**TIMELINE 2012-2013**

“Affordability and accessibility are synonymous with Eastern Michigan University. Our role as a historic 164-year-old large public university is to serve Michigan citizens by providing an affordable, accessible high quality college education.”
—Dr. Susan Martin, in testimony to the House Higher Education Appropriations Subcommittee, March 2013

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- **July ‘12**
  - EMU’s student chapter of the Society for Human Resource Management named among top 10 nationally.

- **August**
  - Eastern becomes Michigan Cyber Range site, continues strong presence with cybersecurity and information assurance.

- **September**
  - EMU education program gains new partnership with Korea National University of Education.

- **October**
  - EMU announces new physician assistant (PA) program.

- **November**
  - Mott Foundation gives EMU large gift in honor of former president John W. Porter.

- **December**
  - EMU partners with Environmental Systems Research Institute on new software for K-12 schools.

- **July ‘12**
  - Large incoming class (5,076 new students) welcomed on campus.

- **September**
  - University celebrates completion of Phase II of the Science Complex.

- **October**
  - The College of Business called “outstanding” for 9th consecutive year by The Princeton Review.

- **November**
  - College of Technology professor Vijay Mannari awarded the Michigan Green Chemistry Governor’s Award for his research on soybean oil as coatings materials.
Marketing professor Anne Balazs named an American Council on Education Fellow.

Athletic Department again receives NCAA Division I certification after comprehensive review process.

Eastern Michigan hosts 33rd annual undergraduate symposium.

Alumnus Scott Reynolds, editor/producer of Showtime’s “Dexter,” gives the Commencement Address.

EMU’s Board of Regents extend President Susan Martin’s contract.

EMU surpasses “100 Grand in 100 Days” goal set by anonymous donor.

EMU’s Media Ecology class encourages community to “unplug.”

Science Complex earns LEED Gold status.

Eastern opens new service-oriented, drop-in advising facility in Student Center.

Apparel, Textiles and Merchandising students using Mockshop thanks to gift from Visual Retailing.

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Reaching New Heights

Eastern Michigan University is on a roll. This fall we welcomed the largest freshman class in the University’s 164-year history at 2,872 students. This tops the previous all-time high of 2,854 set in 1999.

Over the past three years, we are the fastest growing university for new freshman students in the state of Michigan. While state and national trends indicate declining freshman enrollment, Eastern’s story is much different.

For the second consecutive year, we welcomed the largest ever class of first-year undergraduate students, with a total of 5,210 students. This includes first–time freshmen, transfer students, students pursuing second degrees and other new undergraduate students.

In addition to record numbers, this year’s incoming class is better prepared academically. The average GPA of incoming freshmen is 3.24, up from 3.18 in 2012 and 3.11 in 2011. Average ACT scores also are climbing. This year’s freshman class has an average ACT score of 22, up from 21.4 last year and 21.1 in 2011.

One of the most important reflections of Eastern’s academic growth is our Honors College, which accepts students with at least a 25 ACT and a 3.5 high school GPA. This year, we enrolled our largest honors freshman class ever—nearly doubling freshman enrollment in the program since 2011. Overall, our Honors College now includes 1,200 students and continues to grow.

Not only are we attracting more new students, we are graduating more as well. Last spring, we graduated the largest class of undergraduate students in the University’s history with a record of 2,376 students.

This year’s Annual Report includes dynamic examples of some of the reasons behind our success. Through the stories that follow, you will learn more about the faculty, alumni, donors and programs that are helping to build and shape Eastern Michigan University.

Your support is more important than ever to help us continue our growth and success, and to meet the needs of an even greater number of students. The state, national and global economy requires an increasingly specialized workforce, and the sophisticated, practical experience that an Eastern education provides. We are committed to working together with you—our alumni, friends and supporters—to continue to create a vibrant, technologically advanced, relevant and beautiful campus that will serve students and the state of Michigan for decades to come.

Sue Martin
President
A year after successfully completing our first comprehensive campaign one year ahead of schedule, I reflect on the impact and investment alumni and friends continue to make when giving to Eastern Michigan University.

The following pages will provide a glimpse of the generosity our alumni and friends have shown to EMU. The lasting impressions from their giving can be seen across campus, from state-of-the-art facilities to enhancements in community collaborations to support for students, faculty and programs. Every gift we receive truly makes a difference.

Thanks to one such gift from an anonymous donor that matched first-time gifts, more than 800 alumni and friends stepped up and made their first gift, raising more than $126,000. Every corner of campus was touched by this challenge, from scholarships to department funds, student initiatives to athletic teams; it truly was a campus wide initiative.

Thanks to support from our donors, our endowment reached another milestone in Foundation and EMU history.

The endowment value reached its highest market value ever at $58 million, increasing from a previous record high of $51.4 million in June 2012 and experienced a fiscal year investment return of 15.4 percent.

This milestone could not have been reached without the generosity of our alumni and friends. I want to thank you for your ongoing support that allows EMU to continue providing a world-class education and a lasting mark on the lives of our graduates, who will go out and make a difference in their communities.

Thomas R. Stevick
Vice President for Advancement & Executive Director, EMU Foundation
Nursing the Future

When Barbara Scheffer joined Eastern’s Department of Nursing as an instructor in 1976, she only planned to teach for a couple of years until her young children entered school.

“Teaching at the university level fascinated me,” says Scheffer, who began her career as a staff nurse at University of Michigan Hospitals in 1967. “Teaching also gave me a stable and flexible schedule, which was important when my kids were young. I stuck around because I never became bored. I really enjoyed the ‘eureka’ moments my students had when they understood a concept I was teaching.”

Scheffer taught at Eastern for 37 years, preparing and mentoring students to provide excellent nursing care to the community and to people with psychiatric and mental illness. She progressed to full professor and became associate dean in the College of Health and Human Services before retiring in July.

After inspiring legions of students in her distinguished 37-year career, Scheffer continues to promote nursing education through an endowed scholarship that supports an interdisciplinary doctoral program she helped create.

The Barbara K. Scheffer Endowed Scholarship in Nursing provides an annual scholarship to a graduate nursing student in Eastern’s PhD in Educational Studies–Nursing Education program. Scheffer’s children, Amanda Brown (BA99) and Daniel Scheffer each made a generous $5,000 lead gift to spur the fundraising. After receiving a matching gift of $10,000 from an anonymous donor and additional contributions from colleagues, alumni, friends and family, the endowment now totals more than $25,000.

“My decision to retire was challenging, but having the scholarship in place made the decision more comfortable,” Scheffer says. “I’m really pleased that it’s supported entirely by private donations, because the funds come from people who really value nursing education.”

In addition to helping develop nurse educators who teach students to think critically and utilize best nursing practices, Scheffer hopes the scholarship will have an impact on the current nursing shortage. The demand for registered nurses is expected to increase as baby boomers age and the need for health care grows.

“Many nurse educators are retiring, and there aren’t nearly enough young teachers to help develop the next generation of nurses,” Scheffer says. “It’s very important to support nurse educators if we want quality health care. Numerous studies show that well-educated nurses lead to lower mortality rates in a hospital setting. These nurses identify problems faster and intervene more quickly than their less-educated counterparts.”

“I’m strongly committed to carrying on the kind of research I’ve done in critical thinking and finding better ways to teach nursing. To do that and reduce the nursing shortage, we must support students who want to be nurse educators.”
Shortly before he died in July 2012 from cancer, Michael McGuire’s friends, colleagues and former students gathered at his home to celebrate his life and his friendship.

McGuire, EMU professor of Music Therapy and director of Eastern’s Music Therapy program, welcomed visitors while in hospice care. Those who gathered sang and played “Sunshine of Your Smile” as a tribute to the man who inspired many students to become professional music therapists.

“It was wonderful to see the students who learned music therapy from Michael now perform for him,” says Diane Winder, professor of cello and head of EMU’s department of Music and Dance. “He used canisters of morphine as maracas. Michael was having the time of his life with people who loved him and people he loved.”

In a career at Eastern spanning 26 years, McGuire not only helped develop the undergraduate Music Therapy program into one of the largest and most prominent in the nation, he also helped unify the profession and encouraged many students to address the therapeutic needs of people through music.

As a gesture of extraordinary generosity, McGuire made several bequests to Eastern. These include more than $10,000 to the Stonewall Endowed Scholarship, more than $43,000 to the Michael G. McGuire Music Therapy Endowed Scholarship, and more than $37,000 to create the Roberta W. Justice Music Therapy Endowed Scholarship, in the name of a beloved colleague.

“Michael devoted his life to music therapy and his students,” Winder says. “He always talked about helping students who weren’t as fortunate and he put that into practice. He also had great admiration for Roberta, who had been a loyal friend and colleague for 40 years.”

Justice, a part-time lecturer in the Department of Music and Dance, says McGuire’s gift in her name touched her deeply.

“Michael’s gift says he valued our friendship and the work we did together,” Justice says. “He knew that I wouldn’t be able to create a scholarship like this. It’s an incredible gift that speaks to his belief in collaboration and in giving others credit.

“People should know that underneath Michael’s gruff exterior was a very generous and caring person. He always cared and expected a high level of achievement from his students and from the music therapy profession.”

Terra Merrill, assistant professor of Music Therapy and program director, says McGuire’s generosity serves as an inspiration for all of us.

“Life is short and many of the things we build in our lives go with us,” Merrill says. “Michael’s generosity is part of his legacy. His generosity is a wonderful challenge to everyone to embrace the act of making a bequest. Those gifts continue to have a ripple effect long after our lives end.”
Inspiring the Next Generation of Entrepreneurs

For a picture of the model American entrepreneur, look no further than E. Douglas Hougen.

From age 14 until his death in 1999 at age 85, Hougen revolutionized the manufacturing, construction and fabrication industries with more than 100 inventions. His ingenuity in creating tools to solve manufacturing problems led to the founding of five global businesses: Hougen Manufacturing, Inc., Blair Equipment Company, and Trak Star (all based in Swartz Creek, Mich.); Hougen Manufacturing, Inc. of Canada; and Hougen Manufacturing, Inc. of Australia.

Although Hougen had little formal schooling, he recognized the importance of a solid, practical business education that inspires creativity, innovation and entrepreneurship. For these reasons, the Hougen Foundation made a generous $35,000 gift to Eastern’s College of Business to establish the Hougen Family Endowed Scholarship. Funds will support meritorious students seeking a business degree with a major in entrepreneurship.

“Throughout his life, dad was all about inventive ideas,” says Randy Hougen, CEO of Hougen Manufacturing. He and his brothers Doug and Victor attended EMU in the 1970s—all worked in the family business during their careers. “Dad was also about giving back. He’d be honored to see these scholarship funds help young students step up to entrepreneurial challenges, take risks and find success in the world of business.”

While growing up in New York in the 1940s, Hougen earned the reputation as the “best auto body repairman in the business” by creating new and more efficient ways of removing dents and straightening frames. He even helped repair one of Babe Ruth’s cars. In the early 1950s, the General Motors Institute (now Kettering University in Flint) recruited him to teach body work courses.

Hougen enjoyed teaching, but his true love was inventing. One of his early inventions was the Rota-broach, a hole-drilling tool that revolutionized auto manufacturing and building construction. It is still widely used today.

“Dad was always creating something—it wasn’t unusual to find him in our basement late at night working on an invention,” Randy says. “He left teaching when he began making more money by selling tools to various manufacturers across the country. That’s when he formally launched his first business.”

Randy was just two classes shy of a business degree from Eastern when his father asked him to join Hougen Manufacturing as a purchasing agent. “I never ended up getting my degree, but Eastern gave me all the essentials I needed to go into management,” Randy says. “That’s why we decided to make this gift to Eastern. The University gave me the educational background I needed to succeed in business. I also think our country is lacking in entrepreneurs. My hope is that this scholarship will help develop the next generation of innovators.”
A Legacy of Lifelong Learning

Raul Pozo never received a college degree. But he didn’t let that stand in the way of becoming a renaissance man.

“Dad was a lifelong learner,” says Cecilia Pozo Fileti (MA92), a graduate of EMU’s Nutrition and Dietetics program and member of the Physician Assistant Program Advisory Board. “Just before his death at age 84, he was teaching himself to read Chinese and he remained very engaged in life. He loved to talk with friends about religion, politics and investments. He committed himself to lifelong learning.”

After Pozo’s passing in 2012, his wife, daughters, family and friends established the Raul A. Pozo Endowed Scholarship with a generous $24,000 gift. Scholarship awards will be made to bilingual students who demonstrate financial need (with preference given to English and Spanish-speaking) in Eastern’s College of Health and Human Services. The scholarship is aligned with Pozo’s legacy of embracing life, encouraging continuous self-improvement, and strengthening the world for our collective good.

“When dad passed, we discussed as a family what we could do as a tribute,” Fileti says. “We knew creating a scholarship would be a great way to honor him.”

Pozo was born in Ecuador in 1928 and he was the eldest of six children. He attended law school for several years but withdrew when his father died. Thrust into the role of family patriarch, Pozo came to the United States in 1952 to seek better economic opportunities. An ambitious, dedicated and hardworking young man, Pozo settled in New Jersey and worked for International Pulp and Paper in its import-export and shipping departments. Eventually, he earned enough money to bring his mother, siblings and new bride to the U.S.

Following his entrepreneurial spirit, Pozo developed properties and launched his own import-export business. He also taught English as a Second Language classes part-time to businessmen, all while being a dedicated father and husband. In 1996, he and his wife relocated to Michigan to be close to family. Later in life, Pozo served as president and board member of several community organizations. He also enjoyed poetry, chess, tennis and bocce.

“Dad was a kind and generous humanitarian who was committed to service,” Fileti says. “He also helped bring other families to the U.S. from Ecuador. They, in turn, had families and created businesses, which adds to the richness of America’s fabric.

“Even with all his accomplishments, not having a college degree really bothered dad. But he’d be very proud to know that the scholarship in his name will help students achieve that dream.”

Members of the Pozo family pose with a portrait of Raul Pozo.
Community Support Allows Jewish Studies Program to Thrive

Eastern Michigan University’s recently launched Jewish Studies program isn’t designed just to educate students about the richness of Jewish culture and religion. It also forges collaborative relationships with surrounding communities.

The interdisciplinary program, which debuted in the fall 2010 semester, offers a 21-credit minor with a host of courses drawing faculty from across the University. Some of the exciting new courses are “Introduction to History of Judaism,” “Jewish American Politics,” and “Jewish Children’s and Adolescent Literature” (the first Jewish children’s literature course taught in the U.S.). In 2011, the study abroad class “Representing the Holocaust” provided a life-changing experience for students who visited Nazi concentration camp sites in Germany, the Czech Republic and Poland.

The program also sponsors a vibrant lecture series for students, staff, faculty and the community. Speakers have included Ira Berkow of the New York Times, author Sam Hoffman and Michigan Senator Carl Levin. In addition, EMU Jewish Studies partners with the Holocaust Memorial Center Zekelman Family Campus of Farmington Hills to offer summer seminars for teachers, and with local synagogues to bring college-level classes to their institutions.

“We’re serving our students and the community in many ways,” says Martin Shichtman, professor of English and director of Jewish Studies at EMU. “We not only teach students about the dramatic impact Jews have made on our social, intellectual and cultural life, we also make strong alliances with the community by offering seminars for teachers and bringing many fascinating speakers to campus.”

Shichtman says the program couldn’t have launched without the community’s generous financial support. This includes several major gifts from an anonymous donor as well as grants from EMU Women in Philanthropy, the Covenant Foundation, the Jewish Federation of Greater Ann Arbor, the Gerber Charitable Lead Trust, the Pfizer Foundation, and the Institute for Language Information & Technology.

“The generosity of our loyal donors gives EMU faculty members the time to research and prepare the Jewish Studies courses,” Shichtman says. “These are faculty members hired to teach within specific departments—they’re creating courses for existing majors that also count toward the Jewish Studies minor. Our donors have been very supportive of the program. We couldn’t function without them.”

Plans for program expansion include additional courses, more study abroad opportunities and more faculty research opportunities, Shichtman says.

“This winter, students enrolled in ‘Becoming Jewish in America’ will visit New York, Philadelphia and Washington D.C. to see sites like Ellis Island, the National Museum of Jewish American History and the United States Holocaust Memorial Museum,” he says. “There are very exciting things happening in EMU Jewish Studies. The generosity of our community is making them happen.”
Foundation Gift Provides Educational Opportunities for All

When John W. Porter became EMU president in 1979, the University’s future was precarious. Faced with faltering support from state legislators and in danger of closing, Porter rolled up his sleeves and got to work. He immediately developed a comprehensive revitalization, stabilization and expansion plan; created metrics for measuring success; and earned the backing of Lansing. Thanks to Porter’s tough and tenacious leadership, Eastern not only survived—it experienced a remarkable period of success and growth. Enrollment increased, academic programs launched, fundraising grew and athletics programs improved. Porter retired from Eastern in 1989, but his legacy continues today.

In 1991, EMU’s College of Education (COE) created the John W. Porter Distinguished Chair in Urban Education. The chair provides for the appointment of an annual scholar who assists EMU in actively expanding its role in urban school districts in Michigan, with an emphasis on school-community partnerships. Recently, the chair added an annual speaker series. Nationally known educators with expertise in effective models of collaboration and partnerships visit the campus to speak about methods of eliminating barriers to success for urban students.

Porter remained active as a distinguished civic and educational leader until his death in June 2012. After leaving Eastern, he was superintendent of Detroit Public Schools for two years, was appointed to various national commissions and councils by five U.S. presidents, published books and papers on urban education, and continued to serve as a Charles Stuart Mott Foundation trustee.

To honor Porter’s distinguished service to the State of Michigan, EMU and Michigan philanthropy, the Mott Foundation recently granted $225,000 in endowment funding to support distinguished chair activities. The generous gift brought the chair’s endowment to $1.6 million.

“I’m delighted that the Mott Foundation shares a common vision for our community,” says Eastern COE Dean Jann Joseph. “This significant gift will allow the College of Education to continue expanding its commitment to the community, making a difference in the lives of urban children and creating positive change in the region.”

Donna Welch, one of Porter’s daughters, is assistant superintendent of Administrative Services for Huron Valley Schools. She says her father focused on academic achievement for all young students throughout his career.

“Dad believed your geographic location or economic status shouldn’t hinder your drive to pursue additional education,” she says. “He also believed that school and community partnerships could help foster the drive to help our youth understand the benefits of education and realize their dreams. Eastern is perfectly poised to make this possible.”

Don Loppnow, professor of Social Work at EMU, served as director of research development under Porter. He says Porter would have been touched by the Mott Foundation’s gift.

“John cared deeply about the challenges of education in urban settings and would have been humbled by this wonderful gift,” Loppnow says. “His scholarly interests focused on urban education and how to improve it. The Chair in Urban Education captures his passion and has a tremendous impact on the community and students within the College of Education.”

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Gifts Inspire Teens to Explore Technology

Thanks to a partnership between AT&T, ITC Holdings and EMU’s Information Assurance program, more youth are being turned on to the cyber security and information assurance fields.

In 2013, AT&T and ITC Holdings each generously gave $10,000 to support two Information Assurance outreach programs for area middle and high school students: Cyber Quest and Digital Divas. Both programs opened up a world of exciting career opportunities for students who earn degrees within science, technology, engineering and mathematics. The gift funds helped publicize the programs and pay for supplies, equipment and student lunches.

Students who participated in Cyber Quest learned to apply security to embedded logic controllers and construct a wind or solar generation device to power a cell phone. EMU Information Assurance and Computer Science faculty members taught the students how to ensure the security of their device and how to keep it from being compromised. About 180 students participated in these camps, held throughout the academic year at EMU and at area high schools.

The Digital Divas event, held last May at EMU, addressed the issue of attracting young women into the cyber security field. Nearly 450 area middle and high school students participated in breakout sessions featuring speakers from General Electric, Google and EMU information assurance and computer science students. Some of the topics included computer animation, cyber bullying, sexting and stalking.

Skip Lawver, retired associate professor of Information Technology and former Information Assurance program director at EMU, helped launch the programs in 2012 after obtaining a three-year outreach program grant from the National Security Agency. He says both programs encourage youth—especially young girls—to explore the field of technology.

“We’re not going to make it as a country if we don’t expose young ladies to careers in information assurance and cyber security,” Lawver says. “The world is constantly evolving in terms of technology, so there’s a great need to stay ahead of the learning curve. If we start attracting students to the field at an earlier age, we’ll produce future college graduates who will immediately be productive upon entering the workforce.”

Don Keller, director of academic operations for EMU’s College of Technology, was also involved in running the Cyber Quest and Digital Divas programs. He says these outreach efforts will help meet the demand for a highly skilled and diverse technology workforce.

“Only one in 12 cyber security and information assurance professionals is a woman,” Keller says. “That’s a tremendous gap that needs to be filled. Through Cyber Quest and Digital Divas, we hope to show youth that information assurance and cyber security are wonderful fields to join. These skills will help keep our state and nation strong.”
Loyal Listeners Show their Passion for Local Programming

In 2011, Eastern’s public radio station, WEMU, faced some serious financial challenges. With state funding to public colleges and universities cut by 15 percent, subsequent station budget cuts would eliminate much of its local jazz and blues music programming—content not widely available anywhere else on the dial.

Knowing the deep passion WEMU listeners have for its programs, station leaders took action.

“We enacted a plan to reduce our dependence on Eastern’s general fund by $250,000 over three years,” says WEMU General Manager Molly Motherwell. “We’d offset those cuts through increased fundraising.”

Through on-air pledge drives, regular mailings to station members and social media posts, fiscal year 2013 became the most successful fundraising period in WEMU history. Pledges, commitments, contracts and gifts totaled $756,000 with $663,000 collected by June 30, 2013, the end of the fiscal year. These funds include a generous major gift of $5,000 from the Mosaic Foundation.

“We broke our previous collections record set in 2012 by $25,000,” Motherwell says. “The $756,000 we raised in commitments is remarkable and speaks to the passion our listeners have for our programming. We hope to set a new fundraising record during the 2014 fiscal year.”

Nearly 75 percent of the funds raised pay staff and support WEMU programs. WEMU has 15 on-air personalities and news reporters, most of whom work part time. The remaining funds pay for National Public Radio (NPR) and Public Radio International programs, student help and support staff.

“WEMU has a unique position in public broadcasting,” Motherwell says. “We broadcast in an area with no daily newspaper or local TV news. Our listeners support us because we’re hyper-local. We host our own music programs and include local artists in our music mix. We also promote and support cultural events in our area. We remain unique and separate from other NPR stations by helping our community maintain its individual identity. That really matters to Washtenaw County listeners.”

In addition to offering a variety of programs covering modern and classic jazz and blues and important community news, the station also puts Eastern in the spotlight, Motherwell says.

“WEMU is a vibrant part of the community and an important part of the University,” she says. “An NPR affiliate is a badge of distinction for any institution and we raise Eastern Michigan University’s visibility. We’re here for the community and we feel that we represent the University very well.”

WEMU broadcasts at 89.1 FM and online at wemu.org. You can also listen to live content on your iPhone or Android device by downloading the free WEMU app at the iTunes store.
First-time Donors Embrace Fundraising Challenge

Thanks to a unique giving opportunity created by an anonymous and extraordinarily generous donor, many Eastern students, alumni and friends took their first step into the world of philanthropy.

Last spring, EMU launched “100 Grand. 100 Days.”—a new donor challenge. During this initiative, an anonymous donor, a former EMU Regent, matched all donations up to $5,000 made by any first-time donor to Eastern until the $100,000 goal was met.

The campaign—aimed at students, alumni, faculty and staff, and friends of EMU—was very successful, surpassing $100,000 nearly a month ahead of schedule. More than 800 new donors contributed, raising more than $126,000. The gifts have benefitted nearly every corner of campus, from scholarships and department funds to student initiatives and athletic teams.

Eastern’s Honors College made a special commitment to the campaign, encouraging current honors students and alumni to become first-time donors.

“We’re building a spirit of philanthropy among our students,” says Rebecca Sipe, professor of English and Honors College director. “More than 65 current and former honors students made a gift during the challenge. We created a buzz around the campaign by establishing an honors student activities fund. We invited our students to give a minimum of $10 to the fund, which supports various activities like field trips and study abroad opportunities. The students were excited about pooling their resources to help their peers take advantage of these kinds of experiences. Some of the Honors College staff also matched the student gifts.”

Ben Guidot, an Honors College senior studying History and Anthropology, was one of the students who made a gift during the challenge.

“I was very fortunate to have the time and the opportunity to go back to college,” Guidot says. “But some students drop out due to financial reasons or a family hardship. I thought if I could help those students in some way by making a gift, it would be a great way to make society better.”

The challenge also inspired some alumni to create funds to impact their former areas of study. Dina Hough (BA03, MS11) says the challenge provided the perfect opportunity for her to establish an endowed scholarship supporting graduate students in Hotel and Restaurant Management who have a passion for research.

“Giving back to Eastern is really important to help students not only see the value of their education, but also recognize that they’re supported by Eastern graduates,” Hough says.

The $100,000 anonymous gift created a spark for engagement and philanthropic outreach on campus.

“I wish I could give the anonymous donor who created the challenge a hug,” Sipe says. “It was one of the most clever grass-roots giving opportunities I’ve ever seen. It ignited in our students a feeling of connectedness to Eastern and gave them the ability to make things happen at their university.”
Making the Commute a Little Easier

As an Eastern undergraduate who drove from his job in downtown Detroit to night classes in Ypsilanti, Jeff Connelly (BA71) remembers the trials and tribulations commuter students face.

“As a working parent, I just couldn’t take day classes,” says Connelly, a retired oil and gas executive who lives in Houston. “I lived in Milford and drove about 50 miles to work. At the end of my work day, I got on the freeway and went to my classes at Eastern. Then I headed home to Milford. Sometimes, to help shorten the commute, I slept in the basement of a relative who lived in Wyandotte. My commute made for some long days. I didn’t get to see my family as much as I would have liked.”

Knowing that many of today’s Eastern students face similar work and commuting circumstances, Connelly decided to extend a helping hand. In 2006, he made a generous $9,000 gift to create the Connelly Scholarship for Commuter Students. The funds provide an expendable scholarship and a permanent endowed scholarship that makes awards to EMU Commuter Student Association members each year. About ten students each year receive a scholarship award. Nearly 19,500 of EMU’s current student enrollment of 23,000 are commuters.

“Making the commute a little easier can mean the difference between attending college and not,” Connelly adds. “Many commuters pay for college out of pocket, so scholarships are especially important. My gift helps Eastern make a difference in the lives of students.”

Connelly says his experience as a working student—coupled with his Eastern coursework—gave him an early career boost.

“Students who work and attend class have some advantages over their non-working peers,” he says. “I had opportunities to apply what I was learning to my job on a daily basis. That really enhanced my professional opportunities. By the time I graduated from Eastern, I was well on my way to a rewarding career.”

Connelly continues to contribute funds to the scholarship annually. To date, his scholarship gifts total $89,000.

“I started making financial gifts to Eastern almost as soon as I graduated;” Connelly says. “Three of my four sons are also college graduates, and I encourage them to give back as well. People helped me attend college—how can I not help others achieve their goals and dreams?”
The Year in Review

Fiscal year 2013 activity once again resulted in the highest endowment market value in EMU’s history, increasing from a previous record high of $51.4 million in June 2012 to a new record high of $58 million in June 2013. Total funds raised during fiscal year 2013 reached $5,007,775, representing cash gifts of $4,740,600 and gifts-in-kind of $267,175. Approximately $1.4 million of current year giving was designated for endowed scholarships and endowments, which are managed by the Foundation.

LEFT: Endowment Reaches Highest Market Value in EMU History

The endowment ended the year at $58 million, including planned gifts managed by the Foundation of $830,000. The endowment portfolio experienced a fiscal year investment return of 15.4 percent. The net impact of the positive investment return, normal endowment spending and new gifts and transfers designated for the endowment resulted in the highest endowment market value in EMU history.

Right: Funding Provided from Endowed Scholarships and Endowments

Endowed scholarships and endowments provide an ongoing source of income to EMU’s students and programs. In fiscal year 2012-13, the University received $1,302,163 from the endowment.
ABOVE: Immediate Use Gifts to EMU for Programs and Scholarships

Gifts for immediate use help the University meet urgent scholarship and program needs. In 2012-13, approximately $3.2 million was dispersed to EMU for distribution. This figure includes cash gifts and gifts-in-kind received directly by EMU along with cash gifts distributed to EMU from the Foundation.

ABOVE: Total Number of Donors

Eastern Michigan University has bucked declining donor number trends seen across the fundraising industry during the last five years. Generous donors who understand there has never been a more crucial time to support education have answered our call and given through improved annual giving solicitations and communication channels. The EMU Foundation has seen an average increase of 189 donors per year during the last five fiscal years.