Tenth president of the University to take the helm July 1
Missouri Academy of Science, Mathematics and Computing graduates largest class ever
Internships pay off later in securing a full-time job

For Megan Shisler, getting an internship was “the best career move I could ever have made.”

Shisler, who works as an account coordinator at Barkley US, a national advertising agency with offices in Kansas City works with brands like Sonic, MTV, E! and ESPN. The key to nailing the interview that landed her the job, Shisler says, was the internship experience she earned while attending Northwest.

Shisler worked at three internships while pursuing a public relations major. She worked as a marketing assistant for the T-Bones, an independent professional baseball team in Kansas City, where she planned on-field promotions, created radio scripts for announcers and helped to find community sponsorships. At Northwest, Shisler interned as an assistant to the athletic director, recording and maintaining online data for Northwest sports, compiling statistics and updating records. Lastly, she held an internship at Barkley in account management, working on the UMB, Helzberg and Kansas City Brigade accounts. She helped keep records on these accounts and helped put together a holiday catalog for Helzberg.

She started her internship at Barkley after graduating from Northwest. Initially, she was searching for a fulltime job, but could not find one that she wanted. She decided to take the internship, and her work performance earned her a fulltime position at Barkley.

As for current students, Shisler advises that they make an effort to meet people. “The best thing I ever did was to get out and do things,” Shisler said. “I wasn’t involved in a sorority or on Student Senate, but I did have jobs all through college and was involved with clubs that per- tained to my major. Because of everything I was involved in, I was able to land my dream job.”

Broadcast alumnus “Jamz” his way to success at Hot 103

Brian Brooks has only been an alum- nus for six months, but he’s already seeing his dreams come true. Since graduating in December, the former broadcasting student has been working as a DJ and on-air personality for Hot 103 Jamz (KPRS-FM) in Kansas City. The urban contemporary radio station broadcasts at 103.3 on the FM dial, and its playlist consists of hip-hop, R&B, soul, jazz and gospel music.

For as long as he can remember, Brooks has been an avid listener of Hot 103 Jamz, and when the Kansas City native decided to pursue a broadcasting career, the opportunity to work at the urban contemporary station he’d grown up with became his goal. “[The station] is very popular in the Kansas City community and has a reputation of always being on top,” Brooks said of Hot 103 Jamz. “I always strive for the best within myself, so why not work with the best?”

When it came time to choose a college, Northwest wasn’t Brooks’ only option. However, after a campus visit and a look at the University’s hands-on broad- casting program, the decision was an easy one. The mass communication depart- ment at Northwest prides itself on letting students dive in and get real-world radio experience right out of the gate. Dr. Margaret Drew receives state teaching award

Dr. Margaret Drew, associate professor of curriculum and instruction, is this year’s Missouri Higher Education Teacher of the Year from Northwest Missouri State University.

Sponsored by the Missouri Council on Public Higher Education, the state Higher Education Teacher of the Year Award is presented annually by the office of Gov. Jay Nixon to faculty members at each of Missouri’s 13 four-year public universities.

Drew joined the Northwest faculty in 1996 after teaching elementary school for 13 years and serving as an instructor at Southern Illinois University-Edwardsville for 10 years. She completed a Ph.D. in curriculum and instruction/literacy from Southern Illinois University-Carbondale in 1995.

In addition to serving as an instruc- tor and mentor to education majors and graduate students on the Maryville campus, Drew also teaches courses at the University’s Northwest Kansas City Center in Liberty.

Earlier this year, Drew received the Dean’s Faculty Award for teaching from Northwest’s College of Education and Human Services, which was bestowed in recognition of her “established reputation for excellence as a teacher and academic advisor” and her “consistently outstanding” student evaluations. Other accom- plishments include Drew’s role in the creation of online courses in education and coordination of the University’s graduate program for reading specialists.

“I have been blessed to work with wonderful department chairs and mentors, including Drs. André Baylis, Betty Bush, Jean Bouas and Barbara Crossland,” Drew said. “All have supported and encouraged every curriculum and instruction professor to stay current in our fields of expertise, to develop instructional skills and to support each other’s efforts in achieving individual educational goals.”

Drew also credited her colleagues in the Department of Curriculum and Instruction and at the University’s Horace Mann Laboratory School with inspiring her to develop instructional skills and to support each other’s efforts in achieving individual educational goals.

“The second week of school I was on-air at X106, which is the on-campus (student) radio station,” Brooks said. “I had four years to sharpen my skills as opposed to other schools where they make you wait until your junior, and sometimes senior, year before you get real hands-on experience.”

When he arrived at Northwest, Brooks couldn’t wait to get behind the microphone, but he never imagined his collegiate broadcasting experience would pay such big dividends after graduation.

In addition to the professional prepa- ration he received in broadcasting, Brooks also believes that assistance from Univer- sity offices, like Career Services, made get- ting a good job in his chosen field much easier, even in a doubtful economy. “Career Services really made my résumé look 100 times better than what it was when I first brought it to them,” Brooks said.

Landing your dream job straight out of college is quite an accomplishment, and Brooks credits the experience he received at Northwest for much of his success. “I feel so thankful and so blessed to have my job,” he said. “I have to give credit to Northwest Missouri State, because I feel without that experience in college I would have never received this opportunity.”

Broadcast

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Regents select Jasinski as next Northwest president

Northwest’s Board of Regents has selected Dr. John Jasinski, executive vice president and chief academic and operating officer of Northwest University in Midland, Mich., to be the University’s next president.

Jasinski succeeds Dr. Dean L. Hubbard, who will retire at the end of June after 25 years as Northwest’s top administrator. When he assumes the presidency July 1, Jasinski will become the tenth president in the University’s 104-year history.

“The search and selection process for a new president has officially ended,” said Board of Regents President James W. “Bill” Loch in a prepared statement. “Dr. Jasinski exhibits a great enthusiasm and work ethic to all around him.

“The new president will be confronted with difficult decisions in the near future relegated to him by a changed economic environment,” Loch said. “The University understands this concept, as well as the Board of Regents, and all associated with the Northwest family. We welcome our new president and ask all to support him during the transition.”

Jasinski made his first appearance on campus as president-select May 22, during a question-and-answer session in the Ron Houston Center for the Performing Arts. He was introduced by Loch, who thanked his fellow board members and the 13-member Presidential Search Committee for their efforts in helping choose Northwest’s new president.

Loch said he was privileged to introduce Jasinski, and he described the president-select’s arrival as the beginning of a new era for the institution. “Northwest has always been known for the high value it places on student success. They said, ‘You know, the best thing I liked about Northwest was that it was a teaching institution. I was able to talk to students one-on-one and be a mentor and a guide in the best way I could, and make a difference in the student’s life,’” Jasinski said. “That’s what’s important at Northwest Missouri State University, and that’s what we do with students. That’s what I’m looking forward to being part of in terms of family.”

A Northwest faculty member and administrator from 1986 until 2001, Jasinski chaired the University’s Department of Mass Communication from 1992 until 1998 and also served as associate provost. Administratively, he played a significant role in the development of the University’s Culture of Quality as it related to the Malcolm Baldrige National Quality Program administered by the federal government’s National Institute of Standards and Technology.

Along with Dr. Hubbard, Jasinski co-chaired Northwest’s Baldrige Category Council, a senior-level panel charged with implementing institutional improvement initiatives in all areas of University operations. A former Malcolm Baldrige National Quality Award examiner, Jasinski also served as an education specialist for the National Institute of Standards and Technology during a one-year sabbatical in 1994-1995.

At Northwest, a private institution founded in 1959, Jasinski oversees academic and operational functions at the university’s three campuses, which are located in Midland; Cedar Hill, Texas; and West Palm Beach, Fla. The school also offers programs at 34 satellite sites in eight states and maintains international program centers in China, Switzerland, Bahrain, Malaysia and Sri Lanka.

As executive vice president, Jasinski guides Northwest’s senior administrators in such areas as advancement, finance, graduate and specialty programs, marketing and enrollment. He also provides leadership on issues related to student and faculty needs and budgeting.

Jasinski earned bachelor’s and master’s degrees in communication, with undergraduate concentrations in broadcasting and cinematic arts, from Central Michigan University. He holds a Ph.D. in educational leadership and higher education administration from the University of Nebraska-Lincoln. He and his wife, Denise, have four children, ages 8, 10, 17, 21, and maintain numerous ties to the Maryville community. While a member of the Northwest faculty, the president-select played an active role in civic affairs, serving on the Maryville City Council from 2001-2007 and as a St. Francis Hospital and Health Services board member from 1997-1999. He is a veteran runner and has completed 10 marathons, including the Boston Marathon in 2003 and 2004.

The Board of Regents picked Jasinski from a list of four finalists submitted by a search committee made up of several regents; members of the faculty and staff; Northwest alumni; and representatives from the Student Senate, Northwest Foundation and Maryville community.

Jasinski spoke briefly to a crowd of about 100 University faculty and staff, community members, and television and newspaper reporters. He thanked the regents and praised the board’s commitment as “stewards for this state, stewards for this community and stewards for this University.” He also drew sustained applause after recognizing President Hubbard and first lady Aleta Hubbard, who were not present, for their years of service to Northwest.

“I came here a long, long time ago,” said Jasinski, a former Northwest faculty member, “and this University has changed dramatically. We owe President Hubbard and Mrs. Hubbard a debt of gratitude for that.”

Jasinski said he had gone for “a little jog” across campus Friday morning, during which he stopped and spoke to students.

“I chatted with a sophomore-to-be... and I’ll tell you what, he was thrilled about the academic experience and what Northwest is bringing to him,” Jasinski said.

The president-select then told of hearing from former faculty members who reminded him that
The Vanguard class will be attending many academic powerhouse schools this fall. The list includes Harvard University, Cornell, Johns Hopkins, and Technology, among others.

The Vanguard class graduated May 30 from the Northwest campus. Hubbard, who served as this year’s graduation speaker during ceremonies at the Ronald A. Hubbard campus, was honored by the Academy and, upon graduation, receive a associate of science degree and a high school diploma.

The Vanguard class was among the largest graduating class in Academy history, the Vanguards (each entering class chooses its own name) achieved numerous academic distinctions. The list of 2009 graduates, many of whom plan to continue their education at some of the world’s most prestigious universities, includes two National Merit Scholarship Finalists, three National Merit Semi-finalists, six National Merit Scholarship Program Commended Students and two National Achievement Scholarship winners. In addition, class members received more than 80 individual scholarships and awards from universities and service organizations.

Northwest President Dean L. Hubbard served as this year’s graduation speaker during ceremonies at the Ronald A. Hubbard campus. Hubbard, who will retire at the end of June after 25 years as University president, was instrumental in founding the Missouri Academy in 2000 and attended a similar institution for gifted young people while growing up in Oregon.

The president and first lady, Alena Hubbard, were honored by the Academy May 29, at a banquet attended by members of the graduating class and more than 300 family members. Speakers offering tributes to the couple included alumni from previous classes.

Prior to the banquet, large screens on either side of the podium displayed quotes by graduates about their experience at the Academy along with the names of the schools they will attend this fall. The list included such academic powerhouses as Stanford, the Massachusetts Institute of Technology, Cornell, Johns Hopkins and Harvard University.

One of just 17 similar programs in the country – and the only such school in the state – the Missouri Academy provides a foundational education tailored for highly motivated students with career aspirations in science, technology, engineering and mathematics, the so-called STEM fields. The Academy belongs to the National Consortium of Specialized Secondary Schools of Mathematics, Science and Technology (NCSSMST) and is a founding member of the Association for the Advancement of Early-Entrance to College Programs (AAEECP).
Student business plans aid real-world entrepreneurs

It's a tried and true principle that applies to virtually any business, from shoe-string start-ups to multinational corporations. If you want to succeed, you've got to have a plan.

Coming up with that plan was exactly the task that Brett Ware, an entrepreneurship instructor at Northwest, had in mind for a group of 39 students during the spring 2009 trimester.

Now Ware – together with Dr. Tom Billesbach, dean of Northwest's Booth College of Business and Professional Studies; Mound City business leaders, including car dealership owner Joe Laukemper; and Frank Veeman of the Northwest Small Business Technology and Development Center – are hoping those plans will become a new economic reality.

Ware said the business plan project began in fall 2008 when Northwest broached the idea with Mound City business leaders, a dialog that grew out of the University's commitment to the development of regional leadership and economic growth.

The idea, Ware said, was for the students to evaluate opportunities available to local entrepreneurs and to create business plans based on their findings. Following this process, the students shared their plans with Mound City business leaders interested in using the research to found new enterprises.

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Laukemper, a 40-year veteran of the business world and owner of Laukemper Motors, said he was impressed with the student plans, and the classroom project had proven it was possible to "close the gap between textbook and reality."

In one instance, the efforts of Northwest students on behalf of the Mound City business community are literally bearing fruit.

It turns out, Ware said, that the farmland surrounding Mound City is ideal for growing grapes. So far, production totals only a few thousand pounds a year, but Mound City grapes have already found a market in Pawnee, Neb. So the question for Ware's students became, "Why not open a winery in Mound City?"

"You start by asking what resources do we have for a business?" Ware said. "Well, we found that Squaw Creek draws 300,000 people a year. And then you have the Interstate, which moves approximately 15,000 people a day right past the city limits. Also, there is a large influx of hunters."

After Ware's students had looked closely at their data, they went to work writing a business plan for a winery and microbrewery similar to the Nebraska operation. They also came up with outlines for the creation of spin-off enterprises, including a bed-and-breakfast and cheese manufacturing concern.

The business blueprints, said Ware, combine Mound City's strengths, such as tourism and highway traffic, with inter-business synergy.

Additional businesses proposed by Ware's students included an upscale sportsman's lodge, a sporting goods store to be called "Ducks and Bucks" and a non-profit Waterfowl Hall of Fame.

Even in a down economy, Ware believes his students' research proves that economic growth is possible, even probable, for a small town along the Interstate.

"The numbers say that with the right synergy there is the potential to spawn a number of businesses," he said. "Mound City is a wonderful opportunity right now."

Calendar of Events

July
2 Second session ends
3 Independence Day holiday, no classes
6 Third session begins and Registration
30 Commencement, Bearcat Arena, 7 p.m.
31 Third session ends

August
3 Fourth session begins and Registration
17 Fourth session ends
29 General Registration
31 Fall 2009 classes begin

For an up-to-date calendar, go to
www.nwmissouri.edu/calendar