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Bowling Green State University

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Monitor

BOWLING GREEN STATE UNIVERSITY

BG and YOU

Changing the world by degrees



In each of a series of four television commercials, a young person explains how single ideas can begin a process of change that has a lasting impact on the world, and how that is also what a university education can ignite. If you watched television election night, you might have seen the premier of these new commercials for BGSU featuring the "BG and YOU—Changing the world by degrees" theme.

The University's new marketing initiative is an outgrowth of what the campus community sees as the essence of BGSU, according to Kim McBroom, associate vice president for marketing and communications.

Based on three key words—Explore, Inspire, Achieve—one of the integrated marketing

campaign's goals is to communicate the power of combining education with the individual student's talents, insight and unique gifts to change the world—and each student—for the better, one degree at a time. It also emphasizes the value of a four-year university education.

Each of the four commercials has a different focus: art, science, the American dream and expansion. "The theme distills the essential tenets of BG's approach to education—asking questions, thinking critically, exploring ideas and cultures, striving for something better and achieving your potential," McBroom said. "BG and You" draws you in, and 'changing the world by degrees' applies to all disciplines."

The commercials and print ads are distinctive for their use of black and white photography. Their unhurried, reflective pace is a departure from previous campaigns. The animation was done by a current "Saturday Night Live" animator.

"We wanted to set BGSU apart from other universities," McBroom explained, adding that elements used in earlier marketing efforts, such as the exclamation point in the "Dream B!G" campaign, had been widely copied.

The graphic elements are now incorporated on the University Web site and in all upcoming publications, such as the viewbook and other recruiting materials as well as many departmental publications.

The new theme is the result of extensive thought and testing, according to McBroom. In spring

2005, President Sidney Ribeau called on the University vice presidents to identify the "unique and ownable features" of their areas. The Academic Plan's three themes—Inquire, Engage and Achieve—were chosen as expressive of what Bowling Green offers its students.

The next step, McBroom said, was to test those words in focus groups, which were conducted in Toledo, Columbus and Cleveland. "We knew they resonated on campus, but we needed to see how they tested from the outside looking in."

Only one word—achieve—survived the test. "Everyone loved 'achieve,'" McBroom said, "but we found that 'inquire' didn't have the same meaning to people off campus." And parents objected to engage. "'No engagements!' they told us," she added humorously.

But what did surface time and again was "inspire." "Students want both to be inspired and to inspire others," McBroom said, so it replaced "engage." In addition, the concept of discovery and exploration, so crucial to BGSU's commitment to undergraduate research and values exploration, also resonated strongly with all surveyed, and resulted in the choice of "explore" to replace "inquire."

Business leaders were also surveyed about what qualities they think are important in college graduates and prospective employees. In a turnaround from their answers six years ago, when BGSU launched its "Dream B!G"

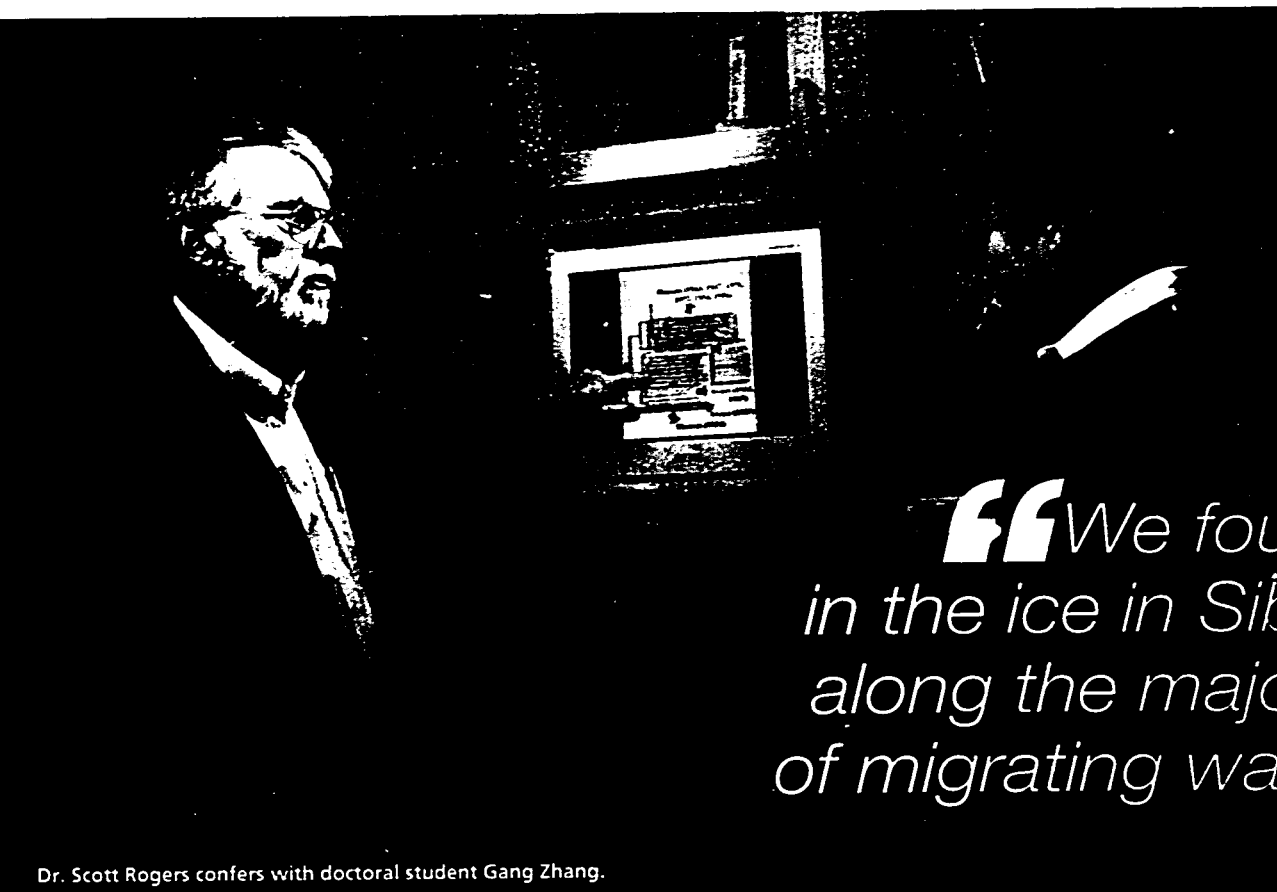
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Outdoor billboards (top) and the freshman viewbook incorporate new graphic elements of the marketing campaign.



The flu biding its time in icy limbo



Dr. Scott Rogers confers with doctoral student Gang Zhang.

“We found viral RNA in the ice in Siberia, and it’s along the major flight paths of migrating waterfowl...”

Dr. Scott Rogers

It sounds like the stuff of a campy '50s horror movie (“It Came from the Ice!”), but a BGSU biologist believes it’s a very real possibility.

Dr. Scott Rogers is talking about the potential for long-dormant strains of influenza, packed in ice in remote global outposts, to be unleashed by melting and by migratory birds.

“We’ve found viral RNA in the ice in Siberia, and it’s along the major flight paths of migrating waterfowl,” whose pathways take them to North America, Asia and Australia, and interconnect with other migratory paths to Europe and Africa, explains Rogers.

Viruses, he continues, can be preserved in ice over long periods of time, then released decades later when humans may no longer be immune to them. For instance, he says, survivors of the worldwide flu pandemic of 1918 had immunity to the responsible strain—called H1N1—but that immunity has died with them,

meaning a recurrence “could take hold as an epidemic.”

H1, the first of 16 versions of the protein hemagglutinin, is what Rogers and his Russian and Israeli colleagues sought in their research, which will be published in the December issue of the *Journal of Virology*. The BGSU professor and biology department chair believes it to be the first time anyone has found, and maybe even looked for, the viral RNA in ice.

The information could be used to help develop inoculation strategies for the future, according to Rogers, who also collaborates with Gang Zhang, a doctoral student who has performed the laboratory work at BGSU.

He points out that the World Health Organization annually considers what flu strains are emerging in hopes of tailoring vaccines accordingly. “Sometimes, they’re wrong,” he says. “We thought that by looking at what’s melting and what birds are picking up,” better guesses for the next year might be possible.

The researchers are looking

to expand their examination to Canadian and Alaskan lakes, along with those in Greenland, Antarctica and Siberia that they’ve already tested. In the study being reported in the virology journal, three lakes in northeast Siberia were sampled in 2001-02, with the virus found in the one that had attracted the most geese, Rogers notes.

In the summer, his colleagues from the Russian Academy of Sciences collected water and froze it, and in the winter, they cut ice samples out of the lakes with a sterilized saw. The samples were placed in bags and the ice was allowed to melt, after which the water was put in sterile bottles, which were then frozen and sent to Bowling Green.

It’s getting “more and more difficult to ship water and ice on airplanes,” even more so now than right after 9/11, Rogers adds. “There are more delays for customs just to look at the samples,” which are packed in dry ice in plastic foam containers but nonetheless start melting after two or three days.

The H1 that he and his collaborators have found is closest to a strain that circulated from 1933-38 and again in the '60s. “These certain strains come back from time to time,” he says. “People have studied the biotic (transmission) cycle over the years, but it’s been clear that some of the virus should be mutating faster. Some of the strains come back, and they haven’t mutated.

“We’re at a really basic level right now,” Rogers adds, pointing out that it remains to be demonstrated that the frozen viruses are still alive. But “we think they can survive a long time” in ice, he reiterates, saying that tomato mosaic virus has been found in 140,000-year-old ice in Greenland.

Now in the middle of a two-year, \$139,000 grant from the National Institutes of Health’s National Institute of Allergy and Infectious Disease, Rogers will be presenting a poster on the research this month in Singapore, at the 11th International Conference on Emerging Infectious Diseases in the Pacific Rim.

Filmmaker encourages students to express themselves, get their reel together

At first glance, there might seem to be no connection between *The Blob* of the 1950s to his own *A Change of Faith*, a personal reflection on 9/11, but for filmmaker Angel Vasquez, each movie contains a political message, whether implicit or overt.

"I grew up with the cinema of the '50s and '60s," he said, "where the message was often told in allegories but it was there. As filmmakers we're all trying to express an issue, and that's the more important part of making film."

Vasquez left San Francisco to join BGSU's Department of Theatre and Film in 2005 after having been a visiting lecturer here the previous March. Through his teaching, the award-winning filmmaker seeks to give students the technical and intellectual skills they will need to communicate their own ideas. Under his tutelage, they are gaining more opportunities to engage in filmmaking and having more contact with people working in the industry.

A recent visit to his From Concept to Distribution class found students engaged in a live, online dialogue (from Los Angeles) with Paul Kolsanoff, a visual effects production coordinator with whom Vasquez once worked.

Kolsanoff gave the class some perspective on the industry and insight on what it takes to get into it, in addition to wowing the group with the stunning visual effects on his "reel," a film version of the résumé that included sequences he coordinated for *Sin City* and *Superman Returns*.

Afterwards, Vasquez told the students, "It's really important that you guys get out there and do stuff, get that reel together."

He helps them do that by enlisting them as directors, cameramen, editors and more on University

film projects, such as BGSU's *Scholarship of Engagement* documentary and more recently commercials for the Humanities Troupe's new program *Fringe Benefits*. It was on that 12-hour production that sophomore Chad Courtney, a film major from Medina, Ohio, found himself the assistant director.

"I wasn't expecting to do anything like this till I'm a senior," Courtney said, adding, "Going into his office to talk about this production, it seemed like it was going to be overwhelming, but once we were on the set, he was right there, encouraging us, explaining all the technical details. It was definitely the most hands-on experience I've had so far."

"I want to be able to provide an opportunity for those students who are passionate about filmmaking," Vasquez explained. "When a student shows up in my office and says 'What do I have to do?' and they do it—this is the type of individual that the industry is interested in, no matter what the skills are. They are here to learn; that will come. You just can't teach passion and desire—this has to come from within."

Vasquez embodies that passion. The veteran of more than 20 films, he seems always to be engaged in multiple projects at once. He is seeking a distributor for *Colma: The Musical*, an alternative film he co-produced with Kolsanoff and Richard Wong, and recently learned that another film on which he was the cinematographer will be premiered at this year's New York International Independent Film and Video Festival.

Using film to advocate

Vasquez has long been an advocate for youth. Born in Puerto Rico, he grew up in Daly City, near San Francisco. Concerned that young people there were not offered constructive activities, he developed media literacy



Student Theresa Scott (left) with Angel Vasquez

programs with the Daly City recreation center. "These allowed youth to express themselves in every medium. They were totally youth-led," he said.

"I want to use film to advocate for certain people and certain cultures—youth, Latino images in the media," he said.

Originally a graphic design student, he became interested in combining design with motion and got involved in the film program at San Francisco State College. His thesis film, *A Change of Faith*, won the 2002 undergraduate film award from the Princess Grace Foundation, which, in addition to financial aid, provides career assistance. In addition, Kodak named him a political filmmaker and wrote about him in one of its publications.

A non-narrative piece, *A Change of Faith* juxtaposes rough images and sound to create an almost visceral response in the viewer to the events of 9/11 and ends with an upside-down flag—the international distress

symbol. Rather than imposing a point of view, "it allows the viewer to respond—everyone has his own belief," Vasquez said.

Working on *A Change of Faith*, he learned about the business end of the industry. He also worked with the San Francisco film commission, where he began to understand "the politics of film making," he said, and served as information pages editor for the journal of the Film Arts Foundation, a San Francisco nonprofit organization.

Calling upon all those aspects of his knowledge and contacts in the film world, Vasquez worked with the Faculty Learning Community of Artist Scholars last summer to produce a film featuring faculty scholarship of engagement in the arts and sciences at BGSU.

Vasquez says he tries to inspire and give students the skills to pursue their ambitions, just as he has. "My life is about people telling me no, and not believing that. You have to move on and keep motivated."

Munson finds ancestral homeland not so different from present-day home

In nearly a year of teaching and touring in Sweden, including trips to castles and cathedrals, a defining moment for Dr. Mark Munson came in a convenience store.

He was in the southern city of Lund, home to Lund University, when he asked, in Swedish, if a store clerk he assumed to be a college student spoke English. "Of course," she scoffed. "And that's why we Americans love you Swedes," he replied, drawing a laugh from the young clerk.

As it turned out, "we really didn't need to know much Swedish," said Munson, music education, who had taken lessons in the language with his wife, Paula, before they and their children, Alex, 6, and Sarah, 4, set out for Scandinavia in July 2005.

As part of an exchange in which he traded jobs—and homes—with Swedish university professor Lena Ekman Frisk, Munson was a visiting professor at Lund University's Malmö Academy of Music. He also taught students ages 12-16 at a public school in the smaller city of Kristianstad, where he conducted a 35-member community chorus as well.

A BGSU faculty member since 1990, he hadn't taught students below the college level for 18 years. But the Kristianstad youngsters' command of English quickly helped put him at ease.

The general fluency in English was among the Munsons' Swedish surprises, which also included a couple of holiday traditions that he described in a letter to family and friends back home.

"The Swedes do most of their Christmas celebrating on Dec. 24," Munson wrote. "That afternoon, following Swedish custom, we watched Donald Duck and clips of Disney movies. I guess that Swedes all over the country are quite sentimental about this because a couple of generations ago, Christmas Eve day was the only time during the year that a cartoon was broadcast, and it was Donald Duck. Because they also watch clips of Disney flicks on that day, 'When You Wish Upon

a Star' is actually considered a Christmas song here!"

Then there were the unexpected New Year's Eve fireworks set off in backyards all over Höör.

But those were one-time occurrences, unlike the most consistent reminder that he wasn't in Bowling Green anymore. On workdays, he was on a bicycle by 6:30 a.m. for a 10-15-minute ride to a rail station, where he waited to take a 40-minute train trip to Malmö. After that, it was 10 more minutes by bus to the school in Kristianstad—where he taught four days a week—or another half hour on the bus in Malmö, where he spent one day each week.

"A few days, it was 5 degrees Fahrenheit," he recalled. "I biked on ice and snow for the first time. I was just glad I had some Viking blood in me." Munson's great-great-grandfather and his family came to North America from Sweden in 1882. Last October, Mark and his family traveled a few hours north to visit two towns where his ancestors had lived.

A later trip took Munson north to Stockholm for what he deemed "one of the professional highs" of the year. During a three-day weekend in the Swedish capital, he visited the world-class Royal Academy of Music and attended a rehearsal and a performance by the Swedish Radio Choir and Orchestra.

"These are both world-class organizations, the choir having

set the world standard for the performance of vocal chamber music," he wrote home in April. As a result, he said, American choral musicians look to Sweden for music, some of which he brought back to Bowling Green, where he's directing the University

Choral Society this year.

In his last letter before coming home, he assessed his journey. "This year has been an incredible one," he told family and friends. "Not every day has been an easy day, but every day has been an adventure."

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campaign, teamwork has been replaced with independent and critical thinking as top qualities, again coinciding with BGSU's direction.

All in all, the qualitative research was conducted with 11 audiences, including students, faculty and staff, board of trustee members, alumni and academic peers, with a special emphasis on first-year parents.

Parents reported they want their children to be accepted, safe, successful, focused, confident, excited and challenged. Students want a safe transition into adulthood, they said, in addition to the latest technology, a safe campus, small classes and field experiences.

Confident, sophisticated students

"They were so much more articulate than when we surveyed them six years ago," McBroom observed. "Students today are much more confident and sophisticated, and they're at a whole new level with knowing what they want and how they present themselves."

Academic peers said when evaluating a university, they look for research, quality of the faculty and a reputation for high standards.

The marketing initiative positions BGSU as an academically superior institution and is designed to attract a high caliber of student. Through television, billboards, Web promotions and printed publications, it articulates the University's emphasis on individual growth and excellence and defines the value of a university education.

The new campaign is an extension of previous marketing efforts that have secured enrollment growth and stability. BGSU has benefited from increases in student diversity, geographic reach and a greater number of academically advanced students.

When asked six years ago to name a university in Ohio, respondents named BGSU at the same rate as the University of Toledo and Dayton. This time around, McBroom reported, BGSU had moved up to the number two spot after Ohio State, with 87 percent to OSU's 93 percent. "We want to close the gap for BGSU with this campaign."



Dr. Mark Munson

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