

What: Alumni Association Trustee Reunion  
When: November 22, 1996  
Where: Manufacturing Research Center Theater  
Length: 15 minutes overall -- 10 minutes for talk, 5 minutes for questions  
Notes: Also speaking that day will be Bill Miller who will talk for 45 minutes about  
Word' on North Avenue." You will follow Herky Harris and Bill Miller  
and precede the student and John Carter.

Good morning!

It is my pleasure to welcome everyone back to Georgia Tech. As you saw from Bill's presentation, we've probably changed quite a bit from your student days on campus.

The external changes you see are all part of a larger strategic plan to move Georgia Tech to the next level of research universities—to render us more well recognized, more prestigious, and more respected than ever before.

We have not set an easy task. Even America's oldest and most well recognized universities still have some challenges in this area. To illustrate, let me tell you a little story.

It seems that a young man from the University of Georgia was talking to another young man, who happened to be a well-recognized scholar. The young man from UGA was impressed by the young scholar and said, "You talk real good. Where'd you get your education?"

The young scholar yawned and said succinctly, "Yale."

The young man from the University of Georgia looked puzzled, then raised his voice accordingly, "Well, okay... WHERE'D YOU GET YOUR EDUCATION?"

As you can see, name recognition in every sector of the population is a difficult feat for any university. Even one as consistently highly ranked as Yale.

For Georgia Tech to improve our recognition factor and move to the next level of research universities, we must build on our firm foundation of excellence as well as guide our current programs to new heights.

If this past year is any indication of our trajectory, then we are in excellent shape. During the past year, we were ranked as one of the top 50 universities in the nation by *U.S. News and World Report*. When only public universities are considered, we rank within the top 15, and when parameters are narrowed to include just academic reputation, we are ranked 30th out of all universities—both public and private.

In addition, *Money Magazine*, *U.S. News and World Report*, and—believe it or not—*Rolling Stone*—ranked us among the nation's top 15 values in higher education. I will admit that I most preferred *Rolling Stone*'s tag line about its article, which read, "Cool schools! Real jobs! Rock and roll!"

Although all rankings should be taken with a grain of salt, I believe our rankings demonstrate the high regard in which we are held. In addition, our rankings continue to climb each year—meaning we are closing in on our goal of moving to the next higher level.

Also indicative of our continued commitment to excellence is the talent within our student body. In 1995-1996 Tech students

continued to live up to the high expectations set for them. Our average entering SAT score climbed more than 5 points, and our 1995 fall freshman class, based on academic measures, was ranked number one in the country for public institutions.

Our faculty also continue to promote excellence. This past year, two new faculty members were elected to the National Academy of Engineering, the nation's highest honor for engineers. Overall, approximately 14 of our faculty have been elected to NAE, ranking us within the top 10 institutes in the nation. Likewise, our young faculty continue to excel, with six young faculty being named NSF CAREER award winners.

Finally, I'll highlight just one more area of accomplishment from last year—research. Through high tech research, the impact we make on the world is substantial. For instance, in our Petit Institute for Bioengineering and Bioscience, we currently have researchers who are working to improve the health of thousands of people all over the world. Examples of this research include study relating to building a bioartificial pancreas so that diabetics will no longer have to take daily insulin; research aimed at alleviating blood flow blockage in patients with sickle cell anemia; and studies designed to destroy cancer and the HIV virus.

Our success in these research endeavors and others like them is reflected within our research expenditures. In 1995-1996, Tech achieved a record-high research expenditures level of \$200 million—a 13 percent increase over FY 95.

As impressive as our accomplishments are, moving to the next level will not occur without funds to finance our move. For that

reason, we launched our Capital Campaign with the theme, "The Threshold of a New Era," this past spring. The Campaign provides the vehicle that allows us to address needs that cannot be obtained from state or other funding. It seeks to fund chairs to attract top faculty, provide scholarship support, meet our facilities needs, and improve student life. As of today, our total has reached approximately \$161 million, and contributing to this total was more than \$6 million collected in our Annual Roll Call—an Institute record.

To demonstrate the need for the Campaign, I'd like to close with a few words about facilities. This year we completed a comprehensive study of the existing academic space on campus. As we have added dramatically to our housing and athletic facilities, it is easy to overlook that almost 50 academic buildings on our campus are 50 years or older and have not been renovated. In fact, when most alumni hear that we have a severe deferred maintenance backlog of \$130 million, they are disbelieving because they have viewed the wonderful new facilities we acquired due to the Olympics.

However, not only is the \$130 million necessary to bring our present facilities to current facility standards, an additional \$350 million will be needed to provide facilities comparable to our competitive institutions and support our strategic plan goals for qualitative improvements and enrollment increases.

For that reason, as you can see, a Capital Campaign is necessary if we are to realize our dream of moving to the next level of American research universities.

As I said earlier, this move will not be easy. However, the Tech

community—our students, faculty, staff, and alumni—have long supported a proud tradition of a willingness to take on the odds, to work harder than the competition, and to turn dreams into solid reality.

Kemmons Wilson Sr., founder of Holiday Inns, knew a thing or two about turning dreams into reality. At one time in his career, he was asked to give the commencement speech at the high school he attended. Wilson who didn't graduate from high school, told the graduating students: "I really don't know why I am here, I never got a degree, and I've only worked half days my entire life. I guess my advice to you is to do the same. Work half days everyday—

—and it doesn't matter which half. The first 12 hours or the second 12 hours.”

As Georgia Tech moves closer towards its goal of becoming one of the universities recognized worldwide for excellence, we too, will continue to work hard and continue to do our best to ensure success.

Thank you.

Outline

- I. Introduce trajectory theme
  - A. Yale joke

## II. Accomplishments

### A. Rankings

1. Top 50, top 15 publics, academic reputation—30 overall
2. Value rankings/Rolling Stone joke

### B. Students

1. SAT scores
2. 1995 freshman class ranked number one

### C. Faculty

1. NAE
2. NSF CAREER

### D. Research

1. Petit Institute
2. \$200 million in research expenditures—13 percent increase

## III. Capital Campaign

### A. “The Threshold of a New Era.”

### B. Purpose—to provide financing to move us to the next level

### C. Total—161 million

## IV. Facilities

### A. \$130 severe maintenance backlog

## V. Conclusion

### A. Work half days joke

### B. Pledge to continue to work hard

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