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# COMMUNIQUE

LINDENWOOD  
AN E-NEWSLETTER FOR  
UNIVERSITY EMPLOYEES

## Basantes Selected as Employee of Month

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Luis Basantes, Graphic Designer in the Lindenwood University Public Relations Office, has been named the employee of the month for June. He has been in the role since 2010 but has been involved with the University since his time as a student.

Basantes, who hails from the Republic of Ecuador, earned an undergraduate degree with an emphasis in multimedia and graphic design from Lindenwood in 2006. He became a graduate assistant in the Public Relations Office in 2008 while pursuing a master's degree in fine arts.

Currently, Basantes oversees all graphic design elements for the J. Scheidegger Center for the Arts. Projects include programs, show schedules, posters, advertisements, billboards, mailers, signs, photographs, and more.

"From day one, Luis has been an indispensable asset," wrote nominator Chad Snider, Director of Marketing for the Scheidegger Center. "My job would be nearly impossible without his talent and dedication. He goes above and beyond every day, and regularly inspires me to be a better employee myself."

Basantes also supports the Public Relations Office, the Office of International Students & Scholars, and other departments with graphic design projects as needed. He said he enjoys the variety and creative outlets his job offers.

"I really like working with all of the different people and learning new things," Basantes said. "It's always something different, and that keeps things fun."

Outside of work, Basantes enjoys time with his wife, Cristina, and dog, Robinio. He also likes to sharpen his photography skills and work with animal rescue groups, especially those affiliated with the American Staffordshire Terrier.

Did You  
Know?

**Did you know that for most of its existence, Lindenwood has been dedicated to Fine and Performing Arts? In fact, the Fine Arts program was the first to have its own building; first in Margaret Hall (1909), and then in the Memorial Arts Building (1938), and Harmon Hall (1969), before it moved to the J. Scheidegger Center in 2008.**

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## Clancy to Assume Role as Alumni Director

Lauren Clancy has been named the Director of Alumni Relations for Lindenwood University. She will succeed Whitney Fraier in the position beginning in late September.

Clancy brings to the position experience in communications, event organization, and planning and research. She has focused on building an engaged alumni body while working as a graduate

assistant in the Institutional Advancement Office for the past two years.

“I am delighted by the opportunity to become the alumni relations director for Lindenwood,” Clancy said. “Having worked with the alumni as a graduate assistant, I know I will continue to build strong relationships with this amazingly diverse and talented group of individuals.”

Her efforts have already led to an increase in annual, unrestricted alumni support, the development of stronger lines of communication between alumni and the University, and an increase in the school’s alumni research database.

“I look forward to the challenges and prospects for alumni growth that I see at Lindenwood,” said Clancy. “I also look forward to the service I can provide this constituency in the years to come.”

Prior to coming to Lindenwood, Clancy worked at Washington University as a prospect research analyst and a special events planner. Prior to that, she was a publications specialist at A.G. Edwards.

Clancy holds an undergraduate degree in English from St. Louis University and a master’s degree in nonprofit administration from Lindenwood. She is a member of the Young Alumni Board at St. Louis University, the Young Nonprofit Professional Network, and the Association of Fundraising Professionals at St. Louis University and Lindenwood.

Clancy resides in Columbia, Ill., with her husband, Sean, who works in genetic quality assurance at Monsanto. The couple recently welcomed their first child.

Until Clancy begins her duties next month, please contact Director of Advancement Services Kate O’Neal at 636-949-4903.

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## **'Voices Only' to Perform at MMEA Convention**

The Lindenwood University Voices Only choral group has accepted an invitation to perform at the Missouri Music Educators Association (MMEA) Annual Conference in Osage Beach, Mo., in January 2012. The group is one of only 10 vocal and instrumental groups at the collegiate level selected to attend.

“We were one of 142 performance ensemble applicants state-wide, which really brings to light the fact that there is a larger number of high-quality groups in Missouri,” said Pam Grooms, Assistant Professor of Music and Director of Choral and Vocal Studies. “We actually submitted audition recordings from our Voices Only ensemble, our jazz band, and our concert band. We are thrilled that one of our outstanding groups was selected to represent Lindenwood at this important conference.”

A Lindenwood Voices Only group performed at the MMEA conference in 2004 to rave reviews. Grooms said she aims to accomplish the same results next year.

“The University was not as well known for their music program at the time Jim Henry took the group several years ago, but they completely blew everyone away and were the group everyone was talking about,” she continued. “We have our own unique sound and I’m looking forward to putting our spin on it this time.”

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## **SB&E Faculty Present at ACBSP Conference**

Lindenwood University's School of Business and Entrepreneurship was recently represented at the

2011 annual conference of the Accreditation Council for Business Schools & Programs (ACBSP) in Indianapolis, Ind. After the 2010 conference, during which Lindenwood received initial ACBSP accreditation, this year's conference presented the SB&E with another, equally rewarding experience: members of the SB&E accreditation committee presented tips, pointers, and lessons-learned from the LU accreditation experience to schools now seeking accreditation.

Dean Roger Ellis, J.D.; Associate Dean Renee, Porter, Ph.D.; Associate Professor Robert Allen, D. B.A.; and Belleville Associate Professor Judy Eberhart, D.Mgt., were pleased to present two brief workshops to conference participants. The first session, "Data Driven Decision Making Breathes New Life into the Business of the School of Business," outlined the ways in which the SB&E's use of both historical data (trends) and forecasted data (projections) has helped the school to make informed, data driven strategic decisions, particularly with respect to programmatic and curricular changes.

The second session, "Reflections, Culture Changes, and Process Breakthroughs While Achieving Initial Accreditation," highlighted some of the many "cultural" changes that took place within the School of Business and Entrepreneurship during its self-study year in pursuit of ACBSP accreditation.

Porter explains, "By nature, self study requires not only reflection and self-assessment but also the creation and articulation of strategic plans. Though challenging, this process is quite rewarding and can inspire true cultural transformation."

For schools currently undergoing their own self study analyses, hearing about the processes (and challenges) of self study from individuals who had recently successfully achieved initial ACBSP accreditation was both encouraging and reassuring.

"We were glad to offer pointers to make their path to accreditation easier," Eberhart remarked.

Not only was it apparent that conference goers appreciated the opportunity to learn from a recently accredited school, it was also clear that the steps the Lindenwood SB&E has taken in achieving its accreditation have prepared it for further success, the presenters observed.

"From this opportunity, it is clear that LU is in a position of leadership among many peer institutions," Ellis said.

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