

# CHANCELLOR'S Notes



December 7, 2007

## Next generation exposed to science and HSC

Twenty-three Advanced Placement Biology students from Ben Franklin spent the day at the Health Sciences Center this week. They learned about Physiology by rotating through laboratories and interacting with faculty and graduate students.



The annual day at LSUHSC is a collaborative effort with Ben Franklin to help keep our best and brightest here at home by exposing them to careers in the health sciences and to what LSU Health Sciences Center offers.



Thanks to Drs. Patricia Molina, Kathleen McDonough, Johnny Porter, Lisa Harrison-Bernard, and Muriel Palmgren, as well as Keisa Mathis, Annie Whitaker, Connie Corll, Michael Molina Ben Bivona, Betsy Giaimo, and Sungmi Park.

## Yearbook advisor needed

After years of service, Dr. Andy Pellett has retired as yearbook advisor. If you're interested, please contact Dr. Joseph Moerschbaecher.

## Foundation funding advertising campaign

I have been working with the Foundation Board leadership to hire an advertising agency for an image campaign for the Health Sciences Center. This is different from the news stories routinely done here and in which many of you participate. News deals with issues of the day and not with image or messaging from organizations. Media sell commercial advertising

for those.

As the Health Sciences Center does not have a marketing/advertising department or budget, the Foundation affords a source of non-public funding to support this effort. They have hired Zehnder Communications which will also be doing work for the LSU System.

We look forward to this new endeavor in the new year.

## Dental Hygiene students help kids brush up their smiles

Twenty-nine of our senior Dental Hygiene students taught about 300 students at George Cox Elementary School in



Gretna about good nutrition and how to brush and floss properly last Friday. The elementary students ranged from kindergarten through 5th grade. The interactive educational activities included goodie bags for the children containing child toothbrushes, floss, a tooth saver necklace and more. Best

behavior was rewarded with the chance to win two footballs signed by Saints players, Hornets tickets and a signed Hornets jersey in a drawing.

It was the idea of hygiene student Cigi Judd and her mother, who is an Ochsner ED nurse. She and her colleagues taught the kids safety.



## Russian journalists visit Health Sciences Center

The New Orleans Citizen Diplomacy Council brought a delegation of Russian journalists to the Health Sciences Center this week. But this time not to do a story. Instead, the group which included both print and television reporters, came to learn how stories are done. They met with Leslie Capo to explore how organizations work with news media to advance their missions.

The visit was sponsored by the



Open the World Program at the Library of Congress.