FOR THE FUTURE Campaign Goals

• Ensuring Student Opportunity
• Enhancing Honors Education
• Enriching the Student Experience
• Building Faculty Strength and Capacity
• Fostering Discovery and Creativity
• Sustaining a Tradition of Quality
Power of Confluence of Strategic Plan and Campaign

- Consider themes directly related to strategic plan and university “imperatives”
- Connect with donors on a different level—issues, challenges, innovation—alignment with the mission of serving the Commonwealth, nation and world
- Create clear distinction from the prior campaign (more important as timing between campaigns shorten)
First Steps

• Assess whether a thematic approach to the campaign is distinctive and workable

• Write an engaging lead “sentence” with the potential to draw in donors (likely not every part of the strategic plan)

• Write an engaging lead sentence that supports fundraising at multiple levels—university, college, campus, department, program
Global Engagement

Penn State will take its place as a truly global university, advantaging our students through a global view, creating global leaders, and ensuring that our expertise in solving problems and enhancing the quality of life has a global reach.
Global Engagement

Examples of current initiatives and program/philanthropic opportunities:

• Global Engagement Network
• School for International Affairs
• Center for Global Studies
Global Engagement

Other potential areas for investment:

- Scholarships supporting study abroad and embedded course travel
- Student programs to expand engaged scholarship opportunities, here and abroad
- Faculty fellowships to facilitate global research and education partnerships
- Visiting scholar programs
We will build upon our growing reputation in the arts and humanities by establishing Penn State as a cultural destination, thereby strengthening our programs, providing exceptional opportunities for our students, and adding vitality to our communities.
Penn State as a Cultural Destination/Cultural Literacy

Examples of current initiatives and program/philanthropic opportunities:

- Institute for the Arts and Humanities
- Center for the Performing Arts
- Palmer Museum of Art
- Richards Civil War Era Center
Penn State as a Cultural Destination/Cultural Literacy

Other potential areas for investment:

• Arts and Arboretum as a cultural destination
• Multipurpose arts facilities at Penn State campuses
• Community outreach partnerships led by Liberal Arts and Arts & Architecture faculty
• New courses and curricula that integrate humanities and the arts with other fields
• Student scholarships
• Visiting scholars program
Population Health/Personalized Health

Penn State proposes to bring together the power of multiple colleges and programs to create a holistic approach to individual and population health. We will harness Penn State’s formidable capabilities to become a leader in improving health and well-being.
Population Health/Personalized Health

Examples of current initiatives and program/philanthropic opportunities:

• Clinical and Translational Science Institute
• Huck Institutes of the Life Sciences
• Social Science Research Institute
Population Health/Personalized Health

Other potential areas for investment:

• Telemedicine network
• Personalized medicine research funding and endowed positions
• Interdisciplinary graduate/post-graduate programs and fellowships
Sustainability and Human Security

Water, energy and food security present some of the most enduring and pressing problems facing society. Penn State has the breadth and depth necessary to create comprehensive and sustainable solutions, and we intend to become “the” university in managing and stewarding our most important resources.
Sustainability and Human Security

Examples of current initiatives and program/philanthropic opportunities:

• Institutes of Energy and the Environment
• Institute for Natural Gas Research
• Sustainability Institute
Sustainability and Human Security

Other potential areas for investment:

• A new Energy Institute leveraging comprehensive strengths
• A Food Safety Institute
Invent Penn State

Our objective is to leverage the powerful research and creative engine that is Penn State to drive job creation, promote economic development, and ensure student career success.
Examples of current initiatives and program/philanthropic opportunities:

- Entrepreneurship centers at Altoona, York, Harrisburg and Erie
- Innoblu, PennTAP and Small Business Development Center
- Career centers at University Park and other campuses
Invent Penn State

Other potential areas for investment:

• Start-up grants for new businesses created through Penn State/public partnerships

• Entrepreneurial “boot camps” across the Commonwealth

• Endowed positions for entrepreneurs-in-residence and other faculty

• Innovative investment funds to promote new companies
We aspire to be a truly great university—one that ensures access and then delivers an affordable world-class education for capable, hard-working students, regardless of their heritage, individual characteristics, or financial well-being.
Access and Affordability

Examples of current initiatives and program/philanthropic opportunities:

• Trustee Matching Scholarship Program
• The World Campus
• Millennium Scholars Program
Access and Affordability

Other potential areas for investment:

• New/reimagined scholarship matching program(s) for students taking World Campus courses
• Emergency assistance/completion funds to keep students on track to graduation
• Scholarships encouraging student leadership and engagement
Digital Innovation

The potential for technology to transform education, enable research and serve communities is far from realized. Penn State intends to be a leader in how we prepare students to succeed in the digital age to how we use digital tools and technologies to empower research to solve the world’s most pressing challenges.
Digital Innovation

Examples of current initiatives and program/philanthropic opportunities:

• Krause Innovation Studio in the College of Education
• Center for Big Data Analytics and Discovery Informatics
• School of Electrical Engineering and Computer Science
Digital Innovation

Other potential areas for investment:

• New curricula and collaborations in fields such as cybersecurity
• Innovation funds for digital teaching and learning
• Digital literacy outreach programs in PA communities
Excellence is the very foundation of Penn State’s success in learning, discovery, and innovation. We must always foster the level of excellence required to inspire achievers to improve lives and benefit the world.

Broad theme that enables colleges, campuses and institutes to have leeway in fundraising for a broad set of specific objectives.
Discovery, Excellence and Community

Examples of current initiatives and program/philanthropic opportunities:

• Schreyer Institute for Teaching Excellence
• Presidential Leadership Academy
• Rock Ethics Institute
Other potential areas for investment:

- Endowed faculty positions in areas of existing strength
- Seed funds for high-risk, high-payoff research
- Undergraduate research
- Facilities and scholarships in athletics
Next Steps

• Eight is too many
• Cull, alter, improve
• Use lead sentence to build case statements
• Objective—full set by December
Next Steps

• Longer campaign/shorter interval between campaigns is becoming a national standard

• Alternative—campaign length (6 years) that matches the length of a strategic plan and the tenure of leadership

• Thematic focus becomes more important (For example, branding the particular parts such as Invent Penn State and Plan 4, our new theme for the Access and Affordability initiatives)
Views from Academic Leadership (vote for 5)

- Lowest vote total for any theme was 16
- Global Engagement and Access and Affordability ranked highest
- Water, Energy and Food Security and Invent Penn State were next
- Chancellors and Deans had same priorities, with the exception that Chancellors ranked Invent Penn State higher
Discussion Questions?