

# THE SYRACUSE IMPACT



# Campaign Leadership Committee



Melanie Gray L'81



Deryck A. Palmer '78



Howard G. Phanstiel '70, G'71

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Syracuse University Athletics

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College of Arts and Sciences

## Dear Friend,

Thanks to our loyal supporters, The Campaign for Syracuse University has made great strides since our last report, reaching \$753,008,138 by June 30, 2010—more than 75 percent of our \$1 billion goal.

As we've said before, it's not the dollar amount that's important, but what those dollars enable Syracuse University to do. Here are just three examples of the Syracuse impact—the tremendous difference the campaign is making on campus and off:

- >> **More than \$160 million in scholarships** were awarded for the 2009-10 academic year, helping to make the incoming freshman class the most diverse in the University's history. And as a follow-up to the Syracuse Responds campaign, the David and Debbie Smith Undergraduate Scholarship Endowed Fund was established to provide emergency funds for students facing unforeseen hardships. Read more on **page 20**.
- >> By June 30, 2010, campaign gifts had established **29 new endowed chairs and professorships**, bringing SU's total to 80. Because many of these positions were supplemented by the Faculty Today gift challenge, we were able to fill them much more quickly. Meet some of our newest chairs and professors starting on **page 6**.
- >> SU further extended its reach with the **launch of the LA Semester**, a satellite campus program that brings students together with some of the many SU alumni who've made it in the entertainment industry. Students live, learn, and work in LA, gaining an edge in an extremely competitive industry. You'll find more details on **page 11**.

Reporting these accomplishments—and countless more—during such a difficult economic downturn speaks volumes, not only about SU's momentum, but about your belief in our ability to prepare tomorrow's leaders. Rest assured your continued generosity is making a difference every day in the lives of thousands of students. And for that, you have our undying gratitude.

Melanie Gray

Deryck A. Palmer

Howard G. Phanstiel



## Campaign Progress

### Campaign Total

6.30.05	\$180,597,312
6.30.06	\$267,796,471
6.30.07	\$387,316,352
11.2.07	\$509,283,799 (campaign launch)
12.31.07	\$529,631,920
6.30.08	\$566,425,774
12.31.08	\$620,364,480
6.30.09	\$660,732,146
6.30.10	\$753,008,138

### Campaign Total by Gift Source

Alumni	\$355,657,986
Corporations	\$182,615,754
Faculty, Staff, Parents, and Friends	\$109,873,522
Foundations	\$104,860,876

### Campaign Total by Gift Category

Student access and support	\$118,148,841
Faculty excellence	\$52,839,964
Capital projects	\$118,537,544
Programs and research	\$330,557,234
Discretionary support	\$70,587,376
Designation pending	\$62,337,179

### Syracuse University 2008-09 Revenues (Excluding Sponsored Research)

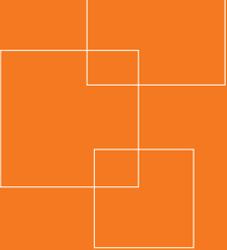
Tuition and Fees	85%
Gifts and Endowments	10%
Investment Income	3%
Other Revenues	2%

### Syracuse University 2008-09 Expenditures (Excluding Sponsored Research)

Instruction, Academic Support, and Student Services	49%
Financial Aid	25%
Physical Plant and Auxiliary Operations	17%
Institutional Support	9%

### The Syracuse Endowment (Long-Term Investment Fund)

6.30.03	\$656,900,000
6.30.04	\$770,200,000
6.30.05	\$818,300,000
6.30.06	\$908,400,000
6.30.07	\$1,086,100,000
6.30.08	\$686,200,000
6.30.09	\$622,000,000
6.30.10	\$688,800,000



# THE SYRACUSE IMPACT

## STUDENT ACCESS AND SUPPORT



### iSchool Students Receive Boost from Bequest

Guang Zheng '12 is one of the many iSchool students who will benefit from an endowed scholarship fund established with a bequest made by Charlotte Klein Cole '38.

Cole (above) was a magna cum laude graduate in library science who went on to become the special collections librarian at Stanford University's Hoover Institution and Library. The Charlotte Klein Cole Memorial Scholarship Fund, created with a \$300,000 gift from her estate, provides financial assistance to worthy undergraduate students, such as Zheng, in the School of Information Studies. "My family couldn't afford to send me to Syracuse University without financial help," says Zheng, a recent immigrant from China. "I'm so grateful to have this opportunity to succeed in my studies, my career, and my new country."

Syracuse University's endowment doesn't approach those of some colleges and universities, yet we have always stretched to make education affordable for all qualified students, regardless of their circumstances.

For the 2009-10 academic year, we provided more than \$160 million in institutionally funded financial aid—an amount well above many comparable institutions. In fact, approximately two-thirds of our student body receives some SU aid.

Why is this support so critical? By offering scholarships that reward academic excellence, we attract the best students. By providing need-based financial assistance, we ensure diversity and opportunity. And by granting fellowships and assistantships, we allow outstanding graduate students to continue their studies and research.

#### Number of new scholarship funds, endowed and supported

From 1.1.09 to 6.30.10: **49**

Since campaign inception: **325**

#### Student access and support campaign goal

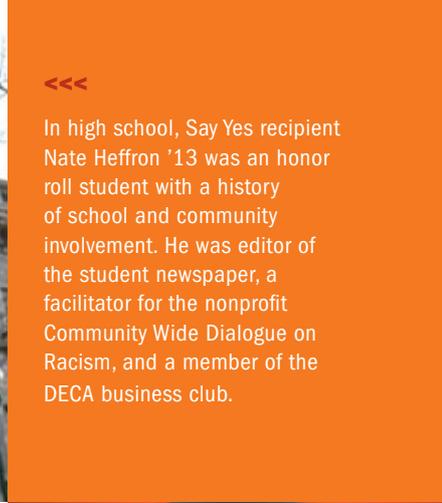
**\$200,000,000**

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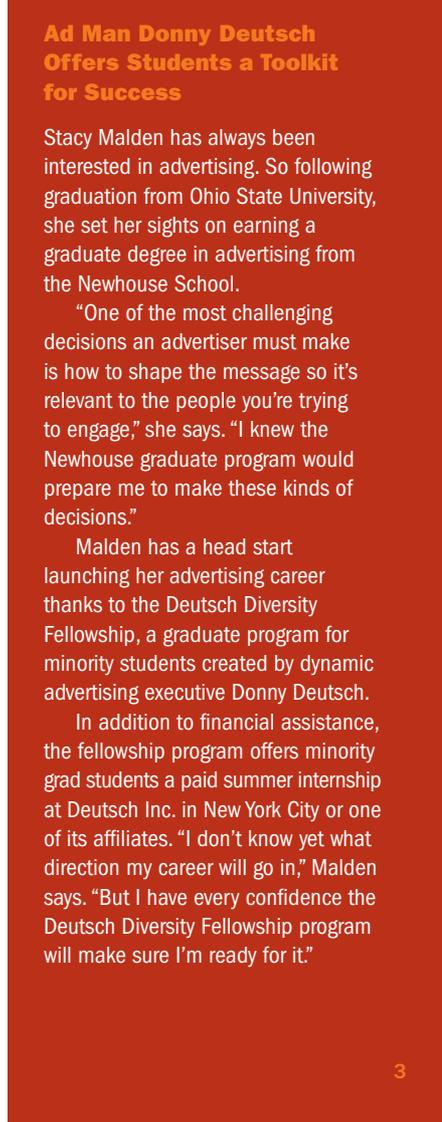
#### Progress as of 6.30.10

**\$118,148,841**

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In high school, Say Yes recipient Nate Heffron '13 was an honor roll student with a history of school and community involvement. He was editor of the student newspaper, a facilitator for the nonprofit Community Wide Dialogue on Racism, and a member of the DECA business club.



## SYRACUSE SAY YES LEADS THE WAY IN EDUCATIONAL OPPORTUNITY

In September 2009, U.S. Vice President Joe Biden L'68 arrived on campus to lead a meeting of the White House Task Force on Middle Class Families. Its purpose? To address college access and affordability. Why here? In large part, because of SU's role in Syracuse's Say Yes to Education initiative.

A partnership of Syracuse University, the Syracuse City School District, and the national Say Yes to Education Foundation, Syracuse Say Yes is designed to transform an entire school district, making it the largest school improvement program of its kind in the nation.

By providing all Syracuse city school students with a host of educational, social, and health care supports and the promise of college or vocational scholarships, the initiative seeks to help economically and socially disadvantaged children succeed academically and pursue higher education.

As 2009 began, more than 800 K-3 students in six elementary schools were participating in Say Yes after-school programs. That fall, the programs were expanded to serve grades K-4, and new programs were launched for K-3 students in six more schools.

Fall 2009 also marked the first time graduating students were eligible for free tuition through the Syracuse

Say Yes to Education Scholarship Promise. Of the 600 seniors who took advantage of that opportunity, 37 are now enrolled at SU, including Nate Heffron.

As a first-year student in the College of Arts and Sciences, Heffron counts economics and sociology among his favorite courses, has joined the tennis club, and writes for *The Daily Orange*. "I love everything about this place," he says. "The Say Yes program made it possible for me to come here, and I know that will benefit me well into the future."



Following the task force meeting, Secretary of Education Arne Duncan visited Martin Luther King Jr. Magnet Elementary School to see how the Say Yes program is making a difference in Syracuse. "What you're doing...has profound national implications," he said. "We have a chance to fundamentally break through as a country at every level in education."

## Ad Man Donny Deutsch Offers Students a Toolkit for Success

Stacy Malden has always been interested in advertising. So following graduation from Ohio State University, she set her sights on earning a graduate degree in advertising from the Newhouse School.

"One of the most challenging decisions an advertiser must make is how to shape the message so it's relevant to the people you're trying to engage," she says. "I knew the Newhouse graduate program would prepare me to make these kinds of decisions."

Malden has a head start launching her advertising career thanks to the Deutsch Diversity Fellowship, a graduate program for minority students created by dynamic advertising executive Donny Deutsch.

In addition to financial assistance, the fellowship program offers minority grad students a paid summer internship at Deutsch Inc. in New York City or one of its affiliates. "I don't know yet what direction my career will go in," Malden says. "But I have every confidence the Deutsch Diversity Fellowship program will make sure I'm ready for it."



Syracuse Architecture NYC enables upper-level undergraduate and graduate students to pursue such studies as the history of the metropolis, urban morphology, planning and real estate development, and urban theory.



### JPMorgan Chase Internships Give Students an Edge in a Tough Job Market

Despite a bleak financial climate—and job market—Brian Scasserra '10, an accounting and finance major in the Martin J. Whitman School of Management, was able to spend the summer working as an intern for JPMorgan Chase, one of the few financial institutions not devastated by the economic meltdown.

Scasserra was among 56 SU students who completed the 10-week internship. Throughout the summer, he and the other student interns gained hands-on experience working alongside JPMorgan Chase employees in the areas of technology, operations, and finance. Interns were also paired with peer mentors and had the opportunity to learn from the company's leaders.

Of his experience working for JPMorgan Chase's prime brokerage business in New York City, Scasserra says, "I found it to be a very interesting business, and I really enjoyed the exposure to the hedge fund world." Exposure that will no doubt give him an edge over other job candidates after graduation.

## ARCHITECTURE STUDENTS CONQUER THE BIG APPLE

Studio, classroom, and office space in Manhattan is home to Syracuse Architecture NYC, an exciting new program that taps into the resources of one of the great design centers of the world.

Modeled on the School of Architecture's successful study abroad programs in Florence and London, the semester-long New York City program offers budding architects many rich opportunities to learn from some of the world's

best architects and take studio courses that focus on contemporary architectural and urban design issues unique to New York City.

The launch of this distinctive and rigorous program was made possible through generous support from Newmark Knight Frank Global Real Estate Advisors, Steelcase, Stephen Killcoyne '86 of Allen + Killcoyne Architects, and SU trustees Judith Greenberg Seinfeld '56 and James D. Kuhn '70, G'72.

## IBM HELPS iSCHOOL STUDENTS PREPARE FOR CAREERS IN SMART COMPUTING

Thanks to a five-year, \$27 million commitment from IBM, iSchool students will now gain exposure to—and a competitive edge from—the company's latest computing system, the IBM z10.

Hands-on experience with the IBM z10 will show SU students how to consolidate many small computers within one large-scale system to create a virtual version of an operating system, server, storage device, or network resource. It's this "virtualization" that allows an organization to reduce its energy costs and save physical space.

The mainframe is also optimized for such fast and secure transactions as credit card sales, advanced fraud analysis, and mobile payments and services. "Now our students will have

access to a whole new classification of tools in their toolkit to solve modern computing and information management problems," says iSchool professor David Dischiave.



iSchool professors David Dischiave, who teaches database and large-scale enterprise courses, and his wife, Susan, who teaches advanced database and database security courses, were integral in acquiring the IBM mainframe (left).

# SCHOLARSHIP AND STUDENT SUPPORT FUNDS

Campaign gifts can establish supported or endowed scholarships and fellowships or fund undergraduate research, visiting lecturers, internships, or educational technologies that allow students to thrive in the classroom and beyond. The following funds have been created or added to with commitments of \$100,000 or more.

## 1.1.09—6.30.10

Betsy Levitt Cohn and Alan Cohn  
Scholarship Fund

David and Debbie Smith  
Undergraduate Scholarship Endowed  
Fund

Dillenbeck Endowed Lecture Fund

Frederic N. Schwartz Scholarship

Haydon Family Endowed Fund for  
the Entrepreneurship Bootcamp for  
Veterans with Disabilities Program

Hodes Graduate Research Assistant  
Fund

Joan R. Pomfrey '48 and Maurice W.  
Pomfrey '50 Endowed Scholarship  
Fund

John Ben Snow and Vernon Snow MPA  
Fellowships

Joseph A. and Gladys Christe  
Architecture Scholarship Fund

Joseph A. and Gladys Christe Civil  
Engineering Scholarship Fund

Joseph A. and Gladys Christe Human  
Ecology Scholarship Fund

Joseph A. and Gladys Christe  
Mechanical Engineering Scholarship  
Fund

Liu Multicultural Scholarship

Martin and Lois Whitman Endowed  
Fund for the Entrepreneurship  
Bootcamp for Veterans with Disabilities  
Program

Mezzalingua Family Fund for the  
Entrepreneurship Bootcamp for  
Veterans with Disabilities Program

Philip H. Stevens Award

Pia Pettrone Endowed Graduate  
Scholarship Fund

Ralph Walker Endowed Fund in  
Architecture

Robertson Fellows Program

For a listing of endowed scholarship  
and student support funds created  
since campaign inception, visit  
**[campaignprogress.syr.edu](http://campaignprogress.syr.edu)**.



## New Scholarship Helps Architecture Students Reach for the Stars

With generous support from the Patrick J. Ahearn '73 Endowed Scholarship Fund, fifth-year thesis student Sean Conveney is close to realizing his dream of working in an architectural firm in a major U.S. city.

Ahearn (above), a School of Architecture graduate and principal of the Boston-based architectural firm of Ahearn-Schopfer & Associates, created the endowed fund with one of the largest commitments to the school by an alumnus in recent years.

The scholarship provides financial assistance to promising undergraduates at the school, with preference given to students from Levittown, New York, or Boston, Massachusetts. "I have enjoyed every year at SU," says Conveney, "and I thank Mr. Ahearn for giving architecture students like me the help we need to reach our goals."

# THE SYRACUSE IMPACT FACULTY EXCELLENCE

## **Leonard Burman** **Daniel Patrick Moynihan** **Professor of Public Affairs**



Leonard Burman, professor of practice in public administration and economics at the Maxwell School, is a nationally recognized

tax policy and public finance expert who has held high-level positions in academic, government, and public policy organizations. He is currently working on formulating an ambitious economic model predicting the outcomes of federal budgetary trends. The Daniel Patrick Moynihan Professor of Public Affairs was established through a significant gift from the New York City-based Leon Levy Foundation.

## **Robert D. McClure** **Chapple Family Professor of** **Citizenship and Democracy**



A member of the Maxwell faculty since 1969, Robert McClure teaches the school's signature undergraduate

courses in citizenship education, which provide a firm foundation for active citizenship and public life. The Chapple Family Professor of Citizenship and Democracy was established through support from SU Trustee John Chapple '75.

One of the top priorities of The Campaign for Syracuse University is to recruit and retain outstanding educators who are involved in the most innovative research and scholarly activities—faculty of the highest caliber who attract the best and brightest students to SU.

On these pages, you'll meet the faculty members who have filled newly endowed chairs and professorships in 2009-10. Look for the **FT** symbol designating positions that have been made possible by the Faculty Today gift challenge program.

### **Number of chairs and professorships endowed**

**From 1.1.09 to 6.30.10: 5**

**Since campaign inception: 29**

### **Number of faculty support funds created**

**From 1.1.09 to 6.30.10: 4**

**Since campaign inception: 13**

### **Faculty excellence campaign goal**

**\$200,000,000**

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### **Progress as of 6.30.10**

**\$52,839,964**

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As the executive director of the Lawrence B. Taishoff Center for Inclusive Higher Education, Wendy Harbour is opening doors to the college experience for students with intellectual or developmental disabilities. “They too want access to better jobs and decent pay,” she says, “and they too will become more well-rounded individuals with access to a liberal arts curriculum.”

## TAISHOFF PROFESSOR BUILDS ON SU’S TRADITION OF INCLUSIVE EDUCATION

Robert Taishoff '86 and his wife, Laurie Bean Taishoff '84, have been inspired to help educate society about the special skills, talents, and perceptions of young people, like their daughter Jacquelyn, with Down syndrome.

Their devotion to this cause is so strong, they committed \$1 million from the Taishoff Family Foundation to establish the Lawrence B. Taishoff Center for Inclusive Higher Education and the Lawrence B. Taishoff Professorship **FT** in the School of Education. Both the center and professorship are named in memory of Robert’s father, Lawrence, who formed a special bond with Jacquelyn the moment she was born.

Wendy S. Harbour joined the School of Education as the inaugural Taishoff Professor and executive director of the Taishoff Center, which intends to become the nation’s largest repository of research, study, and practice in the field of inclusive higher education for students with intellectual and developmental disabilities.

Under Harbour’s leadership, the center will demonstrate how student participation can be supported in all aspects of university life, from academic classes to social and recreational opportunities. It will promote public education and advocacy and host national conferences for administrators and others interested in developing inclusive higher education programs, positioning SU as the primary destination for future educators studying Down syndrome, Rhett syndrome, autism, cerebral palsy, and other conditions.

“Syracuse’s School of Education is well known in the field of disabilities studies and inclusive education,” says Harbour, who has personal experience in what it’s like to attend school as a student with impaired hearing. “It’s exciting to be part of a model inclusive higher education center in a place where there is so much history.”

## Keith Bybee Paul E. and The Hon. Joanne F. Alper '72 Judiciary Studies Professor FT



An expert on the history of American legal thought, Keith Bybee is the founding director of the Institute for the Study of the Judiciary, Politics, and the Media at Syracuse University—a first-of-its-kind academic institute devoted to the interdisciplinary study of issues at the intersection of law, politics, and the media. The Alper Judiciary Studies Professorship in the College of Law was established through support from SU Trustee The Hon. Joanne F. Alper '72 and her husband, Paul E. Alper.

## Cliff Davidson Thomas and Colleen Wilmot Chair



Joining the L.C. Smith faculty in January 2010, Cliff Davidson is a leader in developing sustainable engineering programs across the United States, and has been recognized for his student-focused approach and creative teaching methods. The Thomas and Colleen Wilmot Chair was established with a gift from SU Trustee Thomas C. Wilmot Sr. '70, and his wife, Colleen L. Wilmot.

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**Rick Burton '80**  
**David B. Falk Professor of**  
**Sport Management FT**

Rick Burton comes to the College of Human Ecology with an international portfolio of credentials, including chief marketing officer for the U.S. Olympic Committee and commissioner of the National Basketball League in Sydney, Australia. The David B. Falk Professor of Sport Management was made possible through a gift from SU Trustee David Falk '72 and his wife, Rhonda Falk '74.



**Dennis Romano**  
**Dr. Walter Montgomery and**  
**Marian Gruber Professor of**  
**History FT**



Part of the Maxwell faculty since 1987, history professor Dennis Romano is the author of four books on the history of Venice,

has written extensively on various aspects of Italian Renaissance society and culture, and is the recipient of numerous grants and fellowships. The professorship was established with a gift from Dr. Walter Montgomery '67 and his wife, Marian Gruber.

**Jaipaul Roopnarine**  
**Jack Reilly Professor FT**  
**and Director, Jack Reilly**  
**Institute for Early Childhood**  
**and Provider Education**



A faculty member since 1984, Jaipaul Roopnarine brings 29 years of research and scholarly work in child development,

cross-cultural study of children and families, and developmental psychology to his new roles as the Jack Reilly Professor and director of the Jack Reilly Institute for Early Childhood and Provider Education. The institute and professorship were established in the College of Human Ecology through generous support from John D. Reilly III '69, G'70 and his wife, Patricia M. Reilly.

**CAMPAIGN CONTINUES TO DRIVE ACADEMIC EXCELLENCE**

Since the start of The Campaign for Syracuse University, gifts have established 29 new endowed chairs and professorships, bringing SU's total number to 80—an increase of nearly 60 percent.

Many of these endowed faculty positions have been created with help from the Faculty Today gift challenge program. Launched in 2008, Faculty Today “supercharges” the earning power of an endowment gift every year for five years. It supplements the fund’s earnings with special University funds and an equal commitment from the dean of the school or college where the chair or professorship is established, effectively tripling the gift, as you can see in the example below.

Starting in Year 6, the Faculty Today dollars are replaced through

additional fundraising, realization of bequest commitments, or reallocation of resources within the school or college, perpetually funding the chair or professorship.

By generating significant earnings much more quickly, Faculty Today enables SU to fill faculty positions today, rather than years from now. As of June 30, 2010, 13 faculty endowments had been supplemented through the program.

Funds are still available to supercharge endowment gifts through Faculty Today. To learn more about how the program works, visit [giving.syr.edu/facultytoday](http://giving.syr.edu/facultytoday). To learn how your gift can impact SU for generations to come, call **877.2GROWSU**.

**How Faculty Today Works**  
**\$1 Million Outright Gift at 4% Annual Return\***

Year	Fund Income	Faculty Today Match	School/College Match	Total Payout
1	\$40,000	\$40,000	\$40,000	\$120,000
2	\$40,000	\$40,000	\$40,000	\$120,000
3	\$40,000	\$40,000	\$40,000	\$120,000
4	\$40,000	\$40,000	\$40,000	\$120,000
5	\$40,000	\$40,000	\$40,000	\$120,000
6+	\$40,000		\$80,000	\$120,000

\* For additional examples, visit [giving.syr.edu/facultytoday](http://giving.syr.edu/facultytoday).

# ENDOWED CHAIR AND PROFESSORSHIP FUNDS

The following endowed chairs and professorships were established or increased with commitments of \$1 million or more.

## 1.1.09—6.30.10

Beverly Petterson Bishop Professorship in Neuroscience **FT**

Donald P. and Margaret Curry Gregg Professorship

Goodman Professor of Leadership Studies **FT**

Lawrence B. Taishoff Professorship **FT**

Paul E. and The Hon. Joanne F. Alper '72 Judiciary Studies Professorship **FT**

**FT** Supplemented by the Faculty Today gift challenge program.

## FACULTY SUPPORT FUNDS

These funds provide support for faculty scholarship and research, professional development, visiting professors, and other faculty-related initiatives. The following were established or increased.

## 1.1.09—6.30.10

John A. Pietrowski Endowment for Faculty Excellence

Jonathan and Susan Holtz Faculty Fellowship in Leadership Fund

Pacific Century Institute Fellowship Fund

Sport Management Faculty Research Fund

Stevenson Professor of Practice Fund

Washburn Oberwager Prize Fund

W. Terry Pigott Faculty Research and Development Endowed Fund

Yabroudi Civil and Environmental Engineering Faculty Support Fund

For a listing of endowed faculty positions and faculty support funds created since campaign inception, visit [campaignprogress.syr.edu](http://campaignprogress.syr.edu).

## O. Sam Salem Abdallah H. Yabroudi Chair in Civil Engineering **FT**



Joining the L.C. Smith faculty in January 2010, Salem has extensive industrial experience in civil infrastructure systems,

sustainability, and construction management. His research interests include asset management, green infrastructure and sustainability, lean construction, safety and health engineering, artificial intelligence and automation, and heavy equipment management. The Abdallah H. Yabroudi Chair in Civil Engineering was established through a gift from SU Trustee Abdallah H. Yabroudi '78, G'79.

## Stuart Thorson Donald P. and Margaret Curry Gregg Professor



Stuart Thorson's areas of specialty include information technology policy, international relations, and political theory and methodology. His work with colleagues at Kim Chaek University of Technology in the Democratic People's Republic of Korea has enabled SU to develop the only successful ongoing academic relationship in the United States with counterparts in North Korea. The Gregg Professorship was created in the Maxwell School with a gift from an anonymous donor in honor of Donald Gregg, former U.S. Ambassador to the Republic of Korea, and his wife, Margaret.

# THE SYRACUSE IMPACT CROSS-CONNECTIONS



## Photography Collection Sparks Cross-Campus Engagement

For more than 30 years, Howard Bond transported his large-format camera to mountainsides, streams, and deserts in 10 different countries, creating images stunning in their composition and execution. Today, the complete works of this renowned photographer have found a home in the Syracuse University Library's Special Collections Research Center.

A gift from alumnus Carl Armani '60 and his wife, Marcy, the Bond collection has served as a catalyst for student engagement and collaboration across campus. MFA student Kelli Pennington G'10 curated an exhibition of Bond's photographs titled *Luminous Construction*. Bond also presented a standing-room-only lecture last fall, and students from across campus had an opportunity to interact with the gifted photographer during a lively roundtable discussion.

"I have always felt that to establish a personal relationship with art, one should physically interact with it," Armani explains. "The Special Collections Research Center aspires to be a laboratory where modern hands can explore 'the artifacts of history.' That mission matched my goals perfectly."

Cross-connections are programs that personify Syracuse University's mantra of "education for the world, in the world." From academic curricula that blur the lines between disciplines to groundbreaking research and initiatives, these programs bring SU students and faculty together with people and organizations in our global community of experts.

The result is the essence of Scholarship in Action. Students get to see real-life applications for their learning, while our intellectual resources contribute unique solutions to issues impacting our neighborhoods, our region, and the world.

**Number of program support funds created**  
From 1.1.09 to 6.30.10: **65**  
Since campaign inception: **170**

**Cross-connections campaign goal**  
**\$300,000,000**

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**Progress as of 6.30.10**  
**\$330,557,234**

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LA Semester student Archie Page '11, interned at Rigberg Entertainment Group, a boutique talent management firm. Among his responsibilities were reading scripts for TV pilots and feature films and providing detailed evaluations. "There are some things you can only learn on the job," he says. "I got to see an integral part of the business."



### **A Legacy of Social Entrepreneurship Lives On**

SU's 40-plus learning communities help students develop skills and attitudes that enhance their academic achievement, encourage them to make friends, and provide the tools they need to balance their academic and social lives.

For Kim Glazer Goldberg '80, a gift to endow SU's Learning Community for Creativity, Innovation, and Entrepreneurship (CIE) is the perfect way to honor the memory of her parents, who were highly engaged in education, economic development, and social entrepreneurship.

The first of SU's residential learning communities to be permanently endowed, the CIE—which helps students who live and learn together develop an entrepreneurial approach to living, solving problems, and making a difference in the world—will forever carry the names of Barbara Glazer Weinstein and Jerome S. Glazer.

"The CIE learning community's ideals are very much in the spirit of how my mother and father lived their lives and my own passion for community engagement," says Glazer Goldberg. "And it's housed on the third floor of DellPlain Hall, where I lived my sophomore year!"

11

### **LA SEMESTER TURNS ENTERTAINMENT INDUSTRY INTO A LEARNING LAB**

It's not unusual to see a Syracuse University T-shirt pop up on a sitcom or hear a mention of SU in a drama, thanks to the number of alumni working in the entertainment industry.

SU's launch of a satellite campus program leverages this vast alumni network. The LA Semester gives students from the College of Visual and Performing Arts and the S.I. Newhouse School of Public Communications the opportunity to live the Hollywood life for an entire semester, and gain the real-life skills that will give them a leg up in an extremely competitive business.

The LA Semester immerses students in the day-to-day operations of one of the entertainment industry's most powerful hubs. Each student's semester is built around a 20-hours-per-week internship matched to his or her interests and abilities, in disciplines ranging from animation to film and television production, and music to emerging media.

LA Semester students also attend classes in the Toluca Lake district of North Hollywood, as well as on the Universal Studios

Hollywood lot, and take online courses offered by the College of Arts and Sciences. Regular interaction with guest lecturers and industry leaders on the job helps them develop their own network of contacts that will serve them well after graduation.

The LA Semester was developed jointly by SU faculty and a distinguished group of Southern California alumni led by award-winning writer/producer Aaron Sorkin '83; Rob Light '78, managing partner of Creative Artists Agency; Brian Frons G'78, president, Daytime, Disney-ABC Television Group; and Larry Barron '87, senior vice president of programming for FremantleMedia North America.

The first students to take advantage of the LA Semester discovered quickly how unique the program is. After attending a reception at Sorkin's home in West Hollywood, Archie Page '11 reports, "I realized how lucky I am to be at a school whose alumni are so accomplished and so willing to give back to students."



Justin Constantine, a 2009 EBV grad, presents his marketing plan to the class. Throughout the EBV experience, students engage in experimental workshops to write business plans, raise capital, attract customers, and develop marketing strategies that are most effective for their business models.



### SEED Project Cultivates Urban Revitalization

Like many cities in the U.S., Syracuse is looking for innovative ways to revitalize its urban center. New visions that incorporate sustainable ideals and technologies into long-neglected neighborhoods offer some of the most transformative solutions.

The Syracuse Entrepreneurial Ecosystem Development (SEED) project offers one such vision. Partially funded by a Chancellor's Leadership Project award, the SEED project is creating an eco-friendly urban farm—including a high-tech greenhouse—on the Near West Side of Syracuse. The greenhouse will give residents an opportunity to plant and cultivate their own vegetables, create opportunities for new local entrepreneurs, and provide a showcase for the already-formed start-ups that are developing and servicing the greenhouse.

"We hope the SEED project will become a model for integrating green technologies, business models, and community-development initiatives around this high-tech greenhouse," says iSchool professor Lee McKnight, one of the four SU faculty members leading the project. "If it is successful, we can apply the same model to other completely different businesses, in Syracuse and in other cities seeking to revitalize neighborhoods through green innovation and entrepreneurship."

### VETERANS' ENTREPRENEURIAL BOOTCAMP EXPANDS REACH

In 2007, Mike Haney, a professor in the Whitman School of Management and a U.S. Air Force veteran, established the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) to help veterans rebuild their lives and economic potential by developing the skills needed to launch a small business. The program was such a success, it's now offered by a growing number of colleges and universities across the country.

EBV recently received a major boost from successful entrepreneur and businessman Ted Lachowicz '72. Recognizing that in addition to a great education and strong mentoring, vets returning from Iraq and Afghanistan need seed money to start their own businesses, Lachowicz created a venture capital fund called the EBV Foundation.

"You read about the thousands of lives lost, but you don't read about the significant number of veterans who are wounded or disabled," says Lachowicz. "When I talk with vets about how to start a business, it is rewarding to see the excitement in their eyes."

That excitement has prompted others to become involved as well.

Dan '60 and Kathleen Mezzalingua '62 created the Mezzalingua Family Fund to cover the cost of the vets' travel expenses, lodging, course materials, and instruction. And through a unique initiative called the Dream Machine, recycling beverage containers will now provide the EBV program with substantial financial support.

A joint effort by PepsiCo and Waste Management, the Dream Machine encourages recycling by enabling consumers to collect and redeem points for each bottle or can they recycle in a Dream Machine kiosk. The more containers recycled, the more support PepsiCo will contribute to EBV for career training, education, and job creation for returning U.S. veterans.

Although the EBV is now offered by an expanding network of world-class business schools, the demand for spots in the program exceeds the supply. PepsiCo's support—at least \$1.5 million over the next three years, with an additional \$250,000 for every 10 million pounds of containers collected—will enable the program to further extend its reach.

## PROGRAM SUPPORT FUNDS

Program support funds can be used to advance interdisciplinary teaching, research, and community engagement initiatives. The following programs and funds have been created or added to with commitments of \$50,000 or more.

### 1.1.09—6.30.10

Alexander Lowenstein Pan Am 103 Archives Memorial Endowed Fund  
Alfred R. and Ann D. Goldstein Art Collection Fund  
Ballentine Investment Institute  
Bandier Program for Music and the Entertainment Industries  
Bleier Center for Media and Popular Culture  
Brad and Melissa Segal Program Fund  
Center for Entrepreneurship and Emerging Enterprises  
Cold Case Justice Initiative Gift Fund  
Collaborative Demonstration Project  
Communication and Rhetorical Studies Renovation Fund  
Communications Research Journal  
Daniel D'Aniello Endowment Fund for Entrepreneurship  
David R. Levy Colloquium for Integrated Marketing Communications Program  
David M. Kleinhandler Life Skills Program Fund  
Entrepreneurship Bootcamp for Veterans with Disabilities Gift Fund  
Eric Lui Junior Class Trips Fund  
Everett Post-Conflict Reconstruction Program Fund  
Fetner Program in the Whitman School of Management  
Football Resurgence Program  
Geology Department Gifts Account  
Goldring Journalism Gift Fund  
Goodman Center for Leadership Studies  
Information Studies Gift Fund  
IST Tech Fund Gift Account  
Jill Curran Endowed London Walks Fund  
Joanne Kerbs Mudd Cultural Development Fund  
Lawrence B. Taishoff Center for Inclusive Higher Education  
Lerner Public Health Communications Fund  
Lomasky Scholar of Student Engagement in Sport Management Endowed Fund  
Mapping Global Insecurity Gift Fund  
Marvin Malikow Endowed Fund  
Maxwell School/IDC Collaboration Program  
Pan Am Flight 103 Archive Gift Fund  
Plastics Industry Projects Fund  
Project Transition  
Reading and Language Arts Gift Fund  
Robin Toner Endowed Fund  
Say Yes to Education Syracuse Initiative  
Sorkin LA Learning Practicum for Drama  
SU in LA Gift Fund  
Syracuse Architecture NYC Program Gift Fund  
Taishoff Library of American Broadcasting  
The Warehouse Initiative  
Transactional Records Access Clearinghouse  
Van Griethuysen Endowed Fund for Hendricks Chapel  
Winston Fisher Seminar Fund: Business and the Liberal Arts

For a listing of program support funds created since campaign inception, visit [campaignprogress.syr.edu](http://campaignprogress.syr.edu).

## UNDESIGNATED BEQUESTS

Estate gifts that are not designated are often used to support Chancellor's initiatives (such as the Chancellor's Leadership Projects, see the SEED story on page 12) and other pressing needs. Undesignated bequests of \$10,000 or more from the following estates were realized in 2009-10.

### 1.1.09—6.30.10

Estate of Jean Berman  
Estate of Nancy J. Blayney  
Estate of Dorothy S. Burman  
Estate of Sara J. Caum  
Estate of Joseph A. Christe  
Estate of Lucy M. Cunnings  
Estate of Edward R. Cuony  
Estate of Michael P. DeLiso  
Estate of Robert Fagan  
Estate of Gerald E. Guay  
Estate of Mildred S. Little  
Estate of Charles A. Mosher  
Estate of Robert E. Pollack  
Estate of Gertrude S. Racine  
Estate of Charlotte J. Smith  
Estate of Sally Dworski Weisbuch  
Estate of Grace S. Weissgerber

# THE SYRACUSE IMPACT BUILDING FUTURES



## **Tribute to a Trailblazer On and Off the Field**

Naming the Carrier Dome football field “Ernie Davis Legends Field” was the inspiration of SU parents Sam and Carol Nappi, who stepped forward with the idea and the gift as a way to honor one of Syracuse University’s most inspirational icons.

“Ernie Davis broke racial barriers in college football by becoming the first African American to win the Heisman Trophy,” explains Sam Nappi. “His honor led the way for equality in what previously seemed to be a racially biased sport.”

This tribute to the 1961 Heisman Trophy winner came a year after he was immortalized in the Universal Pictures feature film, *The Express*, which premiered in Syracuse. “It is our hope,” Nappi says, “that Ernie Davis Legends Field will remind people of the courage, athleticism, honor, dignity, and grace of a man and his teammates who gave their all to make this world a better place.”

Exceptional faculty, gifted students, innovative programs, groundbreaking research—they all come together on a campus of more than 200 buildings. Although the past few years have seen a number of major construction and renovation projects completed, there is still much to be done.

We must maintain buildings. Equip them with the essential tools of education—including modern lecture halls, computer systems, state-of-the-art laboratories, and art and broadcast studios. And when needed, we must construct new facilities, to ensure that Syracuse University continues to provide its graduates with the kind of education that leads them to successful careers.

## **Building futures campaign goal**

**\$225,000,000**

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## **Progress as of 6.30.10**

**\$118,537,544**

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Unlike data centers that convert AC power from the utility's grid to the DC power required by the servers, the Green Data Center's patented microturbines can generate any combination of AC and DC power on site, avoiding the loss of power that typically occurs during transmission and conversion.

## SU LAUNCHES ONE OF THE WORLD'S "GREENEST" DATA CENTERS

Data centers consume huge amounts of energy. Unfortunately, they also waste it, with their inefficiency amounting to \$2 billion a year in the U.S. alone. Syracuse University—working together with partners IBM and New York State—has met this problem head-on with the launch of the Green Data Center, a showcase of world-class innovations in energy-efficient information and building technologies.

From end to end, the Green Data Center uses new ideas to reduce power loss, increase efficiency, and reuse waste energy. An on-site electrical tri-generation system, for example, utilizes an array of natural gas-fueled microturbines to enable the data center to operate completely off-grid, while the latest in IBM computers and computer-cooling technology operate far more efficiently than traditional equipment.

With this combination of new innovations and smarter technologies, the Green Data Center is anticipated to use about 50 percent less energy than a typical data center in operation today, making it one of the greenest

computer facilities in the world. The project was made possible by more than \$5 million in equipment, design services, and support from IBM; \$2 million from the New York State Energy Research and Development Authority; and \$500,000 in additional funding secured from New York State by Senator David Valesky.

In addition to serving as SU's primary computing facility, the Green Data Center houses an analysis and design center where SU and IBM can provide research and analysis services for others who want to build new energy-efficient data centers or optimize the efficiency of their current centers.

And because the innovations pioneered here will also make advances in energy efficiency possible in data centers in emerging countries, the Green Data Center is a perfect example of how cross-sector partnerships—the foundation of Scholarship in Action—can truly change the world.



### First Students Move In to Ernie Davis Hall

The 2009-10 academic year welcomed the first residents to Ernie Davis Hall—SU's first entirely new residential building in more than 40 years.

New York State provided \$5 million through the Higher Education Capital Matching Grant Program toward construction of the nine-story, 250-bed building, which incorporates such sustainable features as innovative storm water management, low-water-use fixtures, dining hall efficiencies to reduce food waste and hot water consumption, and advanced HVAC design to reduce air-conditioning requirements.

Named after the late Ernie Davis '62—a two-time All-America selection and the first African American to win the coveted Heisman Trophy—the new residence hall will inspire future generations of SU students to live by his example, to reach beyond boundaries, and make a real difference in the world.

## BUILDING FUTURES PROJECTS

As we continue to expand our academic programs to include more interdisciplinary teaching and research activities, demands for space and advanced technology increase accordingly. The following major construction and renovation projects were in progress in 2009-10.



### **Carmelo K. Anthony Basketball Center is a Slam Dunk!**

As a forward for the NBA's Denver Nuggets, Carmelo Anthony is a leader in points per game. Off the court, he leads a team of SU alumni and friends who supported the construction of the Carmelo K. Anthony Basketball Center.

Kick-started with Anthony's \$3 million lead gift, the Melo Center was made possible by a team of generous donors who stepped up to complete the \$19 million facility in time for the 2009-10 NCAA season.

The magnificent basketball facility, which was built in a highly visible location on Comstock Avenue, boasts two regulation-size practice courts, state-of-the-art training and sports medicine facilities, and a hall of fame that honors the teams, players, and coaches who have made the Orange basketball program one of the best in the nation.

Not only is the Melo Center helping the basketball program, it's helping all student-athletes by freeing up space in Manley Field House. Now being converted into an indoor synthetic turf field, Manley will provide 16 other teams with an all-season practice facility.

### **1.1.09—6.30.10**

Bowne Hall Renovations, Syracuse Biomaterials Institute

Card Access System Installations

Carmelo K. Anthony Basketball Center Construction

College of Law Construction

Ernie Davis Hall Construction

Ernie Davis Legends Field Naming

Goldstein Student Center Dining Renovations

Graham Dining Hall Renovations

Green Data Center Construction

L.C. Smith Civil and Environmental Engineering Suite Renovations

Lampe Athletics Complex Renovations

Lawrinson Hall Renovations

Lyman Hall Improvements, JPMorgan Chase Technology Center

Shaw Dining Center Renovations

Syracuse Center of Excellence in Environmental and Energy Systems Construction

Women's Building and Gymnasium Renovations

For a listing of building projects since the campaign's inception, visit [campaignprogress.syr.edu](http://campaignprogress.syr.edu).

# THE SYRACUSE IMPACT ANNUAL SUPPORT



## Winning Ad Campaign to Help Keep Students Safer

With a creative advertising campaign titled “The Stupid Drink,” a team of five seniors from the Newhouse School—(from left) Greg Rozmus, Maria Sinopoli, Erica Bruno, Paul Savaiano, and Peter Ceran—bested teams from more than 140 colleges and universities to take first place in the 2009 National Student Advertising Competition.

Presented by the American Advertising Federation and sponsored by The Century Council, a national nonprofit dedicated to fighting drunk driving and underage drinking, the competition challenged the students to develop a campaign to combat binge drinking among college students.

The students’ entry—made possible in part by unrestricted gifts to the Newhouse School Dean’s Fund—promotes safe and responsible drinking by helping students identify their “stupid drink,” the one between “in control” and “out of control.”

Because the campaign will be the basis for a \$10 million public service advertising campaign paid for by The Century Council, the students have done more than gain valuable experience. They’ve set the stage for safer campus communities across the country.

In 2008-09, tuition and fees covered just 85 percent of the actual cost of providing an SU education. Gifts to Syracuse University’s annual fund helped bridge that gap.

In fact, for every \$100 in unrestricted gifts made to The Fund for Syracuse in 2008-09, \$49 directly supported academics, \$25 funded scholarships and financial aid, \$17 supported the physical plant and auxiliary operations like housing and food service, and \$9 provided institutional support. (See revenue and expenditure charts on page 1.)

Best of all, gifts to The Fund for Syracuse are flexible and readily available. So they can be put to good use wherever they are needed most urgently and have an immediate impact on our students and faculty.

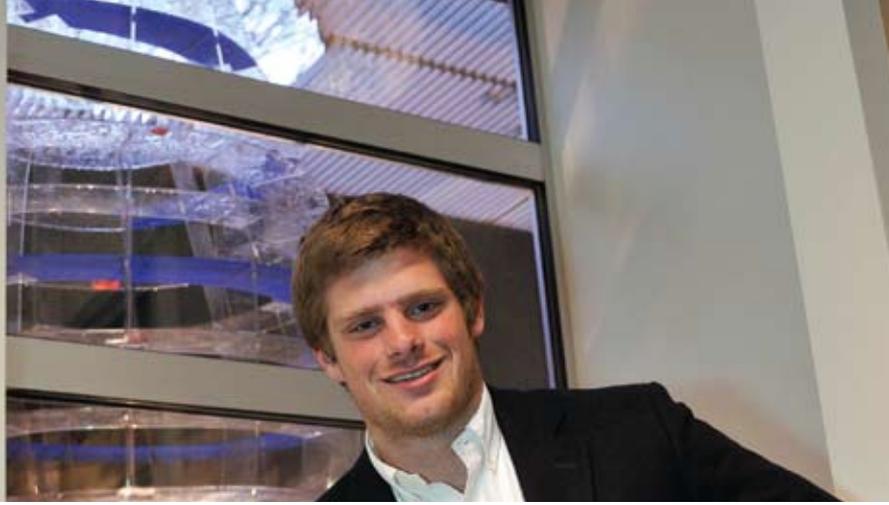
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**Annual support campaign goal**  
**\$75,000,000**

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**Progress as of 6.30.10**  
**\$70,587,376**

In *Connectivity*, architecture student Thomas Day recognizes the crucial roles the iSchool's information-focused research and teaching play in many campus activities. The 12-foot Plexiglas tower rises from a foundation in the school and extends above ground level, reaching out to the University community at large.



## WINDOWS PROJECT ALLOWS ARTISTS TO PUT THEORY INTO PRACTICE

When the award-winning renovation of Hinds Hall was completed in 2008, something remained unfinished. Six concrete window wells sat empty, save for the sun, leaves, and snow that filtered through the grates above.

The late Raymond von Dran, former dean of the School of Information Studies, had envisioned these blank portals filled with artwork. It was his successor, Dean Elizabeth Liddy G'77, G'88, who brought his vision to life with the Windows Project—a competition funded in part by unrestricted annual gifts to the iSchool Dean's Fund.

Open to SU students, faculty, and staff, the Windows Project sought proposals for artwork that would raise awareness of the school's accomplishments; explore the connections among information, technology, art, and design; and provide a commission opportunity for SU artists.

Response to the competition was overwhelming, with 34 proposals submitted. Of the 12 semifinalists who presented their ideas to the jury, eight were awarded commissions.

The result is a series of eight original works—six in the window wells and two elsewhere in the building—in a range of media, including ceramics, fiber arts, metal, Plexiglas, and even video.

One of the artists selected was Thomas Day, a junior in the School of Architecture. His piece, titled *Connectivity*, consists of three interlocking Plexiglas towers that rise 12 feet from the base of the concrete windows and extend above ground level. Although the towers are three individual pieces, “the forms are built from interlocking strands that represent information,” Day explains.

Like many of the artists involved in the Windows Project, Day had a unique opportunity to put classroom learning into action. Although he used processes similar to those he developed in his studio classes, the chance to work within the constraints and challenges of a permanently installed project was enlightening. “It’s great that I’ve gotten this opportunity,” he concludes, “because I know now that I can do it.”



## Remembrance Scholarships Honor Spirit of Discovery

In the difficult days following the 1988 terrorist bombing of Pan Am Flight 103 over Lockerbie, Scotland, many SU alumni and friends expressed their deep sorrow with an outpouring of support that laid the foundation for the Remembrance Scholarship program.

Each year, 35 Remembrance Scholars are chosen for their distinguished academic achievement, citizenship, and service to the community. To date, 700 students have received this prestigious award, which is among the few scholarships at SU that supplement, rather than replace, other forms of financial aid. One of those students, Christina Simmons '10 (above), counts the honor among her proudest achievements.

The Remembrance Scholarship endowment has grown quickly. In addition to a \$500,000 challenge grant from the Fred L. Emerson Foundation and significant support from C. Jean Thompson '66 and SU Trustee Richard L. Thompson G'67, hundreds of SU alumni, parents, and friends designate their annual gifts to the program—honoring the spirit of exploration and discovery represented by the students lost in a senseless tragedy.

## DISCRETIONARY FUNDS

Designated annual gifts enabled the following discretionary funds to grow with gifts or commitments totaling \$25,000 or more.

### 1.1.09—6.30.10

Annual Fund

Athletic Director's Circle Fund

Center for Technology and Information Policy Dean's Fund

College of Arts and Sciences Dean's Educational Enrichment Fund

College of Arts and Sciences Dean's Fund

College of Human Ecology Dean's Fund

College of Law Annual Fund

College of Law Dean's Discretionary Fund

College of Visual and Performing Arts Dean's Fund

Electrical Engineering and Computer Science Discretionary Fund

Friends of the School of Architecture

Hendricks Chapel Dean's Fund

L.C. Smith College of Engineering and Computer Science Dean's Fund

Martin J. Whitman School of Management Dean's Fund

Martin J. Whitman School of Management Franklin Program Discretionary Fund

Maxwell School of Citizenship and Public Affairs Annual Fund

Maxwell School of Citizenship and Public Affairs Dean's Fund

S.I. Newhouse School of Public Communications Dean's Fund

School of Education Dean's Fund

School of Information Studies (iSchool) Dean's Fund



### Seniors Support their Passions

Members of the Class of 2010 have more than their hard-earned diplomas to be proud of. They can also feel good about the legacy they left behind with the 2010 Senior Class Giving campaign.

Building on the efforts of the Class of 2009, which reinvigorated senior class giving at SU, and co-chaired by Carlye Eder '10 and Muss Akram '10 (above), the campaign generated 150 gifts and raised \$11,845. But more important than the numbers is the deep connection to SU these gifts represent. Students were encouraged to support their passions and, as a result, gifts went toward nearly every school, the Library, SU Abroad, Hendricks Chapel, and Athletics, as well as the University as a whole through The Fund for Syracuse.

"Syracuse University has given me so much in academics, friendships, and life-learning moments," commented Megan Welch '10, who designated her gift to The Fund for Syracuse. "This small gift is the least I can do."

## DULYE LEADERSHIP EXPERIENCE PREPARES STUDENTS FOR WORKPLACE SUCCESS

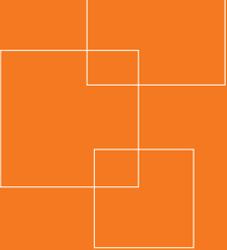


Not surprisingly, students are concerned about launching careers in the toughest job market in decades. The Dulye Leadership Experience—a groundbreaking program created by alumna Linda M. Dulye '77—helps them make the leap from college grad to new hire by offering one-on-one instruction, networking, and discussions with corporate executives and business owners on how to get ahead in today's workplace.

Dulye (center), who founded the leadership program in 2008 with

support from the College of Arts and Sciences, helps sustain the program through annual gifts. "I wanted to provide a roadmap for personal and professional development that would help students realize the applicability of their skills, experience, and knowledge in today's workplace," says Dulye, an internationally recognized expert in change management and employee engagement. Students selected receive a full scholarship that covers all program expenses, including travel, lodging, meals, and supplies.

The Dulye Leadership Experience has had a powerful impact on participants like public relations major Liz Feree '10. "It gave me the knowledge and insight I need to move forward with confidence," she says. "I feel well prepared to take on any career!"



# SUSTAINING THE SYRACUSE IMPACT



As SU's head of admissions and financial aid, David Smith had a knack for knowing whether a student would do well handling college-level work. "It's not a class issue or a financial issue," he recalls. "It's all about helping young people find their voice and making it possible for them to succeed. This was the heart of my work."



A first-year Project Transition student is joined by his proud grandparents during Family Weekend 2009.

While it's gratifying to look back at all that's been accomplished by gifts to The Campaign for Syracuse University, we still have much to do if we are to continue inciting positive change in our students, our region, and the world.

Here are just a few of our current fundraising priorities:

## **The David and Debbie Smith Undergraduate Scholarship**

Created in honor of David Smith and his 35 years of service to SU, this endowed scholarship fund prepares SU for the unexpected by enabling us to support students suddenly affected by financial circumstances beyond their—and our—control. Endowing the fund will provide a consistent and flexible flow of resources for those who face the unexpected realities of today's volatile marketplace.

Leadership gifts from David and Debbie Smith and Don and Florence Saleh, as well as a commitment from SU parents Ben and Arlene Morelli, have provided a good foundation for the scholarship fund. But the combined support of many caring individuals is needed to strengthen the endowment and maximize the impact of this important initiative.

## **Project Transition**

Syracuse University is committed to helping students from all walks of life have the most successful college experience possible. But we can't do it alone. Parents and family members also play a critical role in helping children cope with the social and academic challenges of college life.

Project Transition was created to strengthen the connections among parents, students, and the University—the first step in increasing access and retention for students who may be from low-income families or the first in their families to attend college.

Sustained through generous support from Jan '65 and Chip Raymond and SU parents Barbara and Eric Bodner, Robert and Susan Cohen, and Norman and Edith Weisfeld, Project Transition currently serves 45 New York City families per year, but demand is increasing dramatically. If we are to continue to serve these students, and expand services to the New York metropolitan area, Boston, Atlanta, Houston, Los Angeles, and Chicago, we need the ongoing support of SU alumni and friends.



### College of Law New Building Campaign

The College of Law opened its doors in 1895 in rented downtown Syracuse office space with an entering class of just 23 students. Today, more than 600 law students from 28 states and 15 countries prepare for their legal careers in two on-campus buildings, E.I. White Hall and Winifred MacNaughton Hall.

In the planning stage is a new building that will provide students—as well as faculty, staff, alumni, and guests—with a unified, 21st-century facility and inspirational home on the western edge of campus. The 200,000-square-foot building is expected to cost between \$85 million and \$90 million and has been jumpstarted with a \$15 million gift from the family of Robert L'24 and Carolyn Bareham Dineen L'32. Support from SU alumni and friends will enable the construction of the new College of Law building to move forward.

### WHAT'S YOUR PRIORITY?

Is it changing the life of a student by opening the door to higher education? Or putting a brilliant researcher on the path to a startling discovery? Or shaping the future of an entire field of study?

Whatever your priority is, a gift to The Campaign for Syracuse University can set the wheels in motion. And it need not be a large outright gift. Our Gift Planning staff can guide you through a number of options—such as bequests and charitable gift annuities—that allow you to customize your giving to your family's needs and your financial circumstances.

For more information, visit our web site at [campaign.syr.edu](http://campaign.syr.edu). Then call us at **877.2GROWSU** to learn how you can help Syracuse University continue making a difference for generations to come.



The Honorable Carolyn Dineen King H'06, Robert E. Dineen Jr. '66, and Kathryn Dineen Wriston have pledged a \$15 million gift in honor of their parents, Robert L'24 and Carolyn Bareham Dineen L'32, toward the construction of a new building for SU's College of Law.

# INSIGHTS INCITE CHANGE

Every day, Syracuse University is propelled by the bold idea of Scholarship in Action. Education that is not static or for its own sake, but the living expression of insights that incite change—one person at a time being moved to change lives, neighborhoods, and the world.



**SYRACUSE UNIVERSITY**

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