

Eastern Oregon to offer marketing degree

School now offering bachelor's of marketing degree

By ANDREW CUTLER
The Observer

LA GRANDE — Eastern Oregon University students interested in a career in marketing have a new opportunity.

The school is now offering students a bachelor's of marketing degree, a change from the bachelor's degree with a concentration in marketing the school had previously offered. The change is effective with the upcoming 2021-22 school year.

"Students can put on their resume, when they're applying for a marketing job, 'Hey, I have a degree in marketing, not just a concentration, I got the real thing,'" said Shari Carpenter, a professor of business at Eastern. "That makes a big difference."

Carpenter said the school recognized a need for the program to adapt with the changing times to meet the needs of employers and students.

"It was always thought of as like selling and stuff, but the strategy part of it and understanding what moves people to make a purchase, understanding a consumer's needs and what moves that person, that's the cool part about it," she said. "So that's why it's really become a path up. So they can be in digital and social, create content, do simplest Facebook posts, Instagram, those types of things for companies, people, products."

Carpenter added that the degree will have applications for students interested in a career in data analysis, public relations and SEO management.

"Promotions, advertising, PR is really huge, and it's kind of an entity in itself and has a lot of opportunity underneath that little umbrella, because PR is so consistent right now, especially using social media," she said.

Carpenter said the core classes required for the degree will provide students with knowledge of business fundamentals, while also preparing them to be successful in the marketing specific courses.

She added that the marketing degree will not only provide students with a solid marketing foundation, but also research and presentation skills through learn-by-doing experiential opportunities in marketing. Carpenter said the skills learned are immediately applicable and include emerging digital, interactive, and mobile technologies; web and data analytics; project management; interdis-



Carpenter



Henninger

ciplinary integrated marketing communications; creativity and innovation. Students will also develop important communication skills and will build their teamwork skills.

Carpenter said students will get a sense of the real world while earning the degree.

"So this degree, I built so that students could finish the degree, walk out and go into a real marketing job and say, 'I got this,' because they learned the core skills, not just these books and academics and all that stuff, which is totally fine,

but I'd rather have students learn reality of what it's gonna be like," she said.

The degree change has been in the works for a couple of years, Carpenter said, adding she anticipates the first degree recipients to start walking at graduation in a year.

"I believe there's over 10 students that have already transferred into the program when they saw it was available," she said. "Let's say they're already a junior, all they have to do is add in these specialty classes to finish up their degree."

"It's a pretty exciting time," said Ed Henninger, the dean of the College of Business at Eastern. "The revision has drawn a lot of interest. We've seen pretty good enrollment already coming in for fall. I think it is the right thing to do at the right time."

Our students will be exposed to in using emerging technologies, interactive, global technology and data analytics,"

Marketing students will have the opportunity to continue to gain practical experience through the National Millennial/GenZ Club.

The National Millennial/GenZ Club offers members the chance to interact with executives from all over the world.

"We're the only one in the state of Oregon, out of all the universities, that can offer membership through us to the NMC," Carpenter said. "So that's huge."

Carpenter said initially the school was hoping for 22 students in the program that first year, but, she said, it looks like the program is already set to exceed those expectations.

"I believe that we're going to head over that by the time fall ends and we get out there and start talking about it and having conversations, because that's what we're seeing already," she said.

Biologists study climate change's effects on elk

By DICK MASON
The Observer

STARKEY — Rocky Mountain elk in Northeastern Oregon may fall prey to climate change.

U.S. Forest Service research biologist Mike Wisdom and Casey Brown, a research biologist with the Oregon Department of Fish and Wildlife, are among a growing number of people who are concerned about the role climate change is playing in nature. Wisdom and Brown are helping conduct a Starkey Project study aimed at determining if climate change will hurt Rocky Mountain elk reproduction.

The study is not complete and intensive data analysis remains to be done, but its preliminary findings indicate that climate change could cause elk populations to decline in Northeastern Oregon and other areas.

"We are definitely concerned," Wisdom said.

The reason for the worry is that rising temperatures resulting from climate change are reducing the amount of time quality vegetation is available to elk.

"The nutrition window for elk is shifting," Wisdom said. "It is more compressed."

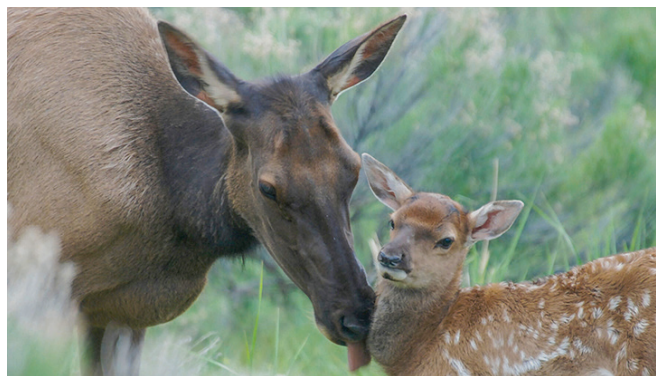
Wisdom said cow elk now have less time in the spring and early summer to build up fat reserves, which are critical for having successful pregnancies and producing the milk needed to raise their calves.

"Lactating females have higher energy demands and thus are more sensitive to climate change," he said.

Brown said that in the past the most nutritious vegetation available to elk, grasses and forbs flush with new growth, were available in Northeastern Oregon from early spring to early summer. This vegetation is now available on a less nutritious — but still valuable level — from early summer to mid-summer, followed by a brown period when there is little precipitation, from mid-July through the fall, a time when most of the vegetation available is dried out and offers little nutritional value.

Today, the best forage for elk is available for about two fewer weeks than before, and the "brown" periods runs three to four weeks longer.

"There is now a more pronounced period of low precipitation during the summer and fall," said Wisdom, co-project leader



Jim Ward/Contributed Photo

A female adult elk licks her calf in this undated photo. A Starkey Project study is helping to determine if climate change is hurting Rocky Mountain elk reproduction by leaving less time in the spring and early summer to build up fat reserves, which are critical for having successful pregnancies and producing the milk needed to raise their calves.

of the Starkey Project with Darren Clark of the Oregon Department of Fish and Wildlife.

Brown anticipated, when she and research biologist Priscilla Coe started their plant study at Starkey in 2015, that they would find less forage was available to elk than three decades ago. But she was surprised by how much it had decreased.

"It was greater than I thought it would be," she said.

Rising temperatures are impacting vegetation growth for a number of reasons, Brown said. Snowpacks in mountains are melting earlier and faster each winter and early spring. Previously, snowpacks would melt slowly, allowing rivers and streams to maintain strong flows longer.

"Winter snowpacks before provided a steady, slow delivery of water to the region during the spring and summer," Wisdom said.

Slow melts of winter snow meant that moisture needed for the growth of grasses and forbs was available longer, giving cow elk more time to consume them and develop fat reserves needed for successful pregnancies and lactation.

Another climate change factor that may be hurting elk is that much more of the precipitation the region is receiving is now in the form of rain rather than snow. The change is hurting elk because rain runs off faster from the region in streams and rivers, unlike snowpacks, which slowly disperse moisture as they melt.

"Replacing snow with rain is not good for elk," Wisdom said.

Biologists understand how changing weather patterns impact the growth of grasses and forbs because of extensive

studies conducted at the Starkey Project site in the 1990s by Coe and research biologist Bruce Johnson, now both retired. The biologists measured plant growth at plots there throughout the year and determined how changes in temperature and precipitation in the region impacted it.

Wisdom admires how forward thinking Coe and Johnson were when they did their study in the 1990s.

"It took a lot of foresight," he said. "This was before climate change was a major issue."

The plant study conducted in the 1990s by Coe and Johnson was followed by Brown and Coe's study from 2015 to 2019. Brown and Coe measured plant growth at the same plots used in the 1990s study.

The Starkey Project, based at a 25,000-acre fenced facility, is a joint wildlife research project conducted by the Oregon Department of Fish and Wildlife and the U.S. Forest Service at the Starkey Experimental Forest and Range, 28 miles southwest of La Grande.

The project is designed to measure the population response of deer and elk to the intensively managed forests and rangelands of the future. Research at the Starkey Project began in 1989.

Research done at the Starkey Project is one reason scientists understand how critical it is for cow elk to develop fat reserves needed for successful pregnancies and to raise their young. The Starkey Project site is one of the places that body fat levels of cow elk were measured during a breakthrough study by John and Rachel Cook, a husband and wife team of biologists who were working for the National Council for Air and Stream Improvement.



We would like to recognize and congratulate all of the Grant School District 3 students on their 4H & FFA projects in this year's Grant County Fair 2021. Thank you for your hard work and dedication! A special thank you to everyone who purchased and supported our students!

CHICKEN

Morganne Wyllie *Grand Champion* / Buyer — John Day True Value
Payton Whitmore / Buyer — Jarrod Weaver

BEEF

Wyatt Suchorski *Grand Champion* / Buyer — Iron Triangle
Monel Anderson *Reserve Champion* / Buyer — Chester's Market
Weston Suchorski / Buyer — Michael Cearns
Kingdon Kirby / Buyer — Chester's Market
Beau VanCleave / Buyer — Solutions CPA
Rowdy Wilson / Buyer — Chester's Market
Carson Weaver / Buyer — Silvies Valley Ranch
Wyatt Lemons / Buyer — Les Schwabs
Everett Vardanega / Buyer — Gibco Ag and Industrial
Talon VanCleave / Buyer Central Oregon Livestock
Raney Anderson / Buyer — Willow Canyon Trucking
Tate Waddel / Buyer — Triangle Ranches
Bridger Walker / Buyer — Wilburn Ranch Brokerage
Colton Lindsay / Buyer — Rude Logging
Keira Steiner / Buyer — Hueckman Contracting LLC
Cooper Ross / Buyer — Ed Staub and Sons
Jacey Mickey / Buyer — First Community Credit Union
Sage Browning / Buyer — Clark's Disposal
Jerett Waddel / Buyer Darren Kimball LLC
Preston Boethin / Buyer — Deanne Driscoll
Abbie Justice / Buyer — Nick and Amy Steiner
Hayden Spencer / Buyer — Tor S Ranch
Gracey Kenyon / Buyer — Willow Canyon Trucking

GOAT

Bryant Baker / Buyer - John Day True Value
Emmalyn Northway / Buyer — Chester's Market

LAMB

Madelyn Bailey *Grand Champion* / Buyer — Parma Post & Pole
Adeline Northway / Buyer — Thomas General Construction
Gus McDaniel / Buyer — Rude Logging
Naomi Blood / Buyer — Les Schwab
Lilly Huerta / Buyer — Juniper Ridge Acute Care Center
Aaliyah Judd / Buyer — Figaro's of John Day
Liberty Woehlert / Buyer — Solutions CPA
Max Bailey / Buyer — Iron Triangle
Audrey Walker / Buyer — Ken and CiCi Brooks
Akeelah Vielma / Buyer — Fields Grassfed Beef
Reid Dole / Buyer — Ken and CiCi Brooks
Eliza Bailey / Buyer — Law Office of Rob Raschio, PC
Katelynn Hughes / Buyer — Holliday Land and Livestock
Savannah Watterson / Buyer — Parma Post & Pole
Rhynna Wyllie / Buyer — John Day True Value
Tempest Kalin / Buyer — Wilco Farm Stores
Adalyn Judd / Buyer — Snaffle Bit / Silver Spur / Ill Peaks Contracting
Emmalyn Northway / Buyer — Chester's Market

SWINE

Brooke Taynton *Grand Campion* / Buyer — Southfork Juniper Works LLC
Fallan Giffin *Reserve Champion* / Buyer — Iron Triangle
Gracee Hueckman / Buyer — Deanne Driscoll
George Ashley / Buyer — John Day True Value
Sarah Clark / Buyer — Chester's Market
Noah Spencer / Buyer — John Day True Value
Colton Lyman / Buyer — Les Schwab
Owen Parsons / Buyer — Rude Logging
Kara Hansen / Buyer — Iron Triangle
Eric Culley / Buyer — Nick and Amy Stiner
Fletcher Grove / Buyer — Chester's Market
Brynlie Koppel / Buyer — Community Counseling Solutions
Macy Carter / Buyer — Timbers Bistro
Eliza Ashley / Buyer — Pioneer Feed & Farm Supply
Emmie Saul / Buyer — Solutions CPA
Karlie Chappel / Buyer — Old West Federal Credit Union
Haven Giffin / Buyer — Riverside Feeders
Trevor Sasser / Buyer — Oregon Telephone
Trey Brown / Buyer — Southworth Brothers
Zoey Rookstool / Buyer — Wilburn Ranches
Paige Weaver / Buyer — John Day River Vet Clinic
Tymber Moore / Buyer — Rude Logging
Riddick Hutchison / Buyer — Thomas General Construction
Mayley Saul / Buyer — Strong Construction
Garrett Ashley / Buyer — Silvies Valley Ranch
Jenna Chappel / Buyer — Oregon Telephone
Ava Brown / Buyer — Silvies Valley Ranch
Allyson Moore / Buyer — Country Preferred
Parker Manistas / Buyer — Donna Carter
Evan Chappel / Buyer — Elkhorn Custom Meats and Deli
Ava Gerry / Buyer — Gibco Ag and Industrial
Trevyn Coalwell / Buyer — Crown Cattle Co.

TURKEY

Danner May *Reserve Champion* / Buyer — Pioneer Feed & Farm Supply
Sydney Brandon / Buyer — Nick and Amy Stiner

Congratulations to Sam and Bailey McCracken for earning their way to the National High School Rodeo Finals in Wyoming this past summer! What a huge accomplishment and we are very proud of them!