

Steering Committee Pitch

Introduction

Welcome back to Michigan

Background

Engaged in a process to refine concept of campaign

...“vision” statement

...key themes

...key objectives

Actually started over 4 years ago

...series of strategic planning efforts

...refined through interaction with Advisory Committee

...refined further through interaction with this group

...focus groups...faculty...students...staff...prospective donors

Still need some “wordsmithing”...

...but you can see the shape...

Some general comments...

...before we move into detailed discussion.

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.

Forces Compelling Change

Demographics

Internationalization

Knowledge

Unique Role of Universities

Knowledge Sources

Knowledgeable People

Special Role for Michigan

A century ago...in Ann Arbor...

University of 20th Century was created

Throughout its history, UM has played a very

special role in higher education for the nation...and for the world...

Example: Commencement 1991

It is time to play that role again...

Leadership is both our heritage...and our destiny...

The Capacity for Change...and for 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

“Collective” vs. “Solitary” Learning

Community themes

...Student financial aid

...International themes

...Humanities Institute/ Museums

...Performing Arts/ Hill Auditorium/UMS

Some Examples:

Facilities: Athenaeum

People: Michigan Scholars

Programs: Global Change Institute

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.