



CLARK ATLANTA UNIVERSITY
Office of the President

August 1, 2008

Dear Clark Atlanta University Family:

I am writing this letter to you as I complete the first day of my presidency of Clark Atlanta University. I am deeply honored to have the opportunity to provide leadership for an institution with such a grand history. I am awed by the opportunity to influence the course of an institution with as much promise and importance for the future as is held by this university. I am both humbled and encouraged by the magnitude of the tasks that lie before us.

My year with you as your Executive Vice President and Provost has been marked by many memorable moments that inform my belief in our ultimate ascendancy. We are blessed with a distinguished faculty, bright students; many dedicated staff members, and very successful and committed alumni. So many of you have eagerly responded to the opportunity to help engineer change and improvement. We have discovered so many unsung heroes and heroines, instances of outstanding faculty, staff and student collaborative work toward greatness, cutting edge faculty research, and passion for community service.

Clark Atlanta University is poised for growth and greatness. Our financial efficacy is an increasingly important factor in our continued improvement. The University continues to attract students from every state in the union and several foreign countries. We are blessed with a perfect structure and set of capabilities for our work, based on the consolidation of Atlanta University and Clark College. We are unique and we have capabilities not represented by any other institution in the nation. It will be our collective role to fully realize our destiny.

We must continue aggressive improvement and upgrade of all facilities. And yes, we must begin to position the University for the development of additional new facilities. We must also make better use of and provide for more responsive service to our equipment and facilities.

We have a great deal of very basic work to do. Our systems and processes that govern enrollment management, financial operations, communications, and alumni and donor communications are undergoing serious review and repair as a part of the Clark Atlanta University Process Renewal Initiative (CAuPRI). While many improvements are already obvious, we will be engaged in this work for some time.

We must work collectively to improve our support for faculty and staff. We must also be more responsive to the needs of our students while we demand more from them. The world that they will inherit is an increasingly more difficult and challenging one and we must do all that is necessary to prepare them for it.

Over the past several weeks and days, many of you have reached out to encourage me and to express your support and I am most appreciative of your well wishes. The current economy will have a significant impact on the University and the resources that will be needed to serve students

and their families. Moreover, we are working hard to reengage and reposition ourselves with our alumni and the external community of potential funders. We hope that these stakeholders will support this new spirit and energy with additional resources. In all honesty, these efforts will not manifest outcomes overnight.

We will need to work very hard to maintain our enrollment and meet the very difficult needs of our students. I accept this challenge because I know that so many of you are prepared to work through this time period to pursue the true destiny of the University. On this journey before us, I look forward with great hope and joy to continuing this work with each and every one of you.

Sincerely,

Carlton E. Brown