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Governors State University's Weekly Newsletter

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*"Henceforth I ask not good fortune, I myself am
good-fortune."*

Walt Whitman

The Wait Is Over: Public Administration Set for Accreditation Visit

After months of work and preparation, the Public Administration program is ready for the visit by the accreditation team from the National Association of Schools of Public Affairs and Administration (NASPAA). The team will visit the College of Business and Public Administration, March 10 – 12. To help assure the highest standards of quality, GSU seeks accreditation for each program where there is an independent accrediting body. Thirty one of GSU's 46 undergraduate and graduate degree programs are independently accredited.

Disappointing Enrollment Numbers Bring Changes in Marketing Plans

"We've got to do a better job getting name recognition for GSU and attracting students to our programs," said Chuck Connolly, interim executive director of Enrollment Management. He announced five initiatives. First, a new advertising campaign with the *Southtown/Star*, to be launched March 15. It will assure that GSU has a presence in *The Daily Southtown* four days a week and *The Star* each Thursday, for a total of five exposures a week. The *Southtown/Star* circulation in GSU's primary recruiting area is 408,515, compared to 314,755 for the *Chicago Tribune* and 302,885 for the *Chicago Sun-Times*. "This is actually a radical plan," Connolly said. "You can count on the fingers of one hand how many schools have made this kind of commitment. But our analysis shows it can pay off." Second, information sessions for specific academic programs, in addition to a university-wide open house on May 1. Third, a web-based advertising campaign to be launched by mid-year. "Most prospective students surf the net before they contact a university," said Larry Polselli, executive director of Enrollment Services. "It's clear we need more of a presence." Polselli chairs a task force identifying marketing opportunities on the web. Fourth, a program that targets recruiting Latino students. Fifth, a study to identify marketing opportunities for GSU. The market research study will identify programs in the greatest demand, needs of employers in the area, preferred method of delivery, etc. The RFP has already been posted.

First Annual Women's Conference This Month At GSU

On March 27, Student Life and the Women's History Month Committee will present GSU's first annual "SHE Women's Conference" in celebration of Women's History Month. The day-long event will feature speakers, performers, and workshops – all geared toward issues related to women in the 21st century. (The conference is named "SHE" for "Sharing History and Experiences.") Senator Debbie DeFrancesco Halvorson is the distinguished guest speaker. Dr. Wendy J. Marshall, from the Center for Surgery and Breast Health in Joliet, is the afternoon keynote speaker. Scheduled workshops include "What's Love Got to Do with It," by Dr. Beverly Urban, professor of Social Work; "Shaping Family Values," by Dr. Susan Kinsey, professor of Education; and "Exploring Entrepreneurship: How to Start and Strengthen Your Own Business," by Hilary Burkinshaw, director of the Small Business Development Center. The conference will

be from 8:30 a.m. to 4:30 p.m. Registration is \$35, with a registration deadline of March 19. For more information, call 708-534-4555. Registration forms are available online.

Deal Done: Ink Dries on ELS

As previously reported in *GSUniverse* (November 7, 2003), ELS Language Centers – a private company that teaches English to international students at university campuses in the U.S. and U.K. – has been in negotiations with Governors State to make GSU one of the company's 30 host sites. Negotiations have been completed; the deal is signed, the ink dry. ELS will bring its first cohort of students to the university in September. The agreement establishes new sources of revenue for GSU on two fronts. First, ELS will pay a fee for the use of classrooms and equipment. Second, it is expected that a number of graduates from the ELS program will continue their educations at GSU. Concomitant with these new revenue sources, ELS's presence on campus will, by necessity, mean the inclusion of GSU's name and image in the company's own promotions and marketing. "This agreement provides a significant opportunity for GSU as we continue efforts to diversify and globalize," said Dr. Eric Martin, assistant provost and director for the Center for Quality. "International students will gain English proficiency fast through ELS coursework, which is widely accepted in lieu of TOEFL for admission to U.S. universities."

ScholarShip Sails On: Finance

A manuscript by Dr. Heikki Heino, titled "An Analysis of How the Use of Outside Start-Up Capital Hinders Creation of Microenterprises in Mexico," has been accepted for presentation at the Allied Academies International Conference in New Orleans. The conference will be held from April 7 – 10. Another of Heino's manuscripts, "Use and Role of Borrowed Start-Up in the Creation of Microenterprises in Mexico," has been accepted for presentation at the 2nd International Conference on Business, Economics, Management, and Marketing, which will be held in Athens, Greece, from June 24-27.

From Page 1: BOG

Board of Governors Degree Director Diane Balin's presentation at the Council for Adult and Experiential Learning (CAEL) International Conference was front page news for the February *Nontraditional Students Report*. Balin's presentation summed up work done through a HECA grant from IBHE that allowed GSU, Chicago State, Eastern, Northeastern, and CAEL to develop an online prior learning assessment course. At GSU, that course is ENGL 302: Writing a BOG Portfolio. It teaches students how to assess their own prior learning and include it in a written portfolio for faculty evaluation for credit. "This acknowledges adult learners' prior learning," Balin said. "They get credit for what they know and can accelerate their degree completion." Balin added that the process serves as a powerful recruitment tool to bring adult learners back into school. "GSU was one of the first to recognize this, and in the 70's we were just a voice in the wilderness. Now over a thousand schools give credit for prior learning. The challenge is getting student to take advantage of it, so we're working to expand awareness of the process and its benefits."

ScholarShip Sails On: Psychology

Dr. Kate Sori's abstract, "Child Track: When Children are Ill: Strength-Based Family Treatment," has been accepted for presentation at the 62nd Annual Conference of the American Association for Marriage and Family Therapy AMFT Annual Conference in Atlanta, Georgia, in September.

IPPA Director Presents at Home Rule Forum

Dr. John W. Swain, director of the Institute for Public Policy and Administration, lent his expertise to a Village of Matteson forum on February 26. The Village will vote on a home rule referendum in March. Swain's role? "I explained what home rule is and why you should be for or against it." Swain addressed what he called "hot button topics." He said, "Some people think that home rule allows for a massive transfer of power that can very likely be abused. It's really not the case. There is a power transfer, but it's to deal more effectively with municipal affairs." Swain added that another controversy is property taxes. "People worry that home rule means local government will raise their property taxes. Research shows that's really not the case, so it really boils down to one question: Do you want your local government to have more power to deal with municipal affairs? Yes or no, take your pick."

ScholarShip Sails On: Business

Lydia Morrow Ruetten, professor of Library Sciences, and Dr. Marsha Katz, professor of Management, recently presented "The Implementation of a New Scholarship Initiative at a State University" at the 11th Annual Meeting of the American Society of Business and Behavior Sciences in Las Vegas. The paper was co-authored by Ruetten, Katz, and Dr. David Parmenter, former professor of Production Management at GSU.

Acknowledged: Organic Chemistry

Dr. Shelly Kumar, professor of Organic Chemistry, received acknowledgement in Organic Chemistry, by Marye Anne Fox and James K. Whitesell, for his review of the new, second edition. The second edition was published in January.

From the Archives or Did We Ever Get This?

Faze 1, March 13, 1972: "THEN THERE WERE 45,000...GSU is still waiting for the \$45,000 in capital funds Governor Ogilvie said he would release at a recent speech at Olympia Fields. Bill Engbretson [GSU's first president] recently sent photos from that speech to the Governor with captions. The chuckles still haven't produced the desired money."

Faze 1, March 13, 1972: "ISSUES IN WOMEN'S STUDIES...Paula Wolff, Instructor, Dept. of Political Science, Northern Illinois University, will be the guest in the third meeting of this module. She has had wide experience, including serving as Research Assistant on the Committee for Illinois Government, Governor Ogilvie's Legislative liaison to the Sixth Illinois Constitutional Convention, and also Campaign Advisor for Mary Lee Leahy, Chicago aldermanic. The topic, 'Women in Politics,' is open to interested persons."

Faze 1, March 13, 1972: "PARENT STUDY GROUPS...How do I get Tommy to eat his dinner? Why do the children argue so often? How can I get Sally to bed on time? How can I get my children to act responsibly? Several study groups to deal with these kinds of questions will be started in the next couple of weeks as part of the module 'Practicum in Parent Study Group Leadership.' Interested parents or groups should contact Jon Carlson or Ed Stormer, coordinators of the module, for more information."
