

PRESIDENT'S STATE OF THE UNIVERSITY ADDRESS
August 21, 2008

(Welcome)

Good afternoon. Welcome to the 2008-2009 academic year. I am always delighted to be able to make this presentation, and especially this year in our newly remodeled Alma Thomas Theater, which we dedicated last spring. I know our colleagues in the Sarofim School are pleased to be back in their academic home.

(Class of 2012)

To begin, let me share with you a short profile of the Class of 2012. This past weekend we welcomed 349 new students and 29 transfer students. Thirty-nine of our first-year students have graduated from schools outside Texas (that's twice as many as last year), and we will have the highest percentage of minority students in Southwestern's history – almost 26 percent.

176 students from the first-year class will be participating in 13 Living-Learning Communities. And for the first time, we are offering a half-semester Advanced Entry Seminar for our 29 transfer students. They will participate in two seminars led by **Erika Berroth** and **Thom McClendon**. Thank you Erika and Thom! We hope these seminars will provide transfer students with the same learning experience we have been offering our first-year students for the past 10 years. Let me offer my gratitude for the faculty who teach in First-Year Seminars and our Living and Learning Communities.

We also are initiating a new program this year for sophomores called the “Sophomore Year Experience,” which will include a combination of educational and social experiences. It was developed by a task force that included representatives from Student Life, Residence Life, the Center for Academic Success, Athletics and Career Services. As you may recall, this is the first year we are requiring all our sophomores to live on campus. This new program is designed to make that experience a positive one, and help improve retention of sophomores. Thank you to those who have been involved with designing and implementing this worthwhile and critical new program.

This year all students enrolled at Southwestern will follow a new Honor Code pledge that was developed last year by a committee composed of faculty, students and staff. The new pledge states: “I have acted with honesty and integrity in producing this work and am unaware of anyone who has not.” I would like to thank the Honor Code Task Force for their work over the last two years.

(Paideia)

We have a record number of students participating in our Paideia program this academic year – approximately 240. Beginning this fall, all the new Paideia cohorts will be organized around themes. I would like to welcome our nine new Paideia Professors: **Erika Berroth, Glenda Carl, Eileen Cleere, Michael Cooper, Traci Giuliano, Phil Hopkins, Julia Johnson, Jim Kilfoyle** and **Stephen Marble**.

On September 27, we will present our fifth President's Philanthropy Award to the Robert and Ruby Priddy Charitable Trust of Wichita Falls, which as you know is the major supporter of our Paideia Program. At my invitation, Dick Bundy, chair of The Priddy Charitable Trust, attended last spring's Board of Visitors meeting – the topic was Paideia. He sent his observations to the Trustees of the Priddy Charitable Trust, and he wanted me to know what he was reporting to them. I quote: "I came away from the session enlightened, yet somewhat envious of the life-long, diverse learning culture Paideia has created in these students and the learning environment at SU. I used Robert's point that we invested in Southwestern University with no previous knowledge or sentimental ties to the school, but based our gift solely on the merits of the University and the program. The day was a great opportunity and really gave me the hands-on experience to even better understand the program we support." (End quote). What a meaningful endorsement!

(New Faculty)

We welcomed five new tenure-track faculty members this fall, although one of them is already a familiar face at Southwestern - **David Asbury**, formerly a visiting assistant professor of music. David is now on a tenure track.

New to our campus are:

- **Barbara Anthony**, Assistant Professor of Computer Science;
- **Carina Evans**, Instructor of English
- **Shannon Mariotti**, Assistant Professor of Political Science; and
- **Maria de los Angeles Rodriguez Cadena**, Assistant Professor of Spanish.

Please help me welcome them.

I also would like to welcome back **Suzanne Buchele**, who spent the past two years teaching at Ashesi University College in Ghana on a Fulbright award. **Laura Senio Blair**, we're so pleased you have returned to our Spanish faculty.

In May it was announced that **Dirk Early**, professor of economics, would serve as associate dean of the Brown College of Arts and Sciences. Dr. Early begins a three-year term in this position this academic year. The associate dean meets regularly with the faculty and the program, department, and division chairs of the Brown College and is involved in faculty recruitment, evaluation, promotion, and development. The position also advises the provost and Brown College department and program chairs on issues related to budget, programs, and curriculum development. Congratulations, Dirk. We look forward to working with you.

Over the summer, **Lynn Guziec** received a grant from the National Institutes of Health to fund research on a new technique that could rapidly predict the anti-cancer activity of new compounds. **Frank Guziec** will assist her with this research. Congratulations, Lynn!

During the 2007-08 academic year, the \$150,000 Mellon Foundation grant supporting the creation of an integrated community of scholars was successfully implemented. This has provided some wonderful opportunities for collaboration across disciplinary lines here at Southwestern.

This coming year we also look forward to seeing the results of the **Engaged Diversity Faculty Exchange Project** that was also funded by the Mellon Foundation. Of the 15 faculty members from the five institutions participating in this program, four are Southwestern faculty members. The results of their research will be presented in the form of a lectureship series next spring.

(Campaign Update)

Thinking Ahead: The Southwestern Campaign, which we publicly launched in the spring of 2006, has reached \$87.5 million, or 70 percent of the \$125 million goal. When we reach this goal, we will have received a portion of it in hand, some portion in pledges to be paid over several years, and others in deferred gifts that will come to Southwestern in future years, often through the estate plans of alumni and friends.

Major gifts in the past year included a commitment of \$10.6 million from Fayez Sarofim – the largest single gift commitment in university history. We also received a \$980,000 gift from The Brown Foundation that was used to renovate Herman Brown Residence Hall over the summer. Let me stop here and thank **Joe LePage** and the members of our Physical Plant staff for their extraordinary effort to complete renovations on this residence hall and Moody-Shearn Residence Hall over the summer. It is amazing what they accomplished in such a short time. Thank you all very much!

We also received a pledge of \$200,000 from the Arthur Vining Davis Foundations to support a new tenure-track faculty position in Latin American art history, and a \$436,000 grant from the Kendeda Fund to support our Environmental Studies Program. We also received \$250,000 from the Cullen Foundation to support our new web initiative.

You may have noticed that our tennis courts now have an official name. Marvin D. Henderson, Jr. made a gift of \$350,000 to name our tennis complex in honor of his father, Marvin D. Henderson Sr., a member of our class of 1941 and the #1 ranked tennis player in the world in his age category. Marvin is 87 years old.

(Alumni)

Speaking of alumni, Southwestern now has 13 local alumni associations in cities across the country. In addition, alumni can engage through 15 alumni connection groups that are focused on common interests. Homecoming is Nov. 7-9, and 11 class reunions will take place this year. We have broken attendance records the last two years, and hope to continue that trend.

(Athletics)

In case you didn't hear, at the end of the spring semester, our women's golf team placed third at the NCAA Division III National Championship, topping its fourth place finish the previous year. More impressive to me is the fact that they also achieved the third highest GPA of any women's golf team in the country, including Divisions I and II. This is a marvelous accomplishment! We are very proud of this team and its continued athletic and academic success.

We are looking forward to fielding our first varsity softball team next spring.

While the Olympics are fresh in everyone's mind, I would like to remind you that our very own five-time Olympian, **Francie Larrieu Smith**, was the U.S. flag bearer in the 1992 Barcelona

Olympics. Francie is starting her 10th year as head coach of our men's and women's cross country teams and our track and field team. **PHOTO**

Since we are on the topic of the Olympics, were you aware that one of our art faculty members, **Mary Visser**, had several pieces selected for an art exhibition that is travelling around China in conjunction with the Olympics this year? Mary's works were selected for an exhibition titled "E-Form" devoted to the relatively new art form of rapid prototyping. Congratulations, Mary!

(Sustainability initiatives)

We continue efforts to make our campus more sustainable. **Bob Mathis** has done a great job keeping you updated on the new Wilhelmina Cullen Admission Center, which will be our first LEED-certified building on campus. This fall we will be implementing a broader recycling program in some of our buildings. Special thanks go to Bob Mathis and the Physical Plant staff for their efforts to enhance our campus recycling program.

Construction has begun on the \$11 million Charles and Elizabeth Prothro Center for Lifelong Learning. Last week, we received a check for \$1 million from Oklahoma's Mabee Foundation to help fund construction of this building. The building also will be built following LEED guidelines and completion is anticipated for the fall of 2009.

(Other initiatives)

Some other initiatives currently under way include contracting with the firm of Scannell and Kurz to study and make recommendations on tuition pricing and financial aid optimization. Using sophisticated research and modeling programs, their findings will inform us as we make the most cost-effective use of our budgeted funds for financial assistance. Their fee will be paid through the cost savings related to replacing printed applications with online versions of applications.

Over the coming weeks the Senior Staff will review and develop recommendations for revision of Southwestern's Strategic Plan for 2010. Recommendations will be reviewed by the University Council and submitted to the Board of Trustees in October. Over the next 18 months, we will work to develop a new plan to follow our 2010 Strategic Plan. A campus committee will be appointed this fall to work with a Trustee committee toward this goal.

(New Web Site)

The research commissioned by the Art & Science Group several years ago confirmed that the key audience for Southwestern's Web site is prospective students and their families. This research also encouraged, as one of Southwestern's highest Web priorities, more compelling and consistent content throughout the academic departmental Web pages. The Art & Science research has informed the current process to overhaul the University's Web site.

As you know, last year we hired White Whale Web Services and we look forward to debuting our new site on October 15. The Web Management Team and the Web Advisory Working Group have spent many extra hours on this project, and we all thank you.

Our new **Emergency Notification System** has been tested and fully implemented. This system enables us to reach faculty, staff, students and parents through several forms of communication

in the event of an emergency. Please join me in thanking **Bob Paver** and his staff for their diligent efforts to put this in place.

(Recognition)

I also want to share with you some of the recent recognition Southwestern has received. Last month, we were included in the 2009 edition of The Princeton Review's *The Best 368 Colleges*.

The 2009 edition of the *Fiske Guide to Colleges*, published by former *New York Times* Education Editor Edward Fiske, includes Southwestern in its list of 49 colleges and universities that are the Best Buys of 2009.

Forbes magazine recently inaugurated its first college rankings edition, combining both private and public institutions. Southwestern was ranked second behind Rice in Texas and #133 nationally.

At the 2008 Career Services Institute, Southwestern's Career Services office was recognized as having one of the six "Best Practices for 2008." Roger, I imagine this accolade has many of our parents encouraging their sons and daughters to find where your office is.

This month, our new Dorothy Manning Lord Residential Center was named a runner-up in *University Business* magazine's search for "Dorms of Distinction."

And this month we also learned that Southwestern did very well in the most recent Collegiate Learning Assessment, a test given to first-year students and seniors to measure the value added by a college education. Results showed that Southwestern contributed more to the learning gains made by students than 92 percent of the 176 four-year undergraduate institutions participating in the 2007-08 CLA. This was well above expectations. Our students did particularly well in the performance task, which combines all elements of the test's tasks.

(Upcoming Events)

We are looking forward to many exciting events coming up this year. The Writer's Voice lecture on Nov. 11 will feature **Azar Nafisi**. Nafisi is best known as the author of *Reading Lolita in Tehran: A Memoir in Books*.

Ben Pierce is coordinating Southwestern's 31st Brown Symposium, which will be held Feb. 5-6. The symposium is titled "Science and Religion: Conflict or Convergence?" and speakers will include Dr. Andrew Newberg from the University of Pennsylvania, Professor Simon Conway Morris from the University of Cambridge, Professors Christopher Bader and Paul Froese ("Froze") from Baylor University, Professor Mary Evelyn Tucker from Yale University and Professor David Sloan Wilson from SUNY Binghamton.

It is my pleasure to announce that **Dr. Wangari Maathai** from Kenya will give our 2009 Shilling Lecture on February 16. Dr. Maathai founded the Greenbelt Movement and, in 2004, became the first African woman to receive the Nobel Peace Prize for her contribution to sustainable development, democracy and peace. **PHOTO**

(Recognition of Service and Leadership)

We've come to my favorite part of this annual presentation – recognizing some of our colleagues for their service and leadership.

(Staff & Faculty Retirements)

First, let's recognize those faculty staff members who will be retiring this year:

Troice (Troy) Johnson, an electrician in the Physical Plant, joined SU in August 1983;

Steve Lange, Supervisor for Architectural Services, has been with SU since 1985;

Carol Champion, Associate Director for Advancement Information Services, joined the SU community in 1982;

Sharon Hehman, Staff Secretary for Career Services, will retire next August. Sharon has been with SU since 1985; and

Also, **John Bigley**, a librarian with faculty rank, will be retiring next July. John is a Southwestern graduate and has been a member of our faculty since 1976.

Would all of you please stand so we can recognize you?

(Mundy Awards)

Finally, as we do at this event each year, I would like to announce this year's recipients of the **Joe S. Mundy Exemplary Service Award**, which was created in 2002 as a memorial to the leadership of former alumnus and Trustee Joe Mundy. This award honors faculty and staff members who have demonstrated exemplary service to Southwestern.

Would **David Gaines** please come forward?

David has been a member of our faculty since 1984 and has served as director of the Paideia program for the past two years. One nominator noted that since David has taken over as director of the Paideia Program, the image of that program has changed in the eyes of our students. They seem more aware of the ideals behind it and embrace it as something very unique about Southwestern. This nominator added: "We all know that changing student opinion about certain University programs and policies can be one of the hardest things to do. David does it with ease. I think this is because he is well respected by students, faculty and staff." David also is adored by our alumni, regardless of whether or not he was their professor. In fact, David has previously been recognized by the Association of Southwestern University Alumni with its "Mr. Homecoming" Award, and I'm pleased to recognize him with the Joe S. Mundy Award. (present award to David)

Would **Ruben Torres** please come forward?

Ruben came to Southwestern in 1995 as a member of our Custodial Services Department. A few years ago, Ruben expressed an interest in attending a conference sponsored by the Associated Colleges of the South to learn more about recycling issues. After attending that conference, Ruben was asked to take the initiative to establish and maintain a recycling program on our campus, years before the Talloires Committee was developed. Since then, recycling has become more than a duty for Ruben, it is his passion. He is dedicated to this important task and readily goes to pick up and haul recycling to collection points himself if needed.

Ruben now serves on the Talloires Committee and has volunteered to be part of the subcommittee that involves environmental literacy. He also has served on the Staff Affairs Council and the University Council, and has helped with our Destination: Service Program. Ruben, thank you for being such a valuable member of our community.
(present award to Ruben)

Would **David Williamson** please come forward?

David has been a member of our Information Technology Services staff since 2000. However, he is much more than just the friendly computer guy on campus or the supportive voice on the other end of the Help Desk. Co-workers say what sets him apart is that he does it all with an unprecedented commitment to customer service. One nominator said: “David manages to juggle a myriad of challenges and an overwhelming workload, yet always finds time to stop and answer questions or provide computer advice to anyone in need. He gives each individual his undivided attention. David’s consideration extends to all members of the SU community: faculty, staff and students. No one is ever turned away.”

Six years ago, David also helped implement our Hardware for Honduras Program, in which refurbished computers are shipped to children in villages around La Esperanza, Honduras. Those involved with this program say David is the force that keeps the program active. One faculty member involved with this program said, “David has undertaken this job with utmost dedication and enthusiasm, and has dedicated innumerable hours to it, and I sincerely believe that our ability to recruit people for this program has been largely due to his passion and dedication.”

In addition to being a humanitarian on and off the job, David is a dedicated father to his son, Jeff, who apparently loves computers as much as his father does. Congratulations, David.
(present award to David)

Would **Jaime Woody** please come forward?

Jaime joined our Student Affairs staff in 1993 and currently serves as Associate Dean for Student Life. Colleagues say she is the consummate professional, possessing tremendous talent, indomitable positive spirit, impeccable integrity, and an indefatigable commitment to the welfare of others. Our students speak just as highly of her. “Her perpetual faith in and love for the students who attend this university never ceases to amaze me,” one recent graduate said. “Jaime continually goes above and beyond one’s expectations to better the community at Southwestern, and always puts the students’ needs before her own. I have never seen anyone dedicate so much of her heart and soul to bettering the lives of each student at this university.” Jaime is the concrete embodiment of our Core Values, and I am pleased to present her with this award.
(present award to Jaime)

The names of these four individuals will be added to the plaque with the names of all those who previously have received the Mundy Award that is located in the Bishops Lounge in the McCombs Center.

(Conclusion)

Finally this afternoon, I would like to speak honestly with all of you about our current financial situation. I’m sure you all are feeling the economic pinch at home, and it is no different here.

The summer hours program was implemented on a pilot basis in July as one initiative to help us cut costs and save you money. I would like to thank those persons who still came in to work on Fridays, such as our Admission staff and Physical Plant employees. Several other budget-tightening measures will be taken this year, including the elimination of the annual holiday party and the end-of-school party. However, I look forward to seeing those of you who have responded to tonight's party.

We have been working with our trustees to make sure that our endowment is earning as much money as possible for us. To this end, the Trustees' new Investment Committee recently voted to move the management of most of our endowment to the Commonfund, which specializes in managing college and university endowments. The Commonfund currently is the largest nonprofit investment manager in the country, with more than 1,800 clients and \$40 billion in assets under management. About 10-15 percent of our assets remain under the management of Fayez Sarofim & Company.

Our investment portfolio has now been separated into a broad range of diversified investment vehicles in line with modern portfolio theory and very similar to the asset allocation of the best performing endowments in the country. These investments include stocks, bonds, alternatives, and other asset classes. The Investment Committee actions were implemented on July 31st and the committee continues to meet and review these investments and policies and procedures going forward.

In a challenging economic year, we were nevertheless able to once again balance our operating budget. We also met and exceeded our Southwestern Fund gift goal. I shared earlier our campaign total of nearly \$90 million, but all gifts and pledges for the 2007-2008 fiscal year totaled \$16,290,464 – the fifth best fundraising year in University history. We are grateful for our alumni, parents, faculty, staff, friends, and students who believe in and generously support our work.

I look forward to working with all of you in the coming year to address our challenges while we continue to build an institution that engages minds and transforms lives.