Last Word from Springfield (for the time being)
At the 11th hour last week, the Legislature turned back an effort to give the state control over public universities’ income funds (tuition) and rejected a proposal to impose limits on tuition increases effective this Fall. However, the Legislature did approve a bill, to be effective in the Fall of 2004, which would guarantee that tuition for an incoming freshman class at a public university would not be increased, but would remain constant for four years. There is no cap on tuition increases for subsequent incoming freshmen classes, although once set, the tuition would remain constant for four years. The bill does not cover graduate level programs.

GSU Bucking the Trend
Applications for graduate studies for Fall are down at universities across the state. But as of April 1, GSU _graduate applications are up 41.9 percent. “Only a few universities are up, but we’re showing the greatest increase,” Larry Polselli, executive director of Enrollment Services, said. “We’re down in undergraduates, but it’s still early in the game. We have a lot of activity planned for July and August, and I expect we’ll be fine by the time the Fall Trimester begins.”

Emphasis Enrollment
The President’s Cabinet reviewed marketing plans and strategies at its meeting Wednesday. “Given the budget situation, we have to drive revenue,” President Stuart Fagan said. Plans for the Fall trimester include four to six advertisements in the Daily Southtown, Star, Joliet Journal, and Kankakee Herald, for July and August, as well as advertisements in community college papers which publish over the summer. Prospects will be contacted at least three times by mail, e-mail, and phone. And there will be a series of information sessions highlighting specific programs/Chuck Connolly, executive director of Marketing and Communications said, “We’re modifying our advertising. We’ll keep the Empower Yourself theme, but the print ads will feature GSU students and graduates. We’re negotiating the possibility of continuing our television commercials on cable TV. We’re looking into radio commercials in Kankakee and Joliet. We may get a GSU poster inside every PACE bus that runs in the South Suburbs with the help of Jenny Boesen, executive director of the South Metropolitan Regional Higher Educational Consortium. We may also be doing more advertising on the web. A pilot program the College of Health Professions ran with the Marketing Department has produced some encouraging results, which we’re analyzing right now. It’s an area worth exploring. And of course, we’re working with each of the colleges to help them develop brochures and promotional literature which highlight their programs. We’re also working with the colleges to target market to individuals interested in specific programs through direct mail, e-mail, telemarketing, or information sessions. It will be a full court press.” Connolly added, “If anyone has any ideas on how to represent GSU or other ways we can get our message out, please let me or Mike Hopkins know. In the past years, we’ve gotten suggestions that have paid off for GSU.”
How Can We Keep Them Down on the Farm, Now That They’ve Seen….?

New students who come to GSU haven’t seen Paris – but they leave just the same, and in significant numbers. “We need to slow the erosion rate of new students,” President Fagan said. “The colleges need to make retention a priority for the Fall Trimester.” Fagan and the Cabinet charged the co-chairs of the University’s Retention Committee, Larry Polselli and Joyce Harris, lead academic advisor for the BOG B.A. degree program, to recommend actions the colleges and the university can take that would improve retention for the Fall Trimester. Fagan also said, “We’re spinning our wheels if we invest in marketing programs to bring people into the university, only to see them leave after a few weeks. Retention must be a priority.”

CHP Secures Scholarship Funding for Graduate Students

Dean Linda Samson of the College of Health Professions has applied for and received $117,000 in grant and scholarship money from the Health Resources and Services Administration Bureau of Health Professions. The money will be used to fund graduate scholarships in the Nursing, Physical Therapy, Occupational Therapy, and Communications Disorders programs. The grant money, $30,000, is for advanced nursing traineeships and will provide scholarships for graduate nursing students who are in their last 12 months of study. These scholarships will not be tied to need and can be used for tuition, books, and a stipend that will help the students complete their education. According to Samson, seven to ten graduate nursing students should benefit.

Samson’s scholarship applications yielded scholarship money for disadvantaged graduate students in the Physical Therapy ($33,000), Occupational Therapy ($27,000), and Communications Disorders ($27,000) programs. This money will be awarded based on need as defined by economic criteria or being educationally or environmentally disadvantaged.

Our graduate students show amazing dedication to their studies,” said Samson. “They’re going to be the best health providers in the field, and they deserve the very best support we can get for them now.”

Money for the scholarships will be available between July 1, 2003 and June 30, 2004. Interested students from the nursing program should make an appointment to see Nursing Advisor Linda McCann, Ext. 4035. Graduate students in PT should contact Program Director Dr. Russell Carter, Ext. 3147; OT, Program Director Professor Beth Cada, Ext. 7295; or CDIS, Program Director Dr. Jay Lubinsky, Ext. 4593.

Faculty Office Center Update

At two recent meetings of the Faculty Office Center Moving Committee, Committee Chair and Director of Physical Plant Operations Mike Hassett updated committee members on the status of and procedures for the move into the new Faculty Office Center. Some highlights:

Status: Furniture has been ordered from K.I. for faculty, division chairs, and reception areas, with the exception of the president’s reception area. Currently, furniture delivery is projected for the first week of July. Once it is installed – probably by mid-July – the move will begin. New faculty office furniture will be comprised of a workstation, rotary file, two overhead bins, a mobile table, a desk chair, and a guest chair. The existing furniture for the president’s office, administration, and conference rooms will be moved and used in the new building. No new furniture will be purchased for either President Fagan or his cabinet. The move should be completed by mid-August.

Procedures: ITS will move computer equipment, telephones, and fax machines. Faculty and staff will pack and label their own boxes, which will be moved by the movers. Fragile items? Personal effects? It is recommended that employees move these items themselves. Existing faculty file cabinets and unmoved furniture will revert back to university general property control.
ScholarShip Sails On: Finance

"Socioeconomic and Financial Factors Affecting the Expected Life Term of Microenterprises in Mexico," a journal article by Dr. Heikki Heino, university professor of finance, is published in the Volume 6, 2002 issue of the International Journal of Entrepreneurship. Heino also presented "An Analysis of Socioeconomic and Financial Factors Hindering the Creation of Microenterprises in Mexico" at the fourth annual National Business and Economic Society (NBES) Conference in St. Thomas, U.S. Virgin Islands, in March. The conference was the largest NBES conference to date, with an international field of scholars in attendance.

ScholarShip Sails On: Communications

Dr. Michael Purdy, University Professor of Communication, presented "Listening and Community" at the 2003 Eastern Communication Association Conference, in Washington, D.C. Purdy's presentation was part of a panel that featured scholars in leadership, intercultural communication, and media.

ScholarShip Sails On: Counseling

University Professor of Counseling Dr. Jon Carlson and Dr. William Glasser gave the Plenary Presentation "Cost-Free Mental Health for Everyone" at the 51st Annual Conference of the North American Society of Adlerian Psychology in Vancouver, B.C., in May. The presentation covered work that Carlson and Glasser have been developing for several years which posits that a long-standing emphasis on mental illness as defined by the DSM-IV has left mental health undervalued. Coupled with a growing trend toward isolation and detachment, this has lead to an exacerbation of mental challenges individuals face. Carlson and Glasser, therefore, suggest counselor initiated groups be established through the American Counseling Association on a model similar to A.A. These groups would offer a healthy and communal environment that would ease isolation and detachment and, subsequently, improve mental health issues for the individuals involved.

Dr. Sori Book Discussion and Signing

University Professor of Psychology and Counseling Dr. Catherine Ford Sori will be on hand in the Hall of Honors June 12, at 7:00 p.m., to discuss and sign copies of her book The Therapist’s Notebook for Children and Adolescents: Homework, Handouts, and Activities for Use in Psychotherapy. The book, which Sori co-edited with Dr. Lorna L. Hecker, is a reference work with homework, handouts, activities, and interventions geared for children and adolescents.

Mission and Vision: Revisiting GSU’s Founding Philosophy Part III

In excerpts from the 1973 Governors State University Bulletin, published in previous issues of GSUniverse, GSU’s founding president, Dr. William E. Engbretson, explained that the faculty and staff building Governors State would have the "rare opportunity to develop a model for higher learning." He added that, as planned, Governors State would be "an open, humane, experimenting, flexible, innovative learning center.” Dr. Engbretson continues:

“These are noble and lofty objectives. No doubt there will be many frustrations in our efforts to attain them. But through the time and energies of the entire University community we believe they can gradually be achieved in a way that will make our University distinguished for the way people may more effectively learn. What all of us do in these embryonic years will set the pattern for a lifetime of learning and service for the citizens of Illinois and, in particular, the south Chicago metropolitan area.”