

SPRING 2011

BREAKING DOWN BARRIERS



Kent State University at Stark strives to make transfers simple, encouraging students to “keep the momentum” and complete their four-year degree.

Also Inside: Kent State Stark takes the leading role in a collaboration to improve Stark County’s water.

Photo by Randy Fath

KENT STATE.
UNIVERSITY
STARK
Excellence in Action

Message from the Dean



Photo by J. Albert Studios

Take a brief pause from your daily activities and listen. You, too, will hear what I hear – more and more people getting “it.”

The “it” of which I speak is the importance of higher education in individuals’ lives and in the life of our community, our state and our country. Yet, too many people encounter barriers that hinder or prevent them from achieving their higher education goals. Unfortunately, everyone loses when that happens.

Here at Kent State University at Stark, we are working hard to remove those barriers. In this issue, you will read how our lower tuition, accessible location and expanding array of baccalaureate programs have removed barriers for students. This past fall, we unveiled our *Keep the Momentum* campaign to break down barriers for students who want to continue their education with us, regardless of where they may have started. We are sending the message to our neighbors at Stark State College and to the surrounding community – come and continue your pursuit of higher education by completing your baccalaureate degree at Kent State Stark.

When they come, they will find a truly exciting place of learning. I invite you to read more about the roles of internships and service learning, the innovative use of technology in our nursing program and updates on both our energy conservation efforts and our role in promoting awareness about clean water issues through the Herbert W. Hoover Foundation Initiative in Environmental Media.

Do you feel the excitement?

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

stark.kent.edu

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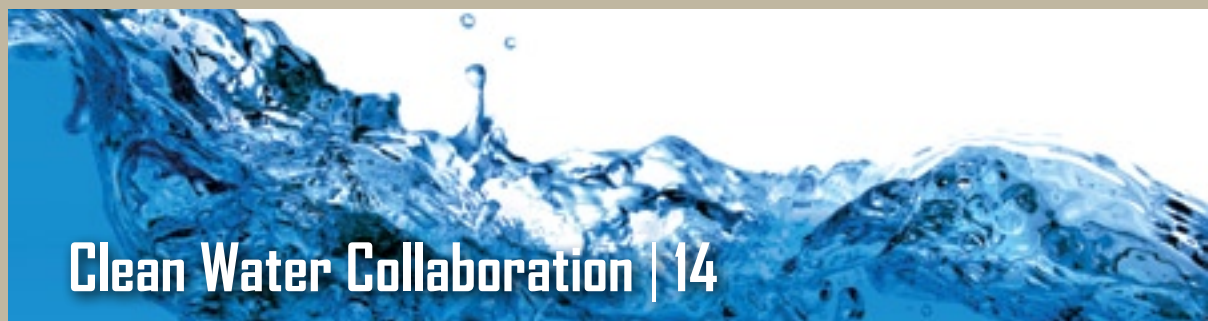
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Karla Matyi, now a history major at Kent State Stark, used the dual associate degree program offered through Stark State and Kent State Stark to smooth her transition into a four-year program.

Photo by Randy Fath



The foundation of Kent State University at Stark's *Keep the Momentum* initiative rests upon years of perfecting the student transfer experience — in particular, for Stark State College students who want to complete their bachelor's degree.

BREAKING DOWN BARRIERS

Each year nearly 400 college students transfer to Kent State University at Stark. Some make the switch because of the affordable tuition or a desire to be closer to home. Many come because they want to earn their bachelor's degree from Kent State — Ohio's second largest university, and among the top-ranked institutions internationally. Whatever the reason, Kent State Stark is committed to helping them succeed.

Last fall, the campus rolled out its *Keep the Momentum* initiative to encourage students who have started college or earned an associate degree to continue on for a bachelor's degree. A web site portal was created specifically for potential transfer students, who can now find all the information they need in one central location, including course catalogs, application steps and contact information. Additionally, a new marketing campaign was launched to create awareness of the opportunities that exist.

This effort, however, is not really new, and it goes much deeper than billboards and web site content. For years, Kent State Stark has been breaking down transfer barriers so that students — especially those from the neighboring campus of Stark State College — can focus on achieving academic and career aspirations. Mary Southards, assistant dean for enrollment management, plays a key role in refining the Stark Campus' transfer process. She and other staff members help ensure that it integrates with the University System of Ohio's larger strategic goal of increasing the number of baccalaureate degree holders in the state.

"The University System has worked hard to make credit transfers between Ohio colleges and universities as easy as possible," she says. "We work hard on behalf of each individual student who wants to transfer to Kent State Stark. And, with Stark State right next door, it's natural for us to look at them specifically."

KEEP THE MOMENTUM

2 TURN YOUR
-YEAR DEGREE



4 INTO A
-YEAR DEGREE

stark.kent.edu/momentum

KENT STATE
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According to Southards, the two schools have constructed a joint plan that includes vital action items, such as reviewing and updating existing articulation agreements and mapping out new ones.

Making Transfers Simple

Karla Matyi is one of thousands who have benefited over the past decade from collaboration between Kent State Stark and Stark State. After being home-schooled through 12th grade, Matyi didn't want to jump into a four-year program right away. Instead, she opted to pursue an associate degree in general studies, a dual-degree program in which she was admitted through Stark State, but attended classes at both institutions.

"I wanted to test myself and starting out at Stark State seemed like a good way to do that. I used it as a bridge between high school and a four-year university," says Matyi.

She is now a full-time student at Kent State Stark, working toward a bachelor's degree in history, and notes that moving between the campuses was easy. "The professors at Kent State Stark have won me over," she says. "They really want you to succeed and they are there because they like teaching. The campus environment suits me, too. I know I'm getting the same education as students at the Kent Campus, but with a small-school feel."

Mike Kessler, operations manager at Rent-A-Center in Massillon, also experienced a smooth transition after attending Walsh University in North Canton more than a decade ago for just three semesters. Originally a transfer student to Kent State Stark in the spring of 1999, Kessler chose to work for a while before continuing his education. He enrolled again in the fall of 2007.

He describes Kent State Stark as "very diligent" in the transfer process and its support staff as "amazing." He adds, "I could walk into advising services and get assistance right away, which gave me peace of mind. My advisors made everything simple, ensuring that I did not have to start all over again. They knew how to remove roadblocks."

To complete his degree more rapidly – even while working full-time – Kessler took advantage of convenient evening classes and Kent State University's regional network, picking up classes at the Kent and Tuscarawas campuses when they weren't available locally. He earned his bachelor's degree in business administration with honors last August. For Kessler, who was at one time on academic probation, this significant accomplishment provided him with the impetus to continue on for his master's in business administration at Kent State Stark, which he started this semester.

Providing Clear Pathways

Dr. Walter Wagor, dean of Kent State Stark, and Dr. John O'Donnell, president of Stark State, continue to build the relationship between the two campuses, meeting one-on-one each month to communicate about issues that affect both institutions. Wagor says it's about providing clear pathways.

"When we examine our curriculum, as it compares to Stark State, we are looking for combinations that make sense – both with what we offer now and what we can offer in the future," says Wagor. "Targeted programs under consideration include nursing and health sciences, social and human services, expanded concentrations in business and others."

He also views the affiliation as an opportunity to serve the changing communities of Stark County. "John O'Donnell and I want to strengthen our rapport and connections and pool our resources to meet the needs of this area," he adds. "We're in this together. We all win when we cooperate on behalf of students and our community."

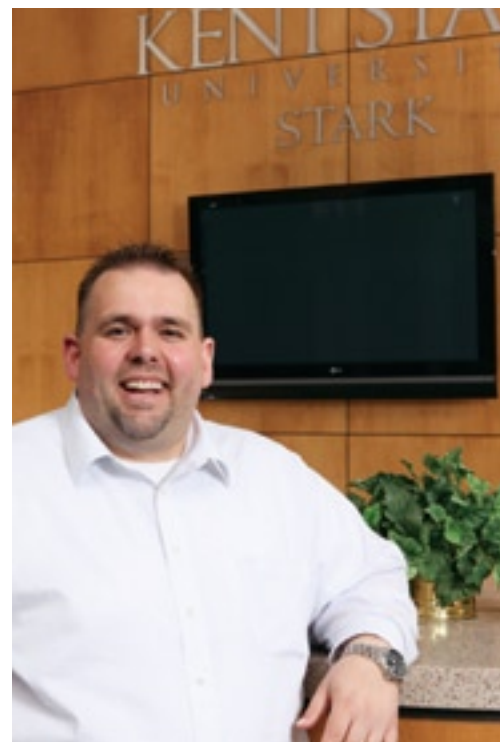


Photo by Randy Fath

"I could walk into advising services and get assistance right away, which gave me peace of mind. My advisors made everything simple, ensuring that I did not have to start all over again. They knew how to remove roadblocks."

– Mike Kessler, Kent State University at Stark graduate student



Photo by Randy Fath

A Kent State University at Stark graduate and a current student gain valuable work experience and career connections through a local internship opportunity.

THE ART OF INTERNSHIPS

The image of a romantic, often tragic starving artist – portrayed in literature and theater as destitute for the sake of an artistic life – is not the kind of picture Scot Phillips plans to paint. Instead, armed with exceptional creative talents and the drive to use them wisely, he is carving out a place for himself as a respected artist who can earn his keep.

This Massillon native and 2008 Kent State University at Stark graduate credits a portion of his success to his dynamic, year-long internship

at the Massillon Museum, where he's now employed as the membership coordinator.

This past fall, Phillips selected Joshua Humm, a sophomore fine arts major at Kent State Stark, as his own intern. He notes, "Joshua has proven to be a conscientious worker who applies himself to whatever task he's given."

Last fall, Phillips was asked to coordinate a silent art auction and benefit to help the museum purchase a refurbished photo booth – now one

of only three left in Ohio. Humm, who assisted with the effort, says, "I never thought about all the work that goes into making a show like that happen. Everyone at the museum pulled together, and it went even better than planned. Now I can tell a future employer about my experience."

Though he admits to having typical concerns about how his education will translate into a job, Humm credits the example of his Kent State Stark professors and his



work at the museum with building his confidence. “It’s comforting to see my instructors be teachers and practicing artists,” Humm says. “At the museum, I am surrounded by people with a real understanding of the art world. I’ve learned how important it is to get your name out there, to take some risks.”

Phillips also knows how important connections can be. In 2010, Massillon Mayor Frank Cicchinelli selected him to paint murals on two Massillon pump stations, one located on the east bank of the Tuscarawas River at Lillian Gish Boulevard and the other at the west end of Federal Avenue. Done in what Phillips describes as half-tone patterns with high-contrast, Warhol-esque style, the murals depict silent-film star Lillian Gish, who grew up in Massillon, and the Massillon Tiger mascot.

Phillips says the best thing students can do to position themselves for career success in the fine arts (or any other field) is to get a hands-on internship. “Everyone told me I’d never find a job,” he says. “The internship was my foot in the door. But, you must be willing to put in the hours and do whatever it takes to get the assignments that will benefit your goals long-term.”

Before his internship, Phillips worked for Carey McDougall, assistant professor of art, as a studio assistant, helping her install exhibitions throughout the galleries on campus. She calls Phillips a great success story. A first-generation college student, Phillips put himself through college, earning a bachelor’s degree in art history with a fine arts minor. With examples of his artistic passions – including printmaking, silkscreening and hand-painted half-tones – on exhibit in both Massillon and Cleveland, Phillips plans to someday work in Chicago or New York.

“Scot is a real testament to working hard and taking advantage of local opportunities. He’s a superstar now. I think he’ll move on and leave that role model for others to follow,” says McDougall.

She adds that Humm, a talented artist in his own right, is one of many students who are thinking seriously about their career path. “Joshua recognizes the importance of this internship,” says McDougall. “I have many students who tell me they don’t have room to make a mistake with their major, that they need a degree that will immediately benefit their family. Internships are the key to making that happen.”

Student Interns: More than Copies and Coffee

According to the 2010 Internship Survey conducted by NACE (National Association of Colleges and Employers), 83.4 percent of responding employers say internship programs are designed to help the organization recruit entry-level college hires. Whether the goal is to “test drive” interns as potential full-time employees or increase manpower on a temporary basis, many businesses understand the benefits of hiring student interns, which include:

- **Building relationships with local universities, career centers and faculty.**
- **Accomplishing short-term projects at minimal costs.**
- **Learning about an intern’s current knowledge base apart from academic coursework.**
- **Gaining new perspectives on the work environment.**
- **Obtaining increased company awareness and enhanced reputation on a campus through word-of-mouth.**

If your organization is looking for interns or wants to establish an internship program, please contact Christopher Paveloi, director of career services, at 330-244-5043 or cpaveloi@kent.edu.



“Everyone told me I’d never find a job. The internship was my foot in the door. But, you must be willing to put in the hours and do whatever it takes to get the assignments that will benefit your goals long-term.”

– Scot Phillips, 2008 Kent State University at Stark graduate



SOLUTION DESIGNERS

The Kent State University at Stark Business Administration Program prepares graduates to be architects of solutions and implementers of technology who can carve out enduring careers in an ever-changing environment.

In the fall of 2007, after more than two years as a recruiter, Josh Keane was ready for a change of pace and a better match for his skills and career goals. His research and instincts led him to Bolivar, Ohio-based Harris Battery, one of the nation's largest independent battery distributors.

Of course, Harris Battery wasn't hiring, but Keane didn't let that dissuade him.

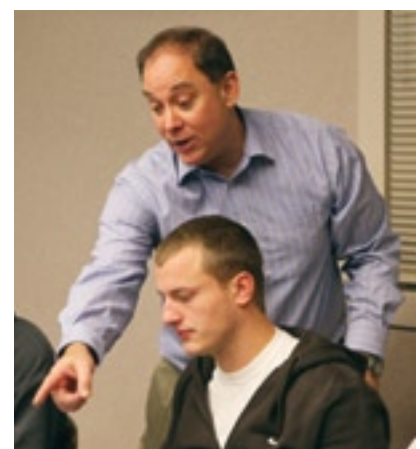
Now, as Harris Battery's specialty product manager, Keane – a 1992 Timken High School graduate who earned his bachelor's degree in business administration from Kent State University at Stark in 2005 – works with some of the largest retailers in the United States, as well as original equipment manufacturing giants, like Ingersoll Rand and Spartan Chassis. Managing key accounts in 22 states, he handles a wide range

Photo of Josh Keane by Randy Fath.

of responsibilities, from emerging technology and training to pricing and marketing.

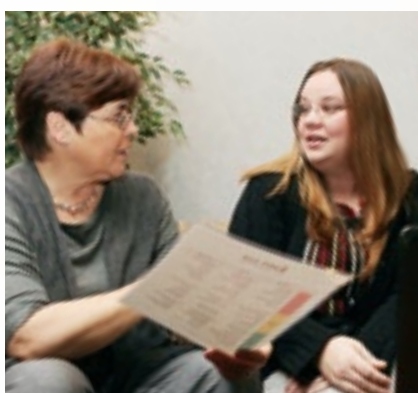
His success, he says, stems from many things, such as recognizing the right cultural fit, a willingness to take calculated risks and a drive to see his company succeed. Dr. Victor Berardi, associate professor of management and information systems and coordinator of the business administration department, believes Keane represents the kind of business graduate Kent State Stark strives to shape – a solution architect.

"There are multiple forces acting on us as a society," Berardi says. "The opportunities, as well as the constraints, in the intensely competitive business world evolve rapidly, and our goal is to prepare students for the challenges of a career that will span decades. How can they succeed in such a dynamic environment? By being designers and implementers of solutions and technology, not simply the consumers of someone else's solutions. If they have that capacity, they will be successful."



Dr. Victor Berardi instructing a business student. Photo by Randy Fath.

For Keane, real-world experience and the Kent State Stark professors who shared it were a critical part of his years in the business administration program. He says, "Kent State Stark's program is exceptional. My instructors were prepared to dive into actual business scenarios and spend extra time on things that related to the world around us. With many projects, we had to explore existing corporations, 'kick the tires' and analyze what they were doing from the ground level up."



Graduate Tiffany Brown provides research assistance to Dr. Verena Murphy, assistant professor of management and information systems. Photo by Randy Fath.

Tiffany Brown, a 2009 Kent State Stark business management graduate and a single mother, says she was encouraged to bring her experience as a parent into the classroom and tie it to tangible business issues. Brown believes her undergraduate coursework prepared her to not only handle a business, but also to tackle the rigors of her new endeavor – law school.

She notes, "I finished with a clear knowledge of what would be expected of me in a business setting, from industry analysis to total quality management. We rarely talked about made-up hypotheticals. Instead, we learned from authentic situations."

Berardi points out that Kent State Stark business professors blend real-world experience with good teaching skills, providing students with relevant theory and practical applications that all come together during the final two semesters. Currently, instructors are working as a team to update curriculum, integrate more experiential learning and improve problem-solving skills. They are also cultivating more external

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– Tiffany Brown, 2009 graduate, Kent State University at Stark

JUMPSTART EVALUATES BAKER'S SWEET AROMA

Brittany Baker knows how to sniff out good ideas. A business-minded artist with a flair for fashion, Baker decided to take her original design for a sophisticated air freshener to JumpStart Student Entrepreneurial Showcase, held last October at Cleveland State University's Wolstein Center. After demonstrating her product to more than 500 investors, entrepreneurs, community members, civic and foundation leaders and educators, this fashion merchandising major at Kent State University at Stark believes she may smell sweet success.



Using hand-drawn sketches, metallic paint and foam core, Baker developed a prototype for what will be a designer air freshener made of lightweight aluminum and high-quality perfume fragrances.

JumpStart Inc., a nationally recognized partnership between public and private entities that are dedicated to growing entrepreneurship in Northeast Ohio, appreciates the vital role students play in the region's future. The organization invited students

from surrounding higher education institutions to send individuals or teams to introduce their ideas at the JumpStart annual meeting.

Marketing lecturer Don Thacker, who had Baker in his *Advertising Promotions and Management* class last fall, mentored Baker as she prepared for the showcase. "Brittany is energetic and has good ideas. She has lots of opportunities ahead," he says.

partnerships for courses, as well as internships.

"I feel very fortunate to be associated with this program at Kent State Stark," says Berardi. "In addition, I find this satisfying – that a student who graduated five years ago would not recognize our courses today. Like business itself, we are developing that fast and will continue to move forward assertively."



4 NURSING

NURSING PROFESSOR HELPS BRING NEW ELECTRONIC
HEALTH RECORD TECHNOLOGY TO KENT STATE UNIVERSITY AT STARK,
ENHANCING TRAINING FOR STUDENTS AND
COMPETITIVENESS FOR GRADUATES.

For today's nursing students, a passion for patient care must be balanced with a thorough understanding of modern-day medical tools. Because of recent health care reforms, increased integration of treatment and technology – at even the most basic levels of care delivery – is now required, and the widely discussed electronic health record (EHR) is at the heart of these momentous changes.

At Kent State University at Stark, Dr. Deb Shelestak, assistant professor of nursing, recognized the importance of providing students with a more in-depth EHR experience, a valuable skill they could use in any health care setting.

"There is an expectation among employers that upon graduation, nursing students are ready to go," she says. "The higher students' comfort level with EHRs, the less time an



"There is an expectation among employers that upon graduation, nursing students are ready to go. The higher students' comfort level with EHRs, the less time an employer would have to spend teaching them that skill. It gives them the edge on a résumé, in an interview and on the job." – Dr. Deb Shelestak, Assistant Professor of Nursing

employer would have to spend teaching them that skill. It gives them the edge on a résumé, in an interview and on the job."

Looking for a system that would be flexible and affordable, she discovered iCare Academic, a web-based EHR for education that's funded by the National Science Foundation and under development at the University of Tennessee (UT) Knoxville. The project coordinator, Dr. Tami H. Wyatt, associate professor of nursing at UT Knoxville, chose Kent State Stark as one of the nation's three iCare pilot sites and designated Shelestak a principal investigator in testing and fine-tuning the system.

Shelestak says it's evident that iCare was created by a nurse for nursing faculty and students. She adds, "This easy-access EHR truly captures what students need in its design and information retrieval processes."

Last fall, Shelestak – together with faculty members Sherri Troyer, Jean Zaluski and Eldy Lazaroff – held three iCare focus groups with students and used it with simulation

exercises. This semester, nursing students in sophomore, junior and senior classes are using it more regularly to achieve Shelestak's goals, which include:

- **Exposing students early to charting with EHRs to decrease anxiety and better prepare them for clinicals.**
- **Teaching students how to retrieve pertinent patient information and make clinical judgments.**
- **Accurately replicating normal and emergency situations that students may not experience during clinicals.**

Shelestak notes the success of iCare has been undergirded by strong support from Kent State Stark administration and faculty. "Originally, I didn't know if we'd be covered by the grant," she says. "Yet, even though implementing iCare involved money and time, the university recognized its importance and embraced this new technology for the sake of our students. Kent State Stark is very progressive. It's one of our strengths."

Electronic Portfolios Help Nursing Students Move Beyond the Résumé

Nursing students at Kent State University at Stark are learning not only to care for patients, but also to promote their skills to future employers via an electronic portfolio.

According to Dr. Deb Shelestak, assistant professor of nursing, the idea took flight about five years ago during a health care communication course. Faculty members quickly recognized the broader application, and what started as a notebook of learning experiences, quickly morphed into a more comprehensive, web-based profile, complete with students':

- **Philosophy of nursing**
- **Professional photo**
- **Course of study**
- **Traditional résumé**
- **Skills checklist**

"Employers want an ongoing record of a student's learning experiences that go beyond the résumé," Shelestak says. "With the electronic portfolio, employers who are not familiar with our program can go to a student's website and get a good idea of what that student has accomplished. In addition, it's helped many students become more comfortable in working in an electronic environment, which is a plus for their career."

STARK VIEWS

The Corporate University, Kent State University at Stark, again teams up with *The Repository* on a public opinion survey to measure Stark Countians' perceptions of local economic development.

The people of Stark County are used to hearing opinions about their community. From political pundits to *Forbes* magazine analysts, Stark County – together with the greater Northeast Ohio region – is often under the microscope. Yet, despite all the attention, local residents rarely have an opportunity to voice their views about the area's direction and future.

The Repository and The Corporate University, Kent State University at Stark, are changing that. Using a combination of web-based marketing and research tools, they partnered in 2009 and again last fall on the Stark County Public Opinion and Attitude Survey, which is designed to give Stark Countians a collective voice concerning economic development.



“We wanted to use our research capabilities to help the community and came up with the idea of this survey,” says Marshall Hill, research associate at The Corporate University. “Working with *The Repository* – a major news media outlet with Stark County’s most-visited website – was a natural fit. We are both community partners with a stake in this, as opposed to an outside firm looking in. Our motives stem from a desire to improve Stark County.”

The organizations have enjoyed a history of teamwork, as well as mutual sponsorship of significant business and community events, including Kent State Stark’s Earth Day Celebration and the Stark County Business to Business EXPO. Maureen Ater, director of marketing for *The Repository*, notes that the two institutions – both large Stark County employers

– work side by side on many fronts and on behalf of many area organizations.

She says, “Neither of us takes our principal roles in the community lightly. It’s important for us to consider all the ways we can work together to benefit not only ourselves, but also the people we serve.”

The Corporate University developed last year’s Stark County Public Opinion and Attitude Survey based on responses to the 2009 version, in which a majority of respondents indicated a need for a Stark County economic development plan. Among other things, the 2010 survey asked:

- Who is responsible for creating and driving this plan?
- Is economic development in Stark County on the right track?
- Does Stark County have the ability and resources to grow economically?

Hill says the results indicate a disconnect between what the respondents want to see happen with economic development in Stark County, what is actually happening and their own belief in their ability to affect economic change.

“They would like to see business and political leaders of our community step forward, assume a primary role and develop a plan for Stark County’s economic future,” he adds. “I think we now need to ask, ‘who is the catalyst and how do we spread the word?’”

Leaders from *The Repository* and The Corporate University are meeting to discuss what the next logical step in this process should be. Ater says the survey – which she and Hill both hope will be offered annually – has the potential to lay groundwork for positive change.

“Information like this energizes people to make changes,” says Ater. “I really believe The Corporate University staff members have poured themselves into this project, which has not been an easy task. They are providing valuable data that we can truly do something with.”

STARK NUMBERS

Highlights of the 2010 Stark County Public Opinion and Attitude Survey include:

- 84% believe Stark County has the ability to grow its economic development.
- 67% think the county is currently on the wrong track.
- 37% believe they have the ability to help influence economic development.
- 92% indicate that leaders (business and political) need to step forward and guide economic development.
- 87% believe more collaboration is needed between the public and private sectors.
- 67% believe Stark County has the resources needed to create a strong economy.

“Working with The Repository – a major media outlet with Stark County’s most-visited web site – was a natural fit. We are both community partners with a stake in this, as opposed to an outside firm looking in. Our motives stem from a desire to improve Stark County.”

– Marshall Hill, Research Associate at The Corporate University, Kent State Stark



CLEAN WATER COLLABORATION

The Herbert W. Hoover Foundation Initiative in Environmental Media at Kent State University at Stark is bringing together students, businesses and community partners to raise awareness about the polluted Nimishillen Creek Watershed and what can be done to clean it up.



Stark County's Nimishillen Creek Watershed is polluted. For years, contaminants from municipal, agricultural and industrial sources have been washing into the 24.5-mile channel and its associated lakes and streams, affecting wildlife and recreational activities. Those toxins eventually enter a larger water web that flows into the Ohio River Watershed, the Mississippi River Basin, the Gulf of Mexico and, finally, the Atlantic Ocean.

It took a group effort to dirty the Nimishillen. Now, many individuals and groups in and around Stark County want to help clean it up. The Herbert W. Hoover Foundation Initiative in Environmental Media is striving to bring them all together.

A Plan to Educate and Connect

Created in 2008 from a Herbert W. Hoover Foundation grant, the Hoover Initiative functions as a collaboration between Kent State University at Stark and the University of Miami's (Florida) Arnold Center for Confluent Media Studies. Its mission centers on developing scholars who understand science and the production of fair, educational and effective new media aimed at environmental change.

Dr. Penny Bernstein, associate professor of biological sciences and coordinator of the Hoover

Initiative, says cooperation between university and K-12 students, businesses and community partners remains at the heart of all conservation endeavors. The program's three-part plan includes:

- Increasing awareness about local watershed pollution and what can be done to reverse it.
- Involving more students from the Stark Campus, as well as Kent State University, in the initiative.
- Connecting community partners and others who are concerned about water on local, regional and national levels.

"We see many positive things happening locally with regard to our watershed," Bernstein says. "In educating the public about water quality and taking the lead on water-quality projects that unite different organizations, we're trying to create a context for broader environmental change that can also lead to economic growth."

Bernstein points to the leadership of locally owned and operated Shearer's Foods, which built the world's first LEED Platinum-certified snack food plant, located in Massillon. She says Robert Shearer, the company's co-founder and CEO, challenged his suppliers

to design more energy-efficient equipment, generating a ripple effect in other industries. The plant uses 30 percent less energy in manufacturing than industry standards, saves \$280,000 a year in energy costs and is expected to create 125 jobs by the end of 2011.

Communication of Key Environmental Messages

Dr. Robert Hamilton IV, an assistant professor of biological sciences, believes one of the biggest challenges is getting people to understand the far-reaching nature of a watershed. He says, "People ask me where the Nimishillen Creek Watershed is, and I tell them they're standing on it. Most of the water that runs under our land or drains off it ends up in the Nimishillen. Thankfully, our drinking water is OK, but the overall water quality is not."

Last year, the Ohio Environmental Protection Agency (EPA) reported that only 13 percent of Nimishillen test sites met its biological standards for wildlife and recreational activities. Fifty-five percent failed to meet any of the standards.

Through the Hoover Initiative, students from the Kent Campus and Kent State Stark are producing a documentary of Hamilton's research on local water quality. David Smeltzer, assistant professor of journalism and mass communication at the Kent Campus, is coordinating contributions from biology, journalism, music, education, geography and sociology departments.

Using the Nimishillen as a model and eventually a springboard to discuss larger water management and use issues, filmmakers will attempt to make the watershed visible in various ways, including



An interactive exhibit at the McKinley Presidential Library and Museum teaches visitors how their actions impact the local water supply.

Photo by Scott Heckel, The Repository

Hoover Initiative Brings Local Groups Together

With the intent of increasing collaboration between area schools, universities and organizations, the Herbert W. Hoover Foundation Initiative in Environmental Media has reached out to many who are working to improve water quality in Stark County, including:

Canton Audubon Society

Crossroads Resource Conservation and Development Council

Great Lakes Innovative Stewardship Through Education Network (GLISTEN)

Malone University

University of Mount Union

Muskingum Watershed Conservancy District

Nimishillen Creek Watershed Partners

Northeast District Office, Ohio Environmental Protection Agency

Northeast Ohio Four County Regional Planning and Development Organization

Ohio Agricultural Research and Development Center

Ohio State University Extension

Stark County Health Department

Stark County Park District

Stark County Regional Planning Commission

Stark County Soil and Water Conservation District

Stark State College

Walsh University

Western Reserve Land Conservancy

Photo by Arielle Adkins, Coordinator's Choice winner of the spring 2010 Hoover Initiative student photo contest.

"We see many positive things happening locally with regard to our watershed. In educating the public about water quality and taking the lead on water-quality projects that unite different organizations, we're trying to create a context for broader environmental change that can also lead to economic growth."

Dr. Penny Bernstein, Associate Professor of Biological Sciences and Coordinator of the Hoover Initiative

where it is, how it fits into larger watersheds and the role we all play in polluting or keeping it clean. The film's goals include educating people about their water and its safekeeping, strengthening links between the university and community and increasing the project's network of partners.

Closely related to this effort are two recent photo contests and Kent State Stark's new course in environmental media, launched this semester and taught by Hamilton, Smeltzer, Mitch McKenney, assistant professor of journalism and mass communication at Kent State Stark, and Joe Murray, assistant professor of journalism and mass communication at the Kent Campus.

McKenney notes it's an ideal elective for students majoring in biology, conservation, communication, geology, geography, sociology, fine arts and other fields. "Right now, students are teaming up with community partners to explore solutions for the Nimishillen's problems," he says. "They are also developing films that will be screened for students, partners and the general public in the spring."

Partnerships Continue to Grow

According to Bernstein, a huge, informal network of people currently work to protect and regulate the Nimishillen Creek Watershed, and she and others with the Hoover Initiative are helping connect them with each other. "The Herbert W. Hoover Foundation really encourages collaboration and we are reaching out to more and more each semester. Our list of partners keeps growing," she says.



Photo by Laura Ziemianski, first place winner of the fall 2010 Hoover Initiative student photo contest.

Who's in the Nimishillen Creek Watershed?

Much of Stark County's land and the majority of its population are in the Nimishillen Watershed, including the communities of Canton, North Canton, Louisville, Canton Township, Perry Township and Plain Township. The Nimishillen also covers part of Jackson Township, while Alliance and Massillon are in the Mahoning River Watershed and Upper Tuscarawas Watershed, respectively. In addition, the Cuyahoga Watershed covers a tiny portion of Stark County.

SOME EXAMPLES OF PROGRAMS THE HOOVER INITIATIVE IS LINKED TO INCLUDE:

- A pilot program for teachers at three Stark County elementary and middle schools to help students understand and devise solutions for water issues on school property. Grants: Muskingum Watershed Conservancy District, H.W. Hoover Foundation. Partners: Hoover Initiative, Stark Parks and Kent State Stark.
- A public survey designed to assess people's knowledge of the Nimishillen Creek Watershed. Partners: Hoover Initiative and The Corporate University at Kent State Stark.
- Placement of "No Dumping" markers on storm water drains throughout the Stark Campus. Partners: Kent State Stark faculty, students and staff members from the facilities department.
- Studies to identify and correct excessive nutrients in the Deer Creek and Walborn reservoirs, which supply Alliance residents with drinking water. Partners: University of Mount Union students, the Ohio EPA, Western Reserve Land Conservancy, county health departments and others.
- Removal of a polluting culvert and creation of a naturally flowing, sculpted channel near Meyers Lake. Pending grant: Muskingum Watershed Conservancy District. Partner: Meyers Lake Preserve.
- Upgrades to waste water treatment plants in Massillon and Canton.
- Construction of a wetland in Canton's Reifsnyder Park that treats storm water from a culvert and installation of a large retention basin along Fairhope Ditch to improve storm water runoff and reduce downstream flooding. Partner: City of Canton.

Addressing local water issues will require a collaborative effort of our entire community. Readers can make a difference by completing a brief survey focused on exploring the current level of public awareness concerning our precious water resources. The survey can be accessed by visiting stark.kent.edu/water. The short survey will begin Tuesday, February 1 and will close at 5 p.m. Friday, February 25. Kent State Stark appreciates readers' time and support of this important issue.

For more information about Hoover Initiative and its collaborative efforts, visit OurWaterWebs.org.

Marketing Students ‘Pay It Forward’

Last spring, the Ohio Campus Compact (OCC) awarded students in Kent State University at Stark’s introductory *Principles of Marketing* course a prestigious \$4,500 Pay It Forward grant to invest in a local non-profit agency of their choice. The OCC distributes grants to only 54 higher education classes in Ohio, Kentucky and Michigan with the purpose of creating a new generation of philanthropists through a course-based, service-learning environment.

Led by lecturer Don Thacker, two teams of students – with access to an additional \$500 to support course activities – performed in-depth research on two non-profits, gaining practical experience while developing branding, promotional and event-based marketing plans for each. At the end of the semester, the teams presented their ideas to classmates and representatives from the Kent State University Department of Experiential Learning and the OCC.

Thacker says the students surprised him. “For new marketing students, they did an extraordinary job. No group was disappointing. They came up with very creative and innovative concepts,” he adds.

The class voted to donate the funds to the Stark County Hunger Task Force, an agency that supports more than 24 food pantries across Stark County. The grant will help the agency boost awareness through marketing and improved technology.



*Photo of Dean Walter Wagor
by Joe Smithberger*

Stark Campus Holds Third Fall Commencement

More than 120 graduates, including three master’s degree candidates, walked the stage at Kent State University at Stark’s Third Annual Fall Commencement. Mark J. Samolczyk, president of the Stark County Community Foundation and former executive at The Timken Company, delivered the convocation address.

Students Thank Donors at Annual Scholarship Reception

Kent State University at Stark offers its donors and scholarship recipients the unique opportunity to meet face to face during its annual scholarship reception and luncheon. In addition to thanking donors for their generosity, commitment and support, students can share their academic accomplishments and career aspirations with them.

Those who attended last fall listened to students Ashley Meinke and Evelyn Williams speak about their accomplishments and gratitude, recognizing the important role donors play in helping undergraduates attain their educational goals. A junior applied communications major with many scholastic achievements, Meinke works part time as a Kent State Stark student employee and has previously been a set assistant for locally filmed movies and documentaries. Williams, a senior psychology major, non-traditional student and mother of nine children, relied on scholarships to help her complete her degree after taking a nearly two-decade hiatus to raise her children.

The scholarship reception, now in its second year, has become a campus tradition and promises to continue providing an important link between scholarship recipients and donors.

◀◀ looking back

Kent State Stark to Host Spring Theatre Events

Songs For A New World

Journey through a collection of energetic musical stories that will transport you to moments in life when everything seems perfect, before sudden disaster strikes. Kent State Stark Theatre Department's presentation of *Songs For A New World*, composed by Jason Robert Brown, will run in the Fine Arts Theatre on February 18, 19, 20, 25, 26 and 27.

The Glass Menagerie

The Kent State Stark Theatre Department will present *The Glass Menagerie*, a classic memory play by Tennessee Williams, running April 8, 9, 10, 15, 16 and 17 at the Fine Arts Theatre. In this play by one of America's most important dramatists, overbearing matriarch Amanda Wingfield's ambitious, but unrealistic hopes and dreams for her children threaten to smother them. The family's precarious relationship reaches its dramatic climax with the long-awaited visit by a gentleman caller for Amanda's daughter, Laura.



For more information, please visit stark.kent.edu and click on Events under the About Us tab, or call the Theatre Box Office at 330-244-3348.

Students to Jam with Featured Speaker Max Weinberg

On Monday, Feb. 28, Max Weinberg, long-time drummer for Bruce Springsteen's E Street Band and former director of the featured band on *Late Night with Conan O'Brien*, will take the stage as the third of four in the 2010-11 Featured Speakers Series. Joining him will be student musicians from Kent State Stark's Studio Ensemble, who have eagerly learned and rehearsed music in advance for the unique opportunity to "jam" with Weinberg. For more information, please visit stark.kent.edu and click on Events under the About Us tab, or call 330-499-9600.



Photo by Randy Fath

Month-long Program to Spotlight Entrepreneurial Leadership

From March 22 through April 19, the Stark Development Board and Small Business Development Center at Kent State University at Stark will hold its Stark County Entrepreneur Experience, a month-long series of events designed to help established and aspiring entrepreneurs deepen their knowledge and gain practical business counsel. Attendees will be challenged and energized by world-class speakers, including:

- Andre Thornton, Cleveland baseball legend, president and CEO of supply chain management company ASW Global and international speaker on topics related to executive leadership, organizational change and diversity;
- Ross Sanders, CEO of Bizdom U, an organization that trains, mentors and funds entrepreneurs to launch businesses in the city of Detroit;
- John Dearborn, president of Cleveland's JumpStart Inc., one of the most active and innovative venture capital and entrepreneurial development organizations in the U.S.A.;
- Jerome Ringo, a member of Green Group and *Newsweek's* Environment and Leadership Council. Ringo, who will present on Thursday, April 14, will be the fourth and final presenter in Kent State Stark's 2010-11 Featured Speakers Series. For more information, please visit stark.kent.edu/about/events/featuredspeakers or call 330-499-9600.

In addition, students from Stark County colleges and universities will present business plans to a panel of entrepreneurial experts, with the winning teams receiving scholarships.

For more information on the Stark County Entrepreneur Experience, please visit cantonsbdc.org or call 330-244-3290.



looking forward >>

Campus to Exceed State-mandated Energy Reductions



Ohio House Bill 251, signed into law in 2006, requires state-funded entities to reduce energy usage by a minimum of 20 percent by the year 2014.

Because sustainability and energy conservation are long-time core values of Kent State University at Stark, the government mandates reinforce the importance and focus of the projects already underway on campus.

Last April, the Ohio Air Quality Development Authority (OAQDA) issued revenue bonds of approximately \$1.3 million in financing assistance for improvements to the Stark Campus. The low 2.4 percent financing allows Kent State Stark to make improvements immediately and re-pay the bonds using energy cost savings at \$182,000 per year, recouping the investment in less than 10 years.

The upgrades, slated for completion this June, will help Kent State Stark exceed the state's requirements in HB 251. "We have made great strides in our efforts to conserve energy and promote the many facets of sustainability on our campus. These additional improvements will reduce Kent State Stark's energy consumption by 37 percent," says Brent Wood, senior facility manager and campus sustainability officer.

Energy Efficiency Projects:

- Lighting changes to more efficient components.
- More occupancy sensors controlling lights.
- Toilet exhaust fans and HVAC enhanced operational controls.
- High-velocity hand dryers replacing paper towels.
- Vending unit sensors.
- Educational/behavioral enhancements.

Energy Conservation Project by the Numbers:

- Eight buildings, 340,000 square feet.
- \$640,000 pre-project annual electricity and gas cost.
- \$180,000 in annual energy cost savings.
- At least 28 percent energy cost reduction.
- 37 percent unit energy reduction, exceeding HB-251 energy reduction requirement of 20 percent.
- 5,190 mcf of natural gas and 1.64 million kilowatt hours of electricity saved annually.
- Nearly 2.9 million pounds of CO₂ reduced from our world each year.

Elementary Growth through Service-Learning

Last fall, Kent State University at Stark's Lisa Hallaman, a human development and family studies lecturer, and Dr. Scott Tobias, assistant professor of human development and family studies, coordinated a service-learning project designed to enhance the dynamics between school children and their families.

Students from Tobias' *Family Life Education Methodology* and Hallaman's *Building Family Strengths* courses worked with kindergarteners, their parents and administrators at McGregor Elementary School in southwest Canton to develop a variety of family engagement activities for the school's family resource room. In addition to ideas for improving family interaction, students performed a parental needs assessment and sought insight into parents' perceptions of the school. They formally presented their findings to school administrators at the end of the semester.

"It wasn't a traditional 'let's-learn-our-ABCs' endeavor," says Hallaman. "Students had to think beyond the traditional school social worker role to a more interpersonal level, about how a parent and child should or could relate when it comes to learning."

For students, it was an opportunity to shift from passive to active learning as they begin their transition from undergraduate to professional. In taking the classroom on the road, students



experienced the crucial, face-to-face client contact they need for a practicum (and a future job) while serving a Kent State Stark community partner.

Tobias says, "With service-learning, students can combine research and real life. They get outside their comfort zone of delivering results only to peers and catch a glimpse of 'outside' reactions to their work. With the McGregor project, our students also had to overcome their own presumptions about life and education in an inner city. They discovered that many parents are involved with, and care a great deal about, how their children are learning."



Kent State Stark human development and family studies students work with McGregor Elementary School teachers to develop family engagement activities.

STARK CAMPUS FACULTY ACHIEVEMENTS

Cynthia Barb, associate professor of mathematical science, presented *Stringing Along in Geometry* at the National Council of Teachers of Mathematics 60th Annual Conference in Akron, Ohio, Oct. 14-15, 2010.

Victor Berardi, associate professor of management and information systems, presented *A Cross-Curricular Approach to Using Course Projects for Developing Process Improvement Abilities in Studies* at the Decision Sciences Institute Annual Meeting in San Diego, Calif., Nov. 19-22, 2010.

Penny Bernstein, associate professor of biological sciences, presented *Linguistic Comparison of Pet Cat Names Between USA and Belgium and Possible Meanings for the Cross Cultural Perspectives on Human-Animal Interactions* for the International Society for Anthrozoology in Sweden, June 27 through July 5, 2010.

Brian Betz, associate professor of psychology, presented *Comparing the Buddhist Concept of Emptiness with Social Psychological Theories of Consciousness* at the Science and Non-Duality Conference in San Rafael, Calif., Oct. 21-24, 2010.

Sebastian Birch, associate professor of music, performed *L'Ennemi for Soprano and Piano* at the 2010 CMS/ATMI/PKL National Conferences in Minneapolis, Minn., Sept. 22-26, 2010.

Daniel Castaneda, assistant professor of modern and classical languages, and **Moon-Heum Cho**, assistant professor of education foundations and special services, co-presented *Integrating Collaborating Activities Using Wikis to Enhance College Students' Writing in Spanish* at the 30th Annual International Lily Conference on College Teaching in Oxford, Ohio, Nov. 18-21, 2010.

Brian Chopko, assistant professor of sociology, presented *An Events-Based Paradigm: Working Through Impasses in Supervision* at the All Ohio Counselors Conference in Columbus, Ohio, Nov. 3-7, 2010.

Lee Fox, associate professor of psychology, presented *Inequity in the Academy: A Case Study of Factors Influencing Promotion and Compensation at American Universities* at the Oxford Round Table in Oxford, United Kingdom, July 10-16, 2010.

Kim Garchar, assistant professor of philosophy, presented *On Tragedy: The Moral Marriage of Care and Community* at the Midwest Conference for the Society for Women in Philosophy in Madison, Wis., Oct. 22-25, 2010.

Angela Guercio, assistant professor of computer science, presented *Barriers to Distance Learning in Web Accessibility for Persons with Blindness and Visual Impairment* at the International Conference on Distributed Multimedia Systems – International Workshop on Distance Education/Technology in Oak Brook, Ill., Oct. 13-17, 2010.

Lisa Hallaman, lecturer in family and consumer studies, presented *Challenges in Establishing a Service-Learning Course* at the National Council of Family Relations in Minneapolis, Minn., Nov. 2-5, 2010.

Leslie Heaphy, associate professor of history, presented *Education Program on the Negro Leagues in the Classroom* at the 13th Annual Jerry Malloy Negro League Conference in Birmingham, Ala., July 12-18, 2010.

Erin Hollenbaugh, assistant professor of communication studies, presented *Personal Journal Bloggers: Profiles of Disclosiveness* at the National Communication Association Conference in San Francisco, Calif., Nov. 11-17, 2010.

Aloysius Kasturiarachi, associate professor of mathematical science, presented *Top Ten Mathematical Topics that Undergraduates in Mathematics should Master* at MathFest 2010 in Pittsburgh, Penn., Aug. 5-8, 2010.

Peter C. Kratoski, adjunct Justice Studies faculty, co-presented *Providing National and Human Security at Home and Abroad* and served as a panelist on a round table session titled, *The Future of Policing in an Increasingly Globalized World* at the 17th Annual International Police Executive Symposium in Valletta, Malta, March 14-19, 2010.

Mitch McKenney, assistant professor of journalism and mass communication, presented the following at the AEJMC annual conference in Denver, Colo., Aug. 2-7, 2010:

- *Losing My Religion Page* on faith coverage
- *Newsroom to Classroom* on adapting pro instincts to academic work

Robert Miltner, associate professor of English:

- Was awarded the 2009 New Rivers Press Book Prize for his collection of prose poems, *Hotel Utopia*. The manuscript will be released in Oct. 2011.
- Conducted archival research on the correspondence between American author Raymond Carver and editors Gordon Lish of Random House and Noel Young of Capra Press while serving as an in-residence Everett Helm Fellow at the Lilly Library at the University of Indiana in Bloomington, July 23-29, 2010.

Carrie Schweitzer, associate professor of geology, co-authored *The Oldest Shrimp and Remarkable Preservation of Soft Tissue* for the January 2010 *Journal of Crustacean Biology*. The report documented the discovery of the oldest shrimp fossil.

Don Thacker, lecturer of marketing, presented *A Cross-Curricular Approach to Using Course Projects for Developing Process Improvement Abilities in Students* at the Decision Sciences Institute Annual Meeting in San Diego, Calif., Nov. 19-22, 2010.

Deirdre Warren, assistant professor of sociology, presented *Citizen Attitudes in Houston, Texas, Toward Evacuees from Hurricane Katrina: Application of Critical Race Theory* at the American Society of Criminology Annual Meeting in San Francisco, Calif., Nov. 18-21, 2010.

STARK CAMPUS STAFF ACHIEVEMENTS

Kelli Baxter, director of The Corporate University, presented *Strategic Planning* at the monthly meeting of the Canton Institute for Supply Management Professionals in Canton, Ohio, Oct. 20, 2010.

Tamie Eynon, assistant director for academic advising, and **Marisa Naftzger**, assistant director for First Year Experience, presented *Giving Students the "Swift Kick" They Need: A Comprehensive Student Success Program* at the National Academic Advising Association (NACADA) Conference in Orlando, Fla., Oct. 3-6, 2010. In the post-conference evaluations, the presentation scored the highest among more than 350 sessions.

Rob Kairis, library director, co-presented *The Mad World of e-Books in the Scholarly Communications Supply Chain: A Focused Discussion* at the American Library Association Annual Conference in Washington, D.C., June 24-29, 2010.

Joanne Salay, math/science outreach program coordinator, presented *A Narrative Inquiry of Volunteer Experiences: Stories Lived and Shared* at the North American Riding for the Handicapped Association National Conference and Annual Meeting in Denver, Colo., Nov. 3-9, 2010.

Willetta Shoemaker, public program coordinator for The Corporate University, presented *Mixing and Managing Different Generations in the Workplace* at the Business to Business Expo presented by Canton Regional Chamber of Commerce and *The Repository* in Canton, Ohio, Oct. 21, 2010.



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FEBRUARY

SONGS FOR A NEW WORLD

Music and Lyrics by
Jason Robert Brown

Feb. 18, 19, 25 and 26 at 8 p.m.
Feb. 20 and 27 at 2:30 p.m.

Fine Arts Theatre

Ticket Prices: \$12 Adults;
\$5 Students under 17 and
senior citizens; KSU students free
with current ID
Tickets available Jan. 31

ELECTRIC BLUES WALLACE COLEMAN BAND

Feb. 24 at 6 p.m.

Main Hall Auditorium
Free, no tickets necessary

FEATURED SPEAKER: MAX WEINBERG

Feb. 28 at 7:30 p.m.

Timken Great Hall
The University Center
Free, but a ticket is required
Tickets available Feb. 7

MARCH

TYPOGRAPHIC WORKS BY MATTHEW TULLIS & JEFF JENSEN

March 2 - April 2
Mon.-Fri., 11 a.m. - 5 p.m.

Main Hall Art Gallery
Free, no tickets necessary

RED CAMPION VOCAL CHAMBER ENSEMBLE

March 4 at 7:30 p.m.

Main Hall Auditorium
Free, no tickets necessary

A SERBIAN CELEBRATION KOSOVO SERBIAN MALE CHOIR

March 6 at 3 p.m.

Fine Arts Theatre
Free, no tickets necessary

KENT STATE STARK MUSIC DEPARTMENT POPS CONCERT

March 13 at 3 p.m.

Fine Arts Theatre
\$10 admission; Kent State Stark
students admitted free with current
ID. Proceeds benefit music and
theatre scholarships.

VIOLIN AND PIANO RECITAL ROBERT WATERS, VIOLIN JERRY WONG, PIANO

March 29 at 7:30 p.m.

Main Hall Auditorium
Free, no tickets necessary

APRIL

THE RYAN HUMBERT BAND LOCAL ORIGINAL ROOTS ROCK

April 1 at 7:30 p.m.

Main Hall Auditorium
Free, no tickets necessary

A REALITY BEYOND OUR REACH CERAMIC SCULPTURE EXHIBITION

April 7 - May 6

Mon.-Fri., 11 a.m. - 5 p.m.

Main Hall Art Gallery
Free, no tickets necessary

THE GLASS MENAGERIE

By Tennessee Williams

April 8, 9, 15 and 16 at 8 p.m.

April 10 and 17 at 2:30 p.m.

Fine Arts Theatre
Ticket Prices: \$10 Adults;
\$5 Students under 17 and
senior citizens; KSU students
free with current ID
Tickets available March 28



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KENT STATE STARK NEW MUSIC FESTIVAL

April 9 at 7:30 p.m.

Main Hall Auditorium
Free, no tickets necessary

KENT STATE STARK UNIVERSITY CHORUS

April 16 at 5 p.m.

Main Hall Auditorium
Free, no tickets necessary

FEATURED SPEAKER: JEROME RINGO

April 14 at 7:30 p.m.

The Green Economy and a Clean
Energy Future

Timken Great Hall
The University Center
Free, but a ticket is required
Tickets available March 28

KENT STATE STARK CONCERT BAND

April 26 at 8 p.m.

Fine Arts Theatre
Free, but a ticket is required

For ticketed music and theatre events, call the Fine Arts Box Office at 330-244-3348.

Featured speakers tickets are available at the Main Hall Information Desk beginning on the date listed with each speaker. Call 330-499-9600 for more information.