

## 25th Anniversary fund-raising campaign (part of 25th anniversary press kit)

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Contact: Susan Pollock, 452-3120 25TH ANNIVERSARY FUND-RAISING CAMPAIGN

As the University of California, San Diego approaches its second quarter century, beginning this fall, its challenge is to top the unprecedented teaching and research achievements made during its first quarter century.

"The speed with which UCSD has achieved national and international distinction has surprised even the most optimistic of its founders," Chancellor Richard C. Atkinson said recently. "Now, on our silver anniversary, we commit ourselves to making UCSD's second quarter century even more distinguished than its first."

To meet its goals--to add new academic programs, expand research and enhance its public service activities--the campus has launched its first major fund-raising campaign, setting its mark at \$30.4 million.

"Our facilities are the bare essentials in many ways," said Ray Ramseyer, special assistant to the chancellor and director of the campaign. "We don't even have the student union facilities to foster intellectual, social, cultural and recreational life on campus.

"The 25th Anniversary Campaign will provide some of the enhancements that are necessary for a great university," Ramseyer added.

Contrary to the general perception, UCSD receives only 25 percent of its funds from the state. The remainder comes from research grants and contracts, student fees, and Medical Center patient fees. None of the projects which the campus hopes to mount or expand through its campaign is eligible for state funding.

The university expects to channel the funds raised by the campaign into strengthened academic and research programs, expanded and improved health care, increased public knowledge of the oceans, and enhanced sense of community on the campus. To meet these objectives, the administration has proposed the following projects:

### Strengthened Academic and Research Programs

\*Pacific Basin Studies (projected cost: \$2,500,000). Plans call for a graduate school of international relations and new undergraduate programs that focus on the diverse nations that ring the shores of the Pacific Ocean. These will complement UCSD's existing programs in Latin American studies and Chinese studies and its developing program in Japanese studies. The new institute is expected to be the only graduate school in the nation preparing its students for business and government careers in the Pacific Rim region. Campaign funds will be earmarked for a core endowment for the programs and the graduate school and endowments for professorships and visiting scholars. (Expanded release provided.)

\*Humanities Institute (\$1,750,000). The center is designed to cut across departmental and disciplinary lines in the humanities, social sciences and the arts and serve as a forum for cooperative work.

\*Library Special Collections (\$2,000,000). The university hopes to be able to acquire for its libraries rare and valuable collections, with an emphasis on Pacific Basin studies, Latin American studies and 20th century arts.

\*Endowed Professorial Chairs (\$750,000). The campaign calls for nine endowed chairs--three in fields related to Pacific Basin studies, three associated with the Humanities Institute and three in unspecified areas--to attract and retain top-ranking faculty members.

\*Lecture/Seminar Series (\$300,000). UCSD plans to increase its offering of special lectures and seminars for the intellectual and cultural benefit of the campus community and San Diegans.

\*Resident Artist Program (\$500,000). To give students and faculty contact with leading creative figures, UCSD's departments in the arts plan to bring artists in various fields to the campus for extended stays.

\*Music Ensemble Fellowships (\$600,000). The renowned Department of Music, home of the innovative Center for Music Experiment, plans to establish a graduate ensemble to attract outstanding graduate students and further musical experimentation.

#### Expanded and Improved Health Care

\*Institute for Research on Aging (\$6,000,000). The UCSD School of Medicine, which is at the forefront of national research on the aging process, sorely needs a building to house its numerous and diverse aging studies. UCSD scientists are currently making inroads into Alzheimer's disease, arteriosclerosis, mechanisms of aging, chronobiology and aging, and arthritis and rheumatic disease. (Expanded release provided.)

\*Cancer Center Research Facility (\$3,000,000). The Medical School hopes to complement its prestigious Theodore Gildred Cancer Facility, a research and treatment facility located at its Medical Center in Hillcrest, with the addition of a building on its La Jolla campus dedicated solely to basic research. A \$3 million campaign goal represents half of the projected cost of this building. An equal amount will be sought in federal matching funds.

\*Critical Care Units (\$1,000,000). The UCSD Medical Center has become one of the principal critical care facilities in Southern California. Increased demand for its services and technological advances in medical instrumentation underlie the need

to update and renovate its present plant. The university is seeking state funds for the renovation, but private funds will be needed to provide essential equipment for the units, which include general surgery, neurosurgery, cardiothoracic care, coronary care, burn treatment, trauma treatment, neonatal care and pediatric care.

#### Increased Public Knowledge of the Oceans

\*Aquarium and Ocean Science Center (\$6,000,000). Scripps Institution of Oceanography's popular aquarium-museum is housed in a structurally weakened building that is too small to accommodate its numerous programs. To remedy these and related woes, SIO plans to build a new aquarium and ocean science center. (Expanded release provided.)

#### Enhanced Sense of Community on the Campus

\*University Center (\$2,000,000). The need for a student union at UCSD is so great that students have voted to fund the major portion of building costs themselves with a raise in their annual fees. University discretionary funds and income-producing operations within the center will provide additional construction funds. But to fund such necessities as a large multi-purpose area, a theater for films and lectures, meeting rooms, offices for student organizations, food services and areas for recreation and relaxation, UCSD administration is looking to the fund-raising campaign.

\*Faculty/Community Center (\$1,500,000). UCSD also plans to build a center to enhance social and intellectual interaction of faculty, staff and community members.

\*Outdoor Amphitheatre (\$1,000,000). The largest assembly hall at UCSD seats 800 people, only a small portion of the 26,000-person university community. As a result, many important cultural and intellectual opportunities are being lost, a situation the administration hopes to correct with campaign funds.

The remaining \$1,500,000 will be used for campaign administrative expenses.

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