

Campaign: Corporate Pitch

- +Importance of Campaign to UM
 - +...the key not only to UM's future quality
 - +...but to its capacity to lead higher education
 - +into the next century
 - +...UM is redefining the nature of the "public" university
 - +...still the Jeffersonian ideal
 - +...but no longer simply a state, but rather a national
 - +or even world university
 - +...and no longer state-supported, but supported by
 - +a broad portfolio of constituents...
 - +...with particular emphasis on strong private
 - +support.
- +Forces Compelling Change
 - +Demographics
 - +Internationalization
 - +Knowledge
- +Unique Role of Universities
 - +Knowledge Sources
 - +Knowledgeable People
- +The Capacity for Change...and for Leadership
 - +Changes in University Financing
 - +But other aspects have changed considerably.
 - +When you attended UM,
 - +taxes paid 80% of the cost...now down to 15%
 - +In fact, over last year
 - +...tuition > state support
 - +...federal > state support
 - +Another way to look at it: academic activities of UM
 - +...25% state support
 - +...25% federal support
 - +...50% private support
 - +In a sense, UM has become first of the great
 - +...privately financed public universities
 - +...federally financed state universities
 - +What to do?...
 - +Cost containment
 - +Whitaker Task Force
 - +Michigan politics
 - +Investment policies
 - +Key Challenge for 1990s
 - +Build up the 4th leg of support...
 - +...private > state
 - +How?
 - +...double annual giving
 - +...from \$90 M/y to \$150 to \$200 M/y
 - +...triple endowment income
 - +...from \$30 M/y to \$100 M/y
 - +Note:
 - +UM endowment: \$14,000/student
 - +Ivys: \$200 K to \$400 K/student
 - +How do we do this? We need a campaign!
 - +Campaign for the 1990s
 - +Will focus on:
 - +...people
 - +...facilities
 - +...programs
 - +More specifically:
 - +...endowment for students and faculty

- +...sustained support for programs
- +...key facilities projects
- +Components
 - +All schools--a number of subthemes
 - +...Bus Ad: endowment
 - +...Medicine: Cancer & Geriatrics Center
 - +Overarching Themes:
 - +...Undergraduate Education
 - +“Collective” vs. “Solitary” Learning
 - +Community themes
 - +...Student financial aid
 - +...International themes
 - +...Humanities Institute/ Museums
 - +...Performing Arts/ Hill Auditorium/UMS
 - +Some Examples:
 - +Facilities: Athenaeum
 - +People: Michigan Scholars
 - +Programs: Global Change Institute
- +Key Objectives
 - +To build a level of personal commitment and support to UM
 - +comparable to that of the leading private universities
 - +...Harvard, Stanford, Cornell
 - +Absolutely critical to our future...
 - +...to our capacity to continue to provide outstanding
 - +students from all backgrounds with the
 - +opportunities each of us enjoyed
 - +...to our capacity to serve a changing nation
 - +and a changing world.
- +Corporate Interest
 - +Corporate history of giving
- +What can we expect of corporation during 1990s?
 - +Historical Relationship
 - +1960s
 - +1970s
 - +1980s:
 - +1990s:
 - +How can we earn this level of support?
- +Possible Areas of Interest
 - +Ongoing interactions
 - +Areas of particular interest to corporation
 - +Areas of particular interest to UM