

Utilizing 3-D and Virtual Reality Technology to Share a Vision with Prospective Donors

Presented by:

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Overview

- New ways of achieving BIG visions through corporate partnerships
 - Athletic Performance Research Center – \$120M Project
- New fundraising tools / use of technology to share a vision
 - Visualization Lab
 - 3-D Headsets
- The Donor Experience
- Questions & Answers

Partnerships

- Why and how Marquette is creating partnerships to achieve the university's vision
 - Investment / Fundraising
 - Programming and Research
 - Mission-driven

APRC Partnerships

- Investment / Fundraising
 - Athletic Performance Research Center (APRC) – \$120M Project
 - Goals: Corporate – \$60M / Philanthropic – \$60M
 - In order for Marquette to expand the university's strong academic research programs in a BIG way, we need to partner with institutions like Aurora Health Care and the Milwaukee Bucks



APRC Partnerships

- Programming and Research
 - Serves as a unique national destination and new model for innovative scientific research in human performance
 - Leverage the strengths of partners to create an innovative and transformational world-class center
 - Allows Marquette students/researchers to work with Aurora Health Care staff
- Mission-driven
 - The Ability Center



Fundraising Tools / Use of Technology

- Collaborate with partners across campus to allow fundraisers to share the vision of campaign projects with prospective donors through innovative technology
- Campus Partners:
 - University Advancement
 - Opus College of Engineering
 - Athletics
 - University Architect

Athletic Performance Research Center

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Visualization Lab

- Available only for campus visits in Engineering Hall
- Customize donor campus visits with various university leadership (President, Director of Athletics, Coach, etc.)
- Large groups can experience Vis Lab at same time



Oculus Gear Virtual Reality



- Available for fundraisers to take on visits
- Audio tells the story and provides a virtual tour
- Visuals bring the vision to life!



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