Futures Group
Missions

• Education → Who? → UG
   → Grad
   → Prof
   → Oncampus
   → Extension
   → Cont Ed
   → Nontrad

• Research → What Kind? → Basic
   → Applied
   → Testing
   → Social
   → Health
   → Defense
   → Space

• Service → To Whom? → University
   → State
   → Nation
   → World
   → Knowledge
   → Health Care
   → Tech Trans
   → Econ Dev
Office of the President

Summer, 1991

Education

Undergraduate
- Traditional H.S. graduates
- Transfer students (cc, 3/2)
- Nontraditional

Graduate
- College grads, PhDs

Professional
- College grads, postbacc,

Postdoctoral, faculty
- Certification, upgrading, retooling
- Exec Ed, Eng Ed,

Continuing education
- Lifetime education, enrichment,...
- Sports camps, bird-watching,...

K-12, preschool

"Parenting adolescents" → "Transforming savages into gentlemen..."
Some Additional Educational Missions

- Alumni: lifelong learning and enrichment
- Faculty, administrators as students
- Public service education (a la Kennedy school)
- Study abroad, overseas campuses
- International students
- Cooperative education
  - Industry, government
  - Other educational institutions
Intellectual Products

- Research
  - Basic Research
  - Applied Research

- Creative activities
  - Performing arts, fine arts

- Policy development
  - Thinktanks, policy institutes

- Testing
  - Clinical trials

- Preserving and transmitting civilization
  - DWEMs, PCs

- Entrepreneurial activities
  - Startups, spinouts,

- Teaching and Learning
Service

- Health Care
  - UM Hospitals
  - Health education
  - Networking

- Economic Development
  - Technology transfer, spinoffs
  - Attracting companies
  - Spending $$$
  - Strategic support

- Entertainment
  - Intercollegiate athletics
  - Cultural activities
  - Campus nonsense

- Public Service
  - Community
  - State
  - Nation
  - World

- Triggering Social Change
  - Racial justice
  - War against poverty
  - Earth Day, Save the Whales
Service (continued)

- Student Services
  - Counseling
  - Career planning and placement
  - Substance abuse

- Campus Community
  - Parking
  - Safety
  - Transportation
  - Child Care

- Alumni
  - Travel bureau (UM Alumi Assoc)
  - Networking
  - Reunions, etc.

- Public Information
  - Publications
  - Broadcasting
  - Media Relations
  - General Public Relations
  - Library Services
Service (still going…)

- Major strategic issues (state level)
  - K-12 Education
  - Bus/Higher Ed Forum
  - Public Policy
  - Flint, Detroit,…

- Major strategic issues (national level)
  - K-12 Education
  - Higher Ed Issues
  - National Defense
  - Environment
  - Energy
  - Networking

- Major strategic issues (world level)
  - Global change
  - International development
  - International relations

- Cosmic issues
  - Is the Universe lumpy?
  - Is Santa a Democrat…
  - …and God a Republican?