

encompass

FALL 2012



also inside:

Anticipating sustained growth over the coming decade, a new conceptual master plan is unveiled.

workforce wonder

Together, alumnus Chad Luxenburg, his company scitrain and The Corporate University are evaluating the discipline and the art of talent management.



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UNIVERSITY
STARK

Excellence in Action



Photo by J. Albert Studios

Message from the Dean

Earlier this year, we unveiled a new conceptual campus master plan – Foundations for the Future. The master plan serves as a road map for new construction and campus improvements, allowing us to accommodate anticipated growth and remain a key intellectual and economic resource in our community. The first project will be the construction of a new LEED™-certified science building, scheduled for groundbreaking in late summer 2013. I invite you to read about the plan on page 8, and to join with us in our excitement and share the good news with others.

Also in this issue, you will learn about Kent State Stark alumnus Chad Luxenburg, who is leading the way in talent management solutions for organizations across the world, but keeping it local in his unconventional office space in Canton, Ohio.

This issue will bring you up to speed on the unprecedented teamwork that is occurring as a result of the Herbert W. Hoover Initiative in Environmental Media, unique collaborations that are growing our theatre program and the dreams that are becoming realities through the generosity of one of our scholarship donors.

Lastly, the article featuring Penny Bernstein, Ph.D., was written prior to her passing after a courageous battle with cancer. While the campus community is mourning her loss, we are dedicated to continuing the work she started.

Walter F. Wagor, Ph.D.
Dean and Chief Administrative Officer

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Workforce
Wonder | 4



Growth With
Purpose | 8



Kismet | 12



Natural Collaboration | 16



Joy Ride | 20



Lasting
Difference | 22



Looking Back | 24



“ We’re taking people
well as our industry
whole new level

workforce wonder

Together, alumnus Chad Luxenburg, his company scitrain and The Corporate University are evaluating the discipline and the art of talent management.

Photos by Rachel Figueroa



people, as
y, to a
level."



Entering the corporate headquarters of scitrain for the first time will catch you off-guard.

Instead of the usual mahogany desk or eggshell-colored corridors or cubicles all in a row, your senses are greeted by what, at first glance, seems to be a magical play land.

You'll be tempted to skip down the cobblestone walkway that runs between two rows of miniature "houses," each individualized for scitrain team members who hail from all over the world. Lifelike trees touching a blue-sky ceiling and the murmuring flow of an ornamental fountain complement the cozy café seating and a large mural that evokes al fresco Parisian dining. Floor-to-ceiling windows and a grass-carpeted commons for casual meetings complete this 21st-century workplace fantasy – located not in a theme park, but in Canton's own Belden Village Glass Tower.

From his log cabin in the far left corner, Chad Luxenburg, co-founder and CEO, oversees the inner workings of scitrain (derived from the words "scientific" and "training"), a global talent management and leadership development firm with a diverse client base on five continents.

When asked what inspired the unconventional, multi-cultural office space, he says building a creative team requires an environment that nurtures creativity.

"At scitrain, we passionately care about people," Luxenburg says. "In the same way we help our clients develop a higher performing workforce, we also want scitrain team members to grow professionally and be innovative. It's about challenging ourselves and other companies to push the boundaries of what's been done."



workforce wonder

‘University Feel’ Sparks Inspiration

Creativity has long been a part of Luxenburg’s DNA. A 1990 graduate of Fairless High School in Navarre, he was among the first Kent State University at Stark students to figure out how to finish a bachelor’s degree – with the exception of one class – on the Stark Campus. While an undergraduate studying rhetoric and organizational communication, he played drums for the jazz band, was president of the jazz society, helped found the Society for Rhetoric and Communication, and sat on the student government board for three years.

The first in his family to attend college, Luxenburg chose Kent State Stark because it was affordable. But, other aspects also sparked his interest.

He says, “Growing up in Brewster, Ohio, I dreamed of studying at a place that felt like a university to me. I envisioned a campus with a scholarly atmosphere, spacious grounds and beautiful buildings. When I first saw Kent State Stark, it felt just like that to me.”

Luxenburg covered his tuition – including the cost of earning a master’s degree in communication studies and organizational behavior from The University of Akron – by working in human resources (HR) for Textron Inc., a multi-industry company, and MTD, a manufacturer of consumer lawn care and snow-removal equipment headquartered near Cleveland.

Beyond the Personality Test

Yet, even as he grew in traditional HR knowledge and experience, Luxenburg’s imagination and wanderlust eventually tempted him to leave the familiar.

It was an enduring friendship with Joachim “Joe” Stempfle, a German exchange student he met while a senior in high school, that drew him to Germany several times in the 1990s. During one six-month stay, Luxenburg accepted a job and stayed with Stempfle. During this time, the idea of scitrain began to take shape.

“In the evenings after work, three of us friends – Joe, Oliver Huebner and I – used to visit our favorite beer gardens and talk about how we would someday start a company together,” says Luxenburg.

Conversation often turned to HR topics, mainly because they were frustrated by the lack of effective, discerning tools for talent management.

“There was no good way to promote people,” he notes. “Instead, it was a ‘good buddy thing,’ a system that tends to affect people’s lives in a negative way. Sometimes the people promoted had no training for their new position and would end up failing. Yes, there were personality tests, but they tended to segregate people into introverts and extroverts. However, people act different ways in different circumstances.”

Stempfle – who holds a doctorate in psychology from the University of Bamberg in Bamberg, Germany – began designing advanced HR tools that were intended to take team members beyond the customary personality test. When these tools started to gain momentum in Germany in 2001, scitrain was born. In 2004, they formed a limited liability company in the U.S. and later opened offices in Hong Kong and Brazil.



Breaking Through Image Management

With every client, Luxenburg and his team use scitrain's unique, behavior-based approach – called a development center – that is customized both for the company and its global location. Although certain principles are universal, many facets of talent management are heavily influenced by culture.

"You can't take a career development center we've designed for an American business and plo p it down in front of a group in China because it simply won't work," says Luxenburg. "You can't even do that among companies from the same country. The vast difference between corporate cultures is one reason why scitrain requires buy-in from senior leadership at the outset. Without that, employee development won't be sustainable. It won't become part of the culture."

If scitrain's model is embraced at the highest levels, then trained facilitators begin the process of identifying high-potential talent, particularly those who are a company's future in terms of competency and motivation. Candidates include individuals at the supervisor level up to senior global executives.

After the identification process is complete, scitrain uses a variety of assessment tools – which the global team is continually improving – to pinpoint a candidate's strengths and development needs. According to Luxenburg, one of the most sought-after tools is the scitrain Leadership Potential Center, an exclusive computer system that convincingly simulates complex, challenging, on-the-job decisions, relationships and crises.

He says, "Many people really know how to manage their image. They can work around personality tests and they can behave the way they know managers want them to behave. Over a three-day period, our high-realism simulator, which contains thousands of algorithms, pushes candidates to cognitive overload. We take them to a place where they can no longer manage their image."

However, the purpose of the simulator is not to "weed out" low performers through a pass/fail test, which leaves little room for self-reflection and feedback. Instead, the primary focus is creating a structured development plan for candidates so they can move on and up more successfully.

Partnership with The Corporate University

Once assessment is complete, Luxenburg says the real work begins. Because of people's varied development needs, scitrain partners with a variety of organizations worldwide that help fill in training and coaching gaps. And while he works with several universities in Northeast Ohio, he says The Corporate University at Kent State Stark has created an outstanding program to support area businesses.

"The Corporate University's values are in line with our values," he says. "They truly care about people. For that reason and many others, I am a strong advocate of their offerings – which people are really talking about. In addition, they have top-notch facilities and a team that knows how to come up with solutions."

From career skills for the individual – such as project management, creative thinking and decision making – to team building and strategic leadership experience, The Corporate University provides training for a broad range of development plans. Plus, it offers certificate programs in critical thinking, executive assistantship, management, project management, supervision and Lean Six Sigma.

Luxenburg says he loves how easy it is to work with The Corporate University team.

"All I have to do is explain where my client wants to go and they will figure out how to get there," he says. "Their training is always ahead of the pack."

Resonating with Innovative Companies

Luxenburg observes how much the practice of talent management has changed over the past three decades. In the 1980s, HR was little more than the personnel department. Today, it has a strategic voice at the table. In a relatively short period of time, scitrain, too, has come a long way, and the future looks just as bright. By 2015, Luxenburg believes the company will grow significantly.

"Our development center model resonates with companies that are more innovative," he says. "Our vision is to be the leader in talent management consulting, assessment and coaching. We're most proud of the fact that we're changing lives. We've got some really great stories. We're taking people, as well as our industry, to a whole new level."

growth with purpose

As Kent State University at Stark anticipates sustained growth over the coming decade, administrators, faculty and staff collaborate on a conceptual master plan to support academics, students and the community.

GROWTH IS CAUSE FOR EXCITEMENT, a source of challenge and a catalyst for change. At Kent State University at Stark – where the student population is steadily growing – this dynamic trifecta recently spurred the creation of a conceptual campus master plan, designed to help Stark County’s only public baccalaureate degree-granting institution to prudently expand its academic and community reach.

A multi-step process which began in 2011, the master plan is founded on four goals that will serve as guidelines for construction over the coming decade – the timeframe during which enrollment at Kent State Stark is expected to nearly double. The culmination of extensive interviews with administrators, faculty, staff and students, the goals will help ensure that any physical changes to the campus will:

Connect ➤ the campus to the community

Create ➤ new spaces to accommodate growth and expansion

Complement ➤ and enhance current environments with functional improvements

Conserve ➤ green spaces and adhere to environmental principles





As stewards of this beautiful 200-acre campus, we need to be certain we're constructing facilities aimed at meeting not only immediate needs, but also driving long-term growth. We want to improve upon what's already here while making things even better for future students.

– *Walter Wagor, Ph.D.*
dean, Kent State University at Stark



Photo by Bob Christy



“While diligently incorporating previous building ideas, we’re thinking much farther into the future,” says Dr. Walter Wagor, dean of Kent State Stark. “As stewards of this beautiful 200-acre campus, we need to be certain we’re constructing facilities aimed at meeting not only immediate needs, but also driving long-term growth. We want to improve upon what’s already here while making things even better for future students.”

Next Steps in Master Plan

The highest priority in the master plan involves creating a new science building which, according to Brent Wood, senior facilities manager, will most likely be connected to Main Hall.

“The labs we have in Main Hall are state-of-the-art,” Wood says. “Constructing the science building near Main Hall allows us to expand our capabilities, while still making good use of our current resources.”

The Campus Center, originally designed as a centralized location for the campus community, has evolved out of necessity to include some student services and administrative offices, resulting in students having to travel between two buildings to access the resources they need from admissions to graduation. The master plan consolidates those services for students into one central, accessible location, leaving the Campus Center as a place for students to eat, study and socialize, as well as the central hub for student organizations.

Developing a more aesthetic campus entryway, as well as incorporating gardens, bioswales, sculptures and more outdoor learning opportunities, are also part of the master plan. An agreement is already in place for Stark Parks to extend one of its bike and hike trails through Stark Campus’ grounds.

“Kent State Stark is a resource not only for students, but also for the community,” says Wagor. “As we gradually implement and even improve our master plan over the coming years, we’ll be keeping both students and the community in mind.”





Photo by Rachel Figueroa

Kismet

Kent State University at Stark's well-established theatre program and stage veteran Brian Newberg came together two years ago. Today, an even stronger department is emerging – one that engages and challenges students in new and creative ways.



Comedy and drama. Classics and new work. Musicals and satire. Even a touch of the (offbeat) macabre. For years, theatre at Kent State University at Stark has derived its strength from the traditional and the avant-garde – exploring themes and ideas as diverse as the students who populate the campus.

Enter stage left: Brian Newberg, a 37-year veteran of the stage. From New York to Los Angeles, this skilled actor, director, producer and educator has performed in 80 shows and directed more than 70.

When such an accomplished thespian and a thriving theatre program unite, it must be kismet.

Serious Fun

As assistant professor in the school of theatre and dance and theater director at Kent State Stark, Newberg is responsible for both teaching and administrative duties, including selecting and directing all productions on the Stark Campus. While this role certainly suits his talents and interests, his journey to Stark County has been a long and non-traditional one.

"I feel as if I've led many lives," Newberg says. "After acting for many years, I wanted to be a director. Then, after directing for awhile, I got the itch to teach. If you are a good director, you should be a good teacher. That belief led me to grad school in 1995 at the age of 41."

Newberg completed his master of fine arts (MFA) degree in directing at the University of California, Irvine, a highly regarded graduate program in drama. He joined Kent State Stark's faculty in 2010, and within three days, he says, picked his first season, which included *Dating is Tough to Do...and Funny, Too*, a group of one-act comedies about romance; *Songs for A New World*, a musical revue; and *The Glass Menagerie*, a classic by Tennessee Williams.

A fan of new work, Newberg chose three relatively fresh productions for last year's season – *Plumfield, Iraq*, a memory drama; *Evil Dead: the Musical*, a Canadian stage adaptation of a cult classic film series; and *Anton in Show Business*, a comedic satire.

Newberg is clearly pleased with the setting for this new stage in his career. He says, "I love this campus. The social aspect and esprit de corps at Kent State Stark are wonderful, and I think it stems from enjoyment in education. My philosophy is that education must be both challenging and enjoyable. It's got to be serious fun."

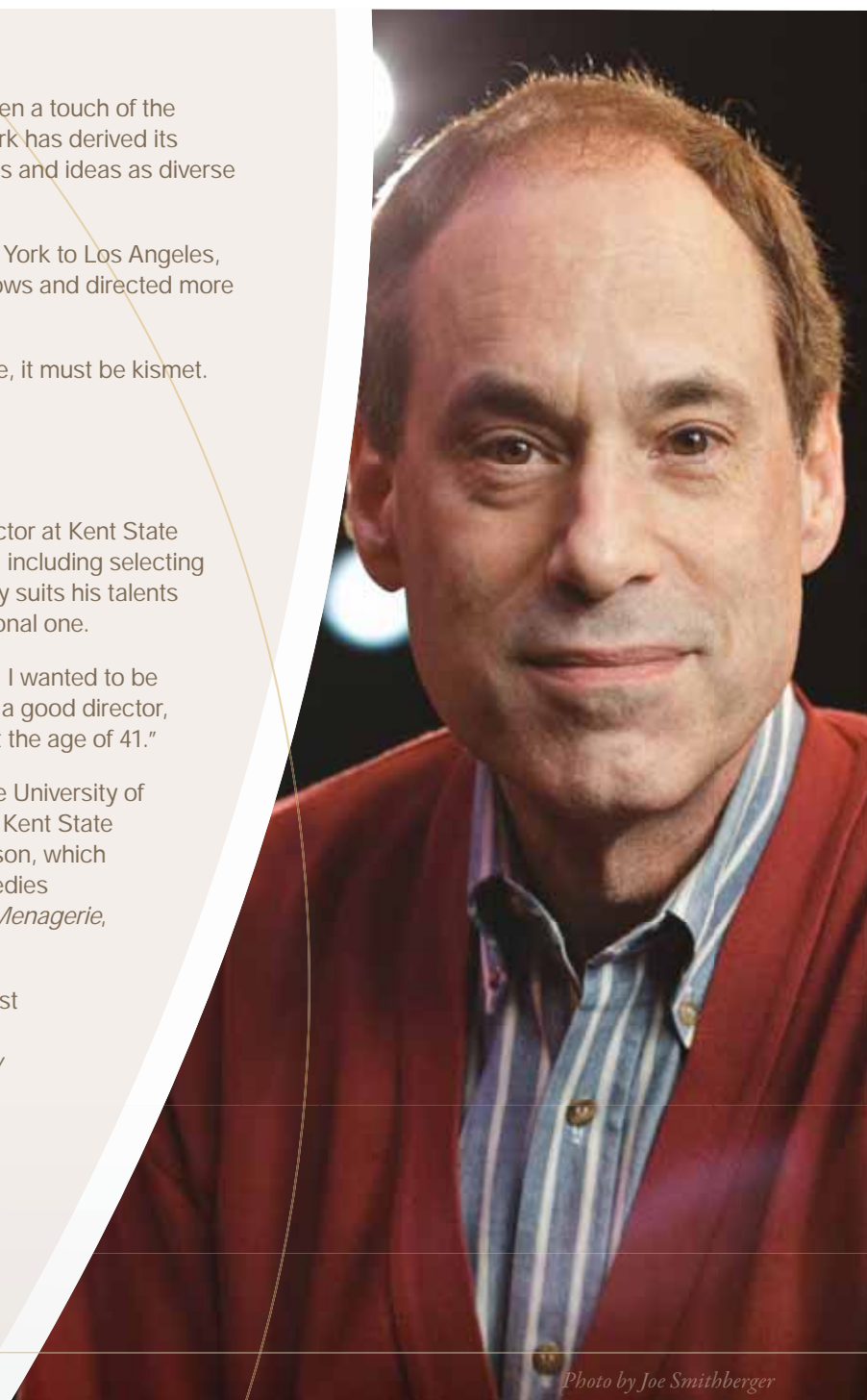


Photo by Joe Smithberger

"With Brian, there's a real focus on student involvement and an effort to make theatre a bigger part of campus life. He's challenging them with different genres, different types of music, different parts and different behind-the-scenes responsibilities. For students who go on to complete their bachelor's degree at Kent State, this stretching process is excellent preparation."

— Ruth Capasso, Ph.D.
associate dean, Kent State University at Stark



kismet

Photos by Rachel Figueroa



Tackling Difficult Topics Together

When selecting plays, Newberg considers not only the classics, but also projects that resonate with the lives of students. He is also striving to broaden the student experience by bringing new courses to Kent State Stark, including *Stage Combat*, *Sound Design and Technology I* and *Theatre in Multicultural America*, a class that is open to all majors.

This fall, his latest offering, *Devising Theatre: Bullying and Abuse*, will provide students with the opportunity to deal with themes surrounding abusive relationships. Together with Dr. Robert Miltner, associate professor of English, Newberg will help students develop their own full theatre production titled *Voices from Hurt Street*, which will complement other upcoming shows on the topic of relationships in the 2012-2013 season, including Sam Shepard's Pulitzer Prize-winning *Buried Child* and Ryan Cunningham's *I Love You Because*.

Dr. Ruth Capasso, associate dean, commends Newberg for his cross-disciplinary approach. "Theatre is not a little discipline all by itself," she says. "Brian engages with other faculty members in other departments and is tearing down the walls that often surround theatre programs. This collaboration certainly is in the best interest of the students."

Newberg hopes to take *Voices from Hurt Street* off campus and out into the community to create social awareness and perhaps even encourage healing.

"Theatre can be an influential form of therapy," he says. "Not only is it entertaining, but it also engages our emotions. It can help us communicate and sometimes overcome our struggles. It's part of what art can do. Ultimately, it may be the most important concept students will discover about theatre at Kent State Stark."

New Opportunities

Capasso also believes that Newberg's energy and innovation are attracting many students to the campus theatre, both as actors and as spectators – which is exactly the type of academic experience the university wants to promote.

"With Brian, there's a real focus on student involvement and an effort to make theatre a bigger part of campus life," Dr. Capasso says. "He's challenging them with different genres, different types of music, different parts and different behind-the-scenes responsibilities. For students who go on to complete their bachelor's degree at Kent State, this stretching process is excellent preparation."

While more on-stage and offstage opportunities now exist for those on campus, outreach still remains an important part of the theatre program. Newberg continues to cast community members in select roles because, he says, they are role models and can help students grow as artists.

He adds, "When we give students a worthwhile college experience, including access to all the people who make things click, we can prepare them for the diversity and the hard road ahead in this field. As educators, that's our responsibility."





IN LOVING MEMORY OF
PENNY BERNSTEIN, PH.D.
MARCH 30, 1947 - JULY 15, 2012

Her legacy will live on in the hearts of
Kent State University at Stark students, faculty and staff,
and her monumental contributions to the campus,
the scientific study of animal behavior and
the community will not be forgotten.

C N A T U R A C O L L A B O R A T

Associate Professor Penny Bernstein, coordinator of the Herbert W. Hoover Foundation Initiative in Environmental Media, achieves an unprecedented level of teamwork between local individuals, community organizations, businesses and colleges and universities on behalf of Stark County's polluted watersheds.

Photos by Rachel Figueroa

“The focus on the environment in general and our watersheds in particular is now much broader than we ever dreamed possible. However, few recognize all that Bernstein has done. She is so humble. Her work speaks for itself and demonstrates our strong commitment to making the community a better place to live, work and play.”

- Tina L. Biasella, director of external affairs, Kent State University at Stark



L ION



Puzzles intrigue Penny Bernstein. Whether they are presented in a colorful box, in the natural world or as part of her work, her first inclination is to look carefully for patterns that lead to a solution.

A field biologist and an associate professor of biological sciences at Kent State University at Stark, Bernstein was asked to play a key role in what has evolved into an innovative consortium dedicated to saving Stark County's watersheds. But, before the Herbert W. Hoover Initiative in Environmental Media could move forward to achieve its purposes, someone needed to put the pieces in the right place.



Voice for Students

"When I learned about the idea for the HW Hoover Initiative more than four years ago, I could see what it was – a framework with great potential to spur environmental change, but with lots of ideas, goals and expectations that had to be placed in the proper order," she says.

Initially, she admits she wasn't sure who would embrace the concept of environmental media. However, she quickly discovered that many students were already using media to document ecology issues. They just didn't know what to do with their photos and videos. The HW Hoover Initiative – funded by a grant from the Herbert W. Hoover Foundation – would become an outlet for them, as well as an opportunity to voice their concerns.

She notes, "With the rise of environmental activism among students again, I knew this project would fill a need for area students and help them work in very tangible ways toward a common goal – which is to preserve and protect our watersheds."



People and Organizations Unite

When Bernstein accepted the position as coordinator of the HW Hoover Initiative, one of her biggest expectations – and subsequent challenges – was to build a partnership between many groups that, on the surface, seemed disparate. Yet, the idea of an interdisciplinary effort excited her, and since 2008, she has been the driving catalyst behind this environmental consortium, forging bonds between individuals, businesses, corporations, nonprofits, government departments, county agencies, K-12 schools and groups of faculty members and students at five of Stark County's colleges and universities. Currently, 14 organizations are involved, with more joining every year.

Thanks to funding from the Western Reserve Conservation and Resource Development Council, the HW Hoover Initiative now has two environmental stewardship liaisons that connect faculty, students and community partners. Bernstein says they play an important part in keeping everyone on the same page and overseeing smaller projects that students and partners work on together.

Tina Biasella, director of external affairs at Kent State Stark, describes Bernstein as a person of petite stature who makes big waves. As a result of her efforts to bring people together, every college and university in Stark County is collaborating to address local issues related to the environment.

"Efforts to improve the environment in general and our watersheds in particular are more widespread than we ever dreamed possible," Biasella says. "However, few recognize all that Bernstein has done. She is so humble. Her work speaks for itself and demonstrates our strong commitment to making the community a better place to live, work and play."



TIMELINE OF WATERSHED INITIATIVES

With support of the Herbert W. Hoover Foundation, Bernstein and an impassioned team of faculty members and students from Kent State Stark, Malone University, Walsh University, Stark State College and University of Mount Union have made significant strides in raising awareness about threats to Stark County's watersheds while helping to protect and improve their condition.



2010

OurWaterWebs.org is developed as an online communication tool to help students, faculty and the local community investigate and learn about watersheds.

2009

Kent State Stark and the University of Miami receive a joint grant from the Herbert W. Hoover Foundation totalling \$400,000.

2008

The Hoover Initiative in Environmental Media, an alliance between Kent State Stark and the University of Miami's (Florida) Arnold Center for Confluent Media Studies, is established.

2012

The Momentum Continues:

- The Hoover Initiative in Environmental Media presents a special lecture by internationally known ecologist, cancer survivor and author Sandra Steingraber in March.
- Edith Widder, Ph.D., a deep-sea explorer and founder of Ocean Research & Conservation Association (ORCA), addresses Stark County college students.

2011

The Herbert W. Hoover Foundation provides Kent State Stark with a \$300,000 grant designated for clean water initiatives. The grant funds the Making the Invisible Visible initiative for ongoing water sampling in Stark County to supplement Ohio EPA testing.

Additionally, several key initiatives got underway:

- Kent State Stark offers the first Environmental Media course, now offered each spring. Four documentaries are produced and showcased at the Canton Film Festival.
- Members of the Environmental Media course start a student organization called TASK (Take Action, Spread Knowledge) to create awareness about environmental causes.
- The first multi-edition, guest editorial series in *The Repository* features three columns on the Nimishillen Creek Watershed.
- The Corporate University at Kent State Stark conducts a survey to explore and raise public awareness of our region's water resources.

Future Plans, New Challenges

A number of opportunities are on the horizon for the Hoover Initiative, including a new grant for water sampling in select locations throughout Stark County. As part of this project, Bernstein's vision is to create a database of statistics and content (images, videos, papers, etc.) that students across the consortium can update regularly. Water sampling began over the summer.

Other upcoming events and plans include:

- A symposium with Chris Palmer, professor of film and media arts, distinguished film producer in residence and director of the Center for Environmental Filmmaking at American University. Palmer will offer a public talk, as well as a workshop for students.
- A documentary about the connection between water and health in Stark County. Slated to be filmed through the University of Miami's (Florida) Arnold Center for Confluent Media Studies, which is also part of the Hoover Initiative, the documentary will include contributions from several pioneers in the field of water pollution.
- Use of an environmental classroom, located at the Hoover Historical Center, across from Walsh University. Although Walsh owns the classroom, all consortium members will have access to the facility.

Ironically, Bernstein says the program's long-term sustainability may be the HW Hoover Initiative's biggest challenge going forward. The program appeals to students and is making major strides in meeting its objectives, but several hurdles remain.

"Students come to college expecting to be challenged, but they also want to leave with a degree," Bernstein says. "With every project the Initiative starts, we must ask the question, 'How will this fit into students' graduation requirements?' To keep this wonderful effort alive, we must continue to find ways to make it work within the academic system."

Despite the recent passing of Bernstein after a heroic battle with cancer, the vital work of the Herbert W. Hoover Initiative will continue, as a tribute to her life and legacy.



JoyRide

“[My first internship] was an amazing opportunity to see the inner workings of one of the biggest and most well-known brands in the world.”

- Brett Parr, junior applied communication major, Kent State University at Stark



From Disney World and Cedar Point to the prestigious Merry-Go-Round Playhouse, communication major Brett Parr is making the most of exciting, career-boosting internships.



Brett Parr has sailed aboard the Jungle Cruise more times than he can count and helped thousands race the wind with the Top Thrill Dragster and Mantis. After such adventurous pursuits, some might consider the Merry-Go-Round tame.

Instead, it's the ride he's been waiting for.

That's because Parr, a junior majoring in applied communication at Kent State University at Stark, isn't looking for momentary excitement. In pursuing notable internships with Disney World, Cedar Point and the Merry-Go-Round Playhouse, a prestigious summer equity theater in New York's Finger Lakes Region, he's taking steady steps toward the spotlight on stage or – just as interesting to Parr – a dependable role behind the scenes.

Magic and Thrills

The 2009 Jackson High School graduate says he was bitten by the “show biz bug” around age 12 when he started acting in school plays and musicals. However, he never expected to make a big splash as a joke-telling “captain” on Disney's Jungle Cruise ride – the same position where actor and comedian Robin Williams got his start.

Parr, who says he did not grow up a “Disney kid,” learned about the Disney College Program from a friend and was intrigued by it. After undergoing an intensive interview process to earn one of the coveted openings, he lived and worked in Orlando, Fla., for nine months in 2010. He took classes at Disney University, met celebrities and spent six weeks in corporate communications, learning what goes on “behind the ears.”

“As a communication major, it was an amazing opportunity to see the inner workings of one of the biggest and most well-known brands in the world,” says Parr, who is now the Disney College Program representative for Kent State University.

In 2011, Parr tried a different kind of amusement park. During the summer at Cedar Point in Sandusky, Ohio, he enjoyed talking and laughing with thousands of guests who came, in most cases, for the world-class roller coasters.

In describing the difference between the two, he says, “Disney is all about making magic, while Cedar Point aims for the big thrills. Both are wonderful internships for students who want to gain a good understanding of how such large-scale attractions operate.”

Backstage at the Merry-Go-Round

Although Parr enjoys making people smile (and cry) with his acting, his desire to master backstage action, including entertainment marketing, led him to the Merry-Go-Round Playhouse position this past summer. As a communications intern and assistant box office manager, he discovered first-hand how the business side of theatre operates – all while earning credit for a required practicum. Interacting with renowned Broadway actors was also a perk.

Parr says these types of summer internships are highly competitive. He applied for 10 and only heard back from two. Because of his lack of experience with backstage duties, he believes the Merry-Go-Round went out on a limb for him.

His on-stage experience, however, could only improve his chances. His credits include “Joseph” in *Joseph and the Technicolor Dream Coat* at Akron's Weathervane Playhouse, as well as key parts in *Titanic* and *Jesus Christ Superstar* with the Canton Players Guild Theatre and *Spring Awakening* with the North Canton Playhouse at the Auricle. He's also appeared at Mercury Summer Stock in Cleveland.

In his first two years at Kent State Stark, Parr landed leading roles in George and Ira Gershwin's *Crazy for You* and Jason Robert Brown's theatrical song cycle, *Songs for a New World*. In addition, he was invited to perform for the 2012 Pro Football Hall of Fame Festival Enshrinee Luncheon and sing the national anthem before an Akron Aeros game this past April.

Campus Connections

After he completes his bachelor's degree in 2014, he'd like to work for the Disney Cruise Line, Playbill in New York or on Broadway.

“People are always surprised that I'm not majoring in music, but I do the acting and music because it's fun. In the real world, it's so competitive. Communications is broad and offers many opportunities. Maybe I'll get to work behind the scenes during the day and on stage at night,” Parr says.

He credits part of his success to the connections he's made at Kent State Stark, which he chose originally because the campus is so close to his home. However, the goal to stay for just one year has morphed into a plan to earn his full bachelor's degree.

Parr describes the campus as the melting pot of Stark County. He adds, “There's such an energy on campus. Everyone knows your name and the professors care about the students – enough to even recognize individual learning styles. Studying at Kent State Stark hasn't hurt my career. In fact, it has helped far more than I could have imagined.”

Photo by Bob Christy, Kent State University

LASTING DIFFERENCE

The Innis Maggiore Endowed Scholarship for Communications was created to benefit not only students, but also to improve quality of life in Stark County.



“Education has a great potential to uplift both individuals and communities, and we decided that, moving forward, this would be our primary way of giving back.”

As the level of education rises in a community, so does its quality of life.

Dick Maggiore, Kent State University at Stark alumnus and president and CEO of the Canton-based advertising and public relations agency Innis Maggiore, first heard this statement during a meeting with the Stark Education Partnership, a non-profit organization that supports education reform in Stark County.

He took it to heart, and then, in 2007, he took it further – becoming a motivating force behind the Kent State University at Stark Innis Maggiore Endowed Scholarship for Communications. Since then, the growing endowment has helped several Stark County students majoring in communications and related fields to meet their tuition requirements. This year, two scholarships were awarded.

Linda Ferguson, director of advancement at Kent State Stark, notes that many scholarship sponsors, like Innis Maggiore, enjoy assisting specific groups of students. She adds, “We strive to help our donors find a ‘match’ in terms of their philanthropic goals.”

A More Permanent Solution

While Maggiore believes it’s imperative to assist with urgent problems in the community – such as poverty and unmet food and health-care needs – he and others at Innis Maggiore wanted to be part of what they see as a more permanent solution to these issues. He uses a well-known analogy to illustrate this vision: give people fish and feed them for a day; teach people to fish and feed them for a lifetime.

“Education has a great potential to uplift both individuals and communities, and we decided that, moving forward, this would be our primary way of giving back,” he says. “We chose Kent State Stark because it’s Stark County’s only public university that offers baccalaureate degrees – making it one of our most accessible institutions of higher education. In the end, the endowment is a gift that gives back to us all.”

Student loan debt in the U.S. has now exceeded \$1 trillion. Maggiore calls this catastrophic and notes that the endowment helps prevent some of that debt from happening in the first place.

“Scholarships often are the difference between students re-enrolling for a new semester or dropping out,” he notes.

Ferguson says Maggiore and his agency’s commitment to the Stark Campus is obvious, sincere and enthusiastic. “This gift is not only a gesture of generosity. It also serves as an affirmation of Kent State Stark’s achievements and as an inspiration to others,” she says. “We appreciate that Innis Maggiore is setting an example in the area of giving, as well as communicating about it, so that others recognize this endorsement of what we’re doing on the Stark Campus.”

Help Along the Path to Success

In 1974, Maggiore earned his associate degree from Kent State Stark and, together with his stepfather Chuck Innis, founded Innis Maggiore. Later, he completed his bachelor’s degree in psychology at San Francisco State University in San Francisco, Calif.

The agency has grown significantly and today is recognized as the nation’s leading advertising agency in the practice of positioning. He became president of Innis Maggiore in 1989 and, more recently, wrote the book, *The CEO’s #1 Responsibility: Identifying and Articulating Your Brand’s Position*. The agency works with leading brands, such as Aultman Hospital, Bank of America, GOJO Industries (makers of PURELL®), Goodyear, Nickel’s Bakery, Republic Steel and others.

Yet, he has never forgotten his experience at Kent State Stark. He says a cultural anthropology class with John Harkness, Ph.D., a recently retired professor of sociology and anthropology, was a significant turning point in his life.

“I grew up in Canton and graduated from Lehman High School. Dr. Harkness opened my eyes to a new and bigger world and that curiosity remains strong today,” he adds.

Today, Maggiore is chairman of the Kent State Stark Dean’s Advisory Board, which he was appointed to in 2003. He believes Kent State Stark is on the path toward continued success and growth.

“The board is working toward a lofty but attainable goal – that out of Ohio’s 88 counties, Stark would have the highest percentage of college grads,” Maggiore says. “We’re at 18 percent now and heading in the right direction. Scholarships are among the means to help us reach our goal.”

Looking Back



Children dig for "fossils" during the 2012 Earth Day Celebration

Kent State University at Stark Builds Momentum as Host of Stark County's Earth Day Celebration

Each year, families and community members gather at Kent State University at Stark for what is becoming known as "Stark County's Earth Day Celebration." This past spring, 10 sponsors partnered with the Stark Campus, including *The Repository*, Diebold Inc., Cain Toyota, The Print Shop, AEP Ohio, Envirosapes, Brewer-Garrett, SoL Harris/Day Architecture, Republic Services and SARTA. The event, geared for school-aged children and their families, teaches environmental responsibility to the next generation through the use of entertainment, educational activities and games.

For the third consecutive year, a representative from the Arbor Day Foundation attended the celebration to present a Tree Campus USA award for Kent State Stark's dedication to forestry management and environmental stewardship.



Pictured left to right: Mark Schulz, Carrie Schweitzer, Dean Walter Wagon, Carey McDougall and Sebastian Birch

Teaching Excellence Recognized at Spring Commencement

During the 39th Annual Spring Commencement Ceremony, Carey McDougall, associate professor of art, was awarded the Distinguished Teaching Award. Each year, this accolade is given to a full-time faculty member who demonstrates excellence in classroom teaching. McDougall is a resident of Canton and has taught visual arts at Kent State University at Stark since 2003. She earned a bachelor's degree in mathematics from Oberlin College, a master's degree in liberal studies from Wesleyan University and a master of fine arts from the University of Connecticut.

The finalists for the Distinguished Teaching Award were Dr. Sebastian Birch, associate professor of music, and Dr. Carrie Schweitzer, professor of geology. The recipient of the Award of Distinction, an honor presented to a part-time faculty member, is Mark Schulz, adjunct professor of music.



Pictured left to right: Sylvia Smith (staff recipient), Associate Dean Ruth Capasso and Connie Kramer (administrative recipient)

Smith, Kramer Recipients of 2012 Staff Excellence Awards

Each year, Kent State University at Stark recognizes outstanding staff members as nominated by their peers. The 2012 Staff Excellence Awards were given to Sylvia Smith, faculty secretary, and Connie Kramer, academic laboratory manager.



Bill Nye Draws Science Enthusiasts Young and Old

The celebrated Bill Nye (The Science Guy) filled The University Center's Timken Great Hall to capacity this spring. As part of Kent State University at Stark's popular Featured Speakers Series – now in its 21st year – the television icon, scientist and environmentalist delivered a lecture about the changes that must be made in order to improve the ecological condition of our planet.

In addition to Bill Nye, the 2012 season included education reformist Michelle Rhee, journalist Peter Bergen and freelance science journalist and U.S. Memory Champion, Joshua Foer.



Kent State Stark art student Eleanor Kudor draws inspiration from Chinese architecture

Art Students Participate in Study Abroad Trip to China; Learn About Cultural Influences on Art

Dr. Koon Hwee Kan, associate professor of art at Kent State University, invited Jack McWhorter, associate professor of art at Kent State University at Stark, to collaborate with her on a new course that combines her cultural and art history class with McWhorter's advanced painting course.

The collaboration resulted in a study abroad opportunity, where Kan and McWhorter led 13 Kent State students to China to enrich their understanding of the Chinese cultural landscape through visits to art museums and contemporary Chinese art galleries, historical sites and interactions with Chinese university students. The group visited Beijing, Xi'an and Shijiazhuang City. In 2014, the professors will add Shanghai to their itinerary.

Upon their return, students created a post-travel exhibition with visual narratives and artistic representations. The display expressed their perspectives on a complex study abroad experience and demonstrated a contextualized understanding of Chinese art forms, cultural symbols and architectural and communal spaces.



Luxenburg Inspires Students at Spring 2012 Commencement Ceremony

During the 39th Annual Spring Commencement Ceremony, Chad Luxenburg, alumnus and president and CEO of scitrain, encouraged students not to be defined by their past, but rather to passionately pursue knowledge, opportunities to be challenged and honest feedback in order to achieve success.

Stark Campus Faculty Achievements

Lucas Engelhardt, assistant professor of economics, presented "Central Planning's Computation Problem" at the Austrian Scholars Conference in Auburn, Ala., March 8-11, 2012.

Lee Fox, associate professor of psychology, presented "Gender Segregation in Occupational Choice: The Roles of Personality and Values" at the Midwestern Psychological Association Conference in Chicago, Ill., May 2-4, 2012.

Kim Garchar, assistant professor of philosophy, presented:

"The American Roots of Medical Ethics: Care and Virtue" at the Annual Meeting of the Society for Advancement of American Philosophy (SAAP) in New York City, N.Y., March 15-18, 2012.

"The (Un?) Ethics of Incompetent Refusal: Problems in Perception and Practice" at the First Annual Bioethics Conference at the Northeast Ohio Medical University in Rootstown, Ohio, April 18, 2012.

Robert Hamilton, assistant professor of biology, presented "Physicochemical Characteristics and Benthic Macroinvertebrate Communities in Temporary Surface Waters of Northern Stark County, Ohio" at the Annual Meeting for the Society of Freshwater Science in Louisville, Ky., May 21-24, 2012.

Leslie Heaphy, associate professor of history, presented "Developing in Honors: Interdisciplinary Classes" at the NCHC Annual Conference in Phoenix, Ariz., Oct. 19-23, 2011.

Erin Hollenbaugh, assistant professor of communication studies, appeared on PBS' *NEOTropolis*, a Northeast Ohio live television broadcast, speaking about social media blogging and presenting an online persona on Feb. 7, 2012.

Aloysius Kasturiarachi, associate professor of mathematics, presented "Fused Courses: How Software is Shaping Undergraduate Mathematics" at the International Conference on Technology in Collegiate Mathematics in Orlando, Fla., March 22-26, 2012.

Peter Kratcoski, emeritus professor of sociology, presented "Initiatives to Prevent and Control Financial Crimes: A Cross Cultural Perspective" at the Academy of Criminal Justice Sciences Conference in New York City, N.Y., March 13-17, 2012.

Keith Lloyd, associate professor of English, presented "Crossing Cultural and Gender Borders to Change the Way We Use Discourse in the Classroom" at the College English Association 2012 Borders Conference in Richmond, Va., March 28 - April 1, 2012.

Carey McDougall, associate professor of art, exhibited work in the group show *Pre-conceived Objects* at the Sandusky Cultural Center in Sandusky, Ohio, April 15, 2012.

Mitch McKenney, assistant professor of journalism and mass communication, presented "Dateline Shanghai: How Chinese Youth Jump the Great Firewall" at the International Studies Association Annual Conference in San Diego, Calif., April 1-3, 2012.

Jack McWhorter, associate professor of art, exhibited work in the show *Works on Paper NYC* exhibit, June 24 - July 15, 2012, at the International Juried Exhibition in the Jeffrey Leder Gallery in New York City, N.Y.

Robert Miltner, associate professor of English, was on a poetry session panel at the Southern Humanities Council's Annual Conference at Louisville, Ky., Feb. 3-5, 2012.

Was a guest lecturer and presented a poetry reading at Shawnee State University in Portsmouth, Ohio, Feb. 16-17, 2012.

Presented a poetry reading at the Associated Writing Programs Conference in Chicago, Ill., February 29 - March 4, 2012.

Jayne Moneysmith, associate professor of English, presented "Transitioning from Classroom to Workplace: Using Student Project Managers to Help Students Negotiate Service-Learning Projects" at the Conference for College Composition and Communication in Saint Louis, Mo., March 21-24, 2012.

Verena Murphy, assistant professor of management and information systems, presented "The Latest on SCT Research" at the 13th Annual International Systems-centered Training and Research Institute Conference 2012 in San Francisco, Calif., April 15-21, 2012.

Stephen Neaderhiser, assistant professor of English, presented "Teaching Professional Writing with an Eye to Students' Personal Lives" at the Conference on College Composition and Communication in St. Louis, Mo., March 21-25, 2012.

Mary Rooks, assistant professor of English, presented "Uncovering the 'Unmentionable' Abject: Jonathan Swift, Julia Kristeva and Repulsion" at the South Central Society for 18th-Century Studies Conference in Asheville, N.C., Feb. 23-26, 2012.

Paula Sato, assistant professor of modern and classical language, presented "The Return to Africa" at the Crossings, Frictions, Fusions 2012 - 20th and 21st Century French and Francophone Studies International Colloquium in Long Beach, Calif., March 28 - April 1, 2012.

James Seelye, assistant professor of history, presented "The Habits of Civilized Life: Exploring the Impact of Missionaries on Native Americans in the UP" at the Upper Peninsula History Conference in Sault Saint Marie, Mich., June 21-21, 2012.

Deb Shelestak, assistant professor of nursing, presented "Assessing Clinical Judgment During Simulation Using the Situated Clinical-Decision Making Framework" at the 11th Annual International Nursing Simulation/Learning Resource Centers Conference in San Antonio, Texas, June 20-24, 2012.

Jay Sloan, assistant professor of English, presented "Changing the Conversation: Encouraging Activist Rhetorics within Research Agendas" at the East Central Writing Centers Conference in Indianapolis, Ind., March 29-31, 2012.

Jarrold Tudor, assistant professor of sociology, was included on a panel of political experts and politicians for Super Tuesday Coverage during a live broadcast on WHBC 1480AM at WHBC Studios in Canton, Ohio, March 6, 2012.

Relja Vulcanovic, professor of mathematics, presented "A Multidimensional Generalization of the Piotrovski-Altman Law" at the Quantitative Linguistics Conference (QUALICO) 2012 in Belgrade, Serbia, April 24-30, 2012.

Lisa Waite, NTT associate lecturer of communication studies, presented "Mission Possible" at the Women in Business Conference at Kent State University in Kent, Ohio, March 7, 2012.

Elizabeth Williamsen, assistant professor of English, presented "Floripas' Treachery and the Liminality of Otherness in the Ferumbras Romances" at the Mid-American Medieval Association (MAMA) Conference in Manhattan, Kan., Feb. 24-26, 2012.

Staff Achievements

Lisa Givan, admissions counselor in the Office of Student Services,

Co-presented "Am I my Brother's Keeper? Higher Education's Responsibility to Graduating African-American Males" at the 2012 Annual ACT State of Ohio Conference in Columbus, Ohio, Jan. 24-25, 2012.

Co-presented "Implementing a System-wide Diversity Assessment: Implications for Collaboration, Assessment and Student Success" at the ACT National Enrollment Planners Conference in Chicago, Ill, July 11-13, 2012.

Emily L. Ribnik, professional clinical counselor in the Herbert W. Hoover Counseling Center, presented an advanced training on "Enhancing Verbal De-escalation Skills when Dealing with Adolescents and Young Adults" for Metro SWAT negotiators serving Summit, Portage and surrounding counties at the Kent Police Department in Kent, Ohio, April 18, 2012.



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