



Bismarck State College - September 24, 2009

Employees invited to preview marketing campaign

Bismarck State College's new brand marketing campaign - "Where's Your Beyond?" - launches in late September with print, TV, and radio ads, and billboards in the Bismarck-Mandan area.

The campaign includes Web site landing pages that will track varying URLs to measure interest generated by the different media. This will allow revising the planned advertising as necessary to maximize BSC's marketing dollars.

Mary Friesz, director of marketing, will hold two informational sessions for the campus on Thursday and Friday, Sept. 24-25, at 12:15 p.m. in the NECE Auditorium Room 304.

"In developing this campaign, we've worked closely with our Enrollment Services department to complement their recruitment activities," says Friesz. Enrollment Services took the lead, and was one of the pilot colleges, in implementing the Customer Relationship Management (CRM) system that was recently funded through the North Dakota University System.

"By tying the marketing campaign into the CRM system, we are much better able to communicate with prospective students the vast and diverse offerings available at BSC," she says. "I hope people will take some time to stop in Thursday or Friday for a preview of the campaign!"

Fall enrollment reaches record 4,020 students

BSC's expectation that enrollment would not only break past records, but also go beyond 4,000, is confirmed by the official fourth week enrollment report indicating a record 4,020 students.

Compared with last year, the total enrollment marks a six percent increase over the 3,788 students enrolled in fall 2008. Dr. Drake Carter, provost and vice president for academic affairs, said he believes many factors are contributing to the BSC's growth.

(View the news release at bismarckstate.edu/news/spotlight/)

National Energy Center of Excellence experiences growth Division changes name

A year ago, BSC and the community were celebrating completion of the National Energy Center of Excellence with a dedication ceremony. The spacious four-story structure has since become a center of learning and activity for both the campus and community.

The National Energy Center of Excellence (NECE) is also the new name of the former Division of Energy Technology Programs. **Kari Knudson**, vice president of the NECE, said the existence of two names caused confusion, especially for external audiences and some were left with the impression that there were actually two separate entities. Consequently, the college leadership decided to discontinue using a division or department name, and to use National Energy Center of Excellence for reference to BSC's energy education programs.

Knudson says growth of the programs has been dramatic. Based on total credit hours on the first day of the fall 2009 semester, compared with the first day of fall 2007, the NECE credit hours have increased 58 percent. On the first day this fall, students were enrolled in classes totaling 8,726 credit hours, compared with 5,538 credit hours on the first day of fall 2007. The fall 2009 figure includes students enrolled in the five AAS programs: power plant, process plant, electric power, electrical transmission systems, and nuclear power technologies, as well as the bachelor of applied science (BAS) in energy management program. The fall 2007 figure reflects students enrolled in the five AAS programs.

"All of the programs are growing," says Knudson. "There are many factors contributing to this growth, including demand from the energy industry, new military partnerships, marketing efforts, and BSC's great reputation that is often promoted by BSC graduates working in the industry."

BSC's federal designation as the National Power Plant Operations Technology and Education Center has also been extremely helpful in getting BSC's name out there, she says.

"This growth would not be possible without the exceptional support from several areas on campus. Many people are involved in delivering education and providing services to the students, and I appreciate this support," she says. "Employees can be proud of their ongoing contributions toward the growth and success of BSC."

Besides growth in student enrollment, the addition of new, major pieces of equipment makes for an exciting atmosphere in the NECE. The most significant recent additions are a steam electrical generation trainer, a distillation process trainer, and a biodiesel trainer.

"Our lab space increased three-fold when we moved into the NECE. This added space offered us the opportunity to work closely with a vendor (DarbyTech) on designing, customizing and fabricating these dynamic pieces of equipment to meet specific skill sets required by industry," says **Bruce Emmil**, associate vice president, NECE.

The distillation process trainer is one of eight worldwide (second one in the U.S.) with the steam electrical generation trainer and biodiesel trainer being the first of their kind. Other recent additions include equipment cut-aways, a water treatment trainer, electrical toolkits, equipment simulations and trainers covering the four process variables in regards to instrumentation and control.

The equipment has been acquired through support from North Dakota's congressional delegation via grants and federal earmarks, state workforce grants, and donations from industry. "This new equipment enables BSC to have a robust curriculum that matches our federal

designation,” Emmil says. “Without BSC’s internal expertise and dedication of many across campus, including the Foundation and Information Services, we wouldn’t have been able to secure these funds and place the equipment in service.”

Assistant Professor **Francis Miller’s** position and title have changed to reflect his role of coordinating usage of the equipment. Miller’s new title is lab facilitator/assistant professor, NECE.

Campus welcomes new employees

Kari Harris will be an academic advisor in the MACC beginning Sept. 21. She was first employed Sept. 1 as the multicultural student advisor. Harris graduated from Minot State University in 1999 with a BS degree and double major in elementary and special education. The past seven years she was student life director at Dakota College at Bottineau. Harris taught at the Turtle Mountain (Reservation) Middle School three years and was a special education teacher at Perkett Elementary School in Minot, where she had a K-5 handicapped classroom. Harris grew up in Makoti and is married to **Jason Harris**, BSC’s basketball, baseball and golf coach. They have four daughters, ages 9, 6, 3, and 5 weeks. Harris enjoys family time, church groups, and running. She has done several half marathons and completed her first marathon last year.

Kari Bitz, admissions counselor, earned a BS in mass communications from North Dakota State University in 2004. She worked for Verizon Wireless in Eden Prairie, Minn., as an operations assistant and moved to Bismarck in 2006 to work in admissions at the University of Mary, where she is pursuing a master’s degree in management. This past year, she has been an admissions representative for Rasmussen College in Bismarck. Bitz grew up in LaMoure and enjoys gardening and home improvement.

Joshua Hocker, OSHA safety and health consultant, worked the past five years as safety coordinator for AZCO, Inc., a construction company in Appleton, Wis. He traveled to job sites in Wisconsin, Iowa, Minnesota, Colorado and North Dakota, and spent the past year at Leland Olds Station near Stanton monitoring construction of an air quality control system. Hocker graduated from the University of Wisconsin-Platteville in 2004 with a BS in occupational safety and health. A college and high school athlete, Hocker grew up in Cuba City, Wis., and enjoys fitness, hunting and fishing and watching sports. He and his wife, Amanda, have two daughters, Madison, 7, and MacKenna, 1.

Gregory Sturm, director of admissions and enrollment services, has a master’s degree in management (’95) and BS in business administration from University of Mary, where he played football in the first varsity program. While a graduate student, he was full-time director of residence and intramurals. Between 1996 and 2006, Sturm did recreation and sports programming for Bismarck Parks and Recreation and the Missouri Valley YMCA, where he was program director. The past three years, he was associate campus director for Rasmussen College in Bismarck, working with the placement office and students services teams, overseeing academic advising, and monitoring student files and academic progress. Sturm is on the Mayor’s Human Relations Committee for the City of Bismarck and does coaching for the YMCA and Bismarck Soccer League. Raised in Racine, Wis., Sturm enjoys reading, lifting weights, and is an avid Packers fan. He and his wife, Stacy Sturm, have two children, Summer, 9, and Ty, 6.

NECE assistant, **Cindy Splichal**, has the new position of assisting Alicia Berger, training and partnership manager. She was administrative secretary for the Dickinson State University (DSU) alumni and foundation office and worked in Fayetteville, Ark., five years at the University of Arkansas. She was secretary in Facilities Management, administrative assistant for University Relations, and then assistant to the director in the Engineering department's Center for Innovation and Health Care Logistics. Splichal has a BS in elementary education and LPN Certificate from DSU. She was a tutor for Dickinson and South Heart school districts. Splichal grew up near Belfield and enjoys hiking, reading, and volunteering in soup kitchens. She and husband Bob have four grown children, Lucille, Emily, Luke and Penny.

Annex picnic attracts a crowd

BSC employees enjoyed the gift of a perfect summer day Sept. 16 while picnicking at what was billed "the Last Annex Picnic." We appreciate all the Annex employees and others who prepared and brought food. Thank you!

Faculty & Staff News

Attending the Electrical Transmission Systems Technology (ETST) Advisory Committee Meeting in Duluth Sept. 8-9 were **Zak Allen**, project manager, NECE; **Alicia Berger**, training and partnership manager, NECE; and **Dan Schmidt**, program manager, NECE.

Al Koch, OSHA consultation program manager, and **Lee Huber** and **Joshua Hocker**, OSHA safety and health consultants, traveled to Brookings, S.D., Sept. 14-18 for a Safety Assessment Workshop.

Zak Allen, project manager, NECE, traveled to Lake Tahoe, Nev., Sep. 15-17 for the American Power Dispatchers Association fall meeting.

Kevin Holmstrom, program manager, NECE, attended the Navy College Fair in Saratoga Springs, N.Y., Sept. 17-20.

Accompanying Fulbright Visiting Specialist, Dr. Indu Anand, on a tour of Yellowstone National Park Sept. 18-21 were **Karla Buzick**, administrative assistant-associate vice president for academic affairs; **Tom Stein**, associate professor of English; and **Brian Hushagen**, associate professor of art. The group's tour guide was Michelle Olsen, FINDET director and former BSC employee, who once wrote microbiology curriculum at Yellowstone.