Caboni Caravan

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When WKU President Tim Caboni took over more than a year ago, he said he wanted to visit each of the 27 counties in WKU’s service area.

He has spent the summer doing just that as Amy Bingham explains in this week’s View from the Hill.

I caught up with President Caboni in Simpson County, the 24th county he’s visited since the beginning of June. He told me why it’s so important to get face to face with people in the counties that produce WKU students.

“Public relations is a wonderful thing. Marketing is terrific. Branding is fun. At the end of the day the best communication is one on one.”

That sums up exactly why WKU President Tim Caboni is spending the summer criss crossing South Central Kentucky.

“To understand from where our students come. If we have a service region, how are we serving each one of those counties in a way that’s important to the county.”

He typically meets with city and county leaders as well as educators.

A recent driving tour of Simpson County offered a better understanding of the area’s economic development.

“the logistics here, the access and proximity to the interstate and the growth of the auto industry has truly allowed the county to capitalize on that and attract companies from all over the world.”

Food has also played a big part of this fact finding mission….

“Having a milkshake, having a hamburger, having some bar-b-que, some fried fish and some fried chicken”

Building long term relationships in the process.

“The work is fun. It will pay off in the long term. Maybe not for my waist line but it will for the university.”

He’s also picked up on what he says is a common theme in every county visited by the Caboni Caravan.

“Kentucky is full of good, bright and kind people who want better for their communities and we want to be partners to help those communities grow and thrive.”

President Caboni says these conversations are only the beginning, and that he and others will be back to continue to nurture those relationships. He also hopes to expand beyond the service region to more communities that are important to student recruitment.

With this week’s View from the Hill, I’m Amy Bingham.

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