

Chapter 1 An Introduction to Southern Utah University

SOUTHERN UTAH UNIVERSITY

Southern Utah University (SUU) is a regional university. It serves southern Utah as an important center for advanced learning and public service.

Throughout its more than 100-year history, Southern Utah University has evolved from a teacher training school into its current role as a comprehensive, regional university. It serves the southern region of Utah and the contiguous counties of two states with undergraduate and graduate programs and applied technology training. People of the region look to the University for outreach services, culture, economic and business development, public education, regional history, public affairs, and major academic specialties.

National parks and recreation areas surround Cedar City. Skiing is 40 minutes away at Brian Head. For a wider range of metropolitan service, the city of Las Vegas is two and-a-half hours south, Provo two and-a-half hours north.

The University's Mission

As a community of learners, Southern Utah University serves as a comprehensive regional university to encourage a lifelong love of learning, to foster academic excellence, to instill ethics and values and to honor thought in all its finest forms. Foremost to our role and central to our disciplines are superior teaching and quality service to students. Fundamental to our purpose are scholarly activities and public service.

Our mission is to provide students a personalized learning environment to foster meaningful experiences involving the mind, heart and hands, which:

1. Affirm integrity, the search for truth and respect for all people as the foundation of education;
2. Develop communication, analytic, creative and information gathering skills;
3. Prepare students as informed and responsible citizens and for effective roles in families and other societal organizations;
4. Afford opportunities for success in students' personal and professional lives by providing service and leadership experiences in a residential campus setting;
5. Enhance economic, technological and cultural development of the communities served.

Southern Utah University provides baccalaureate, applied technology, and selected graduate education. We address the unique needs of rural students and communities, serve as a major cultural center for southern Utah, and create partnerships with public and higher education, government, business and industry.

Vision Statement

Building on hallmarks of a safe, beautiful campus, with a personalized learning environment, SUU strives to be an outstanding public regional teaching university, offering high quality undergraduate, professional and selective graduate programs.

Strategic University Goals

1. To provide exceptional service to students and facilitate excellence in learning and student achievement.
2. To foster superior teaching, scholarly/creative endeavors and public service.

3. To increase enrollment to 9,000 students by 2011, increase student retention and graduation rates, and within the context of our distinct mission, increase student, faculty administration and staff diversity.

4. To enhance students' personal and professional development as responsible citizens through academic, co-curricular, social, service-learning, residential, cultural and athletic activities.

5. To ensure human, financial and physical resources necessary to fulfill the University's mission.

6. To strengthen SUU's mission and role as the regional university of southern Utah by obtaining selective accreditations, and by enhancing and expanding the programs and services available, including at least five additional master's programs by 2011.

7. To encourage effective communication on campus and with external constituencies.

Specialized Programs

To further serve the needs unique to rural communities, SUU provides specialized programs for disadvantaged youth, nontraditional students and youth with disabilities. Federally funded, these developmental programs are designed to assist students with tutoring, counseling, skill training and motivational activities.

Affiliated with the University are cultural arts and performing groups which support the mission of SUU. The internationally acclaimed Utah Shakespearean Festival is presented each summer by SUU. The Braithwaite Fine Arts Gallery annually presents a wide range of exhibits. The American Folk Ballet is integrated into the College of Performing and Visual Arts.

SUU students select their courses from departments and programs in the following colleges/schools.

College	Departments
College of Education	Elementary, Secondary, Physical Education, and Master of Education Graduate Studies
College of Humanities and Social Sciences	Communications, English, Foreign Language/Humanities, Psychology, and Social Science
College of Performing and Visual Arts	Art, Music, Theatre Arts/Dance, and Master of Fine Arts in Arts Administration Graduate Studies
College of Science	Biology, Math/Computer Science, and Physical Science (Chemistry, Engineering, Physics and Geosciences)
School of Business	Accounting/Information Systems, Economics/Finance, Management/Marketing, Military Science, and Master of Business Administration, and Master of Accountancy Graduate Studies
School of Applied Science and Technology	Applied Science: (Agriculture, Family and Consumer Sciences, Information Systems Applications) and Applied Technology: (Automotive Technology, Construction Management, Cabinetmaking & Millwork, Criminal Justice, Engineering Technology, Technology Education, Paralegal/Legal Assistant)

The University's History

Possessing a rich pioneer heritage, SUU has a history unique in the annals of American higher education. In 1897, Cedar City learned the Utah Legislature had authorized a branch of the state's teacher training school to be located here in Southern Utah. Each of the communities began making plans to influence the decision of the legislative commission. A petition was framed to state why Cedar City would be an ideal location. Members of the commission said that Cedar City was chosen because of its central location and its excellent educational record.

In September of 1897, the school opened its doors for the first time. However, after only two months into the session, the Attorney General ruled that Cedar City was not complying with the provision stating that the school must be on land deeded to the state for educational purposes. They said that the building would be lost if not erected by September. Nobody was going to let them take this school away from them.

Winter had already set in and the town's building materials were nonexistent because of the construction of the ward hall. Still the people of Cedar City set out to do the impossible. Snow had obliterated the trail that they had originally blazed and the wagons could not make it and were abandoned. It was during this time that an old sorrel horse proved so valuable. He would walk steadily into the drifts throwing himself into the drifts again and again until they gave way. "Old Sorrel" was credited with being the savior of the expedition.

January through July the people of Cedar City continued their work and in September of 1898, the building, now known as Old Main, was completed.

Today the campus comprises nearly 132 acres, landscaped with fountains, tall spruce and pine trees, plazas, latticed walkways and expansive lawns.

In addition, the University owns and operates a 1,032-acre farm in western Cedar Valley and a 2,500-acre ranch in Cedar Canyon. The ranch includes a Mountain Center for executive leadership and continuing education programs.

The University's Ashcroft Observatory is located outside the lighted neighborhoods of Cedar City for better celestial viewing opportunities.

Because of their proximity and grandeur, Zion National Park and Cedar Breaks National Monument are claimed by students as part of the campus. Indeed, geological and life science field trips take advantage of these national treasures. Bryce Canyon and Grand Canyon National Parks lie close by for easy touring. The University's skiing classroom is at 10,000-foot Brian Head Ski Area, less than an hour away.

A Tour of the Campus

Campus facilities vary from the ivy covered Old Main and newly remodeled Braithwaite Liberal Arts Center building built in 1898 and 1899 to the Dixie Leavitt Business Building, to the Centrum special events center and classroom building, the Science Center, the Gerald R. Sherratt Library, the J.L. Sorenson Physical Education Building, and the new South Hall. As the home of the Utah Shakespearean Festival, SUU also features one of the world's most authentic Shakespearean stages and the Randall L. Jones Performing Arts Theatre.

Guided tours of the University are available by appointment or at 10 a.m. and 2 p.m. Please contact the Welcome Center at (435) 865-8360 to schedule tours, or visit www.suu.edu/you.

Accreditation

The university is a fully accredited member of the Northwest Commission on Colleges and Universities. Many of Southern Utah University's academic programs have special accreditation or endorsement from the following organizations:

- Association of Collegiate Business Schools and Programs (ACBSP)
- National Association of Schools of Music (NASM)
- National Association of State Directors of Teacher Education and Certification (NASDTEC)
- National Council for Accreditation of Teacher Education (NCATE)
- National Athletic Training Accreditation (NATA) Candidacy
- National Automotive Technicians Education Foundation (NATEF)

SUU is also pursuing accreditation from the following organizations:

- Association to Advance Collegiate Schools of Business-International (AACSB)
- Accreditation Board of Engineering and Technology (ABET)
- Commission on Accreditation of Allied Health Education Programs (CAAHEP)
- American Chemical Society (ACS) Committee on Professional Training

The university is affiliated with the following organizations:

- American Association for Higher Education
- American Association of State College and Universities
- American Association of Colleges for Teacher Education (AACTE)
- American Association of Family and Consumer Sciences
- International Technology Education Association (ITEA)
- National Rural Education Association (NREA)
- American Library Association
- Association of College and Research Libraries
- Council for the Advancement and Support of Education
- National League for Nursing
- Society for College and University Planning
- Utah Board of Nursing
- Utah State Department of Public Instruction
- Western Interstate Commission for Higher Education (WICHE)
- Organization of Biological Field Stations (OBFS)
- Western Association of Graduate Schools (WAGS)
- American Association of Colleges of Nursing (AACN)
- Commission on Collegiate Nursing Education (CCNE)

Students and Faculty

Each semester, Southern Utah University enrolls nearly 6,000 students in its academic and applied technology programs. Students come from all 29 counties in Utah, 45 states, and 28 foreign countries. Of total enrollment, 56% are women, 44% men. About 70% of all students live on campus or in apartments near the campus.

The University attracts faculty who are dedicated to excellence in teaching, creative in generating new knowledge, and generous in using their expertise to solve society's problems. The faculty recognize that high-quality teaching is their primary goal, giving students the opportunity to work with some of the finest and most caring professors in the state.

In addition to helping students learn, Southern Utah University faculty assist business, industry, educational institutions, government agencies, and professional groups with educational programs in upgrading the knowledge and skills of employees.

Computer Resources

The Office of Information Technology provides computer, networking, and information technology support to the academic and administrative functions of SUU.

SUU provides student access to a variety of computer resources in 28 computer labs on campus. Every student currently enrolled has been provided with an e-mail account at no cost to the student.

Available software is extensive and sufficiently diverse to serve the needs of a university environment. For more information, consult the SUU web site for lab locations, hours, and software.

In addition to the student labs, several areas on campus are provided for students to connect personal laptop computers to the campus network, and approximately 550 computer connections are available in the apartment rooms of the residence halls, Juniper and Manzanita, and the new Eccles Living Learning Center.

Radio/TV Facilities

Radio and T.V. facilities meet the need for mass communication at SUU. A licensed FM-radio station, KSUU-FM, is the radio voice of the University, and it functions as part of the broadcasting curriculum in the communication department. The station is on the air 16 hours a day, six days each week. Programming consists of education features, news, recorded music and network presentations. The Communication Department also programs SUTV Channel 9 on the local cable television system. Programming on SUTV consists of SUU sports, regular live newscasts, educational material, interview programs, public affairs, and material from the arts.

Athletics

MEN'S/WOMEN'S INTERCOLLEGIATE ATHLETICS

For both spectators and competitors, the athletic program offers a wide variety of opportunities to SUU students. SUU competes in the Mid-Continent Conference. Men compete in basketball, golf, cross country, track and field and baseball. Women compete in basketball, soccer, softball, tennis, cross country and track and field. The football and gymnastics teams compete as NCAA Independents. A full schedule of games and competitions is maintained in each of these activities.

SUU student-athletes enjoy excellent overall athletic facilities. The Eccles Coliseum includes fields for football and track and field. Within the Coliseum complex is the Jay Dee Harris and Alice C. Harris Center, which houses the intercollegiate athletics department and the University's gymnastic program. East of the Coliseum are recreation grounds and the baseball, soccer and softball parks. The Centrum, SUU's combination special events center and classroom facility, houses 5,300 chair back seats for basketball, gymnastics and other sporting events. Men's and women's basketball and tennis offices are also located in the Centrum. The newly renovated Multi-Purpose Center, located south of the Centrum, is home to soccer, baseball, softball, golf, track and field and the athletics academic advisor. Also located in the Multi-Purpose Center is a new student academic study center that is available to all students on campus.

Whether you want personalized training, competitive sports, club activities, or just to relax, the state-of-the-art J. L. Sorenson Physical Education facility includes basketball courts, racquetball courts, weight rooms, indoor suspended track, Olympic size swimming pool, and other fitness areas. Six tennis courts are located south of the Harris Center. Skiing facilities are 40 minutes away.

Information on sports eligibility and financial aid is available through the Office of Intercollegiate Athletics at (435) 586-1937.

Intramural sports/open recreation

The Intramural/Open Recreation Program is part of the Campus Recreation Program under the auspices of SUU student activities. There are temporary employment opportunities for officials, scorekeepers, lifeguards, facility supervisors and instructors for this program.

The Intramural Program is provided for the benefit of the SUU campus community. A wide variety of team and individual sports are offered. Such activities as flag football, basketball, softball, volleyball, tennis, racquetball and golf are just a few of the events offered. The campus community has access to open recreation, which includes the gymnasium, swimming pool, and indoor track in the J.L. Sorenson Physical Education Building. Aerobics and water aerobics may also be available. Information is available through the Office of Campus Recreation or by calling (435) 586-7774.

Fitness Center

The Fitness Center, located on the first floor of the J.L. Sorenson Physical Education Building, boasts some of the finest state-of-the-art equipment available including stair climbers, treadmills, elliptical machines, and stationary bikes. The large assortment of free weights and single-station exercise equipment gives students the opportunity to manage weight, build muscle mass or relieve stress. Students may enroll in PE 1700 for a semester and get credit for getting in shape or purchase a monthly or semester membership to access the facilities. Fitness Center attendants are available to give tours of the facility. An individual workout program can be designed to fit most all needs. Membership fees are to be paid at the campus Cashier's Office. For hours and rates call (435) 865-8211.

Outdoor recreation center

The new Outdoor Recreation Center is the campus resource for adventure education seminars and rental equipment. Whether you are interested in trying something for the first time, or you've been out on the trails for many years, the OR Center can help provide many options. A variety of trips such as backpacking, cross-country skiing, kayaking and others are available. The Center sponsors workshops that help teach outdoor fundamentals, such as climbing techniques, clothing and equipment, and outdoor cooking. For contact information call (435) 865-8704, or www.suu.edu/ss/outdoor.

UNIVERSITY ADVANCEMENT AND REGIONAL SERVICES

Vice President: Mark Barton; Phone: (435) 586-7775.
Administrative Assistant: Colleen Larsen;
Phone: (435) 586-7775; E-mail: larsenc@suu.edu
Administration Building 303
Fax: (435) 865-8391

ADVANCEMENT OFFICE

One of the keys to SUU's growth and development is its relationship with the alumni and friends of the University. Within the Advancement Office of the University, there are three important departments; alumni and development, which strengthen the institution's ties to its constituency and develop resources to enhance the academic environment on campus; and the Utah Summer Games, which works to provide quality participation opportunities and to encourage healthy lifestyles among all residents of the state.

Development

The Development Office oversees the fundraising efforts of the University. Through these efforts, the University seeks to obtain

resources through the annual fund, corporations and foundations, grants and contracts, athletic development, planned gifts and major gifts.

The Development Office also conducts such special events as phonathons, Presidential Retreats, Old Main Society inductions, scholarship luncheons, estate planning seminars and special resource development campaigns.

Alumni

The Alumni Relations Office of the University is charged with strengthening the relationship between the University and its alumni and friends. The University also sponsors the SUU Alumni Association for all students who have attended the University for two or more academic terms or who have served as faculty or staff of the University. The Alumni Association assists actively in SUU commencement activities and also supports the SUU Student Alumni Association, an organization that sponsors activities for current students.

The Alumni Association is governed by the SUU National Alumni Board, a volunteer board that conducts numerous campus sponsored events such as Homecoming, chapter activities, reunions and regional receptions. The Alumni Association is informed of University events and special happenings through the *Alumni News of Southern Utah University*, an official publication of SUU, as well as through the establishment of regional alumni chapters throughout the state and region. The Alumni Office is located in the J. Reuben Clark Jr. Alumni House.

Utah Summer Games

Founded in 1986, the Utah Summer Games is a multi-sport festival which offers Olympic-style competition to the state's amateur athletes of all ages and abilities. A charter member of the National Congress of State Games, the USG was among the first of what is now 49 states to hold state games. Competitions in the Games are held each June in and around Cedar City, with SUU serving as host to the annual opening ceremonies as well as numerous events in the Games' many sports.

The mission of the Utah Summer Games is to provide Utah residents with a wholesome avenue for positive personal development through sports and physical activity, to recognize dedication and achievement, to provide all residents with an opportunity to utilize quality sports facilities, and to create an amateur sports network of administrators and volunteers throughout Utah to further the development of grassroots amateur athletic programs. The USG is endorsed by the U.S. Olympic Committee, and has proven to be an important facet of the University's service.

REGIONAL SERVICES

SUU is assigned a role as a comprehensive regional institution and has established an office of regional services to assist rural communities. The Regional Services Office develops partnerships with business, government, and education to advance the interests and aspirations of rural Utah. Through interaction with communities and federal, state, and local agencies, SUU serves as a catalyst for change throughout the region. Assistance with leadership training and education, delivery of educational and social services, and economic development is available.

THE UTAH CENTER FOR RURAL LIFE

Executive Director: Wes Curtis
JL Sorenson PE Building
(435) 586-5418 Fax: 865-8236
E-mail: wesc@ext.usu.edu

Recognizing the challenges facing rural Utah, the University established the Utah Center for Rural Life to respond to the unique needs of rural communities. The Center is a clearing house of information and services coordinated with academic departments or agencies where resources are available for assistance. The annual Rural Summit is sponsored by a partnership with Utah State University Extension Services. An advisory board keeps the Center in touch with rural issues in education, economic development, cultural services, and health and human services.

UTAH RURAL DEVELOPMENT COUNCIL

Executive Director: Scott Truman
JL Sorenson PE Building
(435) 586-7852 or 586-7738
Fax: 865-8236
E-mail: truman@suu.edu

The Utah Rural Development Council exists to maintain and improve the quality of life in rural Utah; to help promote self-reliance, self-determination and foster cultural values within the community; and to strengthen rural communities through action, advocacy, and leadership development. The Council is a very important communication link to build and strengthen working, collaborative relationships among private, local, state, tribal and federal agencies. The Council serves as a proactive catalyst, working to remove barriers detrimental to rural development and to solve problems impeding development in rural Utah.

GOVERNOR'S RURAL PARTNERSHIP OFFICE

Director: Wes Curtis
JL Sorenson PE Building
(435) 586-5418 or 801-381-5225
Fax: 865-8236
E-mail: wesc@ext.usu.edu

By offering support in leadership training, collaborating endless resources and providing opportunities for positive adaptation to change in upcoming years, this office assists rural leaders and communities in achieving success. The GRP provides a vital link between state and local governments, channeling attention and resources so rural interests and concerns may be voiced and remedied. With such programs as 21st Century Communities, the Governor's Rural Partnership Office assists rural communities in successfully meeting the challenges and opportunities of the coming century. The GRP is a partnership with the governor, the UCRL and the URDC.

UTAH CENTER FOR RURAL HEALTH

Executive Director: Dennis Moser, MHA
Electronic Learning Center
(435) 865-8453 or 865-8520
Fax: (435) 865-8425
E-mail: moser@suu.edu

The Utah Center for Rural Health is charged with the development of health care programs for rural Utah. Primary emphasis is on the development of a rural health care workforce by encouraging rural students to pursue health careers, then helping them through various training pathways that leads back to our rural communities. SUU has an outstanding record of students admitted to medical, dental and other health professions schools. Students and counselors interested in health careers opportunities and training options should contact the center. The center is also home to the Rural Health Association of Utah.

Southern Utah University Trademarks Seal, Logo and Mascot

All of the official symbols that represent Southern Utah University are protected trademarks and licensed with the Collegiate Licensing Company. The Trademarks are the property of SUU, administered by the director of marketing and public relations and unauthorized use or attempts to profit from use of the marks is prohibited.

The Seal

The official seal for Southern Utah University incorporates an official and traditional coat of arms in compliance with the ancient heraldry rules. The center shield, underneath the helmet is partitioned into four quarters—each with a different design. In the upper left quarter is the bristlecone pine, the oldest living tree on earth, species of which can be found on the mountains above Cedar City, and represents the endurance of truth and knowledge. In the upper right quarter are three sheaves of wheat (called “garbs” in heraldry). Wheat, as the ancient staff of life, is used in heraldry to signify that which nourishes life and in SUU’s coat of arms is identified as education represented by the bottom symbols: the feather pens (which symbolize the creation and dissemination of knowledge), and a book (which symbolized the preservation of knowledge). The three feathers also depict the three major stages of the university: as a branch of the University of Utah (1897-1913), as a branch of Utah State University (1913-1953), and as a fully independent institution (since 1953). The motto at the bottom of the coat of arms reads “Learning Lives Forever,” long the official guiding phrase used at the University.



The use of the seal is reserved for official documents such as diplomas or activities and communication from the president’s office. All other uses must be approved by the director of Marketing and Public Relations in the president’s office.

The Wordmark

The University’s official wordmark is a simple design incorporating the full name- Southern Utah University and the acronym SUU. Several versions of the wordmark also incorporate the University’s motto- “Learning Lives Forever.”

There are a variety of versions of the mark for use in different size, shape and color requirements. . The image may be obtained by contacting the director of publications at 435-586-7748 or by email at Solomon@suu.edu.

The Wordmark is the defining graphic symbol of the University. To be a powerful marketing tool, its usage must adhere to certain rules. The mark may not be altered in any way. The physical proportions and colors are set and must be maintained. Visual Identity guidelines for use of the wordmark may be viewed on the SUU website at www.suu.edu/ad/pr/styleguide.



The Birdmark (Athletics logo)

The University’s mascot was adopted in 1961 when the school changed from the College of Southern Utah, a two-year school, to Southern Utah State College and began offering four year degrees. The mascot for CSU had been the broncos. The Thunderbird is a Native American mythical creature that represents the largest bird of prey in the area. In southern Utah that bird would be the bald eagle and therefore the resemblance to that bird is reflected in the birdmark.

In the early spring of 2001 the new Birdmark was designed by student Zach Ludlow to represent the Thunderbirds. It is used heavily and primarily by the athletics department but many parts of campus use this mark as the visual representation of the University on their printed information.

The Birdmark comes in one, two and three-color versions, as well as black and white and special adaptations for reversals and electronic publishing. They are obtained for use in the same way as the wordmark and guidelines for usage are also on the style guide listed on the website above.

