

Education

SCHOOL TALK

By Dr. Marshall C. Darnell

Raymon Hopkins

Raymon Hopkins, an 18-year old Basic High School Marine JROTC cadet, has been notified through the office of the Marine Corps Commandant in Washington D.C. of his selection as a recipient of the Legion of Valor Bronze Cross for Achievement. Only six cadets throughout the U.S. received the award this year.

To prequalify for the award, applicants had to be in the top ten percent of their class and ROTC unit, active in civic and community affairs, and involved in a variety of school activities.

Hopkins, a senior, will receive the award Wednesday, January 28, 10:30 a.m. in Room 144 at Basic High School. The presentation will be made by military veteran Sam Casaga of Boulder City. Casaga was himself recipient of the nation's second highest award for valor, the Distinguished Service Cross,

during World War II.

Basic High School has the only Marine JROTC program in Nevada, and enrolls 143 cadets.

In addition to holding the position of Student Commanding Officer and Armed Drill Team Coordinator, Hopkins is President of the Basic High School Honor Society, Yearbook Editor and President of the Ambulogy (hiking) Club.

Invited guests, dignitaries, and officials scheduled to attend the ceremony include School Board President Shirley Holst, Superintendent Bob Wentz, Henderson Mayor Lorna Kesterson, and Marine recruiters from southern Nevada and Phoenix, Arizona.

Mayor Kesterson has issued a proclamation declaring January 28 as Raymon Hopkins Day in Henderson.

Bonanza HI Teacher Certified as a Master Educator

Virgil A. Sestini, Bonanza High School science teacher, has been awarded national board certification as a Master Educator by the American Board of Master Educators. He will appear among those listed in the next edition of the "National Directory of Master Educators."

Only a small number of eminently qualified professionals who have demonstrated adherence to the highest ethical standards are selected each year.

Phobic Society Meets

The Phobic Society of America, Las Vegas Support Group Chapter meets Friday evenings, 7:00 p.m. to 8:30 p.m., beginning January 12, 1987, at HCA Montevista Centre's Conference Room 5900 W. Rochelle Avenue, Las Vegas, Nevada.

Persons with anxiety, panic disorders and agoraphobia are invited to attend. One out of two persons in America suffers from phobias, making it the second largest mental health problem in America after alcoholism.

For further information call 364-1111-extension 126.

Second Semester Registration Scheduled at Sunset High

Sunset High School is registering students for the second semester on Friday, January 23rd at 3:30 p.m. in the Hyde Park Junior High School cafeteria.

Students who are attending Sunset High School for the first time need to bring a transcript of grades and credits earned at other schools attended, and an official document stating that the student has been withdrawn from his/her previous school.

Students entering the Clark County School District school for the first time must also provide immunization documentation.

Courses offered at Sunset

High School are for students who have either dropped out of school or who are unable to attend during the day school hours. In addition to traditional classes leading toward high school graduation, programs are offered for single parents, pregnant teenagers, and young adults in grades 10 through 12.

Classes are held from 3:30 p.m. to 10:00 p.m. During the regular school year.

Special attention is given to students who have full time jobs and those students who are interested in obtaining employment. For additional information please call the Sunset High School office at 799-4160.

Teach Someone to Read at the Library

One day, Jamie, reputed as a mechanical wizard, jacked up a luxury car to fix a wheel. The car broke in two. An irate owner pointed out that the repair order had included the written instructions: "Caution, this car cannot be jacked up."

A 42 year old mother spooned pink dishwashing liquid to a child thinking that it was Pepto Bismol.

Both the car mechanic and the mother unable to read the instruction and labels. And both belong to a growing group of functionally illiterate Americans.

Jonathan Kozol, a Harvard University expert on illiteracy, estimates the national illiteracy rate to be 60 million adults. In Las Vegas, estimates run as high as 20 percent.

In an effort to combat the problem in the Las Vegas metropolitan area, the Las Vegas-Clark County Library District has developed a computer assisted library literacy program (CALL) and is seeking community volunteers to participate as tutors.

An orientation for

prospective tutors is slated for January 20 (Tuesday) at 7 PM and January 21 (Wednesday) at 1 PM in the Clark County Library's upper level conference room (1401 E. Flamingo Rd.)

At the meeting, Library Literacy Coordinator, Nancy French, will offer an overview of the mushrooming illiteracy problem and will discuss how people can volunteer in the Library's computer assisted literacy program geared to help adults, 16 years or older who are reading below a sixth grade level.

"Volunteer tutors will work on a one to one basis with students," said French.

"To volunteer as a tutor, no former computer training is necessary," French said. "The library will offer free tutor training sessions which will combine methodology with the practicing of tutor and computer techniques."

French said the library opted for the CALL program because statistics have shown that a computer assisted program works for a variety of reasons. "It offers students a fresh start using a

Pepsi-Cola Awards \$150,000 to Black Colleges and Universities

Pepsi-Cola has awarded \$150,000 to historically black colleges and universities (HBCUs) through a unique incentive program that encourages black colleges to develop effective marketing plans.

Called the "Excellence in Education Marketing Program," the project is the latest in a series of efforts that underscores Pepsi's longterm commitment to HBCUs.

Offered in conjunction with the National Association for Equal Opportunity in Higher Education (NAFEO), the program invited traditionally black colleges to submit marketing plans for their institutions that addressed such critical issues as research, market segmentation and student recruitment. A panel of Pepsi-Cola's strategic planners and marketing consultants reviewed each plan and sent a complimentary assessment to the college. For each viable entry, Pepsi-Cola donated \$1000 to a special fund to be used to help the entire HBCU community. Larger cash grants were awarded to help implement the ten best plans.

The Excellence in Education Marketing program is an outgrowth of an offer to help HBCUs better market themselves, that

new medium. It also offers privacy, immediacy, flexibility, and self-paced instruction.

"Illiteracy is everyone's program," added French. "People who cannot read cannot complete a job application, pass a drivers test, or read the newspaper. That affects us all."

All persons interested in attending one of the orientation programs should call Nancy French at 733-3623.

President and CEO of Pepsi-Cola, Roger Enrico, extended in a keynote address at NAFEO's annual conference in 1985.

The awards were the culmination of a series of workshops sponsored by Pepsi-Cola for the benefit of the 116 HBCUs. Representatives from each of the colleges were invited to the company's world headquarters here to share in Pepsi's marketing expertise, along with that of outside experts who were brought in to make major presentations to the educators.

Following the inauguration early last year of this technical assistance program the HBCUs had several months to develop their individual marketing plans based on guidelines established in the special seminars.

"We are gratified that the participating HBCUs were stimulated to make such major efforts in following through and in putting together their plans," John Moorhead, Vice President Public Affairs, Pepsi-Cola Company said.

First prize, and \$50,000, went to Bowie State College of Bowie, MD. Second prize, and \$15,000, went to North Carolina A&T of Greensboro, NC, while third prize, and \$10,000, went to Stillman College of Tuscaloosa, AL.

Winners of \$5,000 prizes include Benedict College of Columbia, SC; Bethune-Cookman College of Daytona Beach, FL; Florida Memorial College of Miami, FL; Kentucky State University of Frankfort, KY; Langston University of Langston, OK; Morgan State University of Baltimore, MD; and Spelman College of Atlanta.

"Today, historically black colleges and universities must market themselves in an increasingly changing academic atmosphere," stated Moorhead. "This program has helped participating HBCUs to analyze their strengths and weaknesses and position themselves more effectively in today's competitive market place. We look forward to working with these institutions and NAFEO in the further development of this and other technical assistance programs."

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