FROM THE VP

Message from Les

“Champions don’t do extraordinary things. They do ordinary things, but they do them without thinking, too fast for the other team to react. They follow the habits they have learned.” This quote by former Tampa Bay Buccaneers coach Tony Dungy was made not long after Dungy began his coaching stint with the team. There are many days as the vice president for student affairs and advancement I feel the same way as Dungy. While there are obviously times when all of us on campus do extraordinary things, most of what is accomplished can be attributed to the plan we have in place, the culture that has been created, and the habits we have formed.

In this edition of Student Affairs and Advancement Connection, you will find many examples where our teams, in partnership with others across the University, are making changes happen by sticking to the plan and creating a culture of care, support, and enthusiasm, as well as through the good virtue of the habits they have embraced. You’ll learn about the evolution of Michigan Tech’s Outdoor Adventure Program, details from a recent survey and the Michigan Tech brand, what the Experience Tech initiative includes, how we did in regard to fundraising this year, and some of the many ways in which we are keeping our young alums engaged.

To remain competitive, we must also be strident in having top-notch facilities. It’s no secret that Michigan Tech’s Admissions/campus visit space is fairly spartan, and no, I’m not talking MSU. Over the course of the summer a new welcome center is taking shape as an addition to the Memorial Union Building. Whether covered in the snow in winter or adorned by the beautiful gardens surrounding it, the John Edgar McAllister Welcome Center, funded entirely by gifts from generous donors, will soon become the new front porch of Michigan Tech. This is just one of the featured stories inside.

In his 2012 book, The Power of Habit: Why We Do What We Do in Life and in Business, Charles Duhigg professes that if you can believe in change and if you make it a habit, the change becomes real. Change is real and although scary for some, it is something to be embraced. I invite you to dive into this edition of our newsletter and enjoy the realities of change.

Thanks, and best wishes to you for a successful and productive year!
Fresh off the conclusion of a $200-million-plus campaign, the Board of Control originally discussed a fundraising goal of $22 million for fiscal year 2014. However, after contemplating on the continued enthusiasm of our donor-prospect base for Michigan Tech, the number of larger planned-gift asks in the pipeline, and the increasing level of corporate-sponsored research funds being raised, it was decided to stretch the goal and reach for $30.8 million.

This ambitious goal was not only met, but slightly exceeded, with a grand total of $30.94 million being raised from individuals, corporations, and other private sources in fiscal year 2014. Included in this total are the publicly announced gifts from Frank Pavlis ’38 to support the new Pavlis Honors College and from Richard Henes ’48 to fund associate professorships in ME-EM.

Raising over $30 million is especially impressive in the first year following the completion of a major campaign. It took a team of experienced and dedicated fundraisers, supported by the collaborative efforts of the entire campus community. As Les Cook is fond of saying, “We are all in this together.” Thank you for your part in this success.

After wrapping up the first year of the Student Affairs and Advancement merger, several positive outcomes have already become apparent as a result of Advancement being part of a broader University division. Here are three of them:

- With the critical need for scholarships and fellowships, a deeper collaboration between Advancement and Financial Aid has resulted in the development of award criteria that will support a larger number of students, while providing a more-rewarding experience for the scholarship/fellowship donor.
- A closer connection between students and the staff directly supporting them has helped the advancement officers convey the University story to donor prospects in a more-personal way.
- Being under the same umbrella as UMC has been beneficial in producing more-effective messaging in Advancement’s marketing outreach efforts.

We look forward to reaping further benefits from our new fundraising model as we work together to build a life cycle of engagement with our students and alumni.

—Eric Halonen

Michigan Tech Retired Employees Association

The Michigan Tech Retired Employees Association’s (MTREA) mission is to help our retirees stay in touch with the friends they made while working at Tech, to keep them informed about campus activities, and to provide volunteer and learning opportunities.

Membership is automatic for all who retire from Michigan Tech, in addition to their spouses, partners, widows, and widowers. Others with special connections to campus are welcome, as well. The intent of the association is to be inclusive in its membership.

There are no dues for membership in the MTREA. MTREA is formally linked to the University through the Office of Alumni Relations. The office provides support to the MTREA, as well as an official liaison to its advisory committee. The Advancement Services and Human Resources departments provide data services to support initiatives of the MTREA.

Members of MTREA are also considered to be members of the Michigan Tech Alumni Association and, as such, are encouraged to take advantage of the many benefits and services offered, including discount programs and invitations to participate in Alumni Reunion, regional events around the country, Homecoming events, and more. Further information is available on the alumni calendar of events at www.mtu.edu/alumni.

Visit http://www.mtu.edu/retirees/, or contact Alumni Relations at 487-2400 or retirees@mtu.edu.

—Brenda Rudiger
How Are We Engaging Our Young Alumni?

Our recent graduates are our best brand ambassadors for the continuing quality of a Michigan Tech education. Attending Michigan Tech is truly a life-changing experience for our students, and their appreciation for the unique experiences they have here increases with time.

In a recent survey, our young alumni noted the friendliness and safety of the campus and the recreational opportunities as key attributes, and the top three statements they chose to describe their alma mater were “strong academic reputation,” “graduates get good jobs,” and “preparing students to be successful.”

Our challenge is to keep our young alumni engaged with Michigan Tech once they begin their next adventure and get busy with their careers, their families, graduate school, etc.

Communicating through email and with our TechAlum e-newsletter helps us stay in touch. Many young alumni actively participate with our social media, including advising current students in our LinkedIn career-mentoring group.

Young alumni attend regional networking events, including new-student send-offs, and support Tech traditions, such as the Winter Carnival Alumni Cup broomball tournament on campus.

The Alumni Association Board of Directors recognizes high achievers with their Outstanding Young Alumni Award and seeks out young alumni to advise on programming for this group.

Recently we launched a new website for our graduates of the last decade (GOLD), which outlines the significant impact of many small gifts as well as the impact of alumni-giving-participation rates on our rankings. Visit www.mtu.edu/giving/partners/gold.

Why Give? We Asked. Young Alumni Answered.

“I have supported the Delta Upsilon Scholarship Fund since I graduated; it’s my way of giving back to the Tech community. (I was a recipient of the scholarship when I was at Tech.) As a student, even the smallest scholarship or award was a big morale boost, and any kind of financial help was always welcomed.

“I appreciate the opportunity I have to talk to the current students associated with the fraternity regularly and get a firsthand look at how my funds are being used.”

—Milan Lathia ’04, Computer Engineering and Computer Science
Increasing the Value and Distinction of a Michigan Tech Degree

In today’s hypercompetitive market for prospective undergraduate students in a region of the country experiencing a significant decline in the numbers of high school graduates, it is good to know that the Michigan Tech brand is strong and distinctive.

This summer, Michigan Tech completed a comprehensive brand survey. In this study we surveyed, among other audiences, about 550 prospective students who were unaware of the research sponsor. We asked them to think about excellent colleges and universities in Michigan and to name which three came to mind first. Only three universities—University of Michigan, Michigan State, and Michigan Tech—were mentioned by more than 10 percent of the respondents. Many of these prospective students said later in the survey that they were familiar or very familiar with Michigan Tech. We asked them in an open-ended question for a word or two about the advantages of Michigan Tech. Their answers included themes of “strong academics,” “quality education,” “academic rigor,” “job placement,” and “unique location.”

We also asked these students what they consider to be the most important attributes as they choose a university. In order of importance, this population included quality programs, job placement rate, financial aid, and academic reputation.

Finally, we asked the students which messages from Michigan Tech increase their interest in attending school here. The top answers included the 94 percent job placement rate and high starting salaries for graduates.

In that sense, Michigan Tech is well-positioned in the marketplace. According to 2014 rankings recently released by PayScale, Michigan Tech’s graduates rank thirteenth in the nation among 420 public universities in the return on investment (ROI) from their degrees. ROI is defined as the cost of attending college compared to the gain in income over thirty years of a college graduate over a high school graduate. For Michigan Tech, that return is $999,300. Michigan Tech is also ranked eighteenth in the nation for public institutions for starting salary; last year’s graduates averaged an annual starting salary of $59,200.

—John B. Lehman
There are some additional venues available with the Experience Tech Fee this year. At the request of the students, the Experience Tech Fee Review Group is excited to welcome the additions of the Michigan Tech Trails and Recreational Forest and the Rozsa Center for the Performing Arts presenting series to the Experience Tech portfolio. The ET Fee Review Group also considered that undergraduate students’ usage of the Experience Tech Fee is at a higher rate than that of graduate students and instituted a fee differential between graduate and undergraduate students.

Recognizing the two additional venues as well as the increase in operational expenses since the fee was initially proposed, the new fee is $74 per fall and spring semesters for graduate students and $90 for undergraduate students.

The new venues are highlighted with eight “Presenting Series” events each year that take place in the Rozsa Center’s 1,100-plus-seat performance hall. Present a valid Tech ID at the performance-hall entrance to be “scanned.” Both you and one guest will be admitted. The Michigan Tech trail system accommodates all levels of classic and skate skiing, mountain biking, snowshoeing, walking, hiking, and running. The Tech Trails are open to students with a valid Tech ID.

These two new venues have been added to the list of existing venues, which includes arts events, the Gates Tennis Center, Huskies Hockey, Intramural Sports, Mont Ripley, the Outdoor Adventure Program, the Portage Lake Golf Course, and wellness events. You can find out all you need to know about the Experience Tech Fee by visiting www.experiencetech.mtu.edu.

—Suzanne Sanregret

What’s New with the Experience Tech Fee?

The Academic Intervention Team (AIT) was formed during the 2013 fall semester to provide coordinated support to students who are experiencing academic difficulty. AIT is made up of members from the Dean of Students Office, Waino Wahtera Center for Student Success, Counseling Services, Student Disability Services, Athletics, Housing and Residential Life, and the Center for Diversity and Inclusion. Similar to the Early Intervention Team, the AIT receives notice of students who are struggling academically from University faculty, staff, and advisors.

During the spring semester, the AIT also contacted students who earned less than a 1.0 GPA and were entering their second semester of probation, to offer assistance and recommend resources. Between this target population and referrals from faculty and staff, members of the AIT were able to connect with sixty-three students. Over half of these students showed improvement in their GPA for the spring semester.

As we enter a new academic year, the goal of the AIT is to have an even greater impact by reaching out to all students who earned less than a 1.0 GPA in the previous semester. We hope to connect these students with resources from across campus to provide them with the support they need to be successful in their academic endeavors.

—Laura Bulleit
Growth of the Outdoor Adventure Program

Are you looking for a reason to get outdoors? Maybe some incentive to get more active this fall to stave off the doldrums when it becomes harder to stay active? The Outdoor Adventure Program and Wellness Programs have the solution for you: the Outdoor Nation Campus Challenge! Starting on September 27, Michigan Tech will be competing against nine other schools for eight weeks to be named the most outdoorsy college campus in the country. This competition is open to everyone in the community who would like to compete for and support Michigan Tech, including faculty, staff, retirees, alumni, current students, local families, and anyone else who has an affinity for Michigan Tech and the great outdoor resources surrounding us. For more information on how to get involved, contact Caitlin Wilkins at cmwilkin@mtu.edu or 487-2553.

As the OAP has grown in the past eight years, the opportunities for outdoor recreation have increased as well. Now offering a wide array of equipment to rent, the OAP is open to all Michigan Tech students, faculty, staff, retirees, alumni, and part-time employees. Come in and check out our new Trek mountain bikes, Norco fat bikes for winter biking, Tubbs snowshoes, and complete supply of camping equipment. We have a fleet of eighteen canoes, eighteen kayaks, and seven paddleboards that are great for group outings or for connecting with your staff on a sunny afternoon on the Sturgeon River. The OAP is open seven days a week to ensure that you have access to the equipment you need to make your next adventure happen.

—Jared Johnson

Diversity Speaker Series

The Center for Diversity and Inclusion (CDI) once again will host a diverse group of speakers for Michigan Tech’s 2014–15 Social Justice Lecture Series. The series begins in the fall with Arun Gandhi, the grandson of Mahatma Gandhi, speaking on Friday, September 12, at the Rozsa Center. This event is sponsored by CDI, the Twenty-Fifth Annual Parade of Nations and Multicultural Festival, and the Rozsa Center for the Performing Arts.

Qurrat Ann Kadwani joins us on Friday, October 17, to perform her autobiographical, one-woman show, “They Call Me Q!” Her performance will be held in the Memorial Union Ballroom. Raeanne Madison ’12 will be discussing health disparages among indigenous people at a luncheon on Friday, November 7.

In the spring, Daymond Glenn will be discussing the complexity of hip-hop culture and the impact it has on today’s youth in a post–civil rights era at the Martin Luther King Jr. Banquet, to be held on Monday, January 19. We will wrap up our speaker series on Friday, April 3, with a poetry reading by writer, educator, and performer Mariahadessa Tallie.

For your convenience, the Social Justice Lecture Series events are included in the calendar on the back of this newsletter.

—Beth Lunde
This fall, visitors to Michigan Tech will start their campus visit experience at the John Edgar McAllister Welcome Center. The McAllister Welcome Center is adjacent to the Memorial Union Building and consists of 3,000 square feet of new space for the Admissions Office and staff, plus renovated space—the former Peninsula Room is being remodeled for use as dedicated presentation space.

The idea of a welcome center is not new—the project has been discussed for over twenty years. “There have been all kinds of ideas. Everything from housing Admissions in the basement of the Rozsa to remodeling what’s now the Honors House,” says Mark Provoast, associate director of admissions.

Over the past several years, the number of prospective students visiting campus has increased to the point where the current space in the Administration Building is inadequate. “We’re pulling in chairs from the hallway and using the MUB Ballroom on really busy days. Our current space doesn’t make the best first impression with students and families,” states Jenny Mileski, assistant director of admissions.

The McAllister Welcome Center will certainly turn that impression around. Visitors will enter through a glass atrium-style lobby and check in at the dedicated space for visitors. They will then be ushered to the 100-seat Edwin C. Davis Hall to start their campus visit. Mileski says, “The new space will allow us to offer visitors a higher level of interaction with fewer distractions from normal business operations. Right now, visitors are trying to listen to a presentation over the distraction of ringing phones and other walk-in business.”

The space will also serve as check-in for major events, such as Open House and Preview Day. Davis Hall will be used for information sessions, small socials, and other key recruitment events.

Construction and renovation is fully funded by donors. “We couldn’t have done this without the support of Michigan Tech’s executive team and advancement officers and can’t thank the McAllister Foundation and Davis Estate enough,” says Provoast.

Dedication of the space is set for Saturday, September 20. The Admissions Office will relocate in early October.

—Allison Carter
People who don’t feel like they are getting anything out of Twitter have an easy time passing it up. So how can you get the experience you want out of tweeting? The first step is sign up! It only takes a couple minutes, and then you are out there, alive and free. The next step is to start following some people/organizations that interest you. Type in @MichiganTech, @InsideHigherEd, @NASPATweets, or your favorite news network. Once information starts flowing to your account, you can start engaging with hashtags. Type in #FollowTheHuskies, #Houghton, or a hashtag you’ve seen on television to see what everyone is saying. Now it is finally your turn. Jump in on the conversation. Use “@” tags to direct messages towards accounts and “#” to give your message a topic/subject.

Happy Tweeting @MichiganTech #gettweeting #socialmediarevolution

—Jeremiah Baumann

Calendar of Events

**Fall Semester**
- K-Day
- An Evening with Arun Gandhi
- Parade of Nations
- Homecoming
- Open House
- Fall Career Fair
- Family Weekend
- “They Call Me Q!”
- Raeanne Madison Presentation
- Midyear Commencement
- Friday, September 5
- Friday, September 12
- Saturday, September 13
- Friday, September 19–Saturday, September 20
- Saturday, September 27
- Tuesday, September 30
- Friday, October 10–Sunday, October 12
- Friday, October 17
- Friday, November 7
- Saturday, December 20

**Spring Semester**
- Daymond Glenn Presentation
- Winter Carnival
- Preview Day
- Mariahadessa Tallie Reads Poetry
- Spring Fling
- Spring Commencement
- Monday, January 19
- Wednesday, February 4–Saturday, February 7
- Saturday, March 21
- Friday, April 3
- Friday, April 17
- Saturday, May 2

View the full schedule of University events: [www.mtu.edu/calendar](http://www.mtu.edu/calendar)

Still Struggling with Twitter?