

Academe

Celebrating Academic Leadership and Christian Scholarship



CONNECTING FAITH AND CAREER

PUBLIC RELATIONS

Huntington University's public relations major is an exciting interdisciplinary effort that combines the theory and practice of business and various aspects of the communication arena, all with the objective of training talented, conscientious and skillful organizational communication experts.

Because public relations practitioners deal daily with the media, students learn to understand the world of print journalism by being a part of it. They can apply to serve in many areas of the *Huntingtonian*, the campus newspaper, including editorial staff, layout, design, advertising as well as sports and news reporting.

Public relations students also can gain experience with Huntington University's quarterly magazine, and many opt to participate in off-campus summer internships. All students gain hands-on experience in writing press releases and other image-related work through practicums in the university's own public relations office.

When Amy Berry graduated from Huntington University in 2007, she had no idea where her bachelor's degree in public relations would take her. Just a year after earning her degree, she ended up back in her hometown of Marion, Ind., with a position in marketing and community relations at New Hope Hospice.

The position involves the marketing of New Hope Hospice's services to nursing homes, doctors' offices and hospitals in Marion, Muncie, Peru, Huntington and Fort Wayne. She is also in charge of all the media advertising, including radio, newspaper, magazine and phonebook ads. She says one of the most enjoyable parts of her job is preparing for luncheons and fundraisers, including networking within area communities.

"Everything I have had to do at my job, I had to do at one point in college."
— Amy Berry ('07)

"The biggest challenge of my job at the beginning was getting used to the hospice field," Amy says. "Death is not something anyone wants to deal with, but it's something that affects everyone."

But Amy came to embrace what New Hope Hospice is all about and has found joy in her work.

"Hospice is the most underutilized Medicare benefit, and it's the most satisfying benefit," she says. "Once you see how your team works and what a benefit our services are, not only to the patient, but also to the family, your outlook changes."

Her degree in public relations required Amy to take a variety of communication and business classes, each one preparing her for her position in a different way.

"I truly believe that everything I have to do at my job now, I had to do at one point in college," Amy says. "For example, I had to create a marketing plan in college for a local business. I am now creating my own marketing plan consisting of radio ads, television commercials, newspaper ads, marketing goodies and brochures."

Amy points to her professors as one of the greatest assets of her time at HU. She cites the example of Dr. Kevin Miller, associate professor of communication, as having a profound



impact on her.

"Every time we had to write an article or paper, Dr. Miller was always willing to go over it with me," Amy says. "He let me know what worked and what didn't. Even if the paper wasn't for his class, he would still offer ideas."

Besides coursework, Amy learned about public relations through practical experiences such as practicums and her internship with College Mentors for Kids in Indianapolis.

But one of the most life-changing experiences for Amy was the impact HU had on her spiritual growth.

"I grew spiritually in college and would say thanks to my college experience, my faith is still at a level way above what it probably would have been if I had gone to a state college," Amy says.

Seeing her faith revealed in her career is something that Amy looks forward to daily. The people she interacts with at nursing homes and hospitals inspire her faith, and that is one of the most rewarding parts of her job.

FACULTY & STAFF NEWS & NOTES



• **Dr. Silvia Choi**, assistant professor of Spanish, presented a paper at the International Conference on Literature, Culture and Religion in the Hispanic World sponsored by the University of Texas at San Antonio, Texas, on Feb.

19-21. The title of her paper was “Perspectiva de la España católica tradicional y la España moderna y liberal en Miao de Benito Pérez Galdós.”

• **Prof. Carla MacDonald**, assistant professor of social work, presented at the Midwest Scholars Conference on March 6 at the Indianapolis Education Center-North. Her presentation was titled “Study Abroad in Baccalaureate Education: Do the Experiences and Knowledge Gained Lead to Careers in Leadership?” The objectives of the presentation were to gain knowledge on the extent to which research has been accomplished, to network with colleagues with experience in this area, and to gain insight into the personal characteristics of students choosing to study abroad.

• In July, **Dr. Dave Rahn**, director of the graduate youth ministry leadership program, and Dr. Terry Linhart, dean of the School of Religion and Philosophy at Bethel College - Indiana, will release a new book titled “Evangelism Remixed: Empowering Students for Courageous and Contagious Faith.” For more information about the book, to be published by Zondervan/Youth Specialties, log on to www.zondervan.com.

• **Mr. Jesse Brown**, assistant dean of student development; **Mr. Nathan Geer**, area coordinator and advisor to international students; and **Mr. Steve Conn**, coordinator of student activities, contributed articles to the most recent issue of *Koinonia*, the official publication of the Association for Christians in Student Development. *Koinonia* contains news and information about the association and its members, book reviews, and articles stimulating professional and personal development.

• **Dr. Paul E. Michelson**, distinguished professor of history, gave the 2009 Huntington University Faculty Lecture on March 2. His topic was “Christians and Jews in Venice: From the Ghetto to the Merchant of Venice to the Holocaust.”

The lecture considered what can be learned about the relations of Christians and Jews from the creation of the first Jewish Ghetto in Europe in 1516 to Shakespeare’s late 16th century Shylock to the tragic events of the 20th century Holocaust, including considerations of what these stories might have to teach us about history and ourselves.

• **Prof. Bob Kaehr**, director of library services, has published an article titled “What Do Meatpackers and Librarians Have in Common?: Library Related Injuries and Possible Solutions.” The article appeared in the December 2008 issue of *Teacher Librarian*, the journal for school library professionals.

• **Mrs. Heather Barkley**, assistant director of public relations, received the Bob Smith Volunteer Award from the United Way of Huntington County on Feb. 19. Barkley chaired Huntington University’s fund drive for United Way. Under her leadership, campus faculty, staff and students contributed \$15,379 to the 2008 United Way Campaign, a 12 percent increase over the previous year.



The first social work seniors graduated in 2007. Along with the social work faculty, they include (in the front row from left to right) Chynna Wright, Kimberly Kilander and Prof. Carla MacDonald. In the back row from left to right are Beverly Rutan, Prof. Twyla Lee, Sheena Sharp, Diana Hochstetler and Emily Risser.

Huntington University’s social work program has earned accreditation from the Council on Social Work Education’s Commission on Accreditation.

“Accreditation makes it possible for students to be accepted with advanced standing in a Master of Social Work degree program,” said Twyla Lee, director of social work. “They also have met the basic standard to become licensed in any state. An accredited Bachelor of Social Work degree is an entry point.”

The accreditation is immediate and retroactive, meaning that all graduates and future graduates

SOCIAL WORK PROGRAM ACCREDITED

Graduates, students reap benefits of status

from the program will receive the benefits connected to the status. Huntington University debuted its social work program in August 2004, and since then, its enrollment has grown from 12 to 28. The first six students graduated from the program in May 2007.

“The partnership with the community has just been amazing.”

— Prof. Twyla Lee

To earn accreditation, Lee and Carla MacDonald, assistant professor of social work, designed courses, established a plan to measure goal objectives and outcomes, developed a senior practicum, created an evaluation for the practicum and wrote a comprehensive exam to serve as practice for the social work licensure exam.

To assist with these tasks, Lee and MacDonald assembled a Community Advisory Board comprised of faculty, students, social work professionals and community members. The

board includes representation from Huntington, Allen and Whitley counties, and its members have given presentations in Huntington’s social work courses and met personally with students in the program.

“The partnership with the community has just been amazing,” Lee said.

Once the program achieved candidacy status, representatives from the Office of Social Work Accreditation & Educational Excellence conducted a site visit at Huntington in September 2008. Following their report, the Commission on Accreditation of the Council on Social Work Education met this month and voted to grant accreditation to the program.

The Commission on Accreditation of the Council on Social Work Education & Educational Excellence meets three times per year. The commissioners are elected by member schools. The COA oversees a multi-step accreditation process that involves program self-studies, site visits and reviews.

Huntington University’s social work program

SPORTS HIGHLIGHTS

Baseball: The Foresters (1-4) travelled to Kentucky to face Campbellsville University and fell twice to the Tigers, 2-4 and 3-9, on March 3.

Basketball: After seven ties and 14 lead changes, it was the National Association of Intercollegiate Athletics Division II 16th-ranked women's basketball team who earned the hard-fought 65-60 victory over 25th-ranked Taylor University on March 2 to claim the program's first Mid-Central College Conference Tournament title in 15 years. The team will play in the NAIA Division II National Tournament beginning March 11.

In HU's MCC Conference Tournament semifinal, the men's basketball team put up a good fight against the NAIA Division II 6th-ranked Indiana Wesleyan Wildcats but were eliminated from post-season play with an 80-88 loss on Feb. 28. The Foresters concluded their season with a 20-12 record.

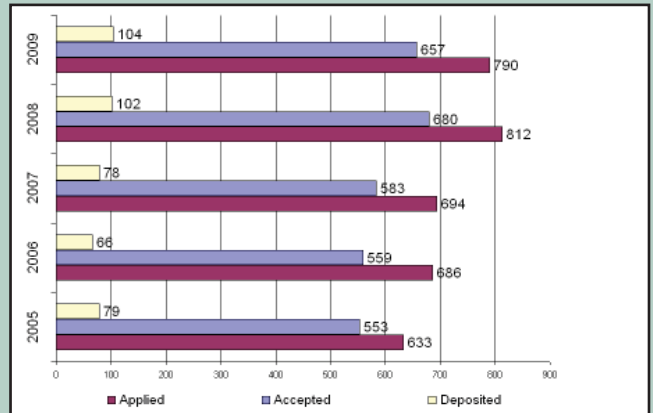
Track & Field: Seven Huntington University track and field athletes competed in the NAIA Indoor Track and Field National Championships held March 5-7 in Johnson City, Tenn. Five of the seven athletes, including seniors Lucas Beach, Nick Johnson, Dan Lindbloom and Joseph Njeri and junior Bethany McGraw, made return appearances at the national event while freshmen Matthias Haller and Joseph Herber made their debut. All seven of the athletes met qualifying standards set by the NAIA at the beginning of the season in their respective events.

For news and up-to-date results of Forester Athletics, visit www.huntington.edu/athletics.



Senior Lauren Davenport cuts down the net after the Foresters won the MCC Championship on March 2.

ADMISSIONS UPDATE



The chart above summarizes the number of prospective students who have applied and been accepted to Huntington University for the fall 2009 semester. The bars represent year-to-date comparisons over the past five years.

ADVANCEMENT NEWS

The annual Spring Phonathon for student scholarships is nearing completion with more than 30 student callers participating. To date, more than 3,000 contacts have been made with nearly 45 percent responding with a pledge or a willingness to consider a gift. Also, slightly more than 10 percent of those making pledges are either new donors or lapsed donors – individuals who have not made a gift in more than two years. To date, nearly \$70,000 has been committed to the phonathon, with all gifts going to support scholarships.

AROUND CAMPUS...

- The Huntington University Board of Trustees has approved a 4.9 percent increase for full-time traditional undergraduate tuition and fees in 2009-2010. The news comes as the university realizes the largest spring semester enrollment in its history. The total student body is 1,114, comprised of 893 traditional undergraduate students, 125 EXCEL Adult Degree Programs students and 96 graduate students. The total for the spring 2008 semester was 1,080, an increase of 34 students for the 2009 spring semester.

- For the third consecutive year, the President's Higher Education Community Service Honor Roll has recognized Huntington University for its support of "innovative and effective community service and service-learning programs." The Joe Mertz Center for Volunteer Service organizes much of Huntington University's service efforts. Founded in 1992, the JMC is a student-directed organization that mobilizes the campus community for Christian service. During the 2007-2008 academic year, students, faculty and staff volunteered for more than 12,900 hours, serving families, organizations and programs.

- Huntington University will host a Visiting Executive Seminar on March 27 at 8:30 a.m. in the Habecker Dining Commons. The seminar brings together business leaders and Huntington University business students to discuss important issues in today's business world. Led by **Prof. Jim O'Donnell**, associate professor of business and executive-in-residence, and **Dr. Ann**

McPherren, interim president, the seminar will focus on the economic and financial crisis. To RSVP, contact **Mrs. Barb Baker** at bbaker@huntington.edu or (260) 359-4069.

- On March 26, the Huntington University Center for Leadership will sponsor a Leadership Luncheon open to business and community leaders. The luncheon will feature **Mr. Ed Vessels**, and his presentation will be "Avoid the Sinking Ship." The event will be held in the upper level of Habecker Dining Commons from noon to 1 p.m. The cost is \$20, and it includes lunch. Discounts are available when two or more attend from the same business or organization. To register, call (800) 600-4888. Walk-ins also are accepted.

- The Northeast Indiana Alumni Directors Consortium is hosting its annual Easter Basket Drive through March 31. Easter baskets collected from 10 area colleges and universities, including Huntington University, will be donated to SCAN (Stop Child Abuse and Neglect). SCAN is a not-for-profit organization whose aim is to eliminate child abuse by "preparing parents and protecting children." Businesses or members of the community may contribute Easter baskets filled with commercially-wrapped candy items (nothing homemade), toys, books, games, etc. Filled baskets should be wrapped in cellophane bags. Donations of individual items such as bags of candy or small toys also are appreciated and will be used to create baskets. For more information, contact **Mrs. Margi Roush** at

359-4097 or **Mrs. Linda Taylor** at 359-4047.

- On Feb. 24, some 250 students from 20 of Indiana's independent colleges and universities went to the State House to make personal calls on their hometown legislators. The group included five Huntington University students: **Stacie Cheek**, a senior social work major from Franklin, Ind.; **Tabitha Farrar**, a freshman elementary education major from Kewanna, Ind.; **Kerri McIntosh**, a freshman music education major from Union City, Ind.; **Shar'Nielse Miller**, a freshman sociology major from Fort Wayne, Ind.; and **Andrew Wheeler**, a freshman worship leadership major from Fort Wayne, Ind. Cheek, Farrar and Wheeler met with **Sen. Travis Holdman**. Farrar also talked with **Sen. Randy Head**, and McIntosh spoke with **Sen. Allen Paul**. Miller had an impromptu meeting with **Rep. Win Moses**.



(left to right) Stacie Cheek, Sen. Travis Holdman and Tabitha Farrar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			11 W Basketball National Tournament Begins (Sioux City, Iowa) Softball/3:30 pm (A)	12 Baseball/1 pm (H) FLS: David Moran/ 7 pm	13 Mid-Semester Divine Hours/11 am	14 Baseball/6 pm (A)
15	16 Spring Recess Baseball/10 am (A) Softball/6 & 8 pm (A)	17 Spring Recess Baseball/10 am (A) Softball/9 & 11 am & 3:30 pm	18 Spring Recess Softball/9 am (A)	19 Spring Recess Softball/9 am (A) Baseball/10 am (A)	20 Spring Recess Baseball/10 am (A)	21 Baseball/10 am (A)
22	23	24 Baseball/1 pm (A) Softball/3 pm (A)	25	26 Baseball/4:30 pm (H) Softball/3 pm (A)	27 Visiting Executive Seminar/8:30 am Divine Hours/11 am Track & Field/5 pm (A)	28 Baseball/1 pm (A) Softball/1 pm (A) M Tennis/1 & 4 pm Track & Field/5 pm (A)
29	30	31 Softball/3 pm (H) Baseball/4:30 pm (H)	1	2 Softball/3 pm (A) "Scapin"/7:30 pm	3 Softball/noon & 3:30 pm (A) Baseball/3:30 pm (A) "Scapin"/7:30 pm	4 Softball/9 am (A) Track & Field/ 11 am (A) "Scapin"/2 & 7:30 pm
5	6 Golf/9 am (A)	7 Golf/9 am (A) Baseball/1 pm (A) Softball/3 pm (H)	8 Foundation Breakfast/ 7:45 am All-Area Music Student Recital/4 pm	<i>For a detailed calendar of campus events, visit http://my.huntington.edu.</i>		

FROM THE PRESIDENT'S DESK

Blessed by the opportunity to serve as interim president at Huntington University, I find well-wishers asking me one question more than any other: What do you want to achieve as president? In other words, how will you leave your mark on this campus during Dr. Dowden's three-month sabbatical leave? What unique evidence will you leave that stamps your place on campus?

Leaving a mark? Leaving a mark isn't always a good thing. A mark may be a blot, a stain or even an injury – "Oh wow, that's going to leave a mark!" Most people imply that I should consider some physical addition or improvement to "mark the spot." I'm reminded of Old Testament passages noting God's people building wells, etching inscriptions, and creating stone monuments to "mark the spot" of an encounter with God. While intending to create places for remembrance and worship, at times, their focus on physical evidence appears to have distracted them from development as true people of God.

Sometimes the desire to "leave a mark" complicates our desire to live out our calling today. It's nearly impossible to be unaware (especially for econ students!) of the economic turmoil facing our nation and the rest of the world in 2009. Our much heralded capitalistic system appears to be in near meltdown. People are losing jobs; companies are failing; stock portfolios are shrinking, and consumer

confidence is shaken. Many who have labored for years in their own or others' businesses are faced with the stark reality that the "mark" they have worked for – a good job, a steady income, a secure retirement – seems easily erased by forces beyond their control. Where have we put our treasure? Some of us are finding our treasure (and hearts) in the wrong place.

It's imperative that the mark that we leave at Huntington University is written on hearts – not in stone, in gold, in position title or in portfolio value. Os Guinness, in "The Call," discusses the power of capitalism to devour the very virtues it needs to thrive. He cautions readers that one of the most damaging results of a society's unprincipled desire for money is "commodification." In other words, everything is valued in money terms. If something can't be bought or sold for money, it has no monetary value, and it is worthless to society.

In such a place, where is the room for charity, mercy, justice, sacrifice and love? We've lately seen the economic fallout caused by people focusing on building short-term bottom-line "results." Some have deliberately duped others and taken advantage of those less prepared to compete in a global marketplace. But far greater in number are the economic lemmings that, finding comfort in sheer numbers, became reckless in judgment and enticed by personal



Dr. Ann McPherrin
Interim President of Huntington University

gain even at others' expense.

We understand that our calling at Huntington University is a call to Christ and to His Truth. But we, too, are an easily distracted group; troubles confuse and demoralize us; temptations attract and charm us. We need to have the strength to run counter to our culture and to pursue our studies, our jobs and our life goals within the context of pursuing His Will, not our own. It's not a job to be completed in three months or three years. It's a life's work for each of us. It takes an uncommon strength and wisdom to act in defiance of the crowd. But acting for Him is how we will make our mark.