

# THE SYRACUSE IMPACT

HIGHLIGHTS OF SCHOLARSHIP IN ACTION

June 3, 2010

## ON THE ROAD TO OPPORTUNITY!



As Syracuse University's 2010 graduates embark on their road to opportunity, so too does The Campaign for Syracuse University, riding a wave of recent milestones and accomplishments.

- **Whitman School of Management's Entrepreneurship Bootcamp for Veterans with Disabilities (EBV)** announced a creative, win-win partnership with PepsiCo's Dream Machine recycling initiative. The more people recycle using the Dream Machine, the more support EBV will receive. [Read more...](#) and recycle more!
- **After 35 years of helping countless students** as SU's head of admissions and financial aid, David Smith has been honored with the creation of The David and Debbie Smith Undergraduate Scholarship Endowed Fund. This new scholarship fund will enable us to extend additional financial aid to students facing unforeseen circumstances at the crossroads of their young lives. [Read about it](#) below, then [learn more online](#).
- **The College of Law and its Cold Case Justice Initiative (CCJI)** traveled to Atlanta to present "It's Never Too Late for Justice." There, representatives of families affected by racially motivated, unsolved Civil Rights Era murders shared their experiences, identified their needs and goals, and learned more about CCJI. A public panel discussion that followed analyzed the implications of failing to resolve these cases. [Read more](#) about CCJI and its quest for justice.
- **A recent \$2.7 million unrestricted bequest** is giving significant fuel to the University's highest priorities as well as supporting the Chancellor's Leadership Projects. [Read more below](#).
- **Say Yes to Education** continues to attract funding in support of its efforts to transform the Syracuse City School District. A recent grant from the Ford Foundation is enabling the partnership to redesign the district's middle- and high-school curricula. [Read more below](#).

Our momentum does not go unnoticed. Despite uncertain economic conditions, undergraduate **applications for fall 2010 reached a record high** of 22,500. The class of 2014 is diverse, with a wide range of backgrounds and varied perspectives. Bolstering this record-breaking interest is SU's belief in education for all, evident in the more than \$160 million in institutional financial aid awarded in 2009. [Read more.](#)

As we look forward to the closing of our 2010 fiscal year, campaign giving has reached a new milestone as well—**\$747,259,948 as of May 31, 2010**, nearly 75 percent of the total campaign goal.

### Campaign Summary (As of 5.31.10)

**Total: \$747,259,948**

[Total by Gift Source](#)

[Total by Gift Category](#)

[Total by Gift Purpose](#)

**Congratulations—Times  
Two—to the Class of 2010!**



In addition to earning bachelor's degrees, the **Class of 2010** left a legacy at Syracuse University—more than 140 gifts to the 2010 Senior Class Giving Campaign.

As of June 2, 2010, **146 donors** had participated in the "Be a Class Act" campaign, raising **\$11,707**. But more important than the dollars is the deep connection to SU these gifts represent.

The students supported nearly every school, the SU Library, SU Abroad, WAER, Hendricks Chapel, and SU Athletics, as well as the University as a whole through The Fund for Syracuse. Learn more at [classact.syr.edu](http://classact.syr.edu).

### Happy 50th Reunion, Class of 1960!



If you're part of the **Class of 1960**, this year marks your **50th Reunion**. Plan to celebrate at Orange Central. In the meantime, take a stroll down memory lane in our photo gallery, hear the SU fight song, and learn how the Class of '60's legacy lives on. [Relive 1960 Memories.](#)

Your continued support and passion have enabled The Campaign for Syracuse University to reach this important threshold. It's a team effort that we applaud and are truly proud of. Who knows what opportunities will lead us to the next level of excellence!

*Melanie Gray L'81  
Deryck Palmer '78  
Howie Phanstiel '70, G'71  
Campaign Co-Chairs*



## FACULTY EXCELLENCE

IMPACT UPDATE

### O. Sam Salem Fills Yabroudi Chair in Civil

#### Engineering

In April, the L.C. Smith College of Engineering and Computer Science (LCS) welcomed distinguished alumnus and benefactor Abdallah H. Yabroudi '78, G'79 for the formal induction of O. Sam Salem, Ph.D., PE, CPC, LEED AP as the inaugural Abdallah H. Yabroudi Endowed Chair in Civil Engineering.



*Abdallah Yabroudi (left) describes the impact strong faculty has had on his career as O. Sam Salem looks on.*

The Yabroudi endowment gift enabled the civil engineering department to recruit Salem, a specialist in civil infrastructure who includes infrastructure systems and management, green infrastructure and sustainability, and lean construction among his many research interests.

The gift was supplemented by the **Faculty Today** gift challenge program—which significantly increased the earnings generated by the newly endowed fund and allowed LCS to fill the Yabroudi chair position sooner rather than later. [Read](#)

[the current list of faculty positions helped by the Faculty Today program.](#)



*During his visit, Abdallah Yabroudi toured the recent renovation of the Civil and Environmental Engineering Suite, made possible by his generosity. Shown here (from left to right) are Yabroudi, Jim Mandel, and Sam Clemence.*

Yabroudi credits his professional success to the life-changing experience he had as a former LCS student. "The success I have found in my profession is in no small way due to the fine civil engineering education that I received at Syracuse, particularly from Dr. Clemence and Dr. Mandel," says Yabroudi. By endowing a faculty position, Yabroudi is helping to ensure that future students have that same kind of experience. "I want tomorrow's Syracuse engineering students to receive the same kind of quality education and care that I received," he says.

Clemence and Mandel, professor and professor emeritus, respectively, in LCS's Department of Civil and Environmental Engineering, were Yabroudi's professors during his undergraduate years at SU and played significant roles in his academic career.

## Speaking of Orange Central...

Mark **October 14–17** on your 2010 calendar—that's when Orange Central will once again make the Syracuse campus the place to be!

Join us as we honor our milestone reunion classes (those ending in "0" or "5"). Celebrate with special reunions for ASIA, the Beyond Compliance Coordinating Committee, Boar's Head, Hillel, the Traditions Commission, University Union, and WJPZ. Attend the exclusive Donor Appreciation Tailgate on Saturday, then cheer at the Syracuse vs. Pittsburgh football game. And much, much more!

So make your hotel reservations now—[click here](#) for more details and a list of area hotels.

## Get Ready for the Orange Insider!

Our Orangebytes e-newsletter has a new name—**Orange Insider**—and a new streamlined look. But its goal is the same—to keep you up to date on alumni news and events, both on campus and in your region. The first issue will arrive shortly. Want it to go to a different e-mail address? Take a minute to let us know at [subscribe.syr.edu](mailto:subscribe.syr.edu).

## Plug into the Network

SU has a presence on all the popular social networking and multimedia sites. See us on [Facebook](#), [LinkedIn](#), [Twitter](#), [YouTube](#), and more. For a complete list, visit our [News 2.0](#) page!



### Judaic Studies Program Chosen to Receive Matching Grant

The College of Arts and Sciences received good news from the Foundation for Jewish Culture (FJC): a **\$50,000 matching grant** for the Judaic Studies Program to hire a postdoctoral teaching fellow in fall 2010. The grant is part of the FJC's Jewish Studies Expansion Program (JSEP), which supports learning and engagement at institutions with small or underresourced Jewish studies programs.

Coming in the form of the **Jim Joseph Teaching Fellowship**, the JESP matching grant is enabling the interdisciplinary Judaic Studies Program to hire a two-year postdoctoral fellow to help expand the number of courses offered, and to raise the visibility of Jewish studies on campus and beyond through cultural programs and other educational activities.

SU was one of six institutions selected on the basis of academic excellence and student diversity to receive the matching grant, which is supported by the Washington, D.C.-based Charles and Lynn Schusterman Family Foundation and the San Francisco-based Jim Joseph Foundation. [Read more.](#)

### Bequest Supports Faculty Development at LCS

The son of Polish and Lithuanian immigrants, **John A. Pietrowski '35** was grateful that the L.C. Smith College of Engineering and Computer Science (LCS) had given him such a good foundation on which to build his successful career in the paper industry.

When he was in a position to give something back, he made several substantial gifts to the college to establish the **John A. Pietrowski Endowment for Faculty Excellence**, which is used to encourage and reward faculty excellence at the discretion of the engineering dean. In addition, Pietrowski created an even greater legacy by leaving LCS an estate gift. The **\$235,000 received from his bequest** will significantly strengthen the impact of his endowment fund for years to come.

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## STUDENT ACCESS AND SUPPORT

### Helping Young People Find Their Voice



**David Smith** spent 35 years in admissions and financial aid, helping countless SU students get a successful start at their college careers. What better way for SU to honor him than to create the **David and Debbie Smith Undergraduate Scholarship Endowed Fund**, to ensure that future students have the same opportunity.

Looking back on his career, Smith says he had a knack for knowing whether a potential student was capable of handling college-level work and would do well. "It's not a class issue or a financial issue," he says. "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 job that was very rewarding."

The endowed fund has been kick-started with leadership gifts from **David and Debbie Smith, Don and Florence Saleh**, and SU parents **Ben and Arlene Morelli**, providing a solid foundation. But it's the combined support of caring alumni and friends that will provide a consistent, flexible

flow of resources to help the next generation of students who may need a listening ear, a chance to succeed, and the resources to carry on at SU.

[Read more](#) about how you can help continue Smith's legacy.

### SU Library: The Value of Resources

Donors who believe in the value of providing the richest cadre of resources to enhance learning and research have recently provided a significant boost to **The Syracuse University Library's** ability to deliver the spaces, services, and research materials today's faculty and students demand:

- **Rob '86 and Laurie Taishoff '84** know the importance of primary source materials. The Taishoff Family Foundation's **\$1 million commitment** to the Library is the first million-dollar gift in support of libraries at SU since 1973, when **Ernest Stevenson Bird '16** helped construct the library building that bears his name. The foundation's gift will help strengthen the Library's special collections holdings in American broadcasting.
- Voracious consumers of information **Judy '66, G'73, G'80, G'84** and **Eric Mower '66, G'68** recognized the power of the Library with their **six-figure commitment** to enhance one of the most important places on campus—a resource that benefits everyone.
- Keeper of the library flame **Dean of Libraries Suzanne Thorin** knows that the Library's future aspirations are within reach. Her passion to get there is marked with her own **\$100,000 commitment**.
- Whitman grad **Harry Greenwald '51** realizes how the library can preserve the past and support the future. Through the Greenwald-Haupt Charitable Trust, Greenwald has made gifts approaching **\$150,000** to create an interdisciplinary research center on the history and use of plastics.

[Read more](#) about the Library's path to the future.

### Sport Management Fund Established



*Michael Veley is a professor of practice in sport management and has been director of the sport management department since 2005.*

With the support of lead donors **Michael Mason '91** and **Jennifer Corn Carter '74**, the College of Human Ecology has established the **Michael D. Veley Endowed Scholarship Fund** to support undergraduate students in the Department of Sport Management.

The scholarship fund was created in recognition of Veley's ongoing and significant contributions to Syracuse University, the College of Human Ecology, the Department of Sport Management, and the hundreds of students whose lives have been impacted by his leadership as department chair, professor, advisor, and mentor. [Read more.](#)

### Helping Students by Helping Parents

"Family Weekend brought our child and family together, closer than ever..." After attending a **Project Transition** event, a sentiment such as this is not uncommon for parents. Inspired by **Jan Strauss Raymond '65**, Project Transition focuses on enabling parents to help their children have the best college experience possible.

This one-of-a-kind program, which is housed in the School of Education, optimizes the college experience for students who, because of socioeconomic or other barriers, may find themselves underprepared for the demands of college life. To arm parents with as much information about their child's college experience as possible, Project Transition offers a series of free events both on and off campus, maximizing parent power to help students make a smooth transition from high school to college, stay in school once they get there, and thrive.

[Learn more](#) about this unique program and how you can help parents guide their children to academic success.

## CROSS-CONNECTIONS

### Say Yes Creates New Pathways for Success

In April, **Ford Foundation** and **Carnegie Corporation** representatives visited Syracuse to see the progress being made by Syracuse Say Yes—Syracuse University's unique partnership with Say Yes to Education, Inc., and the Syracuse City School District. One of the main topics of discussion was the revamping of the district's middle- and high-school curricula, an effort being funded by a **\$300,000 grant from the Ford Foundation.**



*Attorney Tony Marshall of Harris Beach (left) speaks to Fred Frelow, education and scholarship program officer at the Ford Foundation, and Leah Hamilton, urban education program officer at the Carnegie Corporation. Marshall coordinates the free legal clinics provided by Say Yes.*

Recognizing that the days of preparing some students just for college and other students just for work are past, Say Yes is designing a "pathway" program that will prepare all of the district's students for post-secondary education and careers. It combines rigorous academic and technical courses—both focusing on an industry sector—with work-based learning outside the classroom and a range of support and career counseling services.

Learn more about the nation's largest school improvement program at [sayyessyracuse.org](http://sayyessyracuse.org).

### Recycling Kiosk to Support Veterans' Business Ownership Dreams



Through an initiative called the **Dream Machine**, recycling beverage containers will now do more than conserve resources. It will provide substantial financial support to the **Entrepreneurship Bootcamp for Veterans with Disabilities (EBV)**—a Whitman School-created program that helps veterans develop the skills to launch and grow a small business.

Introduced 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 the kiosk. The more containers recycled, the more support PepsiCo will provide to EBV for career training, education, and job creation for returning U.S. veterans.

Although the EBV is now offered by a growing network of world-class business schools, the demand for spots in the program exceeded 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. [Read more.](#)

### Unrestricted Bequest Significantly Impacts University's Highest Priorities

Syracuse University was pleased to receive a bequest of **\$2.7 million from the estate of Robert Fagan '51**, a graduate of the L.C. Smith College of Engineering and Computer Science. His unrestricted gift will be used at the discretion of the Chancellor for the University's highest priorities, as well as to support the Chancellor's Leadership Projects—interdisciplinary projects that span academic disciplines, bringing faculty and students together with communities of experts to address critical questions and challenges facing society. [Read more](#) about the Chancellor's vision. [Read more](#) about the Chancellor's Leadership Projects.

## BUILDING FUTURES

### IMPACT UPDATE

#### "The Melo" Shines in First Season



*Forward Kris Joseph '12 goes one-on-one against Orange great and graduate assistant Gerry McNamara '06 during practice at the new Melo Center.*

The 2009-10 season was a source of pride for both the men's and women's basketball teams. The men's 30-5 record tied for the second-best in the program's history, while the women's team scored the most wins in a season since it began competing in the NCAA in 1981-82.

But there was another reason for that pride—it was the first season the teams were able to practice in the **Carmelo K. Anthony Basketball Center**. This state-of-the-art facility,

which officially opened in October 2009, was a true team effort, with hundreds of SU alumni and friends joining the former Orange hoops star in funding its construction.

Already known on campus as "The Melo," the facility has also proven to be a great recruiting tool. In fact, the men's coaching staff has secured one of 2010's top five recruiting classes, including highly rated center Fabricio Melo, who should feel right at home on the center's practice courts.

### SyracuseCoE Turns Brownfield Green



*The LEED-Platinum building is an incubator for innovations in clean and renewable energy, indoor environmental quality, and water resources.*

In March, more than 1,400 people gathered to dedicate the new headquarters of the SyracuseCoE—the **Syracuse Center of Excellence in Environmental and Energy Systems**. Built on a former brownfield in downtown Syracuse, the new facility is a living laboratory featuring such high-performance green features as daylight harvesting, geothermal heating and cooling, on-demand lighting and ventilation, and a green roof. It is expected to use 46 percent less energy than a typical building of its size.

The \$41 million facility was largely funded by Empire State Development. Also

providing funding for the building and the SyracuseCoE's work are the New York State Foundation for Science, Technology, and Innovation (NYSTAR); the New York State Energy Research and Development Authority (NYSERDA); Syracuse University; the U.S. Department of Energy; U.S. EPA; the U.S. Department of Agriculture; and National Grid.



The SyracuseCoE's green roof grows six varieties of sedum, providing rainwater retention while reducing the urban heat island effect.

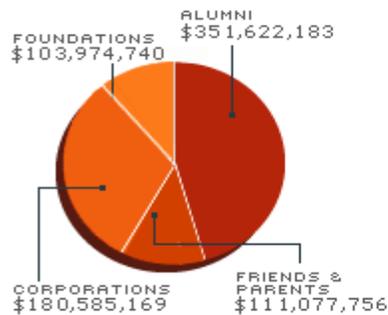
In addition, partners in the SyracuseCoE have donated time, equipment, and research funding, including Carrier Corp., Siemens, Otis Elevators, Tate, Haworth, Herman Miller, Syracuse firm CabFab, and e2e Materials of Ithaca, New York. In December 2009, Siemens also announced a \$1.55 million strategic partnership with the SyracuseCoE to support sustainability and energy efficiency research initiatives at the headquarters. [Read more.](#)

## Progress Report—Power in Numbers

### Campaign Summary (As of 5.31.10)

**Total: \$747,259,948**

#### Total by Gift Source



#### Total by Gift Purpose



#### Total by Gift Category



\*(restricted and unrestricted)

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