

MSU PARTNERS

A PUBLICATION OF CORPORATE & FOUNDATION RELATIONS



UNDERGRADUATE ENTREPRENEURSHIP AIDED BY FOREST AKERS TRUST

The Forest Akers Trust has established a \$1,000,000 endowment to foster the entrepreneurial ideas of undergraduates at MSU. The new endowment will support a unique program designed to provide experiential learning opportunities that will challenge students to develop creative ideas that have the potential to spin off new commercial ventures. The Forest Akers endowment is key in providing access for students from any discipline to the capital they need to develop their ideas and create the networks necessary for any successful new venture. Through this program, students will be at the center of an entrepreneurial learning process in which they will:

- Seek new understanding of the process of commercialization.
- Form a working team with contributing members from differing areas of strength.
- Apply to the Forest Akers Advisory Board to acquire capital for their research projects.
- Create networks that will serve to guide and facilitate their work.
- Report outcomes.
- Articulate the benefits of their work to the larger community.
- Identify, value, and act on the moral and ethical implications of the work.

What makes this program innovative is that students will take the lead in creating and developing ideas. Students will identify a team to work on their project and cultivate faculty and industry experts to advise their work. Together, each team will work through the

challenges and obstacles encountered when commercializing new concepts – marketing, communications and business plans; social, ethical and policy issues.

Successful entrepreneurs understand how to network, collaborate, and capitalize on people’s strengths. Accordingly, this program encourages participants to engage students from a variety of academic disciplines. An Advisory Board of faculty, staff, and industry partners will provide guidance and help focus each team’s efforts.

In addition, a portion of the endowment will assist with the implementation programming to support the understanding and development of entrepreneurial thinking across the curriculum.

“WHAT MAKES THIS PROGRAM INNOVATIVE IS THAT STUDENTS WILL TAKE THE LEAD IN CREATING AND DEVELOPING IDEAS.”

“Undergraduate research and our ability to cultivate the entrepreneurial spirit in many of our students is a high-impact learning experience,” explained Doug Estray, associate provost for undergraduate education and dean of undergraduate studies. “High-impact experiences enable students to become more deeply engaged in their academics by providing opportunities for hands-on learning and interaction with faculty and peers who can help guide their exploration. Through this process, students then begin to understand how the knowledge

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FOREST AKERS TRUST

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and skills learned in the classroom can make a difference in the world around them. It makes learning real and exciting.”

Entrepreneurship opportunities like the Forest Akers Entrepreneurship Grant Program invests in students’ futures and connects them to a multitude of social, political, and economic networks in the region. The program provides a unique environment to learn and test-drive entrepreneurial innovations.

Forest Akers served on the MSU Board of Trustees from 1940 to 1958. In the early 1960s, he established the Forest Akers Trust Fund to support students of Michigan State University. Over the years, the Trust has provided substantial support to projects with broad appeal to the MSU community. In 2001, the Trust was inducted into the Joseph R. Williams Society in recognition of its more than \$5 million in contributions to MSU. Today’s Forest Akers Trustees—Roger Wilkinson, Stephen Terry, Brian Breslin and Nancy E. Craig—continue the tradition of giving to MSU that Forest Akers initiated more than 40 years ago.

W.K. KELLOGG FOUNDATION FUNDS MSU FOOD & COMMUNITY CONNECTIONS

In late 2009, the W.K. Kellogg Foundation unveiled Food & Community, a \$32 million program to focus on creating healthy places where all children can thrive with access to both good food and physical activity. The \$32 million program supports investments in three core areas: school food (to grow healthier generations of children); food and physical activity environments (to transform the places kids live, learn and play); and movement building (to support and expand strategic alliances and share knowledge among the national movements promoting healthy eating and active living).

In 2010, the Kellogg Foundation awarded a \$700,000 grant to the C.S. Mott Group for Sustainable Food Systems at Michigan State University in support of the group’s plans to develop and coordinate “Food & Community Connections.” The MSU team, led by Dr. Michael W. Hamm, the C.S. Mott Chair of Sustainable Agriculture, will undertake key activities to engage national organizations in the Food & Community network:

- Create/sustain networks that extend beyond WKKF grantees to include national organizations, coalitions, and advocacy efforts of complementary focus, to enhance the transfer of lessons learned.
- Help many of these national organizations develop capacity for understanding the policy and system change opportunities among their constituents.
- Facilitate a mutually constructive relationship between national organizations engaged in policy work and F&C grantees; where ground-level work both informs and benefits from policy change.

According to Hamm, these activities represent an “evolved” version of the approach his group piloted during the launch phase of the Kellogg Food & Fitness Initiative in 2007, one of several continuing partnership efforts between the W.K. Kellogg Foundation and the C.S. Mott Group for Sustainable Food Systems at Michigan State University.

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KELLOGG FOUNDATION

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“In the last 15 years or so, the Kellogg Foundation has been the predominate funder for sustainable food around the country,” said Hamm. “The foundation has been a very strong partner with Michigan State University in our work to expand sustainable food efforts. The Kellogg Foundation has paved the way for other foundations now developing funding strategies for the kind of work that Kellogg has been supporting in Michigan and across the United States.”

GOOD FOOD SUMMIT/CHARTER

In 2010, the Kellogg Foundation supported the C.S. Mott Group’s first-of-its-kind Good Food Summit and Michigan Good Food Charter. At the summit, stakeholders from every region of Michigan – including 40 high school students and a large number of residents from Detroit and Flint – came together to help shape a plan to guide Michigan’s food production, distribution and marketing systems in ways that support equity, sustainability and a thriving economy. The Michigan Good Food Charter was developed with principal leadership from the Mott Group with additional core leadership from the Food Bank Council of Michigan and the Michigan Food Policy Council. Principal funding was provided by the W.K. Kellogg Foundation.

The Michigan Good Food Charter lays out – in clear terms supported by empirical evidence – 25 agenda priorities to propel Michigan forward through policies

and strategies that will make it just as easy to get food from Michigan farms (both rural and urban) as from the global marketplace, will assure all Michiganders access to good food, and will assure that farmers and food businesses have an opportunity to develop and thrive. All priorities aim toward attaining the Charter’s 2020 goals and assuring that in Michigan we grow, sell and eat “good food” – food that is healthy (it provides nourishment and enables people to thrive), green (produced in an environmentally sustainable manner), fair (no one along the production line is exploited), and affordable (all people have access to it).

Subsequent to its release over 78 groups, organizations and individuals have endorsed it with many more in process. In addition, postcards were sent to approximately 600 candidates for Michigan’s house, senate and governorship prior to the primary. During the 2010 election season, hardcopies were sent to all candidates for these positions across Michigan. Additional work via webinars was conducted to help people educate their candidates both for state and local office. Funds are being developed to implement this charter and achieve the 2020 goals.

The W.K. Kellogg Foundation was established in 1930 “to help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations.”

THE MICHIGAN GOOD FOOD CHARTER VISION AND GOALS:

“We envision a thriving economy, equity and sustainability for all of Michigan and its people through a food system rooted in local communities and centered on good food. By 2020, we believe we can meet or exceed the following goals:

- Michigan institutions will source 20 percent of their food products from Michigan growers, producers and processors.
- Michigan farmers will profitably supply 20 percent of all Michigan institutional, retailer and consumer food purchases and be able to pay fair wages to their workers.
- Michigan will generate new agri-food businesses at a rate that enables 20 percent of food purchased in Michigan to come from Michigan.
- Eighty percent of Michigan residents (twice the current level) will have easy access to affordable, fresh, healthy food, 20 percent of which is from Michigan sources.
- Michigan Nutrition Standards will be met by 100 percent of school meals and 75 percent of schools selling food outside school meal programs.
- Michigan schools will incorporate food and agriculture into the pre-K through 12th grade curriculum for all Michigan students and youth will have access to food and agriculture entrepreneurial opportunities.”

RESIDENTIAL EXPERIENCE GETS FIRST SPONSORS – CONSUMERS ENERGY & CONSUMERS ENERGY FOUNDATION



David Joos talks with MSU engineering students at the Residential Experience lab in Wilson Hall

Consumers Energy and the Consumers Energy Foundation are partnering with Michigan State University's College of Engineering in support of a new initiative within the Residential Experience and Cornerstone Engineering.

With a \$150,000 gift, Consumers Energy is the first corporate sponsor in the Engineering Theme Partnership program. The gift includes support for the program's student design projects, supplies, graduate teaching assistants, undergraduate mentors, a co-curricular adviser and computer lab equipment.

"Consumers Energy believes in higher education, in the development of our young people," said David

Joos, president and CEO of CMS Energy and of its principal subsidiary, Consumers Energy. "We think this new model – this residential program – is an excellent way to accomplish that in a very effective manner. It develops the young people, and it develops our relationships with them. It's good for us, it's good for the students and it's good for the state."

As part of the partnership program, Consumers Energy will present an engineering problem or theme each year, and then immerse students in learning about the industry. Student involvement could include developing ideas to solve energy industry issues, leading environmental initiatives, working on energy-related projects that emphasize an interest in technology with a low carbon footprint, job shadowing and field trips to Consumers Energy facilities.

"We know that the number of jobs in America's emerging clean energy economy is growing more than twice as fast as employment in general," said MSU President Lou Anna K. Simon. "Thanks to corporate partners such as Consumers Energy, we will have additional resources to prepare students for the highest-value energy jobs and simultaneously add to the state of Michigan's portfolio of assets for a 21st-century work force."

Consumers Energy will benefit from this partnership as well. "We need good, bright engineers to help fuel the future growth and success of our company," said Joos. "This is a great opportunity for companies to work more closely with the university, to get exactly what they need in the long run in the way of talent."

With the sponsorship of the partnership program, Consumers Energy and the Consumers Energy Foundation have provided more than \$3 million in support for Michigan State.

“I am convinced that this partnership will be a great way to educate our students about the power industry and encourage them to consider pursuing careers in this field,” said Satish Udpa, dean of the College of Engineering. “We are eager to partner with Consumers Energy in developing materials and programs that will convey the excitement of working in an industry that is vital for our economic security.”

Students in the Residential Experience program live in Wilson Hall with other engineering students as well as those from other majors and colleges, promoting cross-disciplinary interactions. They learn from each other and through hands-on and co-curricular activities. They learn how to function in a collaborative, team-based, diverse and increasingly global setting.

“This support from Consumers Energy will provide new experiences for our students, enabling them to explore solutions to key problems in the energy field,” said Neeraj Buch, director of the Residential Experience and Cornerstone Engineering. “Consumers Energy will be helping us build the next generation of Spartan engineers.”



David Joos addressing students

AT&T FOUNDATION MATCHES EMPLOYEE GIFTS



Under the approving watch of “Sparty,” Kyan Zeller, associate director for corporate relations at MSU, accepts the AT&T Foundation’s latest matching gift check from Terry Mulvihill, director of external affairs, AT&T Michigan. The AT&T Foundation provides a 1-to-1 match, doubling the impact of contributions to Michigan State University from AT&T employees.

MSU TO HELP FILL SHORTAGE OF MATH, SCIENCE TEACHERS THROUGH FELLOWSHIP

MSU is one of six universities selected to participate in the W.K. Kellogg Foundation's Woodrow Wilson Michigan Teaching Fellowship – an alternative certification program that prepares individuals with experience in math and science fields to teach in high-need school districts in less than two years.

The fellowship was created after the Kellogg Foundation awarded a \$16.7 million grant to the Woodrow Wilson National Fellowship Foundation. The program provides promising future teachers – who can be recent college graduates or career-changing engineers and scientists – with an intensive master's degree program in education and places them in hard-to-staff middle and high schools for a minimum of three years. The fellowship will prepare 240 teachers over two years, beginning in 2011.

President Barack Obama named the program among the best new efforts to improve math and science achievement during an "Educate to Innovate" Campaign event at the White House. In addition to MSU, participating universities are the University of Michigan, Eastern Michigan University, Western Michigan University, Grand Valley State University and Wayne State University.

"MSU is committed to helping address critical shortages in the work force as Michigan faces the demands of today's global economy. Our College of Education has already made the enhancement of effective math and science teachers a top priority," said MSU President Lou Anna K. Simon. "The Woodrow Wilson fellowship will allow the teacher education program to build on its strengths and produce more teachers able to provide high-quality STEM instruction in our state's urban schools."

Woodrow Wilson teaching fellows that come to MSU will attend summer courses and complete a full-year teaching internship modeled after the university's highly-regarded initial certification program for undergraduate teacher candidates.

The new 16-month fellowship, which culminates in both a master's degree and teaching certificate, will focus on preparing individuals for careers in urban settings where STEM teachers are in especially high demand. MSU plans to prepare up to 40 post-baccalaureate teaching candidates specifically for careers in urban schools. Participating public school districts are those serving Battle Creek, Benton Harbor, Detroit, Grand Rapids, and Kalamazoo. The teacher education faculty at MSU has experience developing successful urban education programs in partnership with Detroit Public Schools, as well as a history of creating courses for teachers in collaboration with the College of Natural Science.

Carole Ames, dean of the College of Education, said MSU hopes to enroll 20 fellows beginning in summer 2011. Fellows receive a \$30,000 stipend.

"This is a tremendous opportunity for the state of Michigan," Ames said. "The Woodrow Wilson Michigan Teaching Fellowship will attract prospective teachers of mathematics and science, enable high-quality preparation to certify these teacher candidates and fill a tremendous need in hard-to-staff schools. The beneficiaries will be the students in Michigan who will have highly qualified teachers in the critical areas of mathematics and science."

For more information on the program, visit www.woodrow.org/michigan.



**Carole Ames, Dean
College of Education**

MSU LAUNCHES INSTITUTE FOR RESEARCH ON MATHEMATICS AND SCIENCE EDUCATION

Michigan State University has expanded its capacity to improve mathematics and science education across the nation through the creation of a new, interdisciplinary research center.

The Institute for Research on Mathematics and Science Education is expected to bring together top scholars from the science and education fields and facilitate projects that can address the most pressing challenges related to learning math and science, from the kindergarten through college level.

University leaders introduced the institute during a two-day colloquium on K-12 mathematics, with a particular emphasis on the impact of the new Common Core State Standards in mathematics, Oct. 27-28 in Washington, D.C. The institute is co-administered by the College of Education and the College of Natural Science.

“Michigan State University is recognized as a leader in math education. The launch of the Institute for Research in Mathematics and Science Education represents another step forward in that long tradition of leadership,” said MSU Provost Kim Wilcox. “MSU faculty members understand the importance of math and science education in today’s society, as well as the responsibility they have to the nation to help make a positive difference in these areas.”

The institute’s interim director William Schmidt, a University Distinguished Professor in the College of Education, said excellent research on math and science education demands the involvement of biologists, chemists and other relevant subject-matter experts. Likewise, partnering with educational researchers who deeply understand curriculum, teaching and assessment can help scientists translate their findings to the classroom.

“This institute provides support for collaborative work and increases it to a larger scale,” Schmidt said. “We know it’s really important for students to receive a strong foundation in math and science and this is about the research needed to accomplish that.”

Initially, research affiliated with the institute will focus on mathematics, biology and physics, particularly in grades 7-12 and the first years of college. Projects will address issues of preparing high-quality teachers, educating individuals pursuing science-related careers and developing general mathematics and scientific literacy.

The institute will receive guidance from an advisory board of leading MSU faculty members, including Wolfgang Bauer, Department of Physics and Astronomy; Konrad Gelbke, National Superconducting Cyclotron Laboratory; John Merrill, Department of Microbiology and Molecular Genetics; Richard Triemer, Department of Plant Biology; Yang Wang, Department of Mathematics; Kenneth Keegstra, Plant Research Laboratory; and Glenda Lappan, Department of Mathematics.

Visit <http://irmse.msu.edu/> and <http://www.corestandards.org/> for more information.



*University Distinguished Professor
William Schmidt*

CLIMATE CHANGE RESEARCH ADVANCED BY ROCKEFELLER FOUNDATION GRANT

Associate Professor Jennifer Olson of the College of Communication Arts and Sciences has been conducting research in East Africa since 1995 to understand the interaction between environmental changes and society. Currently, Dr. Olson is engaged in a three-year project, funded by a \$430,000 grant from the Rockefeller Foundation, that builds on a decade of research and investigation by a team of experts at Michigan State University.

Olson's team is developing a climate model on a supercomputer in their East Lansing laboratory in order to give farmers and herders, as well as policy makers, in areas of Kenya, Uganda and Tanzania detailed information linked to temperature, crop, and water data to inform their decisions. The MSU model is the first customized regional climate model of its kind.

Olson noted that excellent large-scale climate models have been developed in Canada, Germany and at the University of Colorado. "We use those results to inform the regional model we are creating," said Olson. "With a regional model, we're able to render a more detailed picture regarding the influence of changing climate on local mountains, lakes and savannas. Our results are more specific."

In the field, Olson's team has been holding meetings with the local communities over the past eight years. "We research their perceptions of change, give them results from our modeling, conduct group interviews and household surveys," she said. "Our findings confirm what they suspect, which is that droughts are more frequent, temperatures are higher, and water stress is increasing."

In East Africa, droughts are a recurrent weather event; the local population believes that the occurrence of drought has noticeably increased since the 1980s. Warmer temperatures require farmers to plan for climate resilient crops. It is more difficult to plan for changes in rainfall patterns.

Usually there are two rainy seasons per year. They have become shorter in duration and less reliable. Streambeds dry up faster, and people are carrying more water longer distances than in the past. Failure of the rainy seasons to sustain water supplies affects the region's two economic mainstays – agriculture and eco-tourism. The effects on livestock include the loss of grazing lands, requiring herders to go farther afield to graze their animals. Diminishing savanna affects the wildlife who must also compete for water and good forage land.

Both locally and at the national level there is awareness of the need to plan better and to develop strategies for management of water and forage land. Olson noted that national leaders in East Africa are showing increased interest in local issues, policy makers are using research findings in international climate change conferences, and academics are teaching the research that is being produced. The Rockefeller Foundation, as the global leader in this area of research and development, is making a difference.

"Since the 1950s the Rockefeller Foundation has been instrumental in supporting international level research to advance agricultural development," said Olson. "The foundation has been a leader in recognizing and promoting awareness of environmental changes and has focused special attention on adapting African agriculture for climate change resilience. Our project is one way the Rockefeller Foundation is helping to inform agricultural development in Africa."

The Rockefeller Foundation supports work that expands opportunity and strengthens resilience to social, economic, health, and environmental challenges—affirming its pioneering philanthropic mission since 1913 to "promote the well-being" of humanity.



*Women collecting water in Loitokito District, Kenya
Photo credit - Thomas Smucker*

C.S. MOTT FOUNDATION REVIVES ITS LEGACY IN COMMUNITY POLICING

Across the country, escalating crime rates and diminishing municipal budgets are motivating police departments to develop new ways of deploying services. To improve public safety, the city of Flint, Michigan is using a \$1,150,000 grant from the C.S. Mott Foundation to reinstitute a community policing strategy that relies on neighborhood foot patrols and data-driven crime fighting. With an additional \$350,000 Mott Foundation grant, Michigan State University's School of Criminal Justice is also a partner in the Flint 21st Century Community Policing (CCP) effort.

"The City of Flint and the Mott Foundation have a long and rich history with community policing and neighborhood foot patrols," said Foundation President William S. White, noting that since 1937 the foundation has granted \$8.8 million (\$31.8 million in inflation-adjusted dollars) to support policing and public safety in its home community. "Based on this past experience, we are confident that these grants to assist the city ultimately will help reduce crime and lead to more stable and secure neighborhoods."

In addition to the grant to the City of Flint to reinstitute neighborhood foot patrols, reopen police mini-stations and establish quarterly crime reduction targets, the foundation also granted \$350,000 to the MSU School of Criminal Justice to provide training, technical assistance, and "real-time, corrections-based evaluation" to support the effort.

The new CCP effort deploys 18 foot patrol officers across all nine city wards. CityStat, a software program, assists officers in identifying areas of criminal activity in each ward and prioritizing neighborhoods for patrol. CityStat enables law enforcement officials to track and map data on crimes, spot trends, and allocate resources strategically, according to a report issued by the nonpartisan Center for American Progress.

In Flint, the goal of CCP is to reduce all categories of crime across the city. Foot patrol officers work in coordination with motorized patrols and community volunteers, all of whom receive training in community policing

techniques from MSU's Michigan Regional Community Policing Institute. In addition to training and assisting officers, supervisors, civilian dispatchers, volunteers, and other stakeholders, MSU is assisting the Flint Police Department in building its capacity to report, analyze and use data being collected through CityStat.

"One of our goals is to send part of our team to pull crime data and see what information the department has, how they store and access it, and how they use it," said Jerry Boles, retired chief of police for Lansing, Michigan and associate director of the Michigan Regional Policing Institute at MSU.

Mott Foundation grants for community policing during the 1970s and 1980s were instrumental in disseminating the tactic of neighborhood foot patrols nationally. Moreover, according to evaluations by MSU, foot patrols – when originally instituted in Flint in 1979 – reduced calls-for-service by more than 43 percent and reduced crime by 8.7 percent.

In collaboration with MSU's National Neighborhood Foot Patrol Center, established in 1982 with Mott Foundation support, the Flint program was a national model for reform through the end of the decade. Neighborhood Foot Patrol provided full law enforcement while emphasizing the social service and problem-solving aspects of the patrol officer's job.

A 30-year veteran of the Lansing Police Department, Boles is a long-time advocate for community policing strategies. "You have to leverage the resources you have," he said. "Cities across Michigan are reducing police and other public services because the revenues just aren't there. Flint's economic situation demands that the city look at ways to better utilize what they have.

"We're not coming to Flint to run the department. We're coming to try and help pull like functions together, then over time through training and organizational changes help position operations to become more efficient and effective."

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HELENE FULD GRANT HELPS NURSING STUDENTS REACH GOALS

As part of an ongoing effort to grow the state's nursing industry and provide the next generation of health care workers, Michigan State University has been awarded \$600,000 to provide financial aid to students in the College of Nursing's accelerated second-degree bachelor's program. The grant from the Helene Fuld Health Trust will provide \$300,000 directly to students in the next three years, while the remainder will create a permanent endowment fund for students in the program.

"We are honored to be recognized by the Helene Fuld Health Trust," Dean Mary Mundt said. "Not only is this award a sign of the excellent nursing program at MSU, it is a way for the college to respond to the needs of the nursing work force and prepare the next generation of nursing leaders."

The accelerated program was created in 2005 for students who already have a bachelor's degree in another field; it was designed to add new, qualified nurses into the work force quickly. Full-time students can complete the program in 14 months. "The fast-track program is another example of the flexibility of the college in responding to the growing needs of an aging population and the national need for increased access to health care," Mundt said.

The Helene Fuld Health Trust, the nation's largest private funder devoted to nursing education, was created in 1935 by Leonhard Felix Fuld and his sister, Florentine, in honor of their mother, Helene.

The grant announcement comes amid several ongoing College of Nursing initiatives to address a potential nursing shortage and expand the industry:

- The college recently received a \$1.42 million grant from the Department of Health and Human Services Health Resources and Services Administration to expand its primary care nurse practitioner program.
- A \$933,420 federal grant is allowing the college to help students from disadvantaged backgrounds - including underrepresented minority students - gain acceptance to the college, graduate with a bachelor's degree and become licensed nurses.
- On Sept. 24, the college broke ground on the Bott Building for Nursing Education and Research, an expansion that will provide expanded, high-quality space for existing and future faculty research programs. The outcomes of their nursing and health related research will then be translated to care for patients and families to improve their health status and quality of life.

C.S. MOTT FOUNDATION

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The Charles Stewart Mott Foundation, established in 1926 in Flint, Michigan, 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. and, on a limited geographic basis, internationally.

Grantmaking is focused in four programs: Civil Society, Environment, Flint Area and Pathways Out of Poverty. Besides Flint, offices are located in metropolitan Detroit, Johannesburg (South Africa) and London. The Foundation, with year-end assets of approximately \$2.1 billion, made 469 grants totaling \$109.3 million in 2009.

MSUFCU VANS CONNECT STUDENT VOLUNTEERS TO THE GREATER COMMUNITY



A \$20,000 grant from the Michigan State University Federal Credit Union to MSU's Center for Service-Learning and Civic Engagement provides the cost of leasing and running three vans to help MSU students get to volunteer service opportunities in schools and community centers beyond East Lansing.

Some students still utilize existing transportation, such as city buses, but the vans make it possible for more students to get to volunteer sites throughout the area and within tight class schedules. During Spring semester, 95 additional students were able to get to schools and other sites that otherwise would not have benefited from the MSU service-learning opportunities, according to Karen McKnight Casey, center director.

The credit union donates nearly \$750,000 to MSU each year, said April Clobes, vice president of marketing and e-commerce. The credit union became interested in the center because of its involvement in the community and the positive impact for MSU students.

"We support and encourage volunteerism and community engagement," she said. "This is very important, not only for university outreach, but for every student to help the community."

For more information on giving to MSU's Center for Service-Learning and Civic Engagement, contact Director of Development Ann Marie Lindley at (517) 432-7543; alindley@vps.msu.edu.

MARKETING + COMMUNICATIONS = MSU'S SALES SPECIALIZATION

Michigan State University's Strategic Sales Institute and Sales Communication Specialization combines marketing and communication courses to graduate trained, motivated, and highly successful sales professionals. An important part of the program is the interaction with the partners who help sponsor the program – five major companies are already participating.

"Our partnerships are mutually beneficial," said Douglas E. Hughes, PhD, assistant professor of marketing. "The sponsors build company name recognition with the students, interact with them, and potentially target individuals to bring into the company as interns or new hires."

Jennifer Rumler, sales program managing director, noted that the students get to develop relations with the company representatives through the interactive process. As one part of the specialization program, the sales process is played out over a period of several weeks – from meeting clients to closing the deal, and students learn how to adapt to the different behaviors and different personae presented by the sponsor company reps who participate in the program.

The gap between the number of organizations seeking graduates for sales and sales management careers and the number of students trained to pursue these careers is widening. In response, the specialization in Sales Communication, a joint endeavor between the Broad College of Business and the College of Communication Arts and Sciences, provides students with educational experiences, courses, and training they need to become successful sales agents and leaders in a sales-intensive corporate setting.

Hughes said, "This year we also have some engineering students. We're finding that companies are interested in a combination of technical knowledge with skills in marketing and communications."

"This specialization prepares students to be successful in any sales setting and provides the management skills necessary to expand their careers in a manner consistent with their goals," said Hughes. "Our partners help students train effectively."

Hughes noted that the first class that graduated with the joint Business/Communications specialization reached 100% employment.



MICHIGAN FARM BUREAU HOSTED AT COWLES HOUSE

MSU President Lou Anna K. Simon welcomed representatives of the Michigan Farm Bureau and Affiliates to Cowles House and thanked them for their longstanding support for the university, its academic programs, and its students. President Simon used the occasion to present the Frank S. Kedzie Society memento to the Bureau in recognition of the organization's \$1,000,000 in gifts and pledges to the university. (l to r) MFB Executive Vice President Jim Robinson; MFB President Wayne H. Wood; MSU President Lou Anna K. Simon; MFB Director Alan Garner.