

Buses Double as Rolling Billboards for University

TWO NEW BUSES used to transport students from Cajun Field to campus are sporting custom wraps.

They feature photos of UL Lafayette students celebrating at home football games. The buses also display the university's primary athletic mark. UL Lafayette's pepper logo is on the front of the bus.

The university's Office of Communications and Marketing worked with Prejean Creative, a local design firm, to produce the bus' new look.

"Lisa and Kevin Prejean spent weeks measuring each bus and making minute adjustments to the designs so that they fit just right along all the panels and contours of the buses," said Matt Tarver, assistant director for trademark licensing at UL Lafayette.

The first wrapped bus was unveiled in April, just in time for the university's inaugural Retailers' Appreciation Tour. Students, staff, faculty and fans used the bus to visit



MATT TARVER

45-foot red moving billboard?"

The second wrapped bus debuted before UL Lafayette's Homecoming week in late October. Its wrap design features different photos of students.

"It's another great way to get our name out to the community," said SGA President Jamey Arnette.

Besides shuttling students, the buses are used for campus tours and other university events. "I think the wrapped buses add great school spirit, not only on our campus but city wide," Dustin Domangue, SGA vice president, said.

Kimberly Wooten, SGA treasurer, described the first time she saw the wrapped buses: "I immediately stopped in awe."

nearly 20 local retailers to say "thanks" for selling Ragin' Cajuns merchandise.

Tarver said the wrap was an instant hit. "The first day the bus was used, people all across Lafayette were waving and blowing their car horns when they saw it."

Kennan Guillory, assistant director of UL Lafayette's Parking and Transit, said the buses are a powerful advertising tool for the university. "Who doesn't notice a

PODCASTS ENABLE NURSING STUDENTS TO PRACTICE, PRACTICE, PRACTICE

Thanks to a grant from the Louisiana Board of Regents, students taking the "Fundamentals of Nursing" course at UL Lafayette can review lab skills anytime they want.

The College of Nursing and Allied Health Professions received \$50,000 to produce podcasts of lab skills. Podcasts are audio and video files that can be downloaded from the Internet onto portable media players, such as iPods and mp3 players.

"We are always looking for ways to motivate students and to also give them more flexibility," said Susan Randol, freshman and sophomore coordinator for the college.

Dr. Melinda Oberleitner, who's a professor, head of the Nursing Department and associate to the dean of the college, said the podcasts have been a hit with students. "They love it. They want more," she said.

"Fundamentals of Nursing," is the first clinical course that nursing students can take. Second-semester sophomores are



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eligible to enroll in it.

Oberleitner explained that students might only have a couple of chances to interact with an instructor who demonstrates certain clinical nursing skills. A podcast gives them "the ability to watch that demonstration as many times as they need to. . . They can review the skill right before they go into a patient's room," she said.

Students can stop a podcast at any point and watch or listen to it as many times as needed to review a technique.

Nursing student Jacob Kora said the podcasts are helpful. "There's only so much you can get from your notes on lab skills. This program shows that the nursing instructors are willing to help students any way they can," he said.

A survey showed that about 70 percent of students taking "Fundamentals of Nursing" own an iPod or mp3 player. Those who don't can borrow one for a semester. The grant enabled the college to purchase 30 to loan to students. A podcast can also be viewed on a computer.

The project is part of a pilot study that will track recruitment and retention for the college.

"We're banking that the more resources that we can give students outside of class, that will help with retention," Oberleitner said.