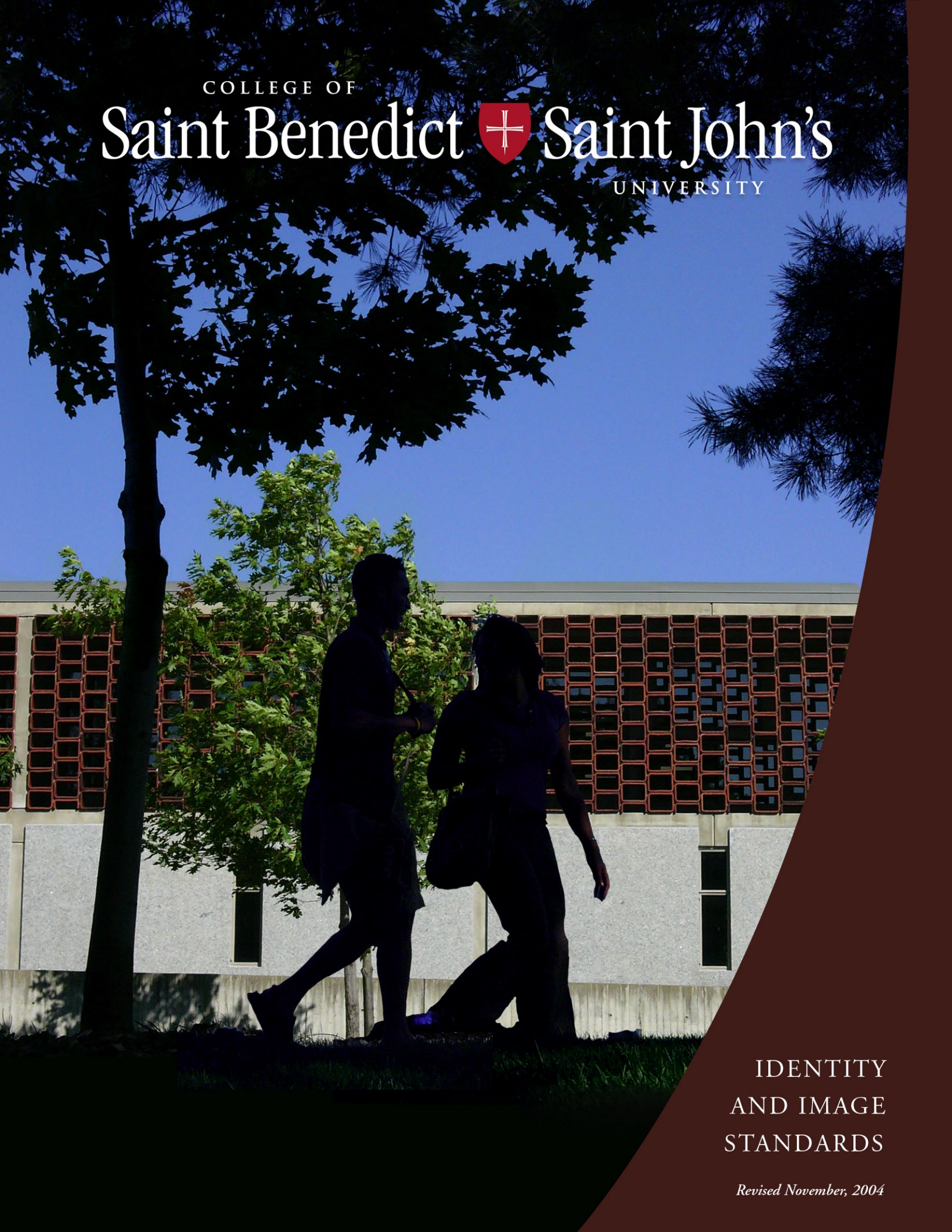


COLLEGE OF
Saint Benedict  Saint John's
UNIVERSITY



IDENTITY
AND IMAGE
STANDARDS

Revised November, 2004

COLLEGE OF
Saint Benedict  Saint John's
UNIVERSITY

FROM THE PRESIDENTS

Forty years ago our two schools embarked on a successful partnership that today is unique in higher education. During these past 40 years, you have seen the College of Saint Benedict and Saint John's University undergo a great transformation. Your participation has helped us achieve success in many areas, from the appearance of the campuses to the way we provide programming focused on the development of women and men. Today, we are among the most highly regarded Catholic liberal arts colleges in the country.

It is time to take this transformation to the next level, to communicate in a professional and consistent manner what the College of Saint Benedict/Saint John's University (CSB/SJU) is and what we do. This effort and its success will require the cooperation of all of us.

Each day we build relationships with our important audiences — prospective and current students and their parents, alumnae/i, donors, faculty and staff. These relationships are reinforced by every experience they have with us — first tour of campus, classroom lecture, class reunion, faculty and staff seminars, board meetings, donor solicitations, visits to our Web site, information received in the mail, messages seen on television and viewed in presentations — to name only a few.

Everything we do expresses what we are and influences what our key audiences and the community think about CSB/SJU as a whole and the individual schools. The images we present, the messages we send and the experiences we create must convey who we are in compelling and consistent ways.

The attached standards guide us in presenting CSB/SJU both internally and externally. Please use these standards and other resources to help us deliver a strong, consistent presentation of our institutions.

MaryAnn Baenninger, Ph.D.
President
College of Saint Benedict

Dietrich Reinhart, OSB
President
Saint John's University

CONTENTS

Brand Portfolio	
Brand Promise	3
Brand Rationale	3
Brand Personality Attributes	4
Tagline	4
IDENTITY AND IMAGE STANDARDS	
Signature	5
Family	6
Clear Field	8
Placement	9
Color Variations	10
Color	11
Primary	11
Secondary	12
Fonts	13
Design Elements	15
Imagery style and tone	15
Full curve	16
Half curve	18
Tagline	21
Grids	22
Other Graphics	35
Gallery	37
Glossary	46

QUESTIONS

If you have any questions about these Identity and Image Standards or other applications not referenced, contact Communication and Marketing Services at 320-363-5407 or 320-363-2594.

BRAND PORTFOLIO

Our brand portfolio includes the key components and resources that are used to explain, communicate and help us live our brand.

BRAND PROMISE

A promise that we make to our internal stakeholders and external customers. Our brand exists only in the minds of people. For our brand to be successful it must be perceived by our most important external audiences as the only solution to a problem they have. Internal audiences must perceive our brand promise as worthy of their commitment. All audiences must perceive our brand to be important, believable and unique. The brand promise is used internally only to provide direction to strategy and execution of communications. The brand promise is not to be used as a campaign theme or tagline.

CSB/SJU BRAND PROMISE:

A premier Catholic undergraduate liberal arts experience

BRAND RATIONALE

An explanation of our brand promise.

CSB/SJU BRAND RATIONALE:

PREMIER

High-achieving student body
National reputation
Distinctive academic programs
High student and alumni satisfaction
Successful graduates

UNDERGRADUATE

Baccalaureate focus
Traditional college-age population
Full-time students who complete on time
Residential

LIBERAL ARTS

Integrated learning
Interdisciplinary learning
Experiential learning focus
Global/international education
Gender-based
Culturally engaged

EXPERIENCE

Holistic education attentive to balancing mind, body and spirit
Learning inside and outside of the classroom
Engaged, open-minded community experience
Highly personal

CATHOLIC

Committed to academic excellence in the pursuit of wisdom
Dedicated to intellectual, spiritual and ethical formation
Informed by voices and viewpoints of many cultures and worldviews
Rooted in the Catholic intellectual tradition
Informed and enlivened by Benedictine tradition
Ecumenical
Committed to social justice, service and the common good

BRAND PORTFOLIO continued

BRAND PERSONALITY ATTRIBUTES

Institutions, like people, have personalities. Our brand personality is a series of words or phrases that we want to own; words and phrases that are implied and inspired by our brand promise and describe the personalities of CSB/SJU and the separate entities of CSB and SJU.

CSB/SJU BRAND PERSONALITY ATTRIBUTES:

NATURAL

Spiritually grounded
Approachable
Authentic

WELL-CONNECTED

Engaged
Relationship focused
Community builder

WORLDLY

Confident
Globally aware and responsive
Culturally alive

TAGLINE

A “shorthand” version of our brand promise that describes our values and the experiences we offer.

CSB/SJU TAGLINE:

Inspired Learning. Inspiring Lives.

IDENTITY & IMAGE STANDARDS

SIGNATURE

The CSB/SJU signature is the visual identity of our brand and is comprised of the crest symbol and one or both of our logotypes.

CREST SYMBOL

Grounded in the rigorous intellectual, spiritual and ethical heritage of the Catholic Benedictine tradition, the college and the university have chosen a bold visual statement of our common values and aspirations — a crest symbol.

We chose a crest, common to both our college seals, and placed on it the salient symbol of our Catholic intellectual and theological heritage — a cross. It represents the strong spiritual, ethical and intellectual foundation for the education we provide, one that encourages reflection, prayer, critical thinking and understanding. This bold red emblem reaffirms our commitment to an exceptional educational experience that prepares young men and women not only for successful careers but also for rational, responsible, thoughtful and ethical lives with the power to transform their world. It embodies our aspiration to be the finest Catholic liberal arts colleges in the nation. Red also is a traditional color for both institutions and not only represents our commitment to our heritage, but symbolizes our passion for life and our dedication to intellectual rigor, personal growth, positive social action and an unprejudiced, listening heart.

LOGOTYPE

The logotype is the letterform portion of the signature. The typefaces chosen to accompany the crest were carefully selected to complement both the curves of the shield and the bold lines of the cross.



COORDINATE SIGNATURE

horizontal

DO NOT

Break apart the signature in any way.

Recreate the signature; use only approved electronic versions.

Alter the proportions when sizing and placing in a layout or document.

SIGNATURE *family*

There are four signature variations to choose from — two for the coordinate relationship and one each for the College of Saint Benedict and Saint John's University. Each signature representing CSB/SJU and CSB and SJU separately is a piece of artwork; the lettering, spacing, color and positioning of the signature elements have been carefully and artfully crafted.

When using a signature in a layout or document, be sure to size and place it without altering, breaking or distorting it.

Follow the guidelines to the right to choose the appropriate signature for your application.



COORDINATE SIGNATURE
horizontal



COORDINATE SIGNATURE
vertical

COORDINATE SIGNATURE — HORIZONTAL

The horizontal coordinate signature should be used as a “banner” on all applications that communicate the coordinate offering.

Applications designated to use this signature are the Web site, coordinate magazine and coordinate stationery.

COORDINATE SIGNATURE — VERTICAL

The vertical signature should be used as a “sign-off” on applications that communicate specific programs, events and activities supported by CSB/SJU.

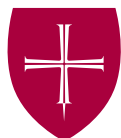
Applications designated to use this signature are internal and external newsletters, program bulletins, program brochures and posters.

SIGNATURE *family*



Saint John's
UNIVERSITY

SAINT JOHN'S SIGNATURE



COLLEGE OF
Saint Benedict

SAINT BENEDICT'S SIGNATURE

INDIVIDUAL INSTITUTION SIGNATURES — VERTICAL

Signatures for the College of Saint Benedict and Saint John's University are always in a vertical format and should be used on all applications where the institution operates as a separate entity.

SIGNATURE *clear field*

A clear field must surround each signature to ensure that it is presented with clarity and visual impact. No graphic elements or imagery should invade the clear field.

X	COLLEGE OF Saint Benedict  Saint John's UNIVERSITY	X
---	---	---

COORDINATE SIGNATURE

horizontal


(x = height of the capital "S")

X	COLLEGE OF Saint Benedict  Saint John's UNIVERSITY	X
---	--	---

COORDINATE SIGNATURE

vertical

(x = height of the capital "S")

X	 Saint John's UNIVERSITY	X
---	---	---

SAINT JOHN'S SIGNATURE

(x = height of the capital "S")

X	 COLLEGE OF Saint Benedict	X
---	---	---

SAINT BENEDICT'S SIGNATURE

(x = height of the capital "S")

"x" MEASUREMENT

The signatures are used in many sizes on a wide variety of media. The "x" measurement provides a way to establish the clear field for any and all size variations. This ensures that the signature will stand out and be easy to notice and read. The "x" measurement is the minimum size of the clear field; in many cases it will be larger.

DO NOT

Allow any graphic elements or imagery to invade the clear field.

SIGNATURE *placement*

When creating a new document, place the signature in the grid at least one “x” from the edges (x = height of the capital “S”). This is the minimum amount of space required to give adequate room to the signature. This measurement may increase depending on the type of document being created.

When using the vertical version of the coordinate signature, it should always be placed in the lower-right corner of any application.

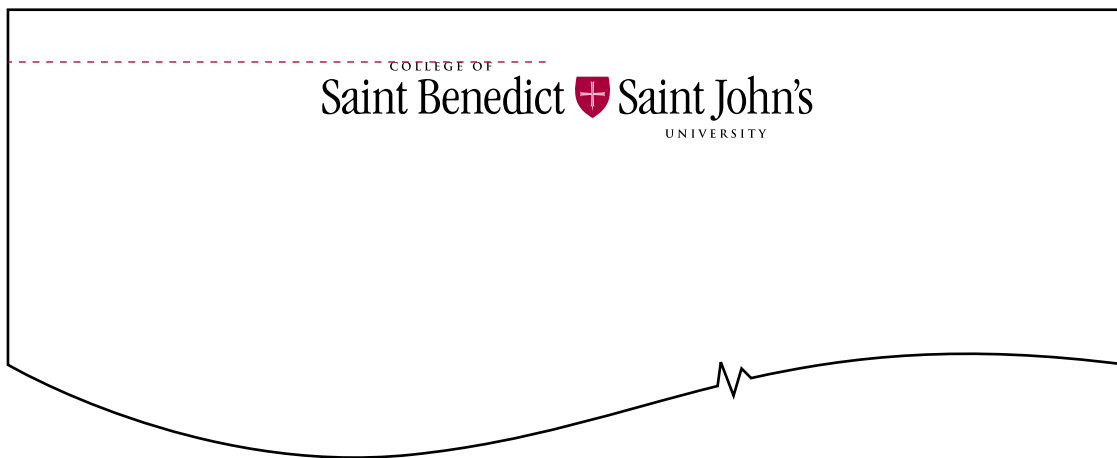
GUIDELINES

See *Grids*, pages 22-34 for variations on signature placement.

DO NOT

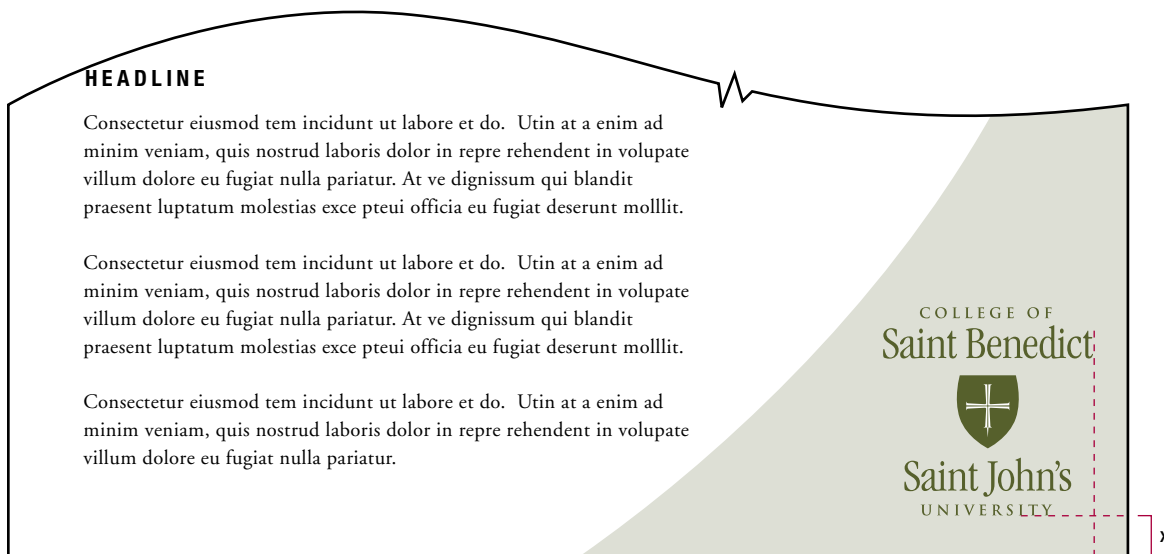
Place the signatures arbitrarily on any application.

x = height of the capital "S"



COORDINATE LETTERHEAD

horizontal signature, centered



COORDINATE NEWSLETTER

vertical, one-color signature

x = height of the capital "S"

SIGNATURE *color variations*

Below are versions of the CSB/SJU signatures rendered in various formats and color palettes. A range of options have been created to allow for some flexibility in color and design. Use these variations to ensure maximum color contrast and to make the signature stand out.

See *Color*, pages 11-12.

TWO-COLOR



ONE-COLOR



TWO-COLOR REVERSE



ONE-COLOR REVERSE



GENERAL GUIDELINES

Whenever possible, use the two-color signature.

Logos must be printed with the colors at 100%.

Signatures should be placed only on white or lighter backgrounds that offer the most contrast and legibility.

Reversed signatures should be placed only on darker backgrounds that offer the most contrast and legibility. To maintain the prominence of the cross, use a 50% tint with the shield.

TWO-COLOR PIECES

Black logotype and white logotype versions have been created to accommodate varying contrasts in backgrounds, especially over imagery.

When placing a signature over an image, make sure the image is not complex, busy or overly detailed.

ONE-COLOR PIECES

In applications where you can't use CSB/SJU Red (e.g., one-color newsletter), apply the secondary color to both the crest and the logotype, not just one.

DO NOT

Apply secondary colors to the crest or logotype when primary colors can be used.

Use the CSB/SJU Red in the logotype. Use it for the crest only.

Apply secondary colors to the crest or logotype independently.

COLOR *primary*

Below is the primary color palette for the CSB/SJU identity and image system, using the PANTONE Color Matching System and with specified CMYK and RGB values.



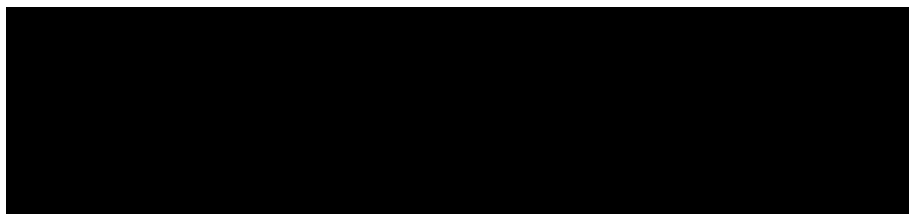
CSB/SJU RED

PMS 200C

C0 M100 Y65 K15

R199 G20 B68

Web 993333



BLACK

PMS Process Black

C0 M0 Y0 K100

R0 G0 B0

Web 000000

GUIDELINES

In the signatures, CSB/SJU Red should be used only on the crest. Never use it for the logotypes.

CSB/SJU Red should be used sparingly in any design, to give prominence to the signature.

Only use the approved PMS, CMYK and RGB values listed.

Paper: Paper color should be white for consistency and to maximize color and photographic reproduction.

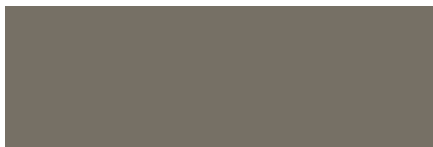
DO NOT

Use any variations or approximations of CSB/SJU Red.

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE is the property of Pantone, Inc.

COLOR *secondary*

Below is the secondary color palette for the CSB/SJU identity and image system, using the PANTONE Color Matching System and with specified CMYK and RGB values. These colors reflect our natural, well-connected and worldly brand attributes.



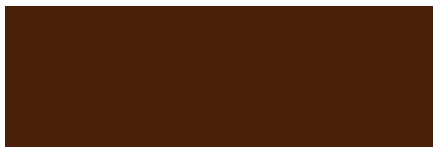
CSB/SJU DARK GRAY

PMS Warm Gray 11
C0 M15 Y34 K60
R110 G99 B88
Web 666666



CSB/SJU LIGHT GRAY

PMS Warm Gray 6
C0 M9 Y11 K31
R177 G169 B162
Web 999999



CSB/SJU CHOCOLATE

PMS 4695
C0 M79 Y100 K72
R87 G46 B36
Web 663333



CSB/SJU MOCHA

PMS 4705
C0 M60 Y72 K47
R129 G86 B72
Web 663300



CSB/SJU DARK TEAL

PMS 548
C100 M18 Y0 K65
R0 G71 B95
Web 003366



CSB/SJU HEATHER BLUE

PMS 5415
C56 M11 Y0 K43
R98 G130 B151
Web 669999



CSB/SJU EVERGREEN

PMS 350
C79 M0 Y87 K76
R33 G81 B52
Web 336633



CSB/SJU LIGHT OLIVE

PMS 5767
C15 M0 Y65 K38
R138 G150 B86
Web 999966

GUIDELINES

Use combinations of these colors sparingly.

Use the darker tones as main colors.

The lighter tones should be used as accents and backgrounds.

Only use the approved PMS, CMYK and RGB values listed.

See *Grids*, pages 22-33 for ideas on color use.

DO NOT

Use any variations or approximations of any color in the secondary palette.

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE is the property of Pantone, Inc.

FONTS *usage*

The CSB/SJU typefaces have been carefully chosen. Each typeface, and the way it is applied, enhances our brand and adds consistency and professionalism to our identity system.

The two font families used in the CSB/SJU image system are Adobe Garamond and Helvetica Neue Condensed. Guidelines for specific type treatments are provided on the right side of this page and the following page. Sizes may vary depending on the size of the piece or the circumstances of individual design situations. Use your discretion in modifying these specifications.

Adobe Garamond Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()_+{}:”<>?””

Adobe Garamond Italic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&()_+{}:”<>?””*

Adobe Garamond Semibold Italic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&()_+{}:”<>?””*

HEADLINES

Set in 22 pt. Helvetica Neue Condensed Bold all caps with tracking set at 20.

SUBHEADS

Set in 20 pt. Adobe Garamond Italic with tracking set at 30. Type should be in the primary color of the page design.

BODY COPY

Set the content in one of the following combinations (Adobe Garamond Regular, tracking at 0, left justified); type should be black; allow plenty of white space; text paragraphs should be indented:

- 11 pt. with 15 pt. leading
- 10.5 pt. with 14 pt. leading
- 10 pt. with 13.5 pt. leading
- 9.5 pt. with 13 pt. leading
- 9 pt. with 12 pt. leading

SIDEBAR INFORMATION

Set in 9 pt. Helvetica Neue Condensed Regular with leading set at 15 pt. and tracking set at 0. Sidebars should be either reversed out of an image or reversed out of a solid, darker color.

CAPTIONS

Set in 9 pt. Helvetica Neue Condensed Regular with leading set at 12 pt. and tracking set at 0. Captions should be reversed out and set in one of the four corners of an image.

FONTS *usage*

HELVETICA NEUE CONDENSED BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()_+{}:"<>?"

Helvetica Neue Condensed Medium

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()_+{}:"<>?"

Helvetica Neue Condensed Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&*()_+{}:"<>?"

TAGLINE

Combination of Helvetica Neue Condensed Bold and Adobe Garamond Semibold Italic. See page 21 for more information on tagline.

MAGAZINE FONTS

(See *Body Copy* for main text.)
Class Notes copy is set in 8.5 pt. Helvetica Neue Condensed with leading set at 11.

DO NOT

Substitute these typefaces with any other typeface when developing printed collateral.

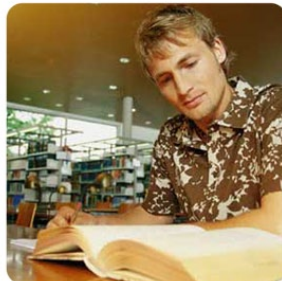
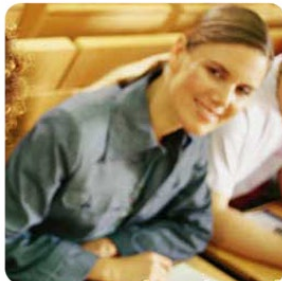
DESIGN ELEMENTS *imagery style and tone*

Imagery plays a powerful role in communicating our brand personality. We want to paint a picture of our institutions as natural, well-connected and worldly. Imagery should accentuate, support and complement the informational content. A compelling style can be achieved through composition, cropping, color, action and other creative elements.

Use imagery that is as appealing and natural as possible, with a feeling of spontaneity rather than posed perfection. This effect can be generated in many ways, such as using different camera angles, uncentered focal points, and interesting cropping margins. Highlight the campus setting as much as possible.

The imagery shown here suggests the style that communicates our personality.

IMAGERY EXAMPLES



GUIDELINES

Convey brand personality: natural, well-connected and worldly.

Provide context: Give viewers a sense of place and life on campus.

Span seasons; it's a point of differentiation.

Create a sense of inspiration and aspiration for prospective students, but keep it grounded and authentic.

See *Grids*, pages 22-34, for ideas on placement and usage of imagery.

Keep it simple: Avoid complex imagery and collages.

DO NOT

Use imagery that is inconsistent with our brand personality and brand promise.

Place signatures or graphics over detailed or complex images.

DESIGN ELEMENTS *full curve*

The full curve is a design element that may be used only when representing our master brand, the coordinate relationship of CSB/SJU. It is a unique brand element that should be used sparingly and appropriately. It should be used primarily on key brand applications along with the coordinate signature.

GUIDELINES

Use in conjunction with the horizontal coordinate signature.

Use only on applications that communicate the coordinate offering (e.g., Web site home page, magazine cover, viewbook cover, etc.).

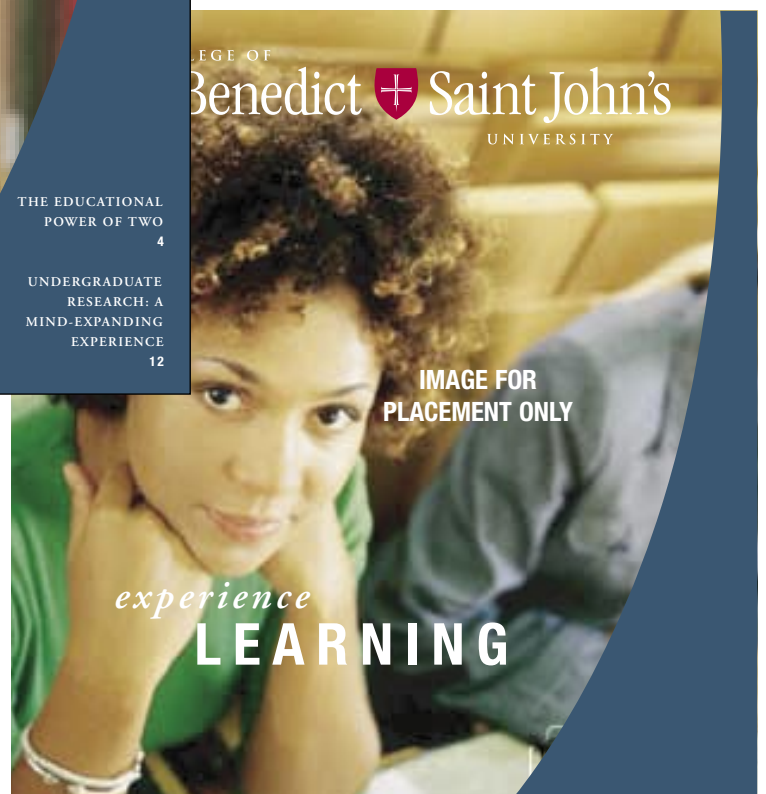
Place over a full bleed image.

Choose a curve color that complements the image.

See *Color-Secondary* on page 12.



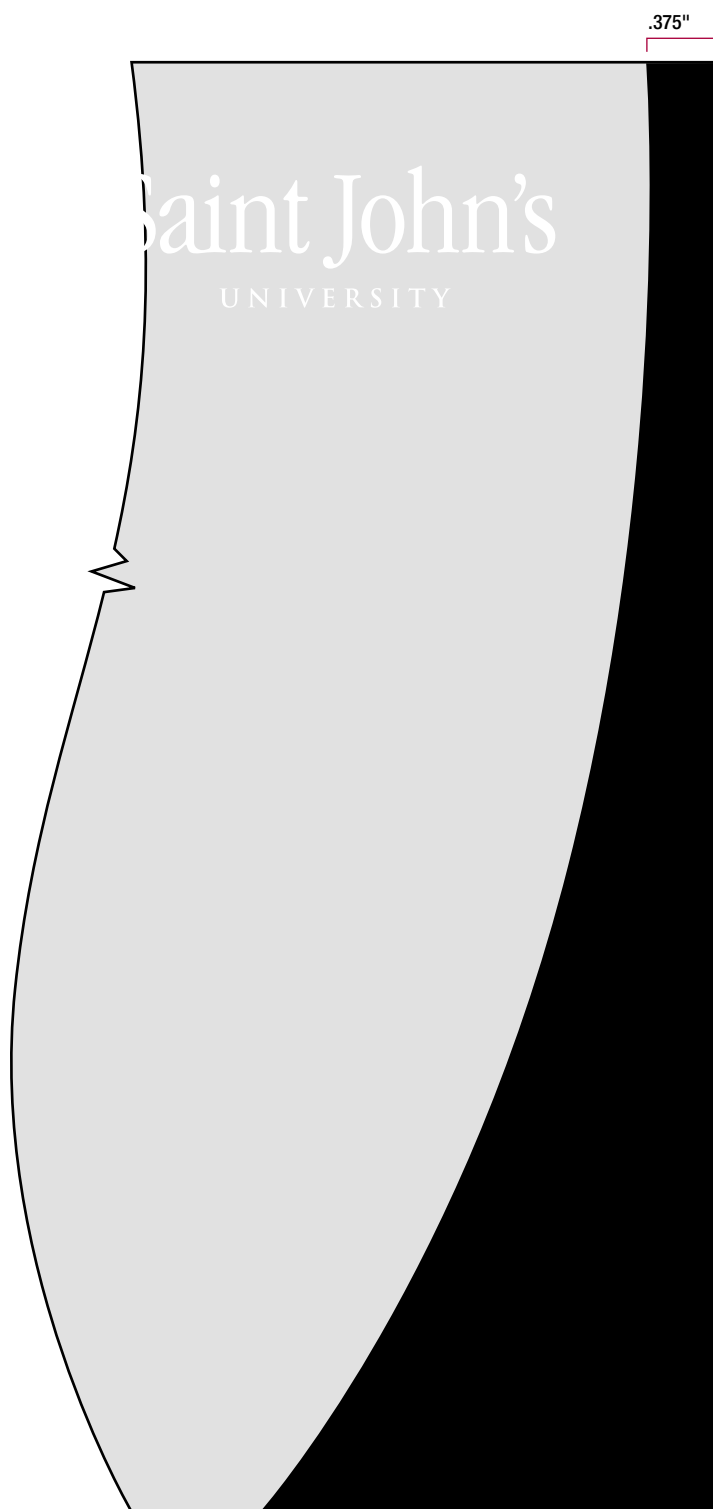
COORDINATE MAGAZINE



VIEWBOOK

DESIGN ELEMENTS *full curve*

The following guidelines are for the placement of the full curve.



PLACEMENT GUIDELINES

The key measurement to follow is the width at the top of the curve. It should always be .375\"

DO NOT

- Distort the shape of the curve.
- Use the curve without a signature.
- Use the full curve in conjunction with any vertical signature.
- Place any logo or signature in the full curve.
- Use the curve on the inside spreads of publications.
- Overlap any imagery over the curve.
- Add texture, outlines, borders, fades or background images to the curve.

DESIGN ELEMENTS *half curve*

The half curve is an optional design element that serves as a background for the vertical coordinate, CSB or SJU signatures. It is a unique brand element that can be used on any application with a vertical logo. The half curve should be used sparingly and appropriately.

GUIDELINES

Use in conjunction with the vertical coordinate and individual school signatures.

Use on secondary applications such as program brochures, newsletters, bulletins, posters, etc.

The half curve should be in the dominant color of the application. See *Color-Secondary* on page 12.

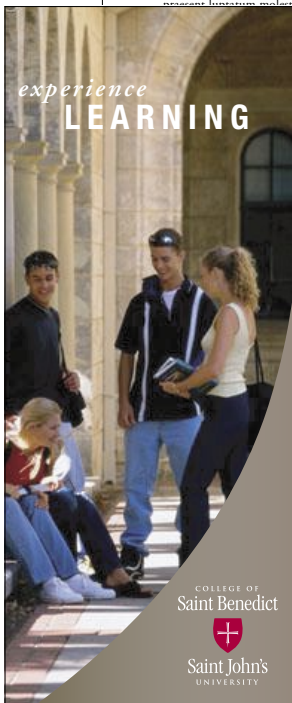
Use the two-color logo whenever possible.

In one- and two-color applications, the vertical signature should either be a darker shade of the curve color, or reversed in white.

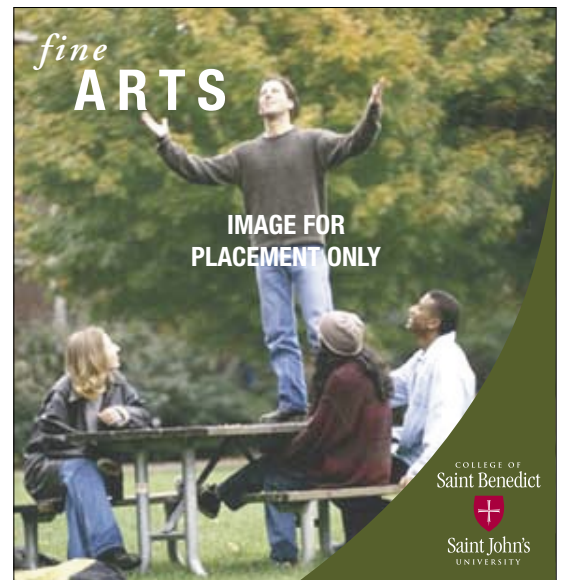
In four-color applications, the color of the half curve should contrast with the vertical signature color (CSB/SJU Red).



NEWSLETTER



TRIFOLD



PROGRAM BROCHURE

DESIGN ELEMENTS *half curve*



SAINT JOHN'S MAGAZINE

MAGAZINE GUIDELINES

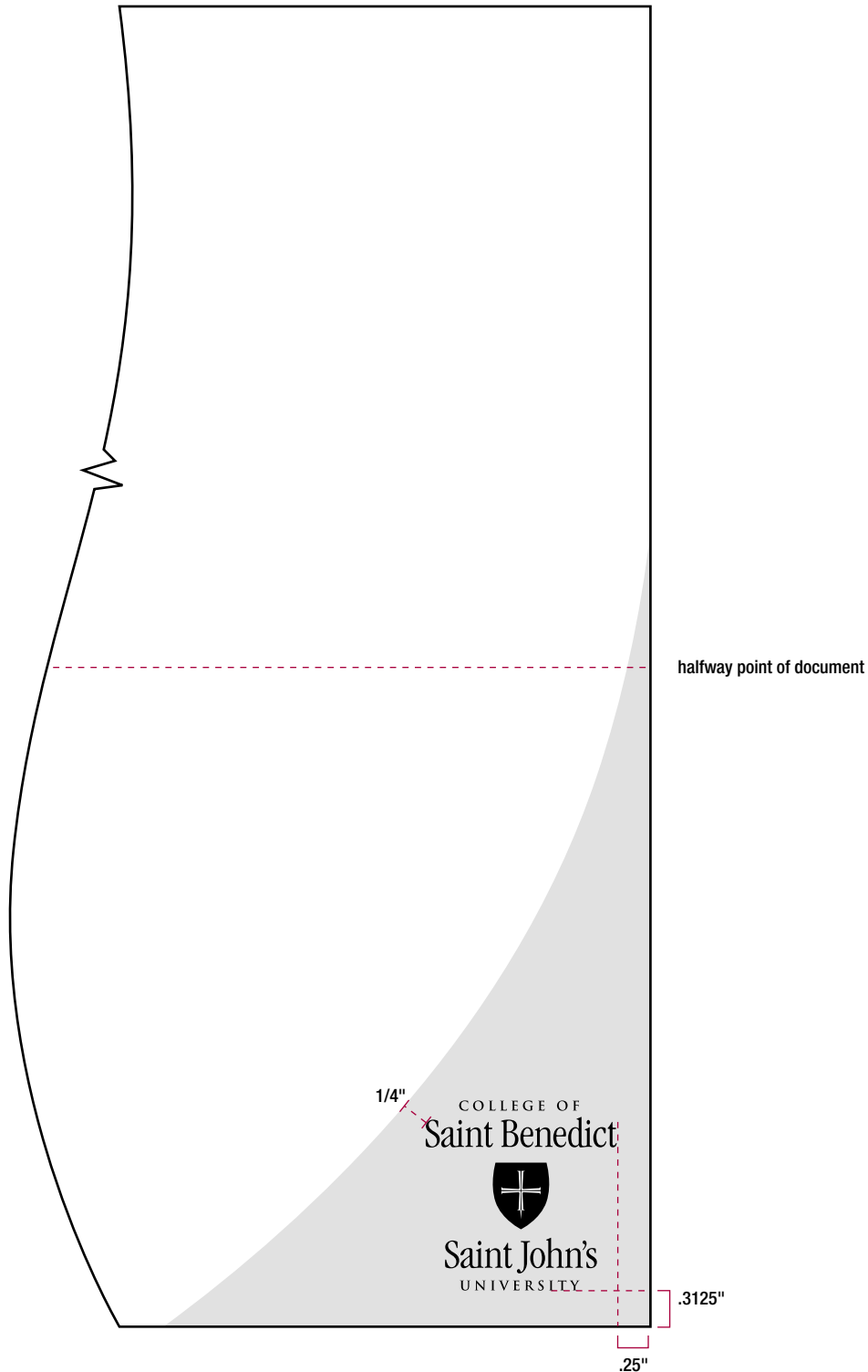
Use in conjunction with the individual school signatures.



SAINT BENEDICT'S MAGAZINE

DESIGN ELEMENTS *half curve*

The following guidelines are for the placement of the optional half curve.



PLACEMENT GUIDELINES

Place the top tip of the half curve a little over the halfway point of the application.

Do not use the half curve if it will not fit on the application because of size or design constraints.

Place the signature in the specified position even if the curve is not being used.

DO NOT

Distort the shape of the curve.

Use the curve without a signature.

Bleed the top right or bottom left tips of the half curve off the page.

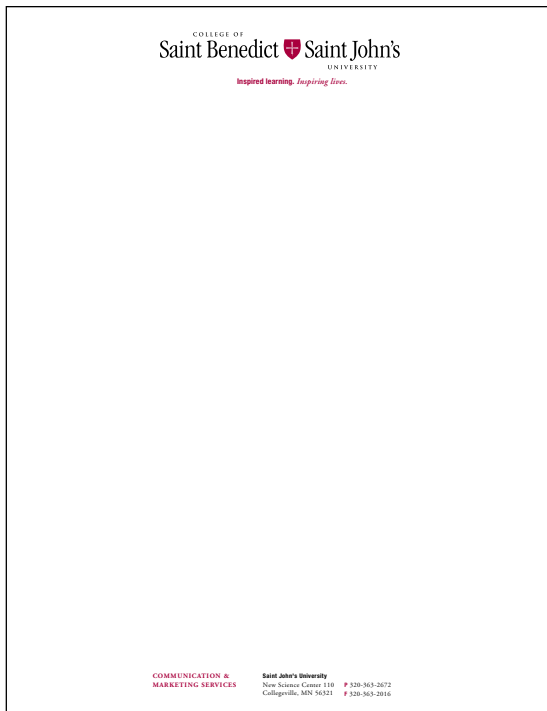
Use the curve on the inside spreads of publications.

Overlap any imagery over the curve.

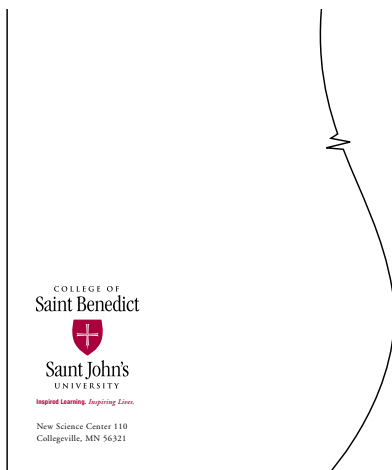
Add texture, outlines, borders, fades or background images to the curve.

COLLEGE OF
Saint Benedict  **Saint John's**
 UNIVERSITY

Inspired Learning. Inspiring Lives.



COORDINATE LETTERHEAD



SIGN-OFF

GUIDELINES

The tagline is owned and used by both CSB/SJU and the separate institutions of CSB and SJU.

The tagline is not mandatory, but no other tagline may be used.

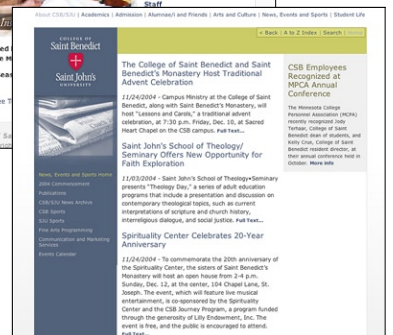
The tagline should be used in conjunction with a signature.

The tagline must be set in Helvetica Neue Condensed Bold and Adobe Garamond Semibold Italic and, whenever possible, in CSB/SJU Red, or reverse.

For one-color pieces, the tagline may be used in that one color.

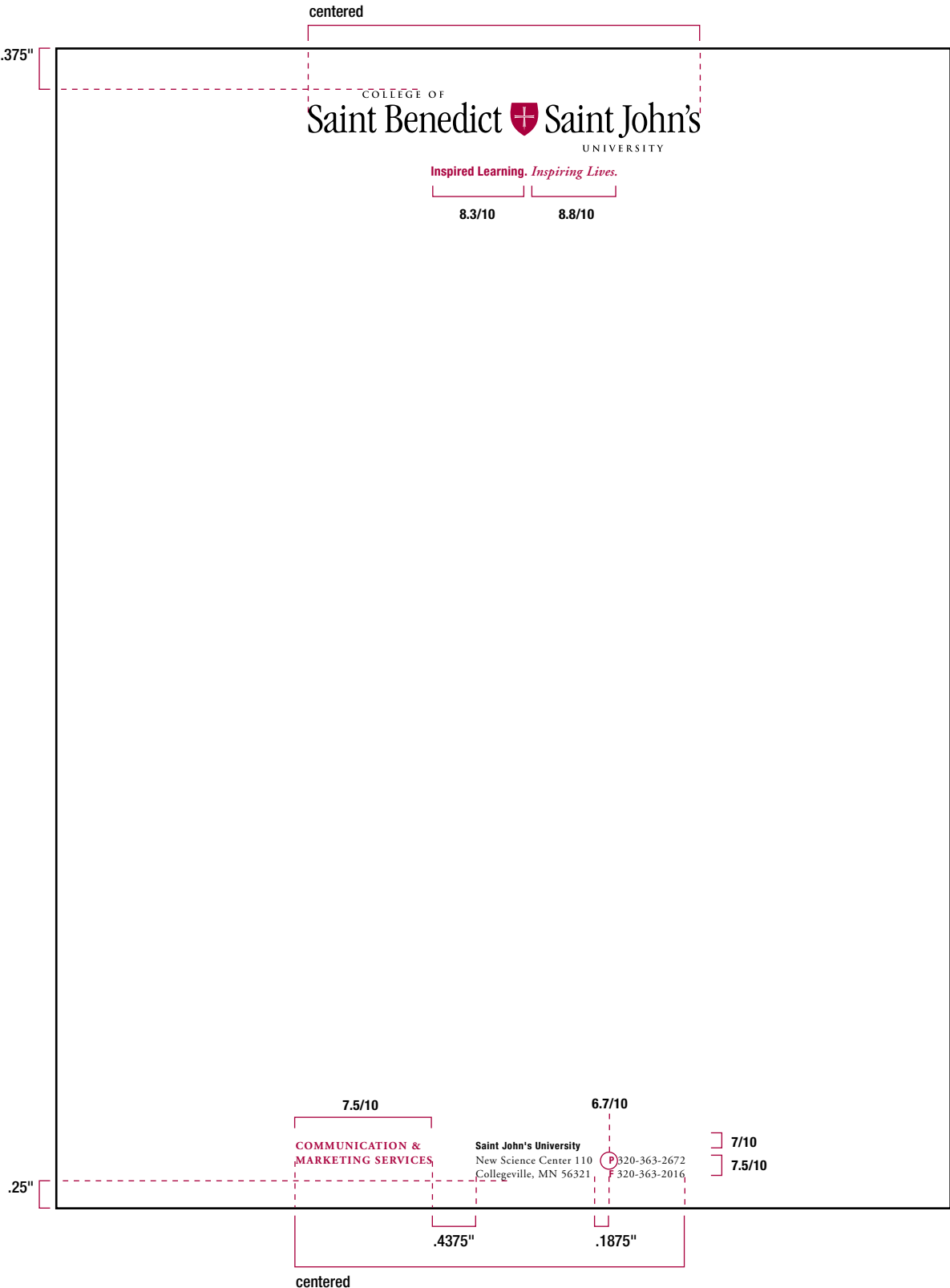


WEB PAGES



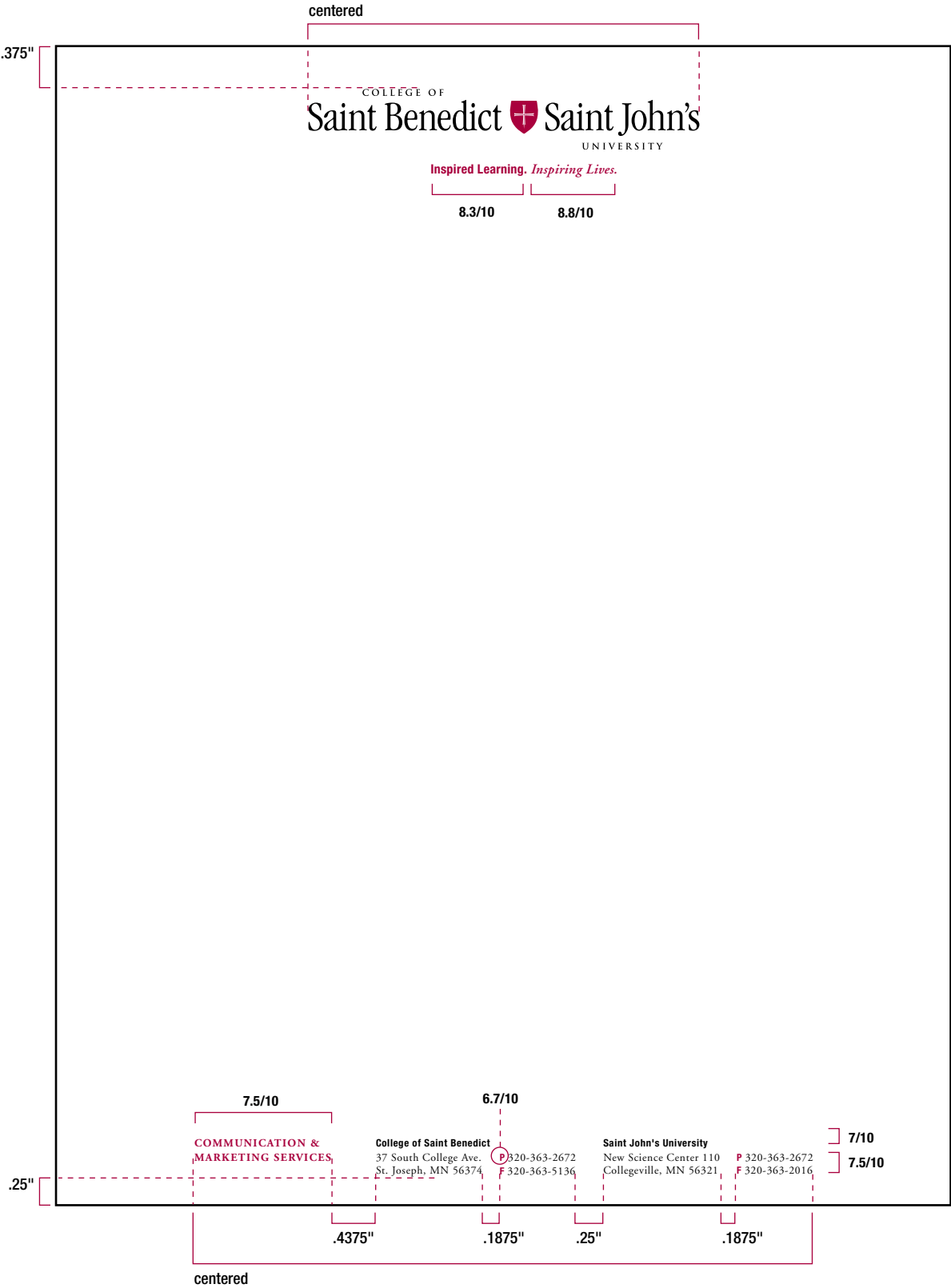
GRIDS *coordinate letterhead*

Below are the guidelines and measurements for the coordinate letterhead.



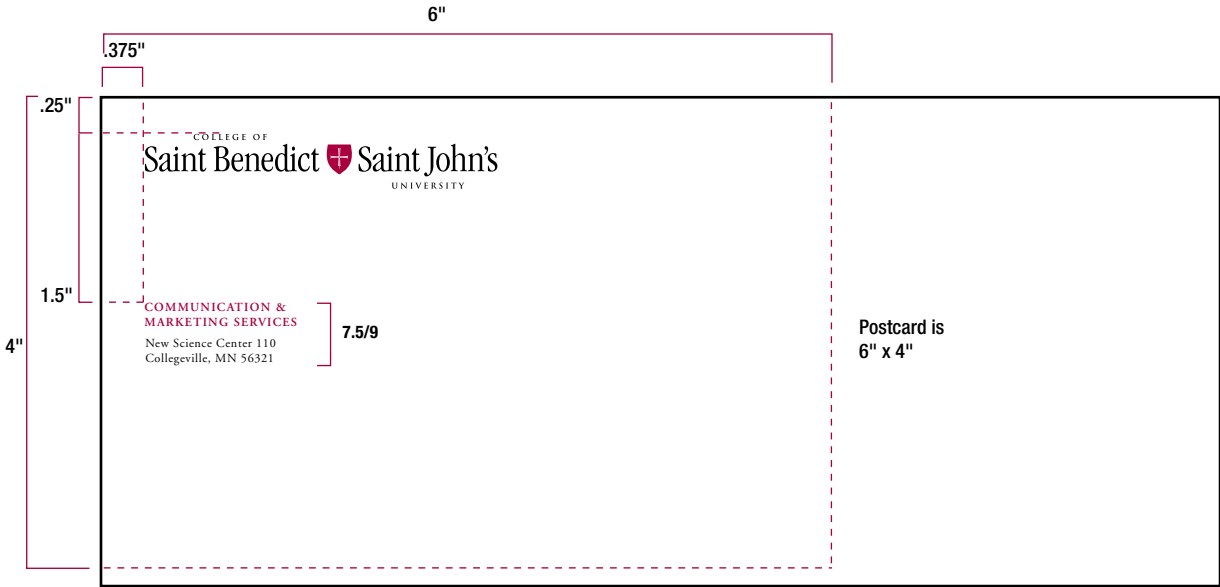
GRIDS *coordinate letterhead, dual address*

Below are the guidelines and measurements for the coordinate letterhead with both addresses.

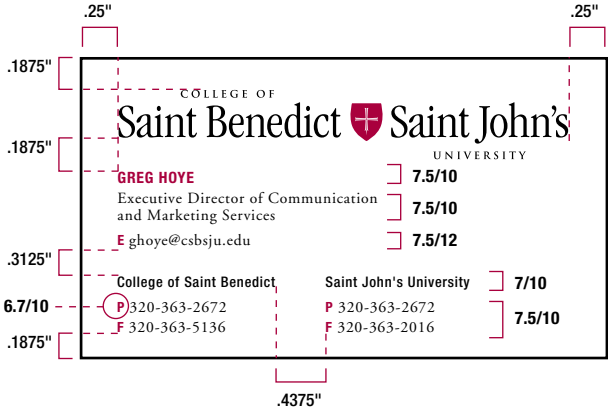


GRIDS coordinate envelope, business cards and postcards

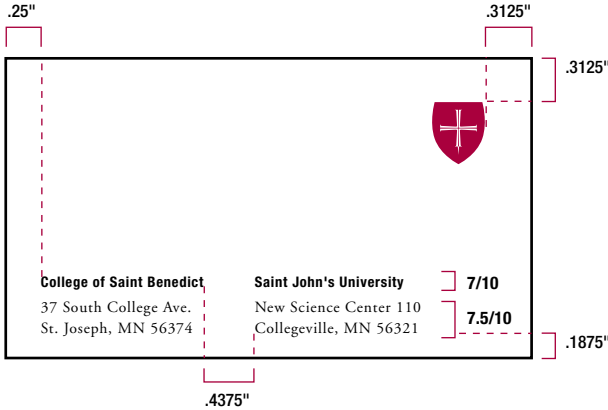
Below are the guidelines and measurements for the coordinate envelope, business card, dual-address business card and postcard.



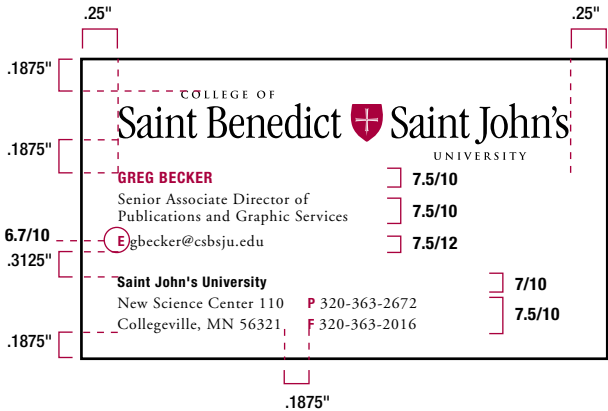
#10 ENVELOPE AND POSTCARD



DUAL-ADDRESS CARD, FRONT



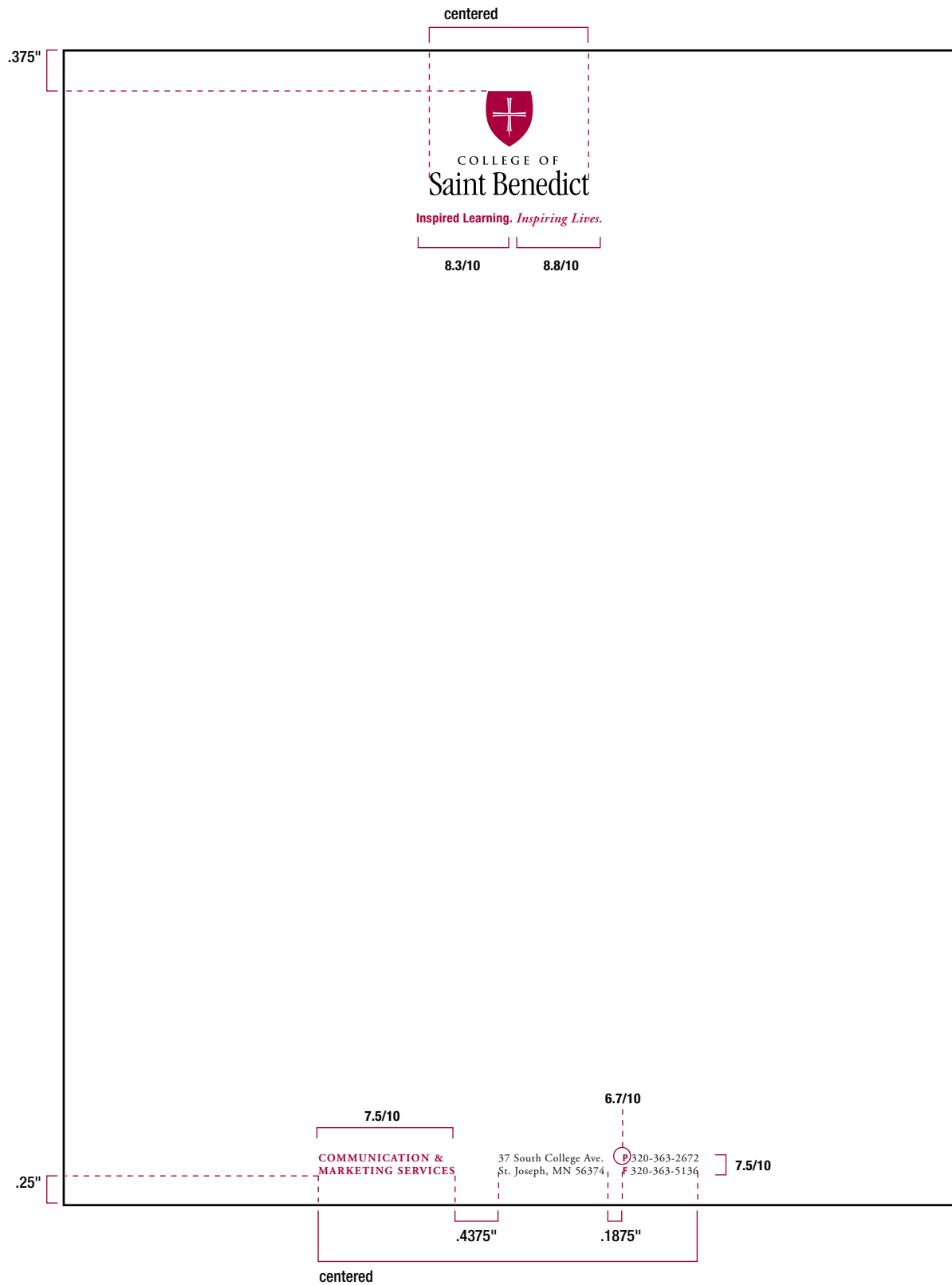
DUAL-ADDRESS CARD, BACK



SINGLE-ADDRESS CARD

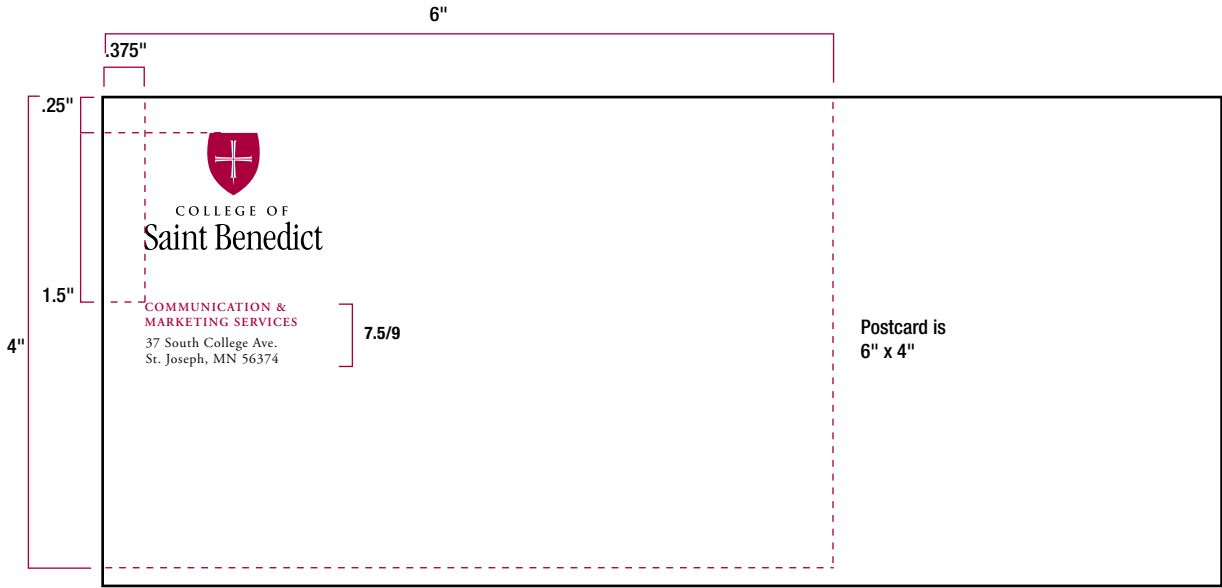
GRIDS *csb letterhead*

Below are the guidelines and measurements for CSB letterhead.

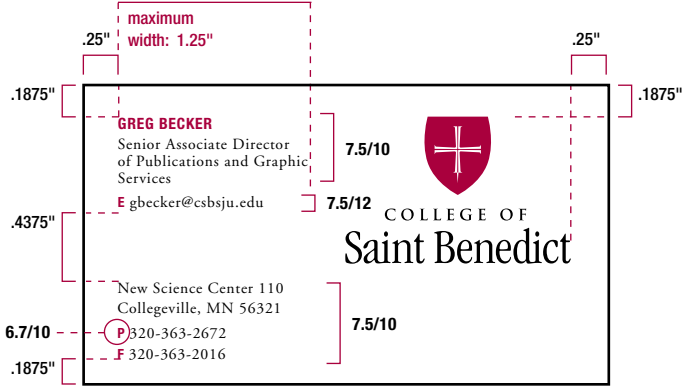


GRIDS *csb envelope, business cards and postcards*

Below are the guidelines and measurements for CSB envelopes, business cards and postcards.



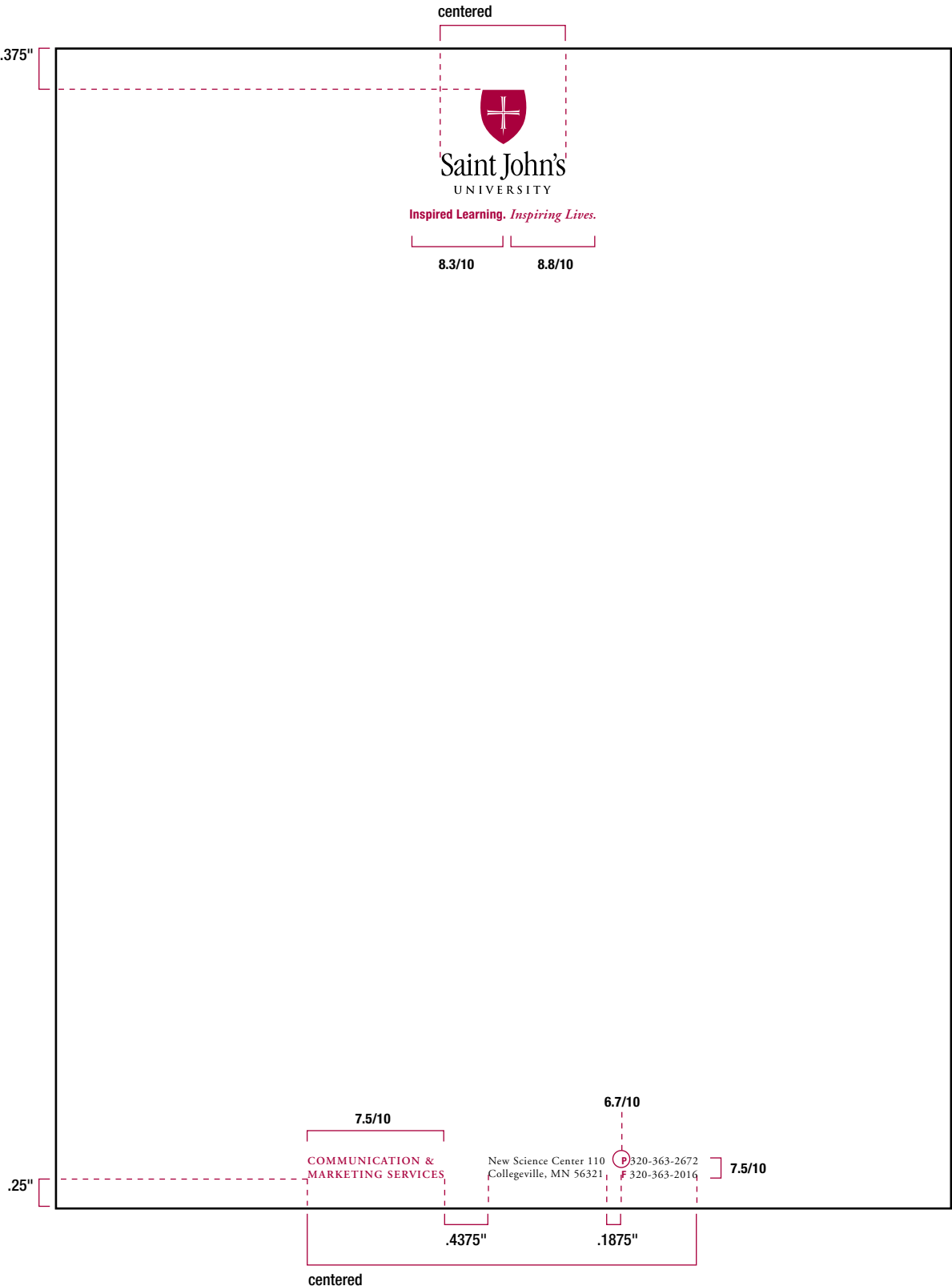
#10 ENVELOPE AND POSTCARD



BUSINESS CARD

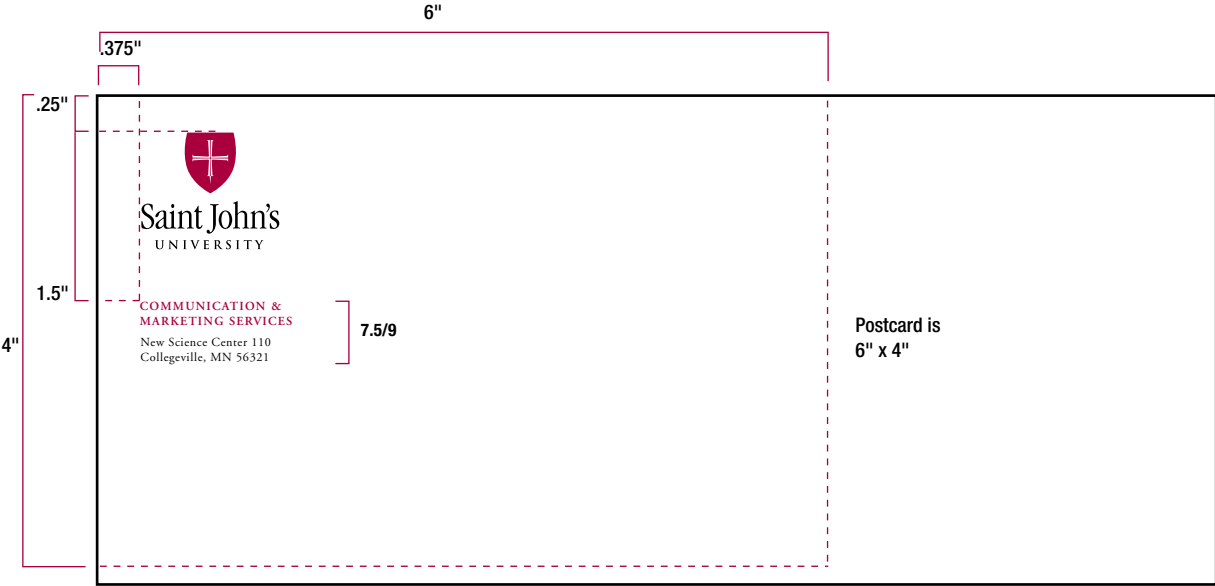
GRIDS *sju letterhead*

Below are the guidelines and measurements for SJU letterhead.

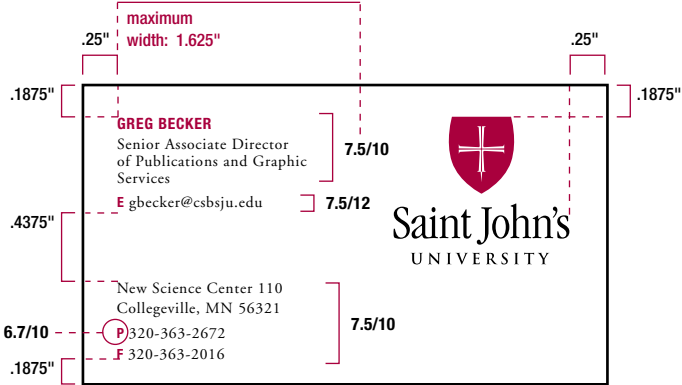


GRIDS *sju envelope, business cards and postcards*

Below are the guidelines and measurements for SJU envelopes, business cards and postcards.



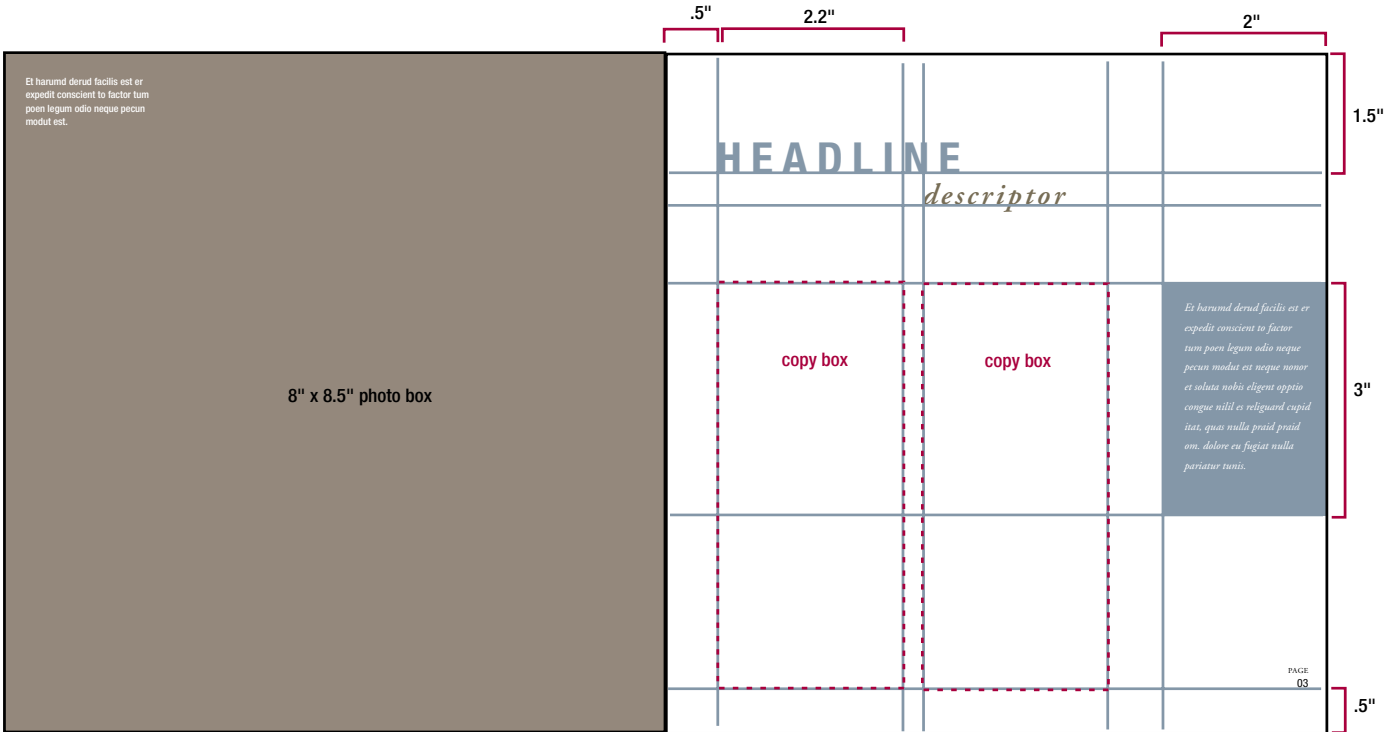
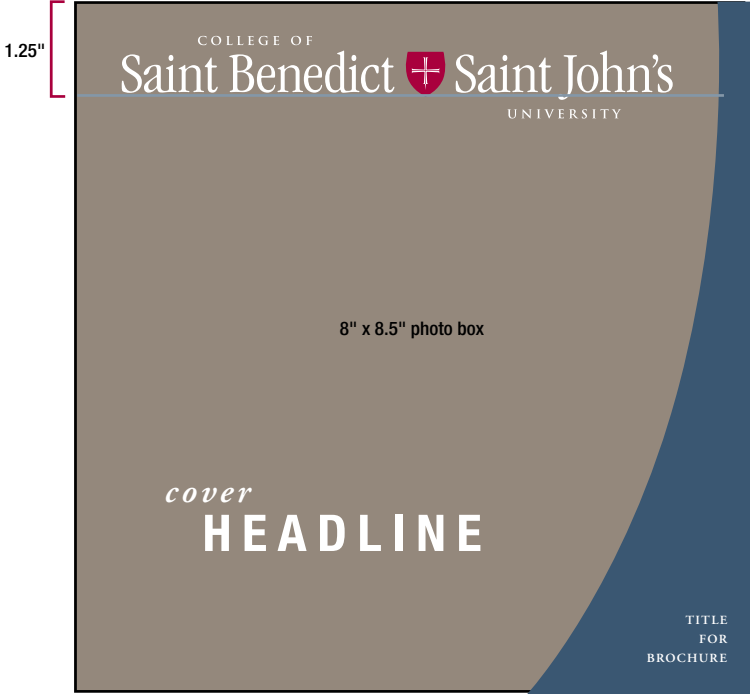
#10 ENVELOPE AND POSTCARD



BUSINESS CARD

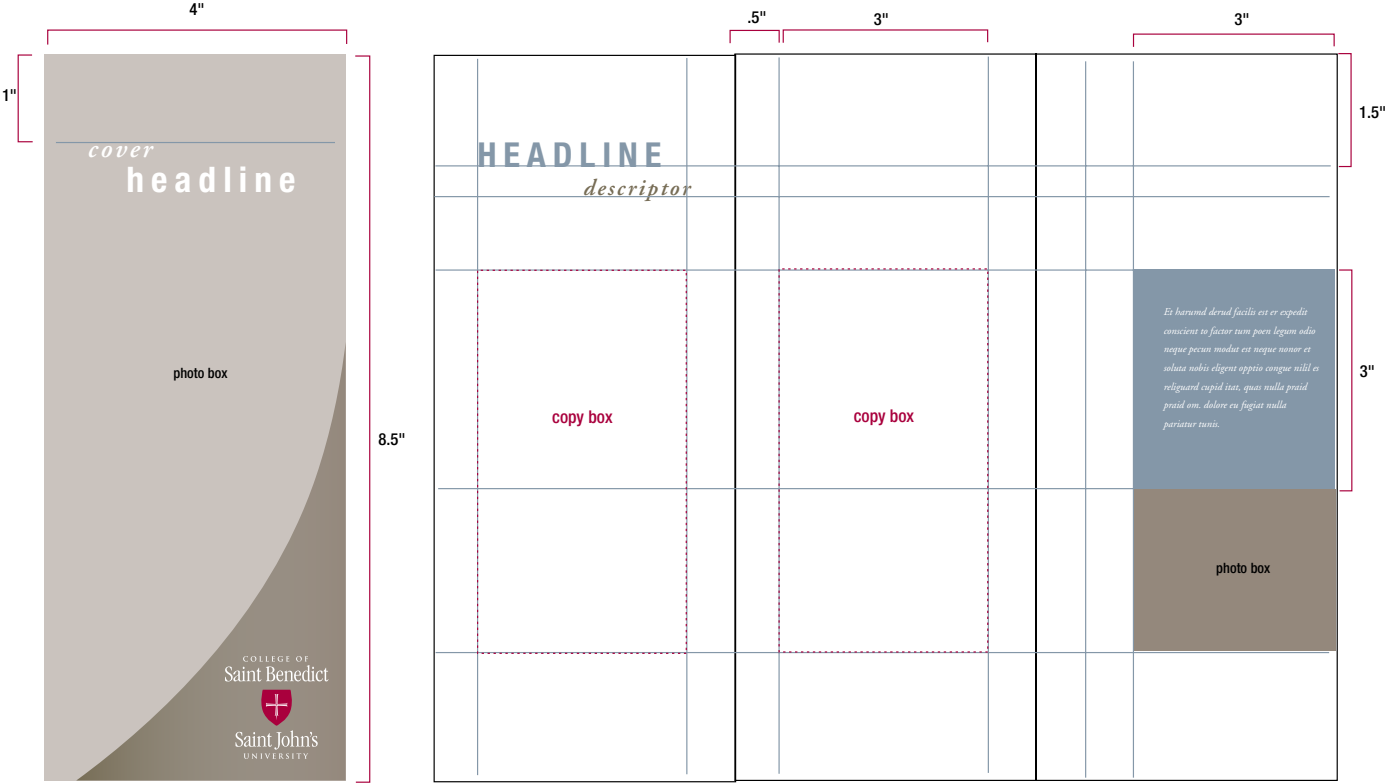
GRIDS *brochure*

Below are the guidelines and measurements for brochures. Standard size is 8" x 8.5".



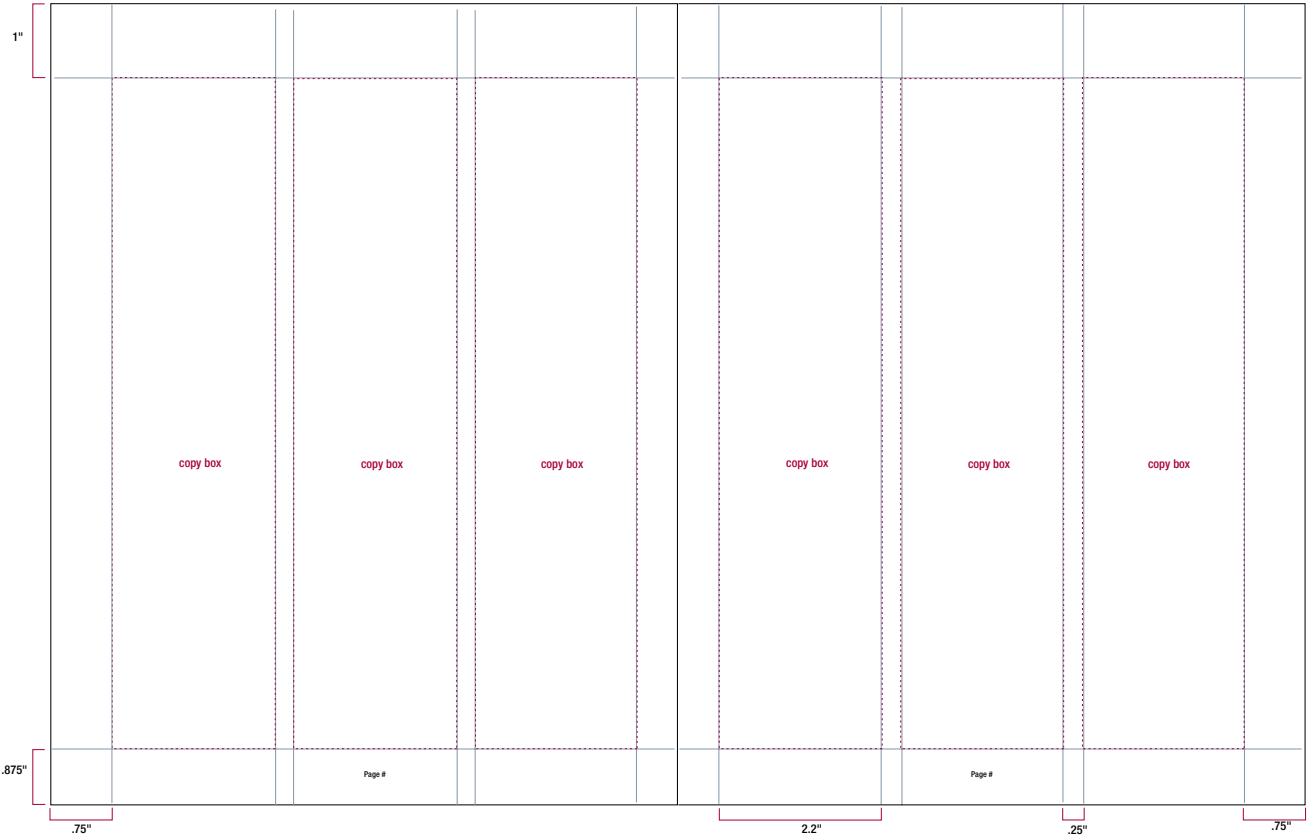
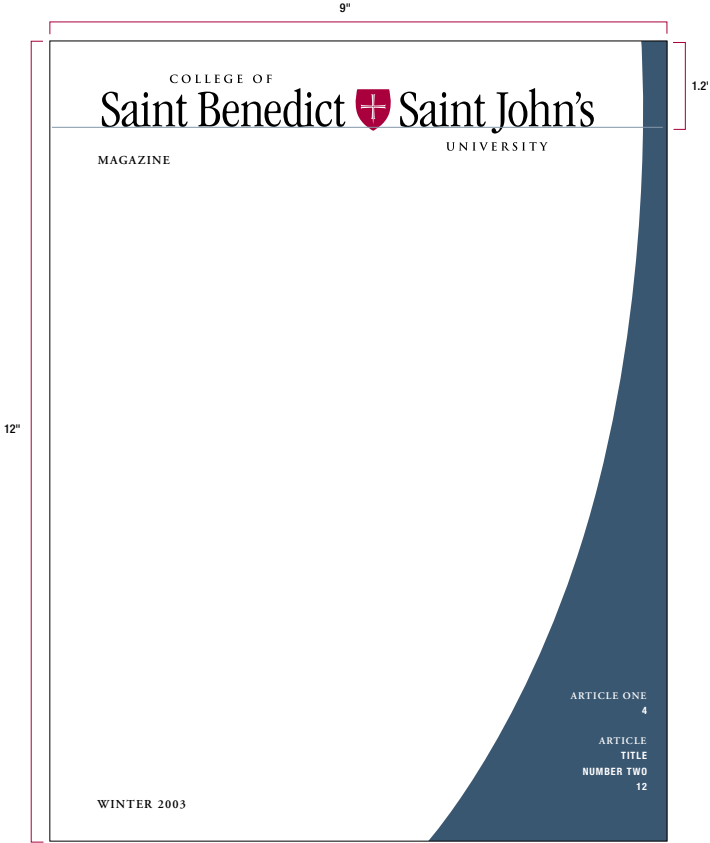
GRIDS *trifold brochure*

Below are the guidelines and measurements for trifold brochures.

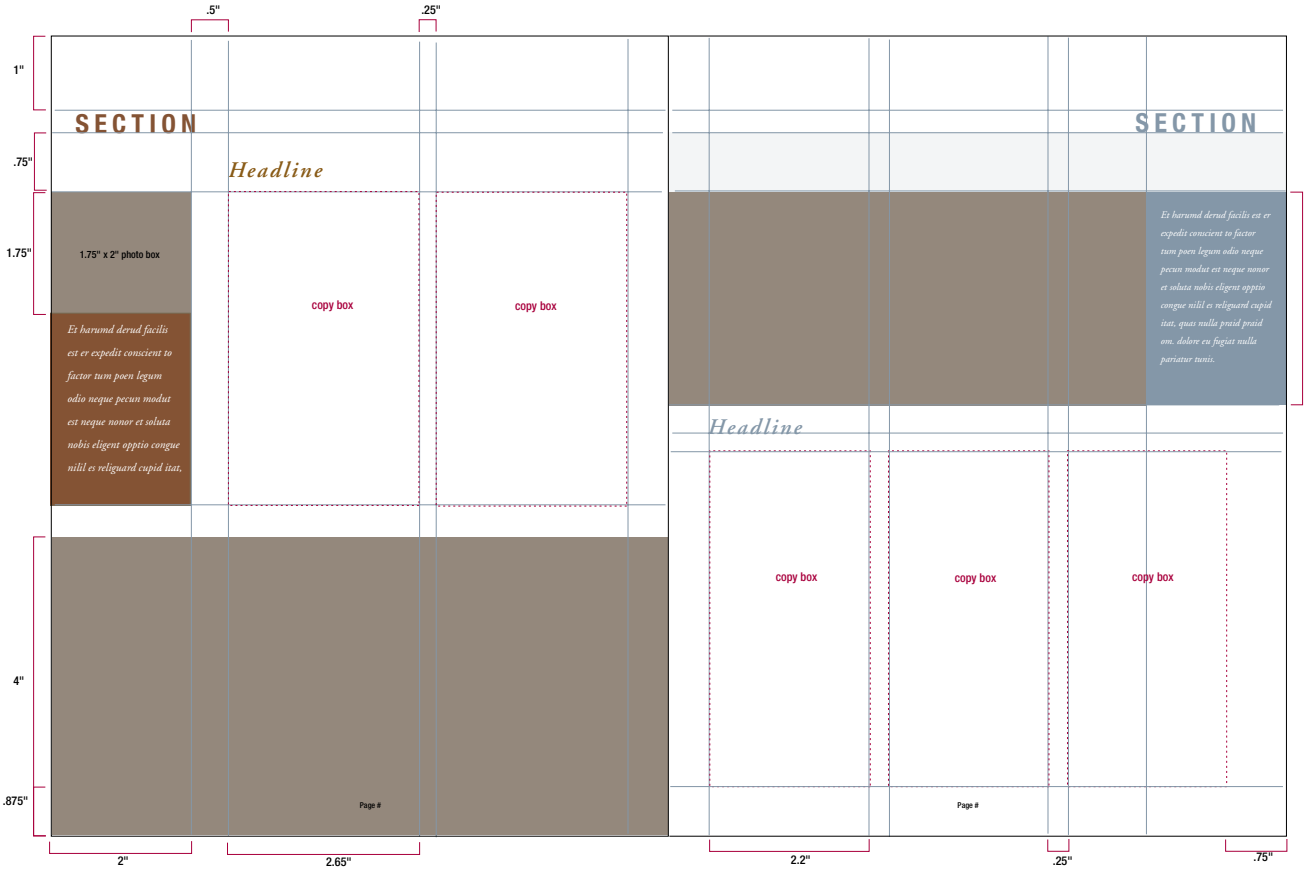


GRIDS *magazine*

Below and on the next page are the guidelines and measurements for magazines. The grid below illustrates the basic page design.

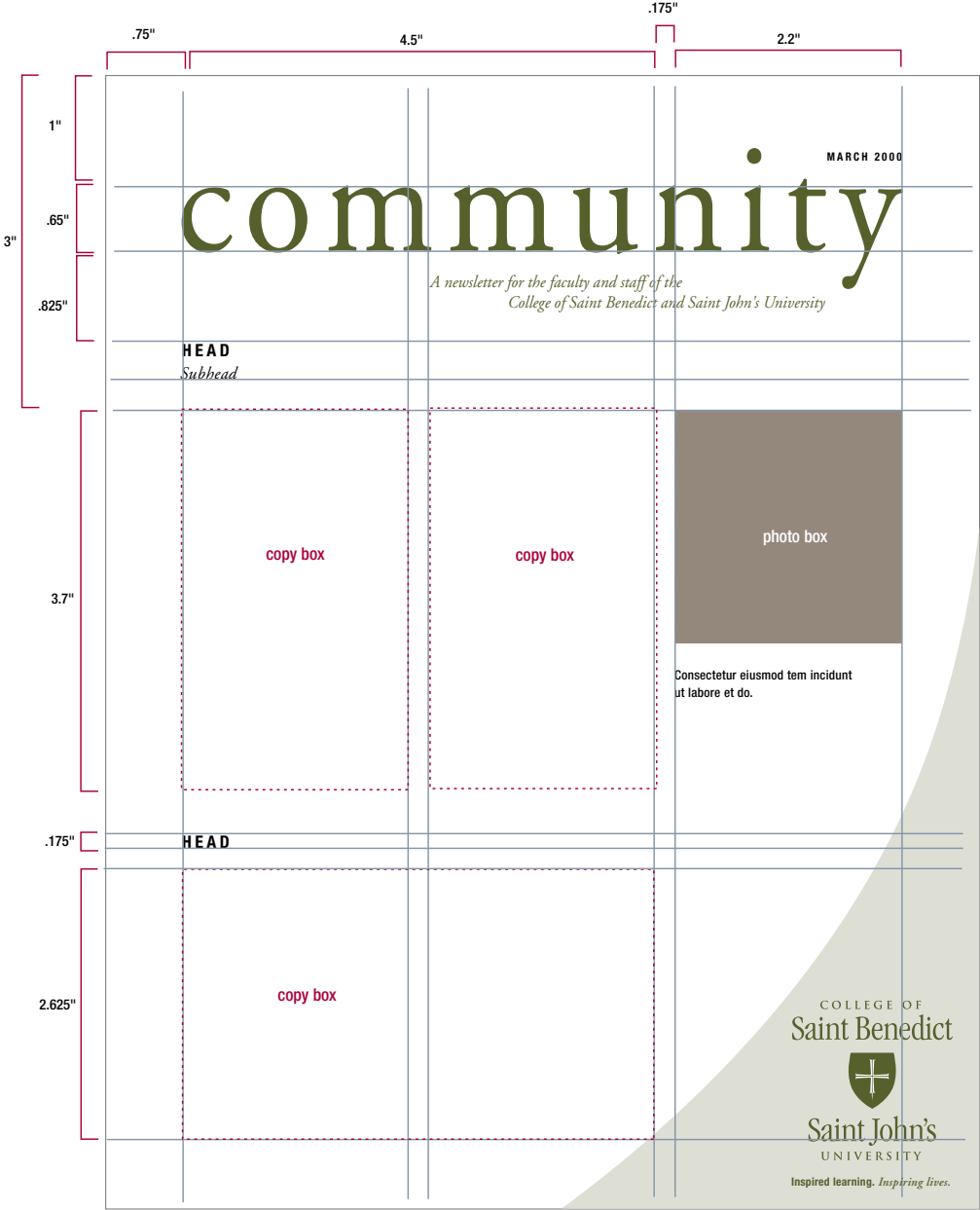


Spreads change from page to page but are always based on the three-column grid shown on the previous page (two different page versions are shown here). Sidebar copy should always be in a colored box or a photograph.
 (See the Gallery for application examples.)



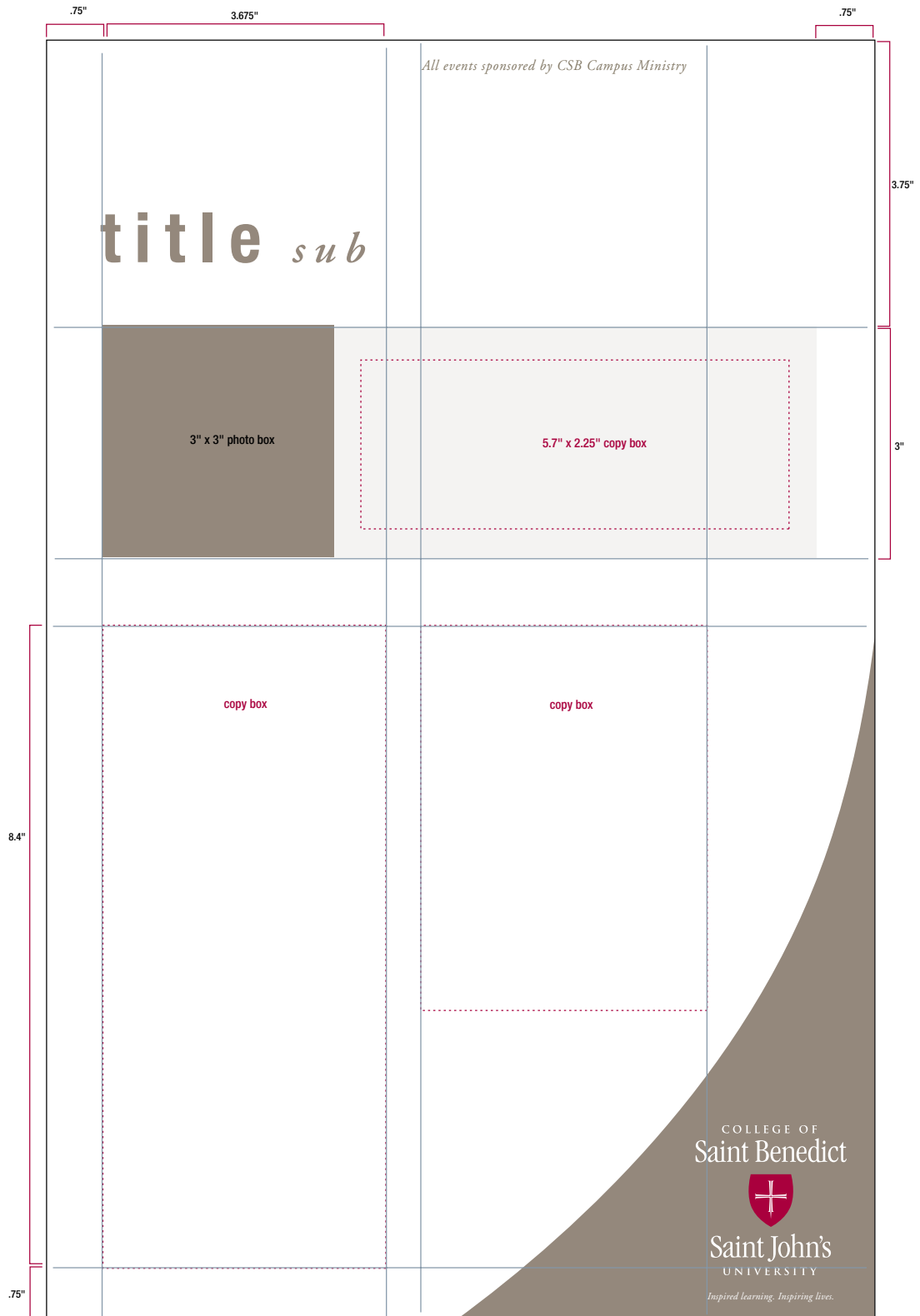
GRIDS *newsletter*

Below are the guidelines and measurements for newsletters.



GRIDS *poster*

Below are the guidelines and measurements for posters.



OTHER GRAPHICS *official seals*

The official seals of the College of Saint Benedict and Saint John's University are limited to official institutional use, such as for commencement or to validate student transcripts.

Seal of the College of Saint Benedict



Seal of Saint John's University



GENERAL GUIDELINES

Use will be determined by Communication and Marketing Services in consultation with the presidents' offices of the College of Saint Benedict and Saint John's University.

OTHER GRAPHICS *athletic logos*

Approved logos for application on various athletic-related materials.
(See page 43-44 for use on stationary.)

CSB Blazers



SJU Johnnies



GENERAL GUIDELINES

Colors are black and Pantone 200.

GALLERY *brand implementation examples*

BROCHURES

Donald McNeely Center for Entrepreneurship

The mission of the McNeely Center is to create social value and economic opportunity by actively building alliances between students, as future entrepreneurs, faculty and experienced entrepreneurs in service to communities, organizations and individuals. The Center will stimulate, support and expand business and social entrepreneurship.

The McNeely Center is:

- built on a rich heritage of creativity and innovation at Saint John's and Saint Benedict's
- interdisciplinary, involving students and faculty from all walks of life
- distinctive in its emphasis on social entrepreneurship
- grounded in timeless Benedictine values and tradition.

The Center is named for Twin Cities executive and philanthropist Donald McNeely, a long-time CSBSJU benefactor.

Terri Barreiro, Director of The Center

Terri Barreiro comes to CSBSJU from the Minneapolis and Greater Twin City United Way where she served as vice president of community building and senior director of planning, allocations and evaluation. Previously, she was manager of corporate giving and a foundation program officer for the Dayton Hudson Corporation. A nationally sought after speaker, she helps others develop good management practices, address emerging social issues and works to create effective collaborations to improve performance of non-profit and community-focused organizations.

Barreiro earned an MBA from the University of Minnesota and attended the Program for Executives in Management at Carnegie Mellon University under a Bush Foundation Leadership Fellowship.

Faculty Associates:

Assoc. Prof. Virginia Arthur Prof. Karita Johnston
 Prof. Joseph DeJardin Prof. Jose Korbman
 Prof. Ernest Dieckich Assoc. Prof. Paul Marsick
 Assoc. Prof. John Hasselberg

Donald McNeely Center for Entrepreneurship

Creating Social Value through Entrepreneurship

Programs

2004-2005

Students

AN OFFERINGS

Junior Student Program - E-Scholar: This rare certificate program begins in the fall of 12 students selected in a competitive process. The program is directed and taught by faculty along with three other faculty members. The program includes:

- a course sequence in entrepreneurial studies and taught exclusively for this selected group of students.
- E-Scholar will have access to at least 10 mentors (business and nonprofit sectors). Students will periodically with successful entrepreneurs and about the best practices of entrepreneurship.
- scholars will design a new venture, complete a shily plan and begin the ventures most likely to succeed.
- scholars will also travel both nationally and internationally to learn from entrepreneurs.

Entrepreneurship in Action (May Term): Each course will first be offered in May, 2005, designed for this 1 credit course will gain an insight of the day-to-day work of an entrepreneur in various and nonprofit environments. They will give decision making and risk taking processes, their information in one visit and interviews preparation to do center exploration.

Classroom Contact with Entrepreneur: An entrepreneurial experience will be available for presentations in classes across the disciplines.

CAREER DEVELOPMENT SERVICES

Center Mentors Program: Fellow alumni and friends of the College of Saint Benedict and Saint John's University (CSBSJU) will each visit campus for 4 half-day sessions scheduled throughout the 2004-2005 school year. Students will sign up for 30 minutes with the Center Mentors to gather information that will further their work on a their entrepreneurial venture. In addition, student clubs operating fundraising ventures and students that run their own businesses will be encouraged to use these mentors. Center Mentors will also be available for

classroom presentations on their areas of expertise. The Center staff will provide orientation and support to the Center Mentors and assist the students in finding the right mentor for their questions.

Student Run Enterprise Virtual Incubator: Students that already operate their own enterprise either on their own or as part of a student club will be provided access to services that can support the advancement of that business or social venture. Services will include consultation on project and business plans, access to resources, connections to alumni working in the same industry, and facilitated access to resources. This program will start small in 2004-05 and grow based on this first pilot year.

SCHOLARSHIPS

McNeely Scholarships: Annually students will be selected to receive McNeely Scholarships. In 2003-2004, 22 students were recognized with scholarships for their active engagement in practicing, teaching and creating new entrepreneurship ventures.

E-Scholar Scholarships: Students selected for the E-Scholar program described above receive additional program subsidies to cover the expanded program costs.

For Alumni

Center Mentors Program: See description above.

Entrepreneurial Alumni Institute: To be offered late spring 2005, the Entrepreneurial Alumni Institute will gather graduates of all ages for a 2 day intensive experience designed to meet their current pressing issues and to build new networks among entrepreneurial alumni. Offered on campus, this institute will also provide time for creating new approaches to adding social value, for future mentoring and for reflection on spirituality.

The Entrepreneurial Leadership Speaker Series: This bi-monthly speaker series will feature successful entrepreneurs who are alumni or friends of CSBSJU. Co-sponsored by the Private Investment Fund Committee of Saint John's University, this event will occur four times a year at the Minneapolis Club and will be followed by on-campus presentations when possible.

For Faculty

Entrepreneurship Case Study Writing Project: This project will expand the number of case studies available for classroom use that focus on entrepreneurial ventures from the Midwest region. This project will be pilot tested by Dr. Virginia Arthur in 2004-2005 and will involve students in the research. If successful, additional faculty will be trained by Professor Arthur in case writing to encourage more cases to be written across all disciplines. All cases will be published by the Center.

Visiting Entrepreneurs: Periodically the Center will host visiting entrepreneurs who will be available for classroom presentations and for evening with increased faculty and students.

For the Community

Nonprofit Entrepreneurship Series: The Donald McNeely Center will co-sponsor the 2005 Nonprofit Entrepreneurship Series developed and led by the Address Center Entrepreneurial Center of St. Cloud State University. This series is an annual event for the region. Other co-sponsors include United Way of Saint Cloud, The Initiative Foundation, Central Minnesota Community Foundation, and Great Plains, Moore.

Targeted Training Sessions in Entrepreneurship: The Donald McNeely Center is in the process of developing focused training sessions for targeted audiences that build on the existing strengths of CSBSJU. Further details will be available in the fall of 2004.

Community Partner Initiatives: A variety of partner initiatives have indicated an interest in offering training experiences on their campuses for those living and working in the Central Minnesota Region. Currently conversations are underway with Minnesota and the Management Assistance Program for Nonprofits.

For All Constituents

Excellence & Integrity Speaker: Annually, the Center will sponsor a major speaker on campus who exemplifies the Mission of the Center in his or her life.

College of Saint Benedict and Saint John's University Nursing Department presents

Applying Spirituality in Nursing Practice

October 2, 2004
College of Saint Benedict

DEPARTMENT OF NURSING
37 South College Avenue
St. Joseph, MN 56574

This conference is intended for CSBSJU graduates and students who may be asking:

- How do I help my present and future patients who seem to be angry or disillusioned with their lives?
- How can I assess and intervene in my patients' spirituality needs if:
 - they are nonreligious;
 - they do not want to discuss their religious views;
 - their religion is different from mine; or
 - I am not religious?
- What are some ways for me to prevent having burnout from the stress at work?

This conference is partly funded by the "Compassion on a Journey: Listening for the Voice of Vocation" Grant Initiative.

Program

Please Note: Parking is available in Lot 1, located on College Avenue, across from the east entry to the College of Saint Benedict.

10 am: Welcome

10:15 am: Discovering your personal spirituality through a modified 4-step process developed by Maria Harris: Awakening, Creating, Serving, and Nourishing. This session will be held outdoors (weather permitting). Guided by the conference facilitators, you will walk in silence through a path on the CSB grounds. You will stop along the way at 4 stations which will use artistic and meditative activities to promote your spiritual envisioning.

11:30-12:30: Lunch (vegetarian options available)

Small group discussion
Topic: Discovering one's spiritual type, beliefs, and daily rituals.

12:30-1:30: Guest speaker
Topic: "Meeting Spiritual Needs of Children and Families."

1:30-2:00: Small group discussion
Topic: Applying your new understanding of spirituality in personal nursing practice.

Participants need to wear clothing appropriate for indoor and outdoor temperatures.

Conference materials will include: Information on improving own spirituality and patients' spiritual well-being; spiritual types; John McQuinn II's book, "The Way We Begin: The Benedictine Way of Living."

Registration Form

Applying Spirituality in Nursing Practice
Saturday, October 2, 2004
College of Saint Benedict

REGISTRATION DEADLINE:
September 17 (85 fee for late registration)

Name: _____
 Address: _____
 City: _____
 State/Zip: _____
 Daytime phone: _____
 Email address: _____
 Position: _____
 Degree: _____

Registration fee: \$30.00 for alumnus
\$10.00 CSB nursing students

Payment by cash or check.
Make payable to College of Saint Benedict.

Fill out and mail this registration form (a photocopy may be used) with your payment to:
College of Saint Benedict/
Saint John's University
Nursing Department
Main Building
37 South College Ave.
St. Joseph, MN 56574-2099

For information, contact:
Laura Horn, (320) 363-5188 or
lhorn@csbsju.edu

GALLERY brand implementation examples

NEWSLETTERS

Four-page newsletter

community

A newsletter for the faculty and staff of the College of Saint Benedict and Saint John's University

Millennial Students Mark Generational Shift

Today's generation of young people share a common birth announcement: They are Millennials, that ubiquitous label prominently displayed on an anniversary card or their driver's license that identifies their generation. Millennials are a new generation of young people, and their characteristics are being shaped by a unique educational environment designed to address their needs as a school culture evolves to meet their needs.

The efforts seem to be working. Adult-supervised, organized after-school programs have largely replaced the free-time phenomenon experienced by Generation X to help reverse the negative social trends of that generation. Children are much safer now, according to Bob Filipek, even as the media give greater coverage to the potential as well as a small harm they may encounter.

Filipek, CSBSJU assistant director of admission with coauthors, is author of the book, *Generation X*, which explores workplace research between the Baby Boomers and Generation X. He is coauthoring research and has given presentations on generational characteristics, including Millennials, that contrast between the years 1982-2002.

A generation between the generations now occurring among our

student body can help faculty and staff learn to do things differently. Filipek said.

A common misnomer people make, he said, is assuming that generational change in fact, the Millennials are a recent extension of Generation X. The reverse is more accurate: Millennials are better described as a fifth child of Generation X, as a result of changing social trends and public policy.

Typically, Millennial Millennials include older parents, middle families and more parental education. Our Millennial in fact has at least one college-educated parent. A targeted emphasis on educational standards has resulted in greater academic achievement for this generation. Millennials embrace teamwork. For them, diversity and globalization are not new ideas. They are at ease with instant messaging and cell phones, with PowerPoint and multi-tasking. The most compelling characteristics associated with the generation are as follows: they are special (John B. Kelly, author of *Special Kids*), they are confident, confident, some oriented, achieving, pressure to succeed and over-achiever.

For more information about Millennials, Filipek recommends the book, *Millennial Rising* by Neil Howe and William Strauss. Details about the book are available at www.millennialrising.com.



EPA Recipients Honored
Mona Groves, Counselor, Maintenance, CSB Planning Team, and Mary Ann Kameron, Service and Events Supervisor, SHU Dining Services, were recently selected as the Fall 2003 recipients of the Extraordinary Performance Awards. They were recognized at a December luncheon held in their honor. Please congratulate Mona and Mary Ann for the contributions they made to our community.

received the island of scholarship also by dedicated OSB to assist in anticipating the first job offer as a July 2003.

William Hoffman, "70 years a talk on 'Stem Cell Research, Biotechnology and Global Competition' in which he traced the linkage between basic research in stem cells, commercial applications and national security challenges. He is the founder and executive director of the Minnesota Biomedical Research Network (MBRN) and his talk is available on the MBRN website: <http://www.mbrn.com> Hoffman's talk was sponsored by the CSBSJU Professional Health Program.

Following student work from new winners. He recently was awarded knowledge from the National Foundation for International Study and from the Vermont Studies Workshop for a residency.

The CSBSJU Student Development staff were so impressed with their year's award of the Minnesota College Personnel Association held Oct. 27-28 at a Mountain College. Using the conference theme of "All About Identity: The Changing Challenge, Our Professions, Our Students, and Our World," staff members presented the following workshops:

- "A Question of Gender: Implications for Changing Times for Students."
- T. Todd Manning, who published an article on this topic in *MUSE* (November 2003), the quarterly publication of the Standing Committee for Women of the American College Personnel Association, available online at www.nacpa.edu.

community

Community is published by the CSBSJU Communication & Marketing Services staff.

John McKee, Area Director for International Programs, and Communication & Marketing Services staff.

John McKee, Area Director for International Programs, and Communication & Marketing Services staff.

Celebrate Winter: Beat the Blahs

By Diane Mink Jones, professor, nutrition department, and director, Healthy Learning Community

Even though after Dec. 21, the days begin to get longer, many people find the winter months difficult. One way to fight winter blues is to make winter fun. Winter is a time to be active, but not everyone knows it can be so fun. Here are some ideas to help you do that:

- Build a snow angel, challenge your colleagues to do the same
- Eat snow balls
- Go hiking—the Prep school hill is a great choice
- Check out other snow activities
- Make a snow angel
- Ask a friend to walk in the woods
- Catch snowflakes
- Try ice skating
- Build a snow fort
- Play winter "Simon Says"

Another way to beat the blahs is to be of service to others.

- Deliver meals
- Collect food for food shelves
- Clean closets and donate gently used items
- Donate items for whom English is a new language
- Remove snow from sidewalks and driveways
- Read to a child
- Sew, quilt, knit and donate the items
- Volunteer

Visit the United Way of Central Minnesota, "Millennium Central Minnesota," Web site for volunteer opportunities: <http://066.11.105.170/uvwcmv/volunteer.aspx?area=13>

Suggested books with winter themes:

- *Hatchet*, Brian, *Wingspread*, Jason
- *The Journey of Samuel Johnson*, Jason
- *1001 Books to Read in a Lifetime*, ISBN: 00007547
- *Kellan, Garden, News of Life*, Billings-Winter, CD, Highbridge Company, December 1997, ISBN: 150112136

College of Saint Benedict and Saint John's University

is president of the campus Arts Club. Nye is preparing for a career in business education. "I intend to be promoting business between Asians and Americans."

While still in high school, Kristine Sherman developed "a year deal of enthusiasm for East Asia... [in] culture." At CSB, Sherman has pursued Asian studies courses and will study at SCU next fall. She hopes that her pursuit of Asian studies will prepare her to "be a bridge between China and America's culture, connecting both sides with the enterprise such as his office."

According to Richard Role, director of Asian studies, both Nye and Sherman "have enriched our Asian Studies Program and are enhancing our efforts to build important connections to Asia and Asia-America."

The Ms. and Mrs. J.C. Wang and S. Yuen Ho Scholarship in Asian Studies was established by Margaret Mae Hua Wang in loving memory of her parents, Mr. Jung-Chun Wang and Mrs. Jui-Chin Liu Wang, who spent a lifetime supporting young students in high

Anna Thompson Honored for Excellence in the Arts

Anna Thompson's achievements in fine arts programming were recognized in New York City this month by the National Association of Performing Arts Managers and Agents (NAPAMA) with the presentation of the second annual NAPAMA Award for Excellence in Presenting the Performing Arts.

An executive director of fine arts programming at CSBSJU, Thompson and her staff have created a treasure in the heart of central Minnesota through the fine arts programming department. Through collaboration, innovative ideas and investments, CSBSJU has become a leader in presenting the arts, and every year, more programming develops and the programming becomes stronger and more diverse.

Thompson's 20 years of experience in the arts range from teaching and research

to performance and administration. She has served on the Admissions College Alumni Board and as a trustee for the Indiana Arts Commission and the Minnesota State Arts Board.

Currently, she serves as a board member for the Boys and Girls Clubs of Central Minnesota, a VA Arts of Minnesota and the local ensemble, Cantata.

She is frequently spoken at on the arts at the regional and national level and is also published in the field. Her most recent publication was "The Power of

Transformational Theater" in the March/April issue of the *Association of Performing Arts Presenters' Inside* magazine. She has facilitated music commissions for the American Brass Quintet by Bruce Adolph (Princeton) and Eric Feuer (Shabazz), as well as a Music of the Ghetto by David Oh for the Indianapolis Symphony Orchestra to celebrate the opening of the Indiana Pavilion at the Indianapolis Museum of Art. At CSB/SJU, she has commissioned works for Cantata and has received funding for multiple dance commissions and extended residencies. These include three commissions for David Bruce Theater (Capezio, Tappan and Dancer/Gardner), David Bruce, Duke Ellington for *Digging Light*, by Mary Gask by David Penson and more recently *Six Side* by Mace Grimsinger.

community

A special issue for College of Saint Benedict Trustees and Saint John's University Regents

John Gagliardi's "March to History" Includes Trip to White House

President Bush honored John Gagliardi as the 2003 Hero and the U.S. House of Representatives passed a resolution of commendation on Nov. 17 while Minnesota Governor Tim Walleby presented Hon. G. 2003 "John Gagliardi Day" throughout the state. In honor of the award, Gagliardi and SJU received national attention from hundreds of local, regional and national media outlets, including the *New York Times*, *Washington Post*, *ESPN*, *Spice Illustrated* and *USA Today*. The *St. Cloud Times* and *Minneapolis Star Tribune* also published special columns.



Fine Arts Programming Receives National Recognition

Anna Thompson, executive director of fine arts programming, will receive the *Prestige of the Year* award from the National Association of Performing Arts Managers and Agents (NAPAMA) group at the national Association of Performing Arts Presenters conference in New York City in January 2004. In addition to a citation, NAPAMA will present Thompson with a contribution of \$1,000 specifically designated for the CSBSJU Fine Arts Program endowment fund.

Insights from Bosnia

Members of a CSBSJU faculty development team have been sharing insights gained from a tour of the former Yugoslavia with students, colleagues and administrators, as well as media outlets and in public forums. Last May, the group traveled past war-torn Bosnia—Sarajevo, Banja Luka, Tuzla and Srebrenica—along with visits to Zagreb and Belgrade. Led by Nick Hayes, professor of history and holder of the University Chair of Critical Thinking, the tour was funded with a \$25,000 gift from Don Whalen, vice chair of the Saint John's Board of Regents and 1970 SJU graduate.

The purpose of the initiative was to grant selected faculty the opportunity to explore global issues of conflict, human rights and international cooperation within specific historical and cultural contexts, and thereby enrich the classroom experience across the curriculum.

Faculty included Noreen Hereford, CSBSJU professor of computer science; political science professors Manjia Fialth and Jan Radak; and Christina Tourant, assistant professor of English.



Two-page newsletter (front and back)

CSB/SJU Faculty, Staff and Students Making News

Aaron Hirsch and Bob Wells, natural science (biology) students, presented posters at the annual meeting of the Geological Society of America held the first week in November in Seattle, Wash. Larry Davis, professor of biology and academic advisor to Hirsch and Wells, accompanied them to the conference.

SJU Campus Ministry will be sending a group of 20 students and staff on a service trip to Peru, Dominican Republic. Volunteers will live and help out at Nueva Señora del Progresso Socorro, a Catholic parish located in Chimbo, Peru. The group will be working with Los Angeles de Padre Juan, a mission run by Saint John's seminary graduate Fr. Jack Davis.

A delegation from Marquette College, the nation's only historically Black, all male, senior liberal arts institution visited SJU Nov. 11-12 in an effort to solidify plans for an exchange program between the two colleges. The initial program will include two students from each school to be exchanged per school year. Drs. Condon, SJU Regent participated in the three-day visit.

Noreen Hereford, professor of computer science, was nominated and accepted for membership in the International Society for Science and Religion in 2003. Membership is by invitation only and is limited to the top 100 scholars in the world in the field of science and religion. ISSR is made up of distinguished scientists and theologians from all over the

world with the purpose of fostering and promoting rigorous interdisciplinary research and education relating to science, theology, and religion in an international and interfaith context.

John McKee, professor of theology, recently edited the book, *Faith Transformed: Christian Encounters with Jews and Muslims*, published by The Liturgical Press. The book includes essays by McKee and 10 other Christian scholars about how their involvements with Jews and Muslims has affected their understanding and practice of Christian faith.

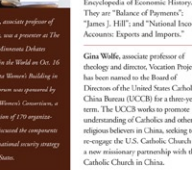
Laura Rogers, professor of nursing, was a keynote speaker at Allen College's research day on Oct. 16. She presented findings from her research about current Russian health care teaching and practices.

Laura Rog, an instructor in the nursing department, has been named vice president of the Minnesota Intercollegiate Athletic Conference (MIAC).

Dan Stock, professor of physics, and his research lab worked with a film crew from the U.S. Environmental Protection Agency on a national video campaign in November developing public service announcements on testing for radon.

Luuk Johnston, assistant professor of theology and director, Vacation Project, has been named to the Oxford Encyclopedia of Economic History. They are "Balance of Payments," "James J. Hill," and "National Income Accounts: Exports and Imports."

Gina Walsh, associate professor of theology and director, Vacation Project, has been named to the Board of Directors of the United States Catholic China Bureau (USCCB) for a three-year term. The USCCB works to promote understanding of Catholicism and other religious believers in China, seeking to re-engage U.S. Catholics, Church in a new missionary partnership with the Catholic Church in China.



GALLERY *brand implementation examples*

POSTERS

SIXTEENTH CLEMENS LECTURE

Does Big Government Hurt Economic Growth?

Presented by Peter H. Lindert, Ph.D.
Distinguished Professor of Economics and
Director of the Agricultural History Center
University of California-Davis

Monday, September 27, 2004
8 p.m., Stephen B. Humphrey Theater
Saint John's University

Saint John's
UNIVERSITY

Be inspired.

Collegial Conversation Series
AUTUMN 2004

*The Bush Doctrine and the Transition
from International to Global Politics*
Anthony Ndungu, Assistant Professor of Political Science
September 16, 5:30 p.m., Alumnae Hall (HCC), CSB

*Left Behind With The Da Vinci Code:
What's the Christian to do?*
Patrick Henry, Retired Executive Director of the
Institute for Ecumenical and Cultural Research
October 6, 5:30 p.m., Centenary Room (Quad 264), SJU

The Oresteia: The Production Process
Karin Johnston, Professor of Theater
Mark Hennigs, Assistant Professor of Theater
Willene Mangham, Associate Professor of Theater
November 12, 6:45 p.m., Recital Hall (BAC), CSB

*Remembering the Desperate,
the Displaced and the Disposable:
New Social Narratives in
Contemporary Columbia*
Corey Shouse, Assistant Professor of Spanish
December 2, 5:30 p.m.,
Centenary Room (Quad 264), SJU

COLLEGE OF
Saint Benedict
Saint John's
UNIVERSITY

Jen Chapin

In Concert
7:45 p.m., Wednesday, March 24
Stephen B. Humphrey Auditorium

Admission: \$3 or two food shelf items
Proceeds to benefit World Hunger Year

Preview Jen Chapin's music at
www.jenchapin.com/
(click on Music)

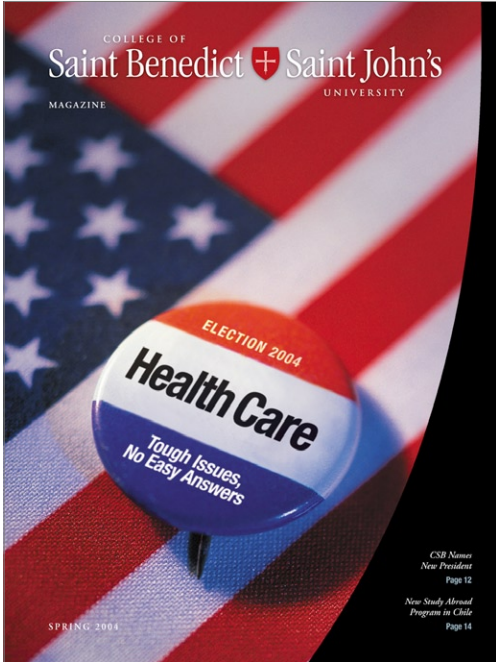
This is a designated Fine Arts Experience Event

Sponsored by the Vatican Project,
CSB and SJU Campus Ministry,
Saint John's School of Theology-Seminary
and CSB/SJU Joint Events Council

COLLEGE OF
Saint Benedict
Saint John's
UNIVERSITY
Sacred Learning. Inspiring Lives.

GALLERY *brand implementation examples*

MAGAZINES - Joint



Election 2004

Health Care

Tough Issues

No Easy Answers

By Amy Karlock '06

In this 2004 presidential election year, candidates and voters are grappling with a health care system that appears to be seriously ill. According to a number of health care and public policy experts with ties to CSB/SJU, Band-Aid approaches will not be enough. There are serious concerns about access, cost and quality, as well as consumer responsibilities and expectations. Reasonable solutions must balance concerns of fairness, social justice, ethics and economics.

Public health care in this country. In an October 2003 ABC/Washington Post poll, 79 percent thought it was important to provide health care coverage for all Americans, even if it meant raising taxes, while 62 percent favored a universal health insurance program over the current employer-based system. The problems are complex and most certainly will require equally complex solutions. Important decisions lie ahead, and voters look to candidates in Election 2004 for answers and leadership in the task of fixing the system.

But, if health-care consumers want change, says CSB/SJU nursing professor Kelly Twibb, R.N., Ph.D., they must inform themselves and participate in the political process.

"The ideas expressed at a campaign level are often so vague that you really can't figure out what they're saying, and the candidates don't know either, in many ways," Twibb said. "And then when you get to the legislative end of it, it can be so confusing you can't find your way through it, anyway. Voters need to pin down people who are running for office about what they're going to do to reduce the cost of health care."

Election and Health Research Sources From the CSB/SJU Libraries

To find out how the CSB/SJU libraries can help you access the information about election topics or other subjects, go to www.csbsju.edu/library/index.html

While many of our research databases are accessible to the campus community, there are numerous resources available that require a library card. For example, MEDLINE is our online catalog (http://research.csbsju.edu). PubMed (Medline) is a medical database from the National Library of Medicine (http://www.ncbi.nlm.nih.gov/pubmed/). For more information, go to www.csbsju.edu/library/index.html

Check out the links on our Quick Reference page, Accessible Health and Medicine: www.csbsju.edu/library/quickref.htm

The CSB/SJU libraries also offer a reference Web chat or Ask a Librarian with a regular schedule. In these questions and answers reference chats, for more information, go to www.csbsju.edu/library/reference.htm

FROM THE PRESIDENTS

Election years remind us of the importance and value of leadership. While issues are the axis around which elections are decided, they cause us first to carefully consider the qualities and values of the people who wish to serve and lead. For generations, the College of Saint Benedict and Saint John's University have played an important role in educating people who step up to the responsibilities we have as humans to each other, to our children, to future generations and, not least of all, to ourselves. Our mission as Catholic and Benedictine colleges calls us to stewardship, justice, respect and care for all persons and celebration of the common good – each a critical and necessary component of effective leadership.

The cultural, social, scientific and economic world in which we prepare our students is changing in unprecedented ways and at unprecedented speed. Aided by the development of progressively more sophisticated technology, knowledge is expanding at an increasingly rapid rate. At the same time, though, age-old tensions associated with religion, science and values, race, gender, wealth and poverty, and the relationship of individuals and communities remain, and in many cases, have intensified. The article on health care policy in this magazine examines a particularly complex and important issue that lies at the intersection of many of those tensions.

We are reminded daily both by experience and by the popular press that today more than ever, the world needs and demands leaders who are not only intellectually capable of addressing complex issues but who also are compassionate and rooted in community. We are fortunate that the values and traditions of the College of Saint Benedict and Saint John's University rest on solid educational, spiritual and social foundations. This election year demands and helps to enlighten our commitment to the development of mind, body and spirit and the cultivation of young people who will enter a world fraught with challenges but filled with new opportunities.

Dr. Carol Guando
President
College of Saint Benedict

Dr. Dietrich Reinhardt, OSB
President
Saint John's University

The world needs and demands leaders who are compassionate and rooted in community.

GALLERY *brand implementation examples*

MAGAZINES - CSB



Benedict's Graduate Edits Prayer Book for CSBSJU

...eds of the belt. It is interaction and the Benedictine Friends First Hall Chairman of it with service in our result at issue in Benedict and it may even be in the spirit — the school, country that fill the bar, work, study and Saint Benedict's and he was in all things.

It is this embracing paradoxical, this sense of Benedictine tradition that invites people to the colleges, including Kate E. Riggs, former student and co-editor of *Saint John's Paper Book*. Edited by Riggs and Michael Keenan, OSB, *Prayer in All Things* is a new collection published by The Liturgical Press that provides a compilation of all and new prayers perfect for anybody who feels a bond with the CSBSJU campus or the larger Benedictine community. "Written and submitted by monastics, students, professors, Oblates and friends, *Prayer in All Things* truly encompasses all things Benedictine, from a prayer honoring Mother Benedicta Ripps, the American founder, to a Prayer Before the Computer Screen at the College of Saint Benedict's Saint John's University, from Saint Teresa of Avila to a Navajo Night Chant."

As one who has participated in various aspects of the Benedictine community — from playing in the wind ensemble to work in theology and ministry — Riggs brought her enthusiasm and dedication to this project. A 2003 graduate of the

Mark Conway Receives \$25,000 Fellowship

Mark Conway '74, director of the Literary Arts Institute at the College of Saint Benedict and Project Logos: The Center for Creative Writing at Saint John's University, has been awarded a fellowship through The Loft Literary Center and the McKnight Center Fellowships for Writers. Four \$25,000 fellowships are offered in alternating years to writers of creative prose and poetry. All manuscripts were judged by an eminent American writer not living in Minnesota who remains anonymous until the time the winners are announced. This year's judge was prize-winning poet Li-Young Lee.

Conway also recently won the Aldrich Poetry Competition, a contest judged by former U.S. Poet Laureate Robert Pinsky. The competition includes a reading at the Aldrich Contemporary Art Museum with an introduction by Pinsky and

honorary and the publication of a book of poetry. Conway was one of the winners in the Gardner Poetry Prize, an annual contest run by the Gardner Poetry Book Shop, the oldest poetry bookstore in the United States, located in Cambridge, Mass. Conway's work has appeared in *The Paris Review*, *Ploughshares*, *The Journal*, *Poetry*, *Scholar*, *Carpenter*, *Review*, *COLUMBIA: A Journal of Literature and Art*, *Harvard Review*, *Agni*, *Bomb* and in the "Theory Sample" of *Boston Review*. He has been awarded other fellowships from the Corporation of Yaddo, the Minnesota State Arts Board, BlackRock Nature Sanctuary, The Janine Founda-



Former U.S. Poet Laureate Robert Pinsky with Mark Conway, director of CSB's Literary Arts Institute and S.J.U. Project Logos, at a reading held in honor of the Aldrich Poetry Prize. Poetry paper written for the book *Prayer and Silence* and Conway's work for the award.



CODA

Denise DeVaun '75 is the president and founder of DeVaun & Associates. She has spent her career working to bring public, private and corporate resources together to find creative solutions to poverty issues, the essence of her work, she says, is pulling together ideas, bringing together the interests of legislators, business and non-profits in collaborations that help the poor solve issues serving the interests of all the people involved.



DeVaun received her theology and state student sociology at Saint Benedict's, then went on to earn a master's degree in human development in 1985 from St. Mary's University in Winona, Minn. She was a National Young Leadership Fellow from 1983-87 and served as executive director and lobbyist for Minnesota Community Action Association, director of the Minnesota Food Education & Resource Center with the Urban Coalition in Minneapolis and as a legislative advocate and manager of public policy for Catholic Charities in the Archdiocese of St. Paul and Minneapolis.

As a student, DeVaun met and worked with Dorothy Day at the Catholic Worker in New York City, and later volunteered with the Center for International Development in Mexico. These were life-changing experiences for DeVaun, influencing her to apply both pragmatism and spirituality to solving poverty problems.

What were the influences that have most shaped your life and work?
It goes back to the way I grew up. In one rural community, if someone was sick, the neighbors got together and took in meals and helped out. When the farm house burned down, people got together and rebuilt it. That's just the way things were. It gave me a very good foundation.

When I came to Saint Benedict's, I found the intellectual framework for those beliefs, as well as another very powerful experience of community. That's what the college said they were about and that's what I experienced here. Someone once said that the sense of community is in the smallest gestures at Saint Benedict's and Saint John's, and I think that's true. The strong mix of spirituality and action leads you to ask why things have to be the way they are and then, what can we do about it? I have always landed on the side of doing something, being strategic and looking for results. I focus all my energy on what is possible.

How do you get things done, given the complexity of poverty issues?
One of the things I've learned, from all my mentors, from all my experiences, is the importance of relationships. We can't get anything done in life without relationships. With relationships there's trust. By building trust over the years, people get to know that your word is worth gold. I'm really proud of that because integrity is bottom line in this

work. We don't lie to legislators or public officials, and we don't make things up. People who do lie aren't respected. And, if we make mistakes we go back and correct them.

Also, politics is about compromise and being smart about the needs of all the interests involved. Not finding ways to compromise but still remain faithful to what you want. It's not all or nothing — it can never be all or nothing — because we're a democracy with so many differences. So, even though I have a perspective on poverty, the business community has a perspective on being competitive. So, my challenge is, how can the things I want to help poor people be competitive and be the most skilled and most equipped, so that they can be effective workers in a competitive environment? That's my challenge.

Is there any hope of succeeding in these goals if you aren't pragmatic?

No. I don't think there is. I think that somewhere along the line I learned this from my mentors, from all the wonderful people I've met — Dorothy Day, Peter Dinkler and Walter Sauts, who was deputy president of the African National Congress and was imprisoned with Nelson Mandela. I learned that people who are really good at what they do generally have respect for others, even if they disagree. They are able to cross boundaries. So, as a Democrat, I work with Republicans, and we find common

ground. As a woman I work with men, and we find common ground on the things that we really want to get done in life. The bigger thing I've learned with all this is how our political, ideological and theological boundaries and genuinely approach people with respect.

What are you most proud of?
The thing I'm really proud of is Family Assets for Independence, a non-work effort to help low-wage workers save earned income. Maybe all they can save is \$25 a month, but, through public and private resources, we match it three-to-one. Then maybe they can buy a house, have the beginnings of a higher education or start a small business — all steps toward building assets, increasing income and moving out of poverty and into a better life. This project made use of everything I've learned.

(If you'd like more about this program, visit www.sbsu.edu/familyassets.htm.)

How do you keep from burning out?

I have wondered why some people get so burned out and others just don't. What is that spark that keeps hope alive? I have grown very sad, very frustrated, but I have never burned out and I think it's because I've found my own way of joy that keeps me from burning out. For me, it's the policy work — putting deals together. Over the years I have learned to put a leadership role in helping to find creative solutions in these challenges.

How would you rate what is being done about poverty? Is it getting better, worse or just holding steady?

I think we're being ground. I think our policies in this country are not strong enough to support families. I understand the budget problem, but we have to consider what it does to people when childcare dollars are being cut. When someone can't get childcare, they still have to work all day. When there's no sick childcare, parents give up their jobs. I fear for the working families with kids who don't have adequate transportation, not enough childcare, little access to information technology. Real wages have gone down for some groups and there aren't enough resources to provide for basic needs. You can't get an affordable house anymore. Many families are really challenged and they're just exhausted.

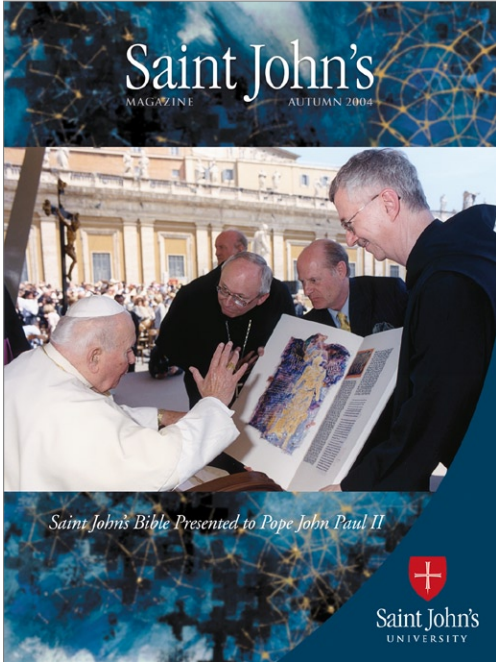
What's the answer?

We have to get everyone — the schools (who can't do it all), the counties, non-profits and business — all the systems together at the table. The best things that I have been privileged to work on are such collaborations in which we are able to break down barriers and actually get things done.

I think we need to have more time for each other, more conscious contact in community, that we do more. It's the experience of community, wherever or whatever it is, that keeps us grounded, keeps us loved. I think whatever we can do together to make that happen is critical to making life better for all of us.

GALLERY brand implementation examples

MAGAZINES - SJU



links to Asia
J. Hill
Daniel from IL
and Missouri
and Pacific
the
the
TAMU
discovery
a prime
of business
and "Main
street, acquaint
your later
events within
about the
events enjoy a
not diverted
what ASIA needs
in another Asia.
A hands-on
in reports.
in the better city



Bohr cites two primary reasons to explain the prominence of the CSB/SJU program in Benedictine heritage and a strong alumni presence. Early last century, Benedictines laid the groundwork for Asian Studies at CSB/SJU, and Benedictine values of service and community define the program's distinct operation and study. This values-based program thrives on a growing community of students, faculty, staff and alumni, a community that builds friendships from Minnesota across the globe to China, Japan and southeast Asia. As a result, our students gain the benefits of both a solid intellectual foundation as well as practical, hands-on experience preparation for Asia-related career opportunities and service.

"Our commitment to preparing our students both personally and professionally for engagement in and with Asia and Asian-American communities is from the majority of liberal arts colleges in Minnesota and across the country," Bohr said.

"Our profession prepares our kids to be what we call 'Asia Hands,' that is, our students gain hands-on experience through study abroad, internships and co-ops with the summer English as a Second Language (ESL) program," Bohr said.

In addition, CSB/SJU sends more students and recent graduates to teach in Asia than do other members of ASIANetwork. Bohr noted. Since 1995, CSB/SJU has placed nearly 80 teachers in Asia through its Teaching in Asia Program.

"We see these teaching opportunities as the bridge between college and career for our budding 'Asia Hands,'" Bohr said. "This is the core of what I call 'applied Asian Studies in our classroom.'"

"It is an ideal way to help our students extend the immersion experience beyond study abroad and internships, gain language and cross-cultural communication skills, fulfill service aspirations and explore other 'Asia-related careers.'"

The intent is to have our graduates, as teachers, contribute to the English language education of Asian students while serving as American goodwill ambassadors, he explained. The net result is an expanding community of learners. "As they enrich the lives of others, these young teachers fulfill their own lives by dedicating themselves to service, developing new friendships, gaining teaching experience and participating in the wonder of Asian cultures."

Another advantage of the CSB/SJU program is its institutional reach, involving commitment, resources and services across both campuses. "Our efforts to reduce the coordination with Asian Studies — including a focus on Asian-American Studies — and the

Saint John's Pottery

Most people know Saint John's history has long been a CBS and S.J.U. S.J.U. graduate who came under the name of Asian Studies. Thomas S.J. Johnson, former president of the field of Asian Studies at CSB/SJU, Benedictine, spent four years with the Japanese government, and he led the way to energy. Benedictine Japanese ceramics technique with indigenous upper Midwest materials (sherry offering the Benedictine belief that culture can meet while also retaining their uniqueness in North America's largest wood-fired kiln, named in S. Johnson's honor. Benedictine also has gathered a global community of students, alumni, apprentices and visiting artists around his art and his studio. He is registered as a conservator of Asian Studies at CSB/SJU.

- 1925 Benedictine monks from Saint John's Abbey help establish St. John's University in Berlin, one of many German universities.
- 1926 St. John's University (St. John's) is founded in the city of St. John, Minnesota. The university is the first of many Catholic universities in the state.
- 1949 After two years of operating, the Benedictine monks from St. John's Abbey in Berlin and St. John's University in St. John, Minnesota, merge to form St. John's University in St. John, Minnesota.
- 1969 With financial support from the legacy of James J. Hill, CSB, S.J.U. and St. Cloud College, the first Catholic American Asian Studies program is established.
- 1971 Through the Benedictine commitment in Asia, CSB and S.J.U. create a student exchange program with Tokyo's Aoyama Gakuin University.
- 1982 CSB/SJU joins the Midwest China Center to gain access to China-related resources, services and programs.
- 1985 U.S. Asia trade mission (U.S.-Korea trade mission) is established.
- 1986 The China study abroad program begins at St. John's University (S.J.U.), near Chicago. Initial efforts focus on providing a major hub of interest, open to CSB/SJU students, study from each fall semester.

ADVANCING THE MISSION

Giving Back: Sexton Family Announces \$10 million Gift to Saint John's



Bill 55 and Joyce Sexton

Saint John's University has received a \$10 million commitment from the Bill and Joyce Sexton family. The pledge, which was announced at the March meeting of the Board of Regents, is the largest in Saint John's 166-year history.

A 1955 graduate of Saint John's University, Bill Sexton served as a Regent of the University from 1989-2001 and is presently a Regent Emeritus. In 2000, he received the Alumni Association's highest honor, the Fr. Walker Regent Award, for his service to Saint John's.

The Sextons have been major donors to the University in the past. Section Commons is named for Bill's parents, Sexton Arena is named for Bill and Joyce, and Hilger Artium in the Science Center is named for Joyce's parents.

"My parents instilled in me a deep sense of duty and desire to give back," commented Bill Sexton. "The final of the following prayer that reflects their philosophy of giving: 'God, let me be a giver, so that not just my own but other lives may be enriched. Grant that material resources, may I give faith and hope, my belief, and dreams, so that I may make a difference in the lives of people I meet.'"

The majority of the \$10 million commitment will be designated for the Joyce and William Sexton Family Endowed Scholarship to enable young men from all walks of life and all socioeconomic backgrounds to benefit from a Catholic, liberal arts education at Saint John's. The remainder of their gift will be designated as follows: \$1 million to the School of Teaching/Ministry for graduate student scholarships, \$500,000 to the Abbey Guest House, and \$250,000 to the University athletic program.

"This is an extraordinary gift from an extraordinary family," noted Dr. Dietrich Reichenbar, OSB, president of Saint John's University. "The Sextons have among the most generous hearts in the world, and their generosity has no bounds. This \$10 million commitment, the largest in Saint John's history, is a transformative gift. It bolsters the future of Saint John's by strengthening our financial foundations so that future students, from every walk of life, will have the ability to attend Saint John's and to have a similar experience as the Sextons."

"The Sextons have stepped forward to provide philosophical leadership to Saint John's critical mission in our history," commented Rob Culligan '82, Vice President for Institutional Advancement. "We are deeply grateful for their generosity and their leadership by example."



The Sexton family in Rome in July 2004. From left to right: Jennifer '06, Tom, Mark '02, Catherine, Bill '55, and Joy '61.

It's a Great Day for Saint John's

In announcing his family's gift to the Board of Regents, Jim Sexton exclaimed: "It's a great day for Saint John's."

"Our family has been blessed many-fold and we want to give back. From one generation to the next," commented Jim Sexton '55, Bill and Joyce's eldest son, and a current member of the Saint John's Board of Regents. "We know that one of the University's major concerns is to build the endowment and we cannot think of a better way to do that than by providing scholarships to the next generation of Alumnus. Hopefully, these scholarships recipients will one day return the favor to the University, continuing this cycle of giving."

"It's hard to put into words what Saint John's means to us," he said. "It's a source of community, a sense of family. It's just a special place to be. And, on the next morning when your time comes, you need to give back. And Saint John's is a great place to give back to."

Jim Sexton '55

GALLERY *brand implementation examples*

PRINT ADVERTISEMENTS

Eli Becker
Class of 2005

Eli began a tour of Europe with the CSBS/JU Study Abroad Program in Cork, Ireland and then visited 10 countries on the "continent."

inspired

COLLEGE OF
Saint Benedict
Saint John's
UNIVERSITY
www.csbsju.edu

Inspired Learning. Inspiring Lives.

Robert Roozendaal
Class of 2005

Robert's dream of swimming with dolphins comes true with a CSBS/JU internship at the National Aquarium, Baltimore, MD.

inspired

COLLEGE OF
Saint Benedict
Saint John's
UNIVERSITY
www.csbsju.edu

Inspired Learning. Inspiring Lives.

Erica Monson
Class of 2006

Erica is one of over 200 singers and musicians who help the Twin Cities "Celebrate the Season" during the annual concert at the Basilica of Saint Mary.

inspiring

COLLEGE OF
Saint Benedict
Saint John's
UNIVERSITY
www.csbsju.edu

Inspired Learning. Inspiring Lives.

Semester-long programs
in 17 countries on
six continents

inspiring

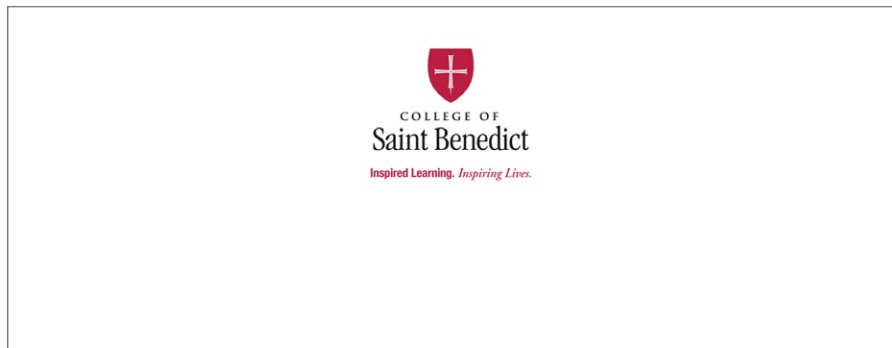
COLLEGE OF
Saint Benedict
Saint John's
UNIVERSITY
www.csbsju.edu

Inspired Learning. Inspiring Lives.

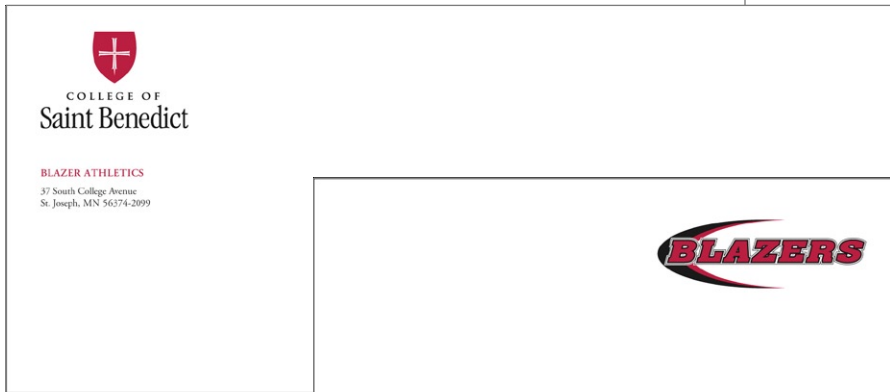
GALLERY *brand implementation examples*

CSB STATIONARY *showing application of athletic logo*


Letterhead



Envelope front



Envelope back



BLAZERS

37 South College Ave. P 320-363-0000 W www.csbsju.edu/csbsports *Affirmative Action/*
St. Joseph, MN 56374 F 320-363-0000 *Equal Opportunity Employers*


Business Card front and back

FIRST & LAST NAME
Title/Position
E name@csbsju.edu



COLLEGE OF
Saint Benedict

37 South College Avenue
St. Joseph, MN 56374-0000
P 320-363-0000
F 320-363-0000




BLAZERS

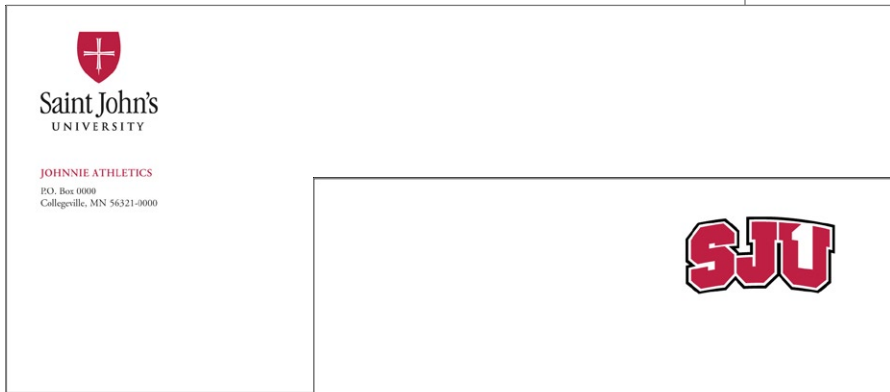
GALLERY *brand implementation examples*

SJU STATIONARY *showing application of athletic logo*


Letterhead



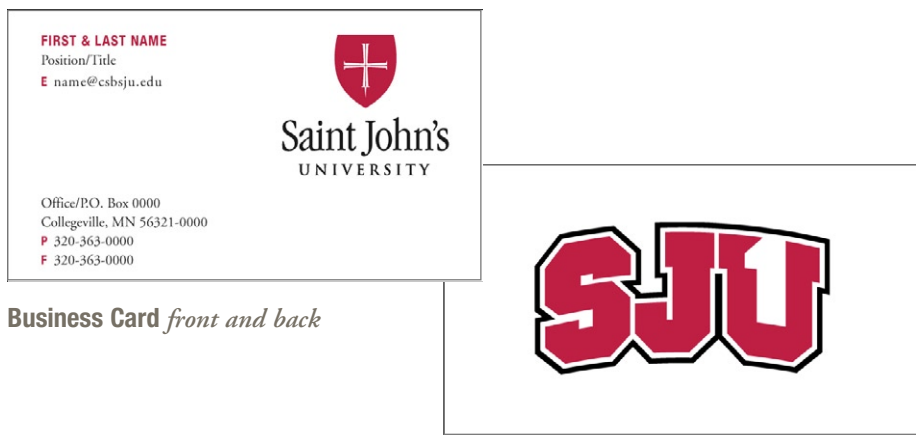
Envelope front




Envelope back




Business Card front and back



Letterhead Content:



Saint John's
UNIVERSITY
Inspired Learning. Inspiring Lives.

Envelope front Content:


Saint John's
UNIVERSITY


JOHNNIE ATHLETICS
P.O. Box 0000
Collegeville, MN 56321-0000

Envelope back Content:




Business Card front Content:

FIRST & LAST NAME
Position/Title
E name@csbsju.edu



Saint John's
UNIVERSITY

Office/P.O. Box 0000
Collegeville, MN 56321-0000
P 320-363-0000
F 320-363-0000

Business Card back Content:



Bottom Content:

 P.O. Box 0000
Collegeville, MN 56374-0000 P 320-363-0000 W www.csbsju.edu Affirmative Action
Equal Opportunity Employers
F 320-363-0000

GLOSSARY

cmyk

The acronym for the four-color process model for printing. Three subtractive primary inks — cyan, magenta and yellow — are mixed with black to produce a wide spectrum of color.

justified

The placement of type or graphics against both outside gridlines or margins. Justified type has straight vertical margins on both the left and the right.

leading

The space between lines of type, measured in points. Indicated by the measurement and the abbreviation for point (e.g., 9 pt.).

left justified

The placement of type or graphics against the outside left gridline or margin. Left-justified type has a straight vertical margin on the left with a ragged margin on the right.

PANTONE

The standard ink color-matching system from Pantone, Inc.

pica

Typography measurement unit. 1 pica (1p) = .1656"; 6 picas (6p) = 1"; 12 points (12 pt.) = 1 pica (1p). In notation, 6 picas and 12 points would be written as: 6p12.

right justified

The placement of type or graphics against the outside right gridline or margin. Right-justified type has a straight vertical margin on the right with a ragged margin on the left.

rule

A line that can be used to emphasize a line of text. Can also be a graphic element, border, etc.

tracking

The space between individual characters or words, or the reduction or increase of that spacing.