

The

sider

A Publication for Employees of William Rainey Harper College

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Harper's Marketing Strategies Right on Target

You've probably noticed the splashy new publications set out around campus. *Earn Credit for Your Weekends!* and *How Did I Get a 7 am Math Class?!!* and *Professional Careers in Business and Opportunities for Older Adults*.

But these are only a sampling of Harper's marketing efforts. Other strategies—many less visible—are also in the works.

"Marketing at Harper College is viewed as being everyone's responsibility," said Bonnie Henry, vice president of Student Affairs. "It is performed by people in the programs and departments of the College as well as in two offices, Admissions Outreach and Publications and Communication Services." She added that various College committees direct the marketing efforts, and that they work to attract and retain students and to enhance the image of the College.

"Back in 1988, the Institutional Marketing Committee solicited marketing strategies from faculty and staff members in all areas of the College," said Bruce Bohrer, IMC committee chairman and director of Admissions. "We received more than 200 suggestions!" These strategies were then discussed, prioritized and forwarded to the Enrollment Planning Committee for evaluation. Once approved, they were given to the appropriate areas for planning and implementation. "Many of these strategies are now underway," he noted.

The marketing strategies target both general and specific student populations—including traditional aged students, seniors, homemakers, minorities and individuals employed in business and industry.

What are some of the strategies?

Examples of strategies to target traditional aged students include:

- * Hosting an annual on-campus visitation day for high school seniors
- * Publicizing the transferability of Harper's coursework
- * Publishing alumni success stories

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The President's Message

The **LISTENING POST** has been going on for the past several weeks. I want to thank those of you who suggested this forum as a way to continue the dialogue we started at the retreat. While it is not meant to be a decision-making or problem solving arena, it gives me the opportunity to hear your ideas, your thoughts, and your concerns. It also gives me and the participating administrators important perspectives and a feel for the environment in which you function. It is refreshing to see how many of you have taken the time to share your thoughts with us. As we continue this weekly **LISTENING POST**, Board members will also participate.

Examples of some questions and issues that have surfaced in these sessions may be of interest to you, so I will deal with some of them in this column.

What is the possibility of establishing a relationship with Northern Illinois University so that their faculty can come and teach at our campus and enable our students to complete a baccalaureate degree?

This is a very viable plan and would be most ideal for our homebound students. There are several constraints which have hindered this from becoming a reality. First is our own space constraint. We are bursting at the seams with our own classes, and we have had to use extension centers for some of our courses. Secondly, according to President LaTourette of Northern Illinois

University, they have difficulty finding faculty who will go to the suburbs to teach. Thirdly, Roosevelt University sees Northern Illinois as formidable competition for students in this area due to NIU's comparatively low tuition. NIU is sensitive to this and is therefore careful about moving to establish undergraduate level offerings. I am optimistic, however, that such a tie will occur in the future. A task force through the Illinois Board of Higher Education is looking into a consortium that would provide such baccalaureate opportunities in underserved areas. The Harper district, along with Elgin and McHenry, have been identified as underserved areas, thus putting us in a priority position for a link with a four-year public university.

Right now a consortium exists which includes Barat College, DePaul University and Northeastern University. The degrees offered, however, are limited to the social sciences.

I hear that we have cut back on our capital outlay and that there are very limited funds in 1992-93 for capital purchase.

We have not cut back on our capital outlay. It is actually at the same level as last year. For planning purposes, there are approximately one million dollars for capital outlay in the Operations and Maintenance Fund and \$839,297 in the Education Fund. However, we are giving priority to computer equipment in order to bring us up to date in this area. We are sadly far behind comparable community colleges in computing technology. We must therefore pursue our five-year plan as aggressively as we can so we do not fall behind again. Some departments will experience less funding for non-computing equipment in the coming budget year; however, others will be able to purchase at the same or at an increased level, depending on our institutional priorities.

Salary for adjunct faculty is so low. Is there anything we can do about this?

Each year we have adjusted the salary levels for adjunct faculty. We also do annual surveys of adjunct faculty salaries in surrounding community colleges. Harper's salary is competitive by comparison. We value highly the services of our adjunct faculty because they provide expertise from their full-time professional work and bring a perspective that enriches our academic environment. This is particularly important for students in business and career programs. They have also made possible our ability to contain salary costs. As you are well aware, education is labor intensive, and nearly 80 percent of our budget is spent on salaries. I recognize the difficulty we have in keeping an appropriate balance between the numbers of full-time and adjunct faculty and the way in which these services are remunerated. Together with Dennis Conners, I will continue to review the compensation program for our adjunct faculty and those responsible for keeping our academic programs at the level of quality we all expect.

Will cutbacks from the state affect our salaries this year?

Yes. I think that we should be prepared for a downward adjustment in our expectations for salary increases. There will definitely be fewer dollars for fiscal year 1992-93. As we look into the future, we anticipate another year of very difficult times for the State of Illinois. This spring, our state appropriations were cut back approximately \$230,000. The coming year presages additional cutbacks. When legislators are, in addition, contemplating a five percent tax cap for all public entities which rely on property taxes for revenue, it becomes very obvious that Harper cannot exceed its revenue without putting the College in a precarious financial situation in the near future.



FOCUS ON

Physics Department

If you ask people on campus to define physics for you, you'll get a myriad of responses. "It's a science," one suggests, while another adds, "I think it's a combination of math and science." Another (perhaps more honest) says, "Gee, I really don't know."

So, we posed this question to Bob Boeke and Betty Windham, Harper's full-time physics faculty members.

"Physics is basically the study of the world around us that doesn't deal with biological processes," Windham says. "Although," she's quick to add, "chemistry and biology do lead to physics."

Harper offers seven physics courses. "All the courses we offer are university level courses," Boeke says. "They all transfer and fulfill university physics requirements. The courses range from *Mechanics, Heat and Sound* to *Electricity and Magnetism* through *Wave Motion, Sound and Light*.

Course Sequences

The physics department offers two sequences. The first is geared toward engineering, math and science majors and is more theoretical. The second, aimed at health science, biology, architecture and electronics technology students, is less math oriented and more practical and hands-on.

Three other courses, offered for liberal arts majors, are *Physical Science Survey*, *Energy and Society* and *Physical Science* (with lab component).

Curriculum Changes

"Physics has been undergoing significant changes in the past 15 years," Boeke says. Electronic calculators and personal computers now allow teachers to demonstrate arithmetic and math functions that they couldn't show to students before. "It just took too long to do the calculations," Boeke says, to which Windham adds, "The computations are now within the capability of the students."

This technology has also enabled physics practitioners to collect data more quickly and measure it in smaller increments. Therefore, instructional materials have required updating. "Our students are doing more than a checklist approach," Windham says. "They're analyzing data."

Both Boeke and Windham agree that communication skills are vital for today's engineer (the most common career track for physics students). Therefore, to polish these skills, their students must submit reports on their lab results. Some of these run 20 pages, and students are expected to take data, analyze and interpret it, and then draw conclusions. "Being able to communicate orally and in written form is essential for today's scientists and engineers," Windham says, and more than 250 students now enrolled in Harper's physics and physical science offerings are learning how.



Physics faculty members Betty Windham and Bob Boeke discuss the computer interface device for charging and discharging a set of capacitors.

INSIDER'S VIEW of John Knudsen



While Art Professor John Knudsen has many interests, he considers painting and drawing to be his passions. And, since buying a second home in Michigan last fall, he spends as much time as possible there at an easel. "I do a lot of painting when I'm there," he says, adding that his latest subjects have been the passenger ferries of the Great Lakes.

In the past few years, John has been invited to show his work at the University of Minnesota and at the Barrington Arts Council. He admits, though, that the commercial aspect of his work is less important to him than the creative.

However, he'd love to open a working gallery in Michigan some day and hold printmaking workshops to teach the techniques of engraving, lithography, etching, woodcutting and silkscreening. "I think I'll always have my hands in teaching," he explains.

John is now Harper's longest tenured faculty member. A member of Harper's pioneer faculty, he was among the first three hired by the College in 1967. "I had always wanted to teach at the college level," he says, adding that before coming to Harper, he'd taught at both the elementary and high school levels. "When you teach at the college level though," he says, "you're dealing with the essence of learning—and there are no discipline problems!"

Born: Brooklyn, NY. Moved to Michigan when he was seven and to Chicago when he was fifteen. (His father was a minister.)

Education: BA Luther College, Decorah, Iowa; MFA State University of Iowa, Iowa City

Family: Wife, Karen; son, Michael (a Harper graphic designer), and his wife, Mercedes; and daughter, Anne

Interests: Painting and drawing are his first loves, but he is also interested in collecting and repairing Oriental rugs (he serves as the president of the Chicago Rug Society) and collecting folk art and antiques.

If time and money were not a problem: I'd go to Paris to live (and eat croissants every morning).

I would like to learn: Lots of languages.

One thing I've learned in life: Let people be.

The best thing my parents taught me: They were very supportive, respected my abilities and let me be me.

Favorite foods: Bread pudding from the Red Rooster in Mineral Point, Wisconsin, (although Harper's holds a close second!) and homemade apple pie.

Favorite books: *A Prayer for Owen Meany* by John Irving, and *Chronicles of Vampires*, a trilogy by Anne Rice.

Favorite movies: *The Sporting Life* with Richard Harris, *Cinema Paradiso* and *Paris, Texas*

I don't care much for: shredded coconut and rock music.

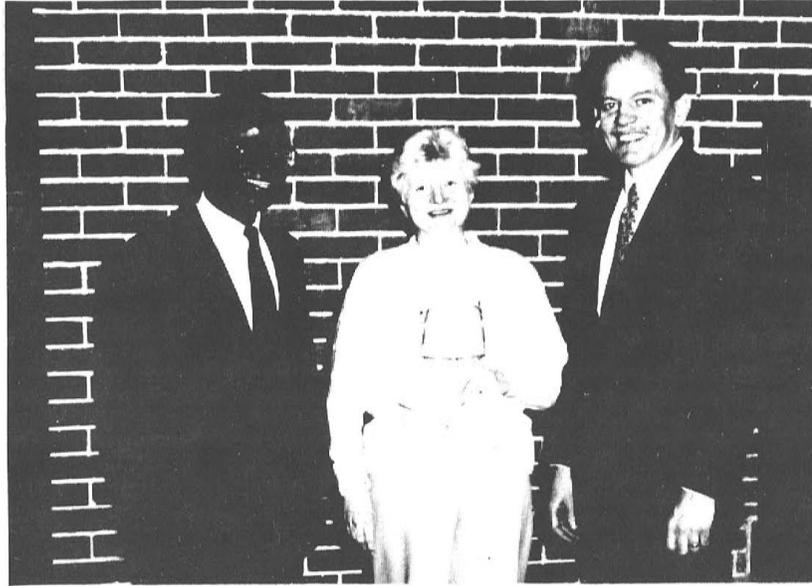
Annual Campaign Nets \$6,800

Marjorie Adamson hasn't yet decided how she's going to use the two United Airlines round trip tickets that she won during the annual Valentine's Day Raffle. But she thinks she may plan a trip to Seattle to spend time with family members there.

Proceeds from the campaign totalled more than \$6,800, and complete the funding of the Harper Employee Transfer Scholarship. This endowed scholarship is valued at \$1,000, and will be awarded annually to a Harper employee's child, spouse or grandchild who is graduating from Harper and transferring to a four-year college or university. The winner must also participate in Harper's graduation exercises.

Other raffle winners include Kathy Hanahan, CAR PLCMT, two night stay at the Woodfield Hilton and Towers; Pat Carney, LIB ARTS, Saturday night stay with "Bubbles and Brunch" at the Hyatt Regency-Woodfield; Sandy Manner, ACA AFF, one night stay and breakfast at the Chicago Marriott-Schaumburg; Maureen Reichmuth, NEC, Friday night stay at the Embassy Suites; Darlene Stewart, Nursing, dinner for two at the Atrium Restaurant; Steve Catlin, REG OFF, "A Day at the Races" for four at Arlington International Race Course; Dave Macaulay, Chemistry, dinner for two at Palmer's Restaurant; and Ann Goldberg, PUB, a cake from Harper's Food Service.

It's not too late to contribute! Send your donation to the Development Office in A323. For information about the scholarship, call the Office of Financial Aid and Veterans' Affairs at extension 2248.



Frank Azeke, left, director of Development, and President Paul Thompson present two United Airlines round trip tickets to Marjorie Adamson. Marjorie, who works in Harper's bookstore, won the tickets during Harper's annual Valentine's Day Raffle.

Harper Retirees: We'd like to hear from you!

In last fall's *Insider* survey, many readers indicated that they'd like more news about former Harper employees. If you'll take a few moments to fill out this questionnaire (and send a picture, if possible), we'll include your stories in upcoming issues.

Name: _____

Address: _____

Department(s)/division(s) at Harper: _____

Last title: _____

Years of service: _____

Year retired: _____

Hobbies: _____

Do you have a second career or any volunteer commitments?

(If so, please tell us about it.) _____

Additional comments: _____

Fill this in and send to address on back page.

We look forward to hearing from you!

Inside Harper

Service Awards Presented to Harper Employees



Congratulations to Harper employees who reached hallmark employment anniversaries in 1991! During ceremonies held on January 29, faculty and staff with five, 10, 15 and 20 years of service were recognized.

Employees celebrating 20 years of service include (front row, left to right) Gerry Mellenthin, Betty Hull, Audrey Inbody, Joann Powell, Bill Neumann, (middle row) Larry Kent, Mike Brown, Harley Chapman, Molly Waite, Nancy Duffy, Gretchen Vancura, Elaine Furlin, and (top row) Peter Sherer, Joe Sternberg, Paul Holdaway, Larry Knight and Roy Steffen. Each received a Cross pen and pencil set.



Awards for 15 years of service went to (front row, left to right) Carole Lissy, Jack Gallagher, Pat Seitzinger, Michael Grisius, Margaret Scott, (top row) Duane Sell, Paul Szipiera, Tom Johnson, Bruce Bohrer, Ken Dahlberg, Jim Seeck, Solveig Bender and Luz Hansen. These employees each received a quartz desk clock.



Employees honored for 10 years of service include Barb Singer, Yvonne Thompson, Pat Wenthold, Jean Hoffman, Jim Foody, (top row) George Gintowt, Julie Hennig, Michael Vijuk, Marcy Brandt, Will Hoffman, Ernst Rilki and Elena Pokot. Each received a travel alarm clock/calculator.



Five year service pins were awarded to (front row, left to right) Margaret Precilio, Becky Santeler, Laura Adams, Julie Hunter, Suzanne Sons, Marcia Litrenta, Jean Kline, (second row) Marlene Hunt, Connie DeBoey, Anne Frost, Leila Pepper, Mary Severs, Larry Olsen, Keith Jauch, Steve Hill, Sharon Martin, Laurie Miller, Joan Kindle, Fran LaRue, (third row) David Fanizza, Vic Berner, Chuck Gura, Joseph Ward III, and (top row) Jim Blasky, Kay Webb, Raul Arteaga and David Hansen.

Other employees, who were unable to attend the ceremonies, include Ann Dice and Charles Hearn, 20 years of service; Carole Bennett and Jane Thomas, 15 years; Keith Kollenberg, Walter Hughes, Michael Nejman, Caroline Dobbs and Jerome Stone, 10 years; and Ray Stone, Barb Paez, Kevin Geiger and Michele Ukleja, five years.

Marketing Strategies

continued from page 1

Strategies to attract minority students include:

- * Offering grants
- * Featuring minority students in College publications
- * Creating an affirmative action committee

Those aimed at attracting students from business and industry include:

- * The annual Employment Fair
- * Weekend College/flexible class times/shortened semesters
- * Increasing the number of on-site course offerings for area businesses

And more generalized marketing strategies include:

- * Redesigning the newsprint schedule
- * Separating the continuing education and college credit course offerings in the schedule
- * Targeting area newcomers with a brochure and direct mailings
- * Developing the *Your Future Today* brochure

What else do our students need?

But attracting these students is not enough. Once they enroll in courses, they may need further assistance. Therefore, Institutional Marketing has formed a new retention subcommittee to address the needs of varying populations. "Last year numerous retention strategies were developed," Henry said. "These strategies were also forwarded to the Enrollment Planning Committee, which has prioritized and assigned them to appropriate groups."

She adds, "Over the years, Harper's committee approach to marketing has served the College well. It has enabled Harper to implement many new strategies, most of which have become part of the College's ongoing marketing process."

And clearly this strategy must be effective: Harper's enrollments are up!

Ladies and Gentlemen: Start Your Engines

Or, better yet, before you do—check with the Information Center in Building A to see if anyone else needs a ride.

The Student Senate has initiated a new carpooling system, and those interested can sign up now. Josh Novak, vice president of the senate, says, "Basically, this got started because we thought it was a really great idea." He adds that anyone who is interested may sign up, and the Student Senate will match the riders.

"I feel really positive that the program will do well," Novak says, noting that an on-campus survey in December netted 50 responses.

So, before you buckle up next time, check at the Information Center. You'll save gas—and perhaps even make a new friend!

Silver Anniversary Taskforces

Thank you to all who have signed up to work on the Silver Anniversary taskforces. Some committees have already met and started working. Others will be meeting soon. If you have not been contacted yet, it's not because you've been forgotten. Many committees are chaired by community members who will contact you as soon as they set a meeting date. If your name is not on the following list, call Patty Roberts or Sylvia Kingsley in Media Relations, extension 2279. The success of the Silver Anniversary Celebration depends upon the cooperation and involvement of the entire Harper community.

Kickoff Picnic

(August 23, 1992)

Laura Adams
 Jim Blasky
 Rich Bernstein
 Bruce Bohrer, co-chair
 Judy Dincher
 Amy Hauenstein, co-chair
 Pat Mulcrone
 Michael Nejman, co-chair
 Lydia Omori
 Allison Passaglia
 Mary Polniaszek
 Peg Smith
 Linda Soto
 Nimi Tobaa
 Renee Zellner

Dignitaries Reception

(September 18, 1992)

Sharon Alter
 Barbara Barton, co-chair
 Eugenia Chapman
 Kathy Gilmer
 Virginia Hayter, co-chair
 Chris Kranz
 Liz McKay
 Jeannette Muench
 Jessalyn Nicklas
 Jeanne Pankanin
 Don Sedik
 Jane Thomas
 Donald Truitt

Silver Anniversary Ball

(October 24, 1992)

Joan Fiske
 Carol Geiger
 Joan Kindle
 Jim Lancaster, co-chair
 Augie Melchert
 Glenda Mill, co-chair
 Roger Mussell
 Jacque Mott
 Guido Norini

Arts and Crafts Fair

(December 4-6, 1992)

Felice Avila, chair
 Mike Brown
 Janice Cook
 Steve Dudek
 Joellen Freeding
 Ron Greenberg
 Joyce Grattoni
 Lorel Kelson
 Rebecca McLoughlin
 Glenda Mill
 Rosemary Murray
 Janice Schleser
 Carol Schweitzer
 Margaret Scott
 Bonnie Smith

Sixties Dance

(February 19, 1993)

Jacqueline Blount
 Barb Bednarz
 George Cwik
 Paula Deeken
 Julie Hennig
 Jean Hoffman
 Diane Perhats-Trickey
 Kathy Roach, chair
 Vicki Rowe
 Becky Santeler

Community Open House

(May 2, 1993)

Mary Azawi
 Pat Best
 Cecilia Cooper
 John Cornman, co-chair
 Anita Crawley
 Marianne Holt

Randy Illg
 Mary Ann Jirak
 Peggy Kazkaz
 Bobbye Levine
 Judy Longmore
 Jim McCambridge, co-chair
 Linda Nelson
 Patricia Paulford
 Jan Phillips
 Michael Vijuk

Commemorative Displays

(including Hall/Wall of Fame)

Martha Bolt
 Bev Hoffman
 Jean Hoffman
 John Knudsen
 Marge O'Connor
 Patty Roberts, chair
 Mark Steffen
 Tom Thompson

Listening Post

Each week individual administrators (and on occasion Board members) will be available to listen to any students, faculty, staff, or other administrators who wish to discuss issues, concerns and successes, or to offer input or ask questions.

The Listening Post offers a communication opportunity—not a decision making arena. We hope this channel will provide insights into ways problems can be solved or suggestions on how critical issues might be addressed.

The time, day and location will change weekly. Please watch for this information in the *Bulletin Board*.

Departmental Developments

Congratulations to the staff of Harper's **Nursing** staff for successfully preparing its students! Ninety-eight percent of the nursing students who met the requirements for Harper's certificate in Practical Nursing passed the licensure exam.

In other campus developments, **Carrie Dobbs**, associate professor of English as a Second Language, has co-authored *More Reasons for Reading* with her husband, Frank...Physics Professor **Betty Windham** participated in the National Science Foundation's panel review of grant proposals submitted to the foundation's "Undergraduate Course and Curriculum Development" program.

The eighth edition of Nursing Chair **Judy Dincher's** text *Total Patient Care: Foundations and Practice of Adult Health Nursing*, was recently published by Mosby Year Book. Dincher co-authored the book with Gail Harkness Hood, chairperson of the Health Promotion Unit and associate professor at the University of Connecticut. Contributors to this edition include **Peg Burbach**, **Joanne Leski** and **Peggy Gallagher** of the nursing faculty and **Mary Lou Mulvihill**, retired Harper biology faculty member.

Don Sedik will present "Establishing and Operating a Global Trade Development Center" to members of the National Association of Small Business International Trade Educators. They will meet in El Paso, Texas, in April...Philosophy Professor **Jerome Stone** was elected national co-chair of the working group on Empiricism in American Religious Thought...and **Ted Agresta**, BUS SER/FIN, was accepted into the Association of College and University Auditors. He is also a member of the Institute of Internal Auditors.

Welcome to the newest members of Harper's staff! New hires include **Terri Hayes**, evening nurse, HLTH SER; **Mary Anderson**, clerk, BKSTR; **Elizabeth Weyers**, clerk, ADM; **Ellen Nowickas**, secretary, CE/PS; and **Donna Woodruff**, clerk, PLG RES. Welcome back to **Deneese Ferriera**, BUS SER/FIN, who will work as a cashier. Promotions on campus include **John Ferris**, public service officer, PUB SAF, and **Halina Polakowski**, program assistant, CE/PS. Reclassifications include **Linda Alberts**, testing specialist, and **Vicki Atkinson**, assessment specialist, TEST. Also, Legal Technology adjunct faculty member and attorney **Judith Young** will temporarily coordinate the LTE program.

We send our condolences to **Fran LaRue**, CNS, on the death of her husband, Robert; to **Juanita Bassler**, MCA, on the death of her father; to **Anne Frost**, PUB, on the death of her father-in-law; and to **Marjorie Adamson**, Bookstore, on the death of her sister.

The
insider

The Harper Insider is the monthly Harper College newsletter produced by Publications and Communication Services. We cordially invite all employees to contribute stories and information before the twenty-fifth of the month for the issue published the following month. Please send contributions to PUB, A302, or call extension 2512.

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