March classes – Educational Technology Dept.
Tue 3/4/03 - 10:00-11:50 am: Creating Student Activities and Assignments in WebCT
Wed 3/5/03 - 9:00-10:50 am: Website Creation using DreamWeaver
Tue 3/18/03 - 10:00-11:50 am: Getting Started in WebCT: Online gradebooks and syllabus
Wed 3/19/03 - 9:00-10:50 am: Photoshop Basics
Tue 3/25/03 - 10:00-11:50 am: Scanning and Digital Cameras
Wed 3/26/03 - 9:00-10:50 am: Animating with Fireworks

Call 529-2785 (scott sahs) or 529-6126 (missy hagen) for more information and to sign up.

$$ FREE MONEY $$
RCTC Foundation scholarship applications now available for RCTC students for the 2003/2004 academic year. All RCTC students are eligible! Over $100,000 to be awarded on MARCH 24, 2003. Pick up your applications at the UCR Counseling Office (SS133) or the RCTC Foundation Office (C-120 Heintz Center).
Weekly Funny

"Could you at least get off the computer long enough to shower, shave and get a haircut? You’re scaring the kids and pets."

Career and Counseling Center Workshops
Attached to this week’s Crossings is a schedule featuring February 2003 career and counseling center workshops.

These workshops are planned with your student success in mind.

All are free and open to all students!

See the attachment for more information.

Read Across America
In May of 1954, Life published a report on illiteracy among schoolchildren, suggesting that children were having trouble reading because their books were boring. This problem inspired Geisel’s publisher, prompting him to send Geisel a list of 400 words he felt were important for children to learn. The publisher asked Geisel to cut the list to 250 words and use them to write an entertaining children’s book. Nine months later, Geisel, using 220 of the words given to him, published The Cat in the Hat, which brought instant success.

“A person’s a person, no matter how small,” Theodore Geisel, a.k.a. Dr. Seuss would say. “Children want the same things we want. To laugh, to be challenged, to be entertained and delighted.”

Sunday, March 2nd marks the 99th birthday for Dr. Seuss. To mark this occasion, the National Education Association is again celebrating “Read Across America” on Monday, March 3, 2003. As part of RCTC's pledge, Don Supalla and Gregg Wright will be reading Dr. Seuss books to the children in the Civic League Day Care.

The “Read Across America” program sends a message to children that reading is important. Join in and help rekindle a passion for reading among our children. If you have children at home, have them check out Between the Lions, an award winning PBS television series website (http://pbskids.org/lions) where children can listen to the show’s songs, read and print out the text of most episodes’ stories, and play a host of interactive games to reinforce their skills. Adults can find information on the show’s curriculum along with loads of pro-literacy tips and printable activities.

Student Ambassador Program
We are starting a new Student Ambassador program at RCTC. We are looking for students who you feel would make a great Student Ambassador. Please encourage them to fill out an application. Applications are due in my office no later than March 28th, 3:00 PM. More information is attached to the Crossings.
Supalla’s Scribblings
Governor Pawlenty’s proposed fix for Minnesota’s $4-plus billion deficit is now being discussed by the public and debated by the legislature. If the Governor’s proposal is enacted, MnSCU stands to lose $204 million on its biennial base budget. If the reduction is allocated across the system based on current institutional share of the MnSCU budget, RCTC stands to lose more than $1.3 million for the next fiscal year. A reduction of this magnitude would certainly result in the scale back of programs and services, elimination of reserves and significant tuition increases. Thursday the Minnesota Department of Finance released a new fiscal update that shows the state in slightly worse financial shape than originally projected. With the projected biennial budget deficit now estimated at $4.25 billion, it behooves all of us to take an active role in communicating concerns about the state’s higher education investment. Write, e-mail and call your legislator now.

Minnesota’s public higher education institutions are not the only providers facing financial crises. The February 11 edition of THE CHRONICLE OF HIGHER EDUCATION featured the article, “One-Two Punch of Spending Cuts and Tuition Increases Is ‘Assault’ on Higher Education, Report Says.” Drastic cuts in state support for higher education and sharp increases in tuition have resulted in “the worst fiscal news for higher-education institutions and their students in at least a decade,” according to a report released by the National Center for Public Policy and Higher Education. State spending has increased by an average of only 1 percent from the 2001-02 academic year because of the economic recession. That’s the smallest growth in a decade, down from a 3.5 percent increase the previous year. Appropriations dropped in 14 states. These budget cuts have forced an average tuition increase of 10 percent. Sixteen states raised tuition by more than 10 percent. Things look just as grim, if not worse, for next year. Recessions in nearly every state, along with the possibility of war, will lead to additional budget cuts, the report’s authors predict. Budget cuts and tuition increases are especially intense now because the severity of the economic downturn caught states by surprise, said Scott Pattison, executive director of the National Association of State Budget Officers. “The silver lining, if there is one, is that we’ll see discussion moving forward, so we don’t constantly end up with this cyclical problem of masking issues in good times and cutting spending in bad times,” Mr. Pattison said. “This is the very time you don’t want decreased spending on higher education and increased tuition.”

“An Open Letter to an Admissions Officer” in the November edition of UNIVERSITY BUSINESS recalls the authors’ interactions with admissions representatives…from deans, faculty, staff and student volunteers…and offers advice for improving the admissions process. The authors, Howard and Matthew Green, found that choosing a college and going through the admissions process was very much a family experience. One of their major gripes about the whole admissions process is that most colleges do not understand this vital fact: that in most cases, parents and students go through the admissions process together. The authors share the following tips for improving the admissions process...

- Be an ambassador for your college. If you do not like working with people, you simply should not be in admissions work.
- Share important details about your school, the kinds of students who do well there, common concerns for families, and strong and weak programs. Prospective students want real information, and details, details, details.
- The longer you have been at the college, in multiple roles, the better you can communicate your college’s personality, culture, and programs. If you are new to your job, understand that you will have a steep learning curve. Enthusiasm may make up for some of the difference.
- Please don’t let “burnout” interfere with your presentation, even though you’ve been in this role for many years.
- It really helps to have that one-on-one personal contact with a person who knows the school.
- We love it when you contact us with personal communications. Letters, e-mails, even a phone call are powerful.
- Your Web site is probably the most important source of information for us about your college. Make sure it is up-to-date, informative, and inclusive. Make sure the Web site lets us know, via e-mail, how to contact admissions staff, faculty, financial aid officers, coaches, and other families we may want to query.
Be up-to-date on the fundamentals of your institution’s financial aid opportunities and procedures. Inform families about the percentage of students who receive aid and the average amounts they receive, but also be honest about the differences in grant-versus-loan and work-study amounts.

Thanks to Karen Williamson who shared a wonderful presentation on e-learning at RCTC with the RCTC Foundation Board. Congratulations to Karen and all the faculty pioneers who are teaching via the Web or WebCT-enhanced courses. Mary Schmidt delivered an entertaining and educational keynote presentation at this week’s PTK Induction Ceremony. Barb Mollberg and PTK student leaders coordinated a wonderful well-attended induction program. Many thanks to Kim Peters and the Employee Relations Committee who planned a worthwhile “Celebrating Excellence” staff development day. Mark your calendar and watch for information about the March 7 staff development day (featuring the mongers from Seattle’s famous Pike’s Fish Market).

Congratulations to Law Enforcement student Vanessa Mason who recently received the Karen Rice Memorial Scholarship from the Minnesota Association of Women Police at their 2003 Award Ceremony in Plymouth. Vanessa is the mother of two toddlers, has maintained a 3.7 GPA, and will graduate in May with an AS Degree. She is President of the Law Enforcement Club, is a work-study student, is a Phi Theta Kappa International Honor Society, and works part-time. Way to go, Vanessa!

CROSSINGS is going totally electronic. The Human Resources Office will be mailing post cards to all who currently receive printed copies of RCTC’s weekly newsletter asking them to supply an e-mail address. In the near future, CROSSINGS will only be available on the Intranet or will be e-mailed to external stakeholders. This change will reduce costs and staff time.

**Question of the Week…**

“What’s the relationship between friendly staff and loyal customers? **Answer:** One breeds the other.”

-- Jeffrey Gitomer

**Thought for the Week…**

“The only certain means of success is to render more and better service than is expected of you, no matter what your task may be.”

-- Og Mandino

Superior employees amaze and delight their customers. Do you? -- Brian Tracy

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**Goddard Library, Library Technology Center and Digital Media Center hours – Spring Break**

March 10-16, 2003

- **Monday-Thursday:** 7:30 AM-10:00 PM
- **Friday:** 7:30 AM-4:30 PM
- **Saturday:** 9:00 AM-5:00 PM
- **Sunday:** 1:00 PM-5:00 PM (Digital Media Center CLOSED)
Loving What You Do!

Staff Development Day

Friday, March 7 at the Heintz Center

ALL FACULTY AND STAFF ARE EXPECTED TO ATTEND THE DAY’S ACTIVITIES!

7:30  Name Tags Available To Be Picked Up
8:00 to 8:15  Opening Remarks
8:15 to 10:15  General Session for All Staff - Commons

Broadening the Discussion: Engaging the Institution in Assessment of Student Learning
Peggy Maki, Senior Scholar, Assessing for Learning - The American Association for Higher Education (AAHE)

10:30 to 11:15  Breakout Sessions:
1. "How do I get started in assessment of student learning?" - HB117
   Peggy Maki, Senior Scholar, Assessing for Learning - The American Association for Higher Education (AAHE)
2. Resume Builder - HA111
   Kimberly Peters and Jennifer Haug
3. Personal Safety - HC105
   Darrel Hildebrant, Advanced Crime Prevention Specialist, Rochester Police Department Crime Prevention Unit

11:30 to 1:00  Luncheon Keynote With the Pike Place Fish Mongers - Commons
"Loving What You Do... Doing What You Love"
Anna Liotta, BizFutures Consulting Company and Pike Place Fish Market Fish Mongers Ben Bish and Jaison Scott.

PLEASE NOTE: Food Service is pre-selling box lunches for staff development day, March 7th. They are $4.00 each and can be purchased at any Food Service location. Lunches must be purchased by Thursday March 6th, 1pm.

Afternoon Breakout Sessions
1:15 to 2:45 "Beyond Customer Service - The Opportunity to Make a Difference" - Commons
1:15 to 2:00 "I have assessment of student learning tools, what should I measure?" - HB117
   Peggy Maki, Senior Scholar, Assessing for Learning - The American Association for Higher Education (AAHE)
1:15 to 2:00 Course Repetition Policy Discussion - HC212
   AASC Task Force Members
2:00 to 2:45 "Now you have data, how are you going to use it?" - HB117
   Peggy Maki, Senior Scholar, Assessing for Learning - The American Association for Higher Education (AAHE)
2:00 to 2:45 '04 Budget and Continuous Improvement Process for Faculty - HC201
   Academic Leadership and Chief Financial Officer
2:45 to 3:15 Assessment Q & A - HB117
   Assessment of Student Learning Sub-Committee

Special Announcements
Finance and Facilities Staff department meeting at 3:00 pm.
Beat the Odds

Wow! What an inspiring night! On Thursday, February 27, the RCTC Foundation celebrated the third annual Beat the Odds Scholarship Celebration. Four area high school students were selected to receive a $2000 scholarship from Beat the Odds.

This is just the second year that RCTC Foundation has been involved in this event. The Minnesota Children's Defense Fund has been doing this event for years. The evening celebrates youth who have overcome obstacles in their lives and are successfully poised to begin their college career. Students selected have a variety of challenges that they have had to deal with; poverty, homelessness, juvenile justice issues, truancy, abuse, the list goes on.

Yet, through their adversity and with the help of an adult, whether it is a school counselor, teacher, social worker, or just a friend, the student has been able to surmount the problems and is on track to attend college. The youth and their adult nominator are recognized at the Beat the Odds dinner.

Corporate underwriters purchase tables to help pay for the event and provide money for additional scholarships at RCTC. Major sponsors this year were Wells Fargo and Post-Bulletin. RCTC Foundation will raise $10,000 in this event, which will in turn be awarded to RCTC students for scholarships.

This event would not be the quality program that it is without a lot of help from the talented staff of RCTC. Fabulous centerpieces were made by Robin Fruth-Dugstad and her horticulture students. Suzanne Dinusson's Retail & Interior Merchandising class provided great table signs and background decoration for the stage. Guy Hammernik, videographer extraordinaire, put together a masterful video that informed, entertained and touched the audience. Jamie Prasser captured the evening with great photos, Jenee McGurren and Dave Weber helped with print and publicity, Missy Hagen created an entertaining powerpoint program, Bonnie Flaig provided writing expertise for the program and President Supalla had everyone on their feet with his closing comments.

It was a very special night. Charter Cable graciously secured a history of the event by shooting a load of digital photos that will be broadcast on Channel 14. Check it out and get a feel for the exceptional night of celebration.