Monitor Newsletter December 15, 1997

Bowling Green State University

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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.

Whatever visitors walk away thinking, the tour guides often make a difference in influencing that important 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 tells her guides. 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?"

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."

"No, you can’t bring your dog, but you can have a fish!"

If they don’t know an answer to a question, the guides/coordinators make use of cell phones to locate someone who does. The opportunities to practice these skills benefit the tour guides, as well.

Gudehus encouraged 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 services' 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 and 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 processes.
- Recognition of classified staff, with bonus cash 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 recent 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 performing 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 fourth 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, her 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" according to OROs' vice chancellor for administration Matthew Filpic.

Also at the Dec. 2 meeting, the following resolutions were passed:

- Firelands meeting: Beginning in 1996-97, the Faculty Senate will resume holding its October meeting at Firelands College in Huron, without any teleconferencing option, which is no longer available.
- Attendance waivers: The Senate Executive Committee is expressly authorized to issue attendance waivers to senators who miss more than two regular or more than two on-call special meetings for good cause.
- Academic calendar classes will not be held on three days during fall semester (Labor Day, Veteran's Day and the day before Thanksgiving).
- This policy creates a common calendar for all members of the Northwest Ohio Consortium (BGSU, the Medical College of Ohio, the University of Toledo and Owens Community College). The resolution also directs the committee 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 Middlebrook, provost and vice president for academic affairs, said he is eager to have the new Ohio Board of Regents chancellor Roderick G. W. Chu visit Bowling Green early spring semester and find ways to collaborate with him to benefit the University and higher education in Ohio.
- He also announced that the search will begin 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.
- Candidates are expected to be identified by mid-March and the selected candidate should begin July 1.
- A plaque and special resolution were presented in honor of Stuart Greenberg, for 43 years of outstanding service and leadership.
- Updating senators on the harassment policy.
- Holmes said the president's cabinet will complete a final review of the policy on Dec. 15 and then send him a copy.
- The Equity Opportunity Committee will review the policy and then develop the procedures to implement it, including specific definitions of harassment and defense.
- The resulting statement will appear in a document separate from the policy itself.
- Ann-Marie Lancaster, computer science and provost assistant, will discuss campus technology issues at the Senate meeting at 2:30 p.m. Jan. 20 in the Assembly Room, McFall Center.

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 Weiss, 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: include Saturday morning, Dec. 20, from 8 a.m. to noon, and a week before final exams for classes that meet once a week (on Mondays or Wednesdays).

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 2-0328.

Development office reorganizes

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

- Scott Seeliger, 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. Seeliger successfully lured 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 Lupe has also joined the office as secretary, coming from the College of Business Administration, where she assisted with graduate studies.

Help wanted

Child care substitutes

On-call positions available to assist in classrooms at Jordan Family Development Center on the BGSU campus. HS or GED required. 56.25/hr. Send resume to: OSU Community Learning Center, 831 S. Broad St., Bowling Green, Ohio 43402. 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 1995. 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 an $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 Charellott, chair of the department of educational curriculum and 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 part-time 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.

• Hugh Clark, executive director of the Bowling Green Community Development Foundation, is a 1968 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 Loan Fund Administrative Board, the Regional 166 Loan Review Board and the AMP-Ohio Economic Development Subcommittee. In addition, she serves as a counselor and facilitator for persons hoping to begin their own businesses.

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.

Administrative Staff Council meeting

"The ship is turning:"

Trustees look to the future

Student retention... marketing... the future direction of BGU:
The entire community has a role to play in addressing these issues, two Board of Trustees' members reminded Administrative Staff Council Dec. 4.

Guest speakers Delbert Latta and Michael Marsh, the board's chair and vice-chair, shared concerns and ideas with council members, emphasizing that future success will require a concerted effort.

"We can continue the downhill trend in (enrollment) or we could go up," said Latta. "Something is wrong," he added. "Everybody has to pitch in to reverse this trend or the cost to students will rise.

If the retention picture does improve, it could also mean fewer state subsidy dollars for the University, Marsh noted.

On an optimistic note, Marsh said that a blueprint for reaching the enrollment ceiling is in place. "I think the ship is turning," he said.

In the future, he sees the University returning to its past emphasis on undergraduate education. By 2010, the institution will be "more like the Bowling Green I attended," said Marsh, who graduated with a degree in business in 1976.

To turn the ship, public perceptions need to be turned around. "If you look at the market and word-of-mouth advertising, he said. Both board members noted the importance of the immediate community, most people (including legislators) are unaware of the many advantages Bowling Green offers.

"We've been hiding the BGSU light under the bushel," said Latta, emphasizing the need for more television advertising concentrating on specific programs to attract attention.

Suggesting that departments and divisions can do more to market on their own, Marsh said "it's necessary to make it clear that what happens around here is more than just beer parties on Thursday night.

He also praised Firelands College for doing an "outstanding job" in reaching traditional and adult students in creative ways, including developing partnerships with businesses. "At the Statehouse, the Firelands campus is highly thought of," he said.

One thing that is missing at the University, he said, is industrial high-tech development on campus.

"I think the Legislature wants to see that," he said. "To get votes, they need to produce jobs."

Both board members suggested the University should not be run like a business.

"Government is not supposed to make a profit," said Marsh, such as accountability for doing one's job, and merit pay in a fashion.

He cited a few examples of initiatives that could contribute to student satisfaction/reten­tion, some of which are already underway: enhance technology/access to computers, refurbish residence halls and enhance student activity spending.

Latta suggested that students, including honors students, should be recruited with "Woody Hayes style," where University representatives talk to students and families before the student graduates from high school.

Thanking council members for their words of wisdom, Latta said "more meetings like this should take place—they're very helpful.

In other activity:

• ASC chair Duane Whitmore, computer ser­vices, said he will be working with Ed Whipple, vice president for student affairs, to recruit a Form University-wide customer service committee, as a follow-up to consultant Tom Connellan's presentation. Also, 20 tapes of Connellan's presentation will be available for on-campus distribution within the next month.

Describing the past month as "quite productive" for council, Whitmore said "one of the most enjoyable activities was to represent administrative staff, for the first time, to the Bowling Green Community Holiday Parade. Seven adults and five children had a great time giving away nearly 70 pounds of candy."

• Bonita Sanders-Bembrzyk, student affairs, announced that the external affairs committee will orga­nize a community-wide effort to collect food for needy families after the holiday season.

• Jane Schimpf, auxiliary services, said the awards and special recognitions committee is surveying administrative staff to gather input about desired rewards and recognition activities beyond the Ferrari Award. The committee is seeking input about the types of activities that should be rewarded (for example, perfect atten­dance, adherence to or support of core values, implementing new ideas, improving quality) as well as creative ways to honor employees.

Send suggestions to Jerry Ameling, computer services, at jerry.ameling@bgsu.edu by Dec. 19.

• Pat Green, photochemical sciences, said the personnel and benefits committee is drafting an addition to the ASC handbook outlining a process for grievances and appeals related to the com­pensation plan. The draft is expected to be submitted to council in February.

• Dawn Mays, student activities, said the professional development committee will use its $4,000 budget for two activities: gathering examples of best prac­tices involving people, programs or initiatives that benefit students or staff, and "Professional Connec­tions" program to be created in conjunction with human resources. This program will link new employees with current staff in another department, beginning this spring.

• Carmen Castro-Rivera, business administration, said the scholarship committee is working with the development office to obtain prizes for a raffle fund­raising activity.

• Jan Peterson, continuing education, said a survey used to study part-time teaching issues yielded a 76 percent response rate. Of sta­ff responding, 29 percent also teach and 30 percent of these part-time teachers are not compensated.

Happy Holidays! Monitor will resume publication on Jan. 12, with a copy deadline of Jan. 6.
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, RAIF and retired 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 Stauble, a senior in arts and sciences decorates Toni Carey's workspace.

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campus calendar

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., Fallister 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.

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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.

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job postings

FACULTY
(Unless otherwise noted, all faculty positions are for assistant professors.)

- Associate/assistress professors - education foundations & inquiry. Two tenure-track positions. (educational psychology, deadline: Dec. 19; history/curricular education, deadline: Dec. 12.) Call 2-7322.
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- 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.
- Associate/assistress professors - education foundations & inquiry. Two tenure-track positions. (educational psychology, deadline: Dec. 19; history/curricular education, deadline: Dec. 12.) Call 2-7322.
- 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.
- Director of teaching and learning technologies/Firelands College. Tenure-track position at the rank of assistant or associate professor.

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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

