

OFFICE OF THE PRESIDENT:

WHARTON, CLIFTON R. PAPERS

MSH SUBJECT FILE

Performing Arts Center 1975

FOLDER 116

BOX 127

COLLECTIO UA 2.1.14

# MICHIGAN STATE UNIVERSITY

CLIFTON R. WHARTON, JR. • PRESIDENT

November 1, 1977

EAST LANSING • MICHIGAN • 48824

Gentlemen:

Michigan State University has embarked on the first capital fund-raising campaign in its 122-year history. It is a \$17 Million Enrichment Program for private funds to accomplish the following four objectives:

- Build and equip a major new performing arts center	\$11,000,000
- Complete the first construction phase of a new natural/cultural history museum building	2,750,000
- Strengthen the MSU Library's holdings in key areas, and establish a "Library of Tomorrow" on campus	1,500,000
- Endow several faculty chairs/professorships in various pivotal academic disciplines	<u>1,750,000</u>
Total Goal	\$17,000,000

The initial results in our efforts to date have generated gifts and/or commitments in the range of \$6.5 to \$7 million dollars. Several major foundations or corporate prospects, such as the Kresge Foundation, the Mott Foundation and General Motors Corporation have yet to indicate their level of commitment. However, we are confident that when these announcements are made, our campaign total will be well beyond the half-way mark toward the \$17 million objective.

As part of our campaign results, I am further pleased to report that the MSU family, which includes our faculty, staff, student body, retirees and clinical faculty, have pledged well over \$900,000 to this program. Every indication is that the MSU family will exceed the \$1 million mark by the end of the year.

Trustees of the Forest H. Akers Trust Fund  
John A. Hannah Administration Building  
Michigan State University  
East Lansing, Michigan 48824

Trustees of Forest Akers Trust Fund  
November 1, 1977  
Page 2

With these encouraging highlights toward a significant step in the University's history, we wish to request that the Trustees of the Forest H. Akers Trust give consideration to a grant of \$500,000 toward the \$17 Million Enrichment Program. The construction of the State Center for the Performing Arts is the University's top priority for the 1970's. I believe that the intentions of Forest Akers would be more than satisfied with a commitment of this magnitude toward a project of this importance. Of course, an extended payment schedule beyond the maximum five-year private sector plan is available in this special situation.

In order to appropriately recognize a grant request of this size, the Campaign Committee wishes to offer the Upper Lobby in the Great Hall to be named in honor of Forest H. Akers along with a listing of the Trustees of the Fund who made the grant possible.

The enclosed materials describe in detail the campaign's objectives, as well as the vital need for these facilities and programs. If there are aspects of this request that need clarification, I would be most pleased to meet with you to discuss your questions and, if requested, to narrate a special 20 minute slide presentation about the program.

Sincerely,

Clifton R. Wharton, Jr.  
President

cc Mr. Jack Breslin  
Dr. John A. Hannah  
Mr. Philip J. May  
Mr. John R. Pingel

Enclosures

UNIVERSITY ARCHITECT - ADMINISTRATION BUILDING

October 20, 1971

RECEIVED

OCT 29 1971

MEMORANDUM

MICHIGAN STATE UNIVERSITY  
OFFICE OF THE PRESIDENT

To: Clifton R. Wharton, Jr., President  
From: Robert L. Siefert, University Architect  
Re: Performing Arts Center

In accordance with your request, I have attempted to apply dollar figures to the various elements of the preliminary program statement for this project.

Using the performance centers and their accompanying service areas as the basic unit and the other programs as add-ons to this, I suggest the following as a preliminary budget:

A. PERFORMANCE CENTERS	\$13,000,000
Concert Hall - 2500 seats; Recital Hall - 900 seats, Theatre - 800 seats, Service areas.	
B. DEPARTMENT OF THEATRE	1,800,000
Experimental theatre and instructional facilities.	
C. RADIO AND TELEVISION BROADCASTING	4,500,000
Radio and T.V. broadcasting and instructional facilities.	
<hr/>	
TOTAL BUDGET ALL FACILITIES:	\$19,300,000

NOTE: These figures are intended as total project costs, including fees, administrative costs, and equipment. Because of the unusual nature of equipment for Radio and Television Broadcasting, I am sure the final cost could vary greatly from the amount noted.

RLS:ies

OFFICE OF THE PROVOST • JOHN A. HANNAH ADMINISTRATION BUILDING

October 12, 1971

MEMORANDUM

To: ✓ President Clifton R. Wharton, Jr.  
Mrs. Clifton R. Wharton, Jr.  
Dr. James Niblock  
Dr. Erling B. Brauner  
Mr. Kenneth Beachler  
Dr. Milton Baron  
Mr. Robert Siefert  
Mr. Jack Breslin  
Mr. Robert Perrin  
Mr. Roger E. Wilkinson  
Mr. Leslie Scott  
Dr. John E. Dietrich  
Mr. Frank C. Rutledge

From: Provost John E. Cantlon

*John E. Cantlon*

Subject: Proposal: Performing Arts Center - Michigan State University

As soon as the October Board meeting is past I will convene a second meeting of the ad hoc Performing Arts Group to sharpen our thinking and fit the structure to the probable purse.

Mrs. Simmons, my secretary, will set the date. Please indicate when you cannot be present.

JEC:cs

Attachment

PERFORMING ARTS CENTER  
MICHIGAN STATE UNIVERSITY

Michigan State University has long recognized its obligation to provide enrichment for the lives of its students and faculty and for the community surrounding the university through a varied program of high quality in drama, music, dance, and other performing arts. Its efforts in this direction have manifested themselves in the development of superior faculties in music, theatre, dance, and radio and television productions. These faculties and the students who work with them every year prepare and present a rich variety of performances which not only serve to advance the professional competence of the students involved but, also, to present to the university community a full range of opportunities to experience the performing arts. As a complement to the productions that emerge from the instructional program, the university, through the Lecture-Concert Series, brings to the campus and to the community a representative selection of the world's best talent in the performing arts.

To assure the highest quality of performance and the most effective impact on the audiences, this total performing arts program requires a number of unique facilities not now existing on the campus or in the community. Therefore, it is proposed that a complex of facilities be constructed to accommodate the performance activities and to enhance the instructional programs of the Departments of Music, Theatre, Dance, and Radio and Television, and to provide a suitable setting for the programs of the Lecture-Concert Series and the University's radio and television broadcasting system.

It is proposed that the new facility be built to provide the following performance centers:

Performing Arts Center

1. A concert hall seating 2300-2500

This concert hall would be used for orchestral and choral concerts, for dance recitals, for operas, for popular music concerts, and for musical shows. It should be equipped with full stage, suitable for dance, opera, and musicals. Stage dimensions should be 150' by 50' with a grid height of approximately 80' to 100'. Proscenium dimensions should be 65' to 70' wide and 30' high. should be equipped with a mechanized accoustical shell which would allow it to be utilized for orchestra and choral concerts. Provisions should be made for an organ that could be lowered below the stage. In the interest of the greatest possible intimacy, this hall should have a balcony arrangement.

2. A recital hall seating 800-900

This hall would serve, primarily, for small group and solo musical performances. It should have a fixed stage with a backing that serves as its own accoustical shell.

3. A theatre seating 700-800.

This center would serve primarily as an instructional tool in training in drama but could also serve for the productions of professional troops sponsored by the Lecture-Concert Series. Although the major performance emphasis for this facility would involve western drama, it should be constructed with the greatest amount of flexibility possible to permit exploration of dramatic forms throughout the world. The seating arrangement should be steeply raked. The stage should be a proscenium of about 50' by 30' with an apron of 6' to 8'. There should be a full stage house with a fly area.



Performing Arts Center

4. As necessary complements to three performance centers, the following should be provided:

- a. An orchestra room for tune-up and rehearsals.
- b. A dance practice room.
- c. Dressing room facilities, including 2 choral rooms to accommodate 40 to 50 persons, each with lockers and makeup facilities, 3 or 4 dressing rooms to accommodate 4 to 5 persons each, 2 star dressing rooms, many small combination practice and dressing rooms, and theatrical dressing rooms.
- d. Attractive foyer capable of accommodating large groups, plus ticket booths and check rooms. If possible, this foyer should permit art exhibits.
- e. Refreshment facilities.
- f. Office facilities for Lecture-Concert Series director and staff.
- g. Office facility for building manager.
- h. Office facilities for stage manager and stage hands.
- i. Medical room.
- j. Loading facilities adjacent to stages of concert hall and theatre.
- k. Storage space for piano, opera sets, etc.
- l. Technical center for lighting, sound equipment, etc.

5. An Instructional facility for the Department of Theatre.

This facility, which could be a tower structure, would include:

- a. A flexible experimental theatre 100' by 80' by 20' high. This large open space should have a wooden floor. It should have sound and light controls



## Performing Arts Center

on one wall at the second level. It should have a complete pipe grid and electrical circultry at 16' to 18' from the floor. It should have seating modules on wheels with removable seats.

- b. 16 faculty offices.
- c. Scene shop (could be shared with Radio and Television Department).
- d. Costume shop.
- e. Dyeing room.
- f. Light repair room.
- g. Makeup room.
- h. Departmental office.
- i. Conference room.
- j. Faculty lounge.
- k. 5 rehearsal-classroom spaces.
- l. Drafting classroom.
- m. Green room.
- n. Property storage space (could be shared with Radio and Television Department)

### 6. An instructional facility for the Radio-Television Department.

This facility would be a part of the radio and television broadcasting station complex. It would include:

- a. Faculty offices.
- b. Seminar and classroom spaces (could be shared).
- c. Student and staff lounge (could be shared).

It would share with theatre and the stations:

- a. Scene shop.
- b. Property storage space.

Performing Arts Center

- c. Costume shop.
- d. Makeup and dressing rooms.
- e. Technical and operational facilities, including training studios.

7. A broadcasting facility housing the university's radio and television stations.

This facility would include:

a. Radio broadcasting.

- 1) Two broadcast control rooms (AM-FM) with adjacent studios.
- 2) Recording control room with adjacent studio.
- 3) Two production studios.
- 4) Sub-channel multiplex control room with adjacent studio.
- 5) Tape network duplicating room.
- 6) News workroom with adjacent network workroom.
- 7) Beeper recording and news production space.
- 8) 17 faculty/staff offices.

b. Television broadcasting.

- 1) Two production studios w/control rooms.
- 2) Audio recording studio.
- 3) Two announce booths.
- 4) Master control, lighting control, tape & film control areas.
- 5) Two dressing rooms w/lavatories (could be shared with Theatre Dept.).
- 6) Scenery stacking & assembly area (could be shared with Theatre Dept.).
- 7) Furniture & property storage (could be shared with Theatre Dept.).
- 8) Equipment storage (could be shared with Theatre Dept.).
- 9) Scenery construction shop (could be shared with Theatre Dept.).

Performing Arts Center

- 10) Scenery painting area (could be shared with Theatre Dept.).
- 11) Two crew locker rooms (could be shared with Theatre Dept.).
- 12) Design and graphic arts studio.
- 13) Dark room.
- 14) Three film editing rooms.
- 15) Film storage room.
- 16) Promotion and publicity workroom.
- 17) 46 offices for staff, faculty, temporary instructors, production assistants.

c. Shared facilities

- 1) Audio and video tape storage.
- 2) Engineering maintenance shop.
- 3) Telephone co, termination room.
- 4) Four conference-class rooms.
- 5) Reception area and general office.
- 6) Duplicating room.
- 7) Shipping and receiving.
- 8) Lobby.
- 9) Lounge and refreshment area.
- 10) Cloak room.
- 11) Music Library.
- 12) Newsroom.

8. It is strongly urged that the performing arts complex be conceived architecturally in a way that reflects the same aesthetic values represented by the performances that it houses. Its planning, thus, requires the best artistic talent available.

Performing Arts Center

In urging that a distinguished artist be commissioned to plan the building, it should not be forgotten, however, that the new complex is intended to serve a functional purpose. The architect chosen should be someone with experience in facilities intended to serve the performing arts.

9. The location of the building perhaps needs special consideration. Access by the public is vital to a performing arts program. Parking, access routes, loading and unloading operations, should not be overlooked. It seems especially crucial that a performing arts center not be located too closely, spatially, with other facilities intended to accommodate large crowds, especially for evening events.

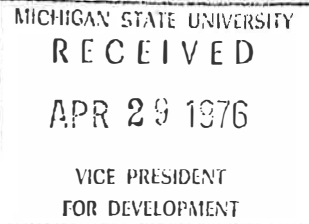
\* \* \* \*

emcw

10-6-71

Brakeley, John Price Jones Inc.

6 East 43rd Street New York, N.Y. 10017 212-697-7120



GEORGE A. BRAKELEY, Jr.  
CHAIRMAN

April 27, 1976

Mr. Leslie Scott  
Vice President for Development  
Nisbet Building, Room 220  
Michigan State University  
East Lansing, Michigan 48823

Dear Les:

As requested in our various recent telephone conversations, I forward (with considerable pleasure) a revised proposal for our services, with supporting budget, in anticipation of a special-projects capital campaign for the University, directed largely at big-gifts prospects, probably over a period of two years, to start in the near future.

To put this in perspective, I assume we are talking about an objective of somewhere between \$14 and \$15 million (\$11 million for the Performing Arts Center; \$2.5 million for the Museum; \$1 million for Medical Archives, etc.), a fund-raising plan as in the study report also to be updated and adjusted to these new dimensions but applicable in principle, and with the University and this company assuming the approximate responsibilities listed on pages 63 to 68 of our report and re-affirmed in Appendices II and III.

In consideration of the applicable scope of the campaign, we submit in Appendix I the estimate budget for professional services, related costs and comments, assuming, as noted, that the University will provide support facilities and services. This relates to estimate budget costs as identified in my letter of May 2, 1975 covering the six-months period commencing July 1 of that year.

We are working now on the kind of team that can best serve Michigan State's interests in consultation on and management of the contemplated capital campaign, and this involves, particularly, consideration of our personnel resources so as to give you the most effective combination of professional staff. I will, of course, retain an overall supervisory and consultation responsibility on the account.

Initially we will concentrate on:

1. The documentation of the "case" for the Performing Arts Center, Museum, etc., focusing on specific building and related needs, ranging from the Center itself down to smaller items, to provide opportunities for prospects to identify with and perhaps put their names on specific segments thereof.
2. Setting up the fund-raising office, securing and training staff, setting up procedures for liaison with the University's Development, Finance, University Relations, and other related departments.
3. Preparing a Plan of Campaign, operating schedule, budget, etc., for this specific fund-raising program.
4. Identification of and research on prospects for the campaign, and, not so inferentially, for the University as a whole, particularly those whose interests might be swayed in this direction.
5. Identification, cultivation, and enlistment of leadership, particularly determining the roles of University Trustees, Foundation Directors, the President, officers of the Development Council and the Alumni Association, and related University officials.
6. And fund raising — mostly on "targets of opportunity" as they appear.

We propose that the plan of campaign as documented in principle in our study be updated as the first order of business after a week or two of orientation, administration and volunteer leadership discussions, and after review of the study conclusions and recommendations as to applicability today.

We stand ready to meet and review this proposal, adjust it as desirable, and re-submit it if necessary. If it stands as is, the signature of a University signing officer on the enclosed copy and its return to us will put us in business. If a formal contract is desired, we will forward one on your advice.

Mr. Leslie Scott

3

April 27, 1976

It will be a great pleasure to again be associated with Michigan State University, its President, its Vice President for Development and concerned volunteers and staff.

Sincerely

A handwritten signature in dark ink, appearing to be "J. J. Jones", written over a horizontal line.

Accepted for Michigan State University:

Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Enclosures



OFFICE OF VICE PRESIDENT FOR DEVELOPMENT  
MICHIGAN STATE UNIVERSITY

Date \_\_\_\_\_

TO:

FROM: NOTES TO APPENDIX I:

The special consulting services in donor financial planning will not be required or expenses for this individual. This would be a reduction of \$20,000. The request for the services of Brakeley for one year would then total \$126,000.

On page 2, note 5, provides for the cancellation by either party of this commitment.

APPENDIX IESTIMATE CAMPAIGN BUDGETAND NOTESProfessional Fees

Corporate Services and full-time Director (52 weeks)	\$ 96,000
Writing Services	15,000
Special Consulting Services in donor financial planning and grants guidance	<u>15,000</u>
	\$126,000

Staff Expenses

For supervision and consultation	\$ 5,000
For full-time staff, writer, etc.	<u>15,000</u>
	\$ 20,000

General Expenses

Estimated as approximating professional fees, depending largely on facilities and services available and/or provided for in other budgets (clerical, printing, local transportation, supplies and equipment, meetings, lettershop, etc.).

And the following notes:

1. Our fees will be billed and are payable biweekly in advance; our expenses will be billed biweekly as incurred. (If some other billing and paying schedule is desired, we can adjust.)
2. General expenses will be billed directly to and paid by the University and under our approval. Specific authorizations for such expenditures will require your approval for any amount exceeding, say, \$250.
3. Office space, services, petty cash, local transportation, furniture and equipment, will be provided by the University.
4. After acceptance of this proposal in principle, we will submit a contract for mutual approval.
5. This arrangement may be terminated by either party on 45 days notice in the first six months, and 60 days notice thereafter.
6. We will reports as information is available through the University.
7. Neither party during the term of this agreement, or for a period of two (2) years following the termination thereof, shall offer employment to or accept services from an individual, who at any time during the term of this agreement, was employed by the other, except by mutual consent.

It is worth noting, I believe, that many of these initial expenditures can be viewed as investments and perhaps written off, or amortized, in later stages of your fund-raising program. Certainly such basics as prospect and leadership research, definition of the "case," fund-raising policies and strategy, gift recording and acknowledgment procedures, will have continuing application to the University's capital and development fund raising.

## APPENDIX II

### THE UNIVERSITY'S ROLE

To assist in discharging the University's responsibilities, we list points below which, in our experience, have proved essential to success. (The key to it all will be the President's own participation.)

1. To accept, and act on appropriate, related recommendations in the study and subsequently.
2. To the extent not done in preparation for the several studies, to make decisions, establish policies and provide documented reports in such areas as:
  - a. The University's purpose and direction in the next decade, especially as related to the stated needs.
  - b. The broad base of services which will be improved if properly financed.
  - c. Such other basic data essential to preparing and presenting the University's case for private sector support.
3. To provide ideological as well as practical support to fund-raising counsel — and to volunteer leadership and supporting units.
4. To interpret — initially and continually — the fund-raising process and counsel's role to the institutional family at the University, their understanding and cooperation are essential.
5. To keep counsel advised of public relations and public information events, administrative problems and decisions that might reflect on the University's support-generating posture; and to coordinate such decisions with the campaign plan.
6. To enlist the top leadership as required and to assist and support such top leadership in the enlistment of subordinates.
7. To be in constant communication with other top leadership, to make major presentations, solicit major gifts, provide resource information, mail certain personal gift acknowledgements, attend follow-up and report meetings, and participate in special events.

8. To provide, if and as able, loan of personnel, headquarters space, equipment and furniture, and coverage of personnel (not employed on counsel payroll) under available health and pension arrangements.

9. To provide machinery for receiving, receipting, acknowledging, accounting for, advising recipients of and counsel on, "billing" on pledge payments, all contributions.

10. To provide funds for the campaign, periodical budget reports, and account for all expenditures.

APPENDIX IIITHE ROLE OF PROFESSIONAL COUNSEL

1. To assist in the articulation of the total program philosophy, the projection of financial needs, the recommended changes in pacing and general strategy.
2. To advise in personnel selection — both staff and volunteer.
3. To identify and research on potential large-figure donors. Much of this procedure will be based on information developed during the course of the study.
4. To work with top leadership on successful techniques for cu and committee training at all levels.
5. To assist the top volunteer leadership in the screening, selection, enlistment and orientation of volunteers.
6. To prepare and maintain the operating schedule — particularly in relation to the previously-determined timing of the campaign.
7. To coordinate the evaluation and rating of all prospects and, ultimately, the assignment of each prospect to the solicitor capable of doing the most effective job.
8. To prepare and distribute reports on plans, significant meetings and the progress of the campaign.
9. To plan the production of printed materials such as the case statement, the major campaign brochure and related announcements and booklets.
10. To provide overall guidance of program policy, strategy and tactics.
11. To make available (a) senior company officers for policy-level meetings, especially of the proposed Executive Committee, and (b) supporting company services.
12. Working with University and Foundation staff, to provide budget control with periodical reports to those concerned.

In addition to the foregoing, counsel assumes responsibility for the campaign headquarters. This includes the employment, training and orientation of technical and clerical staff which may be needed. This responsibility includes the function of building prospect lists and careful control of their distribution.



# MICHIGAN STATE UNIVERSITY

VICE PRESIDENT FOR UNIVERSITY RELATIONS

EAST LANSING • MICHIGAN • 48824

January 10, 1975

## MEMORANDUM

To: President Clifton R. Wharton, Jr.  
From: Robert Perrin *RP*  
Subject: Place to Grow

Some time back, I suggested that we do a new ending for the film "A Place to Grow" so that it would be up-to-date and more useful for fund-raising purposes.

Since then, we have developed a brochure and mailer card with which the film can be booked for use. (See attached) We also are completing another brochure which would be sent along with the film in some quantity and would serve as a return mailer for contributions.

*OK* | This leaves one unfinished piece of business: the new ending. Originally, I suggested that you be filmed on the proposed site. However, with winter upon us, this is pretty bleak. As an alternative, I think it would be appropriate to film you in front of the campus plan map in the Conference Room, which has a depiction of the PAC on the proposed site (but not in enough detail to give anything away as yet).

If this seems satisfactory, I would appreciate it if you would block out about an hour for the filming. I need some advance notice so that we can organize Ali Issari and the film crew.

Attachments

MICHIGAN STATE UNIVERSITY

VICE PRESIDENT FOR UNIVERSITY RELATIONS

EAST LANSING • MICHIGAN • 48824

October 31, 1974

*Feb 14  
weather permitting*

MEMORANDUM

To: President Clifton R. Wharton, Jr.  
From: Robert Perrin *RP*  
Subject: PAC Film

Attached is the suggested text for a trailer to be spliced onto the Performing Arts Center film during the interim period until we get architects' drawings, etc.

I propose we film you on the Bogue St. site. Since we need a good day for this, it probably would have to be done on fairly short notice. IMC would be prepared to do the filming if told a couple of hours in advance.

The next time the sun is out satisfactorily, I will check with you and IMC to see if we can coordinate. Given the gossip nature of the campus, however, we might have to wait until you announce the site decision.

Attachment

TRAILER FOR "A PLACE TO GROW"

WHARTON: Since our film -- A Place to Grow -- was completed, there have been several important developments. A firm of architects has been retained to draw up the design for the Performing Arts Center. And with the help of the architects and University officials and committees, the most desirable site for the center has been selected.

I am standing on that site -- located on the eastern part of the Michigan State University campus. Here -- in this field -- we hope to build the educational and cultural center whose need was so graphically documented in the film.

But the Performing Arts Center will not grow by itself. To make it reality, we must raise at least 11 million dollars from the private sector -- from individuals, alumni clubs, foundations -- all who have a genuine interest in Michigan State University and its academic and cultural excellence.

This is the most ambitious fund-raising campaign our university has undertaken. It will be a challenge -- but the dividends will be enjoyed by many generations to come.

The time to begin is now -- and we must have your help.

ANNOUNCER: Send your tax deductible contribution to:

MSU Development Fund  
Michigan State University  
East Lansing, Michigan 48824

Checks payable to: Michigan State University.

(Show printed address on screen)

*Admin*

MICHIGAN STATE UNIVERSITY EAST LANSING • MICHIGAN 48823

---

VICE PRESIDENT FOR UNIVERSITY RELATIONS

August 22, 1972

MEMORANDUM

To: President Clifton R. Wharton, Jr.  
From: Robert Perrin *RP*  
Subject: Performing Arts Film

I understand that you want to repeat the sequence you and Dolores have in the Performing Arts Film, OK, but in context with the whole film, I think the original version of the sequence is too long. Therefore, I have edited it as attached.

This is the only piece left hanging before the film can be wrapped up. I'll ask June to work with Mrs. Mott and Ali Issari in setting a time to do the shooting.

Attachment

PRESIDENT AND MRS. WHARTON'S CLOSING REMARKS IN

"A PLACE TO GROW"

PRESIDENT WHARTON:

As you have just seen, Michigan State University proudly meets its obligation to provide -- through the performing arts -- enrichment for the lives of its students and faculty, for the surrounding community, and for the state as a whole.

Mrs. Wharton and I have found our association with the performing arts one of the most rewarding features of our tenure here.

But there is <sup>one</sup>~~another~~ aspect of the performing arts which does not measure up to the University's standards of excellence: the facilities presently available for the study and presentation of these most important disciplines.

Our facilities are old and inadequate; they lack the capability to properly showcase MSU's artists and their presentations, and they fail to illustrate the University's true dedication to the artistic fields of endeavor. In short, they have not kept pace with the growth of Michigan State University as a center of academic and cultural excellence.

We are moving to correct this situation by building a new Center for the Performing Arts on the MSU campus. It will house many of our on-going programs; be their showcase to the public, and in a real sense serve as a cultural center for the community. The Center will be an inspiration for the performing arts -- as well as their stage.

MRS. WHARTON:

Our willingness to meet our cultural obligations is a direct measure of the primary values of our society.

Your help in bringing the Performing Arts Center to reality will go far beyond simply making this a better university. You will, in fact, be leaving a vitally important legacy of cultural values to future generations. To a great extent, we are what we leave behind -- and we will be so judged.

PRESIDENT WHARTON:

Needless to say, this Performing Arts Center will be a large and expensive undertaking. We must look to our alumni and friends for the major financial support for such a center.

This is one of the most important challenges now facing Michigan State University -- not just to build a new structure to add to the beauty of our campus -- but to provide a living environment for the development and enjoyment of the performing arts.

We know that you will join in providing for them these needed physical facilities -- a Place to Grow.

PRESIDENT AND MRS. WHARTON'S CLOSING REMARKS IN

"A PLACE TO GROW"

PRESIDENT WHARTON:

As you have just seen in this film, Michigan State University proudly meets its obligation to provide -- through the performing arts -- enrichment for the lives of its students and faculty, for the surrounding community, and for the state as a whole.

Mrs. Wharton and I have found our association with the performing arts at Michigan State University one of the most rewarding features of our tenure here.

But there is one aspect of the performing arts which does not measure up to the University's standards of excellence. Our facilities are old and inadequate. This Auditorium, for example, was built in 1939, when the student body of MSU numbered about 8,000. Since then, the student population has increased five-fold, while this building has aged by 1/3 of a century. In short, our physical facilities for the performing arts have not kept pace with the growth of Michigan State University as a center of academic excellence and cultural activity.

We are moving to correct this situation by building a new Center for the Performing Arts on the MSU campus. It will house many of our on-going programs, cramped for space at the present time, and in a real sense it will serve as a cultural center for the community.

'38/'39:  
7658 students.

'39/'40:  
8345 students.



MRS. WHARTON:

Our willingness to meet our cultural obligation is a direct measure of the primary values of our society.

Your help in bringing the Performing Arts Center to reality will go far beyond simply making this a better university. You will be leaving a vitally important legacy of cultural values to future generations.

PRESIDENT WHARTON:

But the Performing Arts Center will be a large and expensive undertaking. We must look to our alumni and friends for major financial support.

This is one of the most important challenges now facing Michigan State University -- to create a living environment, open to the whole community, for the development and enjoyment of the performing arts.

We need your help in building these vital physical facilities. We need -- A Place to Grow.

DIGEST OF PRESIDENT AND MRS. WHARTON'S REMARKS

PRESIDENT WHARTON:

1. As you saw in the film, MSU meets its cultural obligations.
2. Mrs. Wharton and I have found the performing arts at MSU rewarding.
3. Our facilities are old and inadequate, e.g., this Auditorium.
4. We are moving to correct this by building a new Performing Arts Center.

MRS. WHARTON:

1. Your help will be of great and lasting value.

PRESIDENT WHARTON:

5. We need your financial help for this undertaking.

We need -- A Place to Grow.

POSITION 1



Zoom TO



PRESIDENT AND MRS. WHARTON'S CLOSING REMARKS IN

"A PLACE TO GROW"

PRESIDENT WHARTON:

As you have just seen, Michigan State University proudly meets its obligation to provide -- through the performing arts -- enrichment for the lives of its students and faculty, for the surrounding community, and for the state as a whole.

We are proud that, on our campus, a superior faculty works with talented students in music, theatre, dance and other performing arts to present a full range of opportunities for study and preparation.

Through the Lecture-Concert Series, we are privileged to sample a representative selection of the world's finest talent in the performing arts.

Mrs. Wharton and I have found our association with the performing arts at Michigan State University one of the most rewarding features of our tenure here.

But there is another aspect of the performing arts which does not measure up to the University's standards of excellence: the facilities presently available for the study and presentation of these most important disciplines.

Our facilities are old and inadequate; they lack the capability to properly showcase MSU's artists and their presentations. Additionally, they fail to illustrate the University's true dedication to the artistic fields of endeavor. In short, they have not kept pace with the growth of Michigan State University as a center of academic and cultural excellence.

Michigan State University is moving to correct this situation. We will build -- a new Center for the Performing Arts. It will house many of our on-going programs; be their showcase to the public, and in a real sense serve as a cultural center for the community. The Center will be an inspiration for the performing arts -- as well as their stage.

MRS. WHARTON:

Our willingness to meet our cultural obligations is a direct measure of the primary values of our society.

We have a choice. If society creates a physical environment dominated by disorder, sterility and inhumaneness, then we must expect similar values to permeate our life and our community. But if society creates an aesthetically stimulating environment, then we will have established a lasting and constructive set of values for ourselves and our children.

Your help in bringing the Performing Arts Center to reality will go far beyond simply making this a better university. You will, in fact, be leaving a vitally important legacy of cultural values to future generations. To a great extent, we are what we leave behind -- and we will be so judged.

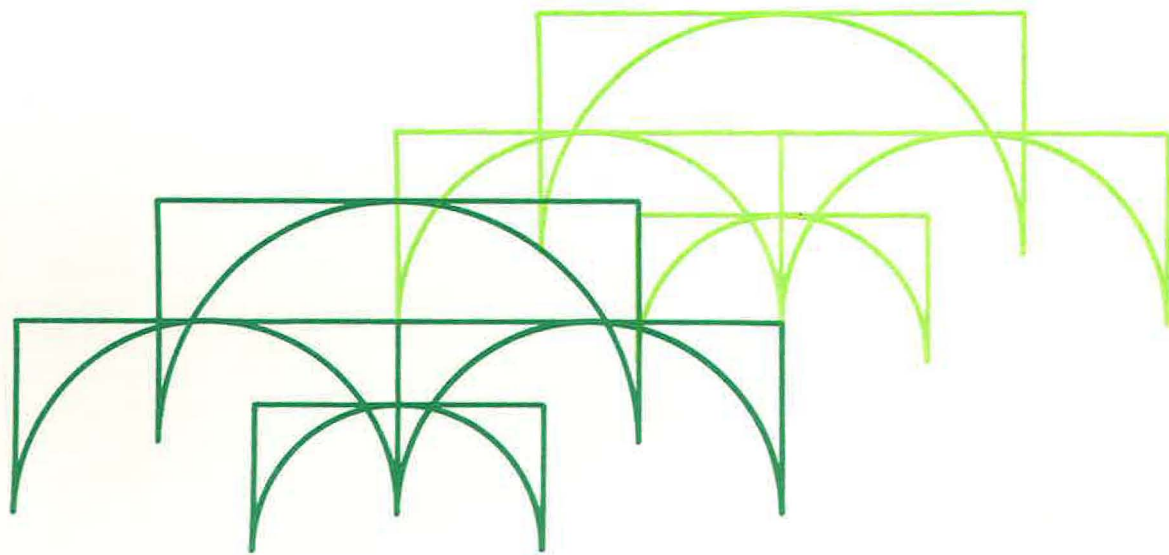
PRESIDENT WHARTON:

Needless to say, this Performing Arts Center will be a large and expensive undertaking. We must look to our alumni and friends for the major financial support for such a center.

This is one of the most important challenges now facing Michigan State University -- not just to build a new structure to add to the beauty of our campus -- but to provide a living environment for the development and enjoyment of the performing arts.

Our people and programs at Michigan State University have always been dedicated to the service of all of the people of Michigan. The performing arts is one such dimension of our service.

We know that you will join in providing for them these needed physical facilities -- a Place to Grow.



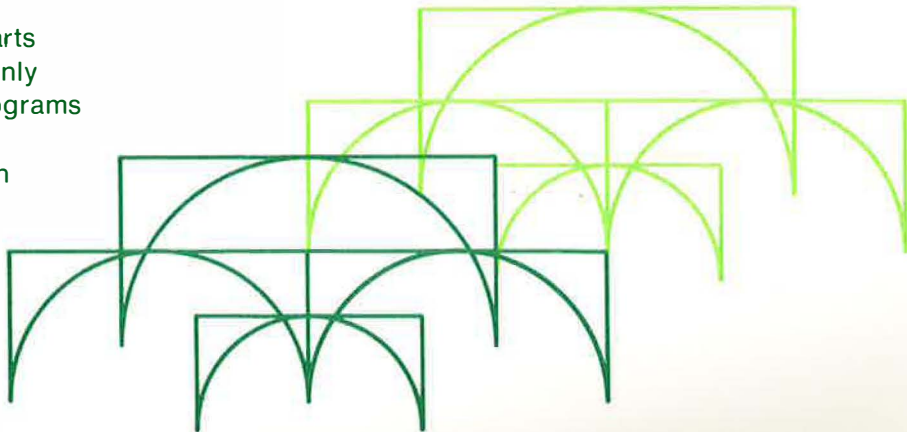
The Performing Arts · Michigan State University · **A PLACE TO GROW** · 16mm Color Film



Appreciation and enjoyment of the performing arts is a tradition at Michigan State University. Not only does MSU provide outstanding instructional programs for students in music, dance and theatre, its Lecture-Concert Series is a cultural attraction for the entire mid-Michigan area.

A critical need exists, however, to replace the University's outdated and inadequate theatre facilities to enhance the quality of its educational and cultural programs. To achieve this long-sought goal, MSU is planning a new Performing Arts Center to provide a superb showcase for campus and guest artists, as well as modern teaching facilities for faculty and students.

The story of Michigan State University's substantial contribution to the performing arts and its exciting plans for the future is presented in "A Place to Grow."



**"A PLACE TO GROW,"**

a 30-minute color film produced by the MSU Instructional Media Center, is available for showing to Alumni Clubs, service organizations and other groups interested in the arts and Michigan State University.

Please book a print of **"A PLACE TO GROW"** for \_\_\_\_\_  
*Organization*

for showing on \_\_\_\_\_, or \_\_\_\_\_  
*Preferred date* *Please indicate two alternate dates*

Send film to: \_\_\_\_\_  
*Name (please print)*

\_\_\_\_\_  
*Street Address*

\_\_\_\_\_  
*City, State, and Zip Code*

Type of audience \_\_\_\_\_ Anticipated attendance \_\_\_\_\_

Signature \_\_\_\_\_

First Class  
Permit No. 941  
East Lansing  
Michigan 48824

Department of Information Services  
Rm. 109 Agriculture Hall  
Michigan State University  
East Lansing, Michigan 48824

# MICHIGAN STATE UNIVERSITY

---

OFFICE OF THE VICE PRESIDENT FOR BUSINESS AND FINANCE  
JOHN A. HANNAH ADMINISTRATION BUILDING

EAST LANSING • MICHIGAN • 48824

February 3, 1975

Mr. David G. Chapman  
Mourer Insurance, Inc.  
Box 692  
Lansing, Michigan 49003

Dear Dave:

On behalf of Michigan State University, I want to thank you for the recent gift of \$2,500.00 from the Mourer Insurance, Inc.

Following past precedent and interests expressed by Mr. Mourer, we are crediting \$1,500.00 for assistance in developing the program for the new Performing Arts Center, and \$1,000.00 will be credited to the Alumni Distinguished Scholarship Program.

As you recall, this latter program is the major scholarship program of the University, and it is only through annual contributions from alumni and friends that the University is able to support outstanding students.

Steve and I enjoyed having lunch with you, and we look forward to seeing Mr. Mourer on his return to Michigan.

Sincerely,



Roger Wilkinson  
Vice President

RW/vs

cc: ✓ CRWharton, Jr.

LWScott

ALoub

NElliott

bc Dr. Green

MICHIGAN STATE UNIVERSITY

---

CLIFTON R. WHARTON, JR. • PRESIDENT February 28, 1975

EAST LANSING • MICHIGAN • 48824

Dear Dr. DePuydt:

I hasten to respond to your letter of February 24 objecting to the fund-raising activity for the Performing Arts Center.

Your objection to the design and acoustics issue is somewhat puzzling. Let me point out that the size of the Great Hall 2,600 was specified by the consultant acousticians, Boner Associates, who have visited the MSU campus and have been involved in the project from the beginning. I should point out that all the other acoustics experts consulted pointed out that halls larger than 2,600 or 2,800 are rarely satisfactory. If you are thinking of the need for a larger facility for such events as rock concerts, etc., there is a third facility, namely the All-Events Building, which the Trustees have authorized for planning and which would provide considerably larger seating capacity.

As for the question of parking, current spaces provided in the lot across from Owen will be replaced.

I am glad you agree that we need a Performing Arts Center, and I trust that the above will allay your concerns that it would be inadequate. If, however, you have some professional insight on the acoustical issue or can provide professional evidence which refutes the judgments of the various experts with whom we and the architects consulted, we would be glad to receive it.

Sincerely,

Clifton R. Wharton, Jr.  
President

Dr. Diane H. DePuydt  
Field Experience Program Coordinator  
Center for Urban Affairs  
Owen Graduate Center  
Campus

MICHIGAN STATE UNIVERSITY EAST LANSING • MICHIGAN 48823

---

CENTER FOR URBAN AFFAIRS • OWEN GRADUATE CENTER

February 24, 1975

RECEIVED

FEB 25 1975

MICHIGAN STATE UNIVERSITY  
OFFICE OF THE PRESIDENT

Dr. Clifton R. Wharton, Jr.  
President  
450 Administration Building  
Campus

Dear Dr. Wharton:

I recently received your letter concerning the fund-raising activity (Horne and Bennett) for the performing arts center.

In early fall there was a series of articles and letters in the State News about this proposed center. As much as I would like to see such a facility constructed, I will give it no financial support as it is presently designed. According to the State News, this facility will have a capacity totally inadequate for a community of our size. There was alot of talk about the design and none about acoustics. And finally, I work in Owen Hall and parking is already terrible around here without taking away the student lot across the street.

We need a performing arts center far more than we needed a new hockey rink but it would be far better to save the money for other uses than to waste the money on an inadequate facility.

Sincerely,



Diane H. DePuydt  
Field Experience Program Coordinator

DHD:skw

MICHIGAN STATE UNIVERSITY

---

CLIFTON R. WHARTON, JR. • PRESIDENT

April 4, 1975

EAST LANSING • MICHIGAN • 48824

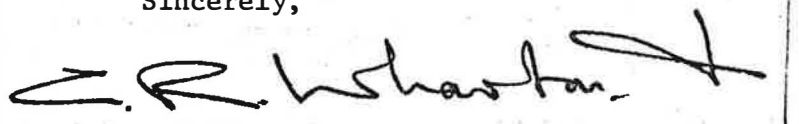
Dear Dr. Roller:

Recently, I heard some comments which suggested a possible misunderstanding with respect to the relationship of Michigan State University's proposed Center for the Performing Arts and the Lansing Symphony Orchestra. I am sure that you are well aware of our intentions, but I thought it might be helpful if I reiterated the close relationship that I hope will be developed between our two entities. The Center for the Performing Arts is too important to the University, the Lansing area and the cultural progress of mid-Michigan for its support to be marred by unfounded rumor.

It is our hope and expectation that the new MSU facility would become the "home" for the Lansing Symphony Orchestra performances. Indeed, this concept has been in the thinking of our planners for some years, and the facility is being designed to provide adequate space for practice halls, instrument storage and the like, to accommodate the orchestra's needs. Mr. Kenneth Beachler, director of MSU's Lecture-Concert office, has discussed these needs with me, and I fully concur with, and endorse, a close working relationship.

It seems to me that the Center for the Performing Arts will be an enhancement and encouragement of the lively arts for the people of the entire area. I am confident that we can work together in securing this long-sought objective.

Sincerely,

A handwritten signature in dark ink, appearing to read "C.R. Wharton, Jr.", with a stylized flourish at the end.

Clifton R. Wharton, Jr.  
President

Dr. A. Clyde Roller  
Lansing Symphony Association  
230 North Washington Square  
Lansing, Michigan 48910

cc Mr. Kenneth Beachler

Mr. Mone Anathan III  
515 Southlawn  
East Lansing, Michigan 48823

Miss Lucile Belen  
323 North Walnut  
Apartment 211  
Lansing, Michigan 48933

Mrs. Arthur Budden  
4734 Arapaho Trail  
Okemos, Michigan 48864

Mr. George J. Clemeson  
606 Curtis Road  
East Lansing, Michigan 48823

Mr. Perry Driggs, Jr.  
822 Northgate Drive  
East Lansing, Michigan 48823

Mr. Stanley Eaton  
1770 Dennison  
East Lansing, Michigan 48823

Mr. Francis N. Fine  
1700 Lindberg  
Lansing, Michigan

Dr. Philip Gannon  
2107 Holiday Lane  
Lansing, Michigan

Mr. James Gross  
4959 Country Drive  
Okemos, Michigan 48860

Dr. Robert A. Harris  
623 Walbridge  
East Lansing, Michigan 48823

Mr. Michael G. Harrison  
116 West Ottawa  
Lansing, Michigan

Mr. Carl H. Haussman  
Delta River Road  
Lansing, Michigan

Mrs. John H. Hoagland  
830 Glenhaven  
East Lansing, Michigan 48823

Mrs. Robert Hull  
2405 Hampshire Road  
Lansing, Michigan 48910

Mrs. Roy Jensen  
403 Southlawn  
East Lansing, Michigan 48823

Mr. Raymond R. Joseph  
713 Applegate Lane  
East Lansing, Michigan 48823

Mrs. David Kahn  
1755 Hitchingpost Road  
East Lansing, Michigan 48823

Mrs. Raymond C. Kinzel  
1454 Stonegate  
East Lansing, Michigan 48823

Mr. Louis Legg  
4361 Wausau  
Okemos, Michigan

Mr. Ian C. McLeod  
1950 Penobscot Drive  
Okemos, Michigan

Mrs. Willard J. Miller  
15645 Lowell Road  
Lansing, Michigan

Mr. George S. Nugent  
4405 Shady Hill Lane  
Lansing, Michigan

Mr. Max C. Ploughman  
7674 Provincial  
Grand Ledge, Michigan

Mr. Clarence Rosa  
1430 Lindbergh  
Lansing, Michigan

Mr. Louis X. Schmidt  
340 Walbridge Drive  
East Lansing, Michigan

Mr. Leslie Scott  
839 Wildwood  
East Lansing, Michigan 48823

Mrs. Merrell Sherburn  
142 Cowley  
East Lansing, Michigan 48823

Mrs. Irving E. Silverman  
4594 Sequoia Trail  
Okemos, Michigan 48864

Mr. Health C. Steele  
4521 Oakwood Drive  
Okemos, Michigan

Mr. William D. Straub  
844 Walbridge  
East Lansing, Michigan 48823

Mrs. W. Herald Thaman  
2394 Huron Hill Drive  
East Lansing, Michigan 48823

Mr. S. Earle Trudgen  
4302 Mar Moor Drive  
Lansing, Michigan 48910

Mr. Maurice Hickey  
Lansing Towers  
610 West Ottawa  
Lansing, Michigan 48933

Reverend William S. Hill  
1230 South Genesee  
Lansing, Michigan



# LANSING SYMPHONY ASSOCIATION

## OFFICERS AND DIRECTORS

Mr. Michael G. Harrison, *President*  
 Mrs. Raymond C. Kinzel, *Vice-President*  
 Mr. Max C. Ploughman, *Vice-President*  
 Dr. Robert A. Harris, *Vice-President*  
 Mr. Ian C. McLeod, *Secretary*  
 Mr. George S. Nugent, *Treasurer*

Mr. Mone Anathan III	Mr. Raymond R. Joseph
Miss Lucile Belen	Mrs. David Kahn
Mrs. Arthur Budden	Mrs. Raymond C. Kinzel
Mr. George I. Clemeson	Mr. Louis Legg
Mr. Perry Driggs, Jr.	Mr. Ian C. McLeod
Mr. Stanley Eaton	Mrs. Williard J. Miller
Mr. Francis N. Fine	Mr. George S. Nugent
Dr. Philip Gannon	Mr. Max C. Ploughman
Mr. James Gross	Mr. Clarence Rosa
Dr. Robert A. Harris	Mrs. Louis X. Schmidt
Mr. Michael G. Harrison	Mr. Leslie Scott
Mr. Carl H. Haussman	Mrs. Merrell Sherburn
Mr. Maurice Hickey	Mrs. Irving E. Silverman
Rev. William S. Hill	Mr. Heath C. Steele
Mrs. John H. Hoagland	Mr. William D. Straub
Mrs. Robert Hull	Mrs. W. Herald Thaman
Mrs. Roy Jensen	Mr. S. Earle Trudgen

## ASSOCIATE ORGANIZATIONS

LANSING TOWN HALL

PROSYMPHONY

WOMEN'S SYMPHONY ASSOCIATION

## ANNUAL FUNCTIONS

Concert Season, including  
 Five Subscription Performances  
 and  
 Four Children's Concerts  
 at Everett High School Auditorium

Spring Cabaret Pops Concert  
 held at the Lansing Civic Center.

## FOR INFORMATION

Lansing Symphony  
 230 N. Washington Square  
 Lansing, Michigan 48933  
 Call: 487-5001

MICHIGAN STATE UNIVERSITY EAST LANSING • MICHIGAN 48824

---

CLIFTON R. WHARTON, JR. • PRESIDENT

April 9, 1975

Dear Keith:

This is just a brief note to say thanks for your pledge of support for the Performing Arts Center in the College of Education NEWSLETTER. By setting an example for the faculty of your college, you have contributed considerably to the success of the Horne-Bennett concert -- and, of course, to the ultimate success of our PAC venture. I appreciate your initiative very much.

Sincerely,

Clifton R. Wharton, Jr.  
President

Dean Keith Goldhammer  
College of Education  
506 Erickson Hall  
Campus

OFFICE OF THE PRESIDENT MICHIGAN STATE UNIVERSITY

Date \_\_\_\_\_

To:

\_\_\_\_ Ballard      \_\_\_\_ Muelder      \_\_\_\_ Wilkinson  
\_\_\_\_ Breslin      \_\_\_\_ Nonnamaker      \_\_\_\_ Mott  
\_\_\_\_ Cantlon      \_\_\_\_ Perrin  
\_\_\_\_ Carr      \_\_\_\_ Scott

✓ Other: JH

From: clw

Action:

\_\_\_\_ For your information      \_\_\_\_ Keep      \_\_\_\_ Return  
\_\_\_\_ Give opinion  
\_\_\_\_ Check and your recommendation  
\_\_\_\_ Acknowledge and refer to: \_\_\_\_\_  
✓ Reply to sender, your signature      \_\_\_\_ Copy to me  
\_\_\_\_ Draft reply, my signature

*a note of appreciation*

Note: JH



# College of Education Newsletter

MICHIGAN STATE UNIVERSITY

April 2, 1975

Spring Term

Number 2

## The Performing Arts Center

To: The Faculty of the College of Education

From: Keith Goldhammer

The campaign to raise funds for the construction of a new Performing Arts Center for Michigan State University poses many problems to the community and the University. If the University is to have the kind of Center that its stature and the quality of both the productions and the events that are brought to campus deserve, a concerted effort of those devoted to the University and to the arts must be made to raise the funds. Only a fraction of the funds needed can be raised within the University. The larger issue is what type of good faith and concern must the University community show in order to demonstrate its own commitment so that the broader community will be inspired to assist.

An even greater issue is whether or not such a large amount of money can be raised in these times for a purpose that is devoted to the creative concerns of this University and the community it serves. To give guidance to the broader community and to demonstrate the University's commitment, the Faculty Folk Club has decided to take the first step -- a concert featuring two popular artists, Tony Bennett and Lena Horne, on April 19. Whether or not one enjoys their artistry -- much of the community will -- the demonstration of faculty and staff concern for making that first step a giant leap forward will establish the soundest basis for the balance of the campaign.

Helen and I are supporting the Folk Club's efforts in behalf of the campaign. We hope you will, too.

## LIBRARY ACCESSION LISTS AVAILABLE

Lonnie D. McIntyre, College of Education Library Liaison Representative, provides each department chairman with a weekly list of MSU Library accessions for the "L" series (education). The list gives the call number, title, author, date of publication and the location of the book or article in the library. The printout is available upon request from your department chairman's office.

## MOTORISTS ALERTED TO NEW HAND SIGNALS

With spring weather just around the corner (maybe), motorcyclists are preparing to return to the road. This year motorists are urged to be extra alert because hand turn signals have been changed by the State Legislature.

The new hand turn signals are hand and arm extended horizontally for a left turn, hand and arm extended upward for a right turn, and hand and arm extended downward to signal a stop or decrease in speed. Previously the hand and arm extended outward stood for all three. Electronic signaling devices can be used if the motorcycle is so equipped.

The largest single cause of motorcycle accidents is collision with an automobile -- and in nearly 70 percent of the cases the automobile driver is at fault.

Curriculum guides and free instructors' workshops for private and public organizations are available by contacting the Safety & Traffic Program, Department of Education, P.O. Box 420, Lansing, MI 48902.

## ORALS SCHEDULED

Orals for Charles Roost will be held Monday, April 7 at 1 p.m. in room 510 Erickson. The title of his dissertation is "An Instrument for Assessing Impact of Curricular Experience on Values."

Orals for L. Denis Hlynka are scheduled for Wednesday, April 9 at 9:30 a.m. in the Department of Family Medicine Conference Room, 250A E. Fee Hall Connector Wing. The title of his dissertation is "Learning From Extant Materials: The Effects of Performance Objectives and Adjunctive Practice Questions." The chairman of his doctoral committee is Kent L. Gustafson.

Orals for Suliman Bakur Sindi have been scheduled for Friday, April 11 at 3 p.m. in room 58 Kellogg Center. The title of his dissertation is "Developing a Rationale and a Comprehensive Traffic Safety Education Program for Saudi Arabia." The chairman of his doctoral committee is Robert Nolan.

Orals for Gerald Faverman are set for Tuesday, April 15 at 10:15 a.m. in room 507 Erickson. The title of his dissertation is "A Study of Higher Education Reform in Michigan, 1958-1970." Max Raines is the chairman of his doctoral committee.

## PERSONAL PLUDITS

John Stewart, assistant professor, values development, presented a paper entitled "The School as a Just Community: A Transactional-Developmental Approach to Moral Education" at the 31st annual meeting of The Philosophy of Education Society on March 24 in Kansas City.

Responding to his paper were Clive M. Beck, Ontario Institute for Studies in Education and Donald Arnstine, University of California, Davis.

Valerie Janesick, graduate research assistant, values development education program, will present a session entitled "Values in the Secondary Schools," Saturday, April 5 at the spring meeting of the Michigan Academy of Science, Arts and Letters, at the University of Michigan.

Gloria Smith, associate professor, counseling was honored by the Association for Non-White Concerns in Personnel and Guidance, March 24, 1975, when they held a reception in her honor at the New York Hilton Hotel.

Cole S. Brembeck, Associate Dean for International Programs, delivered a paper entitled "The Future of Comparative and International Education" at a plenary session of the annual convention of The Comparative and International Education Society, March 26-29, in San Francisco.

## COMING CONFERENCES

April 10     ●     10 a.m., 507 Erickson     ●     Dean's Seminar

The speaker for the first Dean's Seminar of spring term is Dr. Gary McDaniels, Assistant Director in Charge of Curriculum and Technology, National Institute of Education. His topic, "An Insider's Report on Federal Support," will deal with current and projected federal support for educational development.

April 14     ●     1-2:30 p.m., 507 Erickson     ●     International Programs Seminar

Mrs. Virginia Kimyal will discuss, "Teaching in an Overseas American School--Tehran, Iran."

April 19     ●     McDonel Hall     ●     Orientation Workshop, USMES Curriculum Approach

This workshop, structured for elementary school teachers, principals, and curriculum leaders, is sponsored by the Science and Mathematics Teaching Center at Michigan State University. Lucy Knappen, Sandy Donaldson and Carol Allen, Lansing teachers, assisted by Ed Liddle, Science Education, Oakland University, and John Masterson and Bill Fitzgerald, Mathematics, MSU, will conduct the workshop dealing with Unified Science and Mathematics for Elementary Schools.

April 19     ●     Kellogg Center     ●     The Family and the Economic Squeeze

Human Ecology Alumni Symposium and 26th Annual Reunion. The program is planned to explore the actions, reactions and interactions of the family in relation to our changing economy. More information is available from the College of Human Ecology.



## PUBLISHED

- Sam Moore • professor, administration and higher education, had an article entitled, "Do Principals Want Teacher's Help -- or Just Their Support?" published in the April 1975 issue of the Michigan Elementary Principal.
- Timothy Little • elementary education, has contributed an article entitled "A Simulation to Launch a Study of Law and Consumerism," to an anthology on law-focused social studies entitled "Kids, Teachers, and the Law" which was published in the March 1975 issue of Social Education. Dr. William Joyce was editor of the elementary section of the magazine in which the anthology appeared.

## BOOKS NEEDED

Professor Jose Loureiro Lopes, Director of the Institute of Psychology at the autonomous University of Joao Pessoa, and currently the Director of Supplementary (Non-Formal) Education in the State of Paraiba, Brazil, has asked if we at MSU would be willing to contribute some books to the library of the Joao Pessoa Catholic University. They are in need of books concerning the following subjects:

- 1) Psychology: general psychology, psychological development, social psychology, experimental psychology, and sensitivity training.
- 2) Sociology and Cultural Anthropology
- 3) Physical Education: especially books about anatomy, physiology and biology.
- 4) Business Administration: general, budget and finance, market survey and marketing, principles of economy.
- 5) Law: civil rights, penal rights
- 6) Any magazines about these subjects.

Please check through your books and magazines and see if there is anything appropriate you could donate. Contact Ken Neff 5-5522.

## PRESIDENTS' DINNER APRIL 24

The Third Annual Presidents' Dinner is scheduled for April 24, 6:30 p.m. in the Big Ten Room, Kellogg Center. The honorees this year are James Nelson, Gloria Smith, Frank Bruno, past presidents of the College of Education Alumni Association, and the recipient of the Alumni Outstanding Faculty Award (to be announced at the dinner).

Tickets are now available from your department chairman's office or from the Dean's office.

## SECRETARIES CORNER

Who is a secretary?

In the early days, only men were secretaries or "clerks." It was thought unsuitable for a woman, especially a single woman, to be closely associated with men outside of those in her own family. In those days, before typewriters, excellent penmanship was an indispensable skill for a clerk who wrote all letters by hand, copying the letter as many times as necessary. Pens were made from quills and dipped in ink. A small penknife to sharpen the quill tip was an essential piece of office equipment.

Today we usually think of secretaries as women, but male secretaries still outnumber women in a number of industries -- notably construction, oil, railroading heavy manufacturing, mining, rubber, and paper --and in the newspaper field, certain legal firms and purchasing departments.

Confucius: Only after one has learned to think, can one achieve knowledge.

Tricks of the Trade: An ink pad stored upside-down will not dry out as quickly.

(News and views for this feature are invited from one and all. Submit items to Evelyn at 5-6651 or Mary 5-5522.

## UNDERGRAD REPRESENTATION WANTED

A number of representative positions on College of Education committees are available for petition by undergraduate students.

Five undergrads will be elected to the College Assembly -- the vehicle for faculty, administration and students to initiate and share in the decision making process of the College. It is comprised of elected representatives of the faculty, administration and student body.

Ten positions are open on the Dean's Undergraduate Advisory Group. This group was formed last year to facilitate communication between the students and the Dean of the College. It brings students' concerns to the attention of the Dean in informal meetings held twice a year.

Petition forms are available in 134 Erickson and should be returned there by 5 p.m. April 4.

.....  
In the pursuit of happiness  
the difficulty lies in knowing  
when you have caught up.

--R.H. Grenville

.....



Pres. Clifton Wharton  
450 Administration Bldg.  
CAMPUS

MICHIGAN STATE UNIVERSITY

---

CLIFTON R. WHARTON, JR. • PRESIDENT

EAST LANSING • MICHIGAN • 48824

April 15, 1975

Mr. Sidney Eaton  
6246 Balfour Drive  
Lansing, MI 48910

Dear Mr. Eaton:

This is in response to your letter regarding the proposed Center for the Performing Arts.

I am afraid you fall into a rather common mispreception when you reject support for the Center because it does not meet your idea of building priorities. Actually, the Center and a new intramural facility are not competitive, either in terms of commitment or funding. The Center is to be financed primarily through a public fund raising campaign and Legislature support for that portion to be used for instructional purposes. A new IM building, on the other hand, would have a totally different financing arrangement and not be part of a public campaign. As it happens, plans for additional IM facilities presently are being developed.

Therefore, to treat the two projects as if they are in competition not only is erroneous, it also is short-sighted in terms of meeting the total needs of the University.

Sincerely,

A handwritten signature in dark ink, appearing to read "C. R. Wharton, Jr.", with a stylized flourish at the end.

Clifton R. Wharton, Jr.  
President

RECEIVED

APR 1 1975

WICHITA STATE UNIVERSITY  
OFFICE OF THE PRESIDENT

Dear Dr. Wharton;

After receiving the letter asking the purchase of tickets for "The Tony and Lena Sing" I feel compelled to write you.

I think the plans for a performing Arts Center constitute a wonderful idea and excellent manner to stimulate cultural growth here at MSU. I do think that there exists now, on this campus, a priority having greater precedence however.

Almost every day dozens of your students are unable to partake of their favorite physical fitness activities at the Mens Intramural Building because of a lack of facilities. On Tuesday, April 1, 1975 for example I watched a sign-up line of about 100 people compete for the scarce resources the IM building has to offer. And this building represents a substantial portion of the offering that the University has to offer. About 35 students and faculty at the end of the line waited for over 45 minutes, in vain, for the available facilities ran out.

This everyday occurrence is undoubtedly unbeknownst to you for, knowing your commitment to athletics and physical fitness, I know this situation would not be placed in lesser priority than a Performing Arts Center.

I therefore respectfully regret that my spending priorities require me to decline your invitation to contribute to the proposed Center. Should however a donation be required for additional athletic facilities designed for the average student please contact me.

Sincerely yours,

*Sidney Eaton*

Sidney Eaton  
Class of 1970

*Food Supermarket CT Univ. Employee Foods  
6246 Balfour Dr.  
Wifealuminum '71*

The Performing Arts Center Project

With our tours of outstanding art centers nearly complete, I would like to offer my thoughts on architects and the facilities they have created. I happily leave the assessment of acoustics and similar technicalities to my colleagues with professional involvements in theatre and music. My comments, rather, are aesthetic responses.

Of the eleven performing arts centers which I explored, the structures of two highly dynamic architects struck me most forcefully. Max Abramovitz and Harry Weese, although diametrically juxtaposed in style, consistently reveal themselves as exciting, creative -- even inspired builders.

At the University of Iowa, Max Abramovitz's Hancher Hall evokes a sense of admiration for human ability and intelligence. The building's scale embodies grace and presence, yet remains harmonious with the landscape and nearby buildings. Within, the architect has used space luxuriously without becoming wasteful. Furnishings and fixtures are elegantly tasteful, while color schemes, delighting the eye at every turn, never jar or interrupt the order of things.

Abramovitz clearly devoted considerable attention to audience convenience, as attested by the number and location of restrooms, the accessibility of cloakrooms, adequate enclosures for ticket purchasers, and so on. Skill in the arrangement of these and similar features, of course, comes through experience in designing and constructing such highly complex centers; we know that Abramovitz and his associate already have created some of America's most outstanding performing arts facilities. And regarding adaptability: Abramovitz is interested in the use of

regional materials, such as the native Iowa wood so prominent in the balcony and lobby stairwells of Hancher Hall.

In contrast to Max Abramovitz, Harry Weese jolts the viewer with dazzling colors and extravagant designs. Exterior contours tug insistently at the eye. As I entered the University of Indiana's Opera House, I was swept into its bold heights and dramatic spaces. Abruptly, however, I was halted by vivid, surprising -- even shocking -- color contrasts. Weese has given to this building a spirit of joy and wonder.

Harry Weese is a strong and exciting innovator, but I fear his daring. In a performing arts center created by Weese, the audience might be too-well entertained before the curtain rose.

Other centers I viewed ranged from bland, outdated, and undistinguished to overly grandiose.

I greatly hope that our proposed center here at Michigan State University will transcend the needs of mere accommodation. We have an opportunity to commission a structure that will communicate emotionally and intellectually as well. Let us not accept one that will be anonymous.

In summary, my full endorsement as yet goes to only one architect. One center, however, remains on my list for examination. I will not take a conclusive position until all explorations are finished.

Dolores D. Wharton

July 25, 1973

MICHIGAN STATE UNIVERSITY

CLIFTON R. WHARTON, JR. - PRESIDENT

EAST LANSING • MICHIGAN • 48824

May 6, 1975

Dear Mr. Harrison:

Thank you for your letter of April 28. Since receiving it, I have discussed the letter with Les Scott because of his interest in the Performing Arts Center and as a member of the Lansing Symphony Association Board. He advises me that prior to the receipt of your letter, he had visited with you by telephone about the PAC. I understand that on behalf of the University he invited the Lansing Symphony Association Board to be our guests on campus at which time we would present to the group an update on the plans for the Performing Arts Center.

As you know, Dr. Roller, Les Scott and I met on April 25 at which time we presented the architectural design concept of the PAC to Dr. Roller. We discussed with him our hope that the facility would be used by the Lansing Symphony. I believe it was Dr. Roller's opinion that the Great Hall with its capacity of 2500 people would be an ideal arrangement for Lansing Symphony performances.

While I understand the concern of the Symphony as to what the costs for the use of the facility may be, I am sure that you in turn will understand the impossibility at this time to ascertain what 1979 costs might be. Certainly, however, it would only entail the basic operating costs of the facility for any performance.

As to priority, it has been established that the Lansing Symphony would have preferential treatment. This subject was discussed in meetings in 1973 and 1974 with the Metropolitan Lansing Fine Arts Council and in separate discussions with the Lansing Symphony President, George Clemenson.

Rather than to go into more detail in this letter I propose that such questions as you have raised be held until the Lansing Symphony Board can meet with us.

Your interest in writing me is greatly appreciated.

Sincerely,



Clifton R. Wharton, Jr.  
President

Mr. Michael G. Harrison, President  
Lansing Symphony Association, Inc.  
Suite F - 230 North Washington Square  
Lansing, Michigan 48933

MICHIGAN STATE UNIVERSITY EAST LANSING • MICHIGAN 48824

---

CLIFTON R. WHARTON, JR. • PRESIDENT

May 8, 1975

Mr. M. K. Pribil  
Bridgeport, MI 48722

Dear Mr. Pribil:

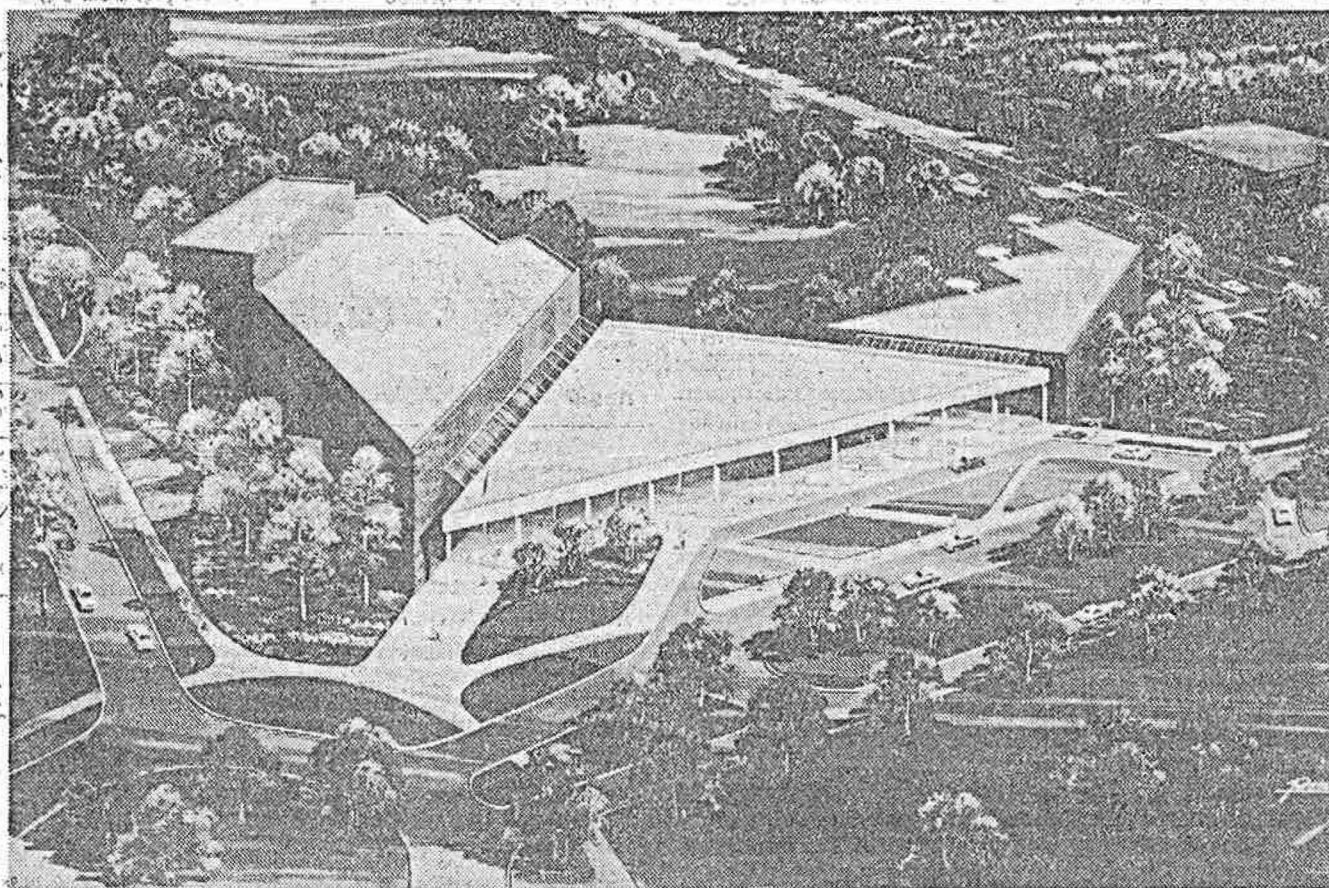
Thank you for your cryptic comment on our proposed Performing Arts Center. Actually, we were looking for a happy medium between Stonehenge and the Taj Mahal. I am sorry it looks like a shopping center to you, but I assure you that, when built, it will bear no resemblance to one.

Sincerely,

A handwritten signature in dark ink, appearing to read "C. R. Wharton, Jr.", with a stylized flourish at the end.

Clifton R. Wharton, Jr.  
President

K-MART ?



### *MSU's center for the arts*

Michigan State University expects to occupy its new Center for the Performing Arts in early 1979. The architects' drawing shows prominently the triangular plaza which unifies the complex. The \$16-million structure will include a 2,500-seat

Great Hall (left), a 600-seat Main Theater, a Laboratory Theater, and (right) all facilities for the MSU Department of Theater Arts.

all s  
a ric  
Mot  
you



OFFICE OF THE PRESIDENT MICHIGAN STATE UNIVERSITY

Date \_\_\_\_\_

To:

\_\_\_\_ Ballard      \_\_\_\_ Muelder      ~~\_\_\_\_~~ <sup>W</sup>Wilkinson  
\_\_\_\_ Breslin      \_\_\_\_ Nonnamaker      ~~\_\_\_\_~~ Mott  
\_\_\_\_ Cantlon      \_\_\_\_ Perrin  
\_\_\_\_ Carr      \_\_\_\_ Scott

\_\_\_\_ Other: \_\_\_\_\_

From: CSW \_\_\_\_\_

Action:

\_\_\_\_ For your information      \_\_\_\_ Keep      \_\_\_\_ Return  
\_\_\_\_ Give opinion  
\_\_\_\_ Check and your recommendation  
\_\_\_\_ Acknowledge and refer to: \_\_\_\_\_  
\_\_\_\_ Reply to sender, your signature      \_\_\_\_ Copy to me  
\_\_\_\_ Draft reply, my signature

*ASK Brachler for a copy of  
his response to this letter*

Note: \_\_\_\_\_

→ Has not replied to letter -- has talked to him.

16 PAC

MICHIGAN STATE UNIVERSITY

UNIVERSITY COLLEGE • DEPARTMENT OF HUMANITIES  
BESSEY HALL

May 8, 1975

EAST LANSING • MICHIGAN • 48824

RECEIVED

MAY 14 1975

MICHIGAN STATE UNIVERSITY  
OFFICE OF THE PRESIDENT

Mr. Kenneth Beachler  
Director, Lecture-Concert Series  
144 Auditorium  
Michigan State University  
East Lansing, MI 48824

Dear Ken:

As with the need for the building itself, ignorance may be the greatest barrier to the purchase of an organ for the new P.A.C. Outside Ann Arbor's Hill Auditorium, there is no place in central Michigan where our public might have heard the great works for organ with chorus and/or orchestra mounted properly. Seeing Bob Harris's University Chorale unable to polish their B Minor Mass because the pitiful Baldwin electronic broke down was one testimonial. Hearing the Lansing Symphony attempt the Saint-Saëns Organ Symphony with an electronic organ was another depressing experience. Electronic reproduction falls even shorter here than it does for other music. For many of the works I have in mind are large scale pieces utterly dependent upon proper acoustical and spatial ambience for success. Live performances of these works are overwhelming for public and connoisseur alike, but such works sound small or canned on even the best recordings.

Architects sometimes speak of "postponing the installation" of an organ until later. This may be because such a "damned kist o'whistles" -- Sir Christopher Wren's words -- poses design and acoustical problems which designers might prefer to make someone else's responsibility. Then, too, cost per square foot doesn't look so favorable when some of the space is set aside for an organ. Yet the cost of building a fit organ later will increase greatly, unless there has at least been consultation with a member of the American Association of Pipe Organ Builders while the building is still on the drawing board. At the very minimum, reputable organ builders should approve the design and location of the organ chambers now.

The cost of a fine pipe organ may seem large when compared to that of a toy-like electronic for the recreation room of the average dwelling. However, \$150,000 for an organ is less than 1/10 of 1% in a sixteen-million dollar budget! No matter what sort of cables, conduits, sound amplification, or closed circuit TV are installed, one can be virtually certain that these artificial enhancements of the live music we yearn to hear will become obsolete. One might even say that the monumental sculpture recently commissioned ahead of the building itself is only a hood ornament accessory to our '79 Mercury. On the other hand, the rich diapason of a permanent organ is at least as necessary as the horn or signals in an automobile for steering through the heavy traffic of music literature.

Finally, an organ is a work of art. (No organist -- some engineers', architects', or paid advertisers' opinions to the contrary -- ever means anything other than a pipe organ by that word. To argue for an electronic organ makes as much sense as the humorous essays about replacing windplayers in the orchestra with compressors, computerizing Stradivarius production, etc.) And the price of an artwork is related more to the wages of the artisans who produce it than to the cost of raw materials. During inflation the cost of an organ increases faster than the cost of most goods. Therefore, it would seem to make financial sense to sign an organ contract now.

The design, construction, installation, and finishing of a proper organ will require about the same time as the equivalent phases in the building of the Great Hall. Now is the time to plan. We are fortunate to have Dr. Corliss Arnold, who is not only an outstanding performer, but well-qualified to oversee the tonal design, already on the staff at M.S.U. When Lincoln Center opened, the organ there had not been completed. The grand and gala concerts which inaugurated the Center were less successful for that reason. In the auditoria at Indiana University, the University of Michigan, and other musically active campuses I have visited, an organ is standard equipment. It cannot be bought from inventory.

Good wishes,

*Conrad L. Donakowski*  
Conrad L. Donakowski  
Associate Professor

CLD:ezb

CC: President Wharton ✓

Dean Sullivan  
College of Arts and Letters

Professor Niblock, Chairman  
Department of Music

Professor Arnold  
Department of Music

MICHIGAN STATE UNIVERSITY

---

CLIFTON R. WHARTON, JR. : PRESIDENT

EAST LANSING • MICHIGAN • 48824

June 3, 1975

Mrs. Carol Conn  
1889 Walnut Heights  
East Lansing, MI 48823

Dear Mrs. Conn:

I want to express my personal appreciation for the support of the Opera Guild of Greater Lansing on behalf of the proposed Center for the Performing Arts at Michigan State University. Your willingness to state this support publicly in a letter to the editor of the Lansing State Journal will do a great deal to encourage others interested in the performing arts to become actively involved in our efforts to build this vitally needed facility.

I know we can count on the continued backing of the Opera Guild as we move ahead to make this exciting dream a reality. Again, my thanks to you and your colleagues.

Sincerely,

A handwritten signature in dark ink, appearing to read "Clifton R. Wharton, Jr.", with a stylized flourish at the end.

Clifton R. Wharton, Jr.  
President

cc: Mr. Leslie Scott

## Letters to the Editor April 22, 1975

### Arts Center Needed

Last week's benefit concert at the Michigan State University Auditorium marks the beginning of a large-scale campaign to raise funds that will ensure that the university and the community will be able to enjoy the benefits of a truly excellent fine arts center. The people of the Greater Lansing area have demonstrated a continuous and growing interest in the performing arts. The need for a new center is evident to all who have watched performers and production personnel struggle with the inadequacies of the present facilities. It is now up to all of us to

join the fund raising effort to bring to fruition the excellent plans for the new center.

For the Opera Guild of Greater Lansing, the chance to sponsor productions in appropriate acoustical and theatrical settings is an exciting prospect. We urge all the residents of the Greater Lansing community to support as generously as possible the campaign to provide a performing arts center at Michigan State University.

CAROL CONN  
Chairperson

Opera Guild of Greater Lansing

### Some Suffered

bc: Mr. Breslin  
Dr. Cantlon  
Mr. Siefert

MICHIGAN STATE UNIVERSITY

CLIFTON R. WHARTON, JR. : PRESIDENT

EAST LANSING • MICHIGAN • 48824

July 25, 1975

Mr. Robert L. Muhlbach  
Program and Production Manager  
Instructional Television Services  
Linton Hall

Dear Mr. Muhlbach:

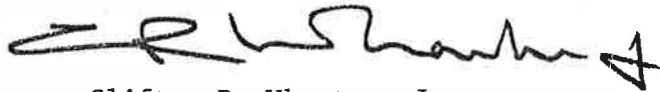
Thank you for your letter of July 15. I am pleased that you and your wife attended the "Tony & Lena Sing" benefit and that you are supporting our efforts for a new Center for the Performing Arts.

The questions you raised about better television facilities and alternative uses of the Auditorium should we be successful in constructing a performing arts facility are ones with which we have been grappling for some time. As you noted, we also would like to build a Communication Arts facility which would incorporate space for telecommunications, WKAR, etc. Unlike the PAC, however, this building would be almost totally dependent for funding on the State Legislature rather than private giving. Therefore, it is in a different category, but no less of a priority.

The suggestion of converting the Auditorium space to television use is certainly one alternative that we would consider. Whether such a move would then detract from our arguments for a Communication Arts building is something we also would have to consider.

In any event, we hope to do justice to as many areas of our greatest needs as resources will permit. Your support is appreciated.

Sincerely,



Clifton R. Wharton, Jr.  
President

cc: Dean Sullivan  
Dean Oyer  
Mr. Beachler  
Mr. Jorgensen  
Dr. Davis

MICHIGAN STATE UNIVERSITY

---

INSTRUCTIONAL TELEVISION SERVICES • LINTON HALL

EAST LANSING • MICHIGAN • 48824

July 15, 1975

RECEIVED

JUL 17 1975

MICHIGAN STATE UNIVERSITY  
OFFICE OF THE PRESIDENT

Dr. Clifton R. Wharton, Jr.  
President  
President's Office  
450 Administration Building  
Campus

Dear Dr. Wharton:

My wife and I were pleased to accept your invitation last April to attend the "Tony and Lena Sing" performance April 19. Despite the flooding and move problems, we felt that we were fortunate to have enjoyed such an outstanding show. We were also happy to have a small part in supporting the new Center for the Performing Arts.

Since coming to Michigan State almost six years ago, we have suffered through enough evenings of either inaudible or indistinguishable sound from the stage of the Auditorium. We look forward to a facility where we can enjoy good theatre and music without straining.

Although I am not aware of the final accounting, that fund raising effort was obviously not enough to guarantee the funding of the new Center. We will be interested in other efforts to provide additional sources of funds.

When serious planning began to take shape for a new Center for Performing Arts and the long delayed plans for a new Communication Arts building seemed to fade again, I began to wonder aloud why one new building couldn't help provide two new facilities for the University. I have heard that either my message was transmitted or that others had the same idea. No matter how the idea generates, I wish to support or push for a plan to turn the present auditorium facility (excepting Fairchild Theatre) into a modern television and radio facility to serve the needs of broadcast, cablecast and on-campus production and distribution of instructional/educational programs.

Despite having received new color equipment to make MSU compatible with other universities and public broadcast facilities, the Telecommunications Division of ID&T Services still suffers spatial restrictions. The Auditorium building presents possibilities for renovation at a lower cost than new construction. That, plus more efficient and economical operations through shared facilities, makes the potential for improvement of services very attractive.

Dr. Clifton R. Wharton, Jr.  
July 15, 1975  
Page 2

If the Auditorium/Telecommunications idea could be considered and accepted, we might be able to generate more interest and funding sources for the Performing Arts Center. Admittedly, this all costs more money in a period of shrinking resources, but I remain optimistic for future projections.

Thank you for your consideration,

Sincerely,



Robert L. Muhlbach  
Program and Production Manager

eeb

cc: Erling Jorgensen  
Robert Davis



# MICHIGAN STATE UNIVERSITY

CLIFTON R. WHARTON, JR. • PRESIDENT

August 18, 1975

EAST LANSING • MICHIGAN • 48824

Dear Mr. McCombs:

One of the benefits of the summer is that once the budget is past, it is possible to catch up on delayed correspondence! Some time ago I had placed in a "to answer" file a copy of your May 5 letter to the State News regarding the Performing Arts Center. From the contents of your letter, I suspect that you may find some additional facts useful.

1. Student input has been involved in the PAC from the very beginning. In early 1971, there was a major student controversy over a proposed All-Events building and the students (leaders, State News, etc.) came out strongly in favor of a Performing Arts Center first. Further, the Student Advisory Group has been involved in this matter; for example, this past year they participated in the selection of the site. (I should also point out that there are student members on the Buildings, Lands and Planning Committee, as well as the All-University Traffic Committee.)
2. The proposed Performing Arts Center is not a substitute for the all-purpose All-Events building. Both the facilities were approved for planning purposes by the Board of Trustees on November 19, 1971. At that same meeting, they approved as the first priority the Ice Arena, which as you know is already completed. Thus, we are proceeding with the plans in an approved priority sequence, and the facilities are complementary not substitutes.

I trust the above helps to put the matter into an historical perspective.

Sincerely,

Clifton R. Wharton, Jr.  
President

Mr. J. B. McCombs  
1314 LaSalle  
Niles, Michigan 49120

# MICHIGAN STATE UNIVERSITY

---

CLIFTON R. WHARTON, JR. • PRESIDENT

EAST LANSING • MICHIGAN • 48824

August 20, 1975

Dear Alumnus:

Your opinions and attitudes are very important to those of us who give direction to MSU's programs from the campus. That is why we are asking you to respond to this questionnaire.

The questionnaire is designed to elicit a sampling of Alumni opinion about the University in general, and specifically, about the proposed Performing Arts Center. It is being sent to only a small representative group of Alumni. Your opinions will help give us direction as we move forward with plans.

I will be most grateful if you will complete this form and return it in the enclosed envelope to my office. It will take only a few minutes of your time—and it is important!

You need not fill in your name if you do not wish to do so, but I would frankly like you to so I could acknowledge your response.

I hope you are increasingly proud of your Alma Mater and its achievements, and that you will maintain your interest in her future.

Thank you.

Sincerely,



Clifton R. Wharton  
President

1. What is the first thought that comes to your mind when you hear Michigan State University?

---

---

---

2. On overall academic strength, how do you rate MSU among the nation's universities?

Top 100 \_\_\_\_\_ Top 50 \_\_\_\_\_ Top 20 \_\_\_\_\_ Top 10 \_\_\_\_\_ No rating \_\_\_\_\_

3. In the past ten years, what developments at MSU have impressed you most?

---

---

---

4. Comment on your view of what the "public image" of MSU is, and your personal reaction to that image.

---

---

---

5. What programs or activities at MSU do you feel make the greatest contribution to:

the State of Michigan \_\_\_\_\_

the nation \_\_\_\_\_

the Greater Lansing community \_\_\_\_\_

internationally \_\_\_\_\_

6. What departments and/or colleges at MSU do you feel are most outstanding?

---

---

---

7. In order to further enhance the image and reputation of MSU, what do you feel should be among the University's top priorities?

---

---

8. How would you rate MSU in volunteer leadership (Alumni Association, Development Council, Constituent Groups)?

Excellent \_\_\_\_\_ Good \_\_\_\_\_ Fair \_\_\_\_\_ Poor \_\_\_\_\_

9. How would you rate top administrative staff leadership of MSU?

Excellent \_\_\_\_\_ Good \_\_\_\_\_ Fair \_\_\_\_\_ Poor \_\_\_\_\_

10. Are you familiar with plans to construct a Performing Arts Center on campus?

Yes \_\_\_\_\_ Somewhat \_\_\_\_\_ No \_\_\_\_\_

11. Do you feel a new Performing Arts Center is important to the future of MSU?

Very important \_\_\_\_\_ Important \_\_\_\_\_ Somewhat important \_\_\_\_\_

12. The Performing Arts Center is important to MSU for the following reasons: (rank 1, 2, 3...)

\_\_\_\_ Will match the university's excellence in other academic areas.

\_\_\_\_ Will strengthen the academic programs in music \_\_\_\_\_; theatre \_\_\_\_\_.

\_\_\_\_ Will improve the "image" of MSU (offsets the "cow college" image).

\_\_\_\_ Will allow MSU to attract better performances in:

\_\_\_\_ opera

\_\_\_\_ ballet

\_\_\_\_ classical music

\_\_\_\_ theatre and drama

\_\_\_\_ popular music

\_\_\_\_ lectures

\_\_\_\_ modern dance

\_\_\_\_ other

\_\_\_\_ Will allow MSU to serve the Greater Lansing community with even better performing arts.

\_\_\_\_ Will enable the university to attract and hold top faculty.

\_\_\_\_ Will broaden the exposure of the students to the performing arts.

13. If a formal campaign for a Performing Arts Center is launched, who do you suggest might fill top volunteer leadership roles in the effort?

14. Would you be willing to work on such a program as a volunteer?

Yes \_\_\_\_\_ Limited \_\_\_\_\_ No \_\_\_\_\_

15. From what sources do you believe the largest gifts might be anticipated?

16. Have you contributed to MSU?

Yes \_\_\_\_\_ No \_\_\_\_\_

17. Would you give to a Performing Arts Center campaign?

Personal \_\_\_\_\_ Company \_\_\_\_\_ Foundation \_\_\_\_\_

18. Are you familiar with the quarterly publication, "MSU Scene"?

Yes \_\_\_\_\_ Somewhat \_\_\_\_\_ No \_\_\_\_\_

Did you read the center section of the most recent issue on the Performing Arts Center?

Yes \_\_\_\_\_ No \_\_\_\_\_

What type of articles and pictures do you enjoy most in "MSU Scene"?

\_\_\_\_\_

\_\_\_\_\_

Comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

*Thank you !*