

The Inspiration Behind the Foundation



In 2004, Emmett and Miriam McCoy presented \$20 million, the largest gift in the university's history, to the business school that now bears their name. This gift resulted in the creation of the McCoy College of Business Administration Development Foundation and changed the landscape of giving to the college.

"The creation of the McCoy College of Business Foundation was a condition of the generous gift from Emmett and Miriam McCoy," says E.E. "Gene" Payne, executive director of the foundation. "Emmett and Miriam's idea of making a major donation and creating a foundation – along with hard work by the Development staff – have jump-started major gifting to the business college."

The McCoy's gift made possible the Foundation's Matching Gift Program, which doubles a donor's gift when it is earmarked for one of a variety of specific endowments that have been identified as having the greatest potential for enhancing the educational and research goals of the McCoy College.

"Experts agree that a significant endowment is one of the necessary ingredients to building a superb college of business at a public university," Payne says. "Emmett and Miriam led the way and raised the bar."

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The Gift of Potential

They didn't do it because they are alumni. He attended the New York Trade School. They didn't do it because their children are alumni. All four graduated from Texas Tech. They did it because they saw great potential in the College of Business Administration at Texas State University.



In 2004, Emmett and Miriam McCoy gave \$20 million, the largest gift in the university's history, to the business school that now bears their name. Emmett McCoy, the retired CEO of McCoy's Building Supply Centers and a San Marcos resident since 1972, said that he and Miriam made the donation because they felt it would "make a difference" in the advancement of the business college. "We believe it can be one of the best in Texas," he said.

The McCoy's have been amazed by how quickly their gift has made an impact. In only three years, it has funded endowed chairs, distinguished professorships, scholarships, faculty research and teaching development, team competitions and student activities, including a program through which students get real-world investment experience using funds set aside from the McCoy's gift.

"We have seen a lot of changes since we made the donation," Emmett says. "Everything I've seen has been good. It really has. I have no regrets."

One potentially far-reaching result of their gift that has surprised the McCoy's is that it seems to have encouraged others to give generously to the university. "There have been a number of other people who have seen fit to donate, too," Emmett says. "I didn't think that would happen. It's been amazing."

For Miriam, coming face to face with the young people whose futures she and her husband have touched has meant the most. "To me, that was a big thing (to meet the scholarship recipients). It felt like our donation made a big difference," she says.

But perhaps the most satisfaction the McCoy's have felt as a result of their generosity is in knowing it will continue to enhance the educational experience of Texas State students for generations to come.

"We see what it's doing," Miriam says. "We see the potential, and it makes us feel good." Emmett agrees: "Yes, we certainly feel good about it. We really do."

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Texas State's College of Business Administration was established in 1958. In 2004, it was named in honor of Emmett and Miriam McCoy. It offers undergraduate degrees in accounting, computer information systems, economics, finance, management and marketing; certification programs in financial planning, computer information systems and Latin American Business; and master's degrees in business administration and accountancy. Business education at Texas State is accredited by AACSB International.