

**Presidential Forum
Iowa Theater, Iowa Memorial Union
December 12, 2013**

Thank you for joining us on this cold morning for the second President's Forum of the year.

Winter has kicked in early this year, and I know that you and our students are very busy wrapping up the first semester. In this special part of the year, though, I hope everyone takes a few moments here and there to enjoy the beauty of our campus when it's wrapped in the whiteness of a new snowfall. It's easy to get bogged down in the many details of our work, so it's always good to take a break now and then and appreciate this wonderful place in which we work outside our office walls.

Hawkeye Caucus/Washington, DC Trip

I would like to start today by briefly reporting to you about our recent Hawkeye Caucus trip to Washington, DC. Some of you here today joined us, and I thank you again for helping us share our stories, successes, and priorities in the nation's capital. We are always working very hard to keep our lines of communication open and strong with our representatives and constituents in the nation's capital.

Last month, we held our second biennial Hawkeye Caucus Day in Washington, DC. About two dozen UI representatives—including Herky—engaged with nearly 300 alumni and friends as well as members of our congressional delegation and their staffs at a wonderful reception. College representatives set up tables in the Cannon House Office Building near the U.S. Capitol to provide information about our programs, public engagement activities, and alumni living and working in Washington.

During our time in DC, I also met personally with all members of Iowa's congressional delegation. I was able to stress the importance of what we do for their constituents not only here on campus but across the state. One of the key messages I shared with them is that the UI is a hub of education and discovery and relies on federal research funding from agencies such as the National Institutes for Health, the National Science Foundation, and the National Endowments for the Humanities and the Arts to fulfill our mission and achieve our aspirations.

I also had the great privilege of being one of six university presidents invited to the White House to discuss strategies for helping more academically talented students from low-income families attend college. We met with Gene B. Sperling, assistant to President Obama on economic policy. He asked us to share examples of programs that have succeeded in encouraging enrollment among low-income students. I was pleased to talk about a number of programs here at the UI.

For example, we have more than doubled the allocation of undergraduate scholarships and grant money to undergraduate students since I started as president of the UI, from \$26 million to \$53.9 million. Almost 72 percent of that money goes to high-achieving students who also demonstrate financial need. Also, last year, about 20 percent of UI's undergraduate students (about 4,300) were awarded federal Pell grants based solely on financial need.

Our Center for Diversity and Enrichment in the Chief Diversity Office offers numerous programs to support underrepresented students, first-generation students, and students from low-income families. Examples include the Iowa Edge, a pre-orientation program that helps underrepresented minorities transition from high school to college; First Generation Iowa, which provides social, academic, and service opportunities, including connecting with other first-generation college students, faculty, and staff across campus; and Iowa TRIO, which offers outreach and support programs for low-income students, first-generation college students, and students within disabilities.

Engagement with our elected officials allows us to personally illustrate our impact as a university, and I encourage you to make plans to join us as we go to Des Moines for the annual Hawkeye Caucus Day at the State Capitol on April 2nd in 2014.

We Are Phil

As you all know, we are now in the midst of our largest and most ambitious comprehensive campaign in the university's—and the state's—history. I am delighted that Lynette Marshall, President and CEO of the UI Foundation, is here with us today as our featured speaker. She and her colleagues will share with you the exciting progress we are making in this historic campaign in a little bit.

As we move forward as a university, we must become an even more adaptable, international, interdisciplinary, solutions-focused university built on 165 years of excellence and innovation. To create a university that is grounded in history and ready for the future, the power of transformational philanthropy plays a greater and greater role. Philanthropy is about partnership—and in the 21st century, our private supporters are crucial partners in the public mission of our great university.

That philanthropic partnership includes our own university community members. Since our last President's Forum, we completed the public launch of the "We Are Phil" faculty-staff campaign on campus. I am pleased to report that we had incredible support from our faculty and staff. Lynette will share with you some of the specific results so far, but I want to express my thanks to everyone who participated, especially those who volunteered within their units to spread the word about Phil.

Lynette and I work very closely together to engage our good friends in supporting this university. We travel across the country to speak to our alumni and friends about the opportunity to support Iowa. In November, for example, we visited with a spectacular group of women in Chicago for our annual Women and Philanthropy weekend. These

women are inspiring—they are leaders in their fields, and they are generous philanthropists. Lynette and I are gearing up for a busy spring with a number of outreach events, including stops in Naples, Phoenix, Los Angeles, Chicago, Des Moines, and many other cities in Iowa and around the country.

I am grateful for Lynette's leadership in our fundraising efforts, and, again, I am especially pleased to have her speak to you today in a few minutes.

Fraternal Order of Eagles Diabetes Research Center

One particular initiative and partnership that I want to talk briefly about today is the Fraternal Order of Eagles Diabetes Research Center, which will be housed in the Pappajohn Biomedical Discovery Building. This innovative research center has been made possible by the efforts of the amazing members of the Eagles organization to raise \$25 million, often literally a dollar at a time.

As you know, diabetes is a very serious public health threat, and the Eagles and their Auxiliary are deeply committed to finding better treatments because the disorder affects so many of their members and their loved ones. Our research teams are zeroing in on some very promising therapies, including one that uses induced pluripotent stem cells to cure diabetes in mice. We are on the verge of tremendous advances, and we are grateful to all of our Eagles partners for their help in this fight.

I was honored and delighted this past summer to be initiated as a member of the Fraternal Order of Eagles Auxiliary and to deliver the keynote address at their international convention in Reno, Nevada. We were proud to have other UI leaders join us at the convention as well, including Dr. E. Dale Abel, our newly hired Center Director.

Our relationship with this major philanthropic partner through the Fraternal Order of Eagles Diabetes Research Center continues to strengthen. It is the kind of public-private partnership that we are very proud of. More and more, shared missions with generous partners like the Eagles will help us achieve our goals and meet our highest aspirations.

Research Funding

While partners like the Eagles become more and more crucial to our success, our biggest research partner is the United States federal government. As I indicated earlier, when we visited Washington, DC, we impressed upon our congressional representatives how crucial federal dollars are to our research enterprise and the good that comes from them for the citizens of our state, nation, and world.

If you turn to your data sheet, you will see at the bottom of the first page that our Sponsored Program External Funding is—probably to no one's surprise—down in most areas compared to last year. I would like to take a few moments and share some

information and thoughts with you on the current situation that nearly all research universities find themselves in due to the ongoing budget and sequestration issues emanating from our nation's capital. Having said that, I also want to emphasize that there is good news to report as well.

Let me start with some numbers. You'll note on the data sheet that total sponsored research funding is down 12.5% from this time last year. Nonetheless, research productivity remains strong when looking at the number of proposals submitted and awards received. Through November this year, there have been 80 more proposals submitted than last year. The number of awards also remains high, with 43 more awards received this year through November compared to last year. In FY13, we received 2,130 grant and contract awards, the most ever when excluding stimulus-funded projects. The dip in total funding, despite a record number of awards to date, reflects nationwide trends in research funding. Due to the federal budget sequestration and the uncertainty caused by multiple continuing resolution adjustments, federal sponsors of research have reduced the grant **amount** of both new and continuing awards.

So what is the broader impact of sequestration at the UI? Total external research funding has fallen over the past four years from a high of \$466 million in FY2010 to \$424 in FY2013—but still a very impressive number. While some of the decline is attributable to the expiration of ARRA funding, non-ARRA federal funding has also declined by \$28 million over this period. NIH continues to be the largest single sponsor of research at Iowa, accounting for 40 percent of the portfolio in FY2013, down from 47 percent in FY2010 due to the effects of sequestration.

But let's also consider the national and historical context. Between FY 2010 and FY 2013, federal R&D expenditures declined by 16.3 percent. This is the fastest decline over any three-year period since the end of the space race. At the same time, federal R&D as a share of gross domestic product has declined from 1.27 percent of GDP to roughly 0.82 percent today.

While it appears the pending federal budget agreement would restore some of the discretionary funding impacted by sequestration, the outlook for federal funding for research in the near term remains subdued.

So let's look at some more bright spots. We at the UI are holding our own in this competitive environment—and I think that is quite an accomplishment. We are ranked 26th among public institutions in terms of federally financed R&D expenditures. Although overall funding fell in FY2013 as compared to FY2012, this was driven by federal declines; all other major sources of funding at the UI actually increased.

For example, funding from industry is up 7 percent. This is important not only to support the research enterprise here on campus, but also to fulfill our commitment to transferring the fruits of research to businesses in Iowa through technology transfer. In

FY13, we received funding from about 180 new sources that had not funded UI researchers previously.

These efforts on the part of our faculty are very much in keeping with Vice President Dan Reed's intention to diversify our funding portfolio and generally "play a new game" with regard to identifying new sources for research support. As part of this strategy, Dan has enlisted Lewis-Burke, a federal relations consulting firm in Washington, DC, to help our faculty proactively shape the federal funding environment. Dan's office has also inaugurated an "ideation" process this fall. Staff are working with our best and brightest faculty to identify new research frontiers that will distinguish the University of Iowa in the years ahead and attract new resources for research.

The research environment is clearly challenging at the moment and will continue to be for some time to come given the situation in Washington, DC. But we have always had a tradition of being innovative and agile in our research enterprise at Iowa, and I have every confidence that we will continue making imaginative and practical discoveries that will make life better for people across our state, nation, and world. And in fact Dan, his staff, and our faculty and staff across the university are doing just that right now.

Veterans

I would like to wrap up my remarks today by sharing with you an update and some good news regarding veterans in the UI community. I talked at some length about a year ago at this forum on student veterans and many of the issues they face. Since then, our services and our recognition have continued to develop in exciting ways.

On Veterans Day last month, I hope you were as moved as I was at the display of 6,000 American flags in the form of an "I" on the west side of the Pentacrest, seen here in these images. This wonderful display kicked off a number of Veterans Day activities, including guest speakers, a presentation of the Color Guard, and the national anthem at 11:11 a.m., the recognized moment of Armistice Day.

In addition to the somber elements typical of Veterans Day, we also celebrated with a new initiative called Veteran Vitality, in which UI veterans and service members were invited to pick up free neon-colored, Hawaiian-themed shirts to wear on that day as a way to show the world that they are veterans. These programs came courtesy of the UI Veterans Association and the Military and Veteran Student Services office.

There are currently 500 veterans, service members, and their dependents receiving GI Benefits on the UI campus today. And there are also roughly 300 staff and faculty who identify as veterans here at Iowa. If you look at your data sheet on the right, you will see that, although our veteran enrollment took a slight dip this year from last year's all-time high, we have increased our veteran student enrollment by over 130 percent in the last ten years, with a nearly 88 percent increase in the past five.

Earlier this fall, we were thrilled to hold an open house for our updated Military and Veteran Student Services office, which was first established in 2006. The office provides crucial support, but it also serves as a tremendous way to honor our veteran students' service in our armed forces and their contributions to the University of Iowa. The new office is Room 111 Communications Center, and I invite everyone to stop by if you have not visited it yet to see the wonderful things we are doing for our veteran students, service members, and anyone invested in the educational and career goals of student veterans at the University of Iowa.

Recently, Military and Veteran Student Services also joined the Center for Diversity and Enrichment within the Chief Diversity Office. The investments that the Chief Diversity Office and the university as a whole have made in our student veterans are exciting, and they reflect the value we place on their presence here at Iowa.

An important mission of Military and Veteran Student Services is to shift us from being a campus that has compassion for its veterans to one that is dependent on its veterans. Veterans are not a group who need "help." They are a group with high energy, intelligence, and independence. The new office is meant to provide support, but it's also meant to harness that tremendous energy and creativity of our veteran students for the benefit of the entire university.

The person who is leading that energy and creativity is our new full-time, permanent Military and Veteran Educational Specialist, Allen Roberts, whom we hired last April. Allen joins us from Portland State University, where he worked as the Veteran Certification Officer and Degree Requirements Specialist. While at Portland State, he received a divisional award for promoting diversity on campus. Allen has already had an impact here in the office and across campus. He has recently launched classes on Military Culture designed to increase campus awareness about the military and veteran culture at the UI as well as to discuss best practices for working with this important student population.

You may have seen an important milestone in our progress in an article in the *Gazette* the other day. We are pleased to announce that this spring, the UI will launch a new program called ICOVE, which stands for Iowa Consortium for Veterans Excellence. ICOVE is a first-of-its-kind initiative that will involve offices across campus and beyond. We are partnering with the Iowa City Veterans Affairs Health Care System to provide neuropsychiatry services for veterans who need help in their domestic transition process. The program will also put at our veterans' disposal staff who are capable of meeting their specific needs, such as employment experts and marriage and family counselors. We will also be working hard to make sure our veteran students get on an appropriate degree path and into the right classes. One feature of ICOVE is that we will help students use the education they received in the service toward a degree—for example, military leadership training could count toward a business degree, or we can help make international experience from being in the service a transferable skill.

Allen Roberts and his staff have more exciting and innovative projects on the horizon, and you will be seeing announcements about them as the months and years progress.

It is this kind of commitment to our veterans and service members that has led to the great honor of the University of Iowa being ranked sixth in the nation in *U.S. News & World Report's* first-ever guide to the "Best Colleges for Veterans." This adds to the other accolades we have earned. This year, the College Database designated the UI as a top college in Iowa for students interested in military service. And for five consecutive years, we have made Victory Media's list of Military-Friendly Schools, a designation given to only the top 15 percent of colleges, universities, and trade schools that are doing the most to embrace America's military service members and veterans as students and to ensure their success on campus.

The UI fulfills its mission best when we have a university community comprising students, faculty, and staff from diverse backgrounds and experiences. The veteran experience is crucial to a fully representative university, in its teaching, research, and service pursuits and obligations. I often say that I want the University of Iowa to be an institution that inspires as well as educates. Our UI veteran community provides us with not only an important perspective, but also unique inspiration.

Introduction of Lynette Marshall

Let us turn our attention again to the success we are achieving with the "For Iowa. Forever More" campaign. I am delighted that we have with us today some folks who will update us on the campaign progress so far as well as inspire us to remember what these efforts are all about. Please welcome Lynette Marshall, President and CEO of the University of Iowa Foundation.