



Lee Fawcett, task force coordinator

Photo by Dan Youngquist

# Marketing task force to finish project in May

By T. Jeffries  
Of The Print

Hoping to work out viable options before enrollment became a problem, Clackamas Community College President John Hakanson formed the Marketing Task Force, an extensive committee charged with dealing with student recruitment, enrollment and community public relations.

The task force grew out of the President's Council, chaired by Dean of Student Services Jim Roberts, in June of 1982.

"Right now we don't have an enrollment problem," Lee Fawcett, task force coordinator said. "We should look at meeting student and community needs before we are right up against an enrollment problem."

The task force is split up

into four subcommittees as well as several at-large members and an implementation group that meets regularly. Each committee includes faculty, staff, community, and associated student government representatives; for a total of 34 task force members.

"We were given a deadline of May 27 to develop a complete marketing plan, including timelines," Fawcett said. "Basically what we're coming up with is a marketing plan aimed at bringing students to the College, keeping them here, and getting the College's message out to the community."

To facilitate this, the president's council and the marketing implementation groups met jointly and agreed on two major objectives: defining realistic enrollment levels and enhancing the College's

image throughout the district.

"We are specifically looking at the 1983-84 school year, but beyond that we want to set up a process for having an ongoing marketing task force to keep the program up. We want to continue to expand."

The task force has held group meetings to allow staff to provide input and ideas about the marketing plan. Current public relations and recruitment activities have been reviewed, as well as recent research information about student and public attitude toward the College.

"We want to continue to get the message out that this is a quality institution. There are a lot of terrific programs here," Fawcett said. "This is really a place where people care, and where people want to help students."

## Health commentary

# Summer season brings reminder of nutrition

By Laura Henkes  
For The Print

A brief appearance of blue sky through the predominant rain clouds is a pleasant reminder that the trees will once again turn green, and sun will once again shine. For many, though, it may also be a painful reminder of the extra weight accumulation that seems to slip into place during the winter season.

restaurant foods. The following chart shows where fats come from as a percentage of the American diet:

42% from meat, fish, poultry  
15% from dairy products  
14% from grains and vegetables  
29% from fats and oils

It is a change in lifestyle that is needed . . . not only for proper weight maintenance and control, but for good health throughout the life cycle.

No fad diet--so the experts say. It is a change in lifestyle that is needed! This lifestyle change is needed not only for proper weight maintenance and control, but also for good health throughout the life cycle.

At a recent nutrition seminar, Sonja Connor, assistant professor and director of the Family Heart Study at the Oregon Health Sciences University, presented information which may seem radical to some, but which she feels is essential to prevent overconsumption (which translated means "fat") and disease.

Connor explained that Americans get a whopping 40 percent of their total calories from fat (17 percent from saturated fats and 23 percent from unsaturated fats). Remember, these fats can be imbedded in processed and

vegetable margarine (the softer the better) and vegetable oils. And, oh yes, limit ice cream and chocolate to one serving per month.

Everyone has heard quite a bit about cholesterol. But Connor's statistics show that the average American uses 750 mg. of cholesterol per day.

Connor suggests that initially cholesterol should be reduced to 500 mg. per day by limiting egg yolk, butterfat, lard, and organ meat in the diet. However, the true endpoint goal, she feels, is cutting it down to 100 mg. per day.

Protein, something of which Americans feel they need considerable quantities, should be limited to 15 percent of total calories. And the maximum of meat, included in that figure, should be 6-8 percent.

Those who have been attracted to diets low in carbohydrates may be totally appalled when they hear that one of Connor's emphatic changes is to increase carbohydrates to 60 percent of total calories.

The thought of increasing servings of whole grains and potatoes may further alienate those who have come to associate carbohydrates with

their weight problem. However, at a dramatic luncheon demonstration, Connor showed that the average person, through the use of "junk food" easily eats the equivalent of 15 slices of bread a day in calories while eating foods of low nutritive value.

Additional advice includes eating 2-4 cups of beans per week, eating 2-3 cups of vegetables per day, cutting refined sugar in half, and limiting pop, candy, and desserts to one serving a day. Beware of vending machines.

Just about everyone has learned to associate high salt intake with high blood pressure and water retention. Connor's figures show that the average American eats 10 pounds of salt per year, much of which is hidden in processed and restaurant food. This is the equivalent of about 2.5 teaspoons per day.

Connor advises limiting salt to 1 teaspoon per day. This can be accomplished by limiting the use of canned products (including products in restaurants) and reducing the use of table salt by 50 percent by using Lite Salt, which contains only 50 percent sodium.

In addition to the above nutritional recommendations, Connor suggests cutting down just 200 calories per day (for the person who is 20 pounds overweight), combined with regular exercise.

To help the "on-the-go" person accomplish this feat, Connor has written a cookbook with recipes which reflect her philosophies. The book, "The Best from the Family Heart Kitchens," is available from the OHSU Bookstore or from Kitchen Kaboodle for \$7.

Well, the time to start is, of course, now! Summer is only a few months away.

**CLACKAMAS CHIROPRACTIC CLINIC**

16080 S.E. 82nd DRIVE  
CLACKAMAS

LOCATED IN THE GREENHOUSE SQUARE  
ACROSS FROM THE CLACKAMAS FRED MEYERS.

TREATING: Sports Injuries, Workers Comp., Auto Accidents, Nutrition and Preventive Care.

**STUDENT DISCOUNT**  
**657-6190**

24 HOUR EMERGENCY SERVICE

EVENING APPOINTMENTS AVAILABLE



**CCC STUDENTS**  
These specials are for you only. Please show copy of this ad and your student body card for these prices.

<b>Steelhead Rod</b>	8 1/2 ft. GARCIA \$24.95 Value	<b>\$10.00</b>
<b>Skis Hot Waxed</b>	\$5.00 Value While You Wait	<b>\$1.00</b>
<b>Athletic Shoes</b>	All in stock	<b>10% OFF</b>
<b>Steelhead Reel</b>	Shakespeare Spin \$31.95 Value	<b>\$18.00</b>
<b>Ski Parkas</b>	Mens - Ladies In bsmt. your choice	<b>50% OFF</b>

**LARRYS SPORT CENTER & SKI HAUS**  
OREGON CITY SHOPPING CENTER  
OPEN 9-9 DAILY

