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January 6th, 1992

# Acceptance Speech at the Council of Independent Colleges

C. William Pollard

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## Recommended Citation

Pollard, C. William, "Acceptance Speech at the Council of Independent Colleges" (1992). *C. William Pollard Papers*. 177.  
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The Council of Independent Colleges  
1992 Award for Volunteerism and Philanthropy  
C. William Pollard  
January 6, 1992

I want to thank The Council of Independent Colleges for this recognition. I receive it on behalf of my friends and colleagues at ServiceMaster. I also want to thank them for the opportunity I have had to teach and to learn from them. As I accept on behalf of the ServiceMaster people, I do so, recognizing there are now over 200,000 people that we touch with one or more of our services in 1,300 hospitals, over 500 colleges, universities and school districts and three and one-half million homes.

Growth is important for us, not just to become bigger, but because it provides us the opportunity to train and develop more people. This past year an additional 20,000 people were touched by ServiceMaster. Our objectives are simply stated: To honor God in all we do; To help people develop; To pursue excellence and, To grow profitably. Those first two objectives are end goals - the second two are means goals.

As we focus on the training and development of people, our business is not all that different from your business.

Here recite the Peter Drucker story, involving  
our Board of Directors and what business you're in.

The business of every college and university is the training and development of people to become more productive and contributing members of society. It is imperative that each of you continue to be effective in this role.

As you review this challenge, in a world of accelerated change and choice, I encourage you to ask three basic questions of yourself and your school: Who owns this place? Who runs this place? Who pays for this place?

There needs to be a vital link of communication and accountability among these constituencies for your schools to survive in the 90's. The acceleration of change and choice that we see all around us, in my judgment, is a direct result of the explosive availability of information and knowledge and the corresponding human result.

It means for you, 1) that there will be more participation and ownership by students in your academic program and governance; 2) that you will need to be involved more in entertaining and dialogue in the training process to gain the required attention for learning to occur; 3) there will be more diversity among your students, teachers and thoughts, requiring of you more tolerance, acceptance and accommodation; 4) there will be more accountability required for results from both government and business, and 5) that simply the learning process will involve more work.

Thank you very much.

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