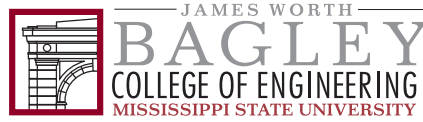




Jim Bagley



New Century, New Outlook, New Name.

A great thing just got better.

The College of Engineering at Mississippi State -- to be known henceforth as the James Worth Bagley College of Engineering -- is moving into its second century with the impetus of a new name and an unprecedented \$25 million endowment.

Jim Bagley, an MSU engineering alumnus and chairman and chief executive officer of Lam Research Corporation in Fremont, California, has presented Mississippi State with the largest gift in the University's history. The \$25 million Endowment for Engineering Excellence sets the College of Engineering on the path to new heights.

"Jim Bagley has addressed needs identified in the College's strategic plan as critical for moving to the next level of excellence," declares Dean Wayne Bennett. "His action carries a double impact: It brings the enhanced recognition of a named college and the resources to accomplish major change."

Named colleges, traditionally concentrated in the business and medical fields, are a fairly recent trend in engineering. Naming an academic unit often has the effect of immediately elevating its prestige.

"For Mississippi State to be among the first 20 or so named engineering colleges in the nation is a mark of distinction for the College, the University and our state," says Bennett.

Dennis Prescott, MSU vice president for external affairs, notes, "For one individual to invest such considerable personal funds says to alumni and potential employers that there is really something significant going on in that college."

In 1996, a strategic plan for MSU engineering began to be developed, with the goal of providing students not only a solid education, but exposure to excellence. Jim Bagley was a part of the early exchange of ideas with Dean Bennett and the development staff.

"I had been in discussions with Wayne Bennett and [then-development director] Rick Smith about the overall vision for the engineering college," says Bagley. "We started talking about trying to get somebody to make a lead gift of about \$25 million as the start of a significant capital campaign."

THE JAMES WORTH BAGLEY

Knowing the scope of what could be accomplished with such a gift, he decided to be that person.

A number of those discussions Bagley had were in his role as a member of the Dean's Development Council, which is a group of successful business leaders recruited to help plan for the College.

"Through their advice, their own personal giving and their influence with corporations and individuals, the members of the Council have had a substantial effect on the future of engineering at MSU," says Dean Bennett.

In 1996, giving to the College of Engineering stood at \$2.8 million. Today, the College sustains more than \$7 million annually. Dean Bennett credits not only the Council members but also a talented and dedicated staff: Rick Smith, who laid the groundwork; current director of development John Rush, who has overseen significant growth in the program; and assistant director Blake Hudson and advancement coordinator Amy Zeringue, newcomers who have had a visible impact in less than a year.

The changes at the Bagley College will focus in large part on Engineering's physical campus and on the graduate school -- priorities of Dean Bennett, Mr. Bagley and a number of others interested in advancing the national competitiveness of the College.

A sizable percentage of the endowment is designated to support graduate fellowships. These fellowships, along with the College's outstanding and growing national reputation in research, will make it highly attractive to the nation's top doctoral and master's degree candidates, including Mississippians.

"Too often, out-of-state institutions draw Mississippi's best students. This will help keep some of the sharpest minds in our state," notes Bennett.

The other major lure for top graduate students is a highly respected faculty. The largest portion of Bagley's gift is earmarked for faculty development, including endowed chairs and professorships.

Ultimately, the goal is to bring everyone -- graduate students, undergraduates, faculty and administration -- together in a cluster of buildings on campus. At present, with the buildings spread out and much of the graduate and research work being done off campus, a visitor would have difficulty grasping the scope of MSU's engineering program. Creating a cohesive engineering campus on the university's main campus will not only convey an impressive image, it will create more opportunity, such as the potential for blending research activities directly into undergraduate programs.

A significant amount of the endowment is tagged for facilities and equipment, including use for matching state and federal grants.

Other funds are to be allocated for special needs and projects that develop beyond what is designated, all geared toward moving to a higher level of accomplishment. The College will provide annual reports on expenditures to both Jim Bagley and the MSU Foundation.

With the endowment and naming of the Bagley College of Engineering, the vision has taken a giant step forward in becoming reality. The expectation is that it will generate further funding from several sources.

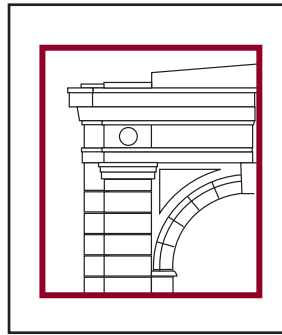
In fact, a condition of Mr. Bagley's gift is that it be used in part to encourage others to give. One idea is for the endowment to provide

matching funds for individual gifts.

Bagley says he hopes the state legislature will work with the College to provide matching funds to help build facilities. He also sees potential for contributions from federal programs.

"This is the starting point for making a major change in the College with federal and state money and with gifts from individuals encouraged by the commitment they see in this endowment," he states. "We have the potential for changing the engineering college forever."

Dean Bennett says, "The first major step in a move toward excellence was Dave Swalm's gift for the new



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Dean Bennett



COLLEGE OF ENGINEERING

building and his endowments for faculty and student enhancements, equipment and scholarships. Naming the Dave C. Swalm School of Chemical Engineering has had a dramatic impact on the department. The next step is to create endowments to name the other departments."

Donors may instead choose to focus on a more specific area. For instance, the Earnest W. Deavenport Endowed Chair was established by the Eastman Chemical Company Foundation to honor Earnie Deavenport and to enable chemical engineering to attract a nationally known engineer for the director's position. Dean Bennett hopes to have endowed chairs for all department heads.

"In observing what Mr. Bagley has done, people will want to join the effort to make an outstanding college even better," says Dennis Prescott. "And this will benefit the entire institution because those who have an interest in other parts of the University may be inspired to take similar steps."

"This gift takes us to the next level of excellence by establishing resources to recruit top faculty and students and improve facilities," states Dean Bennett. "It will no doubt encourage others to give, in turn providing further opportunities for growth. The Bagley College of Engineering is in an upward spiral, and there's no limit to how high we can go."□

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