



Good morning and welcome to the 2012-2013 University of Nebraska Omaha State of the University Address. It is always a pleasure to meet with students, faculty, staff, alumni and members of our community to share information about our campus.

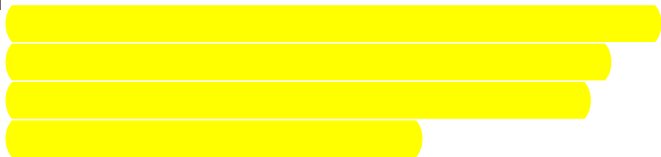
We have several special groups in attendance today, and as I introduce each group, would members please stand and be recognized? (Deans and Directors, Student Government, Faculty Senate, Staff Advisory Council, Chancellor's Council, University of Nebraska Foundation, and UNO Alumni Association). Thank you and thanks to all for attending today.

The State of the University is a time to look back on a year gone by and to look ahead to the months to come. I must tell you, I like what I see.

Before I share highlights of our collective work, I want to celebrate a truly monumental achievement. This year marks the centennial anniversary of our UNO Alumni Association. For 100 years, the Alumni Association has provided incredible support to our students, alumni and campus.

And, in honor of this occasion, the Alumni Association is giving the campus a very special gift: the "Maverick Monument" — an 8-foot-high, fifteen-hundred-pound bronze bull statue representing our mascot. This new campus addition is simply awesome and represents the spirit and determination of the Mavericks. Please join me in thanking the Alumni Association for this wonderful gift. (APPLAUSE)

And now, I want to share with you the good news — no, the great news — about UNO. Our future is bright, and yes, as Mike Kelly recently stated in the Omaha World-Herald, we are "Bullish on UNO" -- thanks to the campus and the community's commitment to excellence.



UNO. We have indeed accomplished much, but much remains to be done. In fact, continuous change, re-nements, and quality improvements will always be at the core of the institutions that choose to lead. So buckle up, it's full speed ahead my friends. (PAUSE)

Yesterday, we turned 105 years old. And, since that very first day, UNO has served as the point of access for excellence in higher education.

Our equation for distinction is really quite simple: hire extraordinary faculty and staff; offer a broad range of relevant and unique programs; enroll dedicated and passionate undergraduate and graduate students; build state-of-the-art learning, teaching and living spaces; offer the most competitively priced tuition in the region; infuse engagement, creativity, diversity and community into the culture; leverage the opportunities of a great city; and build a network of over 40,000 alumni in the region.

Okay, so it's not that simple. Yet, that is the Maverick way!

Following conversations with a Maverick friend and fellow alum, Jim Young, a Union Pacific and community leader, it was apparent that UNO was one of higher education's best kept secrets. This is a campus of enormous value and vision. It is time to abandon that rather pervasive Nebraska modesty and tell our story. Defining the UNO value proposition does just that—it tells our value story.

Essentially, a value proposition explains the institution's worth. In other words, it sets your organization apart and indicates why your institution should be recognized as the best choice for those interested or in need of what you offer.

As Warren Buffett said, "price is what you pay, value is what you get."

Today, I would like to provide just an overview of UNO's value, as the details are rather extensive. I trust this will encourage discussion and promote additional input as we continue to share the UNO story.

I'm convinced that UNO should be at the top of the preference list for students and their families; those with university credit but no degree; and

professionals seeking to continue their education.

But beyond assisting families and students in making informed decisions, clarity of our institutional value will promote alumni and donors to become more deeply involved in supporting our mission, as well as serving as UNO ambassadors.

I should know, because it was UNO's value that brought me here as a graduate student.

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Omaha has a small town feel with big city cultural, business, and social advantages. It is ranked as one of the best cities in which to live, work, play, and raise a family ... as well as one of the best places for recent graduates to reside.

It is the home to 5 Fortune 500 and 5 Fortune 1,000 companies as well as a variety of small and large retail/commercial, educational/medical, and social/cultural entities, all of whom value education and readily provide internships, job-like experiences, and employment opportunities for our students.

Of recent graduates, approximately 80% had internships or job-like experiences and 95% are employed or continuing their education. Place does matter. Great cities expect and deserve great public universities, and UNO is Omaha's great public university.

In addition, UNO serves as Nebraska's metropolitan university. We are a vibrant, aordable, diverse, and growing campus.

Overall, enrollment has increased 7% over the summer and 3% this fall, with fall numbers representing the largest first-year class in our history. 29% of the first-year class are minority students and 44% are first generation students.

Our Graduate school enrollment increased by 9%, including a 40% increase in minority students. And, we have students from 121 countries pursuing their undergraduate and graduate education at UNO this year.

UNO's transfer partnerships with local, state, and regional community colleges are perhaps the best in the country—providing another advantage for students seeking a bachelor's degree.

We take great pride in having the most diverse 4-year collegiate student body in the region. Diversity is celebrated on campus, and our students, faculty and staff foster a welcoming culture for all learners: from Omaha to Oman; from high school dual enrollment to doctoral studies; from on-campus to online. A wide range of rich experiences are possible when the world comes to study at UNO. (PAUSE)

At a time when the cost of higher education is being discussed and debated nationally, the University of Nebraska System and the University of Nebraska

Omaha have worked hard to manage the cost of education while at the same time significantly growing financial support for those attending.

UNO has the lowest tuition and fees of the 10 Eastern Nebraska 4-year institutions, is among the most affordable of our peer institutions nationally, and provides a high rate of return on investment. Not surprisingly, approximately 60% of our recent graduates left the institution with no debt or less than \$5,000 of debt. Beyond substantial scholarship and financial support opportunities, part-time employment on campus and in the community are readily available. Here again, our location, value, and partnerships provide advantages for our students.

Our campus is not only beautiful and ideally situated in the city, it is the home to world class facilities. During the past few years, we have significantly changed the face of the campus. We have added approximately 1.8 million square feet of new or completely renovated places and spaces. State-of-the-art teaching, learning, and research facilities such as Mammel Hall, Roskens Hall, College of Public Affairs and Community Service, the Peter Kiewit Institute, Criss Library, and the Biomechanics Research Building provide extraordinary enhancements to educational and research opportunities on campus.

Complimenting these campus additions, UNO offers unique learning environments on campus including river research stations and Glacier Creek at the Allwine Prairie Preserve. These facilities contribute greatly to the scholarly activities at UNO as well.

The additions and renovations to the Health, Physical Education, and Recreation facility have advanced campus health, wellness, and counseling opportunities while at the same time allowing for expansion of intramurals now serving approximately one third of our student body.

Residence Halls at the Dodge and Pacific locations are first class facilities for more than 2,000 students electing to live and learn on campus, and new housing is being contemplated—in response to the popularity and demand for residing on campus.

Finally, the Community Engagement Center is in the final stages of completion, the University/Community

Arena project is moving forward and will anchor the south end of campus, plans for another set of significant Student Center upgrades are in the works, and all aspects of campus safety are being monitored and enhanced regularly.

All of these facilities include the best technology available. In fact, the entire campus enjoys the full advantage of cutting-edge technologies supported by an award winning and extremely talented IT support services team. Technological access and advancements are the future and we are leading the way.

Yes, all compelling reasons for UNO being the destination of choice, but that is only part of the value proposition.

Everything I have mentioned so far IS IN SUPPORT OF the activity at the heart of UNO... teaching and learning.

Perhaps one of the most important aspects of UNO's value is our academic quality, opportunities, and commitment to student success. Many academic

classification for community engagement granted by the Carnegie Foundation.

Given our history and commitment to all facets of

\$1 million dollars to the College of Business Administration. During his speech he said "There is