

**Rutgers University**  
**Campaign Vision Statement**  
**August 2006**

**R**UTGERS, THE STATE UNIVERSITY OF NEW JERSEY, will earn distinction among the best public research universities in the nation by enrolling outstanding students, providing a dynamic curriculum taught by a faculty of the highest caliber, and strategically pursuing academic initiatives that uniquely fit our strengths and opportunities, with particular application to New Jersey's challenges.

To ensure its place in the top tier of American comprehensive research universities, Rutgers will offer transformative programs of education and discovery that will:

- Prepare individuals for lives in a global society;
- Improve the health and well-being of people and communities;
- Nourish the human spirit and celebrate creativity; and
- Advance personal, social, and economic development, especially in New Jersey.

In achieving these goals, Rutgers will become the destination of choice for students, for scholars, and for women and men from around the world. Rutgers will provide a superior education in the arts and sciences and the professions, prepare students to function in a diverse society, and engage them in civic service. It will be a place of learning and discovery in the fundamental disciplines and in the interdisciplinary areas built on them. The campuses, facilities, and dedicated staff of this historic institution will inspire and support academic achievement and a vibrant student life.

Rutgers is contemplating a major fundraising campaign in excess of \$1 billion, by far the largest in its history, in order to advance this bold vision for the university's future. In meeting its campaign objectives, Rutgers will seek funds to support:

- Undergraduate and graduate education
- Faculty development
- Research
- Student scholarships and financial aid
- Campuses and facilities
- Community service and outreach

A great public university is an engine driving our society's highest ambitions: individual advancement, economic development, and social progress. A great university improves the human condition in ways practical and profound. Rutgers seeks to be that university.