



*Governor George Nigh greets OU's 11th president, Dr. Frank E. Horton*

# THE RECORD OF A WINNER

**F**rank E. Horton comes to the University of Oklahoma from the University of Wisconsin-Milwaukee where he spent the past five years as chancellor of that 26,500-student arm of the University of Wisconsin System. During that time, he established a record of accomplishment that fits perfectly with Sooner tradition: he's a winner.

UWM is an urban university, second largest in the state system, and suffering, when Horton arrived, from second-best syndrome in regard to the state's flagship institution, the University of Wisconsin at Madison. Horton's administration attacked this problem with a systematic plan for physical and academic growth centered on state and community involvement, service to business and industry, partnership with the secondary schools and public/private funding.

More than \$60 million in new construction was either begun or completed during Horton's tenure at UWM, including a new science building and an enlarged library. New Ph.D. programs were added in nursing

and architecture, a number of new master's and baccalaureate degree programs were begun, and a new school of journalism created. A university foundation to encourage private support to UWM also was established.

Horton spearheaded the development of formal relationships with universities in Europe, the Pacific Rim and China, resulting in state funding for a new Center for International Business at UWM. He also established the Office of Industrial Research and Technology Transfer to link faculty expertise to business and industry.

His concern for the level of preparation of high school students entering college led UWM into an aggressive partnership arrangement with local schools, which has received national and international attention and is being used as a model for other programs throughout the country.

Horton's academic specialty is urban geography — growth and development, transportation and policy issues — expertise gained through a business administration degree from Western Illinois University, and a mas-

ter's and Ph.D. in geography from Northwestern University. In addition to his academic research and writings in these areas, he has had ample opportunity to put his skills to work as a private citizen, co-chairing Goals for Greater Milwaukee 2000 and chairing the Governor's Task Force on Marketing Wisconsin, which led to creation of Forward Wisconsin, a state-wide economic development organization.

At the time of his appointment to the OU post, Horton was one of 14 finalists still under consideration for the presidency of the 26-campus University of Wisconsin state system. (Chief administrators of the individual institutions are called chancellors.) Reactions from Milwaukee to Horton's departure have been unanimous in praise for his abilities.

"I've had occasion to see him in a number of settings — with faculty, students, people from the community, legislators," said UWM history department chairman Frank Cassell. "He has shown remarkable abilities in all areas of running a university. Losing him will be a great loss to us."

The summer session had adjourned; the Greeks would not be back for house cleaning for another week; and fall classes were still 20 days away. Nevertheless, University officials had no trouble attracting a capacity crowd to a press conference and public reception on August 6. Faculty, staff, students, alumni, townspeople, regents and even the governor were eager to join reporters and cameramen in greeting the 11th president of the University of Oklahoma, Dr. Frank E. Horton.

The selection of a new president is a media event in Oklahoma, where OU's chief executive is automatically one of the state's most prominent public figures. For six months the search committee had analyzed résumés, checked references and conducted interviews before making their recommendations to the OU Board of Regents for the final deliberations.

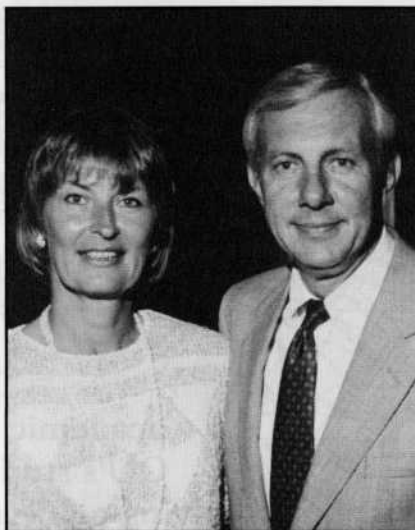
Both search committee and regents had kept their own counsel during the long and arduous process. The traditionally "informed sources" had been unusually uninformed on prospective successors to the departed William S. Banowsky. When the reception crowd entered dining rooms 5 and 6 of the Oklahoma Memorial Union, they knew very little about this man from Wisconsin; they emerged two hours later smiling, optimistic — and somewhat amazed that the system had worked again. The University of Oklahoma had a new president.

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The 46-year-old Chicago-born Horton looks and acts like a university president. Distinguished, prematurely gray, he is quietly confident, at ease behind a microphone, in charge. For his debut as a Sooner, he diplomatically chose a patterned tie in OU red. Or perhaps his attractive wife Nancy had added that touch, because there was no doubt, as he told the audience with a catch in his voice, "We come as a team."

In fact, the teamwork theme was present throughout Horton's discussion of his new responsibilities as he pledged "to do everything I can to assist the faculty, the staff, the students, the board of regents and the people of Oklahoma to make the University of Oklahoma the best university that resources will allow.

# A SOONER WELCOME



*Nancy and Frank Horton*

"I believe very strongly in working with the people on the campus in developing goals," he said. "I don't pretend to be an expert on the University of Oklahoma in all its various facets, but I'm a quick study."

Pressed to enumerate his other strengths as a university administrator, Horton cited an ability to work with people to identify priorities and goals and then to work together to make them a reality. "I think I can build a good team," he said.

Horton is fully aware of the problems plaguing the state and the University over the past few years but had no qualms about coming to OU.

"Like many states in the midwest region, Oklahoma has not fully come out of the recent recession," he said. "A strong university can assist the state in attracting and retaining business and developing jobs. It is imperative that those who head up institutions like this one work with entrepreneurs and management people and

political leaders. Part of our responsibility as a public institution is to assist elected officials in keeping the state moving."

When questioned by reporters about the difficulty of following the recent appropriations increase with further gains in the next few years, he indicated no reluctance to grapple with the problem. "My definition of a university is 'more ideas than money,'" he quipped. "There is never going to be enough money."

But Horton prides himself on his ability to work with the state legislature, and he obviously intends to be working continually for adequate financing. "You cannot retain high quality people without paying them," he said. "There are 5,000 colleges and universities out there — and the entire private sector — that are looking for people all the time. It is the good people you will be losing."

The University of Oklahoma is Horton's fourth academic posting. Before going to University of Wisconsin-Milwaukee as its chancellor, he served Southern Illinois University at Carbondale as vice president for academic affairs and research. At the University of Iowa at Iowa City, he was dean for advanced studies, director of the Institute of Urban and Regional Research and co-director of the Institute for Comparative Urban Analysis.

Frank and Nancy Horton are eager to get on with the job in Norman, to meet as many people as they can, to begin to accumulate new friends. When moving day comes on September 11, however, they will be leaving behind three of their four daughters. Daughter Kim, 23, was married on August 24 and is living in Canada; Pam, 22, attends the University of Wisconsin-Euclaire; and Amy, 18, attends UW-Madison. Kelly, 16, a high school junior, will accompany her parents to Norman.

The Hortons will be coming to an institution that in five years will celebrate its centennial, a hundred years that has seen a single brick building on a windswept prairie transformed into a modern university with a solid academic reputation and ambitious aspirations for the future. By the time OU reaches this historic milestone, its 11th president will be an old hand at being a Sooner.— CJB