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Get in. Get smart. Get going!

New faces, new words for Delaware Tech

By now you've heard the words: *Get in. Get smart. Get going.* Or, *Real Education. Real job. Real paycheck.* And you've seen new faces: Jymayce Westcott, alumnus and constituent services representative for Senator Carper; Mark Coty, student and superintendent at Baywood Greens; Christine Veilleux, exercise specialist studying physical therapy, and Dr. Barbara Phillips, retired school teacher enrolled in the veterinary program.

These new headlines combined with fresh faces are the essence of our new advertising campaign – the college's bold first step into *brand marketing*. Ah, yes, the latest buzz in the corporate world. Even "Dilbert" of cartoon fame has pondered the issue of "corporate branding." And what is corporate branding? Simply stated, it's the heart and soul – the personality – of a business or organization. Thus, brand marketing is based on our declaration of who we are and what we believe.

Discovering our brand was a step-by-step process involving research, planning, and surveys of students, staff, and community members. While Delaware Tech has four locations with different characteristics, we reaffirmed that our basic collective brand is the same. The qualities that make Delaware Tech unique exist at all sites. The information gleaned from surveys gave us a clearer picture of how the college is perceived and enabled us to develop a brand identity statement:

At Delaware Technical & Community College, motivated, focused, career-oriented people get their varied educational needs met affordably and conveniently. The environment is friendly and nurturing. Facilities and equipment are up-to-date and programs are relevant, innovative and of high quality.

This statement reflects Delaware Tech's personality. The statewide marketing and public relations staff then developed ideas for a new advertising campaign – one that uses the photos and stories of our students and alumni to reflect Delaware Tech's brand identity statement.

Students and alumni – our most valuable resources – had been an integral part of the college's previous ad campaign, "People like You;" and we

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Delaware Tech Roadrunners World Series Champions!

A national championship title came home to Georgetown when the Roadrunners baseball team won the NJCAA Division II World Series on May 31. The Roadrunners outscored their opponents 23-3 and completed a dream season of 40-5.

Calendar Of Events

October 27

Delaware

Women's Health Conference

Carter Partnership Center

October 27

**Mid-Atlantic Symphony
Orchestra Fall Concert**

Theatre

October 31

**Sussex County Today
& Tomorrow Conference**

Carter Partnership Center

November 10

Annual Craft Fair

Carter Partnership Center

November 11

WSCL Celebration of Music

Theatre

December 9

**Mid-Atlantic Symphony
Orchestra – Holiday Concert**

Theatre

February 2

**Mid-Atlantic Symphony
Orchestra – Winter Concert**

Theatre

March 6

**International Women's Day
Celebration**

Rehoboth Beach Country Club

April 14

**Mid-Atlantic Symphony
Orchestra – Spring Concert**

Theatre

April 27

**Spring Gala
Starry, Starry Night**

Theatre



Congratulations!

*Owens Campus
Child Development Center
recipient of
The Governor's Award
for Excellence in
Early Care and Education*

CELEBRATE WOMEN ON MARCH 6

Mark your calendar for the first Wednesday in March – the date of the eighth annual International Women's Day Celebration at the Rehoboth Beach Country Club.

Sponsored by the Owens Campus Alumni Association in conjunction with the Sussex County Council, the event highlights the achievements of exemplary Delaware women and benefits the Alumni Scholarship Fund.

"Women Lead the Way in Education and Training," the theme for the event, will put the spotlight on three women who believe education and training hold the key to personal success.

Being honored are **Dr. Marguerite M. Johnson**, vice president and campus director of Delaware Tech Terry Campus; **Dr. Harriet Smith Windsor**, secretary of state for Delaware; and **Brenda Whitehurst**, business owner and training consultant.



Dr. Marguerite M. Johnson



Dr. Harriet Smith Windsor

The Alumni Scholarship for 2002, sponsored by the Seaford Business and Professional Women's Club, is in memory of Peg Gerard, dedicated member of the Seaford organization and former state BPW president.

Atlantic & Hastings Printers is the event's Royal Underwriter; **C.S.I. The Banking Group** is a Gold Underwriter and Table Sponsor. Other table sponsors to date are **Delaware Electric Cooperative, Delaware National Bank, and East Coast Property Management Services.**

The celebration begins at 6:30 p.m. and costs \$25 per person; patron cost is \$100, and corporate tables are available for \$500.

For more information or to make reservations, call 302-855-5951.



Brenda Whitehurst

DR. CARTER RECEIVES COMMUNITY SERVICE AWARD

The Owens Campus Alumni Association presented its inaugural Community Service Award to Dr. William A. Carter of Millsboro during its annual meeting on June 9th.

Carter has been involved with Delaware Tech since 1965, when he was appointed chair of the feasibility study committee to explore the practicality of transforming Georgetown's Jason High School into a community college. He was a founding member of Delaware Tech's Board of Trustees, serving as secretary from 1966 to 1969 and chair from 1973 to 1983. His work on behalf of the College and the community continues with such projects as the *Textbook Fund* and the *Teacher Assistance Program*, a partnership between Delaware Tech and Indian River School District; this innovative program places used computers in classrooms to supplement conventional instruction and enhance the learning.

"Each generation of graduates and staff builds on the success of its predecessors," said Alumni Association Board Member Marlene Elliott at the award presentation. "We all stand firmly on the foundation Dr. Carter helped to build and continues to reinforce as an active member of numerous College committees and boards."

*The Alumni Association
raised \$5,525 to benefit the
Textbooks for Students Fund.
Thanks to all contributors!*

A PLACE I WILL ALWAYS CALL HOME ...

by Marlene B. Elliott, 1979 Business Administration

I am blessed to be one of those native Sussex Countians who began my higher education in my home county and then continued to live my adult life in that very same county. I've always said that I would rather commute to my work destination than live anywhere else.

After graduating from Laurel High School, I chose to start my college education at Delaware Technical & Community College. I arrived there to find a warm welcome, a staff of helpful, talented educators, and a community spirit. While I continued my education at Salisbury University, **Delaware Tech will always be home.**

As I completed my studies at Salisbury, I was afforded the opportunity to join the staff of former U.S. Senator William V. Roth, Jr. Eighteen years later upon his retirement, I finished my time on his staff serving as his State Director. With that experience, I was able to seek a position within the administration of just elected President George W. Bush. With the support of many people, I was appointed by President Bush and Secretary of Agriculture Ann Veneman to serve as the Delaware/Maryland Director for USDA Rural Development. It is a position of public service that allows me to work with the rural communities of both states to offer Rural Development's programs to help improve the economy and the quality of life for people living in our heartland.



What an opportunity for a girl who did not want to move away!

Nationally, more than 53 million people live in rural America, over 15% of whom earn wages below the federal poverty level. There are 2.5 million substandard housing units in rural areas and more than 400,000 households still lack running water. What more needs to be said to emphasize the importance of educational opportunities in rural areas?

Why do I share this? To say, **there are opportunities for those of us who choose to seek our education and live our lives in rural areas.** Delaware Tech is the number one example. It offers a quality education, a group of staff who become lifetime friends and mentors, and a true sense of community. When I return there for a public event or a continuing education activity, I always feel like I am coming home. The State has done a wonderful job of taking this small institution of 1966 and providing it the needed support to become a hallmark of southern Delaware; but the responsibility is not the government's alone. Those of us who have enjoyed this spirit and education have a responsibility to ensure that this institution is viable for tomorrow's generations.

As a proud alumnus of Delaware Tech, let me encourage you to become involved. Support the Alumni Association, employ a Delaware Tech student or graduate, offer your expertise to your curriculum, or simply tell a friend the Delaware Tech story – story of an educational program that began out of the need to offer opportunities to rural students and today is a shining star among community colleges across America!

Elliott to chair Annual Giving Campaign

The Development Council and the Alumni Association will be kicking off an *Annual Giving Campaign* this fall to raise funds for the Educational Foundation. Marlene Elliott will serve as this year's campaign chair.

Campaign donations will be used to help ensure the growth and success of Delaware Tech by supplementing the government appropriations used for day-to-day operating expenses.

More information about the Annual Giving Campaign will be forthcoming.

New rules for Alumni Association members

At the March 2001 Board of Directors meeting, the Alumni Association voted to stop charging annual dues in order to focus fund-raising efforts on the upcoming annual giving campaign.

Board President Rev. Grace Ruth Batten explained, "We feel we can best serve students by working with the Development Council to support our college. We need to have one voice when asking our graduates and the community for financial contributions."

New membership guidelines were established with three levels: members, honorary members, and associate members.

For more information about the new membership guidelines, contact Alumni Coordinator Rhonda Tuman at 302-855-5951.



Starry Starry



The table look ...



Hilda & Thurman Adams



Gonzalo Martinez & vocalist Erin Williams



Louis & Carol Owens



Discover Bank



Tim Kavel & Jim Soles



Pete Okie (center) & guests



Rocio Flores & José Somalo



The Freeman Group



Dale Du

Night



Tim Kavel, Ida Mae Ellis & Lonnie George



Highway One Limited Partners



Paul & Pat Mylander



Conny Rickards, Linda Lavelle & Esthelda Selby



Conectiv Group



Members of Arte Flamenco



Wikes, Vance Phillips & Finley Jones

Many, many thanks for the wonderful support from our sponsors and the Delaware Tech Community



REHOBOTH BEACH RESIDENT ENDOWS SCHOLARSHIP FUND

A scholarship fund targeted to students who are orphaned or from single-parent families was recently established at the Owens Campus. **Philip Bills**, who provided the initial endowment for the scholarship fund, explained that he specified those criteria because of his own experience attending college as the child of a single parent. “My mom did a tremendous amount to help get me through college,” he said, “and I see this scholarship as a way to give something back to the local community.” Bills moved to Rehoboth Beach from Silver Spring, Md. after taking early retirement from AT&T. His former employer donated a matching amount to the endowment fund. Bills chose Owens Campus for his donation because it serves the higher education needs of the area. “I wanted to establish the fund at a close community school so I could get involved—I’d like to have the opportunity to meet the students and participate in college activities.”



Philip Bills

“My mom did a tremendous amount to help get me through college, and I see this scholarship as a way to give something back to the local community.”

The income from the Bills Family Endowed Scholarship Fund will be used to make an annual award to single full-time undergraduate students at the Owens Campus. A scholarship committee will select students for the awards.

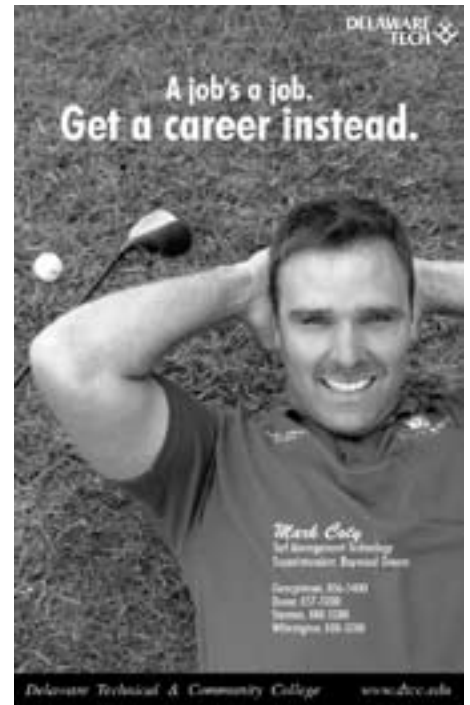
Eligible students must be U.S. citizens and under the age of 22 at the time of application. High school students must have a grade point average of 3.0 or higher; returning students must maintain a GPA of 2.8 or better. Recipients may continue to receive the award until they complete their degree or diploma studies or up to a maximum of 2½ years. The scholarship may also be extended up to an additional 2½ years at one of the partner institutions located at the Owens Campus while the student pursues a bachelor’s degree.

SOFT DRINK GIANT SUPPORTS CAMPUS

Although a giant in the soft drink industry, Pepsi has chosen to remember the little man. A \$6,000 donation to the Owens Campus was given by Pepsi-Cola Bottling Company of Delmarva and Onion Jack’s Cafe, the campus food service provider.

According to Brian Davis, on-premise manager for Pepsi Cola, the company wanted to help ease the financial burden felt by many students. Both Pepsi and Onion Jack’s agree the donation is also a way to express appreciation of the long-term relationship between Onion Jack’s, Pepsi-Cola, and Delaware Tech.

Brand Marketing/continued from p. 1



continue to highlight them as they convey best who and what we are. Their unique personalities are Delaware Tech’s personality – and they distinguish us as a unique educational institution.

The various ads have been designed to reinforce what we believe at Delaware Tech ...

You ought to go where everybody knows your name! And if you have doubts, keep this in mind ... ***You think you can ... We know you can!***



DEVELOPMENT COUNCIL PROFILE:

PAT CAMPBELL-WHITE

Having served for seven years as a member of the Owens Campus Educational Foundation Development Council, Pat Campbell-White still exhibits an obvious enthusiasm for her work on behalf of Delaware Tech. “Being involved with the Council gives me a chance to touch people’s lives,” she explains. “People I don’t even know are improving their abilities and increasing their earning power through their studies at Delaware Tech, and I like having a part in that. By promoting the college, my work can benefit the whole community – not just the students, but also their families and their employers.”

“The College can’t exist without the community, and vice versa. I remember thirty years ago when Delaware Tech was just getting started, and it’s fascinating to see how the College keeps growing and adapting to meet the needs of the next generation of students.”

As chairperson for this year’s annual Spring Gala, Pat was instrumental in helping raise more than \$75,000 for the Educational Foundation. Along with other Council and committee members, she attended 12 months of meetings and planning sessions to coordinate the event details and make it both entertaining and successful. “It’s a lot of effort, but ultimately it’s exhilarating to work on the Spring Gala committee,” she said. “It was very rewarding to see this year’s affair was sold out and had a lengthy waiting list. This is a fun event that brings together a diverse group of people and serves as a showcase for the college. I like seeing people go away from the Gala with that ‘wow’ feeling and knowing my contribution helped make that possible.”

Campbell-White, a Rehoboth Beach resident, is one of the state’s top three sellers for the RE/MAX Realty Group and a certified real estate trainer who teaches classes on legislative, regulatory, ethics, and fair housing issues. She has testified before both houses of Congress on ecological and environmental issues and received awards for her work to protect America’s natural and cultural resources and promote Delaware’s quality of life.

Campbell-White taught real estate courses at the college in years past, but her Delaware Tech roots go further back than that. She had planned to attend Delaware Tech after completing high school, but was unable to garner enough money to pay for both tuition and books. “That’s why chairing the Gala this year was especially meaningful for me; part of the proceeds from the event were earmarked for a fund to help students purchase textbooks,” she explained.

Her continued involvement with the college is a natural outgrowth of her community activism, says Campbell-White. “The college can’t exist without the community, and vice versa, and it’s fascinating to see how Delaware Tech keeps growing and adapting to meet the needs of the next generation of students.”



“People I don’t even know are improving their abilities and increasing their earning power through their studies at Delaware Tech, and I like having a part in that.”

ALUMNI HONORED

Three outstanding Delaware Tech graduates were honored at the 10th annual *Alumni Walk of Success* induction ceremony and dinner on September 12. Bronze plaques bearing the honorees' names, dates of graduation, and date of induction were placed in the walkway between the Betze Library and the Carter Partnership Center. Each inductee also received a wall plaque.



Janet L. Johnson of Millsboro earned an associate degree through the Delaware Tech/University of Delaware Parallel Program in 1970, a bachelor's in education from the University of Delaware, and a master's in education from Wilmington College. Having spent more than 25 years at Frankford

Elementary School, Johnson is now the lead science teacher. In 1993, the Indian River School District presented her with the Order of Excellence. She was named Teacher of the Year for Frankford Elementary for the 2000-2001 school year. Johnson and her husband, Walton Johnson Jr., established the Arthur J. and Ruth Ellen Challman Scholarship at Delaware Tech in her parents' honor to help students in the EMT-Paramedic, Occupational Therapy Assistant, Physical Therapist Assistant, and Nursing programs. Her community service includes work with the Boy Scouts and her church.

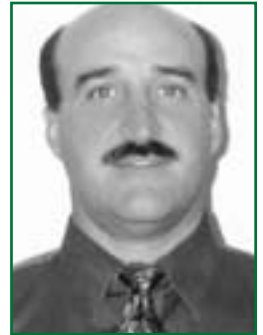
Lewes resident *Allen E. Riley* spent two years in the U.S. Army before joining the Delaware State Police in 1968. He earned an associate degree in Criminal Justice from Delaware Tech in 1975 and a bachelor's degree from Wilmington College in 1978.

After 20 years as a state trooper, Riley retired from the force and became manager and CEO of the Delaware State Police Federal Credit Union. He is currently taking courses to qualify as a Certified Credit Union Executive. Under his management, the credit union has quadrupled its assets and more than doubled its membership.

Riley has served on the board or as an officer of many organizations, including the Henlopen Ruritan Club, the Cape Henlopen School Board, the Delaware School Board Association, and Bethel United Methodist Church. He also serves as a member of the Special Advisory Committee for Meals on Wheels and CHEER.



Scott L. Rathfon of Lincoln received an associate degree in Architectural Engineering Technology from Delaware Tech in 1977. He earned a bachelor's degree from Penn State in Harrisburg and master's in Engineering from Old Dominion. He is a registered professional engineer in five states and recently completed a 2-year course in advanced management training sponsored by the Consulting Engineers Council (CEC). As vice president of Century Engineering of Dover, Rathfon is responsible for the day-to-day operations of the office and its staff of 50. His most significant recent project was the design and construction of the 46-mile, \$750 million SR-1 Relief Route project which includes the new cable-stayed bridge over the Chesapeake & Delaware Canal. Rathfon is an active member of the American Society of Civil Engineers. He has participated in several activities to help foster high school students' interest in science and technology, including *Shadow Day*, *What in the World*, *Mathcounts*, and the *SEE Delaware* program. He is a vice president in the Milford Little League and manages two softball teams.



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