



Change Does Not Just Happen; We Need to Create It



I wonder what this nation (and world) that we live in would be like if there was never a Martin Luther King, Jr.

Dr. King is best known for his role in the advancement of civil rights. Would civil rights – as we know and enjoy them today – have evolved on their own without an individual who believed in equality and saw greatness for his country? Had the March on Washington in 1963 not taken place, would we be where we are today?

On January 20, 2014, we will celebrate MLK Day. While there are many things we can remember MLK by, I would like to remember what an inspirational leader he was (what an inspirational leader he “is”).

In preparing this holiday message, I did what I.T. people do naturally ... Google. The Internet quickly produced famous and inspirational MLK quotes. Here are just some:

“Change does not roll in on the wheels of inevitability, but comes through continuous struggle. And so we must straighten our backs and work for our freedom. A man can’t ride you unless your back is bent.”

“Everyone has the power for greatness, not for fame but greatness, because greatness is determined by service.”

“If I cannot do great things, I can do small things in a great way.”

Dr. King inspires us to achieve greatness and disallow status quo. And that CHANGE does not just happen; we need to CREATE it.

It is evident that the higher education landscape is rapidly changing before our very eyes. Across the country, the cost of education is rising at an alarming rate and the value of education is even being debated. Increasingly, institutions like Pepperdine are finding it harder and harder to recruit tomorrow’s student. What then do we do to be competitive? Do we continue to do the things that we do in the same ways (i.e. status quo) or do we CHANGE the ways we do things that collectively elevate our competitive positioning and in turn, enhance the value that we CREATE for our students?

I believe that at Pepperdine, we have plenty of opportunities such as through simple business process improvements and/or new innovations to achieve greatness. And while greatness is not achieved over night, we can all take small steps towards it.

I believe everyone has a little MLK in them. As we start this New Year, let’s each of us do at least one thing better than we have in the past. Let’s own Pepperdine’s destiny and serve as the #catalyst4change.

Jonathan See
Chief Information Officer