

'Big Scheu' to fill for final regular season football game

Cardinal fans have a "Big Scheu" to fill — the 22,500 seats of Ball State University's Scheumann Stadium — for the final regular season football game. "Ball State's students and the Muncie community have supported our team all season long," said Tom Collins, Ball State athletics director. "We need everyone to come out for the final regular season game and support the coaches and student-athletes for all of their hard work. We are in the midst of a record-setting season and preparing to play a game on national television. We want all of our fans and all the Muncie community to support the Cardinals Tuesday night."

The game against Western Michigan is at 7 p.m. Nov. 25. (The time was switched so the game can air on ESPN2.) Preceding the game will be the Cardinal Walk, which starts at 5 p.m. and allows fans to cheer for the players as they walk from the buses to the entrance of the locker room.

This season's 11 victories topped the old record of 10 wins in 1978, and this is the first time the team has cracked the top 25 rankings. Some additional factoids from this year's record-breaking season include:

- Running back MiQuale Lewis has posted nine of his 10 100-yard games in this season alone and is the nation's fourth-leading scorer.
- With his first pass attempt against Central Michigan, Nate Davis passed his brother, Jose, for career pass attempts on the Mid-American Conference record chart. (Jose played for Kent State University.)
- Briggs Orsbon, a true freshman, is leading the team with 47 catches and averaging more than 50 receiving yards per game.
- Center Dan Gerberry has not missed a start (47 straight) during his entire collegiate career.

But all of these statistics mean nothing without the full support of Cardinal fans. That's why Ball State supporters need to fill the stadium on Tuesday, Collins repeated.

Personal iCan health coach will provide lifestyle guidance and support for employees

Looking for that extra push to help quit smoking or shed pounds? Ball State University's newly hired health coach may be able to help. Ball State has collaborated with Lifeworks

iCan Health Coaching from Ceridian to give employees information and free and confidential support with the help of Jennifer Flanagan, a graduate of Ball State.

Flanagan is the health coach for the university's Working Well program. Ball State is supporting its employees in making positive lifestyle choices, said Patty Hollingsworth, Working Well director.

"The lifestyle choices individuals make every day have the greatest impact on their health status," Hollingsworth said. "Many employees understand the changes they need to make; coaches support them in making the change."

As health coach, Flanagan will schedule phone calls or one-on-one meetings with faculty and staff members. She will work with employees to help set realistic goals, whether it is to quit smoking, manage weight, learn to handle stress or improve heart health. There are no deadlines and participants work at their own pace.

"Many people already know what to do," Flanagan said. "They just need some support and accountability to help them through the process of making lifestyle changes. That's my role. Helping people put their knowledge into action."

Flanagan, a native of Elwood, Ind., graduated from Ball State with degrees in respiratory therapy and health science. She is a certified health education specialist and has worked in the health field for 11 years.

"I am very excited," Flanagan said. "I feel honored to be able to use the degrees I received from Ball State in a way that gives back to the employees."

For more information, call Jennifer Flanagan at 765-285-3023.

ON CAMPUS

HOLIDAY REMINDER: Shuttle service offers rides to and from Indianapolis airport for holidays

Ball State's new shuttle service to and from the Indianapolis International Airport will provide convenient and affordable transportation for students, faculty and staff catching flights during the upcoming holiday and semester breaks. Various departure times are available for trips to the airport Nov. 25-26 (Thanksgiving break) and then back to campus Nov. 30. Daily service also will be available to the airport Dec. 13-20 (semester break) and back to campus Jan. 10-12. Airport-bound riders can be picked up at LaFollette Complex or Park Hall. Coming back, passengers can be dropped off at any main campus location.

Reservations for the shuttle must be made 72 hours in advance of the departure time, and a \$55 nonrefundable one-way fee must be paid online in advance by credit card. A Ball

State ID will be required for boarding the shuttle. Reservations can be made at www.bsu.edu/map/airportshuttle.

IN THE NEWS

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

AdWeek quoted Bloxham in a Nov. 16 article, "Welcome to My World, It's the Consumer's Media Universe – You Just Market in It." AdWeek enlisted researchers from the Center for Media Design to observe four individuals for one day each during the first week of October. The researchers followed an African-American, a Latina and two Caucasians, all of whom lived in Indianapolis and Muncie, Ind. and were meant to represent consumers who have traditionally been packaged or categorized. It turns out that they were not so easily categorized. "It really serves to illustrate the complexity that lies beneath any summary measures and also to underpin the fact that every individual is an anomaly," Bloxham said. "It shows how communications planning is becoming way more complex than it was five years ago ... it will look like milk and honey compared to what it will be like five years from now. It's not a question of whether consumers will take advantage of all the different media options they have. It's a question of at what rate they'll do so."

President Jo Ann M. Gora

On mStonerblog, posted Nov. 18, Gora was mentioned as the luncheon speaker at the American Marketing Association's Symposium for Marketing of Higher Education. The symposium was held in Chicago on Nov. 17. During her presentation, Gora chronicled the four-year effort to reposition Ball State. She said branding needs to be seen as a university-wide commitment.

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

Hicks was quoted Oct. 31 by U.S. Fed News, "National Organization Touts Ball State's Report on Manufacturing, Logistics." A Ball State electronic report package that analyzed the nation's manufacturing and logistics industries received the first Electronic Publication Award given by the Association for University Business and Economic Research (AUBER). AUBER recognized "2008 State of the Industry Report for Manufacturing and Logistics" and the "2008 Manufacturing Report Card" for using electronic means to convey economic information to a wide audience. Hicks said the report package – honored also for design and usability – exemplifies how PDFs may be used to support online publications. "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."

Jonathan Huer, director of Digital Corps, Center for Media Design

The Indianapolis Business Journal quoted Huer in a Nov. 14 article, "Techies Back Ball State Football." A group of technology students developed an electronic "chirp" for their iPods and iPhones to show school spirit and support the football team. They created the Chirper, software replicating the call of (according to alumnus David Letterman) "the world's fiercest robin-sized birds," so that fans can take their "chirps" anywhere. "We were motivated by the tremendous success of our 2008 football team to make something that would be fun for fans to use," Huer said. "Development for the iPhone is a really exciting area that fits well into Ball State's strengths in emerging media and emerging technologies."

Cheryl LeBlanc, curator of the Wheeler Orchid Collection and Species Bank

LeBlanc was quoted in a Nov. 2 Lafayette Journal and Courier article, "Orchid Lover Gives Blooms to Ball State." West Lafayette resident Charles Bracker didn't want to be involved with his wife's orchid collection. However, when his wife died, he couldn't bear to give them away. He learned all he could about taking care of them. This year, Bracker donated the entire collection to the Wheeler Orchid Collection and Species Bank at Ball State. He said his failing health prevented him from caring for them properly. "It's been a wonderful donation," LeBlanc said. "It's added to the diversity of this collection." She said the donation doubled the university's existing orchid collection. LeBlanc and others are working on plans to possibly upgrade and add onto the greenhouse facilities used to care for the collection's orchids.

SPOTLIGHT

Recognition

Charlene Alexander, Department of Counseling Psychology and Guidance Services, received the 2008 Exemplary Counselor Educator Award from the Indiana School Counselor Association.

Sharon Bowman, Department of Counseling Psychology and Guidance Services, received the 2008 Gordon A. Barrows Distinguished Psychologist Award from the Indiana Psychological Association for career accomplishments in the psychology field.

Presentations

Rebecca Brey, Susan Clark and Molly Wantz, Department of Physiology and Health Science, "The Wheel of Stress Goes Round and Round," national convention, American School Health Association, Tampa, Fla., Nov. 13, 2008.

George Gaither, Department of Psychological Science, Society for the Scientific Study of Sexuality, annual national meeting, San Juan, Puerto Rico, Nov. 5-9, 2008.

- Co-author, "Psychometrics and Comparison of the Compulsive Sexual Behavior Inventory and the Sexual Compulsivity Scale in a Male College Student Sample."
- Co-author, "The Aggressive Sexual Behavior Inventory-Revised: Psychometric Properties and Sex Differences in Correlates."

Barbara Giorgio, Department of Art, "Emerging Technologies and the Pioneers Who Loved Them," moderator, Foundations in Art: Theory and Education sponsored session, the Mid-America College Art Association, biennial conference, Herron School of Art and Design, Indiana University–Purdue University Indianapolis, Oct. 15-18, 2008.

Leonard Kaminsky, Human Performance Laboratory, American Heart Association Scientific Sessions, New Orleans, Nov. 8-12, 2008.

- "Assessing Body Composition in the Clinical Setting"
- "Current Status: How Active are Cardiac Patients?"

Gregory Morrison, Department of Criminal Justice and Criminology, "Police Firearms Training Survey 2008: Preliminary Findings," annual meeting, American Society of Criminology, St. Louis, Nov. 12-15, 2008.

Dennis Wible, Department of Educational Studies, "Education Through the Years," East Central Indiana Study Council, Alumni Center, Ball State University, Nov. 12, 2008.

Service

Barbara Giorgio, Department of Art, appointed as a regular board member of the Mid-America College Art Association, biennial conference, Herron School of Art and Design, Indiana University–Purdue University Indianapolis, Oct. 15-18, 2008.

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