



February 4, 2020

President's Connection: A monthly message to Shocker Nation from Wichita State President Jay Golden

Let's work together to shape a great future for WSU's students, campus community and Kansas

Dear Shocker Nation,

Today we are starting a new tradition at Wichita State University. Every first Tuesday of the month we will communicate directly to our alumni and community leaders about what we're doing as a university.

Hi, I'm Jay Golden, Wichita State's new president. I sought and accepted this job because I believe Wichita State is on the trajectory to become one of America's great public research universities known for our innovation and statewide impact.

Since the Kansas Board of Regents appointed me in October, I have been fortunate to have people from our campus and community reach out with their input on how Wichita State can become an even more impactful institution to benefit our students and the residents of Kansas.

Our TOP PRIORITY is the STUDENT EXPERIENCE

As an institution we will work tirelessly to provide a safe, diverse and inclusive environment where our students are provided the highest quality of education to prepare them for the jobs

of today and tomorrow. We will do this through expansion of applied learning and research that helps students take what they learn in the classroom and apply it to real-world settings, all the while giving our students competitive advantages in the job-market by building their professional skills.

In addition to the student experience we are investing our time in **five key engagement and economic development objectives** that we believe will benefit the people, businesses and communities of our state:

Number 1: ATTRACT AND RETAIN TALENT TO WSU AND KANSAS

Attracting larger numbers of students, not just from across our state but from across the Midwest and Southwest, to Wichita State is of great importance to the long-term health of our university and our region.

By attracting more students to Wichita State, we have the opportunity to expand our population and grow our workforce, which will help to develop the community infrastructure and culture to retain this new talent in our state.

Our job is to create the opportunities for them to stay in Wichita and in Kansas after graduating on time, career ready and with the lowest possible debt.

Three ways you can help

1. Would you and your organization be willing to host an early evening or weekend recruitment event of high school and community college students with our enrollment team? We especially need sites in Oklahoma, Texas, Colorado and Missouri. To learn more contact: Bobby Gandu, assistant vice president for Strategic Enrollment Management, bobby.gandu@wichita.edu.
2. Promote our university throughout the country by displaying and marketing Wichita State University. One simple way to do this is to display window decals on your vehicles or sport WuShock on your license plate through our Alumni Association License Plate Program. Of course, you are welcome to fund a billboard or other regional marketing. You can get genuine Shocker merchandise online at: www.wichita.edu/shockerstore, or visit one of the Shocker Stores at Braeburn Square, Rhatigan Student Center or Koch Arena.
3. Funding. We need to provide the lowest possible tuition so we can attract and keep talent. Individuals and companies

can make a huge positive and lasting impact by providing scholarship funding or paid internships to our students. To learn more, please contact Elizabeth King, president and CEO, WSU Foundation: elizabeth.king@wichita.edu

Number 2: INNOVATION AND ENTREPRENEURSHIP

If we are to diversify and grow our economy, and importantly stop the flight of millennials from Kansas to other regions, we must develop the culture, infrastructure and support to keep our talent and attract new talent. We strongly believe innovation and entrepreneurship will play a key role to achieving that goal. That is why we will be rolling out in the very near-term a branding effort proudly promoting innovation at WSU.

Three ways you can help

1. We need mentors, clinical training sites and practica sites for student teams interested in developing a new generation of products, technologies and services in Kansas. If you have started a small business or have experience in a given sector and want to give back, we need your time and talent.
2. Developing venture capital that support our new student-based microenterprises will require seed funding. We need individuals and organizations to help us network and create pools of seed funding that we can distribute to our student teams once they graduate and are ready to start new businesses in Kansas.
3. Volunteer to serve on the President's Innovation and Entrepreneurship Advisory Council to be formed this spring. To learn more contact: Jeremy Patterson, dean of the Institute for Interdisciplinary Innovation, jeremy.patterson@wichita.edu.

Number 3: GROW AND DIVERSIFY RESEARCH AND OUR ECONOMY

Our focus will be for Wichita State University to be one of the fastest-growing research universities in the United States. We will do this by a continued emphasis on supporting our aviation and defense sectors while also rapidly expanding into new domains such as the digital transformation, health prevention and delivery, advanced manufacturing, renewable technologies and other fields to meet the changing economy.

We have already created the **President's Convergence Sciences Initiative** to bring together the intellectual strength of faculty and students from multiple disciplines to work together to tackle the emerging challenges our country and planet will face in the future.

Having one of the nation's strongest research universities will not only support companies based in Kansas, but will also help attract companies from outside of our region to Kansas. This includes our work to attract more leading companies from across the country to our Innovation Campus.

Three ways you can help

1. In the near-term we will be creating external Advisory Councils for emerging research development areas including those mentioned above. If your company is engaged in one of those sectors, we can use your input and guidance as we develop research priorities and programs well as create innovative work force programs.
2. Contract with Wichita State to research ideas that will help your organization find solutions to pressing problems and help you gain a competitive advantage in the market place.
3. Sponsor student research challenges. At the beginning of the fall semester we will invite companies and organizations to come to campus and pitch real-world research challenges with the winning student team(s) to be provided prize money.

To learn more contact: Coleen Pugh, graduate dean and associate vice president for research, coleen.pugh@wichita.edu.

Number 4: APPLIED LEARNING / REAL-WORLD EXPERIENCES

Businesses and community organizations will greatly benefit by engaging our students in applied learning opportunities. Many of our students will benefit by having the ability to translate what they learned in the classroom and apply it in the real-world. This effort goes hand-in-hand with creating a stronger workforce.

Our goal is that Wichita State graduate the greatest number of students who are provided a real-world learning experience through partnerships with companies, community or government organizations. In many cases, this takes the form of a paid internship or sponsored research project for the student at your organization, which helps to lower student debt. It can also be an unpaid internship.

Either way, it exposes your company to your future talent, giving you a competitive advantage in hiring a prepared student. It also provides incentives for our graduates to stay in the region rather than leave the state.

Three ways you can help

1. Offer internships to Wichita State University students.
2. Offer research opportunities and mentorship to our students.
3. Let us know of companies or organizations that you work with that can provide a summer global internship or experience for our students. This is important preparation for our students in a more global economy.

To learn more contact: Tonya Witherspoon, associate vice president, Industry Engagement and Applied Learning, tonya.witherspoon@wichita.edu.

Number 5: STRONGER COMMUNITY ENGAGEMENT

Wichita State University will be a catalyst in creating a healthier and more prosperous region and state. But we cannot do this alone, we all must work together. To achieve all that needs to be done will require stronger partnerships between our university and the communities we serve.

I want Wichita State University to be known as Wichita's state university, meaning that it serves all of Kansas. It will be the Heartland's most innovative research university, known for its impactful student experience and driving the prosperity for the people, communities and businesses of Kansas.

We will be reorganizing a number of units on campus to more effectively serve the local community and rural communities throughout south-central Kansas.

As an institution, we will be mission-driven and focused on delivering innovative strategies and services that drive economic, health and educational prosperity.

We will be fully engaged in our communities and our state, as one of Kansas' most impactful institutions.

Three ways you can help

1. Bring leaders in your community including businesses, education, health, local government, houses of worship and other community support organizations together so that we can come meet you and discuss our new vision for Wichita State University and hear your thoughts and suggestions.
2. Provide your ideas on how Wichita State students and faculty can assist your community.
3. Let us know if your organization is willing and able to partner with Wichita State to tackle important economic, health and education issues impacting our region and our state.

As you may have observed and read over the past couple of years, higher education is quickly evolving. The structures, programs and approaches that hallmarked American universities for the past 100 years are rapidly becoming outdated. Globalization, changing demographics, the transition to a digital economy and lowering public funding for colleges demand that Wichita State University adapt and create new models for the benefit of our students and state. That is my responsibility as your new university president.

Our focus is to create a new university model where we will be recognized as one the of most innovative universities in America for all that we are doing for our students, region and economy.

We are committed to working together with our alumni, industry and community leaders so that as Shocker Nation we will raise Wichita State University to even greater heights, impact and success. Let that be our shared future. I feel privileged to share that journey with you.

Feel free to contact me at president@wichita.edu .

Go Shockers!

Jay

A handwritten signature in black ink, appearing to read "Jay Golden". The signature is fluid and cursive, with the first name "Jay" being more prominent and the last name "Golden" following in a similar style.

Jay Golden, Wichita State President

A Glimpse into the Life of the President

A day in the life: On any given weekday, you'll find me on campus starting at 6 a.m. Most of my days are devoted to learning the campus and community and exchanging ideas with everyone I meet through scheduled events, meals, speeches and meetings, as well as numerous informal discussions with students, faculty, staff, donors and community members. At about 10 p.m. each night is when I head home.

A week in the life: The week of Jan. 20 was full of activity, with more than 50 events that I took part in. This included attending three of Wichita State's many events honoring Dr. Martin Luther King Jr. It was the week I announced organizational changes and the formation of a dozen 90-day task forces and other studies to gather information and opinions on a broad range of topics important to the future of WSU.



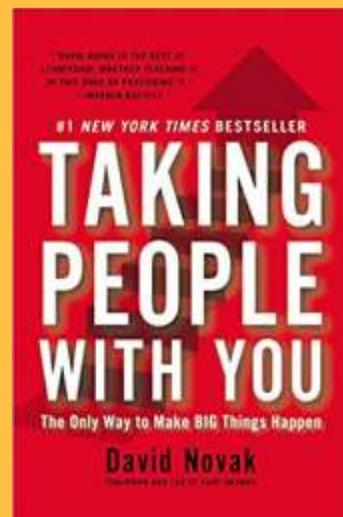
I also took time to support events that enrich the student experience, attending Shocker sporting events, cutting the ribbon on the new Steve Clark YMCA and WSU Student Wellness Center and speaking to Shocker Nation through Twitter, Facebook and local media interviews. It was a very full week, with many more like it in the pipeline.

Good reading

“You have to begin by asking yourself three big questions that will drive your approach to leadership and allow you to take people with you. They are:

1. What's the single biggest thing you can imagine that will grow your business or change your life?
2. Who do you need to affect, influence or take with you to be successful?
3. What perceptions, habits or beliefs of this target audience do you need to build, change or reinforce to reach your goal?”

– *Taking People with You: The Only Way to Make Big Things Happen*, By David Novak



FEATURED TWEET



Jan. 24: Just a day in the life as president of Wichita State University, answering questions and getting to know our local media. Thanks to George Lawson and Stephan Bisaha for taking time to talk with me. #wsunow

[Follow me on Twitter](#)

FEATURED FACEBOOK POST



Jan. 16: Meeting with Governor. Appreciate [@GovLauraKelly](#) for taking time out of her busy schedule to meet with me to discuss higher education and economic development. Excited to share my vision for the future of [@WichitaState](#) as the Most Innovative University in the Heartland!

[Follow me on Facebook](#)



Engage with Wichita State University

Whether you're a Shocker alum, donor, industry partner or just a fan of Wichita State, we want you to feel welcome on campus and to get involved in all the wonderful activities and amenities we have to offer.

New to you:

- The Steve Clark YMCA is now open on campus. Everyone in the community can become a member. And if you're already a YMCA member, come check out this new location.
- Wichita State's latest dining option in Braeburn Square is [Journey East Asia Grill](#). And as an added bonus, the owner is a Shocker alum!
- If you're here for a men's basketball game, we have free shuttle rides to and from each game, starting at Braeburn Square. The shuttle runs one hour before and after each game. While at Braeburn Square, you can enjoy Journey East, Fuzzy's Taco Shop, Meritrust, Starbucks and the Shocker Store.

Can't-miss sports:

Baseball vs. Texas Southern | 3 p.m. Feb. 21

- This is the first home game for new Head Coach Eric Wedge, a former major league manager and catcher on WSU's 1989 College World Series Championship team. [Buy season tickets](#).

Women's basketball vs. Cincinnati | 2 p.m. Feb. 28

- National Girls & Women in Sports Day. Girls 18 and under receive FREE admission. Women 18 and older receive admission for only \$5. [See more ticket information](#).
- Senior Day



CONNECT WITH WICHITA STATE UNIVERSITY ON SOCIAL MEDIA

