

Onward and Upward

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An expanded billion-dollar campaign will help pave the way to a destination university.

Russell and Mary Shelden have given generously to Mizzou for almost 50 years, but their latest gift was over the top. Their \$2.3 million contribution to the MU School of Medicine to build the Russell D. and Mary B. Shelden Clinical Simulation Center helped put the For All We Call Mizzou campaign over its original \$600 million goal.

In announcing the success of the campaign at the Celebrate Mizzou! event Sept. 16, 2005, Larry McMullen, BA '53, JD '59, a National Campaign Steering Committee co-chair, thanked MU alumni and friends for contributing \$603 million for students, faculty, programs and facilities. Bill Thompson, also a campaign co-chair, then announced that in the tradition of Thomas Jefferson, the steering committee had voted unanimously to "seek the next frontier" by continuing the campaign for three years and raising the goal to \$1 billion.

"With this goal, Mizzou joins the ranks of only 24 public institutions that have aspired to the historic challenge of raising \$1 billion of private contributions for academic excellence," said Thompson,

BS CIE '68, DHL '05. "We are determined to be successful."

Launched in September 2003, For All We Call Mizzou resonated with alumni and friends and resulted in major gifts that will support students, attract the best faculty, and provide top-quality programs and facilities. The Sheldens' gift, for example, will fund three sophisticated mannequins that simulate patients' responses to medical procedures.

Seeking the next frontier

Raising the goal to \$1 billion will help improve access for promising students and attract and retain world-class faculty. Chancellor Brady Deaton says MU aspires to the excellence of a "destination university."

The challenge, Deaton says, is to ensure student access in a manner that:

- keeps an MU education within financial reach;
- embraces diversity of thought, race and culture; and
- readies students to participate in

the global community of tomorrow.

"Our goal is to develop new policies for scholarships for capable, low-income students who want to attend MU," Deaton says. "The land-grant promise of access must be re-examined and our commitment renewed."

Deaton challenged students, faculty and staff to honor and nurture the heritage and contributions of people from diverse cultures. "Our charge is to assure that aspiring, dedicated, capable students from across the state and nation and from every race and ethnic background have the opportunity to study at the University of Missouri," he says. "Continuation of the For All We Call Mizzou campaign will play a truly noble role in ensuring those opportunities."

Competing for faculty

One of the goals of the billion-dollar For All We Call Mizzou campaign is to recruit and retain faculty who are globally recognized for achievements in their academic fields. Endowed chairs and professorships made possible by private gifts attract these talented individuals to Mizzou.

PRESENTED TO
THE CHANCELLOR
OF THE FIRST
PUBLIC UNIVERSITY
WEST OF THE
MISSISSIPPI RIVER
BY THE JEFFERSON CLUB
TRUSTEES

Voilà. Larry McMullen, right, national steering committee co-chair of the For All We Call Mizzou campaign, unveils a new donor wall Sept. 16, 2005. The wall, located in the south vestibule of Jesse Hall, recognizes 85 of the University's most generous supporters. Trustees of the Jefferson Club, MU's highest-level gift club, also began a new tradition by presenting Chancellor Brady Deaton, left, with the Jefferson Medallion, signifying MU's link with Thomas Jefferson's educational ideals. Deaton will wear the medallion on formal occasions, and it will be passed from chancellor to chancellor.



FOR ALL WE CALL MIZZOU



“We are in a very competitive environment with the best public and private universities in the nation vying for this faculty talent,” Deaton says. In recent years MU salaries have declined in comparison to salaries at other public universities in the Association of American Universities (AAU), the prestigious association of research universities of which MU is a member. Competitive salaries, an outstanding library, great colleagues and students, and well-equipped labs and office space attract top talent to Mizzou, Deaton says, and private donations enhance them all.

Private dollars alone will not pave the way to a destination university, though. State support must keep pace with the educational demands of citizens. Operating funds from the state have declined by more than 10 percent since 2002 as the state has struggled with budget shortfalls. “Citizens want a renewed commitment to higher education,” says Deaton, who is optimistic that lawmakers will have more flexibility in the future to support priority areas such as higher education.

A new social contract

The route to a destination university runs each way, and Chancellor Deaton wants the University to reach out to engage society as well as to bring diverse facets of society to campus.

“A new social contract is needed with our state and our nation that provides support for higher education in a truly global century,” Deaton says. A destination university attracts top students from diverse backgrounds who in turn attract companies looking for a high-quality workforce.

Deaton quotes Polish poet Cyprian Norwid, who wrote, “A nation consists not just of what distinguishes it from other nations, but also what binds it to other nations.”

Deaton asks: “Can anyone doubt that higher education is that binding material? Education offers the most meaningful and noble means to promote the discovery of new knowledge that elevates the human condition and offers hope for world peace.” ■■



Mahima Chowdhury, a graduate teaching assistant in architectural studies, designed the new donor wall to complement the historic character of Jesse Hall. Chowdhury, originally from Bangladesh, chose materials that would look modern while maintaining the warm palette of the hall’s tiles and cypress woodwork. Chancellor Brady Deaton and his wife, Anne, are shown at right.

Dr. Russell Shelden and his wife, Mary, below, get acquainted with Russman, a lifelike mannequin purchased with a portion of their \$2.3 million gift to the School of Medicine. The Sheldens’ donation put the For All We Call Mizzou campaign over its \$600 million goal. Dr. Joel Johnson, center, shows how medical students will practice surgical procedures on the mannequin, which can mimic thousands of physical responses. Johnson holds the Russell D. Shelden, MD, Chair in Anesthesiology, which was also funded by the Sheldens. Dr. Shelden is a retired anesthesiologist in Kansas City and a graduate of MU’s medical school, where he served as a clinical professor.



The Company We Keep

MU joins an elite group of public universities that have embarked on billion-dollar campaigns. All but four of the 24 universities listed at right are members of the prestigious Association of American Universities (AAU). AAU was founded in 1900, and MU became a member in 1908. Members are committed to first-rate undergraduate education with the goals of pioneering research and outstanding graduate programs. Universities must meet strict standards for faculty and research funding to qualify for AAU membership. There are 62 members, 34 of which are public institutions. MU is the only public AAU member in the state of Missouri.

Billion-dollar Campaigns at Public Institutions

Name	Goal (raised) in billions	2004 Enrollment	AAU Member
University of Arizona	\$1 (\$1.9*)	36,932	Y
University of Arkansas	\$0.9 (\$1*)	17,269	N
University of California, Berkeley	\$1.1 (\$1.4*)	32,814	Y
University of California, Los Angeles	\$2.4 (\$2.8*)	37,563	Y
University of California, San Diego	\$1	25,257	Y
University of California, San Francisco	\$1.4 (\$1.7*)	4,079	N
Colorado University System	\$1*	52,448	N
University of Illinois at Urbana-Champaign	\$1.5*	39,626	Y
University of Iowa	\$1	29,745	Y
University of Kentucky	\$1	26,545	N
University of Michigan	\$2.5	39,533	Y
Michigan State University	\$1.2	44,836	Y
University of Minnesota	\$1.3 (\$1.6*)	65,247	Y
University of Missouri-Columbia	\$1	27,003	Y
University of North Carolina at Chapel Hill	\$1.8	26,800	Y
Ohio State University	\$0.85 (\$1.2*)	58,365	Y
Pennsylvania State University	\$0.8 (\$1.3*)	81,664	Y
University of Pittsburgh	\$1	33,796	Y
Purdue University	\$1.5	38,653	Y
University of Texas at Austin	\$1 (\$1.6*)	50,377	Y
Texas A&M University at College Station	\$1*	44,571	Y
University of Virginia	\$3	19,529	Y
University of Washington	\$2	39,199	Y
University of Wisconsin-Madison	\$1.5*	41,169	Y

* Campaigns completed. Sources: Chronicle of Higher Education and the Association of American Universities (AAU)



National Campaign Steering Committee Co-chair Bill Thompson introduced Darlene Johnson, chair of the Jefferson Club Trustees, at the ribbon-cutting event for the new donor wall. Thompson announced that the For All We Call Mizzou campaign will continue for three years with a new goal of \$1 billion.