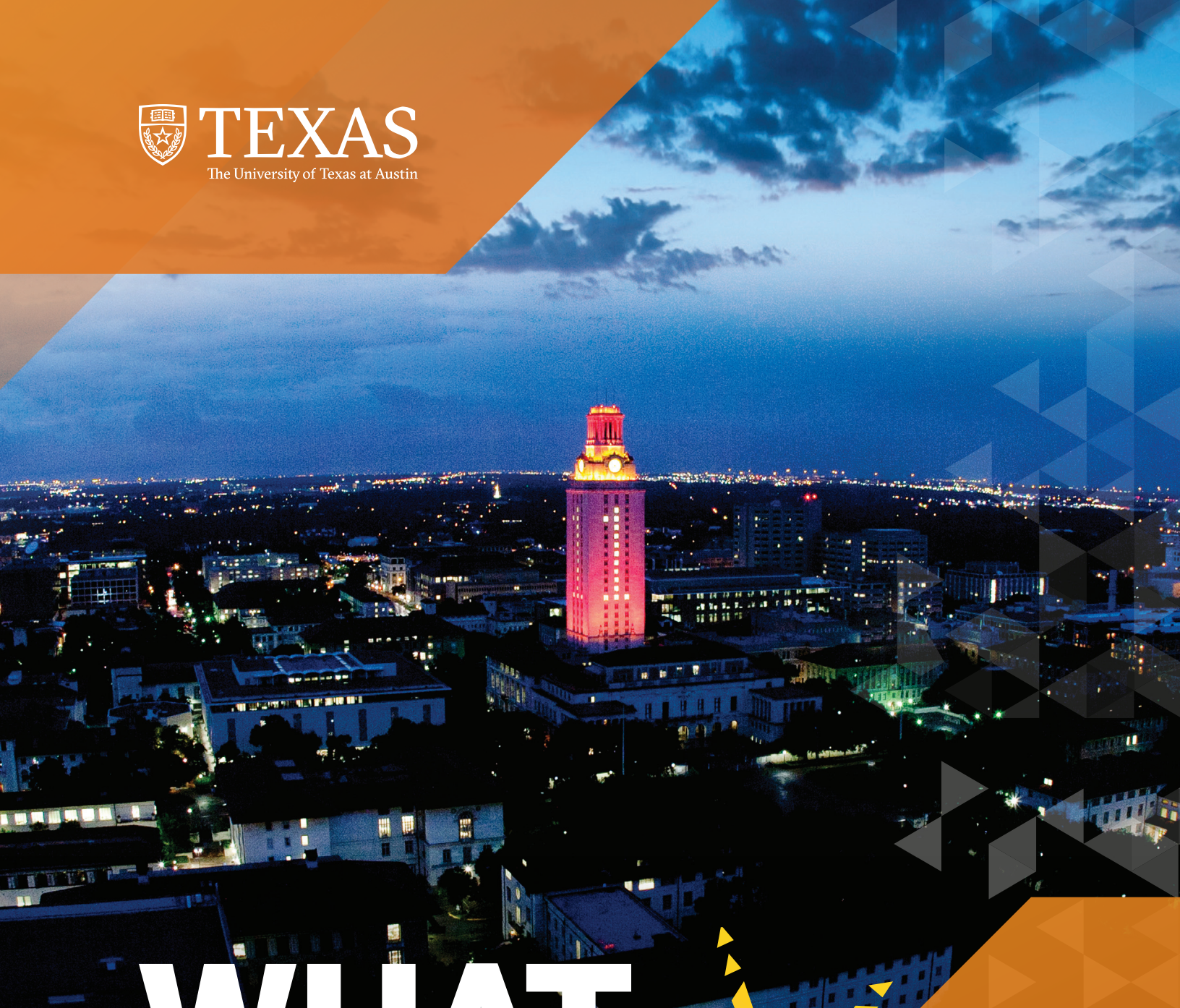




# TEXAS

The University of Texas at Austin



# WHAT STARTS HERE





# Campaign Priorities and Opportunities for Philanthropic Impact

The University of Texas at Austin was chartered by the Texas Constitution as a “university of the first class.” Now, we are reimagining what that means at a unique time for the university, for Austin and for Texas. The world is changing—and that change creates an unprecedented opportunity to reflect on who we are as our state’s flagship university and how we can grow even stronger.

UT is already the educational and research engine of the most dynamic city in the country’s most thriving state. The university has countless strengths that make it special, including our ability to create impact at scale and with a breadth of excellence that few institutions can match. We are powered by outstanding and diverse faculty, staff, students and alumni who have incredible talent, passion for impact and unparalleled potential. Together, we’re committed to the pursuit of learning, research and service, and to fulfilling UT’s promise: What starts here changes the world.

Our collective ability to change lives, power social mobility and solve great challenges is extraordinary—and it’s more important than ever, given the pace of change and the global opportunities we have ahead of us. To make the most of our special position, we must elevate our ambitions while reinforcing our commitment to UT’s mission and values.

So we have set a bold new aspiration: The University of Texas at Austin will become the highest-impact public research university in the world, unleashing knowledge, opportunity and innovation from the heart of Texas. That’s why we have set the university’s 10-year strategic plan, Change Starts Here, and undertaken the What Starts Here fundraising campaign—the most ambitious in university and state history.

The campaign is the foundation that will help us bring our efforts into action. Achieving our aspirations for the university and our collective impact will require every one of us.

The University of Texas at Austin invites our alumni, friends and partners—hundreds of thousands of enthusiastic, passionate and motivated supporters—to help realize this bold vision for the future of our university, through focused investment in three major areas:

- ▶ Supporting our **people**—UT’s talented students and faculty.
- ▶ Amplifying the unmatched potential of our **place** in Austin and Texas.
- ▶ Leading innovation through our world-changing research **pursuits**.

There is room for each of us to make a difference. Now is the time to embrace the opportunity before us, leverage our size and scale, and lean into Longhorn pride to increase UT’s impact. Join us and change the world.



## People

### Support Outstanding Students and Faculty

The University of Texas' aspiration to become the world's highest-impact public research university will be driven by our outstanding people. People—our talented students and faculty—are the bedrock of UT.

But attracting and retaining exceptional learners, scholars and leaders has become increasingly competitive as the global community feels smaller and other universities are able to offer more competitive financial incentives. We will invest to make sure that UT is the destination of choice for outstanding, high-potential students and faculty by catalyzing our faculty's careers and enriching the educational trajectories of our students.

UT will also offer an inclusive community where talented and diverse people, from all backgrounds and viewpoints, contribute to our culture, and where every student is supported as a whole person to excel in their classrooms, career and life. We will serve even more students from around Texas, across the nation and throughout the world whose careers, lives and economic mobility will be elevated with cost-competitive, affordable UT degrees, and propel faculty through inspiring, meaningful and fulfilling careers.

By bringing the biggest and boldest ideas—and the best scholars and students—to our community, we will help them achieve their ambitions and become Longhorns for life. UT can achieve its greatest impact when all members of our community have the opportunity, experience and education to reach their greatest potential.

#### **Key Investment Areas**

1. To attract, enroll and graduate the most outstanding, highest-potential students, UT must offer more competitive scholarship and financial aid packages, elevate the status and recognition of our honors programs, and strengthen services that help students from all backgrounds succeed in their academic journeys.
2. Graduate students are the next generation of leading researchers, innovators, professors and mentors, partnering with our faculty to undertake inquiry and teach undergraduates. Fellowships, assistantships and need-based aid attract the world's most extraordinary young scholars to UT.
3. A university's impact is directly tied to its faculty's success in teaching and driving knowledge. To win the competition for the top professional- and tenure-track faculty, we must provide endowed chairs, professorships, faculty fellowships and excellence funding to attract and retain top scholars and teachers.



## Place

### Amplify the Unmatched Potential of Austin and Texas

Our name is a daily reminder that, as Texas' flagship university, The University of Texas at Austin sits at the heart of our vast and spirited state. We share in our communities' past and future successes and challenges. And we embrace the opportunity to help both Texas and Austin realize a common destiny with unmatched potential.

Texas has the ninth-largest economy in the world, drawing modern-day trailblazers who come to pursue new opportunities, and Austin is now the fastest-growing major city in the nation. Both are centers for culture, the arts, commerce, education, innovation, entrepreneurship, technology and venture capital.

UT has played a vital role in the growth and development of our city and state and has a unique opportunity to harness their phenomenal growth to create impact at an even larger scale. Our campus is home to myriad intellectual and cultural jewels. We produce cutting-edge research that affects neighborhoods and communities throughout our city, region and state. The Forty Acres are an indelible part of Texas culture, with athletics venues and programs that build connections and inspire passions. And our proximity to the Texas Capitol uniquely positions us to work with policymakers to support economic growth and solve problems for everyone in our state.

Through new and strengthened partnerships, collaboration, trust and imagination, we will leverage UT's place, capability and scale to build a strong future for the university, our communities and our state, with impact far beyond our borders.

#### Key Investment Areas

1. From Silicon Valley to Cambridge, the world's most impactful universities are part of larger local ecosystems where they drive innovation and a robust economy. By strengthening our partnerships with business and industry, UT will expand opportunities for our students and alumni while defining the university as an epicenter for innovation.
2. UT develops creators, innovators and entrepreneurs across every field. Investment in our centers, institutes and incubators fosters creativity and invention and strengthens the university's position as a leading entrepreneurship university.
3. UT will work hand in hand with communities to improve lives across our city and state. As the flagship, we can collaborate to find the solutions for common challenges like affordable housing and homelessness, transportation, education, and health and mental health care.
4. The university's location creates tremendous potential to partner with the public sector and increase our impact for Austin and Texas. Together, we can expand opportunity for all Texans, develop effective public policy and implement solutions to the challenges presented by our state's growth and change.
5. The Forty Acres should advance UT's mission and values, promote and inspire our sense of Lomhorns community and identity, and enrich the spirit of Texas and Austin. Investment in our campus can connect us with each other and the world by supporting outstanding learning, research, creativity and scholarship; drawing in alumni and neighbors through the front porch of Texas Athletics; and establishing UT as a premier destination for health care, education and innovation.



## Pursuits

Lead Innovation in Energy, Technology, Health and the Humanities

Research lies at the heart of The University of Texas at Austin's mission as the state's flagship university and drives UT's global impact as a tier-one institution.

Our work is defined by innovation, boldness and excellence. It's why we have more than 50 programs ranked in the top 10 nationally, draw more National Science Foundation funding than nearly any other university, and patent more than 100 discoveries each year.

To become the world's highest-impact public research university, we must continue to expand and connect our ambitious scholarly and creative pursuits, emboldening our faculty and students to push the boundaries of knowledge and respond to society's greatest challenges.

UT students and faculty must be equipped with the world's best infrastructure, technology, resources and collections to pursue that high-impact research. Leveraging UT's breadth, scale and quality will allow their fundamental research, applied and translational research, excellence in the creative arts and scholarship in the humanities to advance knowledge, propel progress and elevate lives for global impact.

As we amplify our creative, scholarly and research activities across the university, we will focus on the interdisciplinary areas where UT is uniquely positioned to tackle some of the world's most important problems: Energy and Environment, Technology and Society and Health and Well-Being.

### Key Investment Areas

1. Our people, place and experiences in the heart of Texas position UT as the single best university to lead the nation in Energy and Environment research. Investment that accelerates innovation, builds strong connections across our 30 energy-related centers, expands our field station network and deepens external partnerships will keep UT a pioneer in strategy and policy for producing, storing and using energy and advancing sustainability.
2. Our location in one of the world's most dynamic tech hubs—and investment in UT's global leadership in technology research—will allow us to take both Technology and Society into even more innovative directions. Our globally impactful research in computing, robotics and other areas of technology will be complemented by an understanding of the human dimensions, applications and impacts of these advances.
3. As a tier-one research university with a medical school and top-10 engineering, natural sciences, social sciences, nursing, pharmacy and social work programs, UT can drive impactful, interdisciplinary research in Health and Well-Being and transform the quality of health care around the globe. Investments in fundamental, applied and clinical research, as well as health care delivery infrastructure will accelerate the pace of discovery and impact from bench to bedside.
4. An impactful flagship university advances knowledge across all disciplines, particularly the humanities and arts. Investment in our humanists, thinkers, artists and creators; museums, collections and libraries; and unique opportunities like "Austin City Limits" and South by Southwest will enrich lives and elevate UT's place in arts and humanities scholarship.