

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.