

## **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.