Institutional Identity Guidelines

Throughout the region we serve, Northern Virginia Community College is widely known as “NOVA” among all sectors and demographic groups. Recognizing the powerful equity and goodwill that has been invested in this name, the College is committed to consistently integrating “NOVA” into all of its future branding and marketing efforts.

To achieve this goal, a formal and informal wordmark have been developed to provide members of the College community with both flexibility and convenience when communicating.

There are a few basic guidelines that should be followed whenever you speak or write about the College. The attached publication is designed to give you the tools to help you do so.

Effective immediately, you should begin to use the new wordmark. Any existing materials that feature the College’s former logos should be used until the supply runs out; however, no new materials should be produced using these images.

Your personal support will play a critical role in this effort, because consistency is the single most important factor in building NOVA’s identity among our key audiences. If you have any questions, please submit them to: Leslie Bosch, Office of Graphic Services by phone at 703-323-3340 or e-mail: lbosch@nvcc.edu. Many thanks for your assistance in helping to advance the College!

Hortense Hinton, provost (MA), listens as Senator Charles J. Colgan makes a point during a meeting at the Manassas Campus. Colgan, a long-time supporter of NOVA and higher education, visited the Campus the week before the general election to discuss issues with students, faculty and staff.

Photo by Carlene Mackereth
NOVEMBER 13-16: Priority registration for continuing students
NOVEMBER 19: Open registration for all students

FOR INFO: http://www.nvcc.edu/tuitionandfees/

Dr. Stephen Fuller, widely respected economist from George Mason University’s Center for Regional Analysis, gave a “State of the Regional Economy” presentation at the Waddell Theatre (LO) in the same fashion as last year.

Photo by Beverly A. Blois, Jr.

NOVA and U.Va. Partnership Formed

The University of Virginia (U.Va) is pleased to announce a partnership with Northern Virginia Community College (NOVA) in which the Bachelor of Interdisciplinary Studies program (BIS), U.Va.'s part-time degree completion opportunity for working adults, will be available to NOVA students. Classes are scheduled to begin fall 2008 on one or more NOVA campuses (which will be announced in the near future). BIS serves adult learners who have earned 60 hours of transferable college credit and want to complete a baccalaureate degree on a part-time basis with evening and some weekend classes. This program is for former NOVA students, that is, for those students who, by the time of matriculation, will have earned a minimum of 15 transferable hours from NOVA. Faculty from Charlottesville, as well as others appointed by the University, will teach in BIS.

BIS students are considered to be U.Va. students, and as such, are afforded every opportunity. BIS/NOVA students will be able to earn the hours they need to complete the degree on site and have the opportunity to take classes in Charlottesville and/or take advantage of special study abroad programs, as desired. BIS currently has 200 students, and 140 have completed their U.Va. degrees as part-time students through BIS.
Last week, Kimberly Evering, web content manager (AN), was a panelist discussing the topic “The Multi-Platform World, Information 24/7,” in Buffalo, New York as part of Buffalo State College’s celebration of their station, WBNY-FM, being on the air for 25 years. WIVB-TV evening news highlighted the event. To see the feature online go to: http://www.wivb.com/Global/story.asp?S=7273455 and click on the “Video On Demand” link on the left side of the page titled, “WBNY-FM at Buffalo State College Celebrates 25-Years On-Air.”

Kathy Ferguson’s ESLA 1991 level D class participated in a project called “… And We’d All Been Drinking,” which is based on the tragic alcohol–related death of a young high school student. Reader’s Digest began a contest which challenged some of the best advertising agencies across the United States to produce the most effective anti-drunk driving posters and presentation. Ferguson worked with her level D class on the same challenge demonstrating the deadly consequences of drinking and driving. The results are on display in the upper lobby of the CF Building (AN), next to the student activities office. Ferguson and Michael Baker, another member of CE ESL faculty, frequently undertake different projects teaching students social responsibility and cultural awareness. Baker’s poster project, dedicated to victims of the Virginia Tech shooting, was on display earlier this year in the CG building. Ferguson teaches in the English as a Second Language Continuing Education Program offered at NOVA Annandale.

Pictured with ESLA 1991 – D students are: Kathy Ferguson, CE ESL faculty (AN) and Tonia Rodgers, CE ESL Coordinator (AN).

Virginia Tech shooting, was on display earlier this year in the CG building. Ferguson teaches in the English as a Second Language Continuing Education Program offered at NOVA Annandale.
Woodbridge Welcomes New Dean of Students

Michael Turner was recently named Woodbridge dean of students. Many people know Turner as a counselor at the Annandale Campus where his responsibilities included student activities and veterans affairs.

Prior to NOVA, Turner served as the site director for a collaborative nursing program between Prince George’s Community College and the College of Notre Dame of Maryland. He also worked at his alma mater, Slippery Rock University of Pennsylvania, as an academic advisor and coordinator of tutorial services.

Turner holds a master’s degree in student personnel administration and counseling from Slippery Rock University, and he is currently pursuing a doctorate in higher education leadership and policy at West Virginia University.

Annandale LRS Picnic

As part of the LRS’ on-going team events, a group picnic was held on a hot and sunny October 9. Claire Weaver, information technology specialist, did an extraordinary job in coordinating the event. Working with colleagues, the outdoor amphitheater area was decorated in an island theme. Larry Harris of audio visual services and chef extraordinaire, kept the grill going and the staff were well fed. Harris also handled all the musical entertainment. LRS staff contributed the food, which celebrated the team’s many ethnicities and favorite foods.

Above: Bang Nguyen, Claire Weaver, Annie Law and Larry Harris. Pictured right: Eb Okai, Leslie Toomer, Hai Le, Quang Trinh and Steve Kohls

INTERCOM
DEADLINE:
FRIDAYS by 5:00 p.m.
for the following
week’s edition.
E-mail: intercom@nvcc.edu
NOVASIGHTINGS

Medical Education Campus
Out for Blood

The Medical Education Campus was blood thirsty this Halloween, keeping up with their overwhelming numbers at the Blood drive sponsored by INOVA Blood Donor services. Many students, faculty and staff participated in this endeavor evidenced by the 70 participants who attempted to give blood.

Pictured: Karen Gordon, interim assistant dean for medical lab tech and phlebotomy tries to coerce Andy Cornell, dean of allied health into giving blood.

We need to hear from you!

What is happening at your campus? Who is setting trends and gaining recognition? What events have taken place or are coming up? Let us know!

Check out the Intercom submission guidelines at: http://www.nvcc.edu/pip/guidelines

Gallick’s Art Show Features
Rock ‘n’ Roll Icons

Rosemary Gallick, speech and art (WO), is exhibiting paintings of rock and roll musicians at the Manassas Campus until November 19. The colorful show is a real crowd pleaser, with many students, faculty and staff stopping by to appreciate the captivating images. Gallick, her artwork and the exhibit were recently profiled in a lengthy feature article in the Potomac News and Manassas Journal Messenger that included five color photos.

Pictured left: Rosemary Gallick and Randy Michener, art (MA), got into the spirit of Gallick’s artwork during a reception held on Halloween.

Photo by Carlene Mackereth
Woodbridge Welcomes New Dean of Students

Michael Turner was recently named Woodbridge dean of students. Many people know Turner as a counselor at the Annandale Campus where his responsibilities included student activities and veterans affairs.

Prior to NOVA, Turner served as the site director for a collaborative nursing program between Prince George’s Community College and the College of Notre Dame of Maryland. He also worked at his alma mater, Slippery Rock University of Pennsylvania, as an academic advisor and coordinator of tutorial services.

Turner holds a master’s degree in student personnel administration and counseling from Slippery Rock University, and he is currently pursuing a doctorate in higher education leadership and policy at West Faculty Focus Workshop (AN)

Tornadoes, Terrorists and Other Threats - Responding to Emergencies on Campus
Thursday, November 8 from 1:30 p.m. - 3:00 p.m.
CE Seminar Rooms C & D

NOVA Annandale’s Faculty/Staff Resource Center, http://www.nvcc.edu/annandale/tlc/, is pleased to announce that William Flagler, director of emergency management, was the featured speaker for this week’s Faculty Focus on Teaching Excellence event. He shared ways that faculty can plan and respond to emergencies and threats. For questions, contact Nan Peck at extension 2-4140 or e-mail npeck@nvcc.edu. Also review Annandale’s emergency preparedness plan at: http://www.nvcc.edu/annandale/emergency.

There will be a Veteran’s Day Concert on November 11 at 7:30 p.m. in the Rachel M. Schlesinger Concert Hall on the Alexandria Campus. Music will include Randall Thompson’s Testament of Freedom, with words by Thomas Jefferson. The concert features area high school musicians to include the Annandale High School Men’s Chorus and the Washington Metropolitan Youth Orchestra along with the Annandale Chorale (Robert S. Webb, director) and the NOVA Community Chorale (Mark Whitmire, director). There will be a Color Guard from West Potomac High School.

No tickets are required. Donations are requested.

Science Seminar presented by the MSE Division (AN) and supported by Lyceum

Date and Time: Friday, November 16, 2007 from 12:00 p.m.– 1:00 p.m.
Place: CE Forum, Ernst Cultural Center
Speaker: Darryl Sampey, President and CEO, BioFactura, Inc and former NOVA student
Title: "A Fully-Human Antibody-Based Drug for Smallpox Biodefense"

Bioterrorism has been labeled a “clear and present danger” by the U.S. government and has been identified as a “material threat” by the Department of Homeland Security. Smallpox is at the top of the Centers for Disease Control and Prevention’s (CDC) Category A list of high-priority agents. Currently, there is no effective treatment for an active smallpox infection. BioFactura, Inc. is developing a monoclonal antibody (mAb) based orthopoxvirus therapeutic that will treat these adverse events. This therapeutic is a combination of multiple recombinant human monoclonal antibodies in a single formulation. In close collaboration with the U.S. Army Medical Research Institute of Infectious Diseases (USAMRIID), BioFactura has demonstrated scale up and consistent in-vitro vaccinia neutralization of two lead human mAbs. Founded by Darryl Sampey, a chemical engineer who started his studies at NOVA’s Annandale Campus, and a group of highly motivated colleagues, BioFactura is a biopharmaceutical development company focused on solving unmet medical and national security needs in the infectious disease arena with a pipeline including therapeutics, diagnostics, vaccines and biomanufacturing technologies.
The Children’s Hour by Lillian Hellman

The College Community Theater (CCT) in Residence at NOVA’s Loudoun Campus opens its 2007-2008 season with The Children’s Hour by Lillian Hellman. This controversial early 20th-century play begins when two teachers discipline a deceitful young girl who then twists their statements into lies and leads her gullible grandmother to believe the teachers had other intentions. The educators soon learn the power of horrific gossip and malicious lies. The play, hailed for its daring insight, explores the conditions of censorship and acceptance.

Lillian Hellman’s play was first staged on Broadway in 1934 and, in 1961, was adapted into a feature film starring Audrey Hepburn and Shirley MacLaine. Natalie V. Safley, the director and a speech and drama instructor at Loudoun chose the play because she thought it would bring students and community members together. “We have come together to produce quality theater not only for the College, but for the community as a whole,” she said. “As the College Community Theater we are able to have students, faculty, staff, as well as community members involved in the production. The student actors are able to learn more by working with experienced performers from the community at large.”

General admission tickets, for this mature audience show, are $12; seniors and NOVA students get in for $10. For more information, call 703-948-7701 or go to: www.nvcc.edu/cct.

Other College Community Theatre November Events

- **November 11 at 5:00 p.m.:** The Acting I class will present “365 Days/365 Plays.” The play cycle by Suzan-Lori Parks. Admission is FREE.

  On November 13, 2002, Suzan-Lori Parks got an idea to write a play a day for a year. She began that very day, finishing one year later. The resulting play cycle, called “365 Days/365 Plays,” is a daily meditation on an artistic life. Some plays are very short, less than a page. Others are very long.

  Over 700 theaters are producing the plays in Atlanta, Austin, Chicago, Colorado, Texas, New York, San Francisco, Seattle and the Washington, D.C. area. The 365 Festival performances began November 13, 2006 and are continuing through November 12, 2007. NOVA CCT is one of 52 theater groups participating in this project.

  For more info about the 365 Days/365 Plays projects go to http://www.365days365plays.com.

- **Friday November 30 at 8:00 p.m.:** An “Evening of Ten Minute Plays” directed by the first-ever Directing I class. Admission is FREE.
Your Benefits

The Virginia Retirement System (VRS) Member Benefits Profile is the annual report for covered VRS members. It has been distributed via intercampus mail with a very specific envelope and mailing label. Employees who were hired after June 30, 2007 will not receive a benefit profile this year. Included in the mailing are two VRS Member Bulletins which go into great detail regarding your VRS pension benefit and related savings plans. Details about the self-service, “myVRS software” is highlighted in both of the bulletins. If a VRS mailing is directed to an employee who does not work in your department, do not forward it to that employee. Please return it to Human Resources so we will know of the mislabeling and take the steps needed to prevent future errors. If you believe there are errors in your Member Benefits Profile, complete the VRS-7 form found on the VRS Web site, www.varetire.org and send it to Human Resources.

Deferred Compensation Savings Plans Reminder: Employees who participate in pretax compensation plans and are maximizing deferrals need to monitor their year-to-date contribution to prevent an over deferral. The general limit for both the 457 and 403(b) plan is $15,500 for taxable year 2007. The 50 + additional amount is $5,000, making a possible deferral of $20,500. The 2008 limits do not reflect any changes in deferral limits. If an employee wants to make a deferral change to become effective the first pay period in January, the 403(b) salary reduction agreement should be submitted to HR early in December. Deferral changes with the 457 plan are made online at www.vadcp.com. Check with Great-West Retirement Services at 804-643-1882 about payroll deferral dates for a January 1 effective date.

Walgreens Pharmacy is now participating in the free flu shot program for COVA Care members. Complete information on all flu shot options, including an updated list of participating pharmacy locations for COVA Care, is available on the CommonHealth Web site at www.commonhealthva.com. Here are some additional tips for those planning to get a flu vaccine from their local pharmacy:

1. Once you see a local pharmacy on the list, give them a call before you go in to get a flu shot and ask if they are participating in the Commonwealth of Virginia/Medco flu shot program (for COVA Care) or the Commonwealth of Virginia/Anthem program (for COVA HDHP). If the drug store does not participate, do not go to that pharmacy for a flu shot! But do ask the pharmacy to check to see if the store has received a communication from its corporate office about the program.

2. If the drug store does participate, ask if the flu shots are provided directly by the store or through a third party contractor. For a member to receive a free flu shot, it must be billed by the store and not by a third party.

3. Ask if the store has scheduled flu shot clinics or if it will provide the flu shot at any time. Policies at individual stores may vary. If the store has flu shot clinics, ask when the next one is scheduled.

4. When you go to the pharmacy to get your flu shot, give the pharmacist your health plan ID card before receiving your shot. Ask the pharmacist to run the card through to verify that a zero co-payment is in the system. If a zero co-payment does not appear, ask the pharmacist to call the pharmacy’s Medco or Anthem contact as appropriate.
Who’s Who Among Students in American Junior Colleges

Who’s Who Among Students in American Junior Colleges is an honor bestowed on those individuals who have a proven record of outstanding academic and co-curricular merit. Students earning the award will be honored at a college-wide banquet on Friday, April 11 at the Ernst Community Cultural Center, and will be printed in the prestigious Who’s Who Among Students in American Junior Colleges publication.

Students must have earned 30 credit hours or more by the end of the Fall 2007 semester, possess a minimum 2.50 grade point average, be currently enrolled and have declared a major in a degree program leading toward the A.A.; A.S; A.A.A. or A.A.S, and have demonstrated outstanding campus/community participation and contributions. To nominate a student at your campus please obtain a nomination form and attach a letter of recommendation. Nominations are due no later than Friday, December 7. Please contact one of the following individuals to nominate a student at your campus:

Alexandria Campus
Patricia A. Gordon
Student Activities Coordinator
Student Organizations
Room 148, AA Bisdorf Building
703-845-6218
pgordon@nvcc.edu

Annandale Campus
Giovanna Colosi
Student Activities Coordinator
Student Organizations
Room 224, CF Building
703-323-3455
gcolosi@nvcc.edu

Loudoun Campus
Rashad Morton
Student Activities Coordinator
Campus-wide Events/Organizations
Room 142, LR Building
703-450-2616
rmorton@nvcc.edu

Manassas Campus
Jeffrey Thomas
Student Activities Coordinator
Campus-wide Events/Organizations
Room 110J, MH Building
703-257-6614
jethomas@nvcc.edu

Medical Education Campus
Jessie Adams
Student Activities Coordinator
Campus-wide Events/Organizations
Room 206, HE Building
703-822-6598
jhortsko@nvcc.edu

Woodbridge Campus
Mat (Tank) McCarl
Student Activities Coordinator
Campus-wide Events/Organizations
Room 158, WS Building
703-878-5700
mmccarl@nvcc.edu

Barbara Saperstone, provost (AN) with student Atanaska Dobreva, last year’s vice president of scholarship for Phi Theta Kappa, and John Thrash, dean of students (AN). Dobreva was honored at last year’s banquet and awarded a full scholarship to Marymount University where she currently attends. While attending NOVA, she worked in Facilities Planning and Support Services.
Dear Colleagues:

You’re invited to attend a workshop presented by the staff of the Council for International Exchange of Scholars (http://www.cies.org), the organization that administers Fulbright programs for faculty.

Please join us to learn about Fulbright lecturing and research opportunities throughout the world. You will learn how to identify potential host countries, make contacts, prepare a successful application, and host visiting foreign Fulbright scholars.

Karen R. Watts, Senior Program Officer, Special Programs (SIR, EUSIR, OLP & VS Conference) Council for International Exchange of Scholars will lead the presentation and respond to questions.

The event will be held on Thursday, November 15, from 12:00 to 1:30 p.m. Seminar Rooms A and B, CE building.

Space is limited. RSVP by November 6 to Susana Unger, Fulbright Liaison at sunger@nvcc.edu.
Faculty Focus

Tornadoes, Terrorists, and other Threats
Responding to Emergencies on the AN Campus

Thursday, November 8
1:30 – 3, CE Seminar Rooms C & D

William Flagler
NOVA’s Emergency Coordinator
will share with us ways that faculty
can plan and respond to emergencies and
threats.

Register with Nan Peck, npeck@nvcc.edu
Questions x 24140
http://www.nvcc.edu/annandale/emergency/
Institutional Identity Guidelines

Throughout the region we serve, Northern Virginia Community College is widely known as “NOVA” among all sectors and demographic groups. Recognizing the powerful equity and goodwill that has been invested in this name, the College is committed to consistently integrating “NOVA” into all of its future branding and marketing efforts.

To achieve this goal, a formal and informal wordmark have been developed to provide members of the College community with both flexibility and convenience when communicating.

There are a few basic guidelines that should be followed whenever you speak or write about our College. This publication is designed to give you the tools to help you to do so.

Effective immediately, you should begin to use the new wordmark. Any existing materials that feature the College’s former logos should be used until the supply runs out; however, no new materials should be produced using these images.

Your personal support will play a critical role in this effort, because consistency is the single most important factor in building NOVA’s identity among our key audiences.

If you have any questions, please submit them to: Leslie Bosch
Office of Graphic Services
Telephone: 703-323-3340
E-mail: lbosch@nvcc.edu

Many thanks for your assistance in helping to advance our College!

The need for a consistent visual identity at NOVA.

Every day, literally thousands of people receive visual and verbal communications about Northern Virginia Community College, ranging from visits to the Web site, advertisements, invitations and campus signage to press releases, correspondence, posters, presentations and even our parking stickers. By developing and maintaining a consistent visual identity — both as a College and as individual campuses — NOVA can make a unified and coherent impression that will strengthen its image and public awareness as an institution of quality.
When is it appropriate to use the formal wordmark?

The formal wordmark (see Figure A) incorporates the College seal in its design; therefore, its use is restricted for special purposes.

- The formal wordmark will be used for all College stationery and business cards.
- It is also appropriate to use it for formal academic purposes, such as official commencement materials or a major report to an accrediting group.
- This wordmark should not be used for general external promotional materials.
- Permission to use this wordmark must be received in writing from the Office of Graphic Services.

How should I use the new informal wordmark?

The informal wordmark should be used when creating most of the College's communications, including advertisements, brochures, flyers, invitations, merchandise (apparel, giveaways, etc.). It also will be featured on the College's new Web site, coming in early 2008.

There are two versions of the new informal College wordmark (see Figures B and C). Whenever possible, the use of the horizontal version is always preferred; however, the vertical version is acceptable if size and other limitations require its use.

In addition, NOVA's campuses now have the option of using a new informal campus wordmark (see Figures D and E). Wherever possible, use of the horizontal wordmark is always preferred.

A few things to keep in mind:

- When using either version of the wordmark, care should be taken to use it in an appropriate size and position for clear reproduction and visibility.
- Adjusting the wordmark (such as elongating, distorting or changing the size of some elements) is not permitted.

What colors are acceptable when using the new wordmark?

NOVA will continue to use green and gold as its identifying colors. However, the PANTONE® colors have been selected to allow for greater flexibility and reproduction quality. The official colors are PANTONE® 117 (gold) and PANTONE® 349 (green).

Two-color treatment (preferred usage)
- In this version, NOVA appears in gold; the rest of the wordmark is in green.

One-color treatments
- Use only the official green (PANTONE® 349) or black when reproducing the wordmark in one color.
- The wordmark should never be printed only in gold unless it is printing against a dark colored background such as black.
- The wordmark should not be printed using other colors, such as red, blue, or purple. Other shades of green also should not be used.
- Screening or outlining part or all of the wordmark is not permitted. Similar print techniques are also not permitted.

Reverse-out treatment
- The wordmark may be printed as a reverse out; this option is especially appropriate if the publication uses a color other than green or black. Care must be taken to ensure legibility.

How can I get a copy of the new wordmarks?

You can download a pdf, tiff or jpeg of the new informal College and campus wordmarks from the College’s Web site at www.nvcc.edu/wordmark

Because its use is restricted, artwork for the formal wordmark is provided on an as-needed basis. For details, contact Leslie Bosch in the Office of Graphic Services at 703-323-3340.
Figure A/Informal Color Wordmark Options

Horizontal (preferred)

Two-color treatment

NOVA | Northern Virginia Community College

One-color treatment

NOVA | Northern Virginia Community College

Figure B/Informal Black Wordmark Options

Horizontal (preferred)

Vertical

NOVA | Northern Virginia Community College

Figure D/Informal Campus Color Wordmark Options

Horizontal (preferred)

Two-color treatment

NOVA | Northern Virginia Community College

One-color treatment

NOVA | Northern Virginia Community College

Figure E/Informal Campus Black Wordmark Options

NOVA | Northern Virginia Community College

Alexandria Campus

NOTE: The NOVA logos on this page appear in the minimum recommended size; if it is necessary to use a logo smaller than shown above, permission must be obtained from the Office of Publications. When using a logo in a reverse out format, the logo must be sized appropriately to insure legibility.
How should I refer to the College verbally or in writing?

- Whenever you first mention the name of the College in an ad, presentation, publication or other reference, its proper full name should be used — Northern Virginia Community College.
- Upon second reference, use either NOVA or “the College.”
- Other references like “NVCC” or “Northern Virginia” should no longer be used.

What is the appropriate way to refer to one of the campuses, verbally or in writing?

- In general, the official name of the College and the campus should always be used together on first reference when communicating outside the College community. For example:
  - Northern Virginia Community College’s Loudoun Campus
  - Northern Virginia Community College’s Annandale Campus
- Upon second reference, always use NOVA as part of the campus identifier:
  - NOVA’s Alexandria Campus
  - NOVA’s Woodbridge Campus
  - NOVA’s Extended Learning Institute
  - NOVA’s Medical Education Campus
- The name of the campus should never stand by itself (Manassas Campus); it should always be associated with the College (NOVA’s Manassas Campus or Northern Virginia Community College’s Manassas Campus).
- Avoid using acronyms for the campuses (such as NOVA’s MEC or NOVA’s ELI) in external publications.