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## University News Facts, Volume 2 No. 17

The Office of the University of North Florida

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# UNIVERSITY NEWS FACTS

THE OFFICIAL PUBLICATION  
FOR THE OFFICE OF THE  
UNIVERSITY OF NORTH FLORIDA

VOLUME 2 NO. 17

JULY 30, 1971

## PUBLICATIONS PROGRAM UNDERWAY.....TODAY!

Two University of North Florida publications--a four page "starter" brochure and a 12 page booklet--were to be bid today, marking the start of the University's carefully planned and integrated program of graphic communication.

In addition, mechanical art (paste-ups of originals) is in the hands of the department of purchasing for new business cards, stationery, a news release masthead, an external newsletter masthead, and an all-purpose folio.

All printed materials bear the University's clean, modern symbol--a compass rose set in the northeast quadrant of a circle. The symbol was designed by the firm of Mikulas and Associates and inspired by the University's seal and created under the direction of President Carpenter.

The publications are laden with photographs. The four pager emphasizes the fun to be found in Jacksonville--beaches, cultural attractions, as well as learning. The 12 page piece includes more detailed information and stresses the University's academic mission and programs.

The brochures and the folio were designed by the firm of Strumlauf, Stinson and Partners.

Place orders with Mrs. Marie Womack, purchasing agent, for letterhead and business cards.

## ON LOCATION

Photography for the brochures was done by our Jackie Briggs and Larry Smith of "Communications 21," working under the guiding hand of Lou diGuisto, producer-director for "Communications 21." Hundreds of pictures were shot on location at the Florida Junior College north campus, the beach, Friendship Park, and downtown Jacksonville.

Through the cooperation of Dr. Hilliard "Bo" Cotton at FJC, five students were selected to pose for the photos, along with David Humphrey, a St. Johns River junior college sophomore.

Willingly and cooperatively, they endured two grueling and hot days without a murmur of complaint. In addition to Dave, our student-models (or maybe we should call them model-students) were Willie Williams, Arlene Davis, Judy Ivey, Beverly Lawrence, Larry Nelson and Teri Jackson. Most of them are looking forward to completing degree programs with the UNF.

They'll be feted next Friday to lunch with President Carpenter and a small gift to express the University's appreciation. They may be on campus too, so be prepared to roll out the red carpet--we owe them a lot!

Between the students, the designers, the photographers, and, of course, the printers, we ought to have a publications package which clearly demonstrates that the University of North Florida will be an exciting place to learn.

## CAMPUS SITE CLEARED

The bulldozers of Conrad Weihnacht Construction Co. have cleared the way for the actual "groundbreaking" for the UNF campus construction. Crews have completed a major portion of the clearing for the site and will begin the construction road within the next week. The sand-based road with a lime-rock topping will service the construction equipment getting through to the site.

Bids for the foundation contract will be opened Tuesday, Aug. 3. In the "fast-track" construction method, the foundation will be begun while structure, interiors, and exteriors of the buildings are still being designed.

Weihnacht is also in the process of digging an eleven-acre lake on the campus site, one of the ultimately six lakes to highlight the campus.

## ON THE FTE FRONT

An advisory committee on student recruitment had its first meeting Thursday under the chairmanship of Dr. Bill Wharton. The committee will address itself to the mission of assuring that the University of North Florida has its projected 1,462 full time equivalent students on opening in 1972 and will continue to meet its projections through the coming decade.

Members of the committee established by Vice President Roy L. Lassiter are: Dr. William R. Baggett, dean of students; Mr. Benjamin F. Campbell, director of admissions; Miss Betty Crippen, university registrar; Mr. Lewis Livingston, director of information services; Dr. Richard deR. Kip, assistant dean of the College of Business Administration; Dr. Laurence B. Green, chairman of the department of psychology; Dr. Andrew A. Robinson, assistant dean of the College of Education; and Miss Deborah E. Wells, library student assistant.

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The week of recruitment at the north campus of Florida Junior College has gone very well, according to Dr. Bill Wharton, assistant dean of faculties, and Miss Betty Crippen, university registrar. Interest visibly increased through the week. Apparently our media coverage has been noticed, as many people at the campus addressed our recruiters by name, having remembered articles in the local press about them.

Dr. Wharton's busy August schedule includes visits to Gulf Coast, Lake City, Santa Fe, and Florida Keys Junior Colleges. Beginning with the Gulf Coast J.C. sojourn, on August 16-17, Dr. Wharton will have the University's snappy new publications.

## OPERATION INTERCHANGE

President Thomas G. Carpenter, Dr. George Corrick, dean of university relations and development, and other staff members will make three interchange visits in the coming week, continuing a program started in April. By making individual visits to Jacksonville's leading employers Dr. Carpenter and the staff can determine ways to meet the needs of industry and thus, to serve the community better.

Next week, our visitors will see Mr. J. W. Herbert, president of Blue Cross of Florida, Inc. on Tuesday, Aug. 3; Mr. William B. Mills, president of Florida National Bank of Jacksonville, on Wednesday, Aug. 4; and Mr. Edward G. Ballance, plant manager for Maxwell House division of General Foods Corp., on Friday, Aug. 6.

## EVERYBODY LOVES A CLIMBER

Miss Lucille Jans was promoted quietly to assistant director of libraries Wednesday, but was noisily treated to a surprise party by the library staff Friday. Dr. Roy L. Lassiter, vice president, commended Miss Jans, formerly acquisitions librarian, for the "outstanding service" she's rendered since her arrival last September.

Janice Sconyers, who toiled in the vineyards of administrative affairs as Dean Jim Haywood's secretary, now is secretary to Dr. William Baggett, dean of student affairs. It's a promotion for Janice from Secretary III to IV.

## WELCOME ABOARD

Mrs. Barbara Williams has taken on the important task of developing the mailing list for our soon-to-be announced ground-breaking. Barbara is an OPS employee in the division of public relations. She earned a bachelor's degree at Duke University and a master's in classics at the University of Michigan.

## PARTY PLANNING WITH THE PURCHASING PEOPLE

If you plan to have a meeting, workshop, seminar, etc., and you wish to serve coffee, please give the department of purchasing enough advance notice to plan this service. Purchasing will need the following information: Date and time? Coffee? Pastries? Number expected to attend?

## NEW NIGHT EXTENSIONS

A new night answering service has been installed in the University telephone system. Calls coming into the University after hours and/or on weekends on lines 725-7730, 31 and 32 will be answered by an answering service which will take messages. Those calls coming in on the other lines will reach the following departments:

|                          |                         |
|--------------------------|-------------------------|
| 33...ex. 34 (accounting) | 36...ex. 38 (computer)  |
| 34...ex. 51 (personnel)  | 37...ex. 67 (URD)       |
| 35...ex. 15 (library)    | 38...ex. 18 (president) |
| 39...ex. 65 (P&E)        |                         |

## FLOOR PLANS AVAILABLE

Dr. Jim Dungan, dean of planning and evaluation, has received the completed floor plans for the four original buildings. Anyone interested in viewing them should contact his office.