

DSCC Alumni & Friends

Newsletter of Dyersburg State Community College - January 2008

What's in a Name?

What this name change business is all about.

In October, DSCC began an exploratory process to determine whether a new name would better serve the interests of the college and the residents of West Tennessee. Because our alumni are among our most important stakeholders, we have provided the following summary that gives complete information on this process. After reading, would you please take part in this process by e-mailing archer>malmo at the address provided?

DSCC Name Change Summary Jan. 3, 2007

Why Pursue/Explore a name change?

- DSCC wants to encourage more students from West Tennessee to obtain an education beyond high school; a name that is more geographically representative will attract more prospective students, lead to a better educated, more employable population. Ours is still one of the most undereducated parts of the state; we need to remove all barriers that are deterring our residents from pursuing higher education.
- The current name no longer accurately defines the college. Although the main campus is still in Dyersburg, DSCC has grown, there are four strong locations. Tipton County attendance has surpassed that of Dyersburg and the Gibson County Center continues to grow as well.
- Non-Dyer county funding will likely improve if a more regional name is considered.
- Student recruitment and growth will most likely accelerate with a name that is more inclusive and

representative of the communities it hopes to serve.

How has the process unfolded up to this point?

PHASE 1

The first phase of the process was qualitative research to assess the need for a name change and to gain insights into potential risks and rewards in pursuing a name change.

We conducted focus groups and

“A good name is better than riches”

Cervantes, Don Quixote

town hall meetings to gauge interest and reaction, and to obtain input from those who would be most directly affected.

Step 1 – Focus Groups

We began the process in October by conducting focus groups with students, faculty and staff. The majority of the participants interviewed mentioned that they would support a name change. A few were indifferent; only one student and one faculty member across the three focus groups were not in favor of a change. These student and faculty groups indicated a name change is needed because of:

- Misrepresentation – the current name no longer accurately represents the communities/counties that DSCC serves.
- Future growth – considering a new name could potentially strengthen or improve the institution's reputation and opportunities for growth.

Continued on page 2

President's Note

Fellow alumni and friends,

As I look forward to the new year, I see many changes and opportunities in front of us. One which concerns many of us most is the idea of a name change for an institution in which we have invested, and which in turn has invested in us. This is a complex process. So that you may be fully informed, we have dedicated much of the space available in this newsletter to giving you first-hand details. You can look for updates on this process in future issues and via e-mail.

On Ground Hog Day (February 2), DSCC will celebrate Homecoming. I personally invite you to come and take part in the festivities! Paid members of the Alumni Association can look forward to receiving game passes in the mail.

And speaking of membership, the Alumni Association hopes to grow its membership to 100. If you have not joined, I hope you will do so. All membership fees are used to fund our Alumni scholarships.

See you on the 2nd!

Maleia Lee '86

Homecoming 2008

Saturday, February 2

DSCC vs. Vol State

Women's Tip Off 6:00 P.M.

Men's Tip Off - 8:00 P.M.

***Come visit the
Alumni Reception Room!***

Step 2 – Town Hall Meetings

To gather the public opinion regarding a possible name change, we conducted three town hall meetings in Dyer, Tipton and Gibson counties. The largest turn out was in Tipton county (75 people), where the group unanimously said the name should be changed to be more inclusive. We had mixed reactions from a crowd of 30 in Gibson County. And in Dyersburg, about 45 people attended. Most who spoke voiced their objections. Some in the audience said they were in favor or neutral.

We understand the nature of town hall meetings, they draw people who have very strong opinions and those opinions were what we wanted to hear. But we also recognize that a small group does not represent the whole. We realize that this is an emotional issue for those who care about the city and the college. We appreciate all the responses we've received so far.

PHASE 2:

After considering results of the qualitative research, Archer Malmø, the Memphis-based firm leading the exploration recommended that we continue with the name exploration process. The company presented pros and cons of pursuing a name change but were confident that the pros outweighed the cons.

Cons

- Alumni may oppose it.
- It could hurt fund-raising.
- The City of Dyersburg will turn against the college.
- A new name will confuse people.
- DSCC will lose current brand awareness.
- It will cost money.
- Local politicians may be offended.

Pros

- DSCC is an anchor against growth.
- DSCC does not represent what the college is today and wants to become.
- Categorically, geographic identity is a straight-jacket.

One name change response received from an alumnus:

It was about 40 years ago when we waged quite a competitive campaign with neighboring towns to acquire DSCC for Dyersburg and Dyer County. I was a member of the Jaycees then and, along with the City, the County, schools, civic clubs, churches, businesses and everyone else, worked diligently to get our little junior college. And let's not forget the golfers. They gave up one of the most beautiful golf courses on earth to be used as the campus of our new school.

There is no one more proud of DSCC than I. Like thousands of you, I earned a degree there that helped me get a job. That job takes me all over West Tennessee. Over the years I have seen DSCC's influence and growth in the surrounding areas as it became a regional college.

Driving through Trenton recently I noticed the Dyersburg State building near the 45 By Pass. The name DYERSBURG is clearly visible from the highway. I couldn't help but wonder what effect the Dyersburg name has on a Gibson County student? Would I have been as proud of my ole' school if it had been named Gibson County?

It's natural to be territorial and it's important that we take pride in our neck of the woods. But our school is charged to serve a seven-county area. We help fill an educational gap between Martin, Jackson and Memphis. Now to me, that's something in which we can really take pride. I feel we should share this pride with the current and future students no matter where they live by having a regional school name they can all feel comfortable attending.

Years ago during those ambitious Jaycee days, I had the opportunity to meet Kemmons Wilson of Holiday Inn fame. Taking advantage of the opportunity, I pitched him a business venture idea. He listened politely and gave me some advice. "The name Super-South will limit you. What if you want to expand to the north, east or west?"

If he were here today I think Mr. Wilson would agree that Dyersburg State Community College is limited with a community label. As suggested, we need a name that is broad enough to include all potential students and communities and exclude no person, population segment or locale.

Glen Barr '95

Barr attended DSCC from 1970 until his graduation.

- The brand never rises above the image of the geography.
- No matter what the college does, its image will remain that of the City of Dyersburg.
- A new name can increase the number and quality of applicants.
- A new name will make everything you do easier.

This takes us to where we are today. We've asked residents of the 10-county area served by the college to suggest possible names based on the following criteria. We're seeking names that are: Aspirational, Authentic, Dignified, Inclusive, Manageable,

Timeless, Unique and Welcoming.

We've sent letters and emails to students, faculty, staff, alumni, donors, focus group participants, town hall participants, local business leaders and high school guidance counselors, inviting them to suggest possible names for the college.

Newspapers and radio stations from Nashville to Covington have also broadcasted our appeal, in an attempt to get as much input as possible.

Response

We began receiving suggestions for names immediately after the request

Continued on page 4

DSCCC

Outstanding Alumni Awards!



Above: **Steve Guttery** and **J Paul Jackson** were presented Outstanding Alumni Awards by Alumni Association President Maleia Lee at the college's '07 Fall Conference in October. At right: **William Dowdy** posthumously received the award at '08 Spring Update in January. Below: Lee presented awards to **Shelia Barton**, William Dowdy's son Dylon and **Michelle Tillman** at '08 Spring Update.



Dyersburg State and its Alumni Association have presented five Outstanding Alumni Awards since our last publication. We are proud to claim these fine examples of leadership and service as DSCC's own.

Steve Guttery - Steve's distinctive voice was heard over the radio for 30 years as an announcer and station manager for WASL-WTRO radio. Steve now works for the Dyersburg/Dyer County Chamber of Commerce as Director of Downtown Development. His duties include managing the Main Street Program in Dyersburg and coordinating the Adult and Youth Leadership Programs.

After attending DSCC, he earned his Bachelor of Science in Communications from the University of Tennessee Martin. Steve is a life-long resident of Dyersburg. He is a member of the Dyer County Historic Commission and is an active member of First United Methodist Church, Dyersburg. He and his wife Pam are the parents of two children.

J. Paul Jackson came as one of our non-traditional students having graduated from the University of Missouri. After watching the birth of his first child, J. Paul decided to go back to school to become a nurse and enrolled in Dyersburg State's nursing program. In 1999, J. Paul graduated from DSCC with an Associate Degree in Nursing. He took a full-time job as a critical care nurse at Baptist East, and then as an emergency room nurse at Baptist Lauderdale County.

J. Paul and his wife Melanie (also a DSCC graduate) now operate Lone Oak Retrievers, one of the most successful retriever-training kennels in the country. J. Paul, Melanie and their three daughters Lauren Ashley, Mackenzie Nichole, and Hanna Grace live outside Dyersburg.

Shelia Barton graduated from the



How exciting! This July, Dyersburg State Community College will mark the 40th year of existence. We are now in the planning stages for a year of celebratory events and are looking for volunteers to help. Please contact Jane at 731/286-3347 if you would like to take part.

Continued on page 4

Name Change - Cont. from pg. 3

was distributed. archer>malmo is tracking all submissions. They've received about 60 unique names, along with messages of support for the process. They've also heard from a few alumni and residents who think the current name is just fine.

The public is encouraged to continue to submit name suggestions and voice their opinion to dscclnames@archermalmo.com. The deadline is Jan. 21.

What Next?

archer>malmo will analyze all the names received against the criteria and present the Foundation Board with a list of the best options.

A round of quantitative research will be conducted to statistically gauge public reaction to and the validity of the selected names.

Once all the research is complete, archer>malmo will recommend whether the college should adopt one of the new names or keep the current name. If the recommendation is to change the name, the matter will be taken before the state legislature, where a final decision will be made.

The next Outstanding Alumni Awards presentation will take place on March 20, 2008. Send your nominations in today to vondy@dsccl.edu!

Outstanding Alumni - Cont. from pg. 3

Tennessee School of Banking at Vanderbilt. In 1992, she received her Associate Degree from Dyersburg State. In 1993, she received her general banking diploma from the American Institute of Banking. She graduated from the Southeastern School of Consumer Lending, also at Vanderbilt, in 1994, and in 2000 she completed the Southeastern School of Commercial Lending. She now works as Community Bank President for Clayton Bank and Trust in Covington.

Sheila is a member, Past President and Treasurer of the Covington Rotary Club. In 2006, she was named life member of the year of the Covington-Tipton County Junior Auxiliary. At First Presbyterian Church in Covington, she is a member of the hand bell choir and serves as a deacon. Sheila lives in Covington with her husband Whit and sons Hafford Barton III and Ryan.

William Dowdy graduated from DSCC in May of 2004 with his Associate Degree in Arts and Sciences. He completed his Bachelors degree at the University of Memphis and had begun work on his Master's degree. While he was on the campus, he was a member of Phi Theta Kappa and Sigma Tau Delta. During summers, he volunteered as a tutor for underprivileged children at Children and Family Services camps.

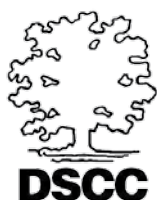
Bill's dream was to be a writer and a college professor. Unfortunately, this dream was cut short. Bill suffered from a rare form of muscular dystrophy and died in December 2006 at the age of 37 from pneumonia. He was confined to a wheelchair throughout his college career. In his nomination Professor Melody Smith wrote, "He was an excellent student at the University of Memphis and again was a shining example of what we want in DSCC graduates. He did everything possible to be the best alum of DSCC that he could be." Bill's son Dylon accepted the award on his behalf.

Michelle Miller Tillman attended Dyersburg State from 1989 to 1991, and then transferred to Lambuth where she graduated cum laude with her Bachelor of Science in Music. In 1998 she received her Master of Education and plans to begin work on her doctorate. She has taught music at Lauderdale Middle School, at North Parkway Middle School, at St. Mary's Catholic School and since 2001 she has served as choral director for Haywood High School. Michelle was recognized as Teacher of the Year in 2007, and she is department chairman for Fine Arts. She is currently a member of several professional organizations, and is organist for the First United Methodist Church in Brownsville. Michelle lives in Brownsville with her husband Sammy, her son Seth and daughter Sarah.

We're counting on you

to join the DSCC Alumni Association. By joining you help provide scholarships to students attending DSCC. Dues are \$25 per person or \$35 per couple. Please send your dues to:
DSCC Alumni Office, 1510 Lake Road, Dyersburg, TN 38024

Want to learn more? DSCC offers a wide variety of continuing education classes. There are a wide variety of on-line course options as well.



Dyersburg State Community College

Dyersburg • Covington • Trenton • Union City
1510 Lake Road, Dyersburg, TN 38024

(731) 286-3347 www.dsccl.edu
Dyersburg State Community College is an Equal Opportunity Educator and Employer
A Tennessee Board of Regents Institution AU-02-08

2007-09 DSCC Alumni Association Officers

- President - Maleia Lee '86
- Vice President - Steve Guttery
- Secretary - Jane Pate Vondy
- Treasurer - Vince Haymon '92