

SHORTY'S

Strategic Plan For Development Fall 1995

Student Government Executive Officers 1995-96

Evan Peverley, President
Tyler Stone, Speaker of the House
Tina Schippers, Secretary
Graham Goodrich, Treasurer

Mission:

To provide our community with a place where students, faculty, staff, and visiting alumni can interact, socialize, and relax. Unlike any other campus venue, Shorty's will honor and preserve the history, traditions, and images of Wake Forest students.

Vision:

At the center of campus, Shorty's will be a gathering place for all who share the common bond of Wake Forest. Shorty's will offer a unique dining and entertainment experience in a setting that honors the essence of Wake Forest - its people.

What will make Shorty's unique? In a word, its decor. To walk into Shorty's will be a departure from the contemporary feel of Benson. It will be a journey into a living museum of Wake Forest that honors its spirit and people since 1834. Adorned with thousands of photographs, mementos, and relics from famous Wake Foresters, Shorty's will elicit a sense of warmth, comfort, and nostalgia. Its appeal will only increase from year to year, as new faces join those of the generations which came before them. As our university changes and grows, the walls of Shorty's will ensure that the history, traditions, and achievements of Wake Forest's people are remembered, especially by those who call it home.

People will come to Shorty's for many reasons: At mid-day, students will come to have a conversation with their professor over lunch, or perhaps an espresso and a piece of German chocolate cake. Faculty and staff will meet their peers at the end of the day to discuss issues within their departments, or maybe to discuss nothing particular at all. Wake Forest students and fans will gather to watch an away game, order some potato skins and have a soda or beer. Visiting alumni will bring family and friends to get a bite and be surrounded with images of Wake Forest as they knew it. Student bands and entertainers will play on Shorty's stage. In the late evening, students will come for a study break, to shoot pool or play darts in the back room. The possibilities are endless.

Purpose:

For the past 6 years, students of Wake Forest have sought to fill a generally perceived void: Nowhere on campus is there a place open to all students for evening socializing and entertainment. The Benson Center food court attempts to solve this need, but the contemporary decor and fast food menu cause many students to leave campus for local bars. This void was directly addressed to students through a referendum proposed during last spring's elections, when over 90% of the students indicated a desire to improve campus life by remodeling Shorty's into a university cafe and pub. Now more than ever, Wake Forest students (especially those under 21) yearn for a constructive social and entertainment option to enhance the quality of life outside of class.

Concern for the quality of student life outside the classroom is noticeably shared by the faculty. Recently, in an intensive study of the social, intellectual, and cultural composition of Wake Forest, a team of Wake faculty emphasized the need for the university to provide new social alternatives to the campus:

The university cannot continue to expect fraternities and sororities to provide a social life for the entire campus. To do so is to impose an unfair burden upon these organizations, and to limit severely social options for students. As isolated as the Wake Forest campus is geographically, the university must do more to provide students with a place to gather and socialize, especially on the weekends during late hours.¹

The *Lilly Report* also contends that "the faculty must become more involved in student life outside the classroom." The report further suggests that there are too few environments on campus where faculty and students are able to congregate, interact, and converse outside of class.

This perceived need is not limited to the views of faculty. In a recent report on the university climate, members of the College Board of Visitors stated that, "...a coffee house should be established with expanded hours on the weekends."² We view Shorty's as a means through which we can address this concern.

Finally, even Wake Forest's most famous alumnus, Arnold Palmer '51, reminded the campus community of the need for places like Shorty's during his nostalgic speech at the *Heritage and Promise* convocation. He recalled, "In my day the students gathered at a local place called Shorty's." He continued to reminisce:

Friendship brought me here, and friendship has kept me associated with the University since my student days...I didn't realize until many years later what I had truly learned at Wake Forest. What I learned was not necessarily taught in class...but I did learn many lessons about life that are still with me...every professor and every person at Wake Forest taught me something.

It is this vision of interaction that we strive to achieve so that like Mr. Palmer, we too can look back on a common gathering place shared by the entire community.

While the vision of Shorty's has changed and evolved over the years, the idea of what Shorty's will bring to the university remains constant. Today our vision is fortified by a clear understanding of how Shorty's will serve the community. In short, it will provide our campus with a gathering place in an environment unlike any other for students, faculty, staff, and alumni.

It is on this last point that our vision of Shorty's has expanded substantially. No longer will it merely be a place to meet the social needs of the campus. It is now a place which also educates students, faculty, staff and visitors about the institutional heritage left by those who came before them. As students move from booth to booth, they will experience successive eras in Wake Forest's social history. Photographs, clippings and memorabilia from alumni and the University archives will surround them. Mementos from famous Wake Foresters will showcase their achievements— from Arnold Palmer's Southern Conference-winning putter— to a picture of Maya Angelou reciting her poem at President Clinton's Inauguration— to Randolph Childress's ACC-winning game ball. Replays of Deacon highlights will fill the video screens, and even the menu items will be named for Wake Forest's heroes and heroines. As students socialize, they will soak up Wake Forest's history and begin to understand what their own contributions might be.

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