

## Be Part of the Solution.

Join colleges, universities, associations, and others in supporting this critical effort.

- Please call me.  
 Please send me information.  
 Count my institution in. Send me an invoice.  
    \_\_\$1,000 \_\_\$2,000 \_\_\$5,000 \_\_\$10,000 \_\_\_\_\_Other

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Institution \_\_\_\_\_

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City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Please detach and mail to:  
**Solutions for Our Future**  
c/o American Council on Education  
One Dupont Circle NW  
Washington, DC 20036-1193  
(202) 939-9456  
Or fax to: (202) 785-2990

## The Solutions for Our Future Campaign

### OUR GOAL

To create a national grassroots campaign that refocuses Americans on the value of higher education, its role in shaping our innovators and leaders, and its importance to our future prosperity, well-being, and competitive edge.

We will remind America that we continue to reap benefits from the great investment our country has made in higher education and research in the decades since World War II and Sputnik. And we will make it clear that the continuing health of our nation will depend on how well we maintain this commitment to our institutions of higher learning.

We look to our colleges and universities to expand the frontiers of knowledge and learning. That is what brought us to global leadership, and it remains the critical solution for our future.

# SOLUTIONS FOR OUR FUTURE

A National Project to Demonstrate  
How American Colleges and  
Universities Serve the Public

For more information and to get involved,  
please contact:

Solutions for Our Future  
American Council on Education  
One Dupont Circle NW  
Washington, DC 20036  
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solutions@ace.nche.edu

[www.solutionsforourfuture.org](http://www.solutionsforourfuture.org)



AMERICAN COUNCIL ON EDUCATION  
The Unifying Voice for Higher Education

**SOLUTIONSFOROURFUTURE.org**

# SOLUTIONS FOR OUR FUTURE

A National Project to Demonstrate  
How American Colleges and  
Universities Serve the Public

**Colleges & Universities  
Prepare the People  
Who Solve the Problems  
& Teach the People  
Who Change the World**

**SOLUTIONSFOROURFUTURE.org**

## Higher Education's Value to Society

College is a milestone, an achievement, a symbol of hard work and the American Dream.

But it's also much more. Higher education is far greater than individual gain. It is about something larger and deeper for all of us. In the international world of the future, our standard of living and America's place in the world will depend on people, Americans who are better and more fully educated than ever before.

It's about the research scientists who explore the oceans . . . the university labs that find cures for disease . . . the schools that train the engineers and architects who plan our cities and build our homes . . . the historians who uncover our past . . . the physicists who make sense of matter . . . the anthropologists who study culture . . . the economists who detect market trends . . . and the writers who teach our journalists and authors.

Colleges and universities are all of this . . . and more. We depend on higher education to produce the knowledge and innovation we need to build our country, train our leaders, and enrich our lives. It is vital to our society and to our national interest.

**Solutions for Our Future** is a public awareness campaign to remind America that higher education is one of our nation's greatest resources.

This campaign will come alive through:

- National television and newspaper advertising.
- Extensive media outreach, interviews, and article placement.
- Newspaper columns and editorial board meetings.
- An interactive and creative web site, along with links throughout the Internet.
- A nationwide grassroots network of participating colleges and universities.
- Meetings with civic and business leaders.
- Involvement of students, parents, alumni, faculty, and college administrators.

## Making the Campaign Possible

### DIRECTING THE CAMPAIGN

**Solutions for Our Future** is run by the American Council on Education (ACE), the major coordinating organization for all the nation's higher education institutions. Headquartered in Washington, DC, ACE has long served as a source for new ideas about the role of higher education in our dynamic and changing society.

Working with ACE to help guide **Solutions for Our Future** is a distinguished National Advisory Panel, including representatives of other higher education associations, as well as campus, corporate, and community leaders.

### PARTNERS IN THE CAMPAIGN

Strength and backing for the Solutions campaign will come from the active engagement of partners and supporters both inside and outside academia. Especially important is the support of business and civic leaders, who know how much higher education contributes to their own enterprises and our nation as a whole.

A major TV news network and a national newspaper have agreed to contribute in-kind advertising to this campaign. Primary funding for Solutions will come from ACE. Other partners include many major higher education associations, the Educational Testing Service, the College Board, the NCAA, TIAA-CREF, Campus Compact, and hundreds of colleges and universities all around the country. A list of contributors may be found at [www.solutionsforourfuture.org](http://www.solutionsforourfuture.org).

Be part of the solution. Support **Solutions for Our Future** and ensure the future of one of our nation's critical resources.

- In 2004, 462 start-up businesses were formed based on the inventions of professors and students.
- In 2004, 36% of people aged 25 or older with a bachelor's degree or higher volunteered to perform some type of community service, compared with 21% of people whose highest level of education was a high school diploma.

A few of the breakthroughs attributable to university-based research:

- Advances in open-heart surgery and development of the pacemaker.
- Child-proof safety caps.
- Digital signal processing, used in CDs, cellular phones, computer hard drives, new cars, radar and sonar, and medical diagnostic equipment.

In the United States, for every 100 ninth graders . . .

- **67** graduate from high school.
- **39** enter college.
  - Of those, **26** are still enrolled by their sophomore year.
  - **18** graduate with an associate degree within three years or with a bachelor's degree within six years.

We cannot expect to remain economically competitive in the international economy without increasing our educational capital by increasing achievement levels across the educational pipeline.