

CASA Dean's MMU (Monday Morning Update)

A Tradition of Excellence; A Standard of Success

Monday, September 25, 2017

Dear Colleagues,

History is a mirror to the future. According to the 1959 SIU Facts Book, the tuition and fees for a regular quarter (12 weeks) for a full-time (more than 8-quarter hours) student were:

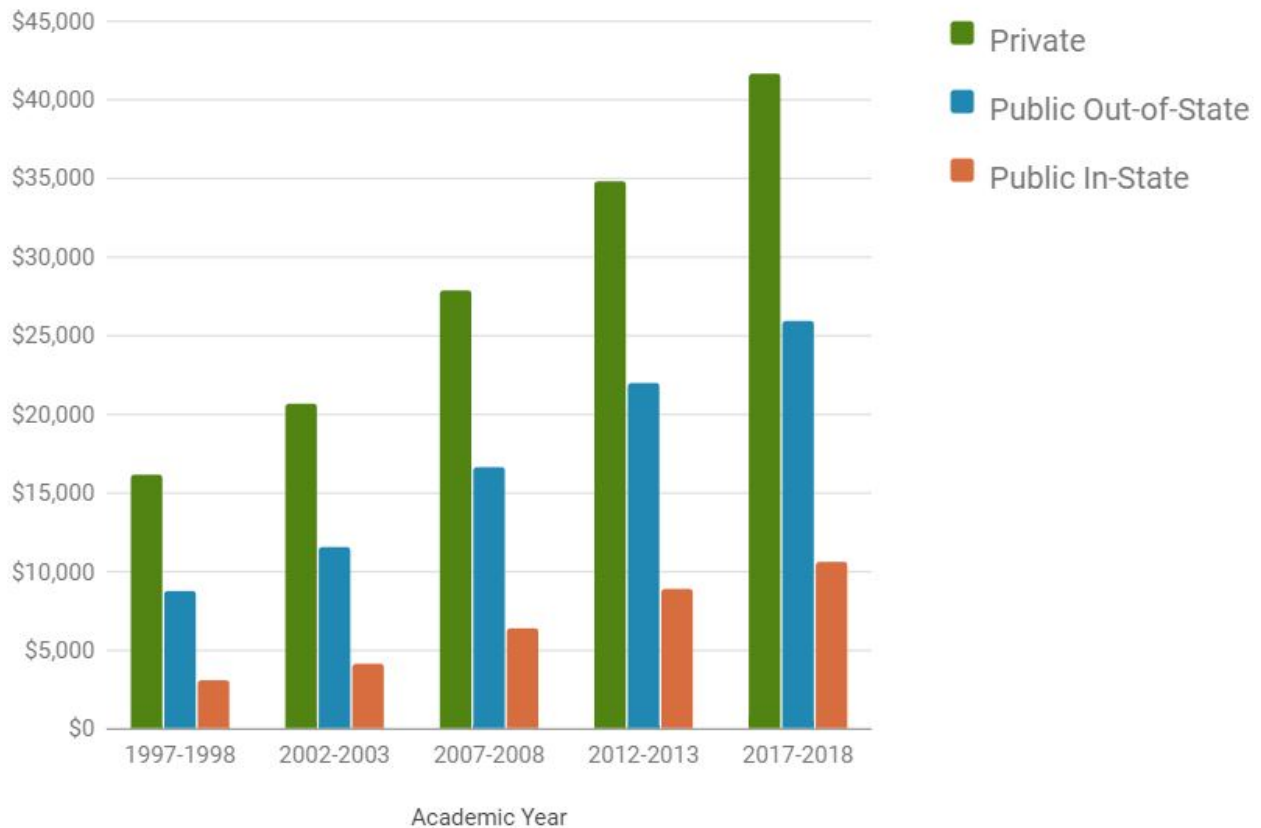
Tuition	\$42.00
Student Activity Fee	\$9.50
Student Union building fund fee	\$5.00
Book rental	\$5.00
Total	\$61.50

Fees for out-of-state students was an additional \$50.00 plus those listed above. Thus, for the actual school year of 36 weeks, tuition and fees amount to \$184.50 or, for out-of-state students, \$334.50. Obviously students are paying much more for their education than fifty-eight years ago. Even within the last twenty (20) years, the in-state tuition and fees at public National Universities, as reported by U.S. News, have jumped 237 percent (237%) as the state spending for public colleges and universities dropped sharply. The number of students feeling financial stress is striking. Many universities developed MOOC (Massive Open Online Courses)-like courses to reduce the financial burden for students. Georgia Tech, for instance, charges tuition of \$510 per 3-credit hour course and a \$301 fee per academic term for students in its Online Master of Science in Computer Science program. The students take an average of two courses per term, resulting in a total program cost of about \$6,600 over five terms for a Master's degree.

A traditional on-campus Master of Science in Computer Science (MSCS) at Georgia Tech costs \$42,000, while this online MSCS costs only \$6,600, a significant cost-saving for students. Currently their online MSCS has 1,600 students, while its traditional on-campus version MSCS has only a few hundred students. Many companies pay their employees to get further education. GM, for instance, pays \$8,500 per year for their employees to get a higher degree. I believe this Georgia Tech model represents a way of meeting affordability and accessibility, offering degree programs from an accredited university that students can earn exclusively through the "massive online" format and for a fraction of the normal cost. More information of Georgia Tech's model is available at: <https://tinyurl.com/yca6kdg2>.

Tuition Growth at National Universities

Average tuition and fees at ranked schools between 1997 and 2017



The SIU total student headcount of 1959 Fall semester was 21,865, in which the Division of Technical and Adult Education took 10,000 non-traditional students, 45.74% of the overall SIU student population at that time. Note that when the Vocational Technical Institute (VTI) came into being in 1950, it sponsored adult education jointly with the Division of Extension. In 1953 Adult Education was formally incorporated with VTI in the new Division of Technical and Adult Education with Ernest J. Simon as the founding dean. The VTI was located at the University's Southern Acres campus, 11 miles east of Carbondale on Old Route 13. The campus included classrooms, industrial-type shops, laboratories, cafeteria, student center, health center service, housing accommodations for married students, and two men's residence halls.

As we consider increasing enrollment and improving the quality of students at SIU, we need to keep in mind that students throughout the world have become more discerning in relation to the ROI of higher education, online education platforms have disrupted the existing patterns of academic activities, and more students are opting for nontraditional approaches to earning degrees and professional credentials.



VTI Boy's Dorm (source: <http://www.c-we.com/vti/index.htm>)

ALUMNI ADJUNCT INITIATIVE

CASA is joining in a pilot project called Alumni Adjunct Initiative (AAI), which is intended to engage alumni to help sustain and improve the culture of academic excellence. Many alumni with a terminal degree could be appointed as adjunct faculty on 0% appointments and they could participate in academic activities in a number of ways – guest lecturers, advisory committee members, student mentors, and recruiters. Many prospective students and their parents will respond favorably when engaged by professionals working in the field, telling their stories of success and how SIU was instrumental in achieving their goals.

CONGRATULATIONS

- Please join me in congratulating Dr. **Jon Daniel Davey**, AIA, Professor of Architecture and Interior Design, on being honored as *2017 Leaders Among Us* by The Southern Illinoisan!

Below is the article written by Les O'Dell published September 19, 2017 on the Southern Business Journal: "Jon Davey: Veteran, Professor; Founder of Architecture, Lego Camps," which is accessible at: <https://tinyurl.com/y7na4tcq>.



Jon Davey's office on the upper floor of Southern Illinois University's Quigley Hall is an eclectic place. Bookcases line one wall, complete with books are architecture and design, sometimes double-parked on the shelves. Certificates, plaques and photos line the opposite wall commemorating trips to Europe, his service in the military and in recognition of honors for teaching excellence and public service. A number of tables are pushed together, along with a desk, a sort of depository for papers, books and files and even a few Lego building blocks, all relating to the classes he teaches, the camps he leads, and countless community projects. The window overlooks some of SIU's oldest and most distinguished buildings.

It's a perfect office for the 65-year-old Davey.

It's been a long journey to this place, but in talking to him, you get the idea that he wouldn't have had it any other way.

The son of a minister, Davey says he developed a nose for adventure and a willingness to try things at an early age. He says that spirit was enhanced by frequent moves as a child.

"I went to six different grade schools," he said. "We'd get to a new town, mom would rip the map out of the phone book and give it to me and my two brothers and say, 'see you guys at supper.' I got really use to exploring and traveling."

Eventually, the family moved to Mount Vernon, where Davey went to high school and then studied at Rend Lake College before duty called.

"I didn't have any political friends and I got drafted," he said. "I didn't have to go to Vietnam; I ended up going to Berlin. I hated the military because it confined my spirit. I loved the military because it gave me so many opportunities. It really was a great time."

After discharge, Davey returned to Southern Illinois and began studying architecture.

“Architecture was something I always wanted to do. In fact, I remember vividly a dream one night where all of my architecture tools (the skills necessary) were given to me,” he said.

He earned a bachelor’s degree from SIU in architecture — what would eventually be the first of five degrees he earned from the institution. A post-graduation extended trip back to Europe resulted in lots of slides of buildings throughout the continent.

“I came back and called anyone I could think of and said that I’d come give a presentation. A guy named LeRoy Dawson had me give a lecture at SIU and when I was done, he told me that I should apply to teach because, I had ‘the gift’ for teaching. I was invited to teach in 1981 as the first SIU architecture graduate to be invited back to teach, first as a visiting lecturer, progressing up the academic ladder.” He’s now been a full-time faculty member for more than 35 years, earning the department’s teacher of the year award five times.

Over the years, Davey has frequently asked his students why they have chosen to study architecture. Often the responses have perplexed him — and led him to a new venture.

“They’d say to me, ‘Dad says I can draw,’ or ‘Mom says I can pick out colors.’ That’s not a reason to choose architecture or interior design so I thought I would do a camp,” he said.

Davey said “he threw together” the first summer Kids’ Architecture Camp at SIU.

“I had 35 students the first year, and remember, I never had taught grade school kids in my entire life. I knew nothing about discipline,” he said.

Davey said with the camp he was able to take a new approach to teaching architecture.

“Up to that point, schools of architecture were not very hands-on, but I wanted that. I wanted the kids to touch concrete, so I got a concrete truck to come to campus. I wanted to take what we teach in four years at the University and teach it to kids in one week.”

He says the camp, now in its 26th year, is about more than buildings and design.

“I look for teachable moments,” he said. “We talk about life, about philosophy, about anything.”

He obviously has been successful with it. He’s seeing second-generation campers and many camp alumni are now practicing architects. Many other former campers come back to teach at the camp.

The same is true for Davey’s other summer project, Lego camps.

“The Lego thing is another story,” he concedes. “I don’t like Legos; it’s not my forte, but kids and parents like it. It helps kids learn processes, and again, it’s about teachable moments.”

Davey leads architecture-focused trips abroad, assists with the renovations of Carbondale’s R. Buckminster Fuller Dome and is finishing a book on kid’s architecture. He says it can be a catalyst for learning about more than design.

“Architecture is a vehicle to teach and can be used to teach about anything. It’s about life.”

The 2017 class of Leaders Among Us was introduced by The Southern Illinoisan on Tuesday, September 19, 2017 during the Regional Chamber of Commerce Luncheon in Carterville. Congratulations!



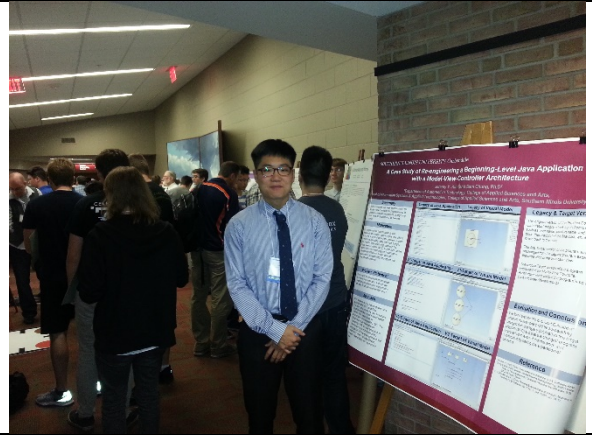
- Mr. **Jeremy Kim**, a senior student double-majored in IST and AUT, presented his research work at the 2017 Consortium for Computing Sciences in Colleges (CCSC) Midwest Conference on September 22-23, 2017, Grand Rapids, MI.

Jeremy is a member of the Smart & Secure Computing (SSC) research group supervised by Dr. **Sam Chung**, Professor of Information Systems Technology (IST) and Director of the School of Information Systems & Applied Technologies (ISAT). Dr. Chung and Mr. Kim presented their paper titled “*Data Analytics Workshop with First-Generation-College-Bound, Underrepresented, and Non-Computing Major Students.*” Mr. Kim also presented his Model-View-Controller Architecture-Driven Java Programming project at the student poster session.

Congratulations!



Oral Presentation



Student Poster

- Please join me in recognizing and congratulating two areas in CASA on their SMART marketing effort:
 - **The Aviation Technology (AVT)** Department published stories about AVT in trade magazines and newspapers. In this context, the story can be an article written by faculty or staff or an interview with a reporter. Either way, it is a very good way to advertise a program without any cost.
 - **The School of Allied Health (SAH)** is using GeoFencing technology in its marketing effort. GeoFencing is a feature in a software program that uses GPS or radio frequency identification (RFID) to define geographical boundaries, allowing the user to set up “triggers” so when a prospective student with a cellphone enters or exits the boundaries, a keyword-based alert is issued.

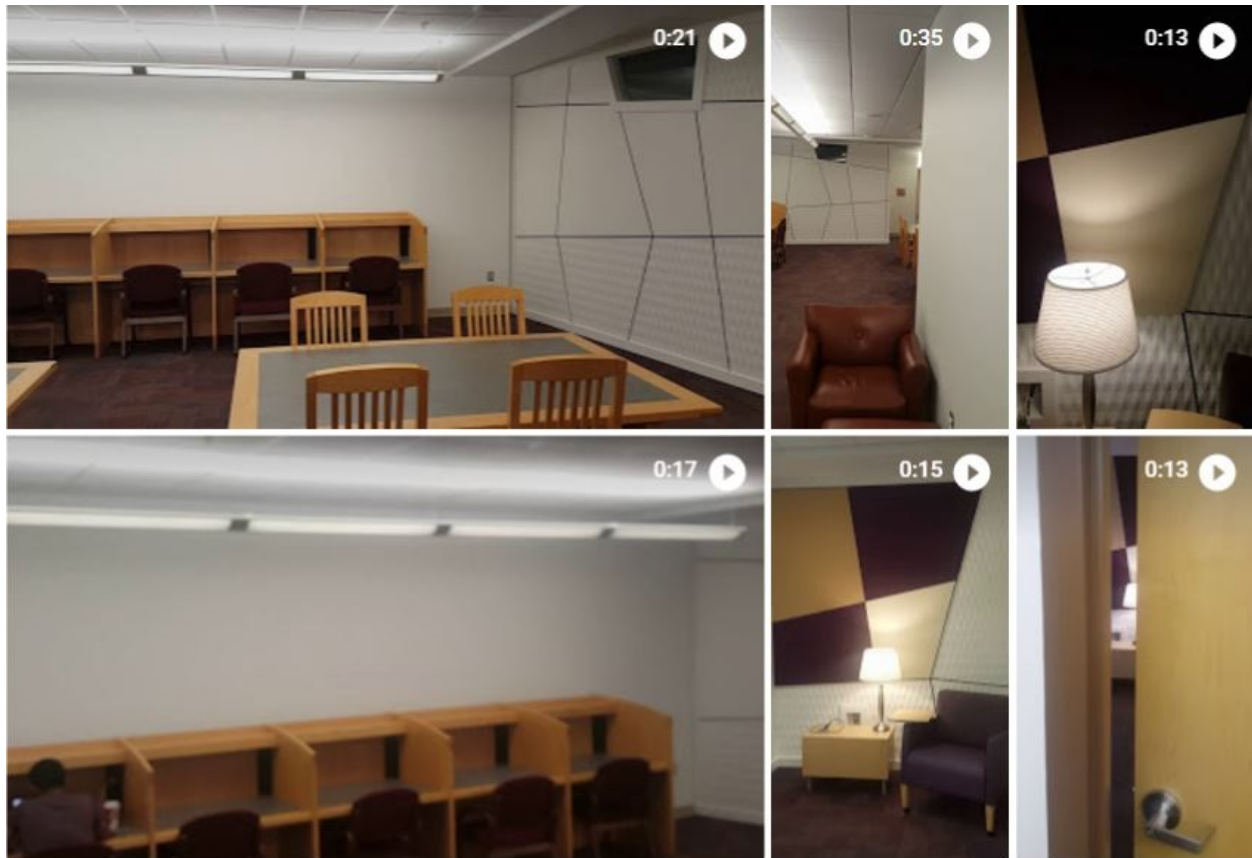
An innovative marketing effort is SMART if it has the following five characteristics:

1. Specific - It can pinpoint a specific group or targeted population, such as prospective students;
2. Measurable - Marketing outcomes can be measured with a quantitative or qualitative attribute or metric.
3. Actionable - The marketing effort generates more traffic to program websites, more calls for registration, etc.
4. Relevant - The marketing effort indeed makes positive impact on the relevant programs.
5. Time-bound - Goals and outcomes can be set on a clearly-defined timeline.

Based on the definition of SMART marketing above, it is clear that both AVT and SAH are doing a great job in their marketing and recruitment efforts. Congratulations to **Mike Burgener** and **Scott Collins**, and all faculty/staff involved, on their innovative SMART marketing effort!

- Mr. **Michael Robertson**, Associate Professor and Safety Officer of Aviation Management and Flight, and Mr. **Ken Bro**, Assistant Instructor of Aviation Flight, made a presentation at this year's Safety Infoshare during the 70th Annual UAA (University Aviation Association) Collegiate Aviation Conference hosted by California Baptist University, Riverside, CA on September 13-15, 2017. Congratulations!
- It is widely recognized by the academic community that citation analysis measures the impact of a publication or author. Citation analysis involves counting the number of times an article is cited by other works. I am glad to report that some of the research conducted by Mr. **Michael Robertson**, Associate Professor and Safety Officer of Aviation Management and Flight, during his doctoral dissertation project was cited on the web page of Oklahoma State University Aviation Safety Committee: <https://education.okstate.edu/aado/safety>. Congratulations!
- In my previous MMUs, I mentioned several times about the design-build projects professors in the School of Architecture (SOA) have been working on. One such project was designing and building a new lactation space in Morris Library for nursing mothers on campus. It was funded by a Green Fund Award of \$20,200 from SIUC and was being run through the ARC 350 Independent Study course. **Laura Morthland**, Associate Professor of Architecture, **Chad Schwartz**, former Assistant Professor and Technical Director for Foundations in the School of Architecture, and **Jenny Huang**, Assistant Professor of Architecture, are all co-instructors for the design-build independent course. By clicking the link or picture below you can view several videos and some still images of the lactation room that was completed recently. Thanks to **Peter Smith**, Associate Professor of Architectural Studies and Interior Design, for making and posting these videos.

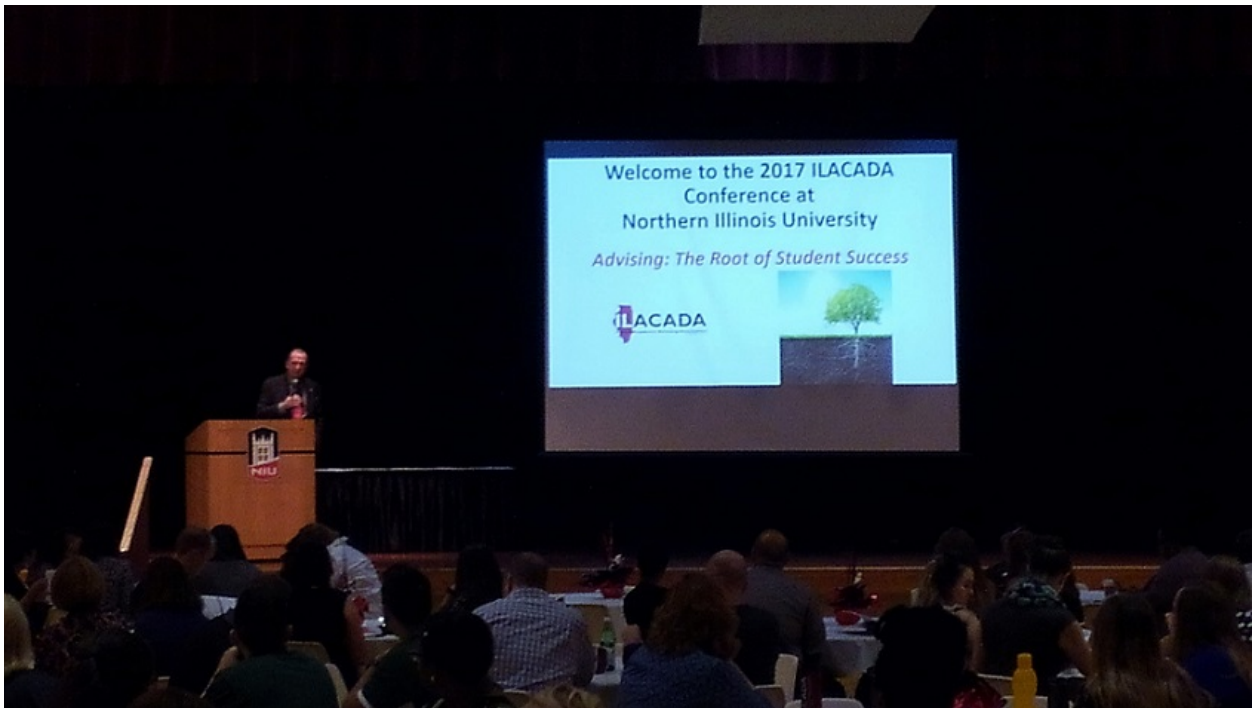
<https://photos.app.goo.gl/iw35vF3S8As2PGCn1>



- Aviation Technologies Ambassadors will host a fly-in called Wings Over Southern Illinois on Saturday, September 30th from 11am-4pm during the Saluki Family Weekend. There will be helicopter rides, Young Eagle/ Discovery flights, tours of the aviation facilities, and sightseeing rides. Haute Wheels food truck will also be there serving food. We encourage everyone to come out and take part in all of the fun events.

It is free to get in, and it is a great event to bring your family on this Saluki Family Weekend! We are also looking for volunteers, so if you are interested in helping please click the link below to sign up: <https://tinyurl.com/y7rwp6ew>.

- **Elaine Atwood**, CASA Chief Academic Advisor, and **Kijoung Na**, Advisor for the School of Information Systems and Applied Technologies, attended the Illinois Academic Advising Association ILACADA Annual Conference in DeKalb, IL, on Friday, September 22, 2017. Around 165 academic advisors attended this annual conference with the theme “Advising: The Root of Student Success.” Congratulations!



- **Mike Behrmann**, Associate Dean and Chair of Automotive Technology, made a visit to Barbados, an eastern Caribbean island and an independent British Commonwealth nation, to assist the country in developing technical education and their automotive industry. There was a major tropical storm hitting the island during his visit. His hotel lost power and parts of the hotel

were closed due to the water and wind. A lot of the beach was washed to sea. Fortunately the storm was over by the second day, and Mike was able to have several productive meetings, even enjoyed an early morning swim in the sea. The picture below was taken out of his hotel room.



- **David Helfrich**, 2002 graduate from the Architectural Studies (ARC) program, and Chief of Designs & Projects for the Illinois Army National Guard, organized a four-day cycling journey over 500 miles from Cairo, Illinois to St. Charles, Illinois, honoring the service and sacrifice of 34 national guardsmen killed in combat since 9/11. They have raised more than \$34,000 for scholarships in the names of the 34 fallen. Congratulations!

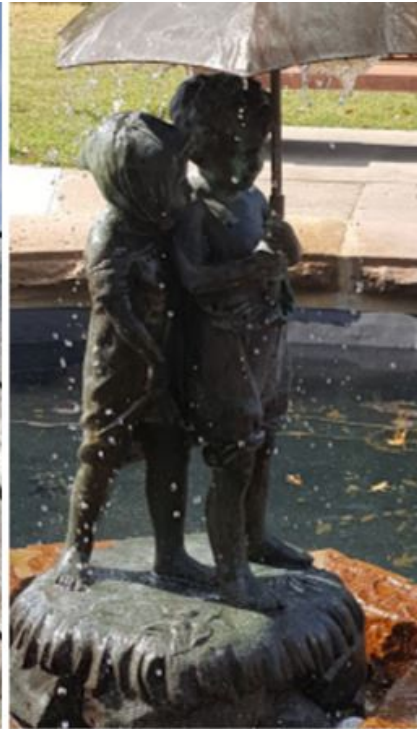


Photo source: Rick Danzl/The News-Gazette

- Astronomically, the transition of 2017 summer to fall occurred last weekend. In the astronomical calendar the start and end dates of fall (called “autumn” outside of North America) are based on the changing position of Earth in relation to the sun and the resulting solar events of equinoxes and solstices. In the Northern Hemisphere, summer ends and fall starts at the moment of the September equinox, which occurs every year on September 21 to 23.

During this time of the year, it is a joy to walk around the campus seeing the beautiful summer green leaves turning into autumn yellow and red. **Peter Smith**, Associate Professor of Architectural Studies and Interior Design, captured some pictures around campus last week. With his permission, I copied a few of them here for your view:







SIU CYBERSECURITY DAY

The School of Information Systems and Applied Technologies (ISAT) will host 2017 Cybersecurity Day on Saturday, October 21, 2017. The event is organized by the SIU Security Dawgs. Students and faculty from other schools are encouraged to participate.

This year, our focus is on providing interesting and useful, hands-on workshops that help prepare attendees for a mini cyber defense competition after an early lunch. We are hoping on having prizes for the winning high school and college teams for the competition. Workshops will be of varying topics and there will be something suitable for those with no prior security knowledge as well as students with security experience and skills already.

We would like to request faculty and student groups outside of ISAT to consider hosting a short workshop during the morning sessions. Ideally we would have two or three different sessions during each of the three morning workshop sessions so students can choose what they are most interested in. We would really like to have students involved in research activities volunteer to discuss their work as part of one of the sessions. If you have any students who may be interested in that, please encourage them to contact Tom Imboden (timboden@siu.edu). We also have some great alumni who are coming back to assist in the competition and discuss security topics and participate in workshops.

We hope to have contests for students to help create cybersecurity awareness materials (videos, posters, etc.) and award prizes for those as well.

As always, lunch will be provided and hope to provide t-shirts to all registered attendees and door prizes. If your school or department would like to help provide prizes, it would be greatly appreciated.

We are finalizing our flyers and schedule and they will be emailed out to you very soon. In the meantime, please search “SIU Cybersecurity Day” on Facebook and like our page. The page has just been created and it will have more details over the next coming days. <https://www.facebook.com/SIUCyberSec/>. Here is the link to register for the event. Please have all student and faculty attendees register ASAP so we can start planning for capacity: <https://www.surveymonkey.com/r/5HMT9J3>.

Please let your students know about our event on October 21st. It should be a great learning experience and we hope to see all schools well represented.

ON THIS WEEK’S CALENDAR

- Monday, September 25, 2017: 10:00am, Mortuary Science and Funeral Services accreditation visit team meeting, Dean’s Conference Room.
- Tuesday, September 26, 2017: 10:00am - 11:00am, Chancellor Montemagno State of the University Address, Shryock Auditorium; 11:00am - 12:30pm, Deans’ Council Meeting, Anthony Hall Balcony Conference Room.
- Wednesday, September 27, 2017: 9:00am - 10:00am, Meeting with Jennifer Jones-Hall, Dean of Students, Dean’s Conference Room.
- Thursday, September 28, 2017: 9:00am - 4:30pm, Interior Design (ID) Professional Advisory Board meeting, Quigley Hall Gallery and 122.
- Friday, September 29, 2017: 1:00pm - 3:30pm, SICCM Allied Health Coordinators Meeting, Herrin SICCM office.
- Saturday, September 30, 2017: Saluki Family Weekend, 3:00pm - 5:00pm, Future Saluki Game Day Celebration; Saluki Family Tailgate.

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.

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