

Narrative Remarks for First COB Salon Event: President James Danko

Notes: 1. This address includes a name to be rehearsed beforehand: Andrew Kazmierczak [pron. Kaz-MEER-zeck]

[PRESIDENT SPEAKS (3-4 mins)]

Thank you, [LARRY AND OTHER SPEAKERS BEFORE YOU]. On behalf of our faculty, staff, and students, thank you for being here this evening.

I am grateful for this opportunity to update you on our activities, and to share many of the reasons why the Board of Trustees and I are more confident than ever in XXXXX's future.

If you have been on campus recently, you have seen that we are vastly

improving the physical aspects of the XXXXX experience. • The new Sunset Avenue Streetscape and multi-use parking facility, with tenants such as Scotty's restaurant, are examples of enhancements to the campus, which also beautify the neighborhood around us.

• New, state-of-the-art student housing is on schedule to open next summer, which will significantly contribute to enrollment efforts, and changes to the business and sciences buildings are in the planning stages.

- I am very proud of the innovative ideas and high level of cooperation that have made all of this progress possible.

At the heart of XXXXX's success is our faculty's engaged teaching approach and the experiential learning opportunities they create for students.

With a beautiful and highly functional campus and our engaged and talented faculty, we can offer students an education they simply cannot get anywhere else. Our success in this endeavor is evident in those students, which is where every decision we make begins. We take great pride in the fact

that 95 percent of XXXXX graduates are employed or attending graduate school within six months of Commencement.

In the College of Business, that number climbs to an incredible 98 percent.

I'd like to share one example of why our business-school graduates are in such high demand. Andrew Kazmierczak [pron. Kaz-MEER-zeck] made a connection to ExactTarget during his XXXXX Business Scholarship interview day that led first to an internship and then to a full-time position. While still at Salesforce, he was recruited by the much-larger Oracle Corporation to

manage its business-to-consumer marketing efforts. He's still there today.

What is remarkable about this story is that Andrew graduated just two years ago. He told one of our staff that he did not expect this level of achievement for at least five years. He said, and I'm quoting him here, "There's some sort of innate hustle you have when you graduate from XXXXX. You do better work, and you're more motivated to do good work. I've had the opportunity to work with kids from other schools and kids from XXXXX, and I'd take a XXXXX kid on my team any day of the week –

and twice on Sunday.”

Andrew is an impressive, yet not uncommon, illustration of the result of the transformative and enriching experience that defines a XXXXX education. Ultimately, our collective success comes from connecting great students with great faculty and staff in appropriate environments conducive to learning.

We are continuing to reap rewards from the comprehensive strategy of our XXXXX 2020 Vision. That strategy is focused on student engagement and outcomes, a superior campus

environment, and meaningful investments in our people.

It is the implementation of this strategy that led *U.S. News & World Report* to name XXXXX in a tie for the No. 1 Most Innovative School among Midwest Regional Universities, and one of only seven universities recognized for Best Undergraduate Teaching. Overall, XXXXX ranked No. 2 among Midwest Regional Universities, marking our 26th year in the top 10.

In Bloomberg *BusinessWeek*, the College of Business was ranked 51st in the nation for its undergraduate

program, and in the top 25 for internships and academic quality.

Our part-time MBA program was ranked 11th in the Midwest, 57th in the nation, and 19th in academic quality.

I hope by now you are getting a sense of the collaborative and thoughtful nature of the strategies that have led to our many successes. However, now is not the time for us to relax our efforts.

The American higher education landscape is changing faster than at any time in its nearly 400-year history. The decline of high school graduates is among the most significant challenges

facing universities today. Concurrently, student and family expectations of what a university should deliver are higher than ever, and the cost of a college degree is under intense scrutiny by the media, government, and public.

As a University, we are prepared to meet these challenges—with the support of our friends. Our cooperative and inclusive approach is the reason we are here tonight:

We hope you will join us by sharing your insights as we develop our fundraising plan for the future College of Business.

I believe strongly in this University, in our mission, and in our ability and potential to positively impact the world. And I believe that the XXXXX College of Business is one of our most promising avenues for having that impact.

Thank you again for being here this evening.

[PAUSE FOR APPLAUSE]

It is now my pleasure to introduce XXXXX's Dean of the College of Business, Steve XXXXX.

We recruited Steve to XXXXX because he had the precise combination of

**experience and expertise we needed—
and because of his proven ability to be
innovative.**

**As Dean of the Schroeder School of
Business at the University of Evansville,
Steve created a \$1.2 million endowment
for career services, and he led the
creation of a \$100,000 microfinance fund
operated by students.**

**As Director of Undergraduate Programs
and Associate Dean of Graduate and
Professional Programs at the University
of San Diego, he created a
comprehensive assurance-of-learning
program that was recognized by**

Bloomberg's *BusinessWeek*.

**I have full confidence in Steve's ability
to lead XXXXX's College of Business
into the future. Please welcome Steve
Standifird.**

**[SHAKE HANDS WITH STEVE, RELINQUISH
SPEAKING SPACE TO HIM]**

**Narrative Remarks for First COB Salon Event:
College of Business Dean Steve XXXXX**

[PRESIDENT INTRODUCES STEVE]

[STEVE XXXXX SPEAKS]

Thank you, President XXXXX, for your leadership. I don't know how many of you are aware that Butler's Board of Trustees recently renewed President Danko's contract for another five years—well-deserved recognition for his leadership.

[LEAD APPLAUSE]

While I've been at XXXXX for a little more than a year now, I still get awestruck by the breadth and depth of

our offerings at the College of Business. Our college is in the strong position it is today first and foremost because of our dedicated faculty and staff, but also because of our students, partners, alumni—and friends like you.

We are proud to have enrolled 263 first-year undergraduate students this fall. This is far beyond our target goal and is unique among business schools nationwide, which are seeing enrollments flatten. I'm confident that our experiential approach to learning and our inspiring outcomes, including the 98-percent placement rate President

XXXXX mentioned, are leading to this positive result.

We never stop trying, though, to deliver an exceptional education to our students. In fact, we are incredibly excited about several additions to our experiential learning offerings.

First, we recognize that the insurance sector will need thousands of new employees as today's aging workforce reaches retirement. Thanks to a generous gift from MJ Insurance Chairman and founder Michael Bill, we will offer our students an unheard-of experience through a student-run, in-

house Captive Insurance Group. *There is nothing like this program anywhere in the country.* The Captive Insurance Group will be a truly distinctive feature of the XXXXX College of Business and boost our competitive advantage.

Second, thanks to FirstPerson, we can offer an MBA Board Fellows program that is *one of only two in the nation.*

Through our many partners, we match our MBA students with prestigious not-for-profit boards in the area. In this way, the XXXXX College of Business is creating great business leaders who are also great citizens—in perfect alignment

with our focus of preparing students for both a rewarding career and a fulfilling life.

Third, thanks to the Indiana State Bar Association—another partner—our Executive Education program created the Business School for Lawyers. This program combines a lawyer’s technical training with the business knowledge and skills needed to keep a law practice afloat.

MJ Insurance, FirstPerson, and the State Bar Association are just three of our many partners engaged in delivering the best business education possible. We

steadfastly believe that true learning requires the closest of partnerships with the business community and the professionals in it, and our reputation enables us to work in concert with the best.

As President XXXXX alluded to, our collective success comes from connecting great students with great resources *in appropriate environments conducive to learning.*

We have been taking a long, hard look at how the College of Business environment is affecting our students' ability to achieve their learning goals.

Though we consistently earn top scores for our faculty and placement efforts, we fall down when it comes to our facilities.

As a result of our examination, we believe now is the right time for the XXXXX College of Business to create a much more appropriate learning environment—one that our students and business partners deserve and, frankly, expect.

We have a vital role to play in the future of Indianapolis and its business community.

A city of this stature needs visionary, determined leaders who can sustain a productive relationship with a strong and ethical local business school.

We believe XXXXX College of Business is that school.

Our fundamental teaching philosophy encompasses more than business skills. Business education today demands strong, productive links between academia and industry. We are the school ensuring that the city's future accountants, strategists, analysts, COOs, and even CEOs are prepared not just with the technology and capacity to

process information, but with the ability to assess and act on it—to think creatively, identify opportunities and solutions, take calculated risks, and promote innovation within their companies and in our city.

Think about this: Who makes a city—or a company—run? It is people who can adapt to changing circumstances and keep everyone else going. The people who seek out other viewpoints to inform their decisions. And those who know how to hire and retain excellent talent.

These are XXXXX College of Business graduates.

As our city grows, so too does the need for savvy business employees who have a vested interest in this community. As the intellectual business hub of [City], the XXXXX College of Business will nurture this interest, make these connections, and prepare the minds we need to become a top-tier city.

As our reputation grows locally and regionally, we will grow our national reach and impact. Though we already partner with companies across the country, we will be able to offer more companies—highly visible companies—their next interns and employees,

and we will be able to bring the professionals from these organizations to XXXXX.

We remain very enthusiastic about the potential to develop a Center for Closely Held Business. This center will be housed in our College of Business with a mission to provide closely held Midwestern businesses with:

- (1) information on a broad range of important/timely topics,**
- (2) training/education programs, and**
- (3) networking and mentoring opportunities for companies and the individuals who comprise them.**

The Center will advance the XXXXX College of Business' commitment to experiential education by serving as a conduit between closely held businesses, faculty, and students.

Now, what do we need to accomplish all this?

We must house our business programs in a building that facilitates organic dialogue and connections. We must have a building that supports cutting-edge business technology, equipment, and strategies. Our faculty and business professionals are shaping tomorrow's business leaders, and we must have a

structure that gives them the room they need to do so effectively.

We already hire outstanding faculty. We already offer top-ranked business programs, one-on-one career mentoring, and one-of-a-kind networking and real business experiences. We do all of this because generous people have believed in us. As a result, the XXXXX College of Business has experienced tremendous growth, from around 600 students in 2008 to more than 1,000 today.

The single biggest limitation to our success is *the environment conducive to learning*—a physical facility capable of housing the exceptional business school we are striving to become.

That's why we're turning to you for help.

Before tonight's event, you received a document that outlines our vision for the XXXXX University College of Business.

We want to make sure we are setting forth our case for support as persuasively as possible.

We are asking for your insights and guidance.

Shortly, we will begin an open discussion about how to present our vision. But first, I want you to hear from a College of Business student who is thriving, but who also can share how our current limitations have affected her education.

Please welcome Kate XXXXX.

[STEVE LEADS APPLAUSE]

[KATE SPEAKS]

- **Shares perspective from recent BU/COB graduate and her success story culminating with job at Lilly**
- **Speaks to why this building is important and why it will be transformational for future generations**

of COB students, perhaps touch on existing challenges she experienced in current building

[STEVE RETURNS AND SPEAKS]

Thank you, Kate. I think you've given our guests a good idea of what it's like to be a XXXXX College of Business student today. And we expect to hear all about the professional success that is sure to follow you in the future.

[STEVE INVITES PRESIDENT TO JOIN HIM AGAIN, THEN INTRODUCES PARAMETERS FOR DIALOGUE]

[WRAP UP THE EVENING: THANKS, NEXT STEPS]