

MAKING HISTORY IN THE

Every great research university must be anchored by a strong arts and sciences core.

At the University of Pennsylvania, the School of Arts and Sciences is the nexus for the integration of knowledge across disciplines, engagement with communities, locally and globally, and innovation in education that make Penn one of the leading universities in the nation's history. Penn's potential is inextricably tied to the continued strength of its intellectual backbone, the School of Arts and Sciences.

The Making History in the Arts and Sciences campaign is an integral part of the University's \$3.5 billion campaign. The School's fundraising goal of \$500 million is an aggressive one. The financial goals of the SAS campaign support the programmatic initiatives outlined in the School's strategic plan:

- Increasing resources to recruit and retain the best faculty
- Enhancing support for graduate and undergraduate students
- Expanding our funds for innovation in undergraduate education
- Raising the support necessary to make much-needed improvements to the School's spaces for research and learning.

OPENING DOORS TO OPPORTUNITY: FINANCIAL AID

Our Goal: \$170 Million

Education transforms students' lives. By making the promise of a world-class education a reality for the most talented students, regardless of social and economic background, scholarships and fellowships at Penn open doors to a brighter future for thousands every year. And by providing a path for the best minds to access the best possible education, financial aid reaches beyond individual students to benefit our diverse society.

Penn has long maintained a policy of need-blind admissions. Now this commitment is strengthened by a policy of paying tuition, and room and board for all undergraduates from families with incomes of less than \$60,000. The scope of this commitment, while great, is critical to the future of need-blind admissions

and to guaranteeing our ability to sustain a talented, diverse student body.

Since the majority of Penn undergraduates are students of the College of Arts and Sciences, increasing the School's scholarship endowment is imperative. Providing more generous financial aid will ensure that SAS remains competitive with other leading colleges and universities and attracts outstanding undergraduates from diverse backgrounds.

Our commitment to graduate students is equally strong. Graduate students are a vital link in the intellectual life of a university. They are students, but also teachers, mentors, advisors, scholars, collaborators. They come here to be nurtured and inspired by our outstanding faculty, but at the same time they energize the institution through their creativity and dedication to acquiring and advancing knowledge. They represent the future of scholarship, and those who go on to academic careers establish Penn's quality among our peers. In short, no research university can thrive without a vibrant graduate-student culture.

In keeping with their importance to our intellectual vitality, the School is committed to securing the resources necessary to recruit the very best graduate students. This financial assistance includes not only fellowship support, but support for summer stipends and dissertation research. Penn has long lagged behind its peer institutions in its ability to provide competitive support packages. While we have enjoyed some gains recently, we have a long way to go to ensure that we remain an institution of choice for the top graduate students.

THE FOUNDATION FOR EXCELLENCE: FACULTY

Our Goal: \$195 Million

The vitality of the arts and sciences at Penn lies in the strength of its faculty. SAS recruits professors who are at the forefront of their disciplines yet can move nimbly across disciplinary boundaries to address emerging questions and ideas. They are known for their dedication to teaching and mentoring both undergraduate and graduate students. They consistently

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demonstrate their willingness to work together to better the University, and they are actively engaged in applying their knowledge for the benefit of society.

The School's long-term success depends on its continued ability to recruit, retain and develop the finest faculty. Endowed professorships have proven to be the most effective tool to build and sustain our faculty. A named appointment carries great prestige and gives the School a meaningful way to recognize and reward excellence in scholarship and teaching. Endowed chairs also provide a permanent source of research funding and salary support that allows the School to direct operating funds to other needs.

For these reasons, establishing endowed professorships is one of SAS's top priorities. Recruiting, retaining and expanding an eminent faculty will require endowing 45 new professorships. In addition, we must secure term and endowed funds to support recruitment of rising scholars at the junior ranks.

THE FUTURE OF UNDERGRADUATE EDUCATION: FUNDING INNOVATION IN THE COLLEGE

Our Goal: \$50 Million

The College of Arts and Sciences embraces the responsibility of providing an education that matches the talents of its outstanding students, as reflected in our long history of innovation. This spirit of leadership in education is demonstrated in initiatives like the College's freshman seminar program — a program now replicated by many other institutions — which ensures that all first-year students enjoy intellectual interaction with faculty in small-class settings.

The College is a pioneer in seeking new ways of integrating theory and practice. Our summer research program provides paid internships to undergraduate students who serve as apprentices at cultural, historical and educational organizations like the Institute for Contemporary Art and the National Constitution Center. The Fels Public Policy Internship Program helps College students connect their academic experience at Penn with real-world experiences in settings that include the Department of Homeland

Security, the Treasury Department and the Council on Foreign Relations, to name just a few.

Interdisciplinary programs, another Penn hallmark, are constantly evolving in the College. Well-established interdisciplinary majors like the biological basis of behavior and philosophy, politics and economics have been joined by the new Vagelos Program in Life Sciences and Management. This joint venture with the Wharton School combines scientific and entrepreneurial classroom, research and practical experience to prepare students for success in the world of biotechnology.

To help students forge the path from their academic to their professional careers, the College has launched an alumni mentoring program. This initiative gives students access to a valuable resource — the network of Penn alumni — so that they can receive advice about intended career tracks and academic choices.

In order to enhance our capacity to offer these and other innovative programs that are responsive to the needs of students in a new century, the School is seeking to raise support for undergraduate initiatives. These funds will allow us to strengthen existing programs and develop new ones that will enrich education at Penn and serve as models for other universities and colleges.

BUILDING THE HOME FOR ACCOMPLISHMENT: FACILITIES PROJECTS

Our Goal: \$85 Million

Our outstanding faculty produce research that changes the way we see the world. As dedicated teachers, they open up new horizons in the minds of students. Our talented students transform the knowledge and experiences that they acquire here into ideas and action that have impact far beyond Penn. None of these things can happen without buildings — the physical spaces that house discovery, learning and academic interaction.

SAS has targeted three priority facilities needs. Two of these projects will help to advance our work along the most exciting lines of scientific discovery being

Joining the Journey

Peter Manda with his wife, Ayumi,
and their son, Aleksander



Francis Pflafer/Studio 37

“I would like to be a part of the campaign in my own small way,” wrote Peter Dutz Manda, G’89, just hours after President Gutmann sent an e-mail to alumni, faculty, staff, students, parents and friends, inviting everyone to celebrate Penn and join the “journey” to eminence. “It is time to be making history,” she wrote. “Let’s do it together.” Manda responded with the first gift to the School of Arts and Sciences. “The president’s message was just very strong and the goal is very clear,” he explains.

Manda is a graduate student in the Edward J. Bloustein School of Planning and Public Policy at Rutgers University. He returned to school after more than a decade as a contract attorney, a career that took him to Japan, Brazil, Austria, Canada, Spain, Australia and Singapore. “With the Penn alumni I have met around the world,” he says, “I have always had a sense of family.” He was a member of the Tokyo Penn Club, and his interest in literature has led him to take part in online book-discussion groups sponsored by the Kelly Writers House.

As a grad student in Asian and Middle Eastern studies at Penn, he concentrated on classical Persian literature. “Professors Hanaway, Spooner and Allen had a profound influence on my thinking about literature and the interrelationship of literature with other disciplines,” he recalls. “It was an excellent education that provided me with tools I have used while wearing all kinds of professional hats.”

Giving to Penn is a “no-brainer,” Manda says. “If I can help increase the University’s resources, however incrementally, then I have done something for a student or professor down the line. I would encourage all alumni to think about what they gained from being at Penn and give to the campaign. Without a strong endowment and a good capital fund, Penn wouldn’t be the university it is.”



pursued today: a facility for nanoscale research and a neural and behavioral research facility. The third priority, the renovation of the music building, will address the most pressing facilities need impacting on our students and faculty in the humanities.

The Neural and Behavioral Sciences Building

A revolution is occurring in brain science as research connects the basic building blocks of biology with complex behavior and phenomena, including human consciousness. Our new neural and behavioral sciences building will put Penn in the forefront of that revolution. As the headquarters for the School’s genes to brains to behavior initiative, it will house biology and psychology faculty, the undergraduate biological basis of behavior program (one of the School’s most popular majors) and the Penn Genomics Institute. The health and engineering schools will also contribute to collaborative, creative research and education in the building’s labs and classrooms.

The Krishna P. Singh Center for Nanotechnology

This building, a joint project with the School of Engineering and Applied Science, will put Penn in the vanguard of another cutting-edge area of science: the manipulation of single molecules to create new materials and devices that operate on a minuscule scale. Advances in nanoscience will produce new technology in the biomedical arena as well as in fields such as computing and electronics. In addition to enhancing research and education at Penn, the building will advance the regional economy by encouraging technology transfer and entrepreneurial startups.

The Home of the Music Department

SAS is planning a renovation and expansion of its music building to restore this historic landmark to its original splendor and provide a fitting home for the School’s top-ranked music department. The restored building will promote the culture of music on campus, providing well-equipped classrooms, rehearsal spaces and practice rooms for the hundreds of students from across the University who take courses in the department or participate in performance groups each year. By incorporating sustainable design and construction features, the building will have the added distinction of serving as a model for environmental responsibility on campus.