

EMERGING MEDIA: Students immerse themselves in emerging media by launching webisodes

Want to know what's going on in college dorms these days? Ball State University students employ emerging media to offer an insider's perspective.

More than 50 Ball State University students worked together to create "Evenly Odd," a humorous webisode series with many bonus features. The project, which was coordinated by the College of Fine Arts, the Miller College of Business and the Institute for Digital Entertainment and Education (IDEE), will debut Nov. 10.

Along with the webisode series, students led the creation of a Web site, special features, behind-the-scenes footage and marketing around the story and characters. The in-depth initiative showcases Ball State's leadership in immersive learning and features a newly developed platform for interactive emerging media environments that can be used online as well as on tomorrow's digital televisions, says Rodger Smith, director of IDEE.

"'Evenly Odd' takes advantage of the monumental popularity of short-form video released on the Web and explores a more interactive way to view an online series," he said. "Students were challenged to not only create a series that would engage their peers but to also push the boundaries of emerging media. The students are daily consumers of these technologies, and soon, they will be leaders in this burgeoning industry."

Creating a wide variety of content is not enough, Smith added. Viewers need to be allowed to consume media tailored to their own personal tastes. Accordingly, "Evenly Odd" features a software package developed by IDEE that allows that to happen.

For example, audience members can choose to watch the main storyline or they can freeze it and click on one of the special features, such as one of the Dorm Stories. After viewing the feature, they can go back to the main story or continue exploring more features.

The webisode series will debut at an invitation-only event at 5 p.m. Nov. 10 at the Art and Journalism Building, room 175, or can be viewed later at www.evenlyodd.net.

IDEE is one of four immersive learning institutes created at Ball State and administered by the Center for Media Design as a result of a \$20 million grant from Lilly Endowment

Inc. to fund the Digital Exchange, an initiative expanding opportunities for students to participate in innovative, immersive educational experiences.

Cardinal Communications receives national Outstanding Chapter Firm award

Ball State University's nationally affiliated student-run public relations firm Cardinal Communications received the 2008 Dr. F.H. Teahan National Chapter Award for Outstanding Firm at the Public Relations Student Society of America (PRSSA) International Conference.

Cardinal Communications was recognized as the top firm from among more than 270 chapters represented at the conference, held Oct. 24-28 in Detroit. The award is given annually to the nation's top student-run public relations chapter firm.

Members of Ball State's chapter also gave a panel presentation for other groups interested in improving their student-run firms, according to Robert "Pritch" Pritchard, associate professor of journalism and Cardinal Communications faculty adviser.

"Our students work from August to May each academic year in one of Ball State's premier learning laboratories to produce outstanding public relations, advertising and creative work for our clients," said Ball State senior Jennifer Regnier, executive director of Cardinal Communications. "Reinforcing classroom work and learning real-world public relations tactics is extremely beneficial to all students involved."

Winners of the award are recognized for the management and operation of their firm, professional experience of its staff and results achieved for clients. Cardinal Communications will receive \$400 and a plaque to commemorate the achievement.

Online doctoral degree in nursing gains nationwide interest

Even before the first class has been offered, prospective students from around the country have expressed interest in Ball State University's new doctorate of nursing practice (DNP) program.

"We will be accepting 20 students for the first classes next fall," says Beth Kelsey, interim associate director of the DNP program. "Already we've received extensive interest from nurses around the country."

The School of Nursing has a long-established tradition of innovation and working toward solutions for alleviating the critical shortage of nurses. Graduating high-caliber nurses goes way beyond simply filling a void, and the DNP program will provide leaders for the field of nursing, Kelsey said.

DNP candidates will be nurse practitioners and clinical nurse specialists who currently hold a master's degree in nursing. Part-time students will take eight semesters to complete the program, with courses available during the summer. Nurses will be able to earn a degree that is focused on practice rather than research, Kelsey emphasized.

"The School of Nursing has an excellent track record of offering distance education — our master's degree is completely online — and this will be another avenue that will produce highly skilled graduates to fill the nursing shortage that's affecting the United States and the rest of the world."

Ball State graduates' performance on the most recent American Academy of Nurse Practitioners (NP) Certification Exam is a testament to the School of Nursing's excellence:

100 percent passed the adult NP exam (national pass rate was 90 percent)

100 percent passed the family NP exam (national pass rate was 83 percent)

Many of the graduates of our master's nurse practitioner track are now expressing interest in the DNP program. Their experience has shown them that Ball State offers a first-class program, Kelsey said.

"The American Association of Colleges of Nursing have set a goal that by 2015 entry level nurse practitioners will be at the doctoral level, and we want to be ahead of the curve," she said. "Our goal is to prepare leaders in a clinical and organizational level so they can impact access to and quality of care through health policy, health care business and economics, population-focused care and evidence-based practice."

The School of Nursing is accepting applications, and details about the program and the application process can be found on the school's Web site, www.bsu.edu/nursing, or by contacting Kelsey at 765-285-5761.

National organization touts Ball State's reports on manufacturing, logistics

A Ball State University electronic report package that analyzed the nation's manufacturing and logistics industries recently received the first Electronic Publication Award given by the Association for University Business and Economic Research (AUBER).

AUBER, a national organization for economic and business research centers in the United States, recognized "2008 State of the Industry Report for Manufacturing and Logistics" and the accompanying "2008 Manufacturing Report Card" for using electronic means to convey diverse economic information to a wide audience.

The reports were created by members of Ball State's Center for Business and Economic Research (CBER), formerly known as the Bureau of Business Research.

Honored also for outstanding design and usability, the report package exemplifies how PDFs may be used to support online publications, said Mike Hicks, CBER director and study co-author.

"This is a great example of how online media can be used to convey fairly complex economic data into a really usable form," he said. "The competition for this award was very tough, and we are really pleased to be recognized for such an award."

The report package was designed by Ball State graduates Jessica Booth, CBER's publications and Web coordinator, and Victoria Meldrum, project assistant. The report also was co-authored by Thomas Charles, emeritus senior research associate, and Aswin Guntupalli, a computer science graduate student.

"As publication designers, we try to take facts and figures and present them in a meaningful way - adding value with charts, graphs and maps that display dense data in an easily digestible format," Booth said.

The reports were sponsored by Conexus Indiana, a new initiative created to capitalize on emerging opportunities in the state's advanced manufacturing and logistics industries. As a result, Ball State received significant national media attention. The reports also were recently cited by candidates running for governor in Missouri.

'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."

ON CAMPUS

Ten Miller College of Business alumni receive career achievement awards

Ten Ball State University alumni received achievement awards at the fifth annual Alumni Awards Dinner, presented by the Miller College of Business.

Recipients were honored during an Oct. 10 awards dinner in the Alumni Center. The awards recognize alumni who hold positions of distinction or responsibility in business, government and academia, demonstrate success in their fields, act as civic leaders in their communities and support or contribute to Ball State and Miller College.

This year's award winners are:

Hall of Fame

- Thomas R. Ertel, partner in Ernst & Young in Indianapolis and founder of Ertel Cellars Winery in Batesville, graduated with a bachelor's degree in accounting in 1977.

Award of Distinction

- Craig L. Dunn, president of Liberty Financial Group Inc. in Kokomo, founding director of Community First Bank of Howard County and past president of Ball State's Miller College of Business Alumni Society, graduated with a bachelor's degree in business administration in 1975.
- Michael L. Johnston, chief operating officer (retired 2007) of Manufacturers Transport Inc. in Indianapolis and vice president of procurement for Meridian IQ Inc. in Greenwood, graduated with a bachelor's degree in business administration in 1977 and a master's degree in marketing in 1981.
- Larry W. Metzger, senior partner of Sunbelt Indiana Resource in Indianapolis and former president of Ball State's Miller College of Business Alumni Society, graduated with a bachelor's degree in accounting in 1970.

- Anthony "Tony" L. Schneider, managing director of Schneider Huse and Associates, LLC, in Indianapolis and chairman of the Ball State University Foundation, graduated with a bachelor's degree in finance in 1980.

Award of Achievement

- Dale A. Adams, president of Diversified Agency Services in New York, N.Y., graduated with a bachelor's degree in accounting in 1981.
- James A. Andrew, chief executive officer and owner of Henry Poor Lumber Company in Lafayette and member of Ball State's Alumni Council, graduated with a bachelor's degree in urban planning in 1971.
- Jennifer Budreau, senior vice president of human resources and administration for Forum Credit Union in Indianapolis and an at-large member of Ball State's Alumni Council, graduated with a bachelor's degree in accounting in 1984.
- Noah S. Grayson, senior vice president of consulting services for Walker Information in Indianapolis and member of the Miller College of Business Executive Advisory Board, graduated with a bachelor's degree in marketing in 1994.
- Christopher S. O'Bryhim, chief human resources officer for Veriana Networks Inc. in Marion, graduated with a bachelor's degree in management in 1987.

Angels for Life blood drive scheduled

Ball State Staff Council and the Indiana Blood Center are sponsoring an Angels for Life blood drive from 9 a.m. to 4 p.m. Nov. 11-12 in the Pruis Hall lobby.

Anyone is welcome to donate if he or she is at least 17 years old and weighs at least 110 pounds. Appointments are encouraged, but walk-ins are welcome. For an appointment, send an e-mail to Kim Hiatt.

Free T-shirts, snacks and food coupons will be given to donors. In addition, donors are eligible for door prizes. Other sponsors of the blood drive include National Society of Collegiate Scholars, the University Program Board, and the Ball State Staff Council.

IN THE NEWS

Mike Bloxham, director of Insight and Research, Center for Media Design Advertising Age quoted Bloxham in an Oct. 27 article, "The Broadcast Ad Model is Broken. Now What? Networks Race to Create Their Own Methods for Measuring Audiences." Marketers, media buyers and media outlets agree that in a video-on-demand world, in which consumers control what they watch and when, the current broadcast advertising model is broken, or at least inadequate. The problem is the industry lacks the technology to measure such things precisely, Bloxham said. "They are a very long way behind in terms of getting to that level of certainty, although the market is changing," he

said. "The instinct, particularly in times of economic uncertainty, of course, is to hold on to what you know and what you feel you have more control over."

Dagney Faulk, director of research, Center for Business and Economic Research (formerly Bureau of Business Research)

The Indianapolis Star quoted Faulk in an Oct. 19 article, "Juggling Jobs: Some 140,000 Hoosiers Are a Part of a Rising Trend of Those Who Work at Two Places." She said there has been a spike in the number of people working extra jobs. "It is not unexpected with the economy going into a downturn," Faulk said. "People are being cautious and taking a second job in case they are laid off unexpectedly or just to make ends meet."

Michael Hicks, director of Center for Business and Economic Research (formerly the Bureau of Business Research)

Hicks was quoted in an Oct. 28 Kentucky Post article, "Economy Deals Bad Hand to Indiana Casinos." Indiana's typically resilient gambling industry is taking a hit from the nation's economic downturn. Hicks said he doubts the recent economic downturn will last long enough to put any of Indiana's casinos out of business. "I don't expect any of them are going to close," he said. "What they are more likely to do is cut back on staff and hours of operation." The story was distributed by the Associated Press to 27 news media outlets in Michigan, Ohio, Illinois and Kentucky.

Stephen Kendall, professor of architecture

The Boston Globe quoted Kendall in an Oct. 26 article, "The Incredible, Flexible, Movable House, How We Could Save Money, Time and the Environment By Making Homes Easy to Remodel." The article states that Americans constantly want to remodel their homes. "It's the reality that people want to change their houses," Kendall said. "Advocating adaptable houses is to say, 'Let's pay attention to reality.'" Kendall and other architects looking for a new approach to home building, create houses and apartments that can adapt in different ways. In some, electrical outlets can be relocated with little hassle and heating systems can be accessed and replaced more readily. In many, the walls can be moved around, transforming the layout. Some can be quickly disassembled with everyday tools.

Joseph Losco, political science chairperson

Losco was quoted in an Oct. 24 Indianapolis Star article, "Hamilton County Commissioner Candidates Wrangle over Source of Donations." Indiana does not ban officials seeking election from accepting campaign donations from companies with which the government does business. States typically take one of two approaches: disclosure of campaign finances or an outright ban on donations from those doing business with the government, Losco said. "In Indiana, as long as there's disclosure, everyone's free to look, see and make up their own mind," he said. "It forces citizens to be much more active in

researching people they're voting for. It puts the onus on citizens rather than the government watchdogs."

Tom Taylor, vice president of enrollment, marketing and communications

WISH-TV quoted Taylor in an Oct. 23 broadcast, "Ball State to Host Eastern Michigan, Undefeated Season Helping Enrollment." The Ball State football team is undefeated and ranked in the top 20. "We're seeing that there's a lot of interest. More kids are turning out during high school visits," Taylor said. "This Saturday, we're having a football weekend where we've invited prospective students to come. We have over 700 students and family members. And we've had to cut off registration because it's so popular."

SPOTLIGHT

Presentations

Paul Gestwicki, Department of Computer Science, "Work in Progress: Curriculum Visualization," 38th Annual Frontiers in Education Conference, Saratoga Springs, N.Y., Oct. 23, 2008.

Scott Trappe, Human Performance Laboratory, "Single Muscle Fiber Adaptations in Humans," Ball State University International Symposium on Sport Science, Oct. 16, 2008.

Todd Trappe, Human Performance Laboratory,

- "Considerations for International Space Station Countermeasures for Skeletal Muscle," NASA International Space Station Exercise Prescription Workshop, Johnson Space Center, Houston, Oct. 15-16, 2008.
- "Humans in Space with STS-118: NASA Fit Explorer," via webcast and teleconference to teachers across the United States as part of NASA's education initiative, Oct. 2, 2008.

Publications

Chad Carroll, Jared Dickinson, Jacob Haus, Christopher Hollon, Gary Lee and Todd Trappe, co-authors, Human Performance Laboratory, "The Influence of Aging on the In Vivo Properties of Human Patellar Tendon," *Journal of Applied Physiology*, online publication, Oct. 16, 2008.

Mark Massé, Department of Journalism, has written essays for two nonfiction book collections. "Nobody's Father" is one of 23 stories in the book "Nobody's Father: Life without Kids," published Sept. 24, 2008, and "Hallowed Ground" will be featured in

"Chicken Soup for the Soul: The Golf Book: 101 Great Stories from the Course and the Clubhouse," scheduled for publication in November 2008.

Creative Endeavors

Mei Zhong, School of Music, performed a vocal solo recital at F. Scott Fitzgerald Theatre at the Rockville Civic Center, Rockville, Md., Oct. 18, 2008.

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