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"I'd like to move, I think": Suggesting movement in an immobile geography

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"I'd like to move, I think": Suggesting movement in an immobile geography

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Thomas R. Watson Conference, Louisville, KY

October 21, 2016

Alternate title:

"This sounded like a good idea at the time. We'll see how it goes."

How do institutions use narratives of movement & mobility for recruitment & retention purposes?

What language does your institution use to recruit students and/or promote the value of higher education?

88 College Tag Lines, Arranged as a Poem

(Chronicle of Higher Education)

Change your life. Start here.

(Charter College)

Real people start here.

(Kankakee Community College)

A great place to start.

(Angelina College)

It all begins here.

(Brookhaven College)

Start here. Go anywhere.

(Berkshire Community College)

Go farther than you ever dreamed!

(Central College)

Going anywhere starts here!

(Cloud County Community College)

From here, it's possible.

(Texas Tech University)

You can do that here.

(Alderson-Broaddus College)

Walk into your future.

(William Woods University)

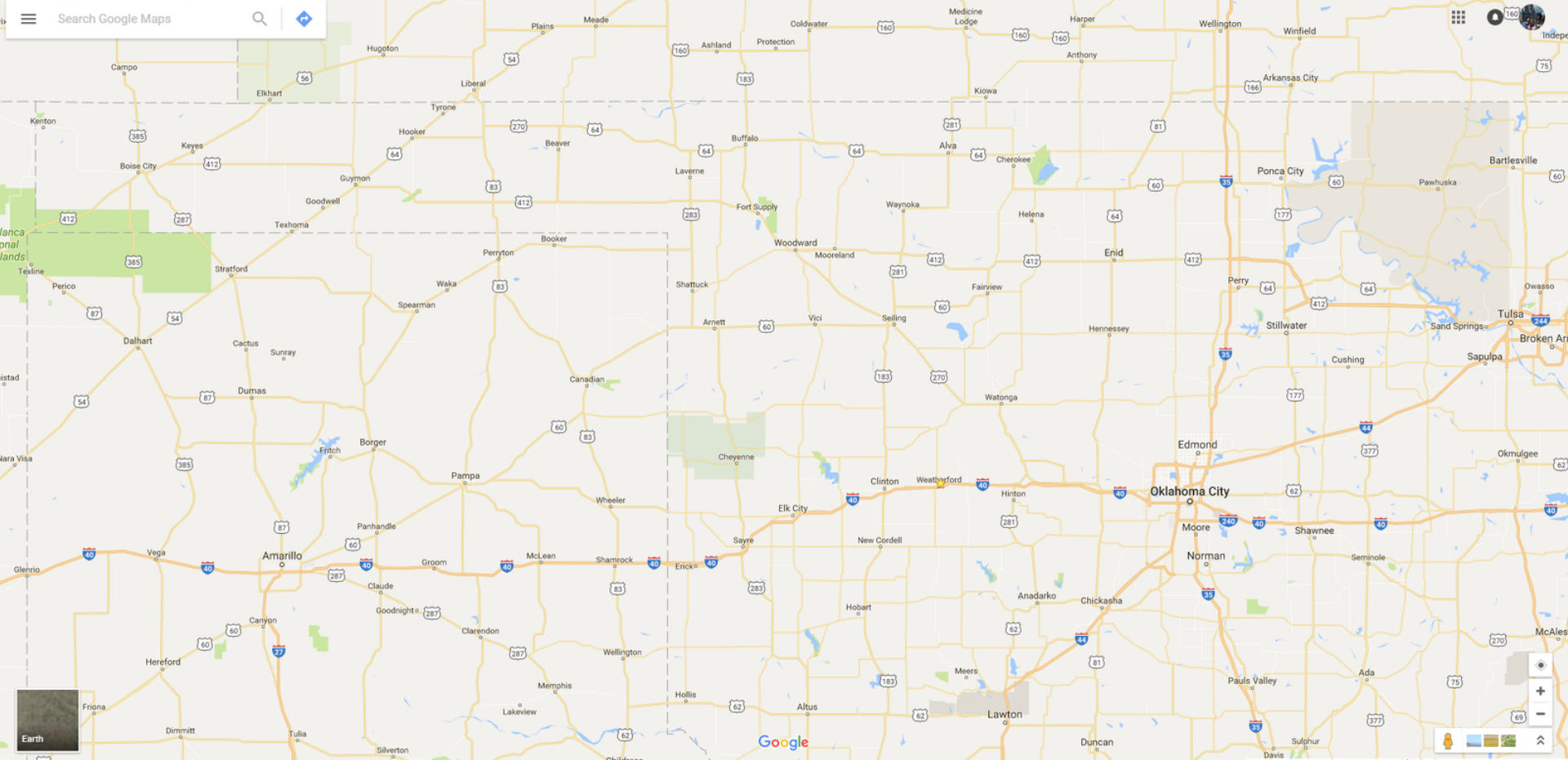
When you get here you understand.

(Red Deer College)

How do these rhetorical choices work
in a region that values the
consistency of being rooted
in/from/of/for/with/at one home
place?

"The typical American lives only 18
miles from Mom."

(New York Times)



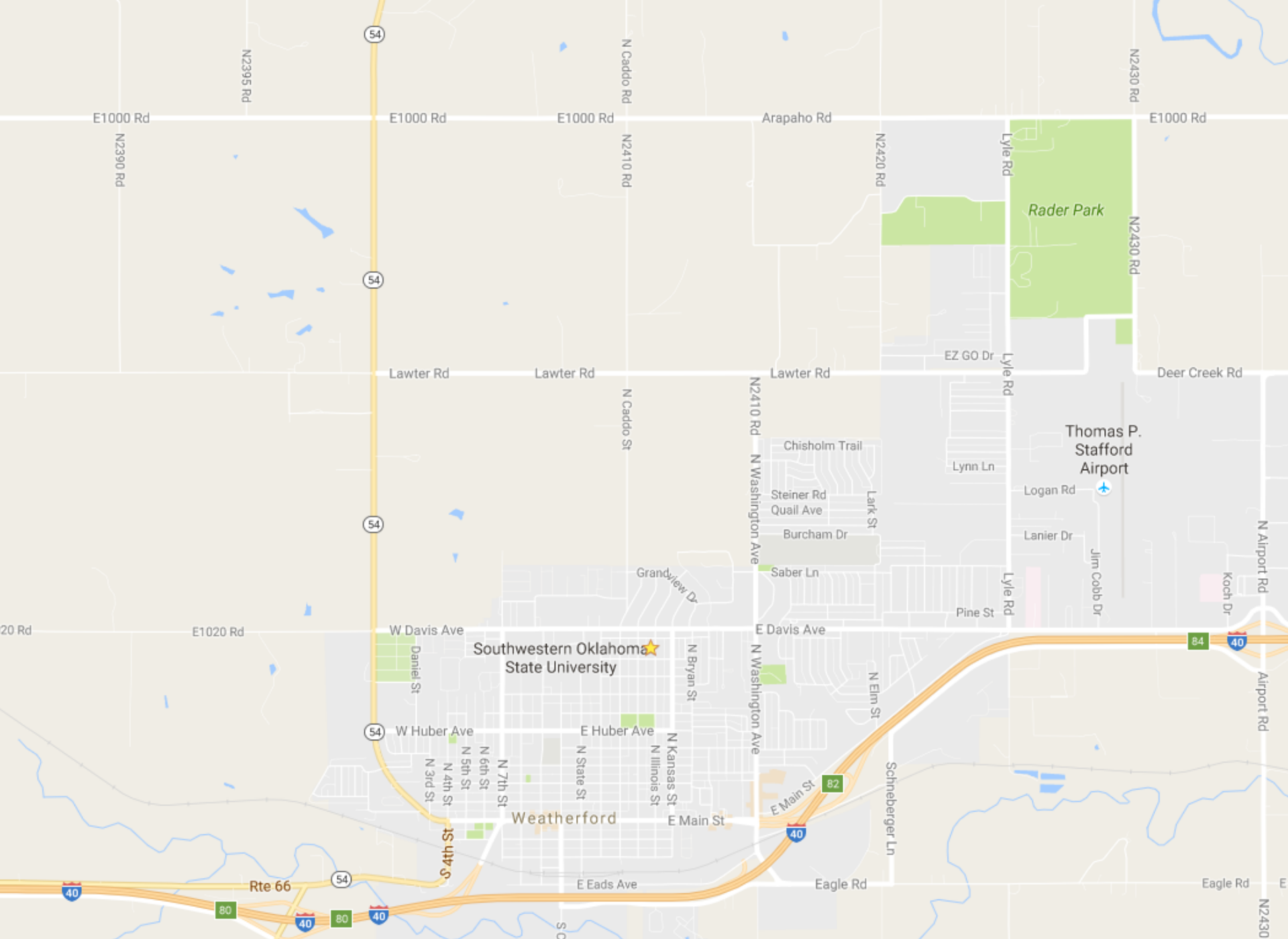
"The center of western Oklahoma"

("About SWOSU")



"17 Miles"

(Jared Deck Music)



Rader Park

Thomas P. Stafford Airport

Southwestern Oklahoma State University

Weatherford

E1000 Rd

E1000 Rd

E1000 Rd

Arapaho Rd

E1000 Rd

Lawter Rd

Lawter Rd

Lawter Rd

Deer Creek Rd

E1020 Rd

W Davis Ave

E Davis Ave

W Huber Ave

E Huber Ave

E Eads Ave

Eagle Rd

Eagle Rd

Rte 66

54

40

80

40

40

82

84

40

N Airport Rd

Airport Rd

N2430

N2390 Rd

N2395 Rd

N Caddo Rd

N2410 Rd

N Caddo St

N2410 Rd

N Washington Ave

N Bryan St

N Washington Ave

N Elm St

N Kansas St

N Illinois St

N State St

N 3rd St

N 4th St

N 5th St

N 6th St

N 7th St

N 4th St

Lyle Rd

Lyle Rd

Lyle Rd

Jim Cobb Dr

Logan Rd

Lanier Dr

Pine St

N2420 Rd

N2430 Rd

N2430 Rd

N2430

Steiner Rd

Quail Ave

Burcham Dr

Saber Ln

E Main St

E Main St

Schneberger Ln

Chisholm Trail

Lark St

Lynn Ln

Koach Dr

S C

"Up on the Hill"

(Weatherford Daily News)

"College is my time to find myself and start my future. That's why I chose SWOSU. Going up!"

("SWOSU--All for Me")

The focus is you.



What should the focus be?

Some ideas from Watson

"Critical cosmopolitanism" --Beatrice Quarshie Smith

"I'm going to work within the space rather than stand outside of it."--
Scott Wible

"How do we become through mobility? How do we see place as other
than locatedness?"--Christiane Donahue

Importance of "de- and re-composing" --Jody Shipka

We must use the swirl of movement & rootedness between & among our institutions and the place cultures in which they operate.

How do we do that?

Shifting roots



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