TOGETHER, WE HAVE THE POWER TO CONCEIVE A NEW KIND OF UNIVERSITY … ONE THAT IS MORE INTELLECTUALLY DARING THAN OTHERS, MORE BEAUTIFULLY VIBRANT THAN EVER, AND MORE POWERFULLY TRANSFORMATIONAL THAN ALL THE REST.

What, in a word, can a $3.5 billion campaign accomplish for Penn? Everything … everything that our city, our society, and the world most need in a great university. And we are off to a phenomenal start. Thanks to so many of you who are gathered here this evening, we have already reached $1.6 billion, 46% of our goal. What a resounding vote of confidence in Penn’s future!

We are the beneficiaries of an experiment that revolutionized higher education in America and has served humanity for more than two and a half centuries. We are also the stewards of Penn’s success, moving forward. We love what Penn has done for us. We know what Penn can do for our students and the world.

Together, we have the power to conceive a new kind of University … one that is more intellectually daring than others, more beautifully vibrant than ever, and more powerfully transformational than all the rest.

We will build new state-of-the-art facilities, the ideal conditions for those sparks to fly throughout our campus and ignite the world beyond.

And we will be able to create the urban campus of our dreams.

We shall start by transforming this massive parking lot that I would describe with a choice four-letter word — ugly — into lovely green space. Then we will create a second great quad for our students on Hill Square. We shall build a gleaming new fitness and training facility within the arcade of Franklin Field while also connecting our campus in ways that were never before possible.

We will empower the most revolutionary scholars to fan those sparks.

And we will tap ever deeper into the riches of Penn’s great cultural treasures, which include our magnificent Museum and Arboretum.

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Franklin’s core belief in founding the University of Pennsylvania was that education should merge the theoretical with the practical and that higher education should play a critical role in building society. Making History: The Campaign for Penn was in its 21st century: to build on Penn’s special strengths to improve the lives of people across the globe. How will the campaign advance this goal?

More Aid for Undergraduate Students

Penn seeks to educate leaders for a global society, and that means educating men and women from every culture and background. Diversity and excellence go hand in hand in creating a vibrant academic environment where students and faculty learn from each other, not just from material.

Penn is one of 40 need-blind colleges and universities — about 1 percent of all 4,000 institutions of higher education in the country. This University’s commitment to need-blind admission is huge and unwavering. It is also a commitment that benefits every student at Penn, not just those who receive aid.

Currently endowed funds support about 15% of our undergraduate financial aid. The remainder comes directly from the operating budget. More endowed scholarships will sustain our commitment to need-blind admission while limiting the drain on the operating budget so Penn can continue to develop strategically in other ways.

More Aid for Graduate and Professional Students

The presence and high quality of Penn’s graduate and professional students are critical to both our research and teaching missions. Faculty choose to teach at universities where they can work with outstanding graduate students, and undergraduates choose to enroll at universities where they can take advanced-level courses. Graduate students also support the faculty in making education into a hands-on, personalized experience for undergraduates.

Very simply, without significant graduate and professional fellowship support, we risk losing the very best candidates to universities with either lower costs or more financial aid. Fellowships are especially important for students who already carry significant debt from funding their undergraduate education. In many areas of the humanities and in professions such as nursing, education, and social work, the burden of debt can weigh particularly heavily. And across the board, strong financial aid packages are often the only way graduate and professional students can make commitments to courses of study that may take up to seven years to complete.

At present, endowed funds provide 15% of the overall aid budget for graduate and professional students. As with undergraduate aid, more endowed funds for graduate and professional student aid bring future leaders to Penn and support the University’s strategic growth by reducing reliance on operating funds.

More Support for Faculty

All of our aspirations for Penn depend on the leadership of faculty who promote both the integration of knowledge and an undergraduate education that is both broad and deep. To attract and retain faculty who will move Penn forward, the campaign will build endowment for professorships, directorships, curatorships, and visiting scholar programs. In a highly competitive market for faculty, endowed positions offer a combination of recognition and support for competitive salaries as well as their research and teaching programs.

The Penn Integrates Knowledge (PIK) Professors exemplify the kind of faculty we want at every level. They are among the world’s most accomplished thinkers in their respective fields, and they approach their work with the interdisciplinary perspective that we want to teach our students. Each PIK professor will hold appointments with equal standing in two schools. Penn believes they represent an approach that will become increasingly part of the academic mainstream as we move into the future.

New Facilities and Building Renovations

Our fundraising campaign will help us take the first steps in realizing the 30-year master plan, Penn Connects. The vision for the future is possible by our purchase of the 24-acre “Postal Lands.” Every portion of the plan supports greater connection — between campus and community, across disciplines, schools, and fields, and among research, teaching, and service.

New facilities supported by the campaign will advance Penn’s development in areas where we can truly make an impact. The Singh Center for Nanotechnology will make us a global center in nanoscale research. A new building for neutral and behavioral science will allow the School of Arts and Sciences to bring together its significant cross-disciplinary strengths in brain science, while a new music building will support the School’s nationally recognized programs as well as concern for the campus and regional communities. The Perelman Center for Advanced Medicine will deliver care organized around a patient’s needs and allow clinicians and researchers to connect more easily than ever before.

Our students’ experiences outside the classroom will also benefit, as the campaign supports the development of green spaces and new recreational facilities within the master plan. A new College House will make more spaces available to students who want the experience of living in a setting that encourages learning as a 24/7 activity.

More Unrestricted Support

Increased unrestricted support through annual giving will also add to our strategic development because we can direct those funds where they do the most good at any moment. Unrestricted funds allow us to pursue unexpected opportunities or meet unforeseen needs. They strengthen the operating budget that allows us to create a beautiful campus and a rich student experience that extends beyond the classrooms. Unrestricted funds help support the programs that take our students into other countries and cultures, where the concept of a global education becomes reality. Increased unrestricted funds comprise 20% of Penn’s total campaign goal.

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Non-Financial and Engagement Goals

There are many opportunities for Penn alumni, students, parents, and friends to participate in Making History. Beyond the financial targets are specific goals for engagement that represent Penn’s commitment to broadening and cultivating its most important relationships. These goals include:

- Strengthen campus and regional activities that engage alumni, students, parents, and friends and provide increased access to Penn’s vast academic resources.
- Build on the success of alumni class and affinity group programming, creating new ways for alumni to connect with each other.
- Expand career networking opportunities for alumni and students.
- Grow the number of alumni who support Penn’s commitment to educational excellence through their annual gifts.
- Increase the number of individuals who create lasting legacies at Penn through their planned gifts and Harrison Society participation.
- Deepen student awareness and involvement in the full range of development and alumni relations activities.

WWW.MAKINGHISTORY.UPENN.EDU

THE CAMPAIGN AND PENN CONNECTS

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