Mr. Jefferson’s University Should Own and Restore the Study of the American Presidency

Campaign Goal: $35-$50 million
Why does the **Presidency** matter?

- Public Priority
  - 18th C. American Innovation
  - 21st C. Broken Government
- Academy neglects Presidents
  - Under-taught
  - Under-researched
Who will own and restore?

Institute for Presidential Studies

Miller Center Endowed Chairs
- Director of Institute
- Oral History Chair
- Recordings Chair

Pan-UVA Endowed Chairs
- Batten – public policy
- College – history/politics
- Law/Darden/Curry – constitution, executive management, civic engagement
- Center for Politics
Who will listen?

Public
- Public officials
- CEOs, Opinion leaders
- Active citizens

Academy
- Students
  - Undergrads (College and Batten)
  - Professionals (Law and Business)
  - Leadership & continuing ed
- Researchers
  - Politics/History
  - Public Policy scholars
  - Law/Business
How will we reach them?

- **First Year: POTUS 2017**
- **Presidential Ideas Festival (2019)**
  - Convene U.S. Presidents
  - Convene Premier Universities
    - Stanford – Hoover Institution
    - Harvard – Kennedy School
    - Princeton – Wilson School
    - U. Texas – LBJ School
    - U. Michigan – Ford School
  - Address and Engage Students
    - courses, curricula, materials
    - digital broadcast capacity

- **Campaign Goal: $35-$50 million**
  - $10 million to endow institute
  - $15-$25 million to endow chairs
  - $10-$15 million for operating budget