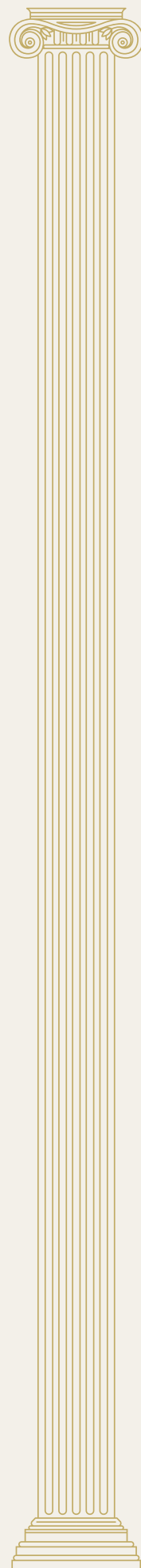
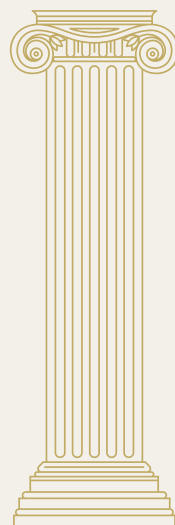
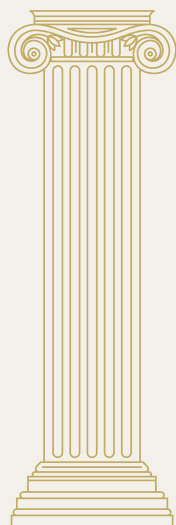
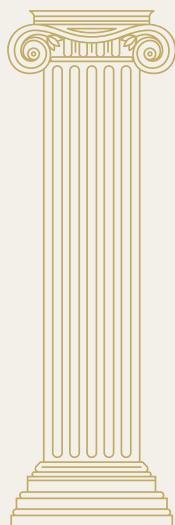
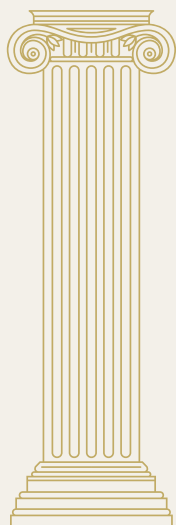


MARSHALL UNIVERSITY

INVESTITURE OF
BRAD D. SMITH
AS THE 38TH PRESIDENT

SEPTEMBER 16, 2022





MARSHALL UNIVERSITY VISION

To inspire learning and creativity that ignites the mind, nurtures the spirit and fulfills the promise of a better future.



MARSHALL UNIVERSITY CREED

... we, the students, faculty, and staff of Marshall University, pledge to pursue the development of our intellects and the expansion of knowledge, and to devote ourselves to defending individual rights and exercising civic responsibility. We strive to exemplify in our own lives the core values of independence, initiative, achievement, ethical integrity, and commitment to community through association and service. As Marshall University, we form a community that promotes educational goals and that allows individuals maximum opportunity to pursue those goals.

WE ARE

- **An Educational Community** in which all members work together to promote and strengthen teaching and learning;
- **An Open Community** uncompromisingly protecting freedom of thought, belief and expression;
- **A Civil Community** treating all individuals and groups with consideration, decency, and respect, and expressing disagreements in rational ways;
- **A Responsible Community** accepting obligations and following behavioral guidelines designed to support the common good;
- **A Safe Community** respecting each other's rights, privacy and property;
- **A Well Community** respecting and promoting physical and emotional health;
- **An Ethical Community** reflecting honesty, integrity and fairness in both academic and extracurricular activities;
- **A Pluralistic Community** celebrating and learning from our diversity;
- **A Socially Conscious Community** acting as citizens of the world and seeking to contribute to the betterment of people and their environments; and
- **A Judicious Community** remaining alert to the threats posed by hatred, intolerance and other injustices and ever prepared to correct them.

MARSHALL UNIVERSITY HISTORY

The early days of Marshall University are filled with rich history and traditions.

To put things in chronological perspective, the academic saga started in 1837 when the good citizens of Guyandotte and the farming country to the west – now the city of Huntington – decided they needed an annual school to provide for the education of their youth.

Tradition records they met at the home of John Laidley, who assumed leadership of the project and named the new school Marshall Academy in honor of his friend, the late Chief Justice John Marshall. They decided to locate their new school on a knoll known as “Maple Grove,” site of a small log building called Mount Hebron Church. The structure also had served for some time as a subscription school for the area.

It wasn’t until March 30, 1838, that the General Assembly of Virginia passed an act formally incorporating Marshall Academy and appointing Laidley and eight other men as trustees.

On June 30 of that year, the trustees purchased from James and Lucy Holderby the one and one-fourth acre lot containing their log “academy.” The price: \$40. That land is now the site of Old Main.

The trustees proceeded to build a new two-story, brick building, 22 feet wide and 50 feet long, containing four rooms. It was completed by February, 1839.

The first full school term was conducted in 1838-39. In 1850, the academy and its financial obligations were accepted by the Conference of the Methodist Episcopal Church, South. In 1858, Marshall Academy was renamed Marshall College. Due to financial problems the property was sold at public auction in 1861.

Ms. Salina Mason bought the land and building for \$1,500 for her father, John W. Hite. He was a Confederate sympathizer and could not appear in court in his own behalf. For the next few years, Hite and his family lived in the college building.

During at least part of the war, a small school, probably a subscription school, was maintained at the college – fulfilling a provision in the original deed from James Holderby which specified it was to be used “...for the express purpose of an Academy (sic) and for no other use.” The building also was used as a hospital during part of the conflict.

Meanwhile, the new state of West Virginia had recognized the need for an institution to train teachers to serve the state’s public schools.

On Feb. 27, 1867, the Legislature voted approval of a bill establishing a “state normal school” to be located at Marshall College.

In order to get the college reopened, the voters of Cabell County approved a property tax levy amounting to \$5,000. The state also appropriated funds and on Aug. 1, 1867, the school’s regents purchased the lot and building from Mrs. Mason for \$3,600.

The first session of Marshall College as a state normal school began June 15, 1868.

In 1905, construction was started on the final section of Old Main. This is the familiar “towers” segment facing the main entrance to the campus on Hal Greer Boulevard. With its completion, Old Main consisted of five sections.

Athletics got their start at Marshall with the first football team being fielded in 1898. The Marshall teams originally were known as the Blue and Black, but the now-familiar Green and White colors had been adopted by 1904.

In 1907, Marshall was still strictly a secondary school. By 1912, the regents had added two years of study to the school’s program, equivalent to the freshman and sophomore years in college. In 1914, President Corbly recommended that “...Marshall College should be made a ‘college’ in fact as well as in official name – a degree-conferring institution.”

The years ahead saw steady academic and physical expansion and Marshall became a university in 1961.

The small academy has become a major university, functioning through the following 12 academic units: the Graduate Studies; the College of Engineering and Computer Sciences; the College of Business; the College of Education and Professional Development; the College of Arts and Media; the College of Liberal Arts; the College of Science; the Joan C. Edwards School of Medicine; the University College; the College of Health Professions, the Honors College and the School of Pharmacy.

Marshall has two major campuses, one in Huntington and one in South Charleston, along with several learning centers including the Joan C. Edwards School of Medicine; the Marshall Medical Center; the Learning Resource Center in Gilbert; the Teays Valley Regional Center in Putnam County; the Mid-Ohio Valley Center in Point Pleasant; the Southern Mountain Center in Logan; the Robert C. Byrd Institute for Advanced Flexible Manufacturing, and the Public Higher Education Center in Beckley.

Marshall continues to grow academically, adding a Doctor of Physical Therapy program and a School of Pharmacy in 2012. The inaugural physical therapy class graduated in 2015 with 27 students. The School of Pharmacy’s first class graduated in 2016. Most recently, a Physician Assistant program and a flight school have been added to the university’s portfolio, positioning Marshall to serve the next generation of students.



PRESIDENT BRAD D. SMITH

A Marshall University alumnus and proud West Virginian, Brad Smith has a passion for leadership and philanthropy. Formerly the CEO of Intuit, he is focused on helping facilitate change by developing, supporting and investing in people.

During his 11-year tenure as the company's CEO, he was able to transform Intuit's business structure by building an innovation culture built around data-driven decision-making and rapid experimentation. This innovation led to record growth that nearly doubled the company's revenues and positioned Intuit as the industry leader.

Under his leadership, the company consistently was recognized as one of the world's best places to work. Intuit was on Fortune magazine's "Best Companies to Work For" list each year during his tenure, ranking #13 in the United States and #1 in India, Singapore and Canada in 2017.

In 2016, Brad was ranked among the top CEOs in the United States by Fortune, coming in at #6 on their list.

Now he has turned his attention and talent to transforming Marshall University.

His devotion to giving back to his home state runs deep, and Brad is committed to providing educational and economic development resources to the Appalachian region, where many communities have been disproportionately affected by technological and economic change.

The Wing 2 Wing Foundation, which Brad co-founded with his wife Alys, provides increased access and support for education, entrepreneurship mentoring and investment and works to position West Virginia "as a showcase for the nation." One of the foundation's signature initiatives is Ascend West Virginia, the nation's premier remote workforce recruitment program.

Before his time at Intuit, Brad's career spanned four industries, including stints at PepsiCo, 7-UP, ADVO and ADP, where he led large, global organizations through turn-around, transformation and high-growth environments.

He also has served as the executive chairman of the board of Intuit, as chairman of the Nordstrom board, and as a board member of Momentive (formerly SurveyMonkey) and Yahoo.

Originally from Kenova, Brad earned his bachelor's degree in business administration from Marshall University and his master's degree in management from Aquinas College.

Brad and Alys are the parents of two grown daughters, Payton Smith and Devon Smith Heyn.



MARSHALL
UNIVERSITY®

CLASS OF 2026

#oneoftheherd

#Marshall2026



"I see Marshall University and the opportunity it offers as the great equalizer. It transforms obstacles into potential and possibility. It did that for me and my brothers, and for many others who are first in their families to go to college. I consider the opportunity to be its president the greatest privilege to pay it forward."

—President Brad D. Smith

ORDER OF PROCESSION

PROCESSIONAL

Ceremonial Marches
John Marshall Fife and Drum Corps
Dean Wendell Dobbs, Leader

THE GRAND MACE

Carried by Ms. Isabella Griffiths
President, Student Government Association

STUDENT GOVERNMENT ASSOCIATION

Accompanied by honorary marshals
Mr. Matt James, Assistant Dean of Student Affairs
Ms. Michelle Biggs, Assistant Dean of Student Affairs

CLASSIFIED STAFF COUNCIL

Accompanied by honorary marshals
Ms. Sara Payne Scarbro, Associate Vice President of Government Relations
Mr. AJ Hubbard, Associate Registrar

PRESIDENT'S CABINET

Accompanied by honorary marshals
Mr. Larry Crum, Senior Director of Communications and Marketing, Marshall University Foundation Inc.
Dr. Tammy Johnson, Dean of Admissions and Associate Vice President of Enrollment

FACULTY AND DEANS

Accompanied by honorary marshals
Mr. Tony Waugh, Trades Specialist, Plant Operations
Ms. Shaunte Polk, Program Director
Center for African American Students, LGBTQ+ & Louis Stokes Alliance for Minority Participation

BOARD OF GOVERNORS

Accompanied by honorary marshals
Ms. Crystal Stewart, Interim Manager of Information Services
Dr. Mary Beth Reynolds, Associate Vice President for Assessment & Quality Initiatives

WEST VIRGINIA HIGHER EDUCATION POLICY COMMISSION

Dr. Sarah Armstrong Tucker, Chancellor
Accompanied by honorary marshals
Mr. Barry A. Beckett, Director of Student Financial Systems/Bursar
Ms. Lisa Martin, Director of Student Conduct

PRESIDENT

Accompanied by his family.

ORDER OF CEREMONY

PRELUDE

Dr. Martin Saunders (trumpet), Mr. Blake Garcia (trumpet), Dr. Stephen Lawson (horn),
Dr. Michael Stroeher (trombone) and Mr. Anthony Reynolds (tuba)
School of Music Faculty Brass Quintet

PROCESSIONAL

Ceremonial Marches
John Marshall Fife and Drum Corps
Dean Wendell Dobbs, Leader

WELCOME

Mr. Patrick Farrell
Chairman, Board of Governors

PRESENTATION OF THE COLORS

Thundering Herd Battalion Color Guard
Marshall University Army ROTC

NATIONAL ANTHEM

Dr. Carline Waugh
Assistant Professor of Voice

MOMENT OF SILENT REFLECTION

Mr. Walker Tatum
Vice President, Student Government Association

GREETINGS TO THE PRESIDENT

On behalf of the Students
Ms. Isabella Griffiths
President, Student Government Association

On behalf of the Faculty
Dr. Shawn Schulenberg
Chairman, Faculty Senate

On behalf of the Staff
Mr. Tony Waugh
Chairman, Classified Staff Council

On behalf of the State of West Virginia
Dr. Sarah Armstrong Tucker
Chancellor, West Virginia Higher Education Policy Commission

MUSICAL INTERLUDE

"A Million Dreams" from THE GREATEST SHOWMAN (B. Pasek and J. Paul)
Marshall University Chamber Choir
Dr. David Castleberry, Conductor

Continued



INSTALLATION AND PRESENTATION OF THE MEDALLION

Chancellor Tucker, Chairman Farrell, President Griffiths

INVESTITURE ADDRESS

Mr. Brad D. Smith
38th President of Marshall University

ALMA MATER

Dr. Waugh

CLOSING

Mr. William Smith Sr.
Vice Chairman, Board of Governors

RECESSIONAL

"Sons of Marshall" (R. Williams)
Select members of The Marching Thunder

Please remain seated until the recessional is over.

Reception to follow on Buskirk Field.

Music by
Marshall University Jazz Combo
Vanessa Coffman, Ian O'Connell, Luke Turner, Shae Crumb and Wes McDowell



ALMA MATER

Marshall, gracious Alma Mater,
We thy name revere;
May each noble son and daughter
Cherish thine honor dear.
May thy lamp be ever bright
Guiding us to truth and light;
As a beacon o'er dark water
This is for thee our prayer.

May the years be kind to Marshall;
May she grow in fame;
May her children fail her never
True to her beacon flame.
May her spirit brave and strong
Honor right and conquer wrong;
This the burden of our song
Ever her truth proclaim.

– C.E. and James Haworth

PRESIDENT'S MEDALLION AND GRAND MACE



Marshall University traces its origins to the founding of the Marshall Academy in 1837. The Academy was named in honor of John Marshall, the fourth Chief Justice of the United States Supreme Court, who died on July 6, 1835.

The Marshall University community observes the memory of our namesake, who has been described by the late Jean Edward Smith, a noted biographer and member of the Marshall University faculty, as the “Definer of the United States Constitution.” Characterized by others as befitting Thomas Babington Macaulay’s description, “He neither sought nor shunned greatness, and found glory only because glory lay in the plain path of duty.”

Chief Justice John Marshall served the Supreme Court in that capacity from 1801 to 1835—the longest serving Chief Justice in United States history. He is widely regarded as having established a broad interpretation of the

Constitution of the United States, which established the Constitution as the basis of the American legal system and the “rule of law” as the law of the land. During his tenure as Chief Justice, the Judicial Branch of the new American government rose to a level of importance commensurate with that of the Executive and Legislative Branches.

John Marshall’s image is used prominently in both the Marshall University President’s Medallion and the Grand Mace of the University. The President’s Medallion is the badge of office for the presidency of Marshall University. It consists of a relief carving of the seal of the university, which features the likeness of John Marshall. It is worn by the President when he is participating in formal University ceremonies.



The Grand Mace, a symbol of authority and leadership, is carried at all formal University occasions and is displayed on the platform during these functions. The mace is made from a limb that fell from the Old Beech Tree in front of Old Main on the Huntington campus. The beech tree was part of the original farm on which Marshall Academy was founded, and was a campus fixture until it was toppled by a wind storm in 1987. It was believed to have been more than 300 years old and had initials and marks carved by hundreds of former Marshall students.

The top of the mace consists of a gold-plated bronze casting that features, on one side, the Seal of Marshall University, and, on the other side, the Great Seal of the State of West Virginia. These features are surrounded by beech leaves and the entire casting is crested by a torch,

symbolic of academic excellence.

Immediately below the top casting is a four-sided section with carved symbols significant to the history of the University—the towers of Old Main, the Memorial Fountain, the seal of Marshall College, and an American bison (commonly known as a buffalo), official mascot of the institution’s athletic teams. The area immediately surrounding the four carvings features small clusters of beech nuts and leaves.

The center portion of the mace is carved in double-wrap ribbon, one-half inch wide. Between the gaps in the ribbon wraps are carved beech leaves descending in size. The base of the mace is protected by a gold-plated bronze casting of beech leaf clusters. The entire mace weighs about 25 pounds and is 66 inches from the top of the torch to the base.

Both the President’s Medallion and the Grand Mace were created in 1986 by Byron Johnson. Johnson, an honor graduate of Marshall University, is a renowned wood carver and sculptor, as well as an art teacher in the public schools.

ACADEMIC HERALDRY

The academic costumes worn in the procession of formal university occasions trace their origins to those worn by faculty and students at medieval European universities. With only minor modifications, these costumes have remained largely unchanged since the 16th century. Standards for colleges and universities in the United States were established in 1895 with the adoption of an Intercollegiate Code, which specifies design and color appropriate for various degrees. As in medieval times, the costumes worn on formal academic occasions denote the wearer's academic heritage.

Modern academic costume consists of three parts: the gown or robe, a headpiece, and a hood. The style of the gown denotes the wearer's level of education. The baccalaureate gown is the simplest in design. Usually black, it is distinguished by a wide yoke with shirring in front and back and by open flowing sleeves that end in a point. The baccalaureate gown is worn closed.

The master's gown is similar to the baccalaureate gown except that it has a closed or glove sleeve which is open at the wrist. The master's gown has no other trim and may be worn either open or closed.

The doctoral gown is full flowing and has large bell shaped sleeves. It is trimmed with velvet panels down the front and has velvet chevrons on the sleeves. While black is still the predominate color for doctoral gowns, the trim may be in a color that denotes the wearer's discipline, or the color of the gown may denote the wearer's university.

The mortar board is the headpiece most often worn at American universities for formal occasions. It is appropriately worn with the board flat on the top of the head and with the tassel falling from the left quarter of the board. Tassel colors usually denote the field of discipline in which the wearer's degree was earned. Doctoral tassels are often gold. The soft velvet Tudor cap is also worn by many who hold the doctorate.

While the gown and headpiece denote the wearer's level of education, it is the hood that adds meaning and dimension to the academic costume. Changed little since medieval times, the hood is worn falling from the shoulders down the back of the gown in a display of vivid color. It is edged in velvet, which by its color denotes the discipline in which the wearer's degree was earned, and is lined in two colors of silk that represent the college or university from which the degree was earned. Hence, the Marshall University hood is lined in green and white and edged with the appropriate discipline color.



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Wendell Dobbs, College of Arts and Music
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Teresa Eagle, College of Education and Professional Development
Brian Hoey, Honors College
Bobby L. Miller, Joan C. Edwards School of Medicine
Brian Morgan, College of Science
Michael Prewitt, College of Health Professions

INVESTITURE COMMITTEE

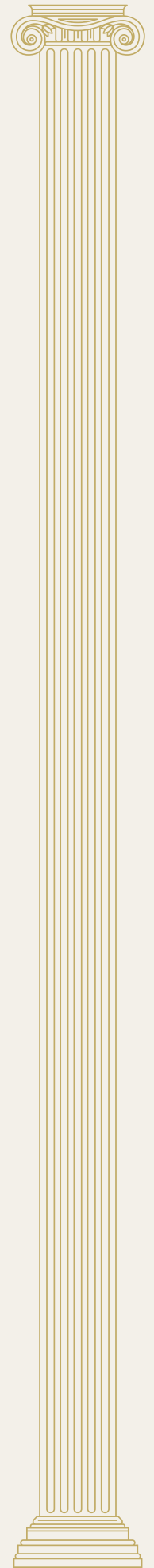
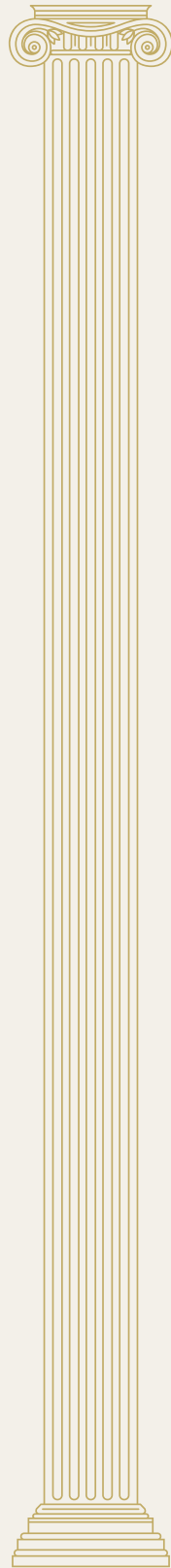
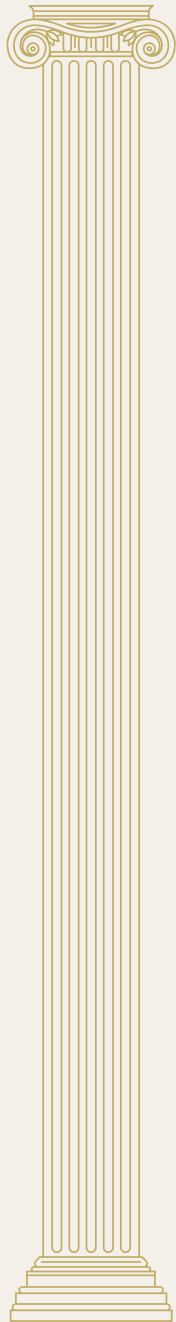
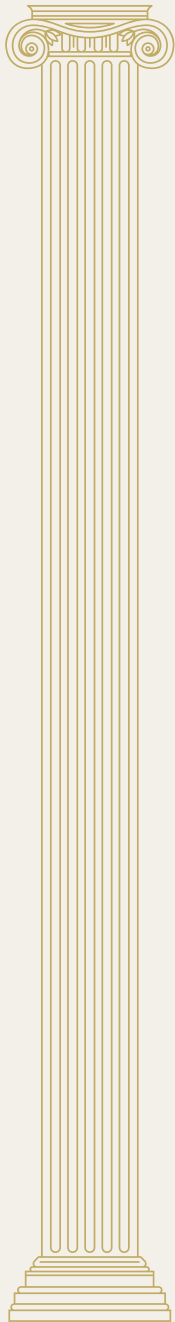
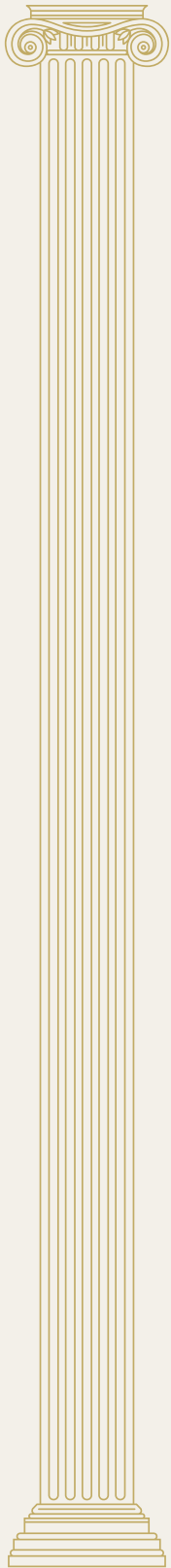
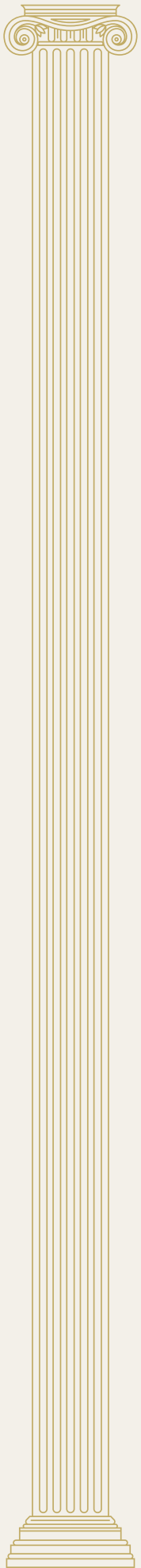
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Isabella Griffiths, President of Student Government Association
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Leah Payne, Director of Communications
Cora Pyles, Executive Assistant to the President
Martin Saunders, Director, School of Music
Shawn Schulenberg, Chairman, Faculty Senate
William Smith Sr., Vice Chairman, Board of Governors
Tony Waugh, Chairman, Classified Staff Council

SPECIAL ACKNOWLEDGEMENTS

The investiture committee gratefully acknowledges the invaluable support and assistance of many others who have helped make this event possible, in particular the staffs of Physical Plant, Operations, University Communications, Public Safety and Sodexo.

The program would not have been possible without the assistance and cooperation of the students, faculty and staff from the School of Music and the College of Arts and Media.





Marshall University

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Huntington, West Virginia 25755

marshall.edu

[#MarshallUFamily](https://twitter.com/MarshallUFamily)