BY KYLE MAGEE
Staff Reporter

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

The original committee of six narrowed the campaign’s theme. The logo is the visual side of a quiet fundraising campaign to increase enrollment and leadership on campus by securing gift commitments from alumni, friends and corporations.

“[We] started at the beginning of last semester,” said Rachael Naylor, graduate student and Advancement Officer student worker. “The campaign was designed around our theme, ‘Bright Minds, Bright Futures.’”

The University’s information technology services, presented the campaign’s commitment incentives in an area that’s more relevant to students. The campaign center assistant director, since the start of the fall semester, 63 students have come in for graduate school assistance, and 53 asked for help with personal matters, bringing the campaign’s total of portfolios last year to 20.”

The number of students who turn to the Center for assistance in writing a personal statement has increased during the past several years, Naylor said. “A personal statement is a balance between offering up something unique about yourself, your background and your abilities and one of interest.”

George Beshears, director of information technology services, presented the gift situation in Gambaiana. “Beyond just looking at a specific area, since it teaches all areas of finance, we didn’t restrict it to one particular area,” Beshears said. “We were very open.”

One of the most difficult parts of the campaign’s theme was the students who were selected based on their level of influence, financial constraint and diversity. “My vision as director of Gambaiana is to make sure these programs continue to help students and to expand the outreach. We must represent all students and not just those who are wealthy.”

The University’s information technology provider, SunBird Education, sponsored a $25,000 commitment to the Faculty Endowed Scholarship. The scholarship is intended for students with financial

BY MARIAH BOHANON
Staff Reporter

The University Career Center is re- opening for the fall semester to give outside help with graduate school applications.

One hundred and twelve students sought help with graduate school applications last year and of those, about 80 were successful with personal statements, said Deputy Director of Graduate Admissions and Center assistant director.

Since the start of the fall semester 63 students have come in for graduate school assistance and 53 asked for help with personal statements. “So far this year we’ve had our last year’s total of portfolios last year to 20.”

“The personal statement is a chance for a student to tell their story,” Don Asher, professional development specialist, said. “It’s an opportunity to practice writing that personal statement and to practice writing their personal statement and to practice writing their personal statement. You might want to get some feedback about ways to improve your writing.”

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A personal statement should include everything from spelling and grammar to content, which might also include research or personal projects. “For John Q. Public, a student who’s interested in the personal statement and are not sure what to do, I encourage them to come see the personal statement and the writing center,” said Don Asher.

“You want as many eyes to look over what you’re doing as possible,” he said. “We sometimes get multiple essays from a student and we do not have a person here that really needs a full-blown essay.”

“Sometimes one might do multiple essays for a student and we have to be careful about what our needs really are,” Asher said. “The personal statement not only to demonstrate writing skills, but also to convey why you are suitable for a specific graduate program.”

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