

## Bewitching Hour



Jackson Groves/Index

Senior Amy Hauser (far left) and sophomore Josie Bolanowski hand out candy to costumed sisters Abby (center) and Anna Moore in Centennial Hall on Halloween night.

## New campaign logo designed

BY KYLE MAGEE  
Staff Reporter

The University's \$30-million advancement campaign is boasting a new logo.

A committee selected "Bright Minds, Bright Futures" as the campaign's theme. The logo is the visual side of a quiet fundraising campaign to increase recruitment and leadership on campus by securing gift commitments from alumni, corporate sponsors and individuals.

"We started at the beginning of last semester," said Rachel Nobel, graduate student and Advancement Office student worker. "The campaign was decided over the summer."

Nobel said she belonged to the committee that chose the campaign's theme. The original committee of six narrowed down the collaborative effort theme from a list of nearly 150 slogans.

"I think alumni support in general is always a good thing," Nobel said. "I mean, it can't hurt, right?"

Mark Gambaiana, vice president for University advancement, leads the campaign's commitment incentives in an effort to help Truman maintain a high level of academic integrity.

"It's a long process, actually," Gambaiana said. "We are now in the quiet phase of our campaign. We have determined our goal, ... our priorities through a series of previous steps."

Gambaiana said the campaign's steering committee is trying to recruit

members to the committee as part of the motivation to reach the campaign's \$30-million fundraising initiative in advanced gift commitments, cash pledges and deferred gifts received during a longer period of time.

Gambaiana said that after receiving two \$1-million deferred commitments, the donations total just less than \$7 million. An October gift by Greg Gerhardt to establish an endowed professorship in the science department marks the first donation received. John and Denise Teal of Toledo, Ohio, designated their \$1-million donation last week to create a military service scholarship, geared toward veterans and their dependents.

"Those are wonderful commitments," Gambaiana said. "We've got a quality message and very quality messengers."

Gambaiana said 1966 alumnus Chuck Foudree heads the campaign's 10-person steering committee whose members are selected based on their level of influence, financial commitment and past involvement.

"We've got a target in mind," Gambaiana said. "We need to secure the commitments to make this happen and to advance the institution. We need representatives and ambassadors to tell our story."

The University's information technology provider, SunGard Education, sponsored a \$25,000 commitment creating the SunGard Higher Education Endowed Scholarship. The scholarship is intended for students with financial



"Bright minds, bright futures" will replace the old University Foundation logo.



need, leadership skills and service history, Gambaiana said.

George Beshears, director of information technology services, presented the gift installment to Gambaiana.

"Rather than just looking at a specific area, since IT touches all areas of campus, we didn't restrict it to ... one particular area," Beshears said. "We left it wide open."

Beshears said this type of commitment potentially creates opportunity for growth.

"I think everyone as far as I know [faculty, staff and students] have been very supportive on the internal campaign up to this point," Beshears said. "But this is hopefully the first step in reaching out to some corporate donors. We are just glad to be able to make a contribution."

## Students utilize writing coaches

BY MARIAH BOHANON  
Staff Reporter

The University Career Center is responding to students' increased demand for outside help with graduate school admission essays.

One hundred and twelve students sought help with graduate school applications last year, and of those, about 90 were seeking help with personal statements, said David Kincaid, Career Center assistant director.

Since the start of the fall semester, 63 students have come in for graduate school admissions, and 53 asked for help with personal statements, putting it on track to surpass last year's total of requests. The number of students who turn to the Center for assistance in writing a personal statement has increased during the past several years, Kincaid said.

"The personal statement is a balance between offering up something unique about yourself or your background and your abilities and area of interest," Kincaid said.

He said the personal statement allows students to give information that can't be found in grade point averages, test scores or letters of recommendation. Kincaid said personal statements vary among different graduate programs, but all essays should seek to answer the question, "Why do I want to go to this university?"

"We sometimes go through multiple revisions with a student until he or she has a document that really meets their expectations and that they're ready to send off," he said.

Kincaid said he wouldn't consider himself a writing coach and that the Center encourages students to seek help from the Writing Center for assistance with style and grammar in their admissions essays. Students should seek feedback on their personal statements from multiple sources, including professors, advisers and parents, Kincaid said.

"You want as many eyes to look over it as possible so that what you have is the best document possible," he said.

Career Center Director Lesa Ketterlinus said the Center helps students understand the content admissions committees are looking for in personal statements. Students may turn their rough drafts into the Center, along with a sheet that gives basic information

about the program they're applying to and the guidelines for their essay, Ketterlinus said. A staff member then takes 48 hours to read the essay before making an appointment with the student to work with them using a critique sheet, she said.

"The document is usually read four to five times by the reader, looking for everything from spelling and grammar to flow to customization for the specific program," she said.

Different graduate programs might require different levels of personal information, Ketterlinus said.

"Programs that tend to be harder sciences tend to want more of an admissions essay that's more about qualifications," she said. "More human-based programs, such as social services, want to know more about you as a person."

The personal statement is an opportunity for students to tell admissions committees something about themselves that is not included in the other application materials, she said. Students should use

the personal statement not only to demonstrate writing skills, but also to convey why they are suitable for a specific graduate program.

"Overall, they're going to be evaluating whether you are qualified to do graduate level work," Ketterlinus said.

The Career Center hires Don Asher, a professional consultant for graduate school applications, to present at the University during Graduate School Week every year, Kincaid said. Asher holds workshops that allow students to practice writing their personal statements, Kincaid said.

Asher said he began speaking at colleges in 1990 after the success of his book "Overnight Resumes" prompted him to focus on the area of personal statements. His favorite aspect of his job is giving lectures to students and getting feedback from them later about how they were accepted to graduate schools, he added.

An admissions essay is the last part of the application process that a student has control over, Asher said. Grades and GRE (Graduate Record Examination) scores may remain final, but a personal statement can change the decision of an admissions committee, he said.

A student's writing should include evidence that he or she has the drive and the ability to overcome obstacles that are necessary to perform at the graduate level, Asher said.

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