Major Gifts Committee

Unusual Sense of Excitement on Campus

UM 16...OSU 13
Sunrunner
Collins-cystic fibrosis
NSFnet
Poland, ISR

Leadership

Not a bad year thus far...
...but this is what you expect from Michigan Leadership...for a nation...for a world
UM as prototype...flagship of comprehensive University
...unique blend of quality, breadth, capacity
...liberal spirit
... “uncommon education for common man”
Perhaps best example of Jeffersonian model of a public university
These characteristics never change...
...commitment to Jeffersonian ideal
...excellence
...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
...Student financial aid
...International themes
...Humanities Institute/ Museums
...Performing Arts/ Hill Auditorium/UMS

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.