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The Big Payoff: Enrollment Upswing Linked to Open House Success
Student enrollment for the winter trimester is up 6.09% over the same time last year. School credit hours are up 4.25% for the same period. “The signs are very encouraging,” said Larry Polselli, executive director, enrollment services. “The enrollment upswing is on the heels of our most successful Open House ever. We plan to continue to be aggressive in our marketing, advertising and recruitment efforts.”

Don’t Touch That Dial
GSU commercials will air on selected cable stations during the Thanksgiving holiday (November 28-30) as part of the university’s continued marketing efforts to drive enrollment. Subscribers of AT&T Cable will be able to view the commercials, which will air on TNT, USA, FAM, TBS and USA channels. The commercials will be shown during the broadcast of some of American’s most popular movies, including Indiana Jones and the Last Crusade, Star Wars, The Wizard of Oz, Coming to America, Clear and Present Danger, and The Outlaw Josey Wales. The markets where the commercials will be shown include Chicago Heights, Frankfort, Homewood, Joliet West, Kankakee, Matteson and Orland Park. Check out the separate attachment for a complete listing of movies, cable channels, broadcast times, and a market breakdown by community.

Webbing It Up at the GSU Cyber Café
The GSU Cyber Café will open for business Friday, November 22. The 11 Compaq computers that comprise the Cyber Café have 17-inch flat monitors and software programs for Windows Office XP, Windows XP and Internet Explorer. Students using the six computers installed along the wall separating the bookstore and the cafeteria will have unlimited use of the installed software programs, and access to the web and Student View. Through the Student View program launched this fall, GSU students can access grades, calculate their grade point average, check course schedules and register for classes. The five computers installed near the Registrar’s Office may have a more limited use and be restricted for registration and Student View access.

GSU ScholarSHIP Sails On
- Jon Carlson, professor of counseling, just returned from a trip to Thailand where he presented four days of workshops on developing and improving counseling skills and strategies for working with patients who are substance abusers.
• Julia Yang, professor of counseling, will be in Taiwan from November 26 to December 1 to deliver a paper on best practices for alternative education for at-risk youth. She will make the presentation at a national convention co-sponsored by the National Kaohsiung Normal University and a charter school that she helped to establish four years ago. The Taiwan Ministries of Education and Justice have recognized the school for superior performance.

• Judy Wood, advisor in the College of Education, and Bonnie Jepson, advisor in the Board of Governors program, were recently elected officers of the Illinois Academic Advisors’ Association. Wood is vice president, and Jepson is secretary.

Cooney Scholarship Goes Begging
At this time, not one student has applied for a $1,000 scholarship administered by the department of psychology and counseling. The Dr. Judith A. Cooney Memorial Scholarship in Counseling is available to graduate students with a 3.5 cumulative grade point average. Interested students must also submit an essay and two letters of recommendation. Applications should be submitted to the Office of Financial Aid. There is no deadline.

Playing Santa
The GSU Recreation and Fitness Center and the Wellness Club are sponsoring a Holiday Donation Drive, beginning Monday, November 25, through Friday, December 6. They are seeking donations of non-perishable food, Christmas toys, clothing and shoes for adults and children for distribution to needy families in the area. Collection boxes will be located in the Student Life area, the Recreation and Fitness Center, and the atrium of the main administration building. Vanessa Newby, director of co-curricular activities and volunteer services, is spearheading the effort.

The Reason for the Season
Governors State University employees have until November 27 to donate to the State and University Employees Combined Appeal campaign. Last year, GSU employees gave $22,292.68 to charitable organizations ranging from the United Way to the Chicago Women’s Health Center. This year, Governors State’s share of the statewide goal of $4 million dollars is $23,642.00. For more information, call Human Resources on extension 4100.

Due to the holiday, GSUniverse will not publish for the week of December 2 -6