Far Above: The Campaign for Kansas

seeks support to educate future leaders, advance medicine, accelerate discovery and drive economic growth to seize the opportunities of the future.

Duty in an Age of Change

“We face changing circumstances: changing expectations from students, policymakers, donors and employers, as well as shifting financial resources and a new competitive environment. Much of our success depends on the extent to which we can transform ourselves to secure our position in the top tier of public research universities.”

—Chancellor Bernadette Gray-Little

Though change advances at increasing speed, KU’s mission calls for our proud university to stand at the forefront of American higher education. Fortunately, vision and capacity — transformation’s building blocks — are abundant here.

The University of Kansas has nurtured its academic capacity for nearly 150 years. The state’s flagship university, KU also is one of only 61 members of the prestigious American Association of Universities. We have earned the highest credentials in teaching, research and service, and The University of Kansas Hospital has earned distinction among the nation’s top academic medical centers.

We have achieved this as a public university that has provided access to students of all incomes and backgrounds. As state funding for public universities declines, this achievement is at risk. To answer that challenge, we must not simply sustain the status quo of support for the university — we must elevate it to new heights.

Our vision identifies societal needs and inspires us to action: We will recruit outstanding students and faculty, and inspire tomorrow’s leaders and innovators. We will lead the way to prosperity and well-being. We will sustain and power the planet, and translate knowledge into jobs created and lives saved.

As we climb from excellence to eminence, we will secure KU’s position in the top tier of public research universities and academic medical centers.

We will accomplish this through superb stewardship and the strategic use of resources.

To enlist the support of alumni and friends — to build capacity and achieve aspirations — KU has launched a comprehensive fundraising campaign. Far Above: The Campaign for Kansas seeks to raise $1.2 billion to advance KU and The University of Kansas Hospital, and to benefit every corner of the state.

Why now? Because our work cannot wait. Because we have the strength to do it. And because the future of Kansas and our nation may very well ride on the outcome.

Help us transform.
Help us rise.
Help us soar.

Far Above.
EXTRAORDINARY KU

The Marching Jayhawks in Memorial Stadium. The frenzied crowd at Allen Fieldhouse. The eager new faces at Traditions Night. The breadth of possible experiences outside the classroom separates KU from the crowd. These activities create bonds and foster a sense of community. Scores of students enjoy live performances at KU’s splendid arts venues. And generations of basketball fans can attest to the chest-thumping pride stemming from the traditions of the Phog. The KU experience cannot be duplicated at any other university. Athletics, performance venues, museums and centers do not make a university, but they help make a university great. Transcending the classroom, these experiences and connections enlighten the senses and feed the soul. They influence personal development and provide a lifetime link to the university. And they deserve private support. The Spencer Museum of Art inspires students as well as visiting scholars and the public. The Hall Center for the Humanities and the Dole Institute of Politics facilitate faculty collaboration and public discourse. The immense collections and the research conducted at the Biodiversity Institute and the Natural History Museum place KU in the company of Harvard and the Smithsonian. KU Libraries advance inquiry and nurture collections that attract scholars from around the world. Through performances and scholarly engagements on six continents, the School of Music serves as a cultural ambassador and enriches the lives of people of all ages. The ambassador role also belongs to the KU Alumni Association, a model for universities nationwide. Varied programs that involve alumni across the state, the nation and beyond help energize the Jayhawk spirit and tell our story to people near and far. Competition is an essential part of the KU experience for our Olympic sports athletes, who dedicate long hours to practice, travel and compete. They deserve to play in first-rate facilities. To achieve their goals, they also need academic support. Far Above: The Campaign for Kansas seeks to raise private funds for these nationally renowned centers for science, culture, arts and outreach, which add immeasurably to the quality of life in Kansas and far beyond. We also seek assistance for our athletes to compete, on the field and in the classroom. We solicit, in short, empowering support for a few of the important components that define the Jayhawk experience and make KU nothing short of extraordinary. Engage. Reach. Ascend. Far Above.

Kamay Plunkett
Political Science

KU-The Best Time of My Life

LASTING IMPRESSIONS

KU’S ACTIVITIES OUTSIDE the classroom instill a lifetime link. From top left, clockwise, KU’s Marching Jayhawks and Colorguard perform during a home football game. Exuberant Jayhawk basketball fans unleash a flurry of newspaper confetti. Cutting through morning haze, KU’s rowing team trains on the Kansas River.

ABOVE, School of Music faculty and students have performed on six continents.

RIGHT, the KU Natural History Museum’s panorama has delighted generations of children and adults.
The economic viability of Kansas lies in a highly educated workforce. As a matter of collective self-interest, bright Kansas students deserve an opportunity to graduate from the state’s flagship university. When they do, they tend to remain in Kansas.

But we acknowledge that the financial pressures facing higher education nationally also reverberate in Kansas. We are determined to lower the burden on low- and middle-income students. More than half of KU undergraduates rely on loans to finance their education. The debt load in some fields reaches $62,000, and the average is $22,000. Those entering fields with modest salaries are hit particularly hard.

As an economic and social imperative, we must act boldly now.

Far Above: The Campaign for Kansas seeks to dramatically increase four-year renewable scholarships regardless of major. We intend to enroll and graduate the best and brightest scholars, in addition to the well-rounded, high-achieving students who now may be attracted to institutions that offer more generous aid. We will solicit assistance for multicultural and first-generation students, and we will provide the academic support that enables them to succeed. Call it the confluence of merit and need.

Academic stature rests heavily upon the quality of graduate and doctoral programs. The campaign will mount a major effort to fund graduate fellowships, which drive KU’s national capacity to recruit and support the success of outstanding students and faculty alike. Donor support for these initiatives is critical to ensure that the most promising students in our state have access to the excellence of a KU education.

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We are determined to eliminate barriers and create pathways that promote steady progress toward graduation. A new core curriculum, along with a revamped advising system, will enhance success rates for all students. We will strengthen teaching and mentoring, as well as our honors program. And we aim for more students to take part in studying abroad. These are key experiences that help build lifelong learning and leadership skills.

We know that easing a student’s financial burden helps assure progress toward graduation. Scholarships and fellowships are like a set of keys, turning the promise of a KU education into opportunities that lead to transformation.

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Patients first. At our academic medical center, this ethic inspires bedside treatment, lab research and classroom teaching. And it drives our continuing effort to become a national leader in research, disease prevention, diagnosis and treatment.

We will build upon our capacity for translational medicine, which accelerates the findings of basic scientific research into practical applications. Every day, patients benefit from pioneering treatments derived from scientific discoveries made at KU Medical Center, a fact that illustrates the academic medical center advantage.

Though we treat the critically ill of all ages, mortality rates at The University of Kansas Hospital rank among the lowest, and patient approvals among the highest, in the United States.

And yet, for those who suffer, cures cannot come soon enough. To accelerate our work and foster research and treatment breakthroughs, we will marshal resources both academic and philanthropic.

The University of Kansas Cancer Center must continue to recruit renowned cancer specialists, and build on our distinguished contributions in drug development and delivery, to advance research, prevention, diagnosis and treatment.

The Center for Advanced Heart Care seeks to build on its record as a top 50 heart program by enlarging treatment and research space to provide a continuum of heart-care options. It aims to develop a nationally recognized comprehensive heart failure center, dedicated to a patient-focused model of education, management, research and treatment.

Through collaboration between neurology physicians and researchers, we aim to expand knowledge and treatment for ailments such as Alzheimer’s and Parkinson’s, stroke and nervous-systems dysfunctions.

The Center for Transplantation is acclaimed for its world-class capacity in liver, pancreas and kidney transplants. Survival rates are higher, and waiting lists are shorter, than regional and national averages. Funding for additional surgeons and expanded facilities will save even more lives.

Far Above: The Campaign for Kansas seeks to expand support for our academic medical center to provide people in our state and region with more options and, ultimately, more hope.

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ADDRESS SOCIETAL NEEDS

A great university meets the needs of the greater community—beginning with those in its own backyard.

Our commitment to educating students in nearly every field imaginable will never abate, from the humanities to the social sciences to the professional areas. We also aim to respond to workforce shortages in strategic fields.

KU is actively increasing the number of healthcare graduates in Kansas and our region. The creation of four-year medical campuses in Salina and Wichita is revolutionizing the way we educate physicians for underserved areas. We have expanded facilities in Lawrence and Wichita to increase the number of pharmacists. Our plans for expanded enrollments in nursing and public health respond to current shortages.

We seek support to expand facilities and faculty to meet demands in other growing fields. In engineering, to respond to industry needs; in business, to address bulging enrollments; and in the sciences, to advance discoveries. These are tomorrow’s entrepreneurs, industry leaders and job creators.

It’s a good start.

A concurrent need to inspire civic engagement, public service and leadership demands a similar commitment. A new KU Center for Global and International Studies will complement the university’s renowned strengths in world languages, centers for geographic studies and international programs.

Learning to immerse students in service learning opportunities, undergraduate research, internships and entrepreneurship. A new minor in leadership studies will complement virtually any major.

To nurture the passions and skills of future civic and professional leaders, KU will create a Center for Experiential Learning to immerse students in service learning opportunities, undergraduate research, internships and entrepreneurship. A new minor in leadership studies will complement virtually any major.

Far Above: The Campaign for Kansas seeks support for priorities that address societal needs. To meet our obligations to our state and region, we will build premier environments for research and learning in engineering, business, medicine and other disciplines with growing demands.

Educate professionals.
Develop leaders.
Improve lives.

Far Above.
Sustain and power the planet. Build healthy communities. Harness information to multiply knowledge. While we’re at it, build economic engines to create industries, businesses, jobs and opportunity for Kansans.

These priorities for the KU scholarly communities recognize that the university can marshal its intellectual strengths to address global challenges and public issues. Many of the resulting research initiatives promise to help drive our economy for the coming century.

Examples abound. A discovery led by a KU research center could spawn a $7 billion a year boon to rural Kansas by converting after-harvest biomass into chemicals to replace the petroleum now used in manufacturing. Pursuing research at the intersection of energy and environment, KU is uniquely positioned to lead in developing new methods for the generation, storage and distribution of energy produced from a range of sources — oil and gas to geothermal, biomass to solar to hydro.

From basic scientific research to applied research, we seek to advance discoveries in every field. KU has been a national leader in formulating cancer drugs advancing to clinical trials. And through the Institute for Advancing Medical Innovation, we are leveraging our strengths to translate basic research into new treatments for a host of diseases. The next drug could be a cure.

The scope and the depth of our innovations extend to the humanities and social sciences. Our faculty has been invited to showcase work at the Sundance Film Festival. Our researchers are developing a new system to assess special education students in 11 states. Moreover, they are leading an initiative to improve the lives of thousands of children in foster care who have serious emotional disabilities.

This research is led at KU by some of the world’s pre-eminent scholars. To hasten the transformation of their discoveries, Far Above: The Campaign for Kansas seeks to invest in them, their distinguished colleagues across the disciplines, and the facilities that will advance their results.

We will raise funds for endowed professorships and graduate fellowships to attract and retain the best minds. Support for professional development and research initiatives will stimulate collaboration. And extensive lab modernization will be critical to faculty and student recruitment in the sciences.

Innovate. Discover. Translate.

Far Above.

Drive Discovery

Valentino Stella
Distinguished Professor of Pharmaceutical Chemistry

Dr. Dawn can help heart patients. He is using adult stem cells to repair heart muscle damaged by a heart attack.

JUDY WU, PhD
Distinguished Professor
Physics and Astronomy

THE TRAPPING OF LIGHT using nanostructures in photoactive materials allows development of better, less-costly solar panels. Wu leads a team of scientists at KU and partner institutions in devising nanotechnology that could supplement fossil fuels.

Developing Skills

KU AUTISM RESEARCHERS are studying the ability of children with Autism Spectrum Disorders to learn social and academic skills while working in small groups with developing peers.

GROUNDBREAKING RESEARCH conducted by Dr. Dawn can help heart patients.
We ask, not for KU in the abstract, but for all the faces you see in these pages, and countless more. The students. The faculty. The people of Kansas and beyond.
Far Above: The Campaign for Kansas seeks to raise $1.2 billion to advance KU and The University of Kansas Hospital through support for:

- **Students:** $400 million
  - Helping exceptionally talented undergraduate and graduate students in all disciplines, regardless of their economic background, to achieve a KU education while offering opportunities to engage in special learning experiences beyond the classroom.

- **Programs:** $325 million
  - Expanding and strengthening innovative campus initiatives that advance interdisciplinary teaching, research, and community engagement initiatives, in the areas of health, technology, the sciences, social policy, community and economic development, the humanities, communications, and the arts.

- **Faculty:** $300 million
  - Enhancing the ability to successfully compete for and retain the most distinguished faculty and staff and providing the intellectual, physical and financial resources necessary for them to be top teachers, physicians, researchers and staff.

- **Facilities/Environment:** $175 million
  - Building facilities in which learning, teaching, research, patient care, artistic creation and athletic competition can flourish; assuring a physical setting on and around campus that is vibrant, visually appealing, pedestrian-friendly and environmentally sensitive.

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**Campagne Leadership**

**Kurt and Sue Watson, Chairs**

“There is a tremendous loyalty to the University of Kansas among its alumni and friends, and a deep sense of pride regarding KU’s rise as a major research institution and as the flagship university for our state. Motivation for Far Above: The Campaign for Kansas stems from the sense that we must fiercely protect our position, and in fact, elevate KU to even greater heights. To accomplish this, we must bolster support for our students, faculty and staff so they can marshal their talents in service to Kansas, our nation and across the globe.”

**Tom and Jill Docking, Co-chairs**

“Why does KU need private funding? And why is this campaign critical to the future of the state of Kansas? As our state moves to establish our position in advanced technology and biomedical research, our students must have an education that is applicable to the emerging global, competitive marketplace of the next 10 or 20 years: technical and business training, foreign language proficiency, greater overseas learning opportunities, and more. It is clear: The success of KU’s fundraising campaign lies directly and powerfully to Kansas jobs and economic prosperity, now and in the future.”

**Mark and Stacy Parkinson, Co-chairs**

“KU has been the flagship university for the state of Kansas for almost 150 years. But that is no longer enough. Our flagship must be nationally recognized as world-class. That will take great planning, leadership and the funding to execute the plan. It’s clear that only a part of those funds will come from the state. The rest is up to us. The alumni and friends of the university must make this happen. Our kids and their kids, and generations to come, deserve nothing less.”

**Steering Committee**

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The People of Kansas

BEHIND ALL THE FACES
shown here are stories of dreams fulfilled and lives transformed. They are the faces of future leaders, inspiring teachers, innovative researchers, grateful patients and dedicated staff.

With your help, countless more lives will rise to new heights.

Far Above