

12-18-2006

## Monitor Newsletter December 18, 2006

Bowling Green State University

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### Recommended Citation

Bowling Green State University, "Monitor Newsletter December 18, 2006" (2006). *Monitor*. 1637.  
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## BGSU gets \$1 million for democratic education in Middle East

The International Democratic Education Institute at BGSU has received \$1,060,000 from the Higher Education Development program office of the U.S. Agency for International Development to conduct the Civic Education Partnership Initiative in Lebanon and Morocco.

Dr. Alden Craddock, School of Teaching and Learning and director of the institute, and Dr. Awad Ibrahim, School of Leadership and Policy Studies, will lead the effort to assist Lebanese and Moroccan educators in developing democratic citizenship curricula for schools and universities in both countries.

The IDEI-led partners include the Lebanese American University and Lebanese Center for Civic Education in Lebanon, the Hassan II University and Moroccan Center for Civic Education in Morocco, and the Center for Civic Education in Calabasas, Calif. The organizations will work together to advance democratic citizenship education policy and practice in Lebanon and Morocco, based on the successful model IDEI has used with previous partnerships in Poland, South Africa and Ukraine.

"Being awarded this grant is really a testament to the success of our institute's efforts in our other partnerships," Craddock said. "I believe our success results from the fact that we don't tell our partners what to do or simply translate our materials for them. Instead, we work together to provide them with an understanding of our experience, both good and bad, and trust them to choose what they think will work in their context."

Activities will begin immediately with travel to the region to begin planning for the three-year project. Within a year's time, educators from both Lebanon and Morocco will come to BGSU to participate in an intensive curriculum development seminar and to work with teachers in the local community. Other program activities will include developing teacher education courses and conducting a series of educational workshops in Lebanon and Morocco.

According to Craddock, the partnership has benefits for all. "While these programs are technically done to help others, we've found that all parties learn a great deal and that our understanding of democracy and democratic citizenship grows with each experience."

For additional information about IDEI, see <http://bgsu.edu/idei/>.

## Baker to lead Dallas-Hamilton Entrepreneurial Leadership Center

A business executive who was instrumental in bringing navigation technology to the automotive industry will now pilot BGSU's Dallas-Hamilton Center for Entrepreneurial Leadership.

Milt Baker of Ann Arbor, Mich., a former corporate vice president at Motorola Inc. and current CEO and co-owner of Automotive Communications Systems, has been named the first director of the center and executive in residence.

The Dallas-Hamilton Center was created by a gift from Bowling Green native and Olympic Gold Medal skater Scott Hamilton and his wife, Tracie, along with 1977 BGSU alumnus William Dallas and his wife, Beverly. Dallas is co-founder of the Fox Sports Grill national restaurant chain.

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The center offers programs and services to enhance entrepreneurial leadership and new enterprise development while simultaneously creating mutually beneficial connections between the business community, BGSU faculty and students.

According to Dr. Rodney Rogers, dean of the College of Business Administration, Baker brings "a unique combination of academic experience and an extensive, diverse business background in that he has been an entrepreneurial leader in both corporate and start-up organizations."

Baker holds a bachelor's degree in electrical engineering from Lehigh University and a master's degree in management from the MIT Sloan School of Management. He started his career at General Motors Corp. in Detroit. In 1988 he joined Motorola Automotive, where he moved up the ranks to vice president, director of sales and applications engineering. In that role, he was responsible for the division's global sales, including the first- and second-generation GM OnStar telematics business.

He later served three years as corporate vice president for Motorola Enterprise Business Development Automotive before leaving the Fortune 100 company in 2005 to start Automotive Communications Systems. Based in Ann Arbor, the company develops leading-edge wireless products and services for the broadband mobility industry.

Baker's academic experience includes serving as a guest lecturer at Northwestern University and promoting faculty support and mentoring student diversity for the University of Michigan Minority Engineering Program Office.

### Webcasting study leads to book for BGSU's Louisa Ha

Webcasting, and Dr. Louisa Ha's research of it, have come a long way in a short time.

Ha, telecommunications, says relatively few people had heard of Webcasting, entailing online delivery of audio and video, when she began studying it in 2002.

Four years later, the medium has grown to include even full-length video of television shows, and Ha is senior editor of a book, *Webcasting Worldwide: Business Models of an Emerging Global Medium*, published recently by Lawrence Erlbaum Associates.

The book, which has been adopted by the International Webcasting Association, evolved from a project by Ha and the other editor, Dr. Richard Ganahl of Bloomsburg (Pa.) University. In 2003, wanting to develop a business model of emerging media, they started looking at Webcasting in the United States and South Korea—the two countries with the most developed broadband capabilities.

#### Essential elements

Effective Webcast communication is dependent upon broadband Internet connection and compression technology, Ha says, noting that geographic penetration of broadband is actually deeper in South Korea than in the U.S. More than 60 percent of Americans who use the Internet now have a broadband connection, making Webcasting a fast-growing medium, she adds.

The business model devised by Ha and Ganahl focuses on three factors:

- Accessibility, including usability, ease of navigation and file transmission methods;
- Content, whether user generated or professional;
- Revenue Sources, which, Ha says, may include direct customer payments (subscribing to an educational video service, for example) and indirect customer payments (such as downloading iTunes), as well as advertising.

An emerging media enterprise can survive with a good combination of the three key compo-

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nents but can thrive only with innovative content, maintains Ha, whose interest in whether the model would work elsewhere in the world led to the book.

**A global perspective**

Webcasting Worldwide covers 17 countries and regions on four continents, with chapters written by contributors primarily from the countries they discuss. "They utilized our (ACR model) framework to examine the leading Webcasters in their respective regions," she points out. "The application of the same framework and research method by different scholars in 17 disparate locations at the same time is very rare."

More countries have realized the potential of broadband usage, which is important to the global communications infrastructure because of its power to provide educational, as well as entertainment, content via the Web, Ha says.

She acknowledges the existence of a "digital divide" between wealthier and poorer nations. But a more effective communications infrastructure involving broadband would benefit both governments—which can then provide services more efficiently—and companies, enabling more efficient dissemination and collection of information, she says.

A broadband initiative funded by Bill Gates and others is being planned in Africa, according to Ha, who chairs the emerging media research cluster in the School of Communication Studies. At the same time, she and two collaborators from Nigeria have received a \$10,500 grant to put Internet technology in the hands of Nigerian farmers.

Primus Igboaka, a Ph.D. student in communication studies, is one of the collaborators on the project, which will use collaborative computer technology such as Wiki and discussion boards to create and share knowledge to aid development. The award is from the Authors' Licensing & Collecting Society Ltd. and Emerald, a United Kingdom publisher of 150 scholarly journal titles in management, information science and engineering.

Broadband development is a top priority in China, too, Ha notes. Despite the existence of Internet censorship, she says Webcasting is still "the medium government can least control among all media in China."

**Changing the 'Webscape'**

Webcasting is also the medium through which "video becomes popularized" and can be almost DVD quality, she adds. With full-length video of TV shows such as "Desperate Housewives" available online, she explains that the networks are treating the Web as a medium of delivery, trying to attract the increasing number of people who are using the Internet—especially younger ones—to TV.

"It's going to change the Internet generally," says Ha, citing what she calls Webcasting's limitless potential for education and business. "Video is not the monopoly of big media companies anymore but belongs instead to anyone with a video camera.

"It just gives a way that people can have a voice."

**BGSU wishes best of luck to retirees**

BGSU bids farewell to the administrative and classified staff members who have retired since August. A tea in their honor was held Nov. 28.

From the administrative staff, Ronald Gargas, director of broadcast services at WBGU-PBS, retired in August.

Classified staff members who have retired and the year they began at BGSU include:

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In August, Evelyn Lindquist ('79), facilities services.

In September, Betty Goodman ('86), Student Health Service; Elaine Green ('84), University Bookstore; Shirley Dick ('77), dining services, and James Horine ('78), facilities services.

In October, Annette Stencil ('76), public safety.

In November, Jeffery Bechstein ('81) and Wilma Nye ('79), both facilities services.

As of Dec. 1, Robin Sutkaitis ('82), facilities services, and Jerrie Hutton ('77), student financial aid.

**IN BRIEF**

**Dance Marathon Benefit Dinner planned**

The Dance Marathon Community Outreach Committee invites all faculty and staff to the fourth annual Dance Marathon Benefit Dinner on Jan. 20 at Stone Ridge Golf Club in Bowling Green.

The evening will include a presentation and a silent auction. A "miracle family" will also be speaking about how Dance Marathon has affected them.

Doors will open at 6 p.m. for the 6:30 p.m. dinner.

The cost is \$30 per person. Tables of eight may be purchased at the discounted rate of \$200. All proceeds benefit the Children's Miracle Network and BGSU's Dance Marathon 2007.

For more information or to order tickets, contact Alisha Biler at abiler@bgsu.edu.

**'Bursarables' on way out, BG1 Card on the rise**

The new year will bring some changes to the way in which employees may purchase goods and services on campus. On Jan. 2, "bursaring" purchases will no longer be an option for them.

Instead, campus community members may use their BGSU photo ID card, which is also the BG1 Card. To learn more about the BG1 Card, its new "Assured Value" feature and the work of the Beyond Bursarables team, log onto MyBGSU and click on Beyond Bursarables under Financial Services in the My Services menu.

**AFIN/FMS conversion calendar announced**

In preparation for conversion from AFIN to FMS, the following significant dates for completing and converting financial transaction processes have been established to complete and close many transactions before conversion to the FMS system.

Please note these dates and plan appropriately to complete any purchases needed during early 2007.

• Jan. 19 – Last day for the business, purchasing and grants offices to receive online (PO, RXQ, PDQ, OC) or paper documents for processing in AFIN. Receiving documents (RC) will continue to be available through Jan. 25. Travel and business entertainment reimbursements will continue using the current process.

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- Jan. 22 – HCM will be converted to using FMS information for chartfield and location codes.
- Jan. 25 – Last day for receiving documents (RC) to be submitted online or by paper for processing in AFIN.
- Jan. 31 – Last day for AFIN. Normal monthly reports to be produced.
- Feb. 1-4 – Conversion from AFIN to PeopleSoft FMS system. Systems will be unavailable for use during the conversion period.
- Feb. 5 – FMS system go-live! BGSU financial transactions will begin to be completed using the new system.

The FMS system will contain historical financial information at the general ledger level for the 2005-06 fiscal year and for the period spanning July 1, 2006 through Jan. 31, 2007. Any budgets that were open in AFIN on Jan. 31, 2007, will be manually rebuilt in FMS and available for process completion.

As of Feb. 5, 2007, all University financial transactions will be processed in FMS, and the purchasing and business offices will no longer accept paper documents used in AFIN to initiate the creation of purchase orders and to process vendor invoice payments. Departments will be required to use the online FMS system to transact these types of business.

BG@100 FMS training is being offered for staff members who need access to transact this business. Contact the BG@100 project office at [bgat100@bgsu.edu](mailto:bgat100@bgsu.edu) regarding required training for FMS.

**This is the last Monitor of 2006**

Publication will resume Jan. 8. The Monitor staff wishes everyone a restful holiday.

**CALENDAR**

Monday, Dec. 25  
Christmas Day, Offices closed.

Tuesday, Dec. 26  
Faculty/Staff Holiday, Offices closed.

Monday, Jan. 1  
New Year's Day, Offices Closed.

Continuing Events  
Through Jan. 5  
Winter Break, No classes.  
Through Jan. 6  
Art Exhibition, "Meditation," by Hye Kyung Kim, visiting artist in digital arts, Union Gallery. Hours are 8 a.m.-9 p.m. Monday-Saturday and 10 a.m.-9 p.m. Sundays.

**JOB POSTINGS**

**FACULTY**  
There were no jobs posted this week.

**Labor Postings**  
<http://international.bgsu.edu/index.php?x=facinfohires>

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Contact the Office of Human Resources at 419-372-8421 for information regarding classified and administrative positions. Position vacancy announcements may be viewed by visiting the HR Web site at <http://www.bgsu.edu/offices/ohr/>.

Employees wishing to apply for these positions must sign a "Request for Transfer" form and attach an updated resume or data sheet. This information must be turned in to Human Resources by the job deadline.

CLASSIFIED

On-campus classified:  
[http://www.bgsu.edu/offices/ohr/employment/BGSU\\_only/page11151.html](http://www.bgsu.edu/offices/ohr/employment/BGSU_only/page11151.html)

Off-campus classified:  
[http://www.bgsu.edu/offices/ohr/employment/cl\\_staff/page11145.html](http://www.bgsu.edu/offices/ohr/employment/cl_staff/page11145.html)

ADMINISTRATIVE

[http://www.bgsu.edu/offices/ohr/employment/adm\\_staff/page11137.html](http://www.bgsu.edu/offices/ohr/employment/adm_staff/page11137.html)

OBITUARY

**Roger Schmidt**, 61, died Dec. 5 in Bowling Green. He was a part-time assistant professor of ethnic studies from 1992-94 and a graduate teaching fellow in ethnic studies for four years before that.