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Happenings at GSU

9/15 Hispanic-American Heritage Month celebration opens, 2 p.m., Hall of Governors.

9/19 "Chicana," film of the history of Chicana and Mexican women, noon, 3 and 7 p.m., Student Life Commons.

9/21 "Home as Struggle," film of four Latin American women, noon, 3 and 7 p.m., Student Life Commons.

9/22 "After the Earthquake," film of a Nicaraguan immigrant, noon, 3 and 7 p.m., Student Life Commons.

9/23 "How to Start Your Own Business" workshop, 9 a.m. to 4 p.m., Hall of Honors.

9/23 Vic Needham, guest speaker for Professional Counseling Club, 7 p.m., B-1240.

GSU Foundation sets $86,000 goal for ‘Partners’ campaign

The Governors State University Foundation has set an $86,000 goal for its “Partners in Excellence” fundraising effort this fiscal year.

“We are inviting business and community members to join with us in becoming partners with GSU students, faculty and university supporters in the pursuit of excellence in teaching, learning and service,” explained Robert Wolf, president of the GSU Foundation.

The “Partners in Excellence” annual giving campaign is designed to provide money for scholarships for GSU (continued on page 3)

School administrators ease into jobs through GSU-based mentor program

The first-year jitters won’t linger as long for 25 new school administrators who are part of the Beginning Administrators Program (BAP) sponsored by Governors State University’s College of Education.

“We won’t have all the answers, but we’re going to try to help initiate the new administrators into their roles as leaders,” said Dr. Ginger Kosmoski, a former school principal and now professor of educational administration at GSU.

When the State of Illinois offered teachers and administrators the chance to move their retirements ahead through its "5 + 5 Plan," at least 35 administrators in south Cook County took advantage of the option. (continued on page 4)
Dr. Hamilton has worked in higher education for 25 years. In his last position at Westfield State, Dr. Hamilton was responsible for all graduate degree programs, all undergraduate evening programs, and all non-credit programs.

Among his top achievements was the awarding of a federal grant for a counselor training program in alcohol/chemical substance abuse. Also, he received awards from the Association of Continuing Higher Education and from the North American Association of Summer Sessions for establishing educational programs on coping with unemployment. The program was judged the “Best Program in North America” in 1992.

Dr. Hamilton also served as dean of instruction at Ulster County Community College, director of degree programs in the liberal arts at New York University, and as director of humanities at the University of Maryland University College and assistant director of the International University Consortium. He has been on the faculty of the University of Maryland, the University of Findlay in Ohio, The George Washington University in Washington, D.C., New York University and the State University of New York System.

He received a bachelor’s degree from Wake Forest University, a master’s degree at Duke University, and a doctorate from McGill University.

Dr. Zaborowski will be responsible for GSU’s continuing work in telecommunications and the implementation of new technologies, its teleclass and special television productions, graphics and photographic work on campus, and the Offices of Media-Based Instruction, Conferences/Workshops and Weekend College, the Office of Contract and Training Services, and the Board of Governors Bachelor of Arts degree program.

The new dean previously was dean of the College of Continuing Education at the University of Northern Colorado. He also served as director of the Rochester campus of Winona State University in Minnesota, director of educational telecommunications and associate provost for continuing education at the University of Massachusetts at Boston, and director of the division of continuing education and director of grants at the University of Wisconsin at River Falls.

Dr. Zaborowski began his career in higher education as a chemistry professor. He received a bachelor’s degree from the University of Wisconsin at River Falls, a doctorate from the University of Idaho, and completed postgraduate work at the Harvard Institute for the Management of Lifelong Education.

Governors State University is celebrating Hispanic-American Heritage Month Sept. 15 through Oct. 11. The community is invited to a host of free arts and cultural events.

**Sept. 15 — 2 p.m. “500 Years of Mexican-American History in Song” by Jesse Negrete featuring a segment on the life of Cesar Chavez, founder of the United Farm Workers of America; Hall of Governors.**

**Sept. 19 — noon, 3 and 7 p.m. “Chicana,” a film tracing the history of Chicana and Mexican women from pre-Columbian times to the present; Student Life Commons.**

**Sept. 21 — noon, 3 and 7 p.m. “Home as Struggle,” a film of women from four Latin American countries who come to the United States; Student Life Commons.**

**Sept. 22 — noon, 3 and 7 p.m. “After the Earthquake,” a dramatic film presentation following a Nicaraguan immigrant woman in the United States; Student Life Commons.**

**Sept. 29 — 3 p.m. hands-on demonstration on making “Ojos de Dios” or God’s eyes, the Mexican good luck symbol; Hall of Governors.**

**Oct. 3 — noon Ars Musica Chicago presents a range of Hispanic cultural pieces from colonial times to the present with introductory comments by Rita Nagy in the GSU Student Life Office at (708) 534-4554.**
Outstanding teaching, service win three tenure

The Board of Governors Universities has awarded tenure to three outstanding professors from the Colleges of Education, Business and Public Administration and Health Professions.

Recognized for their outstanding work are Dr. Debra K. Huntley, professor of psychology, Dr. Marsha Katz, professor of management, and Dr. Gail Kempster, professor of communication disorders.

Tenure is based on the professors' teaching, student evaluations, service to the university and/or community, education and research.

Dr. Huntley joined the GSU faculty in September 1990. She has taught undergraduate and graduate courses, and helped establish working relationships with social service agencies for the placement of undergraduate students completing practica.

Much of her research has been with children and adolescents. Among her ongoing work is a study examining the factors involved in successful versus disrupted adoptions, parent-adolescent interactions as a function of diagnosis, memory development and perception in abused children, implicit memory in young children, and parent-adolescent nonverbal communication in healthy families.

The Lisle resident received a bachelor's degree in psychology from the University of Minnesota, and master's and doctoral degrees from the University of Houston in Texas.

Dr. Katz has been on the GSU faculty since 1988 teaching undergraduate and graduate courses, including human resource management, organizational behavior, training and development, statistics, and theories of personality.

She has conducted a variety of research, including the family/career values struggle of women, outcomes of union issues in public sector arbitration cases, and employer control of off-the-job behavior, and developing a survey about compensation techniques in a 350-franchise organization.

Dr. Katz, a 1991 Faculty Excellence Award recipient, has been honored at GSU for her continued involvement as the faculty sponsor for the Society for Advancement of Management (SAM) student organization.

The Hoffman Estates resident received a bachelor's degree from State University of New York at Stony Brook, master's and doctoral degrees from Michigan State University, and a master's of business administration (MBA) from Northern Illinois University.

Dr. Kempster joined the GSU faculty in 1987, and also is serving as director of the communication disorders program. A graduate of the University of Minnesota, she has been teaching undergraduate and graduate courses, including classes on voice disorders, communication disorders related to craniofacial anomalies, motor speech disorders and neurological bases of speech and language.

Her research has included studies in swallowing after unilateral stroke of the cerebral cortex, perceptual evaluation of voice quality, and voice and swallowing after near-total laryngectomy.

Dr. Kempster is working on a textbook on vocal quality, and she has served as an associate editor for speech for the *Journal of Speech and Hearing Research.*

The Oak Park resident received a bachelor's degree from Valparaiso University, a master's degree from Purdue University and a doctorate from Northwestern University.

GSU welcomes students, professor from overseas

Two German students have arrived from the University of Oldenburg in Lower Saxony. Dr. Lowell Culver, professor of public administration, is their mentor.

Dr. Fouad el-Miligy, associate professor of accounting at Alexandria University in Egypt, is offering a Middle Eastern perspective in the GSU College of Business and Public Administration as he team-teaches accounting classes with GSU Professor Aida Shekib.
New school administrators learn from mentors

(continued from page 1)

“The stability of local school districts was irrevocably altered,” Dr. Kosmoski said. “In the geographic region served by GSU, it is predicted that as many as 60 new administrators will be in place this school year.” When the Beginning Administrators Program was announced, Kosmoski said interest was so high that she had to develop a waiting list.

Kosmoski, the BAP coordinator, has helped structure the program, organize a coordinating council involving regional superintendents, and solicit support for the initial three-year effort.

The Beginning Administrators Program builds upon the strength of the GSU Teacher-Mentor Program begun in 1993 to rave reviews of all participants.

With the BAP inception, GSU paired current administrators with more than 25 proteges, or beginning administrators, from high school districts Community-218, Homewood-Flossmoor-233, and Bloom-206, from elementary districts Glenwood-167, Flossmoor-161, Prairie Hills-144, Indian Springs-109, Sauk Village-168, Blue Island/Crestwood-130, Calumet City/Dolton-149, and from Crete District 201-U, and the SPEED Cooperative.

Where possible, the experienced and beginning administrators will work in the same district. At the central office level, administrators will be paired with colleagues who have similar duties and responsibilities in neighboring districts. Volunteer mentors are from high school District 218, the SPEED Cooperative, and from elementary districts Matteson-162, Homewood-153, Prairie Hills-144, Sauk Village-168, Alsip/Hazelgreen/Oak Lawn-126, Glenwood-167, Chicago Heights-170, Blue Island/Crestwood-130, Calumet City/Dolton-149, Indian Springs-109.

GSU also has developed a crisis intervention team of seasoned, highly professional administrators who will be available to answer calls 24-hours-a-day from proteges.

Kosmoski, working with BAP Director Ken Peterson, a recently retired elementary district superintendent, also developed the following topics:

- Multicultural education
- Clinical supervision
- Restructuring
- Management and governance
- Timely information on teaching and research
- The growing diversity of the student body and the work force.

The BAP program is being underwritten with grants from the Cook County Superintendent of Schools Office, All-State Insurance Co., and participating school districts. The program’s work will be documented and made available to other districts, sponsoring agencies and educational institutions.

Dean one of 77 at summer institute

Dr. Cecilia Rokusek, dean of the College of Health Professions at GSU, participated in the annual Summer Institute for Women in Higher Education Administration.

Dr. Rokusek was one of 77 women in higher education selected from throughout the United States, the territorial island nations and Canada for the program. The monthlong institute was at Bryn Mawr College in Bryn Mawr, Pa.

The summer institute is designed to improve the status of women in faculty and administrative positions through intensive training in educational administration. Topics include management and governance of colleges and universities, timely information and perspectives on teaching, and research and service in the 1990s.

The curriculum prepares participants to work with issues currently facing higher education, with emphasis on the growing diversity of the student body and the work force.
A selection of internal news items of interest to the GSU staff.

inside governors state university

SEPTEMBER 15, 1994

Grapevine

Muchnik, GSU alum meet at Russian train station

Professor Mel Muchnik never dreamed he’d meet someone from Governors State during his travels through Russia this summer. But one night, as he was standing at 11 p.m. on a dark train platform in Moscow on his way to St. Petersburg, he heard, “Is that Mel Muchnik?” To his surprise, the greeting came from alumna Nancy Huhra whom he’d taught years ago.

Huhra was making her way from Japan taking the trans-Siberian Railroad on a two-month odyssey when she intersected with her GSU advisor and professor.

Conn resigns; business training officer on board

A move out of the immediate area has forced the resignation of Kathe Conn, special assistant to the president for faculty development, grants and contracts. She will continue to work as a consultant on specific GSU projects but no longer is available on campus. President Paula Wolff said she hopes to fill the vacancy soon.

Kathleen Brennan Whitney is the new coordinator of business training in the Office of Contract and Training Services. Some GSU staff may remember her when she worked in the Office of Community Services under Hector Ortiz. Whitney of Park Forest will be marketing GSU training programs for businesses and agencies. She will complete a master’s degree in communication studies at GSU in December.

ARA begins six-week Saturday service experiment

ARA Services Inc. has agreed to expand its services to Saturday in an effort to accommodate Weekend College students and others who are on campus between 11 a.m. and 1 p.m. The six-week trial run includes grill service only.

Thanks for a great time, Civil Service Senate!

At this year’s Civil Service Senate picnic, the volunteers served up delicious roasted corn (“The best I’ve ever tasted,” says CHP Dean Cecilia Rokusek) from Alice Gardner’s cousin’s farm, the barbecue pit was nonstop with hot dogs and hamburgers, and the raffle was fun. Dr. Jim Alexander, vice president of administration and planning, gets a special round of applause for serving as the bait for the dunk tank. (He got dropped three times before it gave out.)

Thanks to all who supported the sales of hot dogs and hamburgers the week of Aug. 29. The Civil Service Senate netted more than $400 which will benefit the scholarship fund and other activities.

Bill Erickson retires after 19 years on grounds crew

This winter, Bill Erickson says he’ll look out his window and grin when the snow comes down. It will be the first year in 19 years that he won’t expect 1 a.m. wake-up phone calls telling him to come plow the snow at GSU. Erickson remembers lots of interesting stories, like the day President William Engbretson rode on the back of a snow plow to get to his home after a blizzard. Erickson also mowed and planted the 90 acres of the 750-acre campus GSU maintains on a regular basis. And it was he who tended to starter flowers under fluorescent lights in the basement of the Hantack House.

CHP’s Burgeast Named Administrative Fellow

Professor David Mwalimu Burgeast has been named the 1994-95 Board of Governors Universities Affirmative Action Administrative Fellow.

Dr. Burgeast will be working in the office of Dr. Sandra Alcorn, dean of the School of Social Work and dean of George Williams College at Aurora University in Aurora.

He will be developing effective skills in the management/implementation of professional and academic policies, as well as leadership management.

Each year the Board of Governors Universities system selects minority faculty and administrators to serve a one-year fellowship. The program is designed to expand and diversify the pool of leadership talent within the BGU system and increase minority and female access to top-level higher education administrative positions.

Dr. Burgeast has been a professor of social work at Governors State since 1972. He has had two major teaching roles outside of GSU, including a one-year visiting professorship at the University of Nairobi, Kenya, in 1980-81, and a six-month guest professorship at the University of the West Indies in Trinidad from January to June 1993.

He is the author of Social Casework Intervention with People of Color and Social Work Practice with Minorities. Dr. Burgeast is a member of the International Association of Social Workers, the Chicago chapter of the Association of Black Social Workers, and has served on several local, state and national boards of directors.
Employee of the Month

'Heart and Soul' of Psych/Counseling unifies faculty, students and staff

BY MARY GILLESPIE

She's described as "the perfect secretary," "wonderful with people" and "makes no mistakes."

She's Shirley Grant, August "Employee of the Month" and secretary of the very hectic CE Division of Psychology and Counseling for the past 12 years.

"If they think I don't make mistakes, they're wrong," says Grant flatly, "but I'm especially good at catching a mistake, admitting it, correcting it and moving on."

"After all," she adds, "everybody makes mistakes, so there's no point in dwelling on them. Fortunately, we're just too busy here for anyone to notice mine before I do."

Grant and another full-time secretary, Mary Hellings, with part-time student help, assist a faculty of 21 in a department bursting at the seams with ever-increasing enrollment. She describes the pace as "somewhere between exciting and crazy."

"The beginning of each trimester is always frantic," Grant says, "because a good number of our graduate classes fill on the first day of registration. So we're forever creating waiting lists, then receiving nonstop calls from students wanting to know what their chances are of getting into the class."

At that point hard decisions are made, says Grant, such as informing students they'll have to wait until a course is offered again, or perhaps permitting more students than normal into existing classes, or even adding a class. Whatever the decision, Grant supervises the follow-up details, including phoning students and informing them of their options, procuring the additional materials, equipment and space needed, and making sure the division's faculty members are all informed of the changes.

Grant joined GSU 18 years ago as a secretary and assisted several departments during the early years, "but that was so long ago, I don't even remember them now," she says. "This department is my home."

A lifelong Crete resident, Grant thrives on her busy job and especially likes the fact that it's just a few minutes down the road from home, where she and her husband, Richard, have lived for 27 years. They have a daughter, Cheryl, living in Elmwood Park, and a son, Tom, in Rockford.

In nominating Grant for Employee of the Month, Dr. Suzanne Prescott wrote: "I don't know how many times Shirley has made the difference between getting something done on time and not getting it done — countless."

"She is continually helpful to students and faculty, making sure things are done right," wrote Dr. Gene Wilson.

"Things done by her are done right the first time," added Dr. Debra Huntley.

Grant was nominated for the honor by 11 people, nine of whom are CE professors. In addition to Huntley, Prescott and Wilson, nominations were submitted by Drs. Jon Carlson, David B. Crispin, Jagdish Davé, Michael Dimitroff, Barbara B. Jenkins, and Kenneth F. Wieg.

Perhaps the highest praise for the August "Employee of the Month" comes from retired Professor Crispin, who wrote: "I've been teaching for 44 years and have had dozens of secretaries, but Shirley Grant is the best secretary in the world."

That's a high compliment, but doing the best job possible is something that just comes naturally to Grant.

Shirley Grant

Cafeteria menu

(WEEK OF SEPT. 19-23)

DAILY — Pizza; potato bar; fried chicken (mild or savory).

Monday — Eggs, bacon or sausage, hash browns, toast. Cream of chicken soup, chili; Patty melt, fries; chicken burrito, Spanish rice, refried beans, breadstick; fresh pasta and sauces.

Tuesday — Ham and cheese omelet, toast. Vegetable beef soup, chili; fish and cheese sandwich, fries; Salisbury steak, mashed potatoes, vegetable, roll; the wokery.

Wednesday — French toast, bacon or sausage. Potato chowder soup, chili; Italian sausage sandwich, fries; roast pork, potatoes, vegetable; vegetable lasagna, salad, garlic bread.

Thursday — Pancakes, eggs, bacon or sausage. Chicken noodle soup, chili; Sloppy Joe sandwich, fries; chicken or beef fajita, roll, sweet tortilla chips; grilled chicken Caesar salad.

Friday — Omelet, toast, hash browns. Crabby Swiss soup, chili; marinated chicken breast, fries; fish dinner, macaroni and cheese with vegetable.

(WEEK OF SEPT. 26-30)

DAILY — Pizza; baked potato bar; fried chicken (mild or savory).

Monday — Eggs, bacon, sausage, hash browns, toast. Beef noodle soup, chili; BBQ beef sandwich, fries; baked chicken, potatoes, vegetable, roll; fresh pasta.

Tuesday — French toast, bacon, sausage. Chicken rice soup, chili; Reuben sandwich, fries; veal parmesan, spaghetti, vegetable, garlic bread; tamales, Mexican corn, refried beans.

Wednesday — Egg, ham and cheese on croissant. California Navy bean, chili; hot deluxe ham and cheese, fries; Swiss steak, noodles, vegetable, roll; fresh pasta, sauces.

Thursday — Pancakes, bacon or sausage. Cream of broccoli soup, chili; bacon cheeseburger, fries, meat loaf, mashed potatoes, gravy vegetable, roll; taco salad.

Friday — Cheese omelet, hash browns, toast. Manhattan clam chowder, chili, Culver City tacos; fish dinner, au gratin potatoes, vegetable, roll.
GSUings

Dr. Cecilia Rokusek, Dr. Sang-O Rhee and Professor James Massey, all of CHP, attending the annual meeting in June of the Association of University Programs in Health Administration... Dr. Georgia Kosmoski (CE), presenting the paper “Initiation of the Beginning Administrators Program at GSU” at the Illinois Council of Professors of Education Administration spring meeting in Springfield... Dr. Richard Bradberry (UL), recently attending the national conference of African American Librarians in Milwaukee... Dr. Roger K. Oden (CAS), recently attending a Chicago school reform breakfast conference at DePaul University on “Chicago School Reform: A Reconceptualization Using a Collaborative Approach to Change.”... And being appointed to a three-member selection committee for the Frederic W. Ness selection committee for the Frederic W. Ness Book Award which is given to the author of the book that, in the opinion of the committee, has made the most significant contribution in the preceding year to studies in liberal education... And being appointed to the NAFTA North American Studies Group 5, the tripartite project on education in the United States, Canada and Mexico... Dr. Esthel Allen (CBPA), attending the August American Accounting Association conference in New York... Dr. Harriet Gross (CAS), recently presenting a paper on “Open Adoption: Implications for Kinship Relations and Definitions” at the annual meeting of the American Sociologists Association in Los Angeles... President Paula Wolff, serving on the Joliet Arsenal Coordinating Council which is working with the U.S. Forest Service to preserve the Joliet Arsenal property now used by the U.S. Army... Professor Walter Perkins (CAS), serving as a teaching Fellow for the journalism education workshops that were held in June at The Poynter Institute for Media Studies in St. Petersburg, Fla... Dr. Mary Geis (CHP), attending the July American Society on Aging’s summer series at the University of Illinois in Chicago... And also in July attending the Alzheimer’s Association’s third annual meeting in Chicago... Professor John Payne (CAS), exhibiting two cast bronze works in May in the program titled “Business Supports the Arts, A Sampling of Corporate Collections in Northwest Indiana” for the Northern Indiana Arts Association... And in June serving as one of two guest curators responsible for developing and setting up the Indiana Sculptors Exhibit, an invitational exhibition for professional sculptors of Indiana... And also in June as one of the jurists for the United Way Annual Art Exhibit in Chicago at Arthur Andersen and Co... Geri Dalton and Andrea Montague (SL), attending the regional meeting of the National Coalition for Campus Child Care in Elgin June 22... Lamonda Kidd (SL), attending the Association of Campus Activities Administrators officer planning meeting June 24 at College of DuPage... Professor Constance Cook (CBPA), addressing the Palos Hills Chamber of Commerce breakfast meeting June 22 on “TQM: Total Quality Marketing: Remember You Heard It Here First”... Sally Petrelli (CELCIS), serving as a panel member at the Technology 2000 conference July 29 in Norfolk, Va., speaking on “Increasing Telecourse Enrollments”... Doug McNutt (FA), attending the National Association of Student Financial Aid Administrators conference in Louisville, Ky., July 17-20... Barbara Conant (UL), being elected assistant treasurer of the American Library Association’s Library Instruction Round Table for 1995 and treasurer for 1996.

New law guarantees continuous SOURS pension funding

(Thi information was provided by the State Universities Retirement System)

Officials at the State Universities Retirement System (SURS) are optimistic about the future following Gov. Jim Edgar’s signing of new pension funding legislation.

“We’ve been working toward this for a long time,” Dennis Spice, SURS Executive Director, said, “but this is an excellent plan and it’s well worth the effort. It is the biggest thing to happen to SURS since its inception in 1941.”

This bipartisan agreement will increase the state’s pension system funding ratio from its current 50 percent level to about a 90 percent funding level.

This law differs from the funding legislation which was passed in 1989, in that the new law contains a continuing appropriation that is significant because it removes pension funding from the General Assembly’s annual budget negotiations, Spice said. The payment becomes an automatic contribution and is not subject to the appropriation process.

“Without this piece of legislation, we were predicting a technical bankruptcy of our system in the year 2020. This bill will prevent that,” Spice explained, “and will ultimately save the taxpayers of Illinois billions of dollars.

“Investment income, and the power of compounded interest, should enable SURS to reach full funding during the course of the 50-year plan,” he added.
CAS top callers for alumni phonathon

The College of Arts and Sciences is this year's winner in volunteer efforts for the 1994 GSU Alumni Association phonathon.

Ginni Burghardt, director of Alumni Relations, said College of Arts and Sciences Dean Roger K. Oden and his colleagues topped the list. CAS received $1,500 for special projects. Closely behind in second place was College of Education Dean Leon Zalewski and his colleagues who received a $1,000 award. In third place were staff from the Business Office, Human Resources, Physical Plant Operations, Information Services and the Department of Public Safety under the direction of Dr. James Alexander, vice president of administration and planning. They received a $500 award.

In all, the volunteers made an estimated 7,000 phone calls over the 17-day fundraiser March 13 through 31. "In the past, we've run the 'contest' by how much money a department or group raised, but this year we put the emphasis on the number of volunteers because we have so many alumni to reach," Burghardt explained.

She estimates that of the approximately 19,000 GSU alumni, nearly 10,000 are available only by phone. "The campaign starts with a direct mail request, followed by phone calls to those for whom we have good phone numbers," Burghardt noted.

Mail and phone solicitations have raised $89,600 to date. The GSU Alumni Association Board set a target of $90,000. Burghardt said donations are still arriving, and board members hope the 1994 drive will raise $100,000.

CS Senate sponsors roller skating party

Spend a fun afternoon with friends and family Sunday, Sept. 25, when the Civil Service Senate sponsors a roller skating party from 4:30 to 7:30 p.m. at Olympic Skate World on Sauk Trail in Richton Park.

Entry fee is $5 per person or $12 for a family of four. Skate rental is $1.50. A disc jockey will entertain during the party.

This September fundraiser will benefit the Civil Service Scholarship Fund. For tickets, call Bural Wilkerson on extension 5487.

Congratulations

To Barbara Basler (UPS) on the birth of her granddaughter, Lillie, August 17.

To Jacquie Hemingway, (CELCS) on the birth of her grandson, Jacob Ryan, August 28.

To Jackie Trubac (IS) on the birth of her grandson, Brendan, September 7.

Staff, advisors helping Public Affairs craft new GSU image

What should Governors State's message be?

The question has been addressed the past several months by the Image Policy Committee organized by Connie Zonka, director of public affairs.

The university is not a research institution making headlines for its great professorial discoveries. The mission is teaching, and the faculty does that quite well.

But seldom do students mention that when asked why they've selected Governors State. Instead what one hears is the university is close to home with a convenient schedule, and a tuition rate that makes it quite affordable.

"We're not saying those aren't strong messages," Zonka said. "But we do want to broaden our appeal. We know our faculty do an excellent job. We know we have a lovely campus and a world-class sculpture park. We know our people are involved in their communities, and we also know that when students leave GSU, their degrees mean promotions, new careers and more likely than not that they will be hired with a good university reputation behind them."

Zonka solicited the involvement of five committees that worked this summer:

*Market Research—Michael Blackburn (SL), Ginni Burghardt (AR), Beverly Goldberg (RAP/2000+), Bill Kryspin (IR) and Karyn Purvis (RAP/2000+).

*Advertising—Bill Craig (ASR), Suzanne Oliver (CELCS), Professor Charles Olson (CBPA), Dr. Leon Zalewski (CE).

*Publications—Dick Burd (CELCS), Dr. Deborah Holdstein (CAS), Registrar Dora Hubbard, Dr. Cecilia Rokuske (CHP), Dr. Jane Wells (CAS), Dr. Sonny Goldenstein (CAS).

*Comparative/Quality Evaluation—Glen Abbott (PO), Dr. Catherine Balthazar (CHP), Polly Bernd (CELCS), Dr. Patricia Carter (SAS), Dr. Mary Howes (CBPA), Dr. David Parmenter (CBPA), Salvador Mendoza (ASR), Alan Lee, student.

*Media/Visibility—Charles Barnett (PPO), Professor Jay Boersma (CAS), Gary Fisk (CELCS), Dr. Ginger Kosmoski (CE), Dr. Walter Perkins (CAS), Michael Roche, student.

Zonka has organized a 17-member advisory board of advertising, public relations and marketing executives that will offer their expertise on ideas the committees have put forth. From that, Zonka will prepare a GSU message, craft ads, brochures and other promotional materials that will work well both in suburban and Chicago markets, and develop one- and five-year marketing plans.