

CASA Dean's MMU (Monday Morning Update)

Monday, October 10, 2016

Dear Colleagues,

It is expensive for a university to host a presidential debate, but it is a marketing tool as well as an educational experience for the students. Washington University in St. Louis spent around \$5 million to host a 90-minute matchup between Hillary Clinton and Donald Trump last night. Hofstra University, where the first debate of 2016 took place, and Longwood University, where this year's vice-presidential debate took place, spent about the same to bring the candidates to campus. Considering Washington University has a \$2.7 billion operating revenues and an endowment of nearly \$7 billion, this \$5 million spending is just a tiny expense. As a matter of fact, last night was the fifth time Washington University hosted a debate. Though not many students could get into the debate hall itself, they felt more involved and civically engaged. Hosting a debate will increase the visibility of the university, and will help to recruit new students. According to *The Atlantic* and the *Associated Press*, a survey suggested that high-school students were more likely to have a positive perception of the University of Denver after a 2012 debate there between President Barack Obama and Republican challenger Mitt Romney. Student applications typically rose by 2,000 – 5,000 after a university hosted a presidential debate.

This year marks the 56th anniversary of President John F. Kennedy's visit to SIU Carbondale. Kennedy campaigned in southern Illinois in October 1960 when he visited Carbondale. During that time, it was reported more than 24,000 people turned out to see the young politician as he ran for the White House. In a time of tight state budgets and retrenchment, it is not easy to find plenty of money for PR campaigns. However, aggressive marketing and recruitment are absolutely necessary to connect with prospective students. A study released this year by Hanover Research titled "2016 Trends in Higher Education Marketing" found that schools can connect with potential students without "spending significant amounts of money," as young students are overwhelmingly more responsive to web and social media platforms such as Twitter and Facebook, on which we can utilize inexpensive marketing tools. The most effective marketing tool is a well-designed academic program website with intuitive and user-friendly interface. For graduate students, in particular, it is important for faculty to have their academic credentials and research projects/grants information.

The university faculty and staff appreciation football game was last Saturday, October 8, 2016, when the Salukis hosted South Dakota State University at 6 p.m. at Saluki Stadium. Our College, together with SIU Alumni Association and COLA, held tailgates last Saturday. Volunteers from our College to work at the College tent including the following:

- **Mike Behrmann**, Chair and Associate Professor of Automotive Technology;
- **Elaine Atwood**, CASA Chief Academic Advisor;
- **Julie Davis**, Program Director and Associate Professor of Physical Therapist Assistant, School of Allied Health;
- **Timothy Davis**, Clinical Instructor of Physical Therapist Assistant, School of Allied Health;
- **Mandy Davis**, School of Allied Health;
- **Jasmine Winters**, Academic Advisor for Architectural Studies and Interior Design; and

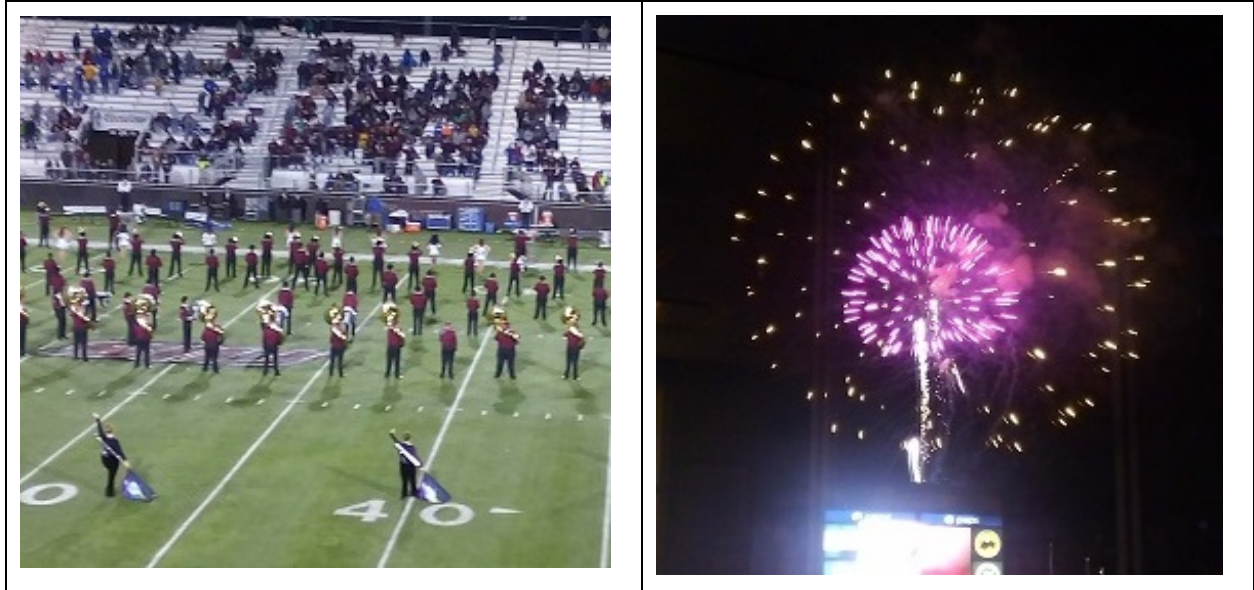
- Flying Salukis, Department of Aviation Management and Flight: **Jacob Schwarz** (Head Coach of Flying Salukis), Greysen Harlow, Teddy Keenan, Austin Alzapiedi, Matthew Browning, Angel Cochran, Jonathan Ezell, Colin Heisler, Robert Kay, Dillon Keppel, Trent Medernach, Zachary Rawlings, Andrew Roadcap, Connor Schlottman, Craig Schwandner, Brad Smith, Dalton Thompson, Kindra Wendling, Brody Wilson, Sean Gipe, Kevin Miller, and Skyler Droll.











CONGRATULATIONS

- State Farm and their Research Lab donated to SIU Automotive Technology 5 engine and transmission powertrain units. The units were from the following vehicles:
 - Cadillac XTS all-wheel drive
 - Ford Focus
 - Subaru BRZ
 - VW Touareg
 - Jaguar XF



These units were made available by SIU automotive graduates at State Farm and will be great additions to the automotive engine and transmission laboratories for the students. Please join me in congratulating Chair **Mike Behrmann** and Automotive Technology (AUT) faculty, staff, and students on a continuous success of the department!

- Dr. **Sandra K. Collins**, Associate Professor and Program Director of the Health Care Management in the School of Allied Health, has been placed on the Association of University Programs in Health Administration (AUPHA) Assessment Task Force. This task force is charged with developing the guidelines and best practices of assessment as required for certification with AUPHA. AUPHA is a global network of colleges, universities, faculty, individuals and organizations dedicated to the improvement of health and healthcare delivery through excellence in healthcare management and policy education. Its mission is to foster excellence and drive innovation in health management and policy education, and promote the value of university-based management education for leadership roles in the health sector. It is the only non-profit entity of its kind that works to improve the delivery of health services – and thus the health of citizens – throughout the world by educating professional managers. AUPHA's membership includes the premier baccalaureate, master's and doctoral degree programs in health administration education in the United States, Canada, and around the world. Its faculty and individual members represent more than 400 colleges and universities. Congratulations!
- It is our daily job to help students and our goal is student success and fulfillment. This past summer, an independent study student earning her MBA needed a few extra credits to graduate. She was a previous graduate of the HCM minor (majored in Health Care Enterprises). Dr. **Sandra K. Collins**, Associate Professor and Program Director of the Health Care Management (HCM) in the School of Allied Health, helped this Business student in her independent study, so that the student graduated in time.

I am pleased to announce HCM graduate **Audrey Burgener**'s publication titled "Enhanced Communication to Improve Patient Safety and Increase Patient Satisfaction" has been accepted for publication in the Health Care Manager. Congratulations!

- The Open House last Friday (October 7, 2016) was a success. In addition to the College table, each department/school in CASA had their own tables and display materials during the event in the Student Center International Lounge. About 400 prospective students and their families visited SIU on Friday, and 250 of them visited CASA programs. The following faculty and staff contributed to the success of this Open House event and the program tours and showcase after lunch:
 - School of Allied Health (SAH): **Scott Collins** (Director), **Robert Broomfield**, **Timothy Davis**, **Faith Miller**, **Thomas Shaw**, **Cydney Griffith** and **Michael Grey**.
 - School of Architecture (SOA): **John Dobbins** (Interim Director), **Jasmine Winters**, **Laura Kidd**, **Norm Lach**, and Fashion Design and Merchandising students **Olivia Martinez** and **Emily Hennenfent**.
 - Department of Automotive Technology (AUT): **Mike Behrmann** (Chair), **Ralph Tate**, **Eugene Talley**, Automotive Ambassadors **Melissa** and **Matt**.
 - Department and Aviation Management and Flight (AVMAF): **Michelle Parker-Clark** and **Todd Dugan**.
 - Department of Aviation Technologies (AVT): **Mike Burgener** (Chair), **Rachel Lee** and one student.
 - Dean's Office: **Elaine Atwood**, **Becky Robinson**, and **Tom Shaw**.

There was a positive energy and excitement among visitors to the campus. The Open House event gave prospective students and their families a chance to get to know the University and college academic community. Our next Open House is Saturday, October 15th from 9:30 – 11:00am. Unfortunately this time is in conflict with the ASA Multidisciplinary Research Symposium and I hope that faculty and staff try to participate the next Open House, meeting prospective students and their families, if you do not have a plan to attend the Symposium.

Each Department is also encouraged to send students from each degree program to the College Carnival taking place in the SIU Student Center Ballrooms on Thursday, October 13th (1 – 4pm) and to have students decorate their table and be ready to talk with other students about the degree programs they are in and the type of CAREER paths that flow from these degrees. This is the first time the event has been held, but over 400 current SIU students are expected to attend to explore degree program options. Thank you.

- **Dr. Craig Anz** is taking an education leave from SIU and he is currently Interim Associate Dean for Academic Affairs at VCUQatar - the Qatar campus of Virginia Commonwealth University School of Arts in Richmond, Virginia. VCUQatar launched the 2016 “Strange Wonders” exhibition recently at Company House, one of the four heritage houses within Msheireb Downtown Doha. This exhibit represents a culmination of the artistic journey of the students, alumni and faculty and staff of VCUQatar. More information is available at: <http://www.qatar.vcu.edu/news/msheireb-properties-and-vcuqatar-open-strange-wonders-2016-exhibition>.





- An Automotive Technology (AUT) student leadership event was held on Kinkaid Lake in Murphysboro on September 24, 2016. The following groups were recognized:
 - Automotive Technology Organization (ATO);
 - Women of Automotive Transportation Technology (WATT); and
 - Automotive Technology Ambassadors.

The following photo was provided by Christoph Micha, FIAT Chrysler Automobiles US LLC.



- **Information Systems Technologies (IST) Advisory Committee Meeting**

The Information Systems Technologies (IST) program in the School of Information Systems and Applied Technologies (ISAT) has an annual IST Advisory Committee meeting every Fall semester. This year the Advisory Committee met on Wednesday, October 5th, 2016 from 8:30 a.m. to 3:30 p.m. in ASA C09D, and Belle Woodward, Associate Professor of IST, was the Chair of this year's IST Advisory Committee Meeting. A total of eight members of IST Advisory Committee attended this meeting together with faculty, staff, and students. During the morning session, the Advisory Committee members served on a panel discussion of the future professional careers for IST students, followed by a closed session group meeting between the Advisory Committee and IST students. In the afternoon, the Advisory Committee met IST faculty and student RSO representatives to share their views of information technology trends that may affect IST curriculum. The Committee was glad to know that the IST program enjoyed 10% enrollment growth in AY 2015 and 8.5% in AY 2016. The future plan to create new IT and IS degrees, IT and IS minors, two specializations in Cyber Security and Applied Data Analytics, and two online –post-baccalaureate certificates in Cyber Security and Applied Data Analytics, were discussed as well as a plan to seek ABET CAC accreditation in the near future.



Introducing IST Advisory Committee Members



One-on-one meeting with the IST Advisory Committee Members after the Panel Presentation



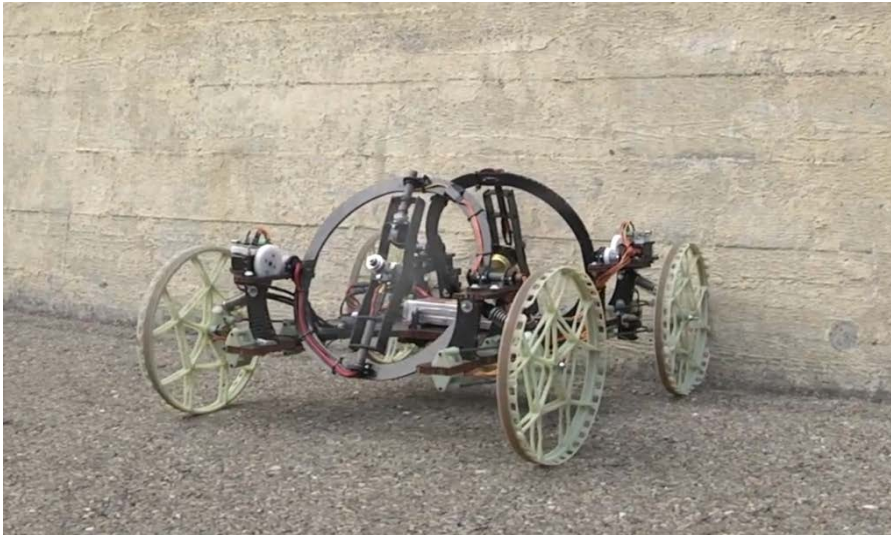
Welcome remarks by CASA Dean Wang



Opening Discussion with IST Advisory Committee Members

A WALL-CLIMBING ROBOT

This robot is capable of climbing walls. It was created in collaboration between Disney Research Zurich and ETH. The robot has two tiltable propellers that provide thrust onto the wall, and four wheels. One pair of wheels is steerable, and each propeller has two degrees of freedom for adjusting the direction of thrust. By transitioning from the ground to a wall and back again, it extends the ability of robots to travel through urban and indoor environments. More information is available at: <https://www.disneyresearch.com/publication/vertigo/>.



DRONE DELIVERS FROZEN YOGURT

From USA Today October 5, 2016: Tuesday, Orange Leaf Frozen Yogurt made its first frozen yogurt delivery to Hope College in Michigan, possibly the first drone delivery of frozen yogurt in the world. The drone, which can reach speeds up to 30 miles-per-hour and carry up to 30 pounds, took 15 minutes to travel nearly a mile to the campus. There, the company threw a party to celebrate the delivery. More information is available at:

<http://www.usatoday.com/story/tech/nation-now/2016/10/05/frozen-yogurt-delivered-drone-michigan-college-campus/91597882/>.



ON THIS WEEK'S CALENDAR

- Monday, October 10, 2016: Columbus Day.
- Tuesday, October 11, 2016: 11:00am - 12:00pm, Deans Council Meeting, Anthony Hall Balcony Conference Room.
- Wednesday, October 12, 2016: 10:00am - 12:00pm, Support Staff Meeting, Dean's Conference Room; 12:00pm - 1:00pm, CASA Career Showcase at Shawnee Community College.
- Thursday, October 13, 2016: 1:00pm - 4:00pm, SIU Career Carnival, Student Center Ballrooms.
- Friday, October 14, 2016: 8:30am - 4:30pm, CASA Research Symposium.
- Saturday, October 15, 2016: 8:30am - 4:30pm, CASA Research Symposium; 9:30am - 12:00pm, SIU Open House, Student Center International Lounge, showcase visits 12:30pm - 1:30pm.

AND FINALLY ...

If you see something in this update that you want to comment on, please send an email to my SIU email 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.

Andy Ju An Wang, Ph.D.
Dean, College of Applied Sciences and Arts