President's Recognition Dinner Remarks September 11, 2010 ShipRec Center

Thank you, Kit. Please join me in another round of applause for Kit Rossman, John Clinton and the Shippensburg University Foundation staff for their work in making tonight's event so wonderful.

Good evening everyone and thank you again for joining us tonight for this wonderful celebration of support, of generosity and of hope. This annual event is just one of the many opportunities those of us who have the privilege to serve this great institution have to say thank you for your support, your friendship and your belief in Ship.

Every college or university likes to think of itself as unique, somehow different from all the rest. All are different; Ship is unique. That is due to many reasons, but all of those reasons come down to one — people. It is due to our students, to our faculty, to our staff associates and administrators, and, of course, to our donors. All of you combine to bring a special spirit to Ship. It is the spirit that gives life to the university that makes it a place to learn, a place to grow, and a place to cherish forever. It also unique in that we have a set of core values that couple the search for knowledge with the search for self.

Nowhere is that spirit more evident than in the hearts of you, our donors. While each of you so graciously shares your resources with us, you do so for many individual reasons. But above all, you know the importance that a scholarship can mean to our students. You know that getting — or not getting — a scholarship may be the difference between dreams fulfilled and dreams denied. It may also be the difference of someone being able to attend Ship who later goes on to cure cancer, lead a Fortune 500 company or even, maybe, be president.

All of us who have the privilege to serve Ship understand and deeply appreciate the importance of higher education. We know the role it plays in enhancing not only the lives of students, but also in what those students will ultimately achieve and their impact on our world. None of us know what each of these scholarship recipients will eventually achieve, but we do know that they will use their Ship education — the one they were able to earn thanks to their scholarship — to be successful.

And their success is your success. Higher education is a true collaboration. Students seeking knowledge work with outstanding faculty who share their wisdom and knowledge. Other members of the campus community share their skills and expertise to ensure students have the opportunity to meet their goals and dreams. Donors, too, are an important part of that collaboration. You recognize the needs of our students, you understand the importance of what we do, and you partner with us by providing the resources so necessary for us to maintain and enhance the educational experience.

It is no secret that our nation continues to weather a daunting economy, one that is, according to economists, not responding as would be expected. Despite this, contributions to the Foundation's annual fund for 2009-2010 increased 3.9 percent over the previous year. To be able to raise approximately two point one million dollars during these challenging times is a testament to what we do and, most importantly, in your faith in us. We are humbled by that faith and pledge to use those funds wisely, effectively and in a way that will make you proud to say you support Ship.

I believe that we should thank you frequently and I have some special individuals I want to thank now. The university is fortunate to have the unwavering support of the SU Foundation, its board of directors and its chair, Joel Zullinger. It is through their leadership and their stewardship that the foundation continues to provide much needed financial support to the university, and especially the students. I know that my colleague presidents are envious of our Foundation and its success, and I am always happy to let them know how well the foundation does. Will Joel and the other board members please stand and be recognized.

Ship is very proud of its alumni and their support — and their love — of their alma mater. That is especially true of Don and JoAnn Smith. As National Annual Fund Co-Chairs, they used their skills and talents to help the many other Annual Fund volunteers continue the fund's success. They do know, however, that they have another year as co-chairs and they have already set a high bar for them to reach, but I am positive that they will meet that challenge.

I just mentioned the many individuals who volunteer with the Foundation and I want to again thank them for their work. Their efforts are crucial if necessary are to be raised. Individually and collectively, they are the heart of these efforts and we all deeply appreciate their dedication to Ship and its mission. Thank you again.

I also mentioned earlier John Clinton and the Foundation staff. Thanks to their many efforts, deserving students have scholarship, faculty member can participate in professional development, and the region is served by the premier cultural arts facility — the H. Ric Luhrs Performing Arts Center. Thanks to all of you.

Every year at this dinner, I also have the privilege to share with you some of Ship many successes. For example:

- Enrollment continues to grow strategically, and that shows that our students and their parents realize and appreciate the value of a Ship education. The Class of 2014 includes about 1,750 first year students and nearly 500 transfer students. We expect to have about 8,500 undergraduate and graduate students this semester.
- U.S. News and World Report again ranked Ship among the best colleges and universities in the North
 in its book "Best Colleges 2011." In the annual rankings, Shippensburg is tied for 77th among all
 institutions in the region and we are the 21st ranked public university in the region.
- U.S. News also recognized the John L. Grove College of Business as among the best business programs in the nation in "Best Colleges Specialty Rankings: Best Undergraduate Business Programs" category. The fact that our peers recognize our quality is an outstanding testament to the college's faculty and their service to their students.
- In addition, we were again named a "Military Friendly School" for 2011 by *G.I. Jobs Magazine*. The magazine said that the designation places Shippensburg in the top 15 percent of all colleges, universities and trade schools nationwide. The brave men and women who serve our nation during these challenging times deserve our support and we're proud we can offer them support.
- The National Council on Social Work Education reaccredited our bachelor of social work program until June 2018. National accreditations are crucial as they show our various programs meet

rigorous national standards and ensure that our students receive an education that will enable them to meet their professional goals.

- The Chronicle of Higher Education ranks Ship as one of the best colleges in the nation to work for in its annual report on The Academic Workplace. The survey included more than 42,000 employees at 277 colleges and universities, and only 97 of the 277 institutions achieved "Great College to Work For" recognition for specific best practices and policies. We all know what a great place this is to work, and now so does everyone else in higher education.
- The Luhrs Center had a fantastic summer with not only a successful Classical Concert Series, but also the addition of two excellent concerts with Willie Nelson and Steve Martin. Tickets sales are moving rapidly with some shows already sold out or nearly sold out so look at the great schedule of events and buy your tickets.
- Our renovation and construction projects are progressing well with work on Huber Art Center and the Ceddia Union project. We also added a new surface to Seth Grove Stadium Field and fixed the roof on Heiges Field House.
- The Student Association has partnered with Campus Apartments from Philadelphia and is working on plans to break ground next spring on the residence hall replacement project. We expect to open the first buildings in Summer 2012. It's important to note that these living-learning centers will provide students and faculty with an atmosphere that is truly conducive to their education inside and outside of the classroom.
- Long-term projects include construction of a new power plant, improvements to the electrical backbone and the IT backbone and additional work on Lehman Library.
- Our students continue to impress in national contests. The Shippensburg University SIFE team earned Regional Championship honors for the seventh year in a row. Of note was one judge's comment: "It was the best presentation of the day in this league." That's a high compliment for these outstanding students. In addition, the student chapter of the Society for Human Resource Management earned a 2009-2010 Student Chapter Superior Merit Award from the national organization as recognition of its outstanding activities and programs.
- Last spring, we hosted our Celebration of Student Research Conference. This much expanded version of our previous student-faculty research day featured about 400 student participants, 82 faculty sponsors/mentors, 120 poster presentations, 24 individual oral presentations, and 17 departmental conference panels. These numbers are dramatically higher than 2009 when, for example, 113 students participated. We look forward to expanding this program even more as students learn the value of research in their academic and professional careers.
- We also have a new dean I want to introduce. In July, Dr. John Kooti became dean of the John L. Grove College of Business. John joins us from his previous position as professor and dean of the School of Business Administration at Georgia Southwestern University in Americus, Ga. We look forward to John's leadership as he shepherds the college through its upcoming AACSB visit.
- As I have said many times in the past, the core of this institution has been and always will be our academic programs and as we start the year, we are excitedly looking toward continuation of the

Academic Master Plan. Many thanks need to go to Dr. Doug Ensley from our Math Department and Dr. Chris Sax from Extended Studies who have co-chaired this effort. This plan is critical to the success of Ship and reaffirms the academic core of the institution. You'll hear more about that in the coming weeks and months and I sincerely ask that you all participate because your input is crucial to this plan's ultimate success. I am counting on this process being completed in the Spring Semester 2011.

In the spirit of the future and a new Academic Master Plan, I must take a moment to share with you four of the ten forecasted New Jobs for 2020 from the September 2010 issue of *Popular Science* magazine. I remember reading about jobs like Web Designer in job forecasting 20 years ago and now that those jobs have come to pass, I look at these forecasts in a different light. So here goes:

Human/Robot Interaction Specialist

- Helps robots and people get along
- Robot nurses won't help Grandma and Grandpa if they do not understand his or her sarcasm
- DEGREE: Artificial Intelligence, Computer Science, Psychology

Animal Migration Engineer

- Creating new habitats for critters
- Moving creatures to new homes from destroyed habitats
- DEGREE: Biology, Geography, Earth Science with an Internship with a group like Operation Migration

Forecaster of Everything

- Analyze data to predict the future
- Data from Tweets to insulin-meter uploads to facial recognition billboards
- DEGREE: Statistics, Economics, or Computer Science with an emphasis on prediction proficiency

World Watcher

- See it all with satellites
- 21st-century astronomers looking back to Earth with super-powered, time-lapse Goggle Earth
- DEGREE: Anthropology/Archeology or Geophysics with a graduate degree in Earth Imaging

Now lest we all think we are crazy or at least look at these predictions as maybe farfetched and futuristic, I did enjoy looking at them and did notice that all four of these predicted jobs require an education that could be from departments and academic disciplines that already exist at Ship. We are Ship, and we are the future — we need to build an academic enterprise that adjusts and reflects the new learning and expertise required for our student's success — and for our success as well. I know that this will be accomplished through our great new Academic Master Plan.

These are but a very few of the success that make Ship the great university it is. I would be remiss; however, if I didn't note that even as we achieve numerous successes, we also face fiscal challenges caused by the continuation of our nation's economic situation.

Many of you know, I am an optimist, but I always couple that with some down-to-earth realism. The real fact is that we will soon face decisions that will have long-term and significant impact on this university and its future.

Thanks to hard work and lots of input from all members of the campus community, we should have a balanced budget for this 2010-2011 academic year. Despite cuts that were needed to balance this budget, no cuts were made that directly impact the quality of the education we provide or our students' ability to earn their degrees.

The 2011-2012 academic year, however, will be even more challenging with significant budget cuts possible. We will again look at our budget, and will make our decisions based on what is best for our students. We are here to serve them, and we will continue to do so with whatever funds we have to use on their behalf.

In these difficult times, support from donors becomes even more important — if fact — CRITICAL!! The funds you provide are crucial in that they allow students with financial need to receive support and allow faculty members to participate in professional development they need to enhance their skills and talents. Now, and in the coming years, we need you more than ever.

Usually, at this point in a talk, the speaker will use some kind of quote from a noted individual as a way to make a point, as a way to serve as an inspiration to the audience. I will tell you the same thing I recently told our faculty during the opening session — you are already inspired and are an inspiration to others. You understand the need for higher education. You understand Shippensburg University and its mission and goals. And you share of yourselves because of your love for Ship. That, to me, is more inspirational than some famous figure's words.

Thank you again for taking time out of your busy schedules to join us here this evening. And, thank you again for continuing to support SHIP with your time, talent and treasure.