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Bowling Green State University

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BGSU delivers solid **economic benefit** to state

In addition to providing a college education to about 20,000 students a year, a new study has found that Bowling Green State University is also an economic engine that pumps more than \$700 million annually into the Ohio economy.

Economist Dr. Michael Carroll of the University's Center for Regional Development (formerly the Center for Policy Analysis and Public Service) examined BGSU's economic impact on the state and recently presented his findings to the University's board of trustees.

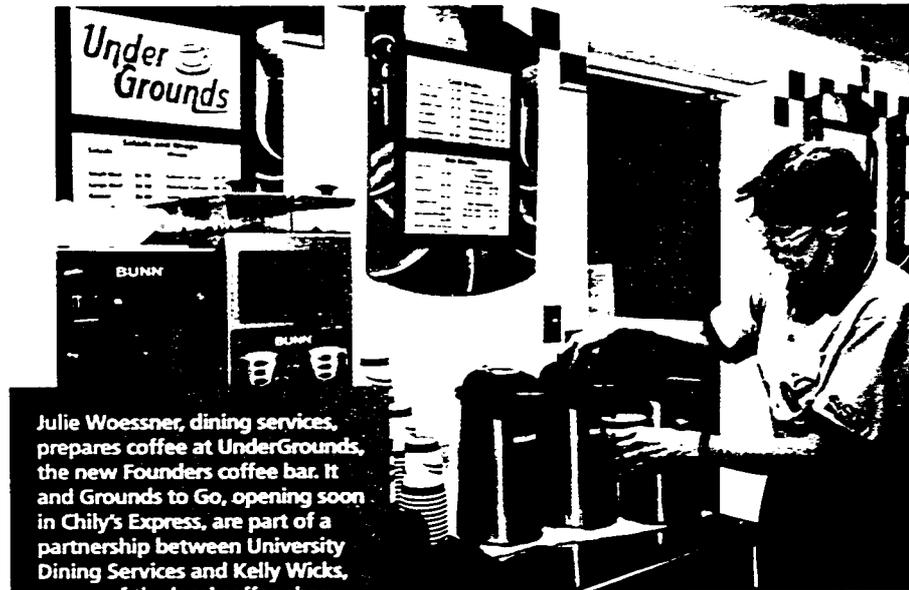
According to his report, "Measuring Bowling Green State University's Impact on Ohio's Economy," BGSU generated more money in tax revenues than it received in state appropriations in 2002.

That year, BGSU received \$84.6 million in state appropriations. During that time, BGSU economic activity generated \$85.9 million in tax revenues. The total economic impact of the University on Ohio's economy was \$704 million. "Thus, for every dollar BGSU receives in state support it generates more than \$8 in economic activity," Carroll found.

The University takes state appropriations, couples them with tuition and grant revenues, and produces the \$704 million impact, Carroll states. If that figure were calculated nationwide, it would come to \$1.3 billion in revenue for the United States from BGSU.

Using the University's audited financial statements from 2002—the most recent figures—Carroll, an assistant professor of economics in the College of Business Administration, measured such aspects of the University's financial activities as expenditures for payroll, capital improvements, maintenance of the physical plant including local utilities, and purchases of tangible goods and services (direct impact). In addition, if Bowling Green purchased any of those goods or services from Ohio suppliers, a further state benefit was derived and included in the tally (indirect impact).

He also looked at student, employee and visitor spending, and tax revenues generated by BGSU for local, state and federal governments. In addition, he calculated the economic impact of the dollars earned by employees of the University and



Julie Woessner, dining services, prepares coffee at UnderGrounds, the new Founders coffee bar. It and Grounds to Go, opening soon in Chilly's Express, are part of a partnership between University Dining Services and Kelly Wicks, owner of the local coffee shop Grounds for Thought. The University is also partnering with such local food companies as Chung-Uraku, for sushi, and GreenLine, for green beans.

the businesses with which it deals for consumer spending (induced impact).

The results were impressive. Particularly in rural areas, "universities are significant economic engines in themselves," Carroll writes in the executive summary of the report.

While universities' main business is and must always be education, an important by-product is their contribution to the financial well-being of their communities and the state. Another beneficial by-product is the educated workforce they create that is so important if states are to compete in today's global economy, Carroll told the board.

The \$704 million figure is conservative. Carroll's report

did not attempt to measure the economic impact of faculty earnings from private consulting, patent and book royalties, or the economic impact of faculty and staff expertise used by businesses and public sector organizations. Nor did he include the added value of student earning capacity, though it has been estimated by others that having a four-year degree enables graduates to earn \$1 million more over a lifetime than others.

With its workforce of more than 1,500 faculty and staff, BGSU is among the region's largest employers. The University paid \$142,014,217 in gross salaries (excluding benefits) in 2002. After subtracting taxes and other deductions from gross pay, it was assumed, based on Bureau of Labor Statistics regional guidelines, that 85 percent of the gross pay on average was available for consumption.

For every dollar BGSU receives in state support it generates more than \$8 in economic activity.

Dr. Michael Carroll, Center for Regional Development

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BGSU students become resource on sustainability projects

In challenging budget times, the old proverb "Waste not, want not" becomes the watchword. BGSU has added a dimension in incorporating sustainability—both environmentally and in business practices—that has made it a model for the state.

That dimension is students—an often-untapped but important resource. BGSU students have undertaken to help departments University-wide adopt practices in everything from purchasing to parking lot design. And in the process, they have gained invaluable, hands-on experience in problem solving that they can take with them in their own job searches and as engaged community members.

The Ohio Board of Regents was so impressed with BGSU's efforts that, beginning this fall, Dr. Donald Scherer, professor emeritus of philosophy and one of Bowling Green's foremost proponents of

environmentalism, will be sharing BGSU's philosophy of education and University management with other state universities through a distance-learning course for faculty and administrators.

All this began with a single course.

In spring 2004, Dr. Charlene Waggoner organized her ENVS 401 course, the capstone seminar for environmental policies majors, around a project: How might Bowling Green Municipal Utilities best go about the development of wind turbines on private land after the Wood County Landfill, site of the first four turbines, reached its capacity?

To make the project feasible for the students and useful to the utilities, Scherer organized a team of advisers for the students. The team was comprised of Ohio energy officials including Daryl Stockburger, the director of Bowling Green Municipal Utilities.

Ultimately, the students identified five large rural plots highly suitable for turbine development and received a requested proposal for a wind-education site to be developed adjacent to the turbines.

The course was such a success that it became a model and provoked many more questions.

Instead of BGMU, suppose the client were BGSU? With the help of students, could we learn to avoid waste? Minimize energy use? Recycle more? Buy products that produce less pollution? Build and refurbish buildings to be less expensive to operate and maintain?

Other, more philosophical, questions arose. What does sustainability mean as a goal of an academic community? How

do plans engage students toward a higher level of awareness and stewardship? Since research is saying that planning and integration of operations are key, how do we form our academic community to enhance its sustainability?

These questions became the subject matter of a seminar Scherer taught in last fall for University administrators and faculty. As a result, the University is already seeing changes and improvements, and a number of faculty have enlisted their classes for further projects this semester.

- Bryan Benner, associate vice president for administration, organized a fall-semester project to develop sustainable parking lots with Enrique Gomezdelcampo, geology, and the environmental science capstone course. This semester, Benner will collaborate with Holly Myers-Jones, director of environmental programs, and her ENVS 401 class on a project to design campus bike paths.
- Scott Euler, grounds manager, facilities services, will work with another class of Gomezdelcampo's this spring on replacing internal combustion engines on campus.

- University Architect James McArthur will work with Scherer this semester to further develop BGSU's energy master plan.
- Bill Wheelock, interim director of purchasing, along with Craig Wittig, recycling coordinator, are collaborating with students in Dr. Amelia Carr's management class to study increasing the University's purchase of recycled paper.

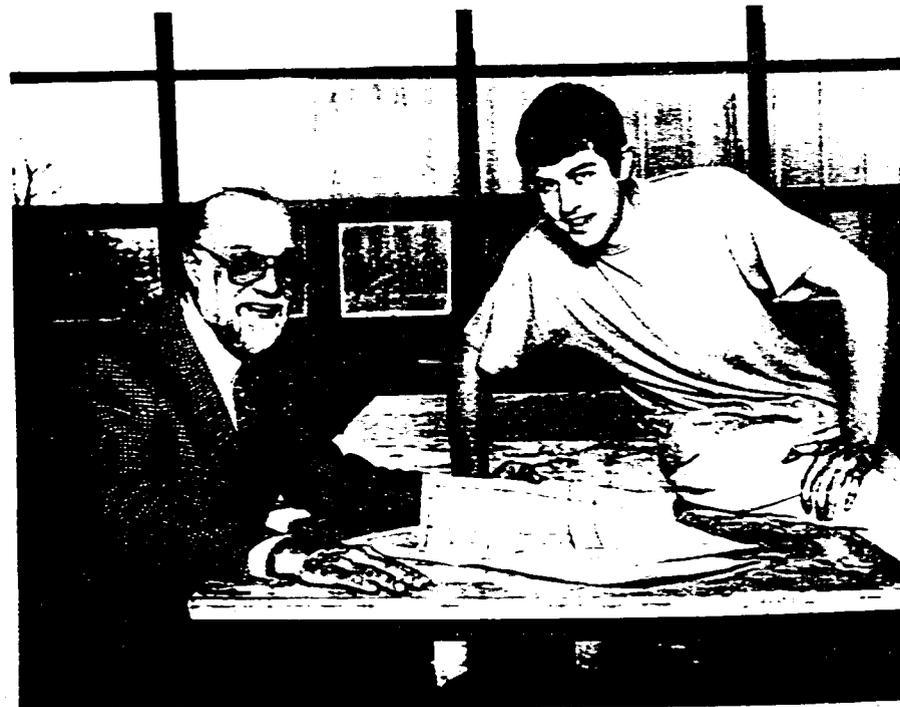
"Like the wind project for Bowling Green Municipal Utilities, each of these projects gives students an opportunity to participate in a state-of-the-art initiative, through which they can develop a strong resume credential and often prospects for employment on a cutting-edge team," Scherer said.

He is serious about his commitment to sustainability. Through the BGSU Foundation Inc., Scherer has created the University Campus Sustainability Fund to support projects that have the potential to improve the sustainability of the main and Firelands campuses, as well as provide purposeful opportunities for students to apply their knowledge and skills.

"Like the wind project for Bowling Green Municipal Utilities, each of these projects gives students an opportunity to participate in a state-of-the-art initiative...."

Dr. Donald Scherer, professor emeritus of philosophy

Scherer (left) and Honors Program student David Krauss, an environmental science major from Fostoria, review blueprints of the arts area of campus.



BGSU Pharmacy

Prescriptions made easy

There's a new "store" on campus, ready to serve faculty and staff. Beginning this month, the BGSU

Pharmacy, located in the Student Health Service, has expanded its services to employees and their dependents.

"It's been a dream of mine for a long time to be able to do this for employees," said Cindy Puffer, pharmacy coordinator. She, her staff of seven professionals, and Dr. Glenn Egelman, director and physician-in-chief of the health service, have worked to create a

service that is both convenient and confidential, offering competitive prices and geared to the campus community's needs.

"Our staff members are strong advocates for healthy medication use and are ready to work with employees to educate them about their medications and how to be informed members of their healthcare network," Puffer said.

The pharmacy accepts more than 160 different insurance plans in addition to the University's own. Employees may fill new prescriptions, transfer existing prescriptions from local

pharmacies and refill prescriptions in the system. In addition, the pharmacy offers a variety of over-the-counter medications.

Another convenient feature is that prescription charges may be bursared in addition to being payable by check, credit card or cash. Co-pays will be the same as at local pharmacies. "We will also alert you to generic alternatives to decrease your co-pay," Puffer said.

BGSU Pharmacy refills can be requested by clicking on the ReadyFill link at www.bgsu.edu/pharmacy. Employees may also have prescriptions delivered to their offices the next day for a \$2 fee. For added security, no product identification will be visible on the sealed package, Puffer added, and there is no student access to employee records.

To use the pharmacy, employees are encouraged to register at www.bgsu.edu/pharmacy. Users will be asked to identify spouses or other dependents for whom prescriptions might be filled, designate who can sign for their prescriptions, and record any existing prescriptions they want to transfer or refill. Once registered, they may also phone the interactive, voice-based response system



Dr. Glenn Egelman

at 2-7443 to determine whether refills are available and when prescriptions are ready for pick-up or delivery.

They can also get information and have questions answered by emailing rxtalk@bgnet.bgsu.edu.

By the first week of January, about 20 people had registered, Puffer said, and several had actually gotten prescriptions filled, including two who had their orders delivered.

Faculty and staff need not sign in when visiting the pharmacy. "They should come directly to the pharmacy," Puffer said.

The hours of service are from 8 a.m. to 7:30 p.m. Monday-Thursday and from 9:20 a.m. to 4:30 p.m. Fridays.



Cindy Puffer, pharmacy coordinator, assists a campus customer.

BGSU's economic impact

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Carroll allocated that amount (\$120,712,084) into categories such as health care, food, clothing and housing, based on the BLS Consumer Expenditure Survey. It was assumed that most of those dollars were spent in Ohio.

The combination of the direct, indirect and induced impacts of employee spending totaled \$167,587,856 added to Ohio's economy, and supports 1,439 jobs in the state.

Likewise, the money the University spends on capital

improvements and operations in turn generates additional revenue for the state. For example, the \$179,357,100 on capital improvements and operations that BGSU spent in 2002 then generated \$52,708,701 through the purchase of labor and raw materials from local sources.

"An additional \$89,868,118 of economic activity was created as the employees of the construction firms and local suppliers spent the wages earned as a result of University contracts," the report says. Thus, the total impact from capital improvements and operations was \$321,933,819.

This represents 5,472 full-time jobs created as a result of capital

improvements and operations activities—some directly, others from business-to-business activity and the rest from employee spending of those industries.

University students also spend money locally and contribute to the economy. Carroll looked at resident undergraduates, off-campus undergraduates and off-campus graduate students.

It was calculated that the three groups together spent \$136,508,950, which had an economic impact of \$190,931,168 on Ohio's economy and generated 1,636 Ohio jobs.

Carroll also looked at visitor spending, which he said is harder to estimate. He used two other

studies, from Boston and the University of Notre Dame, as guidelines. From shopping to lodging, food and entertainment, BGSU visitors spent \$14,872,825 locally in 2003. Just as in the other cases, that spending then generated another \$24,409,611 in economic activity and supported 1,636 jobs, mostly in Wood County.

University Dining Services is a good example of BGSU's philosophy of purchasing as much of its inventory as possible from Ohio producers and manufacturers. From dairy products to produce to equipment and paper products, most purchases come from Ohio, and many of those from local vendors and distributors.



BGSU biologist asks:

Do melting glaciers hold medical threats?

“Recycling” is a term generally associated with positive environmental change. But that’s not so when you are talking about the recycling of ancient genomes rather than aluminum cans and plastic containers, according to Dr. Scott Rogers, chair of biological sciences.

Over the past several years, Rogers and his scientific team have recovered hundreds of viable bacterial and fungal isolates from ancient ice and permafrost. That got them to thinking: What if the frozen depths of glaciers, ice sheets and lakes are harboring viral pathogens that the immune systems of extant animals have never seen before?

They expand on this imaginative concept in two papers recently published in the journal *Medical Hypotheses*, contending that the release of these infectious agents from the world’s rapidly melting ice stores poses a grave new medical threat.

Since storage in ice does not

destroy viruses, once released from captivity they enter the common pool in which many infectious agents exchange genetic information. Scientists believe that this mixing of ancient and modern strains provides both the raw material and the opportunity for the creation of unique, virulent combinations.

What would we expect to see if this scenario is plausible?

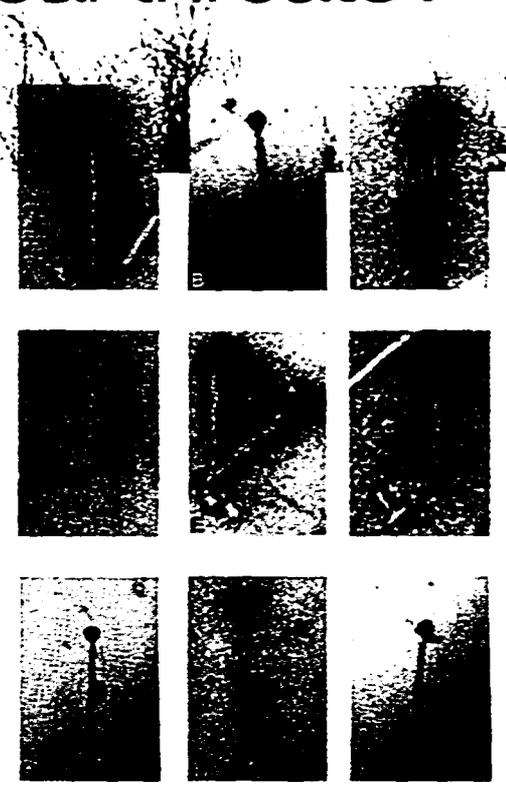
Pathogens affecting a broad taxonomic spectrum of far-ranging hosts would emerge at sporadic intervals in disparate species and locations, Rogers says. “This pattern might be reflected generally in the increasing number of emerging infectious diseases such as severe acute respiratory syndrome (SARS) and West Nile-virus. It is precisely what researchers see with a little-known group called the Caliciviruses that use ocean fish and mammals—including humans—as a reservoir and cause disease in a large variety of organs.”

Alarming as that specter is, the potentially more insidious threat

comes from viruses that are demonstrably dangerous to human health, such as influenza and enteroviruses, which infect the gastrointestinal tract and cause diseases of the nervous system. More importantly perhaps, such genome recycling may yet thwart our most ambitious plans for the eradication of old foes such as polio, Rogers notes.

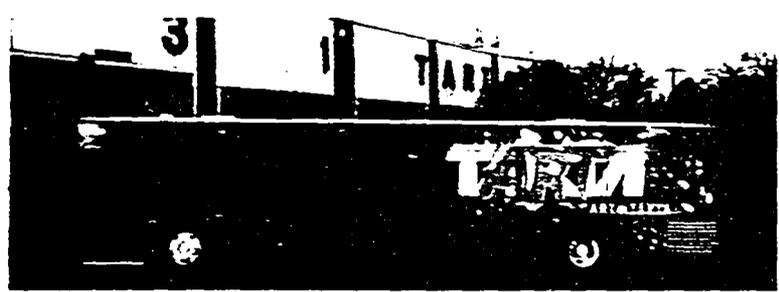
Direct evidence of genome recycling is currently lacking, but that doesn’t mean it is not to be found on the very next plate examined. That is what motivates Rogers and his team. They call “at the very least” for surveillance efforts to determine the quantities of pathogens contained in environmental ice and released annually into the environment.

Rogers is co-editor of *Life in Ancient Ice*, published last May by Princeton University Press. Based on a National Science Foundation-sponsored symposium he and co-editor Dr. John D. Castello of the State University of New York at Syracuse organized in 2001, the book comprises 20 chapters



Bacteriophage (bacterial viruses) isolated from bacteria were pulled out of ice up to 140,000 years old. These images were taken by Yinghao Zhao and Dr. John Castello from SUNY-Syracuse College of Environmental Science and Forestry, who collaborated with Rogers.

by some of the world’s leading experts on microbial life in glaciers and permafrost. Rogers and Castello also review key discoveries and outline important areas for future research.



Traveling art show hits the streets

Graphic design students in the BGSU School of Art joined with the Arts Commission of Greater Toledo’s Art in Public Places Project to design new Art in TARTA buses. Splashed with vibrant logos and poetry, the eye-catching buses become “moving canvases” that provide people with enjoyment and inspiration.

The Art in TARTA logo received a 2004 Crystal Award of Excellence from the Toledo Chapter of the Association for Women in Communication, and the TARTA posters and bus wraps each won an award of merit.

BGSU
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