

7-17-1989

## Coastal Carolina College This Week, July 17, 1989

USC Coastal Carolina College

Coastal Carolina University

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## Baxley Named Interim Dean of Coastal's Wall School of Business

William J. Baxley Jr. has been appointed interim dean of the E. Craig Wall Sr. School of Business Administration at Coastal.

Baxley has been associate chancellor for College Advancement at Coastal since 1977. He will continue in both capacities during the interim period.

Chancellor Ronald G. Eaglin announced the appointment and said that he chose Baxley because of his extensive administrative experience and the close association he has had with the school of business as an adjunct faculty member and as one of the college's chief administrative officers.

"Bill will be a fine interim dean," Eaglin said. "He is a veteran administrator who has seen the school of business grow and develop over the last decade. He understands its needs in terms of academic responsibilities and in terms of administrative leadership. I know he will maintain the school's standard of excellence during this transition. I have the utmost confidence in him as he exercises full authority over the academic and administrative operations of our largest academic school."

One of Baxley's major objectives is to assist the school of business and the administration in conducting a national search for a permanent dean.

Baxley came to Coastal in 1972 as a faculty member in the school of business. In 1977, he was named associate chancellor for college advancement. During the twelve years he has held this position, his division has grown from a staff of two to more than eighteen. The areas included in college advancement are fund raising, alumni affairs, public relations, printing, and media services.

Baxley graduated from West Point in 1950. He received his MBA from the University of Alabama in 1972. During his 22-year career in the Army, Baxley served as an Infantry Battalion Commander in Vietnam and an Infantry Company Commander in Korea, and later a Colonel in the Office of the Secretary of Defense. He also served on the resident faculty of the Industrial College of the Armed Forces as the director of management studies. During his tour of duty in Vietnam, Baxley received numerous medals and honors including the Silver Star for Gallantry in Action, The Distinguished Flying Cross for Heroism, the Bronze Star Medal for Heroism in Ground Combat, the Air Medal for Heroism, and the Legion of Merit for Exceptionally Meritorious Conduct in the performance of outstanding

services. He retired from the Army in 1971 with the rank of Colonel.

Baxley and his wife, Carolyn Wood Baxley, are natives of Dillon. They now live near Conway. The couple has two sons, William Wood and John Green Baxley both of whom live in Georgia.

## Intensive Desktop Publishing Workshop Offered By Continuing Education

Graduate and Continuing Education will offer a two-day intensive desktop publishing workshop, Thursday, July 20 and Friday, July 21 at the Graduate and Continuing Education Center on campus. Classes will be from 8:30 a.m. to 5 p.m. each day. This workshop was scheduled due to the tremendous response to the intensive desktop publishing workshop held earlier this month.

The 16-hour workshop, taught by Dr. Jake Halford, will prepare participants to become effective and efficient in the use of desktop publishing by exploring the elements of design, learning lay-out techniques for pages, as well as how to properly edit texts. The art of color separation, editing and preparation of graphics, and the preparation of camera ready art will be part of the total learning experience of this workshop. Microsoft windows and the mouse will be used during the training.

During the workshop participants will prepare a two-page travel brochure and a four-page travel catalog.

The IBM PS/2 model 50 computers will be used with the Aldus Pagemaker III software. McIntosh computer users should also attend.

Fee for the workshop is \$325 and includes 16 hours of hands on instruction, workbook and student disk. 1.6 CEU's will be issued upon completion of this course. The class is limited to seven participants.

For more information or to register, contact Brenda Goldberg, Continuing Education, ext. 2672.

## Kimbel Library Receives New "Oxford English Dictionary"

Kimbel Library recently purchased the new Oxford English

**Dictionary**, a 20-volume, 21,728 page set which has earned high praise from British and American scholars.

For more information about the dictionary, contact Kimbel Library.

## Coastal Psychology Students Invited To Present Research

Four Coastal psychology majors were invited to present their research at poster sessions at the South Carolina Psychological Association Conference in Hilton Head on May 19 and 20.

Andrea Berry of Myrtle Beach, presented research entitled, "Effects of Amount of Eye Contact on the Evaluation of Job Applicants;" Craig Kunins of Myrtle Beach, presented research entitled, "The Effects of Visual and Auditory Modes of Stimulus Presentation on Recall Memory;" Lorraine Stemmler of Myrtle Beach, presented research entitled, "Reducing Cardiac Reactivity with Biofeedback;" and Carrie Wheeler of Conway, presented research entitled, "The Effects of Positive, Failure, and No Feedback, and Learned Helplessness, on Intrinsically and Extrinsically Motivated Children."

According to Dr. Joan Piroch, associate professor of psychology, students were required to submit abstracts of their papers for consideration prior to the conference and all of the Coastal students who submitted abstracts were invited to present their research at the poster sessions. Craig Kunins received recognition and an award for outstanding poster session.

## Career Planning And Placement Office Provides Year Round Assistance To Coastal Students And Alumni

Finding a job is sometimes easier said than done, especially when looking for employment based on one's own personal needs and expectations. Whether it is part-time work, a first-time job or a career change, the Career Planning and Placement Office at Coastal is the place for students and alumni to go for help in making these difficult decisions.

According to Mollie Starbuck, career placement counselor and coordinator of the Job Locator Service, students will benefit by visiting the office this year even more than before, due to additional services and a concentration on spending more time with students on a one-to-one basis.

"Last year, we listed 427 part-time jobs, 355 students participated in the Job Location and Development Program and 119 students were placed in jobs," she said. "An estimated total of \$101,242 was earned by students."

Starbuck encourages students who are reluctant to participate in the program to visit the office and see how the staff operates.

"Many students want to go through the job search process by themselves, and can do it," she said. "But I would rather they would know we are here and know they don't have to do it all themselves. I don't think all students know how we can help them. Once students know our services are available, they should feel comfortable in coming to the

office to discuss part-time or full-time jobs, the appropriate dress for various places of employment, and resume writing."

Starbuck says career placement offices are a fairly new service on college campuses, with business and technical students its greatest users. According to Starbuck, new methods will be implemented at Coastal during the 1989-90 school year to help increase awareness of the services to students, especially humanities majors.

"We plan on holding a reception/seminar for humanities majors this year," said Starbuck. "Selected alumni and employers, and Coastal seniors will participate in a round table discussion about hiring practices."

Starbuck says similar receptions are planned for students in the schools of Business Administration and Natural and Applied Sciences.

This year, Starbuck also plans to mail placement bulletins to alumni, host a teleconference about the legal aspects of recruitment, and present a workshop for small businesses about recruiting.

Starbuck and her Career Planning and Placement staff believe they can help students alleviate feelings of confusion. She says students often are amazed when they learn about the options available to them.

"It's like going into a shopping mall," she said. "That's the way the students feel at first -- they find out all of the different jobs and career choices available."

Starbuck says the job search process comes together for a student after receiving advisement at the office.

"I believe that when students leave our office, they have a feeling of support, and have found some kind of help in the area of employment," she said. "I think our strengths in helping students are putting together a planned process for a student, including how to prepare a resume and how to apply oneself in getting a job."

The Career Planning and Placement Office is open 8:30 a.m. to 5 p.m., Monday through Friday and is located in SC-206. For more information, call Mollie Starbuck, ext. 2333.

## Items Needed For Junior Scholars Program In Theater

The junior scholars program in theater, scheduled for July 23 through 30 at Coastal, needs donations of old clothes and materials for theater production use.

According to Donna Catton-Johnson, costume director for the program, donations of numerous materials would be appreciated. The participants in the program will be making their own costumes and can use all sizes of clothing, large scraps of cloth material, buttons, trim, hats, shoes, wigs and any other supplies of this nature.

Any items not used by the junior scholars program in theater will be donated to Coastal's costume shop.

Anyone who has old clothes to donate should contact Claudia Cleary, ext. 2440.

# Goldberg And Andersen Selected To Participate In National Leadership Institute In Adult And Continuing Education

Brenda Goldberg and Ed Andersen have been selected as two of thirty participants for the National Leadership Institute in Adult and Continuing Education. Designed to identify and develop emerging leaders in the field of adult and continuing education, the year-long program combines developmental assignments, three intense on-site focuses and alumni activities. The on-site sessions will be held at the Georgia Center for Continuing Education at The University of Georgia in Athens.

Participants for the program were chosen from an international pool of nominations from the areas of continuing education, business, industry, government, and professional associations.

Both Goldberg and Andersen are members of the Graduate and Continuing Education Division. Goldberg develops community interest programs and Andersen is involved primarily in graduate studies.

The initial session to be held July 12 through July 16, will address the topic of individual leadership. The Institute will convene for Focus II, Organizational Leadership, during November, and the final meeting, Focus III will directly examine leadership in the field of adult and continuing education.

## Note From Campus Mail Service

The campus mail service requests all campus mail for the Graduate and Continuing Education Department be directed to the Graduate and Continuing Education Center (formerly the Fine Arts Building.) All campus mail for the Art Department should now be directed to the Art Center (formerly the maintenance building.)

If additional information is needed, contact Randall Cox, ext. 2161.

## "This Week" Schedule For July And August

*This Week* will be published every other week during the months of July and August. For information about deadlines, contact Nancy Burton, Public Relations, ext. 2003.

## College Service Tuition Awards Applications Available

College service tuition awards applications for the fall 1989 and spring 1990 academic year are now available in the scholarship office. College service tuition awards are available to students participating in selected campus activities; students demonstrating academic excellence; minority students; and students who are dependents of persons in full-time college service.

The deadline for applications is July 31, 1989.

For more information and applications, contact Margaret Ammons in the scholarship office, ext. 2012.

## Campus Cafeteria Schedule

Cafeteria hours for the summer are 8 a.m. to 3 p.m., Monday through Friday. The cafeteria is closed on Saturdays. Hot meals will be prepared as long as the demand warrants.

## Coastal Carolina People

o **Dr. Sally Hare**, assistant vice chancellor for continuing education and director of graduate studies, was named as a member of the convention facilities and services committee of the Myrtle Beach Area Chamber of Commerce, effective July 1, 1989.

o **Lindy Smith**, director of institutional research, **Dr. Susan Webb**, chair of the SACS institutional effectiveness committee, and **Dr. Dennis Rauch**, chair of the assessment committee, attended the AAHE conference on assessment in Atlanta, Georgia, June 21-24. At the conference, Smith served as the college representative for the State of South Carolina on a panel on State Networks for Assessment.

o **Kathy D. Patrick**, instructor in the school of education and health professions, had an article entitled, "Unique Ethical Dilemmas in Counselor Training," published in the July, 1989, edition of *Counselor Education and Supervisor*.

## Classifieds:

**For Sale:** 1987 Jeep Cherokee Laredo. Five-speed, 4.0 cylinder engine, AM/FM stereo with four speakers, 4-wheel drive, many extras. Excellent condition. For more information, contact Art Wendelkin, ext. 2178, or 249-9727 after 6 p.m.

## Campus Calendar

**Monday, July 17:**

Blue Jay's Baseball, Blue Jays vs. Sumter Braves, 7:30 p.m., home.

**Tuesday, July 18:**

Orientation, 9:30 a.m. to noon, campus.

Blue Jay's Baseball, Blue Jays vs. Sumter Braves, 7:30 p.m., away.

**Wednesday, July 19:**

Alcoholics Anonymous Closed Meeting, 6 p.m., SC-205.

Blue Jay's Baseball, Blue Jays vs. Sumter Braves, 7:30 p.m., away.

**Thursday, July 20:**

Blue Jay's Baseball, Blue Jays vs. Charleston Wheelers, 7:30 p.m., away.

**Friday, July 21:**

Blue Jay's Baseball, Blue Jays vs. Charleston Wheelers, 7:30 p.m., away.

**Saturday, July 22:**

Blue Jay's Baseball, Blue Jays vs. Charleston Wheelers, 7:30 p.m., away.

**Sunday, July 23:**

Sunday Chapel, 10:30 a.m., SC-205.

Junior Scholars Program In Theater Begins, continues through July 30, campus.

New Principals Academy Orientation, LT/KH-203.

Blue Jay's Baseball, Blue Jays vs. Charleston Wheelers, 7:30 p.m., away.

**Monday, July 24:**

Cabinet Meeting, 9 a.m., EMS Conference.

Blue Jay's Baseball, Blue Jays vs. Charleston Wheelers, 7:30 p.m., away.

**Tuesday, July 25:**

Blue Jay's Baseball, Blue Jays vs. Spartanburg Phillies, 7:30 p.m., home.

**Wednesday, July 26:**

Alcoholics Anonymous Closed Meeting, 6 p.m., SC-205.

Blue Jay's Baseball, Blue Jays vs. Spartanburg Phillies, 7:30 p.m., home.

**Thursday, July 27:**

Blue Jay's Baseball, Blue Jays vs. Spartanburg Phillies, 7:30 p.m., home.

**Friday, July 28:**

Blue Jay's Baseball, Blue Jays vs. Spartanburg Phillies, 7:30 p.m., home.

**Saturday, July 29:**

Blue Jay's Baseball, Blue Jays vs. Spartanburg Phillies, 7:30 p.m., home.

**Sunday, July 30:**

Sunday Chapel, 10:30 a.m., SC-205.

**Monday, July 31:**

Blue Jay's Baseball, Blue Jays vs. Gastonia Rangers, 7:30 p.m., home.

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