

CASA Dean's MMU (Monday Morning Update)

A Tradition of Excellence; A Standard of Success

Monday, October 23, 2017

Dear Colleagues,

All academic programs in the College of Applied Sciences and Arts (CASA) have a new home in the proposed academic structure of SIUC:

<http://chancellor.siu.edu/common/doc/academic-reorganization-by-college.pdf>.

This web address or the proposed structure update (strawman proposal) became accessible as of October 20, 2017, and I expect it may have further changes as we go through the reorganization process. The SIUC reorganization timeline is follows:

- October 19, 2017: Strawman proposal released.
- November 6, 2017: Feedback deadline from SIU stakeholders.
- November 10, 2017: Formal proposal released.
- February 15, 2018: Final organizational structure released.
- April 12, 2018: SIU BOT meeting approval.
- July 1, 2018: New colleges/schools start functioning with their new governing operating papers.

At the open forum last Thursday (October 19, 2017), Chancellor Carlo Montemagno mentioned our target enrollment for SIUC is 18,300 by 2025. This is realistic and achievable. The reorganization is to break down academic silos to create synergy and provide new opportunities for collaboration and knowledge creation. More Ph.D. programs will be established to advance SIUC from an R2 to an R1 research institution. He specifically pointed out that there will be no layoffs of faculty or staff tied to this academic reorganization.

If you haven't done so, please send your comments and suggestions through the "Feedback" webpage at: <http://chancellor.siu.edu/vision2025/feedback.php>. It is a critical time for all of us to get involved in finding out where we can combine offerings to free up resources to both invest in building stronger programs and create new programs. Please feel free to stop by my office or drop me a line if you have any questions.

STUDENT RETENTION & SUCCESS

No matter what academic structure we will have next year, no matter where our programs will eventually move to, one thing will never change: we want our students to succeed. It is our mission and our passion, not just our job, to attract, retain, educate, and graduate students contributing to the society. Retention is critically important for SIUC at this challenging time when state funding is decreasing, enrollment is dropping, and our academic structure is in transition. While SIUC is developing institution-wide strategies, including centralization of advisement, that target specific student populations, such as first-

year students, first-generation students, etc., I encourage every faculty and staff member in this college to develop or adopt innovative approaches and best practices to improve student engagement in your classrooms and daily work.

It's my pleasure to introduce to you today "The Basement" project, designed by **Peter Smith**, Associate Professor of Architectural Studies and Interior Design, which is to develop an energized environment for all year-one students in the School of Architecture (SOA) reinforcing collaboration, creative thinking, communication and leadership skills. Quoted from Professor Smith's syllabus, "The year-one experience will include responses to and interpretation of theory, research, hand and computer aided two and three dimensional drawing, photographic imaging and the art and craft of making. The environment will aid the students in understanding process as a key factor to final product. The discussion and observations will also aid in defining their role as a member of society and the contributions that can be made as professionals in these fields." As a "Creative Director," Peter is coordinating all SOA freshmen creative workshop events, around 60 studio sessions in a year, aligning the degree requirements of NAAB and CIDA accrediting agencies.

I like "The Basement" project for several reasons. First, it is a "*reversed capstone* project." In many academic disciplines, including my discipline in Computer Science, a "capstone project" is a culminating experience asking senior students nearing the end of their college years to create a project of some sort that integrates and synthesizes what they have learned over the past 3-4 years. These capstone projects are actually ranked by the U.S. News every year through a peer review process participated by college presidents, chief academic officers, deans of students and deans of admissions from around the nation. Instead of doing it in the final year of college, a "reversed capstone" project is carried out in the first year of study. This is a perfect opportunity to engage and retain first-year students, creating a rewarding and valuable experience for students when they start their college life.

The **B**ASeMENT

A Collaborative Year One Creative Workshop Experience

ArC 121 | ArC 122

Peter b Smith, NCARB architect:

Associate Professor: SOA: SIUC

Second, “The Basement” project creates a collaborative and multidisciplinary environment for all students in the School of Architecture, bringing all Architectural Studies, Interior Design, and Fashion Design & Merchandising students together to talk about issues from each of their perspectives. Multidisciplinary research is an essential driver for innovation. For the last 500 years, academic disciplines have been divided into increasingly smaller and smaller specialized fragments. In order to solve real-world problems, our students need an interdisciplinary research experience beyond simple collaboration and teaming to integrate data, methodologies, perspectives, and concepts from multiple disciplines.

Third, “The Basement” project instills students with a strong desire to learn for their academic and professional lives. Freshman year is perhaps the most curious and ambitious time for young students with a lot of dreams. This project is going to spark greater curiosity among year-one students, making learning more effective and enjoyable. I encourage more innovations in our teaching, research, and service endeavors. Please share with me your new ideas, comments, or feedback. Thank you.

RESEARCH SYMPOSIUM

CASA Research Committee Co-Chairs Karen Johnson and Marcea Walter ask everyone to start encouraging our students, including both graduate and undergraduate students, to attend this year’s Multidisciplinary Research Symposium scheduled on Saturday, November 4, 2017, in the Transportation Education Center. There are a lot of great research areas that our faculty are involved in and this symposium will allow students to see that and hopefully open opportunities for them to work alongside their professors. Be sure to remind them there is no cost to attend the event, and lunch is provided with pre-registration at <http://asa.siu.edu/research/regi.html>.

CONGRATULATIONS

- Please join me in congratulating Mr. **Fred Imundo** for being selected as the 2017 CASA Distinguished Alumni Award winner! Many thanks go to Mike Behrmann, Chair of Department of Automotive Technology and Associate Dean for Academic Affairs, for his nomination and recommendation. The CASA Board of Counselors met on Friday, October 6, 2017, and selected Fred to receive this year’s award. Mr. Imundo is a two-degree graduate of CASA. In 1980, Mr. Imundo received his AAS degree in Automotive Technology, and in 1982, he received his BS Degree in Technical Careers. Mr. Imundo excels in each of the qualities his prestigious award represents.



Mr. Imundo has demonstrated a successful level of professional achievement as he is currently Senior Regulatory Compliance Analyst at Navistar International Corporation (Navistar). Navistar is a leading manufacturer of commercial trucks, buses, defense vehicles and engines. With over 16,000 employees and an annual revenue of over \$10 billion, Navistar is a global leader in the ground transportation industry. As the Senior Regulatory Compliance Analyst, Mr. Imundo works directly with the federal Environmental Protection Agency (EPA), individual State EPA offices, and the federal National Highway Traffic Safety Administration (NHTSA) to manage safety and emission related compliance and recalls. This role is critical for the corporation and Mr. Imundo has successfully progressed in varying positions and responsibility during his tenure.

For the past several years, Mr. Imundo has worked tirelessly with the SIU Automotive Department to develop a curriculum and training materials/resources for advanced diesel fuels and emission controls and commercial vehicle training. This work resulted in the addition of new courses and

curriculum in the program and a better trained graduate for the industry. Mr. Imundo also leveraged his industry connections to bring other corporations to SIU to support this new curriculum.

In 2015, Mr. Imundo was able to persuade the upper leadership of Navistar on the value and corporate benefits of developing a school donation program. Without any additional resources, including time, Mr. Imundo developed the entire donation program for the corporation. All work on the project was in addition to his current responsibilities. With the development of this new national school donation program, Navistar donated over \$1 million of trucks, engines, and vehicle components to SIU in the past year. In addition, Mr. Imundo was able to convince other departments at Navistar not included in the donation program to support SIU with the donation of training curriculum, service information access, and diagnostic tool donations.

Mr. Fred Imundo is an excellent example of a Distinguished Alumni from the College of Applied Sciences and Arts and is well deserving of the award. He will join the CASA Board of Counselors and give a speech at the 2018 Honors Day event on April 14, 2018. Congratulations!

- Dr. **Seung-Hee Lee**, Professor of Fashion Design & Merchandising, has one paper accepted for publication at Sustainability Journal (SSCI; Impact Factor 1.8).
 - Workman, J., **Lee, S-H.**, Jung, K. (Forthcoming). *Fashion Trendsetting, Creative Traits and Behaviors*, and Pro-environmental Behaviors: Comparing Korean and U.S. College Students. Sustainability. *SSCI*

Congratulations!

- Dr. **Yuli Liang**, Lecturer of Fashion Design & Merchandising, has the following publications recently:
 - Dr. **Yuli Liang** has one paper presented at the Research Symposium of the University of North Carolina at Greensboro, and will receive 2017 **ITAA Best Paper Award for 2nd place for Doctoral level** at International Textiles and Apparel Association. She will present her paper at ITAA conference. Congratulations!
 - Ramkumar, B., **Liang, Y.** (September 2017). *Creating Perceived Value and Intention to Purchase a Smartwatch: A Conceptual Model of the Role of Perceived Brand Image, Objective Price, Perceived Risk, and Perceived Quality*. Research Symposium celebrating the 100th Anniversary of the Department of Consumer, Apparel, and Retail Studies at the University of North Carolina at Greensboro. Greensboro, North Carolina.
 - **Liang, Y.** (Forthcoming). *Do Consumers Favor Websites or Apps? A Comparison of Consumer Acceptance on Online Apparel Mass Customization across Web and Mobile Channels*. International Textiles & Apparel Association (ITAA). St. Petersburg, FL., November 14-18, 2017.

Congratulations!

- **Dr. Rolando Gonzalez-Torres**, Associate Professor of Architecture, has a paper titled “*Decentralization as an Alternative: The Case of Rockford, Illinois*” to be presented on the 8th International Conference on the Constructed Environment to be held at Detroit, MI on May 24 - 25, 2018. The conference is sponsored by The Constructed Environment Research Network. Congratulations!
- **Jennifer S. Sherry**, Associate Professor, Dental Hygiene and Abigail Janssen and Carlita Tucker, Senior Dental Hygiene students attended the inaugural Silkworm Health Fair on October 12, 2017, in Murphysboro, IL. The health fair was designed for Silkworm employees as well as valued customers. This group was able to provide oral health education, oral health care kits and information about services of the SIU Dental Hygiene Clinic and the SIU Community Dental Center. There were many other health care providers at the event that were informed about our services and what we are able to provide for the community.

The picture below shows Jennifer Sherry and Abigail Janssen:



- The 2017 SIU Cybersecurity Day last Saturday was a huge success. It started with a brief welcome session followed by workshops, a keynote address, and a mock competition similar to a Collegiate Cyber Defense Competition (CCDC) regional competition. This event was organized by the School of Information Systems and Applied Technologies. This year, the focus was on providing interesting and useful hands-on workshops that help prepare attendees for a mini cyber defense competition in the afternoon. There were around 110 participants in this event.

Workshops included varying topics and there were something suitable for those with no prior security knowledge as well as students with security experience and skills already. Numerous prizes were awarded to those winning teams from regional high schools and colleges. Please join me in congratulating **Tom Imboden**, IST Associate Professor and Program Director, **Belle Woodward**, IST Associate professor, and the **SIU Security Dawgs** Registered Student Organization, for another successful Cybersecurity Day!



Workshop Session



Workshop Session



Mini Cyber Defense Competition (Blue Teams)



Mini Cyber Defense Competition (Blue Team)



Mini Cyber Defense Competition (Red Team)



"Experiencing Drones" Team during Lunch Time

- **Jennifer S. Sherry**, Associate Professor, Dental Hygiene (DH) and three senior Dental Hygiene students, Stephanie Sass, Jackie Blackburn and Katie Coffey participated in the "Expanding Your

Horizons" program on Saturday, October 21, 2017. Their workshop, entitled, "The Art, Science and Technology of Dental Hygiene" was a popular stop with the participants. The elementary and middle school children were able to rotate through stations where they placed dental sealants on teeth mounted in plaster, removed pseudo-calculus (tartar) on teeth in plaster blocks, and viewed digital x-rays on a computer screen. They ended the session with some oral hygiene bags and some information about the SIU Dental Hygiene Clinic. Congratulations on another successful event!





- The Fashion Design and Merchandising (FDM) program participated in the SIU Homecoming parade and the door decorating contest. Below are a few pictures shared by **Shelby Adkinson**, Instructor of Fashion Design and Merchandising.







AD STAFF MEETING

The Administrative (AD) Staff will meet on Wednesday, October 25, 2017, 9:00am - 11:00am in the Dean's Conference Room. The tentative agenda of the meeting is below:

1. Welcome, Open Forum, and Dean's Update
2. New Academic Structure of SIU
3. VTI - CASA Alumni Reunion
4. Roundtable Update and Other Business

If you have any specific items that you feel the Administrative Staff should consider at the meeting, please send me your suggestions before 1:00pm Tuesday, 10/24/2017. All faculty and staff are invited to the open forum section of the Administrative Staff meeting from 9:00am - 9:30am.

IL PUBLIC UNIVERSITIES ENROLLMENT - Fall 2017

The IL Board of Higher Education (IBHE) has released a 2017 fall enrollment snapshot from the Illinois public universities that includes information for the last three academic years. The report focuses on full-time-equivalent (FTE) enrollment at the graduate (Table 3) and undergraduate (Table 2) levels, as well as undergraduate and graduate FTE enrollment combined (Table 1), as follows. [Source: IBHE]

Table 1: Combined Undergraduate and Graduate Enrollment (based on FTE)

	Combined Enrollment			Change in Enrollment	
	Fall 2015	Fall 2016	Fall 2017	2016 to 2017	2015 to 2017
CSU	3,618	2,734	2,429	-11%	-33%
EIU	7,282	6,234	5,339	-14%	-27%
GSU	3,920	3,886	3,554	-9%	-9%
ISU	18,183	18,533	18,308	-1%	1%
NEIU	6,366	6,101	5,777	-5%	-9%
NIU	16,502	15,712	14,982	-5%	-9%
SIUC	14,995	13,880	12,463	-10%	-17%
SIUE	11,985	11,870	11,523	-3%	-4%
UIC	28,687	28,935	30,418	5%	6%
UIS	3,921	3,985	3,526	-12%	-10%
UIUC	47,644	48,765	49,634	2%	4%
WIU	9,561	8,934	8,134	-9%	-15%
Total	172,664	169,569	166,087	-2%	-4%

Table 2: Undergraduate Enrollment (based on FTE)

	Undergraduate Enrollment			Change in Enrollment	
	Fall 2015	Fall 2016	Fall 2017	2016 to 2017	2015 to 2017
CSU	2,571	1,721	1,535	-11%	-40%
EIU	6,429	5,264	4,442	-16%	-31%
GSU	2,447	2,456	2,387	-3%	-2%
ISU	16,792	17,056	16,826	-1%	0%
NEIU	5,522	5,222	4,902	-6%	-11%
NIU	13,328	12,649	12,136	-4%	-9%
SIUC	11,670	10,829	9,763	-10%	-16%
SIUE	10,350	10,273	9,912	-4%	-4%
UIC	17,022	17,416	18,949	9%	11%
UIS	2,265	2,287	2,282	0%	1%
UIUC	34,041	34,592	34,573	0%	2%
WIU	8,407	7,818	6,981	-11%	-17%
Total	130,844	127,583	124,688	-2%	-5%

Table 3: Graduate Enrollment (based on FTE)

	Graduate Enrollment			Change in Enrollment	
	Fall 2015	Fall 2016	Fall 2017	2016 to 2017	2015 to 2017
CSU	1,047	1,013	894	-12%	-15%
EIU	853	970	897	-8%	5%
GSU	1,473	1,430	1,167	-18%	-21%
ISU	1,391	1,477	1,482	0%	7%
NEIU	844	879	875	0%	4%
NIU	3,174	3,063	2,846	-7%	-10%
SIUC	3,325	3,051	2,700	-12%	-19%
SIUE	1,635	1,597	1,611	1%	-1%
UIC	11,665	11,519	11,469	0%	-2%
UIS	1,656	1,698	1,244	-27%	-25%
UIUC	13,603	14,173	15,061	6%	11%
WIU	1,154	1,116	1,153	3%	0%
Total	41,820	41,986	41,399	-1%	-1%

ON THIS WEEK'S CALENDAR

- Monday, October 23, 2017: 10:00am - 4:00pm, Dental Hygiene (DH) Advisory Committee Meeting, Dean's Conference Room.
- Tuesday, October 24, 2017: 11:00am - 12:00pm, Deans' Council Meeting, Anthony Hall Balcony Conference Room.
- Wednesday, October 25, 2017: 9:00am - 11:00am, Ad Staff Meeting, Dean's Conference Room.
- Thursday, October 26, 2017: 9:00am - 3:00pm, School of Allied Health Open House, SAH office and classrooms; 4:30pm - 5:30pm, Automotive Technology Advisory Committee Meeting, TEC Multipurpose Room.
- Friday, October 27, 2017: 9:00am - 12:00pm, Automotive Technology Advisory Committee Meeting, TEC Multipurpose Room.

AND FINALLY ...

If you see something in this update that you want to comment on, please send an email to awang@siu.edu; or call me at 618-536-6682. Also, if you know of anyone interested in receiving the CASA Dean's MMU, please ask them to send me an email and we will gladly add them to our mailing list. If you prefer not to receive the CASA Dean's MMU, please let me know, as well. Thank you.

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