• **Svetlana Vassileva-Karagyozova** (SLL), book *Coming of Age Under Martial Law: The Initiation Novels of Poland’s Last Communist Generation* has been named the 2016 Outstanding Academic Title by CHOICE, the American Library Association Review Magazine

• **Lorie Vanchena** (GLL), who led GLL to win 2016UAAC Degree Level Assessment Award

• **Sarah B. Greenwood** (SLLC chief-of-staff), book *All the Ugly and Wonderful Things* made the NYT bestseller list

• **Ari Linden** (GLL), Hall Center Humanities Research Fellowship for F17.

• **Crispin Williams** (EALC), Hall Center Humanities Research Fellowship for S17

• **Keith McMahon** (EALC), *Celestial Woman: Imperial Wives and Concubines in China from Song to Qing* (2016)
## Enrollment upturn

### Table Data

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### Graphs

Selected column or cell in the table above to change graph.
**Innovation.** Build innovative interdisciplinary curriculum to give KU students increased opportunities for educational advancement and economic empowerment: at the undergraduate level we strive to provide new courses and update our programs for the twenty-first century; at the graduate level we commit to fostering innovative interdisciplinary programs with the creation of new certificates (examples: second-language acquisition; global medical humanities). We will constantly seek to raise our research profile and increase interdisciplinary programming.

**Enterprising Partnership.** Raise private funding, and create dynamic donor partnerships to benefit student opportunities, especially where these opportunities will foster diversity, equity, and inclusion.

**Growing and Connecting.** Increase enrollment through strategic recruitment efforts in the region and nationally, connect with our students at all levels, and consistently articulate of our goals, values and opportunities.
Current projects – ad hoc committees

1. SLLC By-laws and operating procedures
2. SLLC supplementary P&T and PTTR procedures
   Enrollment-building efforts: Articulation and recruitment
3. ACTFL guidelines and career opportunities
4. Promotional materials for recruitment
5. AP & transfer credit; placement testing
6. Articulation with KS high-schools and community colleges
Empowering students

(ACTFL standards & careers)
KU SLLC – additions to our Team

Tessa Newberry
• Studies Visual Communications
• Speaks Spanish & currently studies Korean and American Sign Language
• Senior Graphic Designer

Haley Williams
• Majoring in marketing with a minor in visual arts
• Studied German and spent one Semester Eutin
• Social Media Strategist
KU SLLC Brand Identity

The purpose of our brand identity is to create a recognizable look that allows departments to visually associate with the School while maintaining their individual identities.

These visual identity concepts set the SLLC apart from other units on campus while still adhering to the brand identity standards of the University.

This branding style will be used in both print media
- Images
- Course/ event posters
- Publications
  and digital applications
- Social media posts campaigns
- Newsletters
- Website
Our goal was to create an identity that preserved the individuality of the various departments while still providing a recognizable look for the School as a whole.

By assigning each department a color palette, we are able to create unique materials that communicate each department effectively to the viewer, while still maintaining imagery and typography that is consistent with the look of both the School and the University.
Fonts for official copy on formal publications are mandated by the University
Informal publications will continue to reflect creative freedom of our design team
KU SLLC Brand Identity: APPLICATIONS

IMAGES & SOCIAL CAMPAIGNS
KU SLLC Brand Identity: Now What?

All publications, digital and traditional, are subject to the SLLC Unit Identity

We can create any publications for you or we can provide the raw materials if you prefer to create your own:

• Unit Signatures
• Letter Heads
• Signature bars

For any inquiries, email christian.beer@ku.edu
Save the date

- **SLLC Graduate Event** – May 12, 2018 – 9am—noon, Big 12 Room
- **Convocation III** – Sept. 1, 2017 – 3—6pm, KS Union Ballroom
- **Guest speakers:**
  - Dan Davidson, President, American Councils for International Education;
  - Susan Hanna-Wicht, Global Language Project.
Further concerns, questions?

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mlg@ku.edu
4-9171