

The Visitors

Office of the President

Fall, 1994

The Mission

Business Line:

Creating, preserving, transmitting, and applying knowledge

Products & Services:

Knowledge and knowledge-intensive services

Educated people with capacity and desire for leadership

Customers:

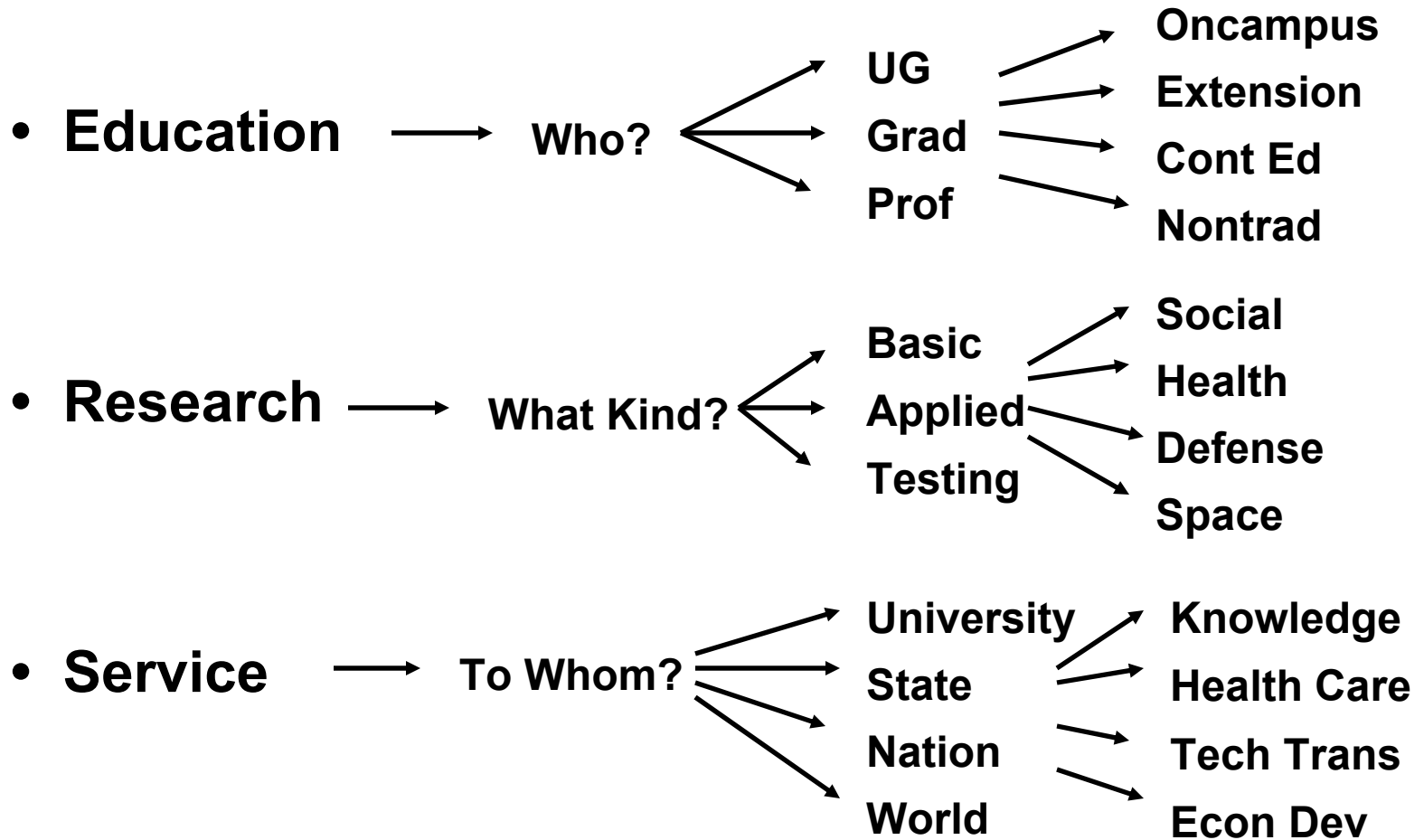
Primary: society at large

Others: students, patients, agencies,...

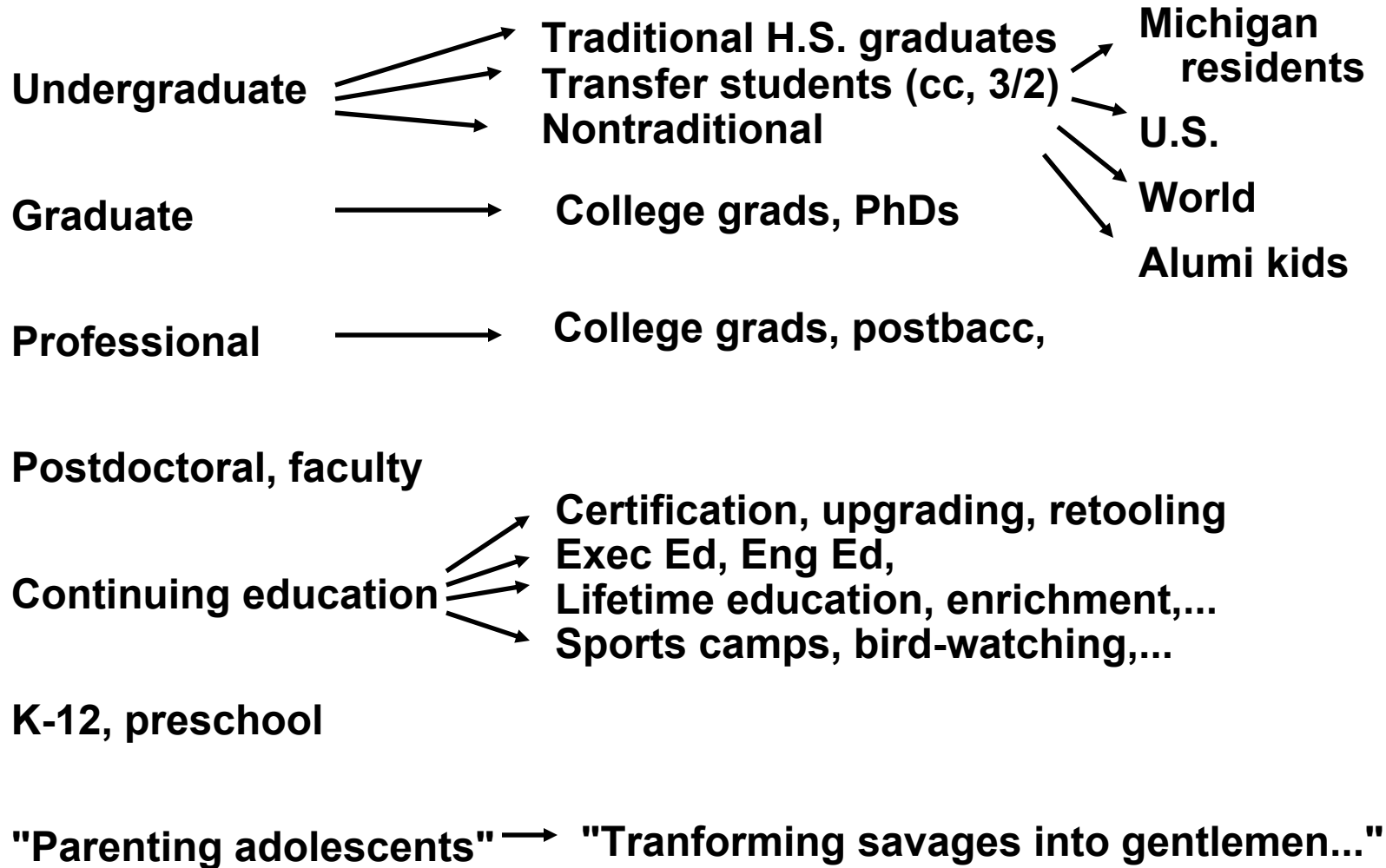
Shareholders: state, feds, private sector, public

Market Niche: Leadership!


Missions









Education




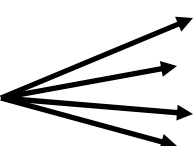
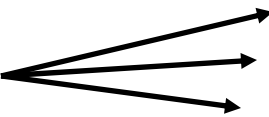
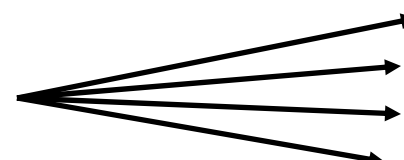
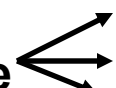
Some Additional Educational Missions

- **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**

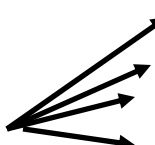
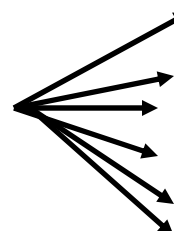
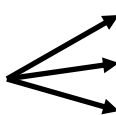

Service

- **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**
 - Housing...feeding...
 - Counseling
 - Career planning and placement
 - Substance abuse
- **Campus Community**
 - Parking
 - Safety
 - Transportation
 - Child Care
- **Alumni**
 - Travel bureau (UM Alumni 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?

Natural Evolution



The U of M, Inc.

