

Forces Compelling a Campaign

Needs

- Base Funding
- Balancing portfolio
- Independence

Opportunities

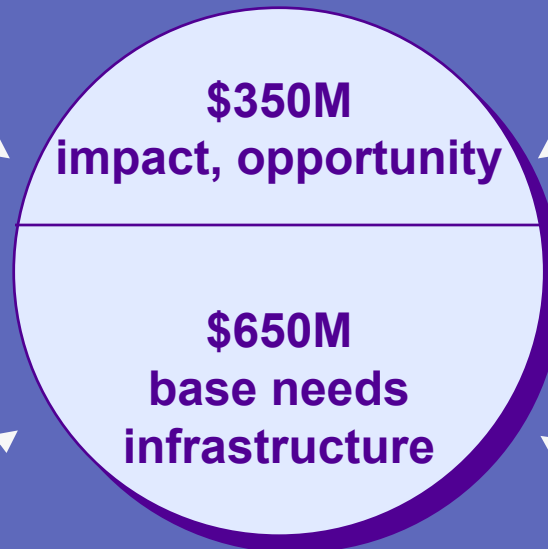
- Quality x Size x Breadth
- Independence
- Quality of people
- Tradition
- Portfolio balance
- Capacity to take risks
- Unusual characteristics

Challenges

- Demographics
- Globalization
- Knowledge Change
- Competition

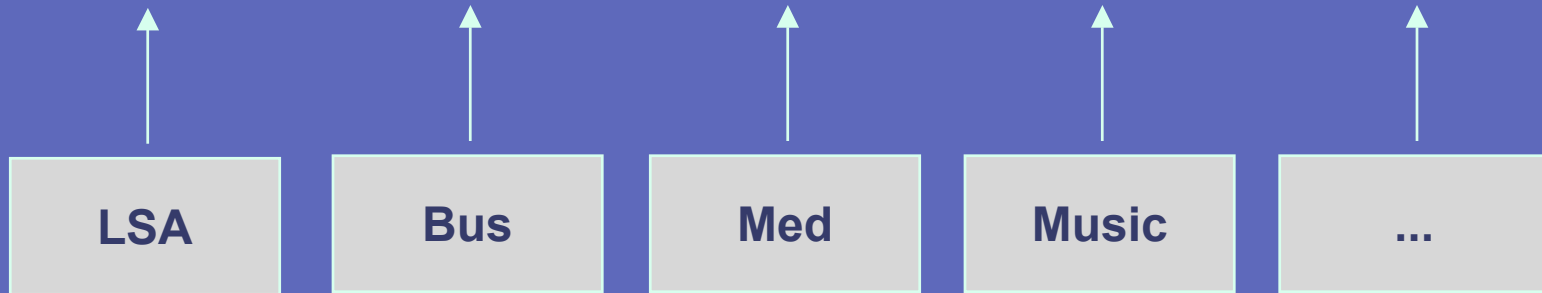
Responsibility

- National need for leadership
- Heritage of leadership
(flagship of public universities)
- Personal leadership
- Social leadership



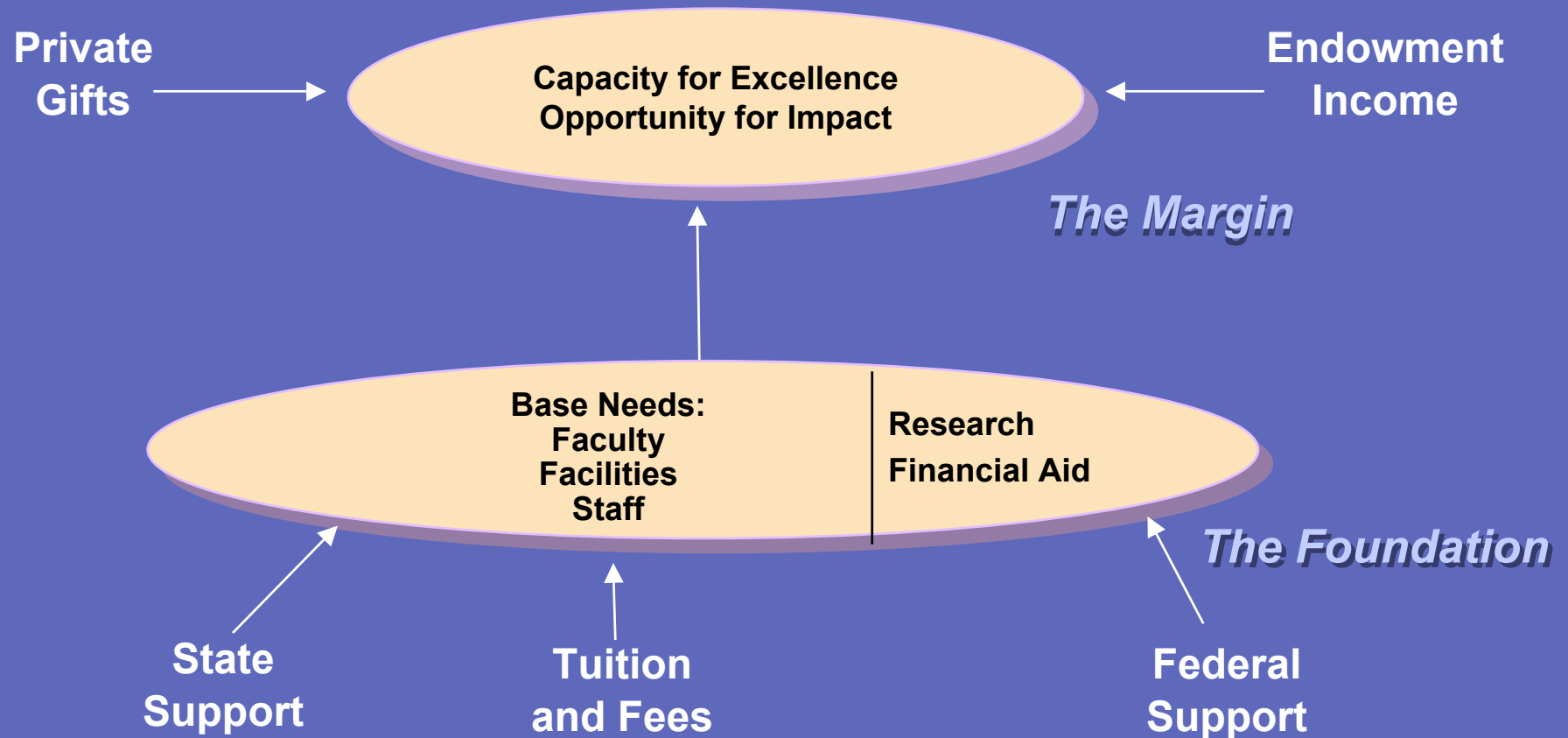
Different Ways to Look at the Campaign:

1. A synthesis of the critical needs (and opportunities) of the schools and colleges:



Different Ways to Look at the Campaign:

2. *Provide the margin for excellence and opportunity for impact:*



Different Ways to Look at the Campaign:

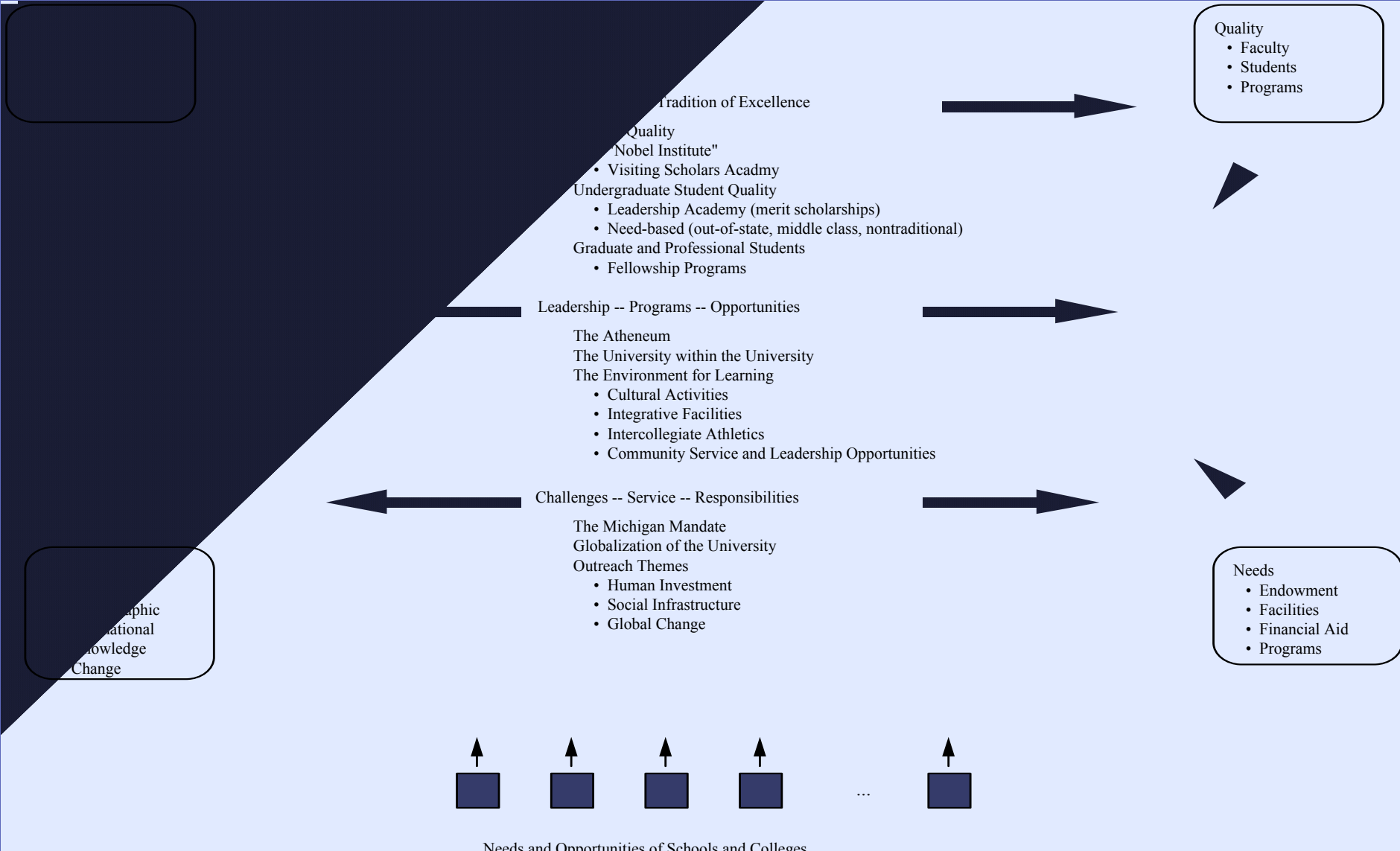
3. Traditional components of a campaign..

- Endowment
- Facilities
- Financial Aid
- Program Support
- Other
 - Cultural programs
 - Campus beautification
 - Extracurricular activities

Possible Other Themes

- **The Electronic University of the Future**
- **The University of the World**
- **Nontraditional education**
- **Educational "tertiary care center"**

Overarching Campaign Goals



Graphic
International
Knowledge
Change

Graphic
International
Knowledge
Change

Needs and Opportunities of Schools and Colleges

Overarching Campaign Goals

- Leadership**
- Institutional
 - Personal
 - Intellectual
 - Social

- Quality**
- Faculty
 - Students
 - Programs

Quality -- People -- Tradition of Excellence

Faculty Quality • "Nobel Institute"

• Visiting Scholars Academy

Undergraduate Student Quality

Leadership Academy (merit scholarships)

• Need-based (out-of-state, middle class, nontraditional Graduate and Professional Students

Fellowship Programs

Leadership -- Programs -- Opportunities

The Atheneum

The University within the University

The Environment for Learning • Cultural Activities

• Integrative Facilities

Intercollegiate Athletics

Community Service and Leadership Opportunities

Challenges -- Service -- Responsibilities

The Michigan Mandate

Outreach Themes

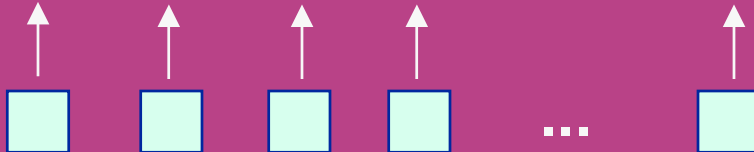
• Human Investment

• Social Infrastructure

Global Change

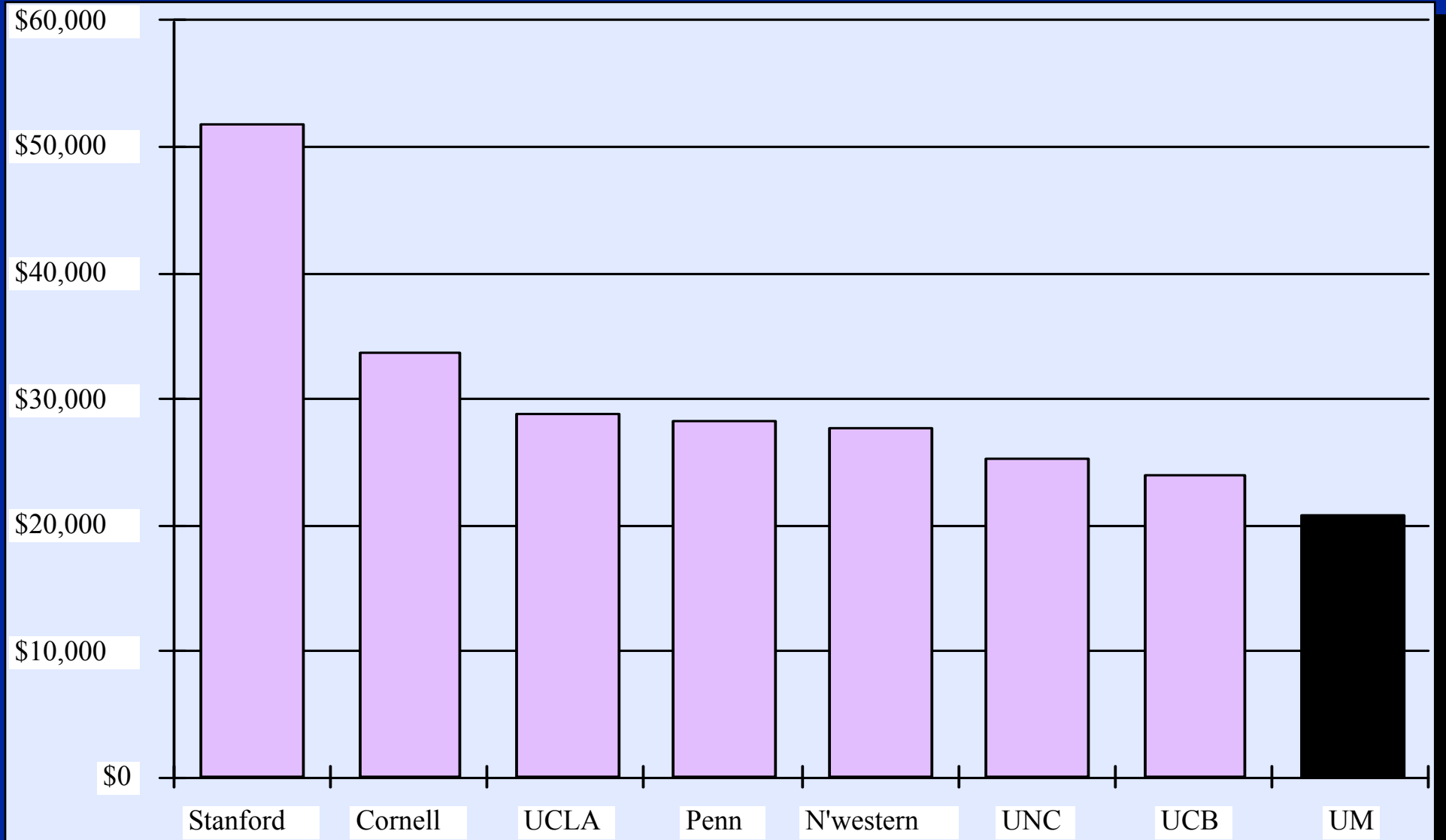
- Forces of Change and Challenge**
- Demographic
 - International
 - Knowledge
 - Change

- Needs**
- Endowment
 - Facilities
 - Financial Aid
 - Programs

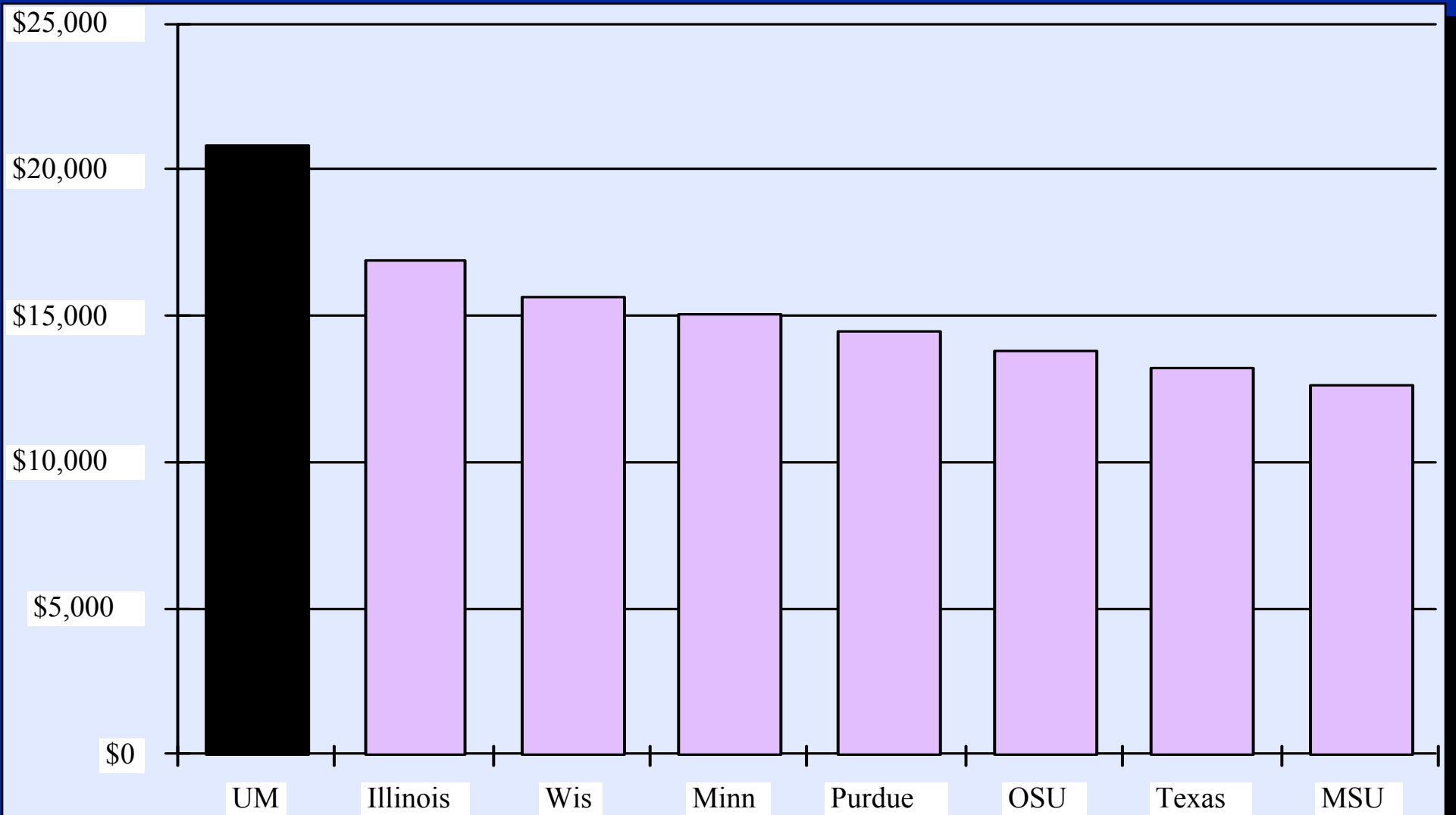


Needs and Opportunities of Schools and Colleges

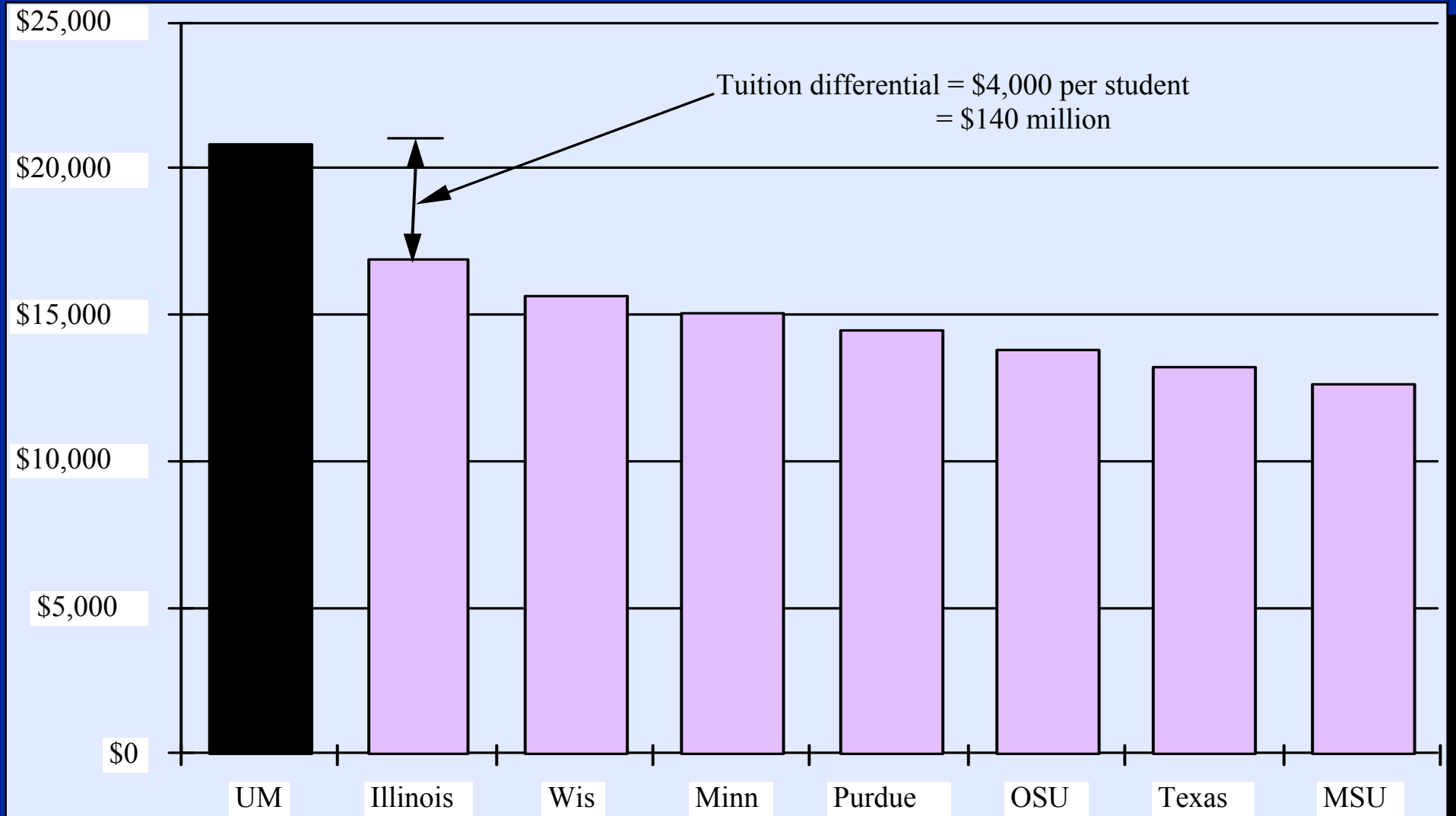
Resources per Student (FY90)



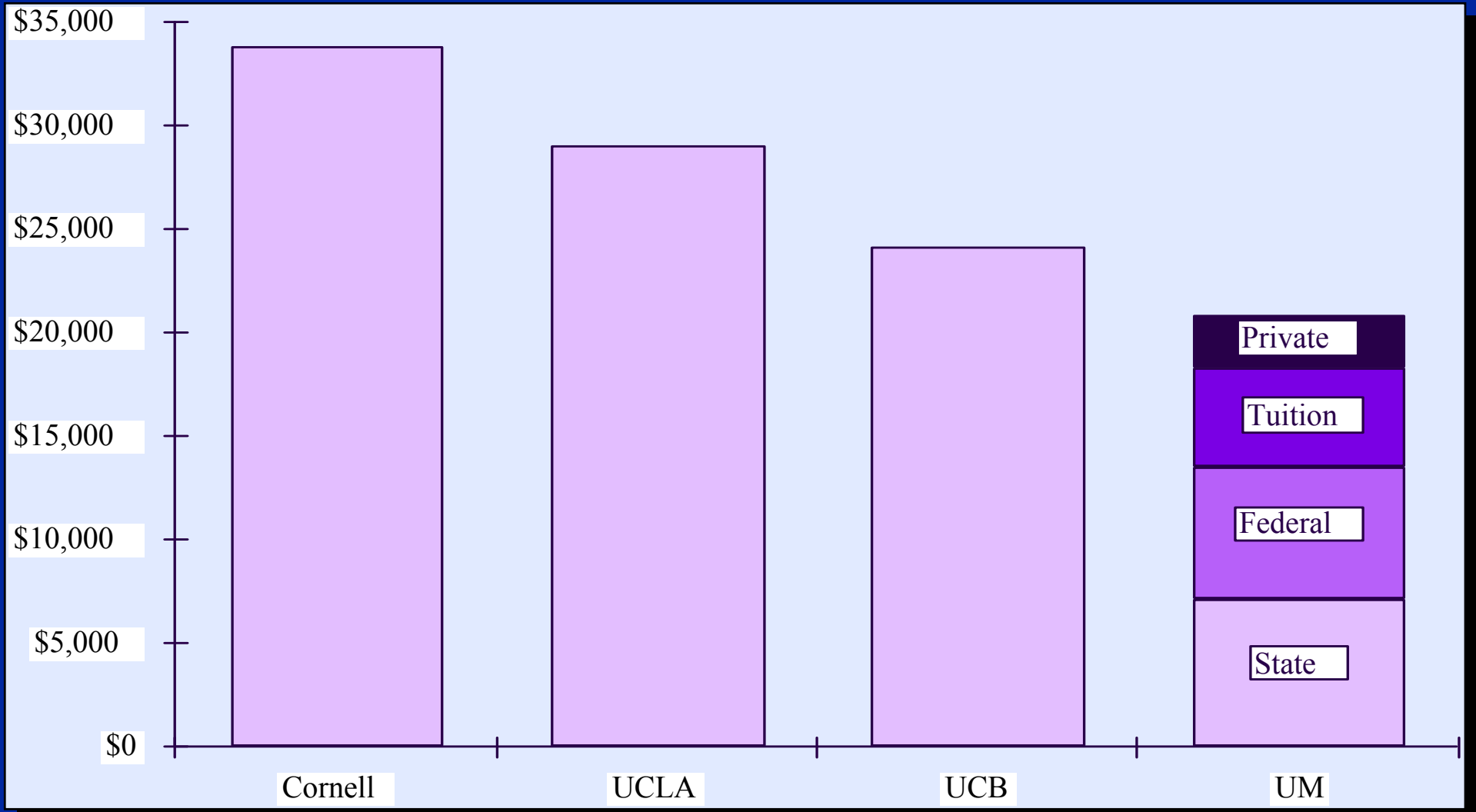
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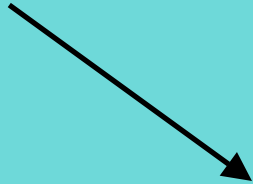


The Situation at Present



Political Constraints

The MET Gorilla



Instate
Tuition

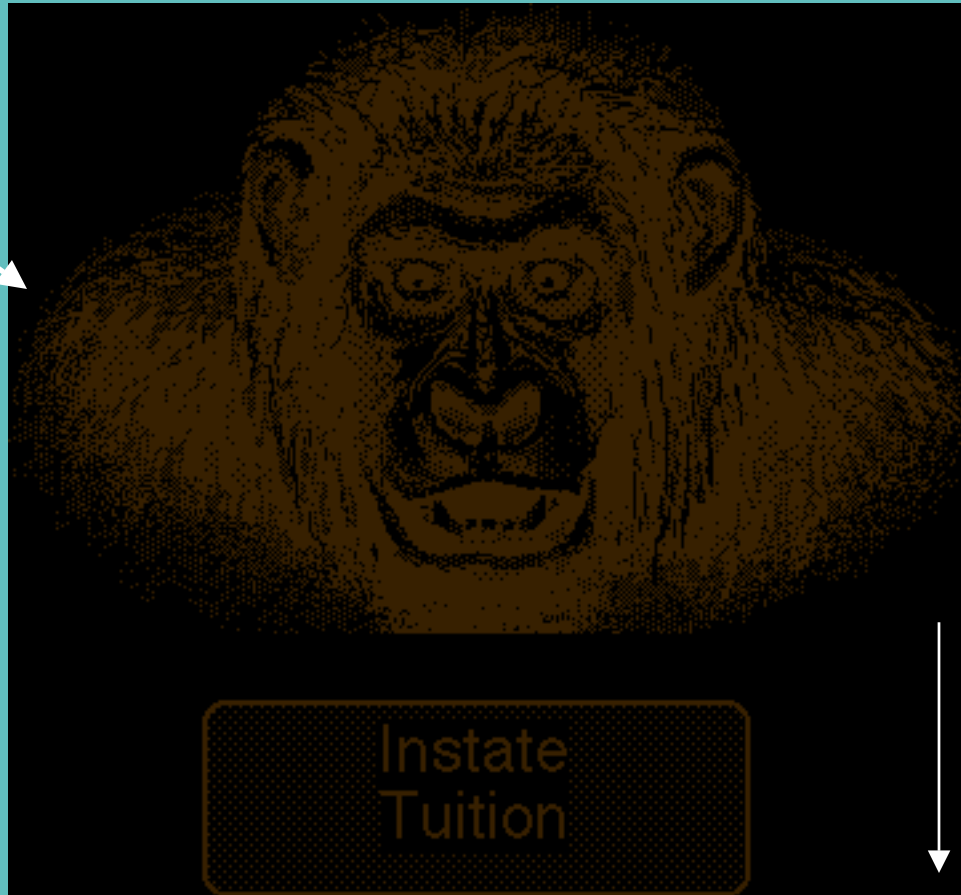
\$5,000

\$3,200



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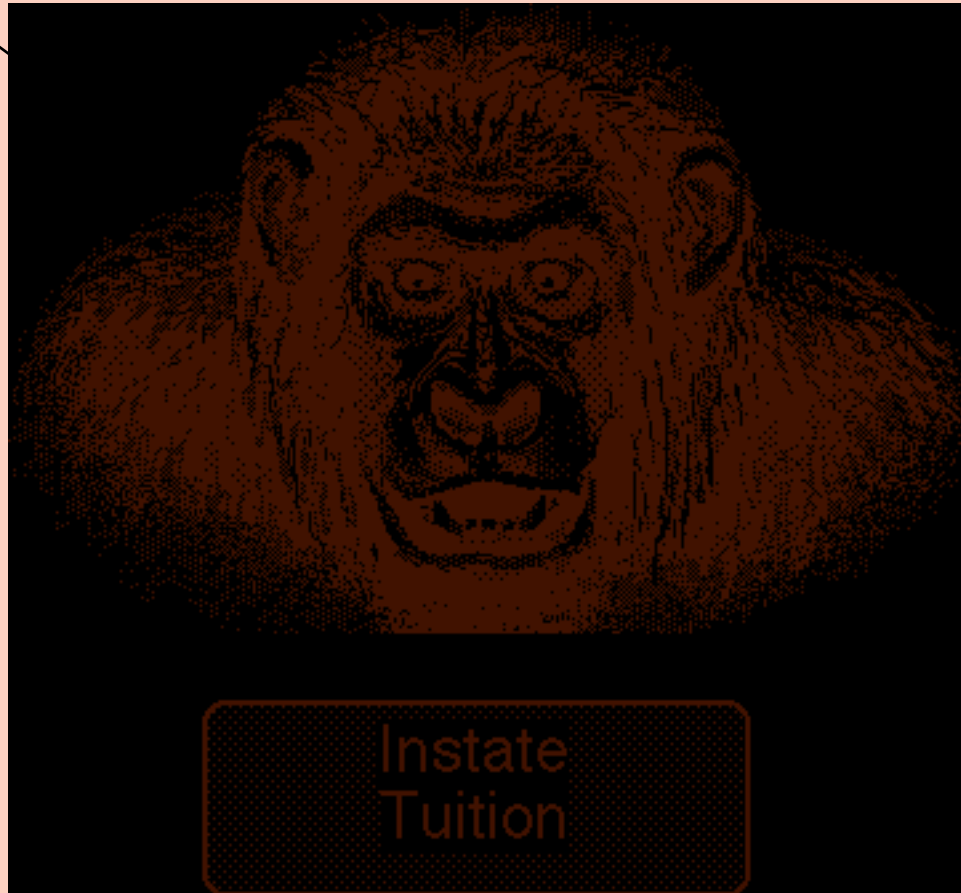


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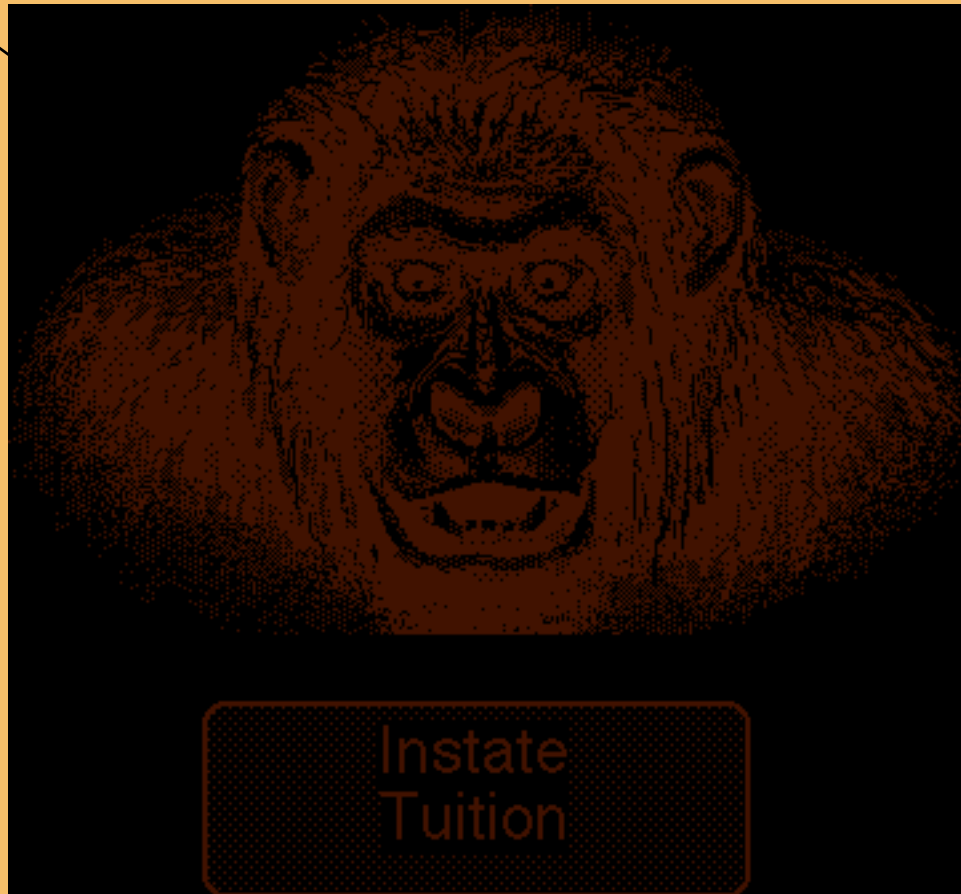


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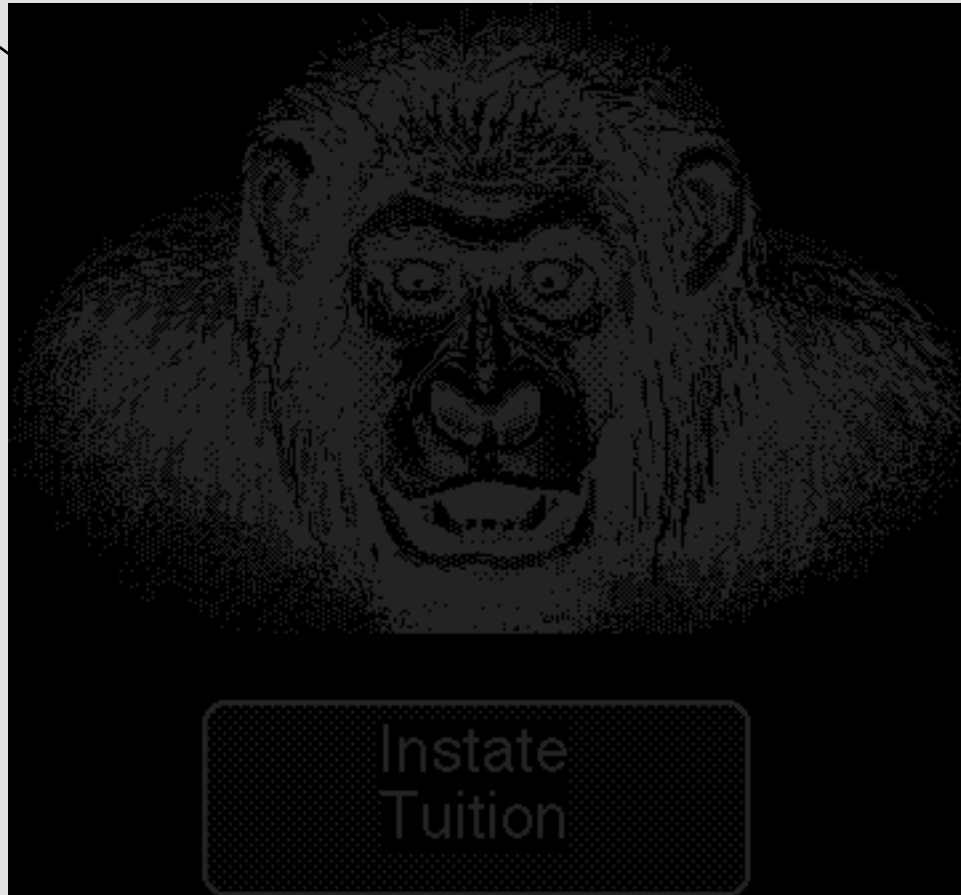


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