

UT Health Science Center Launches New Year with Graphic Standards Initiative

This month The University of Texas Health Science Center at Houston launches a new program of enhanced graphic and editorial standards to promote a clear, consistent institutional identity for the university as a whole and its components.

The enhancements seek to give faculty, staff, students and volunteers an easier approach to developing communications that effectively represent the university.

Included in this edition of *The Leader* is a special insert outlining the university's enhanced graphic and editorial standards. Staff and faculty are encouraged to save this printed piece as an easy reference tool for proper use of university and school names and logos.

At the core of the program are updated logos for the health science center and the schools and revised guidelines for their use.

"Everyone associated with our institution — staff, faculty, students and friends acting on our behalf — is a steward of the way we present our name and image," said James T. Willerson, M.D., president of the UT Health Science Center at Houston.

"The new program provides clear instruction on how to use our name on everything produced by or for the university. Staff members in the Office of Public Affairs are available to consult with faculty and staff around campus to maximize their communications efforts while promoting a consistent organizational identity."

According to Jane Brust, assistant vice president for public affairs, the graphic standards "enhancements" represent an evolution of graphic standards initiated several years ago.

"Over the years, there has been a variety of names utilized for the health science center as a whole and for the schools. With the variety of names we have seen a wide variety

of logos," Brust said. "The new program promotes a consistent styling of our university and school names, with fewer options in logos, which makes consistent graphic design much easier for everyone to achieve."

Among the changes in effect this month, the "UT-Houston" logo is no longer to be used, nor is the university to be referred to as "UT-Houston" in print. According to state statute, the correct name of the institution is "The University of Texas Health Science Center at Houston."

Also, the logo for the

Graphic and Editorial Standards Enhancements

Helpful Guidelines for a Uniform University Image



Mentoring Is Integral to Successful Careers Say Award Winners

By Pamela Lewis, Public Affairs

The recipients of The President's Award for Mentoring Women, which includes a \$2,000 cash award, noted in their acceptance speeches that they each had been recipients of mentoring throughout their lives, whether from family, friends, teachers or business colleagues. The three mentors — one each from faculty, administrative and professional staff, and classified staff — received their awards Dec. 2 at the Committee on the Status of Women's annual awards banquet. This year's CSW chair is Marlene Z. Cohen, Ph.D., the John S. Dunn Distinguished Professor of Oncology Nursing at the School of Nursing (SON).

This year's mentors:

- Joy M. Schmitz, Ph.D., faculty, Medical School;
- Ina Fried, A&P, Office of Public Affairs; and
- Gwendolyn Sue Sifford, classified staff, School of Public Health.

James T. Willerson, M.D., president of the UT Health Science Center at Houston, said in his welcoming address, "I don't think you could have done any better in choosing the recipients of the President's Mentoring Award. We celebrate the accom-



Gwendolyn Sue Sifford, classified staff mentor honoree, with CSW chair Marlene Cohen, Ph.D., and L. Maximilian Buja, M.D., executive vice president for Academic Affairs. Photo by Ester Fant

plishments of these ... outstanding women. We have to consider the multiplier effect. As mentors and leaders, each has influenced

countless others. That is the real contribution we celebrate tonight."

While this year all the mentors honored

were women, honored mentors have been and may be male, but the person or persons mentored must be female. A mentor is someone in the institution or organization who coaches, teaches, advises, supports, guides and helps the person being mentored achieve her goals.

The mentor relationship may be:

- a close, one-on-one personal association;
- a brief encounter with a profound effect; or
- an association with a beneficial life-altering effect on the mentored woman.

The mentor shares knowledge of how the system works, and/or improves the system for those whose careers are still developing. A mentor may offer knowledge, insight, perspective, or wisdom above and beyond the normal duty of that individual. This mentor may introduce the mentored individual to values, customs, resources, and players in their field of interest or occupation or respond to critical needs to help prepare the mentored individual for greater productivity or achievement.

Irma Gigli, M.D., accepted the Distinguished Professional Woman of the Year Award during the CSW banquet, with

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DB Faculty Members Named Among Best Dentists in America

Ten UT Dental Branch faculty members have been selected by their peers to be included in the 2004-2005 edition of *The Best Dentists in America*, published by Woodward/White, Inc. *The Best Dentists in America* is based on an exhaustive peer-review survey in which 9,680 leading dentists throughout the country rate the abilities of other dentists in their specialties.

Included in the consumer guide are: *Diagnostic Sciences*: Catherine Flaitz, D.D.S., John Valenza, D.D.S.; *Nadarajah Vigneswaran*, D.M.D.; *Orthodontics*: Harry Bussa, D.D.S., Anna Marie Salas, D.D.S.; *Pediatric Dentistry*: Elsa Alfonzo Echeverri, D.D.S., Michael Milano, D.M.D., Susan Seybold, D.D.S.; *Prosthodontics*: Jeffrey Chang, D.D.S., Phil Pierpont, D.D.S. ★



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