



NEXT BOLD STEP

MSOE's Campaign to Accelerate Innovation

ANNUAL SCHOLARSHIP & ENDOWMENT REPORT

FISCAL YEAR 2024-25



MAKING THE NEXT BOLD STEP POSSIBLE: THANK YOU

We've officially embarked on a new era at MSOE.

The momentum around MSOE's first comprehensive campaign, a bold step toward accelerating innovation, is building.

I'm proud to share that MSOE's endowment has reached a record level—over \$98 million!

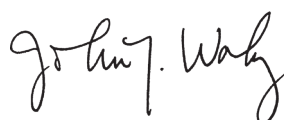
Together with gifts of support from generous donors like you, these amazing milestones are helping shape the university to be the national leader in applied AI education, and ensuring our future is brighter.

Annual scholarships and endowed gifts to the university help MSOE build a pipeline of critical support for the institution and students we serve. Annual scholarships make an immediate impact on a student's life and unlock their potential. Scholarships make access to an MSOE education possible, are essential for recruiting top faculty, and help remove financial barriers so our students can focus on becoming the next generation of innovative leaders.

Endowed gifts provide long-term stability and security for MSOE. These gifts allow us to grow, guaranteeing that we can sustain excellence and continue to set the standard for AI educational programs for generations to come.

Thank you for joining us on this journey and for making the Next Bold Step for MSOE possible. Because of your generosity, together we are opening doors and paving the paths for our students to achieve their dreams.

Sincerely,

A handwritten signature in black ink, reading "John Y. Walz". The signature is fluid and cursive, with the first name "John" and last name "Walz" clearly legible.

John Y. Walz
President

BUILDING BRIDGES ABROAD: ENDOWING GLOBAL EXPERIENCES FOR STUDENTS

“Experiencing a different culture and understanding that people from seemingly very different backgrounds can share a lot of common values can be an eye-opening experience for students. *We wanted our gift to make these experiences possible for more MSOE students.*”

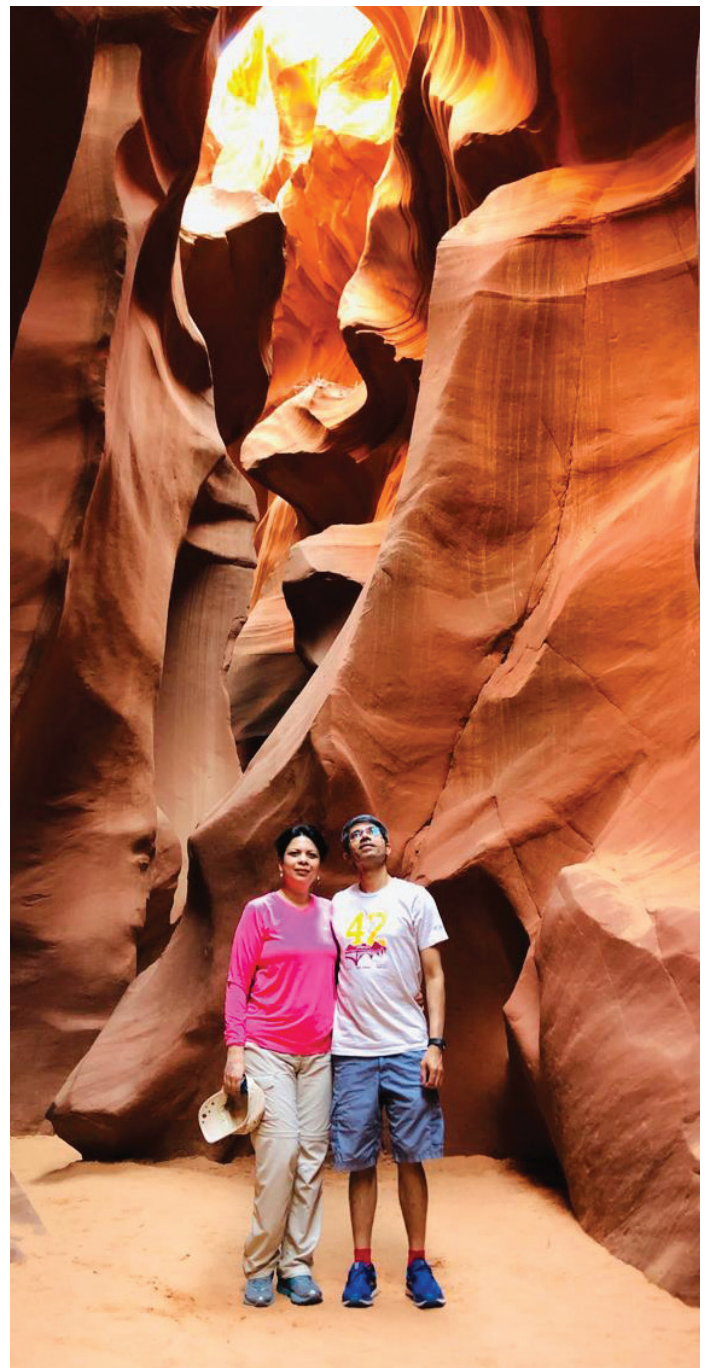
In 2024, former MSOE faculty members Dr. Sohumi and Sheetal Sohoni set up the Sohumi and Sheetal Sohoni Study Abroad Endowed Fund to support international travel for MSOE students.

The couple, who grew up in India, spent a large part of their lives in America. They say traveling to a new country helped them experience a lot of growth because it pushed them out of their comfort zone.

“Settling in a new country broadened our horizons and enriched our perspective on life to such an extent that we cannot even imagine who we would have become had we not had this international experience,” said Sohumi.

After spending a few years working as professors at larger state universities, they came to work for MSOE in 2019, finding the university’s culture and values of collaboration, excellence and inclusion matched their own passions for student development and high-quality teaching.

Sohumi served as professor and program director for software engineering and Sheetal as an adjunct assistant professor for user experience (UX).



Sohumi and Sheetal Sohoni at Lower Antelope Canyon in Arizona.



"Working at MSOE made a transformative impact on both our careers in academia, and we are deeply grateful for that."

While the Sohonis' generous gift covers part of the costs to support a student's short-term experience abroad, they hope it will open the door for more international experiences.

Katie Toske, director of multicultural affairs and campus inclusion at MSOE, says providing these unique opportunities for students is crucial to enhancing their overall experience.

"When students immerse themselves in international experiences, they learn so much about themselves and the world around them," said Toske. "It helps them navigate and learn a new way of living, thinking and seeing. These transformative experiences enrich their time at MSOE and prepare them to thrive in an increasingly interconnected world. We are incredibly fortunate for this gift, which will expand student access to study abroad opportunities for years to come."

The Sohonis' international travel endowment fund to MSOE is just one of a collection of over 175 endowed funds that have helped the university's endowment reach over \$98 million this past year.

In addition to international travel, over 54% of these endowed funds provide aid for student scholarships, 28% are for faculty support and 18% cover operational costs.

"By enhancing the international programs at MSOE, we hope that more people across the world will know about MSOE and its wonderful faculty, staff, students and campus community."

— Dr. Sohum Sohoni

As for the Sohonis, the couple has since left MSOE, moving back to India earlier this year to care for family members. But they are excited to see how their philanthropy will not only create more international experiences for students but spread awareness about MSOE to other countries across the globe.

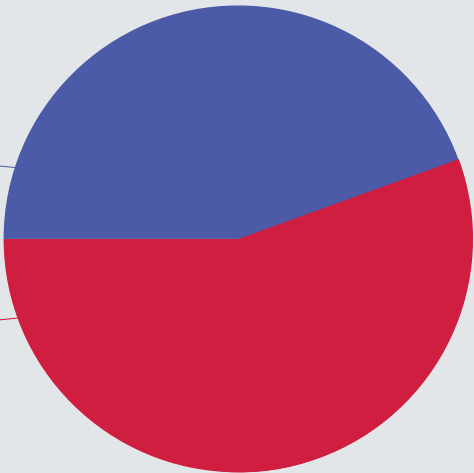
"We both feel that MSOE is a hidden gem. Especially at the global level, the university has not received the recognition it truly deserves. By enhancing the international programs at MSOE, we hope that more people across the world will know about MSOE and its wonderful faculty, staff, students and campus community." ■

ENDOWMENT OVERVIEW
AND FINANCIAL SNAPSHOT
FISCAL YEAR 2025

Endowment Market Value

45.87%
for instructional/operational

54.13%
for scholarships

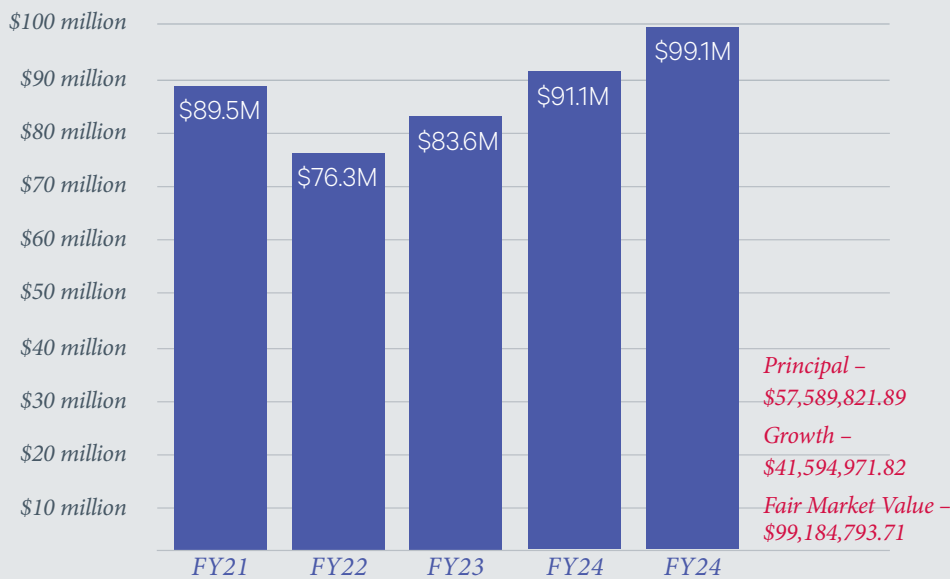


Scholarship Stats

In 2024–25, **601** MSOE students received donor-funded scholarships. MSOE’s **122** scholarship endowments yielded **\$2,117,919** in direct student aid. **261** students from **16** states and **22** different majors received an endowed scholarship. **24** new scholarships were created. **\$2,135,155** in Annual Scholarships were awarded to **401** students from **26** states and **24** different majors.

Endowment Fair Market Value History

The totals below reflect balances as of June 30 (fiscal year end).



“MSOE is a strategic partner, not just for the Foundation but for our long-range talent needs as well.”

— Kate Venne
Brady Corporation



BRADY EXCELLENCE IN INNOVATION SCHOLARSHIP: EMPOWERING A CYCLE OF SUPPORT

For more than a decade, Brady Corporation and MSOE have enjoyed a longstanding partnership centered on supporting students and advancing STEM in higher education.

In 2024, this connection deepened with the establishment of the Brady Excellence in Innovation Annual Scholarship through the Brady Corporation Foundation.

Brady, a Milwaukee-based manufacturer of specialty safety, identification and compliance solutions for a diverse range of workplaces, has been serving customers worldwide for over 100 years. Supporting college students pursuing STEM education within the Milwaukee community is a priority for the company. Since 2011, Brady has supported MSOE students through programs and grants through the Brady Corporation Foundation.

“As our Foundation’s mission and giving interests evolve, we have been able to work together to identify the right programs that align with what we have identified as funding priorities,” said Kate Venne, senior director, corporate communications and social responsibility at Brady. “MSOE is a strategic partner, not just for the Foundation but for our long-range talent needs as well.”

The establishment of the Brady Excellence in Innovation Annual Scholarship in 2024 is a testament to Brady’s dedication to students and higher education. The annual scholarship is awarded to students studying electrical, mechanical or software engineering at MSOE.

“This scholarship is very impactful on my MSOE journey and my future,” said current sophomore Dwayne Veal, a 2024 recipient. “It will help me achieve my goals of becoming a professional mechanical engineer, and it has also opened many doors for me in the process.”

The impact of this support doesn’t end with the college journey. Many MSOE graduates continue their careers at Brady, bringing with them the technical expertise and hands-on experience for which MSOE is known. “MSOE is an important local source of strong engineering talent, who are contributing throughout our organization. We have many employees, including those in leadership roles, who are proud alumni of the school,” Venne said.

MSOE also helps support Brady’s company programs. This year, the company introduced its Brady Relaunch returnship program, designed to help engineering professionals reenter the workforce after an extended career break. Brady presented its program to alumni during MSOE’s annual Summer in the City reunion weekend, underscoring the company’s commitment to lifelong career support.

Together, Brady and MSOE illustrate how education, industry and community can intersect to create lasting impact. What begins with a scholarship often grows into a career and, ultimately, a cycle of support that strengthens both organizations and the broader Milwaukee community. ■

Kate Venne, senior director, corporate communications and social responsibility at Brady Corporation, pictured (at front, left) with the 2024–25 recipients of Brady Excellence in Innovation Annual Scholarship at the MSOE Scholarship Appreciation dinner in April.





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