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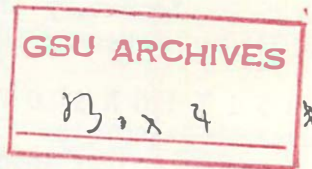
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Governors State University
Park Forest South, Illinois 60466



All wonders you seek are within yourself ...

Author Unknown

October 13, 1978

Vol. 7, No. 55

TO: ALL PROFESSIONAL STAFF
FROM: LEO GOODMAN-MALAMUTH

H I G H M A R K S F O R M A R K E T I N G

The recently distributed policy entitled Amendments to Policy for Reviewing Requests for New and Expanded Programs and for Conducting Annual Academic Program Reviews is not to be considered in effect. It is being withdrawn due to an error. The policy will be reissued at a future time.

The in-service course "Marketing for Non-Profit Organizations" offered Tuesday, October 10, received high grades from GSU employees according to a brief questionnaire passed out after the course was completed. From the 102 questionnaires received (more than 150 people attended) responses indicated that: 49% felt the program was as good as hoped or even better; 44% thought that the program was excellent; 7% felt it was a fair program; no one thought it was poor. Ninety-five percent believed that the program was of some assistance to their work at GSU.



"Executive Director Alice Lockwood, this is the Lord speaking. Because of your exceptional executive ability, I have chosen you to lead the movement to get women out of the job market and back in the home where they belong."

When asked what type of program the participants would be interested in, 33.3% specified professional interest (business, managerial and behavioral programs), 26.3% - social issues (i.e. women's courses), 17.3% - cultural issues (i.e. art and sculpture around GSU); 14.7% - political programs; 8.9% - 'other'.

Suggestions ranged from "Let's have more of these to increase our understanding of the marketing problem to "The Administration should have been here to hear this, and our responses to this."

Mr. Dennis Johnson, a recognized authority in the area of college marketing, management, public relations, and admissions, taught the course.

YOU'RE INVITED . . . to a farewell party for Diane Hallisy (UA) who is leaving GSU on Friday, October 20, 3 - 4 p.m., in the PCA. Come say good-by.

GSU CLASSIFIED . . .

Vacant Civil Service Job Classifications as of October 5, 1978:

09/06/78	Secretary III Trans	BPS
09/22/78	Accounting Clerk I	BO
09/26/78	Building Service Workers	B&PO
09/26/78	Building Service Sub-Foreman	B&PO
09/26/78	Secretary III Trans	LRC
10/02/78	Secretary IV Steno	SAS

POSITIONS OPEN . . .

Research Associate - EAS

Work on project involving sulphur & lipid incorporation in coal progenitors, 1/1/79 thru 6/30/79. Qualifications: MA, exper. in gas chromatography, gas chromatography/mass spectrometry, and organic geochemical research. Apply to DONALD DOUGLAS (EAS) X 2410 by November 1, 1978.

Univ. Prof. of Nursing - SHS/EAS

Instruct nursing students in a competency-based curriculum leading to a BSN or MSN. Student advisement, curriculum planning and development, and clinical supervision. Begin Dec. 1 or ASAP. MSN with a clinical specialty in either Community Health or Maternal Child Health req.: doctorate, prev. teach. exper. desir. Apply to DONALD DOUGLAS, X 2410 by November 1, 1978.

Univ. Prof. of Commun. Dis. - EAS (Search exten.)

Teach classes in Speech and Language Development, Sociolinguistics, Language Disorders of Children, Neuropathologies of Speech; supervision of off-campus practicum experiences, advisement of students, curriculum planning and evaluation and academic committee assignments. Begin Jan. 1, 1979. Doctorate & ASHA Cert. of Clinical Competence in Speech Pathology pref. Apply to DONALD DOUGLAS, X 2410 by December 1, 1978.

Univ. Prof. of School Psych. - HLD

Teach indiv. assessment of intelligence and personality, superv. practicum students in grad. program, assist program planning. Start December 1. Ph.D. req., experienced, licensed school psychologist. Apply to CLIFF EAGLETON, X 2355 by November 5, 1978.

Univ. Prof. - BPS

Teach marketing courses, upper division undergrad. & grad. programs, starting January 1 or September 1, 1979. Ph.D. or D.B.A. preferred; A.B.D. req. Apply to DEAN MILAM, X 2241 by December 1, 1978.

POSITIONS OPEN (Cont'd.)

Univ. Prof. - BPS

Teach Management Info Systems, upper division bachelors and masters level; primary emphasis on systems concept & data processing. Begin January 1 or September 1, 1979. Ph.D. or D.B.A. preferred; A.B.D. req. Apply to DEAN MILAM, X 2241 by December 1, 1978.

Univ. Prof. - BPS

Teach upper division undergrad. & grad. accounting courses, includ. taxes and auditing. Begin January 1 or September 1, 1979. Ph.D. or D.B.A. preferred; A.B.D. req. Apply to DEAN MILAM, X 2241 by December 1, 1978.

Univ. Prof. - HLD

Teach Human Communication Theory; interpersonal, mass, organizations, intercultural communication. Begin September 1, 1979. Ph.D. in Communications preferred; strong research interest and experience desirable. Apply to DR. CLIFF EAGLETON, X 2355 by December 31, 1978.

Graduate Assistants - CCS

Work under the supervision of the Assoc. Dean for Academic Affairs and the Assoc. Dean for Administrative Services.

B H E . . .

- (1) Associate Director for Academic and Health Affairs - Contact Robert A. Wallhaus, BHE;
- (2) Research Associate - Contact Dr. Richard Wagner, BHE;
- (3) Assistant Director - Contact Dr. Richard Wagner, BHE;

OR contact Placement Office for details.

P U B L I S H E D . . .

YOUNG KIM (HLD) with her "Inter-ethnic and Intra-ethnic Communication: A Study of Korean Immigrants in Chicago," in Nemi C. Jain (ed.), International and Intercultural Communication Annual, Vol. 4, published by the Speech Communication Association.

G S U i n g s . . .

MOHAMMED KISHTA (EAS) co-presenting a paper entitled "Bioethical Decisions for 2001 and Beyond" at the National Science Teachers Association convention in Milwaukee, Wisc., Nov. 2-4...CHARLES OLSON (BPS) hosting a reception for Sen. Charles Percy to be held at GSU next Wednesday in the HOG. Dr. Olson extends an open invitation to the GSU community to come and meet the senator between 4:15 - 5 p.m....LOWELL CULVER (BPS) being selected as a NASPAA Faculty Fellow for 1978-9. Dr. Culver will work with the Midwest Regional Office of the Economic Development Administration, serving as an Urban Program Specialist...KEN SILBER (HLD) being congratulated on his outstanding contribution as a keynoter & participant for the Fall IL. Audiovisual Ass'n Mtg. in Peoria.

THE CHRONICLE

of Higher Education

April 19, 1976 • 75c
Volume XII, Number 8

One Professor Cared

By Dennis L. Johnson

DURING her senior year in high school, Jane wrote to Eucalyptus University as part of the routine of applying to colleges. After two weeks, she received a mimeographed letter outlining the personal nature of a Eucalyptus U. education. The accompanying application forms were more complex than an income-tax form and, of course, asked for \$20.

Several days later, Jane telephoned Eucalyptus U. After 17 rings, an operator answered and placed her on "hold" for four minutes. When the operator returned to the phone, she asked, "Are you through?" And when Jane finally reached the admissions office, a secretary told her "the director is not taking any calls and the rest of the staff is out. Could you call back tomorrow?"

Jane was persistent and scheduled a visit to Eucalyptus. There were no directional signs when she drove onto the campus, so she found a parking space near what looked like an administration building. It wasn't. She met two professors and a student—and none of them knew where the admissions office was.

Twenty minutes later, success. The admissions office was busy and loud, but finally a receptionist confronted Jane: "Do you have an appointment?" Jane said she did, but the receptionist informed her that the director was not available and that she would have to see a student assistant (who turned out to be transferring from Eucalyptus and was less than enthusiastic about the university).

In spite of her experiences, Jane enrolled that fall. Registration was like a lottery; she was enrolled in two classes, via computer, that were

completely out of her field. She was interested in pre-law, and her assigned counselor was from the chemistry department. There was a major error in her tuition bill. Her dorm room had not been cleaned, and her roommate was taking drugs. It took two weeks to get her room changed, and she fell behind on her homework.

One of Jane's professors made her buy two textbooks—both of which he had written. Another was late every day and missed several classes altogether. Another just read his notes—and didn't even do that very well.

But one professor cared, counseled, and gave Jane the attention that made the difference. Jane is still attending Eucalyptus U. because one person understood that colleges exist to serve their students.

Young, sensitive minds need support, not confrontation—and this

'Registration was like a lottery; she was enrolled in two classes, via computer, that were completely out of her field. She was interested in pre-law, and her assigned counselor was from the chemistry department'

does not apply only to the classroom. Telephone operators, secretaries, groundskeepers, business-office personnel, and other staff members are

part of the lifeblood of a college. They often lack degrees and professional training, but their roles are important. They greet students, bill them, comfort them, delay them, frustrate them, inform them.

Administrative personnel in student-affairs offices have a special function. They provide the "home-away-from-home" counsel that makes a student comfortable. Theirs should not be a job but a labor of love. They ought to ask themselves questions of this sort:

▶ Are the forms, guidelines, rules, and regulations necessary? Or are they part of a system that just evolved?

▶ Can students understand the regulations that *are* important? Or are they written in "educationese"?

▶ Within reason, is the office door open, or just slightly ajar?

▶ Are students involved in the planning and implementation of policies that affect them?

The Role of Faculty Members

The role of the faculty member is even more basic: to be the teacher he or she always wanted to be. A caring professor sees a student as both a consumer and a product. While the student is learning and paying a price in time and money, a product is developing. The result can be positive or negative, and those who influence the result have a grave responsibility. The most positive words a college can hear about itself are, "The professors really care." If faculty members approach each class, each term, each year with enthusiasm, the college is alive and well.

Dennis L. Johnson is president of Johnson Associates, an educational consulting organization in Oak Brook, Ill.

EVENTS

SATURDAY, October 14

10:00 a.m. - 9:00 p.m. "Sexuality and the Work World" Workshop (EAS Lounge)
12:00 and 3:00 p.m. Children's Movie: "A Boy Named Charlie Brown" (EH)

SUNDAY, October 15

10:00 a.m. - 3:00 p.m. "Sexuality and the Work World" Workshop (EAS Lounge)

MONDAY, October 16

10:00 a.m. - 12:00 noon Academic Council (PCA)

TUESDAY, October 17

9:00 a.m. - 11:00 a.m. BOG-BHE Budget Review Comm. (PCA)
10:00 a.m. - 4:00 p.m. Senate Sub Comm. Mtr. on No Fault Insurance (B1501)
12:30 - 4:30 p.m. BOG-BHE Budget Review Comm. (PCA)

WEDNESDAY, October 18

12:00 noon Theology for Lunch: "On Learning How To Think About
Morality and Art by Reading George Eliot - Prof. Dan
Bernd (E1105)
1:00 p.m. - 3:30 p.m. Degree Plan Review Committee
4:15 p.m. - 5:00 p.m. Senator Charles Percy (HOG)
7:30 p.m. "U.S. and Ill. Elections" - Speaker Ex-Gov. Dan Walker (EH)

THURSDAY, October 19

8:30 a.m. Admin. Council
1:00 p.m. - 2:30 p.m. Acad. Affairs Meeting

FRIDAY, October 20

9:30 a.m. Health Serv. Admin. Meeting
1:00 - 8:00 p.m. Movie: "Julia" (EH) (Continuous Showings)

SATURDAY, October 21

12:00 and 3:00 p.m. Children's Movie: "Charlotte's Web" (EH)

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OUR DEADLINE . . Wednesday noon. Send news to Joan Lewis,
Editor, Faze I, c/o University Relations.

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DIAL "INFO LINE" 534-0033 FOR RECORDED UNIVERSITY ANNOUNCEMENTS

NOTICE OF ACTING POSITION

Dean Vorwerk, as President Goodman-Malamuth's designee, announces his intention to fill the position of Coordinator of the BOG Program on an acting basis. Any person interested in holding this position on an acting basis and as described below should submit a one-page letter of application stating qualifications to Dean Vorwerk before 5:00 p.m., Monday, October 16, 1978.

Dean Vorwerk will receive the advice of a committee of five persons (appointed by him) who will screen the applications. The Dean will make the selection and will be guided by the Committee's recommendations.

Those applying should have had to some degree the following experiences:

1. Background in experiential assessment.
2. Have a doctorate.

Conditions:

1. As per University policy, the position carries a 10 percent increment to the current salary base.
2. The position terminates June 30, 1979, or when a permanent Coordinator for the BOG Program joins GSU, whichever comes first.

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