

E-QUILL for September 2004

An email newsletter for Dalton State College faculty and staff

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Meet Mindpower – “for smart marketing”

On Wednesday and Thursday, September 8-9, **Mindpower, Inc.** will be on campus to meet with students, faculty, staff, alumni, and administrators to learn more about life on the DSC campus. Over the next academic year, the minds of Mindpower will be involved in branding and positioning activities which will include a review of past marketing efforts, comparison with our competition, and on-site collaboration and qualitative research that will lead to the development of a “powerful unifying idea” and positioning recommendations. In terms of “collaterals,” the College will receive a new “family” of print materials, web site revision, advertising concepts, recruitment strategies, publication templates, photography, logo development and graphic identity standards.

The campus community will have an opportunity to meet a few of Mindpower’s representatives on **Thursday, September 9, from 4:00 to 5:00 p.m. in the Presidents’ Conference Room in Westcott**. Please drop by if you get a chance. And visit www.mindpowerinc.com to learn more about the folks who work at Mindpower.

“Welcome Students” activities at DSC continue

Students will have a number of activities to choose from over the coming month or so, including:

Friday, September 10

Sex Signals

10:30 a.m. in the Pope Student Center

Thursday, September 16

Miniature Golf Tournament

Monday, September 20

ThinkFast Gameshow

10:30 a.m. in the Pope Student Center

Tuesday, September 21

3 on 3 Basketball Tournament

Saturday, September 25

American Heart Association Heart Walk

Monday, September 27

Reno Collier – comedian

TBA in Pope Student Center

Sunday, October 4

Ocoee Rafting Trip – all day

Dr. Joe Chapman to perform *An Evening with Gershwin*

On Tuesday, September 21, **Dr. Joe Chapman** will return to Dalton State to perform *An Evening with Gershwin*, beginning at 7:30 p.m. in the auditorium of Memorial Hall. Selections range from “I Got Rhythm” to “Rhapsody in Blue,” with many other time-honored favorites composed by George Gershwin. The program will include such well-known selections as “Strike Up the Band” and “Rialto Ripples,” along with highlights from the monumental “Concerto in F.” Dr. Chapman is a Professor and Coordinator of Music at North Georgia College and State University in Dahlonega. He serves as Director of Keyboard Studies and Coordinator of the NGCSU All American Piano Celebration.

Alumni & Friends 2004 Scholarship Golf Tournament – set for October 4

The Alumni & Friends 2004 Scholarship Golf Tournament will take place at the Dalton Golf and Country Club on Monday, October 4. Two Select Shot tee times, one in the morning and one in the afternoon, will be available for golfers. Lunch will be served beginning at 12:00. The cost is \$500 per team or \$125 per person. The tournament, as in previous years, is sponsored by BB&T. Proceeds from the event will be used to benefit the Alumni & Friends Scholarship fund, an endowed scholarship that provides deserving students with tuition assistance. Other sponsorship opportunities include sponsoring a team, at \$1,000; a hole, at \$250; or a cart, at \$100. Call **David Elrod** at 4473 for more information.

***THE MONTHLY TATTLER* FOR SEPTEMBER**

Happy Labor Day weekend to all! Whether you’re staying close to home or traveling this weekend (not to Florida I hope), I trust you can relax just a bit. Here are some updates and late-breaking tidbits.

1. First of all, I want to thank the entire college community for the smooth start with which fall semester began. The levels of cooperation and preparedness evident across campus enabled us to accommodate our students quite nicely, from what I can gather. Problem areas were few and far between. Our enrollment for the term still lags a little behind where we were this time last year, but we will be making a significant media push for C Session classes with the thought that this will help make up the remaining difference. You’ll see ads in area newspapers and hear radio spots to this effect; should you run across someone who might have an interest and who is not currently enrolled this semester, please refer him/her to Enrollment Services.

2. As I reported to you yesterday, we are preparing to accommodate the Red Cross on campus, should that become necessary. This morning's report shows Hurricane Frances weakening just a hair and slowing marginally, but it's still anybody's guess what will happen next. It now appears that the heaviest weather will reach us on Tuesday, so we'll just take it a day at a time and monitor the situation closely. I think we will be able to continue normal operations throughout, but be sure to consult a local television or radio station Tuesday morning just in case.
3. As perhaps you've noted in the media, the state's revenue collections continue to be sluggish. And as I reported to you at the August 17 Faculty Retreat, another budget reduction appears inevitable. I believe we are prepared for this one, but a furrowed brow must now be cast over the horizon toward the new budget year beginning next July 1. We'll get out the sharp pencils, crack open the ledger books, and don the green eyeshades to see where we can economize between now and then. No immediate danger here, but it pays to be prepared. I'll provide further updates as events unfold.
4. Our external marketing consultants from **Mindpower Inc.**, will be on campus next week for a series of focus group sessions as they begin the research phase of their work with us. Many of you have been asked to participate in these sessions, and I believe an open session has been scheduled as well. Your participation in these conversations is greatly appreciated, since the result of all this will ultimately produce new marketing/image development tools that will help take the institution to the next level. Likewise, the external physical master planning consultants from **Sasaki Associates** will be on campus the week of September 20-24 to conduct focus group sessions in connection with our new physical capacity growth plan. Again, many of you will be asked to participate in those sessions as well. Good stuff will come from both of these important efforts.
5. There is late word that the College's proposal to assume responsibility for the Early Childhood Education bachelor's degree currently offered in Dalton by the State U. of West Georgia *may* be considered for approval by the Board of Regents at its October meeting. If approved, the transition will begin in the fall of 2005, and should be complete by the fall of 2006. I'll keep you posted on further developments.
6. Finally, please remember that my annual "**Cracker Barrel**" session with interested faculty and staff will take place on **Friday, September 10**, beginning at **12:30 pm** in the Library Conference Room. I'll be happy to field any questions you may have or to blivate on any issues you may wish to place on the table for consideration. Just think of this as a "Stump the Professor" opportunity. Your participation and input will be welcomed.

Yours in Flower Power,

JAB

Transitions

Welcome to:

Edgar Black, Plant Operations

Chad Cicci, Business Administration

Valerie Cutrale, Business Administration

Ruth Grossman, Lab Coordinator

Cynthia Jones, Enrollment Services

Jamie Petty, Financial Affairs

Jackie Reed, Financial Aid

A Fond Farewell to:

John Hebestreet, Humanities

Campus Watch

Dr. David Boyle, Chair of the DSC Social Work Department, and Dr. Michael Meacham, Associate Professor of Social Work at Valdosta State, have been awarded a \$5000 Global Partnerships Grant by the USG Board of Regents for 2004-2005. The grant will be used to develop a joint program of social work international education with the University of Veracruz in Mexico including social work credit classes in Jalapa, Veracruz, with a cultural immersion element in the summer of 2005, student and faculty exchanges, and joint teaching and research. Additional external funding is expected. The project will build on Dr. Boyle's ten years of experience in international professional education at UGA and DSC and will offer additional financial and educational resources to DSC social work students.

Birthdays for September

4 Don Bowen
5 Lynn Morse
8 Laura Rose
11 Dick Hennier
12 Jodi Johnson
14 Lee Ann Cline
Mike Hoff
15 Sonja Parker
Creig Tudor
18 Lisa Bishop
21 Norm Presse

Lorie Stennett
23 Tim Meyer
Tony Simones
27 Cary Brown
29 Lamar Lively

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