

# A Season to Remember

## NMU's first-ever campaign closes well over goal

**N**orthern's first-ever comprehensive fundraising effort, *This Decisive Season: The Campaign for Northern Michigan University*, ended on June 30. The campaign's official total came in at \$36.6 million, nearly \$7 million over the \$30 million goal.

"We are thrilled that Northern's first campaign was such a success," said Phyllis Maki, president of the NMU Development Fund Board. "The show of support by the university's alumni and friends was impressive."

The campaign began on June 1, 1996, with a \$2 million gift from the John Berry Family. **Berry '71 BS**, a national business leader, designated his gift to go toward the construction of a new ice arena, which was completed in 1999 and dedicated that year as the Berry Events Center.

Student scholarships received the largest number of gifts during the campaign, according to Martha Van Der Kamp, executive director of alumni and development.

"Alumni and friends were particularly generous when it came to investing in Northern students," Van Der Kamp said. "So many times donors would say they wanted to give back to students in the same way they had been helped when they attended college."

Van Der Kamp added that all 29 academic departments, numerous student programs, and several university facilities had gifts directed for their use during the fundraising effort.

The campaign's success played a significant role in NMU's ability to weather the recent decline in state appropriation support, according to Interim President Mike Roy.

"Without the investment in Northern by alumni and friends, last spring's budget reductions would have been even more painful and devastating, especially in

the areas of outside-the-classroom learning opportunities and student activities," said Roy. "When alumni ask me, 'Does my gift really make a difference?' I tell them emphatically, 'Yes, it really does, no matter the size.'"

### Setting priorities, exceeding expectations

*This Decisive Season* had four main priorities: helping student access and success, enhancing Northern's learning environment, investing in the people of NMU, and developing partnerships.

### Helping students

Along with the increase in scholarships, donors to *This Decisive Season* were innovative in helping the university increase student access and success.

One example of this was the multi-year gift from two anonymous donors to help create Northern Bound, a program that enables incoming freshmen to get a jump start on their college education.

"Northern Bound allows high school graduates who are entering NMU with high school credentials on the lower end of the admissions scale to come on campus during the summer and begin taking freshman-level courses in a small group," said Virginia Zinser, director of development fund operations. "It is a very intensive program that shows these students what it is going to take for them to be successful at the collegiate level, and it also gives them a chance to literally try college at little cost to them."

"What made this program special to one of the donors, in particular, was that he entered Northern under its right-to-try initiative, graduated, and has gone on to enjoy a successful business career. I think it gave him a sense of satisfaction to play a role in giving Northern students their own right to try," said Zinser.

### Enhancing the learning environment

Although the campaign has ended, the impact of gifts to *This Decisive Season* will be physically visible on campus for decades to come.

In fact, several major gifts are part of the East Campus Renovation, which has only just begun. Two gifts designated to areas of this project are the Reynolds Concert Hall, in part funded by a major gift from Marquette community leader Phyllis Reynolds, and the

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DeVos Art Museum, a \$1 million endowment for the university's art museum from the Daniel and Pamela DeVos and the Richard and Helen DeVos Foundations. Dan is the former chair of the NMU Board of Trustees and Richard and Helen are NMU honorary degree recipients.

A number of gifts were also directed at helping to complete the construction of the Seaborg Science Complex and for equipping and furnishing that facility, which remains the largest brick and mortar project in Northern's history.

## Investing in the people of NMU

One of Northern's most important resources is its dedicated employees. Alumni continually rate their interaction with the NMU faculty and staff as one of the most beneficial factors of their college education. Several gifts to *This Decisive Season* were directed at helping NMU faculty and staff enhance their talents and expand their professional horizons.

For instance, major gifts from the Herrick Foundation and the Pendill family helped to create the Rettig Nursing Technology Center and Olive Pendill Home Care Suite, respectively. The first is a highly interactive teaching lab with simulated hospital bed settings, computer lab, exam rooms, medical supplies, and testing areas. The latter is a suite to teach the delivery of health care in a home setting. These additions to NMU's nursing program enabled nursing instructors to develop new and innovative teaching and learning opportunities for Northern students.

## Developing partnerships

Northern has always placed value on its role as a community leader and has demonstrated this by joining with business, environmental, cultural, and government leaders across the Upper Peninsula and throughout the Midwest in partnership endeavors.

One example of a new business partnership formed during the campaign was that between NMU and Pioneer Surgical Technology, a world leader in medical device production. This Marquette business needed to train its employees to use cutting-edge technology programs and equipment and turned to NMU, which created a certificate program to meet the needs of Pioneer and other businesses. In turn, Pioneer donated nearly \$150,000 in state-of-the-art equipment to the university, and established the Pioneer Surgical Technology scholarship.

Donors joined Northern in other partnership efforts by supporting the United States Olympic Education Center and the university's public radio and television stations.

## Priority giving: How the campaign met its goals

### OVERALL CAMPAIGN



Goal: \$30 million  
Gifts: \$36.6 million

### STUDENT SUCCESS



Goal: \$12 million  
Gifts: \$15.4 million

### IMPROVING FACILITIES



Goal: \$7.5 million  
Gifts: \$4.7 million

### INVESTING IN PEOPLE



Goal: \$6.5 million  
Gifts: \$3.1 million

### PARTNERSHIPS



Goal: \$4 million  
Gifts: \$5.6 million

### UNDESIGNATED & PLANNED GIFTS



Goal: No goal  
Gifts: \$7.8 million

# A gift of accountability

Management expert wills \$2 million estate to NMU

Charles Alvord was “thrilled” to learn that his gift to *This Decisive Season: The Campaign for Northern Michigan University* was not only one of the largest made to the fundraising effort, it actually closed the campaign.

Alvord has willed his estate to Northern, a gift valued at \$2 million.

Much like the man himself, Alvord’s gift is multi-faceted. A large portion of the funds from the estate will go directly into The Gwendoline and Charles B. Alvord, Jr. Scholarship Fund he established in 1998. Some of the gift will also go into The **Daisy B. ’08** and Charles B. Alvord Scholarship Fund that was created by his family in 1979 in honor of his parents.

Another portion will go to fund an interdisciplinary educational effort that focuses on the subject of managerial accountability.

“A lot of attention is being placed on management accountability in the workplace these days, and while today’s managers are making some efforts to change the corporate climate, the young people who are in university programs right now will actually drive the change,” said Alvord. “I hope this gift affords the university the opportunity to put educational projects in place that will position Northern to play a national role in training the new generation of managers.”

Alvord is not simply making a general observation on the issue of accountability. He spent much of his career at the executive management level with companies such as U.S.

Gypsum Company and Stanley Tool and Hardware Company.

A native of Marquette and a 1932 graduate of Graveraet High School, Alvord currently resides in San Mateo, California. He attended Northern and Michigan Tech each for two years, graduating from MTU in 1939 with a degree in chemical engineering.

Following graduation, Alvord joined U.S. Gypsum. He was then called into service where he became a Lt. Colonel in the U.S. Army during World War II, commanding front-line troops in Europe for which he was awarded a Bronze Star.

After the war, he rejoined U.S. Gypsum and earned eight patents for his work there.

When Alvord was 59, he started a small company with the idea that it would keep him occupied during his retirement. Within a few years, Management and Marketing Counsellors (MMC) had grown into a nationally recognized management consulting firm with 14 offices across the country and more than 300 clients.

Alvord closed MMC in 1990 to write *Total Performance Management*, which details his corporate system of management accountability. In 2002, he and his wife Gwendoline completed writing *The Ultimate Romance* just weeks before her death. The book chronicles the couple’s life and travels. Alvord is in the process of writing a third book, *Born to Adventure*.

Alvord said that all of his writings have accountability as the underlying theme—looking at accountability within the corporate world, the



Gwendoline and Charles Alvord celebrating their 55th wedding anniversary.

family, and in how individuals choose to live. Any profit made on the books will be contributed to Alvord’s scholarship endeavors and the educational opportunities his estate gift helps establish.

“One of the reasons I’m so excited about this gift to Northern is because I believe in the liberal arts education. Some university programs are too narrow. I found taking a wide variety of courses, which I did at NMU, was very valuable to me,” Alvord said. “I like learning about a lot of things. Throughout my life I kept learning, especially during my travels with Gwen to nearly 60 countries during our 57 years of marriage.”

Alvord, who plans to celebrate his 90th birthday this winter with a trip to Burma and Indonesia, said that taking a proactive role in helping young people understand how to manage accountability in all areas of their lives is something that gives him great pleasure.

“A great satisfaction to me and my wife in recent years has been the knowledge of what our small success will be able to do for future Upper Peninsula students. It’s a good feeling,” Alvord said.

—Cindy Paavola '84 BS

## This Decisive Season: The table of gifts

Premier Gifts: \$500,000 to \$2 million  
Total Received \$12M



10 gifts received  
1 gift remaining

Leadership Gifts: \$100,000 to \$499,999  
Total Received \$4.2M



36 gifts received  
0 gifts remaining

Major Gifts: \$25,000 to \$99,999  
Total Received \$1.5M



39 gifts received  
61 gifts remaining

Special Gifts: \$10,000 to \$24,999  
Total Received \$650,000



65 gifts received  
55 gifts remaining

At the start of *This Decisive Season*, the Development Fund Board of Trustees and Development Fund staff established goals for leadership gifts. These are the number and type of leadership gifts received. Gifts of less than \$10,000 totaled \$18,286,624.

## Campaign ends; annual giving continues

**T**his *Decisive Season*, Northern's first-ever comprehensive campaign, has ended but the need for private giving support to the university has never been more critical, according to Martha Van Der Kamp, executive director of alumni and development.

"There are many programs on campus, especially student programs, that rely on annual gifts to the university as their primary means of financial support. Gifts to the Annual Fund at NMU help to keep Northern vital," Van Der Kamp said.

Over the past three years, the Annual Fund at NMU has raised \$1 million. These gifts, known as undesignated funds, are used in the areas of greatest need and are dispersed to various programs throughout campus each year.

About 58 percent of each year's Annual Fund giving is for designated gifts, most often directed to the academic department from which alumni donors received their degrees or those that represent a donor's current profession.

"Our students who call potential donors on behalf of NMU say that alumni enjoy reminiscing about their Northern experience when they are called upon for support," said Van Der Kamp. "It's a chance for alumni to stay connected to the university and to give something back to an institution that may have played a significant role in their lives. For community members, it's a chance to support the programs that are important to the area. There's a real sense of satisfaction and pride when a university community pulls together, each member contributing in whatever way he or she can, to accomplish goals. That's what annual support to your university of choice is really all about."

## During *This Decisive Season*...

- ✿ **104 SCHOLARSHIPS WERE ENDOWED.** A gift of \$10,000 or more was required to endow a scholarship. The average annual scholarship provided to a student recipient is \$500 per year based on the Development Fund's endowment policy.
- ✿ **THE NMU HONORS PROGRAM RECEIVED \$600,000** from current NMU Board of Trustees Chair Mary Lincoln Campbell. In fact, her December 2002 gift to *This Decisive Season* was the contribution that pushed Northern over its \$30 million goal. Campbell has been a major supporter of Northern's Honors Program. In 1998, she endowed the Mary L. Campbell Scholarship Program, which awards scholarships to four Honors Program participants each year.
- ✿ **SIXTY-SEVEN PERCENT OF NORTHERN'S FACULTY AND STAFF GAVE TO THE CAMPAIGN**, far exceeding the national average of 20-30 percent. Faculty and staff contributed to existing scholarships, 13 new endowed scholarships, state-of-the-art equipment, the Stratford Festival Program endowment, an endowment for the NMU Art Museum, wide support for a lecture series, and a cultural series endowment.
- ✿ **THE PRESIDENTIAL SCHOLARS PROGRAM WAS ESTABLISHED.** This scholarship program recognizes academically outstanding students who also demonstrate involvement in community service projects, volunteer student organizations or service clubs. Three Presidential Scholarships of \$2,500 per year for three consecutive years were funded during the campaign.