



## PRESIDENT'S PERSPECTIVE

BY STAN LIBERTY

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*President, Kettering University*

Readers of the “Kettering Perspective” will notice a few changes to the look and design of the magazine. Perhaps the most notable change is the way the title of the magazine is displayed. The title is now the “Kettering Perspective” and the word “Kettering” figures more prominently on the cover, with the word “Perspective” reduced in size. We are implementing this change to coincide with a growing focus on promoting the name of the institution more prominently on publications produced by the University and in our efforts in the marketplace. Additionally, the anchor line “Continuing the GMI Heritage” is also increased in size to emphasize the importance of the institution’s past while recognizing our continuing commitment to cooperative education.

The “Kettering Perspective” is our principal means of communicating with GMI and Kettering alumni, but the magazine is also read by university administrators and engineering educators across the country. The Kettering website, [www.kettering.edu](http://www.kettering.edu), is also very popular, not only internal to the University and with prospective students, but with thousands of other folks who regularly click on “This Week’s News” on the website to see what’s happening at Kettering.

We are committed to improving our communications with all constituencies, alumni and friends, corporate partners, high school teachers and counselors, prospective students and their parents, and key leaders in government and higher education. All of our external communications and the content of our marketing materials are presently under review with the assistance of a consulting company, Lipman Hearne. This effort will result in a new integrated marketing plan for the University, which we will begin implementing this summer. Full implementation will roll out over the next two academic years.

Although Kettering’s mission is multi-faceted, the University’s primary focus is on its students and their complete development into competent and innovative professionals. Nearly everyone who has the opportunity to observe Kettering students in one or more settings remarks on the special characteristics these students display; in particular their remarkable maturity and how highly motivated they are to learn and to contribute to society. Indeed, we are very proud of the professional and personal success our GMI and Kettering alumni have achieved, and of the many contributions they have made to society. While we know that their experiences at this institution played a significant part in their development, we also know that we can and should provide ever increasing quality in both our academic learning environment and in student life.

The quests for excellence in student life and academics at Kettering are going to be major institutional initiatives over the next few years. You will hear more about both of these in the future, but I want to take

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this opportunity to tell you about a first step in improving our learning environment that is already underway. The quality of the learning experience at any institution depends on a number of factors: the quality of the faculty and staff, the quality of the academic physical infrastructure, the availability of up-to-date laboratory equipment, the quality of instructional technology, the quantity of library holdings and the IT infrastructure, and the quantity and quality of study abroad and other international experiences.

A key element in the quest for excellence in learning is an institutional commitment to faculty development that enables faculty members to be the very best they can be in the classrooms and laboratories. We are making that commitment and have contracted with Pacific Crest, a company that specializes in fostering professional faculty development. In partnership with Pacific Crest we have established a “Regional Professional Development Center” at Kettering as a key program of our Center for Excellence in Teaching and Learning (CETL). Over the next two years, Kettering will offer seven faculty development institutes designed to strengthen institutional effectiveness by implementing innovations within a student success program and improving ongoing support and growth of faculty and staff performance. The first of these institutes was held at Kettering May 4-6, 2006. Each of these institutes will involve about 50 participants with some of them being drawn from other higher educational institutions in this region of Michigan.

Please keep up with new initiatives at Kettering and stories of what we are accomplishing by checking our website frequently. As always we welcome your ideas on how we can continually improve the University.

Sincerely,

