

NORTHWEST PASSAGES

ASSOCIATION OF COLLEGE UNIONS INTERNATIONAL REGION 14

Working together benefits professional associations

by Adrian Rodriguez, Southern Oregon University

When I look around Southern Oregon University, I don't see a lot of cultural diversity. Within the division of Student Affairs, I can count the number of ethnic staff on one hand. If you add the rest of the campus, that count expands to two hands. I am sure many of you see similar numbers reflected on your campuses. Is it possible to change these numbers?

How can we bring more diversity to our campuses and our region? Is it an impossible dream? Sometimes it feels that way. In reality, there is a lot of potential out there to support diversity on our campuses.

Region 14 can begin by participating in and supporting the Committee on Multi-ethnic Programs (COMP). COMP provides programs, services, and advocacy on issues facing the multi-ethnic members of the Association and college union professionals. COMP fosters an organizational climate of inclusiveness, respect, education, and professional development. CONTINUED ON PAGE 8

Chair by chair: Simple strategy builds sense of community

Imagine that you are walking from your car to the campus building where your class is held.

You are here only once or twice a week because

you work full-time or you attend another school or you are a homemaker. Do you feel like part of the campus community?

That depends on the

campus. At Region 14's annual conference, a panel of community college professionals talked about their experience creating a home base for commuters

at their school.

Jim Eustrom from Chemeketa Community College, Barbara Delansky from Lane Community College and Mandy Ellertson

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Nearly every campus can aid its diverse populations through professional association membership

Five-star resort houses 1998 annual conference (see page 3)

Regional Rep Report

L. Lincoln Johnson
University of Washington



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It is interesting that whenever I don't have a newsletter deadline approaching I think I have all of these brilliant, witty things to write about, but once the deadline creeps closer and closer, those witticisms go right out the door!

Therefore, instead of waxing philosophical (I suppose I'll have to save that for the next time), how about a few "Welcomes!," "Congratulations!," and "Can't Waits!"

Welcomes! At the regional conference in October we elected three outstanding students to serve as student representatives on the Steering Committee. They are Shaswati Roy from North Idaho College, Jason Stillinger from Portland Community College - Sylvania, and Laura Wallace from the University of

Oregon. They are a great group of students and we believe they will add an extremely important dimension to the Steering Committee.

What a delight it is to also welcome the following volunteers who rotated on to the Steering Committee: Maureen Sigler (Boise State University), who is the new Educational Programs and Services Coordinator; Patty Inskeep (Montana State University - Bozeman), the Gay, Lesbian, Bisexual, and Transgendered Concerns Coordinator; Peter Williams (Whitman College), the Outdoor Recreation Coordinator; Mandy Ellertson (Portland Community College - Rock Creek), the Two Year Colleges Coordinator; and Adrian Rodriguez (Southern Oregon University), the Multi-Ethnic Concerns Coordinator. In addition, two

volunteers are returning to the Steering Committee, but in different roles: Kristi Maplethorpe (University of Puget Sound) is now the Membership Coordinator and Kaycee Schilke (University of Montana) is now the Arts-Related Coordinator.

I want to extend a hearty Region 14 welcome and thank you to the newest and ALL of the returning members of the Steering Committee. We are very fortunate that these wonderful volunteers have offered their time and services to the region.

Congratulations! Carol Gies (Southern Oregon University) was selected to serve on the 1999 Annual Conference Program Committee (CPC); she will work alongside Jim Eustrom (another Region 14er from Chemeketa Community College) who is the 1999

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Describe your school's volunteer service program.

"Volunteer Action Services is housed in our Honors College. It serves all students on campus. I am currently developing a joint community service leadership certificate program with VAS and the Center for Leadership Development in the University Center."

Pat Murphy, Coordinator

of Center for Leadership Development, The University of Montana

"Students go to local grade schools and teach through the Junior Achievement program."

Kate McPherson, Vice President of Administration, Everett Community College

"Community service scholarships are offered through the Psychology department. There are also several credit placement programs in a variety of fields."

Don MacGillivray, Executive Director of Programs and Services, Portland Community College, Sylvania

Nature's beauty gathers union staff in North Idaho

by Dean Bennett, 1998 Conference Chair, North Idaho College

Mid-September finds Coeur d'Alene and North Idaho College bathed in sun by day and cool and crisp at night. Whenever possible, I take the opportunity to walk the sandy shores of our campus. During these walks, I let my mind travel back in time to when our campus didn't exist and this beautiful site was a special place for the region's early settlers.

Located on the river and along the shore of the lake was an area the Native Americans called 'S'ya'(pqi'nm' (Yap-Keehn-Um). The Coeur d'Alene Indian translation means "gathering place." Images of smoke rising in a dance into the blue sky, while people exchange tales of travel come clearly into focus. I return to my office with a new perspective.

Over a year ago, North Idaho College accepted the challenge of hosting the Region 14 Conference on October 22-24, 1998. We looked to our local history to find our conference theme, but after careful observation the theme has become deeper and more appropriate to students and staff who work in Union operations.

The "Role of the College Union" states "Traditionally considered the 'heartstone' or 'living room' of the campus, today's union is the gathering place of the college." Community life takes place in the Union. We gather for events and activities, to eat and exchange personal experiences every day.

This is your invitation to "gather" with us at the Coeur d'Alene Resort. As our theme suggests, Coeur d'Alene is a great location in the geographic heart of our region. We hope that everyone will make an effort to send a staff member and/or students to represent their institution.

We also hope to draw friends from all areas within the Union. Conference programs will emphasize all areas of Union life, from outdoor programming to food services, student leadership to program organization, and remodeling a union to personnel management. There will be something for everyone.

Preconference activities will include a tour of North Idaho College's Union, in the

final phase of construction. Tour leaders will discuss all aspects of its \$5 million remodeling project.

For the more adventurous, sign up for a white water rush through the beautiful Alberton Gorge located on Montana's Clarkfork River. Visit the bottom of one of Idaho's deepest hard rock mines on a tour of the Sierra Silver Mine. How about a seven mile, full-on adrenaline rush? Ride the scenic gondola to the top of Kellogg's Silver Mountain Ski Resort, point your mountain bike downhill, and hang on!

Other preconference activities are planned at the college and at area attractions. Plan on arriving early to participate in these wonderful experiences.

Registration costs for the 1998 Region 14 Conference will be \$130 for students

and \$140 for staff. This includes most meals and a Friday night dinner cruise on Lake Coeur d'Alene.

The Coeur d'Alene Resort will be the hub of all activities. Special room pricing has been arranged at this five-star rated resort. Make a vacation out of this trip and bring the family.

The Coeur d'Alene Resort Golf Course has been honored as America's Most Beautiful Resort Golf Course by Golf Digest. Special green fees are available for conference participants.

Conference registration and information on accommodations will be in your mailboxes by the end of August. In the meantime, check for more details on the conference website: <http://clearwater.nic.edu/acui14/acui.html>.

the gathering place



October 22-24, 1998
Coeur d'Alene Resort
Idaho

For info:
<http://clearwater.nic.edu/acui14/acui.html>

Marketing: Much more than advertising

by Robin R. Hanson, University of Iowa

Reprinted by permission from the Association of College Union's *The Bulletin*, March 1996



You know your union is the place to be.

It's comfortable, convenient, offering good food and quality products. But does that new freshman, who's never stepped foot in a college union, know what you know?

Even if your union offers great products and services that are priced right and conveniently located, the job of marketing is not complete. To convert the product, price, and place into sales, attendance, or usage, you need to communicate with your target market...

Promotion refers to everything you do to communicate your product's or service's merits to the market in order to persuade them to act.

To describe the promotion mix, hundreds of specific communication tools can be grouped into five major categories:

■ Advertising. Any paid form of non-personal promotion of ideas, goods, and services by an identifiable sponsor.

■ Sales promotion. Short-term incentives to encourage

purchase or sale of a product or service.

■ Promotional events. Special activities designed to encourage immediate interest and traffic.

■ Public relations. Programs designed to improve, maintain, or protect the union's image

■ Personal selling. Oral presentation in a conversation with one or more prospective purchasers.

The first step in designing an advertising plan is to decide whom you want the ad to reach. To do this, you will need to identify your potential users and decide what motivates them. Most people buy because of the way the ad makes them feel (Assael, 1992). Food satisfies their hunger pangs; outdoor centers make them feel adventuresome; an insignia boosts their school spirit.

The following translates into college union terms "what people really buy," according to Jay Levinson, in his book *Guerrilla Marketing Excellence* (1993):

■ "They buy *benefits*, not features." Students buy burritos not because they are spicy but because the taste pleases them.

■ "They buy *promises*." Have you ever promised that an event will be "the biggest of the year."

■ "They buy *credibility*." Was that "biggest event of the year" not so big after all?

■ "They buy *solutions* to problems." Students failing a course will "buy" the help of a

tutor.

■ "They buy *acceptance* by others of your services." If going to your dance is the thing to do, students will be there.

■ "They buy *convenience*." If you provide speedy service, students, to whom this is important, will consider eating at your restaurant.

■ "They buy *comfort*." If your union provides a home-away-from-home feel, students will enjoy spending time there.

■ "They buy you, you employees, your service." Customers who are treated well are more likely to use your service again.

Once you have determined your target group and identified its motives, you need to decide what you want the advertising to accomplish. Do you want to inform, remind, or persuade the target audience? You may want to persuade students to buy hamburgers, inform them of new hours, or remind them that the Campus Information Center offers tutor referral service.

Before you can get your message across to your customers, you must catch their attention. People read, hear, and view what interests them. The daily newspaper carries many advertisements, but only a select few will lead the reader to stop and absorb the message. The ad's style, tone, words, and format are all important in accomplishing this task.

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Advertisements can be styled after the following themes:

- Slice of life...
- Lifestyle. A Champion apparel ad for the bookstore read,... "It goes where you go, it does what you do, it is who you are." This ad related Champion clothing to the lifestyle of a student.
- Fantasy...
- Image....
- Personality. Characters that personify the product can be fun and effective...
- Expertise. These ads emphasize the company's competence and experience...
- Testimonial evidence. Testimonials present credible, likable, or expert sources endorsing a product or service...

The message you select will be influenced, to some extent, by the size of your budget and the media it allows you to use. Surveys can help you determine which media will be most effective. Every two years we gather a random sample of our users to ask what communication channels they use most often. We ask what radio stations they listen to, what papers they read, and what television stations they watch, as well as what communication channels get their attention on campus. Then, we ask what days and even hours they utilize the media. This survey information helps us decide where to spend our advertising dollars...

Region 14 listserv

Get in touch with your colleagues on Region 14's listserv.

To subscribe to the Region 14 listserv, send a message to: majordomo@indiana.edu.

Leave the subject line blank. In the body of the message type the following: subscribe acui_region14.

It might take a couple of days to receive a confirmation message.

Post your memories

For those who are interested, there is a Conference Memories Page on the ACUI Region 14 webpage. Here is the address: <http://weber.u.washington.edu/~acui14/portal/memories.html>

From ACUI President Debra Hammond

Dear Colleagues:

I am writing to bring you up to date on the status of ACUI's review of membership fees for Canadian institutions. As you may know, there have been requests from some Canadian institutions to have the ACUI overseas institution extended to Canadian schools as opposed to the current rate structure used for institutions on the North American continent. Last fall, an ad-hoc group was formed to review membership fee options, and last May, I had the privilege of attending the AMICCUS-C conference to discuss this and other issues.

Modifications to the ACUI fee structure are made through revision of the Association ByLaws. The process for such changes requires a formal presentation and discussion at the annual business meeting, followed by a mail ballot vote by the institutional membership. The Executive Board is presently considering several options: leaving fees the same; creating an FTE/budget matrix of fees for all institutions regardless of location; changing the overseas rate to an international rate either at the current level or at an increased level; or developing a fee structure that reflects economic hardships for some members. You all will be receiving a membership survey in early December to help us with this process. Gary Ratcliff, at-large Executive Board member for Association Assessment, will review these options and then make a recommendation for the Board to consider. If any changes are to be made, discussion will take place at the Association Annual Business Meeting during the Anaheim conference (March 29-April 1, 1998) followed by a mail ballot vote.

Until a change is made in the fee structure, the current fees will apply. So that each institution can make appropriate choices regarding the status of their membership, normal billing and recruitment efforts will continue for Canadian institutions. It is my hope that you consider maintaining membership in the Association until this issue can be resolved.

If you have any questions regarding this or any other ACUI issue, please feel free to contact me at (818) 677-2390 or via email: debra.hammond@csun.edu

Show off your skill at Region 14 College Bowl

The exciting, fast-paced, entertaining extravaganza that is College Bowl will be held at the University of Montana in Missoula on Feb. 20-21. We would like to thank the University of Montana and their tournament staff for hosting this year's Regional Tournament.

College Bowl teams should plan on arriving at the University of Montana by 4:00 p.m. on Friday, Feb. 20.

Eligibility forms should arrive soon from the College Bowl Company. If you are not sure if your school is eligible for the regional conference then take note of this criteria. Your school must have purchased at least ten packets from the College Bowl Company and held a campus tournament.

You will also receive a packet of information from the Regional Coordinator. It will provide vital information about the agenda, team and player forms, and hotel accommodations.

Registration fees are: \$115 for five person team from ACUI member school; \$165 for five person team from non-ACUI member school; \$22 per person for each additional attendee.

If you have any questions, please call Stephanie Dixon at (541) 346-4378 or e-mail inquiries to: sdixon@oregon.uoregon.edu.

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from Portland Community College-Rock Creek Campus built their retention efforts from "a lot of little things rather than one big program."

Community colleges are populated by students from 14 to 90 years old with diverse cultural backgrounds who take classes part-time. "Often, they resist the label of 'student'," said Delansky.

One way to approach campus community development is to build small communities within large communities. Jim Eustrom started with federally funded scholarships for migrants and a mandatory class that exposed recipients to college services. He created cohesion within that group by having the migrant students put on a programming event (Cinco de Mayo). This included many students who normally wouldn't have gotten involved in campus activities.

Chemeketa Community College provides "Super Saturday" events for international students. Funded by higher non-resident tuition fees, the Saturday excursions expose international students to Oregon, just like they expose Oregon students to their culture. Trips to watch whales, etc., supported retention efforts and had a surprising side effect. The program is so popular that it was expanded to "bring a buddy," increasing the sense of community within the student body.

Strategies as simple as placing chairs and couches in hallways, by offices, or in any open space create opportunities for interaction with fellow students and staff.

Students on a campus without a student union may not always visit the library and cafeteria, so a place to congregate in each campus building is important.

"Subscribe to numerous publications and have them available in many locations," advised Eustrom. "When a student sees a familiar face, someone who looks like them, or something that shows their values are respected, they are more likely to feel like they belong."

At Lane Community College, designated staff people work with each student population. The American Indian group started with an annual pow-wow event, grew from 100 to 300 students over five years, and now has received approval to construct a long house on campus.

"Build coalitions with what you have," suggested Ellertson. "If a guest speaker comes to campus, get faculty to require attendance at the lecture. Have your organizers approach faculty before booking the speaker." Tying into neighboring college programs and chapter associations, Big Brother/Sister programs, or other community service organizations make campus offerings more extensive.

Recognizing faculty for their contribution as mentors and advisors through contests such as "Instructor of the Term," or free lunches, or a stipend paid at the end of the year with bonuses for advisors who go "above and beyond," builds cohesion within the academic community.

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CPC Chair. Working with the CPC is a wonderful opportunity both personally and professionally, and I can imagine that Carol is relishing the excitement.

Another colleague we want to celebrate is Stephanie Carnahan (University of Oregon). Stephanie's educational session, "Navigating Rainbow Waters," was selected as the best session at Region 14's annual conference, a tough choice considering there were many excellent sessions! She will present her session at the ACUI annual conference in Anaheim this April. We are extremely proud of Stephanie and know that she will represent Region 14 well.

Gary Ratcliff (University of Montana) has an article included in the November 1997 issue of the ACUI Bulletin (pp. 2-8). If you have not yet had a chance, read it. It has information that is incredibly relevant to our college union and student activities programs.

Can't Wait! For the first time in many years, the Region 14 Games and College Bowl Tournaments are being held on the same weekend at the same institution. The University of Montana is graciously hosting both tournaments on February 20-22. It will be an exciting weekend.

If you have not been involved with either of these events, I encourage you to attend; it is a good opportunity to see "The Role of the College Union" in action. Mike Hoobler and Stephanie Dixon are the regional coordinators for these events and the host site organizers are Steve Langley and Mike Esposito. Here's wishing good luck to all of the participants and organizers.

Start making your plans to attend the ACUI annual conference in Anaheim, Calif. We are fortunate that the conference is closer to home than usual. I hope that we have a record number of delegates from Region 14.

Until next time...Cheers!

Use 9-Ball format in pocket billiard events

The Recreation Committee of the Association of College Unions International announces that all 1998 regional and international pocket billiard events are 9-ball. This is a change from previous tournaments. For more information, contact Mike Hoobler at (509) 335-4679.

Audioconferencing available for development seminars

ACUI has an alternative to traveling to its educational programs. It's audioconferencing. Participants take part in the program via telephone. For more information, visit the ACUI Website: <http://www.indiana.edu/~acui/conf/conf&sem.htm>

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1998 ACUI Professional Conference spotlights actor Olmos

Actor and activist Edward James Olmos will headline ACUI's 1998 Professional Conference, set for March 29-April 1 in Anaheim, Calif.

Olmos brings his vision of a true multicultural society to the conference in an opening day presentation. He has talked to students, prisoners, migrant workers and juvenile delinquents for many years about respect for diversity.

He says the nation's youth will be better prepared to successfully co-exist regardless of race if students are exposed to balanced school curriculums and activities.

Nancy Moore from the Covey Leadership Center will deliver a feature presentation as part of the educators-in-residence program.

Disneyland University trainers will share customer service concepts and training techniques.

Tours of small college unions in the Los Angeles area are offered during the conference.

For more information, call ACUI at (812) 855-8550.

Region 14 Webpage

<http://weber.u.washington.edu/~acui14>

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Does your division include diversity in staff training or retreats? Take advantage of available resources in your area to help educate and develop awareness to the different cultures that are and are not reflected on your campus. If local resources are not readily available, then bring someone in.

Is cost a factor? You would be surprised how inexpensive it can be. All you have to do is ask.

Are your student leaders and employees from

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.”

Margaret Mead

diverse populations? One of the best and most successful ways to diversify your campus is to “grow your own.” Many students chose your institution for a reason. You can enhance their experiences by encouraging them to get involved in leadership roles within the union.

Are the staff from your multicultural programs members of ACUI? If not, why not? Facility management, student development, and activities are main components of the

multicultural centers, services, and programs in this region. ACUI is a natural fit.

As Region 14 coordinator for COMP, I am sending out a “Call for Diversity.” I will be setting up a Region 14 Advisory Board for COMP to gather a broad representation from the region and to set future goals.

Diversity is a community effort. If you are interested in participating on the Advisory Board, please contact me by email: rodriguez@sou.edu.

Submission Schedule

Northwest Passages welcomes submission of articles and letters to the editor.

Please send submissions to Carol Gies, Stevenson Union, Southern Oregon University, 1250 Siskiyou Blvd., Ashland OR 97520.

Submission deadline is Feb. 6 for March publication; April 10 for May publication.

Calendar of Events

- Region 14 Recreation Tournament & College Bowl
February 20-22, 1998
The University of Montana, Missoula
- ACUI Professional Conference
March 29-April 1, 1998
Anaheim, California
- 1998 Region 14 Conference
October 22-24, 1998
North Idaho College
Coeur d’Alene, Idaho

ACUI's Union Wire available on the Internet

An on-line version of the *Union Wire* debuts in January on ACUI's website. News will be published as it happens. Members are encouraged to submit news items at any time. Notification of updates will be sent by e-mail to members.

Look for *Union Wire* at <http://www.indiana.edu/~acui>. Use the form below to become an ACUI member.

Become an ACUI member

Association of College Unions International

This form should be sent to ACUI, 120 W. Seventh St., Suite 200, Bloomington, IN 47404-3925, with check payable to the Association of College Unions International.

Name of applicant _____
 Title _____
 Name of union _____
 College or University _____

 Address _____

 Mailing Address (if different from office) _____

 Telephone _____
 Fax _____
 E-mail _____



Dues:

Professional \$44 Student \$36
 American Express Card No. _____
 MasterCard Expiration Date _____
 Visa
 Check enclosed
 Signature of Applicant _____
 Date _____