



challenges; however, we trust that a dynamic university/community partnership will provide a formula for solutions.

No matter where they are located, cities, according to Doug Henton, president of Collaborative Economics, are blessed or cursed with "unchanging inherited assets - geography, climate, and population. "Created assets," on the other hand, he says, can be nurtured to become resources for prosperity. Such assets include having a proactive university, research centers, talented people, an entrepreneurial culture, an engaged network of community services, and a vibrant business core.

In Henton's view, this new century will be a highly competitive one, where communities willing to combine their strategic, sustained, civic efforts, with those of highly engaged universities will be the eventual victors. Or, as he says, "it's at the intersection of disciplines and interests, where the sparks really fly." Metropolitan communities and their universities would be well served to consider the PriceWaterHouseCoopers "Cities of the Future" report, highlighting "mega trends" and capital assets likely to play a significant role in future success. Trends such as globalization, new paradigms for public/private partnerships, technological influence in our daily and professional lives will be influential. Critical assets such as intellectual, cultural, and financial, will also require attention and nurturing.

Likewise, metropolitan universities will need to be well prepared to partner with their communities as new and existing challenges must be addressed for the greater good of all. These challenges will include:

- Migration and immigration of both people and knowledge
- Social cohesion and equality;
- Sustainable economic growth
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UNO's evolution from a small private to today's premier public metropolitan university reflects a transforming experience. Quite simply, as Omaha has grown and demanded



We are a place-where faculty are more satisfied, then peers, with the institutional value placed on quality teaching, opportunities for scholarly pursuits, professional and social relationships with their campus colleagues and administration, partnerships with the



Tomorrows UNO will need to be relevant. Faculty must be supported to remain current in their respective disciplines and knowledgeable of the community in which they practice.

Academic programs need to align with tomorrow's talent demands while providing for a broad liberal arts foundation supporting the development of discipline expertise and critical thinking skills for a knowledge based world. The research and development, and community engagement agendas should parallel the educational, social, cultural, environmental and economic challenges and opportunities facing cities today and in the future.

We will need to continue to build people, place, and program capacity for the future. Mammel Hall creates significant capacity for the College of Business, but it also triggers opportunities across campus. Roskens' Hall will be retrofitted to house the College of Education adding much needed capacity, and Kayser Hall is being considered as a Community Engagement Center, including additional learning and meeting spaces. Longer term capacity building will require strategic consideration regarding the build out of Pacific and Center properties, needs for core science lab and performing arts space, and new locations for Radio/TV, child care, Student Services and Buildings and Grounds.

People and program capacity which will be critical for the future will include significantly expanding support for student assistantships and fellowships, need and merit based aid, new faculty and staff positions to parallel growth, professorships and chairs to attract and retain the best and brightest, and excellence funding to provide start up support for new initiatives, and programs of promise.

For the past 100 years UNO has been evolving into what we now call a metropolitan university. We have struggled, persevered, and took hard times in stride, with the spirit of progress always prevailing. It is an institution that has been resource poor, people rich, and community nurtured. We have learned, listened, and experienced institutional and life lessons. The time is now to accept the responsibility and opportunity of being a national leader among metropolitan universities. As JFK once said, "we do these things not because they are easy, but because they are hard". I know our best is yet to come, and so I ask each of you all to join us in realizing that dream.

This is a time of gratitude for all that has been given us, for the generosity of our community and the tenacity of our founders whose vision lives on in each of us.

- A time of pride – of our students, faculty, staff, alumni and community - and for the privilege of doing what we love, every day
- A time of celebration and joy, for having come so far

We are Central to our City, and we will keep the Promise! Please join me in wishing UNO a Happy Anniversary. Thank you and now a special announcement.