

The Clackamas Print

Clubs Fair
Today! 11 am to 1 pm
Come Check it Out!



Independent, student-run newspaper since 1966

Clackamas Community College, Oregon City, OR

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ed Cross,
G taps
udent body
r support

Maras

tor-in-Chief

Wednesday, Oct. 26, ASG
American Red Cross will
school year's first blood
the Gregory Forum. The
is expected to be better than
and, after already having
ed their total goal of 105 sign-
a week left to go. The aver-
is 62 units (one unit is one
lood collected from a single

ne a few people have come in
own," said ASG Community
s Officer Jennifer Barr. "And
of the barbeque we had a
people sign up ... I think the
who don't are just afraid of

neane Katrina and other
sisters have put a new
ss on the importance of blood
ers, beyond the usual high
According to the A.R.C.,
o seconds someone in the
eds a blood transfusion.
saw an influx [of donors]
the hurricane] happened,
ny day we need to col-
0 units in our area," said
reisser, Senior Territory
gative for the American Red
The units only have a shelf-
2 days, which makes the
ra constant fresh supply even
essing.

Our goal is just to help out the
ross, reach out to the commu-
help them. It's what we're
Barr said.
Clackamas has been a contributor
ed Cross since 1977, when
lood drive was held at
ge. Since then, they have
nd more than 4,000 pints of
the Red Cross.

Procedure takes less than an
and donors only give a pint of
At any given time, the average
body contains 11-12 pints. In
the Red Cross protects the
s by a five layer system used
out any unclear blood. Now
is approximately 74 times
ely to be struck by lightning
contract HIV from a donated
lood.

ough walk-ins are an option,
ommends that anybody who
donate sign up in their office
Community Center, to ensure
ness of the process.

Author Barrington
its CCC tomorrow



See Page 2 for more info



Katie Wilson Clackamas Print

Lonnie Cline directs his choir in the new Niemeyer Center. The building has raised the profile of the Clackamas music department, and added more instructors, technology and space, generating more student and community interest.

Music enjoys profile boost

Mike Guidice

The Clackamas Print

The new Niemeyer Center isn't the only change the Music Department has experienced recently: student involvement in the music program has increased by 20 percent during the fall term alone.

Whether it's in choir, band or the production of music, there has been an increase in enrollment.

According to music department head Tom Wakeling, the new building has brought in more instructors, more technology, and more space. Recently a 40-piece orches-

tra and opera singers recorded a CD within the walls of Niemeyer. The music, comprised of Italian love songs produced by an independent record company based out of Tualatin, was a big success. The disc is due to be released later this month.

Wakeling is excited about the improvements to the program and also very grateful to the school board for funding such an upgrade. The music department was allowed to have a huge voice in the building process and was directly involved in the design of the Niemeyer Center.

Wakeling feels it is a testament to the college that they were willing "to put their money where their mouth is"

and create such an atmosphere for music students to learn and enjoy making music.

"The new building adds credibility. It's hard to get students into the music program, but once they get involved we can keep them," he said.

The music program recently started offering a Music Technology Certificate, something that Wakeling feels is sure to attract even more students who want to further their knowledge of the technical aspect of music.

Starting winter term, the school will be able to support and hold a class that has been offered for quite some time, but could never be taught due to lack of space and technology. A digital sound, video

and animation course will be offered and should attract a multitude of students.

Clackamas Community College is known for its music tradition, according to Wakeling, especially in regards to its choir, which has traveled to Europe to perform. A huge advocate of music and arts as an important part of the educational environment, he feels as if the music department gets the proverbial 'shaft' a lot of the time.

"The arts have been devalued and many times are the first to get cut, but in this instance, Clackamas has stepped up and made the statement that music has an equal value as the other disciplines of education," he said.

'SMART' campaign proves a bright idea

Katie Wilson

News Editor

Clackamas Community College's new advertising campaign "SMART" came through, winning a gold medallion for best promotional campaign at the regional National Council for Marketing and Public Relations last Saturday.

Students may have noticed the banners at the school entrance, the "SMART cookies" ads on the buses, or even the "SMART" t-shirts that some of the college staff wear. It is all part of the college's marketing campaign.

The National Council for Marketing and Public Relations (NCMPR) divides up the U.S. and Canada into districts for the regional conferences. Clackamas is a part of district seven, which includes community colleges in Alaska, Idaho, Montana, Oregon, Washington, Alberta, British Columbia, Saskatchewan and the Yukon Territory.

Out of all these community colleges, Clackamas came away with, in addition to the gold

medallion for best promotional campaign, a bronze for the student handbook/planner, a bronze for a photograph used on a schedule, a bronze for an ad, and a silver for a "SMART monkey, goes to college" poster.

"We decided about two years ago," said Anne Donnelson, Clackamas' director of public affairs, "that so much of college marketing is apologetic: 'well, we don't cost much ... well, we're close to home.' It doesn't really make you proud to be a Clackamas student. We really want to change that. The impact [this college has] on lives is pretty astounding."

And so the college began market research.

"A lot of the administration and faculty are baby boomers, whereas most of the students are Generation X or Y," said Donnelson. "For years we've been marketing to other baby boomers ... we can't do that anymore."

Given the nature of a community college - students vary from high-schoolers to senior citizens - the college had to find something that could be adjusted to

appeal to everyone.

"What's good about the word 'smart' is that you can tailor it," said Donnelson.

For instance, there is "SMART giving" which is specifically targeted at the Foundation, the donors.

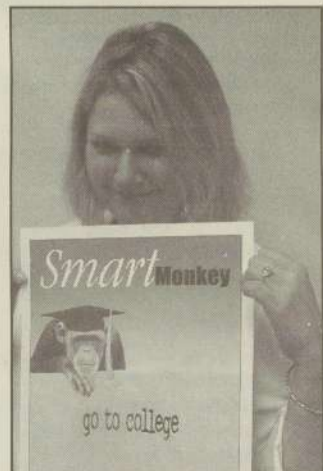
According to Donnelson the whole school was invaluable to getting the project off the ground.

"The whole campus has been a sort of a focus group for this campaign," she said. "We all believe in the mission of this college and having all the staff on the campaign was really important. It was great to have [them] involved in the marketing."

Apparently it was a student who first suggested the idea of using a monkey in one of the ads. This gave birth to the "SMART monkey, goes to college" poster, which was later used by the President of NCMPR as an example of good marketing.

"Some people seem to think that Clackamas isn't as sophisticated as PCC or Mount Hood Community College," said Donnelson. "We're showing people what we can do. I think [the

SMART marketing campaign] is a really responsible way to make sure the district knows that we're here and about the services we provide for students."



Contributed Photo

Director of Public Affairs Anne Donnelson displays one of the SMART campaign's winning ideas. The "SMART Monkey" took silver for best college poster at NCMPR.