

# *FYI* **Campus Newsletter**

**Bismarck State College ~ April 17, 2008**

## **Instrumentation & Control Technology program begins in fall**

BSC will begin offering Instrumentation and Control Technology, a new two-year program, this fall. Students will begin with courses in Electronics Technology for the first year of the Instrumentation & Control (I&C) program. The second-year courses in I&C will begin in the fall of 2009.

Representatives from North Dakota's energy industry requested that BSC offer the program to help meet the growing need for skilled instrumentation and control technicians in North Dakota's power plants, ethanol plants and other process plants. Other employment opportunities would be with manufacturers of appliances, medical equipment, or other industrial sites in which automated systems are used.

Students in the program will gain the skills and knowledge to install, repair, upgrade, maintain and troubleshoot instrumentation and control systems. They will earn an associate in applied science degree or a diploma upon successful completion of the program.

BSC is the only college in the North Dakota University System offering this program.

## **Marketing campaigns underway for online and energy ed programs**

**Two marketing campaigns are currently underway, with radio ads running in eastern and western ND market areas. Banner ads in the Bismarck Tribune, Jamestown Sun, Grand Forks Herald and the Forum in Fargo and at [www.fishingbuddy.com](http://www.fishingbuddy.com) are also being used to promote "BSC Online - On the Road" and Energy Education programs.**

Several employees will be in Grand Forks April 23-24 and in Fargo April 24-25 for "BSC Online - On the Road," to meet face-to-face with students who may want to pursue a marketable degree from BSC via online classes.

**Lane Huber**, director of distance education, says the campaign serves two purposes.

"First, and foremost, we are looking for students who may not know about the specialty AAS programs we offer online. Secondly, it gives us a chance to spread the word about BSC in two large markets. Our advertising will reach parents, high school students, college students, and those looking to go back to school," Huber says.

Faculty and staff going on the road are **Joe Ellefson, Jim Wright, Angie Milakovic, Lisa Hoynes, Lynette Borjeson Painter, Cindy Sanford, Joan Kleven, Tammy Heupel** and Huber.

An Energy Education marketing campaign is running at the same time in the Fargo, Grand Forks and Bismarck markets. **Mary Friesz**, director of marketing, says, “Having the two campaigns run simultaneously allows us to maximize our advertising dollars, with both campaigns highlighting the upcoming BSC Online – On the Road events. Radio advertising, particularly in the east markets, is expensive. By running both campaigns, we can afford to increase the frequency of the ads to reach a broader section of our target audiences.”

Both campaigns capture contact information from potential students, allowing BSC to continue recruiting efforts with them. In addition, these campaigns have a tracking component that allows the marketing department to see which ads are most effective.

“With that information, we can adjust as necessary, shifting our marketing dollars from one media to another, depending on which is getting the best results,” says Friesz. “It’s another way to use our marketing budget most effectively.”

Check out the campaigns at the following landing pages:

BSC Online – One the Road: <http://bscontheroad.com/>

BSC Energy Education: <http://bscenergyed.com>

To hear the radio ads, click on these mp3 files:

<http://www.bismarckstate.edu/news/fyi/EnergyRadioMix.mp3>

<http://www.bismarckstate.edu/news/fyi/BSCOnTheRoad.mp3>

## Vaquita Hines is student Commencement speaker

Vaquita Hines has been selected as the student speaker for Commencement ceremonies on May 9. The selection was based on a faculty member’s recommendation. Hines, opinion/gallery editor of the *Mystician*, wants to become a broadcast journalist. She is the daughter of Elwood Hines, BSC’s mail/delivery clerk.

## BSC welcomes new employees

**Leah Diehl**, student finance associate, worked 12 years at Mid Dakota Clinic in Bismarck after graduating from Mandan High School. She began as a medical records clerk and then became a receptionist for Internal Medicine. Diehl left to start her own business and operated Wee Wonders day care in her Mandan home for 12 years. She is a Lia Sophia jewelry adviser and enjoys scrapbooking, gardening, and family camping. Leah and her husband, Lance, are parents of Casey, 17, and Ashley, 13.

Custodian **Mark Kambeitz** works in the Werner Hall men’s dorm. He has spent six years in custodial work and 12 years in grounds maintenance and equipment operation. During that time he held positions at Bismarck Public Schools, Bismarck Parks & Recreation, N.D. Youth Correctional Center, Service Master, and Eastern Michigan University in Ypsilanti. He also worked in residential, commercial and industrial construction. Raised in Napoleon, Kambeitz has a B.S. in social work from University of Mary and is a 1981 graduate of BSC. He holds an AA degree and Certificate in Automotive Collision Technology. Kambeitz enjoys hunting, television, playing guitar and drums and jamming with friends.

## 11<sup>th</sup> annual ArtsQuest underway

Take time from your busy life to enjoy ArtsQuest! Students have worked hard all year and are ready to show their stuff! Music, art, literature, more theatre and the big finale, Rock the Lawn will fill up two more weeks. Events added since the brochure was printed involve the Mongolian performance troupe, An Da Union. They will demonstrate their instruments and vocal techniques at 10 a.m. April 18 in the Leach Music Center, and present a “teaser” performance at 11:45 a.m. in the Union Missouri Room. Check out the ArtsQuest events on the events calendar: ([Link to events calendar](#)) or at [bismarckstate.edu/artsquest](http://bismarckstate.edu/artsquest)

## Faculty members granted tenure

The State Board of Higher Education recently granted tenure status for **Brian Hushagen** (art), **Kitty Netzer** (English), **Todd Reidman** (automotive technology), and **Shirley Wilson** (accounting). Rank for Hushagen and Wilson now changes from assistant professor to associate professor. **Provost Wayne Boekes** endorsed their applications for tenure after recommendation from the Faculty Senate’s Tenure Committee.

## PBL students place 3<sup>rd</sup> overall at state conference

Ten BSC members of Phi Beta Lambda received 11 competitive awards and other non-competitive acknowledgements at the 38<sup>th</sup> annual N.D. State Leadership Conference and Competition in Fargo April 3-5.

BSC’s chapter placed third overall in points, and received six 1<sup>st</sup> place awards, three 2<sup>nd</sup> place awards and two 3<sup>rd</sup> place awards. **T.C. Cermack** was elected state vice president of public relations for 2008-09. **Lynette Borjeson Painter**, associate professor of computer information systems, was named the N.D. Outstanding Chapter Adviser of the Year.

Others from BSC who received awards are **Heather Sheehan**, Businessperson of the Year, and **Dan Leingang, Toby Lund, and Johanna McClay**, State Chapter Honorary Memberships. These honors recognize those who have assisted student members. They are nominated by local members and submitted to the state chapter.

All 1<sup>st</sup> and 2<sup>nd</sup> place finishers qualify for the PBL national conference in Atlanta June 21-24. PBL is the largest business career student organization in the world.

## Phi Theta Kappa advisers present at national convention

Phi Theta Kappa advisers **Dan Leingang** and **Michelle Lindblom** accompanied three students to Phi Theta Kappa’s 90th International Convention in Philadelphia in April 1-5. President **Larry C. Skogen**, joined them at the conference April 4. Leingang and a colleague from Kentucky facilitated one of eight student groups during the Chapter Officer Leadership Academy before the convention. Lindblom, Leingang and another colleague from Kentucky presented a forum titled, “What YOU Should Know About Running for International/Regional Office.”

BSC students Alexandra Hartwig, Brittany Tackett and Riley Frerking were among the 3,700 participants. BSC alum Preston Schmidt, '07, performed two songs during pre-session entertainment.

## MRCC Auto Tech program is recertified

The Missouri River Correctional Center (MRCC) Automotive Technology program was recertified after evaluation by the National Automotive Technicians Education Foundation (NATEF). The program is certified in automotive electrical/electronic systems, brakes, air conditioning, engine repair and engine performance, and meets standards set by education and the automotive industry. The program is offered through BSC and the N.D. Department of Corrections and Rehabilitation.

## Faculty & Staff News

**Craig Moxon**, technical theatre instructor, attended the United States Institute of Theatre Technology Conference and Stage Expo in Houston March 16-23.

**Elwood Hines**, mail/delivery clerk, attended a seminar on “Mail Centers and Postal Services at Colleges/Effective and Efficient Services” in Las Vegas March 16-19.

**Joan Kleven**, energy technology programs adviser, traveled to San Francisco March 18-20 for the Center for Energy Workforce Development Meeting-Southwest Region.

Attending the Cite-eCollege Users Conference in Denver March 26-29 were **James Conley**, electric power technology instructor; **Lane Huber**, director of distance education; **Carla Bickert** and **Greg Bach**, associate professors of management; **Jessica Santini**, adjunct English lecturer; **Matt Frohlich**, assistant professor of computer information systems; **Cathy Janikowski**, clinical lab technology outreach coordinator; **Angela Uhlich**, clinical lab tech education director; **Thomas Stein**, associate professor of English; **Patricia Lysengen**, BAS energy management class developer; **Mike Holman** and **Byron Paul**, assistant professors of electronics/telecommunications technology; **Francis Miller**, assistant professor of power/process plant technology; **Joan Mapel**, assistant professor of energy technology programs; and **William Waddell**, nuclear power technology instructor.

**Arlan Okerson**, assistant professor of heating, ventilation & air conditioning, attended the Upper Midwest Regional Association Annual Education Conference in Rapid City March 27-30.

**Arlene Gray**, music adjunct instructor, attended the national conference of the National Association of Music Teachers in Denver March 29-April 2.

**Dr. Jane Schulz**, dean of instruction; **Dave Sitte**, associate professor of political science; **James Wright**, associate professor of management; and **Lee Friese**, assistant professor of automotive technology, traveled to Denver April 1-4 for the Chair Academy Conference.

**Dr. Larry C. Skogen**, president, attended the American Association of Community Colleges Convention in Philadelphia April 5-8.

**Karen Selensky**, CETI conference manager, and **Alison Zarr**, CETI conference associate, attended the Together in Education Conference in Sioux Falls April 6-9.

**Alicia Berger**, energy technology programs training manager, and **Dan Schmidt**, energy technology programs manager, traveled to Washington, D.C., April 9-10 for the Electrical Transmission Systems Technology Advisory Committee Meeting.