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FROM THE PRESIDENT

The "Summer Scholars" program is in full swing with almost 200 participants this year. Thanks to the hard work of Lee Anzola, Karen Stewart, Ed Cabell, Sarah Booker, Jim Hammond, Dana McIntyre, Linnea Haag on our campus plus our students and other staff who make this program so successful, Gainesville is once again reaching out to our community in a meaningful way.

As you may know, this program is a model in the University System, and we have received a Coca Cola grant which will help us enhance this program as well as other aspects of the Post-Secondary Readiness Program (PREP).

Tom Walter, Bob Michael (North Georgia College & State University) and I will be making a presentation on PREP to the Society of College and University Planning at its annual meeting later this month. The "Summer Scholars" will be a major feature. Such a program not only builds relationships in the community but also raises the visibility of Gainesville College and the University System of Georgia as leaders in improving education at all levels and raising the aspirations and academic preparation of students in "at-risk" situations.

FROM THE DEAN

The first two of five pre-registration sessions for Fall SEMESTER will be July 21st and 23rd from 1 - 6 p.m.

for returning students. Please look over requirements for the revised core and contact the Academic Advising Center if you have any questions as we prepare to help our students enroll in courses for their first semester at Gainesville College. It is essential that we have enough advisors to help with this critically important first phase of registration; help from faculty who would be willing to come in from summer vacations would be greatly appreciated.

Academic Council will meet on Wednesday, July 22 at 1:30 p.m. **Please note the date change.**

Welcome, Dr. Charles (Chuck) Karcher, Chair of the Social Sciences Division. We are delighted that you have joined us, and we wish you well as you unpack and settle in for what promises to be a productive tenure at Gainesville College.

FROM HUMAN RESOURCES

Health Insurance Premiums: The Board of Regents will be meeting to discuss an increase in health insurance premiums paid by employees. Please note that the last premium increase was in 1994. Additional information will be provided as it is made available.

POSITION VACANCY:

Admissions and Records Counselor. This is a responsible professional career position in the field of college admissions and records. This person will be



P.O. Box 1358
Gainesville, GA 30503
770-718-3639

responsible for the evaluation of transfer student credentials; counseling students who have applied for graduation; planning the graduation ceremony; working with student registration and schedule adjusting; and performing other duties as assigned by the Registrar and Director of Admissions. The Admissions and Records Counselor will also assist with application processing and credential evaluations; processing international student inquiries; and performing some on and off campus recruitment activities.

The position may involve light travel and the yearly attendance of professional meetings. Some evening and weekend work will be required.

Qualifications - Applicants must have at least a bachelor's degree; strong verbal and written communication skills; computer competency; and excellent organizational skills. Desirable qualities include experience in the collegiate level environment; admissions and records office experience; public relations experience; and knowledge or experience with the Banner Student Information System.

Salary will be dependent on qualifications. Review of completed files will begin on July 13 and continue until the position is filled. Anticipated start date is August 1, 1998.

Interested candidates should send a letter of application, résumé, names and addresses of three professional references, and unofficial transcripts to the Personnel Office.



CHANGING FACES ----
DIFFERENT PLACES

Sandra Garner has moved to the Financial Aid Office as Records Coordinator, Phone 3642.

Debbie Farmer joined the Gainesville College family on Monday, July 6 as Clerk/Cashier in the Comptroller's office, Phone 3780.

Debra Pilgrim has moved within the Comptroller's Office to work on BANNER, Phone 3614.

Kim Savage will be moving on Monday to the Continuing Education Building as Administration Specialist, Phone 3700.

Laura Lee Moates will be leaving Gainesville College to pursue her Master's Degree.

Chaudron Gille has acquired a new hat - that of Coordinator for International Programs/Advisor.

Valarie Reeves will be moving to the Computer Services Department as Computer/Network Support Specialist. Her phone number will remain the same 3604. (The position of GSAMS Coordinator will not be filled.)

Charles Karcher has joined the Social Science Department as Chair. He doesn't have a phone yet, but he can be reached through the division secretary, Julia Davies at 3627.

ANNOUNCEMENTS



The Arts Council and Gainesville College
are presenting
"THE WIDE WORLD OF JAZZ"
On July 17 at 8 p.m.
(Rain date is July 18)
at the Arts Council Depot

All faculty, staff, students and their immediate families are invited to attend. Complimentary tickets

are available in the Music Office or call Ann Forziati at X3865 to get your free tickets.



The 7th Annual Stray Pet Walk/Run to benefit the Humane Society of Hall County is scheduled for Saturday, August 15, located at the American Legion building, end of Riverside Drive in Gainesville. The 5K starts at 8:30 a.m. and the 1 mile walk starts at 9 a.m. **Pre-registration is \$12, due by August 1;** after that and until the morning of the race, it is \$15. For more information or registration forms, contact the Humane Society at 770-532-6617 or Penny Mills at X3652 or Barbara Hermann at X3689.

It's a good cause, you get a t-shirt (at the race), and can have a good time with friends, both human and canine. Pets are invited to participate in the 1 mile walk/run (if vaccinated, leashed, and in proper physical condition to participate — the last also applies to humans). A few Gainesville College folks usually participate — and we would like to see more!



Congratulations! Mandy and Charles DeSaussure are the proud parents of Charles, Jr. He entered the outside world at 4:45 p.m., Wednesday, June 24, weighing 8 pounds and 8 ounces and 21 inches long.

Thank you to each and every one of you for your flowers, cards, visits and most of all for your prayers in the loss of my brother.

With love,

Mary Pennington



TOWER TALK SUMMER SCHEDULE



Submission deadline is the Wednesday before the Friday publication date at 5 p.m. Direct your submissions to Leora Myers or email lmyers.

Summer publication dates are:

July 24

August 7

August 21 (begins regular weekly schedule)



RINGING OUR BELLS



Jeff Turk attended the Northwest Center for Sustainable Resources Introduction to GIS Institute at Central Oregon Community College in Bend, Oregon on June 22-26.

Linda Brown, Jeff Turk and Sheryl Williams are attending a Project Kaleidoscope Workshop at Montana State University on Interdisciplinary Connections: Connecting Within and Beyond Sciences on July 10-12

Shari Prevost and Beata Hebda attended and gave a presentation at the University of Georgia Calculus Lab Conference on June 15-16.

Kandis Steele and Brian Kline presented at The Innovations '98 conference in Dallas, Texas on June 29.

Gainesville College Fitness Center

Summer Qtr Activities 1998

3 Mile Run/Walk - Wednesday, August 5, 7:00am

1 Mile Run/Walk (Predict Your Time) - Wednesday, August 5, 7:15am

Vast majority of run and walk will be on GC trails. T-shirts to all competitors.

For GC students, employees & dependents and laker society members only.

Awards to overall and age-group winners.

Power Lifting Meet - Friday, July 31, 1:00pm

Lifts consist of the Squat, Bench Press & Deadlift.

Hike the Appalachian Trail - Any exercise you choose counts toward completing the 2,155 mile trail. Register as an official competitor and obtain your "Hike the Appalachian Trail" log sheets from the Fitness Center staff. Each finisher will receive a long-sleeve t-shirt.

Indoor Triathlon - Team & Individual

5000 meters - Concept II Rower

5 miles - Star Trac Recumbent Bike

5000 meters - Woodway Treadmil

July 27 - 31; You must RESERVE equipment one day before competition. Awards to all finishers.

Rowing Competition - 2000 Meters

Competition begins on **June 29** and ends on **August 5**.

Prizes to top three finishers in each age group.

Exercise Across Georgia

Walk, run, bike, swim, climb, ski, row, lift, however you choose to exercise 390 miles across the state of Georgia. The challenge will begin when you do, and end when you complete the 390 miles. Register as an official competitor and obtain an "Exercise Across Georgia" log sheet. T-shirts to all finishers.

GAINESVILLE COLLEGE

Crisis Communication Plan

1. Purpose

The purpose is to provide a consistent method of communication by presenting a plan that coordinates the efforts of various Gainesville College divisions/departments/cost centers. These units are responsible for responding to emergency situations or unplanned events that may necessitate notifying college employees or focusing on unexpected media attention.

It is the responsibility of all appropriate administrators to ensure that personnel reporting to them are aware of these procedures. Those who might be called upon to respond to an emergency should establish appropriate internal procedures which are in accordance with these procedures and which assure orderly delegation of authority, responsibility, and communication within their divisions.

2. Definition of Emergencies

A. Physical Emergencies

Any unexpected situation which affects the safety of people or property on the buildings and grounds of Gainesville College that may negatively impact the College. Examples include, but are not limited to, fires or explosions in GC facilities; inclement weather conditions or disasters; criminal activities; shutdown of campus facilities; health conditions of employees or students; accidents where serious personal injury, death, or property damage occurs; natural disasters; unexpected environmental crises.

B. Issues of Management

Any unexpected situation that may negatively impact Gainesville College. Examples include, but are not limited to, unscheduled or planned protests or disruptions, civil disturbances, unauthorized occupancy of campus areas, or unexpected potentially negative news involving GC administrators, faculty, staff, students, or alumni.

3. Reporting and Communication of Emergencies

If an emergency occurs during normal working hours, the President and Director of Public Relations (DPR) should be informed immediately by Security or other units involved. If the emergency occurs after working hours or on weekends, and is of the nature that might warrant media interest, the President and DPR should be informed at home immediately.

President: Martha T. Nesbitt, wk# 770-718-3610, hm# 770-535-1796

Director: Sloan W. Jones, wk# 770-718-3836, hm# 706-654-9163

Vice President: Bob Howington, wk# 770-718-3600, hm# 770-534-3363

When appropriate, the DPR will immediately notify the following offices or individuals depending on the type of emergency:

- Head of the unit involved
- Vice President for Academic Affairs
- Vice President for Business and Finance
- Vice President for Student Development

All media calls should be directed to the DPR. College officials should use their best judgment in determining whether to respond directly to media inquiries or to direct these inquiries to the DPR. You often gain more credibility with the media if the campus official with a vested interest in the matter responds immediately; however, that official should immediately report the conversation to the DPR.

4. Public Relations Office

A. Duties

During a crisis, the public relations office is responsible for assembling, verifying, and organizing information about the event; dealing with the press in person or by telephone; releasing information or clarifying points of fact; arranging for statements, interviews, and photographs, if necessary.

B. Designated Spokesperson

The DPR generally acts as the college spokesperson and will issue news releases, arrange interviews, etc., concerning the emergency. This does not preclude appropriate college officials from responding directly to media inquiries that are pertinent to their area of responsibility. At times, the DPR may deem it beneficial to the College to refer a media person directly to the appropriate college official, and at other times the media may choose to call an official without going through the public relations office. In either case, that official should immediately inform the DPR about such media conversations.

C. Responsibilities

The DPR will provide accurate, updated information to the media as often as possible. The DPR will be responsible for keeping administrators informed and updated throughout any crisis situation. The DPR will keep an up-to-date log of incoming media calls and what information was released. This will prevent giving out conflicting messages.

5. Other Information

A. Notification of Inclement Weather

The President makes the decision about closing after conferring with Security and Lanier Tech personnel. She then notifies the DPR who initiates the Emergency Closing Plan. (Refer to Gainesville College/Lanier Tech Severe Weather Calling Procedures for media contacts.)

B. Legal Counsel

Betsy Neeley, Board of Regents of the University System of Georgia — 404-656-2221

The most significant test for any organization comes when it is hit by a major accident or disaster. How it handles itself in the midst of crisis may influence how the organization is perceived for years to come. The key to good public relations under trying conditions is to provide prompt, frank, and full information to the media. After notifying the proper administrators, GC public relations personnel must prepare themselves to work with the media. Timing is critical when dealing with an emergency. The longer it takes to get information to the media, the more likely an organization will be negatively perceived.

Carter administration press secretary Jody Powell once said: "Bad news is a lot like fish. It doesn't get better with age." He was right. The Director of Public Relations must work with all appropriate individuals to develop a written and/or oral response so that accurate information on the emergency can be disseminated in a timely manner. In the process of developing this statement, information will be approved, as necessary, with assistance from appropriate personnel and the President.