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David E. Daniel
President
ENVISION WHAT UT DALLAS CAN BECOME

CAMPAIGN PRIORITIES

Schools goal
- 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 goal
- 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 goal
- Athletics: $500,000
- Diversity & Community Engagement: $500,000
- McDerMott Library: $500,000

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

Total campaign goal: $200,000,000

To 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.
Over the past generation, virtually everything about learning, accessing and storing information, and the very nature of libraries themselves, has changed.

All human knowledge—and all that we think, hope and believe—describes the contents of the world’s great libraries. An outstanding university library takes that record of knowledge, inspiration, history, creativity and achievement and makes it available for learning and research on a daily—24 hours a day—basis. Over the past generation, and even faster over the past few years, virtually everything about learning, accessing and storing information, and the very nature of libraries themselves, has changed—and Eugene McDermott Library is committed to being at the forefront. We are a living laboratory for the future of library resources, research and services.

Fundamental changes continue in the way students, faculty and all scholars study and communicate. Learning now happens more often in groups, augmented by rapidly expanding technology. A growing percentage of “visits” to the libraries are online rather than in person. And yet there remains a powerful need for the library as a gathering place—forming the cultural, social and intellectual heart of the university. McDermott Library at UT Dallas is keeping pace with those changes and, with your vital support, will continue to explore and inhabit the future of digital information access, archiving and preservation.

Anyone who has not seen McDermott Library recently will be amazed by what they find today: our facilities have been renovated, our 12 study rooms are continuously booked, and students are actively helping chart the course for the Library’s future. But the larger UT Dallas becomes, the smaller the Library seems. Students want more: more access, more resources, more technology. Our vision is to continue to build a library worthy of a Tier One research university, and I 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 the living laboratory that is McDermott Library.

Ellen D. Safley, PhD
Director of Libraries
Like the best of our peer institutions, McDermott Library is breaking new ground in the organization and digital presentation of the world’s knowledge. Our vision is centered on anticipating and meeting the needs of our community and on providing cutting-edge resources and services that support world-changing learning, teaching and research. The vision is global in scope but human in scale, realizing that great libraries are about people as much as information and that our library must reflect everything that defines this University.

McDermott Library is fortunate to already have a greater proportion of electronic resources than most university libraries. But to continue keeping pace with the technology to serve UT Dallas as a digital library, while also providing traditional library amenities, requires enhanced funding. These amenities include rare and unique collections, special collections and a physical setting that welcomes and inspires learning.

In an increasingly online world, many library users no longer regard the library as a “place” but rather as another node in the information universe. Digitization of large document collections, published historical, scientific and technical collections, journals, music and even images makes an unprecedented degree of access possible. However, while it is a common public perception that all things available on the Internet are free, the best and most relevant
information required by a research university is quite expensive to acquire and license. Information is a commodity, one that is in-demand and one that requires significant investment on our part.

Your generosity can assist the University by enabling the acquisition of online access to the many digitized collections of historical literature or the collected works of great, influential authors as these collections become available. Those we have already acquired have proven immensely useful to both students and faculty, but many more archives of journals are available than we can currently afford—and still more become available each year.

Many important new projects are under way, including the creation of the UT Dallas University Archives, a unique Treasures collection that captures the intellectual life of the University, including the personal papers of long-time faculty members, photo archives, and video copies of special lectures and other events. And, through an active and dynamic student advisory board, the Library is directly engaged in meeting the needs and pursuing the creative ideas of our students.

It is vital to our future as a top research university, as well as our community and our region, that McDermott Library continues to serve knowledge and discovery, history and the future, scholars and citizens. With your support, we can advance and expand our irreplaceable role in the life of UT Dallas.
When recent UT Dallas graduate Archie Nettles was still a student, and he heard that McDermott Library was forming a student advisory board, he was one of the first to sign up. The public administration major had found the environment, structure and resources of the library to be mysterious when he first came to campus—and vital after he’d been here awhile.

“I really wanted to understand the dynamics of the library,” Nettles says, “as it is so important to UT Dallas students. Maybe the most important place on campus. I had taken a class early on in how to conduct research in the library—it’s an art. And whenever I was trying to figure out something new, I sought out people at McDermott. They provided resources, classes, workshops—understanding how to find information is key to academic success.”

Nettles, whose future plans include working for a city or local government, going to grad school and someday running for political office—“In today’s economy you have to be flexible”—was impressed that he could have a direct say in how the Library served UT Dallas students.

“That’s part of the beauty of being at a relatively young university,” he says. “UT Dallas is student-driven and receptive to new ideas. If you have the desire, the University will give you lots of room to grow.”

And for so many UT Dallas students, that growth begins in McDermott Library.
As we continue our growth in access to the world's knowledge for education and research, and 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 McDermott Library to reach the peak of our central mission: developing a state-of-the-discipline library 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:

University Archives
UT Dallas has gone through its first four decades without a formal repository of critical documents and other historic materials. An archive is an essential component of any educational institution, and McDermott Library has taken the steps to establish a permanent University Archive. Funding is needed for equipment to digitize important documents, construction of space within the McDermott Library to store and display historic information and memorabilia, and highly trained staff who can provide for the long-term care of archival materials.
Treasures
A new initiative started in 2011, Treasures will be a special collection of University-specific materials. This collection will include the personal papers of long-time faculty members, photo archives, and video copies of special lectures and other events.

Endowed Chair for the Dean of Libraries
Establishing an endowed chair would benefit UT Dallas in perpetuity by providing a highly competitive chair to help attract top candidates during leadership transitions. This endowment would not only supplement the position, but could also provide a degree of budgetary flexibility to secure particularly interesting acquisitions.

Unrestricted Support
As one of the most highly utilized places on any college campus, a library must have reliable and secure unrestricted resources to meet unexpected needs and take advantage of timely opportunities. For McDermott Library, some of these needs include buying licenses for access to digital journals, enhancing the learning environment with new furniture and renovated spaces, and continuously upgrading technologies that allow students, faculty and the public to easily access the information they are seeking.
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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

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