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University Marketing and Communications

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November 19, 1996

FOR IMMEDIATE RELEASE:

TWO EIU ALUMS ASSUME ORIENTATION DUTIES

CHARLESTON -- Two Eastern Illinois University student affairs professionals who are Eastern graduates have assumed responsibility for the university's orientation activities.

Brent Gage, admissions and financial aid counselor, has been named orientation coordinator, and Boyd Bradshaw, admissions counselor, is orientation assistant. Both have assumed the orientation duties in addition to their regular job responsibilities.

They plan to build upon the strengths of Eastern's orientation program, which is considered to be one of the most comprehensive programs of its kind for students and parents in the country.

Gage, who received a bachelor's degree in organizational communication/human resources management from the University of Nebraska at Kearney and a master's in guidance and counseling from Eastern, is responsible for planning orientation activities, budgeting, supervising a graduate assistant and

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## ORIENTATION

developing orientation publications and a strategic plan for the unit. He also chairs a university-wide orientation/planning committee.

"Our goal is to eventually develop the orientation program into a student-based operation, where Eastern's brightest students from all disciplines are selected as orientation leaders and will receive internship credit. Each orientation leader would follow a group of about 20 new students through all aspects of the program, resulting in a more personalized, collegial approach to the orientation process," Gage said.

"It's also important for the orientation office to work cooperatively with housing and counseling center staff to develop programming that will help new students succeed in college," Gage added.

Gage is the son of Rodger and Colleen Gage of Kearney, Neb.

As orientation assistant, Bradshaw will select, train and supervise orientation leaders and oversee the freshman orientation program, "EIU Debut." Eastern hosted about 1,800 freshmen for summer orientation, most of whom participated in the overnight program.

In addition to EIU Debut, Eastern's orientation staff coordinates "Panther Pals," a group of more than 150 student volunteers who assist new students and family members move into the residence halls. Another orientation-sponsored program, "Panther Preview," is offered during the first week of classes, featuring a variety of entertainment and get-to-know Eastern activities.

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ORIENTATION

Bradshaw received a bachelor's degree in business/administrative management and a master's in guidance and counseling, both from Eastern. He is the son of David and Carole Bradshaw of Princeville.