIC DISCOVERY AND INNOVATION.

STEM TEACHING AND LEARNING FACILITY:

A new powerhouse for students

When completed in the fall of 2020, the 117,000-square-foot STEM Teaching and Learning Facility will house classrooms and laboratory spaces that will support introductory courses for biological sciences, chemistry, computer science, physics and engineering. Additionally, the facility will provide student studio space and a vibrant commons area, as well as a new home for MSU's Hub for Innovation in Learning and Technology.

The central structure of the new building is the former Shaw Lane Power Plant. For sustainability purposes, the project involves wood-based construction and will keep as much of the old building as possible. The total project cost is \$72.5 million and involved \$29.9 million through capital outlay in state funds.

FRIB: Accelerating nuclear physics

Above and below the surface of MSU's campus, the Facility for Rare Isotope Beams (FRIB) has been taking shape since 2012 as the world's most powerful rare isotope accelerator, supporting the mission of the Office of Nuclear Physics in the U.S. Department of Energy Office of Science.

This discovery machine will power next-generation nuclear science experiments exploring rare isotopes — the forms



Top: Music students continue learning while construction takes place outside their classroom. Above: An artist rendering of the future STEM Teaching and Learning Facility. Below: Community members line up for tours of MSU nuclear physics facilities.

of elements not normally found in nature. FRIB will provide researchers with more than 1,000 rare isotopes never before produced on Earth.

MSU was selected by the U.S. Department of Energy to build and operate the \$730 million scientific user facility that spans more than 550,000 square feet. The university is home to the nation's No. 1 nuclear physics graduate program, according to *U.S. News & World Report*.

When it's operational in 2022, FRIB will power discoveries that will lead to applications for society, as well as educate the next generation of nuclear scientists who will advance the benefits of rare isotope science for generations to come.

LEARN MORE about support for MSU facilities by contacting the development officer for your college or unit, or by calling University Advancement at (517) 884-1000.



The **2019** Fiscal YEAR in PHILANTHROPY

MSU recorded its best fundraising year in its 164-year history in 2019. During the 2019 fiscal year, donors contributed more than \$272.6 million in gifts and pledges.

MSU fundraising has been on the rise since the start of the *Empower Extraordinary* campaign in 2011. But it is common for universities to experience a drop in giving during the months leading up to and immediately following the close of a campaign.

MSU's success bucks that trend, with some of its largest gifts and best fundraising months occurring near the end of the campaign. In fact, December 2018 was MSU's best December on record, with \$54.9 million raised. MSU fundraising finished the fiscal year strong with \$35 million raised in the month of June.

Nearly 70 percent of all dollars raised came from 316 donors who made gifts of \$100,000 or more. The largest gift was made in September 2019—\$30 million from Edward J. Minskoff for the Eli Broad College of Business pavilion—and is the largest single gift from an individual donor in MSU's history.

There were a record 60 seven-figure gifts, totaling \$117.5 million. Prior to this fiscal year, seven-figure gifts in fiscal years 2014–2018 brought in between \$82.1 and \$82.8 million per year, making this year's total the largest amount from seven-figure commitments MSU has ever received.

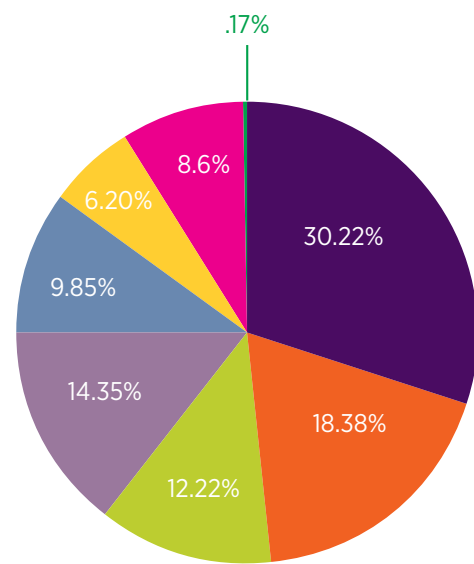
GIVING INCREASED IN ALL PRIORITY AREAS:

\$66 MILLION given to support students, including scholarships and fellowships

\$63.9 MILLION to support faculty, including 24 new endowed positions

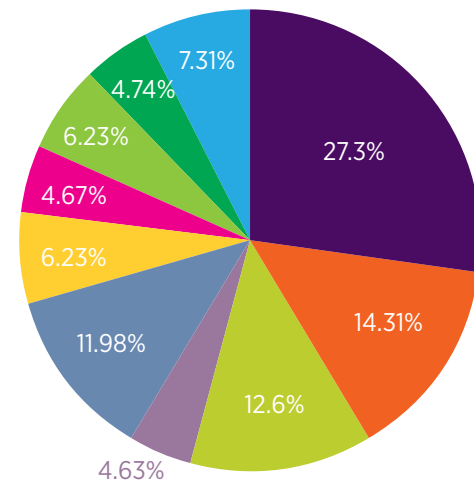
\$52.6 MILLION for research activities

\$84.6 MILLION for facilities and discretionary funds



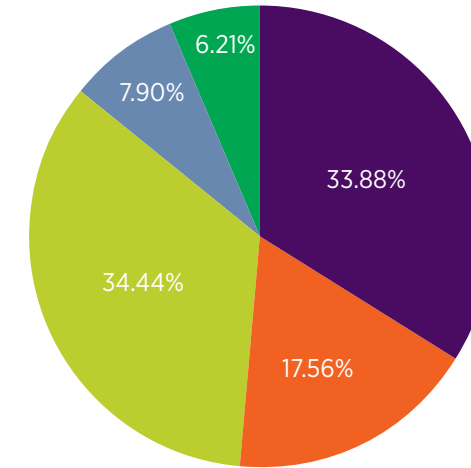
MSU INCOME
dollars in millions

● Net Tuition & Fees	\$868
● Grants and Contracts	\$528
● State Appropriations	\$351
● Net Auxiliary Enterprises	\$412
● Other Departmental Activities	\$283
● Philanthropy	\$177
● Investment Income	\$247
● Capital Grants	\$5
TOTAL	\$2,872



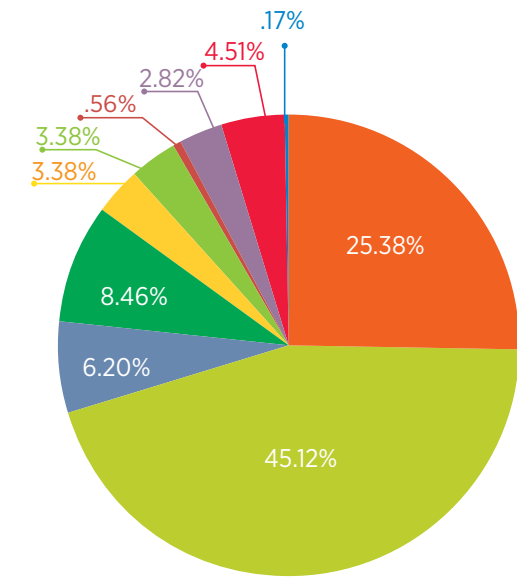
MSU EXPENSES
dollars in millions

● Instruction	\$784
● Research	\$411
● Auxiliary Enterprises	\$362
● Academic Support	\$133
● Public Service	\$344
● Depreciation	\$179
● Student Aid	\$134
● Institutional Support	\$179
● Maintenance of Plant	\$136
● Additions to Net Assets	\$210
TOTAL	\$2,872



WHERE *the* GIFTS CAME FROM
dollars in millions

● Alumni	\$60
● Other Individuals	\$31
● Foundations	\$61
● Corporations	\$14
● Other Organizations	\$11
TOTAL	\$177



WHERE *the* GIFTS WENT
dollars in millions

● Research	\$45
● Physical Plant	\$80
● Student Financial Aid	\$11
● Academic Division & Library	\$15
● Athletics	\$6
● Life Income Agreements	\$0
● Other Restricted	\$6
● Unrestricted	\$1
● Public Service & Extension	\$5
● Library	\$8
● Faculty & Staff	\$3
TOTAL	\$177

SOURCE: MSU Annual Financial Report 2018-2019

SOURCE: Voluntary Support of Education Survey by the Council for the Advancement and Support of Education

COMMITMENTS TO SPECIFIC UNITS FISCAL YEAR 2019

MICHIGAN 4-H FOUNDATION	\$1,324,814
BROAD ART MUSEUM	\$577,339
BROADCASTING SERVICES	\$5,129,275
CAMPUS PLANNING AND ADMINISTRATION	\$152,736
COLLEGE OF AGRICULTURE & NATURAL RESOURCES	\$27,579,587
COLLEGE OF ARTS & LETTERS	\$10,017,655
COLLEGE OF COMMUNICATION ARTS & SCIENCES	\$11,610,211
COLLEGE OF EDUCATION	\$8,872,843
COLLEGE OF ENGINEERING	\$16,158,015
COLLEGE OF HUMAN MEDICINE	\$15,517,328
COLLEGE OF MUSIC	\$12,601,434
COLLEGE OF NATURAL SCIENCE	\$10,597,037
COLLEGE OF NURSING	\$859,783
COLLEGE OF OSTEOPATHIC MEDICINE	\$1,928,441
COLLEGE OF SOCIAL SCIENCE	\$8,143,013
COLLEGE OF VETERINARY MEDICINE	\$16,742,452
ELI BROAD COLLEGE OF BUSINESS	\$51,369,232
GRADUATE SCHOOL	\$ 597,204
HONORS COLLEGE	\$551,006
INTERCOLLEGIATE ATHLETICS	\$26,611,752
INTERNATIONAL STUDIES AND PROGRAMS	\$487,415
JAMES MADISON COLLEGE	\$1,017,309
LIBRARIES AND INFORMATION TECHNOLOGY SERVICES	\$8,750,331
LYMAN BRIGGS COLLEGE	\$381,087
MSU COLLEGE OF LAW	\$1,968,404
MSU MUSEUM	\$218,162
MSU PRESS	\$1,402
RESIDENTIAL COLLEGE IN THE ARTS AND HUMANITIES	\$149,488
STUDENT AFFAIRS AND SERVICES	\$1,453,688
UNIVERSITY SCHOLARSHIPS	\$14,315,142
WHARTON CENTER	\$3,883,259
GENERAL UNIVERSITY	\$13,073,090
TOTAL	\$272,639,948

81,309
SPARTANS
(ALUMNI & FRIENDS)
GAVE IN FY 2019

STATE'S SHARE OF MSU'S BUDGET

A combination of affordability and fiscal responsibility has benefited the state of Michigan for generations. MSU's total economic impact exceeds \$5 billion annually. Additionally, MSU enrolls more than 35,200 state resident students, more than any other institution in Michigan.

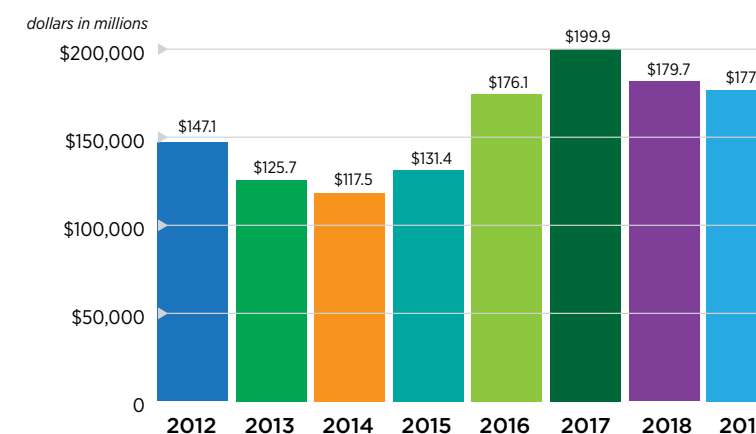
State financial support has accounted for less than 15 percent of MSU's total operating revenue since 2012.

FISCAL YEAR	MSU'S TOTAL REVENUE	STATE OF MICHIGAN APPROPRIATIONS	PERCENT
2009	\$1,553	\$359	23.1%
2012	\$1,987	\$295	14.8%
2015	\$2,522	\$335	13.2%
2019	\$2,872	\$351	12%

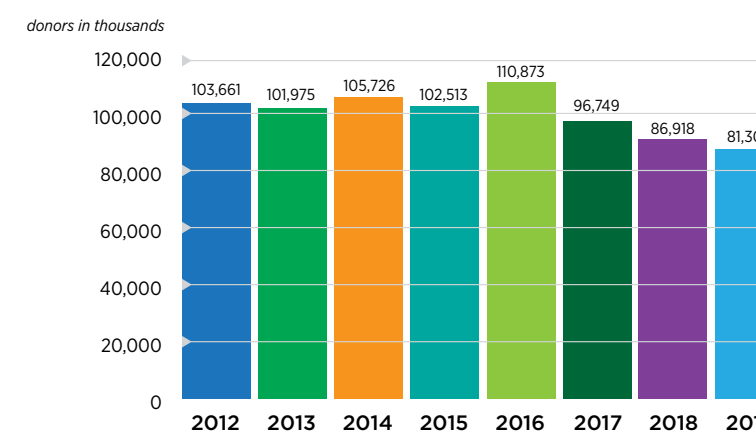
dollars in millions

GROWTH IN PRIVATE SUPPORT AND DONOR BASE*

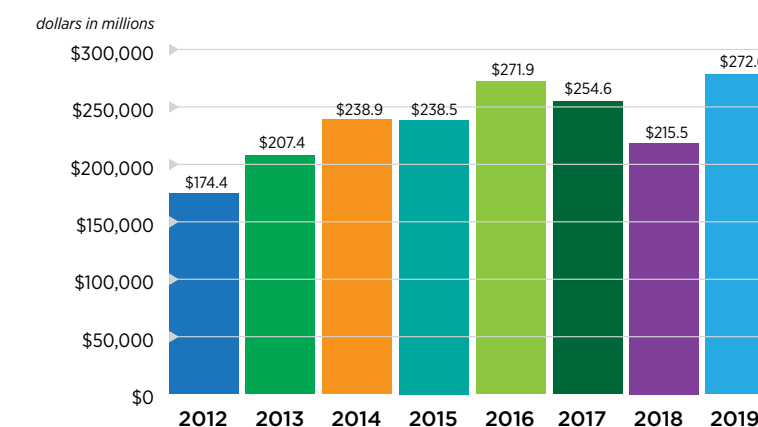
CASH RECEIPTS



DONORS



TOTAL COMMITMENTS, INCLUDING PLEDGES AND PLANNED GIFTS

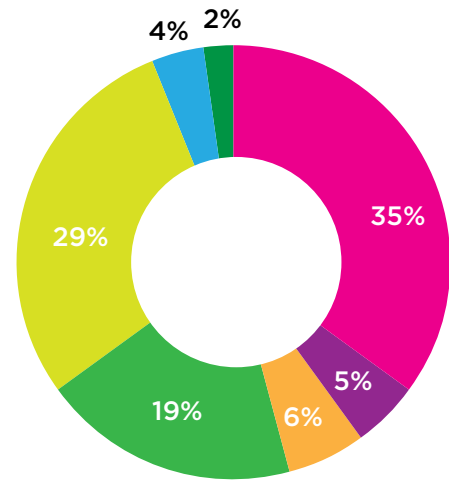


* Support to Athletics recognized by premium seating is no longer included as gifts.

ASSET ALLOCATION

As of June 30, 2019

MSU seeks to achieve its investment objectives by diversifying across major asset classes as well as within each asset class. The investment policy, approved by MSU's Board of Trustees, outlines the asset allocation. Approximately 240 different investment vehicles are now used to invest the funds. Cambridge Associates serves as MSU's investment consultant.

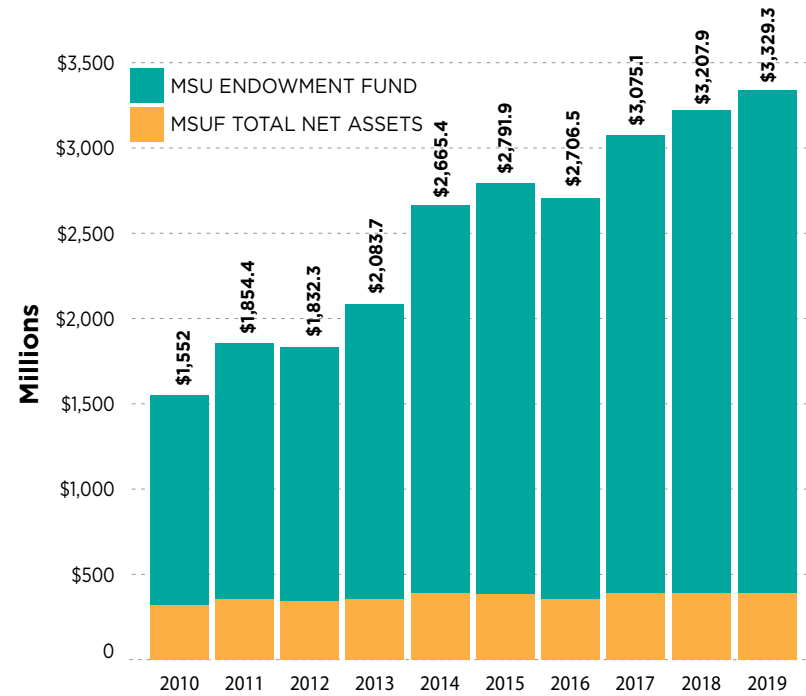


- Global Equities
- Emerging Markets Equity
- Hedge Funds
- Fixed Income
- Private Investments
- Private Real Assets
- Private Real Estate

TOTAL ENDOWMENT MARKET VALUE

(MSU & MSU Foundation)

As of June 30, 2019



Source: MSU Investment Office; net total includes MSU Foundation dollars. Institutional dollars are also included to maximize investment strategies.

THE MSU INVESTMENT OFFICE IS RESPONSIBLE FOR MANAGING THE LONG-TERM ASSETS OF MSU THROUGH THE UNIVERSITY'S ENDOWMENT FUND. AS OF JUNE 30, 2019, THE FUND HAD ASSETS OVER \$3.3 BILLION, AND IT EMPLOYS EXTERNAL INVESTMENT ADVISORS, INCLUDING TRADITIONAL LONG-ONLY EQUITY AND FIXED INCOME MANAGERS, AND ALTERNATIVE STRATEGIES SUCH AS HEDGE FUNDS AND PRIVATE INVESTMENTS. THE INVESTMENT OFFICE IS RESPONSIBLE FOR IMPLEMENTING THE UNIVERSITY'S INVESTMENT POLICY BY IDENTIFYING, HIRING AND MONITORING OUTSTANDING FUND MANAGERS, AND IS RESPONSIBLE FOR REPORTING INVESTMENT PERFORMANCE AND ACTIVITY TO THE MSU PRESIDENT AND BOARD OF TRUSTEES.

LEARN MORE Annual Philanthropy Report facts at givingto.msu.edu/yourimpact



PHILANTHROPISTS of the YEAR



“THE REASON WE GOT INTO BUSINESS TO BEGIN WITH IS BECAUSE WE BELIEVE THAT BUSINESS SHOULD BE A FORCE FOR GOOD. PROMOTING THOSE VALUES AND FINDING PEOPLE WHO ARE INTERESTED IN LIVING BY THEM HAVE REALLY DRIVEN OUR GIVING, AND SHAPED THE SCHOLARSHIP WE’VE CREATED AT MSU.”

– SHASHI AND MARGARET GUPTA

The Philanthropist of the Year award is given every fall at the MSU Alumni Grand Awards Gala. The award honors those who have demonstrated outstanding philanthropic responsibility toward MSU and whose generosity inspires others. This year, alumnus Shashikant (Shashi) Gupta and his wife Margaret were bestowed with the award. The Guptas might be a “house divided” when it comes to their alma maters—Shashi holds an MBA and PhD from MSU, while Margaret earned an MA at the University of Michigan—but there’s no question that they see eye to eye in life, work, and, most importantly, philanthropy.

They are the co-founders of an IT solutions company, Apex CoVantage, based near Washington, D.C.

Shashi is the company’s CEO, and Margaret is the COO, and also oversees the Gupta Family Foundation, which supports organizations around the globe dedicated to helping disadvantaged people become self-reliant.

They run their business and approach their giving in accordance with three deeply held values: integrity, excellence and respect for human dignity.

Those same values, and the Guptas’ sincere commitment to truly bettering the lives of those around them, are what has made the Gupta Values Scholarship—which they created at MSU in 2016 with a \$2.5 million gift—so special.

Each year, the scholarship provides support for more than 20 students pursuing any field of study, encouraging them to partake in off-campus educational experiences, leadership opportunities, and other academic and co-curricular activities that strengthen their character and help them build a set of values of their own.

The best part? Each year, Shashi and Margaret host a group of Gupta Scholars in their D.C.-area hometown, where they visit the Guptas’ company and the social organizations they support. The Guptas are present throughout the weekend, accompanying the students on thought-provoking field trips, introducing them to interesting people, and then welcoming the whole group into their home for fellowship and a meal.

“One of the things we wanted to do differently was to have an ongoing relationship with the students. We wanted to know them, have conversations with them, so as to give concrete and real meaning to the values,” says Shashi Gupta.



GIFT TO CREATE THERANOSTICS CLINIC

Doug Meijer and the Meijer Foundation donate \$19.5 million

Doug Meijer (right) and President Stanley at the groundbreaking.



A \$19.5 million gift from Doug Meijer and the Meijer Foundation is creating a cutting-edge clinic in a new medical innovation building now under construction at the MSU Grand Rapids Innovation Park.

The building will be named for Doug Meijer and will house a theranostics clinic that includes a cyclotron-equipped radiopharmacy and PET MR, which can be used in cancer diagnosis and therapy. Meijer is a cancer survivor and advocate for treatment for all cancer patients.

“The Meijer family has always been passionate about health care, and I am thankful to have the ability to carry that passion forward,” he says. “This new building will help save lives and improve the quality of life for many people through remarkable cancer-fighting technology. Patients will no longer have to travel overseas to receive needed treatment. I am living proof this technology works.”

MSU President Samuel L. Stanley Jr., M.D., adds: “The initiative supported by this generous gift could have a tremendous impact on health care by helping detect disease sooner, offering more effective and less invasive treatments, eliminating unnecessary procedures, reducing side effects and increasing time in remission. This innovative partnership between MSU, the

western Michigan community and business participants could ultimately improve patients’ quality of life and help cut health care costs. It is this type of global impact that MSU strives to accomplish, and with generous gifts like this we can do just that.”

Groundbreaking for the Doug Meijer Medical Innovation Building took place in November with completion expected in late 2021.

“Bringing hope, health and healing for all people is our imperative,” says Norman J. Beauchamp Jr., M.D., MSU executive vice president for health sciences. “We are creating a facility defined by the ability to create and implement tools and approaches that make affordable, compassionate and equitable care a reality. Academia, industry, health systems, community...together everything is possible.”

Last summer, Health Innovation Partners—a real estate development joint venture between Rockford Construction, Walsh Construction/Walsh Investors and Murphy Development Group—and MSU signed a long-term ground lease for the development of a medical innovation building and parking structure at the MSU Grand Rapids Innovation Park. The first building on site, the MSU Grand Rapids Research Center, opened in September 2017.

LEARN MORE about support for the College of Human Medicine by contacting Senior Director of Development Stephanie Stotenbur at hehl@msu.edu or by calling (616) 234-2827.

Now you know

Your voice is critical for recruiting and retaining outstanding students and building our network of Spartans everywhere. All alumni, donors and friends can point with pride to the many strengths of our university.

MSU achieves record graduation rate

MSU boosted its graduation rate to a record high as student success initiatives help more undergraduates fully reap the benefits of a college education. Of first-time, full-time students who entered MSU in 2013, 81% graduated by 2019. Another 11% transferred to another institution and 1.5% remain enrolled at MSU. MSU’s rate had hovered in the high 70% range for more than 10 years before rising above 80% last year.

MSU alumna named Rhodes Scholar

Anna Esenther, ’19, has been named a Rhodes Scholar—the 20th from MSU to receive the honor. Esenther is from Ashland, Massachusetts, and is currently a first grade teacher in Buckeye, Arizona. In 2015, Esenther received a University Distinguished Scholarship to attend MSU, which provides full tuition, room and board and a stipend for up to eight semesters of study.

MSU research continues growth trend

In the recently released National Science Foundation Higher Education Research and Development Survey, MSU’s research expenditures for 2018 were \$715 million, rising from \$695 million in 2017, and continuing an upward trend for more than a decade. MSU’s national rank for total research expenditures is 32nd among more than 600 institutions surveyed.

Upcoming Events

Watch your mail and email for more information on upcoming events. Unless otherwise noted, all events take place in East Lansing.

For more details, call (517) 884-1000 or visit givingto.msu.edu/events.

Billman Pavilion Ribbon Cutting Ceremony
April 17, 2020

Presidential Investiture
April 23, 2020

Green and White Evening in Denver: Wildlife Conservation in Africa
April 28, 2020
Denver, CO

President’s Alumni Welcome Event in New York
April 29, 2020
New York, NY

Landon Society Luncheon
May 15, 2020

Grandparents University
June 30 – July 2, 2020



“Attending MSU has been my dream for as long as I can remember. MSU has many great opportunities to get involved on campus, including the opportunity to conduct undergraduate research, and involvement in the Charles Drew Science Scholars Program and the North American Student Organization. MSU also has a great sports program to rally behind. Ultimately, after touring multiple universities, it was apparent that MSU was a good fit for me to further my academic career.”

AMANDA ZIMINSKI
Human Biology ’20
College of Natural Science Dean’s Research Scholar

Developments

University Advancement
Spartan Way
535 Chestnut Road, Room 300
East Lansing, MI 48824



YOUR
SUPPORT
Helped Me
SUCCEED

SHOKHARI **TATE** '20

Shokhari Tate, '20, knows the difference support can make.

He is one of the many beneficiaries of the College of Engineering Diversity Programs Office (DPO), which provides scholarships and aid to underrepresented minority students in a variety of programs. He is also a recipient of the Walter C. and Patricia J. Mack Endowed Scholarship from the College of Education. For Shokhari, the support was key to his success as a student.

"I know for sure that I wouldn't be able to say, 'I'm a senior at Michigan State with a nice, high GPA and about to graduate,' if it weren't for the scholarships I received in my time here," he says.

Shokhari plans to give back as well. A scholarship in 2018 enabled a study abroad experience where he helped refugees in Greece. The conditions he saw were eye-opening and helped solidify his plan to pursue a career in public health.

Right now, he tutors and serves as a peer advisor to help other students. In the future, he has his eye on graduate school, research and, eventually, opening a health clinic.

"It's still a loose plan," he says, "but I've got big goals."

LEARN MORE at go.msu.edu/tate