

Dear Student & Fellow MSM-er:

Based on feedback that the Office of External Affairs has received from students, you're interested in learning more about our activities, what we do to help the School (and you), and why. I'm pleased to fill you in on what we do to make your experience at Manhattan School of Music the best it can be.

If you don't already know, the External Affairs department is comprised of different, yet related offices — Fundraising, Public Relations, Design, Alumni Relations, and Career Development. This “umbrella” of activities creates awareness about the School and cultivates relationships with people and institutions throughout the city and throughout the world. External Affairs offers many important services: we promote school events; welcome special guests; organize alumni activities; and raise money from individuals and organizations.

The School's 90th anniversary has allowed us to tell our story in a big way — and we're pleased to let you know that we're attracting lots of meaningful attention through these efforts. We've also been able to encourage the participation of donors at special events that you may have observed or wondered about. Some events have included: the 2007 Concert Gala last May; the launch activities last October in Times Square and Harlem; upcoming concerts at Carnegie's Zankel Hall; and our 2008 Concert Gala this May, which will honor, among others, alumna Dawn Upshaw and legendary dancer Arthur Mitchell. We're also planning an all-alumni reunion for October 2008.

Through these events, we draw donors and future-donors to the School, encouraging them to support current programs as well as to sustain the School's future excellence. These gatherings, usually centered around concerts that feature students, bring together dedicated donors, potential supporters, active alumni, influential government leaders, and key faculty members, allowing us to “show off” Manhattan School of Music. This ensures that the School's reputation and its annual operating funds** continue to grow.

Right now, we're unveiling a new program to involve students further in strengthening the School. Soon, you'll receive an announcement about our new **MSM Student Philanthropy Program**. I encourage you to consider becoming even more involved in helping Manhattan School of Music continue to innovate and thrive. After all, just as your excellence enhances the School's reputation, MSM's excellence supports the value of your degree!

Best wishes for an early spring.

Susan Ebersole
Vice President for External Affairs

*What are operating funds?? Manhattan School of Music must annually raise funds (referred to as the “Annual Fund”) for the School’s operating budget to make up for costs that are not funded by tuition dollars. Alumni, music lovers, faculty, students’ families, and friends of the School, as well as foundations and corporations, support this effort. Their generosity enables the School to provide superb music education and much needed scholarship support.