

NOTES FOR GEORGIA TECH PRESIDENT WAYNE CLOUGH
Development Staff Meeting, August 9, 2005

- Commencement last Friday
 - Outstanding graduates with unique technologically focused degrees.
 - World needs them.
- Rapidly changing world:
 - Problems that seem intractable: growing population, fresh water supply, energy needs
 - Emerging global economy: U.S. falling behind, need to build an innovation economy.
- Georgia Tech can make important contribution:
 - Educate scientists and engineers who see their work in its broader social context and understand policy, and policy and international affairs experts, educate business managers, economists, policy experts, and architects who understand technology and know how to manage it.
 - Leadership in educating minority engineers and scientists.
 - Help drive innovation economy through leading edge research in emerging fields like nanotech, biotech, logistics, energy and the environment, combined with tech transfer.
 - Contribute to policy discussion at all levels (my own experience in D.C., at state and city levels)
- Opportunity lies before us to emerge as a truly exceptional leader. How can we seize it?
 - Need to move the Institute forward to next level from very good to great.
 - But state support has been declining:
 - GT funded more than 80% of its construction from its own pocket over past decade;
 - Have had to offset lost formula funds with tuition increases, which may be putting a GT education out of reach of some outstanding students. Do not have the depth of scholarships and financial aid that private schools have.
 - Need to develop/strengthen other sources of revenue to support our endeavors.
- Long-term goals:
 - GT as one of world's few truly international universities: Metz, Singapore. Bangalore? Shanghai? Strengthen study abroad, but also creative new opportunities like Global MBA, degree programs (language + international affairs, language + international economics).
 - Educate citizens of the world.
 - GT as driver of innovation economy for Georgia, nation: Expand research enterprise, tech transfer. Tech Enterprise Park.
 - These goals also require: recruit and retain top faculty, top students; outstanding campus with leading edge facilities, sustainable.
 - Continue to expand Institute presence and contribution to policy discussions.

- Campaign will provide the resources Georgia Tech needs to move to this next level.
- Last campaign (\$712 million) lifted GT to where we are now:
 - Students now winning prestigious national and international scholarships as never before.
 - Have recruited some outstanding faculty; moved research endeavor forward both in volume of research and in GT's emergence as leader in new fields like nanomedicine, photonics.
 - Creative new facilities attracting attention, awards.
 - GT's presence established among top 10 public universities, top 5 engineering schools. Management moving up; expect sciences to be up next time they are ranked. Moved up to 36 in volume of federally funded research. Can't put too much stock in rankings, but the cumulative picture that is presented is an institution with an upward trajectory.
- But it is highly competitive at the top:
 - We are relatively new at this level; must prove our staying power and continue to improve.
 - 10 of our 19 peer institutions have billion-dollar-plus campaigns underway; another 5 recently completed billion-dollar-plus campaigns.
 - Most have larger endowments that we do – even public schools like Berkeley, UCLA, Texas, Texas A&M.
- New campaign will sustain and build GT's forward momentum:
 - Quiet phase underway now: Quiet phase an important time of organizing and laying the groundwork so that we can hit the ground running with campaign organization, materials, and volunteers in place AND with our fund-raising already jump-started so that the campaign has tremendous forward momentum right out of the gate. Quiet phases enables us to focus on major gifts and donors, rather than social events. (Last time the Olympics fore-shortened the quiet phase, and we were scrambling at the beginning of the public campaign as a result. This time will have the benefit of the longer quiet phase a good campaign needs.)
 - Campaign will take all of us working together to succeed:
 - Obviously all of development staff, but also everyone else on campus, and especially GT leadership.
 - I am personally committed to the campaign; want to bring the many personal connections developed over the course of the past 11 years to bear on this campaign.
 - Have confidence in your abilities:
 - Many of you involved in last campaign, which raised more than twice the \$300 million we listed as our goal at the outset. Have experienced success.
 - I know that each of you will give the campaign your best effort in coming years, and want you to know that I and many others across campus will be doing our best as well.

- Confident that we will succeed, and GT will truly define technological research university of 21st century – solving critical problems, building the innovation economy we need to prosper in a global economy.