

College increases hiring efforts

All additions to faculty have been on a part-time basis

By **LESLEY NIELSEN**
Staff Writer

With the departure of several members of the faculty and staff over the summer, Stephens has increased its hiring efforts for the new academic year. There are over 30 new members to Stephens faculty and staff, most of whom were hired during the summer.

Richard Enyard is the director of Human Resources and was hired on June 1. Ken Brooks is the Enterprise Systems manager. He was also hired on June 1.

"I've always chosen my positions based on the challenges the duties presented. I want to be able to make a positive impact on the work lives of Stephens faculty and staff once I was selected for the position. I've always known about Stephens, since I'm an MU grad, and I've always had respect for the campus. The Human Resources position opened up and since my background is in HR, I decided to apply. I was interviewed for the position, then I got selected for it," Enyard said.

The department of Human Resources is there to ensure that the students, as well as faculty and staff, are taken care of. Enyard said there are several scenarios in which someone might seek out the assistance of Human Resources.

"HR provides many challenges, each of those challenges may play a significant role in the work life of every employee. It's my responsibility to ensure that any HR-related issue is addressed as quickly as possible so that employees work lives are not impacted negatively," Enyard said.

As a new hire, Enyard has been spending his first

months getting to know members of the campus. "I get to go see and meet people in their various departments to find out what they do and how they do it," Enyard said.

While Enyard said he has been enjoying his interactions with students, faculty and staff, the one negative of his job has been not being able to help everyone the way he would like to.

"The real challenge is managing in the time when resources are not at a level that allows you to do all the things you would like to get done. Because of that, you have to be real creative in coming up with solutions," Enyard said.

Ken Brooks is the Enterprise Systems manager at Stephens. His job is to make sure that all the systems run smoothly, and when there are technology interruptions, he is the one to address them.

"I lived in Columbia for 30 years, then I moved away for five, and I wanted to get back into Columbia. I got all the certifications and all that stuff, it was a nice fit for me because I got to come back to Columbia," Brooks said about his appointment to the position.

Like many campuses, Stephens deals with its fair share of technology-related problems, but Brooks said he has enjoyed meeting the challenge.

"I like this job. There (is) tons of stuff to learn, a challenge, there is never a dull moment," Brooks said.

In addition to notable staff changes, there have also been several new adjunct faculty hires. Mary Hassinger, vice president of Academic Affairs, said that the college did a lot of hiring for positions that were left vacant over the summer.

"We didn't hire any full-time faculty. We have hired some new part-time and adjunct faculty," Hassinger said.

Upon hiring all new part-time and adjunct faculty, Stephens lost some well-known and valued faculty.

"We had a few people like Wayne Keene, who was a professor in business, who announced his leaving at the end of the year," Hassinger said.

"We ran a search for adjunct faculty to replace him. For example, this fall we have three adjunct faculty whom we have hired to do the courses he would have taught, had he still been here. They are hired to do either one or two courses on a part-time basis. They come in to do the course and that's it, they're not here full-time. They usually have an office in the department, but they're not full-time faculty."

The majority of these new hires will not be staying at Stephens on a long-term basis, however. Many have been hired just to teach courses for the Fall 2010 semester, according to Hassinger. "We really didn't hire any new full-time faculty for the year. We have hired one new part-time faculty who will be permanent but only half-time. Tina Ehrhardt is working part time in the graduate business program," Hassinger said.

According to Hassinger, the effects of this increase in adjunct faculty on students should be a positive one. "... What we try to do is a very good job of interviewing and hiring the best possible people for the positions, and in most cases we don't have any issues with the part-time hires. So far I haven't heard any negative (comments) about the adjuncts that we have hired. I spoke with Pam Shackelford, who is the Business and Marketing chair, last week and she thought things were going very well." ■

Creative Ink provides real-world marketing experience

By **DEJA TURNER**
Staff Writer

In 2006, a small student-run firm was created to give students a hands-on experience in the world of marketing. Today, Creative Ink has 12 women working with real-world clients and advisers to build an understanding of marketing and public relations.

"Our goal for Creative Ink first is to gain awareness throughout Stephens and the community. There are many people out there who are not aware of the amazing options and benefits Creative Ink has to offer. In doing so, we want to stress the professionalism of the firm and how we are composed of the best of the best here on Stephens," said Aubrey McMurtry, a senior graphic design major.

McMurtry is the firm's creative director this semester.

"I was approached by Kate Gray and Rachel McNeil to join the firm last year," McMurtry said. "Rachel, Barbara and Jessie (Church) approached me about being creative director."

Other directors of Creative Ink include Natalie Stezovsky, firm director, and Jordan Lilienthal, traffic manager.

"These students really want to be a part of this organization, to learn, to experience what it's like to work on the agency side of this business."

BARBARA DAWDY, FACULTY ADVISER, CREATIVE INK

The firm operates with two sections— an account and a design side.

"Type and copy is created on the account side and designers go in and implement the type and copy into their designs," McMurtry said.

With learning the marketing process, Creative Ink provides its products and services for free. Clients of Creative Ink only have to pay for printing costs. The firm creates items such as banners, posters, flyers, business plans, event planning and websites.

"Clients we work with internally, are mostly just admissions (Stephens), McMurtry said. "We also work with some theaters in Jeff(erson) City; The Little Theater, Scene One theater, and Friends of the library. We are working with a Board of Trustees member as

well; it's ongoing."

With a large amount of planning going into the projects, the students look to Barbara Dawdy, the faculty adviser of the firm, to help the students keep going in a successful direction.

"I meet with the firm directors on a weekly to biweekly basis to review projects, offer advice, ask questions and generally mentor their development as marketing and communications professionals," Dawdy said in an e-mail. "I also meet with several staff members on a regular basis to offer creative and strategic feedback. Kate Gray is also instrumental in offering creative feedback and direction."

Dawdy thinks the students will be able to use the firm experience in the real world.

"These students really want to be a part of

this organization, to learn, to experience what it's like to work on the agency side of this business. They're passionate about their work and the level of service and professionalism they provide," Dawdy said in an e-mail. "They are ready to take on the extra responsibilities of management, research and real-life deadlines. I enjoy mentoring their development as they learn to be strategic thinkers and hone their creative and communication skills."

Although the firm has their maximum 12 students, they are always looking for new students to join. McMurtry and Sharon Naretto think Creative Ink has given them skills for the real world.

"Creative Ink gives students the opportunity to get out there and experience work in the real world," McMurtry said. "It has prepared me for the future and how to work with all types of people and situations. It has also helped refine my creative process and time-management skills."

"It has given me a lot of hands-on experience," Naretto, a senior MPA major with an event planning minor, said. "I like to say it's an internship before an internship." ■