B-CU President Trudie Kibbe Reed was recently elected to the board of the National Association of Independent Colleges and Universities (NAICU). She will serve a 3-year term, representing region IV (Florida, Georgia, North Carolina, South Carolina, Virginia).

“It is an honor to serve on the board of an organization dedicated to supporting private higher education institutions and the students who attend them,” stated Reed. “I look forward to being an active participant and representing the southeast district of the association.”

“Dr. Trudie Kibbe Reed was selected by her peers because of her expertise in the field, proven leadership, and commitment to America’s college students,” said NAICU President David L. Warren. “She assumes her responsibilities at a time of great challenge and transformation for American higher education.”

NAICU is the leading national association representing private higher education institutions. NAICU member institutions enroll nine of every 10 students attending a private college or university in the United States. There are 1,600 private, nonprofit institutions nationwide – representing approximately half of the nonprofit colleges and universities in the nation. In total, these institutions enroll 3.4 million students.

Members of NAICU’s board of directors set the association’s agenda on federal higher education policy; actively encourage support of NAICU priorities and initiatives; and oversee the association’s financial administration. The organization’s policy mission has three parts: to ensure that student aid programs continue to provide all Americans with access to the college of their choice; to promote tax policy that helps families save and pay for college, and also helps private colleges fulfill their distinctive missions; and to seek appropriate regulation of private colleges and universities that is sensitive to their diversity and independence while addressing society’s needs.
In conjunction with the American Heart Association’s National Wear Red Day, the Bethune-Cookman University School of Nursing hosted a Healthy Heart Open House in the Odessa Chambliss Wellness Center on February 6 from 10 a.m.-12 p.m. National Wear Red Day is an effort to raise awareness about heart disease.

Members of the Daytona Beach residential, professional and medical communities attended this free health education event, which also launched the ongoing programs of the Odessa Chambliss Wellness Center – a nurse-managed community health center run by the B-CU School of Nursing. At the open house, community members took tours of both the center and the nursing school, had their blood pressure and weight checked, and their Body Mass Index (BMI) calculated by B-CU nursing students. Information on heart health, nutrition, fitness, CPR and other health tips were also available.

“In keeping with the legacy of our founder, Dr. Mary McLeod Bethune, the faculty, staff and students at B-CU School of Nursing want to give back to the community by helping our neighbors take better care of themselves and their families and friends,” noted Dr. Alma Dixon, dean of the B-CU School of Nursing. We want to make our expertise and knowledge of health issues available to all members of the community.”

This Neighbor to Neighbor approach is the underlying theme of the Wellness Center. In order to improve health literacy in the community, B-CU is reaching out to its neighbors and encouraging them to do the same – whether that means learning more about the risk factors for diabetes and telling a friend or family member; bringing a neighbor to the Wellness Center for a blood pressure check; or, challenging others to cook healthy for the next family, neighborhood or church event.

The Wellness Center will now be open on Tuesdays and Wednesdays from 9am -12 pm and 1-4 pm. During these hours, the campus family and members of the community can visit the center for a number of baseline services, including nutritional counseling, blood pressure checks, weight and BMI screenings. In addition, special programs and services will be offered each month focusing on different health issues. Upcoming areas of focus include brain injury / strokes (March 2009), Alcohol Awareness (April 2009), and Asthma and Allergy Awareness (May 2009).

The Wellness Center is named for the mother of B-CU alumna Lucille O’Neal. Odessa Chambliss died in 1996 of ovarian cancer. In honor of her of her commitment to God and medicine, her family created The Odessa Chambliss Quality of Life Fund, which endowed the wellness center.

Odessa Chambliss herself was a nurse. When she fell ill, her physician told the family, “From this point on, it would not be the quantity of life your mother has, but the quality of what is left of her life that will make a difference to all of you.” With this in mind, her family has embarked on a journey to try and add quality to those lives they touch through the Odessa Chambliss Quality of Life Fund.

TEN ways to love your heart

1. Get regular checkups.
2. Know your blood pressure and cholesterol numbers.
3. Follow your doctor’s recommendations for diet and exercise.
4. Take prescribed medications as directed.
5. If you smoke, quit now.
6. Get at least 30 minutes of moderate physical activity each day.
7. Eat a heart-healthy diet, including fruits and vegetables, whole-grain foods and fish.
8. Limit food high in saturated fats and cholesterol.
9. Limit your sodium intake to 2,300 mg a day.
10. If you drink alcohol, drink in moderation — an average of no more than one drink a day for nonpregnant women.
Dr. Paula McKenzie, an assistant professor in Bethune-Cookman University’s School of Arts & Humanities, attended The 2009 Speechwriter’s Conference Feb. 12-13 in Washington, DC. The conference, a training and networking event for speechwriters, was co-sponsored by the Public Relations Society of America and Ragan Communications, a communications consulting firm.

“I was excited to have had the opportunity to attend this prestigious conference. I am grateful to my department chair Dr. Kekeli Nuviadenu and Dean James Brooks for supporting my attendance,” said McKenzie.

“When I served as deputy press secretary on Capitol Hill, I wrote speeches for my member of Congress,” she said. “In my speech class, I use this experience to help my students find their voice and to learn to speak truth to power. This conference helped me gain a fresh perspective so that I may share what’s happening now in the field with my students.”

McKenzie had submitted a grant proposal for the conference to the Andrew Mellon/Jessie Ball DuPont Endowment Committee in October 2008.

The conference was designed to help speechwriters and communications professionals sharpen their skills and learn from others in the field. Special keynote speaker was Theodore C. Sorensen, special counsel, adviser and speechwriter to President John F. Kennedy.

McKenzie teaches Introduction to Effective Oral Communication and other related courses in the department of speech communication, theatre, and visual arts. She serves as advisor to the Thurgood Marshall Debate Team and the Tau Lambda Chapter of Lambda Pi Eta, the National Communication Association Honor Society.

The B-CU department of speech communication, theatre, and visual arts offers majors in speech communication, performance, and minor in visual arts.

In January, faculty members of the B-CU faculty traveled to Salzburg, Austria to join colleagues from eleven other colleges and universities for a seminar on bringing global perspectives into the classroom and preparing students for a fast-changing world.

Dr. Dorcas McCoy, assistant professor political science, Dr. Deborah Freckleton, director of faculty development and Iris Johnson Quinn, international student coordinator received a grant to attend the Salzburg Global Seminar as part of the Mellon Fellow Community Initiative (MFCI). The MFCI is a faculty development program targeted to HBCU’s and the institutions of the Appalachian College Association.

For one week, the B-CU team worked on new program ideas for curriculum development, faculty training, research, and student activities, and shared their thoughts and experiences with colleagues from institutions including: Howard University, North Carolina Central University, Davis & Elkins College (Elkins, WV), Carson-Newman College (Jefferson City, TN), and the University of the District of Columbia.

“Attending the Salzburg Global Seminar was a wonderful experience,” said Freckleton upon her return. “We had the opportunity to work diligently on our Model UN initiative as well as network with other invited Mellon sponsored participants, engage in dialogue with professors from the University of Austria and embrace another culture.”

The MFCI / Salzburg Global Seminar program has been operating for over 10 years and builds on the Salzburg Global Seminar’s International Study program – an series of seminars involving college and university faculty and administration designed to promote positive change and enhance international understanding.

The B-CU participants will return to Salzburg for a follow-up session in January 2010.
What’s so important about February? Everyone knows February is Black History Month. There’s also President’s Day and Valentine’s Day, and the Daytona 500 for race fans and Volusia County residents.

But, for the B-CU family some of the most important events in February are those supporting the United Negro College Fund (UNCF). Every year, 65,000 students – some of whom are B-CU students – achieve their dream of attending and graduating college with the help of UNCF. As a UNCF member institution, B-CU uses UNCF funding to help pay for student scholarships, faculty and staff salaries, professional development, and scholarly research.

So, when it comes to supporting UNCF, the B-CU family is there – from participation in the Evening with the Stars media event (see pg. 5), to other national, regional and local programs.

To contribute to the B-CU UNCF campaign, please make checks payable to: B-CU/UNCF, Institutional Advancement, 640 Mary McLeod Bethune Blvd., Daytona Beach, FL 32114. For questions or to contribute by phone, call Valerie Powell at (386) 481-2960.
HELP THE B-CU/UNCF FAITH INITIATIVE

The Daytona Beach Black Clergy Alliance invites you to attend the B-CU/UNCF Faith Initiative Service on Feb. 23 at 7 p.m. at the Tubman-King Community Church (1090 George Engram Blvd. in Daytona Beach). The two speakers will be Pastor Evans Smith of Morning Star Baptist Church and Dr. L. Ronald Durham of Greater Friendship Baptist Church. Pastor John Long is the host pastor. All proceeds to benefit the B-CU/UNCF Faith Initiative. Call (386) 226-1122 for more information.

accolades

Alumnus Keone Thomas ('08) was recently chosen among five students/graduates from UNCF member schools to be featured in a national television commercial. The spot aired in late January as part of the “Annual Evening of Stars,” an annual special which aired on the BET channel. The event showcased an all-star lineup of performers and presenters this year, which marked the 30th anniversary of UNCF.

Target was the presenting sponsor of both the event and the commercial. Thomas – a proud recipient of two of the UNCF scholarships – was flown to Target headquarters in Minneapolis for the filming. While there, he got the opportunity to meet with officials from Target and received a private tour.

During his tenure at B-CU, Thomas served as an executive board member of the Y.O.U. Administration of the Student Government Association, a member of the Marching Wildcats band, Model United Nations and Phi Mu Alpha Sinfonia Fraternity of America. He currently attends the University of Maryland, studying for a dual master’s degree in homeland security management and business administration.
On March 1, a group of leading academicians in the field of environmental studies will meet at B-CU to discuss ways to strengthen interdisciplinary environmental programs at higher education institutions across the nation. The group is being organized by the Interdisciplinary Environmental Association (IEA), an organization formed in 1994 with the goal of bringing together experts from all the varied disciplines related to environmental studies to enhance understanding of environmental issues through cross-discipline discussions.

Dr. Michael Reiter, associate professor of environmental science at B-CU, is the immediate past president of the IEA and currently serves as chair of the IEA Advisory Board. The field of environmental studies and environmental science is, by definition, interdisciplinary – encompassing elements from the sciences (biology, chemistry, ecology, geology), humanities (philosophy, ethics), and social sciences (economics, geography, sociology, law) as well as policy analysis and other fields of study. As a result, environmental programs at colleges and universities vary widely in their curricula, course requirements and areas of focus.

The IEA working group meeting at B-CU will be discussing whether or not interdisciplinary environmental studies programs should meet a standardized set of criteria related to program design and explore the potential for developing an accreditation or certification process.

“Today, an ‘environmental program’ at a college or university could mean almost anything,” noted Dr. Reiter. “We are hoping that providing more uniform guidance on curriculum and program design will both strengthen the academic standards and the reputation of this important field of study.”

Attendees at the two-day conference will include representatives from the IEA, the Council of Environmental Deans and Directors, the North American Association for Environmental Education, and several universities and colleges prominent in environmental disciplines.

The roundtable discussion is the first of two IEA events planned for B-CU / Daytona Beach this year under the leadership of Dr. Michael Reiter. In July, the organization will hold its 15th International Interdisciplinary Conference on the Environment at The Shores Resort and Spa in Daytona Beach, Florida.

The conference will include a range of events including keynote speakers, small seminar-type sessions, poster roundtable thematic discussions, workshops and panels. Past conferences have drawn participants from more than 34 countries. Keynote speakers have included Ed Struzik, noted writer, photographer and expert on Arctic issues; Dr. Susan Baker, NOAA; Dr. William Steiner, dean, College of Agriculture, Forestry, and Natural Resource Management University of Hawaii-Hilo; Dr. Richard Brooks, Vermont School of Law; and Dr. Aaron Mills, chief scientist, Biological Sciences Office, Kennedy Space Center.

For more information about the Interdisciplinary Environmental Association, go to www.ieaonline.org.