

FACULTY >> tomorrow



The Campaign
for Yale University
Support for Teaching and Research

Looking to the Future

Tomorrow, will we all live past one hundred? How small will our computers be? What trends will dominate the marketplace? Will globalization redefine citizenship? The world's best minds are working to answer a thousand such questions – and they are doing it at Yale. Innovators and teachers, our faculty promise to usher all of us into the future.

Yale faculty members are recognized among the world's leaders. The trails they blaze are followed not just by their students, but also by governments, industries, and the national academies. In the classroom they are guides and mentors, offering Yale students direct access to the latest ideas and methods – an advantage that is an essential part of our academic culture.

Now, we are challenged to expand our capabilities in fields that will contribute most to society tomorrow. Building on the extraordinary promise of recent discoveries, Yale has declared its intention to achieve new eminence in science and medicine. We have set new goals for management, law, and the arts. We plan to enhance teaching across Yale College, and we have staked our claim as a global university. These ambitions demand that we simultaneously extend our traditional strengths, from the humanities to the sciences, by hiring new faculty in targeted disciplines.

As our horizons expand, the competition to hire leading faculty grows commensurately. Yale needs new resources to attract the best people to this campus, keep them working here, and support their undertakings at the highest level. Endowed professorships, funds for research, and funds for teaching are of central importance to faculty and the work they do for tomorrow.

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Scholars Who Shape Tomorrow



“Research shows that the most critical dimension separating the success and failure of new products and services relates to superior insights into customer needs and preferences, and putting this focus in the center of a firm’s strategic decision making.”

*Ravi Dhar
George Rogers Clark
Professor of Management
and Marketing*

As Yale competes to bring the best scholars to its faculty, endowed chairs remain our best recruiting tool. Funding the salary and benefits of a senior professor, the named chair is more than a permanent financial resource; it confers prestige on a scholar and recognition throughout academia.

Donors often permit Yale to designate a chair to areas of greatest need or opportunity; this allows the University to support strategic growth and seize opportunities whenever and wherever they present themselves. Alternately, donors can designate a chair to support a particular area of study – a decision that makes a strong statement about the future of that discipline at Yale.

For example, in the School of Management, Ravi Dhar has long researched the psychology of consumer behavior and how brands work, a multi-disciplinary perspective that aligns with the School’s new curriculum. SOM recently rewarded Dhar’s contributions by naming him the George Rogers Clark Professor of Management and Marketing and director of the School’s Center for Customer Insights.

Says SOM Dean Joel Podolny – himself the William S. Beinecke Professor of Management – “The ability to recognize someone of Ravi’s reputation and accomplishments with a named position is vital to our program. It’s the sort of appointment that raises the profile of the School and leads to very exciting scholarship.”

Endowed faculty positions like Dhar’s are a priority across the campus. The Whitney and Betty MacMillan Center for International and Area Studies at Yale is adding chairs that build its capabilities in contemporary international scholarship, and Engineering is creating positions in emerging areas like biomedical science and nanotechnology. In coming years, strategic appointments like these will be even more important as the University takes on challenges ranging from curricular revision in Yale College to the growth of basic research departments on Science Hill.

Teaching and Research that Make a Difference



“Students learn more when they think critically about real problems. The Galapagos project teaches them to ask valid scientific questions based on their own observations.”

*Stephen Stearns
Edward P. Bass Professor
of Ecology and
Evolutionary Biology*

Teaching Funds

Economics with William Nordhaus, poetry with Linda Peterson, astronomy with Charles Bailyn, or chemistry with Alanna Schepartz – every student on campus today can speak about a favorite class and the talented teacher who made a difference. Keeping this experience fresh and in step with the latest research requires constant innovation.

Endowed teaching funds help to provide significant learning experiences for students. Faculty rely on teaching funds to develop new course materials, to mount Web-based instructional tools, and to bring new media into the classroom.

Biologist Stephen Stearns recently used a teaching grant to launch the Yale Galapagos Project. Designed for E&EB 122, Principles of Evolution, Ecology, and Behavior, this Web-based research activity immerses students in the sights and sounds of original scientific investigation. “Providing real field experience to over a hundred undergraduates is impractical,” says Stearns, “so we created a virtual experience instead.”

With a crew from Yale’s Center for Media Initiatives (CMI), Stearns visited the Galapagos Islands, capturing a trove of still and video images. CMI programmers then organized the material as a Web tool students can use to “explore” the islands at will. “Existing wildlife footage is too ‘processed’ to simulate actual conditions,” Stearns explains. “We took care to present this ecosystem in a way that was as true to life as possible, and we tried not to lead the students by the hand. It’s up to them to do their own investigation based on what they observe.”



“The forces of globalization, in general, and the creation of the European Union, in particular, have changed the way people today think about membership in the nation-state.”

*Seyla Benhabib
Eugene Meyer Professor
of Political Science
and Philosophy;
Director of Ethics, Politics,
and Economics*

Research and Start-Up Funds

Year after year, Yale faculty members in the humanities, the arts, the sciences, and the professions publish original research that pushes the boundaries of human experience. Spanning every discipline, this activity is fast-paced, multifaceted, and resource-intensive. Funding for research is one of Yale’s perennial challenges – and an area where donor support has lasting impact.

Early in their careers, scientists rely heavily on private support. New hires face steep start-up costs; to outfit a single researcher, Yale can spend as much as \$2 million for laboratory space and equipment. Endowed funds – like the Yale Scholars Program recently established in the School of Medicine – help to defray these costs. Private support of research can also lend the momentum and experience a scientist needs to compete later for grants from government sources like the National Institutes of Health or the National Science Foundation.

In the humanities and social sciences, where federal funding is scarce, contributions are essential. For example, the John K. Castle Fund for Ethics in Political Science helps to pay for research in the Political Science department. The Franke Visiting Scholars and Artists fund supports a semester-long, in-residence position at the Whitney Humanities Center. And the Gilder Lehrman Center, established by Richard Gilder ’54 and Lewis Lehrman ’60, funds original scholarship on the history of slavery, slave resistance, and abolition. Continuing support can help keep Yale at the forefront of these and other fields.

In any discipline, gifts provide the margin of flexibility Yale researchers need to overcome obstacles and to pursue new insights wherever they may lead. As scholars cross the traditional boundaries of their disciplines, research support also enables innovative experiments that combine the strengths of several schools and departments.

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Giving Opportunities

Gifts fund the academic programs and plentiful research tools that attract the best and brightest faculty to the University.

Gifts are central to Yale's strong and growing faculty. In fact, few areas of giving offer the opportunity to make a greater impact. A campaign contribution to support professorships, research, or teaching at Yale directly benefits faculty members, the students in their charge, and the ideas they pursue for the good of society.

Gifts for Faculty Chairs

Gifts to endowment provide a permanent source of funding for the University. Alumni, parents, and friends wishing to support faculty may create an endowed chair beginning at these gift levels:

\$5,000,000	New Initiative chair (endowed chair for new faculty position)
\$3,000,000	Endowed chair for existing faculty position

Gifts for Endowed Teaching, Research, and Start-Up Funds

\$2,500,000	Yale Scholar endowment (School of Medicine)
\$100,000 or more	Endowed fund for teaching, research, and support of new hires

Gifts for Term Funds

Similar to endowed funds in purpose, term funds are expended completely over a term specified by the donor.

\$10,000 per year	Term fund to support teaching, research, or start-up activities in the Faculty of Arts and Sciences or the professional schools
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Recognizing Your Gift

Gifts may be used to recognize the donor, memorialize a loved one, or honor a friend. Donor-designated names are associated with endowed funds in perpetuity and with term funds until they are completely expended.

The Campaign for Yale University

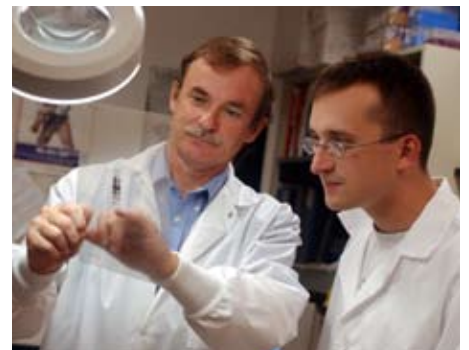
Yale Tomorrow is a five-year, \$3 billion campaign to secure our future. Starting from a position of strength, we aim to build a Yale of permanently greater breadth and reach, a University more able, through its scholarship and graduates, to contribute to the world.

The work of building and sustaining a great institution is never done. To expand Yale beyond its current scale and scope, to create the Yale of tomorrow, we will need new financial resources. For more information about these ambitions, please call Joan O'Neill, Associate Vice President for Development at 203.432.8641.

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