

UNIVERSITY OF MICHIGAN-DEARBORN
50TH ANNIVERSARY CELEBRATION
Coordinating Committee White Paper

REVISED March, 2008

Note: This version of the White Paper includes revisions based on comments received from the Chancellor.

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INTRODUCTION

In December 1956, Ford Motor Company made a gift of 210 acres and \$6.5 million to the University of Michigan to establish a campus in Dearborn. On September 28, 1959, the first regular term began at what was then known as the Dearborn Center.

In the ensuing years, the University of Michigan-Dearborn grew from a small three-building campus of mostly junior and senior business and engineering students to a full-fledged, four-year public university with a vibrant campus community and a history of serving the needs of the region.

In the summer of 2007, Chancellor Daniel Little convened a small, cross-campus group of staff, faculty and a student to begin the initial planning to celebrate our 50th anniversary in 2009. The committee, chaired by Vice Chancellors Stanley Henderson and Tom Baird, has developed the broad concepts around which the anniversary will be celebrated. The celebration is recommended to take place during the 2009-10 academic year.

The Coordinating Committee proudly presents this white paper to the Chancellor for his review. Upon approval, the Coordinating Committee will enlist the help of additional Working Groups across the campus to move the planning into full swing. We expect the bulk of the planning to be concluded by the end of 2008.

PROGRAM INFORMATION

Coordinating Committee

The Coordinating Committee was assembled in August 2007 and contains the following members:

Thomas Baird, Vice Chancellor, Institutional Advancement, Co-Chair

Stanley Henderson, Vice Chancellor, Enrollment Management and Student Life, Co-Chair

Susan Steele, Director of Development Communications and Donor Relations, Project Manager

Rick Straub, Associate Provost

Tim Richards, Director, Mardigian Library

Martin Hershock, Chair, History Department (CASL '85)

Amy Karaban, Student Activities Supervisor

Rezarta Haxhillari, Student (CASL '08)

The Coordinating Committee was established to provide the basic scope of the 50th Anniversary celebrations. The work the Committee finished is presented in this white paper. Once the work presented here has been approved, the Coordinating Committee will recruit additional staff, faculty, students and alumni in the form of Working Groups. These Working Groups will complete the remainder of the planning and implementation of the celebrations (see page 3).

The Coordinating Committee will remain in place through the end of the 50th Anniversary celebrations. Its continuing role will be to support the work of the Working Groups, help resolve conflicts, maximize the impact of the 50th Anniversary and ensure that all activities and programs adhere to the theme and goal established. Members of the Coordinating Committee will act as liaisons to each Working Group.

Theme and Goal

The theme for the celebration is "Building a Legacy of Excellence."

The goal is as follows:

In honor of our 50th Anniversary, the University of Michigan-Dearborn will celebrate our history and impact as we prepare to meet the unique challenges of southeastern Michigan in the 21st century.

Guiding Principles

- We are the University of Michigan, providing academic excellence in southeastern Michigan.

- We began with a purpose to provide real-world experiences to our students. We continue to provide a depth and breadth of opportunities for experiential learning beyond the classroom.
- We embrace diversity and encourage dialogue. Our value lies in our ability to provide a welcoming environment for discussing challenging issues.
- We have been meeting the needs of our community for 50 years, as an educational leader and partner. We will continue to reach out and create connections that benefit the region.
- We have created a rich and vibrant community for students, staff, faculty, alumni, prospective students, and community and corporate partners. Members of our community actively participate in providing the leadership resources our region needs.

Timeline of Events

The celebrations for our 50th Anniversary will take place over the 2009-2010 academic year. Many of the events that the institution holds regularly – such as Welcome Week, the New Student Convocation, the Alumni Football Tailgate, and Winter and Spring Commencements – will likely incorporate a recognition of our 50th Anniversary.

A proposed timeline is included as Appendix A.

Proposed Activities and Ideas

A number of activities have already been suggested for the 50th Anniversary. A list organized by subject can be found in Appendix B. These ideas have come from the following sources:

- Brainstorming by the Coordinating Committee
- Staff/faculty forums
- Student forums
- 50th Anniversary Web Site
- Individual emails to members of the Coordinating Committee

All of the ideas generated will be given to the respective Working Group for further discussion.

Working Groups

The Working Groups are envisioned as small planning teams, working to fulfill the Anniversary goals in specific areas. The Working Groups will:

- Plan and produce Anniversary activities, events and programs that are in line with the Guiding Principles
- Communicate with the Coordinating Committee on a regular basis as to their plans, needs, timelines and progress

- Create budget estimates for the programs or activities proposed
- Meet regularly to strategize process, assign responsibility and track progress

The Coordinating Committee has made recommendations for the leaders (or co-leaders as appropriate) of each Working Group. Leaders were suggested based on their support and enthusiasm for the institution and in celebrating our 50th Anniversary. Working Group leaders will be asked to:

- Understand the scope of work required of the Working Group
- Assemble and manage a cross-campus team of colleagues to complete the work
- Schedule and call regular meetings of the Working Group
- Regularly document the work completed
- Delegate responsibilities to other Working Group members and encourage their full participation
- Stay in close communication with the Coordinating Committee
- Report problems or issues to the Coordinating Committee for resolution
- Attend regular meetings of the Coordinating Committee to report on the Working Group's progress (meetings are usually held on Mondays at 3:30 p.m.)
- Act as a resource for the campus on questions about the 50th Anniversary

Working Group leaders will assemble their teams on their own, although the Coordinating Committee has suggestions for campus community members to be considered. The list of Working Groups, their recommended leaders, suggested team members and Coordinating Committee liaison is included in Appendix C.

Anniversary Celebration Design

The Coordinating Committee worked with the institution's advertising agency, Soloman Friedman, to create a special logo for the 50th Anniversary. The logo not only coordinates with our current branding, but includes the theme line as well.



It will be the responsibility of the Marketing and Promotions Working Group to create usage guidelines, provide the logo in various formats and answer questions about the branding of the 50th Anniversary.

Audience Involvement

A primary goal for the 50th Anniversary is to engage the entire community – students, parents, faculty, staff, alumni and the surrounding area (City of Dearborn, etc.). To achieve this goal, the Anniversary will offer opportunities for all constituents to participate.

Student Involvement

Student involvement is a key factor in the success of the 50th Anniversary celebration. A student has been an active and enthusiastic participant with the Coordinating Committee. We anticipate that students will continue to be involved in both the planning and implementation of Anniversary events and programs. Preliminary conversations with individual students, student groups and Student Life staff indicate that students are very excited about the celebration and looking forward to participating.

Alumni Involvement

We have been fortunate to have an alumnus as a member of the Coordinating Committee. We also anticipate that a member of the Alumni Society Board of Governors will be co-chairing the Alumni Relations Working Group. As the “creators” of the institution’s history, active alumni involvement is necessary for a successful celebration.

Faculty and Staff Involvement

Both faculty and staff have been represented on the Coordinating Committee, and will continue to remain a key part of the planning and implementation. As the planning process grows to accommodate the large amount of work to be done, both faculty and staff will be key partners in ensuring success.

Local Community

UM-Dearborn is the oldest and most well-known educational institution in the City of Dearborn. Opening when the City itself was barely 30 years old, the institution has grown along with the City of Dearborn. In more recent years, our impact on the entire southeastern Michigan region has increased as well. We are looking forward to celebrating our place in Dearborn, in the region and in the state with elected officials, community partners, other nonprofit groups, corporations and businesses.

Budget

Given the very preliminary nature of the planning done to date, budget estimation is extremely difficult. We can identify areas where additional funds will most likely be necessary.

- **Marketing and Promotions:** While some marketing efforts can be folded into existing expenditures, there will be a need to extend our presence in the community with additional advertising, banners, program announcements, etc.

Appendix A

Draft Timeline of Events

September 2009

September 9 – Classes Begin

September 14 to 18 – Welcome Week

September ?? -- New Student Convocation

September ?? -- Chancellor's New Academic Year Celebration

September ?? -- Fall Alumni Golf Event

September 28 – Anniversary of the start of the first regular term

September ?? – Open House

Other

Donor/fund-raising event (cultivation/engagement) – inculcating a sense of philanthropy on campus – starting a class gift from Class of 2009

50th Anniversary Kickoff (TBD)

Conversation on Race

October 2009

Spirit Week (Homecoming)

Alumni Football Tailgate

November 2009

Conversation on Race

December 2009

December 20 -- Winter Commencements

(two Conversation on Race events this semester)

January 2010

February 2010

March 2010

Honors Scholar and Faculty Awards (need input from the Provost – will these be separated?)

April 2010

April 10 – 50th anniversary of first open house for the community

Alumni Awards

Celebration of Student Leadership Awards Ceremony

50th Anniversary Wrap-up Party (needs to be before commencements, not too close to finals)

May

May 2 - Spring Commencements (alumni speakers? honorary degrees awarded?)

Other events/programs that could fold into the 50th:

Conversation on Race - look for a major speaker - who can provide additional financial support?

CASL Alumni Affiliate Fundraiser

Berkowitz Gallery exhibitions

Lecture Series - Academy of Retired Faculty and Staff can help

Concert in January/February

Appendix B

Brainstorming Ideas (from Coordinating Committee, open forums with student, faculty and staff, Web site)

Programs and Events

- Can elements of the celebration be worked into a class on campus, celebrating our history/culture?
- Impact of classes offered to retirees?
- Highlighting important programs: Marty mentioned the Teaching American History grant, working with local school districts, our regional impact. How do we work these kinds of programs into our celebration? What other programs are there? Math Department, School of Education, Oakwood Hospital, etc.
- How do non-academic units (athletic teams, the CDC, etc.) get involved in the celebration (e.g., with displays? other things?)
- Getting History classes involved
 - Research
 - Talking to alumni, retired faculty
- Stirton Lectures--named for first director of campus; some of recipients still living might want to be on a panel or have several lunch lectures over the year with different people giving them
- Feb. is Black History Month and March Women's History Month--lend themselves to lectures and other presentations on higher education; Susan B Anthony award might be focused on the 50th in some way
- Could an issue of the Lyceum be devoted to the campus?
- Honoring professors who have had a big impact on the campus
- Showcase ethnic diversity
- Showcase faculty, especially earliest faculty members
- Berkowitz Gallery – Do we reserve space on their calendar now? What are the connections with Joe Marks/Ed Wahl. Do we commission a glass memento for the occasion?
- Photo timeline?
- Do we work with The Henry Ford (Henry Ford Museum/Greenfield Village) on celebration, artifacts?
- Commission a piece of art
- Could we commission a poem?--there was a poem commissioned for the dedication of the CASL garden
- Could we commission a singable song about UM-D? We share the AA alma mater, but there are many songs about UM; no reason we couldn't have one; and a fan fare. Contests for words and music
- Student art exhibit

- Talking with local attractions – Henry Ford Museum & Greenfield Village, Cranbrook, Arab-American Museum – to offer discounts during special events when we will have large numbers of people on campus
- Commission a song about UM-Dearborn -- perhaps a faculty/staff/student competition?
- Showcase ethnic diversity
- EIC – culmination of a lot going on on the campus; also other “centers”: CDC, HFE, RRBO
- Using Campus Media to record key events/programs during the anniversary
- Bringing emeriti faculty back to campus.
- Do we want to consider commemorating the founding gift from Ford? How does the Estate fit in with the celebration (the evolving nature of the campus)?
- Using the meadow on the Estate for an outdoor commencement?
- President Coleman to speak at commencement in 2010?
- At Oakland University, students, faculty and staff gathered in the shape of a “50” for a photograph which is now featured on their Web site. Should we do something similar?
- Do we consider getting all previous Chancellors back on campus?
- For the 25th Anniversary, we held a banquet
- Formal gathering
 - Fund-raising aspect?
 - Wide audience
 - Perhaps based on the HFE Dinner
- Getting all alums/retired faculty involved – regardless of their geographic location
- One focal event (so efforts aren’t too scattered)
- Bill Ford, Jr. – environment; Edsel Ford – HFE, historic aspect
- Marching band from UM-AA
- Dearborn Day
- Michigan Marching Band--I think we should get the whole band and they would march throughout the campus and over to the Fairlane Ct and back and gather people from all offices and classes until we have this huge gathering to them have a concert in the open area east of computing wing (or in Field House if rain) and Fireworks--could we invent fireworks that would be visible in the daytime--a campus project
- Opening Event should include lots of things to do, like a tailgate, picnics, ribbon cutting, fireworks, etc.
- Getting former Chancellors and former key faculty and staff back on campus
- Former University presidents – getting them back on campus
- Tie in Open House to the 50th?

Alumni Relations

- Getting early alumni involved

- Getting all alums/retired faculty involved – regardless of their geographic location
- Also pushing information to alumni
- Timeline – Legacy magazine (bottom of page style)
- Families – Multiple generations attending UM-Dearborn – how to solicit those stories? (Information is captured on student applications and in Banner)
- Giving out 50 \$1,000 scholarships?
- Getting successful alumni back on campus to speak
- Collecting stories from early alums – also early faculty and staff
- Class of 1962 – graduates of earliest classes – getting them back on campus
- Major donors – what’s the integration between the end of the current campaign and the 50th anniversary?
- Informal events with alumni
- Showcase alumni in terms of metropolitan impact

History and Research

- Elton Higgs is working on a revised history to update the previous version up to the present. We need to discuss how to work with Dr. Higgs and what the book means to the celebration as a whole. Is there value to creating one volume with all 50 years into a “coffee table” type book?
- Tim has been working on collecting oral histories from faculty, and has been focusing on some of the campus’s earliest professors. We might consider ramping up this process for the 50th Anniversary.
- Video history of the campus.
- Karen Morgan as archivist for both the campus and the Estate should be a key resource for us.
- Timeline/mural depicting the history of the campus – in the UC?
- What was happening both locally and worldwide in 1959 that may have impacted our founding?
- 25th Anniversary publication (A Gift Renewed) – reprint?
- Ron Stockton/Sid Bolkosky project (notes/info from Susan Steele)

Marketing and Outreach

- What are the Web strategies we can use? Timelines, alumni histories, etc.
- Using technology to share internal information
- Video blogs
- Better promotion of our assets – HFE, EIC, CDC, etc.
- Pictures/podcasts
- Who’s who/what’s what in print/web formats – also who was who, what was what
- Get people out of their offices
 - Day of no email
 - Pair up colleges, departments – job sharing

- Calendar of anecdotes and historical facts
- Light posts should carry the 50th logo banners
- How do sustainability issues fit in – e.g., we’re trying to be responsible environmental stewards – what does that mean in terms of our next 50 years?
- Aerial shot of campus members – forming the 50th logo
- Chronicling and collecting information, stories and pictures of the 50th anniversary celebrations and how to share them after the fact – perhaps a coffee table type book?
- 50th anniversary video
- Use the number 50 as much as possible, e.g., 50 alumni, 50 up and coming students, etc.
- Changing the black commencement gowns to blue that year; include special stole with 50th anniversary logo
- Create 50th anniversary stationery? Create stickers with 50th logo for envelopes
- Putting the 50th logo on the ice in the Arena
- WFUM – PSAs about the anniversary
- Combine commencements into one big ceremony? Where could we hold it?
- Local TV/radio stations – PSAs or features celebrating the anniversary
- Speakers’ Bureau – creating a group of campus staff/faculty who can go out and talk to local community groups about the anniversary
- Special game day – around one of our athletic teams – or publicizing the anniversary at one of the AA football games
- Adding the 50th logo to our sports teams uniforms
- Retail store items – decals, clothing, etc.
- Create a “signing” wall where the whole campus community can send best wishes, ideas for the next 50 years
- Drawing on the community – Ford Motor Company, Ford family, etc.
- Who are our stakeholders? City of Dearborn, UM-AA, others? ACCESS? Other nonprofits?
- Partner with Henry Ford Community College
- What are the constituent groups that need to be involved?
- We should consider broad involvement, especially including those organizations external to the campus
- What’s the involvement/partnership with Fairlane Town Center?
- What is the impact with Governmental Affairs and our presence in Lansing? Or Washington?
- Educational partnerships with HFCC, others?
- UM Flint celebrated their 50th in '07 breaking ground for housing--do we invite them to do something here? gathering of area college presidents and provosts?
- We are very community oriented with the Government Relations work for local governments--maybe they would like to come and speak--or just highlight that at the Rouge 2008 or 09--many community leaders attend that event

- Campus programs tied to outside corporations and institutions; e.g., Roger Verhey and the Center for Math Education. How to get those entities involved with the anniversary.
- Businesses, corporations that have had big impact in terms of co-ops and internships offered to our students.
- Rouge River Project partners – who are they and how do they fit in?
- Presidents’ Council – consortium of 15 public universities.
- Proclamations from Governor of Michigan, Mayor of Dearborn, etc.
- Create a list of the 50 ways that UM-Dearborn has had an impact on the region/community
- Getting previous Michigan governors back on campus – especially those involved with the growth of the campus (i.e., state funding for new buildings)
- Working with our feeder schools – how do they fit in?
- What is Ann Arbor’s involvement?
- Tie-ins with retail stores/restaurants in West and East Dearborn – publicizing the anniversary
- Dearborn Homecoming celebration (in August); also new celebration in Dearborn called “Fall Into Dearborn,” which happens in October
- Involving elected officials from the area
- How does the City of Detroit or other communities (besides Dearborn) fit in? Tie-ins with high schools that send their students here.

Student Involvement

- Students notice the lack of physical artifacts from our past, named buildings, etc. What can we do to address this? Students are also looking for traditions. How can we use the 50th to help set some of those traditions?
- Students are interested in creating a time capsule. How do we decide what goes in it?
- The Michigan Journal celebrated its 35th anniversary last year. How do they fit in? What other student groups do we need to consider?
- Design a T-shirt contest
- Something tangible they can contribute to (not necessarily a bench or chair, but something concrete that they can see on campus when they return as alumni) – Student groups should be able to help with this
- Getting student groups involved to invite previous student group members back to the campus; worked very well for the 35th anniversary of the Michigan Journal.

Appendix C

Suggested Working Group Chairs, Liaison from the Coordinating Committee and Members

REVISED Working Groups 03 24 08

Those members who have volunteered for specific committees are underlined.

Programs and Events (previously Academic Programs, Cultural Activities, Logistics and Signature and Special Events)

Chair: Malayappan Shridhar

Liaison: Rick Straub

Suggested Members: Paul Zitzewitz, Don Anderson, Dick Moyer, Joy Beatty, Aaron Ahuvia, Chris Samfilippo, Mary Trepanier-Street, Members of Student Academic Groups, Ken Gross, Joe Marks, Melanie Sobocinski, Shelley Perlove, Barb Kriigel, Beth Taylor, Trish Schlaff, Monica Hetu, Judy Modelski, Terry Ianni, Ken Paris, Larry Hicks, Karen Holland, Kathy Herr, Gary Rodgers, Breon Moriarty, Diane Gulyas, Sue Gedert, Soraya Jeffries Patton, Monica Hetu, Michelle Barnes, Susan Rowe, Patty Raredon, Student Activities Board member, Bonnie Beyer

(NOTE: We expect this group will have one or more subgroups as it will cover a number of areas.)

Alumni Relations

Co-Chairs: Jeanette Schumacher and Rebecca Takacs, Chair, Alumni Society Board of Governors

Liaison: Tim Richards

Suggested Members: Farhan Latif, Phil Roussey (possibly as Honorary Chair), Diane Sigler, Mike Stein, Kathy Irwin, student who will still be a student in 2010, input from Greek Leadership Council

History & Research

Chair: Elizabeth Rohan

Liaison: Marty Hershock

Suggested Members: Elton Higgs, Kathy Irwin, Karen Morgan, Joe Marks

Marketing & Outreach

Chair: Cathy Staples

Liaison: Tom Baird

Suggested Members: Christopher Tremblay, Deb Peffer, Sherie Modelski, Charlene Meyers, Tim Kiska, Tim Davis, Barbara Boleck, Student AMA Members, Michigan Journal Staff, Campus Video Staff, Patty Jones, Randy Dillard, Troy Murphy, Ed Bagale,

Mike Callahan, Farhan Latif, Urana Pridemore, Alex Mish, Patty Raredon, Monica Porter

Student Involvement

Chair: Kris Day

Liaison: Amy Karaban

Suggested Members: Steve Rotta, Rich Sypula, Farhan Latif, Urana Pridemore, Karen Holland

Other Suggested Working Group Members: Bill Ford, Jr., Jim Vella, Gail Leura, Les Thornton, Steve Hamp, Becky Wyatt, Mark Steffka, Ed and Ginny Sayles