

BEHREND BRIEFS

New Child Care Center on the way

Knowledge Park will soon be the host of a new Child Care Center, thanks to the recommendation of a committee comprised of members of Behrend's faculty, staff and student body. Provost and Dean Dr. John Lilley acknowledges that the community has listed the center as a high priority.

"The committee of faculty, staff, and students who studied this issue has drafted a first-rate report that details the value and importance of child care to the community," Lilley said.

The construction of the Eastside Access Highway has required the destruction of the original Child Care Center, located on Station Road. The Greater Erie Industrial Development Corporation will build the new building, which the college plans to lease initially and eventually purchase.

Penn State awaits the assistance of PennDOT in delaying the demolition of the current center and of Harborcreek Township Supervisors in approving the new site.

Adult Learner Incentive Grants awarded

The Commission for Adult Learners at University Park has awarded admissions counselor Ann Burbules and assistant head of DUS Biddy Brooks each an Adult Learner Incentive Grant. Burbules plans to use her grant to help pay for the adult learner newsletter for the spring semester. Brooks, meanwhile, will be conducting a workshop for non-degree and provisional students on the steps required in order to acquire degree status.

The Commission for Adult Learners is in its second year of requesting proposals for programs which will enhance the experience of Penn State's adult learners.

REDC plans underway

Provost and Dean Dr. John Lilley has reported positive feedback from University Park following the announcement of Behrend's new Research and Economic Development Center (REDC). Collaborative efforts are in the works with presidents of Allegheny College, NPTI, and Mercyhurst College, and Lilley will soon broach the subject with the presidents of Edinboro and Gannon.

The building would take up approximately 152,000 square feet. Furniture and equipment costs are estimated at 1.75 million dollars. Additionally, Housing and Food Service anticipates adding 150 beds to Perry Hall to coincide with the need for extra housing once the center is completed.

POLICE AND SAFETY REPORT

01/24/2001	13:10	Student stopped the officer on patrol and requested a complaint be filed on her vehicle being keyed (driver side door — black Ford — parked in the K-lot in the handicap space).
01/26/2001	05:00	Officers observed two illegally parked vehicles in the Dobbins Hall Lot and two in the M/O Lot — all four vehicles were towed after citations were placed on the windshields.
01/26/2001	10:30	Complainant reported that he left his computer center software in a class and believes it was stolen.
01/26/2001	22:30	An individual locked keys in their vehicle while it was running. While attempting to unlock the passenger side, the handle was disconnected. However P&S was able to open the driver's side door.
01/27/2001	06:11	Officers were dispatched to Ohio Hall after a student reported flooding due to an overflowed toilet.
01/27/2001	13:35	A complainant reported that when unlocking the ARC to show it to prospective students and their parents, the core pulled out of the door. The core was placed back in the door, and the door was locked and is functional.
01/29/2001	09:10	A complainant's vehicle was hit by a maintenance truck.
01/23/2001	17:45	A complainant reported that a vehicle was parked in his space. The vehicle was issued a citation, and towed from the space. The owner of the vehicle called, asking where his car was.

FOCAL POINT

FIRE IN THE REED?

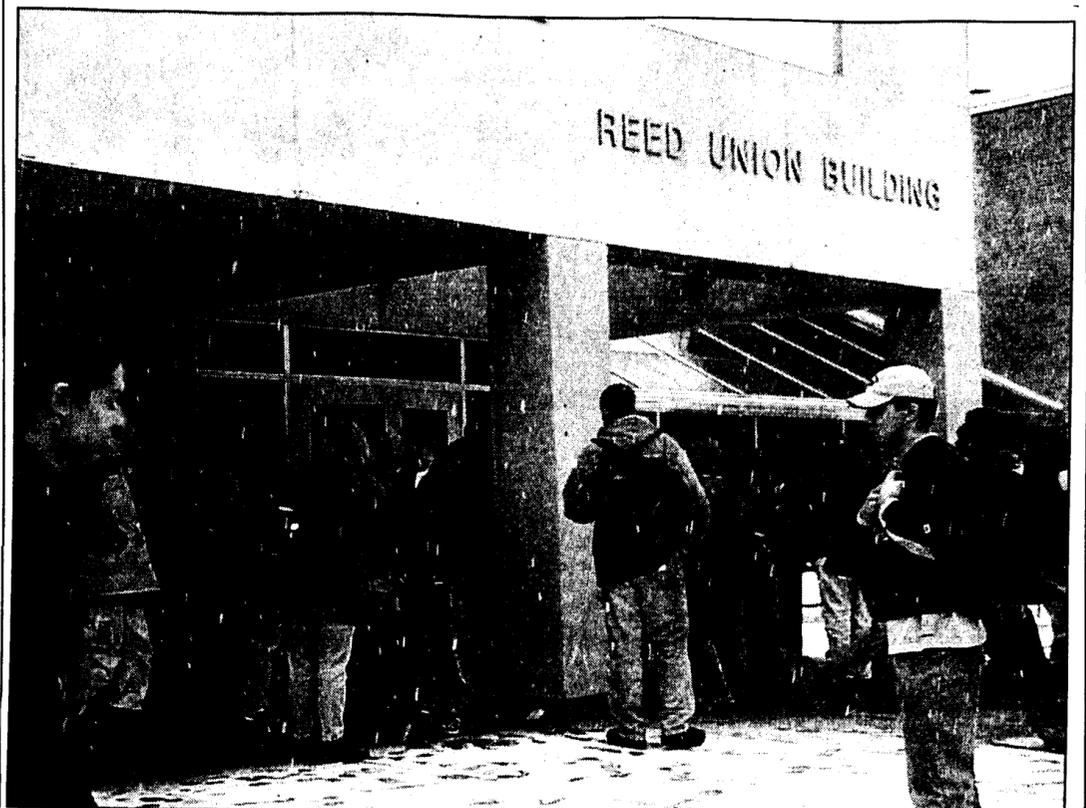


PHOTO BY LIZ HAYES

On Wednesday morning students, faculty, and staff in the Reed Union Building were treated to the sound of a loud alarm resounding through the halls. No one knew what exactly the sound meant, but, like trained sheep, everyone evacuated the building anyway. Standing out in the snow, getting odd stares from those passing by on the way to 11:00 a.m. classes, everyone waited for someone to let them back in the building — though no one told them to leave in the first place. But, luckily, Police and Safety quickly arrived on the scene and secured the building. What the problem really was, no one seems to know.

WEEKEND WEATHER OUTLOOK

SATURDAY



Mostly Cloudy

Hi 30°

Lo 15°

SUNDAY



Snow

Hi 42°

Lo 26°

MONDAY



Snow

Hi 39°

Lo 32°

FROM FRONT PAGE

CLUTTER?

talk about it."

In making effective posters, Dr. Lloyd suggests only having one dominant element on the piece. These advertisements should have some "really strong art direction" to be effective.

Using the media is also another way of advertising, said Dr. Lloyd, who says that using the student newspaper can be effective.

Dr. Lloyd explained about her experiences at Syracuse University, where she taught for nearly 20 years. Students wouldn't hold back, making flyers to put on cars, setting up booths, holding funny fundraisers, inviting celebrities. Students would make buttons for athletic events that would become collector's items in the eyes of other students.

DR. LLOYD

While at Syracuse, Dr. Lloyd spent six years as the Department Chair of Advertising at the Newhouse School, where she was responsible for keeping the advertising department up with the times. "My job was to keep the curriculum current so that my students would be hired over all the other students," she said. This involved hiring the best professors and raising money to build multi-media facilities so that the students would feel like they were actually working in the advertising field.

Dr. Lloyd, at Behrend, takes on a different role. Syracuse University's communications classes were more departmentalized, meaning students could earn their majors in just advertising, or just public relations, journalism, etc. Behrend's field of communications is a wider scope, taking in many different areas of communications. Dr.

Dr. Lloyd explained how students at Syracuse "wouldn't respect the railings in buildings" like Behrend students do. Railings would be covered with banners and announcements for events. She explained that there weren't many restriction places on students as far as advertising went, in fear of infringing on the students' first amendment rights.

Behrend's restrictions, however, aren't as lenient. In a packet sent to student organization presidents at the beginning of fall semester 2000 by Kris Motta, Assistant Director of Student Activities, the rules and guidelines were laid out for acceptable campus advertising.

These restrictions include, "no poster, handbill, or any other form of announcement may be placed

on, attached to, or written on windows, woodwork, glass doors, vinyl wall covering or plaster." Outside of the Reed Union Building, posters or handbills "must be attached to approved bulletin boards only."

Advertising documents "must not number in excess of 60 documents per event," with no more than 25 ads in each building. Also, no advertisement should be attached to any structure or natural feature of the campus, including walkways (chalking), roads, posts, waste receptacles and trees.

"The posting policy was developed to balance the advertising needs of the student organizations with maintaining an aesthetic campus environment," as stated in the packet of guidelines

here."

Most of Dr. Lloyd's experience lies in advertising media planning, which is currently a "huge growth area in advertising," according to Lloyd. If Behrend is to act on adding this area into the curriculum, it would open up areas in media planning, strategic planning and campaign development, which are areas that Dr. Lloyd has specialized in. Exploring these fields could open up a whole curriculum in promotional communication.

Dr. Lloyd commends Behrend in hiring experienced professors in their respective fields, and to teach students through hands-on experimentation. She hopes that by working with newly hired Mr. John Kerwin, his efforts to bring in more equipment could eventually develop a study in commercial production for students,

for student groups to follow.

This policy still allows for advertising in well-visited areas; however, these advertisements get cluttered, forcing some posters to cover others and some to get lost in the mix.

According to the packet sent to student organization presidents by the Office of Student Activities, there are also other ways to better plan well-attended events. A meeting should be scheduled with a member of the Student Activities Office three weeks in advance of the event.

The packet of policies states, "early planning will help prevent unexpected problems and help resolve issues and/or concerns regarding the event."

By adhering to these rules, planning and

advertising for events should run more smoothly.

Another idea by Dr. Lloyd would be to "get a kiosk at the RUB desk where students can just enter in what they're interested in for that day's activities. That would be a way of busting through the clutter and making things more interactive." In following the guidelines given by Behrend's Student Activities Office, many of Dr. Lloyd's ideas are permitted on campus. Behrend doesn't have limits on creativity done in good taste... a method that proved effective in Dr. Lloyd's previous teaching atmosphere.

Behrend's full listing of policies, rules and guidelines can be found at www.psu.edu/bulletins/other/stuorg.html.

marketing may bring many added advantages to Behrend students. With the addition of Dr. Lloyd, there is now opportunity to explore an integrated curriculum that combines the two.

Dr. Lloyd hopes that students will be "able to be exposed to the entire marketing-communications process, which would include all the promotional tools necessary to get a brand sold."

Already, Dr. Lloyd sees many possibilities for the field of communications at Behrend. "I think that there's just a lot of opportunity here." She added, "you've got students that are dedicated to that area and are willing to make a commitment to where they are going."

Dr. Lloyd realizes that "our responsibility is to give them the competitive edge when they go for that interview."