

### **Industrial/labor relations expert to head Ball State's business college**

Ball State University has appointed Rajib Sanyal, an expert in industrial and labor relations, as dean of its Miller College of Business.

Sanyal, who has been the business college dean at Northern Michigan University in Marquette since 2005, will join Ball State on June 1. He was selected after a national search which brought three candidates to campus for interviews.

"We are pleased that Dr. Sanyal will be joining the Ball State family and the Muncie community," said Ball State Provost Terry King. "Dr. Sanyal brings with him solid administrative skills and unique national and international business experience. We believe he is the right person to join our team to assist the university in meeting the goals of its strategic plan. We look forward to his initiatives."

Sanyal will be responsible for leading the nationally recognized academic and research operations of the Miller College of Business, which is accredited by AACSB International — the Association to Advance Collegiate Schools of Business.

"I am absolutely delighted to be given this chance to lead the Miller College of Business," Sanyal said. "The college and Ball State represent what a high-quality institution should be. I enthusiastically share Provost King and President Jo Ann M. Gora's bold vision of creating a nationally distinctive university with a vital emphasis on immersive learning.

"Miller College and Ball State are well-respected on a national level, thanks to their entrepreneurial approach. I am glad to be part of the team participating in this exciting change and am looking forward to arriving on campus."

During his tenure at Northern Michigan, Sanyal developed and implemented a strategic plan for the business college, developed and implemented a fundraising plan, built a financial trading lab, created a student management investment fund and established a new business venture competition.

He also facilitated an interdisciplinary student-run business, designed and implemented a support staff development program, successfully addressed midterm reaccreditation issues, and increased hiring of new faculty from underrepresented groups.

Prior to Northern Michigan, Sanyal was an American Council on Education Fellow during 2004-05 at George Mason University. Beginning in 1987, he was a faculty member at the business school of the College of New Jersey, formerly Trenton State College. He served as a division head (department chair) from 2000-04 as well as director of the nonprofit management certificate program.

He received his doctorate from Georgia State University and a master's from University of Wisconsin-Madison. His undergraduate degrees are from the University of Calcutta and University of Delhi.

Sanyal will succeed Interim Dean Rodney Davis, who has led the business college since 2007.

"We're grateful for Dr. Davis' service during the last few years," King said. "He not only managed the Miller College of Business, but he led its faculty, staff and students with foresight and integrity. Dr. Davis' relationship with the faculty and students and his knowledge of the university made him the ideal interim leader."

### **Emerging media stimulus could create 200,000 jobs in three months**

Ball State University has developed an emerging media stimulus proposal for President-elect Barack Obama's American Recovery and Reinvestment Plan (ARRP) that could yield a potential 200,000 jobs nationwide as early as March.

The initiative, developed by the university's Digital Policy Institute (DPI), would bring next-generation broadband service to rural and traditionally underserved areas of the country and immediately create jobs — the only such economic stimulus plan being proposed to Congress that accomplishes both, says Robert Yadon, DPI's senior research fellow.

Endorsed by the Organization for the Promotion and Advancement of Small Telecommunications Companies (OPASTCO), the initiative — "Deploying Next-Generation Broadband Service to Rural America" — provides the blueprint for rural telephone companies to extend advanced broadband services beyond cities such as Baltimore and Portland, Ore., where successful efforts resulted in the immediate creation of new jobs, increased production for computer and PDA manufacturers and billions of dollars of investment in infrastructure.

If adopted, Yadon says, demand for new fiber optics and equipment will jump immediately, boosting manufacturing. Construction jobs will increase to begin building out the new fiber networks, while more computer engineering professionals will be needed to launch and maintain the system. Consumer electronics companies also will have to ramp up production of devices enabled for emerging WiMAX technologies and opportunities to develop and manage new digital content will grow. And that's just for starters.

## **Speed and range**

"The economic plan proposed by President-elect Barack Obama focuses on investment and transparent dissemination of funds, and we believe our Rural Broadband Initiative accomplishes each of those objectives," explains Yadon. "Our \$28 billion plan could effectively and immediately help bail out our struggling economy as well as cement Ball State and Indiana's reputation as leaders in emerging media."

Ball State has already demonstrated its leadership in the field of emerging media when the university unveiled its \$17.7 million Emerging Media Initiative (EMI) in December 2008. The initiative will build on Ball State's historic strengths and will invest institutional and new private resources during the next five years toward making emerging media a pillar industry of the Hoosier economy.

Establishing part of the groundwork for Ball State's EMI was the university being among the first entities in the United States to begin testing Worldwide Interoperability for Microwave Access (WiMAX) in 2006. The technology provides broadband speed without cables. At the same time it improves signal strength and expands the range telecommunications providers can reach from a single transmission and reception point, improving cost efficiency.

The Rural Broadband Initiative adds to the university's continued development and dispersal to rural and underserved areas of the country to what could be the next big thing in wireless computer operability.

On behalf of the small local and rural telecommunications companies in North America that it represents, OPASTCO is advancing the initiative on Capitol Hill. In a letter to Speaker of the House Nancy Pelosi and Senate Majority Leader Harry Reid, OPASTCO President John Rose urged Congress to approve the investment in rural broadband infrastructure.

"OPASTCO believes the plan articulated by DPI presents a 'shovel ready' approach to job creation and infrastructure development," he said.

Most U.S. rural carriers have a first generation, low-speed broadband network throughout much of their service areas. And while many of these networks are capable of delivering true high-speed broadband service, there remain an estimated 5.9 million rural access lines that are unable to connect to advanced broadband telecommunications that offer a wider spectrum of services to more urban and suburban residents. Those options range from online distance education courses to advances in health care coverage afforded by telemedicine.

## **Finding the funds**

In order to provide a next-generation broadband network, rural carriers must have reasonable broadband access to the Internet and deploy fiber optics more broadly within

their customer service areas, says Yadon.

"With federal grants covering the costs of fiber build-out, rural telecommunications providers will have the incentive and ability to turn their efforts toward developing those currently underserved markets, and they will expend significant effort in educating and motivating their new broadband-ready customers to the benefits of next-generation broadband services," he said.

Yadon and economist colleague Michael Hicks, director of Ball State's Center for Business and Economic Research (CBER), have even identified a mechanism for the quick distribution of funds: the ubiquitous Universal Service Fund. According to Hicks, using the same system that helps offset telephone bills to consumers in high cost areas could put the project into motion much quicker than any other proposal being considered.

"Actually, I'd call our proposal 'pre-shovel ready' because the funds will go directly to the rural telephone companies, allowing them to put the plan to work and receiving federal funding as soon as it is approved," Hicks added. "Other plans would have to get filtered through government agencies and would take months to roll out, and that's not what our country needs right now."

### **'World-class' accolades for Ball State's College of Architecture and Planning**

The architecture program at Ball State University's College of Architecture and Planning has earned the distinction of being a world-class program from Design Intelligence.

In its inaugural publication, "The Cramer Report: America's World-Class Schools of Architecture," Design Intelligence listed the architecture department among America's best. In its related publication, the 2009 edition of "America's Best Architecture and Design Schools," the organization cited the undergraduate landscape architecture program as the eighth best in the nation — marking the third straight year it has made the top 10 — and the graduate program as the fifth best.

The world-class stamp is substantive because it is based on the programs' current rankings and those over the last 10 years. It is also based on ratings by academic deans and chairs from around the country, overall campus environment and student evaluations, and program accreditation, noted Guillermo Vasquez de Velasco, dean of CAP.

"Our consistent national rankings are based on our ability to continue to attract the best students, retain our outstanding faculty and engage our amazing alumni," he said.

Along with earning high overall rankings, the landscape architecture department scored strong marks in the assessment of skills related to design, computer applications and sustainable design practices; all happen to be well-known areas of excellence at Ball State, Vasquez de Velasco added.

"America's Best Architecture and Design Schools" is based on the hiring experiences of leading U.S. employers who are polled regarding which accredited programs produce the best-prepared graduates.

The most recent national Architect Registration Examination rates of success statistics stand as evidence of how well CAP's architecture department graduates are prepared, Vasquez de Velasco added, noting that CAP graduates performed exceptionally well in the following divisions of the exam:

- mechanical and electrical systems — fifth
- materials and methods — 10
- site planning — 13
- pre-design — 20

### **Improvements will make Ball State even more accessible**

Ball State has received a three-year, \$427,000 grant from the U.S. Department of Education that will enhance the university's ability to provide increased benefits to students with disabilities.

The Ensuring a Quality Education for Indiana's Students with Disabilities grant will enable the university to increase its faculty mentoring and tutoring programs. It also will help create a lecture series and high school outreach program.

The university will expand its faculty mentorship program, which this year will bring together 45 faculty members from all seven colleges and 33 departments who volunteer to mentor a student who has a disability, providing leadership, guidance and resources throughout their college experience. Visit [www.bsu.edu/dsd/participants](http://www.bsu.edu/dsd/participants) for a complete list of faculty mentors.

A lecture series, which will include 15 speakers over the next three years, also has been formed to educate faculty and staff on best practices and current issues when working with students who have disabilities.

The university's Learning Center will expand its tutoring and study strategies assistance by providing additional training for its tutors in order to better work with students who have disabilities.

Ball State also will work with Indiana high schools to facilitate speaking engagements and outreach opportunities, designed to assist students with disabilities in their transition to college. Other efforts will include creating and distributing educational brochures and DVDs to all Indiana school systems.

Larry Markle, director of Disabled Student Development, says the grant will not only provide the necessary means to extend the many services and programs Ball State already

offers, but also educate faculty on how to better work with and accommodate students with disabilities in the classroom.

"With all of our classrooms already accessible to every student, the cornerstone of this initiative will be to help build healthy, long-lasting relationships between faculty and students with disabilities," Markle says. "The creation and expansion of these programs and services will allow every student equal opportunity to succeed at the university."

For more information, log on to [www.bsu.edu/dsd](http://www.bsu.edu/dsd) or contact Markle at 765-285-5293.

### **Ball State to celebrate Unity Week with inaugural flair**

Johnnetta Cole, known for her role as the first African-American female president of Spelman College, will speak Jan. 21 at Ball State University as part of the campus' Martin Luther King Jr. observances.

Cole will deliver her address, "From Dr. Martin Luther King to President Barack Obama: A Dream Realized?" at 7 p.m. in Pruis Hall. The event is free and open to the public.

Cole served as president of Spelman College from 1987 to 1997. During her time there, the college's freshman class had the highest SAT averages of any historically black college or university in the country and was rated in 1996 by Money magazine as the number one historically black college in the nation.

Cole later served as president of Bennett College, where she founded the Johnnetta B. Cole Global Diversity & Inclusion Institute.

To kick off Unity Week events, the annual Martin Luther King Jr. Day Concert features "Music of the Civil Rights Era" at 7 p.m. Jan. 15 in Sursa Hall.

Unity Week events continue Jan. 19 with the Martin Luther King Jr. Day breakfast at 7 a.m. in the Alumni Center. The event is free and open to the public. A candlelight civil rights march that day will begin at 6:30 p.m. at Muncie City Hall, 300 N. High St., and conclude with a 7 p.m. ecumenical service at Christ Temple Church, 654 N. Jefferson St.

Other Unity Week events include:

- Monday, Jan. 19 — Martin Luther King Jr. Day of Service, from noon to 3 p.m. Those interested should meet in the Pittenger Student Center, Room 118.
- Tuesday, Jan. 20 — Presidential inauguration watch celebration, 10 a.m. to 2 p.m., Student Center Cardinal Hall, and inauguration panel discussion, 7 p.m., Pruis Hall.
- Thursday, Jan. 22 — Human Race Machine, all-day events at the Atrium of the Arts and Journalism Building.
- Friday, Jan. 23 — Diversity Dance Revolution from 7 to 10 p.m., Irving Gymnasium.

- Saturday, Jan. 24 — The Unity Pageant will crown a Miss and Mr. Unity starting at 3 p.m. in Pruis Hall.

All events are free and open to the public with the exception of the pageant. Tickets cost \$3 in advance and \$5 at the door.

Unity Week events are sponsored by Black Student Association, Asian American Student Association, Latino Student Union, Spectrum, Housing and Residence Life, Office of Institutional Diversity, the Multicultural Center and Student Life and Student Affairs.

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## **ON CAMPUS**

### **Christy Woods greenhouse tours offered**

The Christy Woods staff is offering greenhouse tours at 1 p.m. on Saturdays in January. The guided tours are part of the Field Station & Environmental Education Center's quarterly programming and are free and open to the public.

Those interested in participating should meet at the orchid greenhouse near the south gate to Christy Woods. Parking is available in lot G13, south of the greenhouse. The tour will last approximately an hour.

For more information, visit [www.bsu.edu/fseec/environment](http://www.bsu.edu/fseec/environment) or call the Christy Woods office at 765-285-2641.

### **Greet the new year with a Fitness Extravaganza**

Start the new year with a resolution to get healthy by participating in the Ball State Employee Fitness Extravaganza. The extravaganza is a seven-week program that allows university employees to pick an activity, track it for their designated team, and have fun. Group activities to participate in include basketball, racquetball, dancing, running, swimming and joining an instructional program. A collection of employee-focused activities can be found at [www.bsu.edu/workingwell](http://www.bsu.edu/workingwell). Pick one or work out on your own — the goal is to be active.

The Fitness Extravaganza kicks off January 19 and will continue through March 6. Participants are asked to track their activities for the next seven weeks to feel better, reduce stress, burn calories and contribute to their team's participation.

To track activity, employees working out on campus need only swipe their employee ID cards at Ball State facilities. Those exercising off campus can log their time and distance at [www.bsu.edu/workingwell](http://www.bsu.edu/workingwell) or call 765-285-9355 for a paper log.

To learn more about the extravaganza and to track team standings on a weekly basis, log on to the Working Well Web site or contact Patty Hollingsworth, director of the Working Well program, at 765-285-9355.

### **Ball State Web site named North American Site of the Year by content management provider**

Ball State's Web site continues to bring home honors with its recent distinction of Site of the Year for North America as named by its content management system provider. Since its launch in 2007 with Sitecore, a leading national provider of content management system software, Ball State's online initiatives have been recognized by numerous collegiate and online organizations. The Web site has won four prestigious awards and played a key role in a nearly 40 percent growth in student applications over three years.

"Sitecore is the perfect fit for Ball State. With it, we are able to develop and maintain thousands of pages managed by hundreds of content providers across campus while still sustaining a consistent brand that succeeds in telling our story to various audiences," said Julie Tuttle, Ball State's Web managing editor.

Sitecore judges considered creativity, user experience and the Web site's ability to educate when determining Ball State as its North American award winner.

Tom Taylor, Ball State's vice president for enrollment, marketing and communications, said Sitecore has been invaluable to the university's commitment to delivering a distinct and consistent brand experience for its students.

Other recent recognitions of the Web site include:

- eduStyle award for Best Overall Site of the Year, as determined by a panel of judges surveying collegiate Web sites throughout the United States. The Ball State Web site was also nominated for Best Redesign and Best Home Page.
- collegewebeditor.com award for Best Student Blog
- Official Webby Honoree for 2008, making the site eligible for an award at the Webby Awards — the leading international award for Internet excellence
- Circle of Excellence Award — Silver Medal, in the Complete Institutional Web Site category, from the Council for the Advancement and Support of Education (CASE)
- Award of Merit in the Internet/Web site category, from the Admissions Advertising Awards, given by the Admissions Marketing Report.

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## **IN THE NEWS**

### **Ball State University**

The Chicago Tribune featured Ball State in a Jan. 5 article, "Poll: Hoosiers Would Pay More for Better Schools." A poll released by Ball State found Indiana residents would support higher taxes. Sixty-one percent to 71 percent of Indiana residents would support higher taxes for improvements in schools, better health care and stronger environmental protection.

**Cecil Bohanon**, professor of economics

Bohanon wrote a Jan. 4 guest column in the Indianapolis Star, "Coming Up Short, How Should Legislators Best Continue Property Tax Reform While Crafting Changes to Make Local Government Service More Effective?" He said legislators should carefully examine each option they have before making a decision. Bohanon said the government could consolidate functions by reducing government units, consolidate authority to an elected executive and board or require taxpayer approval of tax rates.

**President Jo Ann M. Gora**

Gora wrote about the university's Emerging Media Initiative in a Jan. 13 guest column for the Indianapolis Star, "Staying Ahead of Curve with Emerging Media." She said Indiana has been facing economic challenges for more than 25 years. "We are making important progress in diversifying Indiana's economy, but new economies demand new thinking," Gora said. "The Emerging Media Initiative is an obvious next step for an entrepreneurial university such as Ball State. Leveraging the kind of public-private partnerships that go back to the university's roots, we will develop critically needed human capital and further diversify Indiana's economy by growing a sector that touches every Hoosier every day."

**Michael Hicks**, director of the Center for Business and Economic Research

Hicks was quoted in a Jan. 11 Fort Wayne Journal-Gazette article, "Leaner Government May Not Cut Taxes." A draft report of a study from Ball State on the issue of cost savings said that if all government units were to become as efficient as the average, not the best, taxpayers could save \$630 million a year. The estimate doesn't include savings from school consolidation. "What we've observed, and other studies have said the same thing, is that there are a lot of reasons for consolidating government and cost savings is not the only one, but an important one," Hicks said.

**Leonard Kaminsky**, professor of exercise science

The Atlanta Journal and Constitution quoted Kaminsky in a Jan. 5 article, "Don't Starve a Cold of Exercise." He conducted a study to see how colds affect exercise. First, he tested the lung functions and exercise capacity of all subjects. Then, a cold virus was dropped into the subjects' noses, and all caught head colds. After two days, the subjects exercised by running on treadmills at moderate and intense levels. The researchers reported that having a cold had no effect on lung function or exercise capacity. "I was surprised their lung function wasn't impaired," Kaminsky said. "I was surprised their overall exercise performance wasn't impaired, even though they were reporting feeling fatigued."

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## SPOTLIGHT

### Recognition

**Sean Lovelace**, Department of English, winner of the 2009 Rose Metal Press Short Short Chapbook Contest. His short fiction collection, "How Some People Like Their Eggs," will appear in summer 2009.

### Publications

**Nancy Brooks**, Department of Educational Studies, co-author, "The Con/text of Mary Sheldon Barnes (1850-1898): A Hermeneutic Inquiry," *Curriculum & Teaching Dialogue*, Vol. 10, pages 101-115, 2008.

**David Concepción**, Department of Philosophy and Religious Studies, Mellisa Holtzman, Department of Sociology, and Paul Ranieri, Department of English, "Sustaining Student and Faculty Success: A Model for Student Learning and Faculty Development," *International Journal of the Scholarship of Teaching and Learning*, Vol. 3, No. 1, January 2009.

**Justin Crane, Jared Dickinson, Matthew Harber, Bozena Jemiolo, Ulrika Raue, Scott Trappe and Todd Trappe**, Human Performance Laboratory, "Protein Synthesis and the Expression of Growth Related Genes are Altered by Running in Human Vastus Lateralis and Soleus Muscles," *American Journal of Physiology: Regulatory, Integrative and Comparative Physiology*, Dec. 31, 2008.

**Mark Groover**, Department of Anthropology, co-author, "Blue Beads as African-American Cultural Symbols," "Perspectives from Historical Archaeology: African Diaspora Archaeology," edited volume, PAST Foundation, pages 361-387, 2008.

**James McKenzie and Denise Seabert**, Department of Physiology and Health Science, co-authors, "Textbook Writing: A Form of Professional Development," *Health Promotion Practice*, Vol. 10, No. 1, pages 10-14, 2009.

### Presentations

**James Hendricks**, Department of Criminal Justice and Criminology, "Online Education in Criminal Justice: What We Know and Where We Go?" 29th annual American Reading Association Conference, Sanibel, Fla., December 2008.

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