



---

## Dr. Bardo's December 2014 Newsletter



Enough is enough. We all felt the horror a few weeks ago when Letitia Davis was brutally assaulted in Fairmount Park and later died from her injuries. In the months before that, there were reports of assaults, car break-ins and other crimes in the area south of campus.

Yes, we live in the largest city in the state, and yes, crime will happen. But, enough is enough. We've got to fix this and it's time. That came through clearly in our Campus Safety Forum on Nov. 19. I've heard the same message from faculty, staff, students and neighborhood residents. I've said it myself.

We don't live in a bubble at Wichita State. Our success and future are tied in every way to the success of the surrounding area. We know we have the expertise and capacity on this campus to help. It is time to turn those feelings into action. We will continue to work closely with the Wichita Police Department and city officials on safety issues south of campus. The areas beyond campus are not our jurisdiction or responsibility, but we want to be partners in helping address the problems they face.

A reporter asked me last week if we are the cavalry, coming to the rescue of the neighborhood. No, we're not the cavalry. We don't own this. We can't own this. But we can be partners in solving it. We have increased the visibility of University Police Department patrols on university property south of campus.

We can, and will, do more.

I have asked one of our most experienced administrators, Vice President and General Counsel Ted Ayres, to head a task force called Enough is Enough, to focus on creating safe,

economically vibrant neighborhoods near campus. Ted's extensive knowledge of the campus and the community, and his dedication to Wichita State, make him the ideal person to take the lead in marshaling campus resources to address safety issues in the neighborhoods surrounding campus, especially in the Fairmount Park area that has so recently suffered such a great blow.

We are fortunate that the president of the Fairmount Neighborhood Association is Darryl Carrington, who has deep ties to WSU, both as a Physical Plant employee and student in the College of Health Professions. Many of our faculty, staff, students and alumni live in the neighborhood. We want to partner with the neighborhood association, city government, the Ministerial League and all other people of good will who care about these issues. I met with the Fairmount Neighborhood Association members last summer and we will be in continuing discussions with Darryl and others about how we can help.

The university doesn't want to be in charge, but we want to offer the expertise of our faculty and staff and the energy of our committed students to help in all the ways we can. We want to empower WSU people to be engaged in this process, and to be active participants, not just bystanders. Safety is not only a responsibility of the administration and law enforcement.

We have tied our future as a university to the future of this metropolitan area and south-central Kansas. That has been the history of this university and I certainly put it right in the forefront.

We can't be successful if the community isn't successful. And that means at the end of the day, that if we're going to be able to help turn the job situation, help diversify the economic base, to give people a hand up instead of a handout, then we have to partner to help solve these issues.

If you want to help, please contact Ted Ayres, [ted.ayres@wichita.edu](mailto:ted.ayres@wichita.edu).

---

## WSU Alumni Association Announces New CEO

---



I'm very pleased with the selection of Courtney Marshall as the new President and CEO of the WSU Alumni Association.

Courtney has held positions in higher education advancement for more than 14 years. She was selected by the Association's Board of Directors in late November and was on campus last week getting acclimated.

She's very excited about becoming a Shocker and looking forward to working with the Association's board and volunteers to increase the membership, activities and impact of the Association.

I want to offer special thanks to Association Chair Denis Dieker and to the board and staff for their hard work during the search for a new CEO. Dedicated Shockers make all the difference in the success of this university.

When I talked with Courtney, it was clear she has the intelligence, experience and enthusiasm to take our Association to the next level.

She has served in both alumni and fundraising roles at K-State, including most recently as a development officer for the College of Veterinary Medicine. She was also Executive Director of the University of South Dakota Alumni Association and Director of Alumni Relations for Benedictine College. She is a graduate of Kansas State, and member of CASE (Council for Advancement and Support of Education) and other professional organizations.

Please join me in welcoming Courtney as she trades in her purple for yellow and black.



## Holiday Celebration

---

Holiday Celebration This Wednesday— I hope you'll be able to drop by the come-and-go employee holiday reception from 2:30 – 5:00 p.m., Wednesday, December 10, on the third floor of the Rhatigan Student Center. There will be two food buffet lines, one in the Gridley Room,



near the terrace, and the other outside the entrance to the Shirley Beggs Ballroom. There will be seating in the ballroom as well as in smaller rooms on the third floor. Rather than a central receiving line that tends to create a traffic jam, members of the Executive Team and I will be circulating in the room. Please stop by to say hello and enjoy the food and company.

---

## Ruth David to be Honored at 2014 Fall Commencement Ceremony

How many commencement ceremonies have you been to? My number is well north of 100. I never take them for granted because I know each one represents an important turning point in the lives of graduates and their loved ones.

Please consider joining us for Fall Commencement at 2:30 p.m. Sunday, December 14, at Charles Koch Arena. We'll be honoring 1,099 graduates as well as Dr. Ruth David, who earned her Bachelor of Science in Electrical Engineering from WSU in 1975. She then went on to earn her MS and Doctorate in EE from Stanford.

She's had a fascinating career in STEM fields focusing on national security. She has also been an active WSU alum and supporter. I'm looking forward to hearing her speak on Sunday and presenting her the President's Medal. You can see a video about Dr. David here, Women in Technology International Hall of Fame Induction, [https://www.youtube.com/watch?v=adthQxG\\_I9M](https://www.youtube.com/watch?v=adthQxG_I9M).



## What I'm Reading

---



Becoming a Steward of Place is a 116-page report that builds on a concept I've long endorsed, that local universities such as WSU play a unique role in the communities we serve. In this time of great economic pressure, it may be tempting for universities to step away from stewardship roles, such as community and economic development or working with parents and school systems to improve P-12 education.

President Wim Wiewel of Portland State takes the opposite view, and I agree with him. He says that the public universities that thrive will be those with a strong brand or niche and clear local market. "The road to success for these institutions," he writes, will not be a withdrawal from local connections, but instead a strengthening of their role as deeply engaged local partners with businesses, school districts, governmental agencies, social service and community organizations."

The report is published by the American Association of State Colleges and Universities. You can find excerpts here, <http://bit.ly/1qjZvRy>.

---

## About this Newsletter

---

### ***OUR MISSION***

The mission of Wichita State University is to be an essential educational, cultural and economic driver for Kansas and the greater public good. The President's Message is a monthly newsletter that highlights the university's progress toward fulfilling that mission.

---

### ***CONTACT US***

We would like to hear from you. Please send your comments and suggestions to [lou.heldman@wichita.edu](mailto:lou.heldman@wichita.edu)

1845 Fairmount  
Wichita, KS 67260  
[www.wichita.edu](http://www.wichita.edu)  
Tel: (316) 978-3001  
Fax: (316) 978-3093

---

***PRESIDENT'S EXECUTIVE TEAM***

**Anthony Vizzini**, Academic Affairs, Provost and Senior Vice President

**Mary Herrin**, Vice President for Administration and Finance

**John Tomblin**, Vice President for Research and Technology Transfer, Executive Director for NIAR

**Lou Heldman**, Vice President for Strategic Communications

**Ted D. Ayres**, Vice President and General Counsel

**Eric L. Sexton**, Athletic Director

**Andrew Schlapp**, Executive Director for Government Relations and Board of Trustees, Innovation Alliance and Operations

**WSU Foundation**

**Elizabeth H. King**, President and CEO

---