

**the President's report to the
Faculty and Staff
August 23, 2005**

“Toward 2010”

Welcome

Good afternoon. It is my pleasure to welcome you to this occasion, which formally marks the beginning of the 2005-2006 academic year. This year is an important milestone in the history of Southwestern – and for all of us – because it is the halfway point in the 10-Year Strategic Plan we adopted in 2000.

The Strategic Plan for 2010 laid out a bold vision for Southwestern, and in just a minute I will share with you some highlights of how we are doing.

Heather McGaughey

But before I begin this afternoon, and after I have read a letter from her parents, I would like us to have a moment of silence in memory of Heather McGaughey, a member of the class of 2004 and promising young actress who was tragically killed in an automobile accident over the summer.

Letter from Dr. Carol and Mr. W. Douglas McGaughey:

"Dear Jake,

Heather was proud of her university and spoke glowingly of her friends and instructors. As parents, we were very impressed with her initial recruitment to Southwestern which was similar, we guessed, to that of some big university athlete elsewhere. Although she was accepted at Vassar, Sara Lawrence, and Rhodes, Heather chose Southwestern. During her four years there, she blossomed in her education, in her talent and in love.

In a span of 22 short years, Heather touched hundreds of lives for the better. Her God-given talent and study of her art inspired others to more fully appreciate and contemplate our lives through drama, comedy, song, and dance. Her expressions of grace and beauty gave meaning and form to her passion to uplift spirits. Her ability to reach out to others in friendship, in family, and in community encouraged all she met to seek and do their best for themselves and others. No parent could ask for more; no friend or loved one could be disappointed in her life. She had the courage to follow her dreams with determination and energy in the pursuit of the good. As one person wrote, "Heather meant so much to so many that is' hard to imagine we are only mourning the loss of one person."

We are compelled to seek the good that will honor her and be worthy legacy of her life at Southwestern. We hope that a spark of her spirit and energy will advance the dreams of other equally gifted students eager to grown and explore their talent in theater. We wish to thank those who have given and invite others to contribute to the scholarship we will create as an encouragement for a gifted student to pursue dreams of performance as did Heather.

Finally, we send our appreciate for the support, the prayers, and the kind words of encouragement that have reached us from the Southwestern University community. Suffering unimaginable despair and alone in a motel room in a strange community during the early hours of July 17th, we prayed for heavenly angels to surround our Heather and for earthly angles to minister to us. Many prayers are answered today with the encouragement from alumni, students, parents, teachers, and staff from Southwestern, some whom we do not yet know, but who have been touched by Heather's performances or by compassion for us.

We are blessed by this, even in the moments of our deepest and most despondent grief. And it is for this we will remain,

Most sincerely yours,

Doug and Carol McCaughey

<http://health.groups.yahoo.com/group/heatherjean/?guid=195098648>

<http://www.gunoak.com/heather/>

Moment of Silence

Thank you. Paul Gaffney informs me that friends, parents, and classmates of Heather's have already begun contributing to a scholarship in her name. The Theatre Department also plans to dedicate its upcoming season to Heather.

Class of 2009

I always begin these reports by giving you information about our new first-year class, so let me share with you a short profile of the class of 2009. This past weekend we welcomed 333 new students and 38 transfer students -- one of our largest transfer classes in recent years. Nearly half of our first-year students were in the top 10 percent of their high school class -- an indication that Southwestern continues to attract classes of high achievers. fourteen of our first-year students were valedictorians of their high school class and nine were salutatorians.

Minority students once again make up 20 percent of our incoming class, and we are particularly pleased that this year's first-year class includes three students from the Upward Bound program, which Southwestern has hosted since 1999.

All three students – Kimberly Bates, Jennifer Gibbs, and Darlene Thompson – are first-generation college students, and two are graduates of Georgetown High School.

Tom Oliver and his team in Admission are going to be working hard in the coming years to increase our applicant pool so that we can be even more selective in the students we admit. Even though our five-year average of 1240 for S.A.T. scores reflects the approximate average for this year's entering class, we dropped from last year's high of 1258.

Ninety-six students from the first-year class will be participating in Living-Learning Communities, an exciting new initiative that we hope will bring an added infusion of academic energy to the residence halls. I would like to recognize **Julie Cowley** Associate Vice President for Academic Administration, **Mike Leese** Dean of Students, **Kim Murphy** Director of Academic Services and the many others who have worked hard to make this new initiative happen, as well as the seven faculty members who will be teaching these pilot sections.

- Ø Erica Berroth
- Ø Elaine Craddock
- Ø David Gaines
- Ø Phil Hopkins
- Ø Tim O'Neill
- Ø Eric Selbin, and
- Ø Dave Stewart.

This new initiative is just one of the components that has grown from the 2010 Strategic Plan.

Mid-decade Report

Let's look at some key points in the "Mid-decade" report on where we stand in terms of achieving the goals in our plan.

Faculty

One of the major goals set forth in the plan was to increase the number of new tenure-track faculty members. We have been able to add 14 new faculty positions, 10 of which were created as a result of funding received for the Paideia program, which I will speak about in just a minute. So we are more than half way toward our goal of 25 new tenure-track faculty positions by 2010.

This fall we welcome three new tenure-track faculty members, **Catherine Ross, Spanish, Bruce Fudge, Religion and Philosophy,** and **Kerri Bechtel, Theatre,** and one new tenured faculty member, **Ben Pierce, English** who will hold the Lillian Nelson Pratt chair in Biology. We also are welcoming **Tim Robinson,** who joins us as a fellow through the consortium for a strong minority presence.

Faculty Scholarship

Another major goal in the plan was to support faculty scholarship, and Provost Jim Hunt reports several accomplishments in this area over the past five years.

- We have established a “Professional Development Start-up” fund for first-year faculty members;
- We have provided more administrative support in the area of faculty development;
- The faculty lounge has been renovated to provide an appropriate venue for presentations, seminars, and invited speakers, including the Brown Working Papers Series;
- Eligibility for sabbaticals has been moved up earlier; and
- We have re-organized the Brown Endowment program to provide more faculty members with opportunities to engage in scholarly and creative activities.
- We also have contracted with a government relations firm that is seeking additional sources of funds for faculty research.

Diversity

Initiating alliances with historically black colleges and universities was another goal of the plan, and this summer we received a three-year grant from the Andrew W. Mellon Foundation to create faculty and student exchanges among five undergraduate liberal arts institutions – three historically black and two predominately white.

The goal of this program is to engage participants in significant diversity experiences that will not only benefit them personally, but their institutions as well.

Paideia

Next spring we will graduate our first class of Paideia scholars. The students who are completing our program tell us that it has really helped them make the most of their college experience and pushed them to do things they wouldn't ordinarily do. This fall another 89 students will be starting the program, and

33 percent of these new scholars are students of color.

We also now have 18 faculty members serving as Paideia professors, and we can see the impact on campus that this program has had, even for students who are not participating in it.

You might be interested to note that we have recently received the right to use a trademark when referring to the Paideia program.

Prothro Center

A facility centerpiece of the 2010 plan is the construction of a new building to house the Paideia program, as well as a variety of other programs.

This past year we received confirmation of a \$3.5 million gift from the Perkins-Prothro Foundation that moves us closer to making this building a reality.

In recognition of this gift, we plan to name the new building the Charles and Elizabeth Prothro Center for Lifelong Learning.

FA Renovation

Speaking of construction, there will be a flurry of activity on the east side of campus this fall as work begins on the renovation and expansion of the Alma Thomas Theater. At \$10 million, this is the second largest capital project in Southwestern's history.

I am pleased to announce that Faye Sarofim has made an additional gift of \$1.5 million to help this project move forward despite rapidly rising construction costs.

For those of you who have had to relocate during this construction period or who will have to find other venues for events this year, I appreciate your patience, and I hope that it will be well worth the inconvenience when this major project is completed. An "official" groundbreaking will be held in conjunction with the fall trustee meeting in October.

The office of strategic planning and assessment is working to complete a mid-decade report that will be released this year. Once I receive that report, I will ask the university council to use it as a tool for ongoing assessment and refinement of our strategic initiatives the rest of the decade.

Recent Accolades

Various national publications, surveys, and institutes continue to recognize the progress we are making, and I would like to share with you just a few.

U.S. News & world report issued its annual college rankings last week, and once again Southwestern was the top-rated national liberal arts college in Texas. We moved up one notch from last year in the overall ratings of national liberal arts colleges, from 62 to 61. Obviously, we are not moving up as quickly as we would like, and the group that is working on an integrated marketing plan will, no doubt, help us address this issue.

The Princeton Review's 2006 edition of *The Best 361 Colleges* was published today Aug. 23, and Southwestern is among the colleges featured in this book.

Some of you may have read my own contribution to prospective students and their parents on how to assess a great liberal arts college. It appeared last week in "Inside Higher Education." I would be glad to share a copy if you would like.

Results from the most recent national survey of student engagement show that we are scoring higher than some peer institutions on several variables, including foreign language coursework, senior capstone projects, and interaction with people of different racial and ethnic backgrounds.

Last year we also were granted full membership in the Institute for the International Education of Students, which will further expand study-abroad opportunities for our students.

Fiscal Update

Although we have had some lean years recently, Southwestern continues to be in good fiscal health, and I hope you are pleased with the fact that Southwestern is one of only five independent colleges in Texas that has an "A" or better rating from Moody's Investors Service. Ours is AA.

This past year was the University's seventh-best year ever in terms of fundraising. Membership in the President's Council – which includes donors of \$1,000 or more – increased 21 percent over the previous year, and we received gifts from 32 percent of our alumni and 45 percent of our parents.

This fall the trustees will consider our proposal to formally launch our “thinking ahead” comprehensive campaign, with a goal of raising at least \$125 million to:

- increase the funds available for faculty and student support,
- secure the endowment for the Paideia program,
- build or renovate several new facilities, and
- fund other priorities in the 2010 strategic plan.

I am pleased to report that \$5 million in new gifts was added to the campaign in the last six months, bringing our nucleus fund for this campaign to more than \$47 million. Our proposed announcement will require us to reach at least \$50 million before the public kickoff. You may recall that 50 million is two-thirds of the entire goal in our campaign from the 90s.

In the coming year, we also hope to publish the much-awaited new book about Southwestern’s History written by Bill Jones, entitled *Southwestern University: To Survive and Excel*. It will be a marvelous salute to all who have come before us and who have made it possible for us to embark on new frontiers.

Student Life Initiatives

In addition to the living-learning communities, we are launching several new student life initiatives this fall. Several of these are aimed at providing additional activities for our students on evenings and weekends.

- The Cove is now going to be open until 1 a.m. On Friday and Saturday nights, and every Friday night there will be live entertainment – either top Austin acts or national touring acts.
- Every Saturday night there will be a movie.
- The Robertson Center also will be open until 1 a.m. On Friday and Saturday nights and there will be free pizza and soda.

Faculty, staff and students will be able to get around campus easier after we launch a new “pirate bike” program next month. Heidi Meyer has generously donated funding for the program in memory of her brother, Wally, who was a member of the class of 1986. Thirty bikes initially will be available throughout campus.

Jerry Brody also informs me that a survey of students living in the residence halls last spring found that the highest rating of satisfaction was with our

colleagues on our housekeeping staff. I would like to express my appreciation to all these staff members and, in fact, to the entire Physical Plant staff for their dedication and hard work.

I would also like to commend the Campus Police for their efforts. While many of us have been traveling for scholarship, business, and pleasure, the University Police have been here ensuring the safety of our visitors and our belongings. Like so many others, they often go unnoticed until something goes wrong. It is because of their hard work that we all have a sense of security on campus. In fact, *The College Prowler*, a guidebook based solely on comments from our students, gave Southwestern an "A+" for campus safety and security.

Over the past year, the University Police have also worked with the facilities and safety departments to develop a new emergency response manual. This manual details emergency responses for ten incidents that could potentially occur on campus, along with other useful information, such as "safe shelters" and emergency phone numbers. Various forms of training will occur this year, and I would appreciate your cooperation and support of this plan and its implementation.

Integrated Marketing Initiative

This fall, we are launching our first integrated marketing research project.

The purpose of this project is to gather perceptions of the University from alumni, prospective students and current students related to image and pricing.

The National Marketing Firm Art and Science Group will conduct this research, and they are coming to campus Sept. 19-20 for initial meetings. Our campus-based integrated marketing management committee has been guiding this effort, leading to new strategies for heightened visibility and awareness.

In a related effort, many of you are probably aware that we have launched a new graphic identity for Southwestern this fall, and I encourage you to support this initiative by using the new materials that have been provided to you.

Fall Lectures

We have another exciting line-up of speakers coming to campus this fall, including two of our own alumni – David Watts and Stanley Hauerwas. Stanley will be giving the Willson lecture Sept. 29 and David will be signing copies of his new book Oct. 11. As you may know, Stanley was named

"America's Best Theologian" by *Time* magazine in 2001.

Carlos Fuentes will be coming to Southwestern to give the writer's voice lecture Oct. 20. This is his second visit to Southwestern.

A. J. Senchak is coordinating the Brown Symposium for next spring, which will re-evaluate how we look at the gross national product.

The speakers will be:

- θ Dr. Ed Diener, Psychologist, University of Illinois;
- θ Dr. Rafael Di Tella, Macroeconomist, Harvard University;
- θ Dr. Carol Graham, Political Economist, the Brookings Institution; and
- θ Dr. Tim Kasser, Psychologist, Knox College.

Recognition of Service and Leadership

Each year, I end these remarks with recognition of service and leadership.

Faculty and Staff Retirements

First, I would like to recognize the three full-time faculty members who will be retiring this year –

- **Walt Herbert** from **English**,
- **Fred Hilgeman** from **Chemistry** and
- **Sonya Riquelme** from **Spanish**.

Together, these three have contributed 88 years of service to Southwestern, and we are extremely grateful for their service.

Therese Olson who has faculty status also will be retiring from the library with more than 17 years of service. Would all four of you please stand so that we can begin this year by acknowledging your marvelous contributions to this scholarly community.

We also have quite a few staff members who will be retiring this year. They include:

- **Emmalee Hubble**, who will be retiring from enrollment services with 25 years of service;
- **Don Buchanan**, who will be retiring from Physical Plant with almost 31 years of service;
- **Mary Janecek**, who will be retiring from Physical Plant with 10 years of

service;

- **Jim Green**, who will be retiring from Physical Plant with 27 years of service;
- **Linda Collings**, who will be retiring from the Library with almost 24 years of service;
- **Dena Parker**, who will be retiring from Information Technology services with 15 years of service; and
- **Amelia Rodriguez**, who will be retiring from Physical Plant with 10 years of service.

This represents 142 years of service.

Would these individuals also stand. Please join me in expressing our appreciation to these colleagues as they begin their capstone year of service to Southwestern.

Mundy Awards

Finally, I would like to announce this year's recipients of the Joe S. Mundy award, which was created in 2002 as a memorial to the leadership of former trustee Joe Mundy.

This award honors faculty and staff members who have demonstrated exemplary service to Southwestern.

Would **Debbie Sanderfer** please come to join me?

It is my pleasure to read from one of the letters we received nominating Debbie for this award.

Debbie currently serves as Assistant Registrar. She began her work at Southwestern in 1982 as a secretary in the Financial Aid Office.

Her diligent work and her extraordinary efforts earned her promotions to Financial Aid Counselor, Assistant Director, and finally to Associate Director. In 2002, Debbie took on her current position as Assistant Registrar.

Debbie is a person who has always given of herself in an exemplary ways and in a way that is not in the limelight. She serves in a way that supports our very foundations as an institution of higher learning.

In addition to her regular job duties, Debbie serves on the Staff Affairs Council,

the Safety Committee, the Academic Affairs Council, the Academic Standards Committee and the Orientation Committee. In the past, she also served as a cheerleader sponsor and was active in the SU Connections program.

Would **John Ore** please join us?

John serves as an Associate Professor in the Theatre Department and Director of Technical Operations for the Sarofim School of Fine Arts.

Since coming to Southwestern in 1992, John has proved himself invaluable as a teacher, an artist and a highly involved member of the Southwestern community. You have all seen his work as a lighting designer whenever you attend a play in the Jones theatre. In fact, whenever you attend any event in the Fine Arts Center, be it a concert by a Southwestern ensemble or a guest artist, you see the results of John's work, or one of the students he has trained!

John's success as an educator is proven by the fact that five of his theatre graduates are currently working professionally in various parts of the country. John also is a very involved member of the University community. He was a member of the very first cohort of Paideia professors and he serves as a member of the Status Committee, the Academic Affairs Council and the Admissions Committee.

Show Mundy Plaque

I am pleased to announce that this plaque with the names of all those who have received the Mundy Award will soon be placed in the bishops lounge in the McCombs Center.

Closing Remarks

Southwestern is a special place and an extraordinary scholarly community. Yes, we have issues we need to address, and we have goals we have not yet attained, but we are accustomed to working hard and working together to make our dreams become reality. We continue to believe that we can excel in ways that provide the transformational education which all of our students deserve.

I thank you for your service to the University and look forward to another rewarding year. I would be happy to answer any of your questions.