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UA3/9/5 Bowling Green Noon Rotary Club Speech

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PLACE STRATEGIC PLAN AT EACH PLACE.

GIVEN TO SHARE WITH YOU OUR PLAN TO EMERGE AS A MORE NATIONALLY COMPETITIVE COMPREHENSIVE UNIVERSITY.

A VISION CANNOT BE REALIZED WITHOUT A PLAN AND A COMMITMENT.

LAST TIME I SPOKE WITH YOU THIS PLAN WAS IN ITS FORMATIVE STAGE. YOU EVEN HELPED US DEFINE OUR GROUP OF BENCHMARK UNIVERSITIES. THIS CHALLENGING THE SPIRIT PLAN WAS IN PLACE AS WE BEGAN THIS FISCAL YEAR ON JULY 1. THIS PLAN IS A MANIFESTATION OF OUR COMMITMENT TO ADD VALUE TO THE WESTERN DEGREE, TO ENHANCE THE WESTERN EXPERIENCE AND THEN DO IT WITH THE DIRECT PARTICIPATION OF AS MANY PEOPLE IN THE WESTERN FAMILY AS POSSIBLE.

5 STRATEGIC GOALS, 27 OBJECTIVES, AND 57 PERFORMANCE INDICATORS

THE PERFORMANCE INDICATORS ARE THE KEY. ABSOLUTE OUTCOMES TO BE ACHIEVED BY JUNE 30, 2003, UNLESS OTHERWISE NOTED (SOME SOONER, A FEW LONGER)
THIS PLAN IS ABOUT CHANGE. CHANGE IN ATTITUDE. CHANGE IN WORK ETHIC. PHYSICAL CHANGE IN THE CAMPUS. STICKING YOUR NECK OUT AND MAKING OFTEN UNPOPULAR DECISIONS. FINDING WAYS TO CREATE CAPACITY TO ACHIEVE A PROGRESSIVE TRANSFORMATION.

GO THROUGH THE PLAN. PAGE 10.

3.

COMPARE TO STATE BUDGETING MODEL. COUNCIL ON POSTSECONDARY EDUCATION (CPE)

WE ARE ALSO SERIOUS ABOUT PARTNERING WITH BOWLING GREEN WHENEVER AND WHEREVER POSSIBLE.

I’VE REVIEWED THE CITY’S LONG-RANGE DEVELOPMENT PLAN, AND WE ARE SHAPING WESTERN’S LONG-RANGE DEVELOPMENT PLAN TO BE CONSISTENT. FOCUSING ON “TOP OF THE HILL.” BRING DOWNTOWN AND CAMPUS CLOSER TOGETHER. IF THERE ARE SERVICES BETTER PERFORMED BY THE PRIVATE SECTOR, THEN WE SHALL SEEK SUCH PARTNERSHIPS AND CONTRACT FOR SERVICES. IF WE CAN SAVE MONEY, ENHANCE REVENUE, AND IF WE CAN REDUCE RISK, IMPROVE SERVICES, AND REDUCE OUR INFRASTRUCTURE, THEN
WE WOULD BE FOOLISH OR TOO INWARDLY FOCUSED TO FAIL TO ACHIEVE SUCH PARTNERING.


ONE CHANGE I SPOKE ABOUT LAST YEAR HAS INDEED OCCURRED. THE WORD REGIONAL HAS OFFICIALLY BEEN REMOVED FROM THE WESTERN VOCABULARY. WE MUST BE NATIONAL IN AMBITION, VISION, SCOPE, AND ATTITUDE IF WE ARE EVER TO FULLY SERVE OUR AREA OF KENTUCKY
WE ARE LEARNING THAT WE CAN BE AMBITIOUS AND SUCCESSFUL.

INSTITUTIONAL SELF ESTEEM IS RISING. THE PACE IS QUICKENING.

EVEN THE TWO AREAS THAT ARE GETTING THE MOST MEDIA ATTENTION—FUND RAISING AND MEN'S BASKETBALL—ARE PART OF THE TRANSFORMATION. NINE GIFTS OVER ONE MILLION DOLLARS OVER THE LAST 15 MONTHS. A TEN MILLION DOLLAR GIFT; A BASKETBALL TEAM, UNDERMANNED AND UNDERSIZED BUT FINDING A WAY TO COMPETE, IS FIGHTING ITS HEART OUT. BOTH OF THESE PHENOMENA SYMBOLIZE WHAT WESTERN IS ABOUT THESE DAYS. DISSATISFIED WITH STATUS QUO. SETTING GOALS AND MEASURING PROGRESS. EVERY GIFT AND EVERY UNEXPECTED BASKETBALL VICTORY ARE EACH ONE MORE CONFIDENCE BUILDER, ONE MORE REASON FOR SOMEONE ELSE EQUALLY CAPABLE TO STEP FORWARD TO HELP—SOMEONE ELSE WHO MIGHT BE A POTENTIAL DONOR, OR A POWER FORWARD WITH GOOD GRADES AND STRONG CHARACTER, OR A VALEDICTORIAN, OR A NATIONALLY ACCLAIMED MUSICIAN TO FILL OUR NEW ENDOWED FACULTY POSITION IN STRINGS, OR A BUSINESS ENTREPRENEUR TO FILL THE NEW ENDOWED FACULTY POSITION IN ENTREPRENEURISM IN THE NEW GORDON FORD COLLEGE OF BUSINESS FOR THE ACCOUNTING PROFESSORSHIP WE ANNOUNCED YESTERDAY IN LOUISVILLE.

MY POINT IS SIMPLE. WESTERN'S TIME IS NOW.
NO LONGER WILL WE BE PASSIVE OR INWARD IN THOUGHT OR ACTIONS.

THINGS ARE POSSIBLE.

WE ARE CURRENTLY THE UNIVERSITY OF CHOICE FOR MANY STUDENTS AND FACULTY, BUT WE INTEND TO BECOME THE UNIVERSITY OF CHOICE FOR A MUCH HIGHER PERCENTAGE OF THE BEST STUDENTS AND LARGER NUMBER OF NATIONALLY ACCLAIMED FACULTY.

SUCCESS BREEDS SUCCESS—IN YOUR BUSINESS AND IN UNIVERSITIES. SUCCESS IS PERMEATING THE WESTERN CAMPUS AND THE WESTERN CONSTITUENCIES. IT IS CONTAGIOUS IN ADMISSIONS, IN THE LAB, IN THE CLASSROOM, IN PHILANTHROPY, OR ON THE BASKETBALL COURT.

LET ME LEAVE YOU WITH THIS ANALOGY IF COLLEGES AND UNIVERSITIES WERE PUBLICALLY TRADED COMPANIES, I’D BE ENCOURAGING YOU TO BUY STOCK IN WESTERN. IT’S ON IT’S WAY UP.