

TCU THIS WEEK



EVENTS AND INFORMATION FOR THE TCU COMMUNITY

VOL. 16 NO. 8

OCTOBER 5, 2009

TCU This Week moves to an electronic format — see it today via your e-mail inbox!

TODAY WE INTRODUCE a new way of distributing faculty and staff news to the campus community. The first edition of *TCU This Week* arrives in your e-mail today. Just click on the link provided and you'll see the new publication ... including color photos and buttons to click for the TCU insider news we've always covered.

There are only a few differences. Births, deaths and marriages will now be combined under the heading "Milestones." Instead of listing individual job opportunities; there will be a link to the jobs database maintained by Human Resources.

For the next three weeks, while we're all adjusting to the new format, we will also publish and distribute a paper version on Mondays. That practice will be discontinued at the end of October.

(You'll still be able to download your own copy of each issue if you prefer to read an ink-on-paper newsletter.)

In a focused effort to minimize the amount of internal e-mail circulated campuswide, we urge faculty and staff to take advantage of the online newsletter whenever possible. News of visiting speakers, special events, programs, retirement parties, etc. can be sent out in a timely manner, with links to more information, by submitting the information to news@tcu.edu for inclusion in the next online *TCU This Week*.

For more information, call **Sandy Record** at ext. 5060 or e-mail s.record@tcu.edu. ♦

University launches its new institutional advertising campaign for the year

TCU HAS LAUNCHED ITS NEW INSTITUTIONAL advertising campaign for the 2009-2010 academic year. The new campaign is an updated version of the "Ahead of the Curve" campaign, which was introduced two years ago.

TCU's institutional advertising is an integrated, strategically planned campaign consisting of a variety of media including print ads; local theater programs; bus signs and billboards; a national TV spot; radio and theater ads. The featured creative elements of the campaign include the Schieffer School of Journalism; Campus Commons and the 24/7 University Experience; Study Abroad and Energy Institute/Institute for Environmental Studies.

The national TV spot also focuses on the four creative elements of the University, but this time, instead of one 30 second spot, they are segmented into four 15 second spots, of which two are spliced together to make two 30 second

EVENTS

Now-Oct. 11

Avish Khabrehzdah: Solace, So Old, So New exhibition at Fort Worth Contemporary Arts, 2900 W. Berry Street. Call ext 2588 for information.

Now-Oct. 24

Theatre TCU Kaleidoscope Series presents *Picasso at the Lapin Agile* by Steve Martin, Thursdays (7:30 p.m.), Fridays (8 p.m.), Saturdays (3 & 8 p.m.), Circle Theatre. Call 817-877-3040 for tickets.

Today

Faculty Recital Series, **Victoria Luperi** and **Gary Whitman**, clarinet, 7:30 p.m., PepsiCo Recital Hall.**

Oct. 6

The Center for Latino/a Church Studies at Brite Divinity School presents Dr. Francisco Garcia-Treto, noon (Weatherly Hall)/ 7 p.m. (Kelly Center), free and open to the public. Call ext. 7575 for more information.

The Daryl D. Schmidt Lectureship on Religion in Public Life with Karen Armstrong, 7:30 p.m. (doors open at 6:30 p.m.), BLUU Ballroom. For tickets, more details or to donate, go to www.rel.tcu.edu or call ext. 7440.

Oct. 7

Tandy Executive Speaker Series with Bill Lively, CEO, North Texas Super Bowl Host Committee, 7:30-9 a.m., Kelly Center. Contact neeley.tcu.edu for more information.

HR – Free Depression Screening for faculty/staff/students, 10 a.m.-2 p.m., University Union. Call ext. 5103 for more information.

HR – Thinking and Living Positively, noon-1 p.m., University Union, Beck Room. Call ext. 5103 for more information.

spots. The two spots are then rotated between the different football TV networks. Another component of the national TV spot is a behind-the-scenes documentary on the making of the spot. TCU students participated in the spot and a video company, owned and operated by alumni, produced the spot.

A new aspect of the advertising campaign includes social media activities, focusing around the launch of new creative in October through the football season. The social media activities include postings on Facebook and Twitter, where comments and feedback will be encouraged. The comments will then be copied to the campaign Web site, located at www.ahead.tcu.edu. Additional activities will occur around publication of print ads in future months to encourage comments. The national TV spot and the documentary will also be featured on TCU's YouTube page.

The entire advertising campaign can be viewed at www.ahead.tcu.edu. ♦

Town Hall meeting for faculty and staff, 12:15 p.m., BLUU auditorium.

TCU World Communion Service, 5 p.m., Robert Carr Chapel. Call ext. 7830 for more information.

Hispanic Heritage Month event – *Bluff* (film), hosted by International Student Services, 6:30 p.m., Sid Rich LH 4.

Oct. 8

HR event-"How to Stop Workplace Bullying," 8 a.m. - noon, Kelly Center

Cyber Security event – Computer Security @ Home, noon-1 p.m., HR conference room. Lunch provided, register for class at my.tcu.edu.

FTDM Series presents *Romance on the High Seas* (1948), 7 p.m., Moudy 164S. Call ext. 7630 for more information.

Oct. 9-10

Biblical Storytellers on campus, concert (Friday, 7-8:30 p.m.), workshops and conference (Saturday, 9 a.m.-3 p.m.), University Christian Church. Contact e.theilig@tcu.edu for more information.

Ensemble Concert Series, Wind Symphony and Symphonic Band, **Bobby Francis** and **Brian Youngblood** (conductors), 7:30 p.m., PepsiCo Recital Hall.**

Oct. 12

Faculty and Staff Golf Tournament, Hawks Creek Golf Club, 8 a.m., \$60/person, range balls and lunch provided. Contact m.r.hackemack@tcu.edu for more information.

*Call the School of Art at ext. 7643.

**Call the School of Music at ext. 7602.

Panel of TCU breast cancer survivors to speak at annual campus luncheon on Oct. 22

THE OFFICE OF HUMAN RESOURCES AND THE Chancellor's Office are again co-sponsoring the fifth annual Breast Cancer Luncheon for the campus community, set for noon to 1:30 p.m. Tuesday, Oct. 22 at the Kelly Center.

Nursing professor **Suzy Lockwood** will serve as moderator for a panel of TCU breast cancer survivors as they describe their own experiences. Panel members are **Jacque Lambiase**, associate professor, Schieffer School of Journalism; **Ellen Broom**, lecturer, Department of Psychology; and **Mary Patton**, dean, College of Education. Dr. Lockwood will also provide information about breast health and cancer screening.

As an added event, free bone density screening tests will be offered in the BLUU, next to the Spirit Shop, from 1 to 5 p.m. on Oct. 22. Staff from Texas Health Resources Harris Methodist Mobile Unit will be available to provide this important testing, free of

(Turn to **Luncheon** on Page 2.)

(Luncheon cont'd. from Page 1)

charge to the campus community.

TCU's "Frogs for the Cure" chair **Ann Louden** will announce plans for the activities to benefit Komen for the Cure on Saturday, Nov. 14. Game t-shirts for the fifth annual "Cure" event will be available for sale at the luncheon.

Plan to reserve early for the free luncheon event. To RSVP, please register by e-mail at hrtraining@tcu.edu or through employee self service at <https://my.tcu.edu>.

Deadline for reservations is Friday, Oct. 16. ♦

Wellness Program looking for volunteers from campus

DURING THE SUMMER A WELLNESS SURVEY was distributed to TCU faculty and staff to gather feedback for the new TCU wellness program "Taking Care of U." One of the comments noted that faculty and staff want to be reminded more than just once about events and challenges for the month.

Research was conducted on this issue and determined that many successful wellness programs include a group of representatives from each area who will take responsibility for promoting monthly events and challenges. The Wellness Committee has decided to incorporate this approach into the program.

The Wellness Committee invites you to help promote "Taking Care of U" wellness programs and activities. We will be meeting periodically to distribute information about the program and plans for the future. Those of you who choose to volunteer for this will become the wellness resource person for faculty and staff working in your area. If you are interested in joining our group please send an e-mail to tcu.wellness@tcu.edu. We would enjoy having you join us.. ♦

TCU THIS WEEK is published on Mondays by TCU's Office of Communications. Submit story information, classifieds and calendar items in writing one week before publication.

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TCU hosts Ernesto Cortes, speaking on "Organizing to Improve Public Schools"

THE CENTER FOR CIVIC LITERACY AT TCU invites the public to attend the Sanders Lectureship featuring presenter Ernesto Cortes Jr., Southwest regional director of the Industrial Areas Foundation, on Monday, Oct. 12 at 8 p.m. in Kelly Center. Cortes will discuss "Organizing to Improve Public Schools." This event is free and open to the community.

The event is sponsored by TCU's Center for Civic Literacy, Allied Communities of Tarrant (ACT), the North Texas Association of Unitarian Universalist Societies (NTAUUS), and the Fort Worth Independent School District.

For more information on the lectureship series, contact **Karen Anisman**, associate director of the Center for Civic Literacy at ext. 5004 or k.anisman@tcu.edu. ♦

TIAA-CREF speaker on investments set for Oct. 14

SCOTT J. BUDDE, A MANAGING DIRECTOR IN TIAA-CREF's Asset Management Division, will present a program on social choice in the current economy from 2-3 p.m. Wednesday, Oct. 14 in Smith Hall room 104B. The event is sponsored by Human Resources.

Budde heads TIAA-CREF's Global Social and Community Investing Department which is responsible for the organization's community investing programs and overseeing its socially screened funds. He has also worked in investment client service positions with a wide range of TIAA-CREF clients on investment issues.

Budde is the author of *Compelling Returns: A Practical Guide to Socially Responsible Investing Strategies*, published by Wiley and Sons of New York City.

Budde holds an A.B. in economics from Bowdoin College and a master's in International Affairs from the School of International and Public Affairs at Columbia University. Budde was a Fulbright Scholar in Hungary and holds the Chartered Financial Analyst (CFA) designation.

To RSVP, please use <https://my.tcu.edu> <<https://my.tcu.edu>>. Navigate to Employee Self Service, then select Employee Self Service Home and scroll down to "Request Training Enrollment." Choose your desired course by viewing available sessions. For additional help or immediate enrollment, please contact HRTraining@tcu.edu. ♦

KUDOS

Historic Fort Worth Inc. has presented TCU with a Citation of Preservation Achievement for the restoration and re-design of Jarvis Hall. The former women's dormitory, built in 1911 and one of the few surviving buildings from the pre-World War I campus, re-opened in August 2008 as office space for Student Affairs, Career Services and the School of Music.

Dr. Cornell Thomas, former TCU administrator and professor in the [now] College of Education, will be inaugurated as 11th president of Jarvis Christian College in Hawkins, TX, on Nov. 14.

Katie Knable, hall director in Waits Hall, will be presenting at the annual Association of College and University Housing Officers-International Business Operations Conference Oct. 4-7 in Columbus, Ohio. She will discuss how the online document-sharing portal SharePoint can be used to facilitate communication within departments.

BIRTH

David Hoyler (Facilities Planning) and his wife, Donna, announce the birth of their third grandchild, Oliver Keith Hoyler, born Sept. 14. He weighed 7 lbs. 2 oz. and was 20" long. Oliver's parents, Ryan ('04) and Peggy Hoyler live in Benbrook, TX. Big sister is Riley, 4 1/2.

DEATHS

Sympathy is extended to **Murielle Wright** (education) on the death of her father, Daniel Sendral, on Sept. 12 in Tamarac, FL. A memorial mass was held Oct. 3 in Tamarac.

Condolences are extended to **Phyllis Allen** (nursing and health sciences) on the death of her mother, Jeannette Johnson, on Aug. 23 in Dallas. She was 96 years old. Services were held Aug. 26 in Dallas.

JOB OPPORTUNITIES

The Human Resources office lists the following vacancies as of Sept. 30. For more information on any of these positions go to www.hr.tcu.edu.

Accompanist - Classical & Contemporary Dance

Asst. Director - Institutional Research
Asst. Director TCU Transitions - Student Development

Associate Director BLUU - University Union
Client/Server Administrator - Technology Resources

Director of Intercollegiate Athletics - Athletics

Graphic Media Design Coordinator - Center for Instructional Services

Lab Assistants - HCN Learning Lab
Network Engineer - Technical Services

PRN-On Call - Health Center
Program Coordinator of Greek Life - Residential Life

Technical Services Analyst - Advancement Operations

Gardening Tip from Robert Sulak (physical plant): October through November is an excellent time to purchase bulbs while there is still a good selection. Bulbs can be planted at any time, except tulips and hyacinths.