

Campaign Pitches

Taubman

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.

Importance of Al Taubman to UM

- ...past involvement
 - ...creative force behind UMH project
 - ...philanthropy
 - ...Taubman Library
 - ...Taubman American Institutions program
 - ...Taubman Health Care Center
- ... through present involvement
 - ...Investment Committee
 - ...Advisory Councils
- ...and to this campaign
 - ...campaign leadership group

Recognition

- ...Al Taubman does what Al Taubman wants to

Objective

- ...to see if we can with him to find a project sufficiently compelling that he would make the leadership gift of the Campaign
- ...initial thoughts
 - ...extrapolating from the Taubman Center at Harvard
 - ...comparison to Wexner Center at OSU?
 - ...no...we would like to challenge Al to thing of something far beyond this
- ...more to the point, we would like to see a gift over the 1990s that would place him at the top of the list of university philanthropists
- ...you should be at the top of this list!
- ...at the level of \$100 M

Impact

- ...clearly would have great impact on the University
- ...clearly would establish Al as the leader in private support of higher education
- ...clearly would trigger similar commitments by others...and lead to the success of the campaign

Examples of such projects

Taubman Scholars ("people" project)

- A "merit" scholarship program analogous to Rhodes Scholarships...bringing the most outstanding students from across the nation and around the world to UM
- Recognize that UM is both the prototype of the American university...and yet also a university of the world
- The Taubman Scholarships would bring to Ann Arbor the next generation of national and world leadership
- Aside: Chris Markey story...Morehead scholar

Athenaeum Project ("facilities" project)
Cornerstone of undergraduate education at Michigan
...an undergraduate Rackham
Center for Urban Issues ("intellectual" project)
Renaissance Campus Project
All-University Major Matching Challenge

Mechanisms

Recognize that a leadership gift of this magnitude may
require unusual flexibility and/or mechanisms

Timing

...commitment through the 1990s...
...the earlier, the better for the campaign
...and for AI's involvement

A foundation with UM as sole member?
...similar to Morehead Foundation at UNC

A bequest?

...wouldn't help for campaign
...he wouldn't be able to enjoy it

Kellogg

Need

To rethink the very nature of the "public" university
for the 21st Century

Forces Compelling Change

Demographics
Internationalization
Knowledge

Unique Role of Universities

Knowledge Sources
Knowledgeable People

The Capacity for Change...and for Leadership

Changing nature of resources
UM Strategy

Cost-Containment
Campaign

Motivate Reasons for Talking to Kellogg at early phase

Kellogg Interest

Interest of Foundation in many of these areas
Historical Relationship between Kellogg and UM

What can we expect of Kellogg during 1990s?

Historical Relationship
1960s
1970s
1980s: \$35 M
1990s: \$100 M ???

How can we earn this level of support?

Possible Areas of Interest

Ongoing interactions
Areas of particular interest to Kellogg
Areas of particular interest to UM
"Collective" vs. "Solitary" Learning