



MICHIGAN STATE UNIVERSITY **PARTNERS**

SPRING 2014



Experienced CEOs
Mentor Student Entrepreneurs
Through Venture Launch

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in Urban Schools

Midland Institute for
Value Chain Creation



C.S. Mott Foundation President and CEO William White with MSU student Sara Muszynski

\$9 Million Grant to Expand MSU's Public Health Program in Flint

The Michigan State University College of Human Medicine is one step closer to establishing an expanded presence for its medical school and public health program in downtown Flint by fall 2014, thanks to a \$9 million grant from the Charles Stewart Mott Foundation. That support will help MSU create an endowment to

be used, in part, to expand the number of students trained in Flint and to recruit top public health researchers who will be based in the city through the program.

MSU's relationship with the Flint area health care system dates back nearly a half-century, with the community playing a role in the clinical education of

more than 750 medical students from the College of Human Medicine since the 1970s. In that time the college has also sponsored or affiliated with Flint area hospitals to train resident physicians.

The college launched its public health program and Masters in Public Health degree on MSU's main campus

in East Lansing in 2008. The degree is designed to be available to non-traditional students through online course work and community-based curriculum, research and practicums. The community-focus also emphasizes helping to identify, understand and address the unique health care needs of local families.

MSU's decision in 2011 to embed the public health program in downtown Flint has been supported by several years of planning and development by the university and a number of local partners, including the Genesee County Health Department, Genesys Health System, Hurley Medical Center and McLaren Health Care—Flint. Mott helped fund those efforts with a \$2.81 million grant to MSU in 2011.

Among the core goals for the expanded public health program in Flint is for the city to develop a national research reputation in the field of public health. To that end, the program must attract top caliber research faculty, and the endowment is intended to provide the stable funding needed to support those positions.

"MSU medical students have trained in Flint for many years and the university has developed a strong working relationship with our local health care institutions," said William S. White, president and CEO of the foundation. "This public health project adds an exciting new dimension to that work.

"Having strong faculty and researchers based in Flint, and performing community-oriented research could help the area become nationally known as an innovator in the field of public health."

The development of the Flint campus and MSU's public health program is part of a larger vision by the university and Mott to increase the number of medical students trained by the program; establish a new focus on community-based research and health care delivery; and strengthen collaboration among local hospitals and institutions

of higher education. Collectively, those efforts reflect a next-generation approach to growing the public health field in the U.S.

"Our partnership with the Mott Foundation is helping MSU do more of what we do best: bringing world-class research to bear on real-world problems," said MSU President Lou Anna K. Simon.

"We are committed to providing much-needed health services for the Flint region, and we're excited about the new opportunities this expansion creates for our students."

The MSU College of Human Medicine's Flint campus, including the public health program and researchers, will occupy approximately 40,000 square feet of a downtown building that once housed the offices of the *Flint Journal* newspaper.

The property, which is currently undergoing renovation, is owned by Uptown Reinvestment Corporation (URC), a Mott grantee that is helping to lead the charge in Flint's ongoing revitalization.

"We are looking forward to establishing our presence in downtown Flint with our medical school campus and new public health researchers," said Marsha D. Rappley, M.D., dean of the MSU College of Human Medicine.

"We thank the Mott Foundation for making possible this public health research that is focused on improving lives and making Flint a healthier community."

The MSU program will be central to the city's growing health, education and wellness district, which includes hospitals, universities and other important community resources.

These and other local initia-

tives and institutions will play an important role in the MSU program, supplementing the teaching and resources available to both students and area residents.

The Mott Foundation, established in 1926 by an automotive pioneer, is a private philanthropy committed to supporting projects that promote a just, equitable and sustainable society. It supports nonprofit programs throughout the U.S.

Other related projects:

- **Genesys Downtown Flint Health Center:** This facility, which offers family practice, specialty and urgent care, was opened by Genesys Health System in August 2013 and has brought 60 workers to the city center.
- **Program of All-Inclusive Care for the Elderly (PACE):** This Genesys program is expected to open in 2015 and will target the unique health care needs of area senior citizens. Located on the former International Institute property, it will bring an additional 70 workers to Flint.
- **Flint Farmers' Market:** Expanding access to fresh, locally-produced food will be the focus when the market moves this year to its new home at the *Flint Journal's* former printing facility downtown. The market, which is managed by URC, will accommodate about 80 vendors and offer educational and entrepreneurial opportunities to the community.



For more information go to MSU Flint Area Medical Education
www.msufame.msu.edu



MSU President Lou Anna K. Simon chats with medical students, Dean Marsha Rappley of the College of Human Medicine, and Mott Foundation Vice President and Associate Director of Programs Neal Hegarty.



Catalysts for Quality STEM Learning

Michigan State University is partnering with global tech giant Wipro Ltd. to help meet the demand for math and science teachers who will be leaders in America's urban school districts.

Faculty members in the College of Education will use a \$2.8 million, multi-year grant from the India-based company to offer a unique fellowship program to more than 100 teachers, starting this summer in Chicago.

"There is a critical shortage of excellent math and science teachers nationwide and even more so in urban school districts," said project co-leader Sonya Gunnings-Moton, assistant dean in the College of Education. "We need leaders among teachers who can build not only their own capacity to

improve learning, but also the capacity of their colleagues."

The Wipro STEM Fellowship Program will include coursework leading to a Graduate Certificate in STEM Teaching and Leadership. STEM stands for science, technology, engineering and mathematics. All expenses will be covered for participants, who must commit to continue teaching in an urban school for at least two years.

Participants will be expected to implement innovative teaching strategies in their own classrooms and develop professional learning communities through which fellow STEM teachers in their school can share ideas and support one another.

"This program is designed to develop each of these teachers

into catalysts of change in disadvantaged communities of urban areas," said Anurag Behar, chief sustainability officer for Wipro.

Wipro has a history of investing in educational programs throughout India and the United States, and the company's chairman and founder, Azim Premji, has

MSU graduate teaches in a Chicago classroom.

INSET PHOTO:
MSU faculty who will lead the Wipro STEM Fellowship Program: (1 to r) Leigh Graves Wolf, Sonya Gunnings-Moton and Punya Mishra with Anurag Behar (2nd from right), chief sustainability officer for Wipro Ltd.

donated a substantial part of his wealth toward the goal of equitable, effective education in India. MSU has been assisting leaders of the new Azim Premji University in India with curriculum and faculty development for two years.

The fellowship program will be offered first to teachers in Chicago, with the possibility for expansion into other U.S. cities. MSU has a longstanding relationship with Chicago Public Schools as a partner site for the university's teaching internship and initiatives to improve urban education.

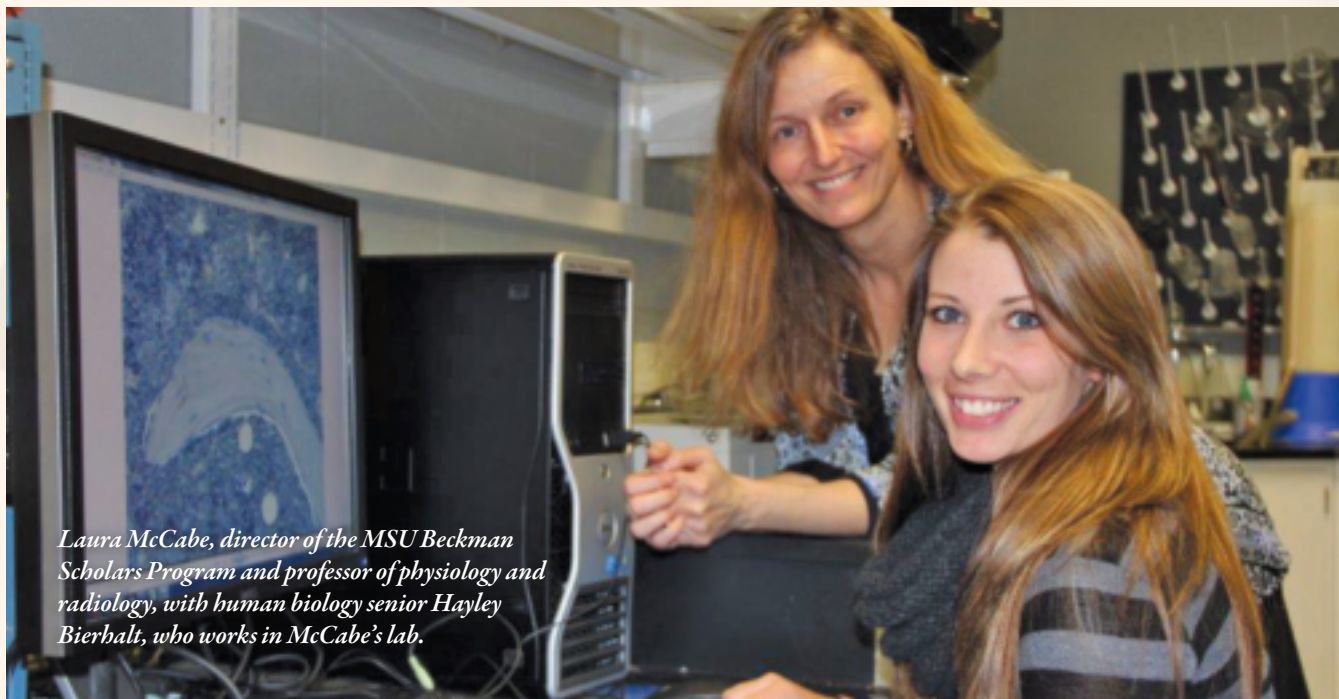
"The cornerstone of providing a high quality STEM education for our students is ensuring we have exceptional math and science teachers leading the way," said Aarti Dhupelia, chief officer of college and career success at Chicago Public Schools. "We are so grateful for this partnership with Wipro and Michigan State University that will have a transformational impact in our classrooms and communities."

Teachers selected for the fellowship will receive a \$5,000 stipend. They will become part of a broader MSU online community of educators and take courses that are offered through the Master of Arts in Educational Technology program, which has been honored nationally for best practices in teaching with technology.

Punya Mishra, professor of educational psychology and educational technology, is co-director of the fellowship. Assistant Professor Leigh Graves Wolf also is assisting.



Arnold and Mabel Beckman Foundation



Laura McCabe, director of the MSU Beckman Scholars Program and professor of physiology and radiology, with human biology senior Hayley Bierhalt, who works in McCabe's lab.

MSU Selected for Beckman Scholars Program

MSU has been selected as a host institution for the 2014 Beckman Scholars Program (BSP) by the Arnold and Mabel Beckman Foundation.

The BSP, established in 1997, is an invited program for accredited universities and four-year colleges in the United States. It provides scholarships that contribute to advancing the education, research training and personal development of select students in chemistry, biochemistry, and the biological and medical sciences.

“The Beckman scholarships will allow these cream-of-the-crop students to work in the lab of their choice alongside a mentor,” said Laura McCabe, director of the MSU Beckman Scholars Program and professor of physiology and radiology. “The ultimate goal is to train them to be highly competent in research. We’re capitalizing on the interdisciplinary nature of research here at MSU,” she added. “Being exposed to researchers from different disciplines interacting with each other will help the students think more broadly and incorporate new ways of understanding things.”

The scholars also will attend special seminars and meetings, allowing them to practice presenting research findings. These experiences will set them apart from other students and make them strong candidates for graduate and professional programs.

“We are delighted that the Beckman Foundation selected Michigan State as one of the host institutions for this prestigious scholarship program,” said Mark Voit, associate dean for undergraduate studies in MSU’s College of Natural Science. “Only 12 institutions

are selected each year, so it’s an honor that reflects very favorably on the caliber of life-science research at MSU, the quality of our undergraduate students and our college’s commitment to supporting undergraduate research.”

MSU will receive \$115,800 in funding over three years for a total of six students. High-achieving students will be invited to apply for the scholarship at the end of their sophomore year. Three students will be selected to begin the program this summer, with a second cohort to follow next summer.

“This is a tremendous accomplishment for MSU and we are truly honored to be chosen for this prestigious program,” said Douglas Estry, associate provost for undergraduate education and dean of undergraduate studies at MSU. “The Beckman scholarships provide an excellent opportunity for our high-performing undergraduate students to pursue important research work in the fields of chemistry, biochemistry, and the biological and medical sciences.”

The goal of the MSU BSP is to provide scholars with one-on-one mentored interactions combined with an intensive interdisciplinary research experience. Each scholar will choose his or her mentor, a researcher studying molecular metabolism and disease, neuroscience, evolution and big data sets or the intestinal microbiome and its role in health and diseases. More than 11 faculty members will be involved.

In addition to the College of Natural Science and College of Osteopathic Medicine, the Honors College and Lyman Briggs College also are program partners.



MSU's Ecosystem for **Entrepreneurs**

At Michigan State University, students, faculty and business advisors are excited about the opportunities and resources that encourage creative thinking to become new business ventures. MSU is a place where students and faculty have the tools, support and opportunity to commercialize their own ideas and capability. "We are building

an ecosystem where success becomes contagious and spins off other ideas and other companies," said Charles Hasemann, executive director of MSU Business-CONNECT.

Revamped curricula and other steps have encouraged an entrepreneurial spirit in students and alumni. Programs and resources for students, alumni and faculty include

classes in entrepreneurship, business pitch competitions, business incubators, mentors and coaches, as well as seed funding to help start-ups get off the ground.

There is a mix of opportunities at MSU that encourage and stimulate engagement in the entrepreneurial process. The university's budding and experienced entrepreneurs are

active in all stages of commercializing start-ups – from ideation to launch – through programs and support systems offered by Greenlight Fellows, the Hatch, the Broad College Institute for Entrepreneurship, the Toolbox (College of Engineering), the Sandbox (College of Communication Arts and Sciences), the MSU Innovation Center, the MSU



Left - (l to r) Jerry Hendrix, Victoria Bujny, Jeremy Lindlbauer and Nicholas Stachurski.

Center - Creative students congregate at The Hatch, where mentors and fellow students offer advice and feedback as ideas are developed.

Right - Brian Ingle pitches Snap Script, which helps patients organize, track and refill medications.

Entrepreneurship Network and ICE (Innovation Club for Entrepreneurs).

MSU Student Start-up Takes First at National Competition

“I was running one day last year, listening to my music, and a song came on that was just the perfect beat for me,” said Josh Leider, a senior

marketing major. “Everything was perfect, and my run felt amazing. Then the song ended very abruptly, a new song came on that was very slow, and I couldn’t adjust back into that song. I thought, ‘Why can’t I always run to the tempo of my music?’ Hence, the idea, TempoRun.”

Leider joined forces with fellow runner Benny Ebert-

Zavos, a hospitality business senior, and computer science seniors Phil Getzen and Adam Proschek. The TempoRun team first pitched their concept at the Broad Undergraduate Pitch Competition in the fall of 2012. They captivated the judges’ imagination by showing up in their running gear and were awarded first prize in the

Broad competition. Within a few months, a new iPhone app was born. TempoRun took first place at the national Student Startup Madness (SSM) Tournament held at the South by Southwest (SXSW) Conference in Austin, Texas. The students won \$5,000 from Google Cloud Platform to bring TempoRun to the iTunes market.

During development of the idea, TempoRun received support from Spartan Innovations, which provided \$5,000 in funding from two MSU endowments created by the Gerstacker Foundation and the Forest Akers Trust, according to Paul Jaques, director of student and community engagement for Spartan Innovations. Jeff Smith from the Lansing Economic Area Partnership (LEAP) also provided support. The students did much of their

brainstorming at The Hatch, a student business incubator in East Lansing.

“It’s nice to know there are other entrepreneurs in the community, and we’ve learned that through Spartan Innovations and The Hatch,” Leider said. “We’re around them every day, which makes us well-rounded entrepreneurs and business people.”

In 2014 five MSU teams advanced to the round of 32 in the SSM competition, and one

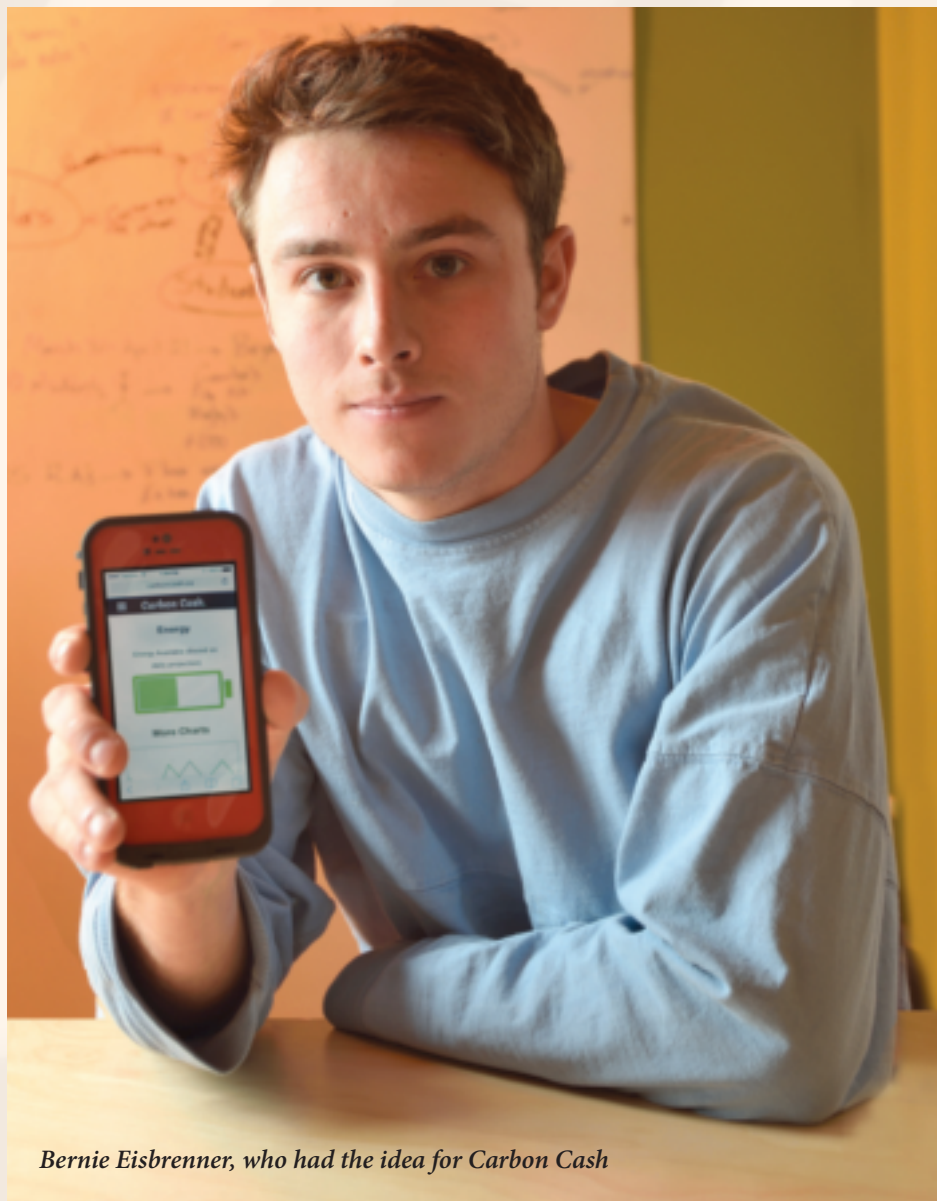
team, Carbon Cash, reached the Entrepreneurial Eight finals at SXSW, making MSU the first university to repeat at that level in the competition. Like TempoRun before it, the Carbon Cash team (Bernie Eisbrenner, John Bauer, Patrick Schmitz and Patrick McCarthy) won first prize in the Broad Undergraduate Pitch Competition. The team credits their experience in the Pitch Competition and the resources available to them through

Spartan Innovations and the Hatch with helping them to advance through the national competition.

The Hatch

As a partnership among MSU’s Entrepreneurship Network, the City of East Lansing and LEAP, the Hatch is designed to host, encourage, cultivate and enable student entrepreneurs to grow their ideas in a collaborative environment. Hatch members develop their

Carbon Cash is an energy-efficiency app designed for college students that will monitor their electricity consumption and relay the information back to the students. Users of the app can access special offers for meeting reduction benchmarks and earn points they can redeem for gift cards at local restaurants and retailers. They are also able to earn points by reading articles, watching videos, and taking quizzes that teach them about energy efficiency. Carbon Cash gives students the ability to compete against other halls on their campus and around the globe to see who can make the biggest impact.



Bernie Eisbrenner, who had the idea for Carbon Cash

own business ventures while working with others to increase the probability of each venture's success. The Hatch has space in East Lansing's Technology and Innovation Center (TIC), located in a former large retail outlet on East Lansing's main street. TIC tenants and close neighbors include a host of technology innovators and firms that help new businesses launch.

Spartan Innovations

Executive Director Brian Abraham oversees all aspects of Spartan Innovations. Abraham earned a PhD in Chemistry from Tufts University. His post-graduate career, however, was focused outside of the chemistry lab. Among his many accomplishments, Abraham has started and managed several tech companies and has taught entrepreneurship at both Babson College and The Ohio State University.

The Spartan Innovations team of professionals work with students and faculty and provide key resources to support the launch of more MSU start-ups:

- Student stipends to support hands-on learning situations;
- CEO mentors-in-residence to help manage new start-ups;
- Access to a network of venture investors;
- Gap funding to support the earliest stages of MSU technology development.

In addition to fulltime staff, the Spartan Innovations team includes accomplished 'serial entrepreneurs' and business executives who serve as CEOs-in-residence. These experienced executives provide technology/product development leadership and executive management for MSU start-up enterprises throughout the venture launch period. CEOs

oversee the development of an investable business plan, and structure tasks, track progress, remove roadblocks, manage budgets, raise funds, and conduct regular reporting against milestones. The CEOs are supported by a highly selective team of MSU entrepreneurship scholarship graduate students.

Network of Opportunity

On campus, the Broad College of Business, the College of Communications Arts and Sciences and the College of Engineering are committed to working together to offer classes and a center for ideation to any students from any disciplines who have a passion for creative innovation. These potential innovators have the opportunity to explore and develop their ideas in the early stages before advancing to The Hatch. Self-selected 'future entrepreneurs' have access to a community of experienced and engaged innovators as well as information about opportunities to learn and explore a variety of avenues and resources that will help them begin new business ventures.

MSU professors and post-graduate fellows across all disciplines are among the most prolific entrepreneurs on campus. Each year, the MSU Innovation Celebration showcases and recognizes inventions and innovations developed at MSU. In 2013, Dr. Marcos Dantus, professor of chemistry, was recognized as Innovator of the Year for his research in ultrashort pulse lasers. His work has resulted in 37 invention disclosures submitted to MSU Technologies since 1994. In 2004, Dr. Dantus started Biophotonic Solutions, Inc., a company that continues to



(l to r)
Victoria Bujny,
CMO of the
start-up Folyo,
Bernie Eisbrenner
of Carbon Cash,
and Ashley
Brimley, graphic
designer for Folyo,
collaborate for
mutual
success.

market the technology Dantus created.

Partners for Innovation

The entrepreneurial ecosystem at Michigan State – from the classroom, to creative centers where students can exchange and nurture ideas, to the laboratories where new technologies are born, to the Hatch, to MSU Technologies – is possible because of the key partners who support the system.

The MSU Foundation underwrites MSU's work in technology commercialization and provides facilities and building sites at the University Corporate Research Park for technology enterprises, initiatives and university/industry collaboration. Two of the foundation's directors also are founding donors to the Institute for Entrepreneurship at the Broad College of Business.

The Gerstacker Foundation Entrepreneurial Grant

Program is an opportunity for undergraduate students from the science, technology, engineering, and math (STEM) disciplines to compete for funding for a research concept with entrepreneurial potential. Students develop a concept, conduct the research, and present their findings with the goal of getting their concept into use or production.

The Forest Akers Trust Entrepreneurial Grant Program is an opportunity for undergraduate students to compete for funding for a research concept with entrepreneurial potential. This program focuses on, but is not restricted to, non-STEM disciplines. Students develop a concept, conduct the research, and present their findings with the goal of getting their concept into use or production.

A Business Incubator

Michigan's University Research Corridor (URC) is

a business incubator for students, faculty and alumni of the three URC universities – Michigan State, Michigan and Wayne State. Their graduates have started or acquired businesses at double the national average rate among college graduates since 1996, according to a study released by the Anderson Economic Group (AEG) of East Lansing at the 2013 Detroit Regional Chamber's Mackinac Policy Conference.

The URC ranked second in 2012 in the Innovation Power Ranking – measuring talent production, research and development spending, and research commercialization – when compared to other major university research clusters in six states, including well-known hubs such as North Carolina's Research Triangle Park, Cali-

fornia's Innovation Hubs and Massachusetts' Route 128 Corridor.

The URC universities conferred the most graduate and undergraduate degrees and the second-highest number of high-demand degrees among seven university innovation clusters nationwide in 2011, MSU President Lou Anna K. Simon said. "Michigan's three premier research universities are doing more every year to promote an entrepreneurial mindset while helping Michigan's businesses grow by providing the talent they need," she said. "By focusing on entrepreneurship at all three universities, we're creating a deep pool of talented graduates who can help start-up companies succeed."

Supporting **Start-ups and Entrepreneurship**

MSU is committed to supporting new business ventures and promoting creative entrepreneurial initiatives.

Academic Programs

- Many of MSU's 17 degree-granting colleges incorporate entrepreneurship-based courses and specializations into academic programs
- Certificate in Entrepreneurship
- Entrepreneurship concentration (MBA) and specialization (undergrad)
- Engineering Design Day at the end of each semester, when student teams from the College of Engineering exhibit capstone design projects and interact with industry sponsors
- Capstone courses

Resources and Opportunities

- **Product Center** helps Michigan entrepreneurs develop and commercialize high-value, consumer products and businesses in the agriculture, natural resources, and bioeconomy sectors
- **Technology Innovation Center** promotes economic development in East Lansing and provides office space, training, funding, and mentoring to the business community
- **The Hatch** hosts and cultivates student start-up businesses in a collaborative incubator environment
- **Forest Akers Trust Grant** – students compete for funding of concepts with entrepreneurial potential
- **Gerstacker Foundation Grant** – students compete for funding of concepts with entrepreneurial potential
- **Entrepreneurship Network** connects venture and social entrepreneurs with education, know-how, resources, mentors, advocates, and funding
- **Institute for Entrepreneurship** at Broad College of Business advances and promotes entrepreneurship at MSU and throughout Michigan through research, education, and outreach
- **MSU College of Law Small Business and Nonprofit Clinic**, where student clinicians empower small businesses and nonprofits by offering quality counseling, legal advice and representation, and community education information
- **Career Services Network**, an organization of career service professionals located in college-based and centralized career centers across campus that connects students with internship and job opportunities

Explore Michigan State's Entrepreneurial Ecosystem

Innovation and Entrepreneurship
www.innovation.msu.edu/entrepreneurship

Gateway to:

- Spartan Innovations
- Business-CONNECT
- MSU Technologies
- Product Center
- Entrepreneurship Network
- Institute for Entrepreneurship and Innovation
- *and more*





David Closs, the John H. McConnell Chaired Professor of Business Administration in the Department of Supply Chain Management

Photo courtesy of MEDC

Value Chain Institute Launched

Michigan State University will open a new research institute in Midland, Michigan, focusing on value chain creation and management. The \$15.5 million project will be a hub for interdisciplinary collaboration and private/public cooperation where faculty, students and partners tackle many of today's grand challenges in business, said MSU President Lou Anna K. Simon.

"Whether you're talking about simply delivering safe water locally or fostering international competitiveness, effective value chain creation is key," said Simon. "By developing more effective, sustainable value chains through this initiative, we hope to provide both an advantage for American manufacturing and pathways for the world to respond more successfully to human needs. In addition, we will cooperate with the Midland community in creating new knowledge and training opportunities, to help the region prosper in the new global economy."

Value chain refers to the effective management of processes related to product innovation, design, sourcing, procurement, manufacturing, packaging, transportation, inventory management, warehousing, marketing, customer services, and returns and repairs. The focus of the new institute is to conduct research as well as offer graduate studies in value chain management. The institute also will offer non-degree courses and

certificate programs onsite and online. Initially, an executive director and six tenure-track MSU researchers will staff the institute.

Taking an interdisciplinary approach, MSU faculty from the Broad College of Business, the College of Engineering, the College of Agriculture and Natural Resources and the College of Social Science will be involved in the research. David Closs, chairperson of MSU's supply chain management department, will serve as interim director during the executive director search. MSU's supply chain management undergraduate program is ranked as the best in the nation, and the graduate program holds the No. 2 ranking, according to *U.S. News and World Report*.

Institute researchers will work with undergraduate and graduate students, postdoctoral researchers and corporate collaborators to develop and apply new knowledge, with the aim of improving all types of public and private value chains. Launched with \$15.5 million in philanthropic and corporate pledged support, the institute will focus on three research areas:

- Novel, evidence-based tools for value chain management
- Quantitative assessment, monitoring, and management of integrated supply chain solutions

The Forest H. Akers Trust Fund

- Food- and water-focused research projects, including humanitarian efforts

Simon cited the existing corporate value chain talent pool in Michigan's Great Lakes Bay Region (which includes Bay City, Birch Run, Chesaning, Frankenmuth, Midland and Saginaw), as well as MSU's robust, century-old relationships across the region as reasons for establishing the facility in central Michigan. The Dow Chemical Company, Dow Corning Corporation, The Herbert H. & Grace A. Dow Foundation, The Rollin M. Gerstacker Foundation, and the Charles J. Strosacker Foundation are initial donors to the institute, with others to be recruited over time.

Dow Foundation Junior Research Fellowship –

A grant from the Herbert H. and Grace A. Dow Foundation funds a Junior Research Fellows Endowment, named in honor of the foundation. The endowment will fund two-year fellowships for outstanding MSU post-doctoral scholars to engage in research relevant to the mission of the institute. Fellows will be selected from across the nation and around the world.

Strosacker and Gerstacker Foundations –

Grants from the Charles J. Strosacker Foundation and Rollin M.

Gerstacker Foundation will provide operational support for the Institute's educational mission.

Dow Chemical Company – “Having the MSU Midland Institute in the region will facilitate advancements in sustainable value chain management including packaging technology, as well as provide valuable professional educational opportunities,” said Dave Kepler, who serves as executive vice president, business services, and as chief sustainability officer and chief information officer for The Dow Chemical Company. “We see the institute as having wide-ranging benefits for businesses and their employees across the region, in terms of economic development, career development, attracting and retaining top talent and positively impacting the overall quality of life in the region. Dow is committed to helping MSU succeed in this endeavor.”

Dow Corning Corporation – “The creation of a strategic, world-renowned supply chain research facility in Midland will help strengthen the United States' competitive advantage in today's rapidly changing global marketplace,” said Bob Hansen, president and CEO, Dow Corning Corporation. “Additionally, the institute will contribute to the economic vitality of the Midland community, which Dow Corning has called home for the last 70 years.”

Akers Legacy Serves Tens of Thousands

The Forest H. Akers Trust Fund was established in the early 1960s by former MSU Trustee Forest Akers to support students of Michigan State University. Over the years, the Trust has provided substantial support to projects with broad appeal to the university community.

Most recently, that support continued with two \$1 million grants – one is for renovations to one of the busiest instructional buildings on campus; the second grant is to create a safer practice field for the Spartan Marching Band and other student activities. The new grants bring the Trust's total giving to Michigan State University to more than \$10 million.

Built in 1961, Ernst Bessey Hall is used daily by more than 30 different departments and 10,000 students. By the time they graduate, most MSU students will have had at

least one class in Bessey Hall. Renovations to the Forest H. Akers Trust Floor (the third floor) will create seven 'active learning environments' and two 'Rooms for Engaged and

MSU will match gifts on a 1:2 basis to priority instructional areas in order to provide MSU students with the most effective technology and equipment to facilitate learning.

Active Learning, or REAL Rooms' with capacity for about 560 students in any instructional period. The new learning spaces will have state-of-the-art technology and flexible furnishings designed specifically to enable lively interaction, enhance learning and increase faculty-student engagement.

Instructional space renovation is a university priority. MSU will match gifts on a 1:2 basis to priority instructional areas in order to provide MSU

students with the most effective technology and equipment to facilitate learning.

For years the 300 students enrolled in MUS 114 (Marching Band) have done most of

the work to earn one credit in the College of Music course on the Demonstration Hall Field. From August to the end of football season, the band practices regardless of the weather, even when the field has been churned into muddy ruts or the uneven surface has frozen solid. These conditions impair students' ability to move with precision while reading music and increase the risk of serious injury to feet, ankles and knees. The lead gift from the Forest Akers Trust allows

MSU to build an artificial turf field to offer consistent, safe conditions year-round and replicate the well-tended stadium fields where they perform. Also, the new field will have bleachers for spectators and a tower for the Spartan Marching Band staff. A generous gift of \$300,000 from Ed and Wanda Eichler, whose three grown children had been in the band, provided the balance of funding to allow this project to move forward.

In addition, the Forest H. Akers Trust Field will be used as classroom space for kinesiology courses, will serve the broader student body engaged in intramural activities, and will be a prime site for use by the more than 20,000 young people who come to MSU each summer for athletic activities and camps. The new field will be ready for band practice for the 2014 season.



MSUFCU Surpasses **\$10M** in Support for MSU

Spartans Did.

In 1937, during the decade of the Great Depression, a group of Michigan State faculty and staff founded a credit union, which was housed in a single drawer in the university's administration building. Just 77 years later, that small enterprise has grown to more than 175,000 members and is the largest university-based credit union in the world with assets exceeding \$2.4 billion.

Through the years, MSU and MSUFCU have experienced tremendous growth while maintaining a clear focus on their institutional missions and values. Today, the university and MSUFCU share an unrivalled public-private partnership forged through mutual support and an overlapping commit-

ment to serving MSU students, faculty and staff and the greater Lansing area.

MSUFCU's commitment was most recently evidenced by three \$1 million grants to endow programs in jazz studies, the Eli and Edythe Broad Art Museum and Wharton Center for Performing Arts, all designed to enrich the lives of those who visit and experience MSU.

Jazz

In May of 2012, renowned Grammy Award®-winning saxophonist Branford Marsalis visited the College of Music as part of the MSUFCU Showcase Series. His visit, along with those from other high-profile jazz professionals, inspired the credit union to create the

MSUFCU Jazz Artist in Residence Endowment.

"This million-dollar financial gift from MSUFCU is a true game changer," said Rodney Whitaker, director of jazz studies. "It elevates our discipline to a higher level educationally, creatively and musically; and it provides our students and the community access to world-class cultural experiences."

National and international jazz artists will visit campus for a week to teach College of Music students and give public performances. They will also work with local high school and middle school jazz students. The college's premier student jazz ensemble will tour with the visiting artists to entertain and share the magic of great jazz around the state. The College of Music hopes to reach

50,000 people each year through performances and social media, while also recruiting promising high school students to MSU jazz studies.

"This generous gift from MSUFCU will further strengthen one of America's great jazz programs and provide unforgettable musical and educational experiences for our students and for thousands of people across Michigan," said James Forger, dean of the MSU College of Music.

MSUFCU President and CEO Patrick McPharlin said, "Integrating arts and culture along with economic development helps to create an enriched community." His words hold true for all three of the programs established through support of the credit union.

The Rollin M. Gerstacker Foundation

Artist Studio

A distinctly different artist-in-residence opportunity made possible by the second MSUFCU \$1 million endowment gives a boost to fine art programs throughout the community. The Eli and Edythe Broad Art Museum will host prominent artists who will engage with university students and faculty, visit Lansing area schools, lead art-making activities and community events, and present exhibits and lectures.

“We are so grateful for the ongoing generosity of MSUFCU to Michigan State University,” said MSU President Lou Anna K. Simon. “Each gift in support of cultural enhancement and opportunities for people to interact directly with leaders in the creative and performing arts will have a lasting effect on campus and in our community and our state.”

The MSUFCU Artist Studio Series, as an ongoing endowed program, gives budding artists and art lovers the chance to experience a variety of art forms and techniques, learning from the best in the industry.

“We can’t overestimate the importance of the MSUFCU support for our program that brings artists in direct contact with students, families and all our visitors,” said Michael Rush, director of the Eli and Edythe Broad Art Museum. “Seeing great art in the galleries is one thing. Having artists themselves interacting with our visitors is a unique and irreplaceable gift.”

Broadway Series

The Wharton Center for Performing Arts will use the third \$1 million gift to endow the MSU Federal Credit Union Broadway at Wharton Center Series, which attracts the best of

touring Broadway shows to mid-Michigan’s foremost theatrical venue and helps fund the center’s educational initiatives.

“Giving back to our local community is one way that MSUFCU fulfills our mission of helping our members achieve their dreams and the ‘people helping people’ philosophy on which credit unions were founded,” said April Clobes, executive vice president and chief operating officer for MSUFCU.

MSUFCU created the endowment because it understands the economic and cultural contributions of Broadway performances to the community, Clobes said. For example, up to 40 percent of patrons attending shows come from outside the tri-county area.

“This new \$1 million gift will be the core of Wharton Center’s programming and the economic engine for the center,” said Mike Brand, executive director of Wharton Center. “The Broadway series will generate revenue to support other programming and address capital improvements on an annual basis.”

“We’re very grateful to MSUFCU and its members for again stepping up to support an important component of campus cultural programming,” said Simon.

The gift complements a previous \$2.25 million gift made by MSUFCU in 2008, which created the MSU Federal Credit Union Institute for Arts and Creativity at Wharton Center. Today, the institute annually reaches more than 30,000 learners with enrichment opportunities to engage with the arts and with touring artists, furthering Wharton Center as a statewide resource for arts education.

Addressing the three gifts and

MSUFCU’s attainment of more than \$10 million total giving to MSU, Clobes said: “We are happy to support programs that help ensure mid-Michigan is a place alive with vibrant arts and entertainment where people are proud to live, work and visit.”

Each endowment is managed by MSU’s Office of Investments and Financial Management. The total amount of an endowment is invested and a portion of the income is spent each year while the remain-

der is reinvested to grow the fund and safeguard against inflation. Historically, MSU’s long-term investment returns have exceeded the performance of peer universities that have endowments of similar size, says Robert Groves, vice president for University Advancement. When fully funded, each of the three MSU Federal Credit Union \$1 million endowments is expected to generate \$50,000 annually to support their respective programs.



MSU’s Brandt Chair Earns Under-40 Award

In August 2013, the Ellis N. Brandt Chair in Public Relations, John Besley, became the first MSU faculty member to earn the Krieghbaum Under-40 Award. The award honors young mass communication faculty who are outstanding in their teaching, research and public service.

The Brandt Chair in the College of Communication Arts and Sciences (CAS) is one of only a few endowed chairs in the world dedicated specifically to the field of public relations.

Besley works with the American Association for the Advancement of Science to find ways to help scientists communicate more effectively. He was the lead writer for the National Science Board’s (NSB) chapter on public attitudes and understanding of science and technology, which appears in the 2014 *Science and Engineering Indicators*, NSB’s biennial

report to Congress on science and technology.

His research explores the relationships between media use, public engagement, and health and environmental-risk perceptions. One of his current roles includes serving as the primary author on behalf of the National Science Board for a chapter on “Science and Technology: Public Attitudes and Public Understanding” for its 2014 edition of *Science and Engineering Indicators*.

The Rollin M. Gerstacker Foundation recently made a \$500K gift to increase its support for the Brandt Chair. In 1988, the Foundation created an endowment to establish the Brandt Professorship in Public Relations; and in 2005, a \$500K gift from the Foundation elevated the position to the level of endowed chair honoring of Ellis N. (“Ned”) Brandt (BA ’43, Journalism), a vice

The Charles J. Strosacker Foundation

The Aitch Foundation

president of the foundation and recipient of the college's Outstanding Alumni Award.

The enhanced endowment supports the Brandt Chair's

research activities, supports a graduate research assistantship and an annual Brandt Lecture-ship on Public Relations and the Public Interest. The 2014

Brandt Lecture was delivered before a packed audience by Professor Glen Nowak, director of the Grady College Center for Health and Risk

Communication at the University of Georgia, and former head of media relations for the Centers for Disease Control and Prevention.

Strosacker Graduate Research Fellows Named

The MSU College of Communication Arts and Sciences (CAS) was one of the first institutions of its kind to develop a major communication research emphasis and continues to be recognized internationally for its research. This past November alone, more than 70 faculty and graduate students were selected to present at the National Communication Association 99th Annual Convention in Washington, D.C.

CAS places a high priority on making sure graduate students have the opportunity to be mentored by preeminent communication researchers. CAS offers opportunities for early research experience and helps students build a strong network with peers and accomplished scholars so they will be well positioned for success after graduation.

In February CAS announced the recipients of its newest research fellowships, generously supported by a \$500K grant

from the Charles J. Strosacker Foundation. The grant provides resources for graduate students to engage in hands-on research, apply theoretical constructs to real-world health practices, and share results from their projects with community partners. Priority is placed on projects to be implemented in mid-Michigan. The Strosacker Foundation endowment will support five \$5,000 fellowships awarded annually.

The first Strosacker Fellows are:

- Tom Day, a Media and Information Studies master's student with a concentration in human computer interaction in the Telecommunication, Information Studies and Media department. Day has a dual bachelor's degree in telecommunications and psychology.
- Guanxiong Huang and Kang Li, Media and Information Studies Ph.D. students in Advertising + Public Relations working on a joint project. Huang has a master's degree in communication and a bachelor's degree in journalism. Li earned a master's in digital art.

- Ali Hussain, a first-year Media and Information Studies doctoral student in the School of Journalism, who has a master's in Health and Risk Communication.
- Sarah Sheff, seeking a master's in Health and Risk Communication, completed her B.A. in Communication.
- Daniel Totzkay, a master's student in Health and Risk Communication, completed his B.A. in Interdisciplinary Studies in Social Science with a minor in Women's and Gender Studies.

Kami Silk, associate dean of Graduate Studies and director of Master's for Health and Risk Communication in the Department of Communication, said, "We are very grateful to the Strosacker Foundation for recognizing the important role communication research plays in better understanding and improving human health and the environment, and the need to cultivate an up-and-coming corps of researchers committed to meeting the growing need for health and risk communication research."

Aitch Fellow to be Announced at Charity Event

Former MSU basketball star Lauren Aitch will soon host the third annual Hidden Key Fashion Show and raise funds for early cancer detection research. A 2009 graduate of MSU's College of Communication Arts and Sciences, Aitch began designing clothing while playing professional basketball in Copenhagen.

Aitch launched her own clothing business, Lady Aitch Copenhagen, which made its runway debut at the first Hid-

den Key Fashion Show held on the MSU campus and featured local celebrity models, including MSU coaches, their spouses, alumni athletes, plus community leaders, media personalities and others.

Presented by the Aitch Foundation, the fashion show raises funds for research into early detection devices for all cancers. The foundation will provide annual support for an Aitch Fellow, an advanced graduate student at MSU whose research

is focused on early cancer detection. Through the office of the vice president for research and graduate studies, graduate students will be selected for the fellowship award through a call for research proposals submitted for faculty review.

The 2014 grant recipient will be announced at the Hidden Key Fashion Show in May, and will give a brief presentation of his or her research project.

Lauren Aitch



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