



NEWS

Truman student to open the first self-serve frozen yogurt shop in Kirksville

see page 3



FEATURES

University Farm provides housing in exchange for student work

see page 7



SPORTS

Women's volleyball places first at Michigan tournament during weekend

see page 14

TRUMAN STATE UNIVERSITY

INDEX

THURSDAY, SEPTEMBER 12, 2013

EXCELLENCE SINCE 1909

THE UNIVERSITY'S STUDENT-PRODUCED NEWSPAPER

tmn.truman.edu/theindex



Firefighters attempt to put out a fire that damaged a house Sept. 4 at the 700 block of N. Osteopathy St. Sept. 4. No one was in the building at the time of the fire. Emily Battmer/Index

Electrical fires damage two homes

Fires occur within weeks of each other, cause several thousands in damage

BY EMILY BATTMER, ROBERT OVERMANN AND BETHANY BOYLE
Editor-In-Chief
Managing Editor
Staff Reporter

The Kirksville Fire Department responded to two house fires during the past two weeks. Electrical malfunction is suspected to have caused both.

Firefighters responded to a fire at 12:08 a.m. Aug. 29 at the 200 block of W. Normal St. One firefighter was injured and was being evaluated, said David Rigdon, Kirksville Fire Department Battalion Chief. The nature of the firefighter's injuries are unknown. None of the residents were injured in the fire, Rigdon said.

The fire began shortly before midnight in the kitchen, Rigdon said. Thought to be electrical, the fire started near the oven and spread throughout the

house. He said property damage was estimated at \$30,000 with an additional \$6,000 of damage to the house's contents.

Fourteen Kirksville Fire Department firefighters responded to the blaze, Rigdon said. The fire was out by about 2 a.m., and Fire Department personnel left the scene at 5:16 a.m.

Firefighters also responded to a house fire Sept. 4 around 5 p.m. at the 700 block of N. Osteopathy Street. One firefighter suffered a shoulder injury while fighting the blaze. He was treated and later released.

No residents were home at the time of the fire, said Marc Jefferson, Kirksville Fire Department Battalion Chief. Jefferson said the department received the 911 call just before 5 p.m. and 18 firefighters arrived at the scene shortly thereafter. The fire was controlled within an hour, and Fire Department personnel left the scene at 11:30 p.m. The Fire Marshal has ruled the fire accidental and electrical in nature, Jefferson said. The property damage is estimated at about \$80,000.



Firefighters inspect the damage after putting out a fire Sept. 4 at the 700 block of N. Osteopathy St. The property damage is estimated at \$80,000. Emily Battmer/Index



A hole burned through the roof of a house Aug. 29 on the 200 block of W. Normal St. The house suffered an estimated \$30,000 worth of damage from the fire. Robert Overmann/Index

Truman State unveils new branding

BY SARAH-WONDER AGBEHIA
Staff Reporter

"Nationally Ranked, Affordable, Personal" no longer will represent Truman State as a brand starting January 2014.

As part of the Truman website and motto change, the University has partnered with Stamats Higher Education Marketing in Cedar Rapids, Iowa, said Regina Morin, Associate Vice President for Enrollment Management and Truman liaison for the project.

Morin said the new motto and brand representing Truman will be "Don't follow. Pursue."

"We undertook the major task of re-branding because we are in an environment now in higher

education with some pretty challenging demographics in the Midwest," Morin said.

Truman placed a competitive bid for the rebranding and Stamats was chosen to represent the project following an extensive search and research of the 10 companies that responded, Morin said.

Morin said Paino and Stamats Chief Financial Officer Dave Rutger pushed to redesign Truman's website.

"The event that ultimately caused us to say 'now is the time' was probably the web," said University President Troy Paino. "Our web design is a generation old, and it's become so critically important in terms of getting out the

word about the University."

"When the website initially was designed, the focus was on internal communication," Paino said. "Since then, web pages have become more of the front porch of organizations. It's the way people learn about us."

Morin said a brand has about a five-year shelf life, and Truman's brand had been used longer than that. She said the competition for students is fiercer than ever because of the pool of students Truman attracts, Morin said.

In addition to the new motto, the entire web interface for the Truman campus is being renovated, as well as recruitment materials for incoming classes.

Prospective and current stu-

dents at all levels, alumni, staff, faculty, administration and parents all were part of the research on behalf of Stamats to arrive at the new motto.

"We need to put our best foot forward to make people aware who are looking at Truman from the outside," Paino said. "We want to make sure the web is really sending the message we want."

It wasn't just about the web, but providing a consistent and compelling message about who we are and why we are distinctive, Paino said.

"Truman is an intuition that leads," Morin said. "When the University became a liberal arts and science university, it was a ground-breaking task that took a

lot of courage and vision."

Morin said the dynamic of Truman as an institution constantly is asking how it can do better.

"We're extremely proud of the collaboration with Truman," said Becky Morehouse, Vice President and Truman's project leader at Stamats.

Truman's brand is a position or a "trust mark" for what the institution represents. The idea is to consistently express Truman's greatest strengths, a Stamats representative said.

Once the new website is introduced during January 2014, Truman's IT department will undergo training with Stamats to teach the new web interface to other departments.