



The Campaign for
TUSKEGEE UNIVERSITY
SOLVING THE WORLD'S MOST COMPLEX PROBLEMS



BOOKER T. WASHINGTON
1856 1915

HE LIFTED THE VEIL OF IGNORANCE
FROM HIS PEOPLE AND POINTED
THE WAY TO PROGRESS THROUGH
EDUCATION AND INDUSTRY

...TION AS WE
...RIFY LABOR





The world needs Tuskegee. Tuskegee needs you. Tuskegee University was born from a bold vision—one that reimagined education not merely as a pathway to self-improvement, but as a force for community advancement and nation-building.

When Founding Principal Booker T. Washington arrived in Tuskegee, Alabama in 1881 to start what would become one of the most influential historically Black universities in America, he was only 25 years old. With the help of co-founder Lewis Adams and little more than \$2,000 in state funding and a one-room schoolhouse, they began building an institution that would endure for generations and impact the world.

Our founders' vision, grounded in self-reliance, service, and educational excellence, formed the bedrock of Tuskegee's mission. Before long, Tuskegee became renowned as a place where young Black men and women could gain not only academic and technical training but also a deep sense of pride, purpose, and agency.

That spirit still defines us.

For more than 140 years, Tuskegee University has stood at the intersection of innovation and socioeconomic mobility. From developing sustainable agriculture solutions for rural America to training generations of scientists, engineers, pilots, architects, and military leaders, we have helped shape the future—often from the margins, always with excellence.



An Inspirational *Past*. A Promising *Future*.

We've never been content to simply participate in history; we've helped write it. We prepared the famed Tuskegee Airmen as top aviators to help the Allies to victory in World War II.



We led groundbreaking research in biomedical science and continue to advance lifesaving research and fight for health equity in underserved communities. And today, we provide a hungry world with intellectual capital and human talent. Tuskegee alumni are leading in boardrooms, laboratories, classrooms, and communities across the globe.

Now, we stand at a new turning point.

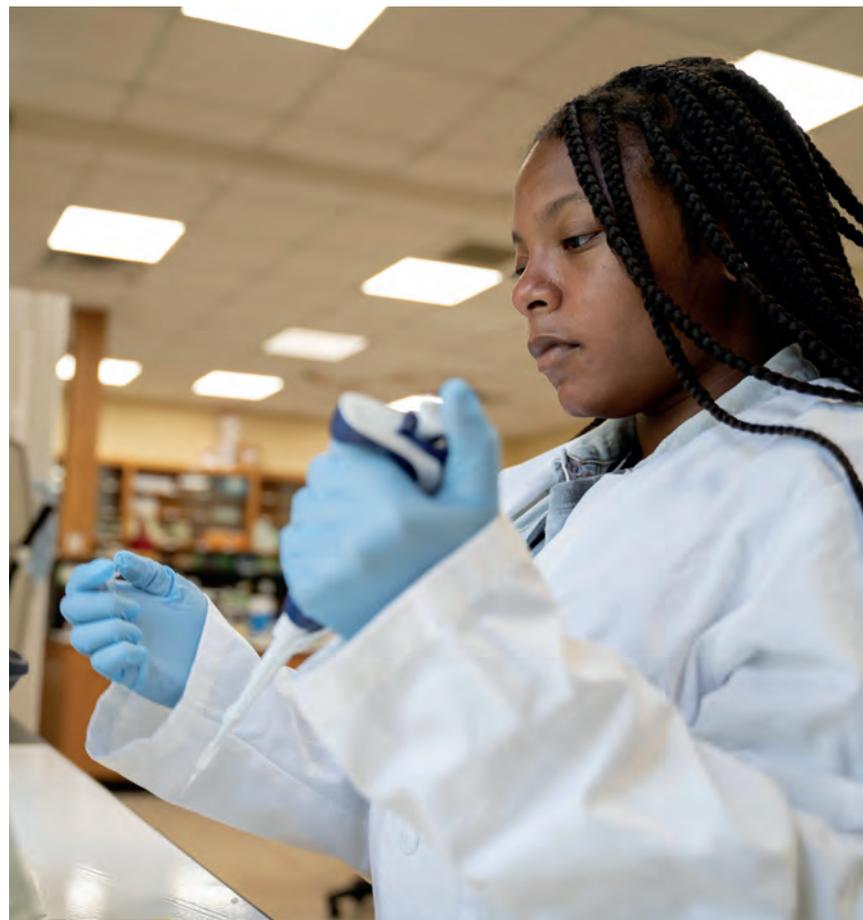
As it has at several points in our history, the very world we all live in faces urgent, complex challenges. **Once again, Tuskegee is called to lead.** We believe that the solutions to these challenges will come not only from the nation's



most privileged institutions, but from those who have long understood what it means to build under pressure, create scalable solutions, and lead with both intellect and heart.

This \$300 million campaign—*The Campaign for Tuskegee University: Solving the World's Most Complex Problems*—is our collective opportunity to shape the next chapter. It is an investment in our mission, our students, and our ability to lead boldly and serve faithfully.

Join us as we honor our past and invest in a future worthy of Tuskegee's legacy.







Now is the time.



Our world is at a pivotal juncture. Myriad global challenges including a severe shortage of technically skilled professionals demand innovative solutions and visionary leadership.

Here at home, the demand for engineers and aviators, healthcare professionals and social workers, and a robust, disciplined military is increasing. Public funding models continue to evolve, and philanthropic investment will play an increasingly significant role in the advancement of our institution and its mission. At Tuskegee University, we recognize this moment as the moment to boldly announce our intention to address these complexities head-on and be of service to our country and the world.

Current challenges require immediate action.

- **Technological Evolution:** The rise of artificial intelligence and digital technologies means the world needs a workforce adept at leveraging these tools ethically and effectively.

- **Healthcare Disparities:** Persistent inequities in healthcare access and outcomes call for comprehensive research and community-based interventions.
- **Scalable Educational Access and Workforce Development:** Ensuring access to quality, practical education for all was part of our founders' vision and remains a cornerstone for societal advancement.

Tuskegee's unique position—rooted in a legacy of service and excellence—equips us to lead in these areas. Our interdisciplinary approach, combining rigorous academics with community engagement, positions us to develop comprehensive solutions that resonate globally.



Tuskegee is the *place*.

Tuskegee University is more than an institution—it is a movement.
A place where education is not simply the transmission of knowledge, but a catalyst for transformation, innovation, and leadership.

Founded to empower newly emancipated Black citizens through self-reliance and learning, Tuskegee continues to embody the belief that education is the surest pathway to social and economic mobility in the United States and, by extension, around the world.

A Legacy of Leadership: Tuskegee has always been at the forefront of history. From the scientific breakthroughs of George Washington Carver and athletic ceiling breakthrough of Alice Coachman; from the award-winning literary works of Ralph Ellison to the visionary media empire of Keenan Ivory Wayans, this university has produced trailblazers whose impact reverberates across generations. Today, Tuskegee remains an incubator for thinkers, innovators, and changemakers—individuals shaped by a deep sense of purpose and service.

A Commitment to Excellence: Across disciplines, Tuskegee students are challenged to think critically, lead ethically, and serve selflessly. Our academic programs—recognized nationally for their quality and outcomes—prepare graduates not only for successful careers, but for meaningful lives. Whether in engineering, veterinary medicine, nursing, or architecture, Tuskegee cultivates excellence through rigorous curriculum, hands-on learning, and faculty who are both scholars and mentors.

A Culture of Community Engagement: Our mission has always extended beyond the classroom. Tuskegee integrates research with real-world application, centering the needs of local, national, and global communities. Our initiatives in engineering, agriculture, public health, business, and



sustainability are intentionally designed to uplift those most in need. We believe that knowledge must be in service to humanity and be practically useful to contemporary and future national needs.

You are our partners.

Why should you invest your philanthropic dollars in this campaign? Because the future of Tuskegee—and the future of this nation and the world—is shaped by those who believe in the power of education to change lives. Your support fuels merit scholarships that open doors for talented, hardworking students, many from underrepresented and underserved

backgrounds. It sustains the research that leads to breakthroughs in health, science, and technology. It builds the environment where ideas are born and communities are strengthened.

When you invest in Tuskegee, you stand with a university that has always worked in the interest of the nation and for the greater good.. You become part of a powerful legacy—one that is rooted in the belief that education is essential and that from within Tuskegee's halls will come the leaders who solve the world's most complex problems.

Together, we can honor the past and invest in the future.



Cornerstones: Investing in the Future of Tuskegee University

The Campaign for Tuskegee University centers on four pillars that collectively support the university's long-term vitality, relevance, and impact. Each one addresses strategic priorities essential to advancing Tuskegee's mission in the 21st century and beyond.

ACADEMIC EXCELLENCE AND WORKFORCE PREPARATION

Tuskegee University has long stood at this forefront, producing generations of graduates who not only succeed professionally, but also lead with purpose. This campaign will allow us to make targeted investments in faculty, research and programming, thus propelling us on the road to designation as a Carnegie "R2" institution of "High Research Spending and Doctorate Production."

Endowing faculty positions is central to this vision. These endowed roles will enable Tuskegee to recruit, support, and retain outstanding educators and scholars who are deeply

engaged in their fields and dedicated to student success.

With these endowed chairs, we will build a vibrant academic environment where teaching and mentorship flourish, and where experiential, inquiry-driven learning prepares students to tackle the real-world challenges ahead.

Beyond the classroom, Tuskegee will expand its interdisciplinary research efforts through on-campus centers focused on critical issues like health disparities, sustainable agriculture, and technological innovation. These areas reflect both our historical strengths and our capacity to lead on matters of global consequence. By investing in research, we position Tuskegee as a catalyst for solutions that serve



communities both locally and globally. By investing in research, we position Tuskegee as a catalyst for solutions that serve communities both locally and globally.

Finally, this campaign will result in the development of industry-appropriate certifications, badging, and meaningful internships that bridge the gap between the academic and the practical, efficiently supplying adept professionals to a world that desperately needs them.

CAMPUS RE-ENVISIONING AND REVITALIZATION

Tuskegee's physical campus is more than a collection of buildings—it is a living symbol of our heritage, ideals, and progress. Much like the hand-made bricks crafted by students in our early years, the campus today must reflect the resilience and ingenuity that define Tuskegee.

This campaign will build world capacity...

- By funding vital **infrastructure upgrades**, including the modernization of classrooms, laboratories, and residential facilities. These improvements will ensure that students, faculty, and visiting researchers will have access to cutting-edge spaces for learning, collaboration, and community-building, aligned with the expectations of a 21st-century academic environment.
- By safeguarding the architectural legacy of Tuskegee University — being a national historic site — we are adapting it for current and future use. For example, Moton Hall will soon become an experiential-learning

Visitor Center, welcoming tourists, visiting scholars, and potential community members to our historic campus even as it trains the next generation of in-demand hospitality workers.

- Another renovation on University Avenue will house a **global center for research and development** inspired by visionary alumnus and inventor Lonnie Johnson. At present, Tuskegee University is already making tremendous strides in the effort to find cures for virulent breast, cervical, and prostate cancers. Imagine the progress Tuskegee researchers and students can make with additional capacity and support!
- By refurbishing and enhancing the **Kellogg Conference Center and Hotel** to provide space for cutting-edge research. Tuskegee University will attract scholars from around the globe to academic conferences and symposia targeting real-world issues and problems as they arise.
- By building new facilities, such as a **new state-of-the-art veterinary teaching hospital and small animal clinic**, that will answer that call and provide much-needed capacity in high-demand programs. From Engineering to Nursing and Social Work, Tuskegee will soon be training new professionals in upgraded, highly functional training facilities.

Through these campaign-fueled efforts, Tuskegee University will construct a future rooted in tradition, driven by innovation and addressing the urgent needs of a rapidly changing world.



Community



Tuskegee University's students—intellectually gifted, purpose-driven, and resilient—are the heart of our mission. Yet even the most capable students need support to thrive in today's demanding world.

COMMUNITY

Through this campaign, we will strengthen the support systems that empower every Tuskegee student to succeed—academically, personally, and professionally.

We are committed to educational access. Endowed scholarship and annual fund gifts to financial aid will ensure highly qualified, eager students will be able to afford a Tuskegee University education without becoming part of this country's \$1.7 trillion dollar student debt crisis.

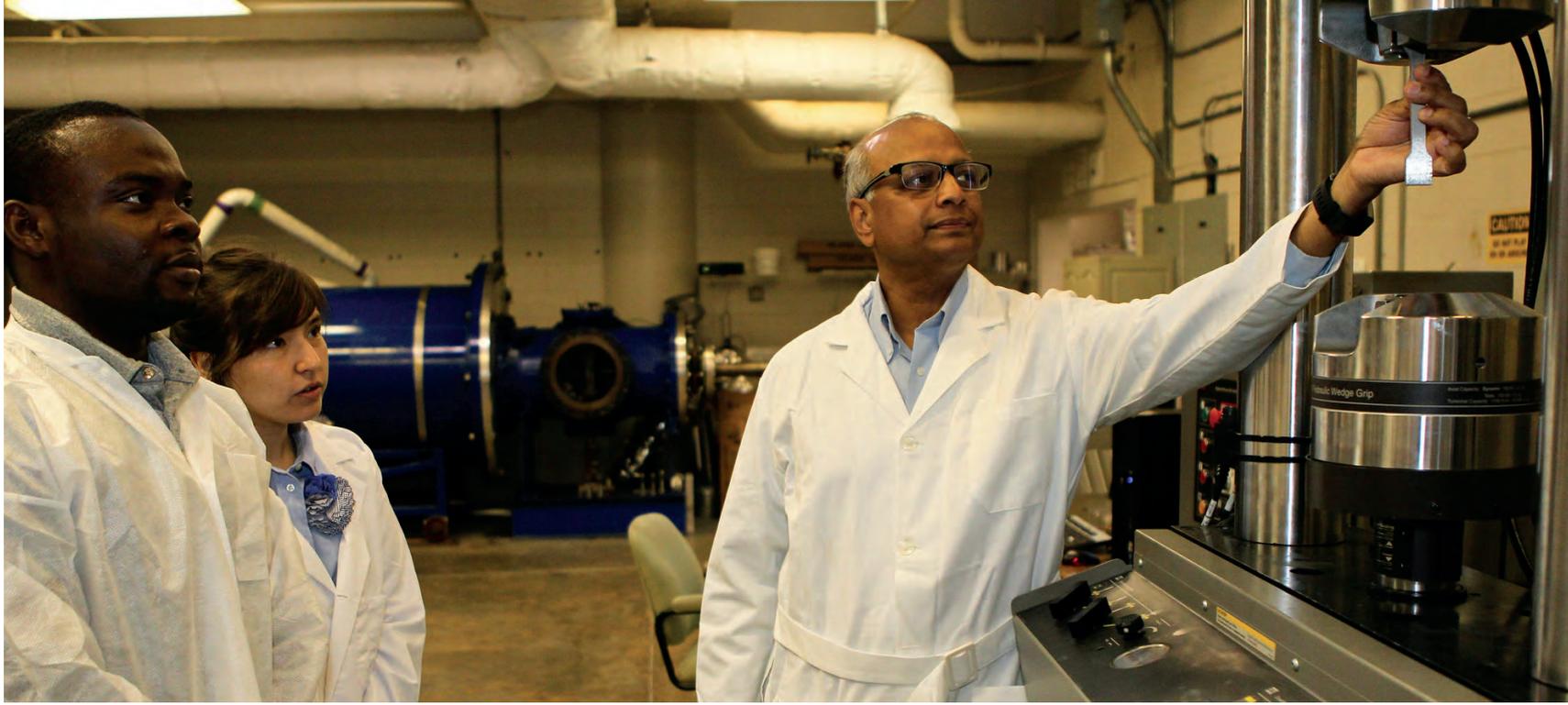
We are committed to expanding services that promote student well-being and achievement. This includes investing in peer and faculty mentorship programs that provide guidance and connection; and building out career readiness initiatives that offer internship placement, job search support, and exposure to diverse industries. These efforts help bridge the gap between education and employment, ensuring that our graduates are not only prepared for the workforce but positioned to lead and make meaningful contributions in their fields.

At the same time, Tuskegee's alumni—visionaries, trailblazers, and changemakers across the globe—are a vital part of our community. Their continued involvement helps build bridges between generations of Tuskegee scholars and amplifies our impact.

In the future funded by this campaign, a variety of strategies including digital outreach will make it clear to an interested nation that *Tuskegee makes a difference*. Its status as a National Historic Site will be better recognized and revered. Visitors flocking to our campus will leave with a full understanding of this university's critical role in solving the world's problems *not just historically but now and in the future*.

SUSTAINABILITY

Sustainability is central to Tuskegee's future—financially and operationally. This campaign seeks to significantly grow our endowment and streamline our operations, providing a solid foundation for long-term institutional stability and innovation. These accomplishments will allow us to offer



more scholarships (thus decreasing student debt by 50% over the period of the campaign), seed innovative academic and research initiatives, and respond nimbly to challenges and opportunities in an ever-changing landscape.

These efforts are not only cost-effective; they model responsible citizenship for our students, aligning with our legacy of leadership in solving real-world problems.

Together, these pillars chart a path forward that is bold, sustainable, and student-centered — grounded in Tuskegee's proud history and designed to solve the world's most complex problems.



Dear Friends:

Tuskegee University is poised at the beginning of its very own Renaissance.

As the 10th President and the first alumnus to lead our beloved institution, I am both

honored and humbled to be taking

the helm of Tuskegee University during this bold step forward.

Today I invite you to join me as we take our first steps into this exciting period of rebirth and renewal.

Our founders faced seemingly insurmountable odds, yet they persevered, laying the foundation for generations to come. Today, we are called to build upon that legacy, to confront the challenges of our time with the same courage and determination.

The Campaign for Tuskegee University is not just a fundraising initiative; it's a call to action—a rallying cry for all who believe in the power of education not only to change individual lives but to shape the future of the very world we share.

I invite you to join us in this endeavor and help us re-ignite The Tuskegee Experience. Your investment in this campaign will empower students, advance research, and ensure that Tuskegee continues to be a beacon of hope and progress even as it produces practical solutions to the world's most complex problems.

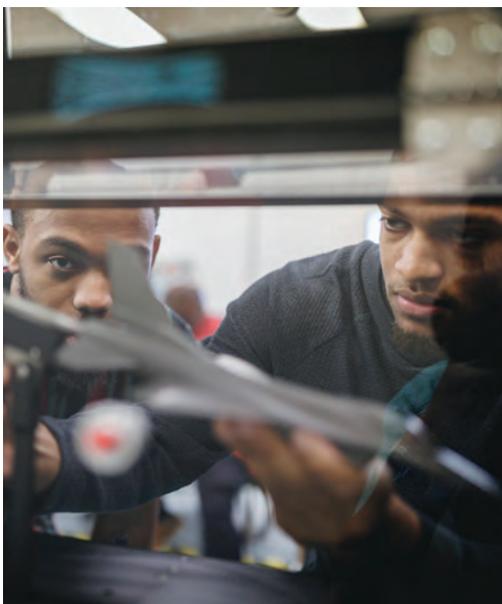
Mother Tuskegee has always been more than a school. She is a symbol of resilience, innovation, and unwavering commitment to excellence. Together, let's honor our past while investing in our future. Let's do it The Tuskegee Way.

With gratitude,

Dr. Mark A. Brown '86

10th President and Chief Executive Officer

Tuskegee University



A stylized graphic on a red background. It features two figures: one in the foreground, a man in a suit and bow tie, and another figure behind him, possibly a woman, also in a suit. The figures are rendered in a dark red color with white outlines, creating a silhouette effect. A vertical yellow bar is positioned to the left of the text.

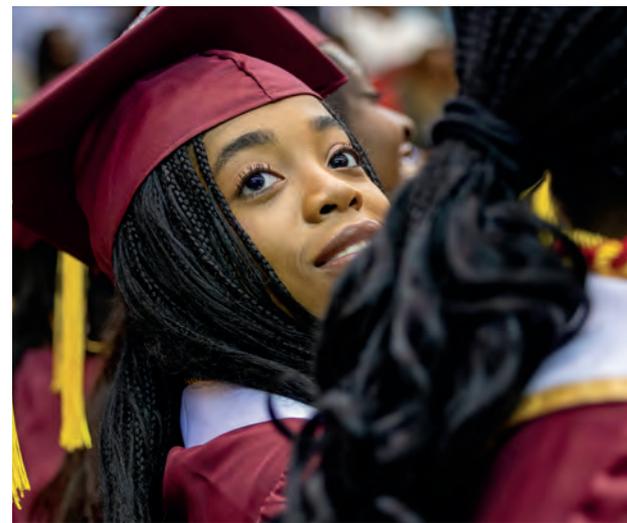
Tuskegee University's mission is to advance knowledge, leadership, and service through teaching, research, and outreach programs, focusing on developing human resources and preparing students to be leaders in the global community, ready to solve the world's most complex problems. This campaign will ensure the capital, human, programmatic, and financial resources needed to continue and expand this crucial work.



Honoring Our Past...



...Investing in Our Future



Lead the Way, the Tuskegee Way.

For more information or to discuss how you can support The Campaign for Tuskegee University, please contact:

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Honoring Our Past...Investing in Our Future

#theTuskegeeWay



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UNIVERSITY