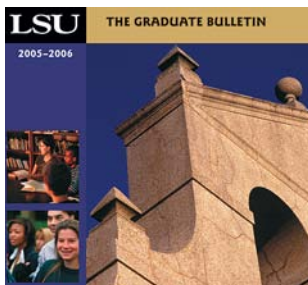


JULY
2005

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GRADUATE BULLETIN MOVING TO CD-ROM FORMAT



Many students are now requesting graduate course information in electronic format and several universities, such as the University of Georgia, are fulfilling these requests. Beginning this fall, LSU will be added to this list of universities as we begin distributing our first electronic Graduate Bulletin on CD-ROM.

The CD also contains helpful information and links regarding Louisiana, Baton Rouge, and the LSU campus in general. It also includes LSU wallpaper, a photo scrapbook, the LSU fight song, a welcome from the Chancellor, and a printable version of the catalog. Limited copies of the Graduate Bulletin will still be printed and available upon request.

DID U KNOW?

The LSU School of Architecture received a \$767,000 grant from the U.S. Department of Housing and Urban Development to work with community partners to develop models for affordable housing and to address neighborhood planning in several Baton Rouge areas.



The Center for BioModular Multi-scale Systems, or CBM², was founded at LSU with a total three-year funding grant of \$13.5 million. The center will bring together an interdisciplinary, multi-institutional research team that will focus on building new equipment and tools for medicine, forensics, and homeland security applications.

NEW FALL MARKETING CAMPAIGN

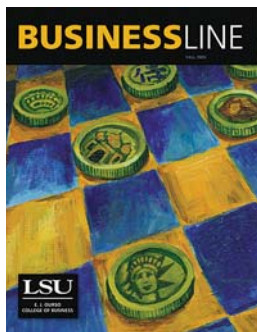
LSU will kickoff its new marketing campaign this fall entitled *Mindpower*. Each year, University Relations works to form a campaign that focuses on the great things happening at LSU. The campaign serves as the theme for the television spots that run during the broadcasted LSU football games, as well as on the Cox cable network, and Louisiana Public Broadcasting (LPB). The campaign theme is also carried out in local and statewide radio spots and print advertisements such as the LSU *GameDay* programs.



Last year's theme, *A Great Game Plan – On and Off the Field*, focused on LSU's athletic and academic successes. In keeping with the goals of the Flagship Agenda, this year's theme is designed to emphasize the work LSU is doing and how it impacts daily lives in Louisiana and around the world. Be sure to look for the new campaign this fall. It will blow your *mind!*



BUSINESS LINE IN REDESIGN



Each year, LSU's E. J. Ourso College of Business publishes *Business Line*, a magazine geared toward sharing its news with alumni, business school deans and MBA directors, and influential business leaders. University Relations is currently working with the E. J. Ourso College to give *Business Line* a fresh new look.

The most noticeable difference in the redesigned publication is the magazine-style feature stories. "Our goal is to demonstrate how the expert research, programs, and resources at the E. J. Ourso College contribute to academia and business," says Assistant Director of Alumni & External Relations and *Business Line* editor, April M. Hedges. "*Business Line* is a great opportunity to show that what our faculty and students do has an impact beyond LSU's campus."

Earlier this year, the E. J. Ourso College launched a new coordinate graphic identity system designed with the assistance of University Relations.



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FLAGSHIP WEB SITE HIGHLIGHTS PROGRESS

In conjunction with the Chancellor's Office, University Relations is redesigning the Flagship Web site to highlight LSU's progress in accomplishing the goals set forth in the Agenda. The new site will include features such as a "Chart Our Progress" section, an "Advancement Update," and a news section linking visitors to news stories related to the Flagship Agenda. The site will also be home to online "Chats with the Chancellor," in which Chancellor O'Keefe will address questions related to the Flagship Agenda via live Internet chat sessions. The site is scheduled to launch in late July, with the first live chat in late August.

IN THE SPOTLIGHT

— **Kip Knight**, LSU alumnus and vice president of marketing and brand management for eBay international, was featured in the June 17 issue of *The Advocate's People* section. Knight was the keynote speaker at the **Flores MBA Alumni Association's** Louisiana Looking Up event held on May 13 at the Shaw Center for the Arts. Todd Ross, anchor of WBRZ's 2une In, also interviewed Knight on May 13 during WBRZ's morning show.

— An op-ed feature written by **David Perlmutter**, associate professor in the **Manship School of Mass Communication**, appeared in the June 17 edition of the *Chronicle of Higher Education*. His commentary spoke to the topic of academic book writing.

— Professor **Roy Dokka**, director of the **Center for Geoinformatics** at LSU, was prominently featured in a June 5 *Houston Chronicle* article about subsidence and the Louisiana and Texas coastlines. The article was picked up by a number of online outlets. Dokka was also quoted in an Associated Press article that ran in several newspapers across the state about a study he led on the sinking of the Mississippi Valley. Some of the papers that ran the story were the *Lake Charles American Press*, the *Hammond Daily Star*, and the *Franklin Banner-Tribune*. The articles ran between May 13-15.

— On May 31, LSU's **Memorial Day ceremony** was featured in *The Advocate*, as well as on local news channels. The ceremony, held on May 30, recognized all LSU alumni who have been killed in service to their country. This year, the name of Lt. Christopher Barnett was added to the War Memorial on the LSU Parade Ground. Barnett, a member of the Louisiana National Guard, was killed in Iraq in December 2004. *The Advocate* also featured a photo of Barnett's name being inscribed on the wall prior to the event, and two members of the Cadets of the Ole War

Skule organization – Skip Phillips and Felix Weill – appeared on the morning shows on WAFB and WBRZ to promote the event.

— On May 19, the *Livingston Parish News* ran a story and photo about the team of LSU **electrical and computer engineering** students who captured their second straight championship in the Institute of Electrical and Electronics Engineers, or IEEE, Region 5 Robotics Contest. Five undergraduate students – members of LSU's student chapter of IEEE – represented LSU at the competition.

— **Jeanne Nicole McCollister's** jewelry was featured in the July issue of the national fashion magazine *InStyle*. McCollister has been a tenant of the **LBTC** incubator since 2003. Her jewelry line is currently offered online and in retail stores in Baton Rouge, New Orleans, Alexandria, Tampa, and San Antonio.

— **Walter Morales, E. J. Ourso College of Business** instructor and chief investment officer for Commonwealth Advisors, appeared on Bloomberg TV on May 17. He pointed to high valuations as the factor holding back stocks right now.

— **Cecile Guin**, director of the **Office of Social Services Research and Development** at LSU and associate professor of social work, was quoted in a May 16 Associated Press article about child abuse that ran in the *Shreveport Times*.

— **Stacey Simmons**, assistant director for strategic advancement at the **Center for Computation & Technology**, was quoted and pictured in a May 10 article in the *Baton Rouge Business Report* about CCT and the recent Red Stick Animation Festival that the center hosted.

