The Asia Center stands at the crossroads of past and future, bringing together Asia and America, Dallas and its Asian communities, local business and the global economy.

It seems like an obvious point—especially at this moment in the swift development of our global economy. Asia matters, as a key partner economically, technologically and culturally in virtually every aspect of our nation’s plans for a prosperous and exciting future.

As the world’s most populous country and one of its fastest-growing economies, China is a huge player on the international stage. But there is an Asia beyond China, an Asia as diverse and different as India is from Vietnam, as Timor-Leste is from Japan, as Cambodia is from Bangladesh. Nearly three of every five human beings live in Asia, representing a range of peoples, nations, histories and religions. And while we are stating numbers: 300,000 people of Asian descent live in the Dallas–Fort Worth area. Clearly, everything about understanding, cultivating, partnering with and communicating with Asia matters.

And with the inception of the UT Dallas Asia Center, the first and only center of its kind in Texas and anywhere in America to integrate science, technology, engineering, culture and commerce, an exceptional force has been launched for facilitating cross-cultural communication, connection and engagement with all the diverse regions of Asia. From education to business, research and innovation to culture and language, the Asia Center stands at the crossroads of past and future, bringing together Asia and America, Dallas and its Asian communities, local business and the global economy. With your support, we will continue to build and expand this unique, multidisciplinary, integrative hub of cross-cultural education, communication, understanding and appreciation of Asia.

Such is our vision and our commitment. I invite you to share that vision and take an active role in achieving it for our students, our business and industries, our state and our nation. It is only with your generosity that we can have the tools, talents and resources needed to move the Asia Center—and this great University—forward.

Monique Wedderburn
Asia Center Director
The Asia Center is something brand new: a center dedicated to and designed for every kind of meaningful connection between the many nations of Asia and Dallas–Fort Worth, the state of Texas and the United States. The Center unites and integrates educational programs to develop a highly trained and globally competent workforce, along with research projects, community outreach, expertise and experience all across UT Dallas. This University-wide collaboration becomes a vital resource for the people and businesses of Texas to better understand all of Asia, and for all of Asia to better understand and engage with Texas. By facilitating a wide range of engagement with Asia in the realms of science, engineering and technology, as well as culture, language and commerce, the Asia Center exists to create a supportive environment for partnerships that benefit all participants.

The Dallas–Fort Worth metropolitan area, blessed with a highly educated and culturally diverse population and powered by a concentration of technology-focused endeavor and innovation, forms the ideal nexus for the Center’s unique mission. And UT Dallas provides a wealth of expertise and capabilities with strong ties to Asia and Asian studies. The School of Arts and Humanities offers an interdisciplinary minor in Asian Studies and houses the Center for Translation Studies. The Naveen Jindal School of Management offers a prominent Global Leadership Executive MBA and other academic programs with a strong emphasis on Asian business. Innovative research collaborations with China, South Korea and India have already strengthened the University’s recognized leadership in science and engineering. And UT Dallas established Texas’ first Confucius Institute, part of a global
The connections that form both the mission and the vision of the Asia Center take many forms, from partnering in the sponsorship of major conferences, cultural events, seminars and symposia to fostering student and faculty exchange programs. We build expertise, increase understanding, enhance commerce and opportunity, promote cross-cultural communication, and further establish the effectiveness and results of both UT Dallas and Dallas–Fort Worth as global players.

“The Asia Center, as a nucleus of commerce and culture housed in a thriving university setting, is exactly what North Texas needs,” says Amy Lewis Hofland, director of the Crow Collection of Asian Art in Dallas. “In tandem with the Crow Collection’s mission to bring the arts and cultures of Asia to Dallas, the Asia Center can infinitely expand our reach and delve into critical issues of research, education and geopolitics. Asia is no longer the future, Asia is now, and with unprecedented partnerships, visionary leadership and support from the business and cultural community, the future is very bright.”

But all of this happens only with your generosity and commitment. The Asia Center is poised and prepared to realize the vision as an integrative, innovative force in the region—the “go-to” source for Asia-focused resources and collaboration answering the needs of business, education and the people of our community. You are vital to our success.
Diversity and education are core elements of Steve Lyle’s job description. As the chief diversity officer and director of education & workforce development for Texas Instruments, Lyle’s role covers everything from diversity and inclusion in the workplace to collaborating with universities worldwide on research, recruitment and more. Given that TI’s objective is to become the global leader in analog and embedded semiconductor processing technologies, and given that China is the world’s largest and fastest-growing semiconductor market, Lyle spends a lot of time thinking about Asia in general and China in particular.

“The entire Asia region is highly important to TI from a business growth perspective,” says Lyle. “As one example, although the global economy is slowing, China continues to grow. The country is expected to boast 40 to 50 percent of the world’s semiconductor market within the next decade. This is pretty impressive and cannot be ignored. The business opportunities are significant.

“Bringing this closer to home, the growing population of Asians in North Texas is compelling from a workforce perspective. Most Asian families that are in this area are not here for the short-term; they are here to build a future for themselves. In turn, they build strong communities, strong companies and a stronger economy in North Texas. That is the tide that lifts all boats.”

Lyle believes that the Asia Center will be one of the forces helping that tide to rise.

“Better and deeper understanding of and connection to Asia is vital,” Lyle says, “and the Asia Center will be an engine for that. The impact of the Center will be major in helping us to grow both locally and globally.”
Mike Peng, PhD, one of the world’s most influential scholars in global strategy—the United Nations and the World Bank have both cited his work—is published, read and respected around the world. He holds the first O.P. Jindal Chair of Global Strategy at the Jindal School of Management. Peng holds a natural and always-evolving affinity for the Asia-Pacific region.

“Born and raised in Shanghai, I have maintained very active scholarly and professional interest in Asia,” Peng says. “Asia is the most economically dynamic region of the world, and Texas is the most economically dynamic state of the United States. The connections are obvious. Texas is the country’s export champion. In 2011, one-sixth of the nation’s exports ($250 billion) came from Texas.

“And it goes far beyond business. As UT Dallas aspires to become a Tier One research university, it is imperative that we strengthen our Asia-focused programs. Texas and UT Dallas both have a great story to tell. But both need to tell the story better, throughout the United States and around the world—especially in Asia. A strongly supported Asia Center will enable both UT Dallas and Texas to accomplish that, disseminating our story to wider audiences, attracting more trade and investment dollars from Asia, and facilitating more business and cultural exchanges.”
The interconnectedness and interdependence of the global economy presents a new challenge: developing a highly trained and globally competent workforce to meet the needs of the North Texas region. In considering economic and community development, educational institutions are the foundation for developing a workforce that blends creativity, technical knowledge, thinking and innovation skills, and cultural competence. The Asia Center serves as an educational hub for North Texas by promoting educational opportunities, advanced research and innovative community outreach programming. The Center is unique among existing Asia centers in emphasizing not only cultural activities but also the promotion of research collaborations in science, engineering and technology.

Investment in UT Dallas and the Asia Center is fundamental to the region’s future economic development. Your generous support of the Asia Center helps to ensure that the pursuit of knowledge in specific fields is enhanced through activities that foster understanding across disciplinary, cultural and national boundaries.

Asia Center Endowment

Your gift provides permanent support for faculty, scholars and professionals to advance their research and establish connections with people and institutions. Relationships formed through cultural and academic exchange, new institutional partnerships and engagement with UT Dallas’ Asia alumni network establish a foundation that will increase understanding of
Asia as well as promote UT Dallas’ national and international reputation.

**Donor-Designed Endowment**
You can create a permanent and customized area of focus, bringing support to education, research and connection with whichever nation or region in Asia interests you. This is a unique opportunity for learning and innovation.

**Distinguished Lecture Series**
A distinguished lecture series will bring the best new ideas and the most dynamic thinkers and educators to UT Dallas. What is learned from these leaders and policymakers will strengthen our understanding and interaction with Asia and increase national and international recognition of the University.

**Chairs and Professorships**
More endowed chairs and professorships are needed, across the spectrum of academic fields, to effectively attract outstanding internationally focused scholars to join our faculty.

**Scholarships and Fellowships**
The Asia Center prepares students for a diverse, interconnected and interdependent global environment. Through opportunities for international engagement and exchange, students are able to practice their discipline within an international context and to better prepare for a culturally diverse workforce and careers that are inevitably linked to the region. Your support of undergraduate scholarships and graduate fellowships sustains educational opportunities aimed at increasing students’ regional knowledge and global competence.
UT Dallas will soon become one of the world’s leading research universities. Our objective and our expectation is nothing less than that.

At UT Dallas, change and progress are constants. Whether we are welcoming another record-breaking freshman class, building more facilities for education and research, creating more cutting-edge degree programs or planting thousands of new trees, this is an institution that truly embraces change.

While that change is all around us, one thing that has remained constant for nearly five decades is our commitment to realizing the vision of our founders. UT Dallas will soon become one of the world’s leading research universities. Our objective and our expectation is nothing less than that. The only uncertainty is when—not whether—we fulfill this vision.

We are already well on the way. At UT Dallas, our achievements have never been greater, our learning community never stronger, and our contributions to the community, the state and the nation never larger. Year after year we set records for academic, research and development progress. We have transformed the campus. Our students, graduates and faculty represent exceptional quality. Our national and international rankings and recognition continue to rise. Each day, the momentum of our progress to Tier One and beyond accelerates.

Dallas–Fort Worth and Texas critically need the people and outcomes that result from our growth. Our region is the only one of America’s 10 most economically productive cities without an Association of American Universities (AAU)—designated Tier One research university—the invitation-only group of the nation’s most prestigious research universities.

Dallas—Fort Worth’s present, to say nothing of our future, demands flexibility, innovation, intelligence and bold action. AAU institutions attract people with these characteristics at a scale few other universities can match. UT Dallas is clearly on this path, just as our founders envisioned, but ensuring D–FW’s continued success in today’s globally competitive environment requires us to move forward ever faster.

UT Dallas is in a unique position to lead an explosion of ideas, investments and success in our region. But none of this will happen without the power of your commitment and generosity. We need you to join us in fulfilling our founders’ vision. A global competition for the best and the brightest, for ideas and advances, and for home-grown economic development is under way. With your investment in our future, and the people and facilities that make it possible, UT Dallas can answer tomorrow’s challenges and seize today’s opportunities. Together, we can Realize the Vision.

David E. Daniel
President
DELIVERING ON A BOLD VISION

The founders of UT Dallas—Eugene McDermott, Erik Jonsson and Cecil Green—shared a vision. They saw the need for a great research university in North Texas, and they set a lofty goal by publicly announcing their confidence that UT Dallas would one day become the “MIT of the Southwest.”

UT Dallas has made remarkable strides since this bold vision set in motion a half-century ago. This comprehensive campaign—the first in UT Dallas history—will accelerate our progress toward becoming the world-class Tier One research university the founders envisioned for North Texas.
# Campaign Priorities

## Schools

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<tr>
<th>School</th>
<th>Goal</th>
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<tbody>
<tr>
<td>Arts &amp; Humanities</td>
<td>$20,000,000</td>
</tr>
<tr>
<td>Behavioral &amp; Brain Sciences</td>
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<tr>
<td>Economic, Political &amp; Policy Sciences</td>
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<td>Interdisciplinary Studies</td>
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<td>Jindal School of Management</td>
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<td>Jonsson School of Engineering &amp; Computer Science</td>
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<td>Natural Sciences &amp; Mathematics</td>
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## Major Centers

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<tbody>
<tr>
<td>Ackerman Center for Holocaust Studies</td>
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<tr>
<td>ASIA CENTER</td>
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<tr>
<td>Callier Center for Communication Disorders</td>
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<td>Center for BrainHealth</td>
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<td>Center for Vital Longevity</td>
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## Major Units

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<tr>
<th>Unit</th>
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<tbody>
<tr>
<td>Athletics</td>
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<tr>
<td>Diversity &amp; Community Engagement</td>
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<td>McDermott Library</td>
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## All Other Gifts

<table>
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<tr>
<th>Gift</th>
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<tbody>
<tr>
<td>Other Units and Unrestricted Gifts</td>
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## Total Campaign Goal

$200,000,000
ENVISION WHAT UT DALLAS CAN BECOME

Reallize the Vision: The Campaign for Tier One and Beyond is about a continuing progression forward and upward. UT Dallas is a newcomer by the standards of most great universities—just five decades have taken this institution from start-up to the exceptional university of today. Imagine what the coming decades will bring, both in challenges and opportunities. The power of your commitment will energize that progression.

The rise of UT Dallas to a Tier One research university can’t come too soon for our city and our state. Texas lags behind other states in Tier One universities, as recognized by the Association of American Universities (AAU). California, for example, has nine, while Texas has just three—UT Austin, Texas A&M and Rice. Put another way, Texas has four times the population of Massachusetts, but the same number of AAU members.

We are paying a price for this disparity. Even with today’s tremendous academic and research accomplishments at UT Dallas, without a Tier One research university located in Dallas–Fort Worth, outstanding minds are leaving the region, ideas and innovations are being left undiscovered, and billions of dollars in federal research funding are being awarded elsewhere. The need for new ideas and the bright minds that produce them has never been greater—now is our moment to respond, now is our opportunity to propel all of North Texas forward by ensuring a future with a nationally competitive research university.

“Tier One” is shorthand for those few, highly select national research universities that reach the pinnacle of innovation, creativity, scholarship and results. UT Dallas will be among them. But there is no shortcut to getting there—the people, facilities and resources must be in place that equal the talents and aspirations of those who will use them to lead the way.

Join us in supporting the vision for what this University can become.
FOR MORE INFORMATION PLEASE CONTACT:
Asia Center
t 972-883-2902 w utdallas.edu/campaign