August 10, 2015

Dear Campus Colleagues,

As we are about to begin a new academic year, it is motivating to see the returning full-time faculty, adjunct faculty, staff, and students. The positive energy is palpable. There is something special about the new academic year; for me, it is a fresh opportunity for every one of us to come together in our educational environment and work toward further meeting the mission and values of the University of La Verne.

It is not hyperbole when I say that we are part of a remarkable institution. For example, last Thursday evening, I hosted a dinner with five lead executives for Cisco, the worldwide leader in information technology with over 71,000 employees. These executives came from across the country to visit the University of La Verne because they wanted to know more about us. They were not visiting campus to sell a product; they had come to learn about the University of La Verne; our mission, values, faculty, and students. What happened at the end of the dinner was most unexpected.

One vice president expressed that he has visited dozens of institutions of higher education, but he has never met with faculty, staff, and students who more represented their institutional mission and values than those he had met during his meetings at our University. He said to us, “You live the mission of your institution.” He continued to articulate that he is the father of four children (nine months, 8 years, 11 years, and 14 years old). He continued to say that his day at the University of La Verne transformed his thinking about his own children’s education and future college experience. Every other Cisco executive at the table agreed they were thinking the same thing about the day and the future education of their own children.

The strength of the expression of our mission and values rests entirely upon how we come together as a campus community to work towards what is best for our students and the overall institution. They also spoke of Cisco’s core values: “We win together,” “We respect and care for each other,” and “We always do the right thing.”
Together, as we enter this new academic year, I look forward our work together as 4 colleges, 11 campuses, one mission, one vision, one University.

Sincerely,

[Signature]

Deborah Lieberman, Ph.D.
President