



## *From the Arbor* @ Baker University...

Monthly news from Jerry Weakley, VP for Endowment and Planned Giving

### What Makes Baker a Special Place...What do We do Best...What is Baker's Niche???

These questions are often discussed and debated as members of the administration and faculty come together to look critically at the University, its programs and outcomes for its students. While many of us have special feelings about the place we call "Alma Mater" many of the adjectives we assign to our individual "Baker Experience" are in many ways common to schools of similar nature and design. So what sets Baker apart from other such schools?

Recently, Dr. Rand Ziegler, Dean of the College of Arts and Science, addressed members of the Baker CAS faculty on this topic at the annual Fall Faculty Workshop. The following are some of his thoughtful questions: Is Baker Special because...

**"We value student learning and provide excellent instruction?"**  
(There are LOTS of schools that value student learning and offer excellent instruction!)

**Baker is small? (LOTS of other schools are small!)**

**At Baker, teachers know their students by name! (There are LOTS of schools where teachers know students by name!)**

**We provide a sense of community? (There are LOTS of schools that offer a sense of community!)**

**We provide opportunities for undergraduate research? (LOTS of schools offer opportunities for undergraduate research!)**

**We provide experiential learning opportunities? (LOTS of schools offer experiential learning opportunities!)**

**We have an FYE program? A study abroad program? An Honors program? A Senior Capstone? (LOTS of schools have these same or similar programs!) We have interterm? (Believe it or not, LOTS of schools have abbreviated January or May terms!)**

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### *Of Special Interest:*

- *Recommend a student-*  
800-873-4282
- *Alumni Office-*  
888-781-2586
- *Make a donation*  
800-726-1554
- *Create a planned gift or*  
*create an endowment*  
785-594-8332
- *Baker Orange on-line*  
[www.thebakerorange.com](http://www.thebakerorange.com)

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### *Wildcat Football on The Air...*

Tom Hedrick '56, the voice of the Baker Wildcats for the past 19 years will be back behind the microphone again this fall calling all the exciting Wildcat action on the gridiron. You will be able to tune into Baker games on the University's station KNBU-FM at 89.7, on 1220 AM-KOFO in Ottawa or by accessing the action through the Baker Website at [www.bakeru.edu/athletics/football/livebroadcast](http://www.bakeru.edu/athletics/football/livebroadcast).

## Preliminary Enrollment Figures Look Great!!!

Following enrollment on the Baldwin City Campus two weeks ago, the enrollment figures for the entire University are looking extremely promising. Here's a look across all the campuses at the current state of enrollment...(the figures become official following the 20th day of the semester.)

**Baker** reported an enrollment of 3,728 students (a record high for a first day) for all of its campuses on Wednesday, August 27th, the first day of classes.

At the Baldwin City campus, there were 952 students enrolled at the College of Arts and Sciences and School of Education undergraduate programs.

The School of Professional and Graduate Studies locations in Overland Park, Lee's Summit, Mo., Topeka, and Wichita reported an enrollment of 1,818 students.

The School of Nursing at Stormont-Vail Regional HealthCare in Topeka is operating at an all-time high of 161 students.

The School of Education graduate programs recorded an enrollment of 797 students.

**Baker's** overall figure is expected to increase in coming weeks when enrollment from new fall classes are reported. :)

Congratulations to all members of the admissions staffs for all of **Baker's** campuses!!! Great Job!!!

## Alumni & Corporate Relations Director Named...

Doug Barth '91 has returned home to **Baker** to assume the position of Director of Alumni and Corporate Relations. This graduate of the class of 1991 who lives in Baldwin City has never strayed too far from campus since he graduated. He began his career in Topeka in creative services and advertising for the Topeka Capitol Journal. After seven years in Topeka he left to become the Creative Director for Kansas University Endowment in Lawrence, a position he held for 10 years. His move to **Baker** signals a desire to build a program and to learn more about higher education advancement administration. His expressed goals are to engage a higher percentage of **Baker's** former students and graduates from all campuses in an increasing number and variety of activities. A part of his responsibilities will also allow him to develop relations with corporate entities in the area and nationally for the purpose of funds development. Congratulations Doug and welcome!!!

## **Baker** Trivia ??? for September...

Name the former national newspaper magnate who attended the **Baker** Academy, received a Pulitzer Prize in Journalism, received an honorary doctorate from **Baker** and had the Journalism Building at **Baker** (formerly Stone Hall) named in his honor???

The Answer will be featured in the October issue of the **Arbor**.

## Lindahl named Officer...

Susan Lindahl has been named **Baker** University's Chief Communications and Strategic Planning Officer, **Baker** President Pat Long announced recently. Lindahl previously served as the chief strategy officer of McAnany, Van Cleave and Phillips, a regional law firm.

In the newly created integrated position, Lindahl will help lead the University's strategic planning efforts as well as taking on some of the responsibilities previously performed by the executive assistant and the vice president for marketing. Lindahl began her new position on Sept. 2 and be an active member of the Administrative Cabinet. She will supervise all aspects of University communications, including marketing, public relations, Web site and creative services. She will also provide leadership for the University-wide strategic planning process and supervise communications, staffing and events in the President's Office. Welcome aboard Susan!!!

## **Baker** Growing Greener...

A newly installed Energy Conservation Policy will restrict temperature settings in all University buildings. Summer thermostat settings will be at a maximum low of 78 degrees and winter at a maximum of 68.

But how many schools have intentionally and successfully developed a TRUE culture of REAL collaborative learning between instructor and student?

Where the highest achieving, the achieving, and the need-to-be-developed-into achieving students have EQUAL opportunities to collaborate with faculty...

And where the vast majority of faculty share this intense passion for mentoring and working collaboratively with students and in fact are to a large part hired at CAS because they provide evidence in the interview process that they share this passion ...

And where the collaborative learning occurs proportionately inside the classroom, in the halls outside the classroom, on the sidewalks of campus, in professor's living rooms, on athletic fields, in cars, in vans, in buses, on planes, in hotels, in wetlands, in dry lands, on mountains, in forests, in cities and at the beach ...

And where students, whether they be high-achieving, achieving, or on-the-way-to-being-developed-into achieving students, can display, present, or perform the results of their collaborative work with faculty locally, regionally, and nationally, and bring home meaningful writing awards, performance awards, research awards and other awards that we didn't even know existed ...

And where a disproportionately high number of such awards and honors are won by **Baker** students when competing against much larger schools with much larger student bodies with much larger faculties and much greater resources ...

Where our students feel sky-high because they have accomplished things that they never thought that they could have accomplished ...

And where the result of this collaborative learning results in a such a special student-faculty bond that a disproportionate number of students babysit, pet-sit, and house-sit for their instructors and a disproportionate number of instructors cry when their students graduate and celebrate with them at their weddings ...

Where ..... per capita ..... per dollar spent ..... per IQ point ..... per tear ..... and per smile ..... as a result of genuine collaborative learning, we produce the most **COMPETENT** and **CONFIDENT** graduate possible ... That's our niche! That's what we do best!"

Send me an e-mail with what **YOU** think **Baker's** niche is/or what it does best...a few will be selected and used in the next issue of the **Arbor!!!**  
jerry.weakley@bakera.edu

## The **Baker** Buzz...

### New **Baker** University "Brand" to Build One **Baker**...

Over the course of the next several months you will see the University begin to employ a new brand that has come about through an extensive study and interactive branding initiative. As the University has continued to grow in size and diversity, its image in the marketplace has become splintered. It is reasoned that through this initiative this new brand will unify our four schools to create a common impression to our various audiences. During the next few months you will see some subtle and some significant changes in all **Baker** publications...including the **Arbor!**

### Parmenter Cupola Virtually Rebuilt...

During the summer, Parmenter Hall's famous cupola was restored in its entirety including new wood and paint. The 100 year old + building still stands as one of **Baker's** most identifiable symbols. The cupola hadn't been reconstructed for well over 60 years. Legends and stories about the building tells us that the cupola has been the site of many a student prank through the years. The most famous of those include the story of how a cow was convinced/lead/coaxed to go up into Parmenter where it was left tied to the railing of the cupola. The other story, even harder to imagine if not to believe was that purportedly over a holiday week a disassembled Volkswagen was squeezed up there and left behind for others to remove. Either of these events if true might partially explain the need for the refurbishment!!! :) If you have any info on these stories—please do tell!!!

### Greek Numbers Increase...

An increased number of students joined in the recruiting process this fall and more students than in either of the three previous years have pledged houses on the Baldwin City campus. Three of the sorority houses met their quota with 19 each and are now operating at the total house cap. On the men's side, numbers were also up from previous years with 61 men joining the rush program. At this time 37 of those men have made their pledge and others are continuing to look at options. Open recruiting for members now has begun and it is expected that pledge totals will increase throughout the year. Congratulations to these eight longtime **Baker** sororities and fraternities!!

## Upcoming Events...

**Thursday, Sept. 18**

“**Baker** After Hours Social” Raglan Road **Irish Pub** @ the new Kansas City Power and Light District 6:00-8:00 p.m. Everyone Welcome! Hors d’oeuvres and soft drinks provided by office of Alumni Relations.

**Friday, Sept. 19**

Men’s Soccer vs. Azusa Pacific (in California), 7:00 p.m.

**Saturday, Sept. 20**

Family Day  
Baldwin City Campus

Woman’s Soccer vs. Point Loma Nazarene College (In California)  
2:00 p.m.

Following the Soccer match there will be a gathering for everyone attending the game and residents of California...

5:00-7:00 p.m. Olamendi’s

Hor D’oeuvres and soft drinks provided by office of Alumni Relations.

**Thursday, Sept. 25**

810 Wildcat Luncheon  
810 Sports Zone K.C. Plaza  
Nate Houser ’94 M/W Soccer Coach-hosts. Lunch is on your own with entrees ranging from \$18- \$10 not including drinks.

Artist and Lecture Series, Roy Zimmerman, satirist, 7:30 p.m., The Lodge-Baldwin City

**Friday, Oct. 3**

Alumni Athletic Banquet and Athletic Hall of Fame Induction  
6:00 p.m. Ritz Charles, Overland Park  
Cost \$45—everyone welcome!

**Saturday, Oct. 4**

**HOMECOMING**

11:00 a.m. Hall of Fame Inductee Reception  
Athletic Hall of Fame-Collins Center

Noon: Tailgate Luncheon--Free  
Under the big tent, across the street  
From the Northwest entrance to Liston Stadium

2:00 p.m., Homecoming Football Game-Graceland Liston Stadium  
Cost: Adults \$6, children and students \$3

## Augusts' Trivia Answer...

**The question:** According to our sources, The first official college debate tournament was held in 1923. Where was it held and what college won the tournament???

I received ONE correct answer this month—  
Callie S. (Stiles) Ballenger ’02...

**The answer is:**

The tournament was held at Southwestern College in Winfield, Kansas and it was won by **Baker** University!  
Thanks for the answer, Callie—how did you know???

## Two Longtime Staff to Leave...

Edrie Swanson, who for over two decades kept close watch over three **Baker** Presidents as their chief executive secretary and administrative assistant has retired from the University, effective August 15th. Even in retirement she will be close by as she and husband Bob live right across the street from the Administration Building. She will be working part-time for the University through December.

Also leaving is Annette Galuzzi who also was with **Baker** for nearly 20 years, most of that time as the chief communications and marketing officer. Having recently lead **Baker** through an exhaustive rebranding initiative she is leaving to explore other options while continuing to consult for **Baker** and teach a class in Fundamentals of Public Relations. Edrie and Annette—we will miss you—  
Best wishes!!!

I Hope You Have a Great  
Month of September!  
I’ll write again in **October!**

*Jerry L. Weakley ’70*

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