

### **Robert F. Kennedy Jr. suggests 'Our Environmental Destiny'**

Nationally known environmentalist Robert F. Kennedy Jr. will visit Ball State University on Feb. 18 as the spring semester's first guest of the Bracken Environmental Speaker Series.

Kennedy, son of the late Sen. Robert F. Kennedy, is the chief prosecuting attorney for the advocacy group Riverkeeper and author of "Crimes Against Nature." His address, "Our Environmental Destiny," will consider the role that natural resources play in our work, health and identity as Americans. It begins at 8 p.m. in Emens Auditorium and will be free and open to the public.

"We're pleased and excited that Mr. Kennedy will be here to speak to us, for he is a champion of the environment and consequently a champion for us all," said Provost Terry King. "He focuses his expertise and hard work into making sure we all have a better quality of life."

Named one of Time magazine's "Heroes for the Planet," Kennedy is recognized as the first among a new breed of environmentalists. The New York City watershed agreement that Kennedy negotiated on behalf of environmentalists and New York City watershed consumers established an international model in stakeholder consensus negotiations and sustainable development. He also helped lead the fight to turn back anti-environmental legislation during the 104th Congress.

Along with his work with Riverkeeper, he also is the senior attorney for the Natural Resources Defense Council and the former president — now chair — of the Waterkeeper Alliance.

Continuing the Bracken series is The New York Times foreign affairs columnist and "The World is Flat: A Brief History of the 21st Century" author Tom Friedman. On March 4, he will share his outlook on the crises of destabilizing climate change and rising competition for energy from his new book, "Hot, Flat, and Crowded: Why We Need a Green Revolution—and How It Can Renew America" (September 2008), a No. 1 New York Times best seller.

## **Study: HR directors will pay more for new workers with emerging media skills**

Human resources managers are willing to pay top dollar to attract new employees with emerging media skills, but they are less willing to provide training to bring current employees up to speed on new technologies, says a new study from Ball State University.

A survey of human resources executives at 229 firms across Indiana found that about 67 percent of respondents were willing to pay a higher salary of 1 to 4 percent to attract new employees with emerging media skills. Twenty-three percent were willing to pay 5 to 8 percent more for such new hires.

"Respondents indicate a willingness to pay higher wages to acquire and keep workers who have these skills," said Jennifer Bott, a marketing and management associate professor who co-authored "Emerging Media: Prevalence and Impact in the Workplace," a survey to determine emerging media's impact and cost in the workplace.

Co-authors included Ray Montagno, a management professor and associate dean for research and outreach for the Miller College of Business, and Judy Lane, associate director/editor of the Center for Business and Economic Research.

While companies were willing to pay a premium for emerging media skills, 77 percent of respondents provide little or no training to current employees.

"These technologies may be seen as quickly coming and going, which makes it difficult to have time to develop programs for effective and thorough training," Bott said. "The lack of training reflects the newness factor, and training is seen as a long-term commitment."

The study also found that 93 percent of respondents believe it is somewhat important to very important for employees to have emerging media skills.

"We are an information-centered society with emerging media technologies becoming highly integrated into the workplace," Bott said. "At this point, businesses place a high value on employees who are comfortable in working with communication technologies that are rapidly changing."

### **More competitive**

Emerging media is the evolving use of technology and digital content to enhance work, play, and learning; to broaden access to information; and to enrich personal connection by eliminating the constraints of time and location.

In the study, emerging media technologies were defined as e-mail, mobile computing, podcasts, digital audio/media players, mobile communication devices, instant messaging, interactive Web pages and blogs.

"The data indicates that the respondents have a generally positive view of the impact of

these technologies on their organizations because it made them more competitive," Bott said. "This positive impact may reflect a general belief that technological change is inevitable and has led to increased organizational productivity."

In examining the prevalence of emerging media and other communications technologies at participating corporations, the researchers found e-mail usage policies have been adopted by 88.6 percent of respondents, followed by Internet surfing policies at 78.9 percent, privacy issues at 67.4 percent and security concerns at 60.6 percent.

"Given the level of emerging media, it would be expected that organizations need policies and procedures to manage employee behavior relative to these technologies," Bott said. "But, some results are surprising. For example, even though more than 88 percent of firms have an e-mail policy, you would think it would be higher, considering the number of anecdotes about e-mail abuse."

Preparing for the evolving workplace

Bott believes the research underscores the importance of Ball State's recently announced Emerging Media Initiative (EMI), a \$17.7 million investment focusing the university's historic strengths in this area, accelerating benefits to the state of Indiana with media-savvy human capital.

Ball State students will have access to more innovative and entrepreneurial opportunities in emerging media across the curriculum. The university's growing emphasis on new ideas, technology transfer, and commercialization will provide the support faculty need to bring ideas to market.

"Our students are learning emerging media skills, which will make them highly marketable to employers," she said. "We are preparing students for an evolving workplace in which communications technologies play a critical role."

### **Going geothermal; university plans to install the largest system in the country**

With today's Board of Trustees' action, Ball State University is poised to take a bold, new approach to meeting its campus heating and cooling needs through geothermal energy. During its regularly scheduled Feb. 6 meeting on campus, the university's Board of Trustees approved a proposal that sets in motion a phased replacement of the plant's four existing coal-fired stoker boilers through a complete transition of the university's central heating and cooling system to one employing geothermal fields and energy centers to service more than 40 buildings on campus.

"We face some critical challenges. Volatile availability and costs for fuel sources, a retracting economy and the likelihood of stricter air quality standards are just the start," said President Jo Ann M. Gora. "This decision reaffirms Ball State's leadership and commitment to meeting the challenges of the 21<sup>st</sup> century in an environmentally and fiscally responsible fashion. Once implemented, the reduction of energy costs will be a significant benefit for future budgets.

"This is a historic day in the life of the university. We have been urged as a nation and as an institution to find innovative answers addressing our consumption of energy and the aftereffects of pollution and global warming. The board's dramatic step today reinforces not only our commitment to containing costs for students, but also our desire to be good stewards of tax dollars as well as the environment. A project of this scale is pioneering and will bring positive attention and interest to Indiana."

The project will be divided into phases. Phase I will cost \$36 million and will result in the shutting down of two coal stoker boilers and an annual operational savings in excess of \$1 million. The university will seek state approval to apply \$41.8 million in existing funds for use in developing the geothermal system. The funds were originally designated for coal-fired boiler replacement.

To complete Phase II, Ball State will use the balance of the \$41.8 million, operational savings, and general and special repair and renovation funds. This phased conversion to geothermal would take place over a five to 10 year period, depending on the availability of funds over time. The total cost of the conversion over that period is estimated at \$70 million.

The university will actively pursue federal stimulus grants to contribute to the project and reduce its implementation schedule by many years. This project matches very closely to the stated goals of the proposed stimulus package: Much of it qualifies as shovel-ready, uses renewable energy sources and reduces carbon emissions.

With the assistance of Sen. Richard Lugar's office, university officials consulted with experts from Oak Ridge National Laboratory and the National Renewable Energy Laboratory (NREL) in conceptualizing the geothermal proposal. The next step was to engage geothermal design experts to produce a proof of concept based on Ball State's profile of heating and cooling needs and the results of a test borehole on campus. They were able to establish that heat pump chillers with the addition of geothermal storage are technologically feasible and would offer tremendous energy savings for Ball State.

After review of the project plan, Richard Hayter, PhD, PE, former president of the American Society of Heating, Refrigerating, and Air-Conditioning Engineers (ASHRAE), wrote, "Not only will the proposed project significantly reduce operating costs, it will give international recognition to the university as a role model for adopting cutting-edge technology of a magnitude that is without equal ... I am quite familiar with the engineering capabilities of one of the principal firms involved in the project and am confident that they are prepared to provide the engineering leadership to make this a success."

Geothermal equipment has been available for several decades and has been used in both residential and commercial applications. According to a December 2008 report from the Oak Ridge National Laboratory, 600,000 geothermal heat pumps have been installed in the United States. The Department of Energy reports that, in 2006, about 64,000

geothermal heat pumps were shipped with 53 percent of the units going to residential and 47 percent to commercial applications.

According to Tom Kinghorn, vice president of business affairs and treasurer, taking the current coal boilers offline will save the university a half-million dollars per boiler annually in operational costs, resulting in savings of \$2 million a year when the project is completed. Just as important, eliminating the current 85,000 tons of carbon dioxide annually produced by the coal boilers will dramatically reduce Ball State's on-campus carbon footprint. Even after considering its increased demand for electricity for the new system, the university's net carbon footprint will be cut approximately in half.

Phase I of the project aims to take offline at least two of the boilers within the next three years, with the remaining boiler or boilers coming offline during Phase II.

Meanwhile, planners are considering locations for the geothermal well fields on campus, where water will be circulated in a closed-loop piping system to a depth of roughly 400 feet before being returned to the surface and distributed through three energy centers, which will act as central heat exchangers. The system is currently estimated to require 3,750 boreholes. The boreholes are not wells and do not use groundwater in any part of the process. Rather, water is introduced one time and recirculates throughout the system on a continuous basis.

Much of the piping currently used in the central cooling system on campus will continue to work with the conversion to geothermal, Kinghorn said. New piping will be installed to distribute hot water throughout the system. Newly designed heat exchange interfaces also will be necessary.

"There were other factors in the decision," Kinghorn said, explaining that a scarcity of would-be suppliers of replacement boilers plus spikes in construction and material costs since 2005 already had pushed the price tag of a conventional upgrade of the coal-fired boilers to almost \$63 million. Kinghorn said, "Whereas the assembly of the boiler would have occurred offshore, all of the geothermal components and well drilling will put Americans to work."

### **Room and board**

Also on the board's agenda was setting new room and board rates beginning with the upcoming fall semester.

On average, the university expects a 3.1 percent increase in rental revenue per room. The standard room and board rate (double occupancy) will increase 4.4 percent, from the current \$7,598 to \$7,932 per year. However, more than 2,000 students signed one of the university's "premium plan" contracts when they moved into the residence halls this current academic year and their rate will not increase. Students residing in suites or certain residence halls such as Baker, DeHority, Klipple, North, Park and Studebaker West Halls will pay marginally more for their accommodations because they feature

room layouts that include enhancements such as semi-private baths, air-conditioners, increased space and other amenities.

While the rate increases are necessary to cover the rising costs of food and other commodities, the university has worked diligently to keep the percentage increase comparable with, or lower than, other universities. Ball State students continue to enjoy attractive residence halls and dining facilities with the location, technology and amenities they demand.

### **Honorary degree for Hartman**

The board members also approved the granting of an honorary doctor of arts degree to Ball State alumnus Craig Hartman during the university's annual spring graduation ceremonies in May.

The youngest-ever recipient of the American Institute of Architects' Maybeck Award for "lifetime achievement," Hartman has earned worldwide renown and more than 50 other international honors for design for his works including the International Terminal at San Francisco Airport, the Cathedral of Christ the Light in Oakland, Calif., and the American Embassy in Beijing.

He is an active proponent of architectural education, serving as an invited lecturer and visiting critic at several universities including Harvard's Graduate School of Design, Rice University, Stanford University and Ball State.

Founder of the Charles M. Sappenfield Distinguished Lecture Series at his alma mater, where he graduated from the College of Architecture and Planning (CAP) in 1973, Hartman was named a CAP Distinguished Alumnus in 1998 and a Ball State University Distinguished Alumnus in 2001.

### **Electronic Field Trip offers schoolchildren a front line education into the Frontier Army**

Through its leading-edge use of emerging media, Ball State will educate more than 18,000 schoolchildren about the lives and experiences of Buffalo Soldiers, the first African-American men to serve in the Army during peacetime in the 19th century. Students in grades 6-9 will have the opportunity to participate in this month's Electronic Field Trip (EFT), "Buffalo Soldiers: African-Americans in the Frontier Army," a live 60-minute interactive broadcast at 10 a.m. (EDT) and 1 p.m. (EDT) Feb. 10 from Fort Davis National Historic Site in Texas.

"To be able to take students from around the country and virtually place them in Fort Davis National Historic Site in west Texas to be immersed in the history of these remarkable soldiers is truly a unique learning opportunity for them," said Roy Weaver, dean of Ball State's Teachers College. "This innovative approach to learning is just one more way Ball State is using emerging media to redefine education."

Students from Fort Davis (Texas) Junior High School and Weis Middle School and Bay Area Charter Middle School in Galveston, Texas, will be on hand as presenters and participants of the show. These students, along with experts, will examine the path these African-American men took from being the subject of enslavement and racial prejudice to having a reputation of dedication and bravery while serving in the Army after the Civil War.

In addition to the broadcast, the EFT experience also offers emerging media tools students can participate in before and after the virtual trip, which include webisodes that can be viewed online at the EFT Web site or through the iTunes music store, a Web site filled with interactive games, and standards-based curriculum and classroom activities for teachers.

The broadcast, which is sponsored by Ball State University, the National Park Service at Fort Davis National Historic Site, the African American Experience Fund of the National Park Foundation and the Apple Learning Interchange, will be distributed to classrooms in 37 states across the country. Students can e-mail or call in questions during the broadcast.

Educators can sign up to receive the free broadcast, which offers standards-based curriculum in language arts, music, history and technology, by visiting Ball State's EFT Web site at [www.bsu.edu/eft](http://www.bsu.edu/eft).

Many local PBS stations will air the broadcast live, but classrooms can also access the broadcast as well as archived shows the EFT Web site, and on Apple's Learning Interchange Web site, <http://edcommunity.apple.com/ali/>.

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## **ON CAMPUS**

### **Sexual Assault Awareness Week programs to focus on prevention, healing**

Ball State's Counseling and Health Services will offer various programs for Sexual Assault Awareness Week, Feb. 9-12, to increase consciousness of sexual violence. The programs are free and open to the public. They include:

- Sexual Assault Awareness Week Wall of Healing — 10 a.m. to 5 p.m. Feb. 9-12, Atrium, Art and Journalism Building. Art exhibits, poetry and personal messages will be displayed.
- Healing Childhood Sexual Trauma: The Effect of Culture — 2 p.m. Feb. 9, Teachers College Building, Room 106. Understand how the effects of American culture on survivors' healing processes can be different than survivors from other cultures.
- Keynote Presentation: "Rape Does Not Define Me" — 7:30 p.m. Feb. 9, Teachers College Building, Room 101. Rachel Blalock will present a case study of a sexual assault survivor, including her experience, struggles and hope for the future.

- Achieving a Healthy Attachment to Others — 3 p.m. Feb. 10, David Letterman Communication and Media Building, Room 269. This presentation will offer suggestions for fostering healthy relationships, conflict resolution skills, personal assertiveness and self-awareness in relationships.
- Stalk U L8R — 7:30 p.m. Feb. 10, Letterman building, Room 108. An interactive and informative program focusing on how to identify stalking and potentially dangerous dating behaviors, as well as how to cope and seek counseling.
- Risk Reduction and Self-Defense: The Rape Aggression Defense System (RAD) — 10:30 a.m. Feb. 11, Letterman building, Room 261. A comprehensive self-defense system designed for female participants. It focuses on awareness and prevention, then on showing practical and realistic self-defense tactics and techniques.
- Building Bridges and Breaking Barriers — 2 p.m. Feb. 11, Teachers College Building, Room 106. This workshop will explore the elements of a forensic examination for sexual assaults, new initiatives in Delaware County and the role of victim advocacy. The presenters will include a sexual assault nurse examiner from Ball Memorial Hospital's Sexual Assault Treatment Center and a victim advocate from Ball State's Office of Victim Services.
- Black Love: Dynamics of African-American Relationships — 7-8:30 p.m. Feb. 11, Teachers College Building, Room 200A. Learn about the complexity of relationships of African-American culture, including aspects of power, control, the media, lack of role models, spirituality and communication.
- Love, Marriage and Sex — 3 p.m. Feb 12, Letterman building, Room 269. This presentation will focus on the "gray area" of sexual consent in marriage. Just what does consent mean in the context of a married couple? Is it even possible for a person to rape his or her spouse? If you have a thought or opinion about this issue, come join the debate.

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## IN THE NEWS

### **Ball State University**

Ball State was featured in a Jan. 13 U.S. Fed News article, "Improvements Will Make Ball State Even More Accessible." Ball State received a \$427,000 grant from the U.S. Department of Education to provide more benefits to students with disabilities. The Ensuring a Quality Education for Indiana's Students with Disabilities grant will allow the university to increase its faculty mentoring and tutoring programs. It will also help create a lecture series and high school outreach program.

**Jay Gillette**, professor of information and communication sciences

Gillette wrote a Jan. 23 Network World guest column, "Global Telecom is Bright Spot Amid Tech Industry Woes." Microsoft and Google have reported bad financial results, but telecommunications companies worldwide are holding their own, according to reports from the 31st Pacific Telecommunications Council conference. Despite economic stress, the information and communications technology sectors continue to voyage ahead for

discovery and prosperity. The good news is innovations are under way worldwide. The bad news is it may take longer for them to arrive at widespread global availability, including the United States, he said.

Michael Hicks, director of the Center for Business and Economic Research  
The Indianapolis Business Journal quoted Hicks in a Jan. 5 article, "Big Three Woes Leave Big Void in City," about how the recession is impacting auto plants in Indianapolis. He said many old empty auto plants could sit empty for years. "But, in the next generation – think 15 years or more – the Indianapolis plants could buzz with activity, if not huge numbers of workers," Hicks said. "Those old industrial sites make ideal logistics centers."

**David Pearson**, associate professor of exercise science

The Indianapolis Star featured Pearson in a Jan. 29 article, "Women and Weights." He said muscles are the main support for joints, so weight training will strengthen them and make injuries to knees, hips and ankles less likely. For women, Pearson suggests total body workouts, recognizing that their upper bodies are typically weaker than their legs. Doing three, 45-minute workouts a week is a good idea, although they can be longer. Also, women new to weightlifting should work with fitness professionals, he said.

**Warren Watson**, director of J-Ideas

Youth media network Listen Up quoted Watson in a Jan. 27 article, "Study Says School Administrators Increasingly Hostile to Student Media." A Ball State study of 700 principals from high schools across the country in 2004 and 2007 found the majority prefer to rigidly control student publications so they can maintain order and prevent any type of controversy. "We noticed school administrators taking a real turn to the right when comparing data from 2004 and 2007," Watson said. "Principals are increasingly less tolerant of press freedoms for student reporters. I think school administrators want only happy news in student publications and not stories that this age group may be interested in writing and reading."

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## **SPOTLIGHT**

### **Publications**

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**Rob Bell**, School of Physical Education, Sport and Exercise Science, co-author, "Decreasing Putting Yips in Accomplished Golfers via Solution-Focused Guided Imagery: A Single-Subject Research Design," *Journal of Applied Sport Psychology*, Vol. 21, No. 1, 2009.

## **Presentations**

**Mike Bloxham**, Center for Media Design,

- "Future Evolutions in TV Measurement and Research," panel moderator, Future TV 2009 Conference, New York City, Jan. 21, 2009.
- "Cross-Media Measurement – Where Did All the TV Companies Go?" Staying Tuned 2009 Conference, Toronto, Feb. 3, 2009.

**Mike Bloxham, Jackie Martinsen and Bill Vaughn**, Center for Media Design, results of eye-tracking study, Cable and Telecommunications Association for Marketing OnDemand Consortium Conference, Philadelphia, Jan. 28, 2009.

**John Scheib**, School of Music, "Discovering Musicianship in the Ensemble Setting," Music Educators National Conference, North Central Division Convention, Indianapolis, Jan. 24, 2009.

**Mei Zhong** and doctoral student **Kathleen Kellogg**, School of Music, "Diction Guide for Singing Original Chinese Repertoire," 4th International Conference on the Physiology and Acoustics of Singing, University of Texas at San Antonio, Jan. 9, 2009.

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