

Kara Peters C.O.R.E. Award

CELEBRATING THE OUTSTANDING BY REWARDING EXCELLENCE

The C.O.R.E. award goes to staff members whose “contributions significantly exceed expectations in demonstrating or promoting one or more of the core values: excellence, liberal arts, personal attention to students, diversity, community, and stewardship. Kara Peters has great passion for Nebraska Wesleyan University. She is a proud alumna and has been a dedicated, spirited employee for seven years. She has held several different positions at Wesleyan and has made a positive impact in each one. Every day, Kara juggles multiple projects, works with colleagues across the university and as well as vendors across the country. She is a positive ambassador for Nebraska Wesleyan on and off campus. Kara embodies the best of Wesleyan’s Core Values.

Excellence: Kara has a wonderful eye for detail, great organizational skills and a passion for her work. She successfully coordinates more than 250 university print jobs each year and takes great pride in making sure that each project...whether large or small...is the best it can be. She works effectively with staff, faculty and students and always has the best interest of the university, and our public image, in mind.

Kara Peters has high expectations and amazing vision. She is a key cog in the Marketing department, and the job she does directly affects the success other departments on campus are able to achieve. She believes in setting the trends and has helped make Nebraska Wesleyan's marketing materials among the best in the industry and deserving of the many awards they have received.

In athletics, for example, it has often been said that Nebraska Wesleyan's recruiting materials are the envy of the Great Plains Athletic Conference. Our coaches contend year-in and year-out that these materials are part of why NWU is able to keep pace at the top of a league where it is the only one of 13 institutions NOT offering athletic scholarships. In this way, Kara's efforts directly affect Nebraska Wesleyan's ability to attract high caliber student-athletes, which leads to excellence both inside and outside of the classroom.

Diversity: Kara understands the variety of ways to show diversity in our marketing materials...it’s not just race and gender, but also hometown, activities (sports, music, theatre, government, academics, etc), off campus work and community involvement, etc. She is a champion of this effort to show NWU’s diversity to prospective students, parents and others.

Kara Peters repeatedly promotes diversity through Nebraska Wesleyan's marketing materials. She is always cognizant and striving for balance when it comes to race and gender. It may take extra time to find a student of color to include on a certain project, and it may take extra effort to even out the number of male and female students

represented in a printed piece, but Kara demonstrates a commitment to diversity on a daily basis.

Community: Kara works collaboratively with persons across campus. She serves on several university committees, including the Wesleyan Cares team and the Pregnancy and Child Care Advocacy team. She has been an integral member of groups working on student center remodeling and campus signage efforts.

Kara is willing to help out and fill in for any co-worker in the marketing and communication department. “She easily picks up for the rest of us when we have to be away from the office. And she always asks many questions so that she can keep those jobs going efficiently and successfully so that it appears that person never left,” said Sara Olson, PR Director. Kara filled in during Sara’s maternity leave and now helps Sara out with media calls if Sara is out of the office. Peggy and Kara work very closely together on marketing projects, and each serves as the other’s backup when one is away.

Kara’s skill as a team player is admired by those who work with her on campus either directly or on committees. She listens to her colleagues within the NWU community and collaborates to help departments accomplish their goals. At the same time, Kara has the big picture in mind and maintains focus on the greater good. She also understands Nebraska Wesleyan's role within the larger Lincoln community; whenever feasible, she uses local vendors and companies that have that Wesleyan connection.

Stewardship: Kara has also been a good steward of Nebraska Wesleyan's resources. She challenges the status quo and constantly evaluates old ways of doing things. If a certain marketing piece has become antiquated or less effective compared to what other institutions are doing, Kara is not afraid to ask the hard questions.

If money can be saved without sacrificing excellence, she'll do it. She holds vendors to a high standard, which enables NWU to get the most for its money. She also monitors quality with her eagle eye and keeps vendors honest by bidding jobs with multiple vendors and closely scrutinizing invoices. She sets high expectations for our vendors and earns their respect and trust.

In going well beyond job expectations to promote the core values of the University, Kara Peters merits a C.O.R.E. award for her strength as a Wesleyan community member who shows by her actions what Nebraska Wesleyan is and shares it both on campus and off.