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.

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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.
Realize 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.
Today, you can find our graduates working as economists and judges, holding political office, and serving as leaders of innovative businesses and non-profits.

Our goal in the School of Economic, Political and Policy Sciences is to give graduates the skills to build dynamic civil societies. In our four major focus areas at the School—public affairs, criminology, economics and political science—we teach students to look at the consequences and implications of different actions on the citizenry. We ask questions so that we may make societies function better for all. For instance, if the Federal Reserve had not intervened during the recent bank debt crisis, what effect would that have had on our country? If Congress enacts a policy that eliminates postal service on Saturdays, what effect will that have on the average household? Will it hurt small businesses or affect unemployment and, if so, how? If we invest in programs to curb school truancy, which programs have the best cost-benefit ratio today or potentially reduce future incarceration costs? The bailout policy engineered, the decision by Congress about the postal service and even the foundation looking at providing funding to fight truancy all use the kind of data analysis and scenario creation that graduates of the School routinely develop as part of their instruction.

Today, you can find our graduates working as economists and judges, holding political office, serving as leaders of innovative businesses and non-profits, and acting as policy analysts in countries around the world. We don’t know what the job titles will be tomorrow, but we do know that the ability to think, analyze and predict outcomes based on facts will hold our graduates and those they serve in good stead for decades ahead.

The future is in their hands—and this campaign will ensure their future. We hope you will join us.

James W. Marquart, PhD
Dean
The School of Economic, Political and Policy Sciences empowers students with the ability to impact the quality of life and decisions made at every level in real people’s lives. How do we do it? By being the go-to resource for unbiased research on vital issues facing society today, from how we allocate scarce resources like health care dollars and water among an expanding population, to examining individual student performance over decades to assess what works best when it comes to education.

Like the framework that supports a building or the communications network that enables a global economy, public programs, policies and laws can work to create a foundation that allows enterprises and individuals to flourish or they can create strangleholds and stumbling blocks to vitality. As scholars, we have no bias. We look at society with a 360-degree lens, and our graduates in their roles as judges, policy analysts, criminologists and economists, to name a few, can sort through the clutter of information to find the facts so the most good can be done.

In a rapidly shifting global economy, comprehending the complex policies and economics of various cultures can mean the difference between success and failure. Our faculty and students seek to understand how policies can affect investment, public safety, health, governance and education. A commitment to interdisciplinary collaboration within the School ensures a breadth of background and perspectives while our continuing commitment to outreach brings the School’s resources to bear on critical public sector issues arising in our region and our state.

The School of Economic, Political and Policy Sciences spans a range of disciplines and knowledge, from economics to public policy, criminology to geospatial science, sociology to public affairs. All focus on educating outstanding, innovative public servants and industry leaders in the application of enlightened empirical analysis to societal problems in order to determine real and long-lasting solutions. Through your gifts during this campaign, you have a leading role to play in creating for the School what we create for our local and global communities: a better quality of life through a stronger educational foundation.
Derrick Morgan grew up in a family that wasn’t especially political, but that didn’t stop the self-described “nerdy kid” from catching the bug. As a little kid he loved world maps and learning the flags of all the nations. In grade school he called up a local company to let them know that the solid green flag they were flying looked too much like the flag of Libya, which had just been connected to terrorist attacks. The company took the flag down. At age 8 or 9, Morgan called the Texas Young Republicans to say that he was proud to be an American and that he would like to join. “They told me I was a bit too young,” he says today, “but to ‘keep them in mind.’ I did.”

In fact, Morgan went on to become the chairman of the Young Republicans when he followed his mom and two brothers to UT Dallas. He earned a cum laude degree in government and politics from the School of Economic, Political and Policy Sciences and worked on the campaigns of former Senator Phil Gramm and Congressman Sam Johnson.

“I knew I wanted to go on to law school,” says Morgan, “and the School of Economic, Political and Policy Sciences was tremendous preparation. It is a very fair and open-minded campus, and the professors are there to challenge you, to make you think for yourself.”

Morgan went on to Georgetown University, where he earned his law degree and served as editor of the Georgetown Journal of Law and Public Policy. He had found his home in the center of politics and policy, and after stints working with a law firm and for the U.S. Department of Justice, Morgan gravitated to the Heritage Foundation, one of Washington’s most influential conservative think tanks, where he serves as the chief of staff to the Foundation president. He traces much of his success back to UT Dallas.

“Often I can still hear my professors in the back of my mind,” Morgan says. “The School of Economic, Political and Policy Sciences is exceptional, and supporting it is a way to identify and grow future leaders who are solidly grounded and inspirational. These are people from all over the nation and all over the world who go on to success in government, law and more and who lead with high ideals and integrity.”

“The School of Economic, Political and Policy Sciences is exceptional, and supporting it is a way to identify and grow future leaders.”
Our vision is to become one of the top schools of economics and public policy in the United States. Earning our place in this top tier will require significant philanthropic support. Every major Tier One university has a leading school of public policy; for example, the Kennedy School at Harvard University, the Heinz School at Carnegie Mellon University, and in Texas the LBJ, Bush, and Baker Schools at UT Austin, Texas A&M, and Rice. As UT Dallas continues its progress toward Tier One, it is imperative the School of Economic, Political and Policy Sciences continues to grow in size and stature to join the nation’s elite public policy schools. This goal requires a strategic focus on building our endowment. These permanent funds provide the long-term stability that so many of our peers have built over the past 50 to 75 years. The success of this campaign will dramatically strengthen the School’s future by securing endowment resources that address these key elements of our campaign:

**Chairs and Professorships**
More endowed chairs and professorships are needed to effectively compete for outstanding scholars to join our faculty.

**Graduate Student Fellowships**
High-caliber MS and PhD students can only be recruited with competitive fellowship offers.

**Research Centers and Outreach Institutes**
Anchoring the School’s points of excellence, these centers and institutes conduct critical research on quality-of-life issues that can affect us all.

**Undergraduate Scholarships**
Scholarships often play a central role in a student’s decision on where to enroll. Scholarships will ensure that the best students can choose UT Dallas knowing they will have the support they need to graduate without crippling debt.
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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 was 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>
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<tr>
<td>Behavioral &amp; Brain Sciences</td>
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<tr>
<td>ECONOMIC, POLITICAL &amp; POLICY SCIENCES</td>
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<td>Jonsson School of Engineering &amp; Computer Science</td>
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MAJOR CENTERS

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<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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MAJOR UNITS

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<td>Athletics</td>
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<td>Diversity &amp; Community Engagement</td>
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<td>McDermott Library</td>
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ALL OTHER GIFTS

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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

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