Farewell to the unexamined life

"Some plans are specific to certain needs, but this one goes along with the preparation of the Major Gift Campaign, and is much broader in scope," Hensley added.

What is a marketing plan? One expert has simply put it: "Marketing is matching, providing the right goods and services to meet the right need."

Hensley says market research is needed before the plan can be fully in place. "Right now, we don't have enough information to know what issues need to be addressed. Market research will give us a quantitative analysis of where we are in terms of perceptions."

Another reason for market research is for evaluation purposes, Hensley says. "Unless we do research before we implement any strategies, there's no way to know how successful we've been."

"You can be very successful, but not realize it," Hensley said, adding: "That's why we need baseline data to be able to use for an evaluation."

"I've had a couple of faculty members say to me 'We don't need a marketing plan; we just need some advertising,'" Hensley said, adding: "This was my fear, on the front end. Advertising is a tool, but it is not marketing, only one aspect of marketing."

"By doing market research and knowing what people really think about us and what we need to address, then we can use our precious dollars in advertising much more efficiently."

Hensley said there will be a media plan that comes out of the market research, and advertising will be included, all of this over the next 18 months.

Back to the university's marketing priorities:

The marketing strategies are led by WKU's institutional advancement unit, headed by R.M. Rutledge III, who came to WKU in September 1993 as Vice President for Institutional Advancement.

During the last 18 months, under Rutledge's direction, the University has established the WKU Foundation and governing board which will lead the pursuit of private funds.

Recently the WKU Foundation Board approved a code of ethics for its director and employees. Under Rutledge, the plan for the Major Gift Campaign has been taking shape.

The Campaign timetable calls for implementation for the marketing plan before any major solicitation occurs.

When does the market research begin?

"In April," says Hensley. "In the first wave, both telephone and mail surveys will be administered to Western students, students who declined to attend Western after acceptance, local business leaders and members of the community, faculty and staff, alumni, current and potential donors. In the future, high school students, and others in the surrounding region will be surveyed."

Hensley hopes results will be available before the end of the fiscal year.

And a boon to Western has been the unflagging support of marketing experts from the community who are helping with the market research.

"Mike Mosier of Trans Financial Bank and Don Seibert of Fruit of the Loom have embraced the marketing plan as something..."
Meet the planners of the Major Gift Campaign

If you don't know where you're going, any road will do. If you have a plan, you know which road to choose. The University Planning Committee for the Major Gift Campaign will see to it that the processes of the Campaign are communicated, coordinated and completed, as Western inaugurates its five-year private fund raising efforts.

It is a committee "critical to the campaign efforts," says R.M. (Bob) Rutledge III, WKU Vice President for Institutional Advancement who co-chairs the Campaign University Planning Committee along with Robert V. Haynes, Vice President for Academic Affairs.

The committee, which has met monthly since its first meeting in December, will continue to grow in importance throughout the campaign, says Rutledge. The University Planning Committee, Chaired by President Thomas C. Meredith, is charged with various tasks that are critical to a successful Major Gift Campaign.

Dr. Meredith established the committee to oversee the internal planning of the Campaign, and membership consists of the Vice Presidents, Deans, the University Athletic Director, the Directors of Alumni affairs and University Relations, the University Counsel, representatives from the Hilltopper Athletic Foundation, College Heights Foundation and WKU Foundation, the University's Board of Regents, Student Government, Public Broadcasting, the Chair of the University's Academic Council and Dr. Jacqueline Addington, Assistant Vice President for Academic Affairs.

The Committee has approved the Policy on Prospect Assignment and the Gift Counting Policy, and copies of these policies are available through the Office of the Vice President for Institutional Advancement.

Other topics currently under discussion by the Committee include the University's progress on identifying the University's needs for private support and the Faculty/Staff/Retiree portion of the Campaign.

"The faculty/staff/retiree portion of the Campaign is of vital importance to our overall effort," says Rutledge, adding: "In order to motivate our alumni and friends, the University community must demonstrate its commitment to the Campaign."

Looking within: Campus marketing plan

Continued from page one

critical to the development of Western and are willing to help us with in-kind gifts," says Hensley.

As an example, Selbert has developed all of the instruments for the research the university will conduct.

"The total value of the anticipated market research is $250,000. "A marketing plan is costly," Hensley added. Funds allocated from the 1994 fund balance to the Major Gift Campaign and marketing total $350,000, and about $250,000 will be needed to do the research, he said.

"But we have devoted a great deal of time to the guidelines for this plan," he explained, adding: "It will be worth it if we can truly answer some of the questions that we as an institution really need to address. What does the public really think about our academic programs? Is there a market out there for our academic programs? What is our market position relative to our neighboring institutions? What criteria do potential students use to make decisions about going to Western?"

Saving public broadcasting

With federal funding for public broadcasting hanging in the balance, Western’s Public Radio Service will hold its Spring Membership Drive April 3-8 to raise dollars to offset future budget deficits. Western’s Public Broadcasting Service is a major element in the public service mission of the University. Recently, the Western Kentucky University Board of Regents adopted a resolution pledging support of Western’s Public Broadcasting and calling upon members of Congress to continue funding for public broadcasting at the current level.

The upcoming membership drive on WKYU-FM will focus on the need for increased support from the private sector to insure the future of public radio for south central Kentucky. Western’s Public Radio serves over 60 percent of the state with news, music and public affairs programs not available through any other source. For more information on membership, underwriting or volunteer opportunities contact the Development Department at 6487.

Nominate your choice for

The Seneca Falls Personal Empowerment Award presented to a currently enrolled female student who has empowered herself by overcoming physical, economic, social and/or legal adversity.

and

The Catherine Coogan Ward Feminist Action Award presented to a man or woman who is a member of the Western Kentucky University community.

by March 31, 1995

Call Judy Owen, 3095, or Linda Morrissett, 6164.
Mastering the art of nursing

Western Kentucky University, with a highly-rated undergraduate nursing program, will soon be establishing a master's degree program in nursing.

Western's new program, which has been approved by the Kentucky Council on Higher Education, is in response to the General Assembly's request to meet the demand. Kentucky schools are currently graduating between 45 and 55 annually.

WKU will offer courses leading to the master of science in nursing in the advanced registered nurse practitioner and generalist tracks.

"The graduates of this new program will play a major role in the provision of health care for the citizens of the Commonwealth," said WKU President Thomas C. Meredith. "The will help relieve some of the patient burden facing our outstanding general practitioners."

The master's in nursing program should not create an additional burden on state resources, according to Dr. Mary Hazzard, head of Western's nursing Department.

"Western's new program will not be paid for directly through state funds, but through Western reorganizing and streamlining its current programs," she said.

Two of the reasons Western's proposal received a favorable review from the CHE include the quality of undergraduate nursing program and the University's investment in interactive television as a way to teach courses to extended areas of the service region. Western's service region also contains four significant health care communities: Bowling Green, Owensboro, Glasgow and Elizabethtown/Hardin County.

To enroll in the nursing master's program, an applicant must be a registered nurse or registered nurse applicant; a graduate of a National League of Nursing accredited program; have achieved a cumulative grade-point average of at least 2.75; have a Graduate Record Examination score of at least 1350; have evidence of prior learning in health assessment and nursing research; and license or an application for licensure as a registered nurse in Kentucky; have three letters of recommendation, including one from a current supervisor and a statement of personal goals. Applicants must also meet WKU's graduate school admissions standards.

"(Western's nursing program) is very highly rated by employers and graduates," Dr. Hazzard said. "Our graduates tell us our program well prepares them compared to other schools."

Western hopes to keep many talented faculty at the school by offering them the opportunity to teach graduate level courses. Dr. Hazzard said, adding that part-time faculty will also be used in teaching the additional classes.

A very special $1 million gift to WKU

At a time when private giving to higher education in Kentucky is so desperately needed, one family in Ohio County has extended its generosity to Western Kentucky University.

Simply for the joy of giving was the reason Mr. and Mrs. Glen and Freida Wells and their son, John, gave $1 million last month so students from their area can get a college education.

The family chose WKU and Kentucky Wesleyan College in Owensboro for scholarships for Ohio County High School graduates because John attended both schools and because the students who receive the scholarships would be close to home, says Pete Mahurin, a member of the WKU Foundation Board of Trustees.

Mahurin and R.M. (Bob) Rutledge III, WKU's Vice President for Institutional Advancement, attended a meeting of the Ohio County Board of Education Feb. 16 for the announcement of the gift to Western.

Mahurin, Senior Vice President with Hilliard Lyons of Bowling Green, helped set up and manages the perpetual trust. He said the account could draw up to $75,000 a year and that the scholarships could be as much as $5,500 apiece.

Also, what makes this story so special is the fact that Mr. and Mrs. Wells never attended college, but their gift confirms their belief in higher education.

Regarding the announcement last month, WKU's Rutledge said, 'It was, without a doubt, a most moving experience. Western Kentucky University is honored in having been designated as one of the two universities in Kentucky that will receive students who qualify for these scholarships, and further to pledge our continued commitment to the education of young people from Ohio County.' WKU's President, Dr. Thomas C. Meredith, said the gift is "a great, tremendous gift to those students and to us at Western. We owe the Wells' a big thank you."

Wells, who is 77, is a 1936 graduate of Ohio County High School, and speaking for the family, said he hopes others will follow his family's lead in contributing to higher education.

Wells retired 15 years ago after working in sales, for the Kentucky Highway Patrol, in the restaurant business, and service as Ohio County Sheriff. His son, John, works as a rural mail carrier in Ohio County.

The family's donation was kept secret until the Ohio County School Board meeting last month.

But because of their wish to have others join in making an even larger interest return possible on their gift, they consented to have their identities as the donors revealed.

"The people here in Ohio County have been good to us," Wells said.

"We felt this was the best way to pay them back."
MUSIC
Dr. Michael J. Kallstrom performed stories from his Electric Opera series at West Virginia University on February 16 as a guest artist. He also performed an evening concert and gave a workshop for the Opera Theatre students at Radford University in Virginia on February 20 and 21.

PHILOSOPHY AND RELIGION
Lawrence W Snyder, assistant professor of religious studies, participated in a national forum for young scholars involved in the study and teaching of American religion at Indiana University-Purdue University Indianapolis. The forum was sponsored by the Center for the Study of Religion and American Culture at JUPUI. Snyder teaches courses in the history of North American religions, the history of western Christianity and an introduction to religious studies.

Arts, Humanities and Social Sciences

BUSINESS ADMINISTRATION

ECONOMICS
Dr. Catherine Carey presented U.S. Import Supply Curves: Evidence from the 1980s, and chaired a session dealing with International Finance at the Missouri Valley Economics Association Meetings in Kansas City, Mo.

MANAGEMENT
Zubair Mohamed, Dept. of Management, presented the following three papers at the 1994 Annual Meetings of the Decision Sciences Institute in Honolulu, Hawaii.
- A Heuristic Approach for Designing Flexible Assembly Systems
- Combined Effects of Machine Flexibility, Loading Policies, and Demand Variability of the Operational Performance of an FMS; and Part Grouping Models and Their Effects on the Make-up and Routing Flexibility of an FMS.

Finance and Administration

BUSINESS SERVICES
Gary Mezaros, Assistant Administrator for Business Services, made two presentations on funding and finance at the second annual National Association of Campus Card Users conference in La Jolla, Cal.

Science, Technology and Health

PUBLIC HEALTH
Dr. Glenna Bluhm, Department of Public Health, currently serves as a special contributor, writing a women's health column for "Heart Beat", an AIDS community publication, Louisville, KY.

Unipublic Libraries

LIBRARY AUTOMATION AND TECHNICAL SERVICES
Connie Foster has been appointed to the editorial board of Serials Review, a refereed, scholarly journal published by the JAI Press, Conn. and London, Spring 1995.

Donna Parker, of WKU Library Special Collections, had her article, "Ho For Drakes Creek: Something Ventured, Nothing Gained," published in Communal Societies, 11, (1994).


Carlton Jackson, of the WKU history department, has published a new book, entitled Picking Up the Tab: The Life and Movies of Martin Ritt, published by the Popular Press of Bowling Green State University, Bowling Green, Ohio.

Jonathan Jeffrey, of the WKU Library's Special Collections, has had "The Hill Builder: Brinton B. Davis and Western Kentucky University" published in the Filson Club History Quarterly, vol. 69, no. 1 (January 1995).


Rex Allen Smith, of the WKU Library's Special Collections, published a presentation in La Jolla, Cal.

LIBRARY SPECIAL COLLECTIONS
Nancy D. Baird, of the WKU Library's Special Collections, gave a presentation in Chicago, Ill., January 5-8, at the American Historical Association's Annual Conference. Baird's presentation was titled: "From the Heart of America: The U.S.O."

LIBRARY PUBLIC SERVICES
Brian E. Coutts, of WKU Library Public Services, has been chosen as an editorial judge for the 1995 Benjamin Franklin Awards awarded by the Publishers Marketing Association. The awards are given annually in May for book design and editorial content. Coutts has also been appointed to a five-member Search Committee to select the new editor of College and Research Libraries, a publication of the Association of College and Research Libraries. The same institution has reappointed Coutts to a second three-year term (1995-1997) to the New Publications Advisory Board of the Association of the College and Research Libraries (ACRL), a division of the American Library Association.

WCEI (Western's Campus Events Line) is a two-minute recorded listing of campus activities, such as concerts, lectures, theatre productions and sporting events.

It's recorded weekly by Jeff Younglove, Coordinator of Radio and TV Services, in the Office of University Relations.

Dial 4620, and find out what's happening today.
All-State Art Exhibition

The 11th annual All-State High School Art Competition exhibition, featuring 100 works by 9th - 12th grade students enrolled in public and private schools throughout Kentucky, will open at the Kentucky Museum’s Harry L. Jackson Gallery April 19.

The awards ceremony and reception is scheduled for Sunday, April 22, 2 - 4 p.m. at the Museum.

Sponsored by the Kentucky Art Education Association, this exhibition project is supported in part by grants from the Kentucky Arts Council with funds from the National Endowment for the Arts.

The All-State Art Competition is also a cooperative venture among the state’s colleges, universities and community art centers that sponsor the regional exhibitions.

Sabre Sones, KAEA member and this year’s chairperson, said the purpose of this competitive exhibition is to recognize, encourage and reward excellence in Kentucky art students, art teachers and art programs at the high school level and to bring a higher degree of understanding, support and cooperation between secondary and college art faculty and community programs.

The All-State High School Art Competition exhibition will be at the Kentucky Museum through May 13, 1995.

Museum hours are 9:30 a.m. - 4 p.m. Tuesday - Saturday; 1-4 p.m. Sunday. Admission is $1 for children; $2 for adults and $5 for families. There is no charge on Sunday.

Memphis Excursion

On May 27-28, The Kentucky Museum is sponsoring a trip to Memphis to see “The Imperial Tombs of China,” this year’s Wonders blockbuster exhibition.

Cost is $205 for Kentucky Museum Associates, $240* for non-members, which includes:

- accommodations at The Peabody
- admission to the Chinese exhibit
- admission to the Dixon Gallery and Gardens
- three meals
- deluxe motorcoach transportation
- refreshments en route

Reservation deadline is May 1 and can be made by contacting Earlene Chelf, Special Events Coordinator, 745-5263.

*Non-member rate includes Museum Associates membership.

Exhibit Opening 2 P.M. April 8. Quilts and Communities, Laurel Horton, President, American Quilt Study Group.

Thanks for the Memories!

Everyone loves quilts, and friendship and memory quilts are very popular because they were made as sentimental reminders of friendships, or they mark some of life’s important events, such as marriage, birth and death. Share these memories, and take home a few memories of your own.

Remember Me When I Am Gone: Kentucky Friendship and Memory Quilts

April 8 - July 30
COMING UP

Western Kentucky University

March

22


11:30 AM WKU Women's Alliance meeting in Fine Arts Center. Call Carol White at 745-3095.

2 PM Sponsors and Spin: Grant Money for Teaching Ideas. Call Jan Phillips at 745-6507.

4 PM WKU Baseball host Tennessee-Martin at Denes Field. Call Sports Information at 745-4298.

23


2 PM Sponsors and Spin: Grant Money for Teaching Ideas. Call Jan Phillips at 745-6507.

Ideas for Helping Students with Math Anxiety in Environmental Sciences and Technology Center. Call Jan Phillips at 745-6507.

3 PM Allied Health Open House at Academic Complex. Call Rudy Vedder at 745-2427.

5 PM "Phone-a-thon for the American Heart Association" at Downing Center Room 341. Call Donald Smith at 745-4395.

7 PM Authors Lecture: Press and the Coverage of Recent Wars in Garrett Center Gerard Auditorium. Call Jim Highland at 745-4143.

7:30 PM Hardin Planetarium presents: "Winter Skies". Doors open at 7:15 with the presentation at 7:30. For more information call 745-4094.


"Richt" in Concert at Nite Class. Call Bennie Beach at 745-2459.

24

8 AM Kentucky Senior High State Speech Tournament. Call Judy Woodring at 745-6340.

WKU Men's Golf at Sultan's Run Invitational. Call Sports Information at 745-4298.

10:30 AM Lecture: Fine Arts Center room 221. Call Rebecca Hornal at 745-3944.

Noon Reception in Fine Arts Center room 221. Sculpture by Suzanne Adams. 24-April 14. Call Rebecca Hornal at 745-3944.

8 PM Soprano Marie Sanfratello will perform in a Graduate Student Recital at Ivan Wilson Fine Arts Center. Call 745-3751.

10 PM Student Activities Dance in Garret Conference Center. Calls Patty Witty at 745-5793.

25

8 AM Kentucky Senior High State Speech Tournament. Call Judy Woodring at 745-6340.

1 AM American Quarter Horse Association Team Penning at the Ag. Expo Center, Call Robert Gates at 502-842-3077 or Kim O'Barrion at 502-796-8259.

WKU Men's Golf at Sultan's Run Invitational. Call Sports Information at 745-4298.

9 AM Comprehensive Exams in Tate Page Hall. Call Susan Krishe at 745-4662.

WKU Tennis at Memphis State. Call Sports Information at 745-4298.

Noon WKU Alumni Association Board of Directors Meeting at Alumni Center.

1 PM WKU Tennis at Murray State. Call Sports Information at 745-4298.

2 PM WKU Baseball host South Alabama at Denes Field. Call Sports Information at 745-4298.

10 PM Student Activities Dance in Garret Conference Center. Call Patty Witty at 745-5793.

26

8 AM American Quarter Horse Association Team Penning at the Ag. Expo Center, Call Robert Gates at 502-842-3077 or Kim O'Barrion at 502-796-8259.

South Alabama at Denes Field. Call Sports Information at 745-4298.

Phi Kappa Phi Initiation GCC Ballroom 1-4. Call Calamaio at 745-2081.

2 PM Phi Kappa Phi initiation at Garret Ballroom.

3 PM Bass Chris Baker will perform in a student vocal recital in Ivan Wilson Center. Call 745-3751.

8 PM Soprano Estrella C. Rojas will perform in a student vocal recital in Fine Arts Center. Call 745-3751.

27

4 PM WKU Baseball host Southeast Missouri at Denes Field. Call Sports Information at 745-4298.

Youth Arts Exhibit in the Houchens Gallery of the Capitol Arts Center. Runs through April 3rd. Call 782-2787.

28

11:30 AM Support Group for Nontraditional Students meets every Tuesday in Potter Hall room 310. For more information call: Pat Collins at 745-3159.

4 PM WKU Baseball hosts Missouri State at Denes Field. Call Sports Information at 745-4298.

Residence Hall Association meets every Tuesday in Downing Center room 341. For more information call Leslie Kriss at 745-3073.

6 PM Victorian Easter Program, River view at Hobson Grove through April 21. Call 843-5565.

7 PM Christian Students Fellowship has its FOCUS meetings every Tuesday across from South Hall on Normal Drive. Call Patricia Jones at 745-3924.

WKU Greek "Spring Sing" in Van Meter Auditorium. Call Charlie Pride at 745-2459.

8 PM Bassoonist Jeff Campbell will perform in a student instrumental recital in Fine Arts Center. Call 745-3751.

Campus Crusade for Christ meets every Tuesday night in Tate Page Hall Auditorium. Call Jason Wray at 782-3948.

29

3 PM WKU Baseball at Eastern Kentucky University. Call Sports Information at 745-4298.

30

7 PM Latin American Studies Lecture, South American Vocabu-
7 AM WKU Greek Week. For information and a list of activities call Student Activities at 745-2459.
WKU Greek Week Faculty Appreciation Day. Call 745-2459.
8 AM Red Cross Blood Drive in West Cellar. Call Anthony Tinin at 800-826-6239.
Noon Blood Drive in Preston Center. Until 6 pm. For more information call 745-2459.

7 AM WKU Greek Week. For information and a list of activities call Student Activities at 745-2459.
8 AM Kentucky teacher Recruitment Workshop in Downing Center room 305. Call Sheila Green at 502-826-6239.
Careers in Communication at Garrett Center Ballroom. Call Carl Kell at 745-3121.
Red Cross Blood Drive in West Hall Cellar. Call Anthony Tinin at 800-826-6239.
12:30 PM Blood Drive in Preston Center. Until 6 pm. For more information call 745-2459.

6 PM WKU Baseball host Louisville at Dunes Field. Call Sports Information at 745-4298.
7 PM Christian Student Fellowship has its FOCUS meetings every Tuesday across from South Hall on Normal Drive. Call Patricia Jones at 745-3924.
8 PM WKU Theatre presents: "Round and Round the Garden" at the Russell Miller Theatre of the Fine Arts Center. Call 745-3121.

7 AM High School Programming Contest with parking on the South Lawn. Call Carol Wilson at 745-6225.
8 AM Red Cross Blood Drive in West Hall Cellar. Call Anthony Tinin at 800-826-6239.
9 AM WKU Greek Week. For information and a list of activities call Student Activities at 745-2459.
Noon Blood Drive in Preston Center. Until 6 pm. For more information call 745-2459.
4:30 PM Masterplan Phonathon in Downing Center Room 340. Call Janet Walls at 745-4281.
7 PM Miss Black Western Pageant at Garrett Center Ballroom. Call Nichole Payne at 745-3877.
8 PM WKU Theatre presents: "Round and Round the Garden" at the Russell Miller Theatre of the Fine Arts Center. Call 745-3121.

"Talent Showcase". For more information call 745-2225.

7 AM WKU Greek Week. For information and a list of activities call Student Activities at 745-2459.
Miss Black Western Pageant at Garrett Center Ballroom. Call Nichole Payne at 745-3877.
2 PM WKU Tennis at Louisville. Call Sports Information at 745-4298.

7 AM "Remember Me When I Am Gone: Kentucky Friendship and Memory Quilts." Exhibit runs through July 30th. Call 745-2592.
WKU Greek Week Volunteer Day. For more information call 745-2459.
7:30 AM Foreign Language Festival at Grise Hall and Garret Center Ballroom. Call Karen Kalstrom at 745-2402.
Green River Basin Conference in Downing Center room 315L, 318, 341, 340 and 349. Call Coleman Smith at 745-4424.
WKU Women's Golf team host the 1995 Lady Topper Invitational. Call Sports Information at 745-2459.

8 AM WKU Greek Week. For information and a list of activities call Student Activities at 745-2459.
1 PM WKU Tennis at Morehead vs University of Charleston. Call Sports Information at 745-4298.
2 PM Kentucky Museum presents: "Quilts and Communities" presentation by Laurel Horton the President of the American Quilt Study Group. Call 745-2592.
3 PM soprano Ms. Elizabeth Volkman will present a faculty recital in Fine Arts Center. Call 745-3751.
4 PM WKU Baseball host New Orleans at Dunes Field. Call Sports Information at 745-4298.
7 PM "I Bar Pro Rodeo Tour at the Ag Expo Center. Call 812-969-3211.
8 PM WKU Theatre presents: "Round and Round the Garden" at the Russell Miller Theatre of the Fine Arts Center. Call 745-3121.

7 AM WKU Greek Week. For information and a list of activities call Student Activities at 745-2459.
WKU Women's Golf team host the 1995 Lady Topper Invitational. Call Sports Information at 745-4298.
"Remember Me When I Am Gone: Kentucky Friendship and Memory Quilts." Exhibit runs through July 30th. Call 745-2592.
1 PM WKU Baseball host New Orleans at Dunes Field. Call Sports Information at 745-4298.
WKU Tennis at Morehead vs Morehead State. Call Sports Information at 745-4298.
2 PM Honors Convocation in Garrett Center Lobby and Ballroom. Call Dr. Sam Mcfarland at 745-2081.
3 PM soprano Elizabeth Volkman performs in a Faculty Recital in the Fine Arts Center Ballroom. Call 745-3751.
4 PM Phi Eta Sigma initiation in Grise Hall Auditorium.

Next On Campus:
Wednesday, April 12, 1995
Send items for publication to Sheila Eison, Editor, Office of University Relations by April 1.
On Campus

Western Kentucky University

March 22, 1995

Health & Fitness Lab News

4-Week Faculty-Staff Weight Training Study - Volunteers Are Needed
If you are not currently weight training, we want you! Benefits to you include: A personalized program and body composition, strength, and cardiovascular assessments. For more details call: Libby Greaney or Dave Hannum, 745-6531, Health & Fitness Lab, Preston Center.

Weight Room Introductory Tours
If you have never used weight training equipment and wish to increase your comfort level with the weight equipment in the Preston Center, this class is for you. Held the first Monday of each month. Remaining dates are: 4/3, 5/1. Time is Noon-1:00 p.m. Sign up at the Wellness Center front desk.

Wellness Center News

HillWalkers To Walk Again!
HillWalkers! Kickoff event is Noon, Monday, April 3 in front of the Preston Health & Activities Center. Bring your walking shoes. Groups will meet during the noon hour at both top-of-the-hill and bottom-of-the-hill locations. Participants can log miles to qualify for incentive prizes. For more information or to register, call the Wellness Center at 745-6531.

Weight Management, Smoking Cessation, Stress Busters: Call to Pre-Register
To accommodate varying schedules, these positive lifestyle programs for faculty and staff are now taking names. If you are interested in any of these classes, please call to put your name on a list. As soon as there are enough interested people, a class will be formed. In the meantime, don't forget to check out our Health & Fitness Reference Center and Video lending library for immediate access to skills-building information.

Video & Discussion Brown Bag Lunch Session
Being a “smart” medical care consumer means getting the best possible care while saving money, time, and unnecessary tests. Learn how to be your own advocate for excellence in health care. Video showing will be followed by discussion. Bring lunch if you like. Session to be held in DUC 226, Wed. 4/5, at Noon-1:00 p.m. Information for this column provided by staff at the Raymond B. Preston Health and Activities Center.

It's in the cards!

One probably doesn’t stop to think about it all the time, but just about everything we do affects the University’s image in some way. Tom Meacham, Coordinator of Publication Services in the Office of University Relations, helps faculty and staff with the design of their business cards, and he’s currently working on a brochure called Frequently Asked Questions About Printing University Logos.

There’s a certain style to the University’s business card that we all have to follow, just as there are rules to just how to utilize the University’s logo. While this may not seem like a big deal, Meacham puts it in an understandable light for us: “To seek out the best and the brightest students, and to have them seek us out, we need a strong, consistent image.”

So when it comes time to order new business cards, this may help those individuals who want their card to be “just a little different” understand why the type faces and blocks need to be uniform. After all, the University is paying for these cards, and we all represent Western.

Here’s an example of how cards will look when your next ones are printed:

Name and Title(s)
Western Kentucky University

Thomas S. Meacham
Coordinator of Publication Services

Office of University Relations
Western Kentucky University
1 Big Red Way
Bowling Green, KY 42101-3075

Telephone and telecommunications numbers (maximum of 3)

Office name, (optional office address), WKU mailing address

502-745-5386
FAX: 502-745-5387
tom.meacham@wku.edu

Red Football

Logos.

Prairie Houses

Logos.

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