



Northeast  
community college

**SPOTLIGHT**

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*SPOTLIGHT*, an electronic newsletter to the friends and patrons of Northeast Community College, is published nine times a year. Please forward it to your colleagues and neighbors. You are all partners in our efforts to provide quality, affordable, close-to-home educational opportunities to students and training for area businesses, industries, and organizations. Northeast Community College serves residents of 20 counties in northeast Nebraska.

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### **CLEMENTS GROUP RECOMMENDS GO-AHEAD FOR CAPITAL CAMPAIGN IN SIOUXLAND**

The Clements Group, one of the top two-year college development firms in the nation, recently interviewed 81 individuals from the Siouxland area to determine the feasibility of a capital campaign to raise funds for the College Center in South Sioux City. The College Center is a unique partnership between Northeast Community College and Wayne State College where students will transition seamlessly from freshman and sophomore classes offered by Northeast to junior, senior, and graduate classes offered by Wayne State. The 44,530-square-foot College Center, with a projected cost of \$12 million, will be located on 57 acres of prime real estate adjacent to Highway 77. The land was given to Northeast by the South Sioux City Community Development Agency. Based upon the feasibility study results, the Clements Group recommended that the two institutions proceed immediately with a capital campaign to raise a portion of the necessary funds. The study results were presented to the Northeast Community College Board of Governors, the Foundation Board of Directors, and NECC's administration in October.

### **RON STAUFFER NAMED GENERAL CAMPAIGN CHAIR FOR UNMC COLLEGE OF NURSING FACILITY**

Long-time Norfolkian **Ron Stauffer** has been named general chairperson to lead fundraising efforts for the University of Nebraska Medical Center (UNMC) College of Nursing Northern Division. The 35,000-square-foot, state-of-the-art facility, with a total project cost of \$12.9 million, will be located on the Northeast Community College campus and house Northeast's basic nurse aide (often called certified nurse aide), licensed practical nursing and associate degree nursing programs and UNMC's bachelor's, master's and doctoral level coursework in one location. Ron has served on the Board of Directors of the Norfolk Family YMCA and the Northeast Community College Foundation Board of Directors for several years. He chaired the capital campaign that built the Elkhorn Valley Museum in 1997 and later chaired an endowment fund campaign that raised \$600,000 for the museum. He is also a former Norfolk City Council member. "Ron brings a successful history in fundraising to this effort," said Northeast President **Dr. Bill Path**. "We are delighted to have him as general campaign chair."

### **MARKETING AND DESIGN COORDINATOR SHARES STUDY REPORT WITH BOARD OF GOVERNORS**

Marketing and design coordinator **Anna Meis** addressed the Board of Governors at its October meeting to share results of a marketing study conducted by nationally-renowned Clarus Corporation of Alliance, Neb. Clarus has conducted similar studies for educational institutions across the country. Purpose of the study was to review current marketing/recruitment activities, define current markets and assess which markets are being effectively reached, and development/implementation of a college-wide integrated marketing plan. Acting as 'secret shoppers,' Clarus personnel contacted the college and its education centers in O'Neill, West Point, and South Sioux City by phone or email at different times and days to request admission information. Northeast received a 76 percent response rate, the highest response rate Clarus has seen in two years. Some Clarus' recommendations included a standard 'look' for all mailed materials, a Spanish option for voice mail messages, updates of the web page, more direct marketing to parents, and better promotion of programming at the Northeast Education Centers.

### **NORTHEAST'S DIRECTOR OF NURSING IS NURSE EDUCATOR OF YEAR**

**Ann Oertwich**, director of nursing programs, has been honored by the Nebraska Nurses Association as its Nurse Educator of the Year. The award was presented at the annual meeting of the association in Kearney. Nominated by Northeast's nursing faculty, Oertwich was among six nursing educators nominated for the award. She has been director of nursing programs since 2003.

### **CORN MAZE, HALLOWEEN EVENTS DRAW THOUSANDS TO CAMPUS**

The five-acre corn maze designed by members of Northeast's Drafting Club and planted by the Diversified Ag Club drew over 2,500 people in its five weekend run on the college farm. Utility line and electrical construction and control students provided the lighting. Members of the Student Activities Council transformed the maze to a Haunted Maze for the final weekend. Over 1,000 children and adults attended the 5<sup>th</sup> Annual Spooktacular Children's Carnival sponsored by the Northeast Community College Student Ambassadors and Student Activities Council. Several student organizations hosted booths with games, prizes, candy, and other activities to entertain children. Finally, the Student Activities Council sponsored a three-evening Haunted House for those 12 and older that also attracted hundreds.

### **STUDENT AMBASSADORS FOR FALL 2007 BEGIN DUTIES**

The Fall 2007 Student Ambassadors have begun their duties. They lead campus tours for prospective students and introduce them to faculty members and department heads, assist at campus functions including college and job fairs, occasionally speak to civic organizations, or visit high schools with Northeast recruiters. Following application, Student Ambassadors go through an interview process. Ambassadors include **Kenneth Kumm**, Bloomfield; **Melisa Hemenway**, **Clayton Hensley**, and **Wesley Prater**, all of Elgin; **Michael Gubbels**, Hartington; **Brooke Heiser**, Inman; **Julie (Mrs. Scott) Duncan**, Norfolk; **Jonathan Haeefe**, Plattsmouth; **Tara Kaczor**, Spencer, and **Kelley Nolan**, Bonesteel, S.D. **Samantha Wolfe** is Student Ambassadors advisors.

### **NORTHEAST MUSIC DEPARTMENT LAUNCHES CONCERT SERIES WITH FALL CONCERT**

The Northeast Community College Music Department launched its 2007-2008 concert series with a Fall Concert on Sunday, October 14. The concert featured selections by the Northeast Concert Band, Concert Choir, Women's and Men's Ensembles, and Ebony and Crimson. **Dr. Linda Boullion**, music department chair and director of vocal music activities, directs the Singers Express, Concert Choir, Ebony and Crimson, and Men's and Women's Ensembles while **Dr. Randy Neuharth**, instrumental music instructor/director of instrumental activities, directs the Northeast Jazz Machine, Northeast Concert Band, and Northeast Area Jazz Ensemble. The next concert is a Pops concert on Sunday, November 4, at 2 p.m. with the Northeast Singers Express, the Northeast Jazz Machine, and the Northeast Area Jazz Ensemble (NAJE) set to perform. Other concerts this year include the Holiday Concert on December 3, Winter Concert on February 17, Post Tour Concert on April 13, and the Spring Concert on April 27.

### **NORTHEAST WELCOMES PROSPECTIVE STUDENTS AT TWO DIFFERENT EVENTS**

Two different recruiting events drew hundreds to campus in October. At Explore Northeast-Weekend Edition on Saturday, October 6, some 227 prospective students, parents, and guests toured the campus, enjoyed lunch in the cafeteria, and visited with faculty in program areas of interest. A student panel entertained the guests while they ate. Break-out sessions were also held on the admissions process, residence and student life, financial aid, disability services, college transfer, and college and the bilingual student. Then on Friday, October 26, high school juniors and seniors, their counselors and teachers, and prospective non-traditional students got an up close and personal look at several different career options during the Applied Technology Career Day. Students learned about Northeast's automotive technology, auto body technology, building construction, electrical construction and control, electromechanical, diesel technology, heating, ventilation and air conditioning, irrigation technology, renewable fuels technology, and utility line programs during the career day.

### **NORTHEAST STUDENTS EARN AWARDS AT FFA CONTEST**

Two freshman diesel technology-agriculture option majors brought home awards from the 80th National FFA Convention in Indianapolis last week. **Adam Venteicher**, son of Kenneth and Donna Venteicher of Pierce and a member of the Pierce FFA chapter, was named the National Winner in the 2007 National FFA Fiber and/or Oil Crop Production-Entrepreneurship/Placement Proficiency Award Program. **Josh Olberding**, son of Roger Olberding of Stuart and Tammie Judge of Atkinson, was a national finalist in the Diversified Crop Production Award Program. He is a member of the Stuart High School FFA chapter. Proficiency awards recognize FFA members who excelled as agricultural entrepreneurs, employees or volunteers while gaining hands-on career experience.