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MaryJo Benton Lee Papers

Finding Aid

South Dakota State University Archives and Special Collections
Briggs Library (SBL) Room 241 Box 2114
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Brookings, SD 57007
Phone: 605-688-5094
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Collection Summary

Identifier

UA 53.24

Title

MaryJo Benton Lee Papers

Creator

MaryJo Benton Lee

Dates

1984-2010

Extent

4.42 linear feet -- 4 records center boxes, 1 document case, moving image materials, sound recordings, photographs

Language

English

Repository

South Dakota State University Archives and Special Collections, Hilton M. Briggs Library, Brookings, South Dakota.

Access note

This collection is open to researchers without restrictions. The materials in the Archives do not circulate and may be used in-house only.

Preferred Citation

Name of item. MaryJo Benton Lee Papers. UA 53.24. South Dakota State University Archives and Special Collections, Hilton M .Briggs Library, Brookings, South Dakota.

Abstract

MaryJo Benton Lee has held many positions at SDSU including teaching and administrative. She was diversity coordinator for the College of Engineering and co-founder and coordinator of the SDSU-Flandreau Indian School Success Academy. This collection is composed mainly of materials related to the Promotional Techniques for Engineers class developed in 1987.

Biographical Note

Education

Ph.D. in Sociology, 1998

South Dakota State University M.A. in Journalism, 1976

University of Maryland B.S. in Journalism, 1975,

Adjunct Professor Dr. Lee worked for five years as a newspaper reporter in the Washington, D.C. area, covering issues ranging from urban hunger to teen pregnancy. She holds a Ph.D. in sociology, with a minor in Asian studies, from South Dakota State University. During her 25 years at SDSU, she has held a number of positions, both teaching and administrative, most recently that of diversity coordinator for the College of Engineering. She is also the co-founder and the coordinator of the SDSU-Flandreau Indian School Success Academy, an early and intensive college preparatory program for American Indian high school students. She has been an exchange professor and visiting scholar at Yunnan Normal University, People's Republic of China.

Dr. Lee's first book was *Ethnicity, Education and Empowerment: How Minority Students in Southwest China Construct Identities*. Her second book is *Ethnicity Matters: Rethinking How Black, Hispanic and Indian Students Prepare for and Succeed in College*.

Arrangement

This collection is arranged into three series:

Series 1: Promotional Techniques for Engineers Class

- Sub-series 1. General files
- Sub-series 2. Class notebooks
- Sub-series 3. Lecture notes
- Sub-series 4. Originals

Series 2: Class Projects

- Sub-series 1. Entrepreneurs' workshop
- Sub-series 2. Impact '87 Trade Fair
- Sub-series 3. Seminar on Ethics

Series 3: Personal Files

Contents Note

This collection is composed mainly of materials related to the Promotional Techniques for Engineers class which Benton Lee developed with Dean of Engineering Ernest Buckley in 1987. Material consists of general files for the class including lecture notes, class notebooks, and audio-visual material. Also included are personal files from 1992-2010 and cover Benton Lee's years as a graduate assistant for the South Dakota Space Grant Consortium and diversity coordinator for the College of Engineering.

Series 1: Promotional Techniques for Engineers Class.

In 1987, Dean of Engineering, Ernest Buckley and MaryJo Benton Lee developed the Promotional Techniques for Engineers course. The concept was to teach journalism skills to engineering students and then ask them to promote major university-wide and state-wide events with their newly acquired skills. The ten students each year, who were hand-picked for this experience, all became student leaders.

Between 1987 and 1992, the students were routinely given budgets of \$20,000 to use for the promotion of major events that drew speakers and participants from around the country. These events, all sponsored by the College of Engineering, included an Impact '87 Trade Fair, a Making Connections ethics seminar, and an Expanding Horizons Together entrepreneurship workshop.

The Promotional Techniques for Engineers Class series is composed of general files, class lecture notes, class notebooks on promotional campaigns, and audio-visual material. An item of note is the proceedings from the American Society of Engineering Education

conference which includes a paper that explains the promotional techniques class in detail (page 1-8).

Series 2: Class Projects.

The Class Projects series is composed of promotional campaign material for various projects that the class worked on. Included are files on the Entrepreneurs' Workshop (Expanding Horizons Together - A Seminar on Entrepreneurship Opportunities), the Impact '87 Trade Fair, and the Seminar on Ethics (Making Connections - A Seminar on Ethics in a Technological Society). Included are promotional campaign reports which details the promotional techniques the class used for each project.

Series 3: Personal Files.

The Personal Files series is composed of other College of Engineering material that Benton Lee collected during her tenure. Included are files of the South Dakota Space Grant Consortium while she was a graduate assistant (1992-1998) during the time when South Dakota's tribal colleges were incorporated into the Consortium. Also included are files while she served as the Diversity Coordinator for the College of Engineering (1998-2010). Benton Lee took this position after she completed her Ph.D. in Sociology in 1998

Related Resources

Ethnicity, education and empowerment : identity construction among minority students in southwestern China / by MaryJo Benton Lee. [Archives - Books/Upper Level: LB2386.B48]

Ethnicity, Education and Empowerment: How Minority Students in Southwest China Construct Identities by MaryJo Benton Lee (Sep 2001) by MaryJo Benton Lee

Ethnicity matters : rethinking how Black, Hispanic, & Indian students prepare for & succeed in college / MaryJo Benton Lee, editor. [Books/Upper Level: LC3731.E875 2006]

Success Academy: How Native American Students Prepare for College (and How Colleges Can Prepare for Them) (Adolescent Culture, School and Society) by MaryJo Benton Lee

Key Words

Lee, MaryJo Benton

South Dakota State University -- College of Engineering

South Dakota State University -- Diversity coordinator

South Dakota State University -- South Dakota Space Grant Consortium

Administrative Information

Conditions Governing Access

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Researchers conducting extensive research are asked to make an advance appointment to access archival material. Please call or e-mail prior to visiting the collection and indicate as much detail as possible about a particular topic and intended use.

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Arranged and Described by

Crystal J. Gamradt, C.A., Archivist, November 20, 2013.

Container List

Series 1. Promotional Techniques for Engineers Class

Sub-series	Box	Folder	Description	Date(s)
Class notebooks	2	16	Engineering Exploration Days Promotional Campaign Report	1987 Fall
Class notebooks	2	17	Engineering Exploration Days Promotional Campaign Report	1988 Fall
Class notebooks	2	18	Engineering Exploration Days Promotional Campaign Report	1989 Fall
Class notebooks	2	19	Engineering Exploration Days Promotional Campaign Report	1990 Fall
Class notebooks	2	20	Engineering Exploration Days Promotional Campaign Report (Final Report)	1991 Fall
General	1	1	Addresses / Phone Numbers	1991 Fall
General	1	2	American Society for Engineering Education (ASEE)	1989
General	1	3	American Society for Engineering Education (ASEE)	1990
General	1	4	American Society for Engineering Education (ASEE) - 1989 Annual Meeting North Midwest Section Proceedings	1989
General	1	5	Appointment Books	1989-1990
General	1	6	Archer, Kenlyn K.	1990
General	1	7	Assignment Ideas	1984-1988
General	1	8	Biographical Information Sheets (blank)	undated
General	1	9	Bridging the Sciences and the Humanities	1989-1990
General	1	10	Brochure Project	1992 Spring
General	1	11	Catalogs	1985, 1989
General	1	12	China Exchange (professors)	1988-1989
General	1	13	Class Information Requests	undated
General	1	14	Class Presentations (7 VHS videocassettes)	1987-1991
General	1	15	Class Recruiting (correspondence)	1988-1989
General	1	16	Class Visit to KELO (1 VHS videocassette)	1989 Fall

Sub-series	Box	Folder	Description	Date(s)
General	1	17	Course Assignments, Exams, and Handouts	1991
General	1	18	Desktop Publishing - Teaching	1991
General	1	19	Dr. Eleanor Baum Visit (includes promotional material and final report)	1992
General	1	24	Engineering Exploration Days - Contest (1 VHS videocassette)	1990
General	1	25	Engineering Exploration Days - Programs	1989-1990
General	1	26	Engineering Exploration Days - Slide show (no slides)	1989
General	1	21	Engineering Exploration Days (EED)	1990
General	1	23	Engineering Exploration Days (EED)	1992
General	1	22	Engineering Exploration Days (EED)	1990-1991
General	1	20	Engineering Exploration Days (EED) (included publicity campaign material)	1987-1989
General	1	27	Engineering Newsletter	1989 September
General	1	28	Entrepreneurship Award	1989
General	1	29	Examples of Ads, Public Service Announcements, News (4 audiocassettes)	undated
General	1	30	Fact Sheet	1988-1992
General	1	31	Goals	1991
General	1	32	Grading	1991 Fall
General	1	33	Graphic Design (visual aids)	1987-1989
General	1	34	Guest Lecturer Notes	1988-1990
General	1	35	Internship Manual	1989
General	1	36	Inventors Congress	1990
General	1	37	Invitations	1987-1991
General	1	38	Job Descriptions	1988-1989
General	1	39	Labels - Room 102	undated
General	1	41	Leadership Meeting	undated
General	1	40	Learning Disabilities	1989-1990
General	1	42	Mathematical Association of America paper (MAA)	1987, 1990
General	2	1	Phonathon	1989
General	2	2	Photographs of Class	1988-1990
General	2	3	Presentation Class	1989
General	2	4	Press Kit - Samples	1987-1989

Sub-series	Box	Folder	Description	Date(s)
General	2	5	Public Service Announcement Assignment	1990
General	2	6	Radio and Television Overheads	undated
General	2	7	Recruiting Brochure	undated
General	2	8	Recruiting Materials	1988-1989
General	2	9	Sander, Duane E.	1990
General	2	10	Sexism	1987
General	2	11	Story on Class	1987-1988
General	2	12	Student Data Sheets	1988-1990
General	2	13	Ten Steps to Success	1991
General	2	14	Trip Permit and Trip Absences Forms	1989
General	2	15	University of Illinois	1989
Lecture notes	3	1	About This Class	1991
Lecture notes	2	21	Advertising	undated
Lecture notes	2	22	Copy Form - Newspaper	undated
Lecture notes	2	23	Direct Mail	undated
Lecture notes	2	24	Engineering Exploration Days Publicity Campaign	1987-1988
Lecture notes	2	25	Ethics Publicity Campaign	undated
Lecture notes	3	2	Exercises	1990-1991
Lecture notes	2	26	Feature - Gathering the Information, Writing the Story	1989-1990
Lecture notes	2	27	Final Exam	undated
Lecture notes	2	28	Graphic Design	undated
Lecture notes	2	29	Logistics Introduction, Public Relations, Publicity Promotion	1988-1990
Lecture notes	2	32	News Story - Writing the Body	undated
Lecture notes	2	33	News Story - Writing the Lead	1985-1987
Lecture notes	2	31	News Story Lecture (1 VHS videocassette)	1990 February 28
Lecture notes	2	34	Photography	undated
Lecture notes	2	35	Publicity Workbook	1989
Lecture notes	3	3	Publicity Workbook	undated
Lecture notes	2	36	Radio and Television	undated
Lecture notes	3	4	Reading	1988-1989
Lecture notes	2	30	Review Session - Midterm Exam	undated
Lecture notes	2	37	Visual Aids	1991
Lecture notes	2	38	Working with the Media	1990

Series 2. Class Projects

Sub-series	Box	Folder	Description	Date(s)
Entrepreneurs' workshop	3	5	Ads	1990
Entrepreneurs' workshop	3	6	Broadcast Releases (longer)	1990
Entrepreneurs' workshop	3	7	Broadcast Releases (shorter)	1990
Entrepreneurs' workshop	3	8	Buttons, Pencils, Nametags	1990
Entrepreneurs' workshop	3	9	Certificate of Award	1990
Entrepreneurs' workshop	3	10	Dinner Invitations	1990
Entrepreneurs' workshop	3	11	Entrepreneur Award Program announcement	1990
Entrepreneurs' workshop	3	12	Executive Proclamation	1990
Entrepreneurs' workshop	3	14	Faculty Visit Kit	1990
Entrepreneurs' workshop	3	13	Interview Preparation Materials	1990
Entrepreneurs' workshop	3	15	July Meeting Kit	1990
Entrepreneurs' workshop	3	16	Logo Slicks	1990
Entrepreneurs' workshop	3	23	Maps (Brookings, South Dakota)	1990
Entrepreneurs' workshop	3	17	Media Kit	1990
Entrepreneurs' workshop	3	18	Media Kit - Originals	1990
Entrepreneurs' workshop	3	19	Media Kit - Sample, Used for Demonstration	1990
Entrepreneurs' workshop	3	20	News Clippings	1990
Entrepreneurs' workshop	3	22	News Release from University Relations	1990
Entrepreneurs' workshop	3	21	News Releases from College of Engineering	1990
Entrepreneurs' workshop	3	24	Posters	1990

Sub-series	Box	Folder	Description	Date(s)
Entrepreneurs' workshop	3	25	Programs	1990
Entrepreneurs' workshop	3	28	Promoting Your Community (slides)	1990
Entrepreneurs' workshop	3	26	Promotional Campaign Report	1990
Entrepreneurs' workshop	3	27	Promotional Report Instructions	1990
Entrepreneurs' workshop	3	29	Promotions Class (slides)	1990
Entrepreneurs' workshop	3	30	Public Service Announcement	1990
Entrepreneurs' workshop	3	31	Registration Kit	1990
Entrepreneurs' workshop	3	32	SDSU Publications	1990
Entrepreneurs' workshop	3	33	Speech Flyers (Jerry Lohr - The Spirit of Entrepreneurship)	1990
Entrepreneurs' workshop	3	34	Stationery, Envelopes	1990
Entrepreneurs' workshop	3	35	Stickers	1990
Entrepreneurs' workshop	3	36	Working Notes (Part 1 of 2)	1990
Entrepreneurs' workshop	3	37	Working Notes (Part 2 of 2)	1990
Impact '87 Trade Fair	3	38	Advertising Order	1987
Impact '87 Trade Fair	3	39	Argus Leader Story Angles	1987
Impact '87 Trade Fair	3	40	Audio-Visual Materials (1 audiocassette, 2 VHS videocassettes)	1987
Impact '87 Trade Fair	3	41	Awards Ceremony (programs)	1987
Impact '87 Trade Fair	3	42	Basketball Ad	1987
Impact '87 Trade Fair	3	43	Broadcast News Release on Economic Development	1987
Impact '87 Trade Fair	3	44	Broadcast News Release on the Trade Fair	1987

Sub-series	Box	Folder	Description	Date(s)
Impact '87 Trade Fair	3	45	Budget	1987
Impact '87 Trade Fair	3	46	Calendar	1986-1987
Impact '87 Trade Fair	3	47	Collegian Ads	1987
Impact '87 Trade Fair	3	48	Contacting Radio Stations	1987
Impact '87 Trade Fair	3	49	Desktop Publishing Tickets	1987
Impact '87 Trade Fair	3	50	Distinguished Engineer Banquet Tickets	1987
Impact '87 Trade Fair	3	51	ENL (Engineering Newsletter)	1987
Impact '87 Trade Fair	3	52	Entrepreneur Award (news release)	1986
Impact '87 Trade Fair	3	54	Evaluations of Promotional Campaign	1987
Impact '87 Trade Fair	3	53	Exhibitor Registration Form	1987
Impact '87 Trade Fair	3	55	Final Evaluation of Promotions	1987
Impact '87 Trade Fair	3	56	Follow-up Letter	1987
Impact '87 Trade Fair	3	57	Football Ad	1987
Impact '87 Trade Fair	3	58	General Evaluation	1987
Impact '87 Trade Fair	3	59	Governor's Proclamation	1987
Impact '87 Trade Fair	3	60	Hammer Invitation	1987
Impact '87 Trade Fair	3	61	High School Editor	1988
Impact '87 Trade Fair	3	62	High School Letter	1987
Impact '87 Trade Fair	3	63	Historical Fact Sheet	1987
Impact '87 Trade Fair	3	64	Impulse (College of Engineering Newsletter)	1987

Sub-series	Box	Folder	Description	Date(s)
Impact '87 Trade Fair	3	65	Industry and Commerce Association of South Dakota - Legislative Report (newsletter)	1987
Impact '87 Trade Fair	3	66	Letter to Companies	1986
Impact '87 Trade Fair	3	67	Logos	1987
Impact '87 Trade Fair	3	68	Lunch Tickets	1987
Impact '87 Trade Fair	3	69	Materials for Newsroom	1987
Impact '87 Trade Fair	3	70	Media Kit	1987
Impact '87 Trade Fair	3	71	Newspaper Clippings	1987
Impact '87 Trade Fair	3	72	Notepad (blank)	1987
Impact '87 Trade Fair	3	73	Other Inserts (besides newspapers)	1987
Impact '87 Trade Fair	3	74	Partnership Ball Ticket	1987
Impact '87 Trade Fair	3	75	Photographs, slides	1987
Impact '87 Trade Fair	3	76	Press Association Ads	1987
Impact '87 Trade Fair	3	77	Press Releases	1987
Impact '87 Trade Fair	3	78	Program Proposal Form	1987
Impact '87 Trade Fair	3	79	Programs for College Students (schedule)	1987
Impact '87 Trade Fair	3	80	Programs for High School Student (schedule)	1987
Impact '87 Trade Fair	3	81	Promotional Campaign Report	1987
Impact '87 Trade Fair	3	82	Promotional Campaign Report I. Introduction	1987
Impact '87 Trade Fair	3	83	Promotional Campaign Report II. Goals	1987
Impact '87 Trade Fair	3	84	Promotional Campaign Report III. Theme	1987

Sub-series	Box	Folder	Description	Date(s)
Impact '87 Trade Fair	3	85	Promotional Campaign Report IV. Publics	1987
Impact '87 Trade Fair	4	4	Promotional Campaign Report IX. Evaluation	1987
Impact '87 Trade Fair	3	86	Promotional Campaign Report V. Principal Media Used	1987
Impact '87 Trade Fair	4	1	Promotional Campaign Report VI. Media Relations	1987
Impact '87 Trade Fair	4	2	Promotional Campaign Report VII. Calendar	1987
Impact '87 Trade Fair	4	3	Promotional Campaign Report VIII. Budget	1987
Impact '87 Trade Fair	4	5	Promotional Campaign Report X. Conclusion	1987
Impact '87 Trade Fair	4	6	Promotional Campaign Report XI. Appendices	1987
Impact '87 Trade Fair	4	7	Promotional Material (booklet, pencils, buttons, posters, mailings)	1987
Impact '87 Trade Fair	4	8	Public Service Announcements	1987
Impact '87 Trade Fair	4	9	Radio Contact List	1987
Impact '87 Trade Fair	4	10	Raven Industries, Inc. Award	1987
Impact '87 Trade Fair	4	11	Schedule at a Glance	1987
Impact '87 Trade Fair	4	12	Seminar Schedule	1987
Impact '87 Trade Fair	4	13	Summer School Catalogs	1987
Impact '87 Trade Fair	4	14	Table Tents	1987
Impact '87 Trade Fair	4	15	Tennis Ball Cannon Contest	1987
Impact '87 Trade Fair	4	16	Thank You Note	1987
Impact '87 Trade Fair	4	17	Today At State (daily newsletter)	1987
Impact '87 Trade Fair	4	18	Updates (newsletter)	1987
Impact '87 Trade Fair	4	19	Upfront (Office of Admissions newsletter)	1987

Sub-series	Box	Folder	Description	Date(s)
Seminar on Ethics	4	20	Ethics Promotion (slides)	1989
Seminar on Ethics	4	21	Faculty Visits Kit	1989
Seminar on Ethics	4	22	Fall Meeting Kit	1989
Seminar on Ethics	4	23	KBRK Interview (2 audiocassettes)	1989 October 17
Seminar on Ethics	4	24	Media Kit	1989
Seminar on Ethics	4	25	Print Lab Receipts	1989
Seminar on Ethics	4	26	Printing Originals	1989
Seminar on Ethics	4	27	Promotional Campaign Report	1989 June
Seminar on Ethics	4	28	Registration Kit	1989
Seminar on Ethics	4	29	Scrapbook	1989
Seminar on Ethics	4	30	Summer Meeting Kit	1989
Seminar on Ethics	4	31	Working Notes (Part 1 of 2)	1989
Seminar on Ethics	4	32	Working Notes (Part 2 of 2)	1989

Series 3. Personal Files

Box	Folder	Description	Date(s)
4	33	ABLE Award for Crothers Hall by Brookings Committee for People with Disabilities	2002
4	34	Andrawis, Madeleine	1999
4	35	Burckhard, Suzette	2003
4	36	College of Engineering Strategic Plan, 2003-2008 and 2008-2012	2003, 2007
4	37	Daktronics, Inc.	1999
4	39	Dean of Engineering Search	1998-2000
4	38	Dean's Advisory Council	1999-2000
4	40	Deuel, Dwight	2000
4	41	Diversity Coordinator Position	1999-2000
4	42	Engineering Advisory Council	1999

Box	Folder	Description	Date(s)
4	43	Engineering and Diversity Update	2000
4	44	Engineering Attrition (Jeri Kurtz figures)	1999-2002
4	45	Engineering Diversity Goals / Progress	1998-2001
4	46	Engineering Diversity To-Do List	2000
4	47	Engineering Faculty Meeting	2000
4	48	Engineers Without Borders	2003
4	49	Great Plains Rapid Prototyping Consortium	2002
4	50	Harding Hall Bathrooms	2007-2008
4	51	Investigator Data	circa 2000
4	52	Job Inventory	2000, 2009
4	53	Learning Centers	undated
4	57	Management and Leadership Seminar - Session IV Promotion	1996
4	54	Management and Leadership Seminar - Session I Engineering Soft-Skills	1996
4	55	Management and Leadership Seminar - Session II Promotion	1996
4	56	Management and Leadership Seminar - Session III Sequencing and Planning	1996
4	58	Meeting with Dean of Engineering	2000 Fall
4	59	NASA Space Science Education Resource Directory	2000
4	60	NASA Teacher Workshops	2000
4	61	National Action Council for Minorities in Engineering, Inc.	1998-2000
4	62	National Center for Supercomputing Application	1998
4	63	Opening Doors of Opportunity	1994
4	64	Polytechnic Center of Excellence	1999
4	65	Ready, SET, Go! (Science, Engineering, and Technology Workshop)	2009
4	66	Recruitment and Retention	2000-2001
5	1	Sander, Duane E. - Retirement	1999
5	2	Senior Design Conference	1998
5	3	Senior Design Project	1998
5	4	Society of Women Engineers	1998-2000
5	5	South Dakota Science and Engineering Fair	2000
5	6	South Dakota Space Grant Consortium - Contacts	undated
5	7	South Dakota State Commission of Engineering, Architectural and Land Surveying Examiners - Exam Statistics	1999
5	9	S-STEM Scholarship (Students in Science, Technology, Engineering and Mathematics)	2007-2009

Box	Folder	Description	Date(s)
5	10	S-STEM Scholarship Evaluation (Students in Science, Technology, Engineering and Mathematics)	2009-2010
5	11	S-STEM Scholarship Faculty Assessment (Students in Science, Technology, Engineering and Mathematics)	2009
5	12	Stardate tagline	1998
5	13	STEPS for Girls (Summer Technology and Engineering Preview at UW-Stout)	1998
5	14	Talk - DAC - Diversity and the SDSU College of Engineering (2+2+2 Collaborating to enhance opportunities for Native Americans)	1999 Spring
5	15	Talk - DAC - Diversity, Engineering and South Dakota State University	2000 Spring
5	16	Talk - Engineering Council - Diversity and the SDSU College of Engineering	2000 Fall
5	17	Talk - ERC - Diversity, Engineering and South Dakota State University	2000 Spring
5	18	Talk - ERC - Native Americans in Science, Math, Engineering, and Technology	2000
5	8	The South Dakota State University Observer - Special Edition "Science, Math, Engineering and Technology in Indian Country"	2000 Fall
5	19	Women and Technology	1998-1999, 2001
5	20	Women in Engineering at State	2003
5	21	WomenTech Educators Workshop	2003
5	22	You Go Girl! Workshop	2006