WMU/Cooley Affiliation Announcement

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(John Dunn to launch event)
• Good afternoon. I'm John M. Dunn, president of Western Michigan University, and today is a great day to be a Bronco. I've been telling my colleague Don LeDuc that for years now. Today, I'm confident he agrees.

• Thank you all for being here. Many of you have been critical players in the years of planning and work that have led to today's announcements. Thank you for being enthusiastic partners and advocates. (Acknowledge any trustees who are there in addition to Ken Miller.)

• We have some good news to share with you--actually a series of developments that all can be called good news--good for the faculty, staff and students at this University and Cooley Law School and good for the communities we serve. I'd like to put that good news in some context for you, and to do that we've prepared a short video that Cooley President Don LeDuc and I recorded in anticipation of the news we're ready to share today. Let's start with that video. (Video will be cued up and ready to go so you can just step to the side and watch as well)

• (After video) Well, I don't think we've being too subtle here, but in case there is any question, I will say that video was recorded to be shown only when the WMU/Cooley affiliation became a reality. That time has come. It is my pleasure to inform you that the long-awaited affiliation is now in effect. Our colleagues here with us today from Cooley are now part of the Western Michigan University Cooley Law School.

• It's been a long journey, but throughout the process, we've been meeting and talking continuously, laying plans for the future and taking steps that will allow this affiliation to
move quickly forward. So, we have additional news to share. The next piece of news will be announced by my friend and colleague Cooley President Don LeDuc. Don.

*(Don, Larry and Ken will each speak. Ken will close by telling the audience that you now have a student/alum/young professional to introduce. Dunn comes back to the podium.)*

• All the time and the effort that has gone into making this affiliation a reality is not about either institution. It is all about students--WMU students and Cooley's students--and ultimately what they will bring to our state and nation. And it's about decades of future students. The qualities they will be able to develop and the people they will become are what this affiliation is about. Just to give you a sense of the opportunity that both institutions nurture and support, I want to give you a little bit of background on our next speaker

• We have with us this afternoon a Cooley Law student who is also one of Western Michigan University's most accomplished and very recent alumni. Bear with me a moment while I tell you about him--it's pretty tough to do him justice without taking that entire moment. Mitchell Zajac earned three degrees at WMU. In 2011, 3.5 years after enrolling, he earned two bachelor's degrees--one in German Language and Literature and one in mechanical engineering. While he was earning those two degrees, summa cum laude, and completing an internship with Congressman Fred Upton, Mitch managed to be a star linebacker on the Bronco football team for four years. He is one of only four Broncos to play in 50 football games during his athletic career.

Mitch became the WMU's first ever finalist for the Rhodes Scholarship and went on to earn a master's degree in mechanical engineering in 2013. He is now an engineer for Fiat-Chrysler Automobiles and a high school varsity football coach in Eaton Rapids, Mich. AND, he expects to earn his J.D. by 2017. To tell you how WMU and Cooley
have affected him—and to let you know more about what he does in his spare time, let's welcome Mitchell Zajac to the podium.

(After Mitch Zajac speaks, he stays at podium. Dunn returns to the podium, and he invites, LeDuc, Nolan and Miller also return to the podium area.)

• The affiliation is now active. From today forward, you'll see a new visual identity reflected in all WMU Cooley Law materials. We'd like to give you a preview of that look by unveiling two banners that will be in immediate use. Gentlemen, please help us "unwrap" or "unveil" the banners. (Pause for unveiling)

And, as you look at the screen again, what you are seeing is a live look at the Western Michigan University Cooley Law homepage.)

• We're all ready to take any questions you have. There are a couple of people here in the audience who I'd like to single out as wonderful resources for you as well. I'll ask them to stand. WMU Provost Tim Greene, Cooley Associate Dean Chuck Cercone and WMU Political Science Professor Mark Hurwitz, who serves as a liaison between the two schools.

(When the questions conclude or if there are none, Dunn mentions that the principals will be available for one-on-one interviews. He then thanks all for coming and reiterates the "great day" line. May also want to consider using Churchill quote:

"To improve is to change; to be perfect is to change often.

(End of document)