March 4, 2015

Dear Colleagues,

Last week, the State of the University address made more visible the external and internal realities we are facing as a university community. It is apparent that higher education today is significantly different than it was five years ago. Some of the most glaring changes have to do with significant demographic and enrollment changes, increased numbers of higher education institutions opening or re-locating to Southern California, and an increase in the number of academic and interdisciplinary offerings at other institutions - programs that are in response to our market and regional needs. These all create new challenges as well as new opportunities for the University of La Verne. In fact, these are the topics and issues that the Board of Trustees addressed at their most recent annual retreat.

As a campus community, we must be acutely aware of these challenges and accelerate our actions to meet these challenges through being innovative, nimble, and strategic. I am confident that if we remain focused on how the University of La Verne can be even more distinctive and relevant, while remaining values-based, we will continue to be a University of choice for students regionally, nationally, and globally. But, we have to do this together.

It is imperative that we all participate, together, in collaborative efforts to continue to raise our reputation through institutional accomplishments and visibility. One specific strategy toward achieving this goal is by regularly and openly sharing personal, departmental, and college accomplishments, recognitions, grant awards, and inspiring student stories with the Office of Strategic Communications. By sharing these points of pride, the Office of Strategic Communications can disseminate these to the broadest audiences, therefore reinforcing our distinction and our relevance.
As noted at the State of the University Address, we continue to make progress in each of the four overarching goals of the 2020 Strategic Vision. There is much progress in each of these areas, and much more to be made. I invite you to visit our website and view the full 2020 Strategic Vision, as it is guiding our direction as a University.

- Achieving Educational Excellence (curricular and co-curricular)
- Strengthening Human and Financial Resources
- Heightening Reputation, Visibility and Prominence
- Enhancing Facilities and Technology

We are achieving impressive accomplishments at the University of La Verne, but we must continue to be nimble, distinctive, relevant, and cognizant of impending influences as we move into the next several years of fulfilling the 2020 Strategic Vision, implementing the Campus Master Plan, and beginning our successful Comprehensive Campaign. I thank you for your continual dedication and commitment to this remarkable institution and your efforts to communicate openly and collaborate constructively in ways that enhance our assets and meet our challenges.

Sincerely,

[Signature]

Devorah Lieberman, Ph.D.
President