

12-1987

## UA28/1 The Personnel File

WKU Human Resources

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## Public Information: Informal - Yet, Very Busy and Exciting



Front Row: (L-R) Mindy Kelly, Pam Cosby, Cindy Lee, Paul Just; Back Row: (L-R) Ted Wilson, Sheila Conway, Fred Hensley, Bob Skipper, Jeff Younglove (sitting)

The Office of Public Information is responsible for providing a vehicle that will promote the name and image of the University. The office solicits the cooperation of faculty, staff, students and alumni.

According to Fred Hensley, public information director, "our job is refreshing and made somewhat easier because Western has a very good reputation, respected academic programs, a faculty that is well-known for expertise in their respective fields, and an outstanding athletic program."

There are three several that provide the framework for the Office of Public Information.

The news bureau is headed by the news editor, Sheila Conway. The area is responsible for the promotion of the academic programs of the University. The order of business is primarily accomplished by featuring faculty and students. The publicizing of University events, special

recognition for award-winning faculty and students, and the compilation of information for various university calendars are important facets of the news bureau. In addition, the staff responds daily to requests from the media concerning WKU's programs and people.

Photographic and radio-television services are coordinated by Bob Skipper and Jeff Younglove, respectively.

Sports information is another important area of interest. Paul Just leads a very progressive area that has the basic responsibility to promote intercollegiate athletic programs. Effectively administering the use of athletics to make a positive statement on behalf of the University is a main consideration of Paul and his staff. Hensley says 75% of a university's image comes from athletic programs. "People read, see and hear about a university's athletic programs long

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# The Personnel File

## Norma Barkman: Life and Two Decades with Computers

Before arriving at Western, Norma Barkman was a school teacher in places like Clarksville, Fort Campbell, and the Panama Canal Zone. Her teaching career suddenly came to an end when Norma developed an interest in computers while living in Panama with her husband, who was in the United States Army.

Norma attended Austin Peay State University where she received a Bachelor of Science degree in mathematics and chemistry. She also has done graduate work in mathematics at Austin Peay. In addition to receiving an education at Austin Peay, Mrs. Barkman met the man that she was to later marry.

Mrs. Barkman became interested in computers in 1964 and she states, "There were few, if any, computer science departments in universities then, therefore, selection was based on educational background and logic aptitude tests." At that time the Panama Canal Company had purchased the first computer in that area of the world and was seeking programmer trainees. Norma applied along with 250 other people. After testing and several interviews, she was accepted as one of the original ten programmers. Upon accepting the position, Norma said goodbye to teaching. While in the Canal Zone, Barkman worked on various applications such as accounting, payroll, warehouse inventory, and shipping. She developed her programming skills in on-the-job classes taught by instructors who were brought in to teach computer languages and techniques. Her progress was fast and her teaching background came into use again as she began to teach the programming classes to all new trainees. After four years of programming, she was promoted to systems analyst. While in that position, Norma designed a tolls study using several different algorithms for assessing tolls to ships that transited the canal. She found the project to not only be stimulating to design, but also fascinating as she analyzed the cargo and trade routes of ships passing through the "crossroads of the world." She held the analyst position for one year prior to



Mrs. Norma Barkman

relocating to Syracuse, New York.

Upon arriving in Syracuse, she landed a position with Bristol Laboratories as a programmer/analyst. There she was assigned to the systems programming group. She comments, "the work at Bristol was quite different from any other programming that I had done." Instead of concentrating on application systems, she was learning operating systems and doing research on software packages that were just beginning to be available. After spending over five years in Syracuse, Mrs. Barkman and her husband moved to Bowling Green with two new acquisitions, a twin boy and girl.

In Bowling Green, she patiently waited for the right job offer to come along. She states, "I was offered a position at two corporations, but I turned them down with the hope that I would be hired at Western. One year later I was hired as a programmer." That was October, 1979 and Mrs. Barkman is still on the job doing what appears to come natural. She is pleased with her employment at Western, "I feel the wait was well worth it." She continues, "Since coming here, I have been able to take programming language classes

and learn fourth generation languages through personal study and seminars."

At Western, she is responsible for the "financial systems" which include faculty/staff payroll, student payroll, financial aid, accounting, and budgeting. She explains, "Much of the work that I do in these areas relates to performing maintenance on existing systems. This maintenance can involve a single line of code or it can involve numerous program changes, but the 'bottom line' is to conclude the work as quickly as possible so that any down time can be minimized."

Mrs. Barkman is currently working on a new online cashier system. This system will allow the cash registers in the cashier's office to be replaced by cash drawers and computer terminals on which each transaction will be recorded. While at Western, she has written a financial aid disbursement system and has implemented the student loan system software. She has also done a lot of programming in the budget area which has made budget work easier for several other people. Ms. Barkman also sits on the newly formed committee for Retirement Dinners and Awards and on the

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## Life Insurance Carrier Changes

Western has a new group life insurance carrier, the Fidelity Mutual Life Insurance Company. Fidelity Mutual is chartered in Pennsylvania and was awarded our contract on a competitive bid basis. Our group will be serviced by Mr. Mike Estes from the district office in Nashville. Mr. Estes is a 1980 graduate of Western.

How does the change of carriers affect our faculty and staff? The primary changes are lower premium rates, the additional benefit of spousal coverage, and continued coverage for participants in the optional retirement program. Fidelity Mutual will accept the present enrollment records, so it is not necessary to complete new forms. However, new certificates will be distributed.

Now to compare the rates. Under our old policy, the premium cost was \$0.315 per thousand dollars of insurance, or \$3.15 per month for \$10,000 coverage. The new rate is \$0.249 per thousand and results in a monthly cost of \$2.49 for the same amount of coverage. If the faculty or staff member has \$30,000 of optional insurance, for example, the annual difference is \$23.76 in direct savings for the employee, welcome indeed in these times of rising costs!

The new contract with Fidelity Mutual also provides for continuous coverage of participants in the faculty optional retirement program during the period that they are actively involved in the program. The coverage is not retroactive, however, and will be available to those faculty members who enter the optional retirement plan after October 1, 1987.

The major additional benefit is the available coverage for your spouse, a feature that has been needed for many years. Here is how it will be administered. The amount of life insurance that you can purchase for your spouse is limited to fifty percent of your combined (basic plus optional) life insurance amount, not to exceed \$10,000 which is the upper limit established by state law. The coverage is guaranteed and medical examination is not required. The premium cost will be \$0.219 per \$1,000 per month, or \$2.19 monthly for \$10,000 of coverage—a very reasonable rate. New enrollment is necessary for spousal coverage, and you have been given the opportunity to accept or decline the offer.

The difference in premium rates between spousal and employee coverage is because the spousal coverage does not provide double indemnity (A.D.D.) in case of accidental death.

We are pleased to offer these lower rates and expanded coverage and hope that our employees will continue to take full advantage of the benefits program.

If you have questions regarding the group life insurance plan, or other benefits, please call Bettie Flenner (5346) or Jim Tomes (5347).

## Personnel Changes

- Rickie Ashby**—from Bookstore Clerk to Sundries/Supply Supervisor, College Heights Bookstore
- Nancy Baird**—from Reference Librarian to Specialist in Kentucky History, Library Special Collections
- Jerry Boles**—to Interim Director, Community College\*
- Beth Bolin**—from Residence Hall Director to Residence Hall Director, Senior Level, Residence Life
- Timothy Bray**—from Assistant Residence Hall Director to Residence Hall Director, Residence Life
- William Breakfield**—from Light Equipment Operator to Packer Truck Driver, Physical Plant
- Robert Brigg**—from Associate Curator to Exhibits Curator, Library Special Collections
- James Brinner**—from Assistant Residence Hall Director to Residence Hall Director, Residence Life
- Ann Brown**—from Catalog Assistant III to Catalog Assistant IV, Library Automation & Technical Services
- Randall Brown**—from Groundskeeper to Hazardous Materials Supervisor, Physical Plant
- Sheila Curry**—from Residence Hall Director to Residence Hall Director, Senior Level, Residence Life
- Timothy Devore**—from Computer Operator IV to Computer Operator V, Computer & Informational Services
- Ralph Downey**—from Groundskeeper to Light Equipment Operator, Physical Plant
- Maxwell Froude**—from Cook to Senior Cook, Satellite Operations
- Gregory Gaynor**—from Assistant Residence Hall Director to Residence Hall Director, Senior Level, Residence Life
- Ladonna Harris**—from Registration Clerk to Administrative Secretary, Registrar's Office
- Michael Hughes**—from Residence Hall Director to Residence Hall Director, Senior Level, Residence Life
- Melinda Kelly**—from Senior Administrative Secretary to Senior Secretary, Public Information
- Helen Knight**—from Archival Cataloger to University Archivist, University Archives
- Cynthia Lee**—from Administrative Secretary to Senior Administrative Secretary, Public Information
- Joyce Meredith**—from Recorder, Registrar's Office to Senior Administrative Secretary, Academic Counseling & Retention
- Constance Mills**—from Reference Librarian to Kentucky Library Supervisor, Library Special Collections
- Sheila Raines**—from Building Services Attendant, Physical Plant to Duplicating Machine Operator, Print Shop
- Ermatt Robey**—from Computer Operator III to Computer Operator V, Computer & Informational Services
- Barry Rutledge**—from Assistant Residence Hall Director to Residence Hall Director, Residence Life
- Debra Schuler**—from Residence Hall Director to Residence Hall Director, Senior Level, Residence Life
- Nancy Solley**—from Reference Librarian to Special Collections Librarian, Library Special Collections
- Vanessa Turner**—from Catalog Assistant II to Catalog Assistant IV, Library Automation & Technical Services
- Gregory Vincent**—from Residence Hall Director to Residence Hall Director, Senior Level, Residence Life
- Donald Wade**—from Computer Operator IV to Lead Computer Operator, Computer & Informational Services
- Linda White**—from Catalog Assistant III to Catalog Assistant IV, Library Automation & Technical Services

\*In addition to serving as Director of the Center for Associate Degree Programs in the College of Business Administration

### Holiday Schedule

#### Thanksgiving

For the Thanksgiving holidays, all offices will close at 4:00 p.m. on Wednesday, November 25, and reopen at 8:00 a.m. on Monday, November 30.

#### Christmas-New Year's

For the Christmas holidays, all offices will close at 4:00 p.m. on Friday, December 18, 1987. Offices will reopen at 8:00 a.m. on Monday, January 4, 1988.

Offices will close at 4:00 p.m. during the period January 4, 1988 through January 8, 1988.

### Holiday Payroll Schedule

#### 1987

Nov. 20	Bi-Weekly
Nov. 23	Student
Nov. 30	End of Month and Semi-Monthly
Dec. 4	Bi-Weekly
Dec. 7	Student
Dec. 15	Mid Month and Semi-Monthly
Dec. 18	Bi-Weekly, End of Month, Semi-Monthly and Student

#### 1988

Jan. 5	Bi-Weekly at 2:00 p.m.
Jan. 6	Student

Student time sheets and Bi-Weekly time cards should be returned to payroll on Friday, December 18, and no later than 12 noon on Monday, January 4.

# Service Anniversaries

## 25 Years

- Donald Bailey**—Professor, Biology  
**Randall Capps**—Professor, Communication and Broadcasting  
**Noland Fields**—Professor, Geography and Geology  
**Robert Hall**—Associate Professor, Physics and Astronomy  
**Mary Ellen Miller**—Associate Professor, English  
**Marvin Russell**—Professor, Physics and Astronomy  
**Joseph Stokes**—Professor, Mathematics  
**Martha Watson**—Professor, Mathematics  
**Donald Wendt**—Professor, Industrial and Engineering Technology

## 20 Years

- Scott Ford**—Associate Professor, Biology  
**Lowell Harrison**—Professor, History  
**Ray Johnson**—Professor, Agriculture  
**Elizabeth Jones**—Associate Professor, Nursing  
**Brenda Martin**—Associate Professor, English  
**Marie Martin**—Testing Clerk, Counseling Services Center  
**George Masanant**—Professor, Government  
**Dorothy McMahon**—Professor, English  
**David Mefford**—Associate Director, Admissions  
**Gretchen Niva**—Associate Professor, English  
**Robert Putsinelli**—Professor, Economics  
**Mania Ritter**—Associate Professor, Modern Languages and Intercultural Studies  
**Elizabeth Runner**—Building Services Attendant, Physical Plant  
**Frederick Siddens**—Manager, Print Shop  
**Nelda Steen**—Principal Secretary, Potter College of Arts, Humanities and Social Sciences

- Craig Taylor**—Assistant Professor, Sociology, Anthropology and Social Work  
**Jerry Wilder**—Vice President for Student Affairs

## 15 Years

- Jerry Alford**—Police Officer, Public Safety  
**Duane Andrews**—Associate Professor, Sociology, Anthropology and Social Work  
**Robert Baum**—Associate Professor, Health and Safety  
**James Clark**—Chief Cashier, Accounts and Budgetary Control  
**Camilla Collins**—Associate Professor, Modern Languages and Intercultural Studies  
**Thomas Coohill**—Department Head, Physics and Astronomy  
**Glenn Crumb**—Director, Center for Science, Math and Environmental Education  
**Lucy Daniels**—Library Assistant III, Library Public Services  
**Joyce Dunn**—Senior Medical Secretary, Health Services  
**Marjorie Dye**—Student Employment Officer, Student Financial Aid  
**Sharon Dyrsen**—Assistant to the Dean and Director of Orientation, Scholastic Development  
**Elizabeth Esters**—Staff Assistant, President's Office  
**Frances Fields**—Assistant Professor, English  
**James Flynn**—Professor, English  
**James Heldman**—Professor, English  
**James Hood**—Building Services Supervisor, Physical Plant  
**Edith Parker**—Senior Administrative Secretary, Community Affairs and Special Events  
**Emmett Robey**—Computer Operator V, Computer and Informational Services  
**Donis Tyeen**—Principal Secretary, Graduate College  
**Teresa Taylor**—Catalog Assistant III, Library Automation and Technical Services  
**Peggy Thompson**—Senior Departmental Secretary, Physics and Astronomy  
**Joyce Thorpe**—Film Library Clerk III, Media Services

## 10 Years

- Leroy Brown**—Boler Operator, Physical Plant  
**Ronald Slavic**—Manager of Inventory Control, Purchasing  
**Connie Smith**—Early Childhood Education Specialist, Training and Technical Assistance Services  
**Judith Sublett**—Cashier, Accounts and Budgetary Control  
**Robert Williams**—Building Services Attendant, Physical Plant

## 5 Years

- John Campbell**—Technical Coordinator, Potter College of Arts, Humanities and Social Sciences  
**Teresa Dunning**—Building Services Attendant, Physical Plant  
**Clifton Hogue**—Building Services Attendant, Physical Plant  
**Laverne Miller**—Building Services Attendant, Physical Plant  
**Lloyd Moran**—Senior Roofing Specialist, Physical Plant  
**James Schaeffer**—Student Patrol Coordinator, Public Safety  
**Patricia Smith**—Executive Secretary, President's Office

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# New Employees

- Theresa Abel**—Residence Hall Director, South Hall  
**Jo-Ann Albers**—Department Head, Journalism  
**Paul Barbour**—Groundskeeper, Physical Plant  
**Deborah Bean**—Departmental Secretary, Educational Leadership  
**Diane Beeckler**—Staff Counselor, Counseling Services Center  
**Kumar Bhatt**—Visiting Assistant Professor, Physics & Astronomy  
**Ricky Bibb**—Groundskeeper, Physical Plant  
**Ray Blankenship**—Instructor, Finance & Management Information Systems  
**Joseph Brooks**—Assistant Professor, Music  
**John Bruni**—Assistant Professor, Psychology  
**Rachel Brunner**—Residence Hall Director, Bates-Runner Hall  
**Sharon Campbell**—Instructor, Accounting  
**Walter Campbell**—Assistant Professor, Accounting  
**Ron Carter**—Associate Professor, Journalism  
**Carol Cherry**—Scholarship Clerk, Student Financial Aid  
**Darwin Dahl**—Assistant Professor, Chemistry  
**Alvin Davis**—Residence Hall Director, Senior Level, Hugh Poland Hall  
**Phillip Decker**—Associate Professor, Management and Marketing  
**Marjorie Deller**—Library Assistant IV, Library Public Services  
**Leslie Dill**—Assistant Professor, English  
**Deanna Duval**—Assistant Residence Hall Director, Hugh Poland Hall  
**Ann Eaton**—Assistant Residence Hall Director, Bernis Lawrence Hall  
**Anna Elliott**—Food Service Worker, Food Services  
**Lisa Embry**—Teacher, Training & Technical Assistance Services  
**Suzi Faulkner**—Bookstore Clerk, College Health Bookstore  
**Mark Flamer**—Visiting Assistant Professor, Management and Marketing  
**Gene Gallegos**—Associate Professor, Educational Leadership  
**Betty Garmon**—Building Services Attendant, Physical Plant  
**Terry Gragson**—Building Services Attendant, Physical Plant  
**Stephen Groce**—Assistant Professor, Sociology, Anthropology and Social Work  
**Martha Housh**—Assistant Professor, Nursing  
**Nezam Iranparast**—Assistant Professor, Mathematics  
**Neal Jacob**—Assistant Residence Hall Director, Douglas Keen Hall  
**Pamela Jacob**—Library Assistant III, Library Public Services  
**Barry Johnson**—Instructor, Music  
**Cassandra Johnson**—Building Services Attendant, Physical Plant  
**Michael Kallstrom**—Assistant Professor, Music  
**Andrew Keown**—Teller, Credit Union  
**Kelly Koehler**—Assistant Residence Hall Director, Central Hall  
**Mary Lazarus**—Assistant Professor, Music  
**Judy Lee**—Financial Aid Assistant, Student Financial Aid  
**Cathy Lewis**—Administrative Secretary, Psychology  
**James Lindsay**—Groundskeeper, Physical Plant  
**Janice Litchfield**—Senior Administrative Secretary, Student Support Services  
**Karen Maman**—Assistant Residence Hall Director, Rhodes-Harlan Hall  
**Jacquelyn Meredith**—Registration Clerk, Registrar's Office  
**Jeffrey Mildenstein**—Artist-in-Residence, Theatre and Dance  
**Vivian Millam**—Handicap Assistant, Training & Technical Assistance Services  
**Charla Miller**—Departmental Secretary, Theatre and Dance  
**Drema Miller**—Senior Administrative Secretary, Continuing Education  
**Sarah Nagy**—Assistant Residence Hall Director, W. R. McCormack Hall  
**Stephen Newcomb**—Drafter, Physical Plant  
**Christopher Norton**—Assistant Professor, Educational Leadership  
**Mara O'Connell**—Visiting Instructor, Art  
**Elizabeth Oakes**—Assistant Professor, English  
**Linda Payne**—Dish Machine Operator, Food Services  
**Eric Pennington**—Assistant Professor, Modern Languages & Intercultural Studies  
**Raymond Peters**—Assistant Residence Hall Director, Barnes-Campbell Hall  
**Eric Porter**—Hazardous Materials Technician, Physical Plant  
**Michael Richardson**—Assistant Professor, Educational Leadership  
**Joe Schriver**—Associate Professor, Sociology, Anthropology and Social Work  
**Roy Shinn**—Assistant Professor, Teacher Education  
**Delane Simpson**—Assistant Director, Hilltopper Athletic Foundation  
**Marie Sparks**—Building Services Attendant, Physical Plant  
**John Spraker**—Assistant Professor, Mathematics  
**Gilbert Stengel**—Professor, Journalism  
**Joseph Strzes**—Assistant Professor, Music  
**Sue Lynn Stone**—Manuscripts Librarian, Library Special Collections  
**Thomas Syre**—Assistant Professor, Health and Safety  
**Cynthia Taylor**—Assistant Professor, Educational Leadership  
**Karen Tice**—Assistant Professor, Sociology, Anthropology and Social Work  
**Owen Vincent**—Building Services Attendant, Physical Plant  
**Jianliang Wang**—Assistant Professor, Educational Leadership  
**Donald Wilkinson**—Assistant Professor, Music  
**Brenda Williams**—Building Services Attendant, Physical Plant  
**Martha Womack**—Cook Helper, Food Services  
**Don Wrede**—Visiting Assistant Professor, Physics & Astronomy

committee for distribution of unrestricted development funds.

When asked, "has programming changed much through the years?" Norma commented that there have been tremendous changes in many areas. In the early sixties, all programs, including most utilities, had to be written inhouse in a symbolic machine language such as Assembler. Sometimes several days were required to produce a simple report, whereas we now have high-level languages and report generators that reduce many lengthy programs to a few instructions that can be written in minutes. In earlier years, system development was batch oriented, thus many programs dealt with error reporting and merging data from many parts of a system. For several years, the trend has been to online systems which provide the user with instant access and update capabilities, thereby requiring more modern programming languages and techniques. Mrs. Barkman concludes, "It is exciting to see the changes in both hardware and software, and to see the many new applications for computers."

When she is not computing, Norma enjoys gardening and landscaping. She also likes to remodel older houses like the one she currently lives in and another one that she has recently started to work on. Teaching a pre-school Sunday school class and being active in the Glendale Baptist Church are other activities that Ms. Barkman places high on her list of priorities.

Her husband, Charley, is an ROTC instructor and freshman football coach at Bowling Green High School. Her son and daughter, Jeff and Cathy, are juniors at Anchored Christian School. All three enjoy raising beef cattle and participating in cattle shows at local fairs.

When talking with Mrs. Barkman, one gets the idea that her life is filled with many rewarding and happy moments. One also gets the impression that this lady is a positive thinker and a doer. Finally, one gets the impression that regardless of the activity—she would in some way be very successful.



### Season Tickets for Roundball

That time is almost here again. That time when balls start bouncing and people start running and jumping.

#### Don't be left out of the fun.

Season tickets for Hilltopper basketball can be purchased by Western faculty and staff at half the regular price from the ticket office in the main lobby of Diddle Arena. Bleacher seats for men's games are \$22.50 a seat (2 seats maximum) and \$12.50 a seat (2 seats maximum) for all seats except the red towel section for Lady Topper games. You'll need your I.D. For more information, call the ticket office at 745-5222.



### \*Enrollment Figures\*

According to the Registrar, Freida Eggleton, student enrollment for the 1987-88 school year will top the 13,000 mark. This figure is a substantial increase over the past two years which resulted in figures of 11,259 students for 1985-86, and 12,257 for 1986-87.

"We carry within us the wonders we seek without us."

A British general visiting the Himalayan mountains for the first time gazed up at one of the highest peaks, a soaring mountain clad in eternal snow, and commented that in the presence of such a great natural wonder he felt as if he were nothing.

Like the general, as we travel the pathways of achievement, and in so doing become more richly aware of the world around us, we can become so awed by what we see that we may overlook the wonders "we carry within us." But as we learn and comprehend more, should we feel like less?

To this question American sociologist, teacher and writer Lewis Mumford emphatically answers, "No." He tells us that we are the only creatures ever raised on this earth capable of gazing up at a star-filled night sky with some comprehension of the magnitude and magnificence of the cosmos. We have the rare and precious ability to think, reason, imagine, comprehend and believe. Compared to the priceless gift of conscious thought in just one person, a gigantic star in the grandest of galaxies is but a humble mass of mindless matter.

As we each pursue our quests to achieve, and like the general, occasionally come up against great obstacles that seem to belittle us, we should be reminded that we each "carry within us" a truly great wonder: the power of our own intelligent consciousness. Properly applied, it can help each of us to find a meaning and a purpose and a way for every step of our journey.

### Famous Quote:

by George Chapman

"If a man looks sharply and attentively, he shall see Fortune; for though she is blind, she is not invisible."

before they know anything else about the university," he said.

The publications area falls under the guidance of the art director, Ted Wilson. From this area, an image of the University is presented through the use of alumni publications, brochures of academic programs, special events, student recruitment publications, and special publications.

"Public information is a service agency. We are here to provide a service to faculty, staff, and the students of this institution," said Hensley. "Our office is much like an advertising agency and each department on campus is a client," he said. "Many departments come to us often with information, but some are not aware of what we do. We are not able to cover all events on campus due to a lack of manpower. Therefore, the university community must call us to let us know what is going on."

The office engages the services of one part-time and nine full-time employees. There are also 15-18 student workers who are employed to provide them with laboratory experience, and most have majors related to public information.

The diversity of the office is demonstrated in the President's report that will be written in conjunction with a special committee. The report will detail many of the topics and issues being addressed by the president. Also in the works is a special publication on Western alumni. When completed, the publication will highlight accomplishments and achievements of Western graduates. Work has also begun with Dr. Paul Cook's office related to printed and supportive material for the legislative session in January. A special publication was recently completed to support WKU's budget request for a \$16 million student health and activities center.

In the future, public information will be involved in developing a total marketing plan for the University. "We have never had a comprehensive institutional marketing plan," Hensley said. "We have never developed an agenda for what we want to accomplish or the image we want to project." He continues, "The greatest need of

the University is to create an awareness campaign. One that will reach out and inform the people in greater detail what we are doing and where we are going. We cannot rely on the commercial news media to do it for us. They (commercial news media) don't historically devote a lot of time to education."

Another trend of the future will be to emphasize "hometown" news releases. These are used to publicize faculty and students in hometown newspapers and radio. They also help families to realize that investments in higher education are essential to a better life for them. According to Hensley, "Hometowners are the backbone of any college publicity program."

The people who work in public information confirm that a great deal of enjoyment is experienced throughout the office. The entire work force is very congenial and dedicated to achieving the "bottom line" objective—to obtain production—with whatever method is available. Last year alone the office hosted media at more than 200 on-campus events. They consistently generate more than 120,000 news releases a year that go to over 1500 media outlets; they generate more than 100,000 sports releases that go to over 1700 media outlets. So, to say that this office is busy and exciting is a very appropriate statement and one that supercedes all else that can be said of the office.

In summing up his office, Hensley commented, "It is very rewarding working here. I am very blessed in what I do, where I do it, and with whom I do it. In this business, no two days are the same, and I never get bored or hate to come to work. The work is fun and exciting—and I would not want it any other way!"

**"We cannot direct the wind but we can adjust the sail."**

To succeed at the exhilarating sport of windsurfing, sailors must position their bodies and direct their sails to take maximum advantage of an invisible force: the wind. On a craft as light as a surfboard with a sail that catches even the faintest breeze, the windsurfer must react instantly to changes in the wind, constantly assessing and altering the course. A windsurfer can rarely sail a steady fixed course, and usually goes wherever conditions and opportunities allow.

Success in most organizations often depends on how well we can adapt, change direction and set a new course. Abandoning a pre-set direction can lead to unforeseen opportunities. It did for Tom Monaghan.

As a boy growing up in Michigan, Monaghan's first ambition was to play shortstop for the Detroit Tigers. He was a talented baseball player, but orphanage life left little time for the long hours of practice needed to perfect his baseball skills. He focused his energies on going to college and running a small business he bought with his brother—a pizza restaurant. Operating the business demanded a 100 hour work week, and so his brother quickly bowed out. Tom quit school, ran the business alone and within a few months had turned a \$500 a month loss into a profit. A second pizzeria in a poor location and lacking space for tables and chairs launched Tom into delivering pizza. His goal became getting hot, uncrowned pizza to his customers in the fastest time possible. Word got around, volume doubled, then tripled. He bought another pizzeria, then another. In five years he had 60.

Adaptability and hard work pays: today Tom Monaghan owns Domino's Pizza with 1,600 locations, one of the country's fastest growing chains, and worth well over \$300 million. And though his boyhood dream was not exactly fulfilled, it was not abandoned. In 1983, Monaghan became the proud new owner of the Detroit Tigers.