



Envisioning what *can* be

I may be your newest WSU president, but I've had a long career as an academic leader and research scientist, mostly in the western United States. So I arrived with insight into Washington State University.

Here are a few things I knew coming in: Cougar alumni are dedicated and passionate. WSU students are sought-after by employers because of the strength of their education. And WSU faculty are highly respected in their disciplines. Once I started the job, I quickly learned that Cougs are also kind-spirited, generous, and determined.

All of those qualities will be needed to help us navigate the changing landscape we're traveling.

If the issue were just athletics, or enrollment, or research funding, or instructional methods, it would be a big enough lift. Tackling generational change in all four of those areas at once won't be easy. But I'm confident it's possible.

We start from the same place in each case: envisioning what could be.

We have the knowledge and the imagination to explore possibilities. How will our grandchildren learn? Will they attend college in-person, and for how long? How will businesses support our mission to our mutual benefit? And how will student athletes compete in the new athletic financial markets at the same time they're competing on the field and the court, and in the classroom?

As we work on these questions, we're lucky to have a committed alumni network who will pitch in with counsel, industry feedback, and support to help us bring our plans to life.

Our history will always be with us, but we must change. This is a critical moment in higher education.

It's not in my nature to give up; and as Cougs, I know it's not in yours either. I invite you to join me in this work of refining, revising, remaking, and reawakening Washington State University.

Go Cougs!

Elizabeth Cantwell