

Lollipop recruitment works

By Cyndi Bacon
Of The Print

A new tactic has been incorporated in recruiting students from three local high schools to the College by Norm Berney, college counselor.

Berney, assigned to Molalla, Canby and Estacada high school relations, has devised "something that might work to get their attention": lollipops.

"At Molalla I put up a sign saying 'Clackamas Community College information' and a table with college brochure information and a bowl of lollipops," Berney said. "They'd walk over and get a lollipop and we'd start talking."

"It's a typical sales gimmick, but it kind of breaks the ice," he said. "It creates an open atmosphere for students and says that we are available and at their service."

In the high schools, Berney answers questions concerning vocational technical classes, transfer courses, financial aid, academics

and "just about anything else they come up with."

Financial difficulty and not identifying with the College are major problems as to why some people are missing out on Clackamas, Berney said.

"Sometimes we come from an academic style," Berney said. "I'm trying to sell the school on that you don't necessarily have to have your mind made up when you get here. You can do some experimenting here."

"It's really frustrating when you get out of high school," he said. "This program is to try to help these people."

"I'm trying to help the guy that gets out of high school, buys a car and two years later has two kids and is driving by the College and says 'why didn't I go to school?'" he said.

Berney is out to sell the College to the community no matter what their interests are.

"They should try us," he said. "We have probably 100 excellent programs to try when they get out (of high school)."

"It's a general sales attitude,

but I think we're selling a good product," Berney said. "It's easy for me to sell the College because I believe in it. I'm not saying that it's better than other styles of recruiting, though."

"What we're trying to do is familiarize the high school student with what we offer at the College," said Art Hames, director of counseling. "We could sit here and wait for them or try to go out and talk to them."

The counselors will work closely with the enrollment manager, Gary Haroldson, to "let each other know what they are doing so there is no overlap," according to Hames.

Berney said his lollipop tactic has worked well at Molalla High School.

"Sometimes I have eight or nine students sitting around the table," he said. "There's always someone talking to you."

Berney's reception at Estacada High School was successful, also.

"I feel pretty good about it," Berney said. "I haven't tried it at Canby yet, but I'm going to."



Photo by Brian Snow
Counselor Norm Berney contemplates lollipops that help him "break the ice" with high school students so he can tell them the benefits of Clackamas.

Handicapped speech tourney to bring recognition

A handicap speech tournament, recognizing handicapped high school students as well as

promoting the College's name will occur May 27 at the College, said Frank Harlow, College speech instructor.

Harlow said that most handicapped individual's abilities have been neglected or limited because of society's image of them.

"The tournament will give the individual a chance to express themselves and gain a great deal of self-confidence within themselves," Harlow said.

Handicapped students from high schools located in the Washington, Multnomah, and Clackamas counties (Tri-counties) are all invited to attend the tournament.

"We are having a difficult time obtaining students for this tournament. We have contacted high schools, community colleges

and private residences for entrants," Harlow said.

"We presently have nine entrants at this time out of a total of approximately 150," said Barbara St. Mary, tournament chairperson.

As far as they know, Harlow said that the idea of speech tournament designed specifically for handicapped individuals is a national first and should promote the College's reputation as an multi-faceted academic institution.

"The College is in total compliance with a non-discriminatory federal code which lists what projects must be done to the College in order for it to meet the handicapped individual's needs," St. Mary said.

The College's speech classes are sponsoring the tournament, Harlow said.

"The students, along with myself, felt that the tournament would be both beneficial to the handicapped individual as

well as for the College," he said. "The student population should be a representative of the total community," St. Mary said.

Harlow said that Barbara (St. Mary) wrote the grant for the funds necessary to establish the tournament.

"It was a first time effort for me in writing a grant but I had help from Gerry Bellavita who is the grant writer of the College," St. Mary said.

The Rosie Tucker Foundation and the Herbert Templeton Foundation are the chief financiers of the tournament, Harlow said.

The entrants will speak on the topic of "Freedom from Handicaps" which is of the persuasive speaking category, Harlow said.

"Three categories, vision, hearing and orthopedic impaired is how the tournament is divided and the first place winner in each category receives a full years tuition to either PCC, Mt. Hood

or Clackamas," Harlow said. Second place finishers will receive a one-quarter tuition and third place winners will receive a "big" trophy, he said.

The speaking will be done in classrooms all over the campus. "We emphasize that the tournament, since it is just beginning, will be an educational playday for the students. If the tournament is a success, we will employ a more structured format later on but as of now, we want to make the students feel comfortable and just enjoy themselves," Harlow said.

Harlow said that the tournament should be good moral inspiration for the students and should generate some awareness as to the importance of sponsoring a tournament such as this.

Clay Shepard, mayor of Bend and speech instructor of Central Oregon Community College, is also a handicapped individual

and will be the keynote speaker during the tournament.

"Clay's students should inspire the students entering the tournament. He is able to walk with the aid of two canes," St. Mary said.

"I hope that we can obtain some more entrants before the Friday's deadline. If anyone knows of someone who would be interested in entering the tournament, contact Barbara myself at 656-2631, ext. 208.

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Workshop to discuss new organization

Over 20 representatives from student newspapers at 10 of Oregon's 13 community colleges are expected to participate in a journalism workshop at the College May 20 and 21.

The workshop was organized with the primary idea of discussing the formation of a statewide association of community college newspapers, according to Happie Thacker, editor of The Print.

"I discussed this idea with other community college newspaper people at a CCOSAC (Community Colleges of Oregon Student Association and Commissions) meeting in March," Thacker said. "At that time, we decided that, although we agreed

there was a need for such an organization, we needed more input from the other colleges since only five were represented at that meeting."

The two-day session will feature workshops on interviewing, photography, newspaper design and the whys and wherefores of a student newspaper.

The event will take place in conjunction with the CCOSAC spring workshop and will include a general meeting between student government representatives and journalism students on Sunday.

"Most of the colleges I talked to seemed to want an organization and they are excited about

the workshops," she said. "I think we can all be very helpful to one another."

Thacker stressed that the proposed newspaper organization would not be a part of CCOSAC, however, it is possible that they will use their meetings as a vehicle for getting together.

"It would be a convenient way to arrange time and place for meetings as well as transportation since the newspaper people could go with their student government representatives."

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