### UMass Amherst: Retrospective on Strategic Action

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1996</td>
<td>Published Strategic Action FY96-01 Towards a Commonwealth of Learning A comprehensive strategic plan providing a philosophical and fiscal framework for the future</td>
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<td>1997</td>
<td>Opened the Silvio O. Conte National Center for Polymer Research</td>
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<td>1998</td>
<td>Launched Campaign UMass: Engaging Advocates, Strengthening Image and Raising $125M</td>
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<td>1999</td>
<td>Dedicated the W.E.B. Du Bois Library- the first campus building named for a person of color</td>
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<td>2000</td>
<td>Established Massachusetts Center for Renaissance Studies</td>
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<td>2001</td>
<td>Center for Intelligent Information Retrieval developed InQuery, the Library of Congress's search engine</td>
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**University of Massachusetts Amherst**

- Eugene ‘50 and Ronnie Eisenberg donated $6 million to the School of Management. The largest gift in UMass history.
- Chemistry Dept. and Computer-Based Instructional Technology (CCBIT), collaborate to create OWL, a comprehensive, web-based, homework system.
- UMass was ranked 18th in “knowledge creation” in a study on academic productivity at the nation’s 200 leading research institutions.
- A 1997 USA Today survey of 225 Division I schools cited UMass as one of the nation’s top 16 schools in Title IX compliance.
- UMass and the Mexican Nacional de Astrofisica, Optica y Electronica collaborate to build the world’s largest millimeter-wavelength radio telescope. It is the most sensitive, most powerful instrument of its kind ever built.
- Crosswords: A Conversation - Persuasive Voices of Constructive Change - Coretta Scott King and Patricia Schroeder, (1995 - Maya Angelou and Elie Wiesel)
- UMass sponsors: How People Learn: Transforming the Science Classroom Conference.
- Center For Teaching receives The Theodore M. Hesburgh Award - Certificate of Excellence For Faculty Development To Enhance Undergraduate Teaching.
- The Beckman Scholars Program was created to support undergraduate research in Biology, Biochemistry, and Chemistry.
- Design of a new model for the General Education curriculum emphasizing learning communities, integrative studies and a global perspective.

**Inaugural Year for Mass Basketball Team**

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**Pharmacountry**

- From labs within the Dept. of Veterinary and Animal Sciences, a biotechnology initiative resulted in the birth of Albert, George, and Charlie, the world’s first cloned, transgenic calves.
- The Power and Class of New England- The Minuteman Marching Band receives the 1998 Louis C. Sudler Trophy, the most prestigious national band award.
- The Computer Science Department opens its new building as part of a new complex for science and engineering.
- The School of Management hosts Re-Organizing Knowledge: Trans-Forming Institutions, Knowing, Knowledge and the University in the XXI Century, an international, interdisciplinary conference.
- New WORLD Theater celebrates its 20th anniversary and receives funding from the Rockefeller Foundation.

**Inaugural Year of Commonwealth College - The Honors College at the University of Massachusetts**

- UMass strengthens its image with an award-winning logo and a comprehensive Communications and Marketing plan.
- Money Magazine rates UMass a “best buy”; ranked 4th in public schools for in-state students.
- Inaugural year of the University Scholars Program, provides up to $8,000 per year to the valedictorian and salutatorian from every high school in the Commonwealth. 68 “Vals and Sals” enrolled at UMass Amherst.
- The Computing Science Department opens its new building as part of a new complex for science and engineering.

**COMEC Campaign UMass takes top award in Commonwealth - 45% of UMass employees contributed $397,234**

**Thanks to contributions of Friends of the Library and funding from the President’s Office, the Library’s chain link fence was “whacked” out of existence, and replaced with attractive benches and landscaping.**

**Campaign UMass Takes**

- $125,000,000 - Campaign concludes 1 year early
- The Center for Student Business, one of the University’s many learning communities, celebrated its 25th anniversary of offering undergraduate students hands-on training and education in cooperative management of small businesses.
- UMass Amherst offers three online graduate degrees, a Professional Master of Business Administration; a Master of Science (Nursing) in Community/School Health; and a Master of Public Health.

**Integrated all Outreach functions under a Vice Chancellor for University Outreach, elevating the stature of Outreach with Teaching and Research.**

In the last six years, 98% of campus buildings (including all residence halls) were networked which enabled the installation of 21,633 Internet network connection ports.

**International Programs Office ranked 7th among top public research universities, over 1,000 students study abroad, 1,800 international students study at UMass, and we host 250 international researchers and scholars.**