President’s Remarks

Dr. G. Wayne Clough

Georgia Tech Administrative Retreat
Callaway Gardens
August 9-10, 2000
Looking Back on a Good Year

• 8 new CAREER Award winners; GT ranks 3rd in the nation with 46 total.
• 3 new NAE members, bringing the total to 19.
• Research awards reached $232 m -- a new record by $15 m.
• Campaign: $542.2 on the books as of July 31.
Student Records Hit New Highs

• Applications up 13% from last year; up 25% from two years ago. Incoming freshman SAT tops 1330.

• GTREP enrollment to exceed 200; campus concept under development.
Still More Milestones

• GT rankings among year 2000 NSF fellows:
  – 9th as preferred graduate school (19th in 1995)
  – 10th as undergraduate institution (13th in 1995)
  – More engineering fellows hold bachelor’s degrees from GT than any other university

• Continuing education sets all-time record of 605,000 hours of instruction.

• Participation in campus training courses quadrupled last year, and by July 1 of this year had surpassed 1999’s total.
“Hannibal knew how to gain a victory, but not how to use it.”

Plutarch
Strategic Communications

What do we want to be known for?

Who are our audiences, and what is important to them?
What Communications Audit Told Us

• Lots of good efforts, but weak central voice; inadequate central themes and messages to establish our “brand”; lost opportunity costs.
• Poor structure, coordination, and design for our web presence.
• Little coordination of which audiences receive what communications pieces.
• No coordinated measure of the effectiveness of the $5-7 m we spend each year.
“The use of deliberate structure to preserve the spontaneity of self-organization may be one of humanity’s most productive assets.”

Brown & Duiguid
The Social Life of Information
At the Institute Level

• Develop a central message and create a strategy to emphasize it.
• Strengthen ICPA for new, central communications responsibilities.
• Improve coordination among our multiple communications entities.
• Target messages to foundations and corporate CEOs.
• Structure our web presence to reinforce our main message while still allowing for individuality.
A Year of External Audits

• “Regular” audits by BOR, state auditor
• 2 BROC audits: 1 routine, 1 investigative
• Intensive federal diversity audit

No serious violations, but a reminder to take the high road and keep clear documentation.
And you thought construction created a mess when we were preparing for the 1996 Olympics...
Provost Search Committee

Jim Meindl, MIRC, chair
Glen Cass, EAS
Gail DiSabatino, SA
Chuck Eastman, COA
Mostafa El-Sayed, COS
Richard Fugimoto, COC
Bob McMath, AA
Rosalind Myers, AS
Chuck Parsons, COM

Ed Reedy, GTRI
Sue Rosser, IAC
Mark Smith, OOP
Jeff Streator, COE
Gordon Wishon, OIT
Undergraduate Graduate
Shirley Mewborn, Alumni
Revising the Strategic Plan

- Dynamic duo, Ken Knoespel and Sandi Bramblett, have concluded information gathering and are working on the final draft.
- Look for the final draft by the end of the calendar year.
Undergraduate Teaching and Learning

The qualifications of our 9,500 undergraduates are rising, and they deserve our best efforts.
Defining the Future of Undergraduate Teaching/Learning

• Improve our retention rate.
• Assess new semester curricula, fix problems, and create better models.
• Close the gap between research and teaching/learning.
• Provide multiple opportunities for students to connect with each other and with faculty/staff.
• Consider the special dimensions of issues related to gender, ethnicity, and race.
Invigorating the Research and Entrepreneurial Environment

A survey of 40 technology transfer specialists put GT first in the nation.
Research: Invigorating and Entrepreneurial

- The competition matches or exceeds our pace.
- EmTech Bio, GTRC industry research group: good steps in the right direction.
- Define and develop solutions to issues and perceptions of issues that limit progress and create frustration.
- Find the right combination of incentives and accountability to promote entrepreneurship.
Promoting Diversity

Diversity is the key to our institutional credibility.
Promoting Diversity

• Despite our progress, diversity at Georgia Tech is uneven.

• The recent federal audit makes the case for definitive action:
  – More astute coordination of activities, improved data referrals, address weaknesses.
  – Create an environment that values diversity from top to bottom.
  – Create Institute Diversity Oversight Council.
Post-Campaign Strategy

• Mechanisms in place to continue strong fund raising.
• Must raise at least $60 million a year to sustain this infrastructure.
• Revisit priorities where the campaign fell short: e.g. the library.
• Clear definition of needs and goals will explain continued aggressive fund raising.
“Success will not lower its standard to us. We must raise our standard to success.”

Randall R. McBride, Jr.

Georgia Tech will define the technological university of the future.