

UNI ADVANCEMENTS

Heavy accent put on teaching in new promotional campaign

by ANNE PHILLIPS
Courier Staff Writer

CEDAR FALLS — From bumper stickers to billboards, the University of Northern Iowa is reading its reputation for quality teaching across Iowa.

In a campaign that intensified last month, the university is promoting a new slogan: "Great Teaching Makes the Difference."

In an era when universities are often criticized for the number of graduate assistants in the classroom or for their emphasis on research, the campaign was developed to highlight the fact that teaching is the primary mission of UNI, according to Susan Chilcott, director of public relations.

"There is so much attention being paid to institutions that are not teaching, where teaching is not important. But this is an institution in which teaching is primary," she said.

"Only 2 percent of our teaching is done by graduate students. ... This is an opportunity to remind the public that this is an institution that does care about teaching."

Chilcott said the university began using the slogan last year on student recruitment materials. The university began using the "core theme" of the campaign, the "Great Teaching Makes the Difference" slogan, more intensively this fall.

The slogan can be found this month on billboards in 14 large Iowa cities, including Des Moines, Cedar Rapids, the Quad Cities, Council Bluffs, Sioux City and Dubuque. It's also on bumper stickers distributed to faculty, staff, alumni club members and UNI teaching graduates, used on the tag line on public service announcements, and on some envelopes and news releases from the university.

The billboards and bumper stickers feature a

stylized version of the UNI skyline, including the campanile, the Schindler Education Center and the UNI-Dome.

The slogan was developed in the Office of Public Relations, Chilcott said, and the campaign has been paid for from funds within the university's normal public relations budget.

"In terms of the response, it's been a good investment," she said.

The UNI public relations office has received requests for additional bumper stickers and the faculty of the university's Price Laboratory School, on their own initiative, recently created T-shirts bearing the "Great Teaching" slogan.

It may be the first university slogan to be widely disseminated since the sometimes controversial "Home of the Dome" was used many years ago. That slogan was criticized for focusing the university on a facility primarily used for athletics.

The new academic-oriented slogan also has been used in a poster produced by the Office of Public Relations as part of this week's nationwide celebration of American Education Week.

This year's poster, sent to all graduates who are teaching in K-12 schools, features a panther wearing a T-shirt proclaiming "Great Teaching Makes the Difference."

Volunteers from the university, including faculty, staff, students, and student athletes, often visit area classrooms for presentations and readings during the celebration of American Education Week.

Chilcott said the "Great Teaching" slogan also can be used to reflect the heritage and mission of the university and its role in educating future teachers for classrooms around Iowa and the nation.

The campaign is expected to continue into next year with some variations.

New director orchestrating environmental program gains

by ANNE PHILLIPS

CEDAR FALLS — The University of Northern Iowa's new director of environmental programs has turned his attention from researching Alaska's massive Exxon Valdez oil spill to developing pro-

grams to educate the next generation of environmentally literate students.

Dr. Edward Brown, 43, who this fall became the university's first director of environmental programs, is developing curriculum that will allow undergraduate students to compete for an emphasis in environmental science at UNI. He also is working on a graduate program that will create students qualified to compete for environmental jobs across the nation.

Brown came to UNI from the University of Alaska at Fairbanks, where he most recently served as a professor of microbiology in the university's Water Research Center. He was involved in damage assessment

students to compete for jobs in government or industry.

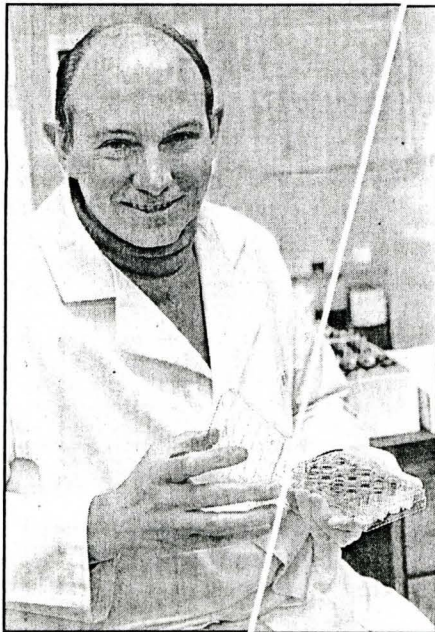
Brown is also coordinating the university's course required of all students, "Environment, Technology and Society." About 1,000 UNI

juniors and seniors enroll in the course each semester with sections limited to about 35 students each.

Brown, who taught at the graduate level in Alaska, is also teaching two sections of the undergraduate course using Vice President-elect Al Gore's book "Earth in the Balance: Ecology and the Human Spirit" as a text.

In addition to his other duties, Brown will administer the \$240,000 state appropriation for the university's new Recycling and Reuse Technology Transfer Center.

He has received research proposals from faculty in several departments, and an advisory committee is scheduled to award funds to selected projects later this month.



DAN NIERLING/Courier photo editor

Farmers serve up land for inclusion in wetlands reserve

Government surveying land values in some states before accepting bids to idle land.

By CATHY CUMMINS
Courier Staff Writer

Seeking the biggest bang for the buck, federal researchers are looking at land values in nine states before buying up 50,000 acres of restored wetlands.

"We didn't feel comfortable with all the data we received. We're looking at what the land would sell for if it was put on the market," said Lois Hubbard, a program specialist with the Agricultural Stabilization and Conservation Service in Washington, D.C.

An announcement on which bids have been accepted may be ready in a few weeks, she said.

At least two Black Hawk County landowners are hoping their bids make the list.

"I'm just crossing my finger and hoping I'm one of them," said Bob Boeck, who wants to put 37 acres of land north of Waterloo into the program. "I think it's absolutely perfect as a wetland area."

John Shepherd thinks his waterlogged land north of Cedar Falls is perfect for the program, too. "It's just neat, really peaceful up there," he said. The program is "a chance to return something that I've taken. I won't lie to you, the money is nice, but I'm doing it anyway."

The appraisals are part of the Wetlands Reserve Program, a \$46.4 million pilot project in Iowa, Wisconsin, Minnesota, Missouri, Mississippi, New York, California, North Carolina and Louisiana.

The project pays "fair market value" to farmers who volunteer to let standing water return to their fields, creating the marshy wetland ground favored by ducks, geese, deer, raccoons and other wildlife. The government pays 75 percent of the restoration cost.

Before the summer sign-up, officials hoped to reach their goal of 50,000 acres throughout the nine states. They did.

Nearly 3,000 producers signed up 466,000 acres of land, swamped ASCS offices and kept officials at the Soil Conservation Service (SCS), Department of Natural Resources (DNR) and the U.S. Fish and Wildlife Service busy checking the quality of the land.

In Iowa, 45,000 acres were

signed up. Nine producers in Black Hawk County signed up 718 acres of land.

"A lot of people told me they were just tired of messing with the wet fields and mud and all that," said Jim Ayen, a resource conservationist with the SCS office in Des Moines. "Some expressed to me sadness that there was nowhere birds and other animals could live."

About 65 percent of Iowa's applications have been forwarded to Washington for final approval, Ayen said. In Black Hawk County, about 300 acres are under review, agency officials said.

Not all the volunteered cropland made the grade as a wetland.

One man wanted to dig a fish pond and call it a wetland, said Mike Webster, director of the Black Hawk County SCS office. Another was suitable, but the standing water would have flowed onto another field. The soil on a fourth farm didn't hold water very well, Webster said.

"A lot of times people just bid in fields, it was a new program, nobody knew what would be accepted," he said.

Norman Walker has about 134 acres that would make a prime wetland, said Jeff Troendle, Walker's consultant at Hertz Farm Management Inc. in Waterloo. Walker's land near La Porte City is among the Black Hawk County bids under consideration.

"It's bottom land along the river," Troendle said. "Real marginal land as far as getting a guaranteed crop out of it every year because of floods."

The land isn't a swampland, he said, but rather a mixture of grassland, trees and standing water near a river — perfect for wildlife.

"He's the type of owner who wanted to see animals around," Troendle said of Walker.

Troendle said he's been told his bid was on the low end, "but who knows what low end is compared to the other states' bids."

The ASCS office in Washington, D.C., isn't releasing the number of applications or acres under review. Although the wetlands program is new, the agency has decided to continue the policy of secrecy surrounding the Conservation Reserve Program's bids, program chief Jack Webb said.

Webb said secrecy in that program is important because speculation about the number of acres that may not be planted could impact the markets.

Doctor says addicts con some physicans

Study shows many users find drug source through own doctor.

write prescriptions for pain pills, especially those that can be injected."

Murphy said some addicts told him they stole prescription pads, obtained code numbers and wrote

DES MOINES (AP) — The