

Studying Recruitment and Marketing

IN A RECENT MOVE TO ASSESS efforts in recruitment and marketing, the university has established a contract with Stamats Communications, a nationally known marketing and communications firm that specializes in the higher education sector.

Stamats personnel will work closely with members of the Institutional Advancement Division and the various entities on campus responsible for admissions recruitment to assess what is occurring on campus now and how efforts can be improved. Various employees will be invited to participate as the process unfolds.

“We recognize that integrated marketing will be key to our success in competing for new

students in the next several years,” said Rhonda Luckey, vice president for Student Affairs, whose area oversees the undergraduate admissions operation. “The number of high school students in western Pennsylvania is decreasing. We will be strengthening both our in- and out-of-state recruitment strategies to achieve the president’s goal of incremental enrollment growth. Stamats will be assisting us in the development of our strategic enrollment management plan, which includes not only recruitment but also retention.”

“We also know that integrated marketing is more than having a consistent look and feel in our communications materials,” said Robert Davies, vice presi-

dent for Institutional Advancement. “This effort will assist us in making promises to our constituencies and keeping them. The first step is assessing where we stand with our constituents. This is about building a brand, an image, for IUP locally, regionally, and nationally.”

In a related effort, Stamats also has been retained through a separate contract to redesign the university’s website. Ciber, Inc., also has been retained to assist the university with implementation of a content management system—Ektron, which is used at many universities across the nation. The content management system will provide a more efficient environment for maintaining the university’s web. ☺

Geographer, Alumnus to Receive Honorary Degree



Griffith, as he appeared in a feature story about his work in spatial science in a 1999 edition of *IUP Magazine*.

Rachel Sams will serve as the student speaker.

A SPATIAL STATISTICIAN and alumnus will receive an honorary Doctoral of Science degree at May commencement ceremonies, while an education major will serve as student speaker.

Daniel Griffith, who earned his bachelor’s degree in Mathematics Education in 1970 and his master’s degree in Geography in 1972 from IUP, is an Ashbel Smith Professor at the University of Texas at Dallas. He earned a second master’s from Penn State University and his doctoral degree from the University of Toronto. IUP presented him with a Distinguished Alumni Award in 1982. Recently, Griffith was an invited visiting researcher at the Max Planck Institute for Demographic Research in Rostock, Germany, and was awarded a Fulbright Senior Specialist grant by the Council for International Exchange of Scholars to convene a series of workshops and seminars about spatial statistics and geographic information systems at the invitation of the University of Alberta.

Previously a member of the faculty at Syracuse University, Griffith was awarded a Leverhulme Visiting Professorship to the University of Cambridge. While at Syracuse, he specialized in quantitative, urban, and economic geography. As described in a 1999 issue of *IUP Magazine*, which featured a story about Griffith, spatial statistics, his specialty, “can be thought of as ‘number crunching’ or processing mounds of data concerning designated geographic situations or conditions. The processing results yield the problem’s solution or at least a pathway to the solution.” He was named a Guggenheim Fellow in 2001 and was first listed in *Who’s Who in the World* in 2002.

She will receive her B.S.Ed. in Elementary Education. Having a special interest in educating youngsters in urban settings, she has participated in the unique collaborative program that IUP has with the Community College of Allegheny College and has completed four field experiences in urban schools in Philadelphia and Pittsburgh.

Commencement ceremonies will be held May 13 at 11:00 a.m. at Miller Stadium. More than 1,400 graduates are expected to participate. Details, including where and when participants should assemble and the locations of departmental ceremonies, may be found at www.iup.edu/commencement. ☺

Distinguished Alumni



Six alumni were honored recently with Distinguished Alumni Awards during a black-tie affair in the Blue Room. Seated, from left: Merelyn Davis '64 and Nancy Dezort Sutzenfield '71. Standing, from left: David Mawhinney '86, president of the IUP Alumni Association; R.T. Davis '76; Tim Cejka '73; President Tony Atwater; Jack Frank '58; and Scott Rudy '84. Complete biographies are available online in *IUP Magazine*: www.iup.edu/publications/iupmag.

New Degree Offers Master’s in Information Technology

THREE DEPARTMENTS have collaborated to establish a new graduate program in Information Technology.

The Master of Science in Information Technology, designed for those with technology backgrounds, involves coursework from the Department of Management Information Systems, the Department of Technology Support and

Training, and the Department of Computer Science. The MIS and TST departments are part of the Eberly College of Business and Information Technology, while Computer Science operates in the College of Natural Sciences and Mathematics.

“Through advice from our advisory council as well as industry contacts, we learned that there is a niche for this,”

said Dawn Woodland, of the TST department, who with other faculty members has been working to develop the program for the past four years.

The program provides two areas of specialization: the information systems management track, which is MIS-focused and concentrates on data warehousing, data mining, and systems development, *continued on page 4*

SPECIAL EVENTS

JoePa and The Clarks

The Clarks, the legendary band composed of IUP alumni, will perform this Friday, April 21, at 8:00 p.m., in Fisher Auditorium. Tickets, available at the HUB ticket office and at the door, are \$20; \$10 with an I-Card. The concert’s proceeds will benefit the recording studio in Cogswell Hall. Doors open at 7:00 p.m. Raffle tickets for Clarks memorabilia will be available. The concert is coproduced by The Clarks, the Department of Music, and the Division of Institutional Advancement.

Joe Paterno will serve as the first guest in the Schafer Speaker Series. He will address a Fisher Auditorium audience Thursday, April 27, at 7:30 p.m. Everyone knows Paterno as Penn State’s enduring football coach; some are surprised to learn of his support of Penn State’s library system. Proceeds of his lecture benefit IUP Libraries. Tickets, which range between \$3 and \$5, are available in the HUB ticket office and at the door.

Distinguished Faculty Awards

AT THE RECENT HONORS CONVOCATION, three faculty members were recognized with Distinguished Faculty Awards. A university tradition since 1969, the awards are presented annually to faculty members who make significant contributions to their fields or to the university. Honorees are nominated by their peers, students, administrators, or staff members and are chosen by a committee of the University Senate.

For Research, Narayanswamy Bharathan



A member of the Biology and Biochemistry faculties, Narayanswamy Bharathan serves as a member of the interdisciplinary team that supports the Weapons of Mass Destruction – Response Element Advanced Laboratory Integrated Training Indoctrination program, which supports the U.S. Department of Homeland Security. He has served as principal investigator or co-principal on several federally funded research initiatives totaling more than \$8.1 million. Through collaboration with the Robert E. Cook Honors College, Bharathan has offered classes in hands-on experimental Recombinant DNA Technology for high school students. He actively promotes high school student research as a faculty member with the Visiting Young Scientist Program held on Saturdays during the spring semester. Projects in which he has included IUP students have resulted in twelve presentations at national and international conferences and seven publications in scientific journals in which students earn recognition as primary or secondary authors.

For Teaching, Sally McCombie



Sally McCombie coordinates the Family and Consumer Sciences Education program and is the academic advisor for more than a hundred students currently majoring in Family and Consumer Science Education. Each semester, she supervises all of the program's student teachers, who are placed in school districts across the state. She maintains vital partnerships with master teachers from area schools, directly involving them in the preparation of her aspiring teachers. She accompanies her students to local school board meetings, where they become familiar with the governance structure of public schools. Each year, McCombie accompanies students to the Family, Career, and Community Leaders of America State Leadership Conference, where they serve as judges. She and her students also serve as judges for the annual Heritage Conference Cook-off, at which students from local schools compete against one another. She also provides her students opportunities to network with experienced classroom teachers by involving them in the annual conference of the Pennsylvania Association of Family and Consumer Sciences.

For Service, Ramesh Soni



The University Senate work he has done as chairperson, in many committee leadership positions, and as a senator is a particular source of pride to Ramesh Soni. In addition to Senate work, he has served on several universitywide committees, including the Liberal Studies Committee, the Universitywide Promotion Committee, the Provost Search Committee, the Calendar Committee, the Co-op Operations Committee, the APSCUF Membership

Committee, the APSCUF Health Welfare Committee, and the Level 3 component of the Grade Appeal Committee. Soni has provided numerous hours' service to the Indiana community, as well as to several developing parts of the world. A majority of these *pro bono* services were provided via Small Business Institute projects, Business Development Center consulting, and the Self-Employment Assistance Program and through workshops and seminars in France, Belize, and Bangladesh. He has served as an officer in a number of professional organizations and was for four years the editor of the *International Journal of Business and Information Technology*. A Management Department faculty member, he currently is the interim assistant provost for Research and interim dean of Graduate Studies. ☺

Faculty and Staff Stars

'Tis the Season for Presentations

Communications Media

Poetry by Kurt Dudd won second place in the Remy C. Orffeo Poetry Contest sponsored by *Northwoods Journal*.

Counseling

With Susan Sibert, a department alumna and an assistant elementary principal in the Purchase Line School District, Claire Dandeneau presented "Dear Principal: When Delegating Duties, Remember, I'm a Counselor! Sincerely, The Guidance Department" at the annual Pennsylvania School Counselor Association Conference. The presentation focused on helping school counselors understand how they can work with their local building administration to advocate for their school counseling programs. At the same conference, Joe Utay presented "Props: Therapeutic Use of Common Objects."

Economics

At the National Association of Economic Educators Professional Development Conference, Stephanie Brewer Jozefowicz and James Jozefowicz presented "Avoiding Three Strikes and You're Out!... Tenure and Promotion Issues in Economic Education." They also served on the committee that planned the conference.

Educational and School Psychology

Victoria Damiani, Yong Colen of the Mathematics Department, and Sarah Napolitan, graduate student in School Psychology, have authored "Gifted Elementary Mathematics in Russia and the United States," an article based on Yong Colen's visit to a Russian school and Napolitan's review of the literature in gifted education and math in both countries. The article will appear in *Gifted Education Press Quarterly*.

Damiani's book, *Crisis Prevention and Intervention in the Classroom: What Teachers Should Know*, has just been released by Rowman and Littlefield. The book is intended to prepare current teachers and those in training to avoid, prepare for, and manage school crises and includes resources and websites that offer support services to teachers.

With Denise Ohler, a graduate of the doctoral School Psychology program, Edward Levinson contributed a chapter

on career development to the recently released book *Children's Needs III: Development, Prevention, and Intervention*. The book is published by the National Association of School Psychologists.

Hospitality Management

Stephen Shiring was recognized by Moraine Trails for providing leadership as an assistant scoutmaster to the council's Boy Scout contingent that attended the National Boy Scout Jamboree held in Virginia last summer.

Journalism

Bernie Ankney's paper, "The Viability of the Libel-Proof Plaintiff Doctrine Following the Masson Decision: A Two-Year Follow-Up," was accepted for the Hawaii International Conference on Social Sciences.

Marketing

Varinder Sharma's article, "Export Management Companies and E-Business: Impact on Export Services, Product Portfolio, and Global Market Coverage," has been accepted for publication in the *Journal of Marketing Theory and Practice*.

"Impact of E-Business on the Exporting Services of Export Management Companies," an article coauthored Arif Sariteke, Vincent Taiani, and Sharma, was accepted for publication in the *International Journal of Commerce and Management*.

Northpointe Regional Campus

Patricia Scott presented a workshop, Seamless Electro-Optics Education for Pennsylvania's New Cutting-Edge Industry, at the Pennsylvania Association of Vocational Administrators' symposium that focused on quality education and workforce development.

Religious Studies

Invited to lecture at the Comparative Literature Luncheon Series at Penn State University, Tawny Holm presented "Aramaic Literature in the Dawn of Judaism." It dealt with Aramaic literature in Egypt in the first millennium BCE and its

influences on later Jewish literature.

Political Science

Gawdat Bahgat's new article, "European Union Energy Security," has been accepted for publication in *International Affairs*, a journal published by the London-based Royal Institute for International Affairs, Chatham House.

Professional Studies in Education

DeAnna Laverick presented "The Expertise of Early Childhood Teachers in Promoting Literacy Learning" at the Annual Hawaii International Conference on Education.

Several members of the Professional Studies in Education Department attended the annual conference of the European Teacher Education Network.

Cathy Kaufman made her presentation to members of the Democracy Topic Interest Group that included professors from Norway, Denmark, England, and The Netherlands. Nurun Begum, George Bieger, Alphonse Novels (College of Humanities and Social Sciences), and Larry Vold presented "Practice to Theory to Practice: Changing Perceptions of Pre-Service Teachers" to the Urban Thematic Interest Group. Jennifer Rotigel presented "Understanding the Expectations and Needs of Non-Traditional Pre-Service Teachers: Findings from an Urban Collaborative Education Program." She also copresented "Cohorts: How Do They Contribute to the Undergraduate Experience?" with James Gibson from the Department of Religious Studies.

Spanish Department

Eileen Glisan presented the keynote address "But Mrs. Jones Did It That Way!: Preparing New Teachers By Modeling the Standards in Our Classrooms" at the annual spring conference of the Foreign Language Educators of New Jersey. Glisan also presented a session at the conference: "Oral Interpersonal Communication: Making It Happen in the FL Classroom." ☺

ABOUT IUP REPORTER

IUP Reporter is produced monthly for employees and friends of IUP by the Communications Office.

Deadline for the May edition is April 28.

Submissions may be sent to my-news@iup.edu or sent by campus mail to the Communications Office, 322 Sutton Hall. Call 724-357-3062.



Service Awards

Employees were recently honored at a luncheon for their years of dedicated service to IUP. Honorees included the following:



Thirty-five years: Seated, from left, Ed Ruffner, Donna Rankin, Gene Thibadeau, Sue Smith, Carol Connell. Standing are James Hooks and Robert Lute with President Tony Atwater.



Thirty years: From left, Mark Strawcutter, Kay Snyder, and Al Novels with President Tony Atwater.



Twenty-five years: Seated, from left, are Jack Scandrett, Diane McAnulty, Herlinda Hernandez, Jake DeCarlo, Darlene Miller, and Marlene Dolecki. Standing, from left, are Ed Simpson, Dave Lind, Vincent Taiani, Eleanor Winsheimer, Rebecca Sterley, and Scott Kinter with President Tony Atwater.

Student Stars

Goldwater, Ali-Zaidi, and More Scholarships

BIOLOGY AND Anthropology major Kristin Juhasz has been named IUP's **third Goldwater Scholar** in the past four years. The scholarship is awarded to undergraduate sophomores and juniors with impressive academic qualifications who plan to pursue graduate study in mathematics, science, or engineering.

A student in the Robert E. Cook Honors College, Juhasz currently is studying in South Africa courtesy of a grant from Sigma Xi, a scientific research honor society. She is researching the effectiveness and accuracy of health care messages and how effectively Western medicine is integrated into the world of traditional healers. She spent last summer as a research intern at Emory University, working in a primate lab to further Parkinson's Disease research.

"Pick all the superlatives you want," said Mary Lou Zanich, a Psychology faculty member who served as Juhasz's mentor through the Goldwater application process. "She's an excellent scientific thinker, extraordinarily competent in everything she does."

The Goldwater scholarship program strives to help alleviate the shortage of highly qualified scientists, mathematicians, and engineers in the United States. According to the Goldwater Foundation, the scholarship is "the premier undergraduate award of its type in these fields." Previous IUP Goldwater winners are Brigid Mooney, a Mathematics major who won in 2003, and Thomas Baker, a Chemistry major who won in 2004. Both Mooney and Baker are Cook Honors College graduates.

SENIOR Chelsea Grove has been chosen to receive at May Commencement ceremonies the **Syed Ali-Zaidi Award for Academic Excellence**, presented by the Pennsylvania State System of Higher Education. She will be the third student from IUP to receive the award since its inception in 2001.

The student member of the IUP Council of Trustees, Grove has also served as secretary of the IUP Cooperative Association Board of Directors and on the association's finance and operations committees. A Finance major, she is pursuing a minor in French and is concentrating on the Arabic language. She studied in Egypt in 2004.

SOPHOMORE history major Gina Russo became the second IUP student in the last two years to receive one of thirty-eight national grants from **Phi Kappa Phi** national honor society for study-abroad experiences. A member of the Robert E. Cook Honors College, she is a tutor in the Writing Center and serves as an IUP Student Ambassador.

An editor for *The Endnote*, the peer-reviewed history journal, she is a tutor at the Salvation Army and is the piano accompanist for Bella Voce, a choral group that performs at local nursing homes.

The grant will help her spend a year at the Chinese University of Hong Kong, where she will gain advanced knowledge to complement her concentration in Asian Studies.

AT THE PENNSYLVANIA School Counselors Association conference, Christine Sherman received the **Ralph F. Kidd Memorial Scholarship**.

The scholarship provides assistance to graduate students in an approved program of Guidance and Counseling in a college or university in Pennsylvania. Sherman is a graduate assistant in the Department of Counseling and is a member of the American Counseling Association, the American School Counselors Association, and the Pennsylvania School Counselor Association. She also serves as vice president of the Counselor Education Student Association and vice president of IUP's Chi Sigma Iota chapter. ☺

Visitors Center Opens This Month

WHEN THE CAMPUS'S police operation and Office of University Safety move to University Towers this month, the new Parking and Visitors Center will open.

The new center will be located on the Maple Street side of the building, while patrons will enter Public Safety and University Police operations on the Wayne Avenue side.

The new Parking and Visitors Center will offer visitor information and serve as a "one-stop shop" for people needing directions to events on campus. It will also serve as the location for visitors to obtain temporary parking permits, explained Bill Montgomery, director of Public Safety. The center will have complete listings of events on campus. Signage will assist in

directing visitors to the center and to the police office.

Montgomery said with the establishment of the new center, temporary parking permits will no longer be sent to individual departments for visitors. To arrange for temporary parking permits, the host department must contact the center via e-mail at parking-services@iup.edu at least one week in advance. Departments should include in the request information about the expected visitors. Departments hosting visitors to campus will be asked to send the visitors to the Parking and Visitors Center to pick up parking permits and receive directions to their destination. Bagging of meters for visitor parking must be arranged through a vice president's office in advance.

The University Police telephone number will remain 724-357-2141 and will remain staffed on a 24-hour, every day basis. The Parking and Visitors Center may be reached at 724-357-8748 (VSIT) and will be staffed from 7:00 a.m. to 4:30 p.m. Weather-proof displays will be erected in front of the center for visitors after hours. Plans for electronic marquees also are being discussed. Short-term parking will be available near both office entrances for visitors.

"Over the next several years, parking on campus will become more complicated as construction projects get underway," Montgomery said. "The center allows us to give the most current information to visitors, especially if program locations or times must change." ☺



Juhasz



Grove

In Transition

The following employees have moved to new positions:

Patricia McCarthy, from temporary to permanent, director, Financial Aid Office, March 13.

Lillian Clemons, from temporary to permanent, coordinator, Student Technology Services (Academic Technology Services), March 20.

The following employees have retired or submitted notice of retirement:

Ronald Coleman, Custodial Services, March 30.

Malcolm Bowes, Theater and Dance, May 28.

Joel Mlecko, Philosophy, July 7.

Barbara Marquette, Psychology, August 18.

The following employees have resigned or submitted notice of resignation:

Sandra Hart, University Safety, March 10.

Jennifer Boughner, Institutional Advancement, March 24.

April Henigen, Admissions, April 13

Richard Wetzell, Custodial Service, April 14.

Theodore Johnson, Special Education and Clinical Services, May 26.

Joseph Nolan, Special Education and Clinical Services, May 26.

Melissa O'Neil, Athletics (Basketball), June 30. ☺



Undergraduate Scholars



The variety of presentations was notable and the quality judged to be outstanding at the first Undergraduate Scholars Conference that took place earlier this month. In all, more than four hundred students and faculty members participated. Award winners may be found at www.iup.edu/news. In one session, Adam Fetterman, left, leads a group discussion on racism and the film *Crash*. During the poster session, Cynthia Rivera, left, a senior Communications Media major, and Sharon Layton, a senior Psychology major, talk about Rivera's presentation, "A Comparison of Propaganda Appeals in Spanish and English Magazine Advertisements." Layton also presented at the conference.



PHOTOS BY KEITH BOYER

Events Management Moves to IA

EVENTS MANAGEMENT on campus is taking a new turn. The events management operation, initially established last fall within the President's Office, has moved to the Institutional Advancement Division.

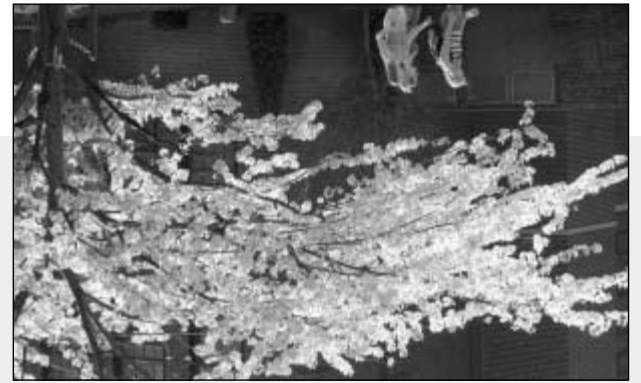
Kyle Campbell, who has worked for the last several years in the School of Continuing Education, is leading the operation and is assisted by Mary Greb, a former Aramark manager who has worked in the President's Office operation for the last several months.

Mary Morgan, who left her position as assistant director of Alumni Relations to work in the initial events management operation, has returned to her role in the Alumni Relations Office to resume her work with alumni chapters, the Student Alumni Association, and other key projects.

"We are glad to have Mary Morgan back in our Alumni Relations Office, where her talents are sorely needed," said Robert Davies, vice president for Institutional Advancement. "As for shifting the operation from the President's Office to IA, we're hopeful that the operation can play a key role in acting as clearinghouse for events information—although the operation will not supervise and manage all events. Kyle Campbell and Mary Greb are welcome additions to our division." ∞

New Degree...

continued from page 1
and the information technology management track, which is TST focused and concentrates on the Internet, security issues, and integration of new technologies. ∞



- For all dates, events, and details, see the online Central Calendar by accessing www.iup.edu; follow the link marked "Calendar."
- April 21**
 - The Clarks, Fisher Auditorium
 - Proceeds benefit Music Department)
 - April 27**
 - Schaffer Speaker Series: Joe Paterno
 - Proceeds benefit IUP Libraries)
 - April 30**
 - Cogswell Hall Rededication
 - May 2**
 - Classes end
 - May 4**
 - Finals begin
 - May 11**
 - Council of Trustees Meeting
 - Residential Revival
 - Groundbreaking
 - May 13**
 - Commencement

IUP CALENDAR

Indiana University of Pennsylvania
Communications Office
322 Sutton Hall
1011 South Drive
Indiana, PA 15705-1046
111501 110101 71210 610000

Nonprofit Org.
U.S. Postage Paid
Permit No. 198
Indiana, PA 15701