One Tufts

SPRING 2018

Investing in Faculty

Meet some of the people who help bring the best to Tufts

CELEBRATING OUR MENTORS AND INNOVATORS

YOU MAY RECALL a professor who ignited your studies with his or her imaginative teaching and thoughtful mentorship, or a researcher whose groundbreaking work touched your life or inspired your support.

Across Tufts today, our dedicated teachers and scholars are lighting the way for students and transforming the world around us. Our faculty are at the heart of our university—and to keep that heart strong, we recently launched the Professorship Partnership Challenge, helping friends of Tufts join with the university to endow existing faculty positions. (Read more on page six.)

Endowed professorships have been integral to the success of American colleges and universities since their very beginning. They are a powerful way to attract, retain, and reward gifted educators and researchers who are exceptional in their fields. They help Tufts stay financially competitive in an environment where universities and colleges vie for rising stars and celebrated scholars. And they express the distinctive Tufts DNA: a diverse, collaborative research university that values excellence in teaching and research.

In the pages ahead, you'll meet a supporter of the university who has established an endowed professorship in comparative oncology, bringing top talent to the program she created in gratitude for the good work done at Tufts. You'll meet another supporter who enjoyed caring and engaged teachers and went on to establish a scholarship, fellowship, and professorship and become a teacher herself. And you'll meet many more alumni, friends, and donors whose lives were shaped by mentors met—and advances made—at Tufts.

As Tufts professors make breakthroughs and transform lives, friends of Tufts are doing the same, by supporting the great minds and hearts that make the university a world-class institution. I invite you to join us in celebrating another generation of inspired teaching, scholarship, and innovation, and the people who sustain it. Thank you for all that you do.

Tony Monaco

ANTHONY P. MONACO
President, Tufts University

One Tufts

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Tufts UNIVERSITY

ON THE COVER: Celia Rumsey (left), J84, AG90, A19P, with musicologist Melinda Latour, the assistant professor Rumsey's gift supports. Photograph by Alonso Nichols

PHOTO: ALONSO NICHOLS

California Gets Brighter

Early this year, Tufts alumni, friends, and leaders gathered for West Coast celebrations.

ON JANUARY 24 AND 25, hundreds of Tufts friends and family came together to celebrate the West Coast launch of *Brighter World: The Campaign for Tufts*, including volunteers, benefactors, students, and alumni of all ages and backgrounds. Nearly 200 people attended the first event at the San Francisco Museum of Modern Art, featuring a conversation between trustee and campaign co-chair Neal Shapiro, A80, and President Tony Monaco. Almost 140 attended the celebration the following night at Mr. C Beverly Hills. To learn more about the campaign, please visit brighterworld.tufts.edu.

PHOTOS: ELENA GRAHAM (SAN FRANCISCO); PATRICK T. FALLON (LA)

From left: Celia Rumsey, J84, AG90, A19P; assistant professor Melinda Latour; and Ian Rumsey, A19

"The Professors Are What Make Tufts Stand Out"

How alumna Celia Rumsey and her son, Ian, are working with university leaders to maximize their impact. BY MONICA JIMENEZ

OVER THE YEARS, Celia Rumsey, J84, AG90, A19P, has had many relationships with Tufts University, including as an undergraduate, a grad student, a parent to Ian Rumsey, A19, and a member of both the Parents Leadership Council and the President's Council. "For me," Rumsey said, "coming to Tufts is coming home."

When it comes to helping Tufts thrive, her areas of interest are equally varied—which is why, when Rumsey contemplated making a gift in 2011, she turned to leaders at the School of Arts and Sciences for help. "I'm not an expert on how to run a university, or finding faculty with the right qualifications, or knowing the strengths and weaknesses of a particular program," Rumsey said. "I want people who have that knowledge and experience to have the latitude to put the money where it would go to the best use."

The result was a gift both meaningful to Rumsey and significant to the school: the endowed Deborah

PHOTO: ALONSO NICHOLS

Greenwald Fellowship, which provides summer funding for graduate psychology students who otherwise would need to pause their research over the summer. This fellowship was matched by the university through its Financial Aid Initiative, doubling the impact of the fund from day one. So far, the Greenwald Fellowship has supported the work of twenty-three students, including Xiao Han, AG17, now a Ph.D. candidate studying stress-induced drug use disorders and therapeutic solutions. "The graduate fellowship was something I would never have thought of on my own, but it's been really gratifying. I'm very happy to have done it," Rumsey said.

Rumsey named the fellowship after her former psychology professor, Deborah Greenwald, who "noticed I was struggling one particular semester and made the effort to check in with me periodically," she said. "Professor Greenwald became my unofficial advisor and mentor." That is just one example of many ways that Rumsey sees Tufts faculty personally connect with students. "To me, the professors are what make Tufts stand out. They not only care about the students' learning, but their well-being," said Rumsey, who went on to earn her M.A. from Tufts, become a high school English teacher, and later a comedy writer for television. "The culture that's created at Tufts is challenging, but encouraging, making you want to become a better, more knowledgeable person," she said. "It was like that for me and it's still like that for my son today."

Rumsey's son, Ian Rumsey, A19, is likewise happy to be part of the Tufts community. "Tufts is truly a unique experience that can expand everyone's worldview," he said, adding, "I think the opportunities are great here!" Reflecting on the current state of relations between students and professors, Ian said, "It's surprisingly easy to talk to professors and they're very helpful. I'd say, in general, they're very knowledgeable, but also very accessible."

"I am deeply grateful for Celia Rumsey's generous support of the humanities and arts in funding this junior professorship," said musicologist and Rumsey Family Assistant Professor Melinda Latour.

Inspired by the research of his advisor, psychology professor Aniruddh Patel, a 2018 Guggenheim Fellow, Ian is majoring in the cross-departmental Cognitive Brain Science program, exploring the intersection of cognitive science and music. He is considering a career in music therapy, something he discovered from studying with Patel. "His research is super interesting and impressive," Ian said, "and he still finds time to give me great academic advice whenever I need it."

Faculty support was a clear choice for Celia Rumsey's next gift in 2015. This time she brought her son into the conversation. "I want to teach Ian about giving back. Plus, he has firsthand knowledge of Tufts as it exists today," she observed. Again she worked closely with the School of Arts and Sciences leadership to meld her interests with the school's needs. She had only one preference: that this contribution support faculty in the arts or humanities. "For the professors who work in medicine, engineering, and other sciences, there's a lot of grant money available," Rumsey said. "We decided we wanted to support someone who might not have the same kind of funding opportunities."

With guidance from Dean Jim Glaser, the Rumsey family established the first term professorship in the School of Arts and Sciences, the Rumsey Family Junior Professorship in the Humanities and the Arts. Assistant Professor Melinda Latour, a musicologist, was recruited last year to be the inaugural holder of the Rumsey Family Professorship. "I literally could not have picked a better person myself," Rumsey said.

Latour's research ranges from Renaissance music to ethics and music, and she teaches courses including Women in Music and French Pop. "I am deeply grateful for Celia Rumsey's generous support of the humanities and arts in funding this junior professorship," said Latour. "In my research and teaching at Tufts, I am thrilled to explore the intersection of music and ethics that recognizes the powerful role of song in accomplishing positive change, particularly in moments of social or political instability."

Rumsey takes particular pride in the knowledge that her professorship gift will be wide-reaching. "When you support a professor, every person the professor teaches is affected as well as the people those students affect," she said. She has found her donor experiences at Tufts to be quite rewarding and credits Dean James Glaser, President Tony Monaco, and the Advancement office for working with her to both personalize and maximize the impact of her giving. "Tufts encourages faculty to set up their own classes and curricula and play to their strengths," Rumsey said. "I felt it was important to let the administrators play to theirs." ■

Anne and Travis Engen, pictured with their corgis, are supporting Cummings School of Veterinary Medicine with an endowed professorship.

Teamwork at Its Finest

Through the Professorship Partnership Challenge, generous donors team up with Tufts to ensure the university attracts world-class talent for today and tomorrow. BY LAURA FERGUSON

WHEN TUFTS RECENTLY sharpened its focus on growing its number of endowed professors, it made what Sol Gittleman called a smart move. Whether endowed professors are rising stars or already at the top of their fields, they invigorate the academic and research community with fresh ideas, high energy, and world-class expertise. "At the heart of our success as a university," said Gittleman, H10, A85P, former provost, Alice and Nathan Gantcher University Professor Emeritus, and co-chair for *Brighter World: The Campaign for Tufts*, "is our ability to recruit, reward, and retain the brightest minds in their fields." And because the gifts are endowed, they not only target the pressing needs of today, they also strengthen the university in perpetuity.

Tufts is making strides to ensure success with the Professorship Partnership Challenge, a *Brighter World* initiative. The minimum to endow a full professorship is $2 million, and to endow a junior professorship, Tufts requires a minimum of $1.25 million. Through this new challenge, Partnership donors contribute sixty percent of the total cost of endowing either a full or junior professorship—and Tufts provides the remaining forty percent. Four families have already teamed up with Tufts to answer the challenge, endowing professorships in Cummings School of Veterinary Medicine, the School of Arts and Sciences, and the School of Engineering, and more partnerships are in development.

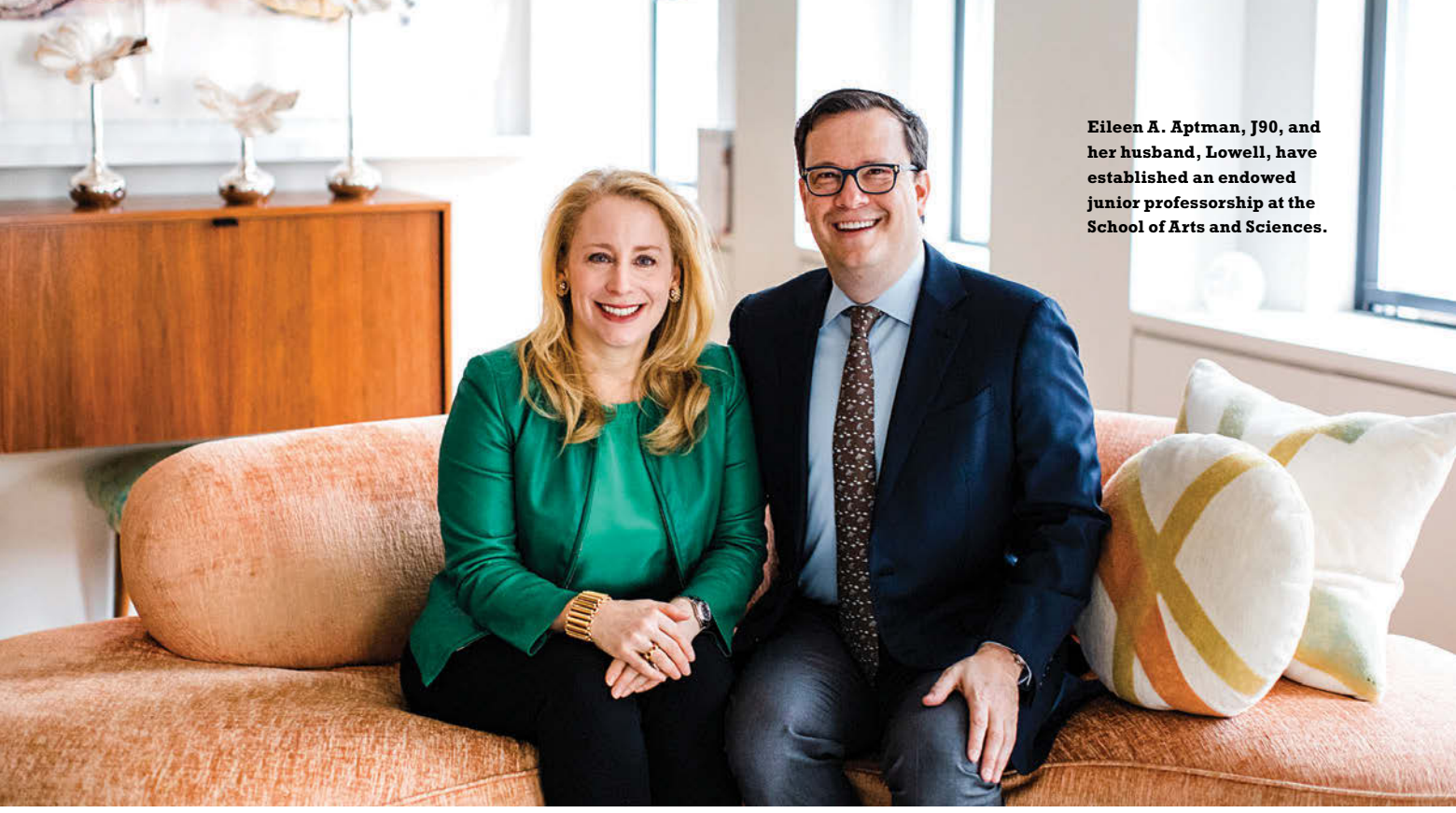
At Cummings School, supporters Anne and Travis Engen have created the Anne Engen and Dusty Professorship in Comparative Oncology, inspired by their late corgi, Dusty.

Anne Engen and Dusty shared a deep and joyful connection. "I thought he was going to be a competition obedience dog, but he declined absolutely to participate in the required 'out of sight' stay," she recalled. That led her to try a canine freestyle workshop, and Dusty loved everything about the athletic competitions set to music.

They would go on to travel to competitions all over the Northeast, putting on performances so exceptional that they scored appearances on the *Today* show and other programs.

Then, when he was six, Dusty was

PHOTO: ROBERT CAPLIN



Eileen A. Aptman, J90, and her husband, Lowell, have established an endowed junior professorship at the School of Arts and Sciences.

diagnosed with bladder cancer. He ultimately lost his battle with the disease. "It was devastating," Engen said, "but it introduced me to the world of veterinary oncology research and to the concepts of comparative oncology that have continued to be a deep interest of mine."

In 2009, in gratitude for the exceptional care provided to Dusty and another corgi, Belle, the Engens made a gift formally establishing a program in comparative oncology. It's a field that brings together researchers from Cummings School and Tufts University School of Medicine to advance understanding of cancer biology, as well as improve treatments of the disease in both animals and humans.

Their new endowed oncology professorship builds on their 2009 gift, Engen said, and it is fitting that it will bear both her and Dusty's names in perpetuity. "I want the day to come when cancer prevention and successful treatment are a reality for people and for our deeply loved animals," she said. "So Dusty's name belongs with mine on this. He is the inspiration."

Eileen A. Aptman, J90, traces the inspiration for the Professorship Partnership gift she made with her husband, Lowell, to her undergraduate years. A double major in Asian studies and political science, she still remembers Teruko Craig's Japanese class, which she took three times a week at 8:30 a.m. for four years. Craig was tough, but also went out of her way to explain to students the cultural nuances of the Japanese language. "What I learned with her has been incredibly valuable over the course of my career," said Aptman, who now co-chairs the School of Arts and Sciences Campaign Committee and is on the Tufts Financial Network Advisory Board.

In recognition of that value, Aptman and her husband have established the Eileen Fox Aptman, J90, and Lowell Aptman Professorship, an endowed junior professorship in the School of Arts and Sciences to be assigned to any department at the discretion of Dean James Glaser. "What really impacts students is the enthusiasm of a gifted professor," Aptman said. "If you can get professors who are well matched with the students, thoughtful, and very high caliber, that's really what will continue to distinguish Tufts."

She is particularly eager to help Tufts recruit and support young professors. "Junior faculty professorships open a pipeline of extraordinary talent—they can create a pathway to a tenured position," she said. She hopes that the junior faculty who join Tufts as a result of this gift will become long-term members of the community. That would be the most important gift she could give to Tufts, which she said gave her an incredible opportunity to attend.

"My parents had three kids in college in a very short period of time, so I attended Tufts with some parent help but also student loans," she said. "Thanks to Tufts, I've been incredibly fortunate in my profession. I think you have to pay that back with your time or your resources—hopefully with both." ■

Gifts and pledges made to the Professorship Partnership Challenge before or on June 30, 2019, are eligible. Please contact Eric Johnson at eric.johnson@tufts.edu or 617-627-5484 for more information.

PHOTO: JUSTIN LEE

The Value of the Liberal Arts

In appreciation of the well-rounded education he earned at Tufts, Charles Cornelio commits to support the university far into the future. **BY MONICA JIMENEZ**

CHARLES CORNELIO, A81, doesn't trace his successful career in the financial services industry back to lessons in business or finance. Instead, he cites classes he took at Tufts University, where he majored in political science and classics and learned from professors who were both brilliant and down to earth. "What came across was their deep knowledge, but also their willingness to work with students," said Cornelio, who regularly contributes to the Tufts Fund and recently committed to a substantial gift through his estate plan to support priorities of the School of Arts and Sciences.

With a planned gift, Charles Cornelio, A81, is making sure future students get the same high-caliber education that helped him succeed.

Cornelio's advisor was an expert on the Soviet Union but readily discussed opinions different from her own, which Cornelio—who had also read deeply on the subject—discovered firsthand. "We had several conversations where I would make statements that challenged her viewpoints," he said. "She always engaged with me and was willing to try to explain why I might not be thinking about something correctly."

After graduating, Cornelio was active in politics for a time, before attending law school, practicing corporate law, and then entering the financial services industry. But even in a career not directly related to his undergraduate studies, he found himself consistently calling on the outstanding breadth of education he received at Tufts, including those early lessons in open-mindedness, learning from the past, and engaging with others. "As a senior executive of a large Fortune 250 company, I often saw parallels with the challenges people faced throughout human history and drew lessons from that," Cornelio said. "And courses in philosophy helped me think through issues throughout of my corporate career."

Cornelio's appreciation of Tufts has only deepened over time, which has inspired him to supplement his continuing support of the school's annual fund and make the School of Arts and Sciences a beneficiary of his estate—a gift that will support the vision of current and future Tufts presidents.

PHOTO: NATALIA WEEDY

In an era when more and more students are exclusively focused on building skills to land high-paying jobs, Cornelio wants to make sure the less quantifiable benefits that enriched his career and life are not lost. "A liberal arts education is not narrow or completely economically oriented," he said. "It teaches someone how to deepen and broaden their thinking, how to absorb the world around them. That's important for the good, ordered functioning of society."

Cornelio hopes the future generations of students who benefit from his gift will explore a wide range of subjects and challenge their professors, as he did, and then go out into the world and use those lessons to make it a better place. "In today's environment, students need to be willing to learn about things that don't make them comfortable," Cornelio said. If students never stray outside their comfort zone, it's not just their own lives that will be affected, he added. "Society will have a difficult time resolving issues, which I think is happening right now," he said. "It's important to learn to work with those who don't share your perspective. It will help you both as a student and after graduation." ■

A Tradition of Giving

Three generations of the Blakeley family have supported The Fletcher School. Here's why. BY HEATHER STEPHENSON

"I **THOUGHT YOU WERE** going to spend your later years working for world peace," Gerald "Jerry" W. Blakeley III, F04P, recently said to his father, who is in his 90s.

"Yes," his father responded. "That's why I'm supporting The Fletcher School."

Recalling the exchange, the son laughed and added, "I feel the same way."

Three generations of the Blakeley family have ties to Fletcher. The eldest, Gerald W. Blakeley Jr., serves on the school's board of advisors and made the family name famous on campus by donating funds in the 1980s for renovating the student residence now known as Blakeley Hall. His grandson, Kipper Blakeley, F04, graduated from the school and serves on its European Board of Advisors. And Jerry Blakeley, the man in the middle (and pictured at right)—he's the one behind the Blakeley Fellowships.

From 2008 through last year, the fellowships enabled students to take unpaid summer positions with nonprofits and nongovernmental organizations—such as the African Entrepreneur Collective, MercyCorps, and the microfinance group FINCA International—all around the globe. Blakeley funded about ten fellows per year, for a total of 101. "It gave the students an opportunity they wouldn't have had otherwise to go and make a difference," Blakeley said. "They were much more than interns. They would take on a management role, with actual responsibilities."

By gaining real-world field experience, rolling up their sleeves, and applying their Fletcher training, the students made an impact and expanded their career options, Blakeley said. After graduation, many were hired as staff members by the organizations where they had interned or by similar groups impressed with their know-how.

A graduate of the Wharton School at the University of Pennsylvania, Blakeley founded Extech Instruments Corporation, a business with offices in the United States, the U.K., Taiwan, China, and Hong Kong. His travels around the world fueled his interest in international development, and soon after he sold Extech in 2007, he set up the Blakeley Foundation to support programs for reducing poverty. He created the fellowship at Fletcher because he had heard great things about the school from his father and son, and he believed Fletcher graduates could fill a global need.

"The students I see at Fletcher are going to be leaders in the world," Blakeley said—and funding summer internships to give those future leaders a critical leg up was a source of great pride. "I hope others will carry it forward." ■

For more information about the Blakeley Fellowships, visit blakeleyfoundation.org/fellowship.

PHOTO: BRIAN TIETZ

Windsor Ting, M79, pictured at a Tufts School of Medicine reunion, is a campaign volunteer leader.

Tireless for Tufts

Grateful for the opportunities he had as a student, campaign volunteer leader Windsor Ting is doing everything he can to ensure the same for future generations. BY HEATHER STEPHENSON

WHEN WINDSOR TING, M79, arrived in the United States with his family, he was just fourteen years old—a Chinese immigrant with no idea that a career in medicine was in his future. But doors of opportunity kept opening for him: an undergraduate stint volunteering at a free health clinic in lower Manhattan led to his first job out of college; a scholarship allowed him to pursue his studies at Tufts University School of Medicine; and a third-year rotation introduced him to the rigor and excitement of surgery.

Even more than thirty-five years later, Ting vividly recalls participating in his first operation with Dr. Tom O'Donnell, M67. "I remember it was a late operation, probably early evening," he said, "and I got really interested in surgery from watching him working on this hernia repair." The experience inspired Ting to become a surgeon himself—he now specializes in vascular surgery at Mount Sinai Medical Center in New York City, and is an associate professor at the Icahn School of Medicine—and left him with a desire to similarly inspire others.

"It's been such a wonderful career, and I want to make sure this opportunity is passed on to as many other people as possible," Ting said. That's why he volunteers as a leader of *Brighter World*: *The Campaign for Tufts*, informing fellow alumni about areas of need and good work being done at the medical school and encouraging them to get involved.

The impact of financial aid on his own life also inspired Ting to give back to Tufts. To honor the generosity of those who helped him attend medical school, he and his wife, Dr. Mary Louise Keohan, established the Windsor Ting, M.D., M79, and Mary Louise Keohan, M.D., Scholarship Fund in 2015 to provide scholarship support for medical students. Recent recipients include Paul Kim, M18, who shares Ting's excitement about medicine. "The interactions with the patients have been the most joyful part of the experience," Kim wrote in a letter thanking Ting.

As part of his volunteer efforts on behalf of *Brighter World*, Ting also chairs the medical school's campaign committee and is a member of the university's campaign cabinet. In those roles, he asks others to consider the impact their Tufts training had on their careers and how they can extend similar opportunities to future generations.

Given the demands of his day job, Ting finds volunteering relaxing. Hosting dinners at his home and chatting with other medical professionals in the New York City area is "absolutely a pleasure," he said. And if it helps open doors of opportunity for the future Windsor Tings of the school, that's a welcome bonus. ■

PHOTO: MATTHEW MODOONO

Cheerleading the Change Makers

By supporting the School of Engineering, Steve and Gerry Ricci are helping students dedicated to changing the world. BY LAURA FERGUSON

STEVE RICCI, E67, E88P, vividly remembers the challenges of his time at Tufts. After switching his major from liberal arts to mechanical engineering his sophomore year, he had classes six days a week and labs every afternoon—plus an hour daily commute by bus from Dorchester.

"It was a heavy load, but it was what I wanted: Great professors and a great atmosphere with fellow students," said Ricci, who went on to earn an M.B.A. at Harvard and serve as president of the New England Venture Capital Association. "My Tufts education served me well."

After a forty-year career in venture capital, most recently with Flagship Pioneering in Cambridge, Ricci retired in 2014 and gives generously of his time to Tufts as a member of the School of Engineering's Board of Advisors since 2006. He has enjoyed watching the school transform into a first-class research institute that maintains its focus on excellent teaching. "The caliber of the research coupled with the passion for teaching continues to grow my enthusiasm for the school," Ricci said.

Steve and his wife, Gerry, E88P, are now showing that enthusiasm by generously supporting *Brighter World: The Campaign for Tufts*. They have funded a charitable remainder trust that establishes three endowed funds for summer scholar research grants, graduate fellowships, and undergraduate scholarships at the School of Engineering.

Ricci, who also chairs the School of Engineering Campaign Committee, said he and his wife wanted their legacy to strengthen funding for both financial aid and research opportunities for budding engineers. "I am always impressed by Tufts students," said Ricci. "They're confident they are going to change to the world. We're their cheerleaders."

By funding the trust with shares in a company in which they were early investors, they turned highly appreciated, but non-income-producing stock, into an income stream that would supplement their retirement funds. In addition, they avoided capital gains tax, thus allowing them to make a larger gift to Tufts.

"The charitable trust is a good mechanism for us," Ricci said. "It offers an important financial safety factor; at the same time, it gives us the satisfaction of making a substantial contribution to financial aid and student research opportunities. When we're gone, the funds will go directly to support students. Overall, the trust allowed us to more than double our lifetime giving to the university."

This gift continues a long history of giving to Tufts. Ricci began contributing to the School of Engineering's annual fund as a young alumnus, making gifts that were modest but deeply felt. "They were made in appreciation for the opportunities I found at Tufts," he said.

In 2011, the Riccis contributed to the *Beyond Boundaries* campaign by establishing The Stephen and Geraldine Ricci Interdisciplinary Prize, awarded annually to a student team taking part in the Tufts $100K New Ventures Competition. Intended to spur business ideas that demonstrate interdisciplinary engineering design and strong commercial potential, the prize is helping turn laboratory discoveries into real-world projects that benefit society. Prior to that Steve and Gerry had funded a lecture series in the Entrepreneurial Studies curricula.

"At Tufts, I got a great education that put me on a career track that went well beyond my dreams," Ricci said. "Any young student with the capacity and the desire to pursue engineering and engineering research at Tufts should be able to follow, and exceed, their own dreams too." ■

PHOTO: MATTHEW MODOONO

Lori Samuels, J81, A22P, and her husband, Ted, A22P, are making a gift to the BLAST program.

Stepping Up

Lori and Ted Samuels are boosting diversity and student success at Tufts—and challenging others to do the same.

BY MONICA JIMENEZ

ARRIVING AT TUFTS as a freshman from her home city of St. Louis, Lori Samuels, J81, A22P, had no idea what she wanted to study—and she loved that. She loaded up on psychology courses; took French and spent a semester in Paris; talked to all the professors; and even rang the doorbell to then President Jean Mayer's house for a chat about political science. "I'm not sure you can do that in a lot of places," she recalled with a laugh.

Samuels remembered that encouragement and challenge, that sense of endless possibility, as she went on to earn her M.B.A. from Northwestern University, work in marketing, and start her own manufacturing business. "You don't do what's easy. You push yourself," she said. "There are so many paths you can take, so many opportunities you never even dreamed existed."

Now, Lori and her husband, Ted, A22P, are making a joint gift toward the operating costs of the Bridge to Liberal Arts Success at Tufts (BLAST) program. The couple, co-chairs of the President's Council at Tufts, hope to give future students the same kind of support, opportunities, and guidance that formed the heart of Lori's Tufts experience—as well as inspire future donors to follow their lead.

Targeted toward incoming students who have limited resources—many of whom are the first in their families to attend a four-year college—BLAST offers a six-week residential program the summer before freshman year, and academic guidance and support throughout all four school years. This includes coaching on study strategies, exam preparation, time management, and public speaking; one-on-one tutoring in writing and other subjects; and providing regular group meetings where students work together to develop academic and leadership skills. The program, which also includes workshops, course credits, and financial support, helps set students up for academic success at Tufts and beyond.

"We got a good sense of the kind of instruction and guidance BLAST provides the entire way through school. What BLAST does is teach students how to best and most effectively use their intellectual abilities to succeed," Lori said. "And we felt the possibilities of what BLAST could do were important enough to jump in in a big way."

As ongoing contributors to financial aid, the couple strongly believes in fostering a campus that represents a wide range of people. "The diversity of the students' backgrounds, interests, and passions and their unique perspectives was something that absolutely shaped my experience," Lori said. "By providing opportunities that are open to all regardless of what they have, the university wins, and every student there wins."

Ted Samuels agreed. "Tufts has always been a great school, and one of the things that makes it a better school today is its broad and diverse population," he said. "It's a special place, and we're excited and humbled to be able to do this."

Lori and Ted Samuels are now challenging other donors to join them. They've pledged the equivalent of one year of operating support for the

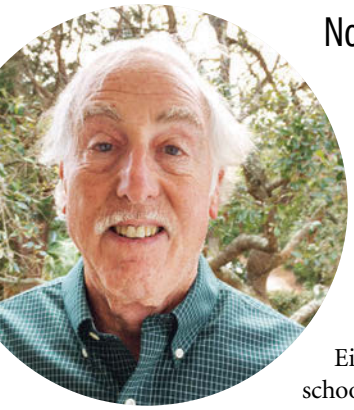
PHOTO: G HLOBIL PHOTOGRAPHY

program, with the promise to double their commitment if other members of the Tufts community collectively contribute in equal measure. The combined gifts will support several years of funding for BLAST, a program that has been made entirely possible by the generosity of alumni and friends since its inception in 2012. "Excellence costs money," Ted said. "The impact of gifts is both profound and permanent."

Lori added, "The idea is to encourage others to get involved in whatever capacity they can. Once you see what your money does, and what donations to programs like this at Tufts can do, you're sort of hooked."

The couple has always had a passion for leveling the playing field and creating a richer experience for everyone—and Lori can't think of a better return on their investment, especially now that their daughter is attending the university. "We're happy to be supporting a program that builds and deepens the community of students who attend Tufts," she said, "and we hope that this best, brightest, and most diverse group of kids will go out and do broad-minded and great things." ■

Smart Moves



Norman Einstein is giving medical students the power of choice. **BY JULIE FLAHERTY**

IN 1992, ESPN SPORTSCASTER Joe Theismann took some gentle flack for what seemed like an on-air flub. "The word genius isn't applicable in football," he said. "A genius is a guy like Norman Einstein."

Everyone made fun of Theismann for not knowing the first name of history's most famous scientist. But he defended himself: There *was* a Norman Einstein—he was a valedictorian in their New Jersey high school. And Theismann had found him "very intelligent."

Norman Einstein, M73, studied physics at Rutgers University (yes, his professors teased him about it) and medicine at Tufts. He spent twenty-eight years as an emergency room physician at Catawba Valley Medical Center in Hickory, North Carolina. Now retired, he's still making smart moves—as well as thoughtful ones. He recently pledged $400,000 to set up a scholarship program that will provide up to $10,000 a year for up to four medical students at a time. The scholarships will be for the neediest students, on top of what Tufts would already provide for financial aid.

Einstein noticed that the cost of medical school has grown significantly since he was in school. And that got him thinking. "I wonder whether these medical students today, faced with all these loans and debt—is that going to influence what they do in medicine?" He could easily see a young doctor feeling pressured to go into a lucrative specialty, such as cardiology or plastic surgery, just to pay off crushing debt.

Einstein said he was thinking about both doctors and patients when he created his scholarship. If students with an interest in pediatrics or family medicine can follow their passion, everyone wins. "It's very important to have good primary care," he said. "That's where it starts."

Initially considering a planned gift, he later decided that he wanted to see his gift doing good in his lifetime. "My hope is that I get to meet the scholarship recipients," he said, perhaps at his fiftieth Tufts reunion.

Einstein's own years at Tufts were marked by meaningful interactions with "wonderful humanists and teacher clinicians" including Louis Weinstein, Jerome Kassirer, Robert Schwartz, and Jack Mitus. After Tufts, he practiced and taught medicine at George Washington University Hospital in Washington, D.C., and later became a general internist in a small town in North Carolina. When he took the E.R. job in Hickory, he was reluctant to abandon the patients he was treating for rheumatoid arthritis and lupus. "Many didn't have a lot of money and going ninety miles to a rheumatologist was going to be a hardship."

So he worked out a deal with his new job to work one day a week seeing his rheumatology patients. This, he said, reveals one of his less-genius moments: He hadn't thought that it sometimes meant working a night shift in the E.R. on Wednesday night and driving to his clinic Thursday morning. He said he could have been a little savvier on the economics, too. "But I didn't do it for the money. It was really, really rewarding helping those patients."

As for Theismann's comment, Einstein demurs. "He never came right out and said whether he really meant me or Albert Einstein," he said. We think it was a smart choice either way. ■

PHOTO: COURTESY OF NORMAN EINSTEIN

Crowdfunding by the Numbers

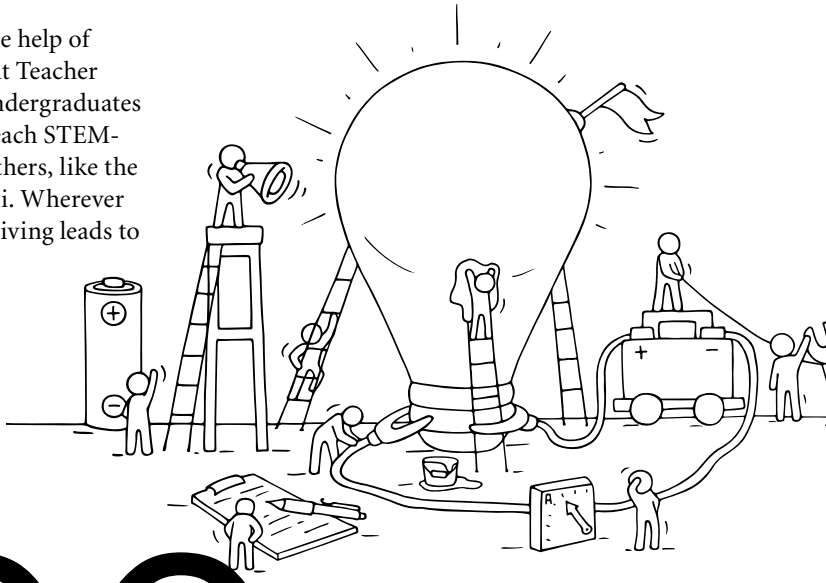
ACROSS TUFTS SCHOOLS and departments, online crowdfunding is a growing source of support for projects of all kinds. The university's new giving platform, Crowdfunding at Tufts, was launched in February 2017 to provide tools and support to students, alumni, faculty, and staff looking to fundraise for projects they're passionate about—whether that's promoting innovation, transforming local communities, or supporting students.

The Crowdfunding at Tufts website, crowdfund.tufts.edu, showcases the wide range of these projects, including some you might not have suspected were going on at the university. Many tackle causes central to *Brighter World: The Campaign for Tufts*, such as broadening access to higher education; strengthening democracy; and addressing obesity, malnutrition, and food inequity.

Some are driven by faculty and staff with the help of alumni volunteers, such as STOMP, the Student Teacher Outreach Mentorship Program, which pairs undergraduates with secondary school teachers to create and teach STEM-based curricula in local elementary schools. Others, like the examples below, are led by students and alumni. Wherever these initiatives start, they all show collective giving leads to great things. **–MONICA JIMENEZ**

40

NUMBER OF TUFTS CROWDFUNDING PROJECTS COMPLETED OR ONGOING TO DATE



2,000+

NUMBER OF DONORS WHO HAVE CONTRIBUTED TO CROWDFUNDING PROJECTS

ILLUSTRATION: SHUTTERSTOCK

8

Number of projects led by alumni, including the CJ Saraceno Media Internship in Los Angeles and networking trips to New York and Silicon Valley for the winners of the Tufts $100K New Ventures Competition.

ALUMNI PROJECT SPOTLIGHT

FIRST-GENERATION SCHOLARSHIP

THE TUFTS UNIVERSITY Alumni Association's initiative to raise $10,000 for a one-year scholarship surpassed its goal of 200 donors in just eight days and continued on, unlocking an additional $5,000 matching gift from the Alumni Council. The inaugural scholarship was awarded to Farley Flores, A18, who grew up in Mexico and Honduras and now lives in Compton, California, where he supports his three younger sisters. He works with the Institute for Global Leadership in Nicaragua and plans to one day run a nonprofit working with developing countries. "Your participation in this crowdfunding campaign shows what is possible when Jumbos across the globe come together around a shared vision," the organizers wrote, "and how that vision can become a reality when we all do what we can."

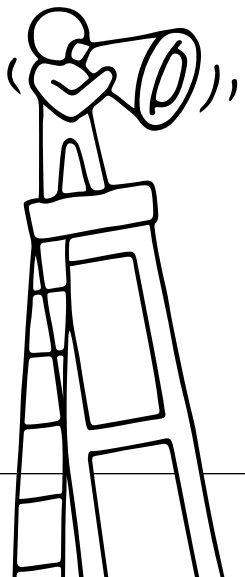
STUDENT PROJECT SPOTLIGHT

SOCIETY OF WOMEN ENGINEERS

THE MISSION OF the Tufts chapter of SWE is to inspire and empower future female engineers and demonstrate the value of diversity in engineering. Twenty-two donors made it possible to send sixteen women to SWE's national conference in Austin, Texas, in October 2017, where they attended presentations and interviewed with companies such as Lockheed Martin and Honeywell. "We are grateful that we have so many wonderful people who support us!" the students wrote in an update to donors.

22

NUMBER OF PROJECTS LED BY STUDENTS, SUCH AS SERVICE TRAVEL TO NICARAGUA AND MALAWI, AS WELL THE INTERACTIVE PROGRAM CUMMINGS THRIVE, WHICH PROMOTES MENTAL HEALTH AWARENESS AT CUMMINGS SCHOOL OF VETERINARY MEDICINE



HAVE A BRIGHT IDEA OF YOUR OWN?

Those interested in starting a crowdfunding project may apply through crowdfund.tufts.edu. Please contact Tessa Buckley at tessa.buckley@tufts.edu for more information.

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JACK DERBY, Cummings Family Chair in Entrepreneurship and director of the Entrepreneurial Leadership Studies Program at the Tufts Gordon Institute, teaches The Art and Science of Sales to undergraduate students. In this issue, read more about how investing in exceptional Tufts faculty supports research, innovation, and transformational student experiences. And visit brighterworld.tufts.edu for more about how you can get involved.