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Bowling Green State University

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“Welcome to BGSU:” Campus tours take a new direction

For more than 1,500 prospective students and family members, Dec. 6 was a day to preview much of what BGSU has to offer and 800 sampled the campus lifestyle and atmosphere through guided tours. For the admissions office and its 45 student tour guides, that same day offered an opportunity to preview a whole new way to introduce BGSU to visitors.

In groups of about 25, guests set out from the Student Union to learn about buildings and academic programs, classrooms and computer labs, residence halls and the recreation center. But from the tour guides, they also learned about the variety of students who have already been “sold” on BGSU.

Instead of one guide conducting an hour-long campus tour to groups of up to 30 people, the new format allows small groups to walk to 10 different stations, each staffed by different guides, and each clearly marked with orange and brown balloons. Visitors also had an opportunity to see the inside of five or six buildings, compared to two during the traditional tour.

“We look for quality people. I can’t imagine that any one of them will not succeed and do well when they graduate.”
—Kay Gudehus, Office of Admissions

During a trial run of the new system, designed to obtain feedback from faculty and staff, participants not only saw the campus in action, but learned about diverse student activities and interests: one student’s aerobics class, another’s high opinion of the interior design program and a senior’s career goal to teach speech and drama.

Approximately 40 faculty/staff participated in the Nov. 20 trial run. Although some noted inaccuracies and mispronunciations in the presentations, most expressed favorable comments about the tour experience.

“IT got to learn about availability of computers,” one participant said. “I was impressed with the students’ ease of delivery and delightful personalities,” another commented.

By the December Preview Day, the guides had revised and polished their scripts and were more relaxed. “It went well, really well,” said Jill Henninger, a senior interpersonal communications major and one of five tour guide coordinators. “At times, there were 15 groups out at once.”

The feedback from guests was positive, she added, citing the following comments: “good pace, spoke loud/ clear, knowledgeable, smooth transitions, personalities and likable meeting different students.”

Perhaps the new model’s greatest advantage is that it provides more of an opportunity for guests to interact and connect with students who have different backgrounds, majors, experiences and involvements.

Another advantage is that the guides become focused experts on buildings/programs at their particular station, instead of presenting general information about the entire University, said Kay Gudehus, admissions, who supervises the tour guide program.

In addition, the tours can be conducted by a relatively small number of well-trained employee/guides, instead of relying on a larger number of volunteers, who may not be as knowledgeable.

Not all the tours will be conducted using the new format; the traditional method will be used for President’s Day, for example, because the number of guides available will be limited while classes are in session, Gudehus explained.

The multi-guide model offers an option.

The new format was proposed by Henninger, who had worked as a tour guide for two semesters prior to her current appointment. “Little did I know how involved I would get,” she said.

She researched tour guide processes at other Ohio universities, developed a written proposal and made a presentation to admissions professionals. She also developed a questionnaire and organized the trial run for faculty/staff.

She and the four other coordinators (Michelle Kim, Sean Taylor, Annie Zoëckler and Kevin Berg) are involved in hiring, training, motivating and communicating with guides, said Gudehus.

The feedback from guests was positive, she added, citing the following comments: “Canyou drink on campus? Can I bring my pet? When can I catch the next shut bus? Who can I talk to about majoring in technology? What are the residence hall bathrooms like?”

Gudehus said the guides are trained to answer questions honestly, but to balance a negative perception with a positive. For example, “Yes, there are parties here, but you can also attend movies and cultural events.”

“IT doesn’t say this, but you can have a lot of fun and work hard,” she added.

When visitors come on campus, often they have no idea what to expect, but they know nothing about the facilities, the people, the beauty of the campus, said Gudehus. The tour guide program, she said, opens up the world to “IT’s the way to look at the world.”

Moreover she added, “IT totally changed my mind.”

“I hate that in writing,” said Gudehus, “IT means there are distributed for every tour.”

The best measure of success for the guides comes when a new student approaches them on campus, because they remember and recognize them from a tour.

“They love it when it happens,” said Henninger. So, too, does the admissions office.

Campus tour guide coordinators (Kevin Berg, Jill Henninger, Sean Taylor, Michelle Kim, and Annie Zoëckler) helped bring the University to life for more than 800 guests during the Dec. 6 Preview Day. The coordinators are involved in hiring, training, motivating and communicating with 45 student guides.

What ever visitors walk away thinking, the tour guides often make a difference in their first impression, Gudehus noted.

This year, 60 candidates vied for 20 open slots for tour guide positions. Aspiring guides must first audition by giving a 3-5 minute speech about some aspect of the University they like. The admissions staff evaluates them on their speaking ability as well as their ability to answer questions tactfully. Those that do well go on to participate in a one-on-one interview.

“We look for quality people,” Gudehus said. “I can’t imagine that any one of them will not succeed and do well when they graduate.”

When they don their bright orange pull-over jackets and begin their presentations, they are on stage,” she said.

They must be part-salesperson, part-public relations representative, part-public speaker and part-researcher.

They also have to be prepared to field an amazing variety of questions: "Can I drink on campus? Can I bring my pet? When can I catch the next shuttle bus? Who can I talk to about majoring in technology? What are the residence hall bathrooms like?"

The feedback from guests was positive, she added, citing the following comments: “Yes, there are parties here, but you can also attend movies and cultural events.”

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Join a tour

In addition to the Previews Day tours, the admissions office schedules regular tours leaving from the lobby of the Hill Center at 11 a.m. and 2 p.m. weekdays and at 11 a.m. Saturdays.

Special tours are also conducted for specific groups who wish to see the BGSU campus.

Gudehus encourages faculty and staff to take one of the tours to learn more about the campus and provide feedback about the information being presented.
Faculty senate meeting

Secrets of success: OU’s turnaround offers examples to emulate at BGSU

What can BGSU learn from its sister institution in Athens? During a Dec. 2 meeting, William Knight, director of institutional research, informed Faculty Senate of a success story in Ohio higher education—one written by Ohio University.

That university has undergone a dramatic turnaround in 15 years, in terms of enrollment increases and image.

In July 1980, Knight and seven other members of a BGSU Marketing Committee Steering Group visited the Athens campus to interview, observe and learn more about the OU model and how it could be emulated.

The group identified four themes contributing to success: involvement, leadership, ownership, customer services and assessment/planning. A few examples of effectiveness include:

- Interaction between academic and student affairs: recreation/intramural service staff also hold faculty appointments in recreation and health.
- In- and out-of-class activities are integrated, with a strong emphasis on volunteerism/service learning within student affairs activities.
- Cooperation between admissions and other areas (including alumni, academic departments and public relations) to get students to visit campus and meet faculty/students.
- Use of alumni in recruitment efforts and to track external perceptions.
- Careful consideration of devotion to teaching and interaction with students in the faculty hiring, retention and reward process.

- Recognition of classified staff, with cash bonuses for service longevity, at five-year intervals.
- Rewards for academic advising.
- Reliance upon institutional research for feedback/suggestions for improvement, including on-going assessment of student treatment, satisfaction, involvement, alumni and institutional productivity/costs.

Academic priorities: The results of the latest (1997) academic priorities opinionnaire show little change from previous years, said Robert Holmes, legal studies and chair of Faculty Senate. The results are used by the University and Faculty Senate budget committees in developing BGSU's budget. The top priority remains faculty salaries, followed by replacing leaving faculty with full-time faculty and the library and department operating budgets. The number five priority (student recruitment/retention) appeared on the survey for the first time. "Scholarships" increased in importance from 14th last year to sixth this year, while technology decreased in importance. "Campus-wide computer network" fell to eighth, compared to a four-priority ranking in 1996, and computer labs dropped to 12th, from last year's sixthplace ranking.

The survey incorporates the responses of 197 faculty, academic chairs and directors, and top-level administrators and deans.

Hal Lunde, management, and chair of the Faculty Senate budget committee, said the budget will be developed "realistically and within means," and that it is "too early to tell" about prospects for salary increases, which will depend in part on student retention. He also said the University "looks pretty good" in terms of state "fiscal watch" ratios being used to measure the financial condition of higher education institutions.

Fiona MacKinnon-Slaney, higher education and student affairs, and senate representative to the Ohio Board of Regents advisory board, cautioned that the mandated restructuring of K-12 educational financing could "drastically affect higher education." The resolution also directs the vice president on academic affairs to review the calendar to address unresolved issues for future years. For example, some senators expressed concerns about a shortened semester, especially for classes that meet once a week (on Mondays or Wednesdays).

In other business:

- Charles Middleton, provost and vice president for academic affairs, said he is eager to have the new Ohio Board of Regents chancellor Roderick G. W. Chiu visit Bowling Green early spring semester and find ways to collaborate with him to benefit the University and higher education in Ohio.

- The Senate resolution were presented in January for a new vice president for University advancement, to replace the retiring John Moore, who holds the position on an interim basis. The new vice president will be responsible for civic/community relations, University advancement and developing a distinctive image for the University.

- The search will begin in June for a new president for University advancement, to replace the retiring John Moore, who holds the position on an interim basis.

- The resulting statement identifies John Landis, former assistant head football coach, as director of corporate giving, replacing Karen Williams, who is on special assignment with the University's Research Enterprise Park, working with Doug Neckers, chair of the park's board.

- "Seigler successfully led the Perry Stadium renovation project," said development director Doug Smith, "and we are excited about having him on the development team."

- After serving as director of major gifts, Dave Stanford is now director of leadership giving. He will lead and support programs such as the President's Club and Dean's Council.

- In addition, Deb Boyce's role as assistant to the vice president for University advancement has been expanded to provide support to Firelands College as the college accelerates its fund-raising efforts.

- In the area of advancement services, Susan Dunn has been promoted to manager of prospect research, where she assists Gail Hanson.

- Lynda Ackerman recently joined the development staff as development officer for the College of Arts and Sciences, working with Dean Joseph Cranney. She comes to the University with an extensive background and successful career in both development and communications. She replaces Barbara Lang.

- Carol Luce has also joined the office as secretary, coming from the College of Business Administration, where she assisted with graduate studies.

Ireland alumni trip planned for summer

The Alumni College in Ireland program sponsored by the Alumni Association will take place June 24-July 2, 1998. The education and travel program is open to alumni, as well as faculty and staff.

For $2,095 per person, participants will be treated to an Irish adventure, including lectures, tours and opportunities to interact with the Irish people and their culture. The price includes air fare from Chicago, seven nights at the historic Old Ground Hotel in Ennis (double occupancy), three meals/day and several special events and learning opportunities.

"When you combine all the elements—the Emerald Isle with its seemingly infinite palette of greens, the opportunity to optimize your learning experience amid the camaraderie of fellow alumni and an all-inclusive value price—you have all the ingredients of a very special program," said Larry Wetts, alumni affairs.

For more information or to request a brochure, contact Matthew Howard, alumni affairs, 2-2701, or Alumni Holidays, 800-323-7373.

Test scanning hours extended

Computer services will extend its test scanning hours for final exams: 11 Saturday, Dec. 20, from 8 a.m. to noon; and December 21, during their National Computer System answer sheets to 301 Hayes Hall. The window there will remain open during the noon hour.

Unigraphics announces holiday hours

The Unigraphics office (211 West Hall) will be closed for the holidays Dec. 25-Jan. 4. Any inquiries during this time can be directed to the BG News at 4-3028.

Development office reorganizes

The Office of Development recently announced several changes, including the following new staff or shifts in responsibilities:

- Scott Seigler, former assistant head football coach, is now director of corporate giving, replacing Karen Williams, who is on special assignment with the University's Research Enterprise Park, working with Doug Neckers, chair of the park's board.

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Help wanted

Child care substitutes

On-call positions available to assist in classrooms at Jordan Family Development Center on the BGSU campus. H.S. or GED required. $6.25/hour. Send resume to: CoS Continuing Education - CS-812 N. College Dr., Bowling Green, OH 43403. EQUAL OPPORTUNITY EMPLOYER.
Honor Society taps new members

A faculty member, two administrators, an alumnus and 20 students were tapped for membership Dec. 12 into the University’s circle of Omicron Delta Kappa, the most prestigious collegiate leadership honor society in the nation.

Inductees include:

* Linda Dobb, the dean of libraries and learning resources, who joined the University staff in July of 1993. She has overseen expansion of the University’s on-line research and materials location services, formalized an agreement with Kent State University to offer a master’s degree program in library science at Bowling Green, and received a $80,000 grant to automate the collections catalog of the Hayes Presidential Library in Fremont.

An expert on the use of new technology in libraries, she is also active in fostering library/community outreach programs.

Dobb earned a law degree from Hastings College in San Francisco and served as assistant librarian for administrative services at San Francisco State University.

* Leigh Chareloetz, chair of the department of educational curricular instruction in the College of Monitor, a weekly newsletter for faculty and staff, and now manages and coordinates the University’s publications program. She also assists with marketing and promoting the University.

She is a past-member of the Administrative Staff Council and two parking committees, and is currently working toward a master’s degree at the University. She also volunteers for programs which recruit students to the University and assist first-year students.

* Kathleen Clark, executive director of the Bowling Green Community Development Foundation, is a 1996 graduate of Bowling Green and was selected for membership under the alumni category.

Clark oversees the city’s economic development activities, including serving on the city’s Revolving Fund Board. She also serves on the Community Development Committee. In addition, she serves as a counselor and facilitator for persons hoping to begin their own businesses.

The 20 junior and senior students were selected on the basis of excellence in one of five categories: creative and performing arts; social, service, religious and campus government activities; scholarship; athletics; or journalism, speech and mass media.

Omicron Delta Kappa was founded in 1914 at Washington and Lee University.
Decking the Bowling Green halls

It's that festive time of year when Bowling Green traditions continue and new ones begin. At right, Richard Conrad, EDIFL and retiree director of computer services, crafts his 21st annual Christmas ornament to be distributed to 476 colleagues on campus. What will it be this year? Word has it that it has wheels but doesn't need a parking space.

Above, the financial aid office hosts its Winter Wonderland Open House today from 1:30-4:30 p.m. Faculty, staff and students are invited to enjoy refreshments and explore the results of the office decorating contest on the third floor of the Administration Building. Donations to the Ronald McDonald House are accepted, but optional.

Here, student employee Ryan Staub, a senior in arts and sciences decorates Toni Carey's workspace.

The email connection

Faculty are excited about the use of email for communication with students and they are finding a variety of uses for it, including making assignments; issuing announcements, reminders and cancellations; scheduling appointments and distributing lecture notes and class outlines.

Find out more in the Jan. 12 Monitor, which will feature the results of (what else?) a faculty email survey. Thanks to the more than 40 faculty members who shared information.

job postings.......

FACULTY
(Unless otherwise noted, all faculty positions are for assistant professors.)
Art (computer art). Tenure-track position. Call 2-2328.
Deadline: March 5, 1998.
Assistant/associate/full professor - communication disorders. Call 2-6031.
Instructor - business communication. One-year, terminal position. Call 2-2376.
Musical arts. Two tenure-track positions. (music composition/history-recording technology, deadline: Dec. 15; music education/assistant director of bands, deadline: Dec. 20.) Call 2-2181.
Musical arts. Five tenure-track positions (two piano, one each choral conductor, voice and jazz studies). Call 2-2181.
Deadline: Dec. 15.
Music education (multicultural music education specialist and string education). Two tenure-track positions. Call 2-8578.
Deadline: Dec. 20.
Director of teaching and learning technologies/Firelands College. Tenure-track position at the rank of assistant or associate professor. Call 2-0623. Deadline: Jan. 9, 1998.

Contact human resources, 2-8421, for information regarding the following:

CLASSIFIED
Posting expiration date for employees to apply: noon.
Friday, Dec. 19.
Custodial worker (12-19-1) - facilities services. Pay grade 2.
Custodial work team leader (12-19-2) - facilities services. Pay grade 4.
Recruiting on- and off-campus simultaneously.
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ADMINISTRATIVE

Monday, December 15
Dissertation defense. "A Rhetorical Analysis of Four American Films," by James L. Miller II. Interpersonal communication, 1 p.m., 310 West Hall.

Tuesday, December 16
Classified Staff Council. 9 a.m., Taft Room, Student Union.

Wednesday, December 17
Legions meeting. 2:30-4:30 p.m., Pallister Conference Room, Jerome Library.

Saturday, December 20
Fall commencement, with address to graduates by Jack Nachbar, popular culture, 10 a.m. Anderson Arena. Memorial Hall.

Monday, December 22
Men's basketball hosts Wisconsin-Green Bay, 7 p.m. Anderson Arena.

Monday, December 29
Men's basketball hosts Miami, 7 p.m., Anderson Arena.

Saturday, January 3
Women's basketball hosts Western Michigan, 7 p.m., Anderson Arena.

Monday, January 5
Women's basketball hosts Central Michigan, 7 p.m., Anderson Arena.

Thursday, January 8
Administrative Staff Council meeting, 1:30 p.m., Alumni Room, Student Union.

Monday, January 12
Spring semester begins.

Continuing Events
December 5-21
Planetarium show, "Secret of the Star: A Show for Christmas," 8 p.m. Tuesdays and Fridays, 2 p.m. Saturdays and 7:30 p.m. Sundays, 112 Physical Science Building. 50 donation suggested.

December 15-19
Exam week

December 17-31
Public skating, 8-10 p.m. Dec. 17, 19-20; 3:30-5:30 p.m. Dec. 21; 7-9 p.m. Dec. 21; noon-2 p.m., Dec. 22-23 and 26; noon-1:30 p.m. Dec. 27-29; 11:30 a.m.-1:30 p.m. Dec. 30; 12:30-2:30 p.m. Dec. 31. Ice Arena. Call 2-2264.

December 9-February 7
Art exhibit, "The Body of a House," eight oils on canvas by Robert Beckmann portrayed images from motion-picture footage of the destruction of a house during a nuclear test. Gallery hours, 10 a.m.-4 p.m. Tuesdays-Saturdays, 2-5 p.m. Sundays; closed University holidays, Wankelman Gallery, Fine Arts Center. Free.