

# *Faculty Center for Teaching Excellence*

Response to "On Change and Deep Culture at WCU," by Judy Stillion, 12/1/92

## **John Wades Into the Discussion**

Seeking to answer the question, "what is unique about Western?" misses the point as far as I am concerned. Uniqueness is what marketing campaigns stress in order to hook customers on a product. Why do we have this constant need in Cullowhee to keep selling it to ourselves when we are already committed to it?

Presumably we have a mission statement firmly in place. The basic question that needs to be resolved on our campus is: **How do we fulfill our mission?** The answer to this question should permeate campus decisions, for example:

What is our target student body?  
 How do we best engage our  
 students in the learning process?  
 Who do we hire?  
 How do we reward teaching,  
 service, and scholarship?  
 How do we allocate our budgets?  
 How do we measure the outcomes  
 of our efforts?

Pushing uniqueness to the forefront of campus debate trivializes more important issues, creating a smoke screen that keeps us from our primary responsibility.

We will become unique when we perform the tasks outlined in our mission statement better than the several hundred other colleges and universities that potential students can turn to for their education. To me, engaging in a campus-wide discussion of uniqueness is not as relevant as a discussion of how we are going to get the job done in the best possible manner. All the tee shirts in North Carolina won't make WCUnique, but getting the job done right will.

*John Wade, Economics and Finance*

## **Sharon on Sartorial Assumptions**

Of the many other elements in WCU's "deep culture," I have always appreciated that this is not a "dress for success" campus. Individuals at most levels of faculty and staff are accepted for what they do, not for what they wear. This attitude carries over into our acceptance of student variations in dress. I will admit, however, to a certain uneasiness at blue jeans shredded too near the crotch (on either sex).

*Sharon Jacques, Nursing*

