

Assessment Conference—Closing Remarks

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First and foremost, I'd like to thank everyone who helped make this conference possible—with a special thank you to Aramark, our Student Union Building staff, Kathi Malloy, Krista Prock, Gil Clary, Carole Wells, John Ward, Anne Carroll, George Sirrakos, Johnee Border, Jerry Schearer, and Jerry Silberman.

I'd like to leave you with some parting thoughts.

Some of you are aware that I while I enjoy a variety of sports, my heart and soul are tied to college basketball and that my favorite team is that of my alma mater—Duke University. Some of you also know that I respect how Coach Krzyzewski demonstrates leadership even though my graduation year predates Coach K's arrival.

I recently read, *Beyond Basketball: Coach K's Keywords for Success* where he puts forward 40 words or phrases and how they resonate for him.

I'd like to share with you 4 of those words/phrases and how I believe they can resonate for us at Kutztown University:

They are:

Collective Responsibility—

Culture—

Standards—

Next Play—

Collective Responsibility—our team is Kutztown University. And in every moment, in every effort, it is the responsibility of the entire team to be the best we can be for our students, for our alumni, for our wider community, and for our university community. There is never a need for blame, but what is important, is to play for the name on the front of the jersey—Kutztown University and not for the name on the back of the shirt. Together our team is greater than the sum of the individuals; every one of us is part of the whole; each of us needs to be inspired to maintain and improve the standard of what we do.

Culture—culture can be defined as tradition that maintains the values and standards that we want associated with Kutztown University. People—you and I—define culture and it is people—again, you and I, who carry culture forward. We do this in our families, and we do it here as well. It’s not just Dr. Hawkinson, but it is every one of us—in each and every office—who defines culture. We all need to be echoing the same messages and standards with each of our individual voices.

Standards—I’m not talking about Middle States standards here, although I could. Standards are the level of excellence that we consider to be the norm. We have the collective responsibility to ensure that standards don’t slip and that we keep our standards high so that we can always be proud of what we do—as a team—as Kutztown University—

Next Play—Coach K states, “Whatever you’ve done isn’t nearly as important as what you are doing right now.” The most important play is the next play. And assessment is all about that—
The next play gives the opportunity for improvement.

Again, I’d like to thank everyone for all of the time, commitment, and energy that has resulted in assessing how we can indeed maintain and improve our *standards* by looking to the *next play* as we *collectively* assume the *responsibility* for the *culture* of Kutztown University.

Thank you