

University of San Diego

Digital USD

Alcalá View (University of San Diego. Public Relations Office)

USD News

2005

Alcalá View 2005 22.04

University of San Diego Publications office

Follow this and additional works at: <https://digital.sandiego.edu/alcalaview-1985>

Digital USD Citation

University of San Diego Publications office, "Alcalá View 2005 22.04" (2005). *Alcalá View (University of San Diego. Public Relations Office)*. 222.

<https://digital.sandiego.edu/alcalaview-1985/222>

This Newsletter is brought to you for free and open access by the USD News at Digital USD. It has been accepted for inclusion in Alcalá View (University of San Diego. Public Relations Office) by an authorized administrator of Digital USD. For more information, please contact digital@sandiego.edu.

AlcaláView

A newsletter for the employees of the University of San Diego / December 2005-January 2006 / Vol. 22, No. 4

A Brand New Task Force Bolsters USD's Brand

When you interact with a business that has a strong brand like Nordstrom, every part of the experience — from the piano playing or quiet, sophisticated ambience to the refined demeanor of the staff — builds on that solid brand.

The task force will craft a manual, expected to be released next summer for use starting in the fall. The branding and visual identity manual will go beyond the existing Logo Standards Manual to discuss messaging, color and the "USD experience." The idea is to create guidelines for consistency and quality,



Members of the Branding and Visual Identity Task Force help ensure a consistent brand for the university.

That's the aim behind an effort to clarify USD's brand. The goal is to guarantee that no matter how people connect with the university — whether they're calling on the telephone, attending an event or reading a publication in the mail — the experience helps them forge a deeper relationship with USD. Charged with setting the course for this journey is the Branding and Visual Identity Task Force, a new committee of 25 people from key areas of the university.

"Ultimately, what we want to achieve is a consistent brand image, a visual identity across campus," says **Coreen Petti**, Assistant Vice President for Marketing and Strategic Partnerships, who leads the task force.

without stifling creativity.

"Branding is a promise to our constituents about the complete USD experience," Petti says. "There are ways of getting consistent branding without everything being the same."

Task force members also will serve as "brand ambassadors" to make sure employees in their areas of campus are aware of the new standards as well as how individual employees may fit into the branding effort. Employees can pose specific questions to their brand ambassador or to the Office of Marketing and Strategic Partnerships.

"We understand this isn't going to happen overnight," Petti says. "It will take some effort

(Continued on page 3)

*Party with the president!
This year's employee
Christmas party will be
held at the new plaza.
See page 3.*



Alisa Burke's Canvases Add Life to Manchester

Like many newlyweds, **Alisa Burke** has been decorating the halls of her new home. Unlike many newlyweds, she's hanging works of her own funky art. And also unlike many newlyweds, the halls of her home are roamed by hundreds of college students.



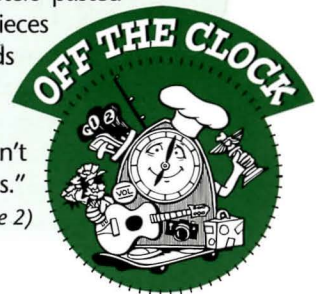
Alisa Burke with one of her favorite murals.

Burke, the marketing coordinator for the Office of Planned Giving, actually lives on campus in the Manchester Village residence hall for juniors and seniors. As one of seven Manchester fellows, she mentors and guides students as part of the Wisdom for the Real World program.

As you go to her small two-bedroom apartment in Manchester, you pass large murals she's created. Looking at them, you can see she takes her inspiration from music, graffiti and street art. She'll take a postcard or an Internet picture of a person and turn it into a graphic image, like those urban posters pasted up in big cities. Her pieces are heavy with words and images.

"I layer everything," she says. "I don't really like clean canvas."

(Continued on page 2)



Alisa Burke

(Continued from page 1)

Often, she will write or paint on newspaper and attach that to the canvas as an early layer. The fact that you can see the edge of the paper under the paint only adds to the allure because "you don't quite know what's underneath," she says.

She uses words like "funky" and "random" to describe her pieces, often a combination of bright or bold colors, printed



Alisa Burke in Manchester Village

text and images. She encourages the students to add to her own work in Manchester to create a collective feel.

To see Alisa Burke's art, including Christmas ornaments, go to her Web log at alisadesigns.blogspot.com.

Burke lives in the hall with her husband, Andy, and their cat, Jack. The latter is so popular, students sometimes drop by at 10 p.m. to see if he can play or leave Jack notes on the dry-erase board on their door.

As a resident fellow, Burke helps put on programs to get students thinking about job interviews and the like, but she's also getting students involved in art. She and other Manchester staffers are creating a program for art students who live there to decorate common spaces throughout the building and identifying gallery space for student artwork. It's all about keeping the halls from taking on a sterile or boring look.


"Being a Manchester fellow is a real learning and growing experience," she says. "I think

of myself as a mentor." She and the other fellows put in at least 10 hours a week, but with staff meetings, training and programs, it adds up. Students also can stop by if they need someone to talk to.

Burke comes by her love of art naturally. Both parents are potters. Burke received her art degree in painting and print-making from Portland State University. She's been working at USD for nearly five years, almost three in her current position.

"I enjoy the atmosphere of working in a campus environment, where I have the energy to go home and do art stuff on the side," she says.

And her art is further enhanced by her role as a Manchester fellow.

"Being around younger people has inspired me to be more funky," she says. "With students it's probably the funkier, the better, which is always cool with me." 

— Kelly Knufken

The Alcalá View wants to hear what you do when you're off the clock. Share your "Off the Clock" stories by sending an e-mail to Krystn Shrieve at kshrieve@sandiego.edu or call her at ext. 4934 to share your story.

USD Participants Walk the Talk

Judith Lewis Logue, USD's director of Financial Aid Services and chair of the planning committee for the Dollars for Scholars Walk/Fun Run for Education, reported that more than 400 students, parents and teachers participated in the Nov. 5 fund-raiser, hosted by USD for the second year in a row.

Vice President and Provost Julie Sullivan welcomed participants, including San Diego area high school students, on behalf of President Mary E. Lyons, who served as honorary co-chair of the walk along with San Diego County Superintendent of Schools Rudy Castruita.

The Padres' friar mascot and Point Loma High School cheerleaders got the walkers off to a great start, and SeaWorld's Shamu met them at the finish line.

Sullivan donned her USD sweatshirt, donated to the cause and ran the 5K-route, coming in first place in her age group. In addition to Sullivan, four USD cross country runners helped make the event a success by leading the warm-up exercises and running in the event.

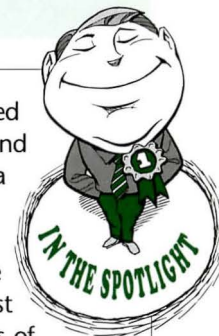


Julie Sullivan

More than \$30,000 was raised by USD students and staff, and was given to the Linda Vista Dollars for Scholars chapter, one of 14 chapters in San Diego County. Lewis Logue announced that the largest donation came from members of USD's mail center. Funds raised for the chapters will be awarded to local high school students for their first year in college starting Fall 2006. Many of the recipients will be the first in their families to attend college.

The walk at USD was one of three in California. Fresno State University and the University of Southern California hosted Dollars for Scholars walks in October.

If you or someone you know deserves to be put "In the Spotlight," send an e-mail to Krystn Shrieve at kshrieve@sandiego.edu or call her at ext. 4934.



Task Force

(Continued from page 1)

and training." Changes will be implemented as new pieces are created, rather than, say, by throwing out existing brochures and starting over.

And she wants every employee to know they'll be part of the process. That's because it's not just those involved in advertising, brochures and promotions who are part of the branding effort. USD's brand may be communicated through a sign on a facilities truck, a USD operator answering a call or a newsletter.

"Each and every one of us lives the brand every day," Petti says. "We need to keep in mind USD's core values and mission statement consistently through whatever means we have access to."

USD, like many similar institutions, is working on branding because of changing attitudes about higher education. Today's students, parents and donors live in a media-savvy society and are well-trained consumers with high expectations. A solid brand can set USD apart from competitors and forge a national reputation, which could help attract the best students, not to mention donations and grants.

"We won't be able to rely solely on word of mouth in the future for the kind students we want and the donors that we need," Petti says.

That's why it is important to make sure USD is presenting a consistent, compelling image when it comes to printed materials and other contacts with the outside world.

"This effort is a reflection of the growth and development of this institution," Petti says. "It's going to be something that requires everyone's cooperation, collaboration and patience. In the end, we're all going to benefit if we manage it successfully."

— Kelly Knufken

Task Force Members

Dawn Anderson, Procurement
David Bergheim, Business Administration
Joy Brunetti, Information Technology Services
Martha Chavez, Leadership and Education Sciences
George Decker, Law Publications
Pamela Gray Payton, Public Relations
Jim Gump, Arts and Sciences
Mike Haskins, Publications and Marketing Communications
John Javier, AS, Vice President of Marketing
Loryn Johnson, Dining Services
Jack Kelly, Alumni Relations

SEA Snippets

The following issues were discussed at the November meeting of the Staff Employees Association:

- SEA Co-President **Sheri Barzal** reported that the Health and Benefits Fair was "very successful" and enjoyable for those attending. The SEA took in \$44 in donations at the fair for its Charity Begins at Home drive.
- The SEA's Christmas party, to raise money for its Charity Begins at Home cause, will be from noon-2 p.m., Dec. 14, in the Hahn University Center Forum A. The funds raised will help USD families who are struggling this holiday season. Nomination forms are available in the offices of human resources, university ministry, the Manchester Executive Conference Center, and will be sent to departments via campus mail. Volunteers are needed to decorate for the party and to clean up afterwards.
- During a discussion of the Staff Performance Evaluations, Barzal said she doesn't anticipate many changes from last year's process, though the evaluation form may be tweaked.
- Secretary **Perla Bleisch** made a pitch for an SEA donation to the Our Lady of Guadalupe Celebration, put on annually by Latino employees. The event will be from noon-2 p.m., Dec. 12, including a procession and bilingual Mass. Tamales also will be served. Members considered donating \$200, but did not finalize that because of concern they might not have enough money to help enough families through Charity Begins at Home. The board agreed to get more information about its funds and vote on a donation to the Guadalupe event later by e-mail.

Diana Kutlow, Institute for Peace & Justice
Tim McKernan, Advertising and Creative Services
Stacy Miller, Academic Publications
Kathe Myrick, Student Affairs
Joe Passaretti, Nursing and Health Science
Coreen Petti, Marketing and Strategic Partnerships
Tipper Phillips, Bookstore
Steve Pultz, Enrollment Management
Mary Ryan, Print Shop
Briana Ruff, Athletics
Jason Schrieber, Student Affairs
Kathi Spittel, Summer Camps and Conferences
Jodi Waterhouse, Continuing Education
Mary Whelan, University Design

Construction Corner



One construction project is nearing completion while another project is in its early stages. Here's what to expect in December:

The Immaculata dome: The project should be complete by early this month. All the tiles were replaced, and new waterproofing was added to both the campanile and the dome. The cross on the campanile also was replaced, because it blew off late last year.

Alcalá Vista Apartments: Construction began in early October on a new building that will add 132 beds to the Alcalá Vista apartments. The footings should be drilled by early December, and foundation work will continue this month.

— **Roger Manion**
Assistant Vice President of
Facilities Management

It's A Date!



Party at the Plaza

Holiday cheer will be in the air and poinsettias will be everywhere when President **Mary E. Lyons** hosts her annual Christmas party for employees. Employees and their families are invited to attend the festivities from 2-4 p.m., Dec. 13, at the recently unveiled Plaza de San Diego in front of Maher Hall.



Chapel Tour

Get an insider's look at Founders Chapel from 12:45-1:30 p.m. on Dec. 2. The tour will explain the history, art and symbols of the USD landmark. Meet in the foyer outside the chapel. For reservations, call University Mission, ext. 2263.

Icons Exhibit

The Icons exhibit features a look at 22 Russian icons from the 16th through the 19th centuries. The pieces are on loan from the Timken Museum of Art, Putnam Foundation Collection. The exhibit will continue through Feb. 25 in Founders Gallery, Founders Hall. The exhibit is open from noon-4 p.m., Tuesdays through Saturdays, and two hours later on Thursdays. It is closed on school holidays. For more information, call ext. 4261.

Alumni Mass

The annual Alumni Mass, to celebrate faith with university family and friends, will be held at 5:30 p.m., Dec. 3, in Founders Chapel. Guests may bring an unwrapped toy or book to put under the tree in Founders Foyer to support the Student Alumni Association Toy Drive. For more information, call ext. 4681.

Feasts

Dining Services' annual Christmas dinner will be served from 4:30-8 p.m., Dec. 7, in the Hahn University Center's main dining room. The annual Feast of Our Lady of Guadalupe will be held from 4:30-8 p.m., Dec. 11, in the same location. Ticket prices for either are: \$8.75 cash

or \$8.25 Campus Cash for adults; \$4.25 for children ages 5-12; children under 4 are free.

Real Estate Conference

The Residential Real Estate Outlook 2006 conference will feature experts discussing Southern California housing trends and changing demographics, plus the expected state of the local economy next year. The event, sponsored by the Burnham-Moores Center for Real Estate, will be held from 7:30-11:30 a.m., Dec. 14, in the Jenny Craig Pavilion. For information and registration, go to www.usdrealestate.com, e-mail potterk@sandiego.edu or call ext. 2379.

December Graduates Mass

December USD graduates will attend a special Mass and reception at 3 p.m., Dec. 15, in Founders Chapel. For more information, call ext. 4590.

Weight Watchers At Work

The Weight Watchers At Work program is going strong and because the holidays are upon us and the inevitable New Year's resolutions aren't far behind, new members are welcome to join. Staff and administrators from all over campus already have participated in three 12-week sessions, during which they collectively lost more than 400 pounds. Meetings are every Wednesday from noon to 1 p.m. in Degheri Alumni Center, Rooms 112 and 113. Newcomers will receive a pro-rated rate based on when they join within the session. To learn more, attend a meeting or call **Cristina Ruffo** in human resources at ext. 2722.

MILESTONES

Robert Castanos, father of **Rosemary Lewis**, payroll assistant and customer service representative in the human resources department, passed away on Nov. 10.

Fong Hsu, grandmother of **Jennifer Hodgdon**, executive assistant in the Office of Foundation Relations, passed away on Nov. 6.

Barbara Hegerle, mother-in-law of **Ky Snyder**, executive director/Associate Vice President for Athletics, passed away on Oct. 18.

CLASSIFIEDS

FOR SALE: Baby bearded dragons. Hatched Oct. 10, ready for homes. Great family pets, especially for children. Very gentle, docile and enjoy human contact. \$30 each. E-mail **Ava Musnicki** at ava@sandiego.edu.

FOR SALE: Custom made, classic wing chair. Tudor design, taupe fabric. Practically new. \$100. Call **Anne-Grethe Morris** at (760) 745-2592 or ext. 2236.

FOR SALE: Two-bedroom, 2.5 bath Mission Valley townhome, with attached two-car garage. 1,406 square feet. \$449,000. Call **Silvia Loza** at ext. 4651.

Alcalá View

Vol. 22, No. 4

EDITOR

Krystn Shrieve

CONTRIBUTING EDITORS

Michael Haskins, Kelly Knufken,
Julene Snyder

PRODUCTION AND DESIGN

Chika Sasaki

PHOTOGRAPHY

Barbara Ferguson and Brock Scott

COLUMN ILLUSTRATIONS

Greg High

Alcalá View is published monthly (except January and August) by the publications office. The newsletter is distributed to all USD employees. [1205/1700]

 **University of San Diego**
Office of Publications
Degheri Alumni Center 320