

Admission Welcome Center

Birmingham-Southern opens new 'front door' to campus

BY BILL WAGNON



BSC's new 'front door,' the Admission Welcome Center, opened its doors to visitors in September.

Birmingham-Southern has a new campus 'front door' as the Admission Welcome Center officially began hosting prospective students and their families in September.

The \$3.4 million, 9,800 square-foot facility is located just inside the main entrance to campus and just east of the Striplin Fitness and Recreation Center. It is across the street from the one-stop Student Services Building, where prospective students also can get questions answered about financial aid.

The new home for the Office of Admission staff includes a great hall living room with a receptionist area, a video screening room on one end of the hall and a covered porch on the other end, a kitchen, conference room, interview rooms for use by admission counselors and prospective students, and office space for the admission staff, among

other amenities. Signs in a reserved parking area in the back of the facility personally identify each day's visitors.

A courtyard with knot garden welcomes visitors who enter between the two wings in the back of the building. First established in England, knot gardens are a formal design of a variety of aromatic plants and culinary herbs.

Construction was funded by private donations.

Sheri Salmon, BSC's dean of enrollment management, says the spacious facility is a much needed addition to the college's student recruiting process.

"We visited colleges similar to Birmingham-Southern all over the South, and each one had space dedicated to welcoming prospective students and their parents to campus," notes Salmon. "The campus visit is the most important

part of the recruiting process and making an enjoyable and welcoming first impression is so important.

"We've already seen the benefits of the Admission Welcome Center among our future students. The reaction by visitors has been overwhelming."

Jeff Kallay, who is the "experience evangelist for TargetX, an interactive marketing firm for colleges and universities, visited Birmingham-Southern and the Admission Welcome Center in November. He travels the country helping colleges improve their campus experiences and tours.

Kallay wrote in his online blog after his visit, "... Birmingham-Southern's Welcome Center is amazing. I tour 3-5 colleges and universities a month and see my share of admissions offices/visitor centers. Birmingham-Southern recently built the Welcome Center/Admissions Office that rivals (and should inspire) others. It is authentic to BSC and their audience. It's also spacious but intimate, filled with natural light, has two large wings of offices and can be used by many departments on campus for receptions and meetings. If you are driving through Birmingham, take time to tour this amazing space."

The building was funded through major donations from BSC trustees Billy Hulsey and James T. Stephens, along with contributions from several other individuals, corporations, and organizations.

The great room in the front of the facility was named Hulsey Hall to honor Hulsey and his wife, Millie. The spacious Hulsey Hall also is used for various campus special events and receptions.



Hulsey Hall in the new Admission Welcome Center serves as a "living room" for prospective students and their families, as well as an area for receptions and other special events.

"I felt it was important for the institution to have an Admission Welcome Center that was attractive and that would make a good impression on prospective students and their parents who come to Birmingham-Southern for the first time to visit," Hulsey says. "It needed to be a place that was attractive, warm, and friendly, and a place you could come in and feel at home—an environment that you enjoy while becoming acquainted with the admission staff. It also needed to be compatible with the rest of campus and make an impact when you enter campus, and all of this was accomplished."

In addition to his personal donation to the facility, Stephens led an intense, one-month campaign as chair of the Board of Trustees to encourage his fellow trustees to support the Admission Welcome Center.

"As a quality liberal arts college with an outstanding faculty fully focused on teaching, BSC aims to have a full house, which regrettably we have not had," Stephens explains. "The opportunity to shape knowledge, character, and the potentials of career and life is too good not to reach every qualified student we can handle. Exposing the story of BSC through the best admission and student recruiting operation among our peers requires equipping our excellent staff with the resources and tools they need."

Contractor for the Admission Welcome Center was JohnsonKreis Construction of Birmingham. McAlpine Tankersley Architecture Inc. of Montgomery was the architect on the project. Nimrod Long and Associates of Birmingham assisted with landscape architecture.



Enjoying Hulsey Hall during an October building dedication (from left) are Julie and Jim Stephens, BSC President Dr. David Pollick, and Millie and Billy Hulsey.

Foundation grant supports BSC's new Urban Environmental Studies major



COMMUNITY FOUNDATION
OF GREATER BIRMINGHAM

"The Community Foundation grant is an expression of confidence in and support for BSC's new Urban Environmental Studies Program," said Birmingham-Southern Provost Dr. Kathleen Murray. "It allows us to move forward with a critically important hire and to launch the program in the fall of 2008. This grant from the Community Foundation also provides us with enhanced credibility as we reach out to other foundations for additional funding."

The Urban Environmental Studies major, approved by the Birmingham-Southern faculty in spring 2007, is the first of its kind in the state of Alabama and will focus on the study of the urban ecological environment and how people live in and interact with the environment.

The major was developed through the work of the Environmental Studies Committee chaired by Dr. Scot Duncan, BSC assistant professor of biology. It will include courses from across the liberal arts curriculum on ethics, politics, and societal issues, in addition to the sciences.

It will take advantage of the Urban Environmental Park under construction on campus, an urban oasis that when completed will be conducive for hands-on outdoor teaching and also serve as a place of recreation and leisure for students.

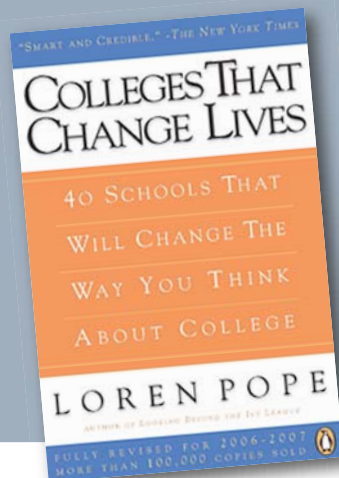
Established as a public charity in 1959, The Community Foundation of Greater Birmingham awards grants to nonprofit organizations, primarily in the Jefferson, Shelby, St. Clair, Blount, and Walker counties, with a goal of creating positive change and a better way of life in the Birmingham region.

"We know that our community cares about encouraging smart growth and taking care of natural resources, and we have adopted these as important priorities for the grants we make from our Community Funds," said Kate Nielsen, president of The Community Foundation of Greater Birmingham. "We are proud to be one of the early supporters of this unique major at Birmingham-Southern, which will train students to take on important roles in protecting our environment."

Supported by individuals, families, and corporations, The Community Foundation of Greater Birmingham is the largest and oldest community foundation in Alabama and ranks among the top 100 in the nation.

A significant grant from The Community Foundation of Greater Birmingham is supporting Birmingham-Southern's new Urban Environmental Studies major.

The three-year, \$140,000 grant will help fund a program director for the major for the first three years. The new major becomes a part of the college's curriculum in fall 2008.



Birmingham-Southern again lauded among colleges that change lives

Colleges That Change Lives' author Loren Pope has once again shined the spotlight on Birmingham-Southern as being one of 40 colleges that are "outdoing the Ivy League schools and the major universities in producing winners" in his latest revised edition.

The former *New York Times* education editor profiles 40 colleges in the United States that excel at developing potential, values, initiative, and risk-taking in a wide range of students. The guidebook includes profiles on the programs and personality of each college; what the school can offer students both academically and socially; candid assessments by students, professors, and deans; and the lifelong benefits of a liberal arts education for today's student.

For more information about *Colleges That Change Lives*, visit www.ctcl.com.

Pollick receives Trailblazer Award from Alabama Congressman Artur Davis

Birmingham-Southern President Dr. David Pollick was honored in Washington, D.C., this fall with a Trailblazer Award, which recognizes Alabamians who have made outstanding contributions in their communities or chosen field of work.

Pollick received the award at the fifth annual Celebration of Excellence Reception hosted by U.S. Rep. Artur Davis of the 7th Congressional District of Alabama as part of the annual

legislative conference of the Congressional Black Caucus Foundation.

"I recognized Dr. Pollick as our Trailblazer of the Year because of the standard he set in responding to the church arsons in west Alabama in 2006," said Davis. "Dr. Pollick's notion of collective responsibility should animate our entire civic life."

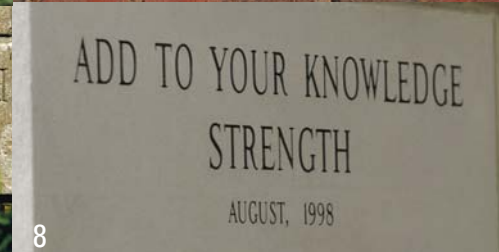
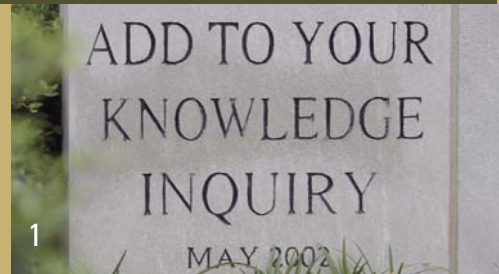
Hilltop trivia

Can you identify your BSC cornerstones?

The symbolic laying of cornerstones within the walls of many of the buildings on the Birmingham-Southern campus is a Hilltop tradition that was established close to a century ago, beginning as early as 1923 with the college's oldest building, Phillips Administration.

A cornerstone is a ceremonial building block, usually placed in the outer wall of a building, to commemorate its dedication. In addition to the cornerstone containing the date on which it was laid, each one at Birmingham-Southern bears a Biblical inscription that correlates with the academic focus within the building. BSC even went a step further by embedding time capsules within the hollow structure of some of its cornerstones.

Here are photos of eight of the cornerstones that can be found on the BSC campus. Can you identify the building that goes with each cornerstone inscription? The answers can be found at the bottom of the next page.





Walter Mosley to headline 2008 Writing Today conference at BSC

Award-winning writer Walter Mosley, best-known for his popular mysteries featuring private eye Easy Rawlins, will be the Books-A-Million Grand Master for the 28th annual Writing Today Conference March 7-8, 2008, at Birmingham-Southern.

Mosley's appearance will be the highlight of the conference's Saturday luncheon. His first Rawlins' novel, *Devil in a Blue Dress*, was adapted into a film starring Denzel Washington. Other books in the series include *The New York Times* best-selling *Bad Boy Brawly Brown*, *Black Betty*, *A Little Yellow Dog*, *Cinnamon Kiss*, and *Little Scarlet*.

His short fiction has been published in *The New Yorker*, *Esquire*, and *GQ* magazines. One of his stories in *Always Outnumbered*, *Always Outgunned* won an O'Henry Award, and the story became an HBO film starring Laurence Fishburne.

Mosley is an active voice for the black community in the ongoing effort for racial equality. In his essays and nonfiction, he examines ways that the African-American perspective can contribute to political, economic, and social progress in America. He also is the first African-American to serve on the National Book Foundation's board of directors and is the founder of the publishing program at the City College of New York. Among his many awards, he was honored in 2004 with the PEN USA Lifetime Achievement Award.

Julianna Baggott (a.k.a. N.E. Bode), novelist, poet, and children's book author, will open the conference at a plenary session on Friday morning, and Frank Deford, senior contributing writer for *Sports Illustrated* magazine and radio commentator on NPR's "Morning Edition," will keynote the Friday luncheon. Many other talented writers are included on the 2008 conference faculty.

Writing Today is a world-class conference that offers inspiring yet practical information from local, regional, as well as nationally recognized authors, journalists, playwrights, and poets. Check the Web site often at www.writingtoday.org to get updates for major speakers and presenters who will provide workshops about the craft of writing, as well as valuable information on finding agents and getting published. The 2008 conference schedule and registration material will be posted in January. All events are held on the Birmingham-Southern campus.

To be placed on the mailing list for updates and reminders, call the College Events Office at 205/226-4921 or e-mail sbarr@bsc.edu or agreen@bsc.edu.



Mosley

Spratling appointed executive assistant to President Pollick

Camille Spratling, formerly associate director of admission for the Master of Arts in Public and Private Management program at BSC, is the new executive assistant to President David Pollick. She began her new duties this fall.

Spratling graduated magna cum laude from BSC in 1998 where she was elected to Phi Beta Kappa, Omicron Delta Kappa, and Mortar Board. She earned a master's degree from the college in May of this year and was awarded the MPPM Dyson-Wagnon Award for achieving the highest grade-point average.

Prior to joining Birmingham-Southern, Spratling served as community action coordinator for Children's Hospital of Alabama, where she organized community initiatives designed to raise awareness and support of the hospital's mission. Prior to that, she worked at the Birmingham Regional Chamber of Commerce, serving consecutively as manager of education and workforce development, manager of international business, and manager of public policy.

Her career also includes a position as the program director of First Look Inc., a local nonprofit agency connecting youth to meaningful community service.

Spratling currently serves on the boards of Operation New Birmingham, Friends of the Railroad District, and Sumatanga Camp and Conference Center. She also is a member of the Central City Neighborhood Association and the Public Affairs Research Council of Alabama Roundtable, among other affiliations.



Spratling

Answers to cornerstone quiz:

1. Stephens Science Center
2. Munger Memorial Hall
3. Norton Campus Center
4. Stockham Building
5. Admission Welcome Center
6. Rush Learning Center/N.E. Miles Library
7. Phillips Administration Building
8. Striplin Fitness and Recreation Center