

The Broncos' VOICE

FSU ARCHIVES



March 1994

Volume III Issue #6

3CP: Coordinated Customer Communications=Power

by Roger A. Harris

There's a catch phrase that's been in vogue in the business arena for decades: The customer comes first. Its logic is simple — happy customers will always come back for more. In a monopoly however, the thinking is a little bit different: only do what you fashionably have to do for the customers as they have no other choices (just ask the cable companies!). Only slightly less distasteful than a monopoly is an apathetic customer — one who frequents an establishment with no idea of his influence or power to dictate the standard of service received (a chained bull in a china shop!). FSU Student Body, we are that chained bull!

Both internally and externally, the FSU student body represents an untapped goldmine of resource access. Internally, we collectively have the power to influence every aspect and level of service that affects student life, from curriculum selection to faculty competency to bookstore pricing to financial aid (or lack thereof!). Externally we have the power to influence everything from who is elected sheriff to who feeds the homeless (thanks Chris!) to what cotillion school might lose business for practicing racist policies (front page, *Observer-Times*, Jan. 29, 94).

Shocked? Don't be. The fact is that at different times and in various ways, some if not most of these interests are being ad-

ressed. The problem is that our efforts are so disjointed and uncoordinated that their effectiveness is reduced to minute circumstances of concern or aid. From campus entertainment to community interaction, we could do a lot more if we understood that Coordinated Customer Communication equals Power — 3CP for short.

There is absolutely no way anything substantial in the way of student life can be affected unless we coordinate our organized group affiliations. No matter what your specific group interest is, a monthly meeting of all campus leaders could only enhance that situation, if for nothing more than spreading information or networking. In doing so, we collapse the exposed fingers of singular interests into the combined interests of the group palm, revealing the new-found strength of the clenched fist, the universal symbol of power. In this way the voice of one is magnified ten fold, from a singular cry to a unified roar, possessing the collective body strength to respond in kind. Residence Assistance pay, co-ed visitation, broader night-course selections, . . . voices. We must ensure that they are not only heard but also acted upon. Let us come together now.

Being a customer is a double-edged sword. Just as you should not have to put up with condescending, self-righteous, all-knowing teachers who have come from on high to deliver us from darkness, they should not have to

continued on page 4

ΦΗΣ

By Elizabeth Willet

On Friday, January 28th, at 6:00 p.m. in Rudolph Jones Student Center's Multi-purpose room, Fayetteville State University's new chapter of Phi Eta Sigma, a National Honor Society for college freshmen, held its first induction ceremony and dinner. Seventy student charter members, including five new officers, were inducted at this event. The newly-elected officers are as follows: Jacques Gray, President; Miriam Levy, Vice President; Deborah Williams, Secretary; Jamilya Sneed, Treasurer; and Aquilla Highsmith, Parliamentarian.

The ceremony also included the presentation of seven honorary members. They are Dr. William T. Brown, Special Assistant to the Chancellor at FSU; Dr. Helen T. Chick, Retired Professor, FSU; Dr. John T. Griffin, Jr., Superintendent of Cumberland County Schools; Dr. Lloyd V. Hackley, Chancellor, FSU; Mr. Hector McEachern, Chairman of the Board of Trustees, FSU; Mr. Bruce Pulliam, Chairperson on the Academic Affairs Committee, Board of Trustees, FSU; and Dr. Harold E. Wade, Vice Chancellor for Academic Affairs, FSU.

The ceremony began with Miss FSU, Kimberly Ashton, presenting the invocation, after which Dr. William T. Brown welcomed guests and inductees and introduced the special guests present. Mrs. Gwendolyn Wade, Director of the Chancellor's Scholarship Program and the new advisor to FSU's chapter of Phi Eta Sigma, and Jacques Gray, Chapter President, presented the honorary members, and then both assisted Dr. William T. Brown and Dr. John Sagabiel, Grand Secretary-Treasurer of Phi Eta Sigma, with the induction of the new student members.

After the induction, Dr. Sagabiel presented the charter to FSU, which was accepted by Dr. Wade. Dr. Sagabiel then spoke, praising the

new inductees for their accomplishments and scholarship. He also praised Mrs. Wade for her outstanding and persistent efforts in organizing the new chapter of Phi Eta Sigma and for the elegant ceremony and banquet planned by her and served by the Chancellor's Scholars. Dr. Sagabiel also presented Mrs. Wade a gold pen with the Phi Eta Sigma logo as a tribute to her efforts.

Before Chapter Vice-President Miriam Levy's introduction of Chancellor Hackley, Ms. Deborah Williams, Chapter Secretary, performed a heartfelt vocal rendition of "Wind Beneath My Wings." Afterwards, the Chancellor spoke concerning the honor of having a chapter of Phi Eta Sigma at Fayetteville State University and heartily congratulated the new student members. Closing remarks were made by FSU student Charles Weaver.

Phi Eta Sigma is the oldest and largest freshman honor society. Founded at the University of Illinois on March 22, 1923, its purpose is to recognize and reward academic excellence among college freshmen. In order to be considered for membership, a student must have attained at least a 3.5 GPA at the close of any curricular period during his or her freshman year. There are Gillespie, Christy

continued on page 12

INSIDE . . .

Club News

Student Writings

Awards and Recognition

Contributions by
Dr. Linda Barlow
Spencer Williams
More...