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EKUUpdate, September 9, 2002

Eastern Kentucky University, Public Relations

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EKUupdate

A Newsletter for the Eastern Kentucky University Community.
Volume 4 • Number 3

September 9, 2002



Beaver State Witnesses EKU Pride



At left: James Street, left, director of the Division of Facilities Services, and Hardy Tribble, a 1962 Eastern grad from Edgewood, stroll along the Pacific Ocean beach near Florence, Ore. Above: Colonel quarterback Travis Turner eludes the grasp of an Oregon State defender. Turner completed 10 of 21 passes against a defense expected to be among the nation's best.

Campus Programs Recall Sept. 11

Two special programs at EKU on Wednesday, Sept. 11 will recall and assess the impact of the terrorist acts that shook the nation and world a year ago.

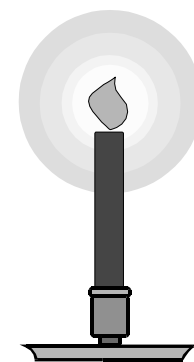
A student-centered service at 6 p.m. in the Ravine and a panel discussion at 7:30 p.m. in the Grise Room of the Combs Building will recall the day's events and examine them from a variety of perspectives. A special tree-planting ceremony is planned for 9:30 a.m. in front of the Roark Building as a living memorial. All events are open to the public.

The 6 p.m. program will feature reflections from President Glasser, Student Regent Lucas Hammons and students Amber Jones and Shalana Johnson as well as former Student Regent Nick Bertram.

President Glasser, Richmond Mayor Ann Durham and Madison County Judge-Executive Kent Clark will recognize EKU's ROTC and Public Safety officers, the Richmond Fire and Police departments and local servicemen and women. The program will conclude by candlelight.

EKU's Department of Government will sponsor the 7:30 public forum, "Sept. 11: Reflections One Year Later," to examine the political, psychological, economic and international aspects of the attacks. Panelists, who will speak for five minutes before taking questions and comments from the audience, include: Dr. John Harder, Department of Economics, the economic impact; Scott Ferguson, a student's perspective; Mustafa Jourdini, the impact on the lives of international students; Dr. Mick Lewis, Department of History, the Muslim perspective; Dr. Dorothy Mercer, Department of Psychology, the emotional and psychological impact of the terrorist attacks and their aftermath; Dr. Kendra Stewart, Department of Government, the role of the states in homeland security; Tom Thurman, Department of Loss Prevention and Safety, the war on terrorism; and Dr. Sara Zeigler, Department of Government, the impact on civil liberties.

President Glasser will give opening remarks at the forum, and Dr. JoAnn Ewalt, chair of the Department of Government, will moderate the discussion.



Integrated Marketing Committee Established

An Integrated Marketing Committee representing diverse segments of the campus community has been established to help the University improve internal and external communications and convey a clear, consistent image of EKU.

The 21-member committee, which meets monthly, is co-chaired by Sarah Hajjar, director of institutional marketing, and Ami Piccirilli, director of communications. Other members are Stephen Byrn, Carrie Davidson, Dr. Renee Everett, Amy Harrison, Dr. Gary Kuhnhenh, Jack McDowell, Laura Melius, Dwight Merilatt, Kerrie Moberly, Dr. Byron Bond, Katherine Nicholas, Michael Reagle, Dr. Doug Robertson, Dr. Carolyn Siegel, Richard Tussey, Kathy Williams, Katie Yeazell-Mellett and Ron Yoder.

"The goal should be to establish an image ... and message for EKU that is very positive, reflects the institution's unique mission, is instantly recognized, and delivers a powerful impact on the target audience," said Siegel, a professor in the Department of Management, Marketing and Administrative Communication.

"We're trying to bring all the campus marketing efforts together," Hajjar said, "and to move the institution toward working together as a team, not only to save money, but also to ensure that we are sending the same message, with the same look and same feel."

Since the group first met in late April, "we're moving in a positive direction on the institution's image," Hajjar added. "It really is

making a difference."

Hajjar said the composition of the committee ensures that there is "buy-in from all levels all across campus, and that's wonderful. We're hearing a lot of good ideas from everyone on the team."

Kuhnhenh, associate dean of the College of Arts and Humanities, termed that buy-in "fundamentally important to the success of marketing EKU. (The University)

has a diversely talented and experienced faculty and staff that can be utilized to produce very effective marketing strategies and carry them

"(EKU) has a diversely talented and experienced faculty and staff that can be utilized to produce very effective marketing strategies and carry them through to fruition."

Dr. Gary Kuhnhenh, associate dean
College of Arts and Sciences

through to fruition."

The Committee has spent a portion of its time evaluating student recruitment materials.

"As the market for new students becomes

more competitive, the University must pool all of its resources to recruit and enroll qualified students," said Byrn, director of admissions. "The more areas of the University that can become involved in this process, the stronger our recruitment efforts can become. From the admissions perspec-

tive, that is the value of an integrated approach to the marketing of Eastern. The Committee provides the venue for collaboration."

Student Services Offices Extend Hours

Hours for every campus office that provides student services have been extended to 6 p.m. Monday through Thursday.

"This is further evidence that, at EKU, our students truly are our top priority," said President Glasser. "We want to do everything we can to help ensure their success."

Dr. Rita Davis, acting vice president for student affairs, said the extended office hours are especially important to those students who work until 4, 4:30 or 5 p.m.

"Some offices even make evening appointments to serve those students who cannot get there by 6," she said.

In addition, the offices of all college deans and department chairs are open until 5 p.m. on weekdays.

Student services offices close at 5 p.m. on Fridays.

Events

Through Sept. 20

Art Exhibit Continues

Pam Fox, photography, and Alice Pixley Young, drawings, Giles Gallery, Campbell Building, call 622-8135 for Gallery hours.

Tuesday, Sept. 10

Volleyball Team at Home

EKU vs. Vasco de Quiroga, of Morelia, Mexico, 7 p.m., McBrayer Arena.

Tuesday, Sept. 10-Wednesday, Sept. 11

Future Teacher Day

High school students from around the area receive an introduction to teaching careers, 8:30 a.m.-2:40 p.m., Keen Johnson Building, sponsored by College of Education.

Wednesday, Sept. 11

Volleyball Action

EKU vs. Kentucky State, 7 p.m., McBrayer Arena.

Thursday, Sept. 12

Chautauqua Series Continues

"Limited and Unlimited Love," Dr. Stephen Post, Institute for Research on Unlimited Love, Case Western Reserve University, 7:30 p.m., Student Services Building Auditorium.

Friday, Sept. 13

Volleyball Action

EKU vs. Murray State, 7 p.m., McBrayer Arena.

Saturday, Sept. 14

Volleyball Homestand Continues

EKU vs. UT-Martin, 2 p.m., McBrayer Arena.

Tuesday, Sept. 17

Faculty Vocal Recital

Joyce Hall Wolf, 8 p.m., Gifford Theatre.

Saturday, Sept. 21

Colonels Back Home

EKU vs. Florida Atlantic, football, 6 p.m., Roy Kidd Stadium.

Announcements

Library Improves Access

EKU Libraries has significantly improved access to library resources for off-campus users.

Faculty, staff and students now have immediate access to databases and e-journals by logging in with their EKU Mail username and password or their last name and the last four digits of their Social Security number.

For step-by-step instructions, visit www.library.eku.edu/offcampus/ or call 622-6594.

Wachtel Acting Dean

Dr. Libby Wachtel has begun to coordinate all activities in the Graduate School and will serve as acting dean of the Graduate School effective Jan. 1, 2003 and until a new dean is named.

Dr. Bankole Thompson, who has served as dean of the Graduate School, will begin in January to serve a term as a justice on a United Nations special court in his native Sierra Leone.

The Graduate School has reoccupied its former office space in the Jones Building and will remain there for the foreseeable future.

Media Resources Aids A&E

The Division of Media Resources supplied footage for a recent A&E "Biography" special on EKU graduate and entertainment star Lee Majors.

Majors attended EKU as Harvey Yeary.

WEKU/WEKH Airs 9/11 Specials

WEKU/WEKH, the public radio service of EKU, will air several special programs related to the one-year anniversary of the terrorist attacks on America.

At 7 p.m. on Monday, Sept. 9, the station will broadcast "The Spiritual Fallout of 9/11," a review of how faith in America has changed and how clergy cared for recovery workers in New York.

"The Sonic Memorial Project," a sound-rich documentary exploring the World Trade Center



ENJOYING THE VIEW – The new Student Services Building has seen a steady flow of student traffic during the first few weeks of the fall semester, including Paula Coomer, Berea, and Aaron Pryor, Louisville.

from construction to destruction and the people who worked there will air at 7 p.m. Tuesday, Sept. 10.

Special programming on Wednesday, Sept. 11, includes special coverage on "Morning Edition," 5-11 a.m.; "Reflections and Remembrance," where Kentuckians will recall the day's events, 11 a.m.; and "Musical Voices of Reflection," memorial concerts from New York and Washington, 7 p.m.-midnight.

Also, the WEKU news staff will report on National Guard troops who provided security at the Bluegrass Army Depot, citizens participating in a weekly peace vigil in Richmond, and how 9/11 continues to affect Central Kentuckians.

The station's Web site, www.weku.fm, will feature archived audio from that day, remembrances from NPR and WEKU news staff, and a listing of local memorial events.

Glasser Honorary Gala Chair

President Glasser will serve as honorary chair of the Richmond Area Arts Council's 13th annual Arts Gala on Friday, Sept. 13.

The event will be held from 5:30 to 10 p.m. on the lawn of Marty and Patti Baker, 129 Adams Lane in Olde Towne Estates off Lancaster Road southwest of town.

The theme this year is "Music and Moonlight at Milford Court Manor." City Lights, from Nashville, will provide the entertainment. Children's activities include face painting,

storytelling and a musical instrument "petting zoo."

Food will be provided by local restaurants and catering firms, including Red Lobster, Woody's, Arby's, Outback Steakhouse, Berea Coffee and Tea, Aramark, Two Gentlemen Catering, Ramada Inn, Sugar Forest, and Gi Gi's Catering, among others.

Regional artists will exhibit their work in front of the Bakers' home, and EKU student artists will showcase their work nearby. A silent auction will entice bids on artwork, antiques and gift certificates from local businesses.

Dan McBride will serve as master of ceremonies. This year's event chairs are Michael and Ava Eaves. Madison Bank is the event sponsor.

Tickets are \$35 per person and may be purchased at the RAAC offices at the intersection of Lancaster Avenue and Water Street. Advance reservations are urged and can be made in person or by phone at 624-4242. Member discounts are available and children under 18 attend free with an adult admission. Attire is dressy casual.

Partial funding for all RAAC events is provided by the Kentucky Arts Council.

Tennis Anyone?

Are you a tennis player in search of playing partners? If so, the EKU Tennis Fellowship is for you. Contact Jon McChesney at 622-1835 or jon.mcchesney@eku.edu for more information.

EKUpdate

September 9, 2002

EKUpdate is published every other Monday during the academic year by the Office of University Advancement. Comments or questions should be directed to:

EKUpdate

University Relations
Jones 308, CPO 7A
Eastern Kentucky University
521 Lancaster Ave.
Richmond, KY 40475-3102
859-622-2301
karen.lynn@eku.edu

Sue Feamster

Acting Vice President
University Advancement

Ami Piccirilli
Editor

Jerry Wallace
Managing Editor

Karen L. Lynn
Production

Tim Webb
Photographer

To submit items for next issue:
Send items to the above location,
fax or e-mail address by Sept. 12.

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Computer Store Offers Discounted Equipment, Software

The new EKU Computer Store, located in Room 158 of the Student Services Building, offers computer equipment, software and supplies to the University community at academic prices.

All major personal purchases (such as computers and printers) and specific academic software will require the presentation of a valid EKU ID. Cash, money orders, cashier's checks, the Colonel Card and credit cards (MasterCard or Visa) are accepted, and faculty and staff may

purchase with a personal check. Eventually, the store hopes to offer payroll deduction and/or other payment plans.

Procedures for University departmental technology-related purchases through vendors will continue using the Banner finance/purchasing system. However, there may be occasions when specific items are less expensive using the store pricing or when an item is needed quickly and the store happens to have it in stock.

"The store guarantees that EKU departments will always receive the very best possible price," said Judy Cahill, academic support manager with Academic Computing Services. Inter-account billing or University credit cards will be used for

payment.

The new store has a reseller's contract with Accent Systems and is ready to sell systems similar to many on desks or in labs around campus. "We are still in negotiation with Dell and Apple to resell their systems and anticipate resolution very soon," Cahill said.

Purchases of Corel WordPerfect, Microsoft Office and Microsoft Windows software will be handled through the new store. The latest versions of Macromedia Dreamweaver, Macromedia Flash and Adobe Acrobat have been added to the list of volume-priced software. Students, faculty and staff are now able to purchase the aforementioned software at

volume pricing, which is far less expensive than the academic price.

"We envision that the store will grow over time to become a welcome addition to the University family."

Judy Cahill, academic support manager
Academic Computing Services

The new Computer Store now will serve as campus supplier for inkjet and toner cartridges; Central Stores will continue to offer standard paper supplies. The Computer Store plans to carry specialized paper supplies as sales and interest dictate.

No delivery sales are planned; all sales will be on a walk-in or pick-up basis.

"We envision that the store will grow over time to become a welcome addition to the University family," Cahill said. "Visit frequently and continue to check out our inventory as it expands over the coming weeks and months, and feel free to offer suggestions on possible new products. We want to know what you, our customers, would like for us to carry."

An official grand opening and open house is planned for early October. Major vendors are planning to attend with demonstrations and prizes, according to Cahill.

Patsy Bennett will operate the new store, which will be open weekdays, 8:30 a.m.-4:30 p.m.

For more information, call 622-8408, fax 622-8409, mail to SSB CPO 55, e-mail computerstore@eku.edu or visit www.computerstore.eku.edu.



EKU COMES TO GRAD

Brian Bellairs, right, of Portland, Ore., chatted with President Glasser at a reception for EKU alumni in Eugene, Ore., on Aug. 28. Bellairs graduated from Model Lab and earned a bachelor's degree in biology from Eastern in 1981. His mother, Mimi Bellairs, and sister, Debbie, still reside in Richmond. A brother, Bart, is the head basketball coach at Virginia Military Institute. Another brother, Don, is a high school teacher and athletics director in Portland.

Eastern Grad Comes Full Circle as Writer-in-Residence

Like most EKU alumni, Crystal Wilkinson has fond memories of the "Campus Beautiful." But unlike many others, Wilkinson, who received a bachelor's degree in journalism from Eastern in 1985, is reliving those memories on a daily basis – as EKU's writer-in-residence and a visiting professor for the 2002-03 academic year.

It wasn't a walk down memory lane that Wilkinson had in mind when she resigned as assistant director of Lexington's Carnegie Center for Literacy and Learning. She had planned to spend this year on a nationwide publicity tour for her second book, *Water Street*, published this month, and working on two upcoming novels.

But her alma mater called.

"When Dr. Bonnie Plummer and Dr. Deborah Core explained this position to me," Wilkinson said, "it seemed like a perfect fit."

"Teaching was something I was really going to miss," she added. "And I had been looking for a way to reconnect to Eastern. This was where it all really started for me. So it's like

coming full circle."

Even her office in Case Annex is a reminder of the room a few floors away that she shared as a freshman.

Wilkinson's memories of coming to EKU as a scared 17-year-old Casey Countian serve her well in the classroom today.

"I can see a lot of my students relax when they realize that I really do understand where they're coming from," said Wilkinson, who will teach two classes during the fall semester and two in the spring. "I was one of the first in my family to go to college. I came from a small town. I have been where they are now."

In addition to her experience as an Eastern student, Wilkinson brings years of teaching creative writing for the Kentucky Governor's School for the Arts, the University of Kentucky and the Carnegie Center, and a solid career as an author to her role as writer-in-residence. Her first book, *Blackberries, Blackberries* (July 2000) was named Best Debut Fiction by Today's Librarian Magazine, and she received the 2002 Chaffin Award for Appalachian Literature. She is a charter member of the Affrilachian Poets, a group of performing African-American poets from the South.

Wilkinson also will be working for Eastern outside the classroom, serving as a goodwill ambassador during her ongoing book tour and



HOME AGAIN – Author Crystal Wilkinson, who graduated from EKU in 1985, returns to campus as a visiting professor and writer-in-residence.

helping to organize a new writer's group on campus.

"This group will be open to the entire campus," she said, "but we do hope to focus on African-American writing with an Appalachian feel."

Eventually this group will meet every other week to discuss assigned writing samples; an organizational meeting is scheduled for 4:30 p.m., Sept. 12. For details, contact Wilkinson at crystal.wilkinson@eku.edu or 622-3093.

Eastern Family Portrait

Name: Felecia Ballard

Current Position:

Associate Director of Admissions

Job Description:

Assist the director and staff with various projects of the admissions office, recruit students, maintain positive internal and external relationships.

If you weren't doing this job, what would you like to be doing?

I would like to travel to different countries and learn more about different cultures.

Family:

My deceased grandparents, Rev. and Mrs. Alonzo Ballard, reared me. I currently live with my aunt in Berea. My parents and brother live in North Carolina. I also have a large extended family with many aunts, uncles and cousins.

Interests and Hobbies:

Enjoy my family and friends. I like to travel, shop and eat good food. I enjoy music and playing different instruments. I've been the pianist/organist at Farristown Baptist Church in Berea for 22½ years. I started playing there when I was 11 years old. I am very active with the Order of the Eastern Star; recently I was named Worthy Matron of the Year. I am also involved in many community organizations.

Favorite Foods:

Desserts and potatoes.

Do you have a guilty pleasure?

I love to eat.



Poverty. The music of this era was reflective of this time and many new artists of today are re-recording the music of the '60s. People were more unified and worked together for a common cause.

Favorite Vacation Spot:

Myrtle Beach.

Favorite Web Site:

eBay

What is in your CD/tape player at home right now?

I enjoy listening to jazz and ballads. My favorite artists are Luther Vandross, Gerald Levert and Phil Perry.

If you could travel back in time to any place/occasion, what would it be?

If I could travel back into time, it would be the 1960s. This was a time when our country was on the move with a variety of movements to better mankind, such as the rights movement and the War on

What books would you recommend to others?

I would recommend "I Know Why the Caged Bird Sings," by Maya Angelou. This book represents a young woman's struggle with life and how she had to overcome many obstacles to achieve. I like this book because it sends a message that no matter where you come from you can always achieve.

What is one thing about you that people might be surprised to know?

I am a young woman with "old school" ways. My grandmother has heavily influenced me. I also like to garden.

What is your most embarrassing moment?

Just recently, I was at an awards banquet. I hugged someone who had a hair weave. In front of a crowd of about 300 hundred people my earring got stuck in her hair. The first thing that I thought was that her weave had come up and you could see her real hair. When I saw that was not the case, I continued to hug her until my earring came loose.

Your favorite childhood memory?

My favorite childhood memory is traveling with my granddaddy. He took me just about every place he went.

What's the best advice you ever received?

When I graduated from EKU in 1994, a relative of mine told me not to think that I know everything because I had a college education. I have tried to live by that advice.

If you could have dinner tonight with one historical figure from the 20th century, who would it be and why?

I would have dinner with Dr. Martin Luther King Jr. I have great respect for him because of his commitment to the struggle for civil rights and equal opportunities for all. He gave of himself freely for others and exemplified the real meaning of loving thy brother as thyself.



BROWSING JEWELRY – Danielle Rooney, of Alexandria, takes advantage of the sunny, warm weather to browse a jewelry display outside the Powell Building.

KCHIP Provides for Children

The Kentucky Children's Health Insurance Program (KCHIP) provides health coverage at little or no cost to uninsured children who qualify.

Eligibility for the coverage is uninsured children under the age of 19 who live in families with income at or below 200 percent of the federal poverty level. For a family of four that is \$36,200 per year.

The application process for KCHIP coverage requires a "face-to-face" interview at our local Department for Community Based Services. Appointments can be scheduled but walk-ins are accepted.

Applicants should have proof of income, proof of expenses for childcare, and health

YourResources

by Gary Barksdale,
director of Human Resources

insurance information.

KCHIP covers health check-ups and screenings, prescription medicines, immunizations (shots), doctor visits, vision exams and eyeglasses, hearing services, dental care, hospital care, mental health, and much more.

To find out more about the KCHIP program, contact the Family Support Office at 126 S. Killarney Lane, Richmond, Ky., 40476, or telephone, 623-1310. The benefits section of the Human Resources department also is available to assist employees.

Travel the World with EKU Alumni

On a recent alumni survey, many Eastern graduates responded that they would like opportunities to travel with fellow graduates. Ask and you shall receive.

The University's National Alumni Association has scheduled four trips in 2003. Alumni, members of the University community and friends of the University can cruise the Caribbean, ride the rails through the Canadian Rockies, soak up the atmosphere of the French Riviera or go down under to Australia and New Zealand.

The Caribbean cruise, which will include seven nights in the Virgin Islands and Barbados,

will depart Jan. 18 from San Juan, Puerto Rico.

The nine-day Riviera excursion will begin in late February; the nine-day Rockies train tour will begin in mid-June. The Australia-New Zealand journey will span 21 days beginning in October and include Melbourne, Alice Springs, a Great Barrier Reef cruise, a Sydney Opera House performance, Mount Cook National Park and Christchurch in New Zealand and a visit with a New Zealand family.

A "Travel Night" event on Tuesday, Oct. 8, will give more details on the Rockies, Riviera and Australia/New Zealand packages, which are arranged through Collette Vacations. The event will begin at 6:30 p.m. in the Perkins Building.

Airfare is included in all trips. For more information, pricing or a daily itinerary, call the Alumni Relations office at 622-1260.