

## **Speech Outlines--1991-92**

### **Internal Audiences**

#### **An Overview of UM External Relations Strategy**

Target: Initial: Fall Senate Assembly address

Secondary: Other internal audiences

Themes:

Challenge of relating to diverse constituencies

Description of general strategies

State relations

Federal relations

Community relations

Alumni relations

Public relations

Reference materials

Communications Overheads (Powerpoint)

State of University Report

Marketing Memo

Status: Good shape...

#### **An Overview of the Campaign for Michigan**

Target:

Initial: Campaign leadership meetings

Presidential Societies

Secondary: Prospects, internal audiences

Themes:

Emotional sales pitch for Campaign

Reference materials

Campaign Briefing (Powerpoint)

Case Statement Draft

Detroit Angell Society presentation

Wynn draft

Status: Needs work on "punch and emotion"

#### **Undergraduate Education (supporting LS&A Effort)**

Target:

Initial: Fall President's Weekend...Luncheon Address

Other: both internal and external audiences

Themes:

Undergraduate education in research university

The complimentary nature of teaching and research

Conveying strong support for LS&A effort

Lighting a fire under other undergraduate units

Reference materials

JJD UG Education

JJD Teaching vs Research

Weisbach Report

CUE Recommendations

Status: Good shape...

#### **Quality in Higher Education**

Target: Open

Themes:

Translating TQM (and Whitaker Task Force Report)  
into more familiar academic terms

Weaving into University of 21st Century themes

Reference materials

Whitaker Task Force Report

JJD talks

Kennedy talk

Status: Needs lots of work

#### **Financing the University of the 21st Century**

Target: Open

Themes:

Pragmatic analysis of resources for the 1990s

UM options  
Suggested strategy

References:

JJD talks on Resources for the 1990s  
Provost budget presentation documents  
Shapiro talks

Status: Good shape...

**The University of the 21st Century**

Target: Throughout year, building for 1992-93  
Various short talks throughout year  
Provide structure for Rackham workshops  
Building for major colloquia in 1992-93  
Structure for Rackham Workshops

Themes

Mission and Role  
Teaching  
Scholarship  
Public Service  
Undergraduate Education  
Graduate Education  
Professional Education  
Faculty  
Issues of Values, Community, Civility  
Acquisition and Management of Resources

References:

JJD talks  
Futures Group materials

Status: Evolving...

**The Michigan Mandate II**

Target: Open

Themes

Continuation of initial Mandate themes  
Phasing toward community, unification themes

Reference materials

Original Michigan Mandate Report  
Hartford/Detroit speeches  
Michigan Mandate 3-year update  
Lots of reading

Status: Evolving...

**Rights and Responsibilities**

Target: Open

Themes:

Primarily focused on students  
Rights of individual vs. responsibility to community  
Freedom vs. civility

Reference materials

Lots and lots and lots

Status: Lots of work needed

**Academic Values (and PC)**

Target: Open

Themes:

Academic values  
PC debate

Reference materials

JJD Senate Assembly talk  
Lots of other stuff

Status: Pretty good shape

**New Structures of Scholarship**

Target: Open

Themes:

Intellectual Change

“Postmodernism”  
Verbal vs. visual vs. symbolic vs. cognitive  
Myths and realities  
Communication  
Thought  
Inter/cross/intra disciplinary  
How does intellectual evolution of fields  
align with university organization?  
Centers vs individual investigators  
Schools vs centers  
Reference materials  
JJD Phi Beta Kappa 2.0  
JJD Caltech 2.0  
JJD Interdisciplinary memo

Status: Lots of ideas, but still evolving...

### **The Changing Role of the Faculty...and Faculty Cultures**

Target: Open  
Pressures for productivity and accountability  
Evolving faculty roles  
Tenure, promotion, salary, retirement

### **Scientific Integrity (and “Cargo-Cult Science”)**

Target: Open  
Reference Materials  
Earlier JJD talks  
Feynmann talks

### **Graduate Education**

Target: Open  
Reference Materials  
National Science Board studies

### **The Professions**

Target: Open  
Reference Materials  
Still forming  
Think a bit about what each profession really does:  
To serve:  
Teachers  
Nurses  
Doctors  
Librarians  
To create:  
Engineers  
Architects  
Artists  
Musicians  
To manipulate:  
Lawyers  
Business Administration

### **External Audiences: Higher Education**

#### **Holistic Views of the University**

Target: Seek both state and national audiences  
Reference Materials:  
JJD testimony  
Bok, Bloch

#### **The University as a Key Player in the Age of Knowledge**

Target: Seek both state and national audiences  
Reference Materials  
Earlier JJD talks  
Block talks  
Importance of having universities incorporated into  
messages about other activities...e.g., Business Week  
issue on “New Alchemy” or USN&WR on hospitals

### **The Cost, Value, and Price of a College Education**

Target: Initial: Fall AA Rotary talk

Later: statewide audiences

Reference Materials

JJD draft

Butt's direct student loan materials

### **The Changing Zoology of the American University System**

Target: Both state and national audiences

Reference Materials

JJD NASULGC talk (Summer, 1988)

JJD State of University talks

Shapiro, Rhodes talks

### **Intercollegiate Athletics**

Target: Open

Reference Materials

JJD drafts

### **External Audiences: More General Topics**

#### **Investment for the 21st Century**

Target: Seek both state and national audiences

References

JJD Human Resource speeches

Manufacturing Forum competitive studies

Bok Commencement Address (1989)

Themes

Failure of rich to invest back in the society that made them rich

...absence of stewardship

Failure of our generation to invest in the next

...we are breaking that continuous chain of investment

from one generation to the next which has characterized

American society

Some examples

...poverty of young (use demographics)

...quality of education

...macroeconomic policies

entitlements

...bankruptcy of professions

...business practices

...S&L fiasco

...Barbarians at the Gate...buyout mania

What is going on?

...an aging America?

...the "me generation" grows up?

...media influence

...absence of leadership

#### **State and National Challenges**

Target: State audiences

References

JJD talks (Michigan Economy, Michigan Outreach)

Courant studies

#### **Learning, Collaboration, and Knowledge**

Target: Open

References:

Collaboration Technology

Drucker

Reich

Scientific American

JJD's own work

#### **Institutional Change**

Target: Open

References:

JJD's work

James Brian Quinn  
Karl Weick  
Peter Drucker  
Fifth Dimension

Themes

Mathematical models of institutional evolution  
The University as a “many body system”  
Projection algebra analogues  
Evolution vs Revolution (Kuhnian models)  
Decision models (incremental, rational, mixed scanning)  
Feedback, nonlinearities, instabilities, chaos

**Community Issues**

Target: Open

Themes

Town-Gown Relations (AA Chamber)  
Economic development

**Environmental Issues and Global Change**

Target: Open

References:

JJD's earlier work  
Peter Raven  
NSB Reports

Themes

Global Change  
Biodiversity

**External Audiences: Ongoing Issues**

**The Campaign for Michigan**

Target: Open

References:

JJD's earlier speeches  
Campaign materials

**Alumni Relations**

Target: Alumni Gatherings

References:

JJD's earlier speeches

Themes

Greetings from Ann Arbor  
The Good News  
Images of Michigan

Option 1:

Higher Education Surrounded by Controversy  
The Irony  
Particularly True in Michigan  
Conclusions

Option 2:

Leadership Theme  
Need for Leadership  
Capacity for Leadership  
Need for Campaign  
Key Objectives  
Personal Appeal

**State, Federal, and Community Outreach**

Target: Open

References:

Public Service 2.6