

SUSTAINING EXCELLENCE

Update from the Development Office at The University of Texas at Austin's Jackson School of Geosciences - No. 1, February 2008

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JSG Newsletter: The 2008 Newsletter will mail in February. Be sure to visit us on the Web if you need to update your address.



UT Austin Launches Campaign to Become Top Public University JSG Aims to Become Top Geoscience Program

In 2002, a group of citizens known as the Commission of 125 convened to establish a vision for The University of Texas at Austin. The commission set a goal of making UT Austin the best public university in the nation. To turn that vision into a reality, the university has begun a comprehensive capital campaign to raise \$3 billion over the next eight years.

"That's a big goal, but we're a big university," said President William Powers Jr. in announcing the campaign. "And we've had a big impact on thousands of people who have taught, studied, performed and conducted research on this campus for the past 125 years.

"This campaign will focus on the people who will help us become the best public university in the nation: Our faculty, our researchers, our students," Powers told the university's Development Board, its key fundraising advisory group. "It will focus on programs and facilities. We will build on our strengths, and we will take our academic programs and research endeavors to the next level. And in doing so, we will perform even greater service to Texas and the world at large."

The campaign will support two strategic initiatives outlined by the Com-

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THE UNIVERSITY OF TEXAS AT AUSTIN

JACKSON

SCHOOL OF GEOSCIENCES

New Endowment Honors Women Geologists

When Jeanne Allen Ferrin (B.A., 1948) came to The University of Texas at Austin to study geology in the 1940s, she wasn't the only woman. Her sister Rosamond (B.A., 1947) was already a student in the program. In the late '40s, 18 women graduated from the university with geology degrees. The war had just ended and universities swelled with record enrollments as returning soldiers took advantage of the G.I. Bill. There were a total of 140 geology graduates in that time. Still, women were increasingly pursuing careers requiring college level education. Classes were held in the original geology building, now named the W.C. Hogg Building.

Although Ferrin enjoyed her geological studies, graduated, and went on to work in the oil and gas industry in Texas, she and the other women students faced challenges trying to make it in a male dominated field. They were barred from taking field-based courses with their male counterparts. They were instead required to take alternative courses to fulfill their graduation requirements. And they didn't always get the credit they deserved.

"The men didn't want us in their classes getting the A's," she said. "If you got a good grade, they claimed it was because you were a girl; but that's not true, we worked hard."

When Rosamond Haertlein went to work for Gulf Oil in Shreveport, she was the only woman geologist in the company and one of only four women in the local geological society. She said the men didn't know quite what to make of her.

"I would come back from the field carrying a hammer and ride the elevator with the men and they'd say, 'What are you going to do with that hammer?'" she said.

Ferrin's nephew Albert Haertlein (B.S., 1978), a geologist at SG Interests, an independent oil and gas company in Houston, wanted to make a gift to the Jackson School that would have a real impact. After brainstorming with the school's development staff, he decided to establish the Rosamond Allen Haertlein and Jeanne Allen Ferrin Junior Faculty Fund in honor of his mother and aunt.

"They were early women in geology, not the first, but certainly at a challenging time," said Haertlein. "So I thought it would be nice to make sure their names are associated with an effort to promote women in geology."

According to the endowment charter: "Funds from the endowment shall be used to support untenured faculty members. When it is demonstrable that female faculty are under-represented in the Department of Geological Sciences and to the extent permis-

sible under the law and the University policies, preference should be shown to female faculty members."

Endowments such as this offer a way for alumni to shape the culture of the Jackson School. They are a way of imparting values and expanding the vision for what the school can achieve.

Out of 43 active faculty members in the Department of Geological Sciences, just five are women (2 more will join in 2009). According to a report by the Association for Women Geoscientists, one of three keys to increasing the number of women receiving doctoral degrees in geosciences is to provide more role models: "Female students look around to see if anybody on the faculty looks like them and has a lifestyle they want."

"These funds will be very beneficial for young faculty just initiating their research and teaching programs, especially young women," said Sharon Mosher, professor, William Stamps Farish Chair, and chair of the Department of Geological Sciences. "Seed funding and extra support makes a world of difference when you are starting an academic career."

Oil and gas and UT Austin are common threads in Haertlein's family. His grandfather worked for Gulf Oil and his dad worked for Esso International, among others. His mother Rosamond and aunt Jeanne both received geology degrees from UT Austin and went to work for Gulf Oil. His aunt now lives in Austin and works at the Westbank Community Library. Her two daughters studied at the university and her granddaughter started her studies at the university this year. When Haertlein told her about the endowment, she was moved.

"I was surprised," said Ferrin. "I felt like he ought to do it for himself. I think it's wonderful. His mother and I both enjoyed it."

To learn how your gifts can impact the future directions of the Jackson School, please contact Ann Flemings at 512-471-1993 or aflemings@jsg.utexas.edu.

Left: Rosamond Allen Haertlein at UT Austin in 1947. Right: Jeanne Allen Ferrin working in the field circa 1949.



David Mohrig (left) and students on GEO 660 summer field course in 2008, White Sands, NM. Photo: Miriam Barquero-Molina.



Field Experiences: Help the JSG Ensure Their Future

Many geologists who graduated from the University of Texas at Austin say the defining moment of their college career was when they went on a field experience such as the legendary GEO 660. It's a time when students make lifelong friends, discover dimensions of their field unexplored in the classroom, connect the dots between disparate parts of the curriculum, and have frequent "Ah hah!" moments. For many, it's when they decide this is what they want to do with their lives.

Through long-standing endowments, the Jackson School of Geosciences provides scholarships to assist some students with the financial burden of these trips, which can cost several thousand dollars each. But as student enrollments surge and long-term prospects for fuel prices remain high, the costs of such field trips are also escalating. Meanwhile, across the country other geology programs are reducing or eliminating their annual field opportunities.

In December 2006, Dean Eric Barron announced the formation

of the Friends of Student Field Experiences Endowment. The goal is to raise \$3.5 million to provide even more support to students. The response from donors has been remarkable. As of this past summer, approximately \$1.5 million have been raised for student field experiences.

Endowments such as this have many benefits. They make permanent a donor's vision for the kind of school he or she wants the Jackson School to be. Over the years, the priorities of a school change, yet endowments ensure that some things will be there forever. In the case of the Friends of Student Field Experiences Endowment, it allows those whose lives and careers were enhanced by student field experiences to give back so that others can have the same transformative experiences.

To create an endowment or contribute to an existing one, contact Kimberly Kassor, assistant director of development, at 512-232-8085 or kkassor@jsg.utexas.edu

Marine Geology & Geophysics Field Course

In May, the Jackson School debuted the new Marine Geology & Geophysics (MG&G) Field Course, designed to provide hands-on instruction for students in collection and processing of MG&G data. Sean Gulick, Mead Allison, and John Goff, research scientists at the Institute for Geophysics, taught the course. Five graduate and three undergraduate students learned first hand the tools of the MG&G trade on boats operating out of UT Medical Branch's dock. "More science classes should be taught this way," wrote Kelley Brumley, a graduate student from the University of Alaska, Fairbanks who participated. Perhaps the most valuable thing students learned, said Gulick, is whether collecting MG&G data is something they'd like to do for a career. "You either like going to sea or don't," he said. After the course, two undergraduates asked Gulick for more information about graduate school.



Participants from the first Marine Geology & Geophysics Field Course (l to r): Steffen Saustrop (T.A.), Kelley Brumley (student), Sean Gulick (instructor), Eric Anderson (student), and Ryan Elmore (student)



FANs ALUMNI BOARD WANTS YOU

The Jackson School of Geosciences Friends and Alumni Network (JSG FANs) has formed its first board, consisting of 15 members, including President Dan Smith and the directors of newly formed chapters in Austin, Dallas, Houston, Midland and San Antonio.

FANs organizes tailgate parties, alumni receptions, class reunions, continuing education lectures, and field trips. The events are rewarding and they give you a chance to make your mark on the next generation of students. Your years of experience, contacts, and resources can have an enormous impact by stimulating excitement for geology and opening doors to successful careers. Many of you have already had an impact through FANs events in the past year. Help shape the direction of FANs by plugging in to current activities and suggesting new ones.

Influencing the Next Generation

Last spring, six alumni participated in “Real World Geology 101,” a forum for students to get career advice from seasoned veterans. The students benefited from hearing about opportunities with companies specializing in geophysics, petroleum geology, and the environment. The forum inspired the creation of the SMART Start summer jobs program (see next page).

In September 2008, several alumni returned to campus to conduct mock interviews with student job seekers. In one hour sessions, the alumni grilled students using “behavioral interviewing” techniques, asking how they had handled specific situations in

the past or how they might approach novel situations on the job. The mock interviews, gave students the chance to learn from mistakes and build confidence, and none too soon—recruiters began swarming the geology building the following week.

Continuing Education

The alumni board is also developing ways to enrich the careers and lives of alumni through continuing education opportunities, including a new lecture series and geological field trips such as the 2009 Wind and Wine Tour (see sidebar).

The lecture series kicked off in September at the Petroleum Club in San Antonio with Eugene Gholz, associate professor in the LBJ School of Public Affairs and senior fellow in the Strauss Center for International Security and Law. Gholz has written op-eds for *The New York Times* on the U.S. military presence in the Persian Gulf and on the U.S. Strategic Petroleum Reserve. His lecture tour titled “The Iranian Oil Card: Can They Play It?” continued in the fall with stops in Fort Worth, Dallas, and Midland.

Slated to continue each semester with a new speaker, the lectures satisfy the requirements for continuing education credits towards the Texas Board of Professional Geoscientists License.

To find out about upcoming alumni activities, or to suggest your own, contact Julie Paul, Assistant Director of Development for Constituent Relations (512-471-2223, jpaul@jsg.utexas.edu).

Alumni & Friends Help Students Get a SMART Start

Doug Brown (B.S., 1984) visited the Jackson School of Geosciences last spring for Real World Geology 101, a student brown bag forum on geoscience careers. As the president of BXP Ltd., an oil and gas acquisition and development company in Dallas, he had a wealth of experience to share with the students.

“I said to them one of the most important things I ever did as a student was to try to find summer jobs related to what I wanted to do after I got out of school,” he said. “By the time you are out, you have experience and a list of references you can use. It also shows you have initiative.”

At the end of the forum, a sophomore geology student approached Brown, expressing his interest in doing some geology work that summer, and asked if he had any job opportunities. Impressed by the young man’s initiative, he offered him a two-month job and began to hatch the idea for a program that would connect more alumni with underclassmen for mentoring. And thus was born SMART Start, the Summer Mentoring And Real-world Training program.

“I wanted a way for the alumni to give back to these students,” said Brown, who is also president-elect of the Jackson School’s Friends and Alumni Network (JSG FANs). “They represent a vast pool of experience and talent. There needs to be a sense that they should give back and share with the students.”

Brown is seeking out alumni across the state who are in a position to hire students. Ultimately, he envisions providing students who are heading home for the summer a list of summer job opportunities in their hometowns, whether it be Dallas, Houston, Midland, or elsewhere.

He said summer jobs help students zero in on the kinds of work they would like to do and, perhaps as importantly, the kinds they don’t want to do.

He said it also benefits the Jackson School: by “completing the circle” between students, faculty and alumni, a successful jobs program will lead to “better educated students, more successful students and more effective professionals” who in turn will give back to the Jackson School.

“One of the most exciting things was that I could start build-



Doug Brown

ing my resume after my sophomore year,” said Evan Pearson, the hydrology student who went to work for Brown last summer. Pearson got to sample many parts of the oil and gas industry from the inside, spending part of his time out in the field seeing how the roughnecks did their jobs, hearing from Brown about his own college education and how his company operates, and making subsurface maps of sand layers.

“I was like an apprentice,” said Pearson. “I would recommend it to any undergraduate here.”

Brown said there is one other reason why he is so interested in cultivating students: “The number one reason is that I benefited from a summer job program. Someone gave me the opportunity to work and learn at their company.”

Starting the summer after his freshman year, Brown worked five summers in a row for three oil and gas companies—first a small independent, then a large independent, and finally a major. He said the work experience set him apart from most of his peers and gave him the experience and confidence to transition from college to career.

To find out how you and your company can become part of SMART Start, contact Julie Paul, Assistant Director of Constituent Relations at 512-471-2223 or jpaul@jsg.utexas.edu.

Wind and Wine in 2009

Want to stump your wine sipping friends? Ask them to name the largest wine producer in Texas. Aficionados might venture to say Ste. Genevieve Winery. They would be almost right.

Technically, the largest wine producer in the state is The University of Texas System, which leases a thousand acres of land near Fort Stockton to Mesa Vineyards, makers of Ste. Genevieve and Peregrine Hill label wines, which explains why you won’t see any bottles of Longhorn Cabernet on your grocery store shelves. The land is part of the Permanent University Fund (PUF) lands, over two million acres mostly in West Texas providing income to the institutions of The University of Texas System and the Texas A&M University System.

The PUF lands are also home to wind farms operated by FPL Energy. In 2001, two wind farms, with about 100 wind turbines and a total generating capacity of about 65 megawatts, were built on PUF lands in Pecos County. As demand for green energy increases, the number of turbines and capacity continue to grow apace.

The proximity of the two geoscience-related attractions (after all, geology plays an important role in making good grape-growing soil) inspired the 2009 Wind and Wine Tour, a springtime field trip organized by FANs. Look for details soon.



Giving Societies Cultivate Culture of Generosity

John Jackson's gift to The University of Texas at Austin, one of the most generous ever to a public university, not only enabled the creation of the Jackson School of Geosciences, it also set an example for the kind of community he wanted to create—a community with a strong spirit of generosity.

We can't all give on the scale of John Jackson. Yet it's clear that the future of the school can not rest on the contributions of one person. The Jackson gift is used for sustaining existing programs, while new contributions are used to enhance or create new programs. The Jackson School needs the continuing enthusiasm, vision, and stewardship of its friends and alumni. Everyone's gift is important. Small contributions sustained over a period of time have tremendous impact. That fact inspired the creation of the Hill Society in 2007 to honor friends and alumni who have contributed a total of \$10,000 or more over the years to the Jackson School.

Our alumni are among the most successful and well respected in the geosciences. Giving to the Jackson School at any level is a wonderful way to say thank you for an outstanding education, transformative experiences, and a great network of friends.

Last April, it was our turn to say thank you to the approximately 100 inaugural members of the Hill Society and welcome them into the family of friends and alumni dedicated to growing this tradition of generosity. They were inducted at a special dinner at the Stephen F. Austin Hotel in downtown Austin. Each new member received a limited edition watercolor print of the Jackson Geology

Building painted by local artist Janet Campbell. Campbell, a native of San Antonio, has been painting professionally for over 30 years.

The dinner was also an opportunity to say an especially big thank you to the inaugural members of the L.T. Barrow Founders Circle, who have contributed a total of \$100,000 or more: Russ Slayback and Ralph and Sally Duchin.

Mr. Duchin (M.A., 1955), principal of Duchin Oil & Gas, said his time at the University was one of the "key experiences" of his life. One person in particular, Professor Ronald DeFord, had a big influence on him. DeFord helped him get an assistantship and scholarship, supervised his thesis, and helped him get his first job with Shell Oil Company. Duchin said his own contributions to the Geology Foundation through the years have been a way of giving back.

"The people I met and friends and specifically Professor DeFord had a significant influence on me and my career," said Duchin. Among other gifts, Duchin created a memorial endowment in honor of his son Michael Bruce to support graduate students and a scholarship to support students taking the GEO 660 field course.

In spring 2009, a dinner will be held to honor those whose contributions to the school in 2008 have made them eligible for the Hill Society and the L.T. Barrow Founders Circle.

To contribute to the Jackson School, contact Kimberly Kassor, assistant director of development, at 512-232-8085 or kkassor@jsg.utexas.edu.

Hill Society and L.T. Barrow Founders Circle

The Hill Society is named after Robert T. Hill, the first professor and chair of the Department of Geology and a founding member of the UT Mineral Survey, which would later become the Bureau of Economic Geology. A biographer referred to Hill as the "Father of Texas Geology."

Approximately 100 inaugural members of the Hill Society were inducted, including 15 whose giving from September 2006 to December 2007 made them eligible for the first time: Thomas E. Fanning, James W. Farnsworth, Peter T. Flawn, Willard R. Green, Richard A. Leach, Rolf Lundelius, Michael O. Maler, Sabin W. Marshall, Ann. M. Molineux, F. Woody Pace, Gregory P. Pipkin, Debra Sue Trinqué, Virgil A. Walston, Pinar O. Yilmaz, and one anonymous donor.

The L.T. Barrow Founders Circle is named after Leonidas T. Barrow (B.S., 1921; M.S. 1923), who with his wife Laura helped found, and donated to, the Geology Foundation. He was a geology instructor in the Department (1921-24) and chairman of the board of Humble Oil and Refining Company (1948-55), which later consolidated with Standard Oil to become Exxon. During his undergraduate days, he played on the Longhorn football and basketball teams, where he earned the nickname "Slim."



Former Dean Eric Barron inducts Russell Slayback into the L.T. Barrow Founders Circle.

Each member of the Hill Society receives a limited edition watercolor print of the Jackson Geology Building painted by local artist Janet Campbell.



Ways to Give: Jackson School Match Program Focuses on Students

The Jackson School of Geosciences was created through John and Katie Jackson's extraordinary generosity. And their gift carried with it extraordinary expectations. The Jacksons bestowed their gift with the intention of advancing geosciences excellence across the nation, and quite possibly the world.

One of the most remarkable features of that vision—and one of its great strengths—was its flexibility. The Jacksons did not prescribe a set of activities which their gift would support and by omission, activities which it would not support. This allows us the freedom to be nimble and continuously strive for improvement. We asked our alumni, faculty and researchers what areas they would like to see the school grow in. One of the top responses was for the school to foster a student-centered environment, recognizing that students are where the future of the school reside.

To answer that call, the Jackson School Match Program was created in January 2008. The program matches dollar-for-dollar gifts of \$25,000 to \$100,000 made in support of student scholarships, student fellowships, or student program support. Gifts over \$100,000 will be considered on a case-by-case basis.

One sure measure of academic excellence is the quality of students enrolled in the curriculum. Many factors impact the attraction and retention of the best and the brightest students—the distinction of the faculty with corresponding mentoring opportunities, the academic environment, and possibly the most critical,

financial support.

Scholarships are vital to attracting deserving, high-caliber undergraduates who have difficulty affording higher education. When recruiting graduate students who have their choice of prestigious universities, a persuasive fellowship package can be the deciding factor. High quality programming, like the Freshman Orientation Program, the Field Camp Experience, or the Honors Undergraduate Research Program, encourages the retention of our students within the geosciences, demonstrates our commitment to their growth and development, and assures their preparedness to be leaders and innovators in the geosciences.

The Jackson School Match Program honors our commitment to the Jacksons by leveraging their investment and encouraging additional support by doubling a donor's contribution. This program will empower our alumni and friends to direct a portion of the distributions from the John A. and Katherine G. Jackson Endowed Fund in Geosciences to enhance the lives of students, advance geosciences education and move the Jackson School further along the path to becoming the preeminent geosciences program in the nation, creating an exciting win-win-win opportunity.

If the gift includes a corporate match, this will be included in the Jackson match, with the potential to effectively triple the initial donation (assuming a dollar-for-dollar corporate match). Gifts may be used to create new endowments or with prior notification of the development office, to contribute to already established endowed funds. These gifts may be pledged over a five year period. The program will continue through 2015.

The Jackson School is poised to make a profound impact on the geosciences. Your partnership is critical to our success as we strive to achieve our shared vision of making the Jackson School the best in the nation.

For more information, please contact Ann Flemings, director of development and alumni relations, aflemings@jsg.utexas.edu; 512-471-1993/512-471-1282



Donations to the Jackson School 9.1.2007 - 8.31.2008

This past year has seen a dramatic increase in first time donors to the Jackson School of 154 new donors, compared to 28 the year before. We applaud all of you—whether it's your first or 100th

time giving. Currently, 6.8 percent of alumni donate to the school. While we're making great strides, we still have a long way to go to reach our goal of 20 percent participation.

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The Jackson School Development team (l to r): Kimberly Kassar, Ann Flemings, Glenn Roberts, Debra Sue Trinique, and Julie Paul.



Development Team Continues to Grow

Kimberly Kassar, former director of admissions at the Academy of Health Care Professions in Austin, joined the Jackson School staff as assistant director of development last spring. She helps enable the school to reach its full potential by harnessing the resources and shared vision of its supporters. She can be reached at 512-232-8085 or kkassar@jsg.utexas.edu.

Julie Paul has recently received a well-deserved promotion to assistant director of development for constituent relations. She will continue to manage alumni affairs and has added the JSG Annual Fund and assistance with corporate relations to her portfolio.

This summer, **Glenn Roberts**, former search engine specialist for online marketing company Apogee Search and a UT Austin graduate, joined as development associate. He supports the development team's efforts, coordinates travel and events, and manages donor lists.

UT Austin, JSG Luanch Capital Campaigns—Cont'd

Continued from page 1

sion of 125: develop a new undergraduate core curriculum to better prepare students for lives of accomplishment, and establish a more demanding standard for leadership of academic departments and research centers.

Kenneth Jastrow, chairman of the Commission of 125 and former chairman and CEO of Temple-Inland Inc., an Austin-based Fortune 500 company, will chair the Campaign for Texas.

“During the 1930s, as the economy was mired in the Depression, UT alumni banded together in a capital campaign to raise money for the construction of the Texas Union, Gregory Gymnasium, Anna Hiss Gymnasium and Hogg Auditorium,” said Jastrow. “The theme of the campaign was ‘For Texas, I Will!’”

“In the uncertainties of the 1930s, the UT alumni said, ‘For Texas I Will,’” Jastrow said. “And they acted on it. They didn’t say, ‘For Texas I Will—When Things Get Better.’ No, they completed the construction of the four buildings between 1930 and 1933. You and I didn’t have a chance to make that happen, but what a great privilege it was for those who did. We may have missed that opportunity, but today we have another chance through our participation in the new capital campaign.”

Powers said university leaders had considered postponing the campaign start because of uncertain economic times, with some Texans still recovering from Hurricane Ike and the U.S. economy entering a recession.

“But we took the long view,” Powers said, “the long view of an organization that has endured for 125 years. While we are sensitive to everyone who is dealing with today’s challenges, we know that our goals extend over many years. Time marches ahead, and so will The University of Texas at Austin. We have the opportunity—and

the people—to make UT the great public university in America.”

The timing of the new capital campaign coincides with the Jackson School’s no less ambitious goal of becoming the pre-eminent geoscience program in the country, with international prominence in geology, geophysics, energy, mineral and water resources, and the broad areas of the earth sciences, including the Earth’s environment.

The Jackson School is pursuing initiatives that place it at the forefront of research, education, the competition for top talent, and the creation of the workforce of the future. At the same time, the school is actively maintaining its traditional strength as an institution that bridges theory and practice through applied research and the pursuit of projects with maximum benefit for society.

The quiet phase of the Campaign for Texas began Sept. 1, 2006, and since then the university has raised \$700 million. The eight-year campaign will conclude Aug. 31, 2014. The university’s most recent capital campaign, “We’re Texas,” ran from 1997-2004 and raised \$1.63 billion.

To participate in the capital campaign, contact Ann Flemings, director of development, at aflemings@jsg.utexas.edu or 512-471-1993.



**WE CHANGE PEOPLE.
THEY CHANGE THE WORLD.**



THE CAMPAIGN FOR TEXAS

Vision of the Jackson School

As it seeks to become the country’s preeminent geoscience program, the Jackson School is undergoing a major expansion, with rising enrollment, increasing admissions standards, and an influx of new faculty and researchers. The heart of the expansion is recruitment of new faculty and scientists, with growth constellating in four strategic areas related to grand challenges in the earth sciences:

- **Energy:** Advancing the quest for conventional, unconventional, and alternative sources for the 21st century and beyond; supporting science-based approaches that balance energy and the environment.
- **Climate:** Improving our understanding of rates of change and variability in Earth’s climate; better anticipating changes to determine their impact on society.
- **Water and Surface Processes:** Seeking the scientific means to create sustainable water supplies for the world’s burgeoning population; improving our understanding of critical surface processes such as coastal erosion, river dynamics, and delta formation.
- **Solid Earth Dynamics:** Working across disciplines to improve fundamental understanding of our planet from surface to core.

Strategic Initiatives

To advance these strategic areas and other strengths, the school seeks support for:

- Fostering a Student-Centered Environment: \$20.7 million
- Advancing Earth Science Research for Society: \$22 million
- Creating the Workforce of the Future: \$4.3 million
- Facilities: \$30 million

For more information on specific projects within these initiatives and opportunities for support, contact Ann Flemings, director of development, at aflemings@jsg.utexas.edu or 512-471-1993.



Jackson School of Geosciences
The University of Texas at Austin
P.O. Box B, University Station
Austin, TX 78713-8902
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