

# Monday Message

Nov. 7, 2022



Dear all,

A key part of our recruitment foundation has been and remains Marketing and Promotion – **read on below as Communications & Marketing reflects on our journey so far...** a journey paying dividends in terms of brand effectiveness data (e.g., advertising metrics such as click-through rates and conversions, and website traffic among prospective students are at all-time highs); and – thanks to our relentless wraparound/one-stop recruitment, conversion and retention efforts and services across campus – we’re beginning to see positive enrollment trends, as evidenced by our [census day announcement](#) and degree-seeking entering class data which is up 13.6 percent!

This January marks the three-year anniversary of LC State’s [2020 brand rollout](#) which introduced a new primary logo featuring our historic Reid Centennial Hall clock tower, along with a host of resources and guidelines to help us tell our story in a consistent, contemporary, and compelling way. A part of the rollout included the development of the tagline “Do More” and the launch of the Do More marketing campaign, a multi-year, multi-media campaign designed to increase awareness and promote enrollment, especially within Idaho.

Planning for the brand rollout actually began in 2018. The two-year collaborative process was spearheaded by the Communications & Marketing Department and supported and vetted by a number of groups including Cabinet, President’s Council, division groups, student government, current and prospective student focus groups, and the Strategic Marketing Committee, which was launched with the rollout and includes representation from faculty and staff across campus and in Coeur d’Alene.

Through the planning process, the clock tower, which suffered a fire in 1917, was identified as a way to symbolize LC State’s 129-year story and spirit of perseverance. The logo, as shown below, was received well in initial testing and is becoming a recognizable visual identifier. The tagline “Do More,” also pictured below, was developed as a means to quickly and consistently communicate key parts of LC State’s value proposition, including: (1) We connect learning to life with 100 percent of our two- and four-year degree programs having an experiential learning component, and (2) an LC State education – thanks to our unique approach and our talented and hardworking faculty – empowers students to achieve more after they graduate. In other words, LC State students Do More in college and go on to Do More in life. This sentiment is in harmony with our Mission Statement: “Lewis-Clark State College prepares students to become successful leaders, engaged citizens, and lifelong learners.”



It cannot be said often enough – thank you. Thank you for your tremendous efforts. Stay the course and keep your/our foot on the gas. We are on our way to our enrollment sweet spot as Idaho's only small-college, *private* school experience at a public school price.

Cynthia Pemberton, Ed.D.  
President

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## Events

- **Nov. 8 – Tuesday @ Two** – Tuesday @ Two continues via [Teams](#) (password: kNQSvi). Be sure to check the Monday Message weekly for schedule updates.
- **Nov. 8 – First-Generation College Day** – President Pemberton has declared Tuesday, Nov. 8, as First-Generation College Day at Lewis-Clark State College. [Read the full proclamation here.](#)
- **Nov. 9 – Grad Fest** – There will be a Grad Fest celebration event on Wednesday, Nov. 9, from 11:30 a.m.-1:30 p.m. in the upper level of the Student Union Building/Center for Student Leadership. Students will be able to apply for spring graduation, order their cap and gown, talk to Financial Aid about loan repayment, take a selfie with a graduation backdrop, talk to Career Center and Alumni Association staff, and have some snacks.
- **Nov. 10 – Light Up Campus** (rescheduled) – Come light up campus on Thursday from 2-5 p.m. LC State will be installing red, white, and blue lights across campus to enjoy the spirit of the winter season. Meet at the gazebo in the center of campus and wear warm clothes and closed-toe shoes. Any length of time is appreciated, if you cannot come for the whole time, come for as long as you can and help string some lights. To sign up, email Debbie Kolstad at [dqkolstad@lcsc.edu](mailto:dqkolstad@lcsc.edu).
- **Nov. 11 – Veterans Resource Center Grand Opening** – The Veterans Resource Center on campus is getting a significant upgrade! The grand opening will take place on Veterans Day, Friday, Nov. 11, with an open house between noon and 2:30 p.m. Join us in Room 21 on the

basement level of Reid Centennial Hall to see the bigger and better space. We'll have free pizza for veterans during this time.

- **Nov. 13 – Washington Idaho Symphony** – The Washington Idaho Symphony will hold its first Chamber Series performance on Sunday, Nov. 13, at 3 p.m. at the Silverthorne Theatre. Compliments of the President's Office, up to 20 students can attend the performance for free. All they need to do is present their Warrior ID. Please spread the word to your students.
- **Nov. 18, 19 – Discovery Day** – Discovery Day events for prospective students are coming up! These events are for high school juniors, seniors, and their parents to see what the Warrior Way is all about. They'll be able to meet with instructors and students, tour campus and residence halls, and connect with student clubs and resources. The Admissions Office encourages your department to put on your best "Warrior Welcome" – decorate your areas, wear your Warrior gear, and show your Warrior Pride to our prospective students. For a full agenda, please visit [www.lcsc.edu/discovery-day](http://www.lcsc.edu/discovery-day), and reach out to the Admissions Office if you have any questions!
- **Dec. 7 – Ask & Answer** – Fall Ask & Answer sessions will be held in the SUB over the lunch hour. The first 10 attendees are hosted for lunch by the President.

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## Announcements

- **Website Support:** Need help with your webpages? Perhaps with building your personal profile page? Along with providing web editor training, Web Coordinator Hailey Denton is here to assist you with your website needs as LC State does its best to maintain high quality and current content on its nearly 4,000 webpages. Hailey can be reached directly at [hadenton@lcsc.edu](mailto:hadenton@lcsc.edu) or by submitting a web-related [Help Desk](#) ticket. With nearly 500,000 unique users visiting LC State's website every year, keeping our content up-to-date is an important part of serving both prospective and current students.
- **RSVP for Winter Revels by Nov. 18:** It's time to revel! [Winter Revels 2022](#) will be held on Dec. 9 from 4-6 p.m. at the Williams Conference Center. This year's event includes an adult plus-one, drinks, food, games, and more. [RSVP here](#) by Nov. 18 to get a basket drawing ticket and a free drink ticket (not available to plus-ones). LC State welcomes participants with disabilities. For questions, or to request disability related accommodations, please contact the event organizer, Angela Meek, at 208-792-2623 or [acmeek@lcsc.edu](mailto:acmeek@lcsc.edu) at least one week prior to the event. In all situations, a good faith effort will be made to provide accommodations.
- **Did You Know?** When making a purchase for the college, it must be done through a Purchase Order (PO) or with a P-Card. Supervisors/department heads can get a P-Card in their name and delegate the review of purchases using the delegation form for the next level review. Any purchase of \$2,000 or more must follow a different set of rules. For more information on purchasing by employees, visit [www.lcsc.edu/purchasing/employees](http://www.lcsc.edu/purchasing/employees). You should also familiarize yourself with Policy 4.111 of the [LC Policy and Procedures Manual](#). Review these pages and then [take this week's quiz](#). If you're one of the first 10 to answer right you'll win a prize (Swag prize sponsor: Administrative Services)
- **Internet Outage:** On Monday, Nov. 21, from 5-8 a.m., the internet connection from LC State will be down for maintenance. During this outage, there will be no internet connectivity. After the maintenance has been completed, the bandwidth for the college internet connection will be increased to meet the growing needs of the college community.
- **Priority Registration:** Priority Registration for spring 2023 **begins today, Nov. 7**, and runs through Thursday, Nov. 10, for current students. Now is the time to reach out to advisees you see

in classes, hallways, offices, and on the courts and fields. Encourage them to get registered for spring now, and guide them through the process of selecting their next schedule of courses. Early registration is the best way for students to obtain their most ideal schedule, and helps us get an idea about spring enrollment. As in the past, we are offering incentives to students who take advantage of [Priority Registration](#). Each day, one student (registered that day) will be awarded a \$250 LC State bookstore gift card. At the end of the week, the instructional division with the highest percentage of registered students will award one additional \$250 LC State bookstore gift card to a randomly selected registrant from their division. To help us celebrate and promote Priority Registration week, all staff and faculty are encouraged to wear LC State gear/colors during the week.

- **Staff Evaluations:** The new CSO and PSO evaluation forms have been posted to the [HR website](#), along with an [instructional video](#). This year, the employee begins the process by completing sections I, II, and III of the [Non-Supervisory](#) or [Supervisory](#) Performance Evaluation and forwards it to their immediate supervisor, who will complete the remainder of the evaluation. Please review the employee's job description during this process. Email their job description (make sure it is on the new [job description template](#)) to [hr@lcsc.edu](mailto:hr@lcsc.edu). All staff performance evaluations are due Jan. 31, 2023.
  - Carrie Cloud from the Idaho Division of Human Resources will present the Performance Evaluation micromodule on Nov. 7 from 2-3 p.m. and again on Nov. 18 from 8-9 a.m. She will send a Zoom link when she sets it up. Please RSVP at [www.lcsc.edu/hr/pdt](http://www.lcsc.edu/hr/pdt) if you would like to join.
- **Holiday Cards:** Are you sending out photo holiday cards to family and friends? Check out the options from the Graphic Communications Printshop. Talented design students have come up with six different template designs for holiday cards. To see the templates please stop by the Printshop SGC 113 or download the order form: [Holiday Card Order Form](#). You can email the order form, pictures or any questions to [cpms@lcsc.edu](mailto:cpms@lcsc.edu). Or call x2252 for questions.
- **Evacuation Drills:** As part of ongoing efforts to ensure emergency preparedness across campus, the Department of Public Safety will conduct evacuation drills in all buildings (except residence halls) the week of Nov. 14-18. All drills will be conducted during business hours, however, the specific day/time will be unannounced. To prepare for the evacuation drill, and to be familiar with the assembly location for your respective building, please review the Building Evacuation Plan on the intranet: <http://intranet.lcsc.edu/eri/default.asp>.
- **Coronavirus:** For the latest coronavirus updates and information visit [www.lcsc.edu/coronavirus](http://www.lcsc.edu/coronavirus).
- **Campus Song for the Week:** "[I Love a Rainy Night](#)" by Eddie Rabbit.

