

CAREERS

College Hires Vice President

Bethune-Cookman College has appointed Diane Jefferson as the assistant vice-president for development.

Jefferson said she is thrilled and excited to accept the appointment.

She will be responsible for soliciting funds to cover the college's operating expenditures and for managing the day-to-day activities of the development office. The duties include budget management and implementing new fund raising initiatives that will enable the college to meet or exceed its goals.

Being talented and ambitious, Jefferson has advanced quickly since she began working at the college. She started as a fund raising specialist in 1992 and was promoted to director of annual giving about a year



Diane Jefferson

later.

Jefferson is a former television news reporter. She also worked for the United Negro College Fund's

Lou Rawls Parade of Stars telethon.

After leaving the UNCF she used her fund raising abilities as district director for CARE, an international development and relief organization.

Jefferson says when she looks at her experiences she is certain that God has been working behind the scenes to bring her to this point.

Being the first of eight children to go to college has also had a lasting impact on Jefferson. She says education has always been important and she believes her mission at Bethune-Cookman is spiritually grounded.

"This is a noble, rewarding mission...this is holy ground that we're treading on and I am being afforded the opportunity to help assure the realization of Dr. Bethune's dream," she said.

TCI Cable Campaign To Support Education

A consumer promotion to raise funds for schools in Portland, Beaverton, Oregon City, north Clackamas, West Linn and Gladstone has been launched by TCI Cablevision of Oregon.

TCI will donate up to \$5 for every new cable television installation and for customers who add to their existing level of service.

This is the second year TCI has conducted such a campaign. Last year, TCI raised over \$1.4 million nationally, sending over 400 teachers and educators to TCI's J.C. Sparkman Center For Educational Technology.

The Sparkman Center is one of the nation's leading educational technology facilities, offering individualized courses for teachers and parents on advanced communication technologies, like CD-ROM, the Internet, interactive video and distance learning. This knowledge is then brought back to the classroom to the benefit of students.

"I commend TCI for its commitment to education. It is satisfying to know those of us in education aren't trying to develop their talents in a vacuum," says Neil E. Peckham, a teacher in Connecticut.

The promotion runs Aug. 15 to Sept. 30.

TCI serves over 80,000 customers in the Portland metro area. Through the TCI Education Project, over 80 schools in the local area have been wired to receive educational programs via cable.

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Chess Promoted At Sara Lee

Eva Chess has been promoted to the position of senior manager of public responsibility for Sara Lee Corporation. She is responsible for managing public issues, expectations and perceptions, and for demonstrating Sara Lee's commitment and accountability to its diverse constituencies.

As senior manager of public responsibility, Chess manages the operations fund, which makes corporate contributions to public interest groups and national and state organizations; represents Sara Lee with Chicago-based organizations; and serves as a liaison with leading national professional, civic, community and activist groups. She administers and develops marketing-related public responsibility program, and manages corporate activities to maintain productive relationships with social, political and corporate leaders.

Chess holds a bachelor of arts degree from the University of North



Eva Chess

Carolina at Chapel Hill and a juris doctor degree from the University of Virginia.

She has been with Sara Lee Corporation since 1991. Prior to joining Sara Lee, Chess was a private banker at J.P. Morgan & Company, Inc., where she managed trust, estate and

charitable relationships for high-net-worth individuals and families.

Chess is active in the non-profit community and has served as a member of the board of directors of the United Way of Stamford, Connecticut and as an officer and member of the board of directors of the Coalition of 100 Black Women of Lower Fairfield County, Connecticut. Chess' professional affiliations include the Business Policy Review Council, the Urban Bankers Coalition and the American and Virginia Bar Associations. She serves as a member of the boards of directors of the Chicago Cosmopolitan Chamber of Commerce and the Midwest Women's Center. She also is a Deacon of Chicago United, and a member of the Corporate Advisory Council of the League of Women Voters and the Center for Women's Policy Studies. In 1993, Chess received America's Best and Brightest Award from Dollars and Sense Magazine.

Gladys McCoy Scholarship Fund Grows

Colleagues, family and friends of the late social services leader Gladys McCoy recently raised \$7,700 in a tribute fundraiser designed to increase a scholarship endowment named in McCoy's honor.

The Gladys McCoy Scholarship Fund will provide scholarships for students who attended Portland State University's Graduate School of Social Work. McCoy earned a master's degree from the school in 1967 before embarking on a public service career that spanned more than 25 years.

About 250 persons attended the McCoy fundraiser April 1 on the Portland State campus. So far, \$44,000 has been raised toward a fund goal of \$300,000. The fund will support diverse students who share McCoy's values and career interests in policy development and delivery of social services for families and children in need. The fund will help students who otherwise would not be able to obtain a master's of social work degree.

Upon her graduation from PSU in 1967, McCoy began her career as

director of social service programs for Project Head Start, and went on to serve on the Portland School Board and the Multnomah County Board of Commissioners. She was elected chair of the county board in 1986, remaining in that office until her death in 1993.

The PSU Graduate School of Social Work is accepting contributions to the Gladys McCoy Scholarship Fund, c/o the PSU Foundation, P.O. Box 243, Portland OR 97207-0243. For more information, call the school's office at 725-4712.

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- **Tour the World at Home** — a free lecture series featuring visiting professors from around the world. Wednesdays at noon, June 21-August 2, in 338 Smith Memorial Center, 1825 SW Broadway.
- **What Do We Mean by Nonviolence?** — workshop led by Arun Gandhi, Mahatma Gandhi's grandson. Offered July 27 & 28 or July 31 & August 1.
- **Social Work Series** — four one-day workshops beginning June 14: Cross-Cultural Competence, Engaging Hispanic Families, Coping with Loss and Illness, and Narrative Therapy.

- **Professional Development Center:** -- PDC offers one-day business seminars, 6-week noncredit courses, and customized business instruction.
- **Continuing Education School of Education:** -- Programs in education, training, counseling, and human services.

Teaching the First Amendment, featuring John Frohnmayer, June 27-29.

This is just a small sample of the courses we offer. For more details about these or other programs, call (503) 725-4862.

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