

WELCOME, AND THANK YOU FOR COMING THIS AFTERNOON. TOMORROW IS DRAKE'S 125TH BIRTHDAY — THE 125TH ANNIVERSARY OF THE FIRST DAY OF CLASSES AT DRAKE UNIVERSITY — AND WE HAVE A LOT TO CELEBRATE. IT IS A TIME TO REFLECT ON THE UNIVERSITY'S PROUD TRADITIONS AND ON THE MANY ACCOMPLISHMENTS OF ITS PEOPLE, AND IT IS ALSO TIME TO TALK ABOUT THE WAYS IN WHICH WE WILL CRAFT THE NEXT CHAPTER OF DRAKE'S STORY.

FIRST, I WANT TO STATE UNEQUIVOCALLY THAT THE "STATE OF THE UNIVERSITY" IS THE BEST THAT IT'S BEEN IN MY SEVEN YEARS AT DRAKE. THERE IS NO QUESTION THAT WE STILL HAVE SOME BIG THINGS TO FIX, DAUNTING PROBLEMS TO SOLVE, AND CHALLENGES TO BE CONFRONTED — THAT'S THE NATURE OF LIFE IN HIGHER EDUCATION. BUT THANKS TO THE EFFORTS, PASSION AND COMMITMENT OF HUNDREDS AND HUNDREDS OF PEOPLE, MANY OF WHOM ARE IN THIS ROOM THIS

AFTERNOON, DRAKE IS THRIVING IN A VARIETY OF WAYS. AS TRADITION DICTATES FOR THIS CONVOCATION, LET ME GIVE YOU A QUICK AND ENCOURAGING OVERVIEW, IN SOMEWHAT RANDOM ORDER, OF SOME OF THE HIGHLIGHTS OF THE PAST 12 MONTHS AT DRAKE UNIVERSITY:

- JUST TODAY, WE RECEIVED THE WELL WORKPLACE GOLD AWARD FROM THE WELLNESS COUNCILS OF AMERICA FOR OUR WELLNESS PROGRAM – ONE OF THE FIRST UNIVERSITIES IN THE COUNTRY TO RECEIVE THE GOLD AWARD
- WE ENROLLED THE FOURTH LARGEST EFR CLASS IN OVER A DECADE THIS FALL; SIGNIFICANT INCREASE IN TRANSFERS AND IT LOOKS LIKE OUR ALREADY STRONG RETENTION RATE WILL IMPROVE EVEN MORE
- OUR FIRST-TO-SECOND YEAR RETENTION RATE THIS FALL IS 88.3%, A 3 PERCENT INCREASE!

- LARGEST NUMBER OF NEW INTERNATIONAL STUDENTS SINCE WE STARTED KEEPING RECORDS ON IT IN 1985
- OUR ENTERING CLASS IS INCREASINGLY DIVERSE, WITH 14% DOMESTIC MINORITY STUDENTS AND 3% INTERNATIONAL
- PRESIDENT'S AWARD FOR OUTSTANDING COMMUNITY SERVICE FROM THE DES MOINES BRANCH OF THE NAACP
- NEW EXCHANGE AGREEMENTS WITH UNIVERSITIES IN AUSTRIA, ITALY AND JAPAN; AND OUR CHINESE RELATIONSHIPS CONTINUE TO EXPAND IN WONDERFUL WAYS
- STUDENT BAR ASSOCIATION RECOGNIZED AS THE NUMBER TWO SBA IN THE COUNTRY BY THE AMERICAN BAR ASSOCIATION
- MADE SIGNIFICANT PROGRESS IN POSITIONING THE UNIVERSITY FOR ACCREDITATION IN 2008; MOST IMPORTANT IS THAT THE PROCESSES THAT WE HAVE PUT IN PLACE ARE LEADING TO SUBSTANTIVE AND

IMPORTANT INSTITUTIONAL CHANGE, OF WHICH REACCREDITATION WILL BE A CONSEQUENCE — NOT A GOAL

- A DRAKE LAW ALUMNA PLACED FIRST IN THE COUNTRY IN AN ABA NATIONAL WRITING COMPETITION
- 3 GRADUATING SENIORS AND ONE FACULTY MEMBER RECEIVED FULBRIGHT FELLOWSHIPS FOR TEACHING AND RESEARCH ABROAD
- EXCITING NEW ACADEMIC PROGRAMS, SUCH AS MASTER'S IN FINANCIAL MANAGEMENT, UNDERGRADUATE HEALTH SCIENCES MAJOR, MASTER'S IN COMMUNICATION MANAGEMENT, AND THE ENTREPRENEURIAL MANAGEMENT PROGRAM
- \$1.2 MILLION RENOVATION OF JEWETT HALL
- 10 MORE CLASSROOMS UPDATED (FOR A TOTAL OF 20 IN TWO YEARS)
- \$4 MILLION OLIN HALL RENOVATION AND ADDITION OF ATRIUM AND NEW PATIO

- STADIUM COMPLETION AND 28TH STREET DRAKE PLAZA
- PLANNING FOR THE HUBBELL PROJECT
- CLAIMED SOLE POSSESSION OF 4TH PLACE AMONG 142 MASTER'S UNIVERSITIES IN THE MIDWEST IN *U.S. NEWS & WORLD REPORT'S* RANKINGS; NUMBER 7 ON THEIR BEST BUY LIST
- IDENTIFIED BY *ROLLING STONE MAGAZINE* AS ONE OF 50 "SCHOOLS THAT ROCK!"
- COMPLETE RENOVATION OF OLD ROTC HOUSE ON 26TH STREET INTO ECO HOUSE--FOR STUDENT HOUSING AND LOCUS OF CAMPUS PROGRAMMING ON ENVIRONMENTAL ISSUES
- DEVELOPMENT OF A COMPREHENSIVE RESIDENCE HALL PLAN
- MOODY'S INVESTOR SERVICE GAVE DRAKE AN A RATING, WHICH IS NOT ONLY WELCOME RECOGNITION OF THE UNIVERSITY'S STRONG FINANCIAL POSITION, BUT WILL HELP IMMEASURABLY WHEN WE GO TO

FINANCE THE RENOVATION OF THE QUADS STARTING
NEXT YEAR

- BALANCED BUDGET FOR 2ND YEAR IN A ROW
- SIGNIFICANT PROGRESS ON FACULTY/STAFF
COMPENSATION PLAN; ADDED OVER \$7 MILLION IN
NEW MONEY TO THE COMPENSATION BUDGET IN THE
PAST FOUR YEARS
- 66% OF OUR STUDENT ATHLETES HAD A GPA OVER 3.0
- DRAKE HAS BEEN AWARDED THE 2007 NCAA
MIDWEST TRACK & FIELD CHAMPIONSHIPS AND THE
2008 NCAA NATIONAL TRACK & FIELD
CHAMPIONSHIPS
- SOME IMPORTANT MAJOR GIFTS, INCLUDING TWO NEW
ENDOWED PROFESSORSHIPS

IT'S CLEAR FROM ALL OF THIS THAT WE'VE HAD A VERY
GOOD YEAR, AND THAT WE HAVE A LOT TO BE PROUD OF
AS A COMMUNITY. AS MOST OF YOU WELL KNOW FROM
MY PAST COMMENTS IN THIS ANNUAL FORUM, HOWEVER,

SUCCESS MAKES ME NERVOUS — IT'S WHAT I WOULD LIKE TO BELIEVE IS APPROPRIATELY PRODUCTIVE NEUROTIC BEHAVIOR ON MY PART. WHILE THERE ARE MANY CHALLENGES AHEAD OF US, THE MOST IMMINENT DANGER — AS YOU'VE HEARD ME SAY BEFORE — IS THAT WE PAT OURSELVES ON THE BACK FOR A JOB WELL DONE AND RELAX. FOR THOSE OF YOU WHO'VE BEEN AT DRAKE FOR FAR LONGER THAN I, YOU KNOW WHAT HAPPENS WHEN WE RELAX — WE SLIDE INTO YET ANOTHER CRISIS. THAT'S TRUE OF ANY ORGANIZATION IN A DYNAMIC, COMPETITIVE ENVIRONMENT — YOU CANNOT STOP MOVING FORWARD.

YOU ALL KNOW THAT THERE IS A BROAD CONSTELLATION OF EXTERNAL CHALLENGES AHEAD OF US; WE'VE DISCUSSED THEM IN THIS AND OTHER FORUMS MANY TIMES:

- DRAMATIC CHANGES IN THE DEMOGRAPHICS OF HIGH SCHOOL GRADUATES IN COMING YEARS

- CONTAINING COSTS
- THE ISSUE OF ACCESS: THE GROWING ECONOMIC DIVIDE IN AMERICA AND THE INCREASING NUMBER OF STUDENTS WHO WILL NOT BE ABLE TO AFFORD PRIVATE EDUCATION
- THE INCREASING FAILURE OF OUR K-12 SYSTEM TO PREPARE STUDENTS ADEQUATELY FOR HIGHER EDUCATION
- CHANGES IN THE PHILANTHROPIC ENVIRONMENT
- CHANGES IN WORKFORCE NEEDS
- INCREASING PUBLIC SUSPICION OF THE WHOLE ENTERPRISE OF HIGHER EDUCATION, REFLECTED RECENTLY IN THE SERIES OF HEARINGS AROUND THE COUNTRY IN CONNECTION WITH THE SPELLINGS COMMISSION ON THE FUTURE OF HIGHER EDUCATION
- INCREASINGLY INAPPROPRIATE GOVERNMENT INTRUSION INTO THE POLICIES AND PROCEDURES OF HIGHER EDUCATION

BUT THERE ARE ALSO SOME URGENT, DRAKE-SPECIFIC CHALLENGES THAT NEED TO BE CONFRONTED:

- WE MUST BREAK THE HISTORICAL PATTERN OF GOOD TIMES, SELF-CONGRATULATION AND RELAXATION, AND SUBSEQUENT CRISIS
- WE WILL UNDERGO A RE-ACCREDITATION VISIT IN FEBRUARY OF 2008: THE CRITERIA HAVE SIGNIFICANTLY CHANGED SINCE THE LAST VISIT 10 YEARS AGO, AND, IN ADDITION, WE MUST DEMONSTRATE THAT WE ARE A HIGH PERFORMING ORGANIZATION THAT IS PREPARING FOR THE FUTURE.
- AND FINALLY, THE *DRAKE UNIVERSITY STRATEGIC PLAN* NEEDS TO BE UPDATED.

WHAT THIS ALL LEADS TO IS THE CONCLUSION THAT IT IS ONCE AGAIN TIME TO STEP BACK FROM WHERE WE ARE, TAKE A GOOD HARD LOOK AT WHAT WE'RE CURRENTLY

DOING AND ASK OURSELVES SOME TOUGH QUESTIONS ABOUT CURRENT PRACTICE AND CURRENT ASSUMPTIONS. *WE ARE ENTERING AN ENTIRELY NEW PHASE OF STRATEGIC PLANNING FOR DRAKE UNIVERSITY.*

WE HAVE PRODUCED A VISION FOR DRAKE UNIVERSITY IN 2025, ARTICULATED IN A DOCUMENT THAT A NUMBER OF YOU HAVE SEEN AND DISCUSSED IN DRAFT, AND THAT WILL BE MORE BROADLY DISTRIBUTED IN COMING WEEKS. THAT VISION IS PREDICATED ON TWO FUNDAMENTAL ASSUMPTIONS THAT WE MUST KEEP IN FRONT OF US AT ALL TIMES AS WE PLAN OUR FUTURE, BOTH SHORT- AND LONG-TERM: 1) THE DRAKE UNIVERSITY EDUCATIONAL PARADIGM, THAT IS, THE DELIBERATE AND INTENTIONAL INTEGRATION OF LIBERAL ARTS & SCIENCES EDUCATION WITH PROFESSIONAL PREPARATION, WITH A STRONG EMPHASIS ON THE ACQUISITION OF CORE INTELLECTUAL SKILLS, ABILITIES, AND PERSPECTIVES, ON PERSONAL DEVELOPMENT AND RESPONSIBLE CITIZENSHIP, IS A

POWERFUL MODEL FOR THE FUTURE OF HIGHER EDUCATION IN AMERICA, AND; 2) WE MUST POSITION DRAKE UNIVERSITY TO BE ONE OF THE VERY BEST INSTANCES OF THAT MODEL IN THE UNITED STATES, TO *BECOME A GREAT UNIVERSITY.*

IT IS ESSENTIAL THAT WE BEGIN TO TAKE AGGRESSIVE STEPS TOWARD THE REALIZATION OF THAT VISION. WE NEED TO TAKE THINGS TO THE NEXT LEVEL — A PROCESS THAT BRINGS THE DRAKE COMMUNITY TOGETHER IN WAYS THAT WILL JAR LOOSE THE CREATIVITY, ENERGY, EXCITEMENT, AND ENGAGEMENT THAT WE NEED, AND BUILD UPON THE COMMITMENT OF THE PEOPLE WHO COMPRISE THE DRAKE UNIVERSITY COMMUNITY.

AFTER EXTENSIVE DISCUSSIONS OVER THE PAST YEAR WITH FACULTY SENATE, THE ACCREDITATION STEERING COMMITTEE, SEVERAL OF THE CRITERION COMMITTEES FOR THE SELF-STUDY PROCESS, THE SENIOR ADVISORY

COUNCIL, THE SUMMER PLANNING RETREAT ATTENDEES,
AND THE BOARD OF TRUSTEES, WE ARE LAUNCHING A
THREE-PART PLANNING PROCESS:

THE STRATEGIC POSITIONING INITIATIVE

THE FIRST COMPONENT IS THE *STRATEGIC POSITIONING INITIATIVE*, WHICH IS BEING DESIGNED AND MANAGED JOINTLY DURING THIS ACADEMIC YEAR BY THE PRESIDENT'S CABINET, THE SENIOR ADVISORY COUNCIL, AND THE CRITERION II COMMITTEE. THE GOALS OF THE STRATEGIC POSITIONING INITIATIVE ARE:

- TO MAXIMIZE EFFICIENCY AND EFFECTIVENESS IN DELIVERY OF SERVICES AND MANAGEMENT OF THE INSTITUTION;
- TO MAXIMIZE ACADEMIC AND PROGRAMMATIC CONNECTIONS AMONG UNITS;
- TO MINIMIZE REDUNDANCIES AND DUPLICATION OF FUNCTIONS;

- TO MINIMIZE THE UNNECESSARY EXPENDITURE OF RESOURCES.

THE STRATEGIC POSITIONING INITIATIVE WILL COMPRISE TWO PARALLEL INITIATIVES:

- ANALYSIS OF ADMINISTRATIVE (ACADEMIC AND NON-ACADEMIC) STRUCTURE AND FUNCTIONS
- ANALYSIS OF ACADEMIC PROGRAMS
 - EACH ACADEMIC UNIT (DEPARTMENT) WILL BE ASKED TO CONDUCT AN ENVIRONMENTAL SCAN (LOOKING AT TRENDS, CHALLENGES, OPPORTUNITIES) TO DETERMINE THE RELEVANCE OF EXISTING PROGRAMS AND THE NEED FOR NEW PROGRAMS
 - EACH UNIT WILL BE ASKED TO PREPARE A WHITE PAPER FOR THE 2007 *FUTURES CONFERENCE* (MORE ABOUT THAT LATER) THAT WILL IDENTIFY NEW PROGRAM NEEDS/ OPPORTUNITIES, AS WELL AS IDENTIFY EXISTING PROGRAM(S) THAT *MIGHT*

BE PHASED OUT TO CREATE RESOURCES FOR
INNOVATION

THE NEW STRATEGIC PLAN

THE NEXT ITERATION OF THE *DRAKE UNIVERSITY STRATEGIC PLAN* CANNOT AND SHOULD NOT BE AN EXTENSION AND REVISION OF *STRATEGIC PLAN 2003-2008*; THE NEXT STRATEGIC PLAN IS GROUNDED IN A MUCH DIFFERENT CONTEXT. THE ORIGINAL STRATEGIC PLAN WAS IN MANY WAYS AN “ESCAPE STRATEGY” — FOCUSED ON RESOLVING PROBLEMS AND CHALLENGES. WE HAD A BUDGETARY SITUATION THAT WAS NOT SUSTAINABLE, DECLINING ENROLLMENTS, A DETERIORATING PHYSICAL PLANT, A RISK OF LOSING FACULTY AND STAFF, AND A DISCONNECT FROM A VARIETY OF ESSENTIAL CONSTITUENCIES.

THE NEXT *DRAKE UNIVERSITY STRATEGIC PLAN* MUST BE FIRMLY FOCUSED ON OUR FUTURE. IT MUST IDENTIFY THE

APPROPRIATE NEXT STEPS TO MOVE THE UNIVERSITY FIVE YEARS CLOSER TO OUR LONG-TERM VISION OF ITS FUTURE — OUR VISION OF DRAKE NOT JUST AS ONE OF THE VERY BEST IN THE MIDWEST, BUT AS A GREAT UNIVERSITY AND AS A NATIONAL MODEL FOR THE INTEGRATION OF LIBERAL EDUCATION AND PROFESSIONAL PREPARATION.

NOW THAT WE ARE POSITIONED TO AFFORD THE LUXURY OF LOOKING TO OUR FUTURE, THERE IS A VERY SIMPLE, BUT VERY IMPORTANT, QUESTION THAT DERIVES FROM OUR GOAL TO BECOME A GREAT UNIVERSITY — THE ANSWER TO WHICH SHOULD SERVE AS THE ORGANIZING PRINCIPLE FOR THE GOALS OF *STRATEGIC PLAN 2007-2011: WHAT ARE THE COMPONENTS OF A GREAT UNIVERSITY?* I PROPOSE THAT THE GOALS OF THE NEXT *STRATEGIC PLAN* SHOULD BE ORGANIZED BY THE CATEGORIES THAT CONSTITUTE THE ANSWER TO THAT QUESTION:

- *PEOPLE* — OF EXCEPTIONAL ABILITIES WHO ARE COMMITTED TO THE MISSION, GOALS, AND CORE VALUES OF THE INSTITUTION, AND REPRESENTATIVE OF THE DIVERSITY OF AMERICAN SOCIETY AND THE UNIVERSITY'S COMMITMENT TO INTERNATIONAL EDUCATION;
- *PROGRAMS* — OF EXCEPTIONAL QUALITY, CONSISTENT WITH INSTITUTIONAL MISSION, THAT RESPOND TO STUDENT LEARNING GOALS AND THE NEEDS OF THE COMMUNITIES (LOCAL, REGIONAL, NATIONAL, GLOBAL) THAT THE INSTITUTION SERVES;
- *RESOURCES* — SUFFICIENT TO SUPPORT THE CURRENT ACTIVITIES OF THE INSTITUTION AT THE HIGHEST LEVEL, AND TO GUARANTEE THE UNIVERSITY'S ABILITY TO THRIVE IN THE FUTURE;
- *FACILITIES* — THAT SUPPORT ALL ASPECTS OF TEACHING, LEARNING, RESEARCH, STUDENT LIFE, AND THE HEALTH AND WELFARE OF THE COMMUNITY AT THE HIGHEST LEVEL;

- *PROCESSES* – THAT ENSURE THE EFFECTIVE, EFFICIENT AND RESPONSIVE OPERATION OF THE UNIVERSITY, AND THAT ARE DRIVEN BY OBJECTIVE DATA AND ONGOING ASSESSMENT OF OUTCOMES;
- *CONNECTIONS* – THAT ENABLE THE UNIVERSITY TO BOTH SERVE AND BENEFIT FROM ONGOING RELATIONSHIPS WITH A VARIETY OF KEY CONSTITUENCIES;
- *NARRATIVES* – THAT COMMUNICATE TO DIVERSE CONSTITUENCIES THE MESSAGE OF THE UNIVERSITY IN A MANNER THAT ACCURATELY AND MEANINGFULLY INFORMS, ENGAGES, AND MOTIVATES THEM.

THREE-YEAR PLANNING CYCLE

THE FINAL COMPONENT IN THIS APPROACH IS THE IMPLEMENTATION OF A 3-YEAR PLANNING CYCLE. ONE OF THE MOST CHALLENGING ASPECTS OF STRATEGIC PLANNING, PARTICULARLY WHEN THE PROCESS IS OPEN,

INCLUSIVE, AND COMMUNITY-BASED, IS THAT IT IS EPISODIC, REQUIRING VASTLY DIFFERENT LEVELS OF INVOLVEMENT AND ENERGY AT DIFFERENT PERIODS IN THE PLAN'S HISTORY — FROM DESIGN TO IMPLEMENTATION TO ASSESSMENT TO MODIFICATION, AND SO ON. THIS EPISODIC NATURE, NATURALLY, HAS MADE IT EXTREMELY DIFFICULT TO MAINTAIN A CONSTANT LEVEL OF ENGAGEMENT BY VARIOUS CAMPUS CONSTITUENCIES. SIMPLY PUT, SOMETIMES THERE'S A LOT TO DO, AND SOMETIMES THERE ISN'T — LEAVING PERMANENT PLANNING OR ADVISORY COMMITTEES WONDERING WHY THEY WERE ASKED TO SERVE.

THE CRITERION II COMMITTEE OF THE REACCREDITATION SELF-STUDY PROCESS DEVELOPED A VERY COMPELLING MODEL FOR A 3-YEAR PLANNING CYCLE THAT RECOGNIZES AND ACCOMMODATES THE CHALLENGES THAT I HAVE JUST IDENTIFIED. IT IS A PROCESS THAT PROVIDES FOR CAMPUS-WIDE

ENGAGEMENT AT APPROPRIATE POINTS, INCLUDING AN ALL-CAMPUS *FUTURES CONFERENCE* EVERY THREE YEARS, GUIDANCE AT THE OUTSET FROM AN ALL-CAMPUS PLANNING COMMITTEE, AND THE REEVALUATION AND REWORKING OF THE PLAN AS NECESSARY EVERY THREE YEARS. MORE DETAIL ON THIS PROCESS WILL BE AVAILABLE TO THE CAMPUS FOR DISCUSSION IN COMING MONTHS, BUT I DO WANT TO ALERT YOU TO ITS VERY EXCITING INAUGURAL EVENT — A PRESENTATION ON THE EVENING OF JANUARY 18TH, 2007, BY ERIK PETERSON, DIRECTOR OF THE SEVEN REVOLUTIONS PROJECT AT THE COUNCIL ON STRATEGIC & INTERNATIONAL STUDIES. MR. PETERSON WILL BE LAYING OUT A PROVOCATIVE AND COMPELLING PICTURE OF THE WORLD TWENTY YEARS FROM NOW — A PICTURE THAT WE EXPECT WILL SERVE AS A CATALYST FOR THOUGHT AND REFLECTION AS DEPARTMENTS DEVELOP THEIR WHITE PAPERS IN ANTICIPATION OF NEXT SUMMER'S *FUTURES CONFERENCE*.

I REALIZE THAT I'VE COVERED A BROAD EXPANSE OF COMPLICATED TERRITORY IN THE PAST FEW MINUTES, AND I HOPE THAT I'VE DONE IT IN A MANNER THAT MAKES SOME SENSE TO YOU, AND THAT ENTICES YOU TO LEARN MORE AND TO GET INVOLVED AS WE ROLL ALL OF THIS OUT IN COMING MONTHS. MUCH MORE DETAILED INFORMATION WILL BE FORTHCOMING IN THE NOT-TOO-DISTANT FUTURE. AS COMPLICATED AS ALL THIS MIGHT SEEM FROM THIS EARLY VANTAGE POINT, THE REALITY IS THAT WE HAVE A *HUGE* OPPORTUNITY IN FRONT OF US — THE OPPORTUNITY TO TAKE A GIANT STEP FORWARD IN ATTAINING *OUR VISION FOR DRAKE UNIVERSITY AS A NATIONAL MODEL FOR HIGHER EDUCATION*. IT IS MY HOPE THAT WE CAN TAKE THE CONFIDENCE, PRIDE, KNOWLEDGE, MOMENTUM AND SENSE OF ACCOMPLISHMENT THAT COME FROM ALL THAT WE HAVE ACHIEVED TOGETHER IN RECENT YEARS, AND TURN THEM INTO THE FOCUSED ENERGY AND DETERMINATION

THAT WE NEED TO TAKE THAT STEP. OUR REMARKABLE TRACK RECORD AS A COMMUNITY GIVES ME EVERY REASON TO BE CONFIDENT THAT THAT HOPE IS JUSTIFIED.

I'D LIKE TO CONCLUDE THIS PORTION OF TODAY'S CONVOCATION BY EXPRESSING MY PROFOUND THANKS TO ALL OF YOU FOR ALL THAT YOU DO FOR DRAKE UNIVERSITY AND ITS STUDENTS. I ALSO WANT TO MAKE SURE THAT YOU KNOW HOW MUCH MADDY AND I APPRECIATE YOUR ONGOING SUPPORT, ENCOURAGEMENT, AND FRIENDSHIP. I LOOK FORWARD TO OUR CONTINUED COLLABORATION AS WE WRITE THE NEXT CHAPTERS OF DRAKE'S STORY.



AWARDS

IT IS NOW MY PLEASURE TO BEGIN THE AWARDS PORTION OF THIS AFTERNOON'S CONVOCATION. SINCE 1992, IT HAS BEEN A CUSTOM IN THE FALL TO RECOGNIZE

INDIVIDUALS FOR THEIR EXEMPLARY CONTRIBUTIONS TO
DRAKE UNIVERSITY.

EACH YEAR THE UNIVERSITY PRESENTS *DRAKE MEDALS
OF SERVICE* TO INDIVIDUALS WHO HAVE PLAYED KEY
ROLES IN THE UNIVERSITY'S DEVELOPMENT AND GIVE
ADDED MEANING TO THE RICH HERITAGE OF SERVICE
THAT SYMBOLIZES THE TRUE CHARACTER OF DRAKE.

THIS YEAR WE HAVE TWO RECIPIENTS. THE FIRST IS DON
MOON, ASSOCIATE PROFESSOR EMERITUS OF EDUCATION
AND A MEMBER OF THE FACULTY FOR 34 YEARS. [ASK
DON TO COME UP] DON ALSO SERVED AS DIRECTOR OF
EDUCATIONAL MEDIA AND TELEVISION SERVICES FROM
1964 TO 1996 AND WAS A MEMBER OF THE FACULTY
SENATE.

DON SPEARHEADED MANY ADVANCEMENTS IN
TELEVISION SERVICES THAT CONTINUE TO HAVE AN

IMPACT ON THE DRAKE CAMPUS TODAY. FOR EXAMPLE, DON INITIATED DRAKE'S ENTRY INTO CABLE TELEVISION PROGRAMMING IN THE DES MOINES COMMUNITY AND THE FIRST TELEVISION COVERAGE OF DRAKE RELAYS PRODUCED BY STUDENTS. HE ALSO PLAYED A KEY ROLE IN INSTRUCTIONAL TV PRODUCTION AND THE DEVELOPMENT OF THE IOWA COMMUNICATIONS NETWORK AT DRAKE.

JUST BECAUSE HE RETIRED FROM DRAKE IN 1998 DOES NOT MEAN THAT DON LEFT DRAKE. IN HIS FIRST TWO YEARS OF HIS ALLEGED RETIREMENT, HE SERVED AS THE UNIVERSITY'S INTERIM DIRECTOR OF DISTANCE LEARNING. HE ALSO HAS BEEN PRESIDENT OF THE EMERITI FACULTY GROUP AND IS A FOUNDING MEMBER OF THE WILDLY POPULAR BILLIE AND ROBERT D. RAY LIFELONG LEARNING SOCIETY, WHERE HE HAS BEEN RESPONSIBLE FOR COURSE DEVELOPMENT FOR THE PAST TWO YEARS. HIS OTHER RETIREMENT ACTIVITIES INCLUDE

FINDING SHIPMATES WHO SERVED WITH HIM ON THE USS ROCHESTER DURING THE KOREAN WAR. HE HAS LOCATED 75 OF THE MEN AND THEY GATHER FOR REUNIONS EVERY TWO YEARS.

IF YOU DIDN'T KNOW IT BY NOW, DON "BLEEDS BLUE." HE HAS HAD SEASON TICKETS TO DRAKE MEN'S BASKETBALL FOR 42 YEARS AND HE'S A SEASON TICKET HOLDER FOR WOMEN'S BASKETBALL AS WELL. ALL THREE OF HIS SONS - BRYAN, BARRY AND BRADLEY - ARE DRAKE ALUMNI.

DON'S COMMITMENT, INITIATIVE AND ENTHUSIASM FOR DRAKE HAVE NEVER WAVERED. PLEASE JOIN ME IN CONGRATULATING DON ON HIS DRAKE MEDAL OF SERVICE.



THE SECOND RECIPIENT OF THE DRAKE MEDAL OF SERVICE IS ROBERT WOODWARD, PROFESSOR EMERITUS OF JOURNALISM AND THE ONLY DRAKE FACULTY

MEMBER TO RECEIVE BOTH THE LEVITT AWARD FOR TEACHING AND THE LEVITT AWARD FOR MENTORING.

[ASK BOB TO COME UP]

IN HIS NOMINATION OF BOB FOR THE DRAKE MEDAL OF SERVICE, DANIEL P. FINNEY, A 1997 JOURNALISM GRADUATE, SAID: "AN INK-STAINED RAGAMUFFIN IN A GREEN-EYESHADE IF THERE EVER WAS ONE, WOODWARD WAS NOT LIMITED TO MERELY THE ART OF CREATING A NEWS STORY. HE BECAME ONE OF THE EARLIEST ADOPTERS OF THE INTERNET IN HIS CLASSROOMS AND NEARLY SINGLE-HANDEDLY FOUNDED THE NEWS-INTERNET MAJOR AS IT IS TODAY. HE QUICKLY BECAME ONE OF THE FOREMOST EXPERTS ON THE INTERNET AND ITS USE IN JOURNALISM."

BOB IS A RENOWNED EXPERT ON THE HISTORY OF AMERICAN JOURNALISM. IN HIS 32-YEAR CAREER AT DRAKE, BOB HAS GUIDED THE TALENTS AND CAREERS OF

JOURNALISTS FROM SMALL-TOWN NEWSPAPER EDITORS TO PULITZER PRIZE WINNERS. AS DANIEL PUT IT: "HE IS THE BEST OF THE BEST. HE REPRESENTS EVERYTHING THAT A TEACHING INSTITUTION AS DRAKE HAS TO OFFER. PERSONALLY, HE IS THE GREATEST TEACHER I HAVE EVER KNOWN AND ONE OF THE CLOSEST AND DEAREST FRIENDS IN MY LIFE. HIS ADVICE TO ME IS *THE WORD*."

ANOTHER JOURNALISM GRADUATE, DIANE GRAHAM, FORMER MANAGING EDITOR OF THE *DES MOINES REGISTER*, ALSO HIGHLY RECOMMENDED BOB FOR THIS AWARD. "I'M ONE OF HUNDREDS WHOSE LIVES FORTUNATELY INTERSECTED WITH THIS DEDICATED, AMAZING EDUCATOR," SHE WROTE. "ARRIVING AT DRAKE AT ALMOST THE SAME TIME THAT THE WATERGATE SCANDAL BEGAN TO UNFOLD, PROFESSOR WOODWARD QUICKLY BONDED WITH HIS STUDENTS. WHILE THE OTHER BOB WOODWARD WAS MAKING HEADLINES, *OUR* WOODWARD EARNED A DESERVED

REPUTATION AS A WORLD-CLASS TEACHER:
CHALLENGING, DEMANDING, THOUGHT-PROVOKING,
INSPIRING, FUNNY. . . . WHEN CLASS ADJOURNED,
PROFESSOR WOODWARD WAS STILL GENEROUS WITH HIS
TIME. THAT WAS AND STILL IS THE ESSENTIAL
WOODWARD.”

DRAKE TRULY HAS BEEN BLESSED WITH THE PASSION,
WISDOM, AND COMMITMENT THAT BOB HAS PROVIDED
TO HIS STUDENTS, HIS PROFESSION AND HIS UNIVERSITY.
PLEASE JOIN ME IN CONGRATULATING BOB ON THIS
MUCH-DESERVED HONOR.



I’D NOW LIKE TO TURN THE PODIUM OVER TO OUR
DIRECTOR OF HUMAN RESOURCES, VENESSA MACRO,
WHO WILL ANNOUNCE THE RECIPIENTS OF THE
MADELYN M. LEVITT AWARD FOR EMPLOYEE
EXCELLENCE.