



UNCOMMON WILL.
FAR BETTER WORLD.

COLLEGE OF MUSIC



MSU Music is a unifying and inspiring force for creative and experiential learning, innovation, research and performance. We partner with stakeholders to invest in music student and faculty success by empowering excellence, increasing access, and expanding the impact of MSU's land-grant mission.

Leveraging world-class facilities, including a \$42M new state-of-the-art Billman Music Pavilion, MSU Music will continue to invest in faculty and student success to increase our impact and reach by engaging the community and developing exceptional and entrepreneurial scholars, music educators, and performing musicians to represent the best of MSU on the global stage.

their music education, we face increasing competition for top students and faculty talent. The rapidly evolving job market demands graduates who are more versatile and technologically adept than ever before, while expanding opportunities in the music industry, community education, and outreach create new pathways for impact.

As we approach our 20th anniversary in 2027, our goal is to strengthen our position as a leader in music performance, composition, scholarship and education. To seize this moment and amplify our impact, we must secure sustainable funding that matches our ambition. Our excellence in music at MSU has created remarkable momentum — now we must ensure it continues to grow and transform lives for generations to come.



PREPARING STUDENTS FOR TOMORROW'S OPPORTUNITIES

The music landscape is rapidly evolving, presenting both challenges and opportunities that demand immediate action. As financial barriers grow between talented students and

WITH YOUR SUPPORT, SPARTANS WILL CREATE A FAR BETTER WORLD

Goal: \$120 million

WHERE EXCELLENCE MEETS ACCESS

MSU's College of Music stands at a unique intersection of excellence, innovation, and accessibility. With signature programs, we've proven our ability to compete head-to-head with the most prestigious institutions and conservatories attracting exceptional talent to our programs. We've successfully retained 24 outstanding faculty members since 2006, competing with top institutions nationwide. Our world-class facilities provide an exceptional environment for musical growth. Through our Community Music Schools in East Lansing and Detroit, we're reaching over 4,400 individuals annually, demonstrating our deep commitment to community impact. With additional investment, this foundation of excellence, combined with our land-grant mission, positions MSU uniquely to expand its capacity to transform lives through music.

BUILDING A FAR BETTER WORLD THROUGH THE UNIVERSAL LANGUAGE OF MUSIC

Our campaign addresses the most pressing challenges facing the music industry today while increasing our capacity to create lasting positive change and to support student and faculty success. A landmark naming opportunity for MSU's College of Music will establish an endowment to reduce student debt for more than 600 students while propelling our programs to unprecedented heights.

Through expanded scholarship endowments, we will eliminate financial barriers that stand between talented students and their education. This investment enables our faculty



to recruit outstanding students from around the globe, enriching the MSU community and elevating performance standards across all programs.

But talent alone isn't enough. Through our portfolio career initiatives, we create a dynamic environment where students master the diverse skills needed for sustainable careers in today's rapidly evolving music industry. By investing in world-class faculty who bring fresh perspectives to music education, research, and performance, we ensure our students learn from the best in their fields.

Our vision extends far beyond campus boundaries. Through music's universal language, we advance MSU's land-grant mission creating positive change that resonates across local communities. Our two community music schools serve as living laboratories where our students gain hands-on teaching, mentoring, and research experience while providing exceptional music education, therapeutic and community enrichment programs. Through these schools, we create life-changing music opportunities for all ages—from early childhood through retirement—serving thousands of community members annually.

This campaign ensures we can continue saying “yes” to every aspiring musician, from beginning students to professional artists, while preparing the next generation of musicians, scholars, and educators who will shape the future of the performing arts. The time is now to invest in excellence and further establish MSU's College of Music as a powerful lens through which the world views MSU's broader impact and potential.





AMPLIFY MSU'S IMPACT THROUGH MUSIC

IMAGINE IF... we could rocket forward MSU's College of Music trajectory to a globally recognized center of excellence through a landmark naming gift? This transformative investment would not only elevate our distinguished program to unprecedented heights but would create an endowment to reduce debt for over 600 students, making world-class education more attainable for diverse, top-tier talent. Through music's universal language, we could amplify MSU's influence in the performing arts while forging a lasting legacy of artistic excellence and public service that resonates across local and global communities.

Goal: \$40 million

TOP MUSIC TALENT FOLLOWS FUNDING

IMAGINE IF... we could strengthen our proven success in recruiting musicians—where we already compete head-to-head with the leaders for exceptional talent. With an increase in scholarships and fellowships, we will eliminate financial barriers and aggressively recruit and retain the world's finest performers, strengthening our nationally competitive programs and attracting extraordinary artists from around the globe to Michigan State University.

Goal: \$30 million

PREPARING STUDENTS FOR TOMORROW'S OPPORTUNITIES

IMAGINE IF... we could create an ecosystem where passionate students don't just dream about a life in music – they build sustainable careers pursuing their artistic ambitions. Through innovative programs bridging talent with opportunity, students would gain access to professional-grade spaces like a recording studio, electroacoustic lab, and ambisonics theater to experiment with immersive sound and craft groundbreaking works. They could develop multi-dimensional careers through paid internships, entrepreneurial ventures, and innovative performances, while launching their work through our student-run record label. Supported by comprehensive wellness programs and career counseling, they would learn to sustain their passion by becoming innovators who enrich

the global musical landscape as they compose, perform, research, produce, teach, and lead. Ultimately, they would graduate ready to build sustainable lives in music, equipped with both artistic excellence and professional versatility to turn their passion into a lasting career.

Goal: \$50 million

ENDOWED FACULTY POWER MUSIC'S EXCELLENCE

IMAGINE IF... we could power musical excellence at MSU by accelerating our investment in distinguished faculty who inspire the next generation? With endowed positions, we could accelerate our ability to attract and retain world-class talent and fund creative and scholarly research bringing innovation to music education, research, and performance. This kind of Spartan Will can move MSU Music's impact through the power of music while pushing the boundaries of artistic and scholarly achievement.

Goal: \$20 million

MAKE THE POWER OF MUSIC ACCESSIBLE

IMAGINE IF... we created endowments that transform access to community music education, making it possible to say “yes” to every Mid-Michigan and Detroit area family seeking life-changing musical opportunities, regardless of their financial circumstances?

IMAGINE IF... we built a sustainable framework where music's power to heal, educate, and inspire creates lasting community impact for generations to come through fully funded music therapy, community music education, outreach and performance programs?

Goal: \$20 million



WANT TO MAKE A DIFFERENCE?

Contact:

Development Office

College of Music

Music.Giving@msu.edu | (517) 353-9872