More in Four. More in a Lifetime.

Time to tell the Kalamazoo College story more effectively, and a new integrated marketing plan will help with that. Put another way (with apologies to Meredith Wilson) we got awareness Trouble-with-a-capital-‘T’ that rhymes with ‘C’ that stands for Consistency. And therein hangs a solution. More consistency in the way the College describes its value and presents its visual identity will promote greater awareness of K in the higher education marketplace. More “C” to address the “T”!

Despite the excellence of the kind of education that small, private residential liberal arts colleges offer, fewer students are electing that option. This trend is expected to continue. One result of this phenomenon is a marketplace getting noisier and noisier as more colleges (including our competitors) seek to increase awareness of their programs.

The annual meeting of the Great Lakes Drug Metabolism Discussion Group happened in Kalamazoo, and the proximity provided an excellent opportunity for Kalamazoo College students to be involved with a professional meeting. More than 170 scientists from industry and academia gathered for the meeting. Associate Professor of Chemistry Laura Furge was on the local organizing committee and is a member of the steering committee for future meetings. Members of Furge’s lab attended the meeting and presented recent work focusing on the way that human enzymes of a family called cytochrome P450 interact with and process drugs. Most medicines require processing and clearance from the body by these enzymes in order to be effective without being harmful. So ongoing Furge lab research is relevant for human medicine and builds knowledge that may advance treatments for many diseases. Chemistry major Mara Livenezy ’13 presented findings that show how the structures of these P450 enzymes relate to the specific ways they are sometimes prevented from processing medicines. That study was recently published in Drug Metabolism Letters.

Sophomore chemistry majors Amanda Bolles and Erran Briggs presented studies that are revealing the complex interactions of a particular drug with the enzyme cytochrome P450 2D6. Biology major Michael Hicks ’13 presented preliminary mass spectrometry data showing that the changes a medicine undergoes in the body can lead to site-specific inactivation of P450 enzymes. And senior biology major Zach James presented the results of his Senior Individualized Project that explored the effects of PCB’s (polychlorinated biphenyls) on cytochrome P450 gene expression in fish and the implications of those effects on fish development in the wild. “The meeting went very well,” said Furge, “and the K students did an outstanding job explaining their research projects and interacting with the scientists. They should be really proud of their accomplishments.” This summer Briggs is continuing P450 enzyme studies in the Furge lab, Livenezy, Bolles, and Hicks are completing internships at the University of Washington, Covance, and the University of Michigan, respectively. All four students will continue ongoing projects in the fall, bringing back to campus their collective experiences that will advance the research projects continuing in the Furge lab. In the photo above, taken during the Great Lakes Drug Metabolism Discussion Group Meeting, Briggs discusses his enzyme-drug interaction research with Professor Paul Hollenberg, the Maurice H. Seegers Collegiate Professor and Chair of the Department of Pharmacology at the University of Michigan. Hollenberg has been a SIP sponsor for several K students, including two this summer with chemistry majors Dagan Hammar ’13 and Josh Abbott ’13.

The College’s logo, shown above, is one small part of its new (and newly indispensable) marketing effort. Consistent use of the logo (or its limited approved variations) throughout the organization during the next century will amplify the College’s message in the current cacophony of student options. Over time (think 100 years) visual consistency strengthens power and presence, inconsistency dilutes them.

But improving the College’s power and presence in the marketplace does not mean infusing marketplace values where those values are inappropriate: such as a liberal arts education that is—and should be—much more than just job preparation.

The essence of Kalamazoo College, as expressed in its brand statement—“We do more in four years so students can do more in a lifetime.”—provides a concise and provable way to unify the many stories and facts that differentiate K from its top competitors (which include, among others and depending on the time point of the admission process: Carleton, Oberlin, Kenyon, Macalester, Grinnell, Michigan, and Michigan State).

The concept of “More in Four. More in a Lifetime.” is a fundamental DNA that expresses itself in significant variety. These protean possibilities invite greater engagement in the marketing effort by more members of the K community. The possibilities also allow appeals shaped for specific groups (‘More in Four” for students; “More in a Lifetime” for parents and alumni). “We do more in four years so students can do more in a lifetime” binds Proteus, so to speak, and makes sense of the considerable shape-shifting possibilities of the K-Plan. The statement doesn’t replace or diminish the variety of stories that support it. Instead it unifies the stories to amplify awareness of the College. Some can market K as the place that expresses itself in significant variety. These protean possibilities invite greater possibilities also allow appeals shaped for specific groups (“More in Four” for undergraduates experiences. And others could articulate the importance of more contemplative space (with fewer distractions) for wide explorations in liberal arts academics. Together, all can talk enthusiastically about K, using different words, facts, and stories that show K as the place of “More in Four” for “More in a Lifetime.”

The College has begun implementation of its marketing plan, and you will soon begin to see greater consistency in its visual identity and, with your help, the way it describes its essence to others. Kalamazoo College has a great story to tell (you are part of it) in a more unified way, which rhymes with K and stands for a stronger reputation in a crowded marketplace.
This spring, Kalamazoo College said thanks in a big way. Students signed more than 500 thank-you cards as part of the school’s first Tuition Freedom Day. Because tuition covers about 60 percent of what it costs to educate a K student, Tuition Freedom Day marks the symbolic day in the academic year when tuition “runs out” and the rest of the year is funded by donations and other sources. To mark the day, the Kalamazoo College Fund created a campus-wide event about the indispensable role philanthropy plays in a K education. Students were also invited to sign thank-you cards that were mailed to hundreds of donors. The following was typical: “I was provided with a generous scholarship to help defray the costs of living abroad when I went to study in Japan for six months. K had already changed me, but studying in Japan was a huge turning point in my life… I am now taking my first sociolinguistic class here and am really excited. I hope to get my Ph.D. in linguisitics in England. I know most of this would not have been possible without your donations.” To learn more about Tuition Freedom Day, please visit www.kzoo.edu/tuitionfreedomday.

Zalde Pixley is the 2012 recipient of the Kalamazoo College Lux Esto Award. She exemplifies the spirit of Kalamazoo College through excellent leadership, selfless dedication, and goodwill. Pixley defined the “spirit of K” as one that explores divergent points of view on matters critical to humankind. In her speech on Founders’ Day—prior to the award announcement—she described the commencement ceremony of 1987 (her first as a newly minted K employee), which honored on the same platform a corporate executive of a multinational firm that had not divested its interest in South Africa. This event was complicated, difficult, polarizing. But it reminds me that we must stay true to our roots. In her speech on Founders’ Day, she said this about the light: “At its best, Kalamazoo College is a place where we can put a South African activist and a corporate executive on the same stage. … It is a place where we can ask hard questions, questions that don’t have easy answers, that can’t be reduced to sound bites, slogans, attacks. What happened that day in 1987 was complicated, difficult, polarizing. But it reminds me that we must stay at the margins, talk across divides, and try on different points of view—no matter how hard it may be. We don’t always succeed at being comfortable with the exchange of uncomfortable ideas. We don’t always remember that someone with an opinion diametrically opposed to our own is still a human being whose ideas should be taken seriously. But we try.” In her 25 years of service to Kalamazoo College, Pixley initiated the Summer Common Reading program, raised the College’s first-year experience enterprise to national prominence, directed the Bach Festival for a time, and taught music classes and first-year seminars. She currently directs the College’s Office of Advising and First-Year Experience.

Gracious Giving Program Launched

A team of “gracious givers” lent its time and talent during a Day of Gracious Giving event held in May in Lansing. Team members included two current students, an alumnus, a future Hornet, and a parent of two alumnus. The program partnered Kalamazoo College’s Office of Alumni Relations and Mary Jane Underwood Stryker Institute for Service-Learning with The Garden Project of the Greater Lansing Food Bank. The K volunteers installed wheelchair-accessible flower and vegetable beds in the demonstration garden at the city’s Marcus Street Community Garden. The work included fitting the garden’s pathway with brick pavers. The Lansing event was one of two in Michigan. Both resulted from the teamwork of alumni relations and the service-learning institute. The second event occurred in April in Detroit. Led by Tiffany Tomoni ’06, a team of alumni worked on a neighborhood clean-up project alongside local partners Urban Neighborhood Initiatives (UNI) and the Springfield-Woodmere Block Club. More Days of Gracious Giving are planned, including one this summer at the College’s Lillian Anderson Arboretum. To find out how you can get involved in a future alumni gracious giving event, contact Sass Havilir (shavilar@kzoo.edu, 269.337.7283).
Three Valuable Seniors Leave An Impressive Sports Legacy

Nate Eddy ’12 helped lead the men’s tennis team to its 74th consecutive Michigan Intercollegiate Athletic Association championship this spring while earning league Most Valuable Player (MVP) honors for the second consecutive season. The Hornets went 6-0 in league play and advanced to the second round of the NCAA III Tournament. Kelsey Hassevoort ’12 became the first Kalamazoo College women’s tennis player to earn both the MIAA MVP as well as the MIAA’s Karen Caine Scholar-Athlete Award. Hassevoort was 7-1 in league play at No. 1 singles while leading the Hornets to the MIAA Tournament semifinals. Chris Manning ’12 was named MIAA MVP in part because he earned All-MIAA First Team honors for the fourth consecutive season. Manning helped lead the men’s swimming and diving team to a second consecutive MIAA championship as well as a 13th-place finish at the NCAA III Championships. In the latter he recorded three top-five All-American finishes. As this issue of SummerLux went to press, Manning was training for the Olympic Trials.
TALES

FANCIFUL

Festival Playhouse of Kalamazoo College (FP) announces its 49th Season: “Fables and Fairy Tales.” In addition to its usual staple of three culturally diverse performances, FP will join the Arcus Center for Social Justice Leadership to present a special event—the one-man show, Strange Democracy (Saturday, September 22, 2012), written and performed by Guillermo Gomez-Pena. For more than two decades Gomez-Pena has explored intercultural issues in his work, which includes performance art, video, installations, poetry, and journalism. Strange Democracy is set at the United States-Mexico border during the end of the George W. Bush administration, and it is a provocative political and cultural fable for today’s world.

The fall term production will be William Shakespeare’s supernatural and legendary Titus Andronicus, one of the Bard’s most interesting works in terms of the polarity of the reactions it has inspired—considered by some one of his worst plays, by others one of his most theatrical, shocking, and violent. Titus runs (or bleeds) November 1-4, 2012. Winter term will feature In the Next Room or the Vibrator Play (February 28-March 3, 2013), a comedy that combines extraordinary incidents and romance by acclaimed playwright Sarah Ruhl. It received a Tony Award nomination (Best Play, 2010) and was a finalist for the Pulitzer Prize. Into the Woods will move theatre goers into the spring term. This award winning musical by Stephen Sondheim and James Lapine features characters such as Jack, Little Red Riding Hood, and Rapunzel confronting the question: What happens the day after living happily ever after? Into the Woods runs May 16-19, 2013. That play as well as Titus Andronicus and In the Next Room or the Vibrator Play will appear in the Nelda K. Balch Playhouse. For more information call 269.337.7333 or visit www.kzoo.edu/theatre.

UNDER THE MICROSCOPE

Public Comment on Kalamazoo College

The Higher Learning Commission

230 South LaSalle Street, Suite 7-500

Chicago, IL 60604-1411

The public may also submit comments on the Commission’s Web site:

http://www.ncahlc.org/Information-for-the-Public/third-party-comment.html

Comments must address substantive matters related to the quality of the institution or its academic programs. Comments must be in writing. All comments must be received by August 31, 2012.