Campaign talking points

Primary:

* At Georgia Tech, we believe in the power of technology, science, collaboration, and committed leadership to make things better for everyone.
* Georgia Tech is committed to people, to progress and service, and to our mission of **developing leaders** who **advance technology** and **improve the human condition**. Transforming Tomorrow: The Campaign for Georgia Tech will be foundational to achieving that mission.
* Over the next five years, with the support of alumni, parents, friends, corporations, and foundations, Georgia Tech can secure the resources that will advance the Institute and its impact — on people’s lives, on the way we work together to create innovative solutions, and on our world — for decades to come.
* The defining themes of the campaign are **transforming** **lives**, **transforming** **ideas**, **transforming** **learning**, and **transforming** **our community and our world**.

1. **Transforming lives:** We want to **expand access** for students from Georgia, the U.S., and around the world to attain an **exceptional education** and to benefit from all that Tech has to offer.
   * Our top priorities in this area are **undergraduate scholarships** and **graduate fellowships**. We must be able to remove financial barriers for more students and compete with top-tier universities for the best and brightest students — from all backgrounds and at every level.
   * **Program enrichment** is also vitally important, to expand and improve opportunities outside the classroom for all students, and in particular for underrepresented minority and women students.
2. **Transforming ideas:** We want to **advance innovation, entrepreneurship, and research** that creates solutions and improves the human condition.

* Phiilanthropy will enable us to recruit, retain, and develop tomorrow’s leaders. This means expanding the number of endowed **faculty chairs and professorships** and **postdoctoral fellowships**, and supporting translational **research** and the cutting-edge **facilities** that make it possible.
  + Research focus areas include sustainability, climate, and energy; human health and neuroscience; artificial intelligence and data science; and manufacturing, materials, and economic development.
* We must increase support for **student innovation and startup programs**, including CREATE-X, InVenture Prize, and campus makerspaces.

1. **Transforming learning:** We want to **support Georgia Tech’s students, faculty, and staff** by expanding opportunities for personal growth, well-being, and holistic learning on an inclusive, accessible campus.

* Philanthropic support will be invaluable in creating an environment where all members of our community can grow and learn to lead healthy, purposeful lives — enriching the lives of individuals and the community as a whole. Our top priorities are **intercollegiate athletics**, **student leadership initiatives**, **campus enhancement and beautification**, and **study abroad scholarships and international experiences**.

1. **Transforming our community and our world:** We want to **empower Georgia Tech learners to make a difference in our city, our state, and around the world** by supporting international collaboration, education, research, and commerce, while also focusing on innovative solutions and partnerships that benefit the people of Atlanta and Georgia.

* Investment in expanding our **global campuses and partnerships** is integral to Georgia Tech’s future, as is **increasing international student recruitment and scholarships**.
* We must also secure resources to strengthen Tech’s online and lifelong learning platforms and K-12 programs, including **locally focused programs** such as CEISMC, Constellations, and Project Engages.

Secondary:

* Overview of fundraising goals:
  + Student support: 35%
  + Research support: 17.5%
  + Facilities and equipment: 15%
  + Unrestricted within college/school/program: 11%
  + Program support: 9.8%
  + Faculty support: 8%
  + Unrestricted to Georgia Tech: 3.7%
* The uniquely Georgia Tech fundraising goal is **231-1 or $2,147,483,647**.
* The number **2,147,483,647 (231 -1)** is significant for several reasons:
* Mathematics: it was the largest known prime number from 1772 – 1867.
* Computing: it is the largest value that a signed 32-bit integer field can hold.
* In video games: it is often used as a hard limit for various statistics, such as money or points.
* Unix Year 2038 problem (Y2K38)\*