

Bass Connections

To prepare students to lead in a fast-changing world, universities must evolve. Bass Connections, an innovative new campus-wide program, will channel Duke's entrepreneurial spirit, unique culture of collaboration, and tradition of applying classroom learning to pressing global problems to create a distinctive new model for education.

A university education has traditionally involved students choosing a major and building mastery in one particular area of study. In the past, that model served most students well. But the time has come to rethink how we educate students to provide them with the tools to tackle complex issues like improving global health, meeting the world's growing energy needs, and forging a more environmentally sustainable path for our planet.

Bass Connections will be one of the most visible ways that Duke answers this key question: How can we ensure that a university education remains a relevant and powerful way to launch students into the world they will inhabit?

By providing students at all levels with a problem-focused educational pathway that extends beyond a traditional major, we will both set Duke apart and extend our commitment to knowledge in the service of society.

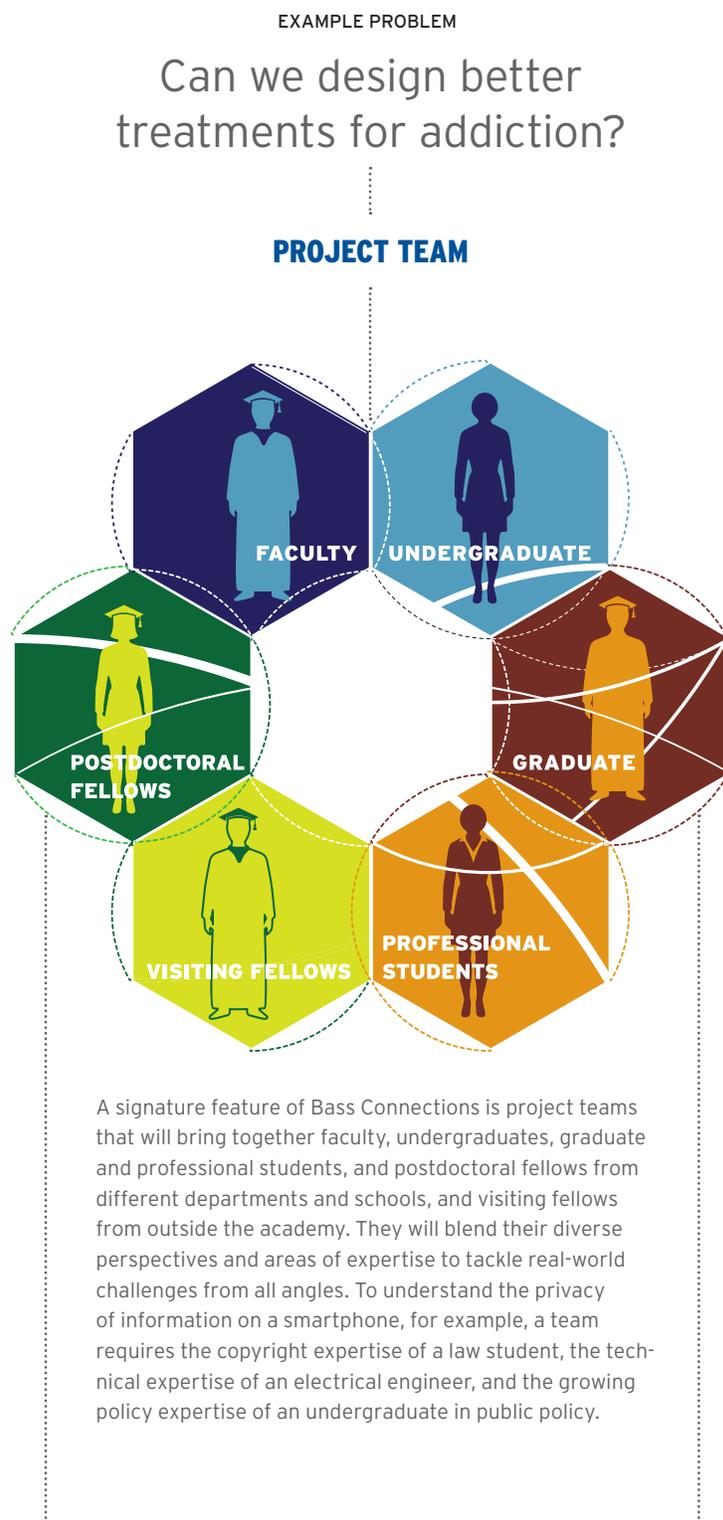
This exciting new program will be a signature accomplishment of the Duke Forward campaign and a new reason for top students and scholars to choose Duke. And now, through a special giving challenge, our alumni and friends can play a vital role in shaping and building this transformative program to its full potential.

Transforming Education to Meet the World's Needs

We must teach students to work in diverse, dynamic teams with counterparts around the globe, and we must endow them with the knowledge and skills to address the major challenges facing our society. Bass Connections—scheduled to launch in Fall 2013—will provide students at all levels with purposeful opportunities to do just that. Participating undergraduates, graduate and professional students, and postdoctoral fellows will still get the rich grounding in a discipline that traditional majors and graduate programs offer. But they will also have a chance to both explore big questions more deeply and broadly and to get in the trenches to work toward solutions.

How it works: Program participants will continue to have a departmental base of operations through a traditional major or program track, but they'll also embark through a flexible path of courses and immersive co-curricular experiences designed to illuminate big questions from multiple angles. Bass Connections programming—which will range from innovative short courses to project teams that will bring students, faculty, and visiting scholars together to work on real problems—will concentrate around five broad “problem-solving” areas. These initial focal themes represent areas of inquiry where we believe Duke can lead the way in finding solutions and preparing the next generation of students to make meaningful contributions to their fields.

Some themes are linked to existing institutes or campus-wide initiatives; others open up fresh areas of interdisciplinary teaching and scholarship. New themes will be developed and others retired over time as society's needs and Duke's strengths evolve. In each case, Bass Connections will provide the structure and resources for our students and faculty to pursue—together—answers to the key questions that can make a difference in our world, now and in the future.



Tackling the Most Pressing Global Challenges

Bass Connections builds on one of Duke University's greatest strengths—this is a place where the barriers to collaboration in scholarly research and education are low. The program will build still more bridges among fields, enabling us to offer students new or strengthened courses and educational activities in areas related to Bass Connections themes. Over time, the themes will change, but the purpose of the program will endure: graduating students poised to make a meaningful difference in our world.

BASS CONNECTIONS THEMES AT LAUNCH

BRAIN & SOCIETY

At the most basic level, complex and intractable problems ranging from financial crises to addiction to social inequality stem from individual decision making. So how do we encourage people to make better choices for themselves and for our society? Scholars at Duke are translating brain research on cognition, emotions, and decision making into new approaches for addressing collective challenges—and for understanding what makes us human.

EDUCATION & HUMAN DEVELOPMENT

Though the world has changed dramatically since the nineteenth century, our basic approach to education and human development hasn't evolved much. At Duke, scholars are changing that. We are working to generate the data, tools, and practices that will help us raise our children—in schools, in families, and in communities—to contribute and thrive in today's interconnected global society.

ENERGY

From investigating what compels consumers to buy more efficient vehicles to discovering ways to help companies make long-term projections and investments under uncertain energy conditions, Duke scholars are exploring the technologies and amassing the information that can inform smarter decisions about energy development and use—as well as producing leaders and practitioners who will be on the vanguard of this rapidly changing field.

GLOBAL HEALTH

In many places, people don't have access to doctors, hospitals, medications, and even information about the prevention of disease. As many as 21,000 children die every day from preventable or treatable illnesses like malaria, diarrhea, and tuberculosis. Good health is a key to global stability, and Duke is playing a pioneering role in the quest to address problems like these and improve health worldwide.

INFORMATION, SOCIETY & CULTURE

Rapid advances in information technology over the past few decades have yielded unprecedented amounts of data about how we live. But how can we mine this wealth for insights that help us effectively tackle significant social challenges? Using the latest computational methods, Duke scholars and students will work on problems ranging from modeling environmental change to tracking diseases through urban populations to understanding the emergence of new social networks.

BASS CONNECTIONS FOR DUKE LEARNERS AT ALL LEVELS

Undergraduates, Graduate, Professional and Doctoral Students, Post-Doctoral Fellows

Within each theme, Bass Connections may offer degree programs, concentrations, tracks, and certificates that provide a structured way to...

- > blend classroom learning with hands-on experience
- > focus on global issues and experiential opportunities
- > work collaboratively in teams that include faculty, students at all levels, and visiting experts from outside the university on complex problems and projects
- > dive into a topic from multiple angles through courses linked across fields
- > discover new avenues to explore through gateway courses
- > participate in summer internships, field trips, community service projects, workshops, and other experiential learning opportunities around campus and around the world
- > chart an individual learning path, with ongoing guidance and support, framed around an interest in making a difference
- > graduate well prepared to address future professional and personal challenges, and for leadership in business, government, academia, and other settings

Rising to the Challenge

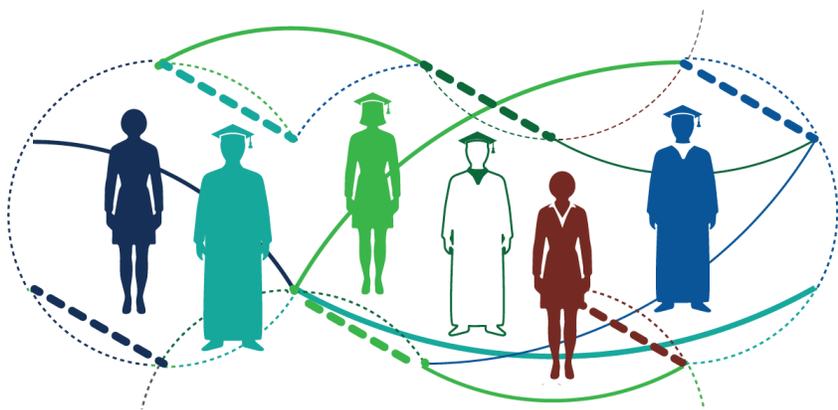
YOUR GIFT'S IMPACT GROWS THROUGH THE BASS CHALLENGE

Anne and Robert Bass are the visionary philanthropists who launched Bass Connections through a \$50 million gift, including a generous **\$25 million matching gift challenge** to encourage other Duke friends and alumni to participate in shaping this transformational program.

The Basses will **match one dollar for every two dollars you contribute** (a 1:2 match) in endowment or expendable gifts from \$100,000 up to \$2 million. You can designate your gift to Bass Connections as a whole and further restrict it, if desired, to a specific school. Initial preferences for a theme may also be expressed. This is an extraordinary opportunity to multiply the impact of your generosity while helping to shape the history of educational innovation at Duke University.

HOW WILL YOU HELP TRANSFORM HIGHER EDUCATION?

- > Contribute to the Bass Connections Education Fund
- > Establish a named professorship
- > Endow a graduate fellowship
- > Sponsor an interdisciplinary research team
- > Support visiting scholars and faculty fellows
- > Support experiential learning opportunities, such as internships and research projects



BASS CONNECTIONS IS NAMED IN HONOR OF ANNE T. AND ROBERT M. BASS, who have generously supported Duke for many decades, both through leadership contributions to our academic programs and volunteer service on the Duke University Board of Trustees. Anne is a co-chair of the Duke Forward campaign.

HOW WILL
YOU MOVE
DUKE FORWARD?