## Commencement Address: Prepare for the Millennium

By Willie C. Martin

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Secretary, ECU Board of Trustees

ported East Carolina University. I can assure you I am even more committed after having first hand experience observing how much this University has grown, and produced some of the finest graduates in the nation.

To the parents of the students, this is your day of celebration as well. I want to thank you for supporting your child during their educational process. It's easy to give up on people, but you didn't. Thank you for hanging in there.

Today, I want to speak briefly on the subject, "Your Journey into the Millennium—Are You Prepared?" In about 21 days, you will enter a period you will never experience again in your lifetime. Are you prepared to go forward?

First, what exactly is the concept of millennium and how has its meaning shifted? When does this new millennium really begin: January 1, 2000 or January 1, 2001?

Although seemingly trivial, the debate over this issue tells an intriguing story about the cultural history of the 20th century. And why must we be so fascinated with millennia?

Millennial madness will start when the clock strikes midnight on December 31, 1999. Billions of people around the world will celebrate the dawn of a new millennium a year too early, experts say. As the champagne flows and the kisses mark the start of the new age, the revelers will actually be welcoming this last year of the present millennium, not the first year of the next year.

As we talk about preparations for the millennium, what forces are shaping our future? What are the technology trends happening in the world today?

Some of the significant macro trends that will bring important new job markets and economic opportunities are:

- Increased aging of the U.S. population
- Growing middle class population in developing countries
  - Mass urbanization
  - Global economics
  - Cultural diversity and complexity
  - Free flow of information
  - Knowledge intensity
  - Diverse family structures
  - World population boom

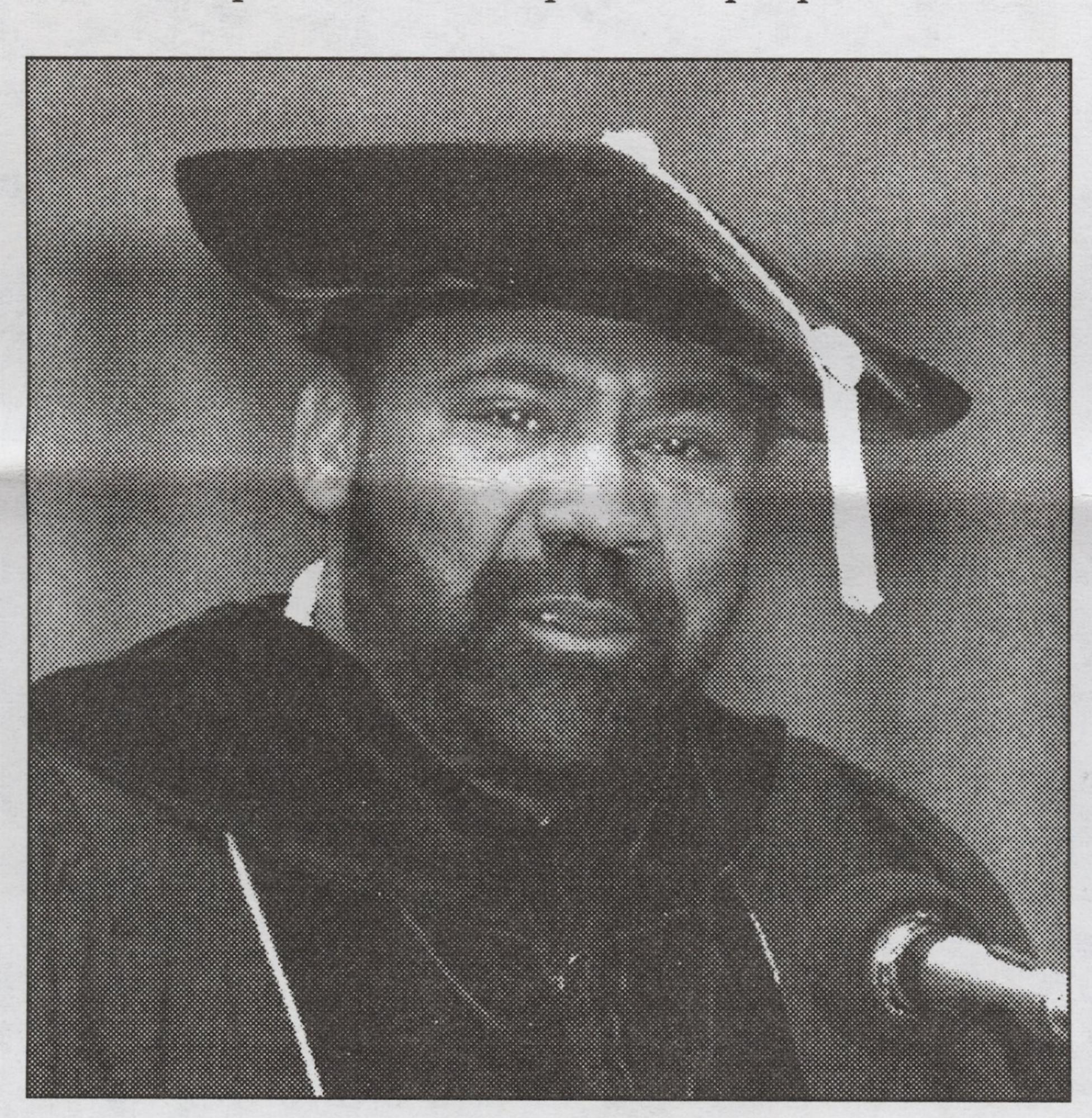
As we talk about technology trends over the next five years:

- Advanced genetics, gene mapping, biotechnology
  - Advanced materials ("smarter" engineering)
  - Imaging (digital)
  - Information technology
  - Energy/power generation (compact, portable)

These technology trends will cause major shifts in our educational curriculum, as well as higher standards for key skills and competencies needed for corporations. There will be a million-plus job opportunities in the global market place, but you must channel your educational training in areas where the opportunity is best for you, not by what others think.

In times of rapid market, business and technological change, large companies will create their own futures by developing new growth strategies to capture new business opportunities.

Visualization of these new business possibilities, however, depends on highly educated and skillfully trained people. The key ingredient for success in such companies will depend on how effectively they recruit multi-disciplined, multi-experience people.



WILLIE MARTIN

'The millennium will be an opportunity, as well as a challenge.'

As we approach the millennium, global commerce will bring about intense price competition, global free trade, less government controls, market driven economics and free flow of capital. This will increase the number of multinational companies.

Increasing cultural diversity will have tremendous influence on mass customization; thus, driving a major change in individual buying patterns and systems.

As we enter the millennium, the free flow of information will bring about more complex information, thus increasing interactive and personalized communications through wired facilities and wireless links.

This will bring about more individual power, thus diminishing the role of the middleman.

As we see small wars and conflicts rise globally outside the United States, issues of ethnic unrest, religious differences, terrorism, regional instability, economic woes, and politics will be big issues as we move into the millennium.

This will put families in stress and force different diverse family structures.

As a result, we will see more global work forces, more mobile workers, and different living structures and a greater need for information access and networking.

Are you prepared to:

- Live a moral life?
- Manage your finances?
- Make your own decisions and accept responsibility for your actions?
  - Stay drug free and crime free?
- Respect others the way you want to be respected?
  - Be the best you can be?
  - Not to allow anyone to destroy your life?
  - Demonstrate good work ethics?
  - Execute your game plan for life?

If you haven't prepared yourself during the last four or five years, your journey into the millennium will be difficult, to say the least. Your life will not be business as usual, but business as unusual. Choices, no matter what, will result in consequences—positive or negative.

You must face the millennium head-on—don't sidestep—it may cost you dearly.

Hold to your personal expectations, standards and values that your parents taught you.

Work hard, but balance life as well.

Be visionary, demanding, charming—be seen as a portrait of balanced focus.

Embrace the basics of life.

Think tough...the opportunity for success is there.
As the great Martin Luther King, Jr. once said,
"The great challenge is to prepare ourselves to enter
these doors of opportunity."

Trust me, the millennium will be an opportunity, as well as a challenge.

And as Diana Ross so elegantly said, "You just can't sit there and wait for people to give you that golden dream, you've got to get out there and make it happen for yourself."

So go for it!

It has truly been a pleasure to speak to you today, and I extend my greatest wishes to you and your parents for a very successful career as you journey into the millennium!

God bless you all.

## Pieces of Eight ~ a fortnightly newspaper for ECU faculty and staff

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## \$270 Tuition Hike For 2000 - 2001 Passes Trustees Board

The Board of Trustees has recommended tuition increases of \$270 for graduate and undergraduate students for the 2000-2001 academic year.

The trustees, who met December 10, also recommended required student fee increases totaling \$56 for the year.

Tuition recommendations require action by the University of North Carolina Board of Governors and the General Assembly, and fee increases must be approved by the Board of Governors.

The trustees said that 20 percent of the revenue from the tuition increase should be used for need-based student financial aid. They also said that the \$270 increase should be reduced by any UNC-wide increase imposed by the Board of Governors. A \$30 tuition increase for the next academic year was previously scheduled because of ECU's move to doctoral status.

The tuition increase endorsed by the Board of Trustees was \$150 more than the amount recommended by the university administration.

In addition to financial aid, funds from the tuition increase would be used to enhance faculty and staff salaries, information technology and library resources.

The tuition increase was opposed by trustees D. Jordan Whichard III, Tom Bayliss and Cliff Webster. Webster is president of the Student Government Association.

The proposed increases would bring tuition and required fees for in-state undergraduates for 2000-2001 to \$2,354, up from the current \$1,998.

For in-state graduate students, tuition and required fees would total \$2,374, up from \$2,018.

For out-of-state undergraduates, the proposed tuition and fees is \$10,216, compared with \$9,564 this year, and for out-of-state graduates the proposed total is \$10,236, compared with \$9,584 this year.



Photo by James Rees

WISH LIST — Three-year-old Claire Tucker shares her Christmas hopes with Santa in the lobby of Wright Auditorium. Claire was among children in the audience at the December 5 School of Music Holiday Concert who gathered after the concert for their turns to sit on Santa's lap. Upon parking his sleigh and tethering the reindeer team in a securely hidden spot, Santa entered the hall accompanied by cheers, applause and the familiar notes of Leroy Anderson's "Sleigh Ride," remaining afterward to visit with young audience members. Santa's trip to campus was made possible by John Bray (formerly Medicine).

## Pharmacy School Development Still An ECU Option

ontinued exploration of the development of a school of pharmacy at the university has received the endorsement of the Board of Trustees.

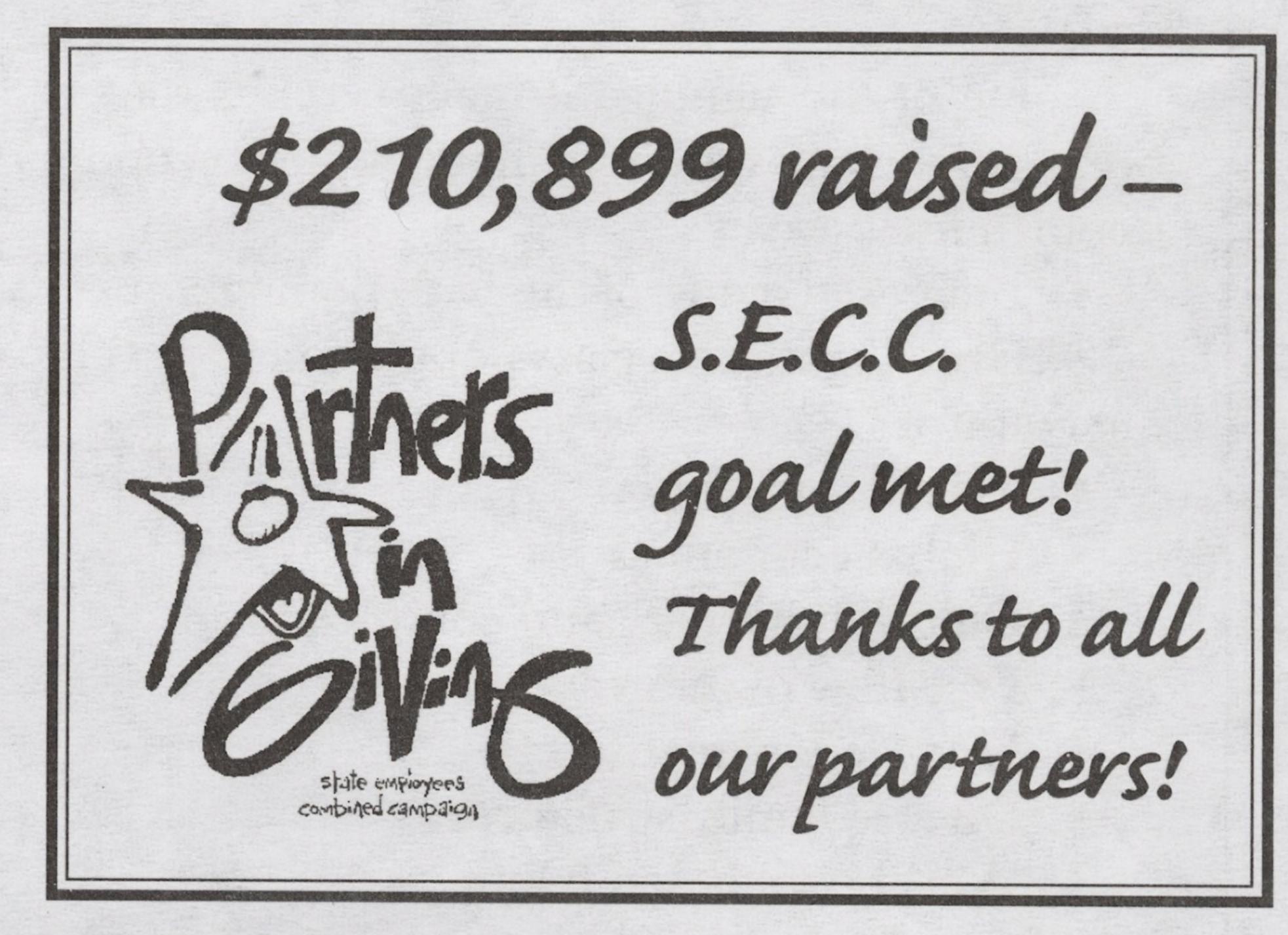
The board at its December 10 meeting received reports from a consultant and from a faculty advisory panel concerning the feasibility of establishing a pharmacy program.

Consultant Jack Cole, former dean of the College of Pharmacy at the University of Arizona, said a pharmacy school here "is not only possible but a very attractive option if ECU can obtain the necessary support and make the decision to go forward."

The faculty committee noted that further investigation was needed on several topics before ECU takes any formal action.

The board voted to endorse the concept of moving forward with continued planning for a school.

North Carolina at present has two pharmacy schools, at UNC-Chapel Hill and Campbell University. In recent months, a widespread shortage of pharmacists has resulted in curtailment of service hours at some drugstores.





CHRISTMAS TREES ON VIEW –
Willis Auditorium was transformed
into a colorful and brightly shining
Christmas tree forest during the
December 1-5 Festival of Trees.
The display of decorated trees was
sponsored by the Family Support
Network of Eastern North Carolina.

Photo by Tony Rumple