Creating Your Own Trademark

Careers in Marketing

U.S. Postal Service: On the Cutting Edge of Employee Training
Trends in Marketing Point to the Internet

The marketing field has seen significant changes in the last decade, made possible by considerable advancements in technology. Traditional principles remain the backbone of marketing: a marketing strategy, the creation of a brand, and the distribution and promotion of that brand to a target audience. Yet, the pace to use the Internet as a marketing tool has quickened.

Through online marketing, companies are reaping the rewards from the Internet’s wide range of consumers and the creativity of automated options now available. The growing number of Internet users worldwide has climbed to 700 million, many of them potential consumers.

Direct mailings, long a traditional and costly marketing strategy, are being eclipsed by online mass advertisements, which are circulated more widely and rapidly on the Web. One of the leading methods of online marketing is the use of banner ads, (also called Web advertising units) and pop-ups to promote a product or service. The result, according to a recent study by the research firm Marketing Evolution, is that online marketing can lift in-store sales by as much as 12.5 percent. These numbers are prompting companies to explore more ways to benefit from the Internet’s influence.

Another popular form of online marketing is to create a Web site dedicated to the company and its product. The Web site often includes the company’s history and mission, contact information, the types of products or services the company offers, and even an electronic newsletter, which eliminates traditional paper and production costs.

Also, companies are more apt to pay for a higher slot on search engines like Google and Yahoo so that when a potential consumer types in their name, their company Web site is listed higher in the results queue.

Two trends gaining new ground are affiliate marketing and B2B. Affiliate marketing is an online strategy that involves revenue sharing between online advertisers/merchants and online publishers/salespeople. Compensation is typically awarded based on performance measures such as sales, click throughs (or page hits), and registrations. B2B, already a trillion dollar business, is a strategy where businesses sell products or provide services to other businesses rather than directly to consumers.

Strayer University has recognized the impact of the rapidly evolving innovations occurring in the marketing field and offers degrees with a concentration in marketing. Classes, such as International Marketing and E-marketing, ensure that students are aware of the most current trends in marketing and position them to be successful in the field. E-marketing explores the technologies and applications of the Internet in today’s marketing and how the Web is used as a medium for global marketing strategies. International Marketing examines the concepts and practice of worldwide marketing. In fact, two Strayer University graduates, who concentrated in marketing, share their success stories in this issue.

There is much more territory to discover in using the Internet as a marketing tool, and Strayer University is committed to exploring it, while encouraging graduates to be competitive, innovative, and willing to create their own new marketing strategies.

—Kristin Jones
Dean of Academic Development and Training
Strayer University’s quarterly magazine reaches more than 45,000 students, alumni, parents, faculty, staff, and donors. Scholar magazine is published by Strayer University. The mission of Scholar is to provide students and alumni information on University news, programs, activities, and feature articles with a focus on academics.

The editor requests most articles and illustrative materials. Unsolicited submissions and photographs are welcome. Strayer University reserves the right to edit all materials submitted to the editor.

If you no longer wish to receive Scholar, or if you would like to be added to the mailing list, please contact Raven Padgett at (703) 558-7004.

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Finding the Perfect Brand in Yourself

Anthony Walker had already earned his bachelor’s degree in business (’02) from Strayer University, when he decided to pursue an MBA. Although he did not plan to concentrate in marketing, encouragement from one of his professors made him consider the experience he could gain if he did. He earned his MBA, with a concentration in marketing, from Strayer University in June 2003.

Today, Anthony is vice president of operations at U.S. Premier Federal Credit Union, which is based in Alexandria, Va. and serves more than 15,000 members throughout the U.S. Anthony wears many hats on the job, and is thankful to the professor who encouraged him to find his niche and brand in his career.

What are your primary responsibilities at U.S. Premier Federal Credit Union?
I manage and direct the Marketing and Business Development departments, along with the Human Resource, Mortgage and Consumer Lending departments and I report directly to the credit union’s CEO. Some of my responsibilities are marketing and strategic planning, budget analysis, and regulatory compliance.

What types of marketing strategies does your organization use?
We allocate a fair amount of resources to our Web site so that we can target products through selected banner ads and electronic messages and an e-newsletter that keeps our members informed. Electronic commerce is very big in our industry and my organization realizes that in the pursuit to gain the loyalty and trust of our existing and potential member base, we must utilize progressive technology with traditional value techniques.

How is technology integrated into the marketing field today?
The Industrial Age used mass marketing as its main tool, but now that we are in the Information Age, the doors are open for more creative strategies. For example, technological efforts have enabled U.S. Premier to not only educate its members through the Internet, but to also deliver products and services in a convenient and efficient manner.

Using technology is still a relatively new area, but it is important to invest resources into ventures, such as customer relationship management software, data warehousing, and data mining. A data warehouse contains integrated, organizational data that is accessed and analyzed by either management or a support analyst. Data mining is a mathematical model that represents the customer base. In data mining, if a characteristic of a customer base is identified, the same model can be used to identify future prospects or opportunities. Each of these technology solutions is key in furthering our marketing efforts.

How does data warehousing and data mining support your organization’s marketing strategy?
Using these methods, we can reach members that we were once unable to, which has allowed our credit union to double its asset size. By drawing information on our existing membership, our organization can warehouse this data and
utilize this information for market research or to target particular segments that may have the highest propensity for a particular product or service. Business patterns can be discovered, relationships between obscure variables examined, and long term trends detected. In our organization, we use these strategies to reduce traditional mailing expenses and reallocate those funds to improve logistics and operations, recruiting, training, and internal and external communications.

Why did you choose to pursue your degree at Strayer University?
Interestingly enough, I received a direct mailing that was advertising the University’s programs. I then conducted my own research on the school and found it offered the flexibility I needed in my schedule. I also appreciated the professional diversity of my professors. Initially, I did not intend to concentrate in marketing, but one of my professors pulled me aside and told me I had a talent for it. His confidence in my abilities fueled my decision to pursue this field.

How has Strayer University assisted you in achieving your career goals?
Strayer University has not only given me the confidence to adapt to an ever-changing business climate, but it also provided me with a support network of working professionals. I appreciate having been part of a group of individuals that allowed me to grow both professionally and personally. There are so many people who played a vital role in my success, from the administrators and professors, to my classmates, colleagues, friends, and family. Strayer University has given me the credentials to move forward and be successful now and in the future.

Has a concentration in marketing supported those goals?
An emphasis in marketing has enabled me to look outside the box to create, promote, and deliver products and services to our credit union membership. It has allowed me to understand our internal and external marketing mix and to plan and execute the conception, pricing, promotion, and distribution of core ideas, that not only satisfy our members’ wants and needs, but also meet our organizational goals and expectations. With a marketing background, I am able to reach particular demographics based on my knowledge and experience in these various fields.

What advice would you give others interested in pursuing a marketing career?
In marketing, branding is so important because it allows an organization to define its purpose and sell its products. It is the organization’s personality. Although you cannot put a price tag on your own self-worth, you can create your own career brand and be a success. I have worked as a gravedigger, a lifeguard, a laborer, and a financial representative, and now have found my niche. I thank Strayer University for helping me find that niche and in supporting my career goals. ■
The American Marketing Association (AMA) defines marketing as the “process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.”

The AMA reports that there are more than 750,000 marketing professionals working in the U.S. and Canada. Entering the marketing field provides a variety of career options, including advertising and public relations, market research, product management, and retail.

**Advertising and Public Relations**

You could be well suited for a career in advertising or public relations (PR). The core activity is to take a product and construct promotional campaigns that get people excited about the product. On the PR side you will help to manage the perceptions of the product. PR firms help companies, non-profits, and governments manage everything from speeches and the look of brochures to major crises. Sometimes it is hard to tell where PR and advertising are different. These days, in fact, many organizations in the business refer to themselves as “strategic marketing communications consultants.” There is no doubt that this field will continue to change, offering tremendous opportunities to anyone with an interest in the area.

**Market Research**

Market researchers determine what drives people to buy Cheerios, Chevrolets and chimichangas. Market researchers are applied consumer behavioralists, combining quantitative data with their understanding of how markets work to better promote a product. Market researchers use tools such as statistical analysis packages, surveys, focus groups, and new product tests to help achieve success for a product. A career as a market researcher is both interesting and potentially lucrative. The field is booming and with ever-improving data from places such as supermarket scanners and the Web, there is no doubt that this field has a bright future.

**Product Management**

Product managers are responsible for the marketing and development of products such as sports cars, insurance policies, and sporting goods. Product managers are both strategic and tactical. They are strategic because they are responsible for positioning a product, assessing the competition, and thinking about the future. They are tactical because they are in the field developing appropriate promotional campaigns, talking to representatives about what customers want and think, and doing the day-to-day sales tracking that is required for any major product category.

Product management professionals have the ability to manage and strengthen brands. They are at the vortex of company life because their decisions directly affect the success of a business.
Retail

Retail is one of the fastest growing, most dynamic parts of the world economy. Careers in retail are people-oriented, fast-paced, and exciting. Retailing is worth taking a good look at, particularly if you are looking for a service-oriented, entrepreneurial profession. There are many opportunities, such as store management, buying, merchandising, and central management. There is also the booming area of e-tailing (online retail). If you have an interest in technology, marketing and retail, this may be the area for you.

Information compiled from careers-in-marketing.com, an online career resource.

Glossary of Marketing Terms

Affiliate Marketing: Revenue sharing between online advertisers and online publishers. Benefits of affiliate marketing include the potential for automating much of the advertising process (accepting & approving applications, generating unique sales links, tracking & reporting of results) and payment only for desired results (sales, registrations, clicks).

Banner Ad: A graphical Web advertising unit, typically measuring 468 pixels wide and 60 pixels tall (i.e. 468 x 60).

B2B: A business that sells products or provides services to other businesses.

B2C: A business that sells products or provides services to end-user consumers.

Brand: A name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers. The legal term for brand is trademark.

Consumer Sentiment Index: The Index of Consumer Sentiment (ICS) measures the confidence or optimism/pessimism of consumers in their future well-being and coming economic conditions. The ICS also measures short-and long-term expectations of business conditions and the individual’s perceived economic well-being. The ICS is a leading indicator of economic activity, as consumer confidence seems to precede major spending decisions.

Data Mining: The analytical process of finding new and potentially useful knowledge from data. The process includes the use of mathematical tools to find difficult patterns of intelligence.

Demographics: The study of total size, sex, territorial distribution, age, composition, and other characteristics of human populations; the analysis of changes in the make-up of a population.

End User: A person or organization that consumes a good or service that may consist of the input of numerous firms. For example, an insurance company may be the end user for a keyboard for a personal computer, originally produced for and sold to the personal computer manufacturer.

Focus Group: A method of gathering qualitative data on the preferences and beliefs of consumers through group interaction and discussion usually focused on a specific topic or product.

Market Demand: The total volume of a given product or service bought by a specific group of customers in a specified market area, during a specific time period.

Market Research: The systematic gathering, recording, and analyzing of data with respect to a particular market, where market refers to a specific customer group in a specific geographic area.

Marketing Strategy: A statement (implicit or explicit) of how a brand or product line will achieve its objectives. The strategy provides decisions and direction regarding variables such as the segmentation of the market, identification of the target market, positioning, marketing mix elements, and expenditures.

Production Cost: The cost of producing a print ad, radio commercial, television commercial, or other advertising materials.

Purchasing Power: A consumer’s ability to buy goods and services as distinguished from the amount of money a consumer has.

Served Market: The business develops, manufactures, and markets products appropriate to a selected segment of the market. It should be noted that the market for which the product is developed (called the qualified market) and the market that is targeted in marketing efforts will often not overlap precisely. The overlap between the qualified market and the target market represents the served market.

Value Pricing: A method of setting prices based upon the perceived value the product gives a specific consumer or group of consumers.

Wheel of Consumer Analysis: A model of the key factors in understanding consumer behavior and guiding marketing strategy. It consists of three parts: affect and cognition, behavior, and the environment.

Information compiled from the American Marketing Association and MarketingTerms.com.
The United States Postal Service has 725,000 full-time permanent employees who are responsible for ensuring that 202 billion pieces of mail are delivered yearly. Faced with such a significant task, the Postal Service seeks innovative ways to ensure that employees receive the training necessary to provide quality customer service to those 141 million homes, businesses, and post office boxes where mail is delivered. The independent federal agency approaches the training by offering multi-track management courses that encourage internal advancement.
Bill Stefl, manager for employee development, said that the U.S. Postal Service has a strong commitment to helping employees advance. Stefl leads a team of 50 people who design courses for the local district offices and for the Bolger Conference Center, based in Potomac, Md., where more formalized training is conducted.

“We have about 70,000 management positions, 800 senior level executives, and about 40 senior level officers at the Postal Service, so our training has to reflect that and meet their needs,” said Stefl.

Stefl also manages the National Center for Employee Development (NCED). NCED conducts the hands on training for employees who manage and maintain high-technology postal systems, vehicles, and processing equipment. The Postal Service also has four management track training programs aimed at slightly different audiences: the Associate Supervisor Program (ASP), the Career Management Program (CMP), the Advanced Leadership Program (ALP), and the Executive Development Program (EDP). Combined, these programs, along with others, provide a continuum of learning for Postal Service employees, from entry level to executive positions. The ASP prepares novice supervisors who are just entering the management ranks, while the CMP is geared towards current managers. Stefl said that more than 12,000 employees have graduated from both programs combined. The ALP is designed for mid-to-upper level employees and requires that graduates earn 15 credit hours from an accredited college within a three-year period. EDP is the newest program and is aimed at senior-level managers.

All of the management programs have a structured selection process and offer several weeks of classroom training. Additional on-the-job training is designed to reinforce the classroom experiences.

“We are constantly looking internally to promote our employees because the future is right here, behind our own doors,” said Stefl. “And we must ensure that our employees understand how much we value them and support education.”

The United States Postal Service and Strayer University have a corporate alliance. The common goal of this alliance is to expand access to high-quality educational opportunities for learners, consistent with the missions and business objectives of both organizations.
Student Advisory Board Meetings Spark Positive Dialogue

In just five months, the newly created student advisory board has everybody talking. Coordinated by the Office of Student Affairs and chaired by Betty Shuford, dean of student affairs, the board is comprised of designated student representatives from every campus, all of whom were nominated by a campus manager or campus dean. In its infancy, the new board is already increasing communication between students and University management and becoming a vehicle for campus discussions.

“The student advisory board meetings and ‘student forums’ have had a tremendous impact on our students,” said Shuford. “They feel empowered to take a proactive approach concerning their views and opinions as it relates to the University.”

The meetings were kicked off at the Anne Arundel Campus for the Md., Pa., and Washington, D.C. campuses. The Virginia campuses met at the Fredericksburg Campus. The Tenn., N.C., S.C., and Atlanta campuses will meet during the fall quarter. The regional dean and regional director, campus deans and campus managers, the assistant to the dean of student affairs, and the student affairs coordinator also attended the meetings.

There are student advisory boards for each region and they are scheduled to meet twice a year, followed up with campus “student forums.” Board members can share information from the meetings and ask for student input on how Strayer University can better meet the needs of its student body. Board members are expected to serve a two-year term.

“We are delighted to be a point of reference for our students and to ensure that they understand how much we value their input,” said Shuford.

Discussion at the inaugural meetings centered on the purpose and expectations of the Office of Student Affairs and the new board, student surveys, new educational programs, academic services, and the University’s expansion and enhancement plans.

Gregory Blanche, the Prince George’s Campus board member, found a productive round-table for sharing ideas with other students and providing feedback to the University.

“The first thing we did at our meeting was interface between the students and the campus,” said Blanche. “Many of the students talked about the benefits of attending Strayer University and also expressed their enthusiasm about the University’s growth.”

Some of the specific topics addressed in those meetings included campus improvements and ways to enhance student satisfaction. Some students suggested creating a “Student Appreciation Week.”

Blanche felt the meetings were a positive beginning to what will be an ongoing process. “I feel these meetings can help students seek solutions because our voices are being heard,” he added.
Nabil El Mekashati (’02 MSBA) decided to pursue his master’s degree in the United States because of the stellar educational system. When it came time to decide what school to attend, he chose Strayer University for its excellent reputation. He chose marketing as his degree concentration for its career possibilities.

“I always wanted to study marketing and Strayer University offered me this great diverse environment,” said El Mekashati, who graduated with an emphasis in marketing. “In class, I met with colleagues from different continents and participated in projects where I learned about marketing approaches from a variety of cultures.”

El Mekashati currently works as an assistant business development manager in the Middle East office of Internet Security Systems (ISS), a global security company offering services and products that protect against Internet threats. At ISS, El Mekashati develops new business prospects in Middle East countries. He begins every effort with extensive research and strategic planning to gain those clients. That is when he is most likely to apply the classroom theories he learned from Strayer University.

“The most interesting thing about marketing is the challenge that you face identifying a customer’s needs, and then meeting those needs in the right time and place,” he said. “Strayer University helped me understand that.”

El Mekashati is originally from Cairo, Egypt, where he earned his bachelor’s degree in computer engineering from the Arab Academy for Science and Technology and his Microsoft Certified Systems Engineer (MCSE) designation. He worked as a technical support engineer for an information technology (IT) company before he began presenting and selling IT solutions. He moved to the U.S. to attend school then relocated back to Egypt after graduation, taking with him an education that helped prepare him for his career goals.

“I am proud of the decision I made to attend Strayer University,” said El Mekashati. “I realize that my qualifications have been strongly enhanced because of my education there.”

LIBRARY NEWS

The Wilkes Library, the University’s main branch, is now located on the second floor of the newly relocated Washington Campus at 1133 15th Street, N.W. All are invited to drop by for a visit or to study.

Online Databases

**EBSCOHost:** (Library Web page – Online Databases section: http://studentserver.strayer.edu/CONT_STD/LIBS/libs2.htm) offers over 100 full text journals and magazines on the subject of marketing. The following periodicals provide full-text from the start date listed:

- **Advertising Age** 06/10/1996 through present
- **Journal of Marketing** 07/01/1936 through present
- **Journal of Marketing Research** 02/01/1964 through present
- **Marketing Research** 03/01/1989 through present

A recent combined search in Academic Search Premier and Business Source Premier under the subject heading of “marketing” found over 156,839 full text articles. By narrowing the results to only scholarly, peer-reviewed journals, 17,179 articles were found.

**Online Encyclopedia Britannica** offers over 100 journal articles on marketing from their additional content selection, as well as 10 short videos on the topic.

**Other Libraries**

**University of Alabama in Huntsville (UAH)** provides over 1,250 books on marketing. Through the request feature on the UAH Web page, Strayer University students and faculty can select books online to be mailed directly to any specified address. With over 282 of these books available in electronic book format, reading and research on marketing can be conducted immediately and at your convenience.

**Web Sites—Marketing**

**Direct Marketing Association**
http://www.the-dma.org/

**Business Marketing Association**
http://www.marketing.org/

**Marketing Research Association**
http://www.mra-net.org/

**American Marketing Association**
http://www.marketingpower.com/

**Management Assistance Program for Nonprofits**
http://www.mapfornonprofits.org/
During the fall quarter, Strayer University unveiled its new Student Opinion Poll (SOP) to more effectively gauge students’ perceptions of their learning experience. The SOP is conducted near the end of each course and provides students an opportunity to anonymously express their thoughts about their courses.

The data from the SOP are extremely positive and indicate that the Strayer University faculty is both well regarded by students and viewed as effective educators. The graph illustrates the average score for each element on the SOP during Fall 2003. For all 14 of the quality indicators, students agree or strongly agree with the statement.

Students most strongly agree that instructors are enthusiastic about their courses. They also indicate that grading is fair and timely, and course objectives are clearly provided to them. In addition, student responses show that the faculty is effectively presenting information, answering questions, and explaining course concepts. These results are consistent with other survey findings showing students’ high regard for their in-class experience.

Even though students have very positive impressions of their classroom experiences, the SOP data are helping Strayer University to identify some potential areas for improvement. Students indicate that they were least likely to agree with feeling as though they have mastered the course material or are prepared for more work in the field of study. Studies have shown that Strayer University students overwhelmingly master course objectives and consistently perform well in subsequent course work. The current SOP findings suggest a need for additional efforts to help students understand their academic progress and develop their ability to conduct effective self-assessment.

With the new SOP, the University continues to evaluate, monitor, and use students’ perception of their learning experience in the classroom. Individual faculty members, campus deans, and administrators are actively integrating findings from student evaluations into the classroom and curriculum to improve the quality of the learning experience at Strayer University. With the strong foundation laid by Strayer University’s full and part-time faculty, the in-class experience will continue to improve to meet our students’ educational needs. Congratulations to our superb faculty.

Average Student Opinion Poll Scores (Fall 2003)

Scores based on a scale of 5 - strongly agree; 4 – agree, 3 – neutral, 2 - disagree, and 1 - strongly disagree.
### Alumni Directory Helps Graduates Stay Connected

The Strayer University alumni directory, which launched during the winter term, is an exciting new initiative for graduates. The directory provides access to news and updates on Strayer University alumni and will be an ongoing resource for professional networking opportunities.

“The new directory is significant because it is the first system-wide venture that Strayer University has undertaken that helps keep alumni in touch with the University and with each other,” explained Student Affairs Coordinator Brenda Thompson, who will manage the directory.

The directory is located in the alumni section of the University Web site (www.strayer.edu). Alumni can register by providing their name, home campus, and date of birth. They can then update their current profile and/or search for former classmates. The directory is password protected and only available to Strayer University alumni.

“The goal is that all alumni take advantage of this valuable tool available to them for the very first time,” said Thompson.

### Strayer University Winter 2004 Scholarship Recipients

The Strayer University Educational Foundation would like to thank each of the 650 applicants that applied for the Winter 2004 academic scholarships. We would also like to thank the many employees, alumni, and friends that have made contributions to the Foundation over the years.

To apply for a scholarship, students must complete an online application. The Scholarship Committee reviews and evaluates all applications based on several factors, including academic achievement, financial need, and a 250-word essay.

To learn more or to apply for a scholarship, go to [http://studentserver.strayer.edu](http://studentserver.strayer.edu) and click on the “Financial Assistance” link. The next deadline for applications is November 1, 2004 at 6:00 p.m. EST.

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### Strayer University Online Scholarship Recipients

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SCHOLAR STRAYER UNIVERSITY SPRING 2004
ALUMNI, STUDENT, AND CAMPUS NEWS

MARYLAND
Owings Mills Campus
■ BSBA candidate David Perkins was promoted to vice president of information technology at the State Employees Credit Union (SECU) in Md.

White Marsh Campus
■ Amy Crumb (’03 MSBA) was promoted to project manager at M&T Bank in Md.
■ Sheryl Willman (’03 BSBA) was promoted to lead quality assurance/quality control auditor at Bechtel Aberdeen in Md.

NORTH CAROLINA
Cary Campus
■ Dr. Donald McCaskey, Jr. was named campus dean.

North Charlotte Campus
■ Fortune Nichols was named campus dean.

VIRGINIA
Alexandria Campus
■ Charles Robell (’01 BSCN) works as a security applications analyst at the Federal Reserve Board of Governors.

Arlington Campus
■ Ruby-Carla Lorenz (’87 BSDP), who works for Unisys Corporation providing management support to the Department of Homeland Security, passed the Project Management Professional (PMP) exam given by the Project Management Institute.
■ James E. Tyler (’90 MSBA) was appointed to the National Bank Giles County Advisory Board. He is vice-president and administrator of Carilion Giles Memorial Hospital, based in Va.

Chesterfield Campus
■ AABA candidate Michelle Jackson was awarded “Woman of the Year” by the Virginia Randolph Chapter of the American Business Women’s Association (ABWA).

Chesapeake Campus
■ BSCS candidate Oludare Oludin, a staff sergeant with the U.S. Army, received the Bronze Star for his work during Operations Enduring Freedom and Iraqi Freedom.
■ The campus is conducting an ongoing lecture series open to the public, titled “Universities Connecting with Communities.”

Fredericksburg Campus
■ Sandra Fortune (’03 AAAC) was promoted to staff accountant at Leslie Robson, CPA’s in Va.

Henrico Campus
■ Anthony Jackson (’03 BSCN) works as a process design engineer/manager for technology support for Bank of America.
■ The D.C. Gamma Alpha Chi Chapter received its seventh consecutive “Star Chapter Award,” which is presented to the top 10 percent of national chapters.

Manassas Campus
■ Victor Ramos (’02 MBA) received the National Achievement Award from the National Contract Management Association.
■ Risa Nicholas was named campus dean.

Neuport News Campus
■ Angela Barclift was named campus dean.
■ The campus is conducting a monthly lecture series.

Woodbridge Campus
■ Richard Levault (‘01BSCS) works as an audit cost analyst for Nextel.
■ Steve Hein (’91 MBA) was named marketing director for the Army Times Publishing Company in Virginia. His Certified Marketing Executive (CME) designation was also renewed by Sales and Marketing Executives International.

Alumni, Students, and Faculty… Send Us Your News

Send us your news… Do you have professional or personal news to share with the Strayer University community? Let us know about your achievements (career changes, educational advancements, promotions, and other life experiences). Please provide as much detail and information as possible.

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Major
Campus Attended
Address
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News I would like to share with the Strayer University community:

Thank you for contributing. The submission deadline for the summer issue of Scholar is June 1, 2004. Strayer University reserves the right to edit all materials used in Scholar.
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A. MEN’S IZOD SPORTS SHIRT:
100% cotton knit shirt in stone. Strayer University logo embroidered in burgundy on left chest. Sizes: M – 2XL
Price: $27.00

B. LADIES’ IZOD SPORTS SHIRT:
100% cotton knit shirt in stone with eyelet-tipped collar and cuffs. Strayer University logo embroidered in burgundy on left chest. Sizes: S – 2XL
Price: $28.00

C. MEN’S GOLF SHIRT:
100% cotton, white with burgundy accents on collar and sleeves. Strayer University logo embroidered in burgundy on left chest. Sizes: S – 2XL
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100% cotton, white with burgundy collar. Strayer University logo embroidered in burgundy on left chest. Sizes: S – XL
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Two-tone cap in stone with burgundy bill and matching adjustable fabric strap with Velcro closure. Strayer University logo embroidered in burgundy on front of cap. One Size
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Sizes: M – 2XL
(Price inquire about 3XL and 4XL)
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I. LEE STONE SUEDED SWEATSHIRT
Lee Stone Sueded Sweatshirt with Strayer Logo embroidered on left chest
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