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
ENVISION WHAT UT DALLAS CAN BECOME

CAMPAIGN PRIORITIES

Schools
- Arts & Humanities: $20,000,000
- Behavioral & Brain Sciences: $2,000,000
- Economic, Political & Policy Sciences: $2,000,000
- Interdisciplinary Studies: $1,000,000
- Jindal School of Management: $50,000,000
- Jonsson School of Engineering & Computer Science: $40,000,000
- Natural Sciences & Mathematics: $15,000,000

Major Centers
- Ackerman Center for Holocaust Studies: $4,000,000
- Asia Center: $5,000,000
- Callier Center for Communication Disorders: $8,000,000
- Center for BrainHealth: $30,000,000
- Center for Vital Longevity: $15,000,000

Major Units
- Athletics: $500,000
- Diversity & Community Engagement: $500,000
- McDermott Library: $500,000

All Other Gifts
- Other Units and Unrestricted Gifts: $6,500,000

Total Campaign Goal: $200,000,000

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.
It is only with your generosity that we can have the tools, talents and resources required to fully explore and chart the intersection of mind, brain and behavior.

To better understand the structure and mission of the School of Behavioral and Brain Sciences, I would point you to our peer institutions around the country. But I can’t—there is quite literally nothing else exactly like the School anywhere in America. We explore a unique landscape: the intersection of the mind and the brain—and the human development and behavior they power and control. It is our mission to understand that landscape. We do this to enhance the health, education and quality of life of adults, children and families as we develop an enhanced understanding of the complexity of human behavior—and create and implement technologies and therapies that repair and strengthen human abilities.

We perform this mission in the School and our affiliated research and clinical centers by combining discovery, education and care and spreading their many benefits throughout our community, our region and our state. We recruit and support outstanding faculty who conduct innovative research. We train students in a climate that fosters collaboration across disciplines. We translate the results of that research and training into new treatments, interventions and technologies. And we prepare the next generation of clinicians, researchers, social service professionals and corporate leaders.

From newborns to nonagenarians, from how the brain changes through experience to what factors contribute to optimal child development, and from how infants recognize their parents to how older individuals can maintain their cognitive skills, the School and its affiliated centers cover remarkable ground. Our vision is to continue to increase the scope and results of our discovery and training for the purpose of changing and improving lives both near and far. I enthusiastically 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 fully explore and chart the intersection of mind, brain and behavior—and to Realize the Vision.

Bert S. Moore, PhD
Dean & Aage and Margareta Moller Distinguished Professor
Perception, memory, language, thought, interpersonal connection—these are just a few of the amazing capacities made possible by the unceasing growth and development of our brains throughout our lives. The story of human development is complex and dynamic, and the changes in our brains, good or bad, through learning, experience, injury or disease, write new chapters from the day we are born to the day we die.

It is the mission of the School of Behavioral and Brain Sciences to decipher the story.

We seek to change lives by exploring the brain, behavior and human development with the goals of promoting optimal growth throughout the lifespan and intervening to alleviate human suffering. We bring together in this effort an exceptional mix of scientists and clinicians committed to unraveling the mysteries of the mind, the brain and human behavior. At the same time, the School and its four affiliated centers train the next generation of scientists in the knowledge and skills to make groundbreaking discoveries and prepare the next generation of clinicians to serve the community using state-of-the-discipline interventions and technologies. And within the School and its nationally prominent centers, 13 cutting-edge degree programs ready students to enter a wide range of careers in education, business and social service.

The School promotes healthy minds and brains over a wide range of disciplines. Using the latest advances in technology, we are able to understand how the brain changes with experience and how the brain can become impaired. We explore the early emergence of cognition and social interaction in infancy, its development through childhood and adolescence, and its continuing adaptation to life’s challenges throughout the adult years.
The School is also focused on enhancing communication. The Callier Center for Communication Disorders is dedicated to research on the biological and psychological mechanisms underlying communication and on the diagnosis, treatment and prevention of communication disorders.

The Center for BrainHealth has a mission to understand the brain’s ability to restore or protect healthy function, to protect the brain from unnecessary decline and to heal the brain through regenerating capabilities. We also are exploring how the victims of brain disorders and injury may maximize their social and cognitive abilities through exciting new technologies. For example, we are examining how virtual reality–based training can improve social cognition in those with autism spectrum disorder and schizophrenia.

The Center for Children and Families was established to promote optimal child development by enhancing research, practice and outreach. Our scientists investigate how young infants learn about their worlds and study the qualities of optimal relationships between children and parents, as well as those of healthy romantic relationships. In all these endeavors, we take the latest knowledge regarding how children learn, develop and grow and use it to help families, schools and caregivers to provide the best environment possible so that children may thrive.

The Center for Vital Longevity is focused on understanding, maintaining and improving the aging mind. Center scientists use advanced brain-imaging technology and research techniques to understand and facilitate cognitive function in older adults and investigate promising interventions for slowing cognitive aging.

With such an exceptional range of discovery and contribution, your support of the School can have a profound impact.
When Will Rosellini was pitching for the Arizona Diamondbacks in professional baseball, he, like most pitchers, was fascinated by the mechanics of a perfect curveball or fastball. The only difference was he was captivated by the specific neuroscience and neuromuscular aspects of throwing a baseball, which made him a bit different than the rest of the guys in the bullpen.

Rosellini, a PhD candidate in the School of Behavioral and Brain Sciences, is a bit different than just about everybody when it comes to the pace and scope of his accomplishments. For one thing, he has six advanced degrees spanning business, law and science. For another, he has already founded and sold one telemedical company and raised some $10 million in private equity funding for his latest venture, MicroTransponder Inc., which, in collaboration with Behavioral and Brain Sciences researchers, is developing novel treatments for a variety of neurological disorders. For yet another, he will soon earn his doctorate in neuroscience, doing research in the efficacy and safety of a new form of electrical neurostimulation.

"UT Dallas was founded by visionaries on the leading edge of electronics," Rosellini says, "and I've been fascinated by the notion of shrinking electronic devices to integrate into the nervous system. We've entered the era of the brain, and the School of Behavioral and Brain Sciences is on the leading edge of neuroengineering, so it was an ideal environment for me."

The first clinical product from Rosellini's translational neurotechnology research, and the company he leads, will be a vagus nerve stimulator to be used in the treatment of tinnitus and post-stroke motor rehabilitation, and there are other ideas in the development pipeline.

"My goal," says Rossellini, "is to help restore one million patients worldwide who have neurological deficits. I know that's pretty audacious, but neurostimulation can have benefits anywhere the body uses electricity to communicate between cells, and that spans a wide range of neurological disorders."

Rossellini, who has raised millions in NIH grants, some of which have powered research at UT Dallas, is thinking even farther into the future as a consultant on the video game Deus Ex: Human Revolution, advising on the real-life science of human augmentation in the decades to come.

"The School of Behavioral and Brain Sciences is a unique place," he says, "and an incubator of the ideas and companies that will change the way we live."
As we continue our growth in education and research, as we continue to expand our service and value to our students, our community and our state, we have identified several interconnected priorities that will enable the School of Behavioral and Brain Sciences to excel in our mission: promoting healthy minds, healthy brains and healthful lives. As we continue our progress toward the select group of top tier research institutions, the following channels for your commitment and generosity will have a profound impact that will span generations:

**Center for Children and Families**
As the School’s newest affiliated center, the Center for Children and Families needs the same vital start-up funding that has been instrumental in the success of our other centers. The Center must establish an operating endowment while also raising support for its innovative research programs and community engagement activities.

**Chairs and Professorships**
Universities cannot effectively compete in the academic marketplace without endowed chairs and professorships. The School must increase the number of these prestigious academic appointments to better recruit and retain outstanding scholars and teachers.

**Graduate Fellowships**
Graduate fellowships are critical to attracting outstanding MS and PhD students. The School must graduate more students at these levels to continue our progress toward Tier One.
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
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

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Humanities</td>
<td>$20,000,000</td>
</tr>
<tr>
<td>Behavioral &amp; Brain Sciences</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Economic, Political &amp; Policy Sciences</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Interdisciplinary Studies</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Jindal School of Management</td>
<td>$50,000,000</td>
</tr>
<tr>
<td>Jonsson School of Engineering &amp; Computer Science</td>
<td>$40,000,000</td>
</tr>
<tr>
<td>Natural Sciences &amp; Mathematics</td>
<td>$15,000,000</td>
</tr>
</tbody>
</table>

### MAJOR CENTERS

<table>
<thead>
<tr>
<th>Center</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ackerman Center for Holocaust Studies</td>
<td>$4,000,000</td>
</tr>
<tr>
<td>Asia Center</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>Callier Center for Communication Disorders</td>
<td>$8,000,000</td>
</tr>
<tr>
<td>Center for BrainHealth</td>
<td>$30,000,000</td>
</tr>
<tr>
<td>Center for Vital Longevity</td>
<td>$15,000,000</td>
</tr>
</tbody>
</table>

### MAJOR UNITS

<table>
<thead>
<tr>
<th>Unit</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletics</td>
<td>$500,000</td>
</tr>
<tr>
<td>Diversity &amp; Community Engagement</td>
<td>$500,000</td>
</tr>
<tr>
<td>McDermott Library</td>
<td>$500,000</td>
</tr>
</tbody>
</table>

### ALL OTHER GIFTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Units and Unrestricted Gifts</td>
<td>$6,500,000</td>
</tr>
</tbody>
</table>

### TOTAL CAMPAIGN GOAL

$200,000,000
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.
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