



TEXAS A&M  
UNIVERSITY  
COMMERCE

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## A&M-C launches marketing campaign with passion

**PASSIONATE ABOUT TEACHING?  
YOU BELONG HERE.**

These A&M-Commerce's education graduates are some of the best prepared and most sought after in the state. With a record of excellence over the past 100 years in producing exceptional teachers and administrators, and we continue to grow our reputation.

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If you are passionate about learning, then you really do belong here.

The new branding campaign being conducted through the Marketing Communications department has created wide interest and commentary.

In talking to faculty, students and staff on campus, Randy Jolly, marketing communications director, quickly established that the reason people are at this university instead of a junior college or more well known schools is because they are passionate about what they do and are passionate to teach and to learn.

"The word passion kept popping up," says Jolly. "I was amazed. Have you all been talking to each other?"

The campaign highlights the university's key strengths and rich heritage while communicating who we are, what we do, and why what we do matters.

Quality students are passionate about learning and students have expressed the im-

portance of belonging to something special, so developing the tagline, "you belong here," was the next logical step.

The branding campaign makes use of language and photographs that are coordinated into a consistent theme and used in billboards, advertisements, brochures, the university Web site and *Pride*, the alumni magazine.

"The overall branding concept is to create a readily recognizable look and message," Jolly says. "We will be using this theme for the foreseeable future and analyzing the results to determine its effectiveness in achieving the president's goal of increased enrollment. Ideally new freshmen will be able to identify with the theme and incorporate it into their experience all the years they attend A&M-Commerce."

Newspaper advertisements have appeared over the past nine weeks in the Sunday editions of media sources in a 75 to 100 mile radius of campus, as well as in *Texas Monthly's* special college edition and *NextStep* magazine,

which reaches high school seniors in Texas and Oklahoma. Advertisements have also appeared in *Now* magazine, which serves the communities of Midlothian and Corsicana.

"As with any effective branding campaign, the core message and image remain the same even though we may tailor the message to specific departments."

A direct mail campaign consistent with the theme has also been sent to 60,000 individuals by name between the ages of 18 to 45 in Hunt, Hopkins, Collin, and Lamar counties.

The university is committed to this campaign as an integral part of the president's goal to recruit good students for the fall 2007 semester. The plan also includes targeting National Honor Society and university honor students.

Says Keith McFarland, A&M-Commerce president, "We are the perfect fit for students serious about learning. We hope this campaign will get the story out."

# Extra Credit



*Leading by example — Facilities' Gary Hendrix steps in to do what is needed to get the job done.*

Employee of the month is Gary Hendrix, grounds supervisor based in the maintenance office of Facilities Management.

Hendrix is married to Mary, the associate vice president of academic affairs. They have a son, Cody, daughter Katie, and granddaughter, Kyra. Mary, Cody and Katie are all A&M-Commerce alumni.

Years as a university employee: "I've been here since November 1976, except for a brief absence when I sought my fortune as a route person in the beer industry. I've been here long enough to know the faces even if I don't know all the names.

"I love my job and being outside, I find maintaining the grounds appealing as it includes a variety of work. We take care of trees, flowers, shrubs, mow the grass and generally look after the campus.

"I've worked with four different directors over the years and the department's name has changed from maintenance to physical plant to facilities.

What makes Gary successful: "It's not being punctual. I'm easy going and easy to work with, and try to do what's best with everyone. I enjoy working with people and our crew is excellent.

"I enjoy the camaraderie most. I was more hands-on but now delegate projects and I couldn't ask for a better response. It's a good group down at facilities."

What boss David McKenna has to say: "Gary makes a difference every day he shows up to work and has a very good sense about landscaping."

## Publications

**Derek Parker Royal**, literature and languages, "Roth, Literary Influences, and Postmodernism," *The Cambridge Companion to Philip Roth*, Cambridge University Press, 2007.

## Presentations

**Margie Adams**, doctoral student in curriculum and instruction, "Engaging Students with Authentic Literature," College Reading Association Conference, Pittsburgh, Pa.

**Donna Dunbar-Odom**, literature and languages, keynote speaker, "Situating Literacy," Continuing the Conversation: Best Practices in Teaching Conference, Texas A&M University-Kingsville, Dec. 2.

**Don English, Ed Manton, and Jan Walker**, business administration and MIS, "A Comparison of Business Communication Instructors and Human Resource Managers Perceived Value of Selected Business Communication Competencies," National Association for Career and Technical Education, Atlanta, December 2006.

**Wayne Linek**, curriculum and instruction, and **Elizabeth Sturtevant**, George Mason University, "Insight into the Value of Secondary and Vocational Teacher Training in Content Literacy," College Reading Association Conference.

**I. LaVerne Raine, Mary Beth Sampson, Susan Szabo, and Linek**, curriculum and instruction, "A Comparative Investigation of the Awareness and Use of Content Reading Strategies in the Primary Grades by Preservice Teachers," College Reading Association Conference.

**Royal**, literature and languages, "Philip Roth: Jewish American Novelist?" featured lecture at Philip and Muriel Berman Center Lecture Series, Lehigh University, Bethlehem, Pa., Oct. 19.

**Royal**, "Falsifying the Fragments: Narratological Uses of the Mockumentary in Wood Allen's Films," Film & History Conference: The Documentary Tradition, Dallas, Nov. 9.

**Kathy Stephens, Nicole Frazier, Leslie Russell, and Mikita Gillespie**, doctoral students in curriculum and instruction, "Interactive Reading Strategies: Creating a Risk Free Environment for Struggling Readers and Writers," College Reading Association Conference.

**Szabo, Raine, Sampson, and Linek**, cur-

riculum and instruction, "An Investigation of the Knowledge and Use of Content Reading Strategies by Middle Level Preservice Student Teachers," College Reading Association Conference.

**Tara Tietjen-Smith and Henry Ross**, health and human performance, "Stress and the College Student," Texas Association for Health, Physical Education, Recreation, and Dance State Convention, Fort Worth, Nov. 30-Dec. 2.

Also **Tietjen-Smith and Lisa Alastuey**, University of Houston, "The Rising Prevalence of Eating Disorders: What Is Our Role?," Texas Association for Health, Physical Education, Recreation, and Dance.

Also **Tietjen-Smith and Rick Balkin**, counseling, a research poster, "The Utilization of Exercise to Decrease Depression in College Students," Texas Association for Health, Physical Education, Recreation, and Dance.

## Theatre wins

Theatre faculty, staff and students attended the Southwest Theatre and Film Association. A&M-Commerce had seven prize winners at the Design Festival and two Presidential Citations.

Fourteen A&M-Commerce students attended.

Winning in the Designfest were exhibitor **Gary Burton**, faculty, and **Chris Wyatt**, student, for "Summer and Smoke."

Winning in Faculty Designs were **Celia Stogner**, Superior Set Design, "An Experiment With an Air Pump."

Also Superior Set Design, **Burton**, "Cinderella."

Superior Lighting Design, **Michael Knight**, "An Experiment With an Air Pump."

Presentations include the following:

**Stogner**, "Special Effects Makeup With an Airbrush."

Designer in Residence **Mel Baumgartner**, "Students Mentoring Students: Expanding Your Learning Base Without Expanding Your Faculty."

**Baumgartner and Burton**, "Costume Rendering Techniques."

**Knight**, "Care and Feeding of the Ellipsoidal Spotlight."

**Burton**, "Actor, Director, and Designer: A Symbiotic Relationship."

**Garrison Ausburn**, playwright, and **Baumgartner**, director, "Staged Reading of Their Mother's Hand."

# Fast facts

## Finding water in space

“Oasis in Space” is showing Jan 19 and 26, at the A&M-Commerce Planetarium.

Shows will be at 7 and 8 p.m. Fridays with Saturday shows discontinued.

The search for liquid water in outer space will be explored in this feature show. “Prepare to be transported on a startling and beautiful voyage through the universe, galaxy, and solar system in search of liquid water -- a key ingredient for life on earth,” said Kent Montgomery, planetarium director.

On the first and third Fridays of the month, the Rock Hall of Fame with its classic rock music will be presented at 9 p.m. “In the new year, the show has been changed and some new music added with a couple of the old favorites,” he said.

In February, “The Problem with Pluto” will be presented at 7 p.m. Fridays with “Oasis in Space” at 8 p.m.

Starting in March, “Astronaut” will be shown at 7 and 8 p.m. Fridays.



**GRANADA IN SPRING** — Undergraduate student Sarah Rodriguez will study at the University of Granada in Spain in the spring semester. The Eustace student is attending A&M-Commerce on a Gates Millennium Scholarship, awarded by the Bill and Melinda Gates Foundation, which pay her expenses. The goal of this scholarship program is to train minority students to potentially become world leaders. At A&M-Commerce, Rodriguez has the distinction of being the only student currently on the Millennium Scholarship and the second in the last few years, according to personnel in the Scholarship and Financial Aid Offices. Her father is an alumnus and her mother also attended this university.



**FIRST COUPLE** — Ryan and Louise Moreira Daniels of Fort Worth (second and third from left) are believed to be the first couple who earned bachelor's degrees with Highest Honors at the same time from this university. With them at the Fall Honors Luncheon on Dec. 15, are their honors thesis advisers. At left is Tracy Henley, head of the Psychology and Special Education Department, and Louise's thesis adviser. At right is Chad Smith, photography faculty member, and Ryan's thesis adviser. After traveling in Spain and Europe this spring, the couple will attend The New School in New York, N.Y. for graduate work in Fall 2007. Originally from Fortaleza, Brazil, Louise is Portuguese. They met in Brazil while Ryan was living with a Brazilian friend who had been an exchange student at Ryan's high school.



**HONORING LONG SERVICE** — A&M-Commerce President Keith McFarland (above, left) presents staff who have served the university with plaques recognizing their years of service. Frank Perez (above right), director of Disability Resource Services and assistant director of Mach III, has 30 years of service. Alicia Currin (right), assistant vice president for Business and Administration and director of Budgeting and Financial Analysis, has 25 years of service. Ronnie Brooks (bottom left), director of the Upward Bound/Mach III Program, has 28 years of service. Susan Andrews (bottom right), head serials librarian at Gee Library, has 25 years of service. Staff were recognized at the annual President's Holiday Reception. Faculty with long service will be recognized in a separate event.



## TriO Star launch

Student Support Services has started a “TriO Star,” which honors a student each semester.

The first award winner, named in the Fall 2006 Semester, is Daniel Council, a Royse City elementary education major.

Council tells how Mach III has helped him as a freshman.

“I would like to offer my deepest appreciation and gratitude to the Texas A&M University Mach III Program. If not for their unwavering dedication in assisting students, such as me, with special needs in learning, many people who have a disad-

vantage in learning would not have a fighting chance in achieving higher education.

“For example, I am 40 years old and starting college after graduating high school 20 years earlier was very much an anxiety filled experience.

“The truth is, 20 out of the 23 years that are between my school experiences were spent working on a garbage truck. When I began my college experience, I was extremely behind in basic skills needed to be successful in the achievement of high performance.

“I urge all students that can use assistance in any subject to come to Mach III for help. I can personally guarantee it is one of the best choices a person can make during their academic career.”



**SCHOLARSHIP WINNERS** — Three A&M-Commerce students have won \$5,000 scholarships funded by the Southwest Center for Agricultural Health, Injury Prevention, and Education in Tyler. From left are J. Torey Nalbone, the center’s deputy director; Helen E. Miner, director of the Lake Country Area Health Education Center in Tyler; Scriber, Neb. senior Maggie Pfeiffer Abernathy, Mesquite senior Ashlee Daniels, and El Paso senior Yvette Pedroza. At the back is Pat Bagley, former head of the A&M-Commerce

## Library now offers longer hours

Gee Library is expanding its hours in response to trends and student requests. The library will be open Sunday through Thursday an extra two hours in the evenings until midnight.

On Fridays, the library will also be open two hours longer in the evenings until 8 p.m.

On Saturdays, the library will continue to be open from 10 a.m. to 4 p.m.

There is a trend in libraries to be open lon-

ger hours to better meet user needs, said Sue Weatherbee, circulation coordinator. Also, A&M-Commerce students had requested for the library to be open extra hours, Weatherbee said.

Library staffers will be monitoring usage in the spring semester to determine if students are using the library during the extended hours, she said.

## January

- 16 First Class Day for Spring 2007.  
Late registration with \$50 late fee for Spring 2007 through Jan. 19.  
Art Exhibit “Recreate” by Brenda Feher-Simonelli, University Gallery, Main Art Building. Continues through Feb. 8. Reception 7 to 9 p.m. Jan. 23.
- 17 Women’s basketball, Central Oklahoma, in Commerce, 6 p.m.  
Men’s basketball, Central Oklahoma, 8 p.m.
- 20 Women’s basketball, Northeastern Oklahoma, in Tahlequah, 2 p.m.  
Men’s basketball, Northeastern Oklahoma, 4 p.m.
- 23 Schedules removed for non-payment of tuition and fees for Spring 2007.
- 24 Women’s basketball, East Central, in Ada, 6 p.m.  
Men’s basketball, East Central, 8 p.m.
- 25 V.I.S.I.O.N.S. program, American Ballroom, Memorial Student Center, 7 p.m.
- 27 Women’s basketball, Southeastern Oklahoma, in Commerce, 2 p.m.  
Men’s basketball, Southeastern Oklahoma, 4 p.m.
- 31 Last day to drop a class and receive a refund if remaining enrolled.  
Women’s basketball, Cameron, in Commerce, 6 p.m.  
Men’s basketball, Cameron, 8 p.m.

## NEXT ISSUE

The next issue of *A&M-Commerce Today* is Wednesday, Feb. 7. Copy deadline for the issue is Wednesday, Jan. 31. Please send your news to [mary\\_hazal@tamuc-commerce.edu](mailto:mary_hazal@tamuc-commerce.edu) or by fax to 5522.

*A&M-Commerce, an equal opportunity university, complies with all federal requirements prohibiting discriminatory activities.*