

### **Study finds students skew poverty rates in some college towns**

A 2006 U.S. Census report on poverty rates in Indiana may not properly reflect underlying poverty in certain communities because it counts thousands of young college students, says a new Ball State University study.

The analysis of several Hoosier communities with high poverty rates found that "the inclusion of college students misrepresents the underlying levels of poverty in the community" said Mike Hicks, director of Ball State's Bureau of Business Research.

"It is difficult to estimate exactly the number of students in poverty," Hicks said. "But for students to avoid our definition of poverty, they would have to be living with a family above the poverty level or make a little more than \$10,000 per year in income."

"We know that the average college student doesn't make much money while enrolled in classes," he said. "Most are living on incomes earned from summer jobs, grants and loans, or from money given to them by their parents."

The influence of the poverty definition on some regions was exacerbated in 2006 by the federal census report that included residents living in "group quarters." In past estimates, individuals living in prisons, military barracks, long-term care facilities and college residence halls were excluded from the poverty estimates. As of 2008 the Census apparently has decided to reverse this inclusion of group quarters data on poverty estimates.

Including college students in the poverty data makes it very difficult for communities to focus on the real factors contributing to poverty in their communities, Hicks said.

"Indiana has a larger problem of low wage workers rather than actual poverty, and counting students as part of the truly impoverished doesn't help us understand the challenges of low wage earners," he said.

Hicks found that West Lafayette and Lafayette, which have a combined population of about 148,000 residents — including 40,000 Purdue University students — have a 38.2 percent poverty rate. But when the 27 percent student poverty rate is removed from the equation, the rate drops to 11.2 percent.

With a total population of 120,000, Bloomington is the home for the main campus of Indiana University and its 39,000 students. According to the study, city's census poverty rate would actually drop from 29.6 percent to about 6-7 percent after eliminating students.

In other communities, census poverty rates also fall when students at residential universities are excluded:

- Muncie's (including Ball State) drops from 23.1 percent to 7.8.
- Terre Haute's (including Indiana State University) goes from 19.2 percent to 9.3 percent.
- Marion County (including Butler and Indiana University Purdue University Indianapolis) falls from 16.9 to 12.9.
- South Bend (including Indiana University-South Bend and Notre Dame) goes from 16.7 to 12.3 percent.

Hicks pointed out that the Gary-East Chicago metro area had a population of 490,000 and several universities, including Indiana University-Northeast and Purdue University-Calumet, but the presence of college students did not have a major impact on poverty rates. The area's poverty rate fell from 24.4 to 22.9 percent when factoring in college students.

"We know the presence of a significant number of college students in a region could artificially drive up the poverty rate, but it's not exploding like the census reports lead some to believe," he said. "And, this hardly tells a meaningful story about poverty in our communities."

Hick's analysis is part of a three-part report, "Understanding Regional Poverty: What is Poverty." It may be found at [www.bsu.edu/bbr](http://www.bsu.edu/bbr).

### **'Inbox full' to be a problem of the past with Ball State's new e-mail offerings**

Opening your inbox and finding it full will be a problem of the past now that Ball State has changed its e-mail offerings for students, with university e-mail accounts. Students now have the option of switching their "@bsu.edu" e-mail address from the university's internal e-mail system to an outside mail system of their choosing, hosted either by Google or Microsoft. The change will provide students with 7 or 10 GB of storage compared to the 12 megabytes (MB) Ball State offered them off in its internal system.

By moving students off the internal system, Ball State will free up space for increased storage capacity in employee mailboxes still on the university's internal system, said Sarah LaChat, a University Computing Services (UCS) technology coordinator.

"We will be able to give employees even larger mailboxes, with 200 MB of space," she said. Employees currently have 50 MB of storage in their inboxes on Ball State's internal e-mail system.

University officials say thousands of students already have their Ball State e-mail forwarded to outside servers of their choosing. Beginning with next year's freshman class, incoming students will no longer be given a mailbox on Ball State's system but will instead be required to set a forwarding address to an existing e-mail account. If they don't already have an e-mail account or want to use Google Apps or Microsoft Exchange Lab, they can choose from those options as well.

After they graduate, students also can continue using their "@bsu.edu" e-mail address and use additional e-mail addresses with the "@bsu.edu" tag. The option will allow alumni to create multiple aliases while continuing to route his or her e-mail to one destination. "Say a former student gets married and wants to change the name on their e-mail, this will be an easy way to do it," LaChat said. "Professionally, it might also be a good idea when it comes to listing your e-mail address on your resume, too."

UCS staff say Ball State is months ahead of other universities looking to make similar changes to the maintenance of their internal e-mail systems. Colleges nationwide are re-examining existing services now that students have grown accustomed to the offerings—and larger storage capacity—of providers such as YahooMail, Hotmail and Gmail.

Ball State unveiled its plans for a new e-mail system Oct. 23 during Tech4U, a daylong event that introduced the campus community to emerging digital technologies.

LaChat said employees will not have the same options as students to be a part of either Google Apps or Exchange Labs. "We don't have an easy way to 'override' this right now because of how we are managing things," she said. "It may be possible to add exceptions at some point but not at the moment."

### **When it comes to marketing, e-mail, direct mail rule over social networks**

Despite the growing popularity of social networks such as MySpace and Facebook, young adults say they pay more attention to marketing messages from e-mail or direct mail, according to new research from Ball State University and ExactTarget.

"Messaging Behaviors, Preferences and Personas," a white paper prepared by Ball State's Center for Media Design (CMD) and Indianapolis-based ExactTarget, an on-demand e-mail and one-to-one marketing company, found that 18- to 34-year-olds claim they are more likely to be influenced to make purchases based on e-mail marketing messages and direct mail than from advertisements or marketing messages on social networks.

"It is too easy to assume that the media consumers choose for their own news, information and entertainment are by default the best media to use for marketing messages," said Mike Bloxham, CMD's director of Insight and Research. "This is a

dangerous assumption to make in a time when consumers are becoming increasingly aware of their level of control over their media experiences."

The white paper not only shares the results from this research on consumer behaviors and preferences, but it also provides marketers with insights to consider when structuring a campaign targeting the six different personas identified in the research. These personas include wired consumers, young homemakers, retirees, college students, teens and established professionals.

The study combines CMD's observational data on people's media use and exposure with ExactTarget's data on consumers' attitudes toward marketing messages received through distinct channels.

Additional findings include:

- Twenty percent of wired consumers have subscribed to marketing communications via text messaging, more so than any other group, but they want to receive texts only for urgent customer service issues such as financial alerts or travel updates.
- More than 50 percent of young homemakers use social networks and text messaging during the day, but direct mail and e-mail are their two preferred marketing channels.
- Eighty-one percent of retired consumers have purchased online, and 94 percent have been influenced by some form of direct marketing to make a purchase.
- College students are very spam-savvy and believe private communication channels such as text messaging and social networks are completely off limits to marketers.
- Teens use social networking more than any other group but are more likely to make a purchase from direct mail, followed by e-mail, text messaging and social network sites.
- Women are more likely than the men in the established professionals group to use new digital media channels such as instant messaging (IM), text messaging and social networking to communicate with friends and family, but men and women alike shop online, with 92 percent of the consumers in this group having made an online purchase.

"Our goal with this white paper is to help marketers develop subscriber profiles and create effective one-to-one communications targeted to each individual subscriber," said Morgan Stewart, ExactTarget's director of research and strategy. "The research findings fall right in line with our 'subscribers rule' philosophy, where we challenge marketers to put customers' needs and wants before their own and let subscribers' preferences and interests rule the one-to-one marketing relationship."

## **Ball State celebrates Islamic Awareness Week**

Ball State's Rinker Center for International Programs is sponsoring an Islamic Awareness Week. Events begin Monday, Oct. 27, and all activities are free and open to the public. Kenneth Holland, dean of the Rinker Center for International Programs, said the purpose of the week is to provide information to students, faculty and community members about Islam and the cultures of Muslim nations.

"Ball State is actively pursuing students from Muslim countries," Holland said. "It is important that Ball State students have an understanding of the different cultures that are on campus."

Islamic Awareness Week events include:

- Tuesday, Oct. 28 – "Understanding Islam: An Introduction," a lecture and Q&A session with Muncie physician, Dr. Saber Bahrami, 7 p.m., Teachers College, Room 101.
- Thursday, Oct. 30 – "Understanding Islam: Student Perspectives," panel discussion, 3:30 p.m., Bracken Library, Room 225. Music performance professor, George Wolfe, will moderate the event.
- Friday, Oct. 31 – "Understanding Islam: Culture and Religion," interactive displays sponsored by the Muslim Students Association, 2:30 p.m., Bracken Library, Room 225.

## **Center for Middletown Studies to host a discussion about Muncie's economy**

The Center for Middletown Studies and the Muncie Public Library will present a talk on the history of local economic development efforts, "Muncie's Response to Economic Change: An Oral History," at 6:30 p.m. Oct. 27 at the Kennedy branch of the Muncie Public Library. The presentation is based on a series of interviews with local civic and business leaders involved in past and current efforts to address long-term economic change in Muncie and Delaware County.

The issue of economic development has been important in Muncie and Delaware County in recent years. The county's leading employers are a university, a medical complex, local government and Wal-Mart. The job market has shifted from high-paying production-line jobs to a mix of professional and service jobs. Jobs that require college or advanced degrees pay well but draw people from different parts of the country or the world. Retail and other service jobs don't require a degree but pay considerably less than the unionized factory jobs Delaware County has lost.

Local civic leaders, business people and citizens have tried to respond creatively and effectively to changes in the county job market. The Community Foundation of Muncie and Delaware County provided support for an effort by allowing the Center for Middletown Studies to interview political and business leaders involved in economic development and to compile transcripts of those conversations in an electronic archive. During the Oct. 27 presentation, James Connolly, director of the center, and interviewers

Warren Vander Hill and Paul Mitchell will present some of the findings from their research.

For more information about the project, contact the Center for Middletown Studies at 765-285-8037 or James Connolly.

### **Former educators leave \$1.6 million to assist Ball State**

A \$1.6 million gift from a former Anderson, Ind., couple will provide unrestricted funding for various programs offered by Ball State University. The university recently received the gift following the death in 2007 of Gilbert Peart. His wife, Marie Alice, passed away the previous year. The couple previously established the Marie Alice and Gilbert M. Peart Scholarship in 1985 to provide financial assistance to students studying music at Ball State.

An Anderson native, she earned her bachelor's degree in 1934 from what was then Ball State Teachers College and a master's degree in education in 1939 from Indiana University. She later taught at junior and senior high schools in Anderson and in Pendleton, Ind.

Her husband also was an Anderson native, receiving a bachelor's degree from Ball State Teachers College in 1934 and a doctorate in education in 1961 from Indiana University. After teaching high school classes in Illinois for seven years, he returned to Anderson in 1941 to marry Marie Alice and teach at Anderson High School.

After teaching in Madison County until the late 1950s, the couple moved to Fresno, Calif. For the next 20 years, he taught business courses at Fresno State College and Fresno City College while she taught French at Clovis High School.

After retiring, the couple created the Fresno-based program "Bowling for the Visually Impaired," when not pursuing their other interests including farming, sailing, traveling and showing bulldogs. Meeting and communicating with their scholarship recipients also was a highlight in their later years.

Unrestricted funds provided to Ball State are considered to be available for general use, providing the financial resources necessary to upgrade technology, maintain facilities, support scholarship programs, and recruit faculty and students.

### **It's not TV: Indiana Court of Appeals panel to hold hearing on Ball State campus**

A three-judge panel from the Indiana Court of Appeals will hear an appeal from Marion County Superior Court on Oct. 28 at Ball State University. The hearing, free and open to the public, begins at 2 p.m. in Pruis Hall.

The appellate court has made previous visits to hear oral arguments at Ball State. Michael Spillman, a telecommunications instructor, said each visit represents a great chance for students to learn how the judicial system works.

"Most of our students have never been in a courtroom, and their idea of a court probably has been shaped in large part by what they have seen on TV," he said. "What's particularly interesting about appellate cases is that there are no witnesses. It's just the attorneys presenting their cases and answering questions from the judges. Some of those questions come fast and furious and can be pretty pointed."

The court will hear oral arguments in the case of Melissa Christian v. state of Indiana. In February 2008, Christian was found guilty of public intoxication, a class B misdemeanor. Her appeal argues that she was on private property when arrested in May 2007 and therefore wrongly convicted. At the time of her arrest, Christian was found trying to break into a truck.

Oral arguments in the case should last an hour, after which Justices John Baker, Elaine Brown and Paul Mathias will take questions from the audience. Appointed in May, Brown is the newest member to the state's appellate court, the second highest court behind the Indiana Supreme Court.

For more information, contact Mike Spillman at 765-285-3749.

### **Ascending entrepreneurs to be honored Nov. 1 by Ball State**

Entrepreneurs making a name for themselves by marketing a popular shoe, creating an overseas coffee shop chain and selling ice cream are finalists for Ball State University's Ascent Award.

Ball State's Entrepreneurship Center will honor the business executives Nov. 1 during a black tie event at the Conrad Indianapolis. Finalists are granted an Ascent Fellowship that offers opportunities to meet and collaborate with other entrepreneurs.

"Entrepreneurship is about the energy, creativity and determination it takes to get to the top," said Michael Goldsby, director of the Entrepreneurship Center and the Stoops distinguished professor of entrepreneurship. "Entrepreneurship is the story of the ascent. The character of the entrepreneur and the power of the venture are fully seen only in the recounting of the journey."

The process of finding an Ascent Award winner began earlier this year with a coast-to-coast search for 10 entrepreneurs who exhibit the spirit of Ball State's Entrepreneurship Center. After the original group is reduced to three by a vote of current entrepreneurship students, the decision is passed to a panel of entrepreneurship alumni. On the day of the awards ceremony, the finalists will share the challenges and successes they have faced.

Past winners include Michael Biddle of MBA Polymers, the world's most advanced recycler of plastics used in durable goods, and Vickie Stringer of Triple Crown Publications, the vanguard in a new genre of fiction known as hip-hop lit.

The finalists are:

Jason Araghi, Green Beans Coffee : After moving to Saudi Arabia in 1995 as a physician to work for the House of Saud, Araghi was asked to build a coffee shop in a princess' lavish furniture store as a place where men and women could socialize. After bringing his brother into the project, they created a coffee shop that quickly became popular place among American soldiers. The company has added 70 stores throughout the Middle East. Most locations are portable 40-foot shipping containers converted to resemble an American coffeehouse. The company, which grosses more then \$20.8 million, is expanding into the United States market by opening coffee shops near military bases.

Lyndon "Duke" Hanson, Crocs Inc.: During a vacation with two other Boulder, Colo., businessmen, Hanson found an innovative type of footwear to market. He had come across a weird sort of clog developed by a Canadian plastics company. It wasn't just that the shoe looked strange, but it also was waterproof. The lightweight resin material the shoe was made of caught his interest. In 2002, the shoe was adapted for boating and became Crocs. In 2005, Crocs sold 6 million pairs of shoes.

Donald and Susan Southerland, Cold Stone Creamery: The couple started their first store in Tempe, Ariz., in 1988 after looking for the perfect ice cream. They made the ice cream fresh in the store every day and people started to recognize its superior taste. In 1990, their first store finally became a hit so they opened another in Phoenix. After they knew they had something, the couple hired more staff to help with the growing company and began to franchise. Today, a Cold Stone Creamery franchise can be found in 49 states and the firm recently opened its 100th foreign franchise.

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## **ON CAMPUS**

### **Beta Alpha Psi's Zeta Omega chapter earns international recognition award**

Ball State University's Beta Alpha Psi (BAP) has continued a long-standing tradition by receiving superior chapter designation for the 2007-2008 academic year.

BAP is an honorary association for financial information students and professionals. The organization has achieved this honor every year since 1987. Superior chapter recognition distinguishes excellence in academics, professionalism and leadership, and is the highest honor that a BAP organization can receive.

"I am very proud of the BAP members. Attaining this status is a result of their hard work," said Mark Myring, faculty advisor to Ball State's Zeta Omega chapter since 2002.

To be accepted for membership to BAP, students must complete a community service and professional development program.

## **IPR celebrates 'War of the Worlds' 70th anniversary with re-enactment**

A cast of local actors and musicians will perform the original script of "War of the Worlds" at 7:30 p.m. Oct. 30 at Pruis Hall to celebrate the 70th anniversary of Orson Welles' fabled radio drama.

The audience at Pruis Hall will experience what the audience in a New York City studio saw 70 years ago when "War of the Worlds" was first broadcast over NBC's "red network." The actors will read lines into a single microphone while musicians await cues and sound effects engineers rattle tin and ring bells.

Orson Welles scared millions of radio listeners using a modernized version of the science fiction novel by H.G. Wells to create the so-called "panic broadcast" of "War of the Worlds." The book originally took place in England and described Martians killing earthlings with heat rays. Writer Howard Koch adapted the story for radio by adding radio bulletins and setting the invasion near Princeton, N.J.

The cast of the 2008 IPR production includes: Roy Budd, Ann Johnson, Gary Demaree, Brett Busby, Rodney Richey, Jim Needham, John Disher, Stan Sollars, Phil Bremen, Marty Grubbs, Terry Coffey, Robby Tompkins, Al Rent, Mike Gerhard, and Marcus Jackman. Musicians from Ball State's School of Music and the Muncie Symphony Orchestra will provide the music, and sound effects technicians will help to create an authentic old-time radio atmosphere. Brian Boswell, a doctoral candidate and graduate assistant in the digital storytelling program at Ball State, is directing the production.

Tickets for the show are available at the Emens Box Office (765-285-1539) or any Ticketmaster outlet for \$10 (\$5 for students). Free parking is available in the Emens Parking Garage. Tickets can also be purchased at the door.

The broadcast will begin at 8 p.m. on all IPR stations and via the Web at [www.bsu.edu/ipr](http://www.bsu.edu/ipr). Audience members who come to Pruis Hall are encouraged to dress in '30s attire for a chance to win a prize.

The broadcast also will be shown in Second Life. Visitors to Ball State's virtual campus can view the performance at Sursa Hall and other virtual on-campus venues beginning at 8 p.m.

Sponsors for the IPR program include Ball Memorial Hospital, the Department of Telecommunications and College of Communication, Information, and Media at Ball State, with assistance from Ball State's Department of Theatre and Dance and the School of Music. It will be engineered by Indiana Public Radio. Proceeds from ticket sales will benefit IPR.

Indiana Public Radio is a service of Ball State University, a Public Radio International affiliate and a National Public Radio member station. Its format includes NPR, news and classical music broadcast on WBST-FM 92.1 Muncie, WBSB- FM 89.5 Anderson,

WBSW-FM 90.9 Marion, WBSJ- FM 91.7 Portland, and WBSH- FM 91.1 Hagerstown-New Castle. Online audio streaming is provided at [www.bsu.edu/ipr](http://www.bsu.edu/ipr).

### **Computer science conducts digital forensics lab for students**

On Oct. 25th, University Computing Services and the Department of Computer Science hosted "Hands on Digital Forensics" for approximately 20 high-ability middle school students from east central Indiana. The Saturday program was run through the Indiana Academy Department of Outreach. The students received a lecture on computer forensics and training on Forensic Toolkit 1.8 and EnCase Neutrino. The software programs allow investigators to easily analyze contents of hard drives and mobile devices. This type of hands-on learning lab is rare in the field of computer forensics for middle school students.

### **New speaker announced for Petty Memorial Lecture**

The 20th annual Edmund F. Petty Memorial Lecture will be presented by guest lecturer Reed Kroloff at 5 p.m. Oct. 30 at the Ball State University Museum of Art.

Kroloff, Cranbrook Academy of Art and Museum director, is also an independent architectural consultant and commentator and has served as editor-in-chief of Architecture magazine. He has worked on a variety of projects that total over \$500 million in construction costs and is an adviser of architectural design to clients such as the U.S. Army Corps of Engineers.

The Petty family, along with funds from the Margaret Ball Petty Foundation and the Ball Brothers Foundation, established the Petty Memorial Lecture Fund in 1987. Its purpose is to bring nationally recognized artists or art historians to Ball State's campus.

The lecture is free and open to the public, with a reception following. There will be a dinner with Kroloff following the lecture; the cost is \$40 for Friends of the Museum members and \$48 for nonmembers. Visit [www.bsu.edu/artmuseum](http://www.bsu.edu/artmuseum) for more information and to make dinner reservations.

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## **IN THE NEWS**

**Mike Bauer**, director of forensics and communications studies instructor

Bauer was quoted in an Oct. 2 Anderson Herald-Bulletin article, "VP Debate: Biden, Palin Prepared, Cordial." Bauer said debaters need to exude confidence. "We try to get students excited about what they're talking about and show they believe in it, in both their voice and their gestures," he said. "So far, I've been impressed with both candidates, with their ideas and how they've expressed those ideas. They've begun the debate very well."

**Mike Bloxham**, director of Insight and Research, Center for Media Design

Bloxham was quoted in an Oct. 21 Biz Report article, "Marketing Via Social Networks a No-No?" A study by ExactTarget and Ball State's Center for Media Design said young Internet users, between ages 18 and 34, are more likely to be influenced by e-mail messages and direct mail than by marketing on social networks. "It is too easy to assume that the media consumers choose for their own news, information and entertainment are, by default, the best media to use for marketing messages," Bloxham said. "This is a dangerous assumption to make in a time when consumers are becoming increasingly aware of their level of control over their media experiences." The study was published by 34 media outlets and 39 bloggers.

**Vernon Draper**, assistant director of networking and communications integration

Inside Indiana Business quoted Draper in an Oct. 17 article, "Ball State Researches Mobility of Broadband Wireless Systems." Ball State's Office of Information Technology and the Center for Information and Communication Sciences are conducting research to examine WiMAX's capabilities. Draper said experimentation of the system's ability to transmit to mobile units will be an objective of the study. "In the ideal world, all mobile communications equipment would have the ability to receive data, voice and video no matter where you are or how fast you are moving," he said. "This technology has the potential to allow moving vehicles, including trains, planes and buses, to pick up video services. That could open up doors for new services to be delivered to commuters."

**Steve Fulton**, director of new media, Ball State University Alumni Association

Fulton was quoted in the October issue of Currents magazine in the article, "Get a Life: University Fetes Alumni in a New Venue." In May, Ball State held a tour for alumni on its Second Life campus. John Fillwalk, a Ball State associate professor of art, created Ball State Island on Second Life. "Alumni that attended resided in seven different states and three different countries," Fulton said. Some of the attendees weren't Ball State alumni. "There was a lot of interest from other universities who are leery about taking the next step...and stopped in to check it out," he said.

**President Jo Ann M. Gora**

Gora was quoted in an Oct. 13 Seymour Tribune article, "BSU President Emphasizes Leadership at Speaker Series." Gora said Ball State's "Education Redefined: Strategic Plan 2007-2012" has helped students become more immersed in education, and by doing so, helped them become good leaders. She spoke Oct. 9 at the Leadership Jackson County 21st Century Distinguished Speaker Series at Jackson County Education Center in Seymour. Gora said collaboration, caring and communication are three critical elements of developing good leaders. When thinking about leadership and using immersive learning, Gora cited sixth-century B.C. Chinese philosopher Lao Tzu: "The wicked leader is he who the people despise. The good leader is he who the people revere. The great leader is he who the people say, we did it ourselves."

**Robert Koester**, director of Center for Energy Research/Education/Service (CERES)

The Chronicle for Higher Education quoted Koester in an Oct. 17 article, "Economic Woes May Hurt Colleges' Green Efforts." He said the financial crisis "amplifies the significance of being off grid and locally sourced." Colleges with renewable-energy systems, such as solar panels and wind turbines, will be rewarded. Inflation can't affect the sun or the wind. The challenge will be paying for installations of renewable-energy projects amid tight budgets. "One of the problems with green investment is that it is always looked at in terms of first cost and years until payback, which frames the purchase pessimistically," Koester said.

**Robert Yadon**, director of Applied Research Institute

Yadon was quoted in a Broadbandcensus.com Oct. 21 article, "Indiana Universities Leading Broadband Investments On- and Off-Campus." Since 2005, Ball State has been known as one of the nation's top wireless campuses. Ball State researchers are experimenting with forward-looking technology wireless applications and cutting edge WiMAX technologies. "Strategically, it makes sense if you're going to extend your campus beyond the bricks and mortar and into the university community and beyond," Yadon said. "When WiMAX became available, initially in Europe, that's when we made the early move to utilize a new frequency (802.16e) and began testing and mapping the coverage area."

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## SPOTLIGHT

### Presentations

**Kevin Gerrity**, School of Music, "The Impact of Methods Course Participation on Preservice Music Teachers' Expectations for Secondary General Music Students," annual conference, Mid-Western Educational Research Association, Columbus, Ohio, Oct. 17, 2008.

**Van Nelson**, Department of Computer Science, "A Nine-Year Study on Predicting Success in Three Different Freshmen Mathematics Courses," annual conference, Mid-Western Educational Research Association, Columbus, Ohio, Oct. 17, 2008.

**Todd Trappe**, Human Performance Laboratory, "Influence of Aging, Unloading, Exercise and Gender on the Extracellular Matrix in Skeletal Muscle and Tendon of Humans," symposium, American Physiological Society Intersociety Meeting, "The Integrative Biology of Exercise-V," Hilton Head, S.C., Sept. 26, 2008.

**Donald Whitaker** and **Sherry Woosley**, Office of Academic Assessment and Institutional Research, "Engaging Students in Assessment," National Conference on First-Year Assessment, San Antonio, Oct. 14, 2008.

**Sherry Woosley**, Office of Academic Assessment, co-presenter, "MAP-Works: An Example of Best Practices in Assessment," National Conference in First-Year Assessment, San Antonio, Oct. 14, 2008.

### **Service**

**Kevin Gerrity**, School of Music, proposal reviewer for the 2008 Mid-Western Educational Research Association's annual conference, Columbus, Ohio, Oct. 17, 2008.

**Martha Payne**, Department of English, and **Peg Shaffer**, Department of Philosophy and Religious Studies, organized Freshman Connections panel "Religious Communities and the Environment," Oct. 14, 2008.

**Mei Zhong**, School of Music, vocal master class, two seminars for Department of Music, University of Central Missouri.

### **Creative Endeavors**

**James Helton** and **Mei Zhong**, School of Music, performed a vocal recital at Hart Recital Hall, University of Central Missouri.

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