

The Week at Guilford

September

19- GCRO Brown Bag Lunch

Discussions

- Union presents ZION WAVE at 9 p.m.
- Board of Trustees meeting

20- Soccer (W) v. Randolph Macon at 2 p.m.

- Celebration of Montagnard Culture at 5 p.m. in Dana Aud.
- Community Senate goes on retreat to Raven Knob

21- Meeting for Worship - Moon Room

- 9:15a.m.
- Catholic Mass in the Gallery at 7 p.m.

22- Soccer (W) v. Greensboro at 4 p.m.

- Guilfordian Meeting-The Commons at 7:20 p.m.
- FCA meeting - Boren Lounge - 8 p.m.
- Outdoors Club Meeting - 6:30p.m.- The Gallery

23- Soccer (W) v. Ferrum at 4 p.m.

- Episcopal Eucharist -Moon Room,5:15 pm
- Volleyball (M) v. Emory and Henry, 8 p.
- Union Meeting- the Commons - 8 p.m.
- NGM Meeting- Boren Lounge - 8:30 p.m.
- College Dance Squad- Founders B3, 9 pm

24- Soccer (W) v. Christopher Newport at 4 pm

- Community Senate - Boren Lounge, 3:35
- Rpt. on Faculty trip to China - Leek Room, 3:30 pm
- Volleyball (W) v. Randolph Macon WC at 6:30 p.m.
- AACCS Meeting - The Commons - 7 pm
- IV Meeting - Boren Lounge, 8 pm
- Women's Awareness Meeting - Founders B3, 9 p.m.

25- Native American Club Meeting - The Commons, 7 p.m.

- College Dance Squad - Founders B3 - 9 p.m.

the week in
Campus Ministries

Daily: Unprogrammed worship. 8:05-8:20 A.M. Hut

Friday, September 19

Noon: GCRO Brown Bag Lunch Discussions. Hut.

7:30 P.M.: GCRO Friday Fireside Worship, "Worship in the Tradition of Jainism." Led by Varsha Isharani. Hut.

Sunday, September 21

9:15 A.M.: College Meeting for Worship (unprogrammed). Moon Room
10:00 A.M.: QLSP trip to West Grove Meeting (conservative). Leave from Hut.

7:00 P.M.: Catholic Mass. Gallery.

7:30 P.M.: QLSP Panel on Quaker Diversity. Hut.

Monday, September 22

3:30 P.M.: GCRO Meeting. Hut.

4:30 P.M.: Tea and discussion with Chris Greenfield of Sidcot Friends School, England. Hut.

8:30 P.M.: Fellowship of Christian Athletes. Boren Lounge.

Tuesday, September 23

3:00 P.M.: Grief Process Group. Hut.

5:15 P.M.: Episcopal Eucharist. Moon

Room.

7:30 P.M.: Quaker Concerns. Hut.

8:30 P.M.: New Generation Ministries. Boren Lounge.

8:30 P.M.: Seeker Session, "Who ARE these peculiar people called Quakers?" Led by Max Carter. Hut.

Wednesday, September 24

5:30 P.M.: Midweek meeting for worship. Hut.

6:05 P.M.: Seeker Session, "Undervalued Gifts." led by Deborah Shaw. Hut.

7:30 P.M.: Seeker Session, "Jesus Through Many Eyes," led by John Robichaux. Hut.

8:30 P.M.: InterVarsity Christian Fellowship. Boren Lounge.

9:00 P.M.: Unitarian-Universalist students. Hut.

Thursday, September 25

7:30 P.M.: Cuba work trip meeting. Hut.

8:30 P.M.: 1st year QLSP meeting. Hut.

Friday, September 19

Noon: GCRO Brown Bag Lunch Discussion, "The Overground Railroad." Hut.

5:00 P.M.: leave from Hut for QLSP supper at East Bend Friends Meeting.

New viewbook wins awards

BY ELLEN YUTZY
Staff Writer

Guilford's admissions publications are catching the eyes of more than just future Quakers. The college recently received two gold medals in a nationwide competition for college viewbooks and other promotional materials.

The recognition came as part of the CASE (Council for Advancement and Support of Education) 1997 Circle of Excellence Award Program for Alumni Relations and Communication Programs.

Richard Bailey of Richard Harrison Bailey (RHB), the firm which designed the publications, said, "In higher education, there's no higher award to be won." Bailey and another RHB employee, Lissa Hunt, worked together on the project.

The purpose of the new viewbook and accompanying pamphlets is clear. Bob Spatig, who was in charge of the project at Guilford's end, told RHB, "We want something reflective of this community, but pleasing to our prospective students."

The result of a year of work is a booklet of which Spatig says, "The language is strong, but it's not text heavy." First-year students Kendall Kibby-Deck and Kate Hesse agree that, "It's like eye-candy with lots of short stuff to read."

This was accomplished in large part by the use of what Spatig terms "Guilford words." Guilford words are those that Bailey and Hunt heard again and again as they interviewed students on campus during the winter and spring of 1996.

The focus of the process

through which Bailey and Hunt became acquainted with the community was "circles of influence." The admissions office selected nine people from the Guilford community.

Each of those people then determined his or her circle of influence, or those people who had been most influential in their Guilford experience. The result was a sampling of the diversity of the Guilford student body and faculty.

The resulting viewbook differs from the previous one in several ways. Gone are the glossy pages and metallic green cover. Gone are the page-long written answers to questions. After seven years without radically changing the viewbook, Guilford was ready for a change.

Spatig says, "I think, in general, we're seeing more students who are appropriate for Guilford." He believes that the new viewbook is making Guilford more competitive by better highlighting the college's distinctive qualities.

Students agree that the new series is effective. A special favorite of many is the campus visit pamphlet, which asks the question, "What would you say if you were trying to explain the smell of popcorn?" Candice Rosenfeld admits, "This is honestly what got me interested in Guilford."

Katie Hunter said the pamphlet made her think, "If this school does this kind of stuff all the time, I might be interested in going there."

Apparently, many prospective students are attracted by the new publications. The month after Guilford started distributing the popcorn pamphlet, campus visit rates rose 30 percent.

Corrections

•The photos of football and women's ultimate on pages 14 and 16 were switched last week. *The Guilfordian* regrets the error.

Perfection is our goal, but we don't always achieve it. *The Guilfordian* strives to correct all errors, so please contact us at extension 2306 if you see a mistake.

Our circulation goal is to have a paper under the door or on the desk of every person on campus by noon on Friday. If you do not receive your paper, please contact the publications suite at x2306.