

# Foundation sets stage for new era of giving

**I**ncreasing private giving has always been important to universities, but recently it's become crucial.

"Some universities have private gift support calculated at seven to ten percent of their institution's overall annual operating budget. While Northern has not yet reached that stage, diminished state funds have made private giving more important to us than ever before," said Martha Haynes, executive director of advancement.

This increased emphasis on private support has been a driving force for changes to the NMU

identifying and working with individuals who may have the potential to make a gift to Northern," said Amy Hubinger, director of Foundation operations. "Assigning gift officers to specific areas enables these staff members to really get to know the people associated with that college or unit—students, faculty and staff, alumni and friends—as well as to better understand the college's or unit's goals and needs. This is important when potential donors have a conversation with Northern about how their gifts can make the greatest impact."

center for the College of Business and Wildcat athletics. **Robyn Stille '00 BS**, previous director of annual giving, has become the development officer for the College of Arts and Sciences. **Maryellen 'Mel' (Poutanen) Charbonneau '02 BS**, who was the assistant director of alumni operations, will take over Stille's past duties in annual giving. Also, Linda Johnson has become the department's senior secretary after a year as its receptionist.

"Though I've worked at Northern for a long time, I'm always amazed by the opportunities available to our students and the variety of interesting and exciting activities



Dave Bammert, development officer for the College of Professional Studies.



Michael Nelson, development officer for the College of Business and Wildcat athletics.



Robin Stille, development officer for the College of Arts and Sciences.

Foundation, including increased staffing and enhanced support systems. One of the more noticeable changes is assigning development officers to individual academic colleges and units.

"Some of our reorganization has enabled us to more effectively begin

## Reorganizing staff

Three of the foundation's staff members have new jobs, but are certainly not new to Northern.

Mike Nelson, former NMU assistant athletic director in charge of marketing, event management and promotions for the past nine years, is now the development offi-

taking place all over campus. I hope that alumni and friends are impressed, too, and are proud of the way Northern continues to evolve," said Stille.

Nelson added, "Departments at NMU are making an effort to provide students with more 'hands-on' and 'real life' experiences. These

types of initiatives require funding above and beyond state support. Private giving is essential for Northern to continue to produce well-rounded, responsible citizens and leaders.”

### **New faces**

New to the Foundation are **Dave Bammert '88 BS**, Melinda (Mindy) Carlson, Maria Coursey, **Allison Erickson '02 BS**, Vince Grout, Kelly Joerres and **Francine Sanderson '95 AB**.

Bammert, who brings 17 years of experience in public and private sector development to his position, will be the development officer for the College of Professional Studies. “As an alumnus of NMU, I strongly believe that Northern provides students with a competitive and academic edge in the professional market,” said Bammert. “Now, I’ll have a chance to work with other alumni and friends to make sure that such an important NMU tradition is continued.”

Erickson, director of advancement information services, returns to the university from the development and alumni affairs office at Milwaukee School of Engineering where she has worked since she graduated from NMU.

“The social and economic impact that Northern has on the Upper Peninsula alone is impressive. However, when you see all the remarkable things our alumni do, you realize Northern’s impact expands far beyond the borders of the U.P.,” said Erickson, whose duties include managing the alumni and development module of the campus-wide computer data system.

Joerres takes over as director of donor relations and stewardship.

Grout is the campaign coordinator and administrative assistant.

Coursey and Sanderson are account clerks and Carlson is the receptionist.

“I truly believe in the value and necessity of making a college education available to those who desire one, regardless of their circumstances,” said Grout. “NMU is very special in this regard. I continue to be impressed by the number and

variety of scholarships, endowments and programs available to help students and parents meet the financial burdens of college and to help faculty provide a rich, diverse learning experience.”

—Cindy Paavola, '84 BS

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## **PASSAGE OF PROPOSITION 2 IMPACTS SCHOLARSHIPS**

Michigan voters approved the statewide ballot measure known as Proposal 2, the “Michigan Civil Rights Initiative,” in November and it went into effect on Dec. 22. Proposal 2 amends the Michigan constitution to prohibit the state from giving preferential treatment based on skin color or gender in public contracting, public employment and public education. Prior to the law taking effect, Northern assigned a task force to review all university processes, procedures and programs that could have preferential components and implement needed changes.

Since NMU does not have race, ethnicity, color, gender or national origin as a component of its admissions process, the university was less impacted by the change than some schools. However, one area that was impacted by Proposal 2’s passing was privately gifted scholarships with preferences. An example might be a scholarship that indicates a preference that the recipient be a student of Finnish descent.

“While this amendment does not impact the majority of our scholarships, it did impact about a dozen,” said Martha Haynes, executive director of advancement. “We have been in the process of contacting the donors to address these preferences. In some cases, the needed changes have been really quite simple, such as changing a scholarship that previously required the recipient to be a single mother attending NMU to a single parent.”

Haynes added that special attention will be made to ensure that future scholarships, endowments and other gifts established meet the standards of the new law.

There are some gray areas with the new law, such as federally funded programs that have preferential admission policies, which are not affected because federal law overrides state law.

“Where it’s federally required we didn’t have to make changes,” said Cathy Dehlin, NMU’s general counsel and equal opportunity officer. “For instance, the university will continue to comply with federal affirmative action requirements regarding hiring practices. We still have federal affirmative action requirements that will stay the same.”