Students have a wide variety of on-campus jobs to choose from.

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Developing student leaders

Organization advisors play key role in leadership training

There are approximately 170 student organizations at Northwest, providing students ample opportunities to get involved with campus life.

But there’s another opportunity people like Virginia Murr and others try to take advantage of as advisors to those organizations: developing student leadership skills.

Murr, director of wellness/assistant director of health services, also serves as the University’s coordinator of peer education. Peer education groups provide resources and programs for students in all health-related areas, including responsible social behavior, nutrition, fitness, stress relief and general measures to support wellness.

“Within an organization’s structure, there are a lot of opportunities for students to develop leadership skills,” said Murr, who has served as advisor to as many as five student organizations at one time. “For many of us, it’s hard to develop an understanding of leadership.”

Every student is capable of leading, Murr said, and everyone can learn the skills necessary to help them become leaders. Murr said a lot depends on the student’s comfort level.

“People tend to seek their own comfort level with projects,” she said. “Some people want to be in charge of the food, others publicity. Within any student organization there are individual tasks that can be assigned. You have to go from the student’s level of comfort and see what they want to do.”

The group that works specifically with the Greek community and collaborates with the Health Center in supporting campus health is the GAMMA Peer Educators. Another group of students, Collegiate Coeds for Change, promotes an environment of respect and safety at Northwest and in Maryville. The group’s goals include raising awareness of violence, working to promote an environment that prevents violence and supports victims of disrespect and violence.

In the past, as many as 100 students have registered to be in the peer education group and have received basic peer education training on safety and wellness. Murr said a core group of 10-20 students do a significant amount of work on campus.

“Developing leadership skills in students is very important,” Murr said. “Being a student organization advisor has been a wonderful experience for me.”

Murr said she hopes more University employees become affiliated with at least one student organization.

“If I can communicate to students that I believe in them and care about them and see them develop as a whole person, that means a lot to me,” Murr said. “We want to maximize students’ potential, help them identify their strengths to grow and develop in every way possible. That will enhance their college experience and life experience.”

Leadership Conferences

On Aug. 23, the Intercultural and International Center hosted its first Multicultural Leadership Training Conference. Funded by the University’s Culture of Quality grant, the conference provided training for mentors in the Minorities Over Retention Education program and the leaders of the various IIC student organizations.

Leadership training was provided by Mustafa Mohammed of Reach One Teach One Inc. and by Tyrone Bates, a Northwest alumnus and academic coach with the Kauffman Foundation.

“We are really excited about the opportunity for our mentors and leaders to start the year off right by receiving some tools to enhance their mentoring and leadership skills,” said Ame Lambert, director of minority affairs. “It was an opportunity for each organization to set goals for the upcoming year. We will evaluate the organizations based on the accomplishment of these goals at the end of the year.”

Another opportunity for students to gain leadership skills will be Oct. 6-8 when Northwest hosts the first Midwest Organization of Students Advancing Interculturalism. The weekend will feature workshops and an intercollegiate fine and performing arts competition with categories such as step show, Latin dance, traditional dance and gospel choir. There also will be a banquet to honor heroes of diversity and unity.

The weekend is sponsored and organized by the IIC and the Unity Project, a coalition of student organizations dedicated to promoting multiculturalism. For more information on the MOSAIC weekend, log onto www.nwmosaic.com.
More visible student government goal of senate president

Sara Chamberlain got her first taste of student government at Northwest while serving as president of the junior class.

Elected last spring as Student Senate president for the 2006-2007 academic year, Chamberlain hopes to help the organization become more visible in its never-ending quest for student advocacy.

“My first order of business is to increase our visibility on campus,” the Kirksville native said. “During the last couple of years, people have forgotten what Student Senate does for them.”

Chamberlain, who has a double major in political science and English, said Student Senate plans to increase its own public relations through the events it sponsors. Collecting feedback from students – positive and negative – also is important, she said.

“We like to hold different student forums,” she said, “like apartment hunting, things students can use. We’ve also discussed visiting different organizations on campus to invite them to be represented at an event.”

The daughter of Dr. Neal and Nancy Chamberlain said students need to know that Student Senate is not just another organization on campus. It can bridge the gap between the student body and the University administration.

“It’s a place where they can air issues, but also get to know about the great things happening on campus,” Chamberlain said. “We have a chance to affect real change on campus.”

Advances in technology have made communication via bulletin boards and printed materials nearly obsolete with the current generation of traditional college students. Chamberlain said Student Senate already has taken steps to more effectively reach students.

“We’ve been trying to work on the Web this summer,” she said. “We know students use the Web a lot. We want to post application forms so that students don’t have to come into the office.”

While Student Senate seeks more student participation, another priority is to get people in Senate offices. There are seven vacant spots on the Senate heading into the fall trimester.

Chamberlain said she hopes Student Senate can be a more active organization on campus.

“We want to do more surveys to see what students like and dislike,” she said. “We had days last year where students could come and air grievances, and we would like to expand the program.”

Another program Student Senate worked on through the summer, in conjunction with Campus Safety, is the Bike Loan Program. Chamberlain said the plan is to provide bicycles for students who are running late to class, who have a long walk from their residence hall or simply want to ride to class. The bicycles will be distributed all over campus for student use on campus. Chamberlain said the bikes would be painted the same color and come with some guidelines for usage. Nearly 80 abandoned bikes, collected by Campus Safety throughout the years, will be used to equip the program.

Chamberlain also hopes for more student participation in Senate-sponsored events. She also wants to hear more feedback from students.

“If they have problems, questions, anything with issues, they need to know they can come to the Senate,” Chamberlain said. “I want to see more communication between students and the administration to get problems worked out and to prevent issues from coming up.”

“People have this perception that government is this big machine and they don’t have a voice. That’s not the case here. The administration wants students’ input.”

Chamberlain, who scored in the 90th percentile on the Law School Admission Test in June, received an outstanding attorney award last spring while competing as an attorney at a mock trial event. Serving as Student Senate president will be good experience as she heads to law school, she said.

“You never know what to expect from year to year,” she said. “I’m excited. I think it will be a good year.”
Get a job!

Student employment coordinator says there's almost always something available

It's a wonder Paula McLain has room to work in her office on the first floor of the Administration Building.

As coordinator of student employment, McLain maintains files for approximately 1,000 Northwest students who hold jobs on campus each trimester. With nearly one in six students working on campus, McLain stays busy throughout the year ensuring that students have filed all of the necessary paperwork.

"There are always jobs available throughout the year," said McLain, who has been in her current position five years. "That's another misconception that there aren't any jobs available. In the time I've worked in this office, there's never been a time when there wasn't something."

The University's fiscal year student employment budget is approximately $1.5 million. That includes $320,000 in work-study funds from the federal government. McLain said the University is required to spend at least 7 percent of the federal money in non-profit community service positions. She said Northwest averages 11 percent.

When the University is in session, no student may work more than 20 hours per week. When it is not in session, students may work up to 40 hours per week. Students enrolled in at least six credit hours during the four summer sessions – May, June, July and August – qualify for summer employment.

McLain said about one-third of the 1,000 students are eligible to receive federal funds.

"The number one question I get from parents and students is 'what's the benefit of having federal work-study?'" McLain said. "The answer is that when they fill out their financial aid application next year, having federal work-study doesn't affect their financial aid eligibility."

Many people believe that on-campus jobs pay only minimum wage. McLain said that is not true.

"Jobs pay $5.15, $5.50, $6 and $6.50, depending on the job," McLain said. "Some others are slightly higher. For example, it's difficult to find piano accompanists. That job pays more."

In spring 2005, Northwest began a pilot program called Career Pathing. Students in the program who attend at least three of the eight training sessions per trimester, have a satisfactory performance evaluation and complete one year of service are eligible for a 25-cent per-hour wage increase the next year. About 200 students are in the program, and McLain said it will be two to three years before the program is fully implemented.

"It's about personal and professional development," McLain said of the program. "It's voluntary on the student's part, but we've had real positive feedback."

McLain said a new student employment Web site is being developed, and she hopes it will be launched within a month or two. She said it's never too late for students to apply for jobs.

"The first step is to go online, look at the jobs and apply directly to the department," McLain said. "Each department provides its own application, conducts its own interviewing and does the hiring."

The Student Employment Office is located within the Human Resources Office on the first floor of the Administration Building. McLain can be reached at (660) 562-1140 or via e-mail pmclain@nwmisssouri.edu.

SEPTEMBER 2006
Students check Web site when searching for jobs

It’s no surprise that the technologically savvy generation called Millennials would surf the Web when searching for employment. That’s exactly how three Northwest student employees found work at the University.

Joe Holdenried, Tyler Stanley and Nakita Peterson checked out the Student Employment link on Northwest’s Web site to find work.

“This was the only job I applied for,” said Holdenried, a Landscape Services employee. “I’d been working outside for the last six years.”

Holdenried, a senior with a double major in management and marketing, ended his job weeding, mulching and watering flowers at the end of August for a year-long internship with Morris White, Northwest’s director of athletic marketing, promotions and licensing.

Holdenried said if summer employment wasn’t an option, he may have gone back to his native Omaha, Neb., to find work.

“It’s been fun,” he said. “I like my bosses. Everyone is kind of laid back so it was a good match for me.”

Holdenried said he learned how to perform general maintenance on vehicles and how to keep a garden running.

“It’s a fun time,” he said. “I’ll be here next year, but I haven’t decided on a job for next summer.”

Stanley is somewhat of a veteran Landscape Services employee. The junior marketing major from Des Moines, Iowa, has been on the crew for more than a year. It was his first on-campus job.

“I’ve done a lot more than I expected,” he said. “When I started, I was watering and mulching and weeding. Now I work at the president’s (Gaunt) house and mow, take care of flowers and plant them, clean up around sidewalks and trim hedges and trees about 10 hours a week.”

Stanley, a transfer student from Des Moines Area Community College, previously worked in shoe sales at a Yonkers store in Des Moines.

“This is quiet, and I hear a lot fewer complaints,” he said. Stanley has enjoyed his job with Landscape Services so much that he’s thinking about a minor in horticulture.

“This is the only on-campus job I could see myself doing,” Stanley said. “The others on the Web site didn’t interest me at all.”

Stanley plans to continue working for Landscape Services throughout the current academic year.

“It’s been very interesting,” he said. “All the guys are really cool, and it’s been fun meeting different people on campus.”

Stanley said he’s learned how to care for a garden, mulch and take care of trees.

“It’s been good training,” he said. “And it’s a lot easier when your supervisors are nice. They’re flexible and will work around your schedule.”

Peterson, a freshman from Burlington Junction, Mo., began her first on-campus job as office assistant in University Relations on June 6.

“I worked at a restaurant before, and I decided that wasn’t going to look too good on a resume,” she said. “I thought this job would work better.”

Peterson, an advertising major, performed various tasks while University Relations prepared for the summer commencement on Aug. 1.

“There’s a lot more to it than you think,” she said. “There are a lot of things behind the scenes that people don’t realize. It’s a lot of planning.”

Peterson’s day consists of checking and distributing mail, distributing faxes, running errands and doing odd jobs around the office. She plans to continue working in University Relations throughout the academic year.

“I love that the job is so flexible,” Peterson said. “If I need an afternoon off, it’s not a problem.”

Students must be enrolled in a minimum of six credit hours in order to be eligible for a job on campus. All three students took summer classes and put in several 40-hour work weeks once their classes ended.
Northwest Family talks with Jackie Elliott, dean of students

Jackie Elliott began her duties as dean of students in early July. Despite working at Northwest for such a short time, Elliott has a vision for her office and its role in helping students succeed. She recently was interviewed by Northwest Family.

NF: What short- and long-term goals do you have for your area of student affairs?

Elliott: “We must continue to explore programs, services and opportunities that foster meaningful involvement and interaction for students and their development. In doing so, we will look at better practices, emerging trends and the things that students value and desire in their educational experience. Long-term goals include creating systems and practices that are stable, sound and fair, especially the judicial process. Programs in the Division of Student Affairs are designed to positively impact students’ learning and development by facilitating opportunities for meaningful involvement and interaction. Services provided are accessible, professional, relevant, timely and reliable. The goals have to be flexible and responsive.”

NF: In what ways does your office plan to connect with students and help them be successful?

Elliott: “The most important thing we can do is demonstrate sincere concern and interest in our students and their success. We can do this by building relationships and trust by fair, professional, empowering and ethical practices through genuine collaboration with students. We must believe in the possibilities for all students. If students do not believe they can be successful, they do not try. If students do not try, they do not succeed. Finally, the only way we can become successful as a department or division is to help others – students – become successful. We’re in the business of building people.”

NF: How important is a vibrant student affairs department?

Elliott: “It is extremely important. We must be visible and accessible to students. Typically you will find that individuals who make their living in student affairs do so because they have great passion and joy for what they do. It shows. They are truly interested in students and their success – they find joy in their student’s accomplishments whether it is working their way through a difficult situation or getting their first job. Students are extremely intuitive and they can tell when people really care about them and their success.”

NF: What gives you the most satisfaction working in the student affairs office?

Elliott: “Helping students become successful. Seeing students grow personally, emotionally and academically is extremely rewarding and satisfying. We are so fortunate in what we do because we are able to open students to new opportunities and possibilities and see them embrace new ideas and accept differences. In every aspect of a student’s experience, we seek to provide opportunities, challenges and support to prepare them for a life of personal success, engaged citizenship, and enjoyment of the world.”

NF: What message do you have for parents of Northwest students as it relates to your office?

Elliott: “Ultimately, our goal is to enhance the educational experience for students, and we encourage parents to work with us in providing the best opportunities for their son or daughter to develop not only academic skills but also problem-solving skills and critical thinking skills. We understand that often the educational experience is uncomfortable for students and there is the understandable need to ask mom or dad to fix problems. However, we want parents to partner with us in providing the best comprehensive educational experience possible for their son or daughter by encouraging learning and citizenship, responsibility and accountability, engagement with the world and the maturing development of the self. It is also best achieved when we are comfortable allowing students to make mistakes, to struggle through issues, and to have the range of experiences needed to develop the skills, values and habits of resilient, independent and self-sufficient adults. Doing this allows the students to gain ownership of all aspects of their educational experience. When allowed to work through problems, students have opportunities to learn important skills of communication (e.g. how to voice a view and actively hear a different view), teamwork (e.g. working with others to identify problems, creatively develop solutions and locate resources to implement ideas), and working across differences in a local and global context (how to work with those who are different than themselves, how to turn difference into a creative plus). This means we allow students to struggle with problems and grope for answers. We strive not to ‘fix’ things for students.”
**'Cats,' folk dancers highlight Encore season**

Northwest’s Encore performing arts series and Distinguished Lecture series return this fall with Ballet Folklorico de Mexico at 7:30 p.m. Tuesday, Oct. 3, and Distinguished Lecturer Peter Bergen of CNN, who speaks at 8 p.m. Monday, Oct. 9. Both events will take place in the Performing Arts Center on the Northwest campus.

Season tickets and individual performance tickets are on sale now. Tickets may be purchased by phone at (660) 562-1212, at the Student Services Center on the first floor of the Administration Building or online at www.nwmissouri.edu/tickets/. The center is open Monday through Friday from 8 a.m. until 4:30 p.m.

The complete 2006-2007 Encore/Distinguished Lecture schedule:

- Ballet Folklorico de Mexico, Encore Performance Series, 7:30 p.m. Tuesday, Oct. 3, Performing Arts Center.
- Peter Bergen, Author and CNN Terrorism Analyst, Distinguished Lecture Series, 8 p.m. Monday, Oct. 9, Performing Arts Center.
- “Cats,” Encore Performance Series, 7:30 p.m. Tuesday, Nov. 28, Performing Arts Center.
- “Wonderful Town” (The New York City Musical), Encore Performance Series, 7:30 p.m. Thursday, Jan. 25, Performing Arts Center.
- The Hungarian State Folk Ensemble, Encore Performance Series, 7:30 p.m. Saturday, Feb. 3, Performing Arts Center.
- Norah Vincent, Distinguished Lecture Series, 8 p.m. Monday, March 12, Performing Arts Center.

**Bearcat Zone returns for fall**

The Bearcat Zone, an open-attendance tailgate party taking place prior to each Northwest home football game, returns to College Park Sept. 2, when the Bearcats take the field against the Minnesota State University Mavericks.

Each Bearcat Zone begins two hours before game time in the park and adjoining parking lots. Admission is free. College Park is located along College Park Drive across the street from the west entrance to Bearcat Stadium.

Norah Vincent, Distinguished Lecture Series, 8 p.m. Monday, Oct. 9, Performing Arts Center.

**Applicants sought for BRUSH 2006**

Scores of students and other volunteers will roll up their sleeves and grab paintbrushes and scrapers Saturday, Sept. 30, during BRUSH Service Day.

BRUSH, which stands for Beautifying Residences Using Student Help, was founded in 2002 by Northwest first lady Aleta Hubbard, who remains the program’s chief coordinator.

Throughout the day, students will paint and fix up the residences of homeowners who, for a variety of reasons, are unable to perform such chores themselves. While beautifying the community, the students also help strengthen the relationship between Maryville and the University by building new friendships through service to others.

“This is important because we want to improve the appearance of Maryville,” Hubbard said. “We want to assist our neighbors while providing opportunities for students to give back to the community in meaningful ways.”

Homeowners who would like a BRUSH crew to work on their property should submit a written application by Monday, Sept. 18, in care of BRUSH, 800 University Drive, J.W. Jones Student Union Room 270, Maryville, Mo., 64468.

More than 150 students typically volunteer for BRUSH Service Day and help repair, paint and fix up three to four residences. Approximately 20 homes have been refurbished since the program began.

This fall’s Service Day begins at 8 a.m. at the Wesley Student Center at 549 W. Fourth St., where students and other volunteers will gather for a light breakfast before dividing into crews.

Many of the young people who participate in BRUSH each year are students at the Missouri Academy of Science, Mathematics and Computing, the University’s accelerated residential program for gifted high-school-age students. A number of Greek-letter organizations and other campus groups also take part, as do individual students and community volunteers.

Local businesses provide support through in-kind donations of food and supplies.

**John Deere to use student-created ad**

They may not be on Madison Avenue yet, but a group of students who took Northwest Instructor Jacquie Lamer’s advanced advertising strategies class last spring already have a taste for what it takes to close the deal.

At the suggestion of Northwest Alumnus Kevin Fullerton, who owns and operates Springboard Creative, a marketing and production firm in Mission, Kan., Lamer’s students designed two advertising campaigns for John Deere Co., a leading manufacturer of farm and construction equipment.

Lamer recently was notified by officials at John Deere’s Agricultural Marketing Center in Lenexa, Kan., that the company is going to use a print ad “based almost entirely” on one of the class concepts.

The ad, “Do You Have An Alan?”, will appear this fall in “Today’s Farmer,” a magazine for members and employees of MFA Inc., a farmer-owned agricultural cooperative. It shows salesman Alan Cofer of Dave White Implement in Curveyille standing in front of a John Deere 4720 sprayer with customer Bill Coen, general manager of Centralia MFA Agri Services.

Printed in large type at the top of the photo is a caption reading, “Do You Have An Alan?” Additional text describes Cofer’s commitment to customer satisfaction and service after the sale.

“So if you need more than just equipment from your supplier, we have good news,” the ad states. “Your own Alan is as close as the nearest John Deere Commercial Spray Center.”

In submitting the campaigns to John Deere, Lamer’s students designed a PowerPoint presentation and a 32-page “pitch book,” which contains an executive summary and “SWOT” analysis of the company’s “strengths, weaknesses, opportunities and threats.” The booklet examines each of the SWOT factors and notes its possible impact on sales.

The pitch book also contains a “situational analysis” summarizing variables, such as the 2007 Farm Bill and rising fuel costs, and a “target market profile” identifying probable customers as hard-working, family oriented farmers who value tradition, loyalty, quality, durability, and - above all - trust.

“We got involved after Kevin told us the class was looking for a client,” said David Jones, an advertising copywriter for the marketing center. “I attended a class session and gave the students some background on John Deere, and they pretty much took it from there.”

Jones said, as far as he knows, this is the first time the company has used an ad concept created by college students, and he described the proposal as “fitting very well with this particular customer segment, which is very dependent on relationships, service and support.”

He added that only a small amount of tweaking was necessary to turn the submission into a finished piece.

“We gave it our look and our sound,” Jones said, “but conceptually it’s theirs.”

The class members who created “Do You Have An Alan?” have received permission from John Deere to place the ad in their portfolios and list appropriate company marketing personnel as clients and contacts.

Participating students:
- Kristi Creason, Kansas City; April Haslag, Loose Creek; Egon Heiden-dal, the Netherlands; Lisa Hendrix, Maryville; Kaleb Kern, Blue Springs; Kisha Steggall, St. Louis; Callie Zevecke, Blue Springs; Sarah Zimmerschied, Lee’s Summit; Nikki Haywood, Omaha, Neb.; Cassie Krull, Savannah; Tabatha Padilla, Kansas City; Maggie Robinson, Lenox, Iowa; Erika Saito, Japan; Patrick Sasser, Columbia; Brandy Stevens, Camdenton; Jerad Williams, Clarinda, Iowa.
Cajun theme to highlight Family Day

Northwest’s annual Family Day will take on a Cajun theme this year as students from Louisiana State University-Eunice are scheduled to take part in the day’s festivities.

Family Day will be held Sept. 23.

Eunice and Maryville formed a sister city bond following the devastation of Hurricane Katrina. The four LSU-E students scheduled to travel to Maryville are Dustin Reed, Student Government Association president; Cadi Pedigo, vice president; Adrienne Coreil, treasurer; and Kira Viator, secretary.

The Family Day schedule:

9-11 a.m. – Alumni/Parent Open House at Alumni House
10:30/11 a.m. – Campus tours by Student Ambassadors at Mabel Cook Admissions and Visitors Center

Pregame – Family pictures with Bobby Bearcat in Bearcat Zone; residence hall/apartment reception; Cajun tailgate ($6 per person); recognition of LSU-Eunice students at Pavilion.

1 p.m. – Bearcat football game vs. Missouri Western in Bearcat Stadium

Halftime – Family of the Year Award is presented; recognition of LSU-Eunice students.

For more information about Northwest, visit www.nwmissouri.edu or call 660.562.1212.

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Designer: Teresa Carter
Photographer: Darren Whitley
Editorial Board: Matt Baker, Jackie Elliott, Brad Landhuis, Beverly Schenkel, Joan Schneider