

Northern Network News



The Official Newsletter for MSU-Northern

February 17, 2012

We Love Northern Ball a Success Once Again



The We Love Northern Ball was held last weekend to raise money for new and returning student scholarships. Our 26th celebration was a huge success as the tickets for the ball sold out! This great accomplishment was made possible by the over 300 friends of Northern who came to enjoy dinner, dancing, and bidding on auction items donated by generous individuals and businesses. The ball committee would like to thank all those who attended, volunteered countless hours, and donated auction items to make this a successful event. Senator Jon Tester was also on hand to show his support.

LAST REGULAR SEASON HOME GAMES!

Friday night is Northern Pride Night and also Adopted Parent night. All adopted parents, please make sure you are to the games a half hour early for the presentation. Wear your Northern gear. The games on Friday begin at 6 pm for the Skylights and 8 p.m. for the Lights.

Saturday night is White-Out the Saints. Saturday night is also our Senior Night, so come out and support our seniors! Game times have changed to 5:30 pm and 7:30 pm.

Saturday night Clausen and Sons has graciously donated 200 shirts for the first 200 Northern students who come to the Skylights game. The first 200 will also receive a ticket that will get them some free food after the Skylights game. So come early, cheer loud and get a free shirt and food!!

MSU School of Architecture Community Design Center Helps MSU-Northern



MSU-Northern is pleased to announce our new partnership with The Montana State University School of Architecture Community Design Center in order to provide some design ideas for our Student Union Building. Four of the architecture school's fourth year students, under the guidance of architecture professor Tom McNab, will focus on redesigning the Student Union Building into the core of the campus, ultimately changing how the students use the SUB.

The design will focus on renovating the exterior of the SUB to be more welcoming to visitors, expanding the bookstore, upgrading the interior and making it more handicapped accessible.

The Montana State University School of Architecture Community Design Center fosters a collaborative interdisciplinary community/university partnership approach to research and design of the built environment that serves the people of Montana. This partnership demonstrates yet another way the schools within the Montana State University System are working together to help our students.

College Goal Sunday



Last Sunday and the previous Wednesday, College Goal Montana offered free assistance in applying for

FAFSA. The help sessions were held in the basement of the Vande Bogart Library, and students and parents were invited to attend. MSU-Northern was glad to have College Goal Montana as a collaborative partner towards encouraging more students to apply for financial aid.

Jitterbug Workshop



On Valentine's Day, The Associated Students of MSU-Northern Program Council sponsored a Jitterbug Workshop in the SUB Ballroom. Pam Wilson led the workshop wherein all the participants including Matt & Emily Bean (right) were able to learn basic jitterbug moves. This workshop was free to any faculty, staff or student who wanted to learn a little more about the Jitterbug and was well-attended. They have scheduled another class for next Tuesday at 7:30-8:30 p.m. in the SUB Ballroom right before the Mardis Gras dance at 9:00 p.m.

Presidio Brass



The Northern Showcase Concert Association offered another great performance on February 16th. Presidio

Brass, a dynamic force in American brass chamber music with a unique and exciting repertoire, provided an engaging musical performance for the Havre audience on Thursday. Celebrating the world of Hollywood, the Presidio Brass presented a program of both exciting jazz and classical music used in movies as well as great selections from film soundtracks (2001: A Space Odyssey, Moon River, Bohemian Rhapsody and many more!). The Havre audience was thrilled by the electrifying tunes the Presidio Brass brought to our Hi-Line music-lovers.

Open Forum Schedule

This is the Open Forum schedule for February, March and April. These meetings will all take place in the Hensler Auditorium in MSU-Northern's Applied Technology Center. The Open Forums will now meet every other week and they have been assigned the following dates, topics and times. Please note that the dates and times vary so more people can attend.

Friday, Feb 24 - 12:00 p.m. (noon)

- * Discussion on Action Roster
- * Vision: Second discussion

Monday, March 5 - 12:00 p.m. (noon)

- *Marketing/Branding Update
- *Further discussion on vision

Wednesday, March 21 - 4:00 p.m.

- *Budget/Enrollment Overview (first of two identical presentations, offered twice to accommodate as many schedules as possible)

Thursday, March 22 - 12:00 p.m. (noon)

- *Budget/Enrollment Overview (second of two identical presentations, offered twice to accommodate as many schedules as possible)

Tuesday, April 3 - 12:00 p.m. (noon)

- *National Survey on Student Engagement: Discussion on results and implications
- *Further discussion on vision

Wednesday, April 18 - 4:00 p.m.

- *Presentation of draft "Montana State University-Northern will be known for..." statement.

STEAM BOILER WORKSHOP OFFERED IN GREAT FALLS

Montana State University-Northern Extended University is offering a four-day workshop to prepare people to take the state examination for low-pressure boiler operator's license. The workshop is designed for people without boiler operator's licenses who work in physical plants.

The workshop, "Low Pressure Steam Boilers and Systems" will be offered Thursday through Sunday, March 29 - April 1, 2012, 7:00 AM - 6:00 PM at the O'Haire Motor Inn, 17 7th Street South, Great Falls, MT. Bill Fisher, Certified 3rd Class Boiler Operator and Certified Water Operator from Missoula, is the instructor.

The cost of the workshop is \$200 plus \$75 for the textbook. Participants must pre-register by March 22. Enrollment is limited to the first 20 participants. For further information, please phone MSU-Northern Extended University toll free at 1-800-662-6132, extension 3730 or 406-265-3730.

YouTube Video Contest

Are you a YouTube fanatic? You can use your video-creating skills to promote MSU-Northern and win a prize! MSU-Northern is holding a video contest that is open to everyone (students, faculty, staff, alumni, community). Submitted videos will be judged based on these categories: best overall video, most creative video, funniest video, video that best promotes Northern, and best video about a specific degree program.

The videos should be based on one of the previous categories. They also must be under 5 minutes in length, and students included in the video-making process must sign a model release. Videos must be submitted to Cori Hindoen in the Admissions office by 5 p.m. Friday March 23. The top videos in each category will be posted for student vote from March 28 through April 6, and then the winners will be announced on April 10th.

The first place winner in each category will receive a prize.

The videos will be displayed on the MSU-Northern YouTube page and could possibly be used in other recruiting events as well. If anyone has questions, contact Cori Hindoien in the Admissions Office at 265-3542 or cori.hindoien@msun.edu.

Points of Pride

U.S Patent Pending on Bio-Jet Fuel Process

Researchers at MSU-Northern's Bio Energy Center have developed a process to convert camelina oil to jet fuel and other high-value chemicals. MSU-Northern has applied for a U.S. patent on this process with the help of the MSU-Bozeman campus. This will become Northern's first patent.

To date, there are only a couple of methods for making advanced renewable jet fuels that have been certified by ASTM. One of those is done with the Fischer-Tropsch method commonly known as part of the coal gasification process. Both require a lot of energy to produce and both have potentially lower blending ratios than the process being developed by Nestor Soriano, Randy Maglinao and Akash Narani of the Bio Energy Center at Montana State University-Northern.

Nestor Soriano, Randy Maglinao and Akash Narani, you make Northern proud.

Mardis Gras Dance

FAT TUESDAY is February 21, and the Associated Students of MSU-Northern Program Council is sponsoring a Mardis Gras Dance in the SUB Ballroom at 9 p.m. Come dressed in your favorite costume and receive a mask and beads at the door. There will be a DJ, refreshments and finger foods will also be provided.

Comedian Johnny Cardinale



Sponsored by the Associated Students of MSU-Northern Program Council, Musical Comedian Johnny Cardinale will be performing Thursday, February 23rd at 8pm in the SUB Ballroom. Johnny Cardinale began his comedy career at the world famous Comedy Store in Hollywood, CA, where he was spotted by the owner, Mitzi Shore, and given weekly spots on her line-up alongside comedians such as: Carlos Mencia, Chris Rock, Joe Rogan, to name a few, as well as a nationwide tour with Pauly Shore.

He has since gone on to perform at all the major clubs in Los Angeles, write and direct a short film that screened at Cannes ("American Beauty X" which can be viewed at ifilm.com) and has hosted "Clean Shots" on the Game Show Network. He was also featured on the Emmy Awards in a spoof of the hit show "Heroes", and has been featured on "Chelsea Lately" on the E! channel.

In his stand-up act, he observes a lot of absurdities in life and talks quite a bit about his family. Johnny also brings his guitar with him to poke fun at the music industry as he can sound like seemingly any musical artist. Often compared to Adam Sandler and Jimmy Fallon, Johnny's act is clean and upbeat. A review from a recent college show pretty much sums it up best:

"....The similarity between Cardinale and Sandler is their expert use of music as a satirical device, but the similarities end there. Sandler's pieces are characteristically off-color and border on offensive to just about everybody. Cardinale, with his uncanny ability for mimicking an artist's vocal style, is the better satirist, using the songs' very lyrics to point out how foolish some things really are while simultaneously keeping the show PG-13."

Tickets are available at the door for Adults/\$5 and Students/\$3

All MSU-Northern students, faculty and staff are welcome to this performance FREE of charge!!

Intramural Dodgeball

The Associated Students of MSU-Northern Intramural & Recreation department is sponsoring a Co-ed Dodgeball Tournament on February 21, 27 and 28.

Sign up now at the SUB Information Desk. Pick up a roster at the SUB Info Desk. Rosters are due February 17th by 5pm and need to be turned in at the SUB Info Desk.

Hill County's 100th Birthday Celebration

There will be a party celebrating Hill County's 100th birthday on February 28 beginning at 11:00 a.m. in the Timmons Room of the Hill County Courthouse. Refreshments and birthday cake will be offered. The event is free of charge and open to the public.

Motown Musician Arrives in Havre

The Northern Showcase Concert Association is proud to announce the "magnetic, captivating and genuinely soulful" Sean Jones on February 28, 2012 at 7:30pm in the Havre High Auditorium. Jones' interpretive performances of R&B and Soul classics have wooed fans from across Canada and the United States, performing hits like "Heard It Through the Grapevine", "My Cherie Amore", "Try a Little Tenderness" and "My Girl", just to name a few.

Jones previously fronted the R&B vocal group "In Essence", a five member vocal group renowned for their spectacular harmonies. Their recording of "You Will Never Have Another" became a mix show radio hit throughout America leading to a multinational record label deal with BMG Music.

In Essence's first album garnered two hit singles and videos winning both "R&B Video of the Year" at Much Music, and "R&B Records of the Year" at the Juno Awards.

Now touring and recording as a solo artist, Sean's Live On-Stage tour features a band as he performs memorable classics of Motown and R&B from artists including Marvin Gaye, Stevie Wonder and many more.

Admission for this event is \$15/adult or \$10/students for those who do not have a Northern Showcase Concert Association season pass. MSU-Northern students are admitted free of charge with a current student I.D. More information about Sean Jones can be seen at www.myseanjones.com.

Talent Show Scheduled For March 1

The Program Council of the Associated Students of MSU-Northern will hold a talent show for the students, faculty and staff of the campus on Thursday, March 1st in the SUB Ballroom at 7 p.m. Acts will be judged by a panel of students, faculty and staff. Points will be earned for originality, appearance, talent and presentation. If anyone is interested in helping with the judging, please contact Denise at 265-3732. Winners will receive Bookstore gift certificates of \$75 for first place, \$50 for second and \$25 for third. Acts are being solicited for music, dance, comedy or any area of talent which would lend entertainment for the evening. If you are interested in joining the fun, please sign-up at the Student Information Desk or phone 265-3732 by March the 1st at 5pm.

Chancellor's Lecture Series Presents Julie Galloway and "Ceramics in Montana"

The MSU-Northern Chancellor's Lecture series presents Julia Galloway, a utilitarian potter and professor. Galloway will be presenting "Ceramics in Montana" on Thursday, March 8, 2012 at 7:30 pm in the Student Union Building. Please mark your calendars and encourage students to attend the lecture.

Galloway has been an Artist in Residence at the Archie Bray Foundation and at the Anderson Ranch Arts Center. She was also a visiting scholar at the Nova Scotia College of Art and Design in Halifax. Galloway has demonstrated at the Utilitarian Clay Conference, and NCECA. She has taught workshops at Arrowmont, Penland, Haystack Mountain School of Crafts, Cleveland Institute of Art and the Nova Scotia College of Art and Design.

Galloway's work is included in the collections of the Renwick Gallery and the Smithsonian Museum in Washington D.C., The Huntington Museum of Art in Huntington, WV, Archie Bray Foundation in Helena, MT, The Clay Art Center in Port Chester, NY, The Art Gallery of Nova Scotia in Halifax, Nova Scotia, Canada, and the University of Arkansas in Fayetteville. Her work has been published in Ceramics Monthly, Studio Potter, Art and Perception, and Clay Times. She is also in books The Ceramic Spectrum by Robin Hopper, The Art of Contemporary Pottery by Kevin Hulch, Craft in America: Celebrating Two Centuries of Artist and Objects by Jo Lauria and Steve Fenton, and The Ceramic Continuum by the Archie Bray Foundation.

Student Senate Office Project

The Student Senate Office Project planning initially began in late 2006 as part of the overall campus master-plan involving internal campus circulation ideas such as maximizing utilization of the historic core and creating a "dynamic student oriented campus that integrates student service functions, amenities, and opportunities for social and cultural interactions into the campus experience." The former SUB grill area was remodeled into a new Student Health Services Office several years ago as the first phase of upgrades to the SUB, and now we are developing a new office for the Student Senate to operate out of as a part of the overall plan to improve student services in that corridor of campus. March 30, 2012 is the official completion date. Daniel Ulmen is partly responsible for this project, though MSU-N Administration approved the remodel.

What's Your Most Memorable Book?

Submission from Sarah Griffith:



I have read many books that have challenged and entertained me, and I love them dearly. One group of books that really stands out, however, is the Millennium Series by Stieg Larsson which includes *The Girl with the Dragon Tattoo*, *The Girl Who Played with Fire*, and *The Girl Who Kicked the Hornet's Nest*. There are many people who would consider books like these to be lacking depth and therefore not worthy of one's time. In graduate school, however, these books offer a welcome relief from all the ethnomethodology, research, and culture talk. I literally could not put this series down. Anywhere I went, I had a book with me. If I was sitting still for five minutes, I was reading. Despite some opinions, this series has great intellectual value, as it creates excitement and longing, and finally, sadness when you read the last sentence and realize you must now part with Lisbeth and the vast and interesting cast of characters you have come to love and hate through this intense and fascinating three part series. Think of it as a mental vacation and check these books out today, if you haven't already.

From Dr. Carol Reifschneider:

Reading broadens one's horizons, and it promotes proper grammar and word usage, but often avid readers are not just born.

Passionate readers develop through exposure to all types of reading material.

MSU-Northern faculty, staff, and students, what is your most memorable book? Please send the title and author of your most memorable book to Library Director, Vicki Gist, or me, Carol Reifschneider. This reading promotion also happens to coincide with Library Month, so we would like to feature a reader and his or her book choice in the NNN each week of February. In your submission, please include (along with the book title and author) a brief write up as to why the book is so memorable for you.

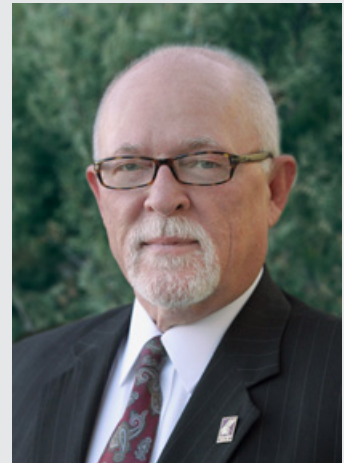
Contact Vicki Gist at: gist@msun.edu or 265-3706 or contact Carol Reifschneider at: reifschneider@msun.edu or 265-3768.

Chancellor's Corner

By: Dr. James Limbaugh
Chancellor, MSU-Northern

Earlier this week, I had the opportunity to attend, along with several members of the MSUN community*, the Spring 2012 Higher Education Summit of the Montana University System. Entitled "Enthusiastically Engaging Our Campus Communities in an Era of Challenges," the summit focused on the strategic alignment of academic programs and services within the context of a comprehensive planning process. Tactics promoted by the presenters to ensure this strategic alignment included

- * Focus on strategic planning;
- * Tie institutional budget decisions to the strategic plans;
- * Include measurable outcomes in strategic plans;
- * Use the strategic plan to drive changes (i.e., to make decisions);
- * Use the strategic plan to establish efficiencies and financial savings that can be reinvested in strategic priorities.



I share this with you because these principles, to the letter, have been driving our campus-wide discussion since my arrival on campus. Our visioning process, in tandem with our mission statement and Core Themes, will serve as a platform for an integrated strategic planning process that uses measurable outcomes and data to inform resource decisions.

My thanks go to each of you for your support of the visioning and planning process that we are using to develop a road map for MSUN's future.

* MSUN attendees included Lisa O'Neill, Greg Kegel, Rosalyn Templeton, Norton Pease, Lanny Wilke, Carol Reifschneider, Larry Strizitch.

Branding 101

By Jim Potter

What is branding? And how is it different from marketing?

Many people confuse marketing and branding. Both of these components are important, yet they are very different.

Marketing is the general term that describes the entire process which includes all aspects of researching, creating, communicating, delivering a product to customers, and managing customer relationships in ways that benefit the organization and its stakeholders.

Branding is the purposeful act of deciding what our university is and how we want to be known. As people begin to understand who we are and what we do, they will begin to grasp our core values and what sets Northern apart from the other higher education institutions in the state. Once we established our brand, we will need to create a differential marketing strategy to keep that brand image alive. Since our brand is the customer's perception of Northern, it takes a constant effort to keep a consistent brand image alive.

When most people think of a brand they think of a logo. That is true, but the logo is only the graphic identifier of an organization. The true "brand" is what people think about an institution when they see the logo. This is why many organizations change their logos when they make significant changes in their companies. Sometimes a company realizes that its current logo has hard feelings or bad attitudes attached to it, thus making the entire brand a point of contention. The best way to remedy this situation is for the company to redefine its brand and select a new logo.

The current branding issue on our campus is there are too many icons that people have tied to Northern. It sends a confusing message that requires the customer to interpret.

Alumni in Action

By Autumn Elliot



Earlier this month I attended the West Coast Membership and Marketing Group Conference at the University of Oregon in the Ford Alumni Center (a 30 million dollar LEED certified building). The conference was for alumni relations staff to meet and network. Many of the sessions included information about strategic development, communication and administration of marketing, membership, and royalty programs. The conference was attended by about 50 schools, many of which were NCAA schools. I was very pleased with the conference. I came back

with many great ideas that I feel will build our Alumni Association and help raise funds for more scholarships, programs and events.

LIGHTS WRESTLING OFF TO REGIONALS

The Lights Wrestling team is off to Ashland Oregon for the west regional tournament. We wish the Lights well at the tournament. Also be sure to come out February 25 to Boxcars in Havre.

@ Your Library

By Vicki Gist

Want something other than a text book to read during the long weekend? Here are a few of the books to be found on the Fiction shelf of the New Book Display. New books by popular authors include Stephen King's 11/22/63 and James Patterson's The Fire (volume 3 of the Witch & Wizard series). If you enjoy books set in Montana, try Larry Watson's Justice, Craig Lancaster's The Summer Son and Quantum Physics and the Art of Departure, or local author Anne Shaw's Roscoe and Tooley books. Other books on the shelf include Salvage the Bones by Jesmyn Ward, The Watch that Ends the Night: Voices from the Titanic by Allan Wolf, The Talk-Funny Girl by Roland Merullo and Robopocalypse by Daniel H. Wilson. Stop in and pick up something to read this weekend.

Computer Corner

By Marianne Hoppe

Outlook 2010

Understand How Calendar Preview Appears in Meeting Requests

When you e-mail a meeting request to a co-worker, or any recipient using Outlook, then the request they receive looks different from the message that you sent. Between the headers and your actual message, part of the recipient's Outlook calendar appears in the message, showing the proposed meeting and anything else that is already in the recipient's calendar. This saves the recipient the trouble of checking their calendar for potential conflicts. Keep this feature in mind in case the recipient calls you about the e-mailed request and starts talking about the calendar embedded in your message. You didn't embed a calendar in the message you sent-but it's visible in the message that the recipient received.

TidBit

By Bill Lanier

This weekend the MSU-Northern Lights wrestling team is in Ashland Oregon on the campus of Southern Oregon University to compete in the Western Regionals. You can follow the action one of two ways either the National Wrestling Coaches Association on line results at <http://www.nwcaonline.com/nwcaonline/results/colscorebook/TeamInfo.aspx?SchoolYear=2012&ID=35016or> through the NAIA page at http://www.naia.org/ViewArticle.dbml?DB_OEM_ID=27900&ATCLID=205320428 .

The Lights are currently ranked 3rd in the Region and 8th in the National Poll. Good luck Lights!!

Featured Program

Nursing: The BSN provides the opportunity for registered nurses to continue their education in the profession. The BSN program follows the Rules and Statutes of the Montana State Board of Nursing and is

fully accredited by the NLNAC. The major builds on previous nursing education and is directed toward an expanded educational base in the areas of nursing leadership and management, community health, and advanced clinical practice. The BSN graduate is prepared as a generalist to practice in varied settings and has the foundation for graduate education. The BSN classes are scheduled innovatively to meet the needs of adult, non-traditional learners via the internet through Desire2Learn. Most BSN students maintain their jobs and residences and are able to attend classes without moving to the university setting. It is usually possible to attain BSN clinical experiences in the student's geographic area of residence.

Mission Statement

"MSU Northern, a teaching institution, serves a diverse student population by providing liberal arts, professional and technical education programs ranging from certificates through master's degrees. The university promotes a student centered and culturally enriched environment endorsing lifelong learning, personal growth and responsible citizenship. The university partners with a variety of community and external entities to enhance collaborative learning, provide applied research opportunities, stimulate economic development and expand student learning experiences."