

Believe!

SUMMER 2009

BINGHAMTON UNIVERSITY FOUNDATION

Tucker gift to support student-designed academic experiences

Jeffrey BS '84 and Eve BS '85 Tucker want Binghamton University students to experience college in ways that were nearly unimaginable when they were students here in the '80s. So they founded the Tucker Fellows Program with an endowment gift to fund those experiences.

Starting fall 2009, students in Harpur College of Arts and Sciences will have the chance to follow their passions by designing an off-campus dream project and having it funded for up to \$4,000.

"The purpose of the program," according to Harpur College Dean Donald G. Nieman, "is to provide support for students to develop a self-designed project that will allow them to pursue something that they're passionate about, that's not necessarily connected to their academic major, but that will contribute substantially to their intellectual and personal growth."

Nieman acknowledged that the parameters of the program are fairly broad, but that's intentional because the Tuckers want students to design an experience that is personal. In fact, the only guideline students need to follow when designing a project is that it must benefit the community

in some way, but even "community" is loosely defined. It could mean a neighborhood in Binghamton, a city in Africa or a classroom in the Bronx.

A project could establish a reading program in the inner city, or set up an immunization clinic for an indigent population on the iron range or, really, just about anything else — as long as it's making the world a better place.

"I wish I had this opportunity when I was in school," said Jeffrey Tucker, who graduated from Harpur College with a BS in mathematics and economics.

The Tuckers designed the program with help from Nieman, who said the experiences gained through the Fellows Program will serve students well beyond the specific program, even beyond their schooling.

"We want to encourage students to take the initiative," Nieman said. "Taking the initiative to develop one of these proposals — a coherent proposal with a coherent vision and



with supporting details — these are important life lessons for students to learn."

In fact, because they will be making decisions on their own trying to bring the project to fruition, Nieman explained, the experience will develop their resourcefulness, practical decision making, common sense, planning and follow through.

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Tucker gift . . .

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“I see all of these things as developmentally very important for undergraduate students, apart from what their major is and what they learn in their major or what expertise they develop,” Nieman said.

To qualify, students will present to a panel made up of Harpur faculty a well-developed proposal that showcases passion and a concrete plan of action, as well as a previous commitment to the issue.

“This program is trying to help students who are going above and beyond the academics,” Jeffrey Tucker said. “We are excited to be a part of such an innovative program.”

“WE ESTABLISHED THIS ENDOWMENT TO HELP ENHANCE HARPUR COLLEGE AND TO ENABLE THE HIGHLY MOTIVATED STUDENTS TO HAVE THE OPPORTUNITY TO BEGIN A LIFE-LONG JOURNEY OF ASSISTING COMMUNITIES IN NEED. JEFFREY AND I HAVE ALWAYS FELT IT IS IMPORTANT TO GIVE SOMETHING BACK.”

— EVE TUCKER '85

As the perfect example, Nieman cited a student he worked with at Bowling Green State University in Ohio, where he established a similar program. She was a French and international studies major who “was really passionate about education and international development,” he said.

She had studied in Africa, had a history of tutoring activities and had already created education infrastructures when she proposed going to Ghana to establish an educational system in a Liberian refugee camp. In her proposal she identified the British NGO she could work through and had a clear plan for her budget. She also interviewed well and could answer questions clearly and persuasively.

“She spent four months, the bulk of an entire academic semester, in this refugee camp and had an absolutely amazing experience,” Nieman said. “When she gave a presentation when she came back, people’s jaws just dropped.”

That’s the kind of experience the Tuckers want to fund.

“We established this endowment to help enhance Harpur College and to enable the highly motivated students to have the opportunity to begin a life-long journey of assisting communities in need. Jeffrey and I

have always felt it is important to give something back,” said Eve Tucker.

“The academic experience we had at Binghamton was as good or better than any we could have gotten at any other institution,” Jeffrey Tucker added. “We wanted to give back to the institution that gave us such a great start.”

They believe the program is especially important because it not only reinforces their ideals of giving back, but also helps the University recruit more talented students, and the Tuckers, along with Nieman, hope alumni see the importance of the program and help it grow.

“I’d love to be able to award four of these a year,” Nieman said. “Besides providing great experiences for our students, it would develop a cadre of very talented students and graduates that we could showcase to help us attract even more.”

The Tuckers also like the fact their gift will have a lasting influence. They could have made a one-time donation, but by establishing an endowment, they provide a permanent income stream to fund this innovative and exciting program.

“With larger charities you don’t have as large an impact,” the Tuckers said. “With this gift we feel we’re really making a difference.”

Goodman gift sets stage for competitive edge

The motive behind the \$200,000 gift from alumnus **Barry Goodman '79** to Binghamton University is not complicated. “I think giving is very important,” he said. “It’s a responsibility every individual has. We are all part of this world, and we should leave it having made it a better place.”

Goodman, an executive vice president at Millburn Ridgefield Corporation, is investing in the School of Management’s Career Placement Center to help students assess their employment goals earlier in their college careers, thereby providing them with greater professional opportunities. And providing greater opportunity is what it’s all about for Goodman.

“I come from relatively humble roots,” he said. “The first 12 years of my life I lived in the Flatbush section of Brooklyn. It was a great place to grow up. My grandparents lived on the first floor of our apartment building, we lived on the third floor and my two best friends lived in the building. The schoolyard was around the corner. My mom taught me how to dream and my dad taught me the value of hard work.”

“If not for the public education system, I never would have had the opportunity to demonstrate what I could do in the financial sector. I think it would be arrogant for anyone to suggest that they got to where they are in life without any help.”

To help Binghamton students, Goodman wants to develop a program that freshmen and sophomores can use to identify their passions, strengths and weaknesses. Too often, he said, students don’t find these core passions and competencies until they’re well into their majors.

“As a result, it’s not until later on in their college career that they start to focus,” Goodman said. “And quite often this puts our students at somewhat of a disadvantage in that a lot of other universities have early-intervention programs.”

To accomplish his goal of enabling students to follow a more focused career path and to identify their ideal working environment, Goodman sat down with School of Management Dean Upinder Dhillon, who understood Goodman’s concerns.

“He’s right, the school cannot have a very strong reputation for excellence if we are not successful in placing our students at the very best firms in the world,” Dhillon said. “And as part of placement, we need to provide students with the skill set to be successful in the job-search process.”

To advance placement opportunities, Goodman wants to make aptitude tests available to students to help them identify their strengths and interests. These online evaluations will be provided by Career Leader On-Line Assessments, which offers its services to businesses and professional business schools across the country. Students answer a number of questions and receive feedback on such things as core competencies, best career-path matches and the steps to get there.

Goodman argues that knowing these things earlier in college will set



students on the right path sooner, thus allowing them to select courses and majors that best match their career aspirations. Then, when it comes to seeking work, they’ll be better equipped than graduates at other schools.

Internships at an earlier stage in college are part of the strategy. Goodman hopes to develop a richer internship program by dedicating resources to locating global internship opportunities.

“One of the best ways to get a job is to start as an intern,” Goodman said. “Work your way up. Be known as a very reliable, responsible individual so when the time comes to graduate, there might be a job offer. Or at least you might have an inside track to an entry-level position since you understand the company and its culture.”

In addition, Goodman’s grant will help the placement center refine students’ interviewing skills by having them mock-interview in front of a camera. Professionals then review the footage and give feedback on style, thoroughness and overall performance. Students will have access to

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CLAS S BREA K

Commencement May 16-17, 2009

For the second straight year, Binghamton University held four Commencement ceremonies at the Events Center — one for the Graduate School, one for the professional schools and two for Harpur College of Arts and Sciences graduates — this year conferring approximately 2,900 degrees.



Provost Mary Ann Swain, left, and President Lois B. DeFleur confer an honorary doctor of laws degree on Lawrence J. Schorr '75, '77. CEO of Boltaron Performance Products LLC and chair of the Binghamton University Foundation.



Bradley Small '09, senior class council president, addresses the crowd at Harpur's afternoon ceremony.



Decker School of Nursing graduate Melissa Skiadas of Binghamton shares a moment with her 4-year-old daughter, Jacaqueline, after the ceremony.

Athletic Fundraiser April 30, 2009

More than 130 Binghamton University supporters, administrators, alumni, staff and coaches attended the Celebrate Binghamton University athletics fundraiser held at the New York Athletic Club overlooking Manhattan's Central Park.



The first NCAA Division I national champion in Binghamton University history, Rory Quiller addresses the crowd.



Actor and alumnus William Baldwin '85 talks with Binghamton University basketball head coach Kevin Broadus, who led his team to its first conference championship in 63 years and into the NCAA tournament.



Binghamton University Forum June 6, 2009

A member of the Three Waiters entertains during the Binghamton University Forum annual dinner. SUNY Chancellor Nancy L. Zimpher later addressed the guests, saying she is looking forward to returning to Binghamton and pledging her support to "do everything in my power to support this great university."



Chancellor's Visit June 6, 2009

SUNY Chancellor Nancy L. Zimpher's first week as chancellor culminated with a visit to campus, where she toured the campus with President Lois B. DeFleur before attending a luncheon with faculty, staff and administrators. The Binghamton visit was among her first as she embarked on a tour of all 64 campuses in preparation for crafting a system-wide strategic plan.



In Vino Veritas April 23, 2009

Binghamton alumni gathered for an evening of discussion, hors d'oeuvres and fine wines in the home of Pat '65 and Paul Saunders in Rye, N.Y. In attendance were (from left) Andrew S. Gutterman '77, Daniel J. Hoffman '82, Susan A. Bloom '80 and Steven H. Bloom '78. Karen-edis Barzman (foreground), associate professor of art history and director of the Center for Medieval and Renaissance Studies, facilitated the lively discussion of wine's influence on culture.

THE "A" LIST

MEDIA COVERAGE

An interview with **Mary Muscari**, associate professor of nursing, was featured recently in *Better Homes and Gardens* in an article about adolescent spring breaks. The article tells of the trend for fewer wild spring breaks for teens and more that involve relaxation and sightseeing. The article points to good spring-break teen hot-spots and ways for parents to evaluate if their child is ready for an independent spring break.

David Davies, associate professor of biological sciences, was interviewed in *The Washington Post* and *The Boston Globe* for his studies on how to combat the biofilms found in bacteria that help defeat the immune systems. Davies' research suggests that scientists could perhaps use bacteria's own chemical signals against them to help cause biofilm dispersion. Such a hypothesis, if executed, could be used to marginalize bacteria and infection.

M. Stanley Whittingham, professor of materials science and engineering, was featured in an article in *New Scientist* in March regarding his research on lithium ion batteries. The article suggests that if lithium ion batteries could be harnessed in a manageable size, they could recharge hybrid cars in just minutes.

Binghamton University was featured in *The New York Times* in an article in the spring about the surge in public institution applications and cited Binghamton as "The Public Ivy of the Northeast." The article highlighted Binghamton's exemplary academic record, along with its affordability and selective nature.

Binghamton University was referenced in a recent issue of *BusinessWeek* for having one of the best returns on tuition dollars among public universities for graduating students. The study

concluded that for every \$10 in tuition Binghamton students pay, they receive a return of \$8.52 in salary upon graduation — the second highest average among public universities, trailing only the University of North Carolina's Kenan-Flagler Business School.

Weiyi Meng, professor of computer science, was featured in *Digital Communications* in addition to other technology publications for his developmental work on meta-search engines for searching the Internet. According to Meng, his work on meta-search engines allows Internet searches to be made more accurately and in depth. "Many people have the misconception that Google can search everything, and if it's not there it doesn't exist. But we should be able to retrieve many times more than what Google can search."

Robert T. Palmer, professor in the Department of Student Affairs Administration, was interviewed in *Inside Higher Education* concerning his study on remedial education among black male students the summer before their college freshman year. According to Palmer, the qualitative nature of his research was a valuable asset when evaluating his results: "That is the beauty of qualitative research. You get at how these programs are helping African-American men in ways that data sometimes cannot show."



Progress Report

GIFT HIGHLIGHTS

Gifts and Pledges of \$30,000+

Anonymous — N. Theodore Sommer Speech and Debate Fund

Mr. Steven H. Bloom '78 and Mrs. Susan A. Bloom '80 — Bloom Family Scholarship

Brenner Builders on behalf of Mr. Kevin S. Brenner '84 and Mrs. Jill Brenner '84 — Brenner Athletics Scholarship

Ms. Cathleen M. Ellsworth '86 — Gary Truce Scholarship for Women's Cross Country

Mr. David Morean — University Libraries, gift-in-kind, civil war book collection

National Mah Jongg League Foundation, Inc. — Institute for Child Development's Social Learning Center

Mr. James W. Orband '81 and Mrs. Theresa A. Orband — Orband School of Management Scholarship

Mr. Lawrence J. Schorr '75, MA '77 and Ms. Jennifer Brink Schorr, MBA '81 — Schorr School of Management Faculty Development Fund

Mrs. Marilyn H. Schumann and Mr. Robert F. Schumann — Schumann Steward of Natural Areas

Estate of Benjamin R. Surovy, MS '72 — Surovy Endowed Scholarship

Mr. Gary M. Tischler '84 — Men's Soccer

The Mark Zurack and Kathy Ferguson Foundation — Zurack Scholars Program

Binghamton University receives its largest individual gift ever

An anonymous donor has given the University a gift totaling \$6 million.

"This gift offers unprecedented potential for Binghamton to enhance student access and provide support for the University," President Lois B. DeFleur said. "It comes at a crucial time in the University's development and we are deeply grateful for this extraordinary generosity. Our Binghamton University Foundation will administer and invest this important gift."

"We are honored that this donor has such strong faith in Binghamton University and has chosen to invest in us," said Marcia Craner, vice president for external affairs and executive director of the Binghamton University Foundation. "This gift will help motivate others who may wish to similarly support the University's future and enrich the educational experience of our students."

Of the total donation, \$4 million will be used to establish the **American Dream Scholarship Fund** for scholarships and financial aid to women and minority students. The \$2 million unrestricted portion of the gift will be designated for an **Academic Program Enhancement and Faculty Support Fund**.

Goodman gift . . .

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the video so they can review their interview performance.

Dean Dhillon said that by the time he and Goodman met to discuss placement strategies, Goodman had already sketched out possible solutions. Goodman's forethought wasn't a surprise because seven years earlier he had done the same thing. He had noticed a gap in the curriculum and suggested strategies to address the problem, then provided funding. Goodman's six-figure gift seeded the University's first entrepreneurship program.

"If you look at Barry Goodman's gifts to the University, he typically has a vision and wants to really implement that vision," Dean Dhillon said.

"I don't want to just throw money at the problem," Goodman said. "I want to construct a solution to the problem."

The solution seems to be working. Over the last two years Binghamton University's business program ranked among the country's 50 best and is in the top 20 among public universities.

"Barry has a strong inclination to help the students and the school move to the next level," Dhillon said.

"The success of the entrepreneurship program led me to this next gift," Goodman said. "This grant only materialized because of the great working relationship I have had with Dean Dhillon and the University. In addition, the University has given its full support to the opportunities I've identified."

Goodman said that inspiring Binghamton students is particularly important to him because he looks at his university years — he graduated *magna cum laude* from Harpur College with a BA in economics in 1979 — as the moment when he discovered the depth of his capabilities.

"The thing I remember about Binghamton was that I felt challenged for the first time in my life," he said. "My professors really challenged me. They helped me accomplish things I never thought I could accomplish before. They showed me that from an intellectual standpoint I could compete. That played a big role in framing who I am today."

But it's not just the alumnus connection that drives Goodman's grant to the University. He said there is a plethora of deserving charities he could give his money to, but by focusing on this stage in life — the college years — he feels his investment can have the greatest return.

"There are a lot of worthy causes out there," he said. "One of the reasons I am so committed to the placement center is that I think you can make a big difference by intervening at an early stage. These are the formative years. These are the years when young people are so impressionable. They are making choices in their lives for their future. If we can provide them with an enriched set of experiences, help them identify earlier on what their real passion in business is, and support them through this process, I think we have a winning formula."

Over the next five years the University hopes to leverage Goodman's gift to raise \$1 million for the School of Management's Career Placement Center.