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*Two roads diverged in a wood, and I --
I took the one less travelled by,
and that has made all the difference*
--Robert Frost

Which road do we as a University take?

Do we take the road of providing an excellent education for students and supporting faculty, to strengthen the WMU community?

This will cost money and result in a lower profit margin for the University. But... how much profit is enough? WMU already **makes at least \$3,000,000 a year and has not run at a deficit for many years!** Investing proceeds in teaching and research has much more leverage in growing the institution and its quality.

As WMU has diminished its number of full-time faculty over the last several years, the amount spent on faculty salaries has decreased.

Investing in qualified faculty will confirm a commitment to student learning and will pay out in significant increases in enrolment.

Tuition revenues over this period have increased. What are students getting for their money?

Staffing classes with cheap part-time teachers or cheap overload pay for overworked full-time faculty, doesn't deliver the quality of education that students have a right to expect.

We have as many administrators as faculty, based on the numbers and definitions supplied by WMU's administration.

Students don't attend a university because of its quantity of administrators. They attend because of the quality of the faculty, and by extension, the quality of the education they will directly receive.

Do we take the road of maximizing profits? For what purpose?

Monetary profits can only grow in one dimension.

Investment in faculty resources cascades by attracting more students seeking quality instruction, which provides more money for faculty investment, which attracts more students, etc. We shouldn't run at a deficit, but when is it enough profit?

Corporate profits are used to invest in the business and reward stakeholders.

The University is a non-profit educational institution charged by the State of Michigan with providing the highest quality educational experience that we can.

The students and their parents have invested their tax money and their tuition money to enhance their knowledge and skills.

We are not charged by the State to maximize profits.

As a University, we are looked as an institution that has the strength and courage to frequently take the road less travelled and in doing so make all the difference.

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