

From the Chancellor

By: Dr. James Limbaugh

In previous comments, both publicly and in print, I have emphasized the importance of strategic marketing of our institution, focusing on our strengths and emphasizing our distinctiveness in a way that resonates with potential students. We also must develop a better understanding of the message that we are sending to our many publics: students, potential students, faculty, staff, community, alumni, donors, legislators, etc. To that end, a core marketing working group (Tracey Jette, Tiffany Van Heel, Jim Potter, and I, with plans to expand membership at a later date) has been convened to begin the initial task of creating a focused marketing strategy revolving around specific academic programs. The Academic Council has been asked to identify specific programs to highlight in a marketing initiative based on uniqueness, reputation, and capacity for growth. Additionally, Ms. Sue Ost has increased the university's marketing budget to provide more financial support for targeted initiatives.

For those of you interested in further exploring marketing within higher education, I offer for your perusal two articles representative of the writing and research in the field: "[Know Thyself: Five Strategies for Marketing a College](#)" and "[Promoting the Academy: The Challenges of Marketing Higher Education](#)." Also, a recent article in the daily newsletter "[Inside Higher Education](#)" provides additional insight into the influence and power of social media in marketing efforts.

Homecoming Follow-up



MSU-Northern enjoyed a beautiful homecoming week (Sept. 24-29). The week included a spirit decorating contest, barbeque, the painting of the "Hello Walk", a bonfire, two winning volleyball games, a football victory against Rocky Mountain College and a Homecoming Dance. This year's Homecoming Court is (Left to right) Morgan Tuss and Michael Schulteis (Prince and Princess, representing the Student Senate); Leah Olson and LaVon Myers (King and Queen, representing the Student Education Association); and Erika Briese and Jacob Pearson (Duke and Duchess, representing the Nursing Club).

Climbing Wall Update

Confusion exists regarding the status of the climbing wall and ropes course. Here is the official status as of today:

- The climbing wall and ropes course are not scheduled to be torn down, demolished, removed, or otherwise eliminated.
- The consultant retained to review the facilities' safety and compliance with code and related standards has made his visit, and we are awaiting his report.
- After review of the report, the Chancellor's Council will discuss the costs of a full upgrade within the context of institutional priorities for provision of both educational and recreational facilities.

Until further notice, however, the climbing wall and ropes course will continue to be closed and inaccessible for any event-academic, recreational, or community-related.

Homecoming Decoration Winners

During the week leading up to the big Homecoming games, Northern family and community members were challenged to use their creative school spirit by decorating rooms for a spirit competition. The categories and winners are as follows:

- **Community:** Hi Line Radio Shack
- **Office reception area:** Admissions and Career Center (tie)
- **Faculty:** Education
- **Staff:** Provost Office
- **Club display:** Student Senate
- **RA Door:** Molly Grubb

Skylights & Lights Scrimmage

On Monday, October the 8th, the Skylights & Lights basketball players will participate in a scrimmage to raise money for Havre's St. Jude's Thaddeus School. The scrimmage will be held in the St. Jude's gym (Havre Central Gymnasium). The Skylights will take the court at 5 p.m. and the Lights will join the scrimmage at about 6:30 p.m. The activities will include:

- 3-point competition
- Slam-dunk competition
- Kids 3-point competition
- Layup drills
- Half-court shot (\$5 per chance to win \$500)
- 50/50 drawings
- Raffle for autographed Lights & Skylights basketballs

Price of admission is \$5/adults and \$3/students. Concessions will be available and all proceeds will go to St. Jude's Thaddeus School in appreciation for the use of the gym.

Friends & Family Fun Night

Saturday night, October 6, 2012, marks the first annual Friends & Family Fun Night. This event will be a barbeque and a carnival combined. During the evening, attendees will be afforded a chance to meet famous NFL, NHL, or MBL legends and get their autographs. The carnival begins at 5 p.m., and the barbeque begins at 6 p.m. A full no host bar will be available. One-man-band Dennis Wisch will provide the evening's entertainment. Cost for this event is \$10/person or \$30/family price includes barbeque and 5 free carnival tickets. Additional carnival tickets will be \$1 each or \$10 for 20 tickets. Footballs will be sold for \$5 each while supplies last. The Friends & Family Fun Night will be held in Northern's newly renovated Armory Gymnasium.

Legends for Lights Pheasant Jamboree

The 12th annual Legends for Lights Pheasant Jamboree will be taking place this weekend. This year the Northern Family Fun Night will replace the Taste of Havre. The Legends for Lights Pheasant Jamboree is a combination of former NFL, NHL, MBL and other professional legends along with locals and outdoor enthusiasts from across the country coming together for a 4-day jamboree that includes trap shooting, pheasant hunting, the Friends & Family Fun Night, and a little storytelling. Participants pay to be included in the shooting and hunting teams, and the money raised during this event goes toward athletic scholarships. For more information go to:

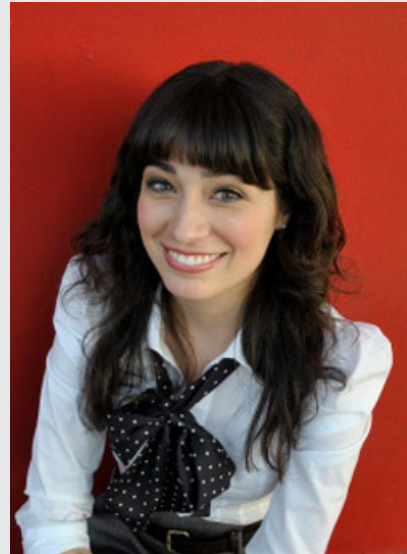
<http://www.legendforlights.com/>

Comedienne & Celebrity Impressionist Performing- October 16

The Associated Students of MSU-Northern are proud to present "America's Got Talent 2011" semi-finalist Melissa Villasenor on Tuesday, October the 16th at 8 p.m. in the Student Union Ballroom. Hailing from Southern California, comedienne and celebrity impressionist Villasenor is most well known as a semi-finalist on last year's "America's Got Talent". Melissa's iconic impressions have been on Comedy Central's "Adventureland," "Family Guy" and "Frank TV."

Villasenor grew up in Los Angeles and started her stand up career at 15 years of age performing at the "Laugh Factory Comedy Camp". After years of hard work, she is now a regular at the "Comedy Store, Improv's, Laugh Factory, and Comedy & Magic Club."

She did her first TV appearance on "The Ellen DeGeneres Show." Recently she played a part as Nora Ephron on Fox's "Family Guy". Villasenor wrote and will star in her one woman show called, "I'm Not Myself." Villasenor is one of the most in-demand comedians in the College/University market...this is one show you don't want to miss! Admission for this performance is free to MSU-Northern students, faculty and staff. Community members may attend for \$5/adult and \$3/students.



Northern Showcase Season Begins

James Lee Stanley



The Northern Showcase Concert Association is proud to present as their season opener "James Lee Stanley" on October 9, 2012 at 7:30 p.m. in the MSU-Northern SUB Ballroom. Stanley, a true renaissance man, was born into a musical family in Philadelphia, PA., and was already performing and recording for LeGrand Records by the time he was fourteen. He majored in music at California State University, did a stint in the Air Force as a Chinese linguist, and performed three hundred dates a year with such diverse acts as Bonnie Raitt, Robin Williams, Chick Corea & Return to Forever, and Bill Cosby by the time he landed his second recording contract.

Stanley is one of the few all-time greats and undisputed geniuses among singer-songwriters. FI Magazine listed his "Freelance Human Being" as "one of the finest recordings of 1998 and one of the Top 200 Recordings of all time." -FI Magazine-March 1999

Season tickets will be available at this performance for \$125/family, \$60/adult, and \$35/students. MSU-Northern students are admitted free of charge with a current MSU-Northern ID.

Individual admission prices for this performance are \$15/adult and \$10/student.

For more information on the 2012-13 NSCA performances check out our website at:

<http://www.msun.edu/stuactivities/showcase.aspx>

Chancellor Lecture Series- Ellen Baumler

History and the supernatural harmonize in a tapestry woven of ghostly encounters and things that go bump in the Big Sky night. Historian, storyteller, and award-winning author Ellen Baumler brings Montana's historic landscapes to life with a thought-provoking journey into the darker places of Montana's memories. Based on well-researched incidents of the unexplained collected from Montanans across the state, the stories will fascinate audiences of all ages. Baumler's presentation will take place on October 11, 2012 from 7:30 p.m. to 9 p.m. in the Hensler Auditorium. The campus community and general public are invited to attend the lecture. Admission is free.



The MSU-N Lecture Series Committee is a Chancellor Charter Committee whose members consist of students, faculty, and staff. The mission of the committee is presented below:

To stimulate thought, discussion, and engagement, the MSU-Northern Chancellor's Lecture Committee presents an intellectually and culturally diverse program that brings the broader MSU-Northern communities face-to-face with notable thinkers, scholars, civic leaders, authors, and artists throughout each academic year.

Bio-Energy Advanced Fuels Lab Grand Opening

MSU-Northern's Bio-Energy Advanced Fuels Lab is almost ready to create and test oils and bio-fuels. To celebrate this new development, we will be holding a grand opening ceremony complete with an open house, ribbon cutting, and barbeque. On October 16, 2012 the event will begin at noon. Senator Jon Tester will be present and will meet and greet attendees until 12:30 p.m., when he is scheduled to speak. Many dignitaries will be present at this momentous occasion. The grand opening is a celebratory event signifying the great strides MSU-Northern has made in the area of bio-energy.

Veteran's Day Celebration

On November 9, 2012 at precisely 11:11 a.m., MSU-Northern will be hosting a Veteran's Day Celebration on the south lawn by the Student Union Building on campus. The very specific commencement time for this ceremony celebrates the signing of the peace treaty that ended World War I. This treaty was signed during the eleventh hour of the eleventh day of the eleventh month of 1918, so because November the 11th is on a Sunday this year, Northern will commemorate that date on the 9th, but at 11:11 a.m.

The Veteran's Day Celebration will be a short program consisting of a presentation of colors, taps, a commemorative song called "Angel Flight," and a roll call of the Montana casualties from the War on Terrorism. This short event is meant to bring honor to the men and women who served and continue to serve Montana and the United States of America so valiantly. The public is welcome to join us as we celebrate and honor our country's heroes.

Upcoming Alumni Auction

Come out and support our Alumni Scholarships! It's the best auction in town! The event will take place on Saturday October 13, 2012 in the Northern Gym. The entrance fee is \$20, which also covers an all-you-can-eat supper from Taco John's taco cart. Great snacks and one free drink will also be provided. Tickets are available at Creative Leisure and the Alumni Office- Cowan Hall 307. The night's festivities will commence as follows:

- 4:30 p.m. Doors Open, Cash Bar
- 5:00 p.m. Taco Cart & Great Snacks
- 6:00 p.m. Auction Starts

Come join us for a great time right after the Lights football game. For more information, send an e-mail to alumni@msun.edu or call 406-265-3770.

Travel Opportunities for Students, Faculty, Staff and Community Members

There are two wonderful opportunities for students, faculty, staff, and community members to expand their horizons with overseas travel in 2013.

First, over spring break, March 10-18, a group is leaving from Great Falls and heading to explore Ireland with an escorted tour. The trip starts in Shannon/Killarney then heads south to the Ring of Kerry, east to Blarney and Cork, then north to Dublin where they will experience St. Patrick's Day. There is also an optional tour to Belfast. If you are interested, please contact Carol Reifschneider (265-4126), Tracey Jette (265-3566) or Randy Bachmeier (265-4152).

The second opportunity is to Turkey. Brenda Skornogoski is the group leader. The group leaves Great Falls May the 14th for a 13-day adventure that circumnavigates Turkey. The tour starts in Istanbul, continues through Troy to Izmir (also known as Smyrna) with an optional side trip to Ephesus and the last home of Mary of Nazareth. The trip continues to Anatalya which is located on the Mediterranean Sea. This area is referred to as the "Turquoise Coast". From there the tour goes to Cappadocia which is an area similar to our "Badlands" with very unique building structure - sort of like our local "hoodoos". The tour continues through the capital of Ankar and then back to Istanbul. If you are interested, check out the specifics at:

<http://www.gate1travel.com/Skornogoskigroup.aspx#hotels> or contact Brenda Skornogoski (262-7776), Randy Bachmeier (265-4152) or Carol Reifschneider (265-4126).

Upcoming Flu Clinic

MSU-Northern's flu clinic will take place on October the 9th from 7:00 a.m. - 11:00 a.m. in the MSU-Northern, SUB Ballroom. Appointments are not necessary. Simply stop by and bring your insurance ID card with you.

This will be the only day employees can receive their free flu shots, so be sure to stop by if you need your flu shot. All insured plan members, employees, spouses, and retirees are eligible for a free flu shot (not Medicare Advantage Program retirees). Children of any age are NOT eligible. Non-insurance plan members are not able to come and pay for a shot.

Please email Nicki Branden (at nicki.branden@msun.edu) if you have any other questions.

Flu Shots for Students

Students can get a flu shot for \$17.00 at the MSU-Northern Student Health Service Office, located in the Student Union Building Room 228. The Student Health Service Office is open Monday-Thursday from 9 a.m. to 3 p.m. (Closed Friday)

A Physician's Assistant is also available on Tuesdays from 1-2:30 p.m. and Thursdays from 10:30 a.m.-Noon

Graduation Applications Due

Graduation applications are due in the Registrar's Office by November the 2nd. Students will need to complete their application and program sheets with their advisor.

Forms are available in our office or at <http://www.msun.edu/registrar/graduation.aspx>

Weekly Columns

@ Your Library

By Vicki Gist

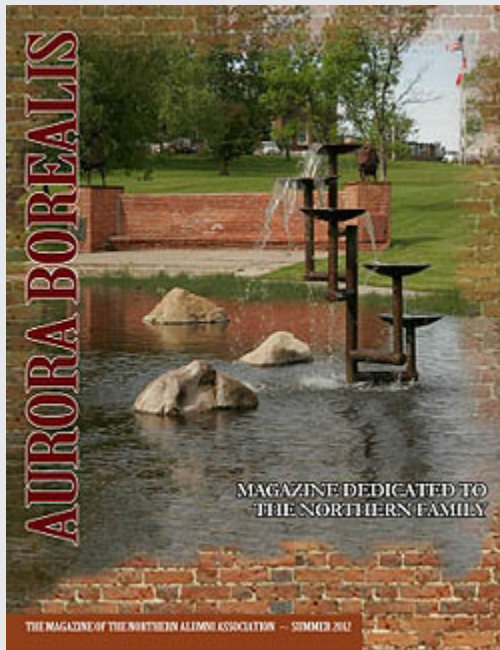
Looking for a book? Use the Vande Bogart Library's catalog to help find books on many topics. The catalog can be used to find printed and electronic books (ebooks). Use the call number to locate the book on the shelf or the link to access an ebook. Additional sources of ebooks are the Ebrary Academic Complete database and the Safari Online database. Ebrary Academic Complete contains more than 80,000 books on many topics-including literature, education, history, science and

psychology. Safari Online includes 6,000+ current computer books. Here you can find books on Windows 8, Kindle Fire, Adobe Photoshop CS5 and many other computer related topics. Visit the library's website at <http://msun.edu/infotech/library/index.htm> to begin your book search.

Alumni in Action

By Autumn Elliot

I would like to thank the Homecoming Committee and the Alumni Board for all their help this past weekend. Also I would like to thank the entire Lights Basketball team for their help setting up and cleaning up after the BBQ on Friday night! Thank you, Joe Lampier, for setting up the sound system at the BBQ and bonfire. Thanks go out to Denise Brewer for helping with the bonfire and, of course, we thank the fire department for issuing a burn permit for the event. Last but not least, I thank our sponsors that helped make homecoming a great weekend, NLASF, Liberty Mutual, Hill Co. Electric, Flynn Reality, and Havre Optometric.



Click on this cover photo to read the latest issue of the Aurora Borealis.

Computer Corner

By Marianne Hoppe

Word 2010 Tip

How to prefix a numbered list in Word

It's easy to create a numbered list in Word. You enter the list items, select them, and click **Numbering** in the **Paragraph** group on the **Home** tab. It's quick and easy. Thanks to all the numbering options, you have a lot of control over sequence and format. Another thing that you can also do quite easily is prefix each number with descriptive text. To illustrate this easy-to-implement technique, we'll create a simple list and prefix each number with the text "Flower".

To create this prefixed list:

1. Enter the list items.
2. Select the list.
3. Click **Numbering** in the **Paragraph** group on the **Home** tab. At this point, you have a simple numbered list.
4. Select the numbers. You can do this by clicking any of the numbers and Word will highlight the entire list. If any of the list items are selected, try again.
5. Right-click the highlighted numbers, then select (but don't click) **Numbering** and then choose **Define New Number Format**.
6. In the resulting dialog box, add "Flower " to the **Number Format** control - enter it to the left

of the existing number. Be sure to include a space after Flower to separate the text from the number.

7. Click **OK**.

NOTE: This setting will stay in effect until you change it for this document. That means, the next numbered list that you create will also have the text prefix. To switch back to a standard numbering format just repeat steps 4 and 5 but instead of defining a new number format, simply click the numbered list style you want to use. You can also close and reopen the document to reset the option.

A Pinch of Salt

By Kimmi Boyce

Are you ¼ German, ¼ Welsh with a dash of Irish, a slice of Icelandic, and a pinch of Cherokee, or are you part of a clearer bloodline? Maybe you're 100% Italian or Blackfoot Indian. October is National Family History Month, so it's time to celebrate our ancestors and our family history. Whether you are an ethnic "purebred" or a "mutt," your family members from the past had a part in making you who you are today. Do you know your family's history? If not, there are many ways to pursue the knowledge of your family's lineage.

I personally recommend Ancestry.com. After joining the Boyce clan through holy matrimony, I became intensely curious about the lineage my future children will have from the Boyce line. Using basic facts gathered from my husband's family, Ancestry.com helped me find census records and other government documents to trace Boyce family members. Beyond that, I traced my Curtis lineage all the way back to the 1400s using Ancestry.com. My dad was positively thrilled to know the first names of all the Curtis men who carried our surname through centuries. If you are wondering about your family history this month, October is the perfect time to delve into the past and discover your roots. Happy searching!

Mission Statement

"MSU Northern, a teaching institution, serves a diverse student population by providing liberal arts, professional and technical education programs ranging from certificates through master's degrees. The university promotes a student centered and culturally enriched environment endorsing lifelong learning, personal growth and responsible citizenship. The university partners with a variety of community and external entities to enhance collaborative learning, provide applied research opportunities, stimulate economic development and expand student learning experiences."