

Overarching Themes

Key Words

Key products of UM: people and knowledge
“Building”, “investing”, “making”,...
What is the higher purpose of campaign...
E.g., leadership for a changing nation and a changing world

Quality--People--Tradition of Excellence

Faculty

“Nobel Institute”
Endowed chairs to bring to UM the very top people in key fields
Visiting Scholars Academy

Students

Leadership Academy
Merit scholarship program designed to attract the top
high school graduates across the country
...evaluated by academic performance
...evaluated by leadership potential

Need-based Financial Aid
Out-of-state Financial Aid
Middle-class Financial Aid
Nontraditional Student Financial Aid

Graduate and Professional Students

Fellowship Programs

Leadership--Programs--Opportunities

The Atheneum

The undergraduate version of Rackham
“A myriad of activities aimed at dramatically improving
Michigan’s education for first and second year UGs”

The University within the University

Developing a laboratory university
Possible themes:
Organized along outreach themes rather than disciplines
Combining UG, grad, professional education
Multicultural
New faculty models

The Environment for Learning

Cultural Activities
Hill Auditorium
University Musical Society
Intercollegiate Athletics
Tier-II, “participatory athletics”
Competitive athletics
Community Service
Philip Brooks House
Leadership Opportunities
Washington Campus
Integrative Facilities
Rackham Building
Hill Auditorium
AAA Museum Project
Cultural center, “a gathering space”, “conference center”
Faculty Club

Challenges--Serving--Responsibilities

The Michigan Mandate

Building a diverse, multicultural learning community
Themes of diversity:
Racial, ethnic, nationality, beliefs, socioeconomic

Goals

Financial Aid
Program Support

Integrative Programs
Outreach Support
Globalization of the University
Outreach Themes
“Engagement in the present...to prepare for the future”
Human Investment Themes
Social Infrastructure
Family, education, poverty, crime,...
Global Change
Economic Development