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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.
The School of Arts and Humanities has doubled its enrollment in just seven years while attracting national attention and growing support.

What is the role of the School of Arts and Humanities at a great technology and science-focused university? A powerful and productive one! We have seized the opportunity to reimagine and reinvent our role by developing a new approach to the humanities and creative arts that prepares students for success in a world characterized by the convergence of ubiquitous technology, rapid change and global interaction. Our innovations include majors such as Arts and Technology (ATEC) and Emerging Media and Technology (EMAC), the establishment of several interdisciplinary Centers that promote cross-cultural understanding, and one dedicated to examining the cultural and ethical implications of advances in science and technology.

Our academic programs, research centers and public presentations enhance the education not just of our own majors but of all UT Dallas students. We provide pathways that enable students to explore the connections of the humanities and creative arts with science; participation in our arts courses enables students to develop and hone their innate creativity; our humanities courses promote their ability to communicate across differences of language, culture and even occupation; and students in ATEC and EMAC learn to combine technological expertise with disciplined creativity.

The results of this new approach speak for themselves: while many of the nation's arts and humanities programs face declining enrollment and flagging energy, the School of Arts and Humanities has doubled its enrollment in just seven years while attracting national attention and growing support. We will continue to promote the union of creativity with expertise—and the resultant change that keeps us dynamic and relevant.

I don't hesitate to say that we—students, faculty and supporters alike—are creative, passionate and committed to our bold vision. And I don't hesitate to invite you to share that vision and to take an active role in achieving it. It is only with your generosity that we can have the tools, talents and resources required to reimagine and reshape arts and humanities education—and to Realize the Vision.

Dennis M. Kratz, PhD
Dean & Ignacy and Celina Rockover Professor of Humanities
The mission of the School of Arts and Humanities reaches from the quality of education to the quality of life (we present more than 75 performances, lectures, visual arts events each year), and from cross-cultural communication to scientific and technological literacy. We provide, in new ways through new curricula, the skill set required by a relentlessly changing global environment. Since everything in this new environment is interconnected, so too are all of the programs in the School. Each one touches upon and is informed by the others. This integrated approach turns on a novel, coherent vision of presenting the arts and humanities in all of our undergraduate majors and graduate degree programs as parts of a greater whole rather than as separate and distinct bodies of knowledge.

We are an incubator and an engine of creativity and new perspectives—and as such we prepare students for a future that requires innovative ideas, clear communication and solid values, as well as a combination of critical thinking and flexibility in response to challenges and opportunities.

Two forefront programs in particular are enhancing the historic UT Dallas commitment to leadership in science and engineering by powerfully linking arts and humanities education and research with science and technology—in a new vision of what can be accomplished for the 21st century:

Arts and Technology (ATEC) connects the arts and humanities with science and engineering. Among the most popular majors in the University, it is one of the most
comprehensive programs of its kind in the United States, enabling students to explore such fields as interactive game design, animation, sound design, virtual environments and much more. ATEC has already achieved an international reputation in this growing field.

Emerging Media and Communication (EMAC) involves students in the creation, application and philosophic implications of digital media. We offer undergraduate and graduate degrees in this important new field of study. The ability to effectively communicate the power and possibilities of creativity is at the core of all our programs—and at the core of successful business innovation worldwide. A technologically sophisticated and architecturally stunning new building for ATEC and EMAC is rising on campus and is in need of your support.

Beyond these leading-edge programs, the School’s interdisciplinary centers and institutes are addressing profound and critical issues through a dynamic global perspective. The Confucius Institute and new Asia Center promote understanding and interaction with Asia. The Center for the Interdisciplinary Study of Museums sponsors a range of educationally powerful collaborations between universities and museums. Our interests are unlimited.

Most importantly, we are producing bright, versatile, skilled graduates who are succeeding in business (both as entrepreneurs and corporate leaders), the arts, education, public policy and more. Authors to physicians, filmmakers to CEOs, teachers to judges, they are bringing creativity and values to science, technology, performance and life.
Monica Evans, PhD, is a faculty member in UT Dallas’ novel Arts and Technology program and is one of the leading scholars in a fast-growing field of academic research. She is an expert in computer game development and design, the narrative behind game and interactive design, and the creation of educational games and medical simulation. Evans is an example of the UT Dallas students, alumni and faculty working at the fascinating intersection between technology, literature, art and the humanities.

“As an undergraduate,” Evans says, “I realized that my interest in games and my educational field intersected—I majored in literature—and as a graduate student, I made a conscious decision to stay in academia rather than enter the commercial games industry because I wanted to work on my own games. Most of my work is about adapting the best, most useful parts of entertainment games to educational games and simulations, as well as examining the boundaries between game design and player experience.”

Evans recently created the Game Production Lab within the ATEC program, a series of courses in which students design, develop and produce original games and gaming content at both the graduate and undergraduate level.

“I firmly believe that computer games are the most important and influential art form of the 21st century,” she points out. “They are pervasive in our culture, in everything from our social media to our educational systems to the way we run our businesses. Understanding games is critical to understanding both who we are today and who we are going to be tomorrow.”

Realizing the Vision is about breaking new ground, and Evans is committed—as is the School of Arts and Humanities—to examining and re-envisioning the arts and humanities in the context of our science, engineering and technology-oriented University. “Science, engineering and technology,” she emphasizes, “have always depended heavily on creative thinking. And the arts have always depended on technology—a painter’s brush or the inner workings of a piano are just as much about technology as the digital programs we use in game development. Because of our strengths in both areas, UT Dallas has a unique opportunity to move both the arts and technology forward.”
As we continue our growth in research and education, as we continue to expand our service and value to our students, our community and our state, we have identified several interconnected priorities. Linked to the strategic plan that guides our programmatic development, these priorities will enable the School of Arts and Humanities to reach the peak of our central mission: developing a new, more appropriate and more valuable role for the arts and humanities that serves the needs of 21st-century students and aligns to the science and technology focus of UT Dallas.

As we continue our progress to the top tier of research institutions, the following channels for your commitment and generosity will have a profound impact that will span generations:

**FACULTY AND ACADEMIC PROGRAM SUPPORT**

**The Union of Arts and Technology**

With additional private support, we believe we can make ATEC/EMAC a signature program at UT Dallas and one of the most prestigious not just in the U.S., but also internationally. This achievement will require substantial resources in the form of endowed chairs and professorships. These prominent academic appointments allow us to effectively recruit and retain outstanding scholars.

**Linking the Humanities with the Sciences**

Through innovative programs and partnerships we intend to be the leading cultural accelerator for new ways to connect new audiences with new knowledge. The Center for Values in Medicine, Science and Technology reflects our commitment to create pathways linking the humanities with the sciences. It promotes public understanding of the complex, crucial role that technological innovations and scientific discoveries play in shaping the values of contemporary culture. Endowment support will help ensure its long-term success.

**Cultivating Creativity**

Educating the creative imagination is essential to producing the innovations of tomorrow. The
arts are uniquely capable of fulfilling this vital educational function. Our campaign priorities include endowment support for our arts curriculum and the public Arts Season. Additional endowment will enhance the impact of our two internationally renowned interdisciplinary Centers—the Center for Translation Studies and the Center for the Interdisciplinary Study of Museums—which promote understanding of the creative process and connections among forms of artistic expression.

Promoting Cross-Cultural and International Understanding
Dallas–Fort Worth is home to a large and vibrant Asian population. Two centers are helping engage these extensive communities from countries including China, Korea, Japan, India and many others. The Confucius Institute and the new Asia Center both provide avenues for the study of Asian art, business, culture and history. The Asia Center will be the only one of its kind in the United States to integrate scientific and technological with cultural collaborations.

STUDENT SUPPORT
As the School of Arts and Humanities continues to grow, additional endowment resources are needed to provide undergraduate scholarships and graduate fellowships. The School needs these resources to ensure we can continue to attract outstanding students to our unique programs.

FACILITIES SUPPORT
The construction of a new Arts and Technology Building will bring nearly limitless opportunity to firmly establish this program as one of the nation's best. The 155,000-square-foot building, to be completed in 2013, presents extensive naming opportunities for donors to demonstrate their commitment to advancing research and education in this field.
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David E. Daniel
President
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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<td>Economic, Political &amp; Policy Sciences</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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<tr>
<td>Ackerman Center for Holocaust Studies</td>
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<td>Asia Center</td>
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<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>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
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