EKUUpdate, September 9, 2002

Eastern Kentucky University, Public Relations

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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 Kuhnhenn, Jack McDowell, Laura Melius, Dwight Merilatt, Kerrie Moberly, Dr. Byron Bond, Katherine Nicholas, Michael Beagle, Dr. Doug Robertson, Dr. Carolyn Siegel, Richard Tussey, Kathy Williams, Katie Yezell-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 across campus, and that’s wonderful. We’re hearing a lot of good ideas from everyone on the team.”

Kuhnhenn, 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 through to fruition.”

Dr. Gary Kuhnhenn, 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 perspective, 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 4:30 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.
**Art Exhibit Continues**

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

**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.

**Wednesday, Sept. 11**

**Volleyball Action**

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

**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 username and password or their last name and the last four digits of their Social Security number.

For step-by-step instructions, visit library.eku.edu/loffcampus 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 as a term as a justice on a United Nations special court in his native Sierra Leone.

The Graduate School has reorganized 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, 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.

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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 CPI 55, e-mail computerstore@eku.edu or visit www.computerstore.eku.edu.

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 2003-2004 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 Countyan 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 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.
**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.

**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.

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**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 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 insurance information.

**Your Resources**

by Gary Barksdale, director of Human Resources

**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.

**Traveling to the Caribbean**

- **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.

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