

## **M-Club (10/16/89)**

### **Introduction**

#### **I don't know about you folks,**

but there were times in that fourth quarter  
up in East Lansing when I began to get  
a bit worried...

and wonder what kind of a talk I was  
going to have to give today!

#### **But Michigan came through with**

a spectacular victory over Michigan State...

...in the typical Michigan style...

...challenging the strength of our opponent,  
and taking the best shots they could deliver...

#### **In fact, this great victory in many ways**

symbolizes all that is special about  
Michigan football...and Michigan athletics  
in general...

Great courage...

Great intensity and commitment...

A class effort!!!

#### **I must confess that it is quite an**

honor to be President of a University with  
such a tradition of excellence and  
leadership in intercollegiate athletics...

...particularly as an old Yale football player

...and a Caltecher from Pasadena

#### **Thus far during my term of office**

we've been undefeated against  
Michigan State and Ohio State...

...and undefeated in two appearances

in the Rose Bowl...

...and won an NCAA basketball championship!

#### **Of course, we still have to lick the**

Notre Dame jinx...but I've got

great confidence in Bo and the boys

### **Traditional Images of Michigan**

#### **You know, in many ways the Michigan State**

victory is typical of the way the University  
of Michigan itself approaches its mission.

#### **Before commenting further on the**

importance of the Michigan tradition in  
athletics, let me make a few comments  
about this broader subject.

#### **When we hear the words**

"The University of Michigan",

we think of those traditional images of any college...

Great faculty challenging and exciting students  
in the classroom..

students studying in our many libraries

Scientists toiling away late in the evenings in our

laboratories striving to understand the universe

Scholars pouring over ancient manuscripts in

our collections of antiquity

### **But there are some very special images of Michigan**

#### **Ann Arbor on a Saturday afternoon in the fall...**

afternoons in the fall as 105,000 fans cram into

Michigan stadium to watch the Wolverines...

...Great memories such as that incredible

goal line stand up in East Lansing...

...or the onside kick against UCLA

...and who will ever be able to forget Rumeal Robinson

stepping to the line in Seattle with 3 seconds left in overtime and calmly sinking two free throws to win the national championship against Seton Hall. ...and the Cinderella story of Steve Fisher and his team "with a mission"

**But there are other important images...**

**Then there is the Michigan of the Big Chill...**

The tradition of student involvement helping to awaken the conscience of a nation...

**There is Michigan of the Arts**

...or Leonard Bernstein celebrating his 70th birthday in Hill Auditorium with the Vienna Philharmonic...

**There is also the caring Michigan as seen by the over**

750,000 patients treated by the UM Medical Center,

**Or the Michigan as Silicon Valley East, building the**

high-tech infrastructure necessary to create new companies and new jobs...as evidenced by the \$5 B industry in industrial automation now building up in the Ann Arbor-Detroit-Warren crescent...

**Or the Michigan which attracts to our state almost**

a quarter of a billion dollars of federal R&D each year...not to mention many of the world's leading scientists and engineers

**Or the Michigan of the "cutting edge",**

which conducts the research that changes our lives... as evidenced, for example, by announcement earlier this past month that a Michigan team had identified and cloned the gene responsible for cystic fibrosis, thereby opening up the possibility of saving thousands of lives every year.

**Or Michigan as the unifying force in our families...**

Camp Michigania

**Of course, there is the Michigan as the educator,**

attempting to provide, "an uncommon education for the common man" an education as good as any available in the world

for all citizens, regardless of race, creed, and socioeconomic background.

**What is Michigan?**

**The prototype, the flagship, of the large,**

comprehensive, public research university which has served America so well in the 20th Century

**With a serious commitment to quality**

ranked among the top 10 in virtually everything it does (not just football and basketball)

**Unusual breadth, rich diversity of academic disciplines,**

professional schools, social and cultural activities...  
...our intellectual pluralism...

**Unusual activism of students and faculty**

liberal spirit, progressive vision

**Extraordinary array of extracurricular activities**

performing arts  
intercollegiate athletics  
Ann Arbor, itself!!!

**Well-balanced portfolio**

1990 is cross-over year:

Tuition revenue > state support ("private public")

Federal R&D > state support ("national state")

**Unusual ability to control our own destiny**

**The embodiment of the hopes and dreams,**

commitment and stewardship of eight generations  
of Michigan alumni!

**But that is the University of Michigan of**  
yesterday and today.

**What about tomorrow?**

**Challenges before America**

**Few realize the the ever-accelerating**

pace of change in our nation...and in the world!

**Think about it for a moment...**

The students we are educating today will spend most of  
their lives in the next century...they will be citizens  
of the 21st Century...

**Our students will inherit a much different America**

than you and I have known...

- i) It will be future in which our nation becomes a truly  
multicultural society, with a cultural, racial, and  
ethnic diversity that will be extraordinary in our history
- ii) It will be a future in which America will become "internationalized"...  
in which every one of our activities must be viewed  
within the broader context of participation in the  
global community...

Today we are evolving rapidly to a new post-industrial,  
knowledge-based society, just as a century ago  
our agrarian society evolved through the Industrial Revolution.

In a sense, we are entering a new age, an age of knowledge,  
in which the key strategic resource necessary for our  
prosperity, security, and social well-being has become  
knowledge--educated people and their ideas.

**Knowledge will play the same role that in the past were played**

by natural resources or geographical location or  
unskilled location...

**In the knowledge-intensive future that is our destiny**

it seems clear that education in general...

...higher education in particular...

...and the research university most specifically  
are rapidly becoming the key ingredients determining  
the strength, prosperity, and social-well being  
of our nation.

**Just think of the challenges which cry out for attention**

- the plight of our cities,  
the development of an underclass  
polarization of American society
- greenhouse effect and global change
- international competition  
Pacific Rim or Europe 1992
- health care: cancer, heart disease, AIDS
- new frontiers: outer space  
or spaceship Earth

**But the greatest need of all is for leadership**

and this is the University of Michigan's  
great contribution to America...

...through its teaching, research, and service

...through its graduates and their achievements

**Indeed, leadership is both**

our heritage  
and our destiny!

**Importance of Football at Michigan**

**And, of course, the achievement of the Michigan**

Football Wolverines is one vivid example of

that leadership.

**We are intensely proud of our athletic teams...**

**Michigan is unique in its combination of**

world-class academic programs...and its  
winning tradition in athletics...

...If you compare the two top ten lists...

the top ten universities in academic quality...

and the top ten athletic programs in football...

You will find only one name on both lists...Michigan.

**Yet, as important as winning is, we are also**

proud of our programs for their integrity...

The Michigan way is the right way!

Not to say we can't and don't make

mistakes from time to time...

But when we do, we face up to them,

take the necessary corrective action,

and then take steps to make certain that

things don't happen again.

**And of course, we have long taken great pride in**

having many of the nation's leading coaches...

including its leading football coach...

**But perhaps of most importance of all is the way**

in which Bo and his coaches dedicate themselves

first and foremost to the education of the

student-athletes who don the maize and blue.

#### **Michigan belief**

**Athletic competition can play an important role**

in our fundamental mission: education

**Intercollegiate athletics can provide**

students with a marvelous opportunity to develop those

qualities so important in later life...particularly when led

by inspiring and enlightened coaches such as Bo Schlembecher and his staff.

**But it can do more, for these programs also serve as models**

not simply for the university community, but for many others

throughout their society...

**How many youngsters dream of the day they could play in the**

Rose Bowl...and learn from others the qualities necessary

to get there?

**And how many of us as adults tend to identify with these teams**

...sharing their thrill in victory...and suffering with them

through defeat.

**Football...indeed, all intercollegiate athletics...is a game, to be sure...**

but it is also a remarkable model of life... those factors which

lead to a program's long term success are also the factors

which prepare young men and women for life itself!

**While it is important that we always keep it in perspective...that we**

always place primary emphasis on

the first word in "student-athlete"...

it is also important that we acknowledge

that the lessons that Coach Schembechler

and his colleagues teach to the young men who don

the maize and blue of Michigan

are some of the most important lessons

of life...lessons everything bit as important

as those we teach in the

classroom or laboratory...

**It has sometimes been said that the purpose**

of a college education is to learn the art of life...

And in this, we believe our student athletes have

a certain edge, since they benefit

from a full-range of experiences on our campus,

from the intellectual to the athletic to the cultural...

**Concluding Remarks**

**You know, Michigan football**

is really something very special  
since it demonstrates the very best attributes  
of sports in America today...

...it has become the standard against which  
all other programs are compared

**But then, the University of Michigan**

is also a very special place....

**Indeed, it is one of only**

a handful of universities which have,  
throughout history, set the standard for  
all of higher education in America.  
of truly changing not only higher education,  
but the nation and the world.

**But even beyond that,**

the University of Michigan is one of the  
few institutions in our society capable  
of truly changing not simply higher education,  
but the nation and the world.

**And that is exactly what we intend to**

do as we prepare to enter  
the last decade of the 20th Century.

**The 1990s will be a time of great challenge**

opportunity, and responsibility.

**But they will also be years of great excitement.**

**We urge you to join with us**

in this great adventure in which  
the University of Michigan prepares  
to become the University of the 21st Century!