

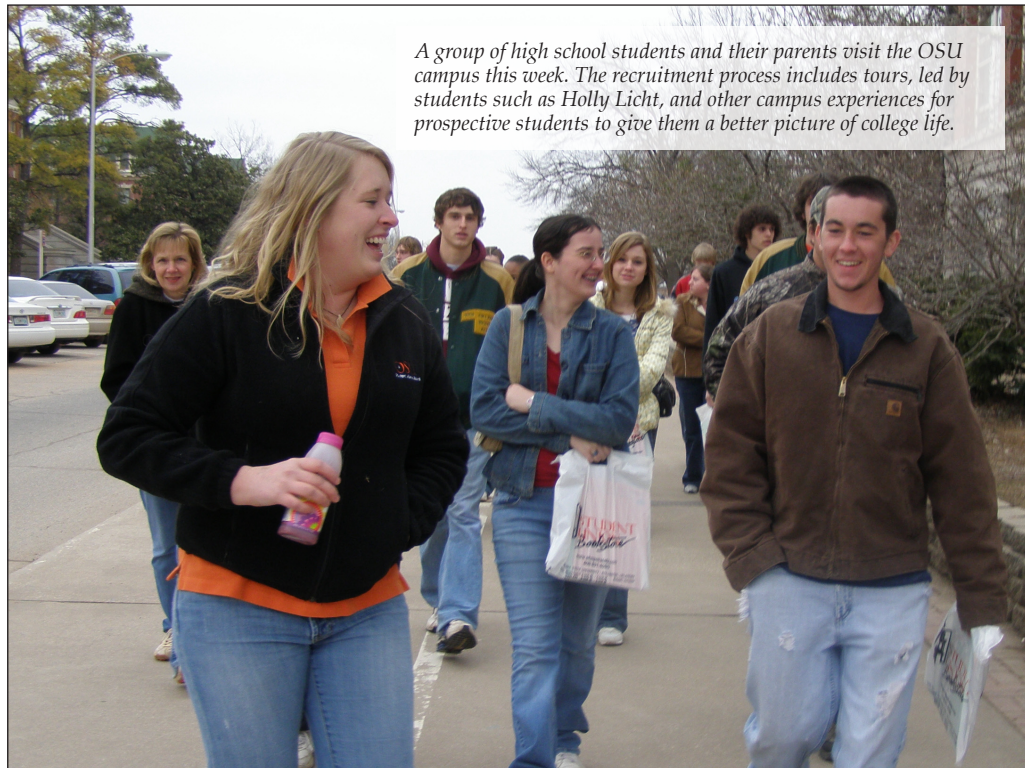
February 9, 2007

OKLAHOMA STATE
Portraits
Celebrating the Centennial:
OSU contributions

Arriving in the Oklahoma Territory with her family in 1899, nine-year-old Angie Debo wanted to see Indians. Finding only white settlers, she made it her goal – and ultimately her life's work – to learn about the land's native inhabitants. While earning her M.A. in international relations and Ph.D. in history, she continued to study Native American history and culture. She published her dissertation, "The Rise and Fall of the Choctaw Republic," in 1933.

At a time when women were barred from professorships, Oklahoma A&M hired Debo as maps librarian, giving her the opportunity to continue her research. All told, she wrote nine books. In 1985, Oklahoma honored Debo by making her the first woman whose portrait was hung in the State Capital.

The Oklahoma State University Library, which this year celebrates its 100th anniversary as a Federal Depository, houses the Angie Debo Room and Collection.



A group of high school students and their parents visit the OSU campus this week. The recruitment process includes tours, led by students such as Holly Licht, and other campus experiences for prospective students to give them a better picture of college life.

Retention, graduation factor into new recruitment strategies

As part of its strategic enrollment plan, OSU is exploring recruitment and marketing enhancements to engage a broader segment of prospective college students. Rather than a simple increase in the size of the student body, however, the plan outlines an enrollment optimization and seeks to impact the number of OSU graduates.

"Efforts to recruit more students to OSU will also involve trying to become more competitive in attracting top freshman and transfer scholars who enhance the overall quality of our enrollment," said OSU Vice President for Enrollment Management Albert Colom. "We must also strive for a student body that is as ethnically diverse as the population of the state of Oklahoma."

"And while it is essential that we remain accessible and provide every possible opportunity for students who want to attend OSU to gain admission, we also want to increase our retention and graduation rates by recruiting students determined to complete their degrees in a timely manner," Colom said.

Nearly every institution in the United States has identical aspirations, and many parts of the country, including Oklahoma, are experiencing a leveling off in the number of college-ready students produced by high schools. Success in the competition for top students will require OSU to be innovative and connect with them early, said Bill Ivy, assistant vice president for Enrollment Management.

"Throughout Oklahoma, in Texas through

regional offices in Dallas and Houston and in other key markets, OSU admissions counselors are beginning to engage high school students as early their sophomore year," Ivy said. "We want to reach students early and with as much information as possible about the university so they'll have plenty of time to make an informed decision."

"It's important to help them think about their educational options so that if they decide to come to OSU, they will be happy and take advantage of everything we have to offer, from the learning and living environment to internships and scholarships," Ivy said.

Creating more awareness about OSU is a way the university hopes to move toward the goals of the strategic enrollment plan. Prospective students and their parents – along with alumni, donors and OSU community supporters – comprise one of the university's four key audiences, and the university has been working with focus groups to learn how best to reach the former, according to Kyle Wray, director of Marketing.

Wray said a new marketing campaign highlighting scholar achievement is in development as well as new posters, television commercials, informational e-mails and booklets for prospective students and their parents.

The university also is working on separate advertising campaigns for students in Oklahoma and south of the Red River.

"In Oklahoma, OSU is known as the 'STATE's University,' but in Texas we advertise as the 'Brighter Orange,'" Wray said.

New Admissions director helps students connect with OSU

ALEX DENKINSKA

As OSU seeks to increase its enrollment, a combination of the latest technologies and traditional communications can help the university better connect with prospective students, said Karen Lucas, the new director of the Office of Undergraduate Admissions.



"Many of today's students communicate through YouTube, Facebook and MySpace, and the Internet is one place where OSU aims to have more presence," Lucas said.

Lucas joined the Admissions office in fall 2006. Before coming to OSU, she worked for Florida International University, serving as the senior associate director of Undergraduate Admissions.

Lucas said her office works in collaboration with Enrollment Management to support accessibility at OSU.

"The Admissions office's mission is to attract students, process their applications and answers any questions or concerns they might have about the university," Lucas said.

Most universities as well as OSU are looking for students who are leaders in their communities, are able to excel academically and driven to succeed in college and after graduation.

"Admissions among universities can be competitive because we are all going after the same kinds of students," Lucas said.

OSU now offers "On-the-Spot Admissions" in community colleges and high schools, a new service allowing students with appropriate documentation to apply and be accepted instantaneously.

"A year ago, it took OSU a week to process 300 applications," Lucas said. "We can now process 300 applications a day."

Before choosing a university, students are curious about how the school will meet their needs, wants and scholastic goals, and Lucas said OSU offers excellent academic programs, internship and leadership opportunities, housing and scholarships.

"We want to offer the best traditional college experience," Lucas said. "We want students to feel like they've made the right decision coming to OSU."

Lucas speaks Spanish fluently and has previous experience in community college relations and enrollment communications.

"I think OSU is an excellent university and I am honored to be part of this institution."

Davis to Deliver 2007 Kamm Lecture



James Davis, regional representative for the U.S. Secretary of Education Margaret Spellings, will present on Feb. 21 the 15th Robert B. Kamm Distinguished Lecture in Higher Education at OSU.

Davis will speak on "Helping Higher Education Meet the Challenge" at 1:15 p.m. in the Willard Lecture Hall. His talk is free and is open to the public.

Following the speech, a panel of distinguished state educators will provide a response, according to Pamela Fry, dean of the college.

Davis serves as an ombudsman to governors' offices and legislative leadership, state education agencies, local education agencies, private schools, colleges and universities on federal matters that affect education for Arkansas, Oklahoma, Louisiana, New Mexico and Texas.

Davis began his career in Illinois, where he worked as a teacher, guidance counselor, principal and administrator, including assistant superintendent and interim superintendent of schools. He relocated to Plano, Texas, where he served for two years as area superintendent for the Plano Independent School District before being named superintendent of schools in Hattiesburg, Miss.

In Hattiesburg, Davis spearheaded an extensive reform program that led to some of the greatest student performance gains in the school district's history, and is credited with implementing high accountability standards, capacity building systems and research based-curricula prior to the No Child Left Behind legislation. He also served as an adjunct professor of administrative leadership at the University of Southern Mississippi.

Davis has participated in numerous education forums across the U.S., Europe and Asia, and has received awards for his outstanding work in the fields of education and community service.

Music department to perform opera

ABBY WAMBAUGH

OSU's music department will perform its first full-scale opera, "Suor Angelica," tonight and Saturday at 8 p.m. in the Seretean Center for Performing Arts Concert Hall.

Tickets are \$7 general admission and \$5 for students and will be sold at the door.

"It's been a dream of mine to put on a full-scale production since I arrived at OSU six years ago," said April Golliver, assistant professor of voice and the opera's director. "This will provide wonderful experience for students and marks a turning point in the program."

OSU students, including Karalee Terry in the lead role of Sister Angelica, comprise the 16-member cast and accompanying orchestra.

Terry said the opera will showcase the music department's classically trained vocal performers, which sets it apart from other OSU musicals and theatrical productions.

"Musicals are great for some people, but opera is what I love and what I have been trained in," Terry said. "This opera will give me valuable experience and marks the first time I will sing with a full orchestra."

Terry will perform the lead role Saturday



night, and a guest vocalist, Carolina Alvarado, a University of Houston graduate, will perform Friday. Golliver said the role of Angelica is typically performed by singers older than Terry.

"Suor Angelica" is a one-act opera by Giacomo Puccini. It is set in the late 17th century in a convent near Siena where the heroine has

been sent by her family following the birth of her illegitimate son.

"My goal is to grow OSU's opera program and attract even more wonderful singers, and I think this step from opera scenes to a full-scale production is a huge stride for the program," Golliver said.

For all these stories and more, go to: <http://osu.okstate.edu/news>

RESEARCH WEEK
HOME OF WORLD-CLASS RESEARCH
February 19-23, 2007

Relationship Roundup
OSU-Tulsa Monday, Feb. 12