

# The Guilfordian

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## Dean calls for safety awareness

By Joan Malloch  
Editor in Chief

In the wake of an explosion of crimes affecting Guilford's campus, Dean of Students Joanna Iwata is placing campus safety as top priority.

At least eight car break-ins, one alleged fight, one on-campus assault, and one alleged off-campus sexual assault have occurred within the opening weeks of the year.

Security and Safety has recently tightened up patrol rounds and increased staff; but, student-involved crime remains a problem.

While her duties as Dean of Students often come after incidents have occurred, Iwata believes that a change in attitude may prevent negative events from happening.

"We need to work in trying to assert ourselves in situations that we don't feel comfortable in," said Iwata. "Part of it is feeling comfortable about saying no to situations that you feel uncomfortable in."

According to Iwata, the approach to every case is different.

"[In some cases] people freeze and don't know how to handle the situation; therefore, it evolves into a negative situation. In other cases people assert themselves and say 'No, this is not right, I don't belong here, you don't belong here, you're out of here.'"

As Dean of Students her role is

to follow up with all parties involved in an episode, clarify the specifics of what happened, and help students decide what to do based on the information.

Because information is the backbone of each case, validity and specifics can determine the outcome of a student's case.

"If you don't have enough evidence to support your claim about what happened to you (off campus) either one, because you were really drunk, or two, you can't recall very much... it makes it very difficult to manage through the judicial system fairly. Now if you were sober and can recall, that lends some credibility..."

The association between incidents processed by the judicial board and substance abuse is a strong one. Assistant Dean of Students Dick Dyer estimates alcohol related judicial cases in the last year at roughly 80%, though he was quick to point out that certainly not all cases were related to alcohol.

Iwata agrees, "I think in most cases [student incidents] are prompted by alcohol abuse and/or other substance abuse, though there are certain cases where very clearly the people involved are sober."

Clearly students need to be informed about substance abuse. Provost Dan Poteet says, "We're certainly going to reinvigorate the kind



Binford Hall and all other buildings were part of a 7:00pm "Lock Down" on Friday, September 11 in response to a campus assault. The assault occurred between Bauman and Bryan hall at approximately 10:40pm Thursday.

Photo by Carl Beehler

of education effort about alcohol that was in place for much of last year."

The education of students helps prevent on or off campus incidents that complicate the dynamics of the judicial process, says Iwata.

Off-campus parties place both the student and the college in a perplexing situation.

Off-campus substance abuse is normally handled by local authorities; however, Director of Security and Safety Mary Ann Weedon explained that Guilford's involvement

does not necessarily end there.

"The college reserves the right to file judicial charges. That could be administrative, it could be Security, it could be whatever. You'd have to look at the incident and see the roles there," she said.

## Vice-President Soenksen settles in

Matthew Levy  
News Editor

With the hope of improving Guilford's economic viability, Gordon Soenksen, hired last year as vice-president for institutional advancement, has begun reorganizing and redirecting Guilford's fund-raising and public relations efforts.

There was initial resistance to introducing the high-priced position in the midst of a restructuring which eliminated all other vice-presidential positions. However, the need for fund-raising outweighed other considerations and the position was filled by Soenksen, who is expected to bring in gifts worth many times his salary.

Soenksen now leads the entire institutional advancement effort of the college. His responsibility is to identify and cultivate major gift opportunities for the college, manage the staffs of the fund-raising side and the public relations side of institutional advancement and run the alumni relations and parent programs.

Soenksen hopes to increase the efficiency of his office by working the two branches of Institutional Advancement together.

"Development and college relations had worked closely together [in the past], but part of my job is to link them even closer with regard to the fund-raising and communications," he said.

"[It is important] to understand how we go about communicating with the external world, so that we can begin to organize a comprehensive view of everything that we do with regard to the college communicating with off-campus markets, in terms of all of our printed materials, in terms of press releases..."

Soenksen feels Guilford must market more aggressively if it is to survive the economic strains which are now affecting the majority of private colleges.

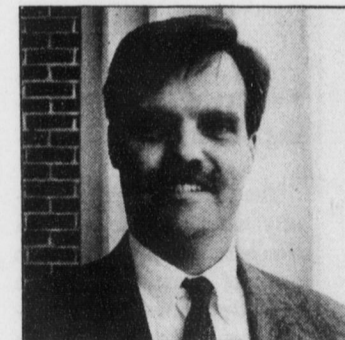
"Guilford has never been an institution that has aggressively marketed itself. Guilford by dint

of its history is an outstanding institution that has counted on its academic excellence to carry its message into the various markets.

"Part of our activity in Institutional Advancement is to capture all of the marketing opportunities and do a somewhat stronger job of marketing the school. That will help us in the fund raising, in admissions, in all of the activities in the school."

Soenksen has made some staffing changes since his arrival. The annual giving and parent programs have been realigned under Lillian Lyndrup and alumni affairs is now under Kenneth Chandler.

"That was a staffing change that we made this summer with regard to the strengths that those individuals bring to their particular areas of expertise and the kinds of activities that we need to develop during this year," said Soenksen.



Soenksen





File photo

There were also some retirements from positions that are being discontinued.

Soenksen expressed the importance of moving toward goals for success in development. He praised the involvement of the community in setting those goals in committees such as Strategic Long Range Planning (SLRP).

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