Jeremy Farris, Rhodes Scholar

“The purpose of an education isn’t to get a job. The purpose of an education is to change you – to make you sufficiently human.”

Jeremy Farris
Stamps Family President’s Scholar
Competitors are on the move

- **Berkeley**: building $162 million Stanley Biosciences and Bioengineering Facility.
- **Purdue**: building $100 million Discovery Park that includes $51 million Birck Nanotechnology Center.
- **UCLA**: $200 million unrestricted gift for medical school.
- **MIT**: $50 million gift for brain research.
- **Michigan**: $44 million gift for diabetes research.
- **Stanford**: $20 million to develop physics-based simulations of biological structures.
Billion-dollar campaigns now under way

<table>
<thead>
<tr>
<th>Institution</th>
<th>Campaign Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Univ of Virginia</td>
<td>$3.0 billion</td>
</tr>
<tr>
<td>Univ Michigan</td>
<td>$2.5 billion</td>
</tr>
<tr>
<td>Illinois</td>
<td>$2.5 billion</td>
</tr>
<tr>
<td>NYU</td>
<td>$2.5 billion</td>
</tr>
<tr>
<td>UCLA</td>
<td>$2.4 billion</td>
</tr>
<tr>
<td>MIT</td>
<td>$2.0 billion</td>
</tr>
<tr>
<td>Johns Hopkins</td>
<td>$2.0 billion</td>
</tr>
<tr>
<td>Washington</td>
<td>$2.0 billion</td>
</tr>
<tr>
<td>Univ Chicago</td>
<td>$2.0 billion</td>
</tr>
<tr>
<td>Univ N Carolina</td>
<td>$1.8 billion</td>
</tr>
<tr>
<td>Purdue</td>
<td>$1.5 billion</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>$1.5 billion</td>
</tr>
<tr>
<td>Cal Tech</td>
<td>$1.5 billion</td>
</tr>
<tr>
<td>UC San Fran</td>
<td>$1.4 billion</td>
</tr>
<tr>
<td>Vanderbilt</td>
<td>$1.25 billion</td>
</tr>
<tr>
<td>Michigan State</td>
<td>$1.2 billion</td>
</tr>
<tr>
<td>RPI</td>
<td>$1.0 billion</td>
</tr>
<tr>
<td>Stanford</td>
<td>$1.0 billion</td>
</tr>
<tr>
<td>Texas A&amp;M</td>
<td>$1.0 billion</td>
</tr>
<tr>
<td>Univ Arizona</td>
<td>$1.0 billion</td>
</tr>
<tr>
<td>UC San Diego</td>
<td>$1.0 billion</td>
</tr>
<tr>
<td>Univ Iowa</td>
<td>$1.0 billion</td>
</tr>
<tr>
<td>Univ Miami</td>
<td>$1.0 billion</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>$1.0 billion</td>
</tr>
</tbody>
</table>

Peer institutions
Peer endowments (in millions)

Source: Council for Aid to Education

- Stanford
- MIT
- Michigan
- Northwestern
- Texas A&M
- Cornell
- Berkeley
- Johns-Hopkins
- UT-Austin
- Minnesota
- UCLA
- Cal Tech
- Purdue
- GA TECH
- Washington
- Penn State
- Carnegie-Mellon
- Florida
- Va Tech
- NC State

Billion dollar campaign underway
Billion dollar campaign recently ended
States are cutting back

- 23 states cut state funding for higher education for 2003-04.
- 28 states have reduced funding for higher education over the course of the past two years.
- 4-year public colleges increased tuition by an average of 10 percent for the 2004-05 year – the third consecutive year of double-digit increases.
- Private universities developing initiatives to meet students’ financial needs: Harvard, UNC-Chapel Hill
In-state tuition per semester at public peer universities (2004-2005)

Michigan
Purdue
Penn State
UCLA
Washington
Minnesota
UC Berkeley
Va Tech
GA TECH

$0 $1,000 $2,000 $3,000 $4,000 $5,000 $6,000 $7,000 $8,000
Tech’s state funding shortfall

Without cuts

Actual funds
Warning signs for GT

- Demonstrated student financial need is increasing.
- Pressure from peer competitors is growing
- Historical model of state funding is in flux.
- Increasing number of faculty are being recruited by others.
The next Georgia Tech campaign

- Generate forward momentum.
- Address areas of growing need.
- Build resources to retain top faculty.
- Support for strategic initiatives.
- Improve competitive position.
But isn’t it too soon?

- 95% of the pledges from the Campaign for Georgia Tech have been paid.
- We have been broadening our donor base.
  - Global Leadership Identification Program identified over 6,000 alumni who were not on the radar screen for the last campaign.
- Our competition is always either in a campaign, wrapping up a campaign, or planning a campaign. There is no down time.
Why begin it now?

- Donors are anticipating it.
- Have some major gifts now that can be captured within the campaign.
- Position ourselves to be ready as the economy grows stronger.
- Take advantage of personal relationships developed over past 10 years.
How much?

- If last campaign timeframe had stretched 8 years, it would have raised $1 billion.
- The campaigns of our peers and competitors are all in the billion-plus range; less than $1 billion clearly indicates a second-tier institution.
## Scale of gifts: Campaign for GT

(Number of gifts and percentage of dollars raised)

<table>
<thead>
<tr>
<th>Level</th>
<th>Targeted</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5 million +</td>
<td>16 (30%)</td>
<td>27 (39%)</td>
</tr>
<tr>
<td>$1 – 5 million</td>
<td>115 (30%)</td>
<td>95 (26%)</td>
</tr>
<tr>
<td>$100,000 - $5 m</td>
<td>750 (25%)</td>
<td>645 (23%)</td>
</tr>
<tr>
<td>$1 – 100,000</td>
<td>50,000 (15%)</td>
<td>44,551 (12%)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>52,100 (100%)</strong></td>
<td><strong>47,423 (100%)</strong></td>
</tr>
</tbody>
</table>
### Scale of gifts: Campaign 2010

<table>
<thead>
<tr>
<th>Level</th>
<th>Target</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10 million +</td>
<td>17</td>
<td>$400 million</td>
</tr>
<tr>
<td>$1 – 10 million</td>
<td>125</td>
<td>$250 million</td>
</tr>
<tr>
<td>$100,000 - $5</td>
<td>1,100</td>
<td>$250 million</td>
</tr>
<tr>
<td>$1 – 100,000</td>
<td>50,000</td>
<td>$100 million</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>55,242</td>
<td><strong>$1 billion</strong></td>
</tr>
</tbody>
</table>

**Total contributions:** $1 billion
Source of funds: Campaign for GT

Anticipated
- Alumni
- Corporations
- Foundations
- Friends
- Other organizations

Actual
- Alumni
- Corporations
- Foundations
- Friends
- Other organizations
Use of funds: Campaign for GT

Proposed
- Endowment
- Facilities, equipment

Actual
- Current operations
- Endowment
- Facilities, equipment
- To be determined
Use of funds: Campaign 2010

Priorities:
- Student aid
- Faculty chairs
- Facilities

Legend:
- Endowment
- Facilities, equipment
- Current operations
Quiet phase

July '04: Gift accounting begins
Dec '06
Dec '10: Gift accounting ends

Public phase

June '07

NOTE: The quiet phase of the Campaign for Georgia Tech was unusually brief; the normal quiet phase is several years.
Structure: Campaign 2010

- Campaign Steering Committee I
  - Provides strategic oversight during quiet phase
  - Small group (12-15)
  - Disbands when campaign moves into public phase

- Campaign Steering Committee II
  - Provides strategic oversight for public phase that broadens to a large number of donors
  - Larger group (30+)