

MASTER'S DEGREE PROGRAMS NEW COURSES OF ADVANCED STUDIES NOW AVAILABLE AT ATHENS STATE

page 1



the **column**

A publication for alumni, students and
friends of Athens State University.

spring 2016

ON THE COVER: GRADUATE PROGRAMS AT ATHENS STATE

Athens State University now proudly offers a **Master of Science in Global Logistics and Supply Chain Management**. This program of graduate coursework began with the Spring 2016 semester, and was built upon the base established in 2010 when Athens State began offering a bachelor's degree in Logistics and Supply Chain Management.

The Master of Science in Global Logistics and Supply Chain Management from Athens State prepares graduates to manage the flow of goods, resources, and information from its origination to a final destination that meets the needs of both consumers and/or suppliers. Our graduates will be well positioned to serve industries and organizations that hire logistic and supply chain professionals.

Athens State provides its graduates with the critical understanding of global logistics and supply chain management including planning & strategy, operations management, system analysis & modeling, global trade, and economic development. This training gives students a competitive advantage in both the public and private sectors to land a career path within the nation's leading organizations.

Starting with the fall semester of 2016, the **Master of Arts in Religious Studies** program is designed for any individual interested in the academic study of religion. This program is non-denominational and provides individuals an opportunity to learn about Religious Studies in a neutral setting. Any student interested in the serious study of religion is welcome. The M.A. in Religious Studies program is designed to promote learning, critical thinking, and research in an open and honest environment.

Students may choose either a thesis track or a non-thesis track. The thesis track will prepare those students interested in pursuing doctoral degrees in religious studies or employment in research-related careers. The non-thesis track is for students who are not planning on additional graduate work but need to improve their opportunities for employment in a related field.

Starting with the fall semester of 2017 a **Master of Education in Career and Technical Education** degree will be offered. This provides a distinctive program to address the emerging need for practitioners and occupational trainers with knowledge specifically in Career and Technical Education, especially as it relates to the latest educational teaching and occupational training practices.

Athens State University's enabling legislation states that the University shall offer strategic graduate programs that avoid duplication of programs offered by other state universities and colleges and serve to enhance the institution's commitment to adult learners.

Master of Science in Global Logistics and Supply Chain Management
Offered now

Master of Arts in Religious Studies
Offered fall of 2016

Master of Education in Career and Technical Education
Offered fall of 2017



CONTENTS

Graduate Programs	1
Athens State Fiscally Sound	3
New Provost Named	4
Alumni Donations	4
Fast Path Programs in Business	5
Young Alumni Trip Planned	5
New Vice President for Advancement	6
Business Honor Society Recognized	6
Alumni Awards	7
Alumni Golf Classic	9
Coop Student of the Year	10
Art Center Hall of Fame	10
WeTeach Conference	11
Testing Center Recognized	11
Business Student Project	13
John Hector French Jr. Remembered	14
Fulbright Scholar Representatives	14



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Athens State University offers a flexible class schedule for students who have busy lifestyles. With them I'm able to manage my time more efficiently and effectively.

-Blake Calvert

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REPORT: ATHENS STATE UNIVERSITY IS FISCALLY SOUND

Athens State University's financial health is good and the institution is being managed in a fiscally sound manner, according to recently released financial reports.

The reports, compiled by Robert Toutkoushian, professor and economist at the University of Georgia, and Athens State accounting faculty, Josh Zender and John Berzett, focused on identifying financial indicators and comparing those to indicators of other similar institutions. Dr. Toutkoushian's report focused primarily on overall financial resources and distribution of those resources, costs, and student pricing as well as salaries. His report indicated that, although highly dependent on tuition and fee revenue compared to other revenue sources, the University's tuition and fee rates were lower than those of comparator institutions. The supplemental report from Zender and Berzett examined financials for the past seven years and found that the University maintained healthy ending net position reserves, experienced favorable financial trends, avoided massive reliance upon a single external funding source, and received no significant audit findings. The reports were shared with the University's Board of Trustees.

"These reports along with our annual audits show the University is on strong financial ground and that we compare very favorably with other institutions of like size," said University President Bob Glenn. "The reports confirmed our belief that Athens State is doing well but they also identified areas that we need to monitor to maintain this strong position."

The authors compared Athens State to "peer" institutions which were comparable in size, mission, and budget. Based upon the financial statements and data analysis and review of audit reports, the researchers could find no evidence of any immediate threats to Athens State's ability to endure over an extended period. In fact, the University's financial condition was stronger than several of its peers.

The Zender and Berzett report noted that the University's overall financial condition has improved since 2013. It also noted that the institution's financial position met or exceeded its peers for 62 percent of the financial indicators evaluated. Additionally, the long-range trend for over 66 percent of the financial indicators measured is favorable.

These reports along with our annual audits show the University is on strong financial ground and that we compare very favorably with other institutions of like size.

Auxiliary services was one area that was identified for caution. Currently, five of the seven auxiliary enterprise units operate at a deficit. Overall, auxiliary services faced an \$85,000 net operating loss for the 2014 fiscal year. While operating at a loss, the Zender and Berzett report found this to be manageable given the institution's total net financial position. Auxiliary services include the Center for Lifelong Learning, food services, coffee shop operations, vending, print services, student activities, and bookstore operations. "This is an area that we need to monitor closely," said

Mike McCoy, Vice President for Financial Affairs. "We believe these are areas where we can evaluate our business model and make changes to improve our operating efficiency."

The report also found that the University's debt load of \$18 million was at a sustainable level, but advised that the institution should carefully review the impact of issuing additional debt. The University most recently issued debt of \$5 million towards construction of Phase II of the Alabama Center for the Arts.

"I intend to work with our Budget Advisory Committee to assist us not only with our annual budget process but also to participate in the development of the University's capital budgeting plan," said McCoy. "I believe this will help us further develop a strategy that will keep the institution on sound financial ground."

Zender and Berzett also suggested that the University create a financial dashboard of key indicators that could be followed regularly and used to further compare Athens State's performance with its peer institutions. Their report noted that Athens State should be encouraged to recognize that financial and performance benchmarking provides an opportunity to reassess goals and objectives, establish priorities, engage employees and students, influence performance improvements, and document the institution's progress.

"We really like the dashboard suggestion and believe it is a great way to keep our faculty, staff, students, and the public informed on the University's finances," said McCoy. "We'll go to work on identifying those key components as well as developing a format that is easy to follow and understand."

DR. JOE DELAP NAMED ATHENS STATE PROVOST

Athens State University is pleased to announce that Dr. Joe Delap has agreed to join the University as Provost beginning July 1, 2016. Delap has spent the past thirteen years as Vice Provost and Dean of Graduate Studies at Jacksonville State University in Jacksonville, Alabama.

"I am delighted and honored to be joining Athens State University's faculty, staff, and students in the mutual pursuit of knowledge formation, groundbreaking research, artistic production, rewarding careers, lifelong learning, and community stewardship," remarked Delap. "We are at an uplifting point in the life of the University, and I am glad to be sharing in its promising future."

Delap began his career as a teaching assistant at the University of Arkansas prior to faculty positions at Indiana University and Kansas Wesleyan University, as well as Associate Dean of the College of Liberal Arts at the University of Central Arkansas.

"Dr. Delap has the academic credentials and experience that make him an excellent choice to serve as the next Provost," according to Dr. Bob Glenn, President of Athens State. "We are honored that he has agreed to join us as we seek to change the face of Alabama by changing the lives of its students."



ATHENS STATE ALUMNI ASSOCIATION DONATES \$293,000

The Alumni Association has placed a higher emphasis on giving back to the Athens State community. Since 2010, they have awarded more than \$197,000 in scholarships and exceeded \$96,000 in donations to support campus and community projects.

Over the last 6 years they have allocated \$5,000 per year to the restoration efforts of the Beaty-Mason home, increased scholarships to over \$35,000 annually, provided \$2,000 in financial assistance for the student publication *Athena's Web*, donated over \$9,000 to the sound system and seating in McCandless Hall, purchased over \$9,000 in furnishings for the Sandridge Student Center lower lobby and President's Dining Room, and provided sponsorships to University affiliated clubs and organizations.

All donations are made possible through Alumni Association fundraising events, membership, donors, vanity tags and investments. For information contact the Office of Alumni Affairs at 256-233-8185 or alumni@athens.edu.



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COLLEGE OF BUSINESS OFFERING FAST PATH PROGRAMS

Athens State University has recently initiated the Fast Path program for select classes in the College of Business. The Fast Path courses are now offered through the University Center locations at Wallace State – Hanceville and at the Redstone Arsenal. The classes are offered in a blended format (some face-to-face coursework and some online). Each of the three sessions are offered once a week for a period of five weeks.

Courses at Wallace State – Hanceville include Money and Banking, International Business, and Management Decision Support Systems. Courses at the Redstone Arsenal include Introduction to Acquisition and Contract Management, Principles of Management and Leadership, ACM Pricing, Money and Banking, ACM Administration, and Operations Management. Any Athens State student with U.S. Citizenship can take courses at the Redstone Arsenal.

The mission of Athens State’s College of Business is to offer programs of study to students to prepare them for positions in business, finance, or government; to enhance the professional development of those already employed, and to provide an academic framework for graduate study leading to professional positions.

For more information about the Fast Path program, please visit www.athens.edu/fast or call Helen Crider at Wallace State Hanceville (256-352-8090) or Rodney Stevens at Redstone Arsenal (256-876-7561).

YOUNG ALUMNI PLAN TRIP

The Young Alumni Advisory Council (YAAC) at Athens State University is offering a trip to Tropical Costa Rica to students, alums, and the community scheduled for March 2017.

The nine day trip includes sight-seeing in lush forests with stunning waterfalls, rumbling volcanoes, and visiting the Costa Rican coastline. Explore part of the 20,000 acre nature preserve of Cano Negro on a riverboat adventure. Travelers will spend two nights in Monteverde’s fascinating cloud forest, experience the forest canopy on hanging bridges, and explore San Jose’s Plaza de Cultura and the National Theatre. Planned excursions include trips to experience the mineral rich waters of a hot spring with views of Arenal Volcano and two nights in Tamarindo Beach, a golf resort known for its breathtaking beauty and fine sandy beaches.

Cost for the package includes round-trip airfare from Nashville with shuttle service to and from the airport, hotel transfers, various excursions, and 13 meals. Rates start at \$2,569 per person for double occupancy, if booked by September 20, 2016. An optional three night Jungle Adventure Post Tour Extension is also available.



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I have never had any professor more thoughtful and helpful than the ones I have come across at Athens State.

-Brittany Locke

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NEW VICE PRESIDENT FOR ADVANCEMENT AT ATHENS STATE

Dr. Keith D. Ferguson is now serving as the Vice President for Advancement at Athens State University. Ferguson came to Athens State after serving as the Executive Director of Development and Public Affairs at Nashville State Community College. Prior to that position he served as the Director of Development at Columbia State Community College in Columbia, Tennessee.

"We are pleased to have Dr. Ferguson as a member of the Athens State administration," said Vice President for Finance Mike McCoy. "After a national search we identified the best candidate to lead our advancement efforts. It will be good to have Dr. Ferguson as a member of our cabinet."

The Vice President for Advancement at Athens State oversees the fundraising efforts through the Athens State University Foundation, the Office of Development, the Office of Alumni Affairs, as well as the Office of Marketing, Public Relations and Publications.

Ferguson remarked, "I am honored to join such a fine and historic institution as Athens State. I look forward to working with the alumni, faculty, staff, and all of the stakeholders that make the college a great place to get a quality, affordable education."

Ferguson began his duties on September 1. He replaced Rick Mould who retired from the position after 19 years.



BUSINESS HONOR SOCIETY NATIONALLY RECOGNIZED

Athens State University's Alpha Iota Chapter of the Delta Mu Delta Honor Society was recognized as a Star Chapter during the organization's biennial conference in Kansas City, Missouri. The Athens State chapter was one of 24 recipients out of 300 chapters nationwide. The chapter was also noted as the most award-winning Star Chapter in the organization's history with 14 annual recognitions.



Star Chapters must meet or exceed Society standards for chapter operation and administration. In addition, Star Chapters must either induct at least 80% of their eligible candidates or more candidates than the previous year, participate in the scholarship program, and complete community-service projects or business-related activities on campus.

The Alpha Iota Chapter is very active on the Athens State campus. It sponsors an annual school supply drive, co-sponsors a canned food drive, and co-sponsors workshops that assist students in the job search process. In addition, student chapter members have received local and national recognition. Athens State's Rochelle St. Amand was the recipient of the 2015 Delta Mu Delta Board Award, which included the Delta Mu Delta Robert L. and Mildred Smoot McCall Scholarship in the amount of \$1,000.00.

Delta Mu Delta was founded at New York University in 1913 to recognize and reward superior scholastic achievement of students with concentrations in Business Administration. The Athens State chapter was originally formed in 1970. The chapter has grown to be one of the largest and most active chapters within the national organization.

The Athens State University Delta Mu Delta chapter is housed within the College of Business. The advisors are Professors Kim Bell and Kim Roberts.

THE ALUMNI ASSOCIATION ANNOUNCES

The Alumni Awards Ceremony was held April 23rd in the Sandridge Student Center Ballroom

DISTINGUISHED ALUMNUS OF THE YEAR RALPH FREEHAUF



Ralph is a 1973 graduate with a degree in Business Administration. The Freehaufs moved to Athens in 1971 after completion of Ralph's military service in the U. S. Air Force. He and his wife, Carlene, also an Athens alum, have been a part of the Athens business community since their arrival and have successfully owned and operated many small businesses. In 1979 a dream began to take root with the Freehaufs. Ralph fell in love with the theatre business and was able to learn all working aspects of the movie industry. Between Ralph and Carlene, a success story unraveled over a period of many years and his dream became *their* dream. The struggles were many, and they both worked continuously toward reaching their goal - to provide a safe, family friendly avenue for entertainment in the Athens community, a need unmet for over 23 years. In 2006 the dream became a reality - and Cinemagic, a 5-screen indoor theatre was opened. Not only did the educational experiences at Athens State help the Freehaufs achieve their dream, but also one of the visionary Athens State faculty members and her class worked with him to develop a successful business plan.

Ralph is a visionary and an entrepreneur who firmly believes we are a product from not just our parents, but all generations before us. He also feels we must have the tenacity to continually pursue our dreams. He says, "With a business, it's as if you are in a war. Struggle, past experiences, and a desire to be your own boss is a 24/7 endeavor. It really helps when you have a wife who knows, understands, shares and complements your ideas as well as provides ideas of her own." The Freehaufs have two children, Craig and Sonya, and will celebrate their 50th anniversary this year.

OUTSTANDING ALUMNUS COLLEGE OF ARTS AND SCIENCES GINGER STONE



Ginger Stone is a 2004 graduate with a degree in Behavioral Science. She began her work as a court advocate for Safeplace, Inc., a shelter for abused women that operates in a six-county area in northwest Alabama. She uses the tragedies and triumphs of her life to help save and change the lives of thousands.

Rainbow City Mayor, Terry Calhoun says, "I am amazed how a person could live under the extreme distress of an abusive spouse, primitive living conditions, personal tragedy with the loss of a child, fear of perhaps being killed and having the courage to leave and overcoming these huge obstacles to become a strong victim's advocate and a positive role model for domestic violence awareness."

The lives she has touched through her work at Safeplace, Inc., as well as through the telling of her story in "As the Sycamore Grows," by Jennie Helderman, has helped to reach multitudes of people. Ginger has spent countless hours training professionals, improving the criminal justice system and other systems that interface with victims and serving on the state level as a board member of the Alabama Coalition Against Domestic Violence. Ginger stepped down in December and retired from Safeplace but she will always continue to be "a voice for the voiceless."

OUTSTANDING ALUMNUS COLLEGE OF BUSINESS JOYCE LUKER



Joyce Luker graduated from Athens State University in 1993 with a degree in Management of Technology/Business. She began her manufacturing career with General Motors (Saginaw Steering Gear) in 1978 as an hourly employee, and in 2013 she retired as plant manager over a 200,000 square foot manufacturing plant with 252 employees and a yearly revenue of \$375M, now known as Inteva Products. She is a true example of

the American dream.

Her career and academic accomplishments are made even more remarkable in that she has worked through tremendous adversities including the loss of her husband in 1998 and fighting through years of a very serious illness of her own. In 2005 the company asked her to take over the Gadsden, Alabama plant that was on the verge of closing. Within four years it was profitable and is still open for production. According to friends and co-workers, she is an example for all through her determination and work ethic, her deep faith, her desire to be successful, and to make those around her to be successful. She is now enjoying her retirement and working with her local church in Moulton, Alabama. Joyce has one son, Michael.

THE ALUMNI AWARDS FOR 2016

Congratulations to all Alumni Award recipients from the Athens State Alumni Association

OUTSTANDING ALUMNUS COLLEGE OF EDUCATION MARK LAMBERT



Mark Lambert is a 2012 graduate with a Bachelor of Science degree in Social Science. He is an eighth grade world history teacher and coach at Monrovia Middle School in Huntsville, Alabama. Mark is also a volunteer for Fellowship of Christian Athletes (FCA), coaches the seventh and eighth grade girls' basketball teams, and is the public address announcer for home football games.

In his spare time, Mark drives minors to visit their mothers in Tutweiler Prison through the Aid to Inmate Mothers (A.I.M.) program. He serves on the Leadership Team at Monrovia Middle School that created Project Ripple Effect which uses the concept of how a pebble dropped in a lake will create ripples that extend far across the water, so shall your actions create ripples across the lives of people you come in contact with. Mark also has a business degree and owned and operated a successful business for many years prior to going into education and was recognized extensively in his professional endeavors. Mark and his wife, Sylvia, have two children, Daniel and Shelby.

OUTSTANDING RECENT GRADUATE JAVIER MORALES



Javier Morales, a 2008 Behavioral Science graduate, serves as Director of Development and Communication for the Unicorn Centers in San Antonio, Texas. These centers provide work for adults with disabilities and partner with businesses to hire adults with disabilities. While living in Oneonta, Alabama, Morales established Project Aprende, which provided transitional workshops for parents of at-risk Hispanic students to better prepare them for their child's transition from high school to college. The USDA grant proposal written by Javier Morales was awarded \$1.2 million and brought farmworker housing to Alabama. This was the first grant of its kind to be awarded to Alabama.

Javier is the founder of Parents Ask; understanding special education one question at a time. He is highly accomplished in seeking and receiving funding for migrant workers and trying to assist in the educational development of their children. He believes mastering English is the key to every success a Hispanic person has in this country. Javier is presently working toward a doctoral degree in education.

DEWEESE AND JIM BEASLEY APPRECIATION AWARD RICK MOULD



The Appreciation Award for 2016 pays tribute to Rick Mould, a man who has gone far beyond the definition of outstanding contributions. He has worked tirelessly as a dedicated employee but also as an advocate for Athens State University's faculty, staff, students, and the community. He has gone above and beyond by giving his time and expertise to make sure Athens State is given the recognition it so deserves. Rick is being honored for his many hours of seeking to further the educational endeavors of Athens State University, for providing an educational opportunity for many individuals, and assisting community based non-profit organizations such as The Greater Limestone County Chamber of Commerce and The Tennessee Valley Old Time Fiddler's Convention. Rick recently retired as Vice President of University Advancement. For 19 years, his dedication and commitment to Athens State University has helped move the institution to where it is today. For 14 of those 19 years he served as Chairman of the Steering Committee for the Tennessee Valley Old Time Fiddler's Convention which provides

scholarships and funding for University projects. Rick is no stranger to being honored for achievements. He has been recognized and honored by the Huntsville Press Club and the Southern Public Relations Federation. In 2007, he was selected as "Citizen of the Year" by the Limestone County Chamber of Commerce for his contributions, leadership, and for his dedication and willingness to go the extra mile for the community. He assisted in drafting legislation that would make Athens State University an autonomous institution and spearheaded a \$2.5 million Capital Campaign, raising \$3.5 million dollars. Rick has the ability to inspire those around him with his enthusiastic passion for life and work and his encouragement to reach higher and push further. Rick and his wife, Mary, have two children, Luke and Laura.

ATHENS STATE UNIVERSITY



25TH ANNUAL

GOLF CLASSIC

MAY 12, 2016

CANEBRAKE
GOLF CLUB
ATHENS, ALABAMA

11:30 A.M. LUNCH

COURTESY OF:



1:00 P.M. TEE TIME

ALL PROCEEDS
BENEFIT STUDENT
SCHOLARSHIPS
AT ATHENS STATE

TEAM PRIZES:

CHAMPIONSHIP FLIGHT
FIRST, SECOND, AND THIRD

FIRST FLIGHT
FIRST, SECOND, AND THIRD

INDIVIDUAL PRIZES:

LONGEST DRIVE

CLOSEST TO THE PIN

\$500 AIRLINE VOUCHER GIVEAWAY
\$5 CHANCE SEE VOUCHER FOR DETAILS



HUNTSVILLE
INTERNATIONAL
AIRPORT

50/50 RAFFLE

\$1 CHANCE. 50% OF PROCEEDS BENEFIT SCHOLARSHIPS
AND THE WINNER WILL RECEIVE THE OTHER 50%.

HOLE IN ONE
2016 FORD FUSION
RULES AND REGULATIONS APPLY



HOLE IN ONE SPONSORED BY:
MCCLARY FORD

www.athens.edu/alumni/golfclassic

Registration deadline: May 6

CONTACT: Office of Alumni Affairs
Athens State University
300 N. Beaty Street
Athens, Alabama 35611
alumni@athens.edu
256-233-8185

Tournament Rules to be provided by Canebrake Club.

COOPERATIVE EDUCATION STUDENT OF THE YEAR NAMED

Athens State University's Career Development Center recently announced its Cooperative Education Student of the year for the academic year 2014-2015.

Lindsay Adams, an Athens State senior majoring in Early Childhood Education, was named Cooperative Education Student of the Year. She was selected for an internship in the Disney College Program at Walt Disney World in Orlando, Florida. She serves as an Attractions Hostess.



Taylor Johnston, Guest Services Manager at Disney states, "Even though Lindsay has unwavering dedication to the operation and her guests, the most important aspect of her performance is her personality. Lindsay has one of the most outgoing and friendly personalities I have seen. She comes into work every day with a smile on her face, ready to make magic for our guests. She also has the ability to take a complete stranger, and turn them into a new friend."

Adams says of her experience, "Working for The Walt Disney Company has been the best experience of my life. It has opened my eyes to so many new opportunities, and it has also helped me begin my career with The Walt Disney Company."

Students entering the Cooperative Education Program at Athens State must be recommended by a member of the faculty and be degree-seeking with at least a 2.5 GPA. They must have completed at least one semester at Athens State and should not be in their final semester before graduating.

A NEW ALABAMA CENTER FOR THE ARTS HALL OF FAME

The Alabama Center for the Arts Hall of Fame has been established to recognize Alabama natives and residents who have achieved preeminence in their respective fields of artistic expression. The Hall of Fame furthers the mission of the Alabama Center for the Arts by providing all Alabamians with access to the highest caliber of artistic instruction and cultural awareness. The Center, founded in 2012, continues to serve as a statewide catalyst for artistic education and appreciation, while also promoting a culture of creativity throughout Alabama.

Inductees for the 2016 ceremony will include Fred Nall Hollis (Nall), Mildred Nungester Wolfe, and the Gee's Bend Quiltmakers. The Hall of Fame has already received legislative recognition as well as the endorsement of well-respected artists.

"I am very pleased to lend my name to the list of people who will appreciate Alabama having an artistic Hall of Fame," said Nall, a 2016 inductee. "(I am) so pleased that it will in Decatur, one of my favorite Alabama towns."

The Center will announce further plans for community education and enrichment as well as more information on the Hall of Fame nomination process in the near future via their website, <http://www.alabamacenterforthearts.org/artshalloffame>.

Inductees for the 2016 induction dinner and ceremony will include Fred Nall Hollis (Nall), Mildred Nungester Wolfe, and the Gee's Bend Quiltmakers.



ATHENS STATE HOSTS WeTEACH EVENT FOR AREA STUDENTS

Athens State University's College of Education hosted their 2nd annual WeTEACH Conference on December 2, 2015. The event was crafted as an opportunity for high school students to learn more about teaching as a possible career and profession. Nearly 200 students from several school systems around the state attended the day-long meeting.

Athens State Associate Professor of Education Dr. Wanda Humphrey, who served as the Diversity Specialist for the event, said, "It was really very gratifying to see so many young faces in the crowd who were truly excited about becoming teachers. I feel confident that this noble profession will continue to thrive for generations to come."

The event was opened by Athens State University President Bob Glenn and consisted of five educational rotating sessions facilitated by local P-12 educators and Athens State faculty. Students were also given a campus tour. Lunch was provided and a prize give-away period ended the event.

Alabama's 2015-2016 Teacher of the Year, Vestavia Hills High School Instructional Coach Jennifer Brown, gave the keynote address. Brown is passionate about teaching hands-on science and empowering teacher leaders. At Vestavia Hills High, she co-founded "Leading by Learning," a system of teacher-led instructional rounds which allows teachers the opportunity to observe, share, collaborate, and reflect with teachers of all subject areas throughout the school.

Outstanding Athens State College of Education alumni were recognized for their dedication to students. Each honoree was presented a plaque. Those honored were Dawn Burgess, Kent Chambers, B. Dwayne Craft, Demond Garth, Trey Holladay, Billy Hopkins, JoAnn Matthews, Diane Trout, and Mickey Worley.

The 3rd Annual WeTEACH Conference has been scheduled for December 7, 2016.



TESTING CENTER RECOGNIZED BY NATIONAL ORGANIZATION

The Athens State University Testing Center has recently been named a Certified Testing Center by the National College Testing Association's Consortium of College Testing Centers. The Center has been a member of the Consortium for approximately one year and has undergone a rigorous application process to gain certification.

"We are very excited to have this recognition," states Jackie Smith, Athens State Assistant Vice President for Academic Affairs. "This is a major accomplishment for the Center and recognizes the high level of professionalism and service that Center Coordinator Brandy McMahan and staff provide."

The University Testing Center at Athens State University strives to provide consistent, confidential, and quality educational

testing services. The National College Testing Association's Consortium is a referral service provided by the Association to facilitate distance learning. The purpose of the Testing Center and the national organization is to make test administration services available to students away from their campuses, particularly at educational institutions.

The University Testing Center at Athens State University strives to provide consistent, confidential, and quality educational testing services.

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I initially chose to attend Athens State because my dad graduated here with his Bachelors in Psychology. Following in his footsteps pursuing psychology as well, I'm going on my second semester and I absolutely love it so far! The campus and classrooms are really intimate, and the instructors are amazing. I'm proud to be a part of such a prestigious university!

-Angelique Long

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BUSINESS STUDENTS: AN EGGS-TRAODINARY STUDENT PROJECT

Athens State University Associate Professor of Marketing and Management Laura Lynn Kerner likes things fresh. Fresh ideas, fresh methods, and fresh eggs. In her search for the latter, she stumbled across Goose Pond Farm and its proprietor, Charles Ritch.

"When I moved from Atlanta, I had a hard time finding the organic and free range products that I had become accustomed to," said Kerner. "I heard from a student about Goose Pond Farm in Hartselle and now I've been going and supporting them for years."

Kerner formed a fast friendship with Ritch and early last fall he asked if her students ever took on projects. She offered an opportunity to develop a marketing plan to her Marketing Principles class. They took it and ran with it. Kerner said, "It was near the end of the semester and the students were actually kind of pushed to do a proper job, but they were very enthusiastic and even visited the farm on many occasions."

Charles Ritch developed Goose Pond Farm in 1993 after a successful career in manufacturing. He was drawn to the project because of food allergies and health issues from which he had been suffering. He saw how the conventional food industry operated and quickly found out that that was not the way for his endeavor to go.

"We wanted to get back to a more natural system," remarks Ritch, "where you have actual animal husbandry and take care of the animals."



Ritch

Ritch was deeply concerned with the fact that animals were forced together and stand in, live in, and grow in an area they had contaminated. He wanted to see a farm where animals could thrive and would be available to roam and search for their food in a more natural way. It has proven to be a very profitable and successful business venture.

When Ritch initially started the farm, he had a good handle on his customer as he was one of the few businesses with healthy offerings in the area. He realized later that the new generations of consumers have more choices. In an attempt to get his message out to those new consumers, he was going to have to try innovative ways of reaching them. With a limited staff, he knew he would have to figure out a way to create a marketing plan quickly in an attempt to rescue those customers. That's when he remembered Laura Lynn Kerner and that she was a marketing professor at Athens State.

Kerner remembers the first trip to the farm with her students. "They jumped right into it, visiting the livestock, riding the farm on a flatbed truck, seeing what it was all about," Kerner said. "There were around 12 students and almost all of them are still keeping an eye on the farm and its success."

The students were charged with coming up with a marketing

plan for the farm and seeing what Ritch could capitalize upon and where he may need to enact some change. Kerner was very proud of how the students responded and "they knocked it out of the park." Ritch agrees.

Ritch said, "I was completely blown away by the professionalism of the students and how they tackled the project. I could not have asked for a better group or better feedback. It all worked."

One of the advantages about the student experiences learned at Goose Pond Farm is that not only do they give students hands-on field work, literally, but it is also something they can add to their resume to begin their job search. This is critical to those who may be entering the workforce with no actual career experiences. Lindsey Brown is a senior graduating in August. She was one of the dozen students who took Goose Pond Farm under their wing.

"I was interested in the promotional aspect of the venture," she said. "How he was going to sell his product was very interesting to me as I hope to be a pharmaceutical representative after graduation."

The students learned the basics from Kerner, but they also learned from each other, and from Ritch. Brown explained that each student had very different points in the project and it was interesting when all areas came together for the final presentation.

Ryan Donovan was also a member of the class and states that the project rejuvenated his passion for marketing. He had originally been a Logistics major but after this class, which is required for all College of Business students, he changed his major to Marketing. "Even though all of my past experiences had been in marketing and sales I was trying something new," he said. "The class made me second guess my pathway and I went back to what I originally planned."

Charles Ritch realized that his business needed a plan to keep up with his competition and Athens State had students willing to help. The friendship he first developed with Laura Lynn Kerner went on to become a working relationship with her, and a learning experience that students will not forget.



Kerner and Brown

FAMILY HONORS MEMORY OF JOHN HECTOR FRENCH, JR.

The family of John Hector French, Jr. has named the foyer of the recently renovated McCandless Hall in his honor. French studied at the then Athens College and was a long-time supporter of the institution.

French was a local businessman and entrepreneur who served in the U.S. Army Air Corps during World War II.

French's daughter, Donna French, said, "My father spent many hours in McCandless Hall and I know that he would be very pleased by having the foyer named in his honor."

A plaque was recently placed in the building's foyer that reads: "Since 1822, intellectual curiosity, investigation, imagination, creativity, advancement of knowledge, understanding, and character development have been fostered and nurtured here. This portal is dedicated to those ideals; in memory of John Hector French, Jr. who embodied them."



Dr. Keith Ferguson and Donna French

McCandless Hall underwent a renovation that was completed in 2014. Both structural and accessibility improvements were made during the two-year process.

ATHENS STATE FULBRIGHT SCHOLAR REPRESENTATIVES



Bracewell

Stevenson

Athens State University's Associate Professor of Criminal Justice Quanda Stevenson and Writing Center Director Joy Bracewell have been selected to serve as campus representatives for the Fulbright Scholar Program. The Fulbright Scholar Program is a program of highly competitive, merit-based grants for international educational exchange for students, scholars, teachers, professionals, scientists and artists. The program was founded by United States Senator J. William Fulbright in 1946.

"We want to make sure that Athens State students are globally prepared for the ever-changing job market after graduation," said Interim Provost Ron Ingle. "I can think of no other way to immerse them in diverse cultures than by making the world a little more accessible."

Ingle added, "This is the exact mission of the Fulbright Foundation and we are very happy to let our students know of these types of opportunities. Thanks go to Drs. Stevenson and Bracewell for accepting this responsibility."

Campus Representatives serve as the Fulbright Scholar Program's main point of contact on college campuses. They are charged with sharing information with faculty and administrators about the more than 800 awards given by the program to over 125 countries.

This year marks the first time Fulbright campus representatives have been identified on Athens State University's campus.



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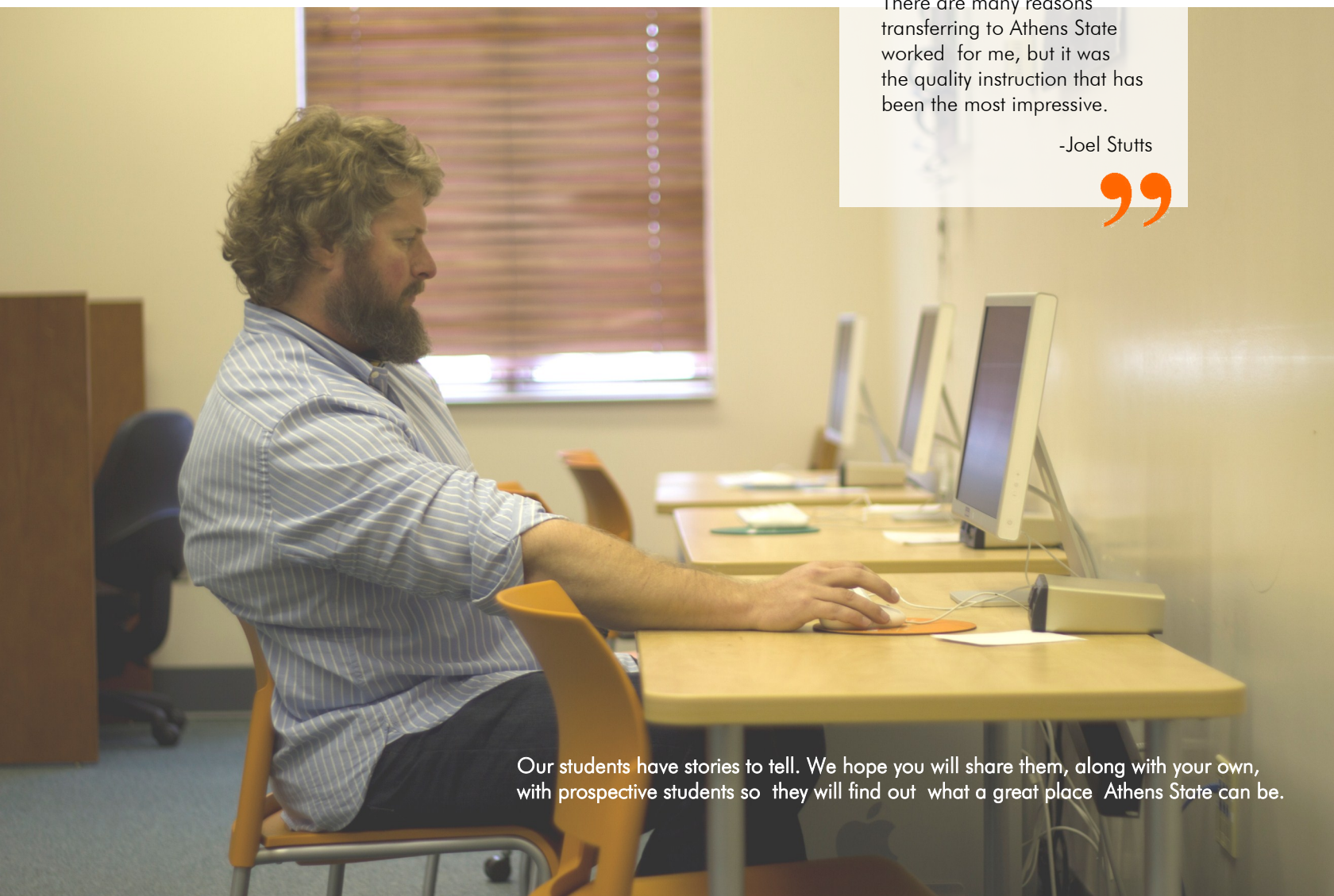
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There are many reasons
transferring to Athens State
worked for me, but it was
the quality instruction that has
been the most impressive.

-Joel Stutts

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Our students have stories to tell. We hope you will share them, along with your own,
with prospective students so they will find out what a great place Athens State can be.