Since its first classes more than 145 years ago, the University of Kansas has always asked the best of its students, faculty, and staff and has devoted itself to serving the people of Kansas.

KU is a member of the prestigious Association of American Universities — the only one in Kansas, and one of only five in surrounding states with this honor.

We strive to be not only a member of the AAU, but a model member. We compare ourselves with the nation’s great public international research universities and are making changes that our peers will want to replicate.

We are undertaking new initiatives that elevate the expectations we have for ourselves, the aspirations we have for our state, and the hopes we have for the world. And they will advance our mission of educating leaders, building healthy communities, and making discoveries that will change the world.

Chancellor Bernadette Gray-Little and Colombia President Juan Manuel Santos, a 1973 KU graduate, in March 2011 at his office in Bogota
Educating Leaders

A hooding ceremony at the Lied Center, part of Commencement ceremonies on the Lawrence campus in May 2011.
EDUCATING LEADERS

ACCLAIMED EDUCATORS
To educate leaders, a university must have acclaimed professors and outstanding academic programs.

• Val Stella, honored nationally for his pharmacy research
• Robin Rowland, National Communication Association Distinguished Rhetorical Scholar
• Judy Wu, a leader in nanomaterials research whose undergraduate research assistant, Logan Wille, earned a Goldwater Scholarship for the study of supercapacitors
• Nine faculty Fulbright Scholars, the second most of any university in the nation

Professors such as these are the bedrock of a strong multidisciplinary university. They enable us to offer more majors than any other Kansas school and to have more nationally ranked graduate programs than all other Kansas schools combined.

GROWING TO MEET KANSANS’ NEEDS
We are building on KU’s academic strengths to address key challenges facing Kansas, among them critical shortages of doctors, pharmacists, and engineers.

Our most recent successes include
• Expanding the School of Medicine in Wichita and opening a four-year program in Salina in fall 2011
• Opening the School of Pharmacy’s program at the medical school in Wichita
• Enhancing teaching and increasing research at the School of Engineering, thanks to support from state, federal, and industry leaders

These and other actions will boost the economy by ensuring employers that they can create new jobs in Kansas and fill them with qualified people.

ENSURING STUDENTS SUCCEED
Our students repeatedly demonstrate their strengths. They win national competitions in fields such as art, journalism, and engineering.

This year, Kelsey Murrell was named KU’s 26th Rhodes Scholar — a greater number than all other Kansas colleges and universities combined — and 11 students earned Fulbright scholarships for international study. (See P. 6)

To continue that success, we are enhancing our recruitment of top students in and out of Kansas and now offer four-year renewable scholarships.

We are expanding opportunities, such as the 10 new academic programs that will be offered at the Edwards Campus in Overland Park, thanks to the support of Johnson County residents.

We’re implementing an early intervention system to help students who fall behind, and we are renewing the core curriculum to ensure that all students graduate with the knowledge and skills they need to succeed in their careers and lives.

Our goal is to increase the number of students who succeed in their first year and go on to graduate on time. Through such efforts, we can lead our peer universities on these and other measures central to student success.
EXCEPTIONAL JAYHAWKS

KU’s newest Rhodes Scholar hopes to deepen understanding across cultural boundaries

Kelsey Murrell, a KU senior who graduates in May 2012 with highest distinction, was awarded a Rhodes Scholarship for study at Oxford University. She is the 26th KU honoree in the history of the prestigious program. That is more than all other Kansas colleges combined.

Murrell, from Kearney, Mo., is majoring in English literature and creative writing. A participant in the University Honors Program, she is also an award-winning playwright. She plans to pursue graduate degrees in migration studies at Oxford. Her studies at KU have honed her respect for the role literature plays in the lives of people who move between nations, she says.

“Theatre and poetry throughout history have been really crucial in social resistance and rallying communities together,” Murrell said.

After her studies at Oxford, she plans to complete a doctorate in literature. She hopes to teach literature at the university level and to continue to write plays.

“I’m very passionate about teaching literature,” she said. “It has such a great role in developing cultural and community understanding that transcends national boundaries.”

GOALS

BOLD ASPIRATIONS

Over the next decade, KU aspires to:

- Increase the first-year retention rate from 79 percent to 90 percent by creating a robust first-year college experience and enacting an early intervention system to aid students who fall behind
- Increase the six-year graduation rate from 61 percent to 70 percent by strengthening the recruiting process, exploring new enrollment policies, developing a new curriculum that emphasizes undergraduate research and study abroad, and working with community colleges to enhance transfer students’ success
- Elevate its national stature by increasing the number of graduate programs in the U.S. News & World Report top 10 from 14 to 21 and reducing the time doctoral students take to complete their degrees
Building Healthy Communities

The new Center for Design Research opened in July 2011 on west campus.
BUILDING HEALTHY COMMUNITIES

ENHANCING HEALTH AND WELL-BEING
The word “health” may bring to mind research in cancer, obesity, or autism, all of which are KU strengths. But a healthy community encompasses more.

It includes sustainability, as exemplified at the new Center for Design Research, built by KU architecture students as an interdisciplinary incubator for innovations in “smart energy” products and research.

It includes the arts and humanities and contributions to job creation and economic prosperity.

And it thrives on teachers, physicians, city administrators, and law enforcement officers who participate in advanced, useful, and effective training.

FOSTERING STRONG COMMUNITIES
KU strengthens communities by creating jobs through the largest business incubator network in the state.

A new biorefining initiative, led by Bala Subramaniam, could benefit rural Kansas by tapping into a multibillion-dollar biochemical market (See P. 17).

Our communities are strengthened by our work to aid low-income schools and enhance job training programs. The work of KU professors also benefits Kansas in other ways.

- Amanda Reichard researches how preventive medicine can improve Kansas’ Medicaid program.
- Raj Bhala helps Army officers at Fort Leavenworth understand Islamic law and culture.

PARTNERS IN KANSAS’ SUCCESS
The great wealth of knowledge and expertise possessed by our faculty, staff, and students benefits Kansans. So our strategic plan calls for bringing together top scholars from across disciplines to focus on initiatives that address the challenges of our time:

- Creating sustainable prosperity
- Delivering new treatments and cures
- Harnessing the power of information technology
- Enabling communities to achieve their full potential

With the support of policymakers, we will recruit acclaimed faculty who are members of national academies to serve as foundation professors as part of these efforts. And together, we’ll work with communities across Kansas to chart a bright, prosperous future.
BUILDING HEALTHY COMMUNITIES

NEW KU PROGRAMS EXPAND PROGRAMS FOR DOCTORS, PHARMACISTS IN RURAL AREAS
KU is making real progress toward its goal of alleviating the critical shortage of physicians and pharmacists in rural Kansas by creating new programs and expanding existing ones. In fall 2011, the third campus of KU’s School of Medicine welcomed its first class of eight students to Salina, the School of Medicine-Wichita expanded to a full four years, and the KU School of Pharmacy initiated a Wichita program.

- 49 percent of practicing Kansas physicians trained at KU
- 63 percent of KU pharmacy graduates live in Kansas

SCHOOL OF MEDICINE-SALINA
Students who complete all four years of training in Salina are more likely to establish a practice in similar or smaller communities, said Dr. William Cathcart-Rake, a longtime Salina oncologist and the new school’s director. This could begin to alleviate the critical shortage of physicians in rural Kansas.

“The whole mission of the Salina campus,” Dr. Cathcart-Rake says, “is to show these young medical students that life can be good and practice can be challenging outside of the big city.”

SCHOOL OF MEDICINE-WICHITA
Since 1971 the Wichita campus has teamed with three major hospitals to provide clinical training for third- and fourth-year students from the medical center; now they will receive their entire training there. The school has about 130 faculty members and supports 13 residency programs, including many residents in family medicine and primary care.

At the new school, near the Salina Regional Health Center, students participate in lectures from the medical schools in Kansas City and Wichita via interactive television and podcasts. Clinical instruction by physicians and web-based laboratory training round out the curriculum.

SCHOOL OF PHARMACY-WICHITA
The KU School of Pharmacy in Wichita serves 20 students in a new facility added to the medical school. They will share the Lawrence campus lectures and lab sessions via video conferencing, and they also will focus on training to work in smaller communities. The annual economic benefit of the two new programs in Wichita is expected to be $80 million.

GOALS
BOLD ASPIRATIONS
Over the next decade, KU will continue to work for Kansans in all 105 counties by
- Achieving NCI designation
- Speeding deployment of discoveries
- Enhancing access to patient care
- Creating business partnerships
- Emphasizing entrepreneurship and job creation
Making Discoveries that Change the World

Aerospace students help develop a radio array at the South Pole, a project of KU’s Center for Remote Sensing of Ice Sheets
MAKING DISCOVERIES THAT CHANGE THE WORLD

CHANGING AND SAVING LIVES
In September 2011 KU applied for a National Cancer Institute designation that would reap benefits for the university but, more importantly, for patients throughout the region.

Just the effort to reach this point made new treatments available to patients through an alliance with regional hospitals.

And patients have access to new clinical trials, such as one Scott Weir and the Institute for Advancing Medical Innovation are conducting on a treatment for adult leukemia.

But these are just a part of the research, scholarship, and creative innovation that occur in every field of study at KU.

STUDYING THE FULL SPECTRUM OF KNOWLEDGE
Our research ranges from spinning electrons, receding glaciers, and school bullying to preserving the Cherokee language and helping foster children graduate from high school.

Donna Ginther’s work revealed racial disparities in NIH grant funding.

Derrick Darby was honored for his research on civil rights struggles around the world.

And Muriel Saunders showed that iPads can help visually impaired children.

These advances and more are being shared with the public and with researchers around the world, thanks to KU’s leadership in the international open-access movement.

A PATH FOR CONTINUED ADVANCES
KU discoveries benefit our society. They give undergraduate and graduate students the opportunity to work with leading scholars in their fields. And they strengthen our membership in the Association of American Universities.

Our strategic plan will enhance research by reducing barriers, increasing incentives, and providing new opportunities for doctoral students. It also will raise scholarly engagement in all departments through faculty mentorship and post-tenure review.

Comparisons with the leading research universities in the nation will serve as our measuring stick and drive our aspirations.

EXCEPTIONAL JAYHAWKS
New biorefining technology holds great economic promise for rural Kansas

A biorefining initiative under way at KU holds tremendous promise as both a dynamic new biofuels technology and as an economic stimulant for rural Kansas, says Bala Subramaniam, director of KU’s Center for Environmentally Beneficial Catalysis.

Kansas could become a leader in what promises to be a multibillion-dollar bio-based chemical industry, because chemicals from grasses and after-harvest throwaways would be significantly more valuable than biofuels such as ethanol.

Biorefineries need to be located near sources of raw materials, which would create jobs near farms and in small towns across Kansas.

“If the state captured as little as 1 percent of the current U.S. chemicals market, that would represent a $7.2 billion per-year industry in Kansas,” Subramaniam says.

Five percent of Kansas cropland, or 1.4 million acres, is sufficient to capture 1 percent of the U.S. chemicals market and would involve approximately 90 processing facilities, 8,100 direct jobs, and indirect employment for 32,000 Kansans.

KU, the Kansas Biosciences Authority, and the commodity company Archer Daniels Midland are partnering to develop the technology.
KU BY THE NUMBERS

1 National ranking for city management/urban planning and special education
— U.S. News & World Report

1 of 9 public universities with outstanding Study Abroad programs (130 in 70 countries)
— U.S. News & World Report

2 National rank for faculty Fulbright awards

3:1 Ratio of the return to Kansas for every $1 of state funding

5 National debate championships

5 National basketball titles

8 Cancer-fighting drugs in NCI drug discovery pipeline formulated at KU Out of 17 total

12 Regional hospitals in alliance with KU to provide advanced cancer care to local communities

22 Active companies created from KU research

24.9 Students’ composite ACT score. Highest in state; national average 22.2

26 KU Rhodes Scholars. More than all other Kansas universities combined

49 Nationally ranked graduate academic programs (U.S. News) More than all other Kansas universities combined

50, 105, 101 States, Kansas counties, and countries represented by KU students

345+ Degree programs

6,800 Law enforcement officers trained annually by KU

7,700 Firefighters and first responders trained annually by KU

28,718 Current enrollment

161,660 Alumni in Kansas

$72 million In scholarships and tuition grants. Most in Kansas

$225 million In externally funded grants and contracts in FY 2010. Most in Kansas

$264 million In financial aid and scholarships awarded to 19,000 students

“With solid academics, outstanding extracurricular programs, winning athletics and a stellar social scene, the University of Kansas has a bounty of opportunities for motivated Jayhawks. … KU’s academic value is hard to beat.”
— 2012 Fiske Guide to Colleges
KU’s path forward is charted by **Bold Aspirations**, our strategic plan, which you can read at [boldaspirations.ku.edu](http://boldaspirations.ku.edu)

It is supported by **Changing for Excellence**, an initiative to make KU more efficient with our resources. See details at [chancellor.ku.edu/changingforexcellence](http://chancellor.ku.edu/changingforexcellence)

And it will be sustained by our comprehensive fundraising campaign, *Far Above: The Campaign for Kansas*. For more information, see [kuendowment.org](http://kuendowment.org)

We will hold ourselves accountable by tracking our progress and comparing ourselves to other leading research universities. Because our aspirations are bold, KU needs your support and advocacy to achieve them.

Together, we will educate leaders, build healthy communities, and make discoveries that change the world.

Together, we are building a truly great flagship university.
View the *State of the University* video at

*boldaspirations.ku.edu*