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Appendix A:

E-mail of permission to use regional map as
pictured in the Core Survey results

Appendix A

Date: Mon, 08 Oct 2001 09:16:08 -0500
From: Jennifer Whiting <coreinst@siu.edu>
Subject: Re: Permission
To: Matthew Grimes <mgrimes@vt.edu>
X-Mailer: Microsoft Outlook Express 5.50.4133.2400

Please feel free to use any materials published by the Core Institute for educational purposes. Proper citation is appreciated. Good luck with your research!

----- Original Message ----- **From:** Matthew Grimes **To:** coreinst@siu.edu **Sent:** Monday, October 08, 2001 8:49 AM **Subject:** Permission

Hello!

My name is Matt Grimes and I am a Master's student in the Higher Education and Student Affairs program at Virginia Tech. I am currently working on my thesis and I need your assistance.

My study is not based on the findings of the Core Survey. It is, however, using data from various regions of the U.S. I've decided that the regions as defined for your Core Survey (Figure 5.1 from Volume IV: 1992-94) will suit my needs. May I have your permission to use this figure/map in my paper? I will make all of the proper citations and make sure credit is given where credit is due.

Feel free to let me know if you have any questions (e-mail or call (540) 232-2456). Thank you for any assistance...

--Matt--

Matthew Grimes
Graduate Student - Higher Education and Student Affairs
Hall Director for Residence Education
Virginia Tech

Appendix B
Viewbook Analysis Inventory (VAI)

Appendix B

Institutional Description

Institution:		Date:		
Classification:		Region:		HBI? <input type="checkbox"/>

Score Sheet

Domains (+1 per dom.): Self and Family (SF) Friends and Entertainment (FE) School and Authority (SA) Society (SO)
Problems (PR) Alcohol and Other Drugs (AD)

Scoring Key

Images	
Pts	Size
1	Small
2	Medium
3	Large
Pts	Prominence
1	Color
1	Bkgrd/Md
1	Top left
2	Bkgrd/Lg
2	Ctr top/bot
3	Ctr mid
4	1 full page +

NON DRINKERS

Images											Headings													
Description	Pg.	SF	FE	SA	SO	PR	AD	S	P	T.Pts	W.Pts.	Description	Pg.	SF	FE	SA	SO	PR	AD	S	P	T.Pts	W.Pts.	
Total Score:		0	0	0	0	0	0	0	0	0	0	Total Score:		0	0	0	0	0	0	0	0	0	0	0

FREQUENT DRINKERS

Images											Headings													
Description	Pg.	SF	FE	SA	SO	PR	AD	S	P	T.Pts	W.Pts.	Description	Pg.	SF	FE	SA	SO	PR	AD	S	P	T.Pts	W.Pts.	
Total Score:		0	0	0	0	0	0	0	0	0	0	Total Score:		0	0	0	0	0	0	0	0	0	0	0

Headings	
Pts	Size
1	Small
2	Medium
3	Large
Pts	Prominence
2	Picture Caption
2	Top Left/Right
3	Center

Appendix C:

E-mail sent to admissions offices requesting
a copy of their viewbook.

Appendix C

Hello!

My name is Matthew Grimes and I am pursuing my Master's Degree in Higher Education and Student Affairs at Virginia Tech. I am currently conducting research for my Master's thesis and I need your help!

My study focuses on analyzing institutional viewbooks from various types of colleges and universities from different regions and under different Carnegie Classifications. I am attempting to discover what types of students would be likely to attend institutions based on the content of the viewbook. This analysis is not intended to analyze specific institutions, but to analyze data found in viewbooks across the different institutional types and geographic locations.

I would like to request a paper copy of your institution's viewbook for use in my study. If you or your department would be willing to help me complete my research, could you please send a copy of your viewbook to:

Matt Grimes
2090 Harper Hall, VA Tech
Blacksburg, VA, 24060

If you have any questions or concerns, feel free to contact me via E-mail or call me at (540) 232-4762. Thanks you in advance for any assistance!

-- Matt Grimes --

Matthew Grimes
Graduate Student - Higher Education and Student Affairs
Hall Director for Residence Education
Virginia Tech

Appendix D:

The sheet used for compilation of the results.

Appendix D

Institution Name					
Nickname					
Date Scored					
Institution Type					
Region					
HBI?					
Religious Aff?					
SS or CO?					
# of Pages					
Total ND Image					
Total ND Head					
Wt. ND Image					
Wt. ND Head					
Total ND					
Total Wt. ND					
%SF					
%FE					
%SA					
%SO					
%PR					
%AD					
Total FD Image					
Total FD Head					
Wt. FD Image					
Wt. FD Head					
Total FD					
Total Wt. FD					
%SF					
%FE					
%SA					
%SO					
%PR					
%AD					
ND:FD Ratio					

Appendix E:

Vita

MATTHEW W. GRIMES
2090 Harper Hall, Virginia Tech
Blacksburg, VA, 24060-0038
Phone: (540) 232-2456; E-mail: mgrimes@vt.edu

Education

Virginia Tech, Blacksburg, VA

M. A. Ed., Educational Leadership and Policy Studies (Higher Education and Student Affairs), May 2002

Thesis: An Analysis of the Appeals of College and University Viewbooks to the Underlying Dispositions of Frequent Drinkers and Non Drinkers.

Virginia Tech, Blacksburg, VA

B. S., Business Management, May 2000

Graduate Experience

Graduate Hall Director, Virginia Tech

Cochrane Hall and Harper Hall

August 2001 - May 2002

- Managed two suite-style residence halls totaling 594 residents
- Selected, trained, and supervised a staff of 11 Resident Advisors and 1 senior staff member
- Developed a programming model to promote development in suite-style buildings
- Established a working relationship with the athletic department because more than 45% of Cochrane Hall residents are athletes
- Maintained a close working relationship with members of housekeeping, facilities, and maintenance staffs as well as the Virginia Tech Police
- Managed emergency and crisis situations
- Conducted weekly activities with the Resident Advisor staff including staff meetings, one-on-one meetings, and the review of weekly reports
- Participated in on-call duty rotation for 8,900 on-campus students
- Advised the Cochrane and Harper hall councils
- Managed two hall staff and two hall council financial accounts totaling nearly \$1400.

Summer Intern for the Office of Student Affairs

Wesleyan College, Macon, GA

May 2001-July 2001

- Assumed many of the responsibilities as director of residence life and housing officer at a Women's College during supervisor's maternity leave
- Supervised a staff of 9 conference assistants
- Served as the departmental resource for various offices including Business Services, Event Planning, Admissions, Physical Plant, and the Wesleyan Police
- Served as the Summer Camp and Conference Coordinator
- Managed housing for over 600 conference and orientation guests
- Coordinated 8 separate camp/conference check-ins and check-outs and managed facilities issues and specific needs identified by the various guests
- Served on the Summer Orientation Planning Committee and assisted with the training of 10 orientation assistants
- Created an evaluation instrument and compiled the final assessment report for Summer Orientation activities

- Created housing assignments for approximately 350 incoming and returning on-campus students
- Served as a resource for parents regarding the housing selection and placement process
- Managed summer conference and orientation funding procedures

Practicum – Residential and Dining Programs, Virginia Tech

January 2001 – May 2001

- Advised the RA Mentors Committee
- Provided leadership and guidance to RA Mentors Committee members in the publication of the “*What You Need to Know!*” and “*On the Job!*” Booklets for new Resident Advisors
- Served on the Fall Training and Leadership Workshop Curriculum Committee
- Created educational staff development activities for the *Practical Training and Application Techniques Manual*, including: *Black history, winter holidays, and campus resources*

Graduate Hall Director, Virginia Tech

Hillcrest Hall and Main Campbell Hall

May 2000-May 2001

- Responsible for two residence halls totaling 170 residents
- Worked with two unique resident populations: graduate students and the Honors Community
- Trained and supervised a staff of 4 Resident Advisors
- Conducted weekly activities with the Resident Advisor staff including staff meetings, one-on-one meetings, and the review of weekly reports
- Participated in on-call duty rotation for 8,900 on-campus students
- Implemented a building strategy for a new card access system

Teaching Experience

- Facilitator for Introduction to Residence Education Class (3-credit class for new Resident Advisors) during the Fall 2001, Fall 2000, and Spring 2000 semesters
- Facilitator, Project SUCCESS (for students on or in danger of academic probation) Fall 2001

Committee Service

- Higher Education Research Collaborative, Spring 2002
- Fall Training and Leadership Workshop Curriculum Committee, January 2001-May 2001
- Area Coordinator Search Committee, February 2001-April 2001
- Committee Chair, RA Mentors Committee, September 1999-April 2000

Undergraduate Experience

Assistant Hall Director - January 2000-May 2000

Resident Advisor Coordinator - August 1999-December 1999

Head Resident Advisor - May 1999-August 1999

Alcohol Committee Chair - Summer 1999

Resident Advisor Coordinator - January 1999-May 1999

RA Mentors Committee, Creator and Chair - 1999

Resident Advisor - January 1998-December 1998

Member of the National Residence Hall Honorary

Presentations

Residence Hall Federation Leadership Conference, *Promoting a Fun Yet Productive Relationship With Your Hall Council Advisor*, September 2001

Fall Training and Leadership Workshop, *Alcohol Survivor*, August 2001

Residence Hall Federation Retreat, *Confrontation Techniques Workshop*. September 2000

Fall Training and Leadership Workshop, *Alcohol 101*, August 2000