Our mission is to change the world.
Good thing we’re early risers.
Our past accomplishments have been great, but our duty is to the future — to our children, our grandchildren, and generations beyond.

We won’t entrust their future to anything but the best.

That’s why the Campaign for Texas is working to raise the resources that will help us become the best public university in the nation.

Being the best requires that we answer the important questions of our time: How to generate economic growth? How to manage and prevent life-threatening diseases? How to respond to global energy crises? How to protect the environment and our natural resources? How to create lasting art and literature for the 21st century?

To answer these questions — and those of future generations — the campaign is raising $3 billion to help colleges, schools, and academic units throughout the University nurture the thinking and exploration that will change the world.

Now what?

Accomplishing a large goal requires specific steps. Every college, school, and academic unit has established its own initiatives for getting there, and all involve four key priorities:

- Students
- Faculty
- Facilities
- Programs and research

We’ve come a long way, and we’re going even further. What follows is our roadmap for achieving the goals of this campaign and a sampling of what we’re accomplishing along the way.

“This is our time ... our opportunity to define for the 21st century what it means to be the great public university in America.”

- President Bill Powers
We’re a leading institution that promises a premier education. To produce the best graduates we need to start with the best recruits. We should choose a diverse student body and minimize the financial obstacles our students face. And we must provide them with a top education while being as efficient and cost-effective as possible.

We’re working on recruiting the caliber of students befitting a top university. Currently we’re losing the best students to other universities that make more generous scholarship offers. So we’re working with the Texas Exes to create the University’s first full-ride merit-based scholarships. The 40 Acres Scholars Program will give the University the competitive edge it needs to recruit top undergraduates.

To enhance the student educational experience, we’re implementing a new undergraduate core curriculum with smaller class sizes, learning communities, and first-year experiences that are available only here. Our revamped core curriculum is required of all students, regardless of major. The core begins with a common intellectual experience known as the First-Year Signature Courses, courses in a variety of topics that share several characteristics. Signature Courses emphasize writing and research and introduce students to the cultural treasures and resources of UT.

As we make the undergraduate experience more meaningful, we’re also renewing our emphasis on graduate students. Part student, part teacher, and part researcher, graduate students are the backbone of a great university. Competitive fellowships are key in attracting the kind of graduate students we want teaching and researching at the University. The quality of an institution’s graduate students plays a major role as top faculty consider job offers from various universities.

“I had scholarships when I was in school, and I think it’s important to keep that going for other students who might need the extra help.”

- Tracy Champagne, UT donor
“Whatever anyone is interested in is offered at the University. People just need to find what they’re passionate about.”
- Carolyn Townsend, UT donor
“One of the things that’s great about giving something for an education is that it’s a lifetime gift.”
- James Cook, UT donor
The University of Texas at Austin boasts world-renowned scholars and winners of such honors as the Nobel Prize, Pulitzer Prize, and MacArthur “genius grants.” Our 3,000 faculty help us fulfill our duties to our students and to society. That’s because they’re not only stellar teachers, they’re among the top scholars in their fields. But we need more of them. Recruiting and retaining top faculty will enable us to reach a number of goals:

- Achieving a student-faculty ratio of less than 16:1
- Creating greater faculty interaction with students
- Delivering the highest-quality educational experience

Competition for the best faculty is fierce, and we often find ourselves in a bidding war with other universities. Professorships and chairs give us the tools we need to recruit and retain the best faculty — faculty who conduct the kind of transformative work we’re already seeing:

Professor Nicholas Peppas is developing an insulin pill to replace shots for diabetics. The insulin capsule would survive stomach acids before delivering its medicine to the small intestine.

In the new Dell Pediatric Research Institute, internationally known cancer researcher John DiGiovanni is studying the link between childhood obesity and cancer.

An associate professor in the College of Pharmacy, Maria Croyle, is developing a vaccine for the Ebola virus. Ebola is one of the deadliest known pathogens, with a 90 percent mortality rate in some regions of the world.

Marianne Gedigian, a professor in the Butler School of Music, performed the Concerto for Flute by Jacques Ibert with internationally renowned Swiss conductor Matthias Bamert at the Brevard Music Center. In the past year three of her students in the flute studio have won national solo competitions.


In the new Department of African and African Diaspora Studies, Associate Professor and Director Edmund T. Gordon is investigating how the differences in black men’s and women’s experiences of race and gender in this country affect the educational achievement of black boys.

More than three dozen researchers will work in collaboration with Director Tinsley Oden and the Institute for Computational Engineering and Sciences, using computer modeling to take on the big questions of our time — including heart disease and cancer, the global energy crisis, and climate change.
Our faculty and graduate students need exceptional facilities to deliver the level of education and research that changes the world.

Top facilities help recruit top faculty and students. And Texas facilities cannot merely keep up with the times — they must define them.

We’re transforming the fight against childhood disease with the opening of the Dell Pediatric Research Institute. The cutting-edge center is dedicated to research and treatment of some of childhood’s most devastating health problems, including cancer, obesity, diabetes, birth defects, brain injury, epilepsy, and autism.

The College of Liberal Arts is poised for the national spotlight with construction of its new state-of-the-art building. The Liberal Arts Building will include 50 modern classrooms, student study areas and meeting rooms, and laboratories and offices for faculty. The six-story structure will include an entire floor for the University’s Naval, Army, and Air Force ROTC units, which are part of the college. The project recently took a leap forward with a $15 million gift from UT alumnus James Mulva and his wife, Miriam. The building will give Liberal Arts students a space of their own for the first time and will create an environment in which faculty from different disciplines can collaborate more easily.

The Norman Hackerman Building will help revolutionize scientific research at UT Austin. The building, to be completed in March 2011, will house state-of-the-art classrooms and labs and is poised to be the greenest building on campus.

The 180,000-square-foot Blanton Museum of Art is the largest university art museum in the country. The Blanton has more than 18,000 works of art, ranging from the Renaissance through today, and is a hub for learning and dynamic cultural exchange in the city and the state.

The College of Communication has broken ground on the Belo Center for New Media, which will expand the footprint of the college, combine cutting-edge technology with innovative teaching methods, and serve as home to the KUT Public Broadcast Center.

Also under construction is the Bill & Melinda Gates Computer Science Complex. This bold new building complex in the heart of campus will transform the Department of Computer Science and its students. The complex will advance research and teaching and enable one of the largest, finest, and most diverse computer science departments in the United States to reach the highest level.

These facilities are more than bricks and mortar. They are the essential tools of progress, and they will transform our campus for the next generation.
“I’m a very proud Texan. The way I’m giving back to the state of Texas is by giving to the University, which helps to guarantee that the state of Texas will always be viable.”

- Wayne Wagner, UT donor
“State funding is going to continue to be an issue, and for UT to stay on top it’s got to have other sources of funding. It can’t come all from the state, and it can’t come strictly from tuition. An education should be available to everybody, not just kids whose families have a lot of money.”

- Diane Cheatham, UT donor
We not only teach students, we also conduct research that has the power to change the world. And we serve as a storehouse of cultural treasures, maintaining priceless works and collections and providing the expertise to interpret them. Our challenge is continuing the investment necessary to rank with the best in the world.

We continue to demonstrate an exceptional return on investment:

Astronomers at McDonald Observatory are at the forefront of the race to explore dark energy, a mysterious force that makes up more than 70 percent of the universe. Their work on the Hobby-Eberly Telescope Dark Energy Experiment could revolutionize our understanding of the physical world and life itself.

Researchers at the Marine Science Institute are exploring the health implications of the release of toxic chemicals — as in the Gulf of Mexico oil spill — into coastal environments. They are developing strategies to improve Texas’ coastal fish populations and using discoveries from the oceans to develop new treatments for cancer and other human health concerns.

The University’s 50-year-old Harry Ransom Center has evolved into a world-renowned cultural institution housing a Gutenberg Bible, the first photograph, film archives of Robert De Niro, paintings by Frida Kahlo and Diego Rivera, the Watergate archives of Bob Woodward and Carl Bernstein, and major manuscript collections of James Joyce, Ernest Hemingway, T.S. Eliot, D.H. Lawrence, Tennessee Williams, and Norman Mailer.

When skin cancer is suspected, the next step is an invasive biopsy. But what if light could be used to detect skin cancer? An assistant professor in the College of Engineering, James Tunnell, is developing a pen-size probe that would do away with the need for a biopsy.

Our nation faces a critical shortage of secondary math and science teachers. The UTeach teacher-preparation program allows math and science students to graduate in four years with both deep content knowledge in their major as well as teaching certification.

The Lady Bird Johnson Wildflower Center is committed to conserving native plants, using them to address such major ecological problems as global climate change. Wildflower Center botanists, ecologists, and designers are making innovative contributions to plant conservation, ecologically sustainable landscape design, ecological restoration, and mitigation of greenhouse gas emissions.

Part of a university’s duty is to society.
The Campaign for Texas comes down to a simple idea — making Texas and the world a better place. We’ve had some grand successes, and we have greater ambitions still. Those successes did not come without your help, and we’ll need your help to reach our ultimate goal. It will take immense effort and extraordinary investments in students, faculty, facilities, and programs and research.

Together we’re breaking new ground. We’re working to solve the physical mysteries of the universe. We’re looking to conquer the diseases that cause human suffering, and we’re tackling climate change and environmental sustainability. We’re preserving and providing new insight into our world’s cultural treasures. We’re teaching our students to be catalysts for social good.

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Our goal is to be the best public university in America. Our mission is to change the world.