

Forces Compelling a Campaign

Needs

- Base Funding
- Balancing portfolio
- Independence

Opportunities

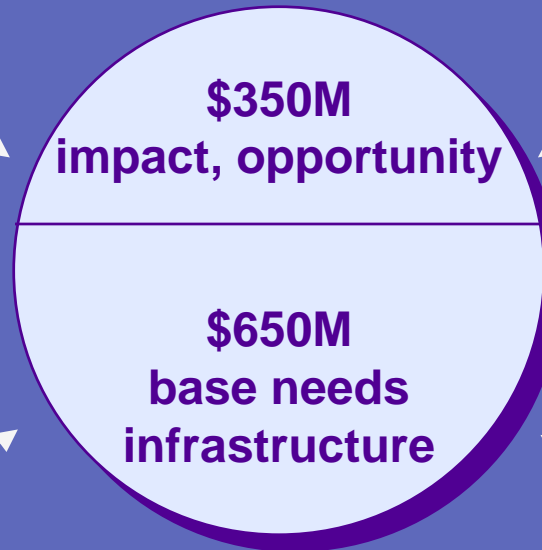
- Quality x Size x Breadth
- Independence
- Quality of people
- Tradition
- Portfolio balance
- Capacity to take risks
- Unusual characteristics

Challenges

- Demographics
- Globalization
- Knowledge Change
- Competition

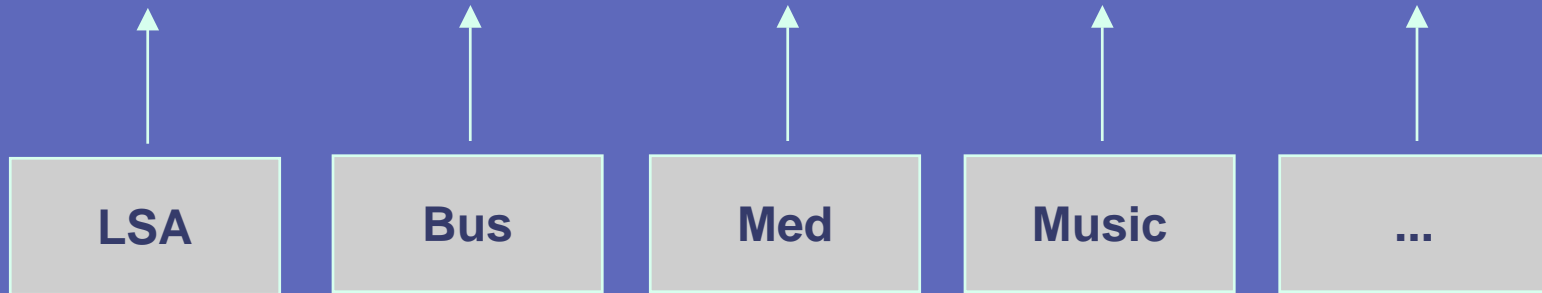
Responsibility

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



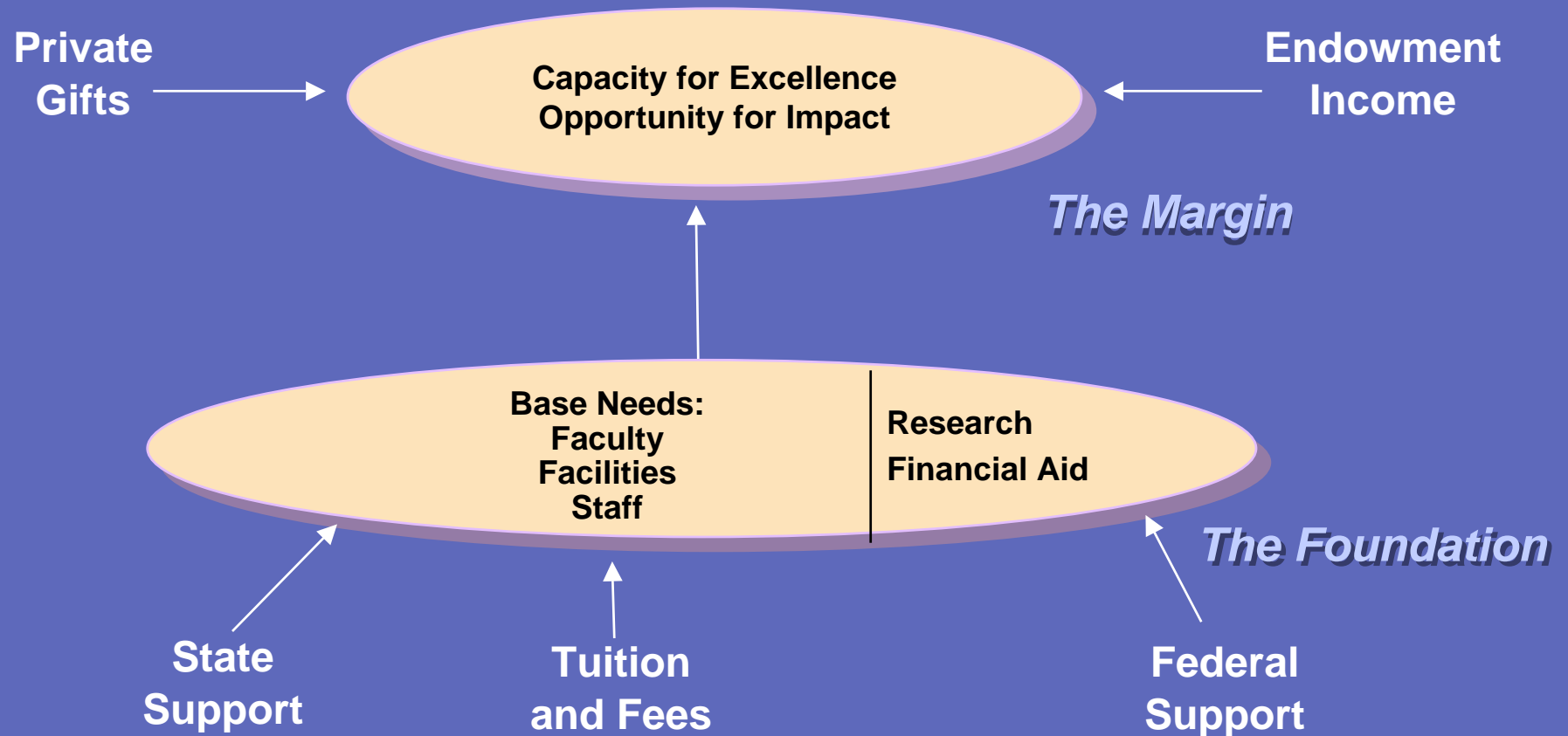
Different Ways to Look at the Campaign:

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..

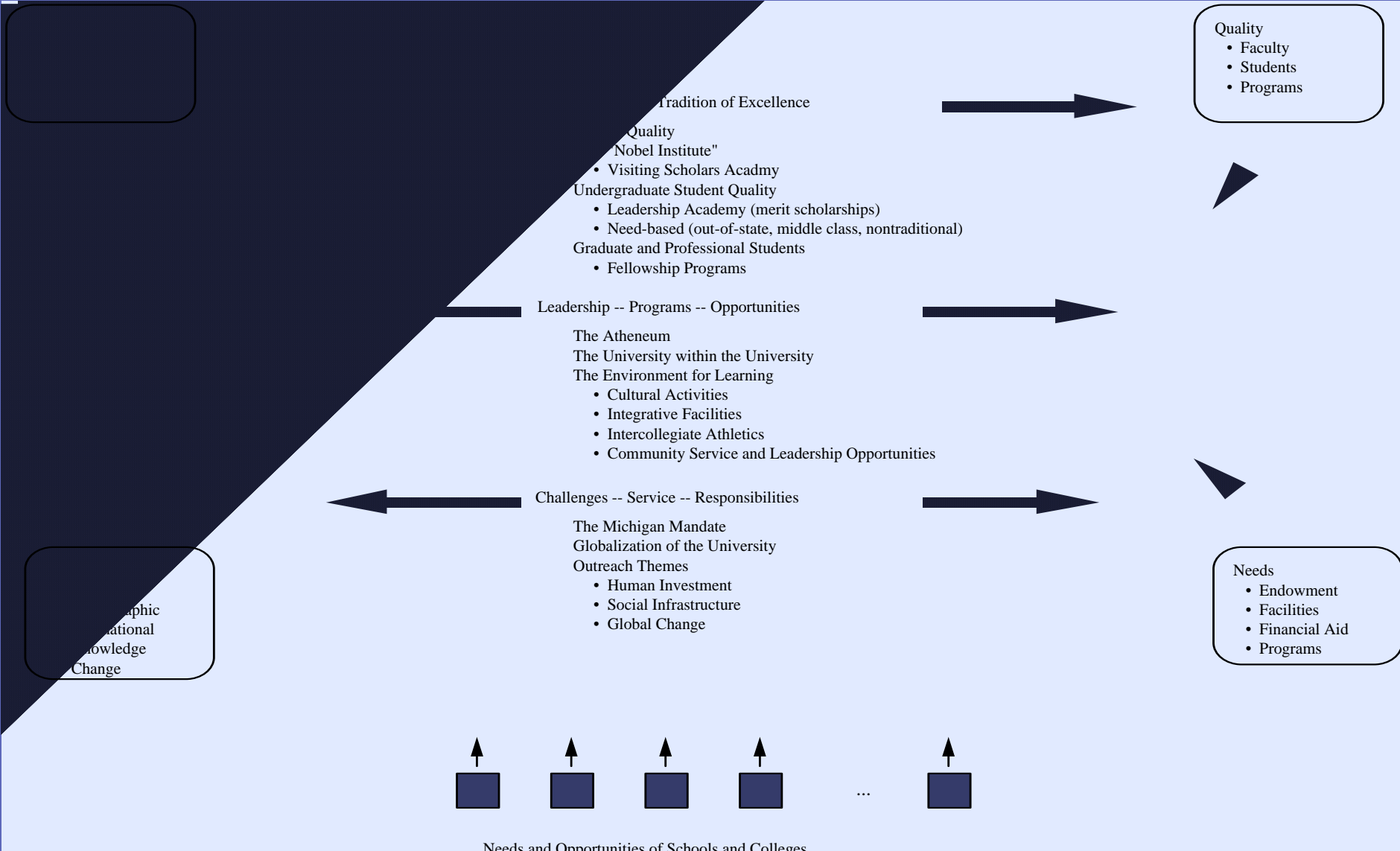
- Endowment
- Facilities
- Financial Aid
- Program Support
- Other

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



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

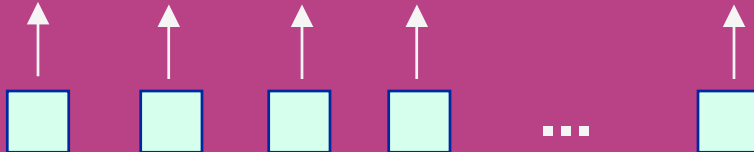
The Atheneum
 The University within the University
 The Environment for
 Learning • Cultural Activities
 • Integrative Facilities
 Intercollegiate Athletics
 Community Service and Leadership Opportunities

Challenges -- Service -- Responsibilities

The Michigan Mandate
 Outreach Themes
 Globalization of the University
 • Human Investment
 • Social Infrastructure
 Global Change

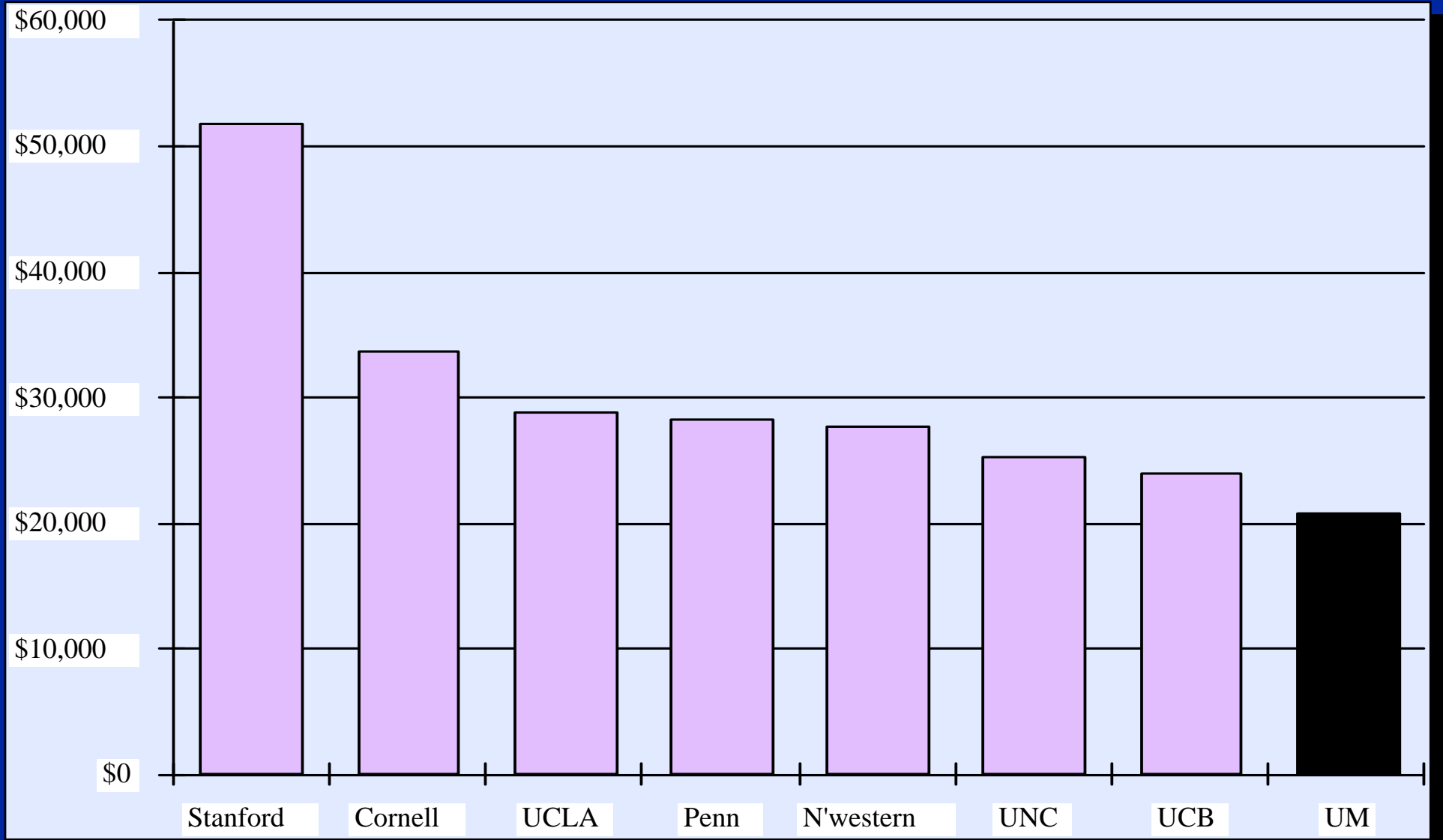
- Forces of Change and Challenge**
- Demographic
 - International
 - Knowledge
 - Change

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

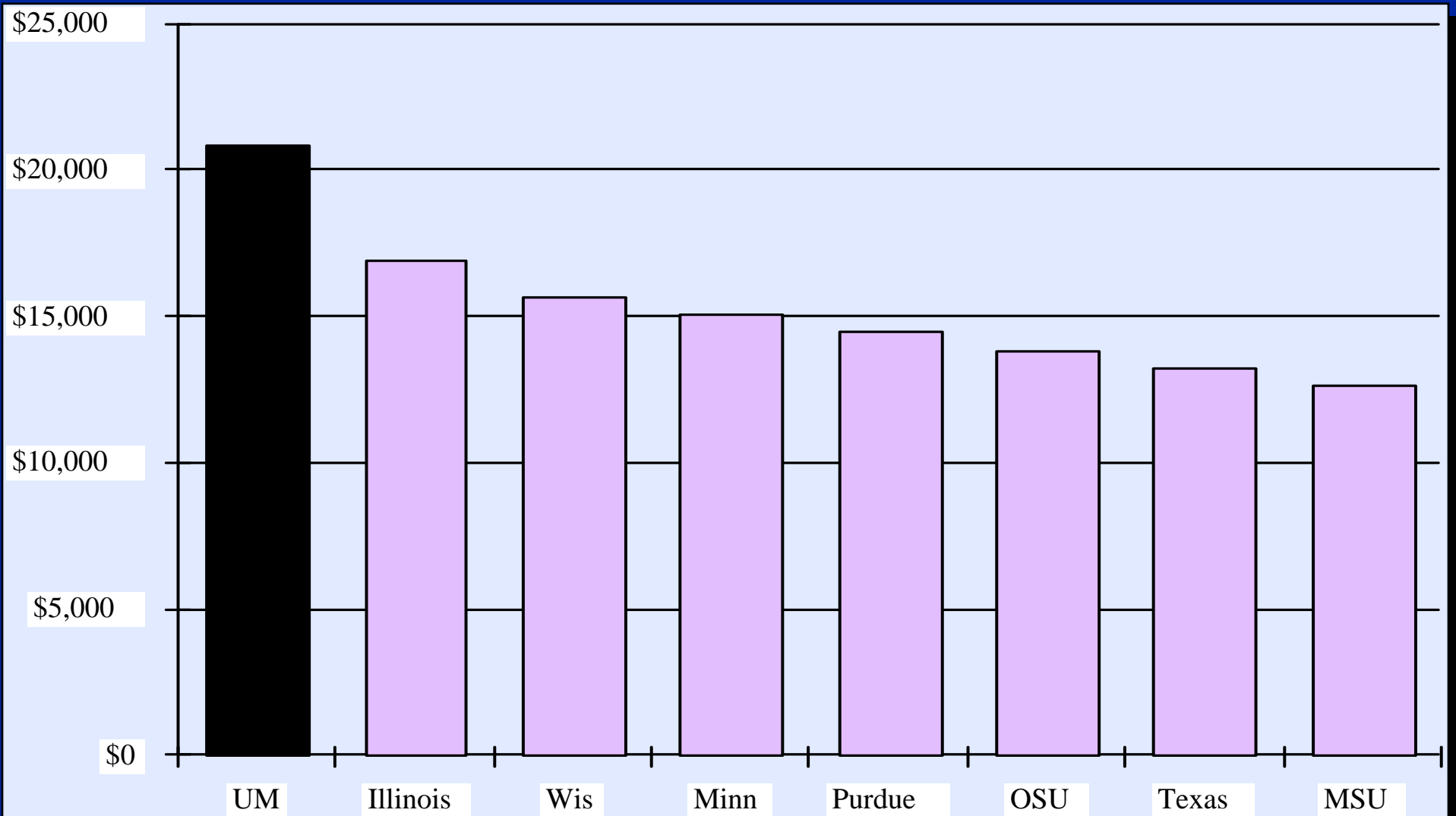


Needs and Opportunities of Schools and Colleges

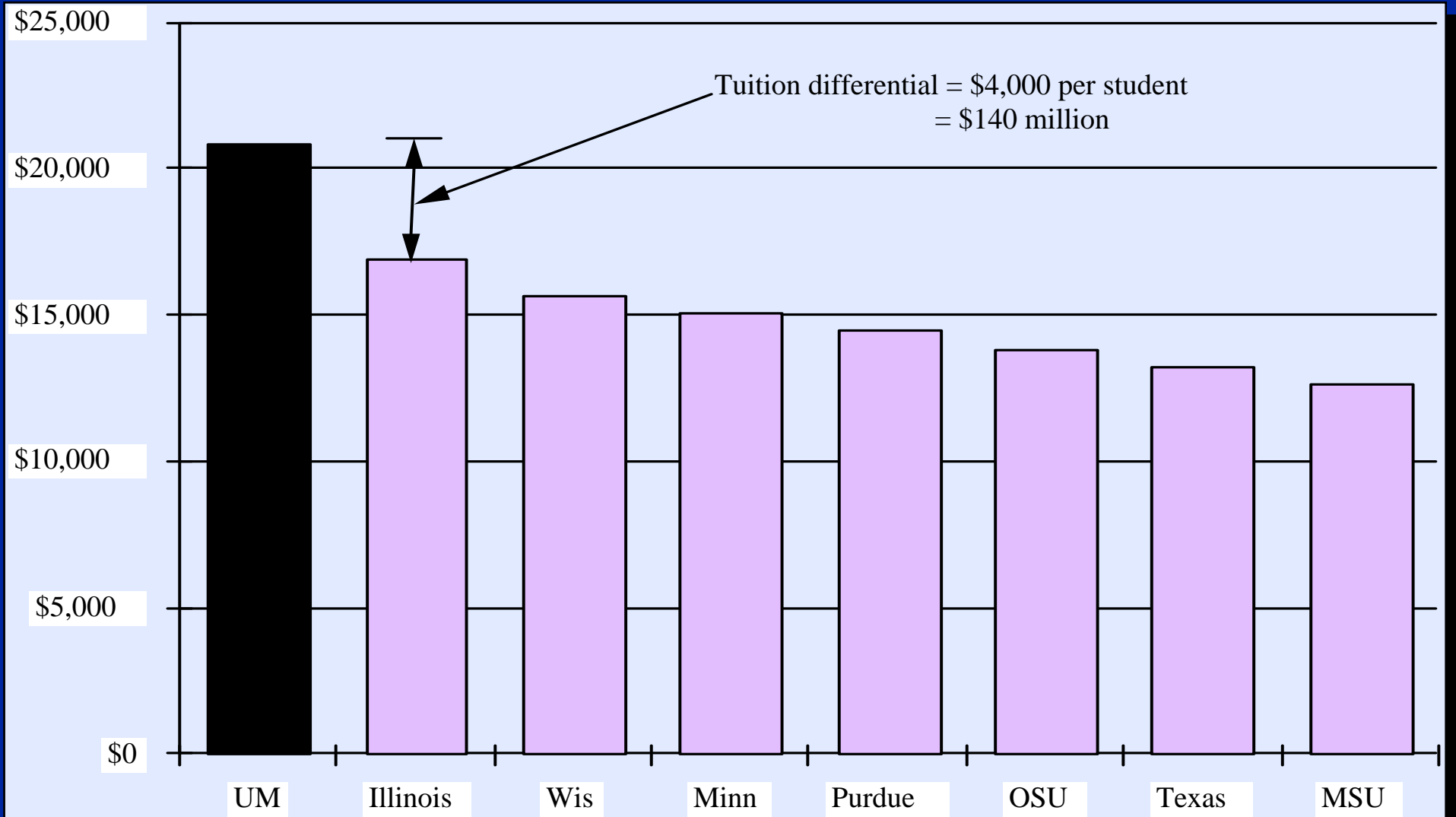
Resources per Student (FY90)



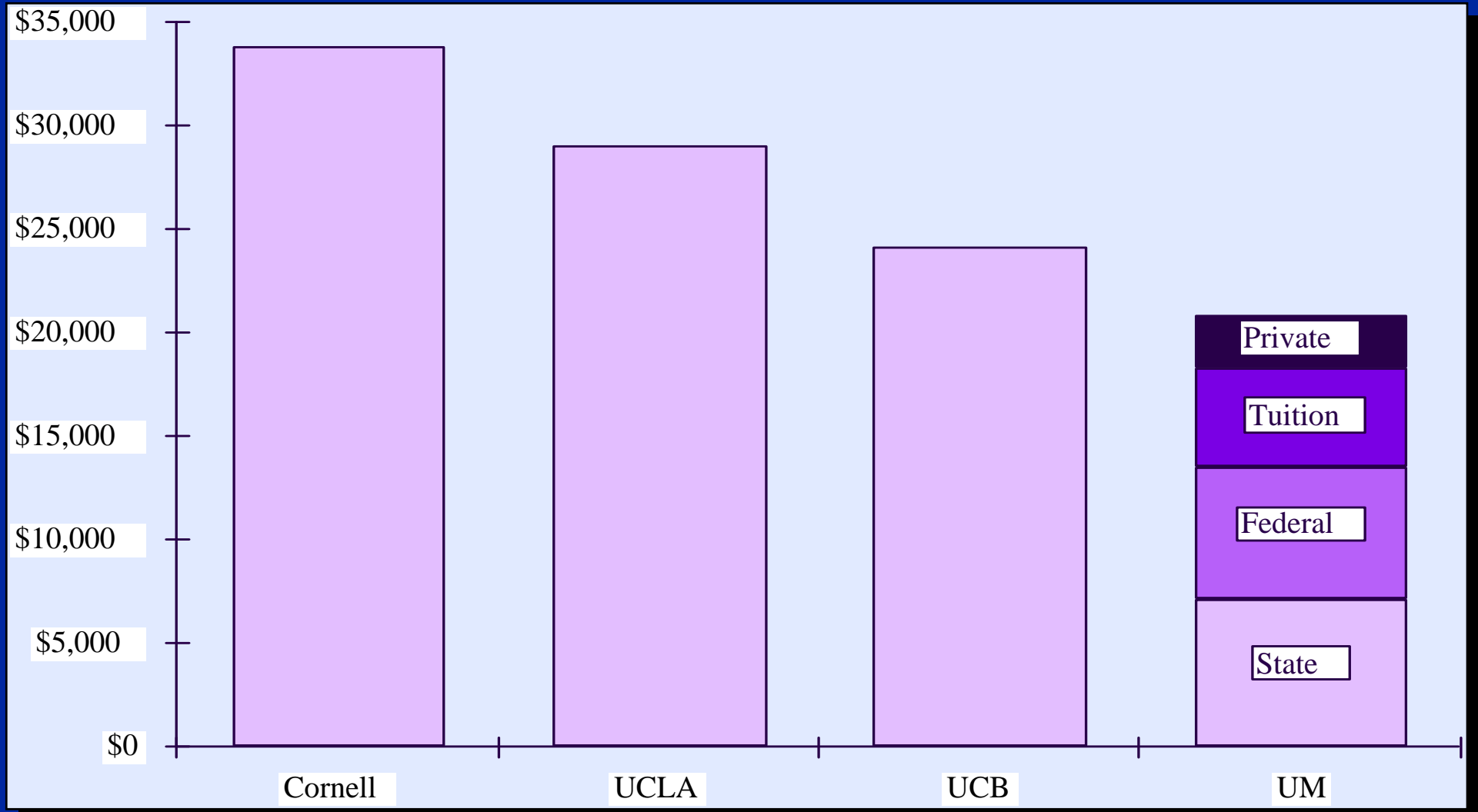
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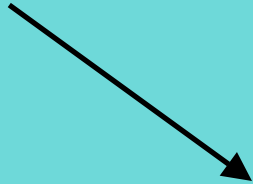


The Situation at Present



Political Constraints

The MET Gorilla



Instate
Tuition

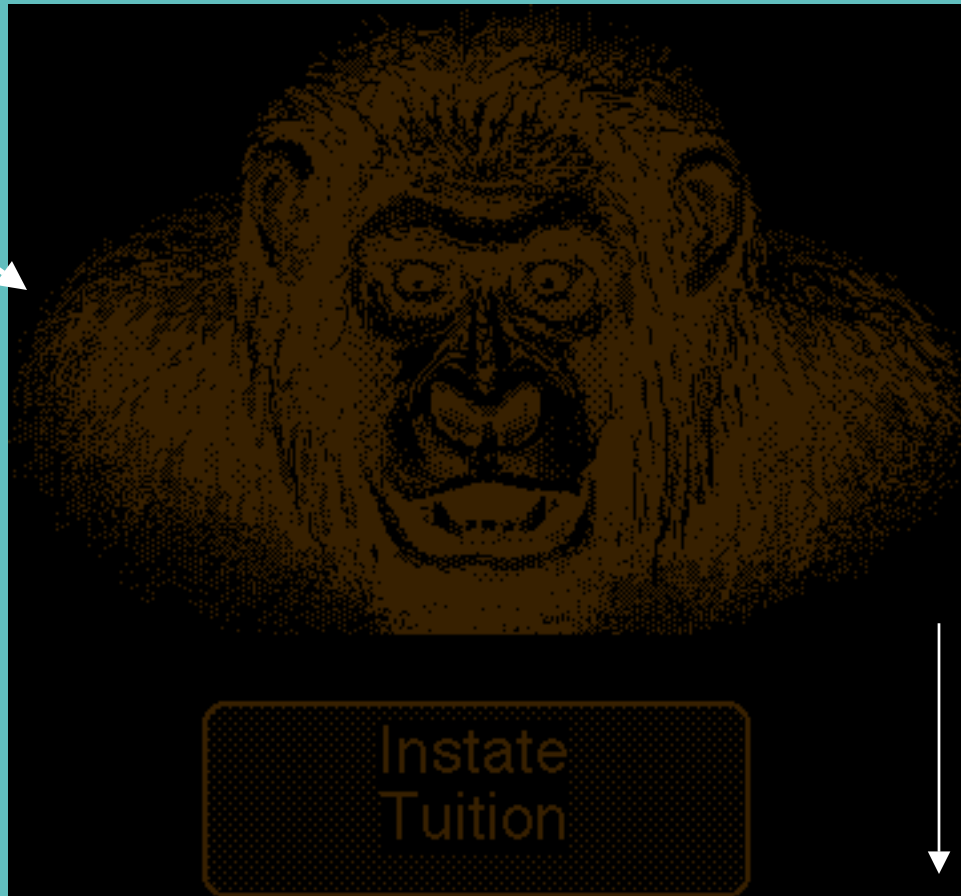
\$5,000

\$3,200



Political Constraints

The MET Gorilla

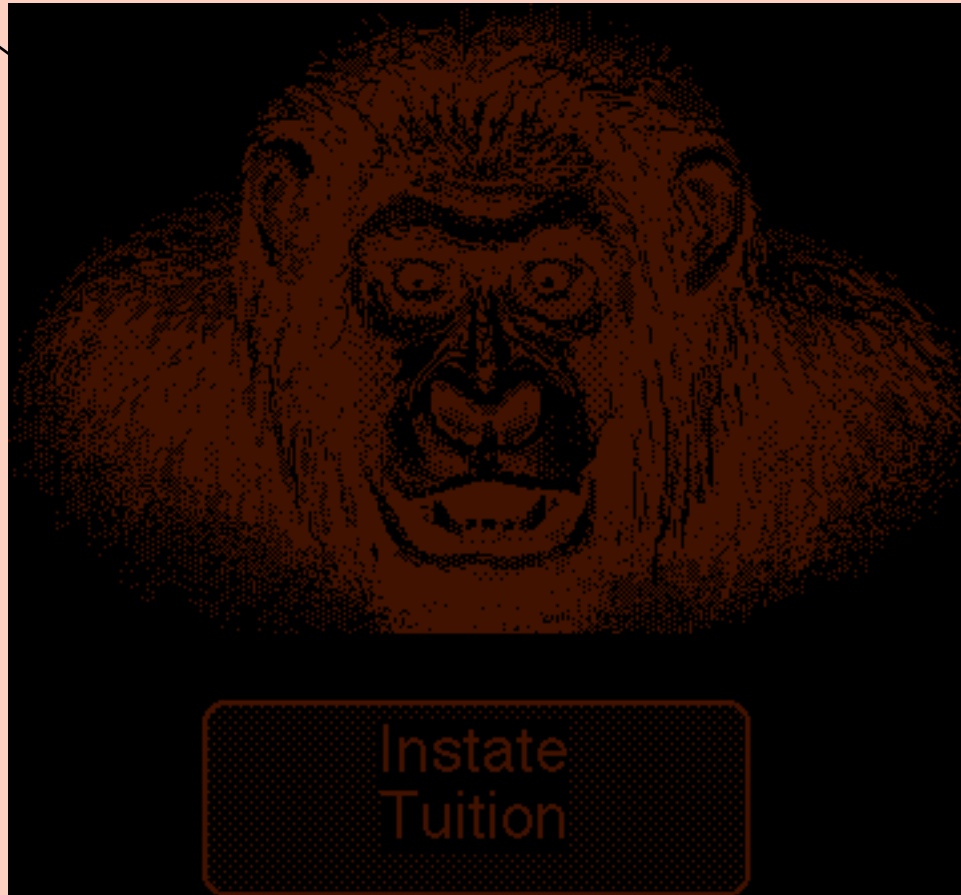


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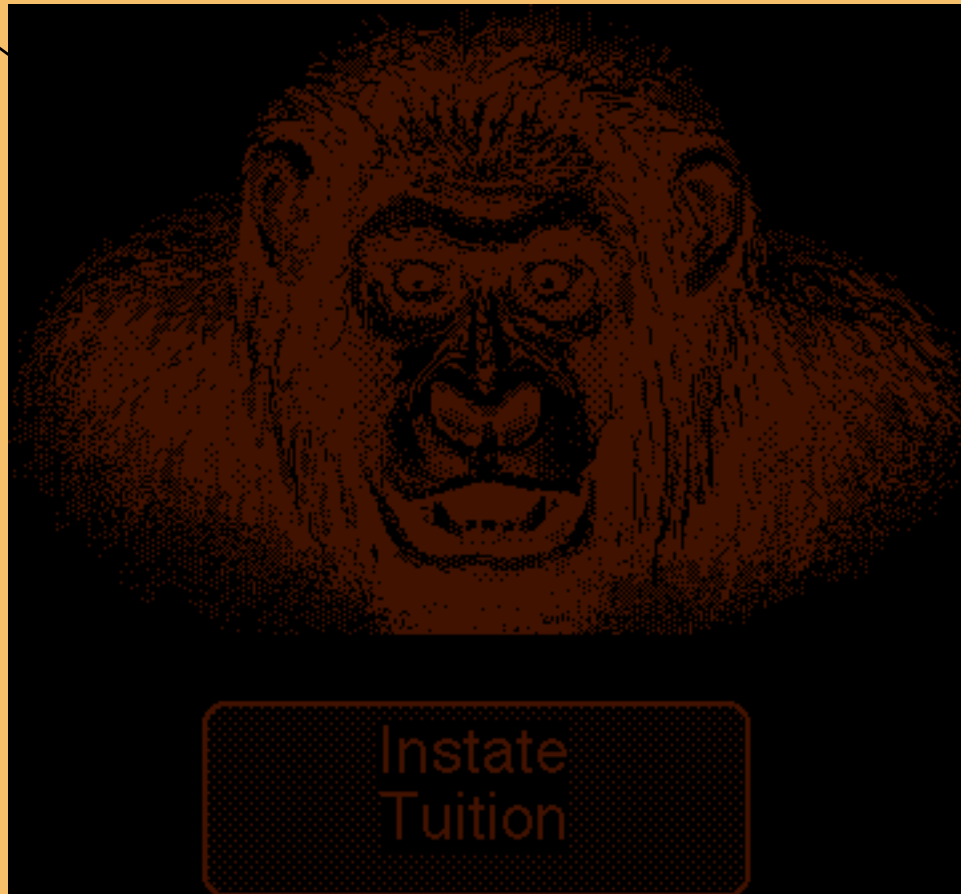


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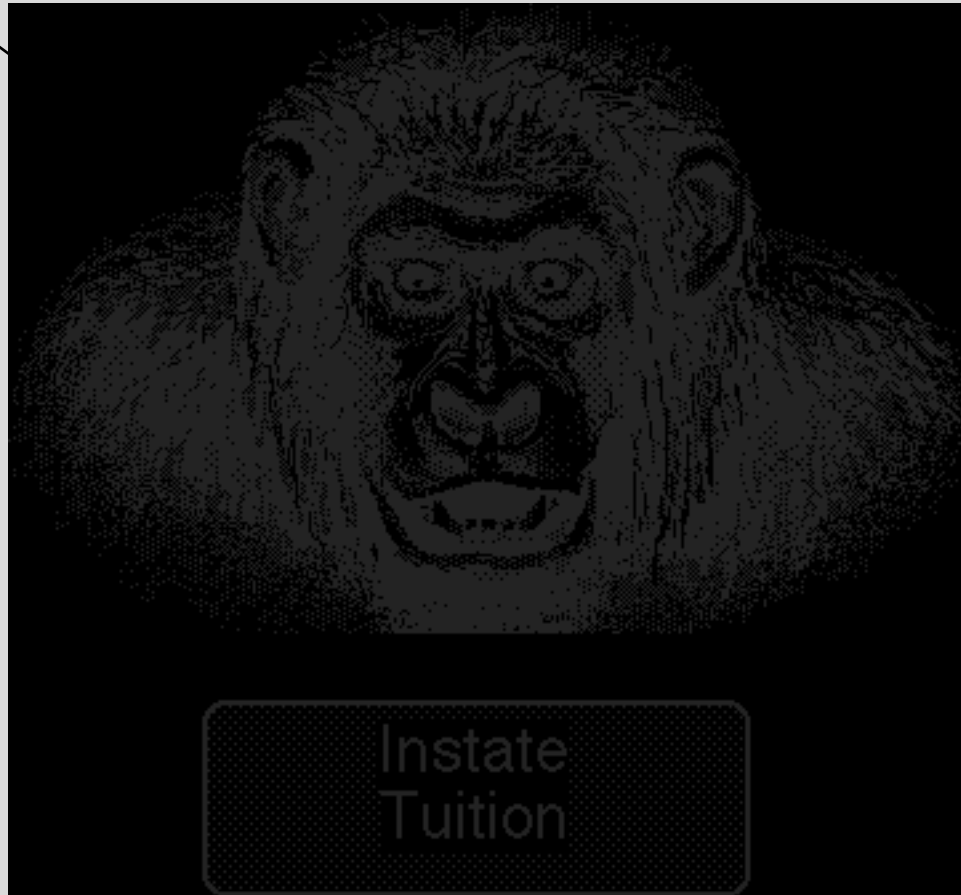


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