

THE CAMPAIGN FOR



PEOPLE. PLACE.
PERFORMANCE.

“UMass Amherst is a place where our people define the classic American research university through their performance in teaching, research, and service.”

John V. Lombardi
Chancellor, University of Massachusetts Amherst



“The quality of the faculty and students at UMass Amherst and the range of education and research are so very powerful.”

Earl W. Stafford
Class of 1976
Founder and CEO, UNITECH

Our People:

The First and Best Measure of Success

A university is really about the quality of its students and its faculty. By every standard, UMass Amherst is a national competitor when it comes to such quality, for this is a campus filled with gifted, motivated students who are inspired and supported by collaborative, creative faculty.

Our incoming freshmen are increasingly diverse and rank in the top quarter of their high school graduating classes. And to make sure we're effective in our pursuit of academic excellence and diversity, we reach out with merit or needs-based financial aid to 90 percent of qualified students, including many who are the first in their family to attend college.

But the real key to our students' success comes from a faculty dedicated to teaching, mentoring, and research that offers undergraduates and graduates alike an extraordinary experience to explore and discover.

How do our faculty members bring these opportunities to life? Consider just a few examples: Bharat Doshi, in the College of Engineering, collaborates with students to develop nano-devices that can take over damaged parts of a brain or spinal cord; Barbara Osborne, professor of veterinary and animal sciences, explores human antibodies for transplant purposes; James Tate, professor of English and a Pulitzer Prize winner, teaches workshops (described by his students as both “awesome and hilarious”) that define how poets choose subject matter and imagery.

When students become part of the UMass Amherst community, their parents find they are actively included as well. Through the Office of Parent Services, we offer parents a unique opportunity to get involved and ease their son or daughter's transition to greater self-reliance.

Quality students. Quality faculty. The people of UMass Amherst—who, together, create a productive way to make their voices heard.

AQUATICS AT UMASS AMHERST



Plunge a competitive swimmer into cross-disciplinary studies and watch her cross the finish line with a win. Biomechanical engineering graduate student Lieselle Trinidad is immersed in a course of study that will make a positive difference to people suffering foot disorders and injuries. Through her research, Trinidad hopes to discover how certain shapes and materials for orthotic devices will improve rehabilitation.

Our Place:

A Campus of Tradition and Innovation

COLLEGE OF ENGINEERING



A sustained, high-pressure hug can sometimes bring people with autism or anxiety back from the brink. Now two UMass Amherst students have created an inflatable deep-pressure vest allowing the wearer to control pressure with a keypad. “This is effective yet discreet,” says Ph.D. candidate Brian Mullen. “A person can use the vest but not stand out.” Undergrad Joe Patterson, who works with Mullen, adds, “We’re not actually certain why pressure works. But, then again, we’re not sure why massage relaxes us, either.”

While UMass Amherst is a classic when it comes to academics and research, we’re not hesitant to build in ways that will enhance our campus’s ability to turn challenges into opportunities.

“New Dirt” is flying as we construct facilities for Integrated Sciences, Studio Arts, and Nursing, with more capital projects planned over the next few years. This campus renaissance attracts landmark grants, more top talent, and generates higher profile programs.

But to make sure our students have a full range of learning experiences right now, we’re employing the latest technology in our current facilities, such as the Learning Commons, a collaborative hub of study space, student services, and state-of-the-art, 24/7 connectivity. Such forward-thinking approaches led Microsoft to recognize UMass Amherst as a first-in-the-nation showcase school for applying information technology.

Further evidence of our momentum is tangible at every turn: Our campus attracts more than \$100 million annually in external research funding by world-class researchers. And we’ve already recruited 50 distinguished new faculty, well on target to the goal of adding 250 to our teaching staff.

Nestled in a historic and scenic river valley, this campus blends the traditional with the innovative, from the stirring sound of our renowned marching band to the modernizing of our labs, from the focus of our mentoring programs to the comforts of our new student housing—all make for an appealing, attention-gaining university environment. That’s why UMass Amherst is so frequently the desired choice for international symposia.

With outstanding resources, ambitious plans, and focused energy, this campus—our place—is moving ahead to serve the people who are here now and for generations yet to come.

UMASS AMHERST PEOPLE.PLACE.PERFORMANCE.

“UMass Amherst is one of the best places for undergraduates to get experience working in labs side by side with top-notch scientists.”

Rachel Keen

Professor of Developmental Psychology

“For so long, and in so many ways, UMass Amherst has proven its worthiness.”

Dorothy Dunklee Gavin

Class of 1943

Charter member of the UMass Amherst Alumni Association and Chancellor's Council

Our Performance:

A Record of Positive Contribution

UMass Amherst has a proven record of achievement, thanks to the leadership of our faculty. In every sense, we are a top performer among public and private universities, delivering a strong educational experience and results-oriented research. Our programs in engineering, chemistry, computer systems, humanities, fine arts, linguistics, and environmental studies are ranked among the best in the world.

Since its founding in 1867, UMass Amherst has generated breakthroughs critical to the prosperity of the Commonwealth and the nation. Today, our faculty and students continue to deliver notable results through our 70 research centers and \$100 million in sponsored research in areas such as artificial intelligence, climate studies, nursing, information technology, nanotechnology, polymer science, visual arts, and psychology.

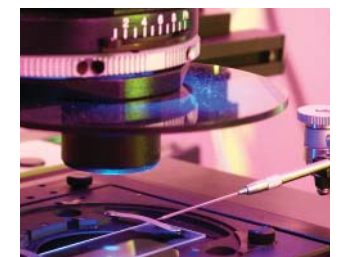
More specifically, this campus is the springboard for medical researchers who create vaccines that protect world food supplies, engineers who turn waste into power, nursing students who demystify health care for patients and their families, scientists who forecast natural disasters, actors who perform works by emerging writers of color, and business entrepreneurs who develop partnerships with Microsoft, Verizon, National Science Foundation, Massachusetts Department of Education, Vermont Electric, and many start-up companies.

To focus student interest even more and give them valuable hands-on experience, our professors forge alliances with businesses and organizations as varied as IBM and NASA.

Whether studying art in Paris, wildlife in Botswana, or global warming in Brazil, students have the opportunity to experience on-site involvement and expand their coursework through service learning programs around the globe.

At UMass Amherst, we're committed to faculty, students, and alumni who perform—to people who contribute to their communities, their professions, and their world.

KECK LABORATORY,
CONTE NATIONAL POLYMER
RESEARCH CENTER



Assistant Professor Gregory Tew's newly created antimicrobial molecule, which seeks out and kills harmful bacteria, could be critical in fighting drug-resistant bacteria like E. coli and staphylococcus. "It has been so exciting to work on a project like this," says Tew's undergraduate assistant Courtney McConoghy, a biochemistry and molecular biology senior. "We hope it will lead to an antibiotic." Next step is approval by the FDA.

“Gifts of every size can make a difference as philanthropic support stimulates exceptional research, teaching, and learning.”

Eugene Isenberg

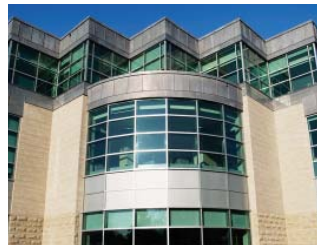
Class of 1950

CEO, Nabors Industries

You and UMass Amherst:

Inspire the Future

ISENBERG
SCHOOL OF MANAGEMENT



Lowell native Douglas Berthiaume, class of 1971, found his calling at the Amherst campus in an Accounting 101 class. He worked for Arthur Andersen, LLP, Millipore Corporation, and later led the effort that took Waters Corporation public. Now he and his family have donated \$5 million to the Isenberg School of Management—the second-largest gift in the history of the campus. He hopes his gift will inspire other alumni.

Like other public universities, UMass Amherst depends on state funding for basic operational needs. However, it may surprise you to learn that today's top public research universities require a public-private partnership to maintain excellence.

Simply put, we need your support to keep our world-class labs functioning, our library up to date, and continued funding for extensive scholarship and graduate fellowship programs. And with competition for funds escalating among universities and state institutions, we'll require even more to attract those who, literally and figuratively, will break new ground.

That's why we're launching an ambitious \$350 million campaign—one unparalleled in the long, distinguished history of this campus.

Your gift can make a substantial difference to our students and faculty, immediately and for the long term: for financial aid; for new programs and endowed chairs; for modernizing facilities and improved technology; for all the resources that allow a campus to keep pace, from ordinary to extraordinary.

We invite you to lend your support in creative, personally meaningful ways that will inspire and shape the future of UMass Amherst.

“Public universities have tougher fund-raising tasks because people think the state foots the bill. But private philanthropy is what maintains a world-class university.”

Douglas Berthiaume
Class of 1971
Chairman, President and CEO, Waters Corporation

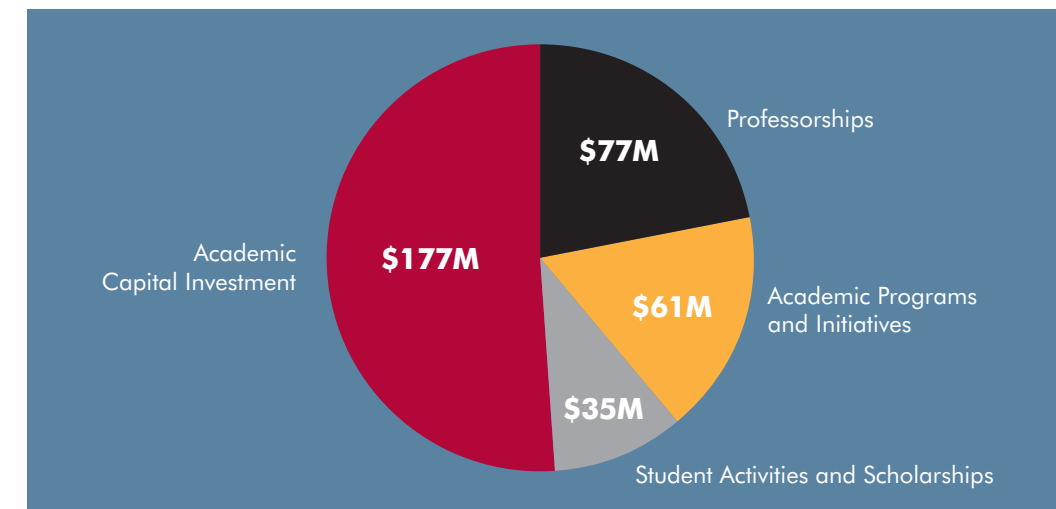
“These students are like family, and we can really make a difference in their lives.”

Frank O’Keefe Jr.
 Class of 1951
 Retired Chairman and CEO, Armtek Corporation

A View of Our Campaign:

The Need and an Opportunity

Our \$350 million campaign will support our students and faculty, our campus resources, our educational programs and research.



GRADUATION DAY



It’s a great story: For the past seven years, Frank, retired Chairman and CEO, Armtek Corporation, and his wife, Patricia, have offered full scholarships to students from Peabody High School, in Peabody, Mass., to attend UMass Amherst. Through their Frank R. and Patricia F. O’Keefe Endowed Scholarship Fund, graduates from Frank’s old high school have gone on to major in such areas as accounting, economics, and biochemistry. “Truth is, it’s as rewarding for us as it is for them.”

Here’s just a sample of how you can support UMass Amherst with an endowed gift that carries your name or honors someone special. Our directors of development can explain these options and other major gift opportunities:

● Faculty Chair – holder to enhance and develop an academic program	\$2,500,000
● Faculty Professorship – honor and support an individual faculty member	\$1,500,000
● Faculty Fellowship – start-up or support of research	\$250,000
● Graduate Student Research Fellowship	\$500,000
● Graduate Student Full Scholarship – covers tuition, fees, and books	\$375,000
● Undergraduate Student Full Scholarship – covers tuition, fees, and books	\$375,000
● Undergraduate Student Travel Study Award	\$100,000
● Undergraduate Student Partial Scholarship	\$25,000
● Lectures or Symposia	\$100,000
● Library – Endowed Books Fund	\$250,000

Giving Back, Giving Forward:

10 Ways Your Gift Makes a Difference

1

You can help UMass Amherst offer needs-based financial aid for qualified students, including many who are the first in their families to attend college, and merit scholarships for those who demonstrate exceptional academic gifts. Excellence attracts excellence, and the bar gets raised.

2

When you fund faculty or faculty-student research (scientific, engineering, humanities, agricultural, or behavioral sciences) you're contributing to results that have tangible benefits around the world.

3

Give someone practical hands-on experience by creating off-campus internships and learning programs at companies, government agencies, and service agencies.

4

Your gift can translate into talent recruitment, attracting additional distinguished faculty. Endowing faculty chairs helps entice top professors to put down roots at UMass Amherst.

5

Remember when one of our campus performing arts, fine arts, or athletic programs enhanced your own college experience? Think about supporting one of our many nonacademic programs that make UMass Amherst so special.

6

New Dirt! Invest in new facilities that foster innovation and creativity. Consider the new Integrated Sciences Building, Studio Arts, or our expanded Nursing School. Fund a new lab—who knows where the next brilliant breakthrough will happen?

7

Encourage that entrepreneurial spirit by pioneering collaboration across disciplines or between UMass Amherst and private-sector partners, including start-ups.

8

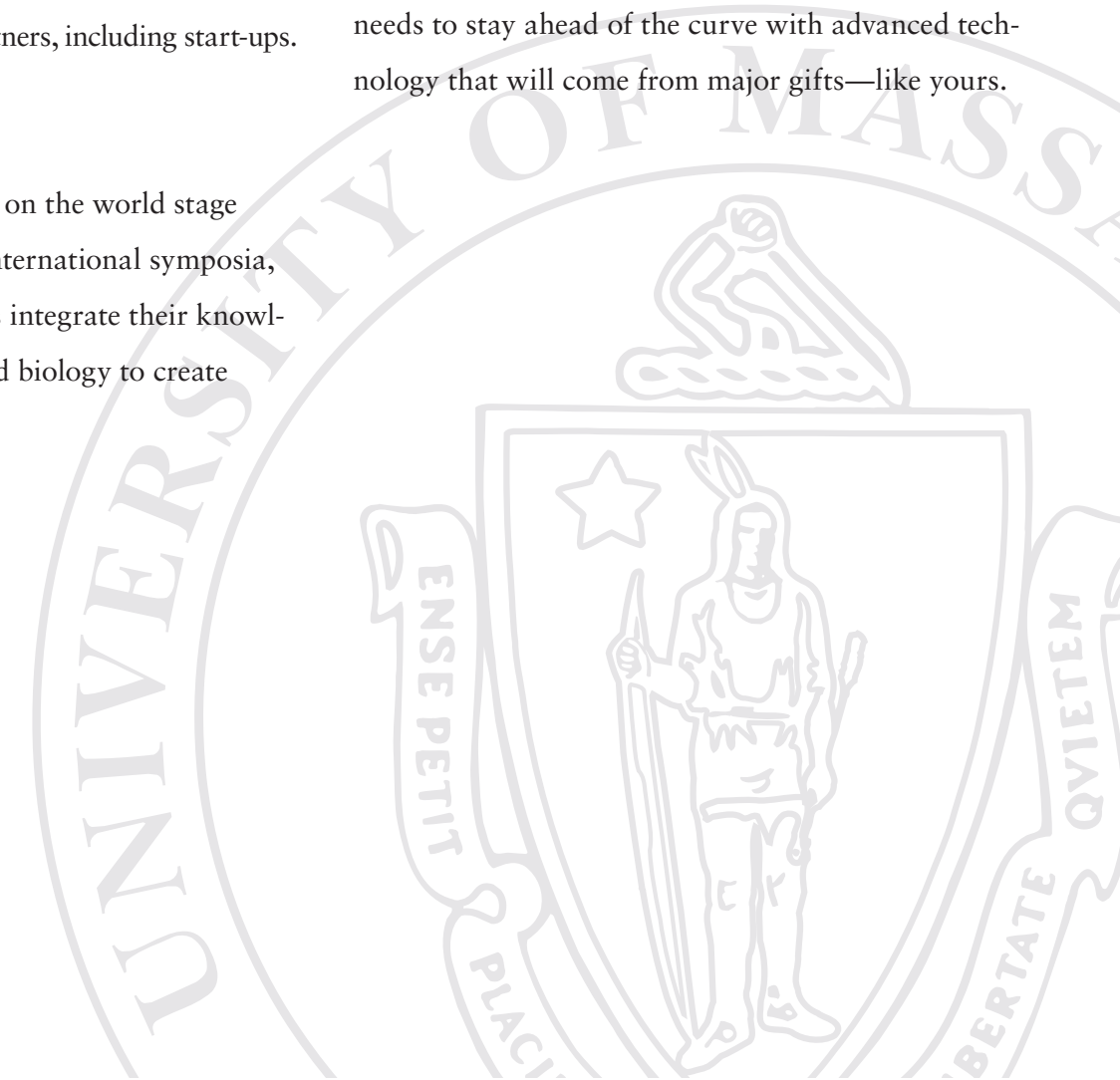
You can help keep the campus on the world stage by investing in national and international symposia, such as one in which scientists integrate their knowledge of physics, chemistry, and biology to create more healthful foods.

9

Whether your tastes tend to modern dance or marching bands, you can become a patron of the arts and spur the development of a budding artist.

10

Want immediate impact? Support the thousands of students now able to work with a seamless integration of information and media via the campus's innovative Learning Commons. This robust hub needs to stay ahead of the curve with advanced technology that will come from major gifts—like yours.



“The superior performance of our faculty, students, and staff places UMass Amherst among America’s top research universities and commits us to the constant improvement characteristic of these superb institutions.”

John V. Lombardi

Chancellor, University of Massachusetts Amherst



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