

# 2014-2015 SCHOLARSHIP FUND REPORT



University Scholarships  
and Fellowships  
Advancement Office  
**MICHIGAN STATE UNIVERSITY**

## YOUR ANNUAL UPDATE FROM UNIVERSITY SCHOLARSHIPS & FELLOWSHIPS

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This has been a fantastic year in the University Scholarships & Fellowships Advancement Office. We have been busily working with donors across the country as part of the *Empower Extraordinary* capital campaign to deepen the impact of donor support on student lives. This year also marks the five year anniversary of the Spartan Scholarship Challenge. We are seeing a very real impact from this previous campaign initiative for student support, as you'll see in some of the stories in the pages of this report.

This report is intended to provide you with an update on the impact of your scholarship fund at Michigan State University. Each year we try to improve our reports. You'll notice that this

year's report is longer than in previous years, and includes some stories highlighting donors' efforts and students benefiting from their support. We've also included information on the collaborative impact our donors' contributions have on university scholarships.

I would like to take this opportunity to personally thank you for your continued support of our students. They are our future, and your gifts to Michigan State University are an investment in our mutual success.

Sincerely,



Jennifer Bertram,  
Senior Director of Development

## CELEBRATING STUDENT SUPPORT: 13<sup>TH</sup> ANNUAL SCHOLARSHIP LUNCHEON

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We were thrilled to have over 270 scholarship donors and recipients kick off their 2015 Homecoming Weekend with us at our annual scholarship luncheon. Associate Provost Douglas Estry served as our emcee, with several Spartans taking the microphone to share their own scholarship stories.

Provost June Pierce Youatt talked about her family's experience in establishing an endowment in memory of her late husband. For them, "being a Spartan is about honoring the legacy of this place," and the William G. Youatt Memorial Endowed Scholarship seemed a fitting tribute to their husband and father.

Allan Brittain, a long-time endowed scholarship supporter, spoke to our guests about his journey as a Spartan. He started out mucking stalls at the Dairy Farm, when it was originally across the street from his campus home in Shaw Hall. His post-college path led him to a career in banking. He and his wife established the Brittain Scholarship in 2001 to benefit students from Lenawee County.

Allan's message to the scholarship recipients in attendance was to always remember MSU, and when they go out in the world "don't forget how you got there."

The Brittain's are known for developing relationships with their scholarship recipients, exchanging messages and meeting with them throughout the year. One of their 2015 recipients, Abby Carpenter, spoke about the scholarship process from a student's perspective.

As a student Abby applied for dozens of scholarships - something that many in our audience could relate to. She grew up working, for free, on her family's farm. Her college savings were small, and scholarships would enable her to attend Michigan State University. Receiving multiple awards throughout her college career allowed Abby to pursue her degree while avoiding taking on student debt. When she graduates in May, with a degree in agribusiness management, she will return home to help run the family farm. On behalf of the scholarship recipients at the event, Abby's final message was: "Thank you for having faith in us... And thank you for giving us the opportunity to be Spartans."



Visit our YouTube channel  
([youtube.com/supportspartans](https://youtube.com/supportspartans))  
to view video of the program.

## SPARTAN SCHOLARSHIP CHALLENGE FIVE YEARS LATER

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In fall 2009 a plain envelope containing a letter and an anonymous cashier's check for \$7 million landed in the mailboxes of University Scholarships & Fellowships. The letter stated that the gift was strictly anonymous and was to be used for scholarship support. We still do not know the source of this generous donation.

This \$7 million gift became the basis for the Spartan Scholarship Challenge. During the campaign, which ran through December 31, 2010, a \$1 match was provided for every \$2 in new endowed scholarships. This provided an added incentive to donors who were considering creating their own named endowments.

It has now been five years since this campaign ended. As MSU allows for a five year

pledge commitment, this means that these endowments have now been funded and we are beginning to see the full impact of this mini-campaign. Read on to page four to see the extraordinary impact of this campaign.



*Aleksandra Salic, Rashad Timmons, and Alicia Thanos*

### DR. JAMES K. BILLMAN: WHY WAIT 'TIL I'M DEAD?

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“Why wait ‘til I’m dead?” This was the thought that pathologist Dr. James K. Billman, Jr. (‘69, Honors College, Biochemistry) had after reading an article about an estate gift someone left to another university. It was the late 1990’s. Dr. Billman had already created one scholarship at his own alma mater Michigan State, in memory of a college friend who had passed away at a young age. But he knew he wanted to do more. He filed that thought away until 2009.

That was when he learned of the Spartan Scholarship Challenge, which would enable him to make a gift with an even greater impact than his own dollars would allow. Again, he thought, why wait? As he put it, “None of us knows how much wick is left in the candle.”

All told, Dr. Billman would create twelve endowments under the Spartan Scholarship Challenge. He began naming the scholarships for friends he met living in Fee and Hubbard Halls and continued with other campus friendships.

Two scholarships honor his favorite professors, Dr. Wallace Sue in German and Dr. Richard Anderson in Biochemistry. These awards have supported 53 MSU students to date.

Some of the honorees of Dr. Billman’s endowments have contributed themselves to the awards. While he is grateful, that wasn’t his goal. “I did it for me. I wanted to express my thanks to Michigan State for the boost it gave me through scholarships that would benefit generations of Spartans to come.”

Dr. Billman didn’t receive scholarships while at MSU - unless you count a \$250 award for being named “Outstanding Newspaper Boy” by *The Cincinnati Enquirer*. As a member of the Air Force ROTC, Uncle Sam footed the bill for Dr. Billman’s last two years of tuition, before he went on to medical school, specialty training, and Air Force active duty. But he understands the importance of scholarship support. “We’ve all known people who either didn’t go to college or dropped out because they didn’t have the money,” he told us. “Every year there’s a new crop of students coming to MSU with substantial unmet need.”

Dr. Billman’s giving was not limited to the duration of the Spartan Scholarship Challenge campaign. He has created a total of 18 endowments to benefit Spartans. His most recent fund, the James K. Billman, Jr., M.D. Endowed Professorship, was created as part of the *Empower Extraordinary* Campaign for Michigan State University.



*Meredith Herman, 2015 recipient of the John K. Welch Scholarship, with Dr. Billman at the scholarship luncheon.*

# THE EXTRAORDINARY IMPACT OF THE SPARTAN SCHOLARSHIP CHALLENGE

The Spartan Scholarship Challenge ran from the fall of 2009 through the end of 2010. This campaign showed the very real impact that a concentrated effort on raising levels of scholarship support can have on Spartans at Michigan State University.

# 155

New endowments created as part of the Spartan Scholarship Challenge campaign

# 107%

Approx. growth in number of donor-funded endowments under purview of University Scholarships & Fellowships as a result of the Spartan Scholarship Challenge

# 570

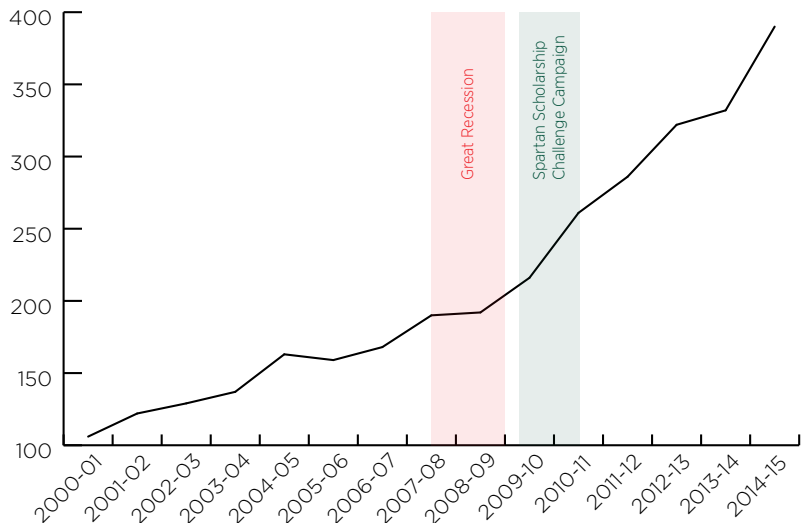
Students supported to date by Spartan Scholarship Challenge endowed scholarship funds

# \$1.6 M

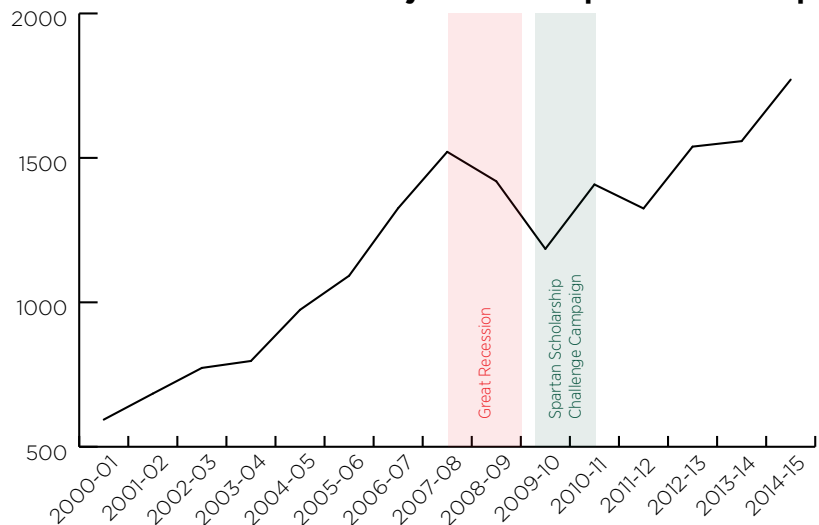
Spartan Scholarship Challenge dollars awarded to date

Source: Office of Financial Aid

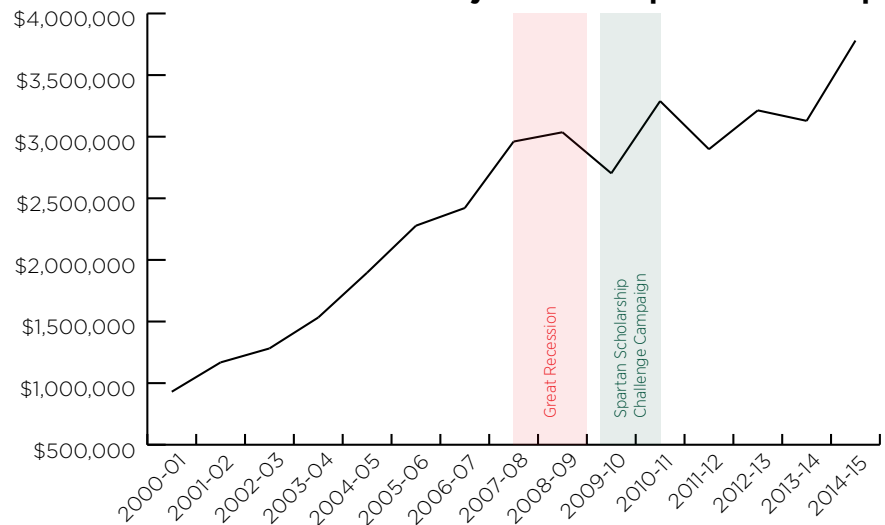
### Growth in Number of Scholarship Funds Under Purview of University Scholarships & Fellowships



### Growth in Number of Scholarship Awards Made From Funds Under Purview of University Scholarships & Fellowships



### Growth in Number of Scholarship Dollars Awarded From Funds Under Purview of University Scholarships & Fellowships



## SPARTAN SPOTLIGHT: JAMES MAXWELL “MAX” O’CONNOR

Max O’Connor grew up in St. Louis, Missouri. Raised by a single mom and his older sister, he grew up knowing what it meant for a family to live paycheck to paycheck. After several years of struggling to make ends meet, the family ended up becoming homeless for nine months. Max was just fifteen at the time.

Max got a work permit so that he could get a job to help support his family after school. He would walk two miles each way to get to his work. On that walk he had a lot of time to ponder his future. He knew that he wanted something better for himself.

Max set the ambitious goal of obtaining a college degree so that he could work in the automotive engineering industry. He chose to attend Michigan State University because he knew of the ties the school has with automotive companies in Detroit, and felt that he would be well positioned to start his career after graduating as a Spartan. Max could not be told that he couldn’t achieve his dream, or that the road he chose would be too difficult. He later said, “it was the best thing for me, therefore it was what I was going to do.”

It wasn’t an easy road. His expected family contribution was \$0. He had to come up with every dime to pay for his education on his own. He was disenrolled multiple times in his first two years due to inability to pay his tuition. He had to miss class on occasion to visit with staff in the Office of Financial Aid to work out how he would pay for school.

“I really had to stick with my goal and understand that this was where I wanted to be and this was what I was going to fight for, no matter what happened,” Max said. In the end, scholarships helped him to stay in school, and he will graduate next year with a degree in mechanical engineering.

As a student, Max has now had several internships with tier-one automotive suppliers. He’s gone from being homeless to taking a private jet to corporate meetings. He is well on the road to building a successful career.

He’s also worked to be an active member of the Spartan community, serving as a resident assistant and a mentor to younger students on campus. He is eagerly looking forward to his future when he can be on the other side of the scholarship, able to donate to scholarships to support other hopeful Spartans who just want the opportunity, as he had, to prove themselves.



Watch Max’s story in his own words on YouTube:

<http://bit.ly/MaxOConnor>

## THE COLLECTIVE POWER OF ALUMNI CLUB SUPPORT

Max O’Connor was the recipient of the St. Louis Spartans’ scholarship for three years while a student at Michigan State. This is just one example of a student supported by donations to an alumni community-sponsored scholarship.

There are currently about 100 university endowed scholarships that have been created by MSU alumni communities. Each and every one of these scholarships has been funded by collaborative donations from individuals, organizations, and businesses served by the alumni communities. Most funds give preference to students in a specific geographic region served by the alumni community.

Just as each alumni community serves a

unique population, each community also raises support for their awards in different ways. Some focus on events, with money coming in from silent auction revenues. Others focus on peer-to-peer fundraising, mailings, website donations, or other means.

No matter what the method of fundraising, it is clear: every dollar matters. Each gift to support students at Michigan State University - whether through pooled donations to an alumni community fund, personally-funded endowed scholarships, or individual gifts of any size - makes a real impact in the lives of Spartans. Thank you for your support!

## EMPOWER EXTRAORDINARY: THE CAMPAIGN FOR MICHIGAN STATE UNIVERSITY

As you are no doubt aware, in October 2014 Michigan State launched the Empower Extraordinary campaign. The \$1.5 billion campaign fundraising goal is split between four funding priorities, ensuring that MSU can continue to serve as an engine of opportunity, a force for creativity, discovery and teaching, a global problem solver, and a vibrant community.

As of October 31, 2015, the university has raised 69% of its overall campaign goal. You can learn more about the campaign, and about each participating unit's individual campaign goals, on the University Advancement website: [givingto.msu.edu/empower](http://givingto.msu.edu/empower). See the sidebar on page 7 for information on the University Scholarships & Fellowships Advancement campaign progress.

## ALEX'S GREAT STATE RACE TRADITION INSPIRES STATEWIDE SUPPORT

Alex Powell had a dream: to attend Michigan State University. But as a senior in high school, that dream was threatened. Alex was diagnosed with cancer. When facing a year of tough treatments, including surgeries, chemotherapy and radiation, others may have given up their dream. But Alex did not let his prognosis stop him. With help from the MSU Resource Center for Persons with Disabilities, Alex was able to become a Spartan.

As Michael Hudson, Director of the Resource Center for Persons with Disabilities, puts it, "We are here when life happens." Many may not realize that the Center is able to assist students with chronic illness, such as cancer, in addition to disabilities such as hearing or vision impairment or learning disabilities. Specialists in the Center work with students and their families to alleviate issues that might prevent differently abled individuals from making the most of the college experience. In Alex's case, this included placing him in a dorm room close to his classes, assisting him with class accommodations, and providing support for Alex and his family. He was able to attend classes, tailgate with friends, campout with friends for Izzone basketball tickets, and have the full Spartan experience.

In the end, Alex's cancer progressed. He moved back home during his freshman year, and he passed away on Mother's Day at the age of 19. Through it all he kept his zest for life and his love of MSU. He wished for a legacy, to make a mark on the world that would leave it better than he found it. This legacy became Alex's Great State Race.

Each year on the Friday before the Michigan State University / University of Michigan Rivalry Week football game, ROTC cadets from the visiting school will run the game ball 64 miles to the host school. In a philanthropy



*Alex Powell and MSU Football Coach Mark Dantonio*

rivalry element, supporters of both schools are encouraged to make donations to the programs that make college possible for students with disabilities at the institutions. Gifts benefit the MSU Resource Center for Persons with Disabilities, the U of M Office of Services for Students with Disabilities, and the U of M Patient and Family Support Services at the Comprehensive Cancer Center. For the 2nd annual race, ESPN's College GameDay will be at the finish line, as they are broadcasting from Ann Arbor.

For the 2015 philanthropy drive, MSU raised 233% of their \$5,000 goal. Many of these contributions were inspired by the vandalism of a statue of Magic Johnson on our campus. Rather than retaliate, Spartans rose above and pledged to support students.

The University Scholarships & Fellowships Advancement Office is currently working with Alex's family to create an endowment which will ensure that the funds raised through Alex's Great State Race are always available to support Spartans. The discretionary endowment will be managed by the director of the Resource Center for Persons with Disabilities.

Read more about Alex's Great State Race at <http://alexsgreatstaterace.org>.

## INTERNATIONAL HONORS FOR GRADUATE FELLOW

Jon Wargo has been named to the inaugural edition of the International Literacy Association's 30 Under 30 list. The list is comprised of "up-and-coming trailblazers [who] are changing the landscape of literacy and education." Jon is a PhD candidate in the Curriculum, Instruction, and Teacher Education program in MSU's College of Education, and is a University Enrichment Fellowship recipient.



In 2015, Jon also received the Conference on College Composition and Communication Gloria Anzaldúa Rhetorician Award for his research exploring language and literacy practice of the LGBTQ community in Michigan.

Jon was quoted in Literacy Today magazine, published by the International Literacy Association: "As a first-generation college student, I know the narrative that others wrote for me early on in school. My work is motivated by those youths who, like me, worked together to design a more just and possible future for themselves and their communities."

To view an interview with Jon, please visit the Graduate School's Featured Fellows website, [fellows.msu.edu/research/jon-wargo](http://fellows.msu.edu/research/jon-wargo).

University Enrichment Fellowships and University Distinguished Fellowships enable the Graduate School to provide financial support for outstanding students in doctoral or master of fine arts programs. Increasing the availability of these fellowships is a priority for the Graduate School during the Empower Extraordinary campaign. To learn more, please visit [supportforstudents.msu.edu/graduate](http://supportforstudents.msu.edu/graduate).

## NEW DESIGN FOR SUPPORTFORSTUDENTS.MSU.EDU

We recently launched a new design for our website. The website is now mobile optimized, so you'll be able to view it on any computer or device. All the original content is still there, but it has been reorganized to make using the site easier. You'll also notice that our News section is much more prominent. We hope you enjoy the new style, and we welcome any feedback via email to [empower@supportforstudents.msu.edu](mailto:empower@supportforstudents.msu.edu).



## CAMPAIGN PROGRESS

University Scholarships & Fellowships Advancement works towards the campaign priorities of the Associate Provost for Graduate Education, the Associate Provost for Undergraduate Education, and the Honors College. Below are campaign progress towards goal reports, as of October 31, 2015, for the full unit and for each individual initiative.

### University Scholarships & Fellowships Overall Campaign Progress



#### University Scholarships & Fellowships Campaign Goal

Goal: \$65 million  
Raised to Date: \$47.17 million  
72% of goal

### University Scholarships & Fellowships Unit-Level Campaign Progress

#### Honors College

Goal: \$13 million  
Raised to Date: \$6.95 million  
53.47% of goal

#### Graduate School

Goal: \$9 million  
Raised to Date: \$4.03 million  
44.73% of goal

#### Undergraduate

Goal: \$43 million  
Raised to Date: \$36.20 million  
84.19% of goal

## MARK YOUR CALENDARS

Below are some dates to remember for the upcoming year. If you find yourself on or near campus, please see our website at the end of each month for a list of upcoming campus events that may be of interest.

- Winter Commencement Ceremonies  
December 18 - 19, 2015
- Founder's Day  
February 12, 2016
- MSU Global Day of Service  
April 16, 2016

- Spring Commencement Ceremonies  
May 6 - 8, 2016
- Scholarship Luncheon\*  
Friday, October 14, 2016
- Homecoming Game\*  
Saturday, October 15, 2016
- Giving Tuesday  
Tuesday, November 29, 2016

*\*If you will be traveling back to campus for Homecoming weekend, we recommend making hotel arrangements as soon as possible. Some local hotels fill up as much as a year in advance.*

## UNDERSTANDING MICHIGAN STATE UNIVERSITY FUND REPORTS

At the end of each calendar year, donors to funds at Michigan State University receive fund activity reports, detailing the accounting activity for their fund(s) during the previous fiscal year. Below are some of the terms that may appear in these reports. Michigan State's fiscal year is July 1 to June 30.

### Summary of Principal Accounts

- **Book Value:** This is the total value of all gifts for the endowment, and any other gains (for example, reinvestment of unspent funds in the income account at the end of a fiscal year) and losses. The Principal Account Balance at any time is the Book Value at that time.
- **Book Value Balance - Beginning of Period:** This is the Book Value at the beginning of the fiscal year of the report.
- **Book Value Gifts, Net Gains/(Losses):** This is the total of all gifts, other gains (for example, unspent income reinvested) and losses during the course of the fiscal year of the report.
- **Book Value Balance - End of Period:** This is the Book Value at the end of the fiscal year of the report.
- **Market Value:** At the end of July, October, January, and April, the net of any gifts or other gains/(losses) over the preceding three months is used to buy/sell units in the MSU Common Investment Fund. The Market Value at any time is obtained by multiplying the number of units in the endowment at that time by the share value as of the end of the prior calendar quarter, plus the net of any

gifts, other gains and losses since the last share purchase.

- **Market Value Balance - Beginning of Period:** This is the Market Value at the beginning of the fiscal year of the report. The computation of the market value is:  $\text{Market Value} = (\text{Number of Units as of April 30 of the prior fiscal year}) \times (\text{Share Price on June 30 of the prior fiscal year})$
- **Market Value Balance - End of Period:** This is the Market Value balance at the end of the fiscal year of the report. The computation of the market value is:  $\text{Market Value} = (\text{Number of Units as of April 30 of this fiscal year}) \times (\text{Share Price on June 30 of this fiscal year}) + \text{the book value of May and June gifts for this fiscal year that will be used to purchase units in July of the following fiscal year.}$

### Summary of Spending Accounts

- **Balance - Beginning of Period:** Balance of the spending account at the beginning of the fiscal year of the report.
- **Plus Total Revenue:** Total revenue during the fiscal year of the report.
- **Less Expenditures/Transfers:** Expenditures and transfers out of the account during the fiscal year of the report.
- **Balance - End of Period:** Balance at the end of the fiscal year of the report.

If you have any questions about Michigan State University fund reports, please contact our office via email ([answers@supportforstudents.msu.edu](mailto:answers@supportforstudents.msu.edu)) or by calling (517) 432-7345.