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MEMORANDUM

TO: Gary Krenz, Co-Chair, Bicentennial Planning Committee
Howard Markel, Co-Chair, Bicentennial Planning Committee

FROM: Lin Rockwell Cargo, Associate Executive Director, Office of Advancement & Bicentennial Unit Liaison, College of Engineering

DATE: January 10, 2012

RE: Unit Plans for Bicentennial

The following information is sent in response to your January 5, 2012 e-mail to Bicentennial Unit Liaisons.

Has your unit developed plans, begun planning or held preliminary discussions about the Bicentennial?

In March 2010, Robert J. Vlasic Dean of Engineering David C. Munson, Jr. enlisted a group of 11 faculty members and staff within the College of Engineering to serve on a Bicentennial Planning Task Force to "chart out ideas" for Engineering's participation in the 200th anniversary of the University of Michigan in 2017. The fourth and final meeting of the task force was held on January 11, 2011.

Two sub-groups of the task force were formed: one to make recommendations focused on Honors & Recognition and One-Time Projects; the other to make recommendations focused on Academic Programs & Research and Campus of the Future.

In the end, seven action items were agreed upon, with suggested staff leads identified and start and completion dates articulated. The action items are as follows:

1. Hire a consultant to develop a plan for how to gather, organize and present information on top technical and societal impacts in the College of Engineering's history.

2. Digitize/archive photos and other memorabilia to preserve the College of Engineering's history.

3. Establish permanent, consistent "displays" at the entry way of each department's public entrance, presenting the impact and achievements of that department and tied to the walking tour.

4. Establish one or two high-impact goals for the College and departments to complete, with 2017 as the end date.

5. Organize a Cultural Arts Series with other North Campus units including a public art contest and concert series in the amphitheatre, organized by decades and including an international component.

6. Plan an event for 2017 (or other ideas before or after 2017) that will set a record and garner incredible media attention (societal impact) for Engineering or North Campus.

7. Through a multidisciplinary design project, have students design a campus of the future that addresses how they would want their children to learn, discover, grow and collaborate.

What suggestions do you, or others in your unit, have about University-wide Bicentennial activities that you would like us to bring to the Bicentennial Planning Committee?

1. Engage someone like Ken Burns to do a PBS type video promoting the achievements and societal impacts in the University's history.

2. Invite students to work with faculty to design a model for a Campus of the Future as a way to engage students in the Bicentennial process.

3. Use Burton Tower as the backdrop for a special effects light show to kick-off or conclude the Bicentennial. This could be a class project and another way to engage students in the Bicentennial process. See http://vimeo.com/16502344 for a video of what was done for the 600th anniversary of the astronomical clock using the Clock Tower in Prague.

LRC/dt

CC: James Holloway, CoE member, Bicentennial Planning Committee