

TCU THIS WEEK



EVENTS AND INFORMATION FOR THE TCU COMMUNITY

VOL. 7 NO. 10

OCTOBER 29, 2001

Graphic style guidelines for TCU logos, frog images approved; on Web this week

THE DIVISION OF MARKETING AND Communication has recently compiled a style guide of graphic standards to be used in all TCU publications, ads, promotional materials and other public or private representations of the University. The document, approved by the Chancellor's cabinet, will go into effect immediately.

The information covers such details as use of the TCU logo, tagline, frog images, SuperFrog mascot and specific shades of purple which are appropriate. Beginning Thursday, Nov. 1, the campus community may access these guidelines through the Web site at www.publications.tcu.edu. The document will provide further instructions.

"These guidelines really just formalize what we have already been doing for some time," said **Larry Lauer**, vice chancellor, marketing and communication, "but following them is very important so that we can further develop TCU's brand identity and recognition. Research shows that this consistency is a very critical component of raising TCU's overall visibility and building academic reputation."

Specific guidelines include:

- The arched TCU logo must appear on all official University publications and external advertisements and promotions. Several variations are available.

- The TCU logo with the University seal may only appear on official University documents, including stationery, business cards and memo and fax cover sheets.

- "Learning to Change the World" is the University's official tagline.

- The University approves only two official Horned Frog logos, the "overhead" or "climbing" frog and the athletics frog associated with sports marketing and promotion.

Any TCU college, school or institute may have its own logo, tagline and/or wordmark. However, these entities are asked to work with the Office of Publications to create a logo and tagline that will not only reinforce and complement the TCU brand, but also capture the mission of the college, school or institute. **Gorland Mar**, director of publications, is available at ext. 5054 to help departments and individuals interpret the guidelines. ♦

EVENTS

Today-Nov. 20

Art exhibition, *Helen Altman: Moose and Squirrel* Moudy exhibition hall.***

Today

Helen Blackburn flute and piano recital, 7:30 p.m., PepsiCo Recital Hall.*

Oct. 30

Faculty/Staff Appreciation Day, game day food and Halloween activities for Frog families, 5-7 p.m., Frog Alley. For more information, call ext. 5299.

Horned Frog football -TCU vs. East Carolina, ESPN2 televised, 7 p.m., Amon Carter Stadium.**

Oct. 31

Staff surveys for SACS Self-Study project available online. Deadline for completion is Nov. 7.

KinoMonda Film Series presents *La Primera Noche de Mi Vida* (Spain), 7 p.m., Sid Richardson LH 1. Call ext. 7292 for more information.

Nov. 1

Celebration of "American Music Month" begins.

RTVF Film Series, *Rear Window* (1954), 7 p.m. Moudy, 164S. Call ext. 7630 for more information.

Nov. 2-4

TCU Fall Dance Concert features ballet and modern dance works choreographed by TCU dance department faculty, guest artists and Choreographer-in-Residence **Fernando Bujones**, 8 p.m. Nov. 2-3, 2 p.m. Nov. 4 in Ed Landreth Auditorium. Free. Call ext. 7615 for more information.

Nov. 2

Women's Soccer - TCU vs. Houston, 3 p.m., Garvey-Rsenthal Soccer Stadium.**

Nov. 3

Women's Basketball -TCU vs. International Team (Exhibition), 7 p.m., Daniel-Meyer Coliseum**

Nov. 5

Michael Meckna (School of Music) will lecture on Louis "Satchmo" Armstrong in honor of the musician's 100th birthday, 3 p.m., Walsh Center, Rm. 203.*

Faculty recital featuring **Misha Galaganov**, viola, and **Harold Martina**, piano; 7:30 p.m., PepsiCo Recital Hall.*

*Call the School of Music at ext. 7602.

**Call the athletic ticket office at ext. 7967.

***Call the dept. of art/art history at ext. 7643.

Staff invited to volunteer for Reading Frogs program at area elementary schools

THE TCU STAFF ASSEMBLY'S Community Service Committee has announced a new volunteer program for TCU staff. The program, called Reading Frogs, is supported by the Fort Worth Independent School District's Partnerships Office, which will coordinate the placement of TCU staff members in volunteer positions at eight area elementary schools. Reading Frogs is aimed at developing a love for reading and an awareness of its importance among the young students of Fort Worth.

The elementary schools that will benefit from Reading Frogs include Alice Carlson, Carter Park, Lily B. Clayton, Alice D. Contreras, Daggett, Hubbard Heights, Tanglewood and Westcliff Elementaries.

The program's actual activities and volunteer time commitments will vary from school to school. Some will focus on traditional tutoring in reading, and some will concentrate more on special events such as a storybook parade, career day, and a literacy night involving students

and their families.

Mary Lane, chairperson of the Staff Assembly's Community Service Committee, hopes that Reading Frogs will fall in line with TCU staff members' own goals regarding community involvement. "We did a survey of staff last year, and a majority of them said they'd like an opportunity to volunteer in schools or work with kids, particularly in Fort Worth ISD," Mary explained.

Staff members are encouraged to volunteer their time with Reading Frogs, which will be an ongoing service program maintained by the Staff Assembly and Fort Worth ISD. For more information, or to volunteer, call Mary at ext. 7663. ♦

Staff Assembly & HR will co-host seminar on dealing with difficult people

TCU HUMAN RESOURCES, ALONG with the professional development committee of the TCU Staff Assembly, will present a Brown Bag seminar from 11 a.m. to 1 p.m. Thursday, Nov. 8 in the Student Center ballroom.

(Turn to *Difficult* on Page 2)

(Difficult from front)

Dr. Chuck Ward, a corporate trainer, will conduct a lighthearted workshop titled "How to Handle People with Skill and Tact." He has more than 20 years' experience as a public speaker, trainer, coach and facilitator and has addressed hundreds of business professionals across the nation.

Attendees may bring a lunch or order a \$6 box lunch by e-mail request to **Jean Andrus** by Tuesday, Nov. 6. ♦

Various events, ensembles observing "American Music Month" throughout November

NOVEMBER IS NATIONAL "AMERICAN Music Month" and TCU's School of Music is traditionally an enthusiastic participant. The National Federation of Music Clubs has presented the University with its award for "the promotion and performance of American music" in 1966, 1988, 1997 and 1999.

Mike Meckna, professor of musicology, who organizes the annual on-campus observance notes there are at least a dozen events planned to date. These include **Rosemary Solomons**, host of *Classical Excursions* on KTCU-FM 88.7 from 10 a.m. to noon each Friday, featuring American music and commentary; **Curt Wilson's** jazz combo and jazz ensembles playing all-American programs Nov. 8, Nov. 20 and Nov. 29; and faculty and student recitals throughout the month.

Mike, who has authored a forthcoming book titled *Satchmo: Louis Armstrong from A to Z*, will present a talk, "When the Saints Go Marching In: How Louis Armstrong Led the Way" at 3 p.m. Nov. 5 in Walsh Center, rm. 203.

Bobby Francis will conduct a Wind Symphony concert at 7:30 p.m. Nov. 12 in Ed Landreth Auditorium, and the members of Mu Phi Epsilon will put on an all-American show at 7:30 p.m. Nov. 20 in PepsiCo Recital Hall.

For more information on American Music Month events, call ext. 7602. ♦

Nominate library staff for recognition award

LIBRARY USERS MAY SUBMIT recommendations for the Library Staff Recognition Award, given annually to honor a staff member who has performed exceptional service during the past year.

A list of eligible recipients and submission forms are available at the library information desk, or in the library administrative office. Deadline for recommendation is Nov. 16.

Sponsored by Friends of the TCU Library, the recognition includes a certificate, a financial award and the addition of an engraved nameplate to the existing plaque which hangs in the lobby. The award will be presented in January. ♦

Weekend dance concert to showcase Bujones, guest artists, faculty, students

BALLET & MODERN DANCE PRESENTS ITS Fall Dance Concert Nov. 2-4 at Ed Landreth Auditorium. Performances are set for 8 p.m. Friday and Saturday and at 2 p.m. Sunday. Admission is free.

The program will feature a unique staging of *Swan Lake (Pas de Sept)* by Choreographer-in-Residence **Fernando Bujones**, as well as original works by **Elizabeth Gillaspay**, **Keitha Manning**, **Susan Douglas Roberts** and Ballet Master-in-Residence **Li-Chou Cheng**, and guest artists **David Cürwen** from the University of Western Michigan and **Nina Martin** of Houston.

For more information, call ext. 7615. ♦

Galaganov, Martina will perform recital Nov. 5

THE SCHOOL OF MUSIC WILL PRESENT **Misha Galaganov** (viola) and **Harold Martina** (piano) in a joint recital at 7:30 p.m. next Monday in PepsiCo Recital Hall. Admission is free.

The program includes *Sonata for Viola da gamba and Harpsichord in D Major* by Bach; *Sonata for Viola and Piano* by George Rochberg; *Sonata for Viola and Piano in E-Flat Major* by Brahms and *Elegy for Viola and Piano in F Minor* by Henri Vieuxtemps. ♦

MBA open house on Nov. 10

ANYONE INTERESTED IN EXPLORING THE option of an MBA degree is invited to attend the TCU MBA open house and information session from 10 a.m. to noon Saturday, Nov. 10 in Tandy Hall on campus. Registration, with refreshments begins at 9:30 a.m.

For more information, visit the Web site: www.mba.tcu.edu/visit/openhouse.htm. To attend, RSVP at www.mba.tcu.edu/rsvp/htm.

KUDOS

PRINTMAKER **LINDA GUY** (ART & ART history) will have a solo exhibition of her new inkjet and mixed media work Nov. 3-30 at Art Space 111, 111 Hampton Street, located two blocks east of Airporter Park and Ride downtown. The gallery is open by appointment at 817-877-4920.

An opening reception will be from 6 to 8 p.m. Nov. 3. Linda's work was supported by research grants from TCU and New Media Arts of Santa Fe, N.M.

THE TCU DEPARTMENT OF PHYSICS AND Astronomy has been recognized by the National Association of Graduate Professional Students (NAGPS) as one of the

top graduate physics programs in the nation.

The recognition was announced Oct. 17 after NAGPS surveyed 32,000 graduate students in the United States and Canada earlier this year. Results for some 50 Ph.D. programs in physics nationwide were reported in the survey, including major research institutions like Cornell, UC Berkeley, Stanford and Harvard.

NEW FACES

Beverly L.J. Allen is a new administrative assistant in the religion department. She has a B.S. in sociology from the University of Hawaii and formerly worked at Clovis Community College in Clovis, N.M.

William C. Bever has joined TCU Police as a security guard. He was formerly employed by Greyhound Lines, Inc.

Charlotte Crawford has been hired as administrative assistant for nutritional sciences. She formerly worked in retail, as an administrator.

Phillip L. Hyder has joined TCU Police as a police officer. He was formerly an officer with the Fort Worth Police Department.

Clifford Lynn Scivally II has joined physical plant as a general maintenance worker. He formerly worked in home remodeling.

Debbie Stasch has been hired as an administrative assistant in the Neeley School. She is a student at Robert Gordon University in Scotland, enrolled here in a foreign study program.

CLASSIFIEDS

FOR RENT: Two Frog alums have a fully furnished garage apartment in Ryan Place for rent, all utilities paid for \$450 per month. Please call 817-921-9802.

FOR SALE: 1994 Saturn SC2 Coupe 2D. 4-cylinder engine, auto, front wheel drive, 80K mi., ac, power steering, tilt wheel, AM/FM stereo, nearly new tires, excellent condition, \$5K. Call ext. 7231 to see.

JOB OPPORTUNITIES

The Human Resources office lists the following vacancies as of October 24. For more information on any of these positions, call ext. 7790.

Director - Center for Teaching Excellence
Accompanist/Ballet/temporary staff - Ballet/Modern Dance

User Services Consultant - User Services
HRMS Administrator - Human Resources
Career Specialist - School of Business
Postdoctoral Research Associate - Chemistry
Annual Fund Officer - Annual Fund
Administrative Assistant - Admissions
Administrative Assistant - Annual Fund
Administrative Assistant - Student Center
Service Assistant - Residential Services
Electronic Locks Technician - Physical Plant
Craft Technician/Boiler - Physical Plant
Craft Technician / EMCS - Physical Plant
Craft Technician/HVAC Control - Physical Plant
Irrigation System Specialist - Physical Plant
Vehicle Technician - Physical Plant
Groundskeeper - Physical Plant
Security Guard - TCU Police

 **Gardening tip from physical plant:** Reduce the potential for insects and disease in next year's garden. Remove all annuals that have faded, remove tops of herbaceous perennials after they finish flowering or when frost kills the leaves. 