

EDGAR L. HARDEN PAPERS-PRES.-RECORDS

MSU SUBJECT FILE

Performing Arts Center

1978-1979

FOLDER 15  
BOX 918  
COLLECTION UA 2115

CM

# MICHIGAN STATE UNIVERSITY

OFFICE OF THE VICE PRESIDENT FOR BUSINESS AND FINANCE

EAST LANSING • MICHIGAN • 48824

July 24, 1979

President Edgar L. Harden  
450 Administration Building  
Campus

Dear President Harden:

Pursuant to our recent conversations, the attached proposals have been developed as alternatives for consideration in finalizing a funding plan for the construction of the Performing Arts Center. The proposals anticipate a total construction budget of \$18,000,000 excluding parking facilities.

The first proposal assumes that \$12,000,000 will be received through our fund raising efforts, and that \$4,000,000 will be raised through the sale of the Sarah Van Hoosen Jones property. The balance of the funding (or \$2,000,000) would come from unrestricted, non-general funds of the University.

Basically, this proposal follows the initial funding plan wherein the sale of the Jones property was designated as a contingency to complete the financing program. This plan anticipates that parcels of this property would be sold over the next several years at times which would result in the greatest return to the University. Interim financing would be arranged which pledges the appraised value of this property to the Performing Arts Center.

The alternative proposal substitutes student fee revenue in place of the anticipated proceeds from the Jones property sale. By maintaining our current fee schedule, a refinancing of our general fund debt program could be arranged which would net approximately \$5,000,000 in revenue. Since we have not previously indicated to the student body that we would consider using student fee revenue to finance this project--and there have been statements which at least strongly imply that we would not ask students to provide fees for it--to introduce this concept at this time could result in serious negative feedback from the students. Also, since it may be desirable in the near future for the University to consider the pledging of student fees to construct other facilities, i.e., intramural, recreational, and athletic, we should consider retaining this option to assist in funding these facilities. Finally, this alternative would involve borrowing at an estimated 7% rate, some 3% above the average rate on debt presently serviced by these funds.

This matter has been recently discussed by the Executive Advisory Council, and I have received feedback from the various officers. After taking their comments into consideration, it is recommended that we accept the first proposal as the final funding plan for the construction of this Center.

President Edgar L. Harden, July 24, 1979, page 2

It is essential to receive Trustee reaction prior to the submission of the formal bids at the September Board meeting. Would you please discuss this matter with Chairman Bruff to determine appropriate follow-up action with the Board of Trustees.

Sincerely,



Roger Wilkinson  
Vice President

RW/vs

Enc.

cc: ✓ C. Mackey  
Executive Advisory Council  
S. H. Terry  
N. C. Elliott

## FUNDING FOR THE CONSTRUCTION OF THE PERFORMING ARTS CENTER

### Recommended Proposal

1. Fund Raising Efforts of Enrichment Program	\$12,000,000
2. Sale of Sarah Van Hoosen Jones Property	4,000,000
3. Other University Funds*	<u>2,000,000</u>
T o t a l	\$18,000,000

### Alternative Proposal

1. Fund Raising Efforts of Enrichment Program	\$12,000,000
2. Student Fee Revenue	5,000,000
3. Other University Funds*	<u>1,000,000</u>
T o t a l	\$18,000,000

\*Other University Funds would include unrestricted revenue such as the income from the Jenison Trust, the sale of other properties, etc. Currently identified is approximately \$1,100,000 from these sources.



# MICHIGAN STATE UNIVERSITY

INTERNAL AUDIT

340 JOHN A. HANNAH ADMINISTRATION BUILDING

TELEPHONE (517) 355-5030

EAST LANSING • MICHIGAN • 48824

July 3, 1979

*File*

Dr. Edgar L. Harden, President  
Michigan State University  
450 Administration Building  
Campus

Dear Dr. Harden:

A schedule of Performing Arts Center funding is attached which indicates a total of about \$9.3 million in cash and pledges at June 30, 1979. This figure includes:

- a. Restricted and unrestricted gifts to the Performing Arts Center only, net of promotional expenditures of \$301,671.
- b. Only those gifts formally received. This does not include any large gifts reportedly committed by donors in June, 1979.
- c. June transactions amounting to \$98,500, which should be considered an estimate, since the fund ledgers and summary schedules are not yet completed.

The commitment for designated seats in the Great Hall and Theatre Recital Hall is estimated as follows, using only gifts (cash and pledges) restricted to the Performing Arts Center:

	<u>Great Hall</u>	<u>Theatre Recital Hall</u>
Seating capacity (approximate)	2,500 =====	600 ===
Maximum Commitment (using each whole \$1,000 and \$750 respectively)	809 ===	208 ===
Minimum Commitment (using number of gifts, not dollars)	474 ===	162 ===

A great number of gift documents are unclear as to the donors' intentions and expectations. Additional donors, originally designating their gift as unrestricted, may also request named seats. The Development Fund staff has estimated that the total maximum commitment to the Great Hall seats, including unrestricted gifts, to be about 1,200 seats. We did not attempt to verify this estimate.

If you have any questions I would be happy to meet with you.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Bob", is written over the typed name.

Robert E. Wenner  
Director of Internal Audit

REW:sls

MICHIGAN STATE UNIVERSITY  
Performing Arts Center Funding  
at May 31, 1979 and  
Estimated to June 30, 1979

	<u>Cash and Investments</u>	<u>Pledges</u>	<u>Total</u>
<u>AT MAY 31, 1979:</u>			
Restricted to Performing Arts Center			
- MSU Development Fund	\$2,157,762	\$1,111,030	\$3,268,792
- MSU Foundation	<u>1,120,435</u>	<u>209,752</u>	<u>1,330,187</u>
Total Restricted	<u>3,278,197</u>	<u>1,320,782</u>	<u>4,598,979</u>
Unrestricted			
- MSU Development Fund	1,143,846	302,944	1,446,790
- MSU Foundation	398,985	1,372,910	1,771,895
- Case Fund	<u>1,600,000</u>	<u>-0-</u>	<u>1,600,000</u>
Total Unrestricted	<u>3,142,831</u>	<u>1,675,854</u>	<u>4,818,685</u>
Gross Totals	6,421,028	2,996,636	9,417,664
Promotional Expenses	<u>(301,671)</u>	<u>-0-</u>	<u>(301,671)</u>
TOTALS AT MAY 31, 1979	6,119,357	2,996,636	9,115,993
=====			
June transactions - net (estimated)	33,700	64,800	98,500
Accrued Interest	<u>106,400</u>	<u>-0-</u>	<u>106,400</u>
TOTALS AT JUNE 30, 1979	<u>\$6,259,457</u>	<u>\$3,061,436</u>	<u>\$9,320,893</u>
=====	=====	=====	=====

Note A - The cash and investment figures as of May 1979 were agreed to fund ledgers of the Development Fund and cash journals of the Foundation. Gift documents received from donors were compared to gift and pledge records on a test basis. However, a complete audit of the procedures and records was not performed at this time.

ENRICHMENT PROGRAM  
Performing Arts Center Restricted Pledges  
(SEE NOTES A & B, PAGE 14)

<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
Joy Adcock	\$ 1,000	
Surinder Aggarwal	1,000	
Bruce T. Allen		\$ 750
Jack A. Allen	1,000	
John Wesley Allen	1,000	
Dole A. Anderson	2,000	
Dorothy Arata	1,000	
Jes Asmussen, Jr.		750
Sam Austin	1,000	
Elliott G. Ballard	1,000	
Robert F. Banks	2,000	
William Beardsley	1,020	
Harris F. Beeman	1,000	
Everett S. Beneke		750
Lon Paul Benningfield	1,000	
Werner G. Bergen		1,500
Arnold S. Berkman		750
Howard D. Bernson		750
Charles A. Blackman		1,500
Robert D. Blanck	1,000	
Robert L. Blomstrom	1,000	
Kenneth Bloomquist	1,000	
Henry Blosser	2,520	
John F. Bobbitt	1,000	
Norma Bobbitt	1,000	
Ben A. Bohnhorst	1,000	
Ralph W. Bonner	1,200	
Cassandra L. Book		750
Eleanor J. Boyles		750
Shirley A. Brehm		750
Cole S. Brembeck	2,040	
Jack Breslin	2,000	
Sallie Bright		1,500
Theodore M. Brody	1,000	
Martin J. Bukovac	1,000	
Jack Burns	1,000	
Gerard Bush		750
Richard U. Byerrum	2,200	
Douglas G. Campbell		750
John E. Cantlon	5,000	
Edward A. Carlin	2,000	
Edward H. Carlson		1,500
Patricia A. Catto	1,000	
Somnath Chatterjee	1,000	
K. Wendell Chen	1,000	
Bruce D. Cheney	2,100	
Hazel C. Christenson		750
Thomas C. Cobb		2,250
Williams Doyme Collings	1,000	
Jonas E. Cook	1,000	
James W. Costar	2,000	
Ralph N. Costilow		750
Robert C. Craig	1,000	
Stanley R. Crouch	2,000	
Marilyn Mayer Culpepper	1,000	
Thomas W. Culpepper	1,000	

<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
M. Rita Day		750
Clark E. DeHaven	2,000	
Rafael de los Santos	2,000	
David Ross Dilley	1,000	
Charles and Dorothy Doane	1,003	
Robert L. Ebel	1,000	
Peter J. Eckel	1,000	
James M. Elliott	1,275	
Michael Ellis		750
Robert Emerson	1,000	
Norbert B. Enzer, M.D.	2,000	
A. Earl Erickson	1,000	
Forrest Erlandson		1,500
Julia S. Falk		750
Thomas H. Falk		750
Ronald Flinn	1,000	
Thomas M. Freeman		750
Roger L. Funk		750
Mary Gallo	1,000	
Eric A. Gentile	1,000	750
Philipp Gerhardt		1,500
L.J. Giacoletto	1,000	
Michael Giddings		1,500
Mary Gifford		750
John Leslie Gill	2,000	
Betty L. Giuliani		750
James W. Goff	2,000	
Erik D. Goodman	1,000	
Robert L. Green	1,000	
Philip E. Greenman		750
Howard Grider	1,000	
Richard Hansen		750
Dale D. Harpstead	1,000	
Gilbert D. Harrell	1,000	
Lauren Harris	1,000	
William M. Hartmann	1,000	
Roy J. Harvey		1,500
Theodore J. Haskell		750
Robert C. Hatfield	2,000	
Glenn I. Hatton		1,500
Stanley E. Hecker	2,000	
Harry G. Hedges	1,000	
David K. Heenan	1,088	
Howard W. Hickey		1,500
Stanley Hollander	2,500	
Alan Hollingsworth		1,500
Jerry B. & Lynne Weaver Hook	1,000	
John C. Howell	1,208	
William N. Hughes	2,000	
Lorraine Hull		750
Andrew D. Hunt, M.D.	2,000	
Armand L. Hunter	1,000	
John Melton Hunter	1,000	
Edward C. Ingraham		1,656
Iwao Ishino		1,500

<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
Patricia Jeffries	1,000	
Vandel C. Johnson		800
Carol Duane Jones	1,000	
Joanne L. Jones	1,000	
John Walker Jones	2,000	
Mr. & Mrs. Erling S. Jorgensen	1,000	
Joseph L. Kearney	1,000	
Thomas Kehler		750
Waldo F. Keller	1,000	
William H. Kelly	1,000	
Hans Janos Kende		750
Donald D. Kilner		750
Russell J. Kleis	2,000	
Timothy Knight		750
Henry C. Koch	2,000	
Arthur F. Kohrman		750
John B. Kreer	1,000	
Madison Kuhn	1,080	
Anton Lang		750
Robert G. LaPrad	1,050	
William Lazer	2,000	
Robert W. Leader	1,000	
Richard & Susan Leavitt		750
Gilbert A. Leveille	1,000	
Lowell Levi	1,000	
Lawrence & Ruth Lezotte	1,000	
Mr. and Mrs. Marvin Lieberman	1,000	
Anthony Linick		750
Lois Ann Lund	1,200	
Anna-Greta Lundquist	1,000	
Chester J. Mackson	1,000	
Gerhard H. Magnus	1,000	
Lester V. Manderscheid	2,000	
Charles V. Mange	1,000	
Robert J. Martin	2,000	
Donald E. McBride	1,000	
Glynn C. McBride		750
Donald McMillan	2,000	
Carolyn J. McMillen	1,000	
David C. Mead	1,000	
Elwyn R. Miller	1,000	
Elaine M. Mishler		750
Kenneth E. Moore		750
Paul Edwin Munsell	1,000	
C. Robert Muth	1,000	
Ronald H. Nelson		1,500
James F. Niblock	1,000	
Donald H. Nickerson	2,000	
Paul Nilsson	1,000	
Herbert J. Oyer	1,000	
Robert Page	1,000	
Beatrice Paolucci	1,100	
Bernard Jay Paris	2,000	
Gerald L. Park	1,000	
Floyd G. Parker		800
Paul M. Parker	1,050	

<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
George W. & Margaret Parmelee		750
Fred J. Peabody		750
Charles Robert Perrin	2,000	
Don Perrin	1,200	
James Peters		775
Bishop N. Pipes	1,000	
Dixie Platt	1,001	
Dr. F. Dewitt Platt	1,000	
John V. Polomsky		750
E. James Potchen	1,000	
Merle C. Potter		750
Barbara Reeves		750
Alvin L. Rippen		750
Lynn Robertson, Jr.	1,000	
Robert G. Robertson	1,000	
Mr. and Mrs. Glenn Rose	\$250	
Dr. and Mrs. Ira S. Rosenbaum	\$250	750
Dr. and Mrs. David M. Schuurmans	\$250	
William T. Ross	1,000	
Frank C. Rutledge	1,000	
Sylvia Samuels		750
Warren J. Samuels		750
Rachel A. Schemmel	1,000	
Frank Schneiderman, D.O.		750
Delbert Schoenhard	1,000	
Jerry Schuur		750
Walter W. Scott		750
Burnell H. Selleck		750
James D. Shaffer		750
John Shingleton	1,075	
Robert Siefert	1,000	
Theodore B. Simon	1,000	
Ronald C. Simons		750
Camille Smith		750
Joan V. Smith	1,000	
Theodore L. Smith		750
Victor Earle Smith		1,500
Ralph H. Smuckler	2,000	
Pauline Ann Sondag		750
John C. Speck, Jr.		750
Mary Speck		750
Charles R. St. Clair	1,000	
Virginia Stewart	1,000	
Janice L. Stickney	1,000	
Jack Stieber	1,000	
Clarence H. Suelter	1,000	
Richard E. Sullivan	5,000	
Barbara Stowe		750
Judy Kay Taylor	1,000	
Gordon L. Thomas		850
Lyle A. Thorburn	2,000	
Marvin L. Tomber		1,500
Donald Treat		750
Fred H. Tschirley	2,000	
Robert Underwood	1,000	
Martha H. Unkefer	1,000	
Robert F. Unkefer	1,000	

<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
Lawrence VanEgeren	1,000	
Walter and Elsa Verderber		750
John F. and Jeane Vinsonhaler		750
L. Wayne Vontersch	2,000	
Bruce E. Walker	1,000	
Robert C. Ward	1,000	
The Warren Holmes Kenneth Black Co	3,000	
Willard Warrington	1,000	
Glenn Lee Waxler		750
William B. Weil, Jr.	1,000	
William W. Wells		1,500
Thomas Lee Wenck	2,000	
Robert & Merrilyn Wenner	1,000	
Roy Lee Wesselman	1,000	
W. Donald Weston	2,000	
Bruce W. Wilkinson	1,000	
Roger E. Wilkinson	2,000	
Clarence L. Winder	2,000	
Gordon and Joan Wood	1,500	
A. Lydia Woodruff	1,200	
Truman O. Woodruff	1,500	
Dorothy Young	1,000	
Edward J. Zabrusky	1,000	
Robert Zelmanski		750



ENRICHMENT PROGRAM  
Performing Arts Center Restricted Pledges

<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
Mr. Donald Pappling	\$ 1,000	
M/M James Baird		\$ 750
M/M J. Laurence Bleasdale	1,000	
Mark V. & Gladys L. Burlingame	2,000	
M/M Robert A. Campbell		750
Capital Type (Red Dremman)	10,000	
Mr. Harpel Camp	9,000	
John & Maureen Darling	2,000	1,500
John H. Flewelling	1,000	
M/M Robert Hildorf	2,100	
Mr. Charles F. Kerlikowske	1,000	
M/M Cletis Marsh		750
Michigan Supply/Thomas E. Couley	2,500	
Midwest Fruit Package/Salvatore Monte	1,000	
M/M Salvatore Monte/Michigan Crate & Basket	5,000	
Mr. Walter Patenge	2,000	
M/M John Podesta, Jr.	2,000	
R.E. Olds Anderson	10,000	
Dorothy Schaffhouser	1,000	
Ken Sohn	1,000	
Ms. Margaret L. Smith	1,000	
M/M John W. Thompson		750
Francis J. Votruba	2,720	
Evelyn M. Wangbichler	1,000	
Robert McIntosh		750

ENRICHMENT PROGRAM  
Performing Arts Center Restricted Pledges

<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
Brownson Farms	\$ 1,000	
Lyle Clover	2,000	
Ronald Converse	1,000	
J. C. & Patricia Drake	1,000	
David C. Farley	1,000	
James T. File	1,000	
Jim Gleason	1,000	
Phillip Hart	1,000	
Vernon Kretzchmer	1,000	
Calvin Lutz	1,000	
M/M Gary Adelman		\$ 750
M/M Reuben Adelman		750
M/M Joel Altman	1,000	
M/M J.D. Anderson	1,000	
Dr. Glenora Anderson		1,500
Gwen Andrew	2,000	
Richard Anklin	1,050	
David Armstrong	1,338	
Corliss Arnold	1,000	
M/M Fred Arnold	6,000	
T.R. Ashley	1,000	
Ronald Auri	1,000	
M.H. & Alice Avery	5,000	
Mrs. Vivid Cobb		750
Joseph Backus	1,000	
Marcia Lynn Bailo	1,200	
Thomas C. Baker	1,000	
William & Virginia Ballenger	1,000	
Dr. Robert Barker	1,000	
M/M Jack Barnes		750
Baryames Building Company	4,000	1,500
Reginald Batzer		750
Michael Bauer		750
Myron C. Beal	1,000	
Kenneth W. Beal	1,000	
Larry Beckon	1,000	
Beta Epsilon of Alpha Chi Omega	2,500	
Christian Beukema	1,000	
Beurman-Marshall		1,500
M/M Douglas Bitson	2,000	
M/M Norman Bless	1,000	
M/M Don R. Borgeson	3,000	
Berneda J. Boughner	1,000	
Mr. Louis J. Brand	2,000	
M/M Arthur Brandstatter	2,000	

<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
Mrs. Lyman Bratzler		750
Col. Ernest Bremer	1,300	
Mrs. June Bremer	1,000	
William H. Bricker	10,000	
M/M Ted C. Broadwell	1,000	
M/M Allen Bryant	1,000	
Jeffrey Butzbach		1,500
Louis Calhoun	1,400	
Howard Camden/Advanced Industries	1,000	
Rolf C. Campbell	3,000	
M/M Clarence Carlson	2,000	
Don J. Casturo		750
Larry Richard Chapman	1,000	
Edward A. Cheney	1,000	
Dr. & Mrs. William Cheney	2,000	
M/M Edward Church	1,000	
M/M John A. Church	5,000	
Clark Construction/Leon P. Clark	5,000	
William E. Clark	2,000	
Allen & Cathy Claypool		750
Clinton National Bank/Brandon White Jr.	5,000	
John L.	1,000	
Robert G. Combs	1,000	
Sally F. Come	1,000	
Dr. Errikos Constant	1,000	
M/M Byron J. Cook	5,000	
Laurence Cooke	1,000	
Mr. Max Cook	1,000	
Peter S. Corden	1,000	
Ann E. Corwell	1,000	
Craft Printers/William Shaffer	1,000	
Arthur Craven		750
Richard Gregar	2,000	
Mrs. John J. Danielsk	1,000	
M/M Lawrence Dailey	1,000	
M/M Gerald E. Danner	2,000	
Dr. John DeBruin		750
M/M Frank J. Dedecker	1,050	
John DeLong	1,000	
Mr. T. Patrick Dempsey	1,000	
Margaret F. Denise		750
Mr. C.A. Dennis	1,000	
Marcia A. Detloff		750
M/M Robert E. Devlin	1,000	
M/M S.R. Dietrich	5,000	
Dr. & Mrs. Robert Digby	1,000	
Mr. John F. Dolansky, Jr.		750
M/M Michael Dow	1,000	
Charles S. Dunford	1,000	

<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
F. Mansel Dunn MD		1,500
M/M Roger Dykstra	2,000	
M/M J. E. Eisenhower	2,000	
Mr. Coy G. Eklund	2,500	
Gordon B. Elliott	2,000	
Marsden Elliott		750
Thomas Emmenicker	1,000	
Mrs. Gloria Epstein		750
Erickson & Lindstrom-c/o Peter Stukkie	2,000	
M/M John L. Yankowski	1,000	
Dr. Ho Ming Yian	1,000	
W.A. Young, Inc.		750
Thomas A. Zajac		750
David M. Zisok	1,000	
Zonta Club c/o Sara Jane Venable	1,000	
Andrew S. Zynda	2,000	
Eileen Maddox	1,000	
Myron S. Magen	1,000	
M/M Robert Maldegen	1,000	
W. E. Maldonado	1,000	
Walter P. Maner	9,000	
M/M William E. Marklewitz	2,000	
M/M Melvin D. Markevardt	1,000	
M/M Claude J. Marshall	1,000	
Richard Martens	2,000	
Nancy K. Mather	1,000	
Roger A. Matthews		1,500
Theodore Maupin		750
Fedon Mauromatis	2,000	
Richard Maynard		750
Ronald Mozyak	1,000	
David McConnell	1,000	
M/M James McGillicuddy	2,000	
M/M Thomas G. McGurrian		750
Agnes L. McIntyre	1,000	
McKenzie Seed Farm		750
Thomas McNally	2,000	
M/M Ernest O. Melby	2,000	
M/M Alfred B. Meazer	1,000	
Roland Meulebrouck	1,000	
Michigan Brass & Electric	1,000	
M/M Lewis J. Minor	2,000	1,500
Thomas O. Mitchel	2,000	
M/M Thomas O. Monroe	2,000	
Mrs. C.S. Mott	2,000	

<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
Mourer-Foster, Inc.	2,000	
Ogle W. Mourer	2,500	
Jane E. Moyer	1,000	
Neva A. Moyer	10,000	
MSUEA	1,000	
Genesee County MSU Alumni Club	1,000	
L.V. Mulnix, Jr.	1,000	
Florence Murray	10,000	
Marian Musselman	2,000	
Jerry Myers	1,000	
Nehi Beverages, Inc.	2,000	
Alan Neiberg	1,000	
Richard Neihoff	1,000	
Paul T. Niland		750
Norbert L. Noecker	1,000	
George S. Nugent	1,000	
Glenn K. Oda	1,000	
Pedro A. Ojeda	2,000	
Harold E. Old, Jr.	1,000	
Billy M. Olsen		750
M/M Jack L. Otto	2,000	
M/M Robert L. Overholt	2,000	
Harry T. Pall		750
M/M Edward C. Pardon	1,000	
M/M Maury Parfet	5,000	
M/M John M. Patriarche	2,000	
Thomas H. Patten Jr.	1,000	
David L. Peacock	2,134	
James M. Peck	1,000	
Virginia Stoddard Peery	1,000	
William B. Phillips	1,000	
Merrill Pierson	2,000	
James Pilz	1,000	
John H. Peterson		1,500
Joseph Polack	1,000	
The Polack Corp.	2,500	
M/M Wayne L. Pyke		750
Paramount Coffee Co.	5,000	
M/M David Randall	1,500	
Albert Ratner	5,000	
M/M Donald Reardon	1,000	
Eugene Rebeck		750
Carol L. Reddy	2,000	
The Renaud Foundation	2,000	
M/M Gary F. Rettz		750
Lindy Rich		750
Donald Robach	2,000	
William Roberts	1,000	
M/M James Robideau	2,000	
M/M Robert W. Root		750
M/M James P. Rumpsa		1,500
M. Georgie San Clemente	1,000	
Victoria K. Schaefer		750
Roger J. Schafer		750
Shirley M. Schaible	1,000	
Richard Schlegel	1,000	

<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
Peter M. Schwinn	1,020	
George S. Scofes	1,000	
Leslie W. Scott	25,000	
Mrs. Jessie Seaman	2,000	
M/M John Seaman	2,000	
Wilbur M. Seelye Jr.	1,000	
M/M Randolph Seiss		1,500
Hyman D. Shapiro	5,000	
Don C. Shepard	2,500	
Nancy U. Sheridan		750
Frank Sidoti	2,400	
Irving E. Silverman	2,000	
Roy Simon	1,000	
M/M Alan B. Singer		750
Caroline V. Smith		750
Chester Smith	1,000	
M/M Elton Smith	1,000	
M/M James W. Smith		750
M/M William E. Smith		750
Edward E. Souders	2,000	
Michael A. Sponsler		750
Keith L. Stackhouse	2,000	
Roberta E. Stanley	1,000	
M/M Charles E. Stevens	1,000	
M/M Douglas D. Stewart		750
Carolyn Stieber	1,000	
Mark W. Stiles		750
M/M Alan G. Stoddard	1,000	
Howard P. Stoddard	1,000	
M/M Lawrence B. Stone		750
Irwin B. Stoner	1,000	
M/M Karl D. Story	35,000	
Mary Susan Stover	1,000	
Mary Susie Stover	1,000	
M/M T. B. Strandness		1,500
Gordon/Laurie Suber	1,000	
Alan P. Suits	5,000	
Robert Fairman	2,000	
Charles Featherly	1,000	
Zolton Ferency	2,000	
Francis N. Fine	1,650	
Peter G. Finney	1,000	
Robert A. Fisher	1,000	
George Foster	1,000	
Lawrence Foster		750
Robert Foster	1,000	
Jerre Fredenburg	1,000	
Michael Frei	1,000	
Mary Jane Fuller	1,000	
Daniel Garver	1,000	
Robert Garver		750
Robert Geist	1,000	

<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
General Mills	2,000	
Harry C. George	3,000	
Gettel & Company	2,000	
Clarence Gettel	1,000	
Loren Gettel	1,000	
Frank Ghinelli	2,000	1,500
Robert Gibbs	1,000	
Byron Good	1,000	
George Graeber	1,000	
Milton H. Gramo	1,200	
J. Harvey Graves	1,000	
Marilyn M. Grigg	1,000	
Forrest L. Grim	1,000	
Donald Grinter		750
James M. Grost	1,000	
Roger Grove	2,000	1,500
Alan Grunewald	1,000	
Edgar A. Guest		750
James B. Gustafson		750
Ernest Guy	1,000	
Emanual Hackel	1,000	
Edward G. Hacker	3,000	
Daniel Hamermesh		750
John Hamm	1,000	
Ike Hampton	2,000	
Hanel-Vance Construction Company	1,000	
Jules Hanslovsky		750
Einar Hardin	2,000	
Harley Ellington Pierce Yee	1,000	
Clarke E. Harris	1,000	
Michael G. Harrison	1,000	
Katherine M. Hart	2,000	
Ronald J. Hartman	1,000	
Haussman Construction Company		1,500
Elizabeth L. Hayden		750
H. Andrews Hays	10,000	
Stephen Hecker	1,000	
A. Thad Hagerberg	1,000	
Mary Ann Hickey	1,000	
D. Bonta Hiscoe	2,000	
John Hoagland	5,000	
Robert Holmes	5,000	
Harley H. Hotchkiss	2,000	
Hoyem-Basso Assoc	1,000	
Robert Hughes	1,000	
Sarah L. Huyser	1,000	
Fred Ignatovich	1,000	
Industrial Fuels Corp	1,000	
Marcia Jensen		750
David B. Johnson	5,000	
Richard Johnson		1,500
Shirley Johnson		750
Theodore Johnson		750
Walter F. Johnson	1,000	
Brad R. Jones	2,000	
E.E. Jones	1,000	

<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
Raymond Joseph		1,500
David Kahn	2,000	
Helen M. Kelley	1,000	
W. Henry Kennedy	2,000	
Adrian Kiel	1,000	
Herbert King	1,000	
Raymond Kizel	1,000	
M. S. Klein	1,000	
Marion S. Kolm	1,000	
George Kostishak	1,000	
Richard Kraft	2,000	
Robert Kraft	1,000	
Safety Sign Company	1,000	
Donald Kuiper	1,000	
Karl Laaninen	1,000	
Simon Landman	2,000	
Carl L. Langenberg		750
Larco Industries		750
Clarence Laue	1,000	
Harold Lautner	2,000	
Rollie Ledebuhr	1,000	
Jeanette Lee	1,000	
Nora Wong Lee	1,000	
Dennis Lefebure		750
Carol Lehmann	1,000	
J. C. Leshock		1,500
Edward Leverich	2,000	
Ted Levy	1,000	
Josephine A. Lezak	1,000	
Curtis A. Liechty	2,000	
Carl E. Liedholm		1,500
Mary Lietzke		750
T. J. Limmex	1,000	
Paul C. Linnell	1,000	
Margaret Linsell	1,000	
Bertha Lostutter	1,000	
Merlin Terrill	2,000	
W. Herald Thaman	1,000	
Paul Thompson	1,000	
Theodore W. Towl		750
Ruth S. Tukey	1,000	
Eva Urban		750
Larry M. Vandervoort	1,000	
Paul A. Varg		1,500
Sara Jane Vanable		750
John T. Veneman	1,000	
Angelos J. Vlahakis	1,000	
Douglas Wacker	2,000	
Kenneth J. Wagner	1,000	
Ronald G. Ward	2,500	
Ronald G. Ward		750
Robert Ware		750
A. Dean Watkins	1,000	



<u>Name</u>	<u>Great Hall</u>	<u>Recital Hall</u>
Jerrold Weiss	2,000	
Charles West	2,000	
Robert Westfall	1,150	
Jack Widick	4,000	
James Wies	1,000	
Meryl R. Wilcox	1,000	
Malcolm Williams	1,000	
O. W. Wilson	1,000	
Loyd E. Winer	1,000	
R. L. Witter		750
R. H. Wright		750
Wyman, Werback, Pierson	1,000	
Edward Wynant	1,000	

- A. Gift documents received from donors were compared to gift and pledge records on a test basis. However, a complete audit of the procedures and records was not performed at this time.
- B. Minimum number of seats matches the number of pledges. Maximum number represents the number of seats that fit the dollars pledged at \$1,000 for a Great Hall seat and \$750 for a Recital Theater seat. All pledgors did not specify a seat. However, in order to develop maximum commitments it was assumed that each donor expected a seat for each whole \$1,000 or \$750 as the case may be.



**HARLEY ELLINGTON PIERCE YEE ASSOCIATES**

ARCHITECTS    ENGIN    PLANNERS  
26111 EVERGREEN ROAD  
SOUTHFIELD MICHIGAN 48076  
TELEPHONE: 313/354-0300

EERS

DAVID H. LAWRENCE, R.A.  
Director of Architecture  
Partner

June 6, 1979

Mr. Robert L. Siefert  
University Architect  
Michigan State University  
East Lansing, Michigan 48823

RE: Performing Arts Center  
Michigan State University  
HEPY Project No. 90000

Dear Bob:

We have concluded the estimating procedure requested by you and have enclosed a Statement of Probable Cost. All of the figures were derived from take offs of the currently available information, and in addition we contacted Mr. Boner and Mr. Anderson to have them confirm their estimate previously submitted to CRS.

We have used escalations, based on 8% increase annually, which conforms to the anticipated construction sequence. Therefore, as an example, the excavation portion of the work has been escalated only 4%, others 8, 12, 14%, etc.

The cost listed does not include site work or site utilities per your direction. It does include the retaining wall and a portion of the terrace as requested by Campus Parks and Planning.

If further information is required, please contact me.

Cordially,

David H. Lawrence  
Project Administrator

DHL/php  
enc.

MICHIGAN STATE UNIVERSITY  
PERFORMING ARTS CENTER  
HEPY JOB NO. 90000  
June 7, 1979

STATEMENT OF PROBABLY COST  
June 1, 1979

CONSTRUCTION SCHEDULE - 30 MONTHS  
Start - 4th Qtr. 1979/ Comp. - 3rd Qtr. 1981

<u>A. BASIC BUILDING</u>		<u>146,800 S.F. / 4,597,000 C.F.</u>	<u>S. F. Cost</u>
Architectural -	\$5,479,700.		
Structural -	2,362,700.		
Sub Total -	\$7,842,400.		\$ 53.42
Mechanical -	\$3,657,200.		\$ 24.91
Electrical -	\$1,378,500.		\$ 9.39
		\$12,878,100.	\$ 87.72
 <u>B. FIXED EQUIPMENT</u>			
Seating	\$ 263,000.		
Grid-Iron incl.in Struc.	(\$ 108,000.)		
Rigging, Lights, Comm. )	\$1,330,300.		
Curtains, Tele-Risers )			
Sound System	\$ 74,000.		
		\$ 1,667,300.	\$ 11.36
TOTAL - PROBABLE COST.....		\$14,545,400. ✓	\$ 99.08

ADDITIONAL INFORMATION:

<u>Basic Building:</u>	<u>% of Total</u>	<u>C.F. Cost</u>
Arch.	53.9% )	
Mech.	25.1% )	\$ 2.80
Elec.	9.5% )	
Fixed Equipment	11.5%	0.36
	100%	\$ 3.16

Site Work - N/A

This estimate is based on the premise that the project will be bid on a "Bid Package" System with Packages to be assigned to the Building Work Contractor, to function as a General Contractor for coordinating.

\*\*\*\*\*

ARV:n



**HARLEY ELLINGTON PIERCE YEE ASSOCIATES**

ARCHITECTS ENGINEERS PLANNERS  
26111 EVERGREEN ROAD  
SOUTHFIELD MICHIGAN 48076  
TELEPHONE: 313/354-0300

June 6, 1979

DAVID H. LAWRENCE, R.A.  
Director of Architecture  
Partner

Mr. Robert L. Siefert  
University Architect  
Michigan State University  
East Lansing, Michigan 48823

Re: Performing Arts Center  
Michigan State University  
HEPY Project No. 90000

Dear Bob:

We have reviewed our schedule in accordance with your request, and are prepared to work to the following dates in order that the project be presented to the Board of Trustees in September.

Preliminary Review	Week of June 25 or July 2, 1979
Owner Review	July 23, 1979
Receive Owner Comments	August 1, 1979
Issue for Bids	August 13, 1979
Pre-bid Meeting	August 28, 1979
Bid Due Date	September 11, 1979
Board of Trustees	September 27, 1979

This allows four weeks of bidding which is adequate for a project of this scope, although it is minimal. It is possible to consider receiving bids on September 13, 1979, but this reduces bid review time to a bare minimum.

Cordially,

David H. Lawrence  
Project Administrator

DHL/njo

RECEIVED

JUN 7 1979

FACILITIES PLANNING AND  
SPACE MANAGEMENT  
Michigan State University

PERFORMING ARTS CENTER  
MICHIGAN STATE UNIVERSITY

REVISED BUDGET

A. BUILDING COSTS

Building Construction	\$8,100,000
Fixed Equipment	<u>2,000,000</u>

TOTAL BUILDING COST	\$10,100,000 ✓
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B. SITE IMPROVEMENTS (MSU estimate)	538,000
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C. UTILITIES (MSU estimate)	528,000 <sup>1</sup> 760,000 (232)
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D. MOVABLE EQUIPMENT (Allowance)	250,000
----------------------------------	---------

E. FEES (Architect & Consultants)	624,000
-----------------------------------	---------

F. ADMINISTRATIVE COSTS (Allowance)	200,000
-------------------------------------	---------

G. CONTINGENCY	<u>500,000</u>
----------------	----------------

TOTAL	\$12,740,000
-------	--------------

COSTS TO DATE	<u>360,000</u>
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TOTAL PROJECT BUDGET	\$13,100,000
----------------------	--------------

4,505,400  
232,000  
5,177,400 18,277,400

1. Assumes Plant and Soil Sciences Building will contribute \$200,000 toward new electric line to Service Road.

Includes \$200,000 for chilled water piping to regional plant.

FACILITIES PLANNING AND SPACE MANAGEMENT

December 5, 1978

MICHIGAN STATE UNIVERSITY

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OFFICE OF THE VICE PRESIDENT FOR BUSINESS AND FINANCE

EAST LANSING • MICHIGAN • 48824

May 17, 1979

Mr. Leslie W. Scott  
Vice President for Development  
220 Nisbet Building  
Campus

Dear Les:

In cooperation with Jayne Kostal of your staff, Nancy Elliott has completed the attached report on the Enrichment Program as of March 31, 1979. You will note the combined cash and pledges received to date under the Enrichment Program exceed \$11,000,000. This includes the pledging of the Case Fund assets held by the University. We have placed a \$1,600,000 value on this Fund.

Cash and pledges received relating to the Performing Arts Center total \$5,787,200. Unrestricted receipts and pledges gross approximately \$3,140,000. When we allow for promotional costs to date of approximately \$272,000, the total assets currently available for the Performing Arts Center would net approximately \$8,650,000. It is recognized that this latter figure represents the book figure only and does not take into consideration pledges in process.

Based on our prior conversations, I am also assuming that when the funds are transferred from the Foundation to the University, income accrued to these gifts will also be credited to the Performing Arts Center. This would modify the net funds available.

If you have any questions concerning the statements or if there are any corrections which should be made, we will be pleased to review the materials with you.

Sincerely,



Roger Wilkinson  
Vice President

RW/vs

Encs.

cc: ✓ Edgar L. Harden

Nancy C. Elliott

T0: Roger, Steve, Jayne, John Love

Nancy Elliott  
Nancy Elliott  
4/20/79

ENRICHMENT FUND  
March 31, 1979

	<u>Performing Arts Center</u>	<u>Unrestricted</u>	<u>Various Programs</u>
MICHIGAN STATE UNIVERSITY:			
Cash	\$1,999,176.53	\$ 762,615.50	\$110,208.51-Museum
Investments (Book Value)	<u>17,537.64</u> <u>\$2,016,714.17</u>	<u>151,107.50</u> <u>\$ 913,723.00</u>	<u>36,237.27-Library</u> <u>113,676.31-Museum</u> <u>\$260,122.09</u>
Case Fund:			
Principal - Investments (Book Value)	\$1,084,441.44		
Income - Investments (Book Value)	<u>550,457.14</u> <u>\$1,634,898.58</u>		
Sculpture			\$ 30,000.00
Academic Chairs:			
Endowment Fund - Investments (Book), 31-2374			\$173,374.17-A
Funds Functioning as an Endowment			
- Investments (Book), 31-2375, 31-2386, 31-2387			<u>194,280.36-B</u> <u>\$367,654.53</u>
Investment Income	<u>                    </u>	<u>\$ 154,569.43</u>	<u>                    </u>
Total Cash and Investments	<u>\$3,651,612.75</u>	<u>\$1,068,292.43</u>	<u>\$657,776.62</u>
Expenditures:			
Promotional Costs		\$ 272,496.47-C	
Performing Arts Center	\$ 572,795.47		
PAC-Sculpture			\$ 3,122.72
Museum	<u>                    </u>	<u>                    </u>	<u>2,636.48</u>
Total Expenditures	<u>\$ 572,795.47</u>	<u>\$ 272,496.47</u>	<u>\$ 5,759.20</u>
Net Receipts	<u>\$3,078,817.28</u> <u>=====</u>	<u>\$ 795,795.96</u> <u>=====</u>	<u>\$652,017.42</u> <u>=====</u>

\*Market Value at December 31, 1978 was \$1,474,385.

ENDOWMENT FUND - March 31, 1979

	<u>Performing Arts Center</u>	<u>Unrestricted</u>	<u>Various Programs</u>	<u>Unverified Items</u>
Pledges:				
Payroll Deductions	\$ 235,018.67	\$ 65,527.10	\$ 60,904.00	
Delapa, James	25,000.00			
Michigan National Bank	90,000.00			
Wolfram Foundation	166,000.00			
Capitol Savings & Loan	50,000.00			
Story, Karl	28,000.00			
Champco		30,000.00		
Borg-Warner		24,000.00		
MSU Alumni Association		20,000.00		
General Motors			200,000.00-Chairs	
Pullman			20,000.00-Chairs	
Akers-Trust	200,000.00			
Individual Pledges under \$25,000	211,306.52	159,199.33	217,209.61	
Peat Marwick Mitchell Professorship				\$100,000.00
Total Pledges	\$1,005,325.19	\$ 298,726.43	\$498,113.61	\$100,000.00
	=====	=====	=====	=====
MSU FOUNDATION:				
Cash and Investments	\$1,086,815.33	\$ 410,434.92	\$ 13,410.00	
	=====	=====	=====	
Pledges:				
Ransom Fidelity	\$ 6,300.00		\$ 5,800.00-Museum	
			2,900.00-Library	
Ford Motor		\$1,230,000.00-D		
Bank of Lansing		25,000.00		
Jarecki, Clare		84,727.50-E		
Individual Pledges under \$25,000	37,152.50	21,975.00	17,000.00-Museum	
			9,100.00-Library	
Total MSU Foundation-Pledges	\$ 43,452.50	\$1,361,702.50	\$ 34,800.00	
	=====	=====	=====	
Long-Term Assets:			<u>Long-Term</u>	
Patenge Land-Academic Chair			\$600,000.00	
Goodwin Bequest/Harbachow Insurance			100,000.00	
Gift in Kind (Computer)			182,150.00	
General Motors-Proposal				\$250,000.00
Total Long-Term Assets			\$882,150.00	\$250,000.00



TOTAL ENRICHMENT PROGRAM

March 31, 1979

Performing Arts Center:

MSU - Cash and Investments	\$ 3,651,612.75
- Pledges	1,005,325.19
MSU Foundation - Cash and Investments	1,086,815.33
- Pledges	<u>43,452.50</u>

Total Performing Arts Center	\$ 5,787,205.77
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Unrestricted:

MSU - Cash and Investments	\$ 1,068,292.43
- Pledges	298,726.43
MSU Foundation - Cash and Investments	410,434.92
- Pledges	<u>1,361,702.50</u>

Total Unrestricted	\$ 3,139,156.28
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TOTAL PERFORMING ARTS CENTER AND UNRESTRICTED	<u>\$ 8,926,362.05</u>
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Various Programs:

MSU - Cash and Investments	\$ 657,776.62
- Pledges	498,113.61
MSU Foundation - Cash and Investments	13,410.00
- Pledges	<u>34,800.00</u>

Total Various Programs	\$ 1,204,100.23
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Long-Term Assets	<u>\$ 882,150.00</u>
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Total Enrichment Program	\$11,012,612.28
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=====

Unverified Items:

General Motors Proposal	\$ 250,000.00
Peat Marwick Mitchell Professorship	<u>\$ 100,000.00</u>

	\$11,362,612.28
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=====

FOOTNOTES:

- A - Investment income earned as of March 31, 1979, was \$3,685.64.
- B - Investment income earned as of March 31, 1979, was \$18,426.99.
- C - Promotional costs are to be covered by pooled cash investment income attributable to Enrichment Campaign Funds (other than endowed funds) and, if necessary, by unrestricted gifts.
- D - Pledge payments are due in December of each year as follows: \$270,000 in 1979; \$270,000 in 1980; \$220,000 in 1981; \$220,000 in 1982 and \$250,000 in 1983.
- E - This is a verbal commitment from Clare Jarecki. His original pledge was for \$100,000 of which he has paid \$15,272.50. Mr. Scott says this pledge is for the PAC, and he does not know when further payments will be received.

# MICHIGAN STATE UNIVERSITY

VICE PRESIDENT FOR DEVELOPMENT • 220 NISBET BUILDING

EAST LANSING • MICHIGAN • 48824

May 8, 1979

Dear John:


Many thanks for your letter of May 1st. I am very much interested in your comments on Fred Siebert and, of course, was very much pleased that he could participate in the ground breaking ceremony for the long-awaited Communications Arts building.

You will note in the enclosed MSU Scene and the News Bulletin of Fred's participation. I am taking the responsibility of sending a copy of your letter to Ed Harden. As of now no name has been selected for identification of the total facility and probably will not be. It may be named by sector reflecting various persons in different aspects of the profession. You may be sure that I will be following up with Ed to discuss the matter prior to any final deliberation and decision.

Your trip to Scandinavia sounds intriguing and wish that Ellen and I could join you. Unfortunately, I will be kept busy here until my retirement from the university in mid-summer.

Best personal wishes to you and Jane.

Sincerely,

  
Leslie W. Scott



Mr. John E. Marston  
12687 Camino Vuelo  
Rancho Bernardo  
San Diego, CA 92128

JOHN E. MARSTON  
12687 CAMINO VUELO  
RANCHO BERNARDO  
SAN DIEGO, CALIFORNIA 92128

May 1, 1979

Dear Les:

I noticed in the last issue of the MSU Bulletin that the Communication Arts building work had actually begun and a little later heard from Fred Siebert that he had been invited to attend the ceremonies. What a long time it has been! I can recall that the building was a lively subject of discussion when I first came to MSU in 1955.

I've thought a lot about Fred and his work for journalism and Communication Arts at Michigan State since Eleanor died. He is certainly the most distinguished teacher of Journalism to occupy the post of Dean of the College in its twenty-five years of existence. He came to MSU in 1957 after a notable career at The University of Illinois heading their School of Journalism. He was well-known even then for his work in law of the press and copyrights and his contribution to the book "Four Theories of The Press" is a classic in the field. He was a leader in The Association For Education in Journalism nationally and known and respected all over the country by both teachers and working newspaper people.

I think his reputation nationally was probably greater than at MSU. President Hannah certainly valued him but President Wharton hardly knew him. Fred retired from the Deanship in 1967 after serving ten years and in the dozen years since there have been three deans as well as numerous changes in department heads.

I wonder if anyone has ever thought of naming the new Communication Arts building after Fred Siebert? It would elevate The University to do so because he is the only nationally-known distinguished teacher in the field of Journalism that MSU has ever had. There is no other. And it may be many years (if ever) before there is another. Other universities in many instances have named their buildings after notable teachers -- especially those retired after great careers, so there is ample precedent. And a building named after a good person has so much more meaning and inspiration to students than a simple descriptive such as "Communication Arts Building."

Jane joins me in sending greetings to Ellen and hopes that we'll get to see you out this way again soon. We plan to be here except from May 23 to June 20 when we'll be in Denmark and Sweden.

Sincerely



PS - You can check on Fred's reputation through the older members of The Association For Education In Journalism. George Hough would have names.

TO: Academic Council

FROM: Edward Ingraham

SUBJECT: Resolution regarding the Enrichment Program and the  
Performing Arts Center

DATE: May 2, 1978

Resolution

Be it known that the Academic Council urges the Administration of Michigan State University to solicit with undiminished commitment additional contributions to the Enrichment Program and to maintain in the position of highest priority the completion of the State Center for the Performing Arts.

# MICHIGAN STATE UNIVERSITY

INTERNAL AUDIT

340 JOHN A. HANNAH ADMINISTRATION BUILDING

TELEPHONE (517) 355-5030

EAST LANSING • MICHIGAN • 48824

April 30, 1979

Mr. Roger E. Wilkinson  
Vice President for Business  
and Finance  
420 Administration Building  
Campus



Dear Mr. Wilkinson:

We have reviewed the funding of the Performing Arts Center construction project as a part of the New Construction audit. Although you are no doubt familiar with the figures, we are issuing this separate report to you due to the importance of the matter.

The figures were taken from reports issued by your office and the M.S.U. Foundation, as of March 31, 1979, except that Case Fund investments are stated at market value on that date. The larger amounts were discussed by phone with the offices involved, but were not otherwise verified.

Our findings are indicated on the attached schedule. The major conclusions are:

1. The project is now estimated to cost \$13.1 million, excluding a parking facility.
2. \$4,152,307, or about 31.7%, has been received or pledged specifically for this project.
3. Additional funds, not required to be spent on this particular project, have been allocated to this project by the University. These optional allocations, net of promotional expenditures, amount to \$4,395,906, or 33.6%.
4. A total of \$8,548,213, or 65%, has therefore been received and/or allocated to the project, leaving a total balance of \$4,551,787. Future investment earnings and future promotional costs are not considered as they are off setting.
5. We were advised that 80 percent is normally a desired amount for such a project before breaking ground, or \$10.5 million, for this particular project. This leaves a shortfall at this point of \$2 million, using the 80% figure, and leaving another \$2½ million to be funded during and after construction.

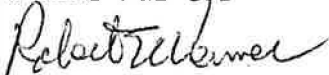
6. As indicated in the notes to the schedule, a \$1,000,000 grant will expire December 31, 1980. Specific invoices must be charged to the grant before the expiration date, or the funds will be lost. Also included in the M.S.U. Foundation pledges is a \$1,230,000 that will be received over four years. Amounts not received would of course require temporary funding from other sources, when other cash funds are expended.

If you have any questions on any of the above, please do not hesitate to contact us.

Very truly yours,



John L. Love  
Senior Auditor



Robert E. Wenner  
Director of Internal Audit

JLL:sls

cc: ELHarden ✓  
LWScott

MICHIGAN STATE UNIVERSITY  
Performing Arts Center Funding  
March 31, 1979

	Cash and Investments <u>Note 1</u>	Pledges <u>Note 2</u>	<u>Total</u>
<u>Funds Restricted to Performing Arts Center:</u>			
Michigan State University - Note 3	\$2,016,714	\$1,005,325	\$3,022,039
M.S.U. Foundation	<u>1,086,815</u>	<u>43,453</u>	<u>1,130,268</u>
	<u>3,103,529</u>	<u>1,048,778</u>	<u>4,152,307</u>
<u>Unrestricted Funds, Allocated by the University to the Performing Arts Center:</u>			
Michigan State University	1,068,292	298,726	1,367,018
M.S.U. Foundation - Note 4	410,435	1,361,703	1,772,138
less: Promotional Costs	<u>(272,496)</u>	<u>-0-</u>	<u>(272,496)</u>
Total	<u>1,206,231</u>	<u>1,660,429</u>	<u>2,866,660</u>
Total Enrichment Program	4,309,760	2,709,207	7,018,967
<u>Other Amounts Allocated by the University to the Performing Arts Center:</u>			
Case Fund (at market, March 31, 1979) (book value \$1,634,899)	<u>1,529,246</u>	<u>-0-</u>	<u>1,529,246</u>
Total Funds Obtained	<u>\$5,839,006</u> =====	<u>\$2,709,207</u> =====	8,548,213
<u>Balance of Funds to be Obtained</u>			<u>4,551,787</u>
Total Projected Costs - Note 5			\$13,100,000 =====

- Note 1 - Case Fund investments have been stated at market value at March 31, 1979 which was \$105,653 below book value.
- Note 2 - Significant losses on pledges does not appear likely, so no allowance for doubtful pledges has been calculated.
- Note 3 - Includes \$1,000,000 grant that expires December 31, 1980. Specific vouchers must be charged to the grant before the expiration date. Unused funds revert to donor upon expiration.
- Note 4 - Includes pledge of \$1,230,000 that will be received in four annual payments.
- Note 5 - Based on construction costs in early 1980, and excludes parking facility.



MICHIGAN STATE UNIVERSITY

DIVISION OF CAMPUS PARK AND PLANNING  
MANLY MILES BUILDING

EAST LANSING • MICHIGAN • 48824

April 23, 1979

M E M O R A N D U M

TO: Mr. Jack Breslin, Vice President for Administration

FROM: Thomas W. Kehler, Associate Director *T.W.K.*

RE: Performing Arts Center Sculpture

The attached memorandum to Bob Dowding explains the arrangements being worked out for the installation of the Performing Arts Center sculpture. To summarize, we are negotiating a price with Carl Haussman Construction Company to construct the concrete foundation and erect the sculpture; and, our Division will contract under our present unit cost contracts, the installation of the concrete plaza which forms the base for this sculpture. The estimated cost for the above work is \$40,000. The breakdown of the cost is as follows:

- |  |                               |
|--|-------------------------------|
| 1. Engineering, concrete foundation, erection of sculpture, painting, sandblasting, etc., by Haussman Construction Co.                           | \$20,000 (T&M, not to exceed) |
| 2. Construct traffic island curb and plaza paving and miscellaneous site work (unit cost contracts with supervision by Campus Park and Planning) | <u>\$20,000</u>               |
| Total  | \$40,000                      |

Please advise immediately how the project is to be funded so work can proceed in order to meet the May 25 dedication date.

aa

cc - Wilkinson  
Dowding  
Siefert  
Baron

MICHIGAN STATE UNIVERSITY

APR 24 1979

EXECUTIVE VICE PRESIDENT

*Ed - we are proceeding on this - J. Breslin 4/25/79*

# MICHIGAN STATE UNIVERSITY

DIVISION OF CAMPUS PARK AND PLANNING  
MANLY MILES BUILDING

EAST LANSING • MICHIGAN • 48824

April 20, 1979

MICHIGAN STATE UNIVERSITY

APR 24 1979

EXECUTIVE VICE PRESIDENT.

## M E M O R A N D U M

TO: Bob Dowding, Contracts and Grants

FROM: Thomas Kehler, Associate Director *TWK.*

RE: PAC Sculpture

As you know, our office is working with Bob Siefert and Professor Melvin Leiserowitz on the installation of the PAC sculpture. Professor Leiserowitz is obviously responsible for construction of the sculpture piece and our Division will be coordinating its installation with assistance from Mel.

In order to meet the May 25 dedication date for the sculpture, we must expedite its installation as soon as possible. To do this, we have received approval from Dick Kasuba to negotiate with a single contractor a price for the engineering of the sculpture foundation and installation of the sculpture, our intent being to write a purchase order to this contractor once agreement is reached on a price. The contractor selected is Carl Haussman Construction Company, who indicated affirmatively that he would be interested in doing the project. This morning we met with Haussman's engineer, Mr. Curt Main and hopefully we will have a cost for their work before next Wednesday.

Besides the installation of the sculpture, our Division is recommending that the University also build at this time the traffic island that forms the site for the sculpture. The plaza paving inside this island forms the "base" for the sculpture piece and it, therefore, is an integral part of the sculpture site. The loop entrance drive around the island would not be built now. Another advantage for building the island now is that the sculpture site can be kept outside the PAC building contract where it would not be subject to damage as a result of this construction.

The estimated cost for construction of the island is \$20,000. The work would be performed under our present unit cost contracts that we now have with Granger Excavating and Premoe Construction.

aa

cc - Breslin, Wilkinson, Siefert, Baron, Cochran

# OPERA COMPANY of GREATER LANSING, INC.

POST OFFICE BOX 903, EAST LANSING, MICHIGAN 48823

March 28, 1979

Edgar L. Harden, President  
Office of the President  
Michigan State University  
East Lansing, MI 48824




Dear Ed,

Thank you for your letter of March 14 requesting us to do everything we possibly can to assist in the fund raising effort for the State Center for the Performing Arts. I emphatically agree that the Opera Company has a special responsibility to assist in this project. We believe our future will be greatly enriched by the presence of the Center and want to be a part of making it happen.

We have taken the following preliminary steps in response to your letter:

1. Your letter was read to our Board at our March meeting.
2. Two of our Directors agreed to immediately submit their own pledges to the Development Office.
3. The enclosed "Memo from the President" was included with our March Newsletter to about 500 members and supporters. It strongly urges financial support of the Center.
4. I have sent our latest list of Opera Company members and supporters to the Development Office with a request that the names be checked against pledges already received. I have asked that any persons who have not pledged be contacted by the Development Office to be certain no potential pledges have been overlooked.
5. We have formed a special committee of the Board to study and coordinate any other activities that we may undertake to further help the cause.

Yours sincerely,

  
Alan P. Suits, President

APS/pa  
Enclosure

MEMO FROM THE PRESIDENT:

CONSTRUCTION SOON ON PERFORMING ARTS CENTER

LES SCOTT, MSU Vice President for University Development phoned the other day with the good news that the campaign to raise funds for the new STATE CENTER FOR THE PERFORMING ARTS is moving into its final stages. With gifts and pledges now over two-thirds of the goal, the University plans to begin construction next summer.

The STATE CENTER FOR THE PERFORMING ARTS will provide a modern, comfortable facility for musical, dramatic, and dance presentations. The 2,500-seat Great Hall has been designed to offer excellent sight lines from all seats, and "accoustical columns" to enhance the audience's enjoyment of the performance. The CENTER also includes a 600 seat Theatre-Recital Hall which features a thrust stage to increase performer-audience intimacy.

MSU President Emeritus JOHN A. HANNAH has returned to campus to direct the final fund-raising effort. He is ably assisted by LES SCOTT, and JACK SHINGLETON, director of MSU Placement Services, who has been temporarily assigned to the campaign.

DR. HANNAH, LES SCOTT, and JACK SHINGLETON will be working hard in the next couple of months to reach the \$12 million goal. They are, of course, counting on the continued support of the Opera Company membership to help achieve the final objective.

In my conversations with LES SCOTT and the others active in this important campaign, I have expressed my firm belief that our membership supports the project 100%. We see our future success wedded closely to the completion of this magnificent concert facility. When it is finally a reality it will greatly enhance the audience enjoyment of our future productions.

I certainly urge all Opera Company members to pledge their financial support for this much-needed facility if they have not already done so. And those of us who have already made a pledge should seriously consider increasing our pledge to insure that this fund-raising effort will go over the top.

The STATE CENTER FOR THE PERFORMING ARTS is vitally needed, and will add a significant new dimension to the cultural life of our community. The Opera Company of Greater Lansing surely must be an important part of making it all happen.

Alan P. Suits, President





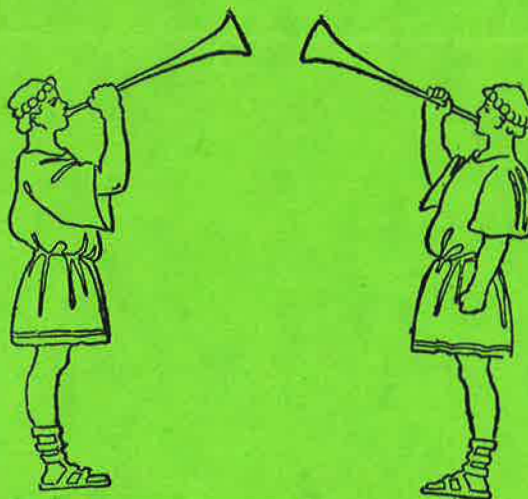
## THE OPERA COMPANY NEEDS YOUR HELP

There are several urgent needs of the Opera Company which have been relayed to us:

1. JOHN BALDWIN reports the need of a 22' truck or van which could be loaned to us to help in the moving of scenery, props, and other bulky material. If you have such a truck, or know where one can be obtained, please call JOHN at the Theater Department, 353-9446; or notify PATTY ALDRICH at the Opera Company office.
2. CARL SALOGA, director of our Rigoletto chorus, reports that there are still a few openings for male voices. This is a superb opportunity to be a part of a live presentation of one of the world's great musical masterpieces. Call the Opera Co. at 882-3906 if you are interested.
3. TED JONES, Membership Chairman, reports that there are still a number who have not yet renewed their memberships. A telephone campaign will begin soon to seek the help of all who have been members in the past.

Remember, a \$100 donation to MSU - OPERA PROGRAMS has a net cost of about \$21 after taxes. Send your renewal today if you have not done so. Call PATTY ALDRICH at 882-3906 if you want to know about your membership status.

4. GRACE REINBOLD, who has helped us so much on a variety of committees, has asked us to find a replacement for her as head of the HOSPITALITY COMMITTEE. Anyone who would wish to chair this important committee should call ALAN SUITS at 393-1740.



MICHIGAN STATE UNIVERSITY

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OFFICE OF THE PRESIDENT

EAST LANSING • MICHIGAN • 48824

March 14, 1979

Dear Alan:

Thank you for your kind note of February 22. We are delighted to have been able to assist the Opera Company with the financial problem which resulted from a very positive effort with "Krutnava."

Things are going along pretty well with the fund drive, and we continue to plan a groundbreaking ceremony for the Center late in the spring. In the meantime, we will appreciate anything that you and others can do to help us with the financial resources that must be on hand as we move into this long overdue effort.

Cordially,

Edgar L. Harden  
President

Mr. Alan P. Suits, President  
Opera Company of Greater Lansing, Inc.  
P. O. Box 903  
East Lansing, Michigan 48823

# OPERA COMPANY of GREATER LANSING, INC.

POST OFFICE BOX 903, EAST LANSING, MICHIGAN 48823



February 22, 1979

Edgar L. Harden, President  
Michigan State University  
East Lansing, MI 48824

Dear Ed,

I have just returned from a few weeks vacation and was overjoyed to receive your January 31st letter saying that you would assist the Opera Company with our unexpected budgeting difficulty.

I can only say that your generous response to our call for help is deeply appreciated by me and our entire Board of Directors. Thank you so much!

As a result of your excellent action our Board is determined to re-double our efforts to make the Opera Company - MSU collaboration increasingly successful and beneficial for both the University and the Mid-Michigan community.

Yours sincerely,



Alan P. Suits, President

APS/pa

bcc: Dr. Harden

## MICHIGAN STATE UNIVERSITY

PRESIDENT EMERITUS • 220 NISBET BUILDING



April 3, 1979

Dear David:

At your luncheon when the Michigan Bell Telephone Board entertained its former members, just prior to Christmas, in your introduction of me you indicated that you understood that I was in the fund raising business for Michigan State University.

I think as I left the meeting and thanked you for being included, I said that some day I would be asking for an opportunity to visit with you.

By way of perspective, when I was a member of your Board and President of MSU, MSU became a "guinea pig" when MBT was making its early plans for Centrex. The University had grown very rapidly and with our large residence halls and married housing apartments we had a need for something above and beyond anything that was then in effect at any university anywhere. In those years, continuous cooperation between MBT and MSU was ongoing and generally satisfactory.

I understand that in January, 1978 prominent MSU alumni members contacted you soliciting from MBT an interest in participating in helping to finance the State Center for the Performing Arts in the first and only MSU capital fund-raising campaign effort in its 123 year history. The MBT response was to the effect that it is a corporate policy of MBT not to support tax supported institutions. In my view, that is O.K. as a standard response to routine local fund drives - but not an adequate response from a great public utility to one of its best and longest customers making a single request once a century.

I have asked the MSU business office to list for me the annual payments of MSU to MBT for telephone services for the past several years. This information is as follows:

<u>Fiscal Year</u>	<u>Amount</u>
1977-78	\$3,832,428
1976-77	3,442,744
1975-76	3,078,761
1974-75	2,836,986
1973-74	2,632,437
1972-73	2,473,411
1971-72	2,250,072

Mr. David Easlick  
President  
Michigan Bell Telephone Company  
444 Michigan Avenue, Room 1700  
Detroit, MI 48226



Mr. David Easlick  
April 3, 1979  
Page -2-

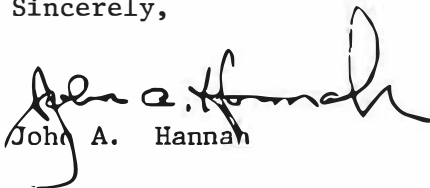
The total for the past seven years is over \$20,000,000 and it is anticipated that the payments in the current year will be in excess of \$4,000,000. The MSU campus is served by 20,743 telephones in the University's Centrex system, including 11,674 in student housing.

At some mutually convenient time, I would like an appointment with you to provide an opportunity for me to point out that MBT owes an exception to any policy that may be in existence which excludes it from any possibility of consideration for a generous contribution to the State Center for the Performing Arts.

We face the requirement of raising an additional more than \$2,000,000 in the next two months so that this building may get under construction in the summer of 1979 and be available for use in the 1981 University year. Funding can be spread over the three years of the construction period 1979- 1980- 1981. I am enclosing some information about the what and why of this program.

I will appreciate it if you will give me a ring so that we can set some time in the near future when I may come to see you.

Sincerely,

  
John A. Hannan

enclosures

MICHIGAN STATE UNIVERSITY

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OFFICE OF THE VICE PRESIDENT FOR BUSINESS AND FINANCE

EAST LANSING • MICHIGAN • 48824

January 8, 1979

*Al*

Mr. Alvin G. Benson  
Chairman and President  
Second National Bank  
101 North Washington Avenue  
Saginaw, Michigan 48607

Dear Al:

On behalf of Michigan State University, I want to thank you for the \$500 contribution from the Second National Bank of Saginaw. We are especially pleased to know that you hold our graduates in such high regard and that they have been successful employees for your bank.

Since you did not designate the use of these funds, this is to let you know that we will credit this gift to the Enrichment Program of the University. We are bringing to closure a major drive for the construction of a new Performing Arts Center, the establishment of faculty chairs, and improvements in our Museum and Library areas. Your gift will be credited to the Performing Arts Center.

Again, we wish to thank you on behalf of Michigan State University for keeping us in mind.

Sincerely,



Roger Wilkinson  
Vice President

RW/vs



cc: President Edgar L. Harden

MICHIGAN STATE UNIVERSITY TRANSMITTAL

TO ☒ Edgar L. Harden

Leslie W. Scott

PLEASE

- ☐ ANSWER ☐ copy to me ☐ CIRCULATE ☐ SEE ME  
☐ for my signature ☐ COMMENT ☐ SIGN  
☐ APPROVE ☐ FILE ☐ TAKE ACTION ☐ advise  
☐ CALL ME ☒ FOR YOUR INFORMATION ☐ RETURN

RESPONSE TO YOUR REQUEST

- ☐ APPROVED ☐ ACTION TAKEN ☐ NOTED

REMARKS The attached report summarizes cash receipts  
and the designation of other assets held by the  
University for the Enrichment Program.

This schedule excludes pledges which are  
accounted for in Dr. Scott's office and funds  
held by the MSU Foundation.

We will forward this information to you  
quarterly.

FROM

Roger Wilkinson

DEPT.

Vice President, Business & Finance

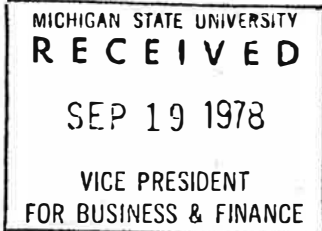
DATE

9/29/78

PHONE NO.

X5-5014

T0: Roger  
Steve



Michigan State University  
ENRICHMENT PROGRAM  
Statement of Receipts and Disbursements  
As of June 30, 1978


Gifts Received by the University:

1) Prior to the official campaign: --Designated for the Performing Arts Center		\$ 127,695.04
2) From campaign efforts:		
--Plant Fund - For Monumental Sculpture	\$ 30,000.00	
- Unrestricted	924,270.77	
- Performing Arts Center	1,427,202.49	
- Museum	160,156.89	
- Library	25,961.12	
	<u>\$2,567,591.27</u>	
--Endowment Fund - Academic Chairs <sup>A</sup>	\$ 70,784.94	
--Fund Functioning as an Endowment - Academic Chairs <sup>B</sup>	142,700.43	
	<u>\$ 213,485.37</u>	2,781,076.64
3) Designated by the University:		
--Albert Hermon Case Fund <sup>C</sup>		
Principal	\$1,085,980.50	
Income	<u>492,562.77</u>	1,578,543.27
4) Investment Income:		
Dividends received from gifts of stock and interest earned from cash balances (January 1, 1978 - June 30, 1978)		<u>63,119.44</u>
Total Receipts		\$4,550,434.39

Expenditures Incurred:

Promotional Costs for Fund Raising Drive <sup>D</sup>	\$ 256,228.95	
Performing Arts Center		
Architect	\$348,901.33	
Other	<u>16,090.14</u>	364,991.47
Museum	<u>2,636.48</u>	
Total Expenditures		<u>623,856.90</u>
Net Receipts as of June 30, 1978 <sup>E</sup>		\$3,926,577.49

=====

  
Nancy Elliott  
September 18, 1978

See Attached Footnotes

FOOTNOTES:

- A - Investment income earned as of June 30, 1978, was \$674.33.
- B - Investment income earned as of June 30, 1978, was \$9,015.77.
- C - The way I interpret the June 21, 1974, Board action regarding this fund, both the principal and interest have been designated toward the construction of the Performing Arts Center.
- D - Promotional costs are to be covered by pooled cash investment income attributable to Enrichment Campaign funds (other than endowed funds) and, if necessary, by unrestricted gifts.
- E - It has been reported that the Michigan State University Foundation is holding \$148,225 for this campaign.

MICHIGAN STATE UNIVERSITY

VICE PRESIDENT FOR DEVELOPMENT • 220 NISBET BUILDING



November 3, 1978

Dear John:

At the request of Roger Wilkinson I am enclosing the Income Statement for the Capital Enrichment Program as of October 31. This report was prepared by Cheryl Knox of the Development Fund office who is responsible for the deposits and records for the campaign.

If you have any questions concerning the data please give me a call.

Cordially,

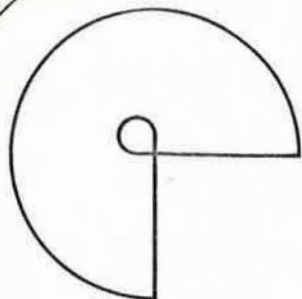
Leslie W. Scott  
Vice-President

LWS:jw

Enclosure

cc: Edgar L. Harden  
Roger Wilkinson

Mr. John B. Bruff  
215 South Gratiot Avenue  
Mount Clemens, MI 48043



# \$17 MILLION ENRICHMENT PROGRAM

# MICHIGAN STATE UNIVERSITY

John A. Hannah, National Chairman  
R E Olds Anderson, National Treasurer

Edgar L. Harden, President

## MSU Enrichment Program Income Statement as of 10-31-78

THE STATE CENTER  
FOR THE  
PERFORMING ARTS

NATURAL-CULTURAL  
HISTORY MUSEUM

LIBRARY  
ENRICHMENT

ENDOWED  
FACULTY CHAIRS

Leadership Gifts  
Co-Chairpersons  
*Clare F. Jarecki*  
*Jack N. Widick*

Major Gifts  
Co-Chairpersons  
*Donald R. Borgeson*  
*Dean E. Richardson*

Special Gifts Committee  
Mid-Michigan Co-Chairpersons  
*Edgar L. Harden*  
*Mrs. Howard Stoddard*

Michigan Co-Chairpersons  
*Stephen C. Bransdorfer*  
*Neva Moyer*

National Co-Chairpersons  
*John V. Drum*  
*Coy G. Eklund*

### Development Fund Income:

#### Cash on Deposit:

P.A.C.	\$1,735,769.40
Unrestricted	954,216.19
Museum	210,928.68
Chairs	98,504.50
Library	<u>31,825.57</u>

3,031,244.34

#### Other University Accounts:

Zichis	144,280.36
Investment Income	65,352.52
Case Funds	1,593,192.15
Sculpture	<u>30,000.00</u>

1,832,825.03

#### Pledges:

Payroll Deductions	421,865.13
Other	<u>2,407,669.83</u>

2,829,534.96

#### Miscellaneous:

Akers Trust	500,000.00
Burroughs	185,000.00
General Motors	500,000.00
Goodwin Bequest	<u>50,000.00</u>

1,235,000.00

#### Total Development Fund

8,928,604.33

### Foundation Income:

Cash	206,561.51
------	------------

Pledges	184,930.00
---------	------------

#### Other Long-term Assets:

Harbachow Bequest	50,000.00
Patenge Land	<u>650,000.00</u>

Total Other Long-term Assets	<u>700,000.00</u>
------------------------------	-------------------

#### Total Foundation

1,091,491.51

### Total Enrichment Program as of 10-31-78

\$10,020,095.84

Met with Mr. Eisenhower, Mr. Foster, and Mr. Carr  
at lunch on Thursday, June 21,

FRASER TREBILCOCK DAVIS & FOSTER  
LAWYERS  
TENTH FLOOR MICHIGAN NATIONAL TOWER  
LANSING, MICHIGAN 48933  
TELEPHONE 372-0235  
AREA CODE 517

ARCHIE C. FRASER, OF COUNSEL  
EVERETT R. TREBILCOCK, OF COUNSEL  
JAMES R. DAVIS  
JOE C. FOSTER, JR.  
EUGENE F. TOWNSEND, JR.  
RONALD R. PENTECOST  
DONALD A. HINES  
ROBERT W. TOWNSEND  
PETER L. DUNLAP  
EVERETT R. ZACK  
DOUGLAS J. AUSTIN  
ROBERT W. STOCKER II  
MICHAEL E. CAVANAUGH  
JOHN J. LOOSE  
GREGORY J. GUGGEMOS  
DAVID E. S. MARVIN  
STEPHEN L. BURLINGAME  
RONALD L. JACOBS  
JOEL E. DOWLEY  
C. MARK HOOVER  
RANDY J. HACKNEY  
DARRELL A. LINDMAN  
ALEX J. DEYONKER

May 25, 1979



PERSONAL

Dr. Edgar L. Harden  
President  
Michigan State University  
East Lansing, MI 48824

Dear Ed:

Before you go to that place where former university presidents go (for the second time), your friend Gene Eisenhower and I would like to sit down with you, at your convenience, to discuss a transaction which possibly would involve a very substantial gift to Michigan State University.

I can describe the transaction in about 15 minutes, so I'd like to ask for 30 minutes of your time, but we both realize that if we sit down, it will be an hour before you get rid of Gene and me.

You may decide that you would like to have Jack Breslin or Lee Carr, or both of them, present.

If we can meet either on Thursday, June 21, or Friday, June 22, or anytime during the week of June 25 (except Thursday afternoon, June 28), it certainly would be helpful to me. Jan and I have an opportunity to be part of a group of 30 probate lawyers (and 20 spouses) who will be meeting with lawyers and judges who do similar work in several capitals in Europe and in Moscow, and I won't be available until June 21.



Dr. Edgar L. Harden  
May 25, 1979  
Page 2

If you are not able to meet on June 21 or later, one of the other men in our office (probably Greg Guggemos) could meet with you and with Gene, but I'd like to be there if convenient to you and to Gene.

My secretary's name is Mrs. Ann Byrne, and she will be glad to work out the details of the appointment if your secretary will call her when convenient. My thanks.

Very truly yours,



Joe C. Foster Jr.

JCF:ab

cc: Mr. J. E. Eisenhower, Chairman  
Eisenhower Construction Co., Inc.

John P. McGoff  
Box 182-A  
Williamston, Michigan 48895



June 5, 1979

Dr. John A. Hannah  
President Emeritus  
Michigan State University  
East Lansing, MI 48824

Dear Dr. Hannah:

This is in response to your letter of June 4  
and our luncheon conversation of yesterday.

I wish to confirm our pledge of one million  
dollars (\$1,000,000) as a contribution toward  
the construction of the new State Center for the  
Performing Arts on the MSU Campus. Marge and I  
are delighted to have the resources to make such  
a gift possible.

Michigan State University has done much for  
us - including the McGoff marriage. It is our  
hope that this gift will in some way repay part  
of the indebtedness we have to our Alma Mater and  
stimulate others to do the same.

I shall contact you in the near future concerning  
the manner and time table for the transfer of funds.

We know that with your strong leadership, the  
goal will be reached soon.

Sincerely,

MICHIGAN STATE UNIVERSITY

PRESIDENT EMERITUS • 220 NISBET BUILDING

EAST LANSING • MICHIGAN • 48824

June 4, 1979

*John*

Dear John:

This will confirm the content of our conversations this afternoon at the Machus Red Fox Restaurant which involved MSU President Harden, yourself and the writer.

It is my understanding that we reached an agreement that you and your good wife, Marge, will pledge to make available a gift of one million dollars (\$1,000,000) as a contribution toward the construction of the new State Center for the Performing Arts on the MSU Campus.

It would be most advantageous to the University if all or a part of this generous gift could be made available during this calendar year and the earned interest could then be added to the principal until it is required to be used to pay construction costs.

Our second choice would be to have the funds pledged to the University now with an agreed upon date or dates for the payment or payments that are convenient to you. The earlier the payment is consummated the greater the advantage to the University. The payments could be spread over the three years of the construction period 1979, 1980 and 1981.

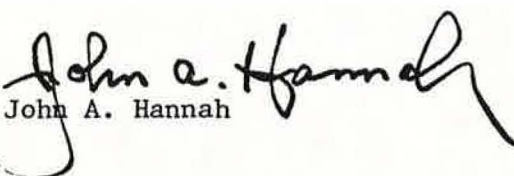
It was agreed that the best interest of the University will be served if you can confirm these terms or any other that are mutually agreeable so that an announcement of this generous gift from you and your wife may be made possibly as early as the dinner at the Governor's mansion on Thursday evening of this week.

We hope that your generosity will stimulate others so that the MSU Board of Trustees will be able to authorize a ground breaking for this badly needed and long delayed building on or about July 19, 1979.

Michigan State University will always be indebted to you and your good wife for this most generous gift.

Wishing both of you the best of everything always.

Sincerely,

  
John A. Hannah

Mr. John McGoff  
3896 North Williamston Road  
Williamston, MI 48895

Total Enrichment Program  
as of 8/31/79

Michigan State University

Cash and Investments	
Performing Arts Center	\$3,817,746.78
Unrestricted	1,221,692.22
Museum	234,424.81
Chairs	425,402.40
Library	39,848.47
Sculpture	30,000.00
Total MSU Cash	<u>\$5,769,114.68</u>

Pledges	
Performing Arts Center	981,837.25
Unrestricted	293,163.91
Museum	45,877.51
Chairs	396,053.51
Library	40,519.41
Akers Trust	188,022.23
P M Mitchell Professorship	100,000.00
Total MSU Pledges	<u>\$2,045,473.82</u>

MSU Foundation

Cash and Investments	
Performing Arts Center	1,401,531.39
Unrestricted	495,730.36
Museum	6,210.00
Chairs	200.00
Library	7,000.00
Total Foundation Cash	<u>\$1,910,671.75</u>

Pledges	
Performing Arts Center	926,485.00
Unrestricted	1,361,852.50
Museum	30,800.00
Library	8,000.00
Total Foundation Pledges	<u>\$2,327,137.50</u>

Other	
Land	600,000.00
Bequest/Insurance	100,000.00
Gift in Kind	182,150.00
G.M. Proposal	250,000.00
Total Other	<u>\$1,132,150.00</u>

Total Enrichment Program	\$13,184,547.75
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9/15/79

Performing Arts Center  
Income Summary  
as of 8/31/79

MSU Development Fund

Cash		
Performing Arts Center	\$3,847,746.78	
Unrestricted	1,221,692.22	
Sculpture	<u>30,000.00</u>	
Total Cash		\$5,099,439.00
Pledges		
Performing Arts Center	981,837.25	
Unrestricted	293,163.91	
Akers Trust	<u>188,022.23</u>	
Total Pledges		\$1,463,023.39

MSU Foundation

Cash		
Performing Arts Center	1,401,531.39	
Unrestricted	<u>495,730.36</u>	
Total Cash		\$1,897,261.75
Pledges		
Performing Arts Center	926,485.00	
Unrestricted	<u>1,361,852.50</u>	
Total Pledges		<u>\$2,288,337.50</u>

Total Performing Arts Center and Unrestricted \$10,748,061.64

Performing Arts Center Total	7,375,622.65
Unrestricted Total	3,372,438.99

9/15/79

Total Enrichment Program  
as of 5/30/79

file

Michigan State University

Cash and Investments	
Performing Arts Center	2,157,762.01
Unrestricted	2,764,641.69
Museum	230,375.19
Chairs	414,135.18
Library	38,658.25
Sculpture	30,000.00
Total MSU Cash	5,635,572.32

Pledges	
Performing Arts Center	852,008.33
Unrestricted	302,943.71
Museum	51,677.13
Chairs	404,802.51
Library	25,334.63
Akers Trust	188,022.23
Peat Marwick Mitchell	
Professorship	100,000.00
Total MSU Pledges	1,924,788.54

MSU Foundation

Cash and Investments	
Performing Arts Center	1,120,434.90
Unrestricted	397,985.00
Museum	6,210.00
Chairs	200.00
Library	7,000.00
Total Foundation Cash	1,531,829.90

Pledges	
Performing Arts Center	209,752.00
Unrestricted	1,372,910.00
Museum	30,800.00
Library	8,000.00
Total Foundation Pledges	1,621,462.00

Other	
Land	600,000.00
Bequest/Insurance	100,000.00
Gift in Kind	182,150.00
G.M. Proposal	250,000.00
Total Other	1,132,150.00

Total Enrichment Program	11,845,802.76
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6/15/79

Performing Arts Center  
Income Summary  
as of 5/30/79

MSU Development Fund

Cash

Performing Arts Center	\$2,157,762.01	
Unrestricted	2,764,641.69	
Sculpture	<u>30,000.00</u>	
Total Cash		\$4,952,403.70

Pledges

Performing Arts Center	852,008.33	
Unrestricted	302,943.71	
Akers Trust	<u>188,022.23</u>	
Total Pledges		1,342,974.27

MSU Foundation

Cash

Performing Arts Center	1,120,434.90	
Unrestricted	<u>397,985.00</u>	
Total Cash		1,518,419.90

Pledges

Performing Arts Center	209,752.00	
Unrestricted	<u>1,372,910.00</u>	
Total Pledges		<u>1,582,662.00</u>

Total Performing Arts Center and Unrestricted

9,396,459.87

Performing Arts Center Total

4,557,979.47

Unrestricted Total

4,838,480.40

1200,000  
100,000  
10,696,459.87

6/15/79

MICHIGAN STATE UNIVERSITY FOUNDATION

220 Stephen S. Nisbet Building  
1407 South Harrison Road  
East Lansing, Michigan 48824

---



March 15, 1979

Dear Jean and Andy:

In behalf of the Michigan State University Foundation I wish to thank you for your generous gift to the State Center for the Performing Arts. As I expressed by phone we are most appreciative of the continuing support of the Hay's family.


Your official receipt for the first payment of the pledge is enclosed.

It is my hope that you will consider the naming of seats in the Great Hall or the Theatre/Recital Hall. Or perhaps the contribution could be earmarked for the purchase of a grand piano which would be suitably inscribed.

If you will let me know your wishes, I will see they are properly recorded.

Again my thanks and best personal wishes.

Cordially,

  
Leslie W. Scott  
President

Mr. and Mrs. H. Andrews Hays  
6314 Skyline Drive  
E. Lansing, MI 48823

cc: President Edgar Harden ✓  
President Emeritus John Hannah



MICHIGAN STATE UNIVERSITY

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OFFICE OF THE PRESIDENT

EAST LANSING • MICHIGAN • 48824

March 14, 1979

MEMORANDUM

TO: Leslie W. Scott

FROM: Edgar L. Harden

Following our conversation this morning, I will appreciate it if you will continue as chairman of the committee to plan the groundbreaking for the Performing Arts Center. I know some of the people with whom you are working and will be happy to cooperate in any way I can in making this committee function in a way that will be in the best interest of Michigan State University in this important project.

cc: Mr. Perrin

# MICHIGAN STATE UNIVERSITY

VICE PRESIDENT FOR UNIVERSITY AND FEDERAL RELATIONS

EAST LANSING • MICHIGAN • 48824

February 28, 1979

## Memorandum

To: President Harden  
From: Robert Perrin *RP*  
Subject: Performing Arts Center



With a groundbreaking date for the Performing Arts Center not too distant, we should make sure we are prepared to make the most of this tangible evidence of our commitment. There can be a problem in timing, however. I understand that June probably is the earliest date that bids could be taken to the Board for approval. This means a groundbreaking date in July, at the earliest, not altogether a good time.

There may be an earlier opportunity for recognition, however. According to Bob Siefert, the sculptor is beginning to put together the piece that will sit on the PAC site, and that the actual installation can begin as soon as the ground temperature permits. Therefore, there is a good possibility that the sculpture could be completed on the site by May.

This would give us the opportunity to have an "unveiling" (symbolic, since it's so big) on Presidents Club day, May 25, if we wish. We would thus get some maximum attention and still be able to follow up with a ritual groundbreaking ceremony in July.

In any event, I would recommend that responsibility for any such activities be assigned so that the necessary planning can begin.

cc:Mr. Scott  
Mr. Breslin  
Mr. Ballard  
Mr. Siefert

MICHIGAN STATE UNIVERSITY

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SECRETARY OF THE BOARD OF TRUSTEES

EAST LANSING • MICHIGAN • 48824

February 28, 1979

President Edgar L. Harden  
Michigan State University

Dear Ed:

This note is prompted by Bob Perrin's suggestion that we schedule some appropriate ceremonial occasion on Presidents Club day, May 25, in connection with the Performing Arts Center. I think we should give this suggestion serious consideration.

Should we elect to follow through on this matter, we should discuss it with the Board at the March meeting since May 25 is Board day and it would require us to revise the Board's schedule.

Bob's suggestion strikes me as one which would end the academic year on an appropriate topical upnote and concurrently assist in our effort to focus attention on the many things that this University does well. I suggest that we discuss this at our next Executive Group meeting.

Sincerely,



Elliott G. Ballard  
Secretary of the Board of Trustees

jc

cc: R. Perrin

MICHIGAN STATE UNIVERSITY

*WLP*

PLACEMENT SERVICES • OFFICE OF THE DIRECTOR  
(517) 355-9510

EAST LANSING • MICHIGAN • 48824

February 27, 1979

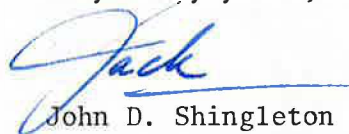
Dr. Edgar L. Harden  
President  
President's Office  
450 Administration Building  
Campus

Dear President Harden:

I thought you might be interested in the latest figures on the income of the Performing Arts Center. The attached summary looks good.

Best of wishes.

Very truly yours,



John D. Shingleton  
Assistant to President Emeritus

dp

Attachment

Performing Arts Center  
Income Summary  
as of 1/31/79

MSU Development Fund

Cash			
Performing Arts Center	1,902,651.53		
Unrestricted	2,675,044.50		
Sculpture	<u>30,000.00</u>		
Total Cash			4,607,696.03
Pledges			
Performing Arts Center	794,726.51		
Unrestricted	294,572.93		
Akers Trust	<u>200,000.00</u>		
Total Pledges			1,289,299.44

MSU Foundation

Cash			
Performing Arts Center	1,072,180.00		
Unrestricted	<u>412,057.90</u>		
Total Cash			1,484,237.90
Pledges			
Performing Arts Center	33,455.00		
Unrestricted	<u>1,364,975.00</u>		
Total Pledges			<u>1,398,430.00</u>

Total Performing Arts Center and Unrestricted 8,779,663.37

Performing Arts Center Total	4,033,013.04
Unrestricted Total	4,746,650.33

2/20/79

# MICHIGAN STATE UNIVERSITY

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JACK BRESLIN,  
EXECUTIVE VICE PRESIDENT

EAST LANSING • MICHIGAN • 48824

December 5, 1978

Dear Ed:

The architects for the Performing Arts Center have completed the preliminary design phase of the project. They are ready to proceed with final construction drawings and specifications. At a meeting with Bob Siefert yesterday, he advised us that the estimated cost, based on information developed during the preliminary design and assuming a mid-construction date of February 1980, is now \$13.1 million.

The architect has suggested a series of acceptable deductions to the project that could bring the building construction costs within the original program budget. The fixed equipment, including theater rigging, lights, curtains, sound systems, etc., is a bare-bones system, and Bob recommends increasing this by \$300,000. The Physical Plant estimate for utilities has increased approximately \$500,000 because of the need to go all the way to Service Road for electrical circuits that have enough capacity to carry the heavy Performing Arts load. Bob feels we should be able to charge a portion of this, at least \$200,000, to the Plant and Soil Science Building, which could use these same lines. The only hazard here is if for some reason this building did not go ahead.

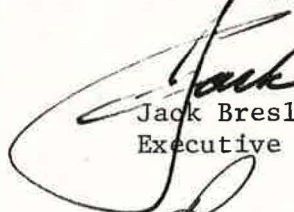
The planning staff has urged us to incorporate the parking ramp as a part of the project. They point out that the PAC cannot operate without available parking, the combined structures would attract larger contractors, save substantially on first costs, and the lower per square costs of the ramp could help offset the high costs of the theaters. The estimated cost of the proposed 800-car ramp is approximately \$2.8 million. Since funding for a ramp is not currently available, the architect has not been authorized to proceed any further than his original schematic diagrams.

President Edgar Harden  
Michigan State University  
East Lansing, Michigan

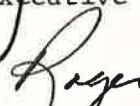
President Edgar Harden  
Page 2  
December 5, 1978

We are attaching a copy of a new recommended budget for your consideration. Bob informs us that it is not feasible to redesign or cut the project any further. Considering this, we are asking your concurrence with authorization to the architects to complete the building planning on the basis of a \$13.1 million budget.

Sincerely,

A large, stylized handwritten signature in dark ink, appearing to read "Jack", with a long horizontal stroke extending to the left.

Jack Breslin  
Executive Vice President

A handwritten signature in dark ink, appearing to read "Roger", with a stylized, looped initial.

Roger Wilkinson  
Vice President for Business & Finance

Attachment

cc: R. L. Siefert  
J. A. Hannah

PERFORMING ARTS CENTER  
MICHIGAN STATE UNIVERSITY

REVISED BUDGET

A. BUILDING COSTS

Building Construction	\$8,100,000
Fixed Equipment	<u>2,000,000</u>
TOTAL BUILDING COST	\$10,100,000

B. SITE IMPROVEMENTS (MSU estimate) 538,000

C. UTILITIES (MSU estimate) 528,000<sup>1</sup>

D. MOVABLE EQUIPMENT (Allowance) 250,000

E. FEES (Architect & Consultants) 624,000

F. ADMINISTRATIVE COSTS (Allowance) 200,000

G. CONTINGENCY 500,000

TOTAL \$12,740,000

COSTS TO DATE 360,000

TOTAL PROJECT BUDGET \$13,100,000

---

1. Assumes Plant and Soil Sciences Building will contribute \$200,000 toward new electric line to Service Road.

Includes \$200,000 for chilled water piping to regional plant.



Mr. Scott sent this over.

October 23, 1978



Mr. Henry Ford II  
Chairman of the Board  
Ford Motor Company  
The American Road  
Dearborn, Michigan 48121

Dear Henry:

Many thanks for your letter of October 12. The gift and its unrestricted nature will be most helpful. The officials of MSU will be writing to you shortly, but I wanted to add my own word of appreciation.

Best,

Clifton R. Wharton, Jr.  
Chancellor

cc: Mr. Scott



State University of New York  
State University Plaza  
Albany, New York 12246  
Office of the Chancellor

October 23, 1978



Mr. Henry Ford II  
Chairman of the Board  
Ford Motor Company  
The American Road  
Dearborn, Michigan 48121

Dear Henry:

Many thanks for your letter of October 12. The gift and its unrestricted nature will be most helpful. The officials of MSU will be writing to you shortly, but I wanted to add my own word of appreciation.

Best,

Clifton R. Wharton, Jr.  
Chancellor

bc: Mr. Scott



Henry Ford II  
Chairman of the Board

Ford Motor Company  
The American Road  
Dearborn, Michigan 48121

October 12, 1978

Clifton R. Wharton, Jr.  
Chancellor  
State University of New York  
State University Plaza  
Albany, New York 12246

Dear Clif:

As you requested, I have looked into the terms of the Ford Motor Company Fund grant of \$1.5 million to Michigan State University.

It is the intention of the trustees that the gift be totally unrestricted, to be used for any purpose the University decides is suitable.

I think this is the best way to handle grants of this size. We will, of course, be interested to learn of the ultimate intended use of the money.

It was good to see you this week, as always. I hope the several days of meetings with the European Advisory Council were worth the time you were able to invest in them.

Best regards  
Ally

Dr. Harden, this became attached to the paper clip on some other material that came out for filing.

EAST LANSING • MICHIGAN • 48824

OK:  
Let's go ahead.  
ELH  
9-14-78



Dr. Edgar L. Harden  
President  
Michigan State University  
Campus

Dear Dr. Harden:

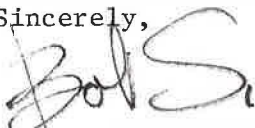
You will recall that Dr. Wharton commissioned Mel Leiserowitz to do a piece of sculpture for the new Performing Arts Center. In January Dr. Wharton suggested that Mel proceed with the construction and temporarily locate it somewhere on the campus until the PAC is completed.

During the site design process for the PAC, Milt Baron, the architects, Mel and I have agreed on a permanent location for the piece. The proposed site would allow Mel to proceed with his design and construction immediately without interfering with future building construction activities or the necessity for relocation.

I have discussed this with Les Scott, and he indicates that the money is available for the sculpture and supports our getting it underway. This type of construction activity on the site could add a great deal of credibility to the fund raising campaign.

We would like your permission to allow Mel to start his construction work, make the necessary site preparations, and erect the sculpture as soon as possible. My office will assist Mel with necessary engineering design, purchase orders, and coordination with other University units to allow the project to get underway as soon as possible.

Sincerely,

  
Robert L. Siefert  
Director and  
University Architect

RLS:ies

cc: J. Breslin  
M. Baron  
L. Scott  
M. Leiserowitz

# MICHIGAN STATE UNIVERSITY

OFFICE OF THE DIRECTOR  
FACILITIES PLANNING AND SPACE MANAGEMENT

EAST LANSING • MICHIGAN • 48824

September 1, 1978



Dr. Edgar L. Harden  
President  
Michigan State University  
Campus

Dear Dr. Harden:

You will recall that Dr. Wharton commissioned Mel Leiserowitz to do a piece of sculpture for the new Performing Arts Center. In January Dr. Wharton suggested that Mel proceed with the construction and temporarily locate it somewhere on the campus until the PAC is completed.

During the site design process for the PAC, Milt Baron, the architects, Mel and I have agreed on a permanent location for the piece. The proposed site would allow Mel to proceed with his design and construction immediately without interfering with future building construction activities or the necessity for relocation.

I have discussed this with Les Scott, and he indicates that the money is available for the sculpture and supports our getting it underway. This type of construction activity on the site could add a great deal of credibility to the fund raising campaign.

We would like your permission to allow Mel to start his construction work, make the necessary site preparations, and erect the sculpture as soon as possible. My office will assist Mel with necessary engineering design, purchase orders, and coordination with other University units to allow the project to get underway as soon as possible.

Sincerely,

Robert L. Siefert  
Director and  
University Architect

RLS:ies

cc: J. Breslin  
M. Baron  
L. Scott  
M. Leiserowitz

January 2, 1978

Professor Mel Lelserowitz  
Department of Art  
Michigan State University  
East Lansing, Michigan 48824

Dear Professor Lelserowitz:

As I indicated in my telephone call, the maquette representing the proposed sculpture for the Performing Arts Center is superb and totally acceptable. I would suggest you initiate discussions with Dr. Harden, Dr. Scott, and Mr. Siefert so as to begin the construction. Although the sculpture may be finished before the building, it could be temporarily located elsewhere (viz, in front of the Hannah Administration building?). My major concern is the way steel prices are going up . . . . .

Sincerely,

Clifton R. Wharton, Jr.

cc: Dr. Harden  
Dr. Scott  
✓ Mr. Siefert

MICHIGAN STATE UNIVERSITY

JAN 16 1978

UNIVERSITY ARCHITECT

9. Selection of Architect for Performing Arts Center, cont.

The subcommittee then prepared a report which they submitted on March 18, 1974, to be used as the basis for interviews and discussions with the architects. Representatives of the two firms visited the MSU campus on April 29-30 and May 7-8. During these visits, the representatives met with both the full Performing Arts Committee, the Architecture Visiting Committee, and the Program Statement Subcommittee.

Following these on-campus interviews, the firm of Caudill, Rowlett and Scott, of Houston, Texas, was the unanimous choice. (Among the outstanding examples of their work are Jones Hall in Houston and the new prize-winning Thomas Hall at the University of Akron.) If their selection is approved by the Board, they would, of course, involve an associate architectural firm from Michigan and the selection of an acoustical engineer in cooperation with the University.

RESOLVED, that Caudill, Rowlett and Scott be retained as architects for the Performing Arts Center.

Unanimously approved. Motion by Trustee Carrigan, seconded by Trustee Stevens. Trustee Huff asked that there be an opportunity for student input in this project.

10. Allocation of President Wharton's Directors Fees

Trustee Thompson presented the following statement:

At the time that this Board of Trustees encouraged and approved President Wharton's acceptance of directorships with the Burroughs Corporation and the Ford Motor Company, the stipulation was made that all fees would come to this University. These fees are held in a special account and have now reached a total of \$34,025.03.

The use of these fees for non-recurring items of importance to the University would appear to be an ideal policy. Ever since their arrival on this campus in 1969, President and Mrs. Wharton have maintained a strong interest in the faculty of the Department of Art and a continuing support of the proposed Performing Arts Center. Accordingly, the following resolution seems appropriate and timely:

THEREFORE BE IT RESOLVED that the University Administration is authorized to use up to \$30,000 from President Wharton's directorship fees to commission a piece of monumental sculpture to be executed by Professor Melvin G. Leiserowitz, of the Department of Art, which would be used in connection with the proposed Performing Arts Center.

Unanimously approved. Motion by Trustee Thompson, seconded by Trustee Carrigan. Trustee Huff suggested that it would be appropriate for the sculptor to collaborate with the Performing Arts Center architect in constructing this art work.

Adjourned at 12:31 p.m.

The June Board meeting is scheduled for the 21st.



MICHIGAN STATE UNIVERSITY

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VICE PRESIDENT FOR DEVELOPMENT  
220 NISBET BUILDING

EAST LANSING • MICHIGAN • 48824

August 9, 1978

TO: President Edgar L. Harden  
FROM: Les Scott *LS*  
SUBJECT: Resolution for September Board Meeting

This is a request to present the following resolution to the Board of Trustees for the September, 1978 meeting.

Resolved: That the University Administration is authorized to transfer \$96,000 from President Wharton's Director Fees to the Performing Arts Center Account.



cc: Al Ballard  
Omel Hopkins  
Roger Wilkinson



MICHIGAN STATE UNIVERSITY

OFFICE OF THE VICE PRESIDENT FOR BUSINESS AND FINANCE

EAST LANSING • MICHIGAN • 48824

July 10, 1978

President Edgar L. Harden  
450 Administration Building  
Campus

Dear Ed:

As you know, upon his recommendation and in accordance with Board policy, the director's fees earned by Dr. Wharton for his involvement on the Board of Directors of the Ford Motor Company and the Burroughs Corporation were received directly by the University.

Currently, we have not designated the purpose for funds received in the amount of \$96,253.29. In addition, we are holding \$10,000.00 as a contingency to cover any legal action brought against Dr. Wharton while serving on these Boards for which he might be personally liable.

It would be my recommendation that the \$96,253.29 be designated at this time as a contribution to the Performing Arts Center.

You might want to discuss this matter with Dr. Wharton and Les Scott. Final designation for the use of these fees must be approved by the Board of Trustees as established by its policy.

Sincerely,



Roger Wilkinson  
Vice President

RW/vs

*Pages: OK:  
Jacked to Scott:  
Will put it on  
September agenda.  
EJ*


# MICHIGAN STATE UNIVERSITY

OFFICE OF THE DIRECTOR  
FACILITIES PLANNING AND SPACE MANAGEMENT

EAST LANSING • MICHIGAN • 48824

June 15, 1978

## MEMORANDUM

To: Jack Breslin  
From: Robert L. Siefert   
Re: Performing Arts Center

The following is my understanding of our discussion with President Harden and Roger Wilkinson on June 14, 1978:

President Harden is confident that the current goal of \$12,500,000 for the Performing Arts Center can be met and funding will be available for construction.

We are to proceed with the planning for the building as rapidly as possible. The present schedule calls for bids to be taken in March 1979 with completion by June 1981. ✓

The estimated architect/engineer and consultant fees for the redesigned project is \$650,000. Approximately \$304,600 was paid for design services for the previous design. The total fees for the completed project will total about \$950,000.

We are not to do any further work on the parking structure after the Conceptual Design phase is completed until funding has been determined. Design cost for this phase is \$21,800.

It was agreed that a parking structure must be built in this area to accommodate the proposed Plant and Soil Sciences Building and the expanded Veterinary Clinic. I recommended that it be located adjacent to the Performing Arts Center.

President Harden will recommend to the Board at the July meeting that campus parking fees be increased. R. Wilkinson will develop the necessary data and information to support this recommendation. J. Breslin will review the impact on current labor contracts. Need for a parking fee increase should not be related to the proposed ramp. R. Wilkinson emphasized that a fee increase is long overdue and is urgently needed for maintenance, repair and expansion of existing parking facilities.

RLS:ies

cc: E. Harden ✓  
R. Wilkinson

Contact: Linda Gladden  
(517) 353-9675

7/11/78

ADVANCE FOR RELEASE THURSDAY, JULY 13

REVISED DESIGN PLANS RELEASED  
FOR MSU PERFORMING ARTS CENTER

EAST LANSING, Mich. -- The new performing arts center at Michigan State University, a long-sought enhancement to campus and mid-Michigan cultural life, is rapidly moving toward reality.

Current fund-raising progress and the development of a new design for the center, point toward ground-breaking early in 1979 and completion in 1981.

"We have made a definite commitment to build the performing arts center," said MSU President Edgar L. Harden. "While our capital enrichment program must still be pushed vigorously, we believe that progress to date permits the formulation of a construction schedule."

Key to the go-ahead decision is a revised design for the center submitted to the university by the architectural firm of Caudill, Rowlett & Scott. The new design was developed in response to the need for a structure that more realistically met current funding availability.

While substantially altered in outward appearance from the original drawings submitted in 1976, the new design retains the carefully-planned seating and acoustical properties of the 2,500-seat Great Hall and the 600-seat Theatre-Recital Hall.

It also has provisions for the future addition of a Department of Theatre wing and an 800-car parking ramp when funding becomes available.

The redesigned performing arts complex is now estimated to cost about \$12.5 million. According to Leslie W. Scott, MSU vice president for development, the university's enrichment program already has raised about \$7.6 million from donors for the performing arts center.

(more)

"With the new design in hand and a commitment to begin construction, we will redouble our efforts to secure the remaining funds," he said. "We have many enthusiastic volunteers who have been waiting for these developments."

The new center, to be faced with red-brown brick, has been moved slightly south on the previously-selected site on Bogue Street so that it is now closer to the intersection with Wilson Road.

According to the architects, the move will permit the center to take full advantage of the stand of mature trees already on the site, with only one existing tree expected to be lost to construction. The new siting also will allow retention of the parking lot now serving Owen Graduate Center.

With its rounded exterior contours, the center will be a focal point through the trees. In turn, a scenic view will be presented from the elevated lobbies of the theatres.

Adaptations to climate and energy conservation include a concentration of windows on the north side, and the sheltered, angled main entrance. Shadow patterns of the afternoon sun were an esthetic consideration in the design.

Both theatres will be approached through a common vestibule, but each will have its separate lobby area. The building also will house a ticket office, making it easier for the public to make advance purchases.

Features of the Great Hall are acoustical columns to enhance sound quality of symphony, opera and ballet productions, a full proscenium stage and 90-foot loft.

The Theatre-Recital Hall, designed for dramatic, recital and chamber music performances, will have a thrust stage fanning out into the seating area.

In the new design, the rear areas of both theatres are at right angles to each other. The architects pointed out that this arrangement simplifies the provision of services to both theatres and also permits flexibility in the use of dressing rooms and other support spaces. However, the design allows each theatre to be used independently of the other and at the same time.

(more)

The new center will replace the outmoded Auditorium and Fairchild Theatre as the location of MSU Lecture-Concert Series events and many theatre and music department productions. It also will provide a new home for the Lansing Symphony and Lansing Opera Guild.

The parking ramp, although not included in the center funding plans, would allow for the enclosed parking of 800 cars and covered access to the center's theatres. Possible funding arrangements for the ramp are now being explored.

#lg#



## PERFORMING ARTS COMMITTEE

Mr. Milton Baron	Director, Campus Park and Planning
Mr. Kenneth Beachler	Director, Lecture-Concert Series
Professor Kenneth Bloomquist	Chairman, Music Department
Mr. Jack Breslin	Executive Vice President
Dr. John E. Cantlon	Vice President for Research Development
Dr. Edgar L. Harden	President
Dr. Armand Hunter	Dean, Lifelong Education
Professor James Niblock	Music Department
Mr. Robert Perrin	Vice President for University Relations
Professor Frank Rutledge	Chairman, Theatre Department
Mr. Leslie Scott	Vice President for University Development
Mr. Robert Siefert	University Architect
Mr. Roger Wilkinson	Vice President for Business and Finance
Dr. Lee Winder	Provost
Dean Richard Sullivan, Chairman	College of Arts and Letters
Professor Roger Funk	Chairman, Art Department

### SUBCOMMITTEE

Mr. Kenneth Beachler, Spokesperson  
Mr. Kenneth Bloomquist  
Dr. James Niblock  
Mr. Frank Rutledge  
Mr. Robert Siefert, Ex Officio


# MICHIGAN STATE UNIVERSITY

OFFICE OF THE PRESIDENT

EAST LANSING • MICHIGAN • 48824

May 12, 1978

## MEMORANDUM

To: Performing Arts Committee  
From: Edgar L. Harden, President   
Subject: Subcommittee of the Performing Arts Committee

Now that the planning of the Performing Arts Center is moving, there is need for a subcommittee to work closely with Mr. Siefert. Following the principle that major users should be represented, I am asking the following individuals to serve:

Mr. Kenneth Beachler, Director, Lecture-Concert Series  
Professor James Niblock, Chairperson, Department of Music  
Professor Kenneth Bloomquist, Chairperson-Designate,  
Department of Music  
Professor Frank Rutledge, Chairperson, Department of Theatre

In the interest of efficient expenditure of the time of all concerned, I am asking that Mr. Beachler serve as the spokesperson of this subcommittee.

# MICHIGAN STATE UNIVERSITY


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OFFICE OF THE PRESIDENT

EAST LANSING • MICHIGAN • 48824

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## PERFORMING ARTS COMMITTEE

Mr. Milton Baron	Director, Campus, Park and Planning
Mr. Kenneth Beachler	Director, Lecture-Concert Series
Mr. Jack Breslin	Executive Vice President
Dr. John E. Cantlon	Provost
Dr. John Dietrich	Assistant Provost
Professor Anne Garrison	Chairman, Buildings, Lands and Planning Committee
Dr. Armand Hunter	Director, Continuing Education
Dr. Gerhard Magnus	Chairman, Art Department
Professor James Niblock	Chairman, Music Department
Mr. Robert Perrin	Vice President for University Relations
Professor Frank Rutledge	Chairman, Theater Department
Mr. Leslie Scott	Vice President for University Development
Mr. Robert Siefert	University Architect
Dr. Clifton R. Wharton, Jr.	President
Mrs. Dolores Wharton	Member, Michigan Council for the Arts
Mr. Roger Wilkinson	Vice President for Business and Finance
Dean Richard Sullivan, Chairman	College of Arts and Letters

# MICHIGAN STATE UNIVERSITY

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OFFICE OF THE DIRECTOR  
FACILITIES PLANNING AND SPACE MANAGEMENT

EAST LANSING • MICHIGAN • 48824

May 2, 1978

Mr. Ralph Carroll  
Caudill Rowlett Scott  
1111 West Loop South  
Houston, Texas 77027

Re: Performing Arts Center

Dear Ralph:


President Harden has asked that you be informed that you are authorized to develop a new building design reflecting the "Re-Program Analysis" submitted by your firm April 10, 1978, and your letter of March 29, 1978. Construction costs for the Center, including fixed equipment, sound systems and theatre rigging/lighting cannot exceed \$10,000,000. Your design should also consider the possibility of an 800-car parking ramp with weather protected pedestrian access to the Center.

It is my understanding you will start work immediately and have design studies for our planning group's consideration before the end of May, 1978. You will also draft a revised Contract For Professional Services and send it to Robert Dowding in our Contracts and Grants Administration office. This draft should reflect the new Authorized Construction Cost and the considerable design work already completed and, I assume, reusable. The parking structure is not to be considered a part of the Performing Arts Center and cost records for this unit should be kept separate as much as possible.

Our goal is to bid the Center early in 1979 and we are prepared to assist you in every way possible. We will try to avoid the large group meetings this time and work closely with Jim Niblock, Ken Beachler, and Frank Rutledge for user input. Therefore, we should have frequent reviews during the Conceptual Design Stage so there are no misunderstandings about the facilities to be provided within the budget.

Please keep me informed on your progress and let me know if there are any problems.

Sincerely,

  
Robert L. Siefert  
Director and  
University Architect

cc: E. Harden ✓  
J. Breslin  
R. Wilkinson  
C. Winder  
L. Scott

MEETING RECORD

PERFORMING ARTS CENTER  
MICHIGAN STATE UNIVERSITY

  
MICHIGAN STATE UNIVERSITY

MAR 23 1978

EXECUTIVE VICE PRESIDENT

MEETING DATE: March 22, 1978

PARTICIPANTS: J. Breslin, R. Wilkinson, L. Scott,  
M. Baron, C. Lawrence (C.R.S.),  
R. Carroll (C.R.S.), R. Siefert

ITEMS DISCUSSED:

1. It was agreed that the building site would not change.
2. The total cost of this project cannot exceed \$12,500,000. The following is a preliminary budget for planning purposes:

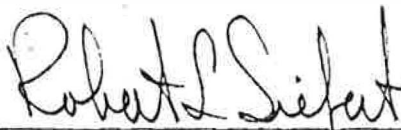
Construction Costs, including general building, fixed equipment, sound system, theatre rigging/lighting	\$9,890,000
Site Improvements	450,000
Utilities	250,000
Moveable Equipment	250,000
Fees (architect and consultants)	650,000
Administrative Costs	150,000
Costs to date	360,000
Contingency	<u>500,000</u>
	\$12,500,000

3. Since State funds will not be available for the academic portion of this building, it was agreed that the Department of Theatre spaces will be eliminated as a cost saving measure. No provisions will be made to add these facilities at a later date.
4. The architect will endeavor to include the 2500 seat Great Hall and the 600 seat Theatre Recital Hall with as much of the support space as the budget will allow.
5. The architect will study the feasibility of locating an 800 car parking ramp on the site with protected access to the Performing Arts Center.

6. The architect will include air conditioning equipment as a part of the project. A decision to provide chilled water from the regional plant may be made at a later date.
7. If a new electrical circuit is required to serve this area, the cost (estimated to be \$345,000 in 1975) will be prorated to all of the buildings to be built in this area.
8. The architect will continue to work under Extra Services terms of the May 17, 1974, agreement until the contract is renegotiated.

FACILITIES PLANNING AND  
SPACE MANAGEMENT

March 22, 1978

  
Robert L. Siefert

The Performing Arts Committee Meeting was held on April 14,  
at 10:00 a.m.

Contact: Edward Zabrusky  
(517) 355-2282

4/26/78

EAST LANSING -- Realization of Michigan State University's proposed Center for the Performing Arts has moved a step closer with architects instructed to update plans in preparation for an early ground-breaking.

MSU President Edgar L. Harden said the move was prompted by the encouraging progress of the university's capital fund-raising drive. He said approximately \$7.5 million in private gifts had been raised toward the estimated \$12.5 million the center will cost, with the remainder expected by the end of the year.

"Under the circumstances," Dr. Harden said, "we feel confident enough to go ahead with the working drawings and to prepare the materials necessary to solicit construction bids."

The plans call for two major theatres -- the 2,500-seat Great Hall and the 600-seat Theatre-Recital Hall -- to be built on a site on the eastern edge of the campus (Shaw Lane and Bogue St.).

A third element in the original plans -- a Department of Theatre wing -- will not be included in the revised drawings, according to Dr. Harden.

"Since this was to be an instructional wing, the original intention was to request funds for it from legislative appropriations," Dr. Harden said. "However, the university's present building commitments are such that it would be unrealistic to ask and expect the legislature to appropriate the necessary \$5 million at this time.

"Therefore, the decision was reluctantly made to eliminate the theatre department wing, which was to be built with tax funds, and to go ahead with the performing arts components that can be funded through private contributions."

Elimination of the instructional wing will require some redesign, Dr. Harden said, but he stressed that the basic plans for the two theatres would remain intact.

(more)

"The architects drew those plans with great attention to acoustics, sight lines, audience comfort and esthetics," he said. "That work will be retained, but some modification of the external design will be necessary."

The new plans also are expected to include an enclosed parking structure that would meet the needs not only of theatre-goers but also of the increasing academic and research activities in the area.

Dr. Harden said a principal reason for moving ahead was that further delay would inevitably result in much higher costs due to inflation.

"We regret very much not being able to give the theatre department its much-needed space and facilities," he said, "but the alternative of waiting until state funds might be available could well have driven total costs beyond reach."

The performing arts center cost, excluding the theatre department, originally had been estimated at \$11 million. However, inflation and other price increases have raised the estimate to about \$12.5 million.

Leslie W. Scott, vice president for university development, said that current fund-raising efforts could be expected to produce the additional dollars.

"We have made excellent progress, and our volunteer committees are actively seeking new contributions," Scott said. "With the incentive of a proposed construction schedule for the performing arts center, we will redouble our efforts."

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RUSH

MICHIGAN STATE UNIVERSITY

VICE PRESIDENT FOR UNIVERSITY AND FEDERAL RELATIONS

EAST LANSING • MICHIGAN • 48824

April 24, 1978

Memorandum

To: President Harden  
From: Robert Perrin *RP*  
Subject: Performing Arts Center

In view of the unfortunate article in the State News last week, and the resulting concern among some campus contributors as to the status of the performing arts center, I think it is important that we go on record as to what is being contemplated. Otherwise, we will continue to have confusion and perhaps some cancellations of payroll deductions.

The best way to set things straight at this point would be through an article in the MSU News-Bulletin. I have drafted such an article (attached), which also could be used as a press release.

Please let me know if you concur. We should have the article by late Tuesday in order to get it in this week's issue.

Les Scott is out of town, and he hasn't seen the draft. However, I have left word for him to call me Tuesday, and I can read it to him then.

Attachment

CLARENCE H. ROSA

Architect      Consultant

652 MICHIGAN NATIONAL TOWER

LANSING, MICHIGAN 48933

517/487-5021

November 22, 1978



Edgar Harden, President  
Michigan State University  
East Lansing, MI 48824

Dear Ed:

Last spring (May 17) I wrote a sort of bitchy note to you concerning the proposed redesign of the Performing Arts Center and the reluctance of the Lansing Symphony Association to use the Center if its concert, rehearsal and auxiliary facilities were compromised in the redesign. You responded that you would do everything that you could to assure a facility that would benefit the University and the Mid-Michigan community.

You have done just that! On August 29, I had an opportunity to review the redesigned Center with Robert Seifert and representatives of Caudill, Rowlett and Scott. I was pleased to note that the redesigned facilities that would be used by the Symphony had not been compromised, in fact, certain aspects of them had been improved. The members of your administration responsible for planning the Center and the Center's architects should be commended for the manner in which the redesign has been accomplished. In recognition of the satisfactory development of the plans and the need to establish an understanding between the University and the Symphony Association concerning the use of the Center, I introduced the enclosed resolution to the members of the Symphony Board at its meeting on September 12. I think that you will be pleased to know that it was formally adopted by the Board at its meeting on October 10, 1978. I'm sure that you will soon be hearing directly from President Ploughman of the Board concerning the implementation of the resolution.

Thank you for fostering the Center, Ed, and best wished for a successful conclusion to the fund raising.

Best personal regards,

Clarence H. Rosa

cc: Robert Seifert

MICHIGAN STATE UNIVERSITY

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OFFICE OF THE PRESIDENT

EAST LANSING • MICHIGAN • 48824

March 14, 1978

Dear Les:

This is to acknowledge your March 7 memo suggesting that the \$96,500 balance remaining in Clif's directors fees account be committed to the construction of the Performing Arts Center with an appropriate plaque in recognition.

This seems to be a sensible disposition of these funds. I think that it would be a good idea to have a letter from Clif so indicating before we take this to the Board. Would you give him a call and see if you can elicit such a letter before we proceed further.

Sincerely,



Edgar L. Harden  
Acting President

Mr. Les Scott  
Vice President for University  
Development  
220 Nisbet Building  
Campus

MICHIGAN STATE UNIVERSITY

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VICE PRESIDENT FOR DEVELOPMENT  
220 NISBET BUILDING

EAST LANSING • MICHIGAN • 48824

March 7, 1978

MEMORANDUM

TO: President Harden  
FROM: Les Scott *LS*  
SUBJECT: Dr. Wharton's Director's Fees

There is a sum of \$96,500 remaining in these fees after deduction for the cost of the sculpture to be placed in the promenade of the Performing Arts Center. In view of Dr. Wharton's longtime interest in the PAC project, I would like to recommend to the Trustees that they consider a transfer of these funds to its construction, and that a suitable plaque be placed on or within the facility as a proper memorial to his leadership in this program.

*Les Scott*  
*Write 2 lbf.*

# CURRENT ANNUAL USAGE OF MSU AUDITORIUM/FAIRCHILD

		<u>Performances per Year</u>
A. Lecture-Concert		76
B. Music		66
5 Bands	23	
Symphony and Chamber Orchestras	10	
5 Choral Groups	16	
3 Grand Operas	3	
2 Chamber Music Group	7	
Jazz Ensemble	4	
Juilliard Quartet	3	
C. Theatre Plays		55
D. Dance		<u>12</u>
Total (per year)		209

Note: A 30 week academic year means about 7 performances per week.

# MICHIGAN STATE UNIVERSITY

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JACK BRESLIN,  
EXECUTIVE VICE PRESIDENT

EAST LANSING • MICHIGAN • 48824

February 17, 1978

Dear Ed:

The attached letter you requested from Robert Siefert, the University Architect, is a true statement concerning the status of the proposed Performing Arts Center.

There is another concern I have and that is the status of the funds available for this facility. Based on the latest information I have, we are 3-4 million short of the 12 million needed to complete the redesigned proposed 12-million project. Vice President Scott, in a meeting about a month ago, said it was reasonable to expect the Enrichment Campaign to raise the 4 million still needed for the project. Based on that discussion, we recommended to you a reduced and redesigned Performing Arts Center of 12 million.

We have not asked the architects to do any new work on this proposed facility until we have approval from you and the Board of Trustees to proceed on the reduced scale. We stand ready to assist in any way we can.

Sincerely,

A handwritten signature in dark ink, appearing to read "Jack", with a long, sweeping horizontal line extending to the right.

Dr. Edgar L. Harden  
Acting President  
Michigan State University  
East Lansing, Michigan

enclosure

P.S. I do not believe state funds for this facility will be available in the near future. We have just received approval by the Joint Capital Outlay Committee for 3.5 million for the Power Plant. We will probably get 1 million for construction of the Communication Arts Building this year. We must get planning money this year (if at all possible) for the Plant and Soil Science Building, Engineering Addition, Veterinary Clinic, and the Medical-Science Library. Many things have changed since we started talking about matching money for the Performing Arts Center about five years ago.

# MICHIGAN STATE UNIVERSITY

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UNIVERSITY ARCHITECT • ADMINISTRATION BUILDING

EAST LANSING • MICHIGAN • 48824

February 16, 1978

Dr. Edgar L. Harden  
Acting President  
Michigan State University  
Administration Building  
Campus

Re: Performing Arts Center

Dear Dr. Harden:

Mr. Breslin has asked me to alert you to some of the possible problems that may be encountered if we proceed with a \$12,000,000 project as outlined in his January 23, 1978 memo. Following are my three major concerns with this approach:

1. Omission of the State funded Department of Theatre's instructional space will have a very damaging effect on the building's appearance. The present design uses the large triangular plaza structure to unify the three major building elements into an overall pleasing composition. Omission of the theatre wing will have the same effect as painting only part of a picture and then putting it on display.
2. In my opinion the deletion of this part of the facility will have a devastating effect on the Department of Theatre and their program. The bulk of their day-to-day operation and teaching program will have to remain in the Auditorium Building with little improvement other than the new theatre. They will end up with a split operation with rehearsals, costumes and offices across the campus from their performance center. I am sure there will be a strong and vocal opposition to this change.
3. At this point I am not sure how much of the building can be constructed for \$12,000,000. The idea of omitting part of the building has been mentioned occasionally, but it has never seriously been considered. No studies have been made or current estimates prepared. I have alerted the architect to the possibility, but he has not investigated it as an alternative. His immediate reaction was concern for the aesthetic impact on his building design.



Dr. Edgar L. Harden  
Page 2  
February 16, 1978

Elimination of the theatre wing will probably not solve the total cost problem. The original estimated costs per gross square foot used for the program and design stage ranged from \$76.50 for the Great Hall to \$44.00 for the Department of Theatre. Therefore, we will be eliminating the low cost areas and building the most expensive elements of the project. In addition, certain first costs, such as site improvements, utilities, equipment, fees and administrative costs will not be reduced significantly. Other reductions will need to be found in quality of the spaces that we build.

In addition to this problem, the project is now approximately three years behind the schedule established in the Schematic Design Program submitted by the architect and approved by the University in December 1974. This document established the budget for subsequent planning based on mid-construction June 1977 and occupancy early in 1979. Obviously construction costs have increased since that time. In my opinion, a more important factor than the cost escalation is the bidding climate we now face. It seems quite certain that we will construct a Communication Arts Building, a Soil Sciences Building, a football training facility and possibly an All-Events Building and an Intramural Building. Costs for all of these buildings could total close to \$80,000,000. A building program of this magnitude will have a pronounced effect on the contractors' bids and our construction costs. This situation has developed within the last year.

You should also be aware that there has always been strong opposition to the proposed location for this facility. I am enclosing a recent letter from Lyle Thorburn again expressing his concerns. Milt Baron and Dick Bernitt have some of these same reservations. Realistically, I don't think we have much choice, at least, I have not heard of a better alternative. Because of recent events there are also reservations on some of the building design elements per Mr. Baron's attached letters. The Physical Plant also has objections, particularly pertaining to energy usage.

If we do proceed with a \$12,000,000 project, I assume that the same ground rules regarding site development, utilities and parking will apply and their costs will not be a part of it. The original estimate for utilities and site improvements was approximately \$450,000. An 800-car parking ramp will run from \$2,500,000 to \$3,000,000.

In light of these problems and other recent changes, I believe we should consider the development of a new program and building design, rather than attempt to build bits and pieces of what we have now.

Sincerely,



Robert L. Siefert  
University Architect

RLS:ies

Encs.

cc: J. Breslin

MICHIGAN STATE UNIVERSITY

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OFFICE OF THE ASSISTANT VICE PRESIDENT FOR  
HOUSING AND FOOD SERVICES - HOLMES HALL

EAST LANSING • MICHIGAN • 48824

February 8, 1978

Mr. Milton Baron, Director  
Campus Park & Planning  
310 Manly Miles Building  
Campus

Dear Milt:

Our division - Housing & Food Services - is greatly concerned over the location of the Performing Arts Center on East Campus. It will undoubtedly interfere with both the recreational areas and cause parking problems beyond belief.

To date, I have not been able to learn of the overall plan for parking. If there is any thought being given to surface parking, it must be reviewed. The location of the new building will cause problems at Owen Hall and McDonel Hall. We need to maintain guest, visitor and staff parking for these buildings. Guests coming to events at the new Center will undoubtedly park near the building. This means around Owen and McDonel.

Another question - will the recreational facilities on east campus be continued? They are necessary as open area for our students to use. At the time of location of these facilities on east campus, we were told that this area would always be reserved for play areas for the residents.

As you can see, we are very concerned about the proposed location of the Performing Arts Center. I strongly recommend that an alternate site be considered, because the vast majority of those coming to the Center will come in private cars.

Sincerely,

*Lyle A. Thorburn*

Lyle A. Thorburn,  
Ass't Vice President

*cc - Tom Kehler*  
  
LAT/ah

MICHIGAN STATE UNIVERSITY

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DIVISION OF CAMPUS PARK AND PLANNING  
MANLY MILES BUILDING

EAST LANSING • MICHIGAN • 48824

February 15, 1978

Mr. Lyle Thorburn, Ass't. Vice President  
Housing and Food Services  
Holmes Hall

Dear Lyle:

After the discussion at the last Building Committee meeting regarding your division's dislike of the present site location for the Performing Arts Center, there is not much else that can be added.

It was not our recommendation nor was it the advice of the former Building, Lands and Planning Committee to use this site. There is no perfect location but this is the better choice when compared to Farm Lane south of the tracks or the site at Kalamazoo.

We share your apprehension and trust that sufficient parking spaces in a ramp will be constructed to serve the needs for this portion of the campus. Also that the administration will follow its own recommendation to provide an East Intramural Facility to overcome the shortage of recreational space.

Sometimes we have to be good soldiers when a decision is not in our hands.

Very truly yours,



Milton Baron, Professor  
Director

aa

cc - Breslin ✓  
Siefert ✓  
Kehler

MICHIGAN STATE UNIVERSITY

FEB 16 1978

UNIVERSITY ARCHITECT

# MICHIGAN STATE UNIVERSITY

DIVISION OF CAMPUS PARK AND PLANNING  
MANLY MILES BUILDING

EAST LANSING • MICHIGAN • 48824

February 15, 1978

Mr. M. O. Lehnhardt  
Harley, Ellington, Pierce, Yee Associates  
26111 Evergreen Road  
Southfield, MI 48076

Dear Milt:

Now that the Performing Arts Center is being seriously considered for construction, it is pertinent, as we discussed last week, that attention be given to the large triangular canopy-like roof in relation to local wind direction and velocities during storms. This concern was voiced in the attached letter to the architects who verbalized that we should not worry as it was being addressed by their engineers.

The storm winds as well as the prevailing winds, originate from northwest to southwest and an occasional storm comes from straight north. For a period of 25 years from 1950 to 1975, there were 32 times when the velocities were recorded from 50 miles per hour up to 72 miles in this region.

With the way the building roof canopy faces due west, 460' wide, with funnel-like opening towards the east, wind problems can be anticipated if not properly engineered. In addition, everytime this campus gets hit with a massive snowfall as the recent storm of January 25, 26 and 27, which closed the University, and from which we are still shoveling out, there is abundant reason for asking the questions relative to roof loading especially with drifts of considerable depth, the adequacy of the drainage system on what is apparently a surface subject to freezing, the handling of roof drains and the runoff effects on the large plaza below. See attachment regarding snow weights of recent storm.

Furthermore, we have many concerns as to the manner in which snow can be removed from the plaza. With an area this large, using motorized equipment is the only efficient way it can be done. The plaza construction must therefore allow for such weights, otherwise there will be a built-in costly maintenance item for the Grounds Department.

We will be pleased to delve more deeply into these matters with you when appropriate, particularly as they affect the site.

Very truly yours,

  
Milton Baron, Professor  
Director

cc - Siefert, Keesler, Flinn, Kehler

MICHIGAN STATE UNIVERSITY

FEB 16 1978

UNIVERSITY ARCHITECT

STATISTICS REGARDING SNOWSTORM

January 25 & 26, 1978

19.3 inches average height of snow\*

24.95# weight of 1 square foot of snow

2.98 inches of rainfall - equivalent\*

Drifts ranged from 3 ft. to 6 ft. or more

Weight per 1 inch x 1 sq. ft. = 1.29 lbs.

36" = 46.54 lbs.

60" = 93.08 lbs.

120" = 129.27 lbs.

\* data from U. S. Weather Bureau Office, Lansing

MICHIGAN STATE UNIVERSITY

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JACK BRESLIN,  
EXECUTIVE VICE PRESIDENT

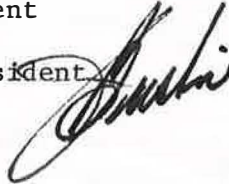
EAST LANSING • MICHIGAN • 48824

January 23, 1978

To: Dr. Edgar L. Harden, Acting President

From: Jack Breslin, Executive Vice President

Subject: Performing Arts Center



This morning, as you requested, Vice President Wilkinson, Vice President Scott, Assistant to the President Ballard, and University Architect Siefert met to discuss the status of the proposed Performing Arts Center. Here are the facts as they surfaced this morning.

The university through the Enrichment Campaign has approximately \$8,000,000 available for the Performing Arts Center. Realistically, we feel that only about \$4 - \$4,500,000 additional funds can be raised for the Center.

Mr. Siefert indicated that the estimated project cost for the Great Hall and The Theatre and Recital Hall is about \$15,000,000. The cost of the academic space in the proposed building would be another \$5 - \$6,000,000, bringing the total cost of the original proposed project to approximately \$21,000,000.

After discussion, our committee agreed to recommend to you a redesigned project not to exceed \$12,000,000. If this is agreeable, we will ask the architect to come to the campus to discuss how the project can be redesigned to fit the \$12,000,000. Our best guess is that this project cannot get underway for at least a year due to the work that must be done in redesign and working drawings.

A very critical matter that cannot be overlooked -- due to the new buildings scheduled to be constructed in this area -- is the need for a large parking ramp for about 800 cars. This will also be in our planning.

If you agree with our recommendation, we will proceed with the 12 million dollar figure and get the architect back to the campus as soon as possible to get his ideas on what the 12 million dollar budget will produce in the Performing Arts Center.

cc: Messrs. Wilkinson, Scott, Ballard, Siefert

# MICHIGAN STATE UNIVERSITY

---

OFFICE OF THE DIRECTOR  
FACILITIES PLANNING AND SPACE MANAGEMENT

EAST LANSING • MICHIGAN • 48824

February 28, 1978

Mr. Ralph Carroll  
Caudill Rowlett Scott  
1111 West Loop South  
Houston, Texas 77027

Re: Performing Arts Center

Dear Ralph:

This is to confirm your trip to East Lansing on March 22, 1978 to discuss getting this project underway.

We will meet with Acting President Edgar Harden and Executive Vice President Jack Breslin at 9:00 a.m. on that date. It is my understanding that Charles Lawrence of your firm will attend. I am enclosing a brief description outlining where the project stands and what we hope to accomplish while you are here.

Your per diem and travel expense for the trip will be reimbursed under the terms of our May 17, 1974 agreement. Please let me know if there is anything further that we can provide at this time. We hope to be in a position to complete the project planning phase as rapidly as possible following this meeting.

Sincerely,



Robert L. Siefert  
Director and  
University Architect

RLS:ies

Enc.

cc: Dr. Harden  
Mr. Breslin



THE \$17 MILLION ENRICHMENT PROGRAM  
MICHIGAN STATE UNIVERSITY

SLIDES

MSU  
QUOTATIONS

(Introductory remarks during which first slide  
can be shown.)

TITLE  
SLIDE

● Michigan State University has embarked on one of  
the most important steps in its 123-year history: a  
\$17 million program for enrichment. Specifically, the  
program will enable MSU to accomplish four important  
objectives:

● First--

--Build and equip a major new performing  
arts center to provide a permanent home  
for the performing arts and related academic  
activities which are such an important part  
of the life of the University and ~~the~~ <sup>OUR</sup>  
community.

● Second--

--Complete the first construction phase of  
a new natural/cultural history museum,  
creating a suitable setting for the Museum's  
numerous exhibits so heavily used by the  
University community and residents of the  
entire State of Michigan.

PAC  
RENDERING

MUSEUM  
RENDERING

\*Denotes point at which slides should be advanced.



●Third--

LIBRARY  
BOOK  
STACKS

--Strengthen the Library's holdings in key areas, ensuring that this critical resource is maintained at a level commensurate with the University's teaching and research programs.

●And Fourth--

CHAIR

--Endow a certain number of faculty chairs in various critical academic disciplines. (We will return to this chair later and talk about who we would like to sit in it.)

CAMPUS  
SCENE

A question that may be asked at this point is why a capital fund-raising program at Michigan State -- a public university supported by public funds?

WELL, In answering that question, perhaps it would be best to start with a brief overview of where our money comes from and where it goes.

REVENUE  
PIE CHART

● In the most recent fiscal year, our revenues were nearly \$263 million, of which 41% was appropriated by the State Legislature to finance our general operations, the Agricultural Experiment Station and the Cooperative Extension Service. <sup>AS YOU KNOW,</sup> At MSU, we also operate the nation's largest residence hall program, a bus service, inter-collegiate athletics and other activities reflected in the 18.9% from auxiliary activities.

Now, The next largest income source was student tuition -- and tuition, incidentally, covers only about one-third the actual cost of a Michigan student's education at MSU. Finally, the Federal government supplied 15.5%, of which the bulk, about \$25 million, was for sponsored research.

EXPENDITURE  
PIE CHART

Here is where the money goes, with more than half used for general university operations, primarily instruction. (Pause)

CONSTRUCTION  
PHOTO

What has not been shown, because it is not covered in these revenues and expenditures, is physical construction. Construction funds, when they can be obtained, come from a special Legislative capital outlay appropriation, but these funds are available only for instructional buildings and their support facilities. They are not available for such buildings as auditoria, athletic facilities, residence halls and similar non-instructional projects.

TITLE  
SLIDE

Thus, Michigan State University must seek private contributions through a capital campaign if we are to provide the necessary augmentation to our existing plant and programs.

The goals of the \$17 Million Enrichment Program are of critical importance to the continued growth of the University's academic and cultural programs. These goals can only be met, at this time, through the combined resources of the public and private sectors.

The first goal is the Performing Arts Center --  
the lack of which represents probably the largest single  
gap in the University's efforts to close the circle of  
EXCELLENCE

(The Performing Arts Center)

MSU's educational assets rank it among the nation's  
top universities, but our principal cultural showcase  
is a 37-year old auditorium whose designers saw it as  
housing every event from the senior prom to grand opera.  
A classic campus structure from the outside, the auditorium  
rapidly loses its charm on the inside. A balcony rings  
three sides of the hall, demanding craned necks from  
spectators on the sides, and distant vision of the stage  
from the rear. The main floor has no permanent seating --  
reverberating wooden risers must be added for every  
performance. Accoustically, the building is an echo  
chamber, requiring all work in shops and rehearsal rooms  
to cease while the main stage is in use.

~~ON THE EAST END OF~~  
the Auditorium is Fairchild Theatre,  
whose 676 seats provide a second, more intimate theater.  
But Fairchild, with its own accoustical problems, was  
built to share a common stage with the Auditorium --  
an innovative idea 37 years ago, perhaps, but the  
unfortunate result is that it permits the use of only  
one theater at a time.

AUD.  
EXTERIOR

BALCONY  
VIEW

STAGE  
VIEW

WOODEN  
RISERS

FAIRCHILD  
EXTERIOR

COMMON  
STAGE

JUILLIARD  
W/MODEL

These limitations might have been overwhelming on another campus, but MSU's reputation and ~~DETERMINATION~~ continues to attract outstanding talent. Recently, for example, we announced that the famous Juilliard String Quartet had become affiliated with Michigan State <sup>UNIVERSITY</sup> as artists in residence. Here, members of the Quartet view a model of MSU's proposed new Performing Arts Center.

EXAMPLES  
OF  
PACS

Other universities, meanwhile, have replaced outmoded inefficient structures with handsome, modern centers. For example:

--Indiana University (CAR)

--Purdue University

EXAMPLES  
OF  
PACS

--The University of Illinois (RED)

--Iowa State University

--Dartmouth College (BLUE)

--The University of Michigan

--Arizona State (ROUND)

AUD  
EXTERIOR

--and again, MSU

The construction of a new performing arts center at MSU will have a special impact not only on academic programs, campus and community life, and the continuing ability to attract and retain a first-rate faculty, but also on the University's very reputation.

PAC  
RENDERING

● The proposed center -- to be called the State Center for the Performing Arts -- will stand as a major achievement on the Michigan State campus. It will enable MSU to do full justice to its extensive academic obligations in music, drama, and dance, impressively signaling a level of achievement in the teaching of performing arts. And because there is no comparable facility in ~~THE~~ **GREATER LANSING** area, the Center will also meet a pressing public need for the mid-Michigan public.

PAC  
SCHEMATIC  
DIAGRAM

● There will be three distinct units to be incorporated in the handsome brick and concrete structure, each with its own theatre. On the left, as shown in the architect's plan, is the Great Hall. In the center is the Theatre-Recital Hall, and on the right, the Department of Theatre wing includes the laboratory theatre.

TRIANGULAR  
PLAZA - RED

● These elements will be connected by a covered, triangular Grand Plaza, and a unique feature will be an open walkway ● permitting transition through the building by students on the way to and from their residence halls.

WALKWAY -  
YELLOW

PLAZA  
RENDERING

WALKWAY  
RENDERING

GREAT  
HALL  
INTERIOR

LOBBY  
INTERIOR

THEATRE-  
RECITAL HALL

THEATRE  
DEPARTMENT  
PLAN

●The striking Grand Plaza that will function as a "first lobby" for arriving audiences and visitors <sup>HAS AN</sup> open walkway, covered by skylights, is portrayed in this drawing, showing it from the courtyard of the Center.

●The Great Hall will be the largest theatre in the Center, seating 2,500 persons with excellent sight lines from all locations. The Great Hall features "acoustical columns" designed to enhance sound quality of symphonic, operatic and dramatic productions. ●A magnificent lobby will provide a warm welcome and comfort for audiences.

●The 600-seat Theatre-Recital Hall will be used primarily for drama productions, <sup>80% WILL</sup> also serve for recitals and chamber music performances. Designed to foster performer-audience intimacy, the Theatre-Recital Hall features a thrust stage which fans out into the seating area.

●The 250-seat Laboratory Theatre located in the Department of Theatre wing, will be used primarily for educational, experimental, and innovative drama productions.

Since this area of the center is directly instruction-related, the university will seek \$5 million in funds from the State Legislature to build the education portion.

"DOLLAR"  
SLIDE

Therefore, a total of \$11 million must be raised from private sources to construct and equip the Great Hall, <sup>THE</sup> Theatre-Recital Hall and Grand Plaza in the Performing Arts Center.

(The Museum)

MUSEUM  
EXTERIOR

A second goal of the Enrichment Program is the museum.

The museum plays a unique role in MSU's academic and research programs while providing, through its public service activities, a major resource for the people of the entire state.

DISPLAY  
CASE

ARTIST  
PAINTING

In its teaching activities, the Museum depicts historical eras in human, social, economic, and cultural endeavors. Exhibits present the infinite variety of the natural habitats not only of man's world, but also the animal and plant worlds. Another important educational function of the museum is graduate level education\* in anthropology, history, paleontology and other areas.

STUDENT  
WORKING

CLOCK  
DISPLAY

FUR  
TRADER

It is through its public service programs, however, that the MSU museum has been most visible to the people of the State of Michigan. It has had more than 200,000 visitors annually, a compelling illustration of the extent to which the museum has served as a campus, community, and state resource.

"CLOSED"  
SIGN

●It is especially sad to note here that the museum was closed to the public for two years, beginning in June, 1975. The reason for this drastic curtailment of museum use was due to hazardous safety conditions existing in a building originally constructed for use by a small student body.● But the museum, even when open to the public, functions under severe limitations of exhibit space, general crowding, and difficult campus accessibility for frequent bus-loads of visitors.

MUSEUM  
EXTERIOR

EXTERIOR  
MUSEUM  
RENDERING

MUSEUM  
RENDERING

NEW  
MUSEUM  
INTERIOR

●The first stage of construction will be devoted to a building to house exhibits, ensuring that the museum will reopen to the public as promptly as possible.

●In its new home, the MSU museum will become a "front door" to the University, able again to fulfill its basic purposes and obligations at a high level of excellence.

NEW  
MUSEUM  
INTERIOR

●Phase one of the construction plan will be devoted to the 50,000-square foot public exhibit structure with complete support facilities.



A later construction phase will accommodate the museum's extensive educational and research activities. When these facilities are completed, MSU will have a modern museum facility unparalleled for life-long general education purposes.

"DOLLAR"  
SLIDE

A total of \$2,750,000 is required from the private sector for phase one of the new museum. Phase two, the educational and research areas, will be added at a later date from appropriations to be requested from the state.

(The Library)

● A third campaign goal is Library strengthening.

LIBRARY  
EXTERIOR

A library is perhaps the best index to a university's quality, for no first-rank university can be truly first rank without a library of commensurate excellence.

STACKS

● The MSU Library is extensive at the present time, with a rapidly growing collection of over 2.2 million volumes in three major collections. ● The Research Library houses advanced works in the social sciences and humanities, serving primarily graduate students, faculty, and staff.

RESEARCH

UNDER-  
GRADUATE

SCIENCE

● The Undergraduate Library has a more general collection, while the Science Library<sup>(SIGN)</sup> contains scientific monographs, periodicals, and medical works.

STUDENT  
WITH  
CARTRIDGES

But changes in the way we store, retrieve, and use information are taking place at an unprecedented rate.

● A major change which has had a profound effect on library

MICROFILM  
READERS

management is the advent of microformat and audio-visual materials. ● These make it possible for libraries to store on film or tape, and make readily available, a vast quantity of information in relatively little space.

LIBRARY  
INTERIOR

● Today, faculty and students use the library for everything from assigned <sup>READING</sup> to entire lectures and laboratory demonstrations on film, slides, and video tapes. Hence, the dramatic changes in the format and role of the traditional library require that it be a center for instruction as well as the traditional reference and research center.

BAR  
CHART

● But we have a long way to go. This slide shows MSU's ranking in library holdings -- as eighth in the Big Ten and 23rd nationally. The library, obviously, is an education facility, and thus is supported by state appropriations. The Legislature has recognized the needs of the MSU Library with a special allocation and funds also have been reallocated internally to the Library. But these efforts, at best, keep it from slipping further; they do not lift the Library to the level that MSU's instructional and research excellence demands.

LIBRARY  
EXTERIOR

Therefore, to become the "Library of Tomorrow", the MSU Library needs supplemental private funds to add to and upgrade its functions in response to emerging demands and technologies.

"DOLLAR"  
SLIDE

A total of \$1.5 million is being sought from private sources to provide for renovation, expansion and resource enrichment.

(Endowed Faculty Chairs)

CHAIR

We now return to the chair. In academic language, it symbolizes the faculty -- the heart of a great university. Men and women of outstanding ability and accomplishments in their various disciplines ensure that the quality of their university's academic, teaching, and research programs will be of a high level.

FACULTY  
AT  
COMMENCEMENT

Such a resource is vital, and Michigan State is proud of its success in recruiting and retaining outstanding faculty.

TEACHING  
SCENE

The endowed faculty chair is an important way in which Michigan State can further enhance the very high quality of teaching and research at the University. A major step in this direction was the establishment in 1967 of the John A. Hannah Distinguished Professorships, funded by individual and foundation gifts and named for the distinguished former president of MSU. The professorships have enabled MSU to attract specialists of acknowledged preeminence in their disciplines.

HANNAH

CARLSON  
SEQUENCE:

CLOSE UP  
WITH SPECIMEN

WITH  
MICROSCOPE

WITH  
LAB  
TECHNICIAN

WITH  
PLANTS

CHAIR

● Such a man is Professor Peter Carlson, a 32-year old botanist who holds the Hannah Professorship chair in our Department of Crop and Soil Sciences. Professor Carlson is carrying on critical research in creating and improving plants by using cell cultures instead of traditional breeding practices. ● He is doing under a microscope what used to be done in the field.

Professor Carlson's work could lead to the ability to transfer genes for increased resistance to insects and diseases, ● improvement of nutritional value and adaptation of the crop to a wider range of weather conditions. The effect of this powerful new tool on the production of world food supplies is boundless. ●

The point here is that MSU would not have been able to attract and financially support Professor Carlson and his research requirements had it not been for the guarantee of the endowed Hannah chair.

● Now, in announcing its continuing program of attracting Endowed Faculty Chairs, Michigan State is

taking an important additional step forward. More than 50 proposed endowed chairs have been screened and selected, representing a cross-section of the academic strength in its colleges, schools and departments.

"DOLLAR"  
SIGN

Each endowed chair or professorship will be named to commemorate an individual or organization, or a distinguished figure in the pertinent academic area, as directed by the donor.

We are seeking \$1.75 million to provide the necessary endowment to support these chairs.

There you have a brief description of the \$17 Million Enrichment Program for Michigan State University -- the first such undertaking in our University's history.

PAC

--A center for the performing arts

MUSEUM

--A natural history museum

LIBRARY

--Library strengthening

CHAIR

"DOLLAR"  
SIGN

THIS IS KEN BEACHLER

--Endowed faculty chairs

hope we have been able to impart to you not only the critical need underlying this program, but also our enthusiasm for moving forward.

TITLE  
SLIDE

We at Michigan State University are greatly encouraged by the response thus far. But <sup>your</sup> help is needed if we are to make a great university even greater. \* BLACK

[END OF PROGRAM]

MICHIGAN STATE UNIVERSITY

UNIVERSITY ARCHITECT • ADMINISTRATION BUILDING

EAST LANSING • MICHIGAN • 48824

December 2, 1977

MEMORANDUM

To: C. R. Wharton, Jr., President  
From: Robert L. Siefert *RLS.*  
Re: Performing Arts Center

Per Ted Alexander's request, the following are the heights of various portions of the Performing Arts Center from the grade to top of coping:

Stage House	-	90 feet
Great Hall	-	63 feet
Plaza Roof	-	33 feet (25' to underside of roof structure.)

These heights compare to 70 feet for the east wing of Owen Hall.

cc: Ted Alexander

Brakeley, John Price Jones Inc.

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

1 March 1978



Leslie W. Scott, Vice President  
University Development  
Michigan State University  
East Lansing, MI 48824

Dear Les,

A Summary Report and Projected Campaign Plan for Michigan State University's \$17 Million Enrichment Program is attached for your review and practical use over the next several months of intensive solicitation.

A list of Leadership and Major Gift prospects is also provided to assist you and President Harden in the sequential process of solicitation. The Special Gift areas outlined in the Campaign Calendar and summary pages are essentially the assigned responsibility of your staff. MSU is indeed fortunate at this stage of the campaign to have the available resources of your development staff to follow through on the balance of the capital program in their assigned areas. Please convey to them my warmest thanks and appreciation for their individual cooperation in working with me these past months.

I want especially to recognize your own long-range vision and extended efforts in moving Michigan State University into its first capital campaign. In recent months you have further surmounted a most difficult transition period in providing fund raising continuity through the institution's administrative change-over.

On the personal side, I want to thank you for assisting me in my orientation to Michigan State University and the greater Lansing community. My effectiveness on this assignment has been a direct reflection of your efforts on my behalf.

In speaking for Mr. Brakeley and John Leslie, I want to assure you of our continuing interest in the progress of the Enrichment Program. We do want to be kept informed of

Leslie W. Scott  
1 March 1978  
Page Two

new developments and invite you to call on us at any time  
for briefing or strategy purposes.

Thank you for the opportunity to have me serve as counsel  
to Michigan State University.

Sincerely,

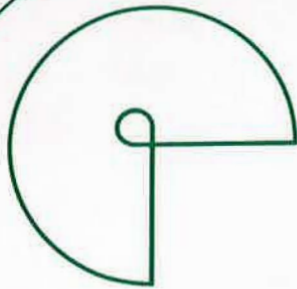
A handwritten signature in cursive script, appearing to read "Ted Alexander".

Theodore S. Alexander

TSA/dap

Enclosures





# \$17 MILLION ENRICHMENT PROGRAM

MICHIGAN  
STATE  
UNIVERSITY

John A. Hannah, National Chairman  
R E Olds Anderson, National Treasurer

Edgar L. Harden, President

1 March 1978

THE STATE CENTER  
FOR THE  
PERFORMING ARTS

NATURAL-CULTURAL  
HISTORY MUSEUM

LIBRARY  
ENRICHMENT

ENDOWED  
FACULTY CHAIRS

Leadership Gifts  
Co-Chairpersons  
*Clare F. Jarecki*  
*Jack N. Widick*

Major Gifts  
Co-Chairpersons  
*Donald R. Borgeson*  
*Dean E. Richardson*

Special Gifts Committee  
Mid-Michigan Co-Chairpersons  
*Edgar L. Harden*  
*Mrs. Howard Stoddard*

Michigan Co-Chairpersons  
*Stephen C. Bransdorfer*  
*Neva Moyer*

National Co-Chairpersons  
*John V. Drum*  
*Coy G. Eklund*

## MEMORANDUM

To: Edgar L. Harden, President  
Leslie W. Scott, Vice President  
George A. Brakeley, Jr., Chairman, B/JPJ  
John W. Leslie, Senior Vice President, B/JPJ

From: Ted S. Alexander, Campaign Director

Subject: Michigan State University  
\$17 Million Enrichment Program

## SUMMARY PLAN of ACTION March 1 through June, 1978

This Summary Plan is presented to give an overview of the current status of the \$17 Million Enrichment Program and to identify the most important prospects remaining to be solicited. In several cases, MSU is awaiting decisions from prospects where formal proposals have been presented.

Rather than attach a voluminous list of prospective donors in all categories, we have chosen to isolate only the Leadership and Major Gift prospects. Leadership Gift prospects (\$100,000 and over) will raise the MSU Enrichment Program commitments closer to the desired goal of \$17 million within the next few months. These prospects are arranged in three categories of priority.

Leadership Gifts, on the first priority list, are those prospects which will require the concentrated efforts of both President Harden and Les Scott. At the moment, there are only seven prospects identified having a minimum base of \$300,000 and a maximum potential of \$2 million.

OFFICE OF DEVELOPMENT  
220 NISBET BUILDING  
MICHIGAN STATE UNIVERSITY  
EAST LANSING, MICHIGAN 48824  
PHONE (517) 353-4566

It is this first group which will determine the ultimate bottom line for the Enrichment Program. These proposals should be presented at the earliest possible time and at the highest administrative level.

The second priority list are those prospects evaluated in the \$100,000 range. Of the six listed, three have been presented with proposals, two are yet to be solicited, and one is a questionable amount remaining in a special account containing corporate board fees earned by Dr. Wharton.

The third priority list are those prospects not evaluated at this time but which have a five-figure potential according to our information sources.

Major Gift prospects are those identified with a giving potential of \$100,000 ranging down to the \$10,000 level.

In Mid-Michigan, the Major Gift prospects are now the responsibility of Mr. Gerald Finch of Ernst and Ernst. At the present time, these eighty-some prospects are being re-evaluated. It is important to augment this list with additional prospects wherever possible, since Mid-Michigan is the prime market area of the campaign.

In several metropolitan areas throughout the state, additional Major Gift prospects have surfaced recently as a result of the organizational efforts of the Development Office staff. Local committees are screening prospects having some direct relationship with MSU. This relationship may be through alumni affiliations with area companies, or with key individuals, previous donors, parents, and friends of MSU.

A new prospect area now being explored is the utilization of the County Extension Directors of the Cooperative Extension Service. Dr. John Hannah indicated that these directors can identify wealthy individuals who have been served by MSU over the years. The Development Office staff is following up on these County Directors.

A list of Major Gift prospects for organized areas outside of Mid-Michigan is attached. This list for the most part is only a beginning in some areas. The Detroit metropolitan area is the best market potential outside of Mid-Michigan. Concentration on Detroit area corporate prospects in the \$75,000 gift range through \$10,000 is vital to the success of the entire program. Next in potential is Grand Rapids which will need revitalization of leadership and several

personal calls by President Harden to open this area again.

Special Gifts are considered to be those below the \$10,000 level. In Mid-Michigan, Mrs. Walter P. (Phyllis) Maner has accepted the chairmanship of gift solicitation in this range. Approximately 3,000 prospects have been identified as having a direct interest in the proposed State Center for the Performing Arts. Solicitation is now under way. Weekly report meetings have been recommended to the area chairpersons. No more than four or five report meetings are required to complete a canvass in any given area.

The Special Gifts organization is a basic one. The Mid-Michigan General Chairman enlists an area chairperson to be responsible for an entire community. Volunteer leaders are enlisted on a ratio of one worker for every ten prospects. As an example, Mrs. Louis Legg is the Area Chairperson for Okemos. The computer print-out lists 321 subscribers in Okemos; therefore, Mrs. Legg should plan on enlisting around thirty-two volunteer leaders. These leaders can be enlisted directly from the subscribers' list. Volunteer leaders are asked to make their own commitment first, before soliciting others. This is usually accomplished at the committee briefing meeting when solicitation kits are distributed. Ideally, ten percent of the prospects are committed before the actual fund raising begins. About 300 volunteers will need to be enlisted for this Mid-Michigan phase of the program. This process is now under way.

The quota for this Special Gifts phase is \$1 million. Each subscriber will be asked to name a pair of seats in the Great Hall or Theatre/Recital Hall. We estimate that one-third of the subscribers (1,000) will respond in a positive manner. The quota will be more than met under this plan with periodic follow-up meetings with the Area Chairpersons and their volunteer committee members.

In summary, the prospects for attaining the \$17 million for MSU's Enrichment Program are good. The ultimate decisions made by the Leadership Gift prospects will determine the final outcome. However, the Major Gifts will undergird the donor pyramid and strengthen the entire fund raising structure. In both of these donor categories, additional prospects

Final Report  
1 March 1978  
Page Four

must be added to allow for fall-out. The organizational network in Special Gifts solicitation is now functioning or nearing completion in volunteer enlistment.

Following is a list of Leadership and Major Gift prospects and a Campaign Calendar which reflects the current (as of March 1) state of each target area for fund raising purposes. A brief description accompanies the calendar, summarizing the status of each area.

Leadership Gift Prospects  
in Order of Priority

First Priority

Estimated Evaluation Range

The Kresge Foundation

Proposal for \$2 million completed  
February 15 and ready for presen-  
tation as soon as possible.  
Harden/Scott following.

\$ 1,500,000 - 2,000,000

Mott Foundation

Probable opportunity to submit  
proposal for additional grant  
this year using the Great Hall  
as named gift opportunity for  
Mott family or Foundation.  
Harden/Scott to follow.

1,000,000 - 1,750,000

General Motors Corporation

Apply again for PAC grant after  
May 1. Dr. Harden to explore  
first with local executives and  
corporate officers. Harden/  
Scott to follow.

500,000 - 1,000,000

Dow Family Foundations

Possible interest in museum  
development. Les Scott follow-  
ing up.

500,000 - 1,000,000+

Peter B. Clark

For proposed chair in Journalism.  
Dr. Harden to approach Mr. Clark  
with Dr. Saenger and Dr. Oyer.

300,000 - 750,000

Eli Lilly (Corporate) Foundation

Dr. Theodore Brody preparing pro-  
posal for chair in Pharmacology.  
Les Scott following through  
Mr. Donn Joyce.

300,000 - 750,000

First Priority, Continued

Anonymous

Chair in Veterinary Medicine.  
Scott following. \$ 300,000

Second Priority

Estimated Evaluation Range

Burroughs

Proposal submitted late fall  
by CRW. MSU received gift in  
kind of \$185,000 computer.  
Possibly \$100,000 additional  
gift to Enrichment Program.  
Harden/Scott to follow. \$ 100,000

Bendix

Proposal for \$100,000 submitted  
late fall by CRW. Harden/Scott  
to follow. 100,000

Dayton Hudson

Proposal submitted 12/14/77  
for \$100,000. Scott with  
J. Marakas, Harden with  
J. Hudson. 100,000

IBM

Scott to contact David Hume. 100,000

Chrysler Realty

Harden to explore with Bob McCurry. 100,000

CRW Directors Fees

Harden to check with MSU Board  
to have balance designated to PAC. 100,000 (?)

Third Priority - Not Evaluated

Amway

Harden to check with Rick de Voss re possibility of a chair in Business Management.

Steelcase

\$5,000 foundation gift 10/77. Harden to speak to C. Jarecki re additional gift.

John Pingell

Harden to be responsible for contact.

Talbert Abrams

Hannah, et al, to follow.

Carl Gerstacker

Harden will discuss program with him.

John McGoff

Harden will handle.

Longshots

Rockefeller Brothers Fund

Through CRW.

Jens Touborg

When Dow Jones reaches 1500!

# Michigan and National Committee Organization

## Major Gift Prospects

### Grand Rapids - as rated by committee in order of solicitation

Amway  
Steelcase  
Meijers  
Knapp and Vogt  
American Seating  
H & H Plastics - Jim Hummell interested in museum  
Old Kent State Bank - MSU has an account with them  
Gerber Foods

### Benton Harbor/St. Joseph

Les Tiscornia  
Clark Equipment  
Whirlpool

### Kalamazoo/Battle Creek

Anonymous Prospect - per Terry Braverman  
Upjohn Company or Foundation  
Kellogg Company

### Ann Arbor

Dr. Mays (Howell)  
Fred Arnold  
Bob Bachtel  
Data Machine Company  
Dr. Schwabland  
Dr. Shipman

Dr. C.R. Schmitter  
Ben Colmery (Dexter)  
Ann Arbor Trust Company  
Chelsea Milling Company  
Carl Johnson

### Jackson

Consumers Power  
Aeroquip

Airport Industries  
Hayes Albion

### Adrian/Tecumseh

Jens Touborg  
Robert Price/John Parsons

Tecumseh Box  
Brazeway Company



Greater Detroit

First of Michigan Corporation  
City National Bank of Detroit  
Manufacturers National Bank

Other corporations will follow in sequential pattern after  
General Motors, Burroughs and Bendix announce their commitments to the Enrichment Program.

Flint

Tri Cities - Saginaw/Bay City/Midland

Traverse City/Petoskey

Chef Pierre Products

Pittsburgh

Melvin Holm

Cleveland

Arthur Andersen  
Coopers and Lybrand  
Touche Ross  
Harshaw Chemical Company  
C.J. Minor Corporation  
Parker-Hannifin  
D.S. Revco Company  
Stouffer Corporation  
Warner and Swasey Foundation

Proposals in support  
of chair in Accounting

Chicago

American Hospital Supply  
Pullman  
Quanex

## REGIONAL CAMPAIGN ORGANIZATION

### Explanation of Accompanying Campaign Calendar March through June, 1978

#### Mid-Michigan Major Gifts

Division reactivated under Gerald Finch. Review of original evaluations now in process. Solicitation to commence immediately with prospects having greatest potential, i.e. Motor Wheel and others in the corporate community.

The time schedule for completion and follow-up of these Major Gift prospects: two months of intensive coverage of prospects, plus one month for follow-up, concluding the end of May, 1978.

#### Mid-Michigan Special Gifts

Four to five weeks' duration of intensive solicitation should be sufficient. Area Chairpersons to hold weekly report meetings with volunteer leaders to collect pledges and checks. Area Chairpersons are to report to Mrs. Walter P. Maner the number of gifts and total amount pledged following each weekly meeting. Close follow-through necessary with Mrs. Maner.

All areas in Mid-Michigan can be completed by April 30 if this schedule is followed.

#### Grand Rapids

This area is one of the three best prospect markets in the state. As indicated on the Chart, the top leadership will need to be reactivated following a disappointing experience with Steelcase and other lukewarm corporate prospects. Several factors have dampened MSU fund raising progress in Grand Rapids. The change of MSU administration in October did affect the area leadership in their organizing efforts. Simultaneously, Grand Rapids launched a \$20 million campaign for their own performing arts and convention center. The leading citizens and corporations became heavily involved and financially committed to this project. In addition, Mr. Jarecki needed a senior MSU representative working with him on the top corporate prospects.

A special visit by President Harden to Grand Rapids has been suggested by the Committee as a means of reactivating the Major Gifts corporate prospects. The Special Gifts Committee has agreed to follow through with their assigned prospects after some pace-setting gifts have been announced.

#### Benton Harbor/St. Joseph

This campaign kicked off on January 20. Immediately lost its leadership. Dick Jury met with the Committee in February and was able to re-enlist the same leadership and assign prospects to the Committee. If this Region is to produce the announced \$225,000, it will require the assistance of the MSU administration in this effort.

A one-month schedule (April 1) is indicated to canvass this area for Major and Special Gifts prospects. A longer time span will probably be non-productive for capital gift purposes.

#### Kalamazoo/Battle Creek

Kick-off dinner scheduled for March 21. There is good potential for a Leadership Gift here. Terry Braverman is developing strategy on this anonymous prospect. Upjohn and Kellogg Companies should be factors for Major Gifts. The Regional leadership should complete their solicitation assignments about the first week in May.

#### Ann Arbor

March 16 kick-off. Jim McIntyre has good leadership potential in Dr. Dave Shipman. Several individuals have been identified as Presidents Club prospects. The time schedule calls for solicitation to commence in mid-March and conclude about May 10.

#### Jackson

Jim McIntyre assigned to this area. Traditionally Jackson is difficult to organize for MSU alumni annual appeals. Mrs. L. J. Moody has been enlisted to solicit the Lecture-Concert Subscribers and may be of assistance in expanding the Committee.

### Adrian/Tecumseh

Jim McIntyre has enlisted Mr. Irwin Stoner as Chairman of these two communities. A screening and rating meeting is scheduled for March 9, at which time a date would be set for a kick-off dinner.

### Detroit Corporate

As stated earlier, heavy concentration should be exercised here to identify more carefully Major Gift prospects in the \$25,000, \$50,000, and \$75,000 categories. This is a key market area and will require the personal attention of Les Scott and his good contacts in Detroit. Dick Jury is making himself available to his leadership to assist in making corporate contacts.

Because of the large number of corporate prospects, the time schedule is extended through May.

### Detroit Individuals

Kick-off on March 9 at the Troy Management Center. Again, the number of alumni and friends of MSU necessitates a longer solicitation period to canvass adequately the individual prospects. Special Gifts solicitation will probably proceed through the month of May.

### Flint

Kick-off was held on February 20. Chuck Webb has enlisted a good working Committee. Due to the blue collar nature of the Flint area, the Committee was unable to identify any Major Gift prospects. Special Gifts solicitation is now underway, with an April 15 deadline indicated.

### Tri-Cities (Saginaw/Bay City/Midland)

March 1 kick-off. Chuck Webb has organized a Committee already at work with assignments. Special Gifts solicitation will probably wrap up about the third week of April.

### Mt. Pleasant/Alma

Region still unassigned pending evaluation of fund raising potential among alumni and friends.

### Traverse City/Petoskey/Charlevoix

Kick-off held February 1. Leadership is interested but reluctant to get started on their assignments. Bob Schneider has regularly called the Chairman and is willing to spend a week in the area working with the Committee. April 15 has been set as a six-week deadline to move this area forward.

### Upper Peninsula

Sparsely populated. President Harden may wish to solicit personally a few large prospects at a later date.

### New York

The kick-off dinner hosted by Coy Eklund in September, 1977, was a disappointment. Very few alumni and friends attended to meet Dr. Wharton. Les Scott is preparing a list of Major Gift prospects for Coy Eklund to solicit or assign to a small committee of interested alumni. IBM would be considered as a key prospect for special assignment.

### California: San Diego/Los Angeles

Another special event is planned for April 23 in Los Angeles, following the December 2 luncheon in San Diego and dinner in Los Angeles. President Harden and Les Scott are following up on Major Gift prospects. The committee assignments should be completed about June 1.

### Chicago

Art Loub has organized a committee for the Region. A kick-off dinner was scheduled for March 2 with solicitation continuing into about the third week of April.

### Pittsburgh

February 15 kick-off. Art Loub in charge. Major Gifts solicitation scheduled through March, Special Gifts into mid-April.

### Cleveland

February 16 kick-off. Art Loub enlisted a strong chairman for this Region. \$70,000 collected in commitments at February dinner. Major Gift prospects in hands of Chairman, William Bricker. Special Gifts will probably be completed by mid-April.

### Washington, D. C.

This Region was recently added to the list as a target area of alumni support. Les Scott will develop leadership support here.

### MSU Museum

Dr. Rollin Baker and Dr. John Cantlon are planning a one-day symposium on campus for the top Museum prospects in the Region. Mr. R. E. Olds Anderson has agreed to serve as the Mid-Michigan Chairman/Host for the occasion. The date is tentatively set for late April or early May.

### Enrichment Program Mail Appeal

A mass mailing to all MSU alumni and friends is planned as a last stage in the solicitation process for the Enrichment Program. The mailing will serve as a wrap-up to the public phase of the campaign, although there will undoubtedly be many prospects yet to be contacted personally.

A target date of May 15 is suggested for this mail appeal to approximately 170,000 MSU alumni and friends. By that date, the many regional campaigns should be completed or nearing completion. If the response to this mailing is positive, it may be appropriate to schedule a follow-up mailing one month later. The MSU Scene, a quarterly publication, could be effectively used to precede the first mailing by alerting the alumni to this final stage.

MICHIGAN STATE UNIVERSITY  
\$17 Million Enrichment Program

Projected Campaign Calendar  
March through June, 1978

----- = preparation or follow up

\_\_\_\_\_ = intensive campaign

	March	April	May	June
<u>LEADERSHIP GIFTS</u>				
<u>MID-MICHIGAN</u>				
Major Gifts				
Special Gifts				
<u>GRAND RAPIDS</u>				
Major Gifts	Reactivation dependent on Harden meeting with Jarecki/Bransdorfer			
Special Gifts	After pacesetting gifts are established in Grand Rapids			
<u>BENTON HARBOR/ST. JOSEPH</u>				
Major Gifts				
Special Gifts				
<u>KALAMAZOO/BATTLE CREEK</u>				
Major Gifts				
Special Gifts				
<u>ANN ARBOR</u>				
Major Gifts				
Special Gifts				
<u>JACKSON</u>				
Major Gifts				
Special Gifts	Dates pending Leadership enlistment			
<u>ADRIAN/TECUMSEH</u>				
Major Gifts				
Special Gifts	Kick-off date to be set 3/9			



DETROIT CORPORATE  
Major Gifts

DETROIT

Major Gifts

Special Gifts

FLINT

Major Gifts

Special Gifts

TRI CITIES (Saginaw/Bay City/Midland)

Major Gifts

Special Gifts

MT. PLEASANT/ALMA

Major Gifts

Special Gifts

TRAVERSE CITY/PETOSKEY/CHARLEVOIX

Major Gifts

Special Gifts

UPPER PENINSULA

Major Gifts

Special Gifts

NEW YORK

Major Gifts

Special Gifts

SAN DIEGO

Major Gifts

Special Gifts

LOS ANGELES

Major Gifts

Special Gifts

No Major Gifts identified

Dates pending Leadership enlistment

Scott to develop Prospect Assignments for Coy Eklund & New York Area Committee

12/2/77 Luncheon

12/2/77 Dinner



CHICAGO

Major Gifts

Special Gifts

PITTSBURGH

Major Gifts

Special Gifts

CLEVELAND

Major Gifts

Special Gifts

WASHINGTON, D.C.

Major Gifts

Special Gifts

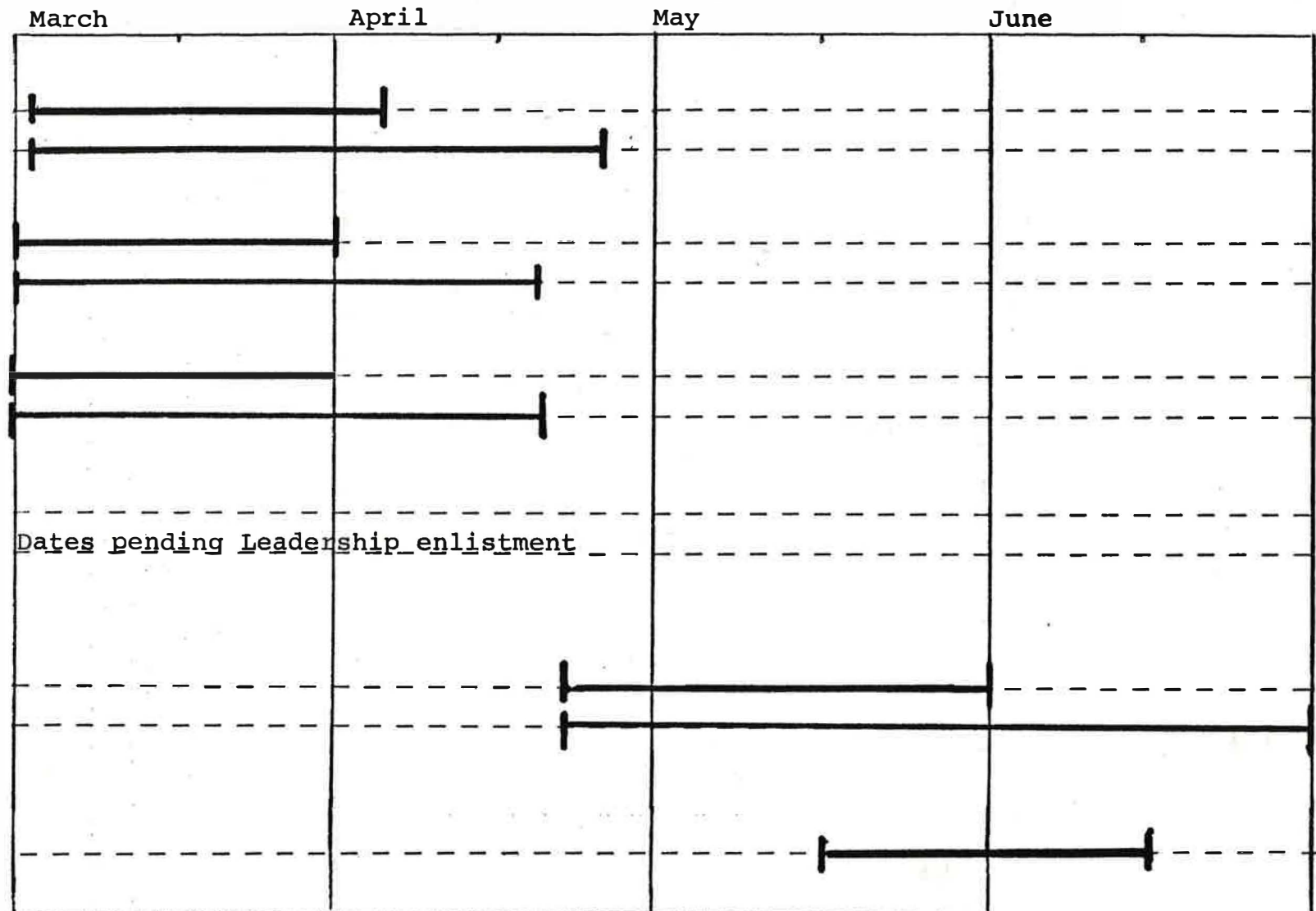
MSU MUSEUM

Major Gifts

Special Gifts

ENRICHMENT PROGRAM

Mail Appeal



Brakeley, John Price Jones Inc.

New York • Washington



JOHN W. LESLIE  
SENIOR VICE PRESIDENT

March 1, 1978 *je*

Dr. Edgar L. Harden  
Acting President  
Michigan State University  
450 Administration Building  
East Lansing, Michigan 48824

Dear Ed:

I'm sorry we didn't have a chance to get together yesterday, but Ted and I did work with Les Scott and his development staff.

Because of the number of items which still need to be done, Ted will not be able to finish up until Thursday, or Friday, but these are things which we feel have to be done for the campaign regardless of formal termination of services yesterday.

I need not tell you how much work remains, but a report and projected campaign plan have been prepared and will be submitted to Les and you. We found some of the staff not fully clear on assignments and responsibilities. These should now be straight so that Les has one person under him completely responsible for the coordination and direction of the numerous area campaigns. This should keep him free to work closely with you on the principal major and leadership gift prospects remaining -- and here the success of the campaign rests.

I know that the legislature, among other things, will keep you busy during the next four months; but this is the same critical period for the campaign. If fund raising drags into the summer, the likelihood of success diminishes dramatically.

In addition to your involvement, a concerted period of four to six weeks is needed from John Hannah. Les said he would talk to Mr. Hannah about this point before he comes to East Lansing in March. If it's possible for him to take a "sabbatical" from the UN (and this could be a great shot for the campaign), he has to make arrangements before he leaves Rome.

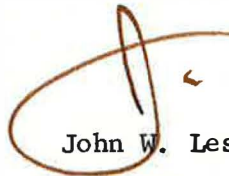
There continues to be a need to uncover more five- and six-figure prospects. Les is going to look again at the Detroit corporate area and maybe the

Dr. Edgar L. Harden  
Page Two  
March 1, 1978

same could be done by you and him in Lansing. Leadership gifts, Mid-Michigan major and special gifts, and the Detroit area hold the key to success. Because of lack of any historical patterns, it is difficult to project potential of the remaining Michigan and national campaigns. However, I think we should be happy if they came in with a million dollars. That leaves approximately six million needed from the aforementioned four divisions.

I'll keep in touch with Les and look forward to seeing you when John Hannah gets back.

Cordially,

A handwritten signature in brown ink, consisting of a large, stylized 'J' and 'L' intertwined, with a small 'e' at the end.

John W. Leslie

cc: Leslie W. Scott  
Theodore S. Alexander  
George A. Brakeley, Jr.

MICHIGAN STATE UNIVERSITY

VICE PRESIDENT FOR DEVELOPMENT  
220 NISBET BUILDING

EAST LANSING • MICHIGAN • 48824

January 13, 1978



Dear George:

As the result of a discussion with John Leslie this past week and with the approval of President Harden, I am writing to advise you that we plan to terminate the resident consultant services of Brakeley, John Price Jones under the 45 day notice, effective today.

It may well be that as we proceed with the Capital Enrichment Program that we will need some further consultant services but these can be arranged on the per diem basis as you suggested.

I plan to be in New York City on January 24 and will call to see if you are available for a visit.

Sincerely,

  
Leslie W. Scott

Mr. George Brakeley  
6 East 43rd Street  
New York, NY 10017

bcc: Pres. Edgar L. Harden ✓

Brakeley, John Price Jones Inc.

New York • Washington

228  
/

JOHN W. LESLIE  
SENIOR VICE PRESIDENT

January 11, 1978

Mr. Leslie W. Scott  
Vice President for Development  
Michigan State University  
East Lansing, Michigan 48824



Dear Les:

Pursuant to our conversation yesterday, we shall plan to terminate resident consultant services for the MSU Enrichment Program on or about March 15, 1978. I feel this will be for the good of all concerned.

It will be the objective by that date to complete the Mid-Michigan and lecture-concert subscribers campaigns and to have the special gifts campaign underway. Obviously, all of this depends on volunteer efforts (where have we heard that before), and I hope Gerald Finch accepts the job as Ed Harden's successor and becomes active. I feel there's great potential for both money and the development of future supporters of MSU in the Mid-Michigan area.

I briefed Ted Alexander thoroughly following our luncheon and he understands our objectives. We discussed a meeting with John Hannah on February 6 and also the desirability of setting up a special session for the various key regional campaign committee leaders (SE Michigan, Grand Rapids, Mid-Michigan, and possibly SW Michigan) with him, Harden, you, and the two of us.

I do feel that strong coordinated management of the various regional and national efforts has to be established. Members of the development office staff who are handling the particular areas must pull out for personal consideration the special and major gift prospects. These prospects then should be scrutinized by you for special handling. But you can't perform that role and also supervise and solicit the top prospects.

Concurrently with the consolidation of the regional campaigns, I think there should be a brief weekly written report submitted by each of the staffers to the coordinator with copy to you. This keeps you informed and also gives you only one person to have to work with directly.

Les, while all of the above is important for both dollars and the future fund-raising potential of the University, it will not make the Enrichment

Mr. Leslie W. Scott  
Page Two  
January 11, 1978

Campaign a success. Therefore, I return to the same theme of the past five to six months: the need to upgrade existing major gift prospects and to uncover new major and leadership donor potential. Art Loub promised that he and his staff would massage their prospect lists, but I'm not sanguine about the results. I think the principal burden of reassessment will fall on you and Ed Harden, and Ted Alexander can be a help in the process.

We are down now to about a dozen leadership prospects of varying degree of probability. I think we need at least double that amount. I am far from discouraged, but I am concerned, especially if some of the donor prospects who have potential for larger gifts are contacted before the reassessment can be made.

It was good to be with you, and I look forward to seeing you next month.

Cordially,



John W. Leslie

cc: Dr. Edgar L. Harden ✓  
George A. Brakeley, Jr.  
Ted Alexander



cc: GAB Current  
GAB Chrono  
Library 2  
J.W. Leslie Jr. ✓  
T. Alexander

September 20, 1977

Dr. Clifton R. Wharton, Jr.  
President  
Michigan State University  
450 Administration Bldg.  
East Lansing, Mich. 48823

Dear Cliff:

It was good to be with you a week ago Monday night and to have the opportunity to visit privately for a few minutes after the dinner.

Ted Alexander has provided me with the summary report he prepared for you and Dr. Hannah after our first year of service, and John Leslie has sent me an overall assessment following his visit last week.

We are all persuaded that the Enrichment Program should be a success and reflect extremely well on the University in its first major fund-raising undertaking. However, we are a bit uneasy with several situations which exist. Since it's far better to anticipate and prepare oneself than to be blithely overconfident, let me share these concerns with you.

In many respects the success of the campaign rests on five or six key prospective donors with requests that total approximately \$10 million. If these gifts came in at 75% or better of request, the campaign would be a success. Any significantly lower percentage would place an extremely heavy burden on the major and special gifts people.

John Hannah, whom we counted upon to be available in early summer, now appears to be tied up with the UN into the fall months. Since he is not going to be available and

September 20, 1977

since there is not really a "leadership gifts committee," the burden of carrying the most important part of the campaign falls unduly on your shoulders. And this becomes a time factor, plain and simple.

Thus far, the attempt to find additional leadership gift prospects among major and special gifts prospects hasn't brought much success. I know that John has discussed this with both Ted and Les. Obviously, we have no idea of how many, if any, five-figure prospects could reasonably be upgraded and contacted for a gift in the six-figure range. But it is imperative that the special and major gift prospects be screened carefully with this thought in mind.

We feel the next sixty days could hold the key to the ultimate course of the campaign. In mid to late October we certainly should have a handle on how promptly the major gifts committees have performed their tasks, as well as how effective previous and upcoming solicitations of leadership gifts prospects will be.

We feel a responsibility to let you know of our concerns, not to alarm, but rather to alert you to potential pitfalls. I would be happy to talk about any of these matters, or come to East Lansing -- and please feel free to counsel with Ted or John.

Cordially,

GABjr:ra