Career Services: New Director, Directions

Dr. James Howley has been appointed to the position of director of career services. The appointment was effective July 1. “This was a critical position to fill,” said Eric Martin, assistant provost. “Obviously, we want GSU to equip its student with the best skill set for finding the employment they want, and Dr. Howley knows how to get that done. And he’s already hit the ground running.”

Howley’s plans? “First, let’s understand what our students need,” said Howley. “GSU is a commuter institution, so Career Services will place an emphasis on anytime, anywhere access to services online.” Howley says the first step forward in an overarching move to provide comprehensive resources online will be to optimize what GSU currently has through Monster Trak and E-Recruiting. Online job fairs will also be developed. “I’m developing workshops for self-assessments, resumes, and interviewing now,” Howley said. “We’ll have targeted workshops for students in specific programs, too, so we can show them how to direct their job searches not only comprehensively, but in the precise areas that will get them the jobs they’ve been preparing for at GSU.” Howley comes to Governors State from the University of Chicago where he was assistant director of graduate student services.

Dean Samson Testifies at IBHE

Linda Samson, dean of the College of Health Professions, testified Friday at a hearing of IBHE’s Committee to Review Health Professions Education Programs. Samson said the shortage of nurses resulted not just from a lack of capacity, but also from the maldistribution of available classroom spaces. She called for an exploration of the academic relationship between associate and baccalaureate programs which might lead to a pilot program with Governors State and its partner community colleges in the region. She also proposed a “fast track” alternative at either the bachelor’s or master’s level for anyone holding a bachelor’s degree from a regionally accredited institution. It would be modeled along the same lines as the Alternative Teacher Certification program. She also addressed the shortage of health professional practitioners other than nurses. To address the need for speech and language pathologists, especially bi-lingual practitioners, she said programs like the cohort GSU recently established in partnership with El Valor should be nurtured and encouraged. And in disciplines such as Physical Therapy where the Ph.D. may become the entry level degree, she said that consideration should be given to expedited approval of doctoral programs. She called for IBHE to be proactive in dealing with the developing shortage of health professional educators. And in light of reduced Federal and state support for health professional education, she called for consideration of tuition differentials. As an example, tuition for medical school is often higher than for other programs.

CHP: Web Marketing Showing Promise

The College of Health Professions has successfully taken its marketing to the internet. In just two and a half months of a trial run with All Allied Health Schools (www.allalliedhealthschools.com), which bills itself as a “complete online guide to allied health education and careers,” the college has generated 55 prospective
students. According to Lisa Hendrickson, transfer coordinator for articulation, many of those prospects came even before a complete listing of CHP’s programs were posted on the site. The complete listing went up three weeks ago. Hendrickson said, “I’ve talked to people who’ve been surprised to discover we offer the programs that we do. They had no idea, so this is definitely getting the word out about GSU.”

The All Allied Health Schools listing is not CHP’s first foray into online marketing. In the last year, the college has generated more than 500 inquiries from potential nursing students from a similar site, run by the same company as All Allied Health Schools. That site is called Allnursingschools.com, which, as the name implies, can be found at www.allnursingschools.com.

“There’s a huge potential in this kind of marketing,” said Chuck Connolly, executive director of marketing and communications. “An internet search is probably the first step most adults take when they’re looking for a school, so it makes sense to raise our online profile to get their attention early. The number of responses bears this out.”

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New Database Provides Targeted Grant Notification

Mari Ellen Leverence, grants information coordinator in the university library, sent an online grants interest survey to all faculty and staff last month. The survey responses are in, and Leverence has used them to create a database that matches individuals – faculty and staff – with their various areas of academic interest. The result? A system is now in place that can match grant notifications received by the university to potentially interested recipients. “I want to thank everyone for the fast and positive response to the survey,” Leverence said. Surveys remain available to faculty and staff. To receive one and get on the target notification list, e-mail Leverence at m-leverence@govst.edu.

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New GSU Student Identification Number and Cards

*By Diane Dates Casey, interim library director*

Beginning Fall Trimester 2003 the University Library’s student identification number will be embedded in the barcode and written beneath the barcode on new GSU student identification cards. The University Library moved to the fourteen digit number (21611000XXXXX) in response to student concerns about identity theft with the use of the Social Security Number. Students who already hold GSU identification cards may continue to use that card to check out books in the Library, or they may obtain a new card at no cost to themselves. However, by Fall 2006 the new cards will become mandatory.

During May 2003 the University Cabinet accepted the recommendation from the Information Technology Policy Council to consolidate student identification numbers for accessing online databases. The last six numbers of the library student identification number are unique to each student and will be used for this purpose. Starting in Fall 2003 students will use the unique number to access the Student View of CARS in order to see their information. WebCT will probably be moving to this new number in Winter Trimester 2004. When a new student email client is implemented, this new number will be the user ID. Eventually this new number will be used for accessing GSU Internet accounts.

The University Library must remain with the fourteen digit number because of the constraints of the online catalog software platform. Besides the online catalog, the 14-digit number is also necessary to access the library’s full-text databases from off campus.