



PRESIDENT'S PERSPECTIVE

BY STAN LIBERTY

President, Kettering University

Many readers of “Kettering Perspective” have contacted us in response to my appeal for help in identifying “perfect fit” students for Kettering or just to share their reaction to the “Perfect Fit” campaign. I want to begin this column by saying “thank you” to all of you who have contacted us. We know from this feedback that the marketing brochures included in the last issue of “Kettering Perspective” have indeed found their way into the hands of potential “perfect fit” students; and the overwhelming majority of those who have provided feedback have reacted most positively to what we are doing.

Alumni have been sharing stories with us about how they took the brochure to family gatherings, their church and even to their local high school. Robert Ohneiser '75, a school board member in Loudoun County, Virginia, has become an advocate for Kettering in the high schools in his area. An alumnus from New York had us send a half dozen of the brochures because he wanted to put information on Kettering into the hands of the talented students he knew. Steve McEwen '54 requested more brochures and additional copies of the fall issue of “Perspective” to share with local schools in the Bowling Green, Ohio, area. Surprisingly, he and several others saw the magazine as a marketing piece itself. In a recent e-mail he said, “The last two issues of the “Kettering Perspective” were the best ever and especially the recent fall issue.” Unfortunately, our reserve on the fall issue is getting low. If the demand continues we may have to do a second printing! We never anticipated that.

It's great to get that kind of feedback on our communications with our alumni and friends. The quality of these communications is critical to building and sustaining a strong sense of pride in the institution. When we decided to implement the “Perfect Fit” campaign, we were obviously focusing our attention on students, but we knew the campaign would also create excitement both on the campus and within our many constituencies. However, I didn't anticipate fully that the campaign itself would influence a sense of pride in your alma mater—but it has. As I have been meeting with alumni groups—at Bulldog Breakfasts and at various locations around the country—I have displayed the “Perfect Fit” materials, slogans, images and tee-shirts. At the conclusion of these events, many alumni have said to me, “This really makes me feel proud of my school.” They really connect with the “edgy” slogans and the attitudes projected in the images.

Our campus is now decorated with new light pole banners that welcome our guests and declare Kettering's intention to attract the alpha-gearhead, the mathlete and the future CEO. The new admissions web portal went live in December and is available for all to check out at www.admissions.kettering.edu. Among the detailed information available online is Kettering's new scholarship program, something I hope you will promote to the high school students, teachers and guidance counselors you know. We have sent more than 100,000 emails and 25,000 letters to prospective students, and we have placed over 35,000 phone calls encouraging them to visit our campus and check out the real-world education available here at the corner of Third and Chevrolet.

Alumni also ask if there are other ways in which they can help. Consider this. Many of our alums are interviewed by media reporters and they have feature stories written about their career moves and current accomplishments. Be sure in these situations to mention your alma mater and tell the marvelous story of your co-op experience when talking with reporters, especially as it relates to their preparation through the co-op experience. The next time you are chatting with a reporter, discuss the merits of your co-op education. Your professionalism and expertise are invaluable assets in telling the Kettering story nationally.

Finally, I am pleased to report that we are returning to publishing four issues of “Kettering Perspective” per year. We are able to do this, in part, because several of you made financial contributions specifically for this purpose. We, at Kettering, are most appreciative of your generosity and we know that all of our readers will be pleased to receive four issues per year.

Sincerely,

A handwritten signature in black ink, appearing to read "Stan Liberty". The signature is written in a cursive, flowing style with some loops and flourishes.