

Transforming Gifts

January 31, 2002

Colleagues,

On Tuesday, I shared a message with you about budget development, and mentioned that, in a later broadcast, I would be sharing news about how private giving can both assist students through scholarship support and provide a measure of excellence to our programs. I didn't realize that I would be communicating with you again so soon.

I am very pleased to announce that one of our own, alumnus Dennis Pawley, has just honored Oakland with a transforming gift of \$1 million to establish an institute that will join technology, business and human resources and to establish a "lean learning" center.

Dennis, a former trustee and current OU Foundation director, asked that his gift be used to establish the Pawley Institute, which will focus on concepts and practices of eliminating waste in manufacturing, and creating leaders and learners within the university and the corporate world.

Dennis owns and operates Pawley Enterprises in Farmington, and was formerly executive vice president of manufacturing with The Chrysler Corporation (now DaimlerChrysler). Dennis is currently a member of the university's Varner Society, recognizing donors who have made gifts to OU in excess of one million dollars. With this gift, Dennis will join our new donor society for those who have contributed \$5 million dollars or more. We are indebted to him for his longtime and energetic support of our mission. For more about this new gift to establish the institute, and about Dennis Pawley, I encourage you to check out related stories on our News and Information website.

I am also pleased to announce several significant gifts to the arts. While the first is not new, when taken in context with recent gifts, you will begin to see the power of philanthropy in transforming educational experiences for our students.

You will remember that just last year, Oakland received a generous gift from Doris Travis and the estate of her late husband, Paul, to establish the Doris and Paul Travis Professor Program, the first such endowment in the College of Arts and Sciences. The award honors one faculty member from Music, Theatre, Dance, and Art and Art History. The four recipients are selected for their outstanding accomplishments in teaching, research and/or professional service. Each receives an annual salary supplement of \$5,000 and a faculty development fund of \$1,700 per year for three years. The 2001 Travis Professors are John-Paul White, Professor of Music; Michael Gillespie, Associate Professor of Theatre; Laurie Eisenhower, Professor of Dance; and Janice Schimmelman, Professor of Art and Art History.

Our students and community will greatly benefit from two more major gifts to the College -- \$75,000 from the Matilda R. Wilson Fund to renovate Varner Recital Hall and

\$70,000 from an anonymous donor to purchase a Steinway concert piano. The Wilson Fund was established in 1944 and has enthusiastically and generously supported university projects and programs, most notably Meadow Brook Hall, over several decades.

These gifts provide much-needed support to one of the fastest-growing areas in our curriculum - the performing arts. (Majors have increased more than 270 percent over the past six years.) And, they reflect the growing stature of an already strong program. MTD in 2001 received three separate accreditations from the National Association of Schools of Music, the National Association of Schools of Theatre, and National Association of Schools of Dance. This makes OU one of the few universities in the country to receive accreditation in music, theatre and dance in the same year. You can find more about the MTD gifts, and CAS Dean Dave Downing's thoughts about the performing arts, on The News @ OU Web pages.

Such gifts, from great friends of the university, also clearly show that philanthropy starts close to home. And, who could be closer than faculty and staff? On the Faculty and Staff news site this week, you will find the final results of our 2001 All-University Fund Drive, which was extremely successful. Gifts to university programs from more than 400 faculty, staff and retirees totaled \$143,360. I was pleased to be able to provide a 50 percent match to all new employee gifts - to reinforce the value of private giving to our mission and to give the units added funding power.

During the match period, which concluded on December 20, an additional \$45,550 was added to faculty and staff gift designations - ranging from the \$2,785 pledged to the School of Health Sciences (value with match of \$4,177) to the \$29,737 pledged to the College of Arts and Sciences (value with match of \$44,605).

One of the more unusual gifts to the drive this year was sponsorship of the student musical review "Hey There, Good Times!" by Associate Professor of Theatre, Michael Gillespie. I can't tell you how much I appreciate Mike's gift, and the support of all our participating faculty and staff for our students and programs. It says a lot to the outside world when our colleagues give their hard-earned money back to the university.

As energizing as these gifts have been, we have incredible potential to build even more support for our mission. And that potential will be realized through our first comprehensive capital campaign, now in the advanced planning stages. The deans, department chairs and vice presidents are currently submitting plans for their units that, with final input and direction from the Board of Trustees, will be woven together into an overall "case" or statement of need that will be presented to our many friends and supporters. Once the campaign is publicly launched, our fund-raising efforts will be clearly focused on fulfilling our goal of becoming a "university of distinction" through a visionary undergraduate experience by the year 2010.

It is important to note that fund raising at Oakland is an inclusive process. The Pawley, Travis, Wilson Fund and Gillespie gifts resulted from the donors' beliefs in the value of

higher education and in the faculty, staff and administrators who deliver or facilitate that education to our students. Such gifts are truly partnerships, and your help in connecting friends with university programs can be the genesis of future gifts and can greatly assist our campaign efforts.

I hope you will join me in thanking Dennis Pawley, Doris Travis, the leadership of the Wilson Fund and your faculty and staff colleagues for their efforts to make the world a better place through higher education. With partners like these, Oakland's journey to 2010 will be an exciting one for students, faculty, staff and the region.

Gary Russi