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MU NewsLetter, January 23, 1987

Office of University Relations

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President's Cabinet meets with Wise

(The following summary of the Jan. 15 meeting of the President's Cabinet was submitted by Rainey Duke, faculty representative.)

West Virginia Professor of the Year:

The Faculty Merit Foundation of West Virginia has called for nominations for the West Virginia Professor of the Year. The forms, which must be submitted to the foundation no later than March 16, are available in the office of the vice president for academic affairs and must be submitted to that office. Marshall University President Dale F. Nitzschke will then forward all nominations to the foundation.

AIDS Policy:

The University Council AIDS Policy for the faculty was approved by the Board of Regents and will appear in the next publication of the *Greenbook*.

Sick Leave Policy:

At the request of the West Virginia Faculty Advisory Committee to the Board of Regents, faculty have been removed from the Sick Leave Policy (PB 35).

Since faculty were granted sick leave beginning in March 1985 and were removed from earning sick leave in December 1986, the maximum days available for any nine-month faculty member (that could

Faculty to exhibit art

The public is invited to attend a reception for Marshall University art faculty members whose works are being exhibited at the Cultural Center in Charleston through March 21.

The reception will be held Friday, Jan. 23, from 7 to 8:30 p.m. in the Cultural Center. The Marshall University Woodwind Quartet will perform during the reception. Works by June Kilgore, Robert Hutton, Robert Rowe, Michael Cornfeld, Earline Allen and Jane Rhoades will be featured in the exhibit.

Teacher recruitment consortium to be held

Representatives from 113 school systems will be on the Marshall University campus to interview prospective teachers on Wednesday, March 4, in Memorial Student Center, according to Linda Olesen, assistant director of career planning and placement at Marshall.

"Marshall, Ohio University and Rio Grande College formed a Teachers' Recruitment Consortium three years ago in order to sponsor such massive programs," said Olesen. "The approach is popular with both students and employers because of the convenience of having everyone together in one central location."

Last year representatives from school systems as far away as California, Florida and Delaware attended the recruitment consortium, and Olesen said the attendance should be as good this year.

Graduating seniors and alumni from Marshall, Ohio University and Rio Grande are eligible to participate in the daylong program and arrange interviews with a number of school systems.

The deadline for registering for the recruitment consortium will be Thursday, Feb. 5. Students and alumni must file their credentials and references with the MU Placement Center and register by that date to be eligible to participate.

To register or obtain further details contact the Marshall University Career Planning and Placement Center, 696-2371.

be used for health and accident insurance benefits upon retirement) would be 22.5 days.

Rainey Duke inquired about the 90-day retroactive sick leave days originally granted when faculty had been included in the policy in 1985. Nitzschke asked that this situation be looked into.

Legislative Reception:

The Marshall University Alumni Association and the Greater Kanawha Valley Alumni Chapter will hold a reception for legislators on Thursday, Jan. 22, from 7 to 9 p.m. at the Charleston Marriott. A legislative resolution regarding Marshall's sesquicentennial will be presented and Governor Moore will unveil the new Marshall University logo.

AASCU Videoconference, Feb. 19:

The subject of this videoconference is the report of the Bell Commission titled "The Role and Future of State Colleges and Universities." Allan Oster, president of AASCU, will be the moderator of the conference, which will be part of the regular meeting of the Illinois Board of Governors of State Colleges and Universities.

Since Feb. 19 is scheduled as Marshall University Day at the legislature, this videoconference will be shown at a later date at Marshall.

MU Day at the Legislature:

Thursday, Feb. 19, has been designated as Marshall's day for a higher education visit to the legislature. Further details will be forthcoming, but this important date should be placed on your calendars and you should plan to attend.

Institute for Educational Management:

Sharon McDade, program director for the Harvard University Institute for Educational Management, has asked for nominations of people from Marshall to participate in the institute's 18th session. Paul Balshaw attended last year.

ACE Information on Presidential Budget:

A letter from Robert Atwell of ACE noted the effects of President Reagan's 1988 budget. In the letter, Atwell said: "The proposed budget is a disaster for higher education because it proposed cuts of nearly 50 percent in student aid programs, including abolition of College Work-Study, Supplemental Educational Opportunity Grants, National Direct Student Loans, and State Student Incentive Grants. The cumulative effect would be to cut one million students from eligibility for Pell Grants and eliminate two million other awards from the other programs."

Personnel Management:

On Jan. 7, 1987, Governor Moore sent a letter to President Nitzschke in which he indicated he "will now allow Marshall University to begin operating its personnel management functions without seeking prior approval of this office."

Art Faculty Reception:

On Friday, Jan. 23, from 7 to 8:30 p.m. there will be a public reception for the Marshall University art faculty at the Cultural Center in Charleston. The MU exhibition will continue through March 1.

Congressman Bob Wise:

The congressman's main topic was economic development in West Virginia. He suggested an "Economic SWAT Team" comprised of congressman, senators, the governor, legislators, members of the business community, the AFL/CIO, educators and chambers of commerce.

He hoped that although "West Virginians like to scrap," these leaders could work together for the good of the whole.

When asked about the ACE information on the 1988 budget, Wise pointed out that in each of the last five years the president demanded these cuts in education, but he never got more than 12 votes.

Wise does not expect this year's cuts to transpire. He asked that Marshall keep him informed about the effects of budgetary changes on its students and indicated that his office would be glad to help with grant proposals, etc.

Lunchbag seminar set

The Marshall University Women's Center will sponsor a lunchbag seminar titled "The New Tax Laws" on Wednesday, Jan. 28, from noon to 1 p.m. in Prichard Hall Room 143.

Kenneth W. Smart, a certified public accountant in the firm of Smart, Rayburn & Associates, will discuss the changes in tax laws taking place this year and effective planning strategies.

To obtain further details contact the Marshall University Women's Center, 696-3112.

MARSHALL UNIVERSITY

NEWS LETTER

OFFICE OF UNIVERSITY RELATIONS • MARSHALL UNIVERSITY • HUNTINGTON, WV 25701

January 23, 1987

University unveils new logo design

With the help of Governor Arch A. Moore, Jr. and the leaders of the West Virginia Legislature, Marshall University introduced its new logo—symbol—before a crowd of legislators, alumni and friends Thursday, Jan. 22, at Charleston's Marriott Hotel.

Accompanied by a drumroll, Governor Moore unveiled a huge version of the logo during a Marshall legislative reception co-hosted by Senate President Dan Tonkovich and House Speaker Robert "Chuck" Chambers.

The logo, a perspective outline of the state printed in gold, is embraced by the bold letters "M" and "U" in green, on a white field. The words "Marshall University" are printed below the state outline.

"The new logo declares that Marshall University is a comprehensive, publicly-supported state university for all West Virginians," MU President Dale F. Nitzschke said. "We believe this reflects Marshall's true role and responsibilities in a far more effective fashion than anything we have used in the past."

Nitzschke recognized Dr. Keith L. Scott, vice president for institutional advancement, who spearheaded the logo project over the past year, and Ms. Rhonda Stennett, designer of the logo. Ms. Stennett is a graphic arts designer in the university's Publications Office.

"We considered many, many ideas and suggestions from a large number of people over the past year," Nitzschke said, "but nothing really seemed to express what we wanted the logo to say about Marshall University. Then, Ms. Stennett volunteered her concept of the logo and the minute I saw it, I knew it was a winner. We're very proud of her."

Nitzschke noted the logo is being introduced as one
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Employee is designer

The designer of Marshall University's new logo is petite, conscientious and quiet—almost to the point of shyness. But when Rhonda Stennett, a graphic arts designer in the Marshall Publications Office, does speak, others listen.

"Rhonda is one of those unsung people who, day in and day out, quietly turn in outstanding performances in their jobs here," Associate Director of University Relations John C. McKinney said. McKinney, who supervises the university's Publications and Graphic Services departments, said Ms. Stennett recently had received a promotion, but the paperwork had been initiated even before she submitted her design for the logo.

"She earned the promotion for the quality and
(Continued on page 2)



Selby starts program

What began as an informal discussion on education in West Virginia between actor David Selby of the popular CBS nighttime drama "Falcon Crest" and Marshall University President Dale F. Nitzschke has grown into a pilot project that will provide professional training experiences to a student in the university's College of Fine Arts.

The TV Media Internship Program will provide a Marshall student the opportunity to spend an eight-week internship working with Lorimar Productions at the CBS/MTM studio in Los Angeles.

Matthew Shane Ross, a junior technical theater arts major from Huntington, was selected by a committee of Marshall faculty and administrators to receive the internship. Ross was accompanied to Los Angeles by Dr. N.B. East, professor of theater at MU, and began working with Lorimar last Monday, Jan. 12. While in Los Angeles, Ross will stay with two former Marshall University theater students.

Ross will work with one complete episode of "Falcon Crest" from its beginning to its end, according to Dr. Paul A. Balshaw, dean of the College of Fine Arts. He will go out with the directors to scout location shots, go out with the camera crews, work with the lighting and editing

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University unveils new logo design

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of the highlights of Marshall's Sesquicentennial year, which is being observed throughout 1987.

"Since the new logo emphasizes Marshall University's commitment to serve the entire state of West Virginia, particularly in the area of economic development, we felt it most appropriate to introduce it in the state capital with our chancellor, legislators, the governor and the legislative leadership on hand," Nitzschke said.

Although the design was approved several weeks ago, use of the logo was held up until it could be legally registered as a Marshall trademark.

Employee is designer

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consistency of her work," McKinney said. "We're very fortunate to have people—a lot of them—such as Rhonda working at this university. All of us are pleased that she's now going to have a place in Marshall's history as the designer of the university's new symbol."

Ms. Stennett's design, volunteered after scores of individuals and organizations had made other suggestions during the past year, won immediate acceptance. She submitted her sketch—a perspective outline of West Virginia, embraced by the bold letters "M" and "U" and underscored by the name of the university—to McKinney.

He forwarded it to University Relations Director C. T. Mitchell, who in turn presented it to Vice President for Institutional Advancement Keith L. Scott and President Dale F. Nitzschke with the comment, "I think we've got it!"

Scott and Nitzschke agreed and Scott was asked to take the design before leaders of various Marshall constituencies for their endorsement.

McKinney and the Publications Office staff went to work refining the logo, adapting it for various uses and having it reproduced in several formats—handling it as a "top secret" operation until it could be legally protected.

That fell into the hands of Huntington attorney W. Stanley James, who volunteered his help. Working with a firm of specialists in Washington, D.C., James arranged for the logo to be registered as a trademark of the university. This gives Marshall legal control over the logo's use and permits it to license commercial applications.

Ms. Stennett, who joined the Marshall staff in November, 1984, is the daughter of Mr. and Mrs. James H. Stennett of Monroe County.

A graduate of Union High School, she received an associate degree in commercial art from Shepherd College in 1980 and earned her bachelor's degree in art education, with honors, there in 1982.

Meetings are scheduled

Marshall University President Dale F. Nitzschke will hold separate informal discussion sessions with members of the Marshall University faculty and classified staff in the Memorial Student Center Alumni Lounge.

He will meet with faculty members on Wednesday, Feb. 4, at 4 p.m. The session for classified staff members will be held Wednesday, Feb. 11, at 4 p.m.

The respective sessions are open to any faculty or staff member who would like to attend. Light refreshments will be served.

Scott said registration means the logo is protected and its commercial use will be licensed through the Institutional Advancement Office. Earlier university logos were in the "public domain" and the university had no legal control over their use, he said.

Scott said leaders of various university constituencies—including students, faculty, staff, alumni, the Institutional Board of Advisors, the Marshall Foundation and the Department of Athletics—all had approved the design of the new logo.

The legislative reception was sponsored by the Marshall Alumni Association, its Greater Kanawha Valley Chapter and the Marshall Foundation. Also speaking on the program were William C. Campbell, president of the MU Foundation, and Marc Sprouse, president of the Alumni Association.

Film lectures continue

A film/lecture by Franklin Carney titled "Scandinavia—Europe's Last Frontier" will be presented on Wednesday, Jan. 28, at 8 p.m. in Old Main Auditorium.

The film, a presentation of the Forum Series of Marshall's Artists Series, will explore the different cultures of Finland, Sweden, Norway and Denmark.

To obtain further details contact the Marshall Artists Series, 696-6656.

Students to perform

Kimberly Sue Chapman of Branchland and Shonda E. West of Hurricane, both senior music education majors at Marshall University, will present a joint trumpet recital on Wednesday, Jan. 28, at 8 p.m. in Smith Recital Hall.

The students will perform several pieces together and will each perform solo works.

The recital is open to the public free of charge.

Safety workshop set

A workshop titled "Management of Hazardous Waste and Materials by Small Businesses" will be held Monday, Jan. 26, from 6:30 to 9:30 p.m. at the Cabell County Vocational Center.

The majority of the program will be devoted to a review of state and federal requirements applicable to small quantity generators of hazardous waste, according to Larry D. Kyle, program manager of the Small Business Development Center at Marshall University.

Specific topics will include used waste oil, accumulation and storage of wastes, notification procedures, manifesting requirements, disposal options and the Small Quantity Generators Assistance Program.

A portion of the program will cover the use of hazardous materials in the workplace, the Federal Hazard Communication Standards, West Virginia's Hazardous Chemical Substance Law, the use of manufacturer's safety data sheets and the Department of Labor's free safety consultation service.

Registration will be held at 6 p.m. prior to the workshop. To pre-register or obtain further details contact the Marshall University Small Business Development Center, 696-6797.

Selby establishes media internship

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crews, and be involved in every aspect of the show from the makeup sessions to the pre-broadcast packaging.

"This will give Shane an overall view of each of the detailed aspects of the operation," said Balshaw. "Then he will be assigned to work with various people in specific areas such as lighting, sound production and stage management."

The internship will carry four hours of college credit and will be part of a full semester of work for Ross, who will work in Marshall's Instructional Television/Telecommunications Division when he returns to campus. Ross also will work with his fellow students and share with them what he learned through the internship.

Balshaw said the committee selected Ross because it believed he was the student who could contribute the most to the project and gain the most from it.

The dean expressed appreciation to Selby for his efforts in establishing the program.

"I was impressed by Mr. Selby's genuine commitment to do something for the young people of West Virginia,"

Program nominations due

The West Virginia Board of Regents is seeking nominations of programs for the Academic Common Market, according to Dr. Leonard J. Deutsch, acting dean of the MU Graduate School.

The Academic Common Market is an arrangement among 13 southern states that allows participating students to pay in-state tuition while studying outside their home states.

If there are programs you would like to nominate for inclusion in the Academic Common Market, contact Dr. Deutsch at 696-6606 immediately.

Further details about the Academic Common Market may be obtained on pages 49-54 of the 1985-86 *Greenbook* or on page 29 of the MU graduate catalog.

Alzheimer's researcher to lecture at Marshall

Dr. Israel Hanin, a researcher well known for his study of Alzheimer's disease in the laboratory, will give a public talk on the subject at 7:30 p.m. Wednesday, Jan. 28, in the Alumni Lounge of the Marshall University Student Center.

Hanin is director of the Institute on Neuroscience and Aging at the Stritch School of Medicine of Loyola University of Chicago, where he also is chairman of the Department of Pharmacology and Experimental Therapeutics.

His talk at Marshall is presented by the Tri-State Chapter of the Society for Neuroscience and the Office of Continuing Medical Education. It is sponsored by the Thelma V. Owen Memorial Fund.

Continuing medical education credit is available for physicians attending the talk.

More information is available from Dr. Stephen Fish, 429-6788 or Dr. Ernest Chick, 526-0515.

said Balshaw, "and I was impressed with the depth of his commitment and his sincerity to do something to make a difference. He is legitimately concerned about the young people in the state. Too often people don't recognize and respond to the needs we have. I applaud Mr. Selby for his efforts."

Selby is a native of West Virginia and attended West Virginia University. He has been involved in several programs at WVU and served on the school's Creative Arts College Advisory Board. Balshaw said Selby also has been involved in educational and motivational programs for elementary students in West Virginia.

In addition to developing the internship and making arrangements for the project with Lorimar Productions, Selby made a contribution to the Marshall University Foundation which will provide a weekly stipend to Ross to cover his expenses in Los Angeles.

"This internship is another in a series of things that help build our credibility as an important school doing undergraduate training in theater," said Balshaw. "Our young people are very talented and our graduates have achieved success in all aspects of the arts."

"The success of our students and programs such as this internship tell students that if they come to Marshall University, they will get the kind of preparation that will make it possible for them to succeed in this highly competitive business."

Balshaw said his goal is to be in a position to know that the College of Fine Arts will have one or two internship programs each year and make them part of an ongoing program of opportunities for the students. He said he would like to be able to establish an endowment fund that would cover the expenses for the internship programs.

"At this time, the internship is a one-shot program," explained Balshaw. "But we are committed to looking to the future. I think, if this initial program meets our expectations, that sometime, somehow, we will find the resources to do this again."

"We have a lot to look forward to in the College of Fine Arts. We will have beautiful new facilities opening in 1989 and I am very encouraged with the possibility of more internship programs," said Balshaw. "The TV Media Internship Program will be of tremendous benefit to Shane, our other students and faculty members. We all will learn from this program."

Bloodmobile to visit

The American Red Cross bloodmobile will be at Marshall University on Wednesday and Thursday, Jan. 28-29, from 11 a.m. to 5 p.m. in Memorial Student Center.

January is National Volunteer Blood Donor Month, according to Kim Koon, blood drive coordinator, who explained that a single unit of whole blood can be divided into components that can assist up to four people.

The American Red Cross accepts only voluntary donations of blood. Donors must be at least 17 years old, weigh more than 110 pounds and be in good general health.