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Monitor Newsletter February 04, 2008

Bowling Green State University

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FEBRUARY 4, 2008

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Ribeau enlists faculty, staff support to move BGSU ahead

In his State of the University Address Feb. 1, President Sidney Ribeau called upon faculty, staff and students to once more come to the aid of the University and help sway prospective students' decisions toward Bowling Green.

BGSU has seen a dip in enrollment this year and, though anticipated, "it's a dip we can't afford to take again," the president said. "But there's something you can do about that."

Of the 11,000 expected applicants, "the number of enrollees needs to go up," Ribeau said, urging everyone to ensure that families visiting during the Presidents' Day open house Feb. 18, and at any time, are treated especially well.

BGSU pioneered the concept of the Presidents' Day event and has been successful at it, Ribeau noted, adding that he regularly receives letters and calls from parents expressing appreciation for the warm and helpful reception they received during campus visits. This is now more important than ever, he said.

With decreased funding from the state, raising enrollment is a "primary goal" for the University, he said. "This is a competitive market. We need to make a good impression on them on this day when they're deciding where they will spend the next four to five years of their lives. We have to make sure they are contacted and engaged."

While the good news from Columbus seems to be that, unlike in the past, higher education will not bear the lion's share of budget reductions, the total amount of state share of instruction is still much less than needed, Ribeau said. BGSU will have to make an additional \$1.5 million in permanent reductions for fiscal year 2009, on top of the savings earmarked for this year.

A history of support

Faculty and staff have been making valiant efforts on behalf of the University, in terms of giving to the Family Campaign and in helping identify savings that could be made to offset the \$3 million deficit the University faced as of last July 1. "Thank you very much for your hard work and sacrifice in making this happen. It's not easy to take \$3 million from your budget," Ribeau said.

He marveled at the more than \$1 million contributed by 1,700 faculty, staff and retirees to the Family Campaign last year, which helped boost the Building Dreams Centennial Campaign well past its \$120 million goal a full year before the effort's end next December.

In addition, more than 34,000 alumni have donated, enabling the University to raise \$125.3 million to date. "Thus far, \$6.9 million has been raised for 10 new endowed professorships (that was a goal of the campaign—we need to have endowed professorships in every college)," he said, "and two funds for teaching and coaching excellence; \$40.4 million has been raised for scholarships, and 460 new scholarships have been established." Another \$29.7 million has been raised for programs and facilities, along with \$48.9 million for sustaining the University itself.

State and University planning

Meanwhile, as Ohio Board of Regents Chancellor Eric Fingerhut is compiling the state's 10-year master plan for higher education, which he will present to the legislature March 31, BGSU has been engaged in revisiting its own strategic planning process, Ribeau said.

"Our challenge is twofold," Ribeau said. "We must align our plan with the chancellor's plan, and we must update our plan to predict our future."

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Ribeau described Fingerhut's plan as a "view from 20,000 feet. It will not determine what we do here on a daily basis," he said, but it will direct the future of Ohio higher education and set goals in four major areas that all institutions must work toward. These are educational attainment, quality, affordability and economic leadership.

In the months since Fingerhut was appointed, Ribeau has "fought hard" to shape aspects of those four areas, he said, and succeeded in having graduation rates compared to expected rates, and having capital improvements included in the quality component. With the deteriorating campus buildings statewide, "we have to address those concerns," he said.

Though the details of the state plan are now only in a draft state and very much in flux, it does set the lofty goal of increasing participation in higher education among Ohio's citizens by 230,000 students over the next 10 years, Ribeau said. "This means we will have to get older students into the pipeline. Demographics show there just aren't enough students being born" to accomplish this otherwise, he said. "We will have to revisit the students who were eligible for higher education at one time and bring them back. And how do we do that? It's with programs that attract them."

Ribeau has appointed a University Strategic Planning Group to guide the creation of the BGSU plan, analyzing and synthesizing input from various areas. "They will horizontally integrate it across campus to ensure that the major units of the University can act in concert to achieve BGSU's mission," he said. But to make sure the plan is feasible, they will be interacting with the campus governance groups, who will review and make recommendations, the president said.

The group will work through April on the draft, and the plan will be revisited at the beginning of fall semester before being sent to the chancellor. "Every loop that needs to be closed will be closed in the process," Ribeau said.

Seeing possibilities

Despite the current turmoil in the world and the difficulties the University faces, Ribeau said he hears about "optimism and the possibilities of what could be done, not the obstacles we have to overcome" when he talks with the campus community. "And therein lies the answer to the puzzle," he said. "We can't control what happens in Iraq or Darfur, or what happens in Columbus. But we can control what we do here, how thoughtful and purposeful we are. And how by being effective and efficient we will free up resources so that we can do other things we need to do.

"Getting better only happens by being collaboratively engaged—in our classrooms, our departments and in our administrative units."

Students, faculty focus on complexities of climate change in daylong event

Energy was high in the Bowen-Thompson Student Union Jan. 31 as students came by the dozens to the Focus the Nation "teach-in" on climate change. Some of the sessions offered by faculty were forced to move to bigger venues to accommodate the large turnout.

About 35 faculty members offered informational sessions on diverse topics. Dr. Christine Onasch, environmental studies, whose subject was polar bears, commented afterward, "I think 90 percent of my 101 students are desperate to find out what they can do. They're very concerned. They were very attentive, just soaking it up.

"After all, they're the ones who are going to have to sort out this problem."

The student-led event, organized by the Environmental Health and Environmental Service clubs and the Environmental Action Group, was part of a national day of dialogue. "Our

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purpose today is spreading awareness," said organizer Laura Imren, a senior from Maumee majoring in environmental policy analysis. "I'm just floored by the turnout and so pleased and excited.

"The goal is to generate solutions and, on the national level, to begin a dialogue between policy-makers and students. At Bowling Green, we want people to take on this issue. We've discussed global warming for some time and now it's happening, so it's time for solutions.

"With the panel tonight," she said, referring to a later discussion involving local leaders and students, "we can start bridging the communication between the University and the community and start working on solutions."

The complexity of the issues surrounding climate change emerged in nearly every discussion.

Drs. Karen Root and Karen Sirum, biological sciences, led a session titled "How Do You Decide? Environmental Consequences of Everyday Choices." Speaking to a packed room, they used visual aids and an interactive discussion to demonstrate how even a seemingly trivial decision such as buying strawberries from Florida can contribute to climate change through its impact on the water of the Everglades.

Bringing the subject closer to home, Root noted that Ohio is "number one in the nation for loss of wetlands. We've lost over 90 percent of our wetlands through ditching, draining, digging and dykes—and now we're reaping the consequences."

Students suggested purchasing organic products such as milk, which Sirum said is good except that even organic milk is produced from cows who are fed corn, which is not natural to them and has its own consequences. And the corn is still industrially produced, though without pesticides, she said. "Know your farmer and buy locally," she advised.

Sustainable food production could be important to the survival of the population, explained geologist Dr. Robert Vincent in another session, on the rising seas. While Ohio "will never sink beneath the waves like Florida or my home state of Louisiana," he said, it may have to absorb displaced people from around the world. And "we have to be prepared to feed an inordinate amount of people," he added, even though Ohio cannot grow three crops a year as more temperate climates can. Vincent believes the United Nations and the governments of the world should begin to plan now for these eventualities.

Master's degree students in geology Jennifer Markham, from Tennessee, and Louis Sanderson, from Florida, expressed doubt about the general population's understanding of the issues. Both had been environmental studies majors as undergraduates. "People get a lot of information thrown at them and they really don't know how to make sense of it," Markham said. "If you could get enough people to understand, it could make a difference."

"It's an extremely complex issue and hard to understand," agreed Dr. Gary Silverman, environmental health and director of Environmental Programs. "Those who say it (climate change) doesn't exist don't understand the science. But the science is clear, and within the scientific community there is no debate.

"Today is helping to increase understanding of students, faculty and staff at BGSU," he said, adding that he was delighted with the "tremendous turnout, which shows this is a timely issue for this community."

Young women are factor in economic development

A self-described economic developer said Jan. 30 that those in his profession would do well to court young, college-educated women in their efforts.

Women's median earnings still lag behind men's in Ohio, but in cities like Dallas and New



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York, women in their 20s are making more than their male counterparts, said C. Robert Sawyer, keynote speaker at the State of the Region Conference sponsored by BGSU's Center for Regional Development.

In Dallas, those women are earning 20 percent more than men, and Midwestern women see opportunities in such cities, added Sawyer, director of the U.S. Commerce Department's Economic Development Administration (EDA) regional office in Chicago.

"If your economic development is not female friendly, you'll lose many of your best and brightest, your best educated, to places like Chicago and New York City," he warned his listeners at Perrysburg's Holiday Inn French Quarter.

Sawyer's office serves Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin, and his address offered a perspective on development in that region—"The Good, the Bad and the Ugly."

Listing the positives, he said that all of the Big Ten Conference universities, along with the University of Chicago and Case Western Reserve University, have been rated among the world's 100 best, and they attract students worldwide.

But those students tend to leave the Midwest after graduation, he continued, and in Ohio, that so-called brain drain helps contribute to an "ugly" statistic—the state ranks 39th in the nation in the percentage of its population that holds college degrees, about 27 percent.

With roughly 20 percent of the world's fresh surface water, the Great Lakes are another plus for the region, and considering the current lack of water in the Sun Belt, "a lot of the people who fled the Midwest are going to make a U-turn and come back," Sawyer predicted.

While conceding that "economic distress is widespread"—as evidenced by the eligibility of 60 percent of Ohio's counties for EDA grant aid—he also cited the Great Lakes states' lead role in several emerging global industries, including those related to energy, the environment and transportation, bioscience, and advanced manufacturing.

To capitalize on such strengths, Sawyer suggested intergovernmental cooperation and regional approaches, which he praised the BGSU center for advocating. Those elements, along with strategic planning, "will lay the groundwork for projects that strengthen Ohio's economic competitiveness," he maintained.

He further recommended, among other things, rekindling a "culture and practice of entrepreneurship and new business incubation," which he said is part of an innovation infrastructure that supports talent from college campuses, involving universities in economic development, and developing "green-collar" jobs like biodiesel vehicle repair, nontoxic printing, home weatherizing and sustainable landscaping. Such jobs are the "21st-century answer to jobs lost on the assembly line," Sawyer said.

Another angle

Adding another piece to the economic development puzzle at the sixth annual conference was Ed Burghard, executive director of the Ohio Business Development Coalition.

Burghard's topic was "Building a Globally Competitive Ohio Brand," which he said has become an "operational imperative" in a global economy. "It's a global game, and we need to play," he added, pointing out that branding is not simply adopting a logo and tagline.

"Place branding," according to the Procter and Gamble marketing executive, entails making and delivering a promise to capital investors. An adopted "Ohio Promise" assures prospective investors that "you can achieve your professional and personal aspirations without having to sacrifice one for the other."

Research has shown that perceptions of Ohio beyond a day's drive away are neutral, while those of investors outside the U.S. are nonexistent, said Burghard. Brand Ohio aims to let the world neither define nor forget the state.

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The coalition that he heads is looking to market investment in Ohio using what he called the three "moments of truth"—winning the opportunity to compete for investor capital, winning the competition and winning retention and expansion.

While the state has invested too much in the first "moment"—the "attraction phase"—and not enough in the second, its spending on the third phase, for existing investors, has been "woefully" inadequate, according to Burghard. "A lot of them are not feeling the love they should be feeling," he said.

Among the outlets for the Ohio brand so far are print advertisements and the OhioMeans-Business.com Web site, which gets 15-20 percent of its hits from outside the U.S., Burghard noted.

As to whether the efforts are making a difference, he pointed to the state's 2006 win of Site Selection magazine's Governor's Cup, which is awarded annually for the most closed business deals over a certain size. "I would argue that it's (branding) working," he said.

Panel presents perspectives

Also providing economic perspectives at the conference was a panel comprised of Bruce Baumhower, president of United Auto Workers Local 12 in Toledo; Dawn Larzelere, director of legislative affairs for the Ohio Housing Finance Agency, and Duke Wheeler, a sales associate specializing in retail properties for CB Richard Ellis in Toledo.

Baumhower said that while he agrees that the regional economy must diversify, he also wants to ensure that manufacturing, especially the automotive sector, isn't abandoned. It's a strength, he said, citing what he called a skilled work force—particularly in new technology—among his union's membership, and recent reinvestment in Toledo by Chrysler.

Auto workers are dedicated to meeting new federal fuel mileage standards, Baumhower said, and another challenge, "legacy" costs for retirees, has been addressed in new labor agreements with the Big Three automakers, also including Ford and General Motors. This area also provides good infrastructure and a strong supplier base, he added.

Larzelere addressed the subprime mortgage loan mess, saying the "scheme" was based on the assumption that there would never be a housing slump. Now that one is here, she doesn't see it turning around soon, although efforts are being made to help borrowers who are in trouble.

One such initiative is called HOPE NOW, a cooperative effort between housing counseling organizations, investors and lenders. Larzelere, a BGSU graduate, termed the HOPE NOW Web site "a triage center" where distressed homeowners can see what resources are available to help them.

Pointing out that 950,000 square feet of retail space is under construction in Toledo, Wheeler said he expects to see less speculative building to come, but "green," energy-efficient construction will be big.

Student headcount reflects changes in scholarships, budgeting

The state's 15-day report is in, and shows BGSU's enrollment down about 600 students from last spring. BGSU has 19,343 students, down from 19,951 at this time last year. In 2006, the University's 15-day headcount showed the campus at 20,041 students.

The drop was anticipated by University officials following modifications to several scholarship programs, said Dr. Alberto Gonzalez, vice provost for academic services. "We wanted to build stronger budget integrity and also see if we could stretch our dollars to cover greater numbers of qualified students," he added. The freshman scholarships for fall 2008 now cover a greater range of ACT scores and high school grade point averages.



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The University also plans to increase the numbers of master's level students taking off-campus courses.

BGSU expects numbers to be back up in the 20,000-21,000 range next fall, Gonzalez said.

IN BRIEF

Local AAUW branch offers scholarships

The American Association of University Women-Bowling Green Branch offers an annual book scholarship of no less than \$200 to women who demonstrate financial need and are permanent residents of Wood County.

Applicants must have completed at least one year of study in a degree program. Nontraditional female applicants who have returned to school to finish or begin a degree, or retrain, and who use Bowling Green or Wood County as their permanent address will be given preference.

Two \$600 scholarships will be available this year. The application form for the 2008-09 AAUW Book Scholarship is at:
[www.bgsu.edu/organizations/aauw/Scholarship Application 1.pdf](http://www.bgsu.edu/organizations/aauw/Scholarship%20Application%201.pdf)

Applications must be received by March 14. Direct completed applications to:
Lisa McHugh Cesarini, Office of Academic Enhancement, 104K University Hall.

For more information, email Cesarini at icesari@bgsu.edu.

Black History Month dinner theatre marks 20th anniversary

The Center for Multicultural & Academic Initiatives will celebrate the 20th anniversary of the annual Black History Month dinner theatre on Feb. 22 and 23. The event draws upward of 700 people over two nights that feature students, faculty and staff in song, dance and other performances.

This year's event will feature comedian Jay Lamont. Doors for the Friday night performance of "The Best of Dinner Theatre" will open at 7 p.m., with the show at 8. The \$15 cost includes light refreshments. Doors will open at 6 p.m. for the 7 p.m. Saturday performance, a semi-formal event with a cash bar and dinner buffet. Tickets are \$20. Call 2-2642 for tickets.

CALENDAR

Monday, Feb. 4

Visiting Artist Lecture, "All Freedom in Every Sense: The Work of Artist Lee Bon-tecou," presented by Elizabeth Smith, the James W. Alsdorf Chief Curator and deputy director for programs at the Museum of Contemporary Art in Chicago, 6:30-8 p.m., 204 Fine Arts Center. Sponsored by the School of Art.

Tuesday, Feb. 5

Faculty Senate, 2:30 p.m., McFall Center Assembly Room.
Tuesday Nights Film Series, featuring short films selected by members of the Culture Club and the theatre and film department, 7:30 p.m., Gish Film Theater, Hanna Hall.
Concert, by the BGSU Trombone Choir, directed by William Mathis, 8 p.m., Bryan



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Recital Hall, Moore Musical Arts Center.
Movie, "Rendition," 9:30 p.m., Bowen-Thompson Student Union Theater.

Wednesday, Feb. 6

Brown Bag Luncheon, "Moving Expressions: The Cultural Roles of Women in African Dances," presented by Shakira Adams, human movement, sport and leisure studies, noon-1 p.m., Women's Center, 107 Hanna Hall.

Men's Basketball vs. Central Michigan, 7 p.m., Anderson Arena.

Faculty Artist Series, Faculty Composers' Forum, showcasing works by College of Musical Arts composition faculty, 8 p.m., Bryan Recital Hall, Moore Musical Arts Center.

Thursday, Feb. 7

Administrative Staff Council, 1:30-3 p.m., 207 Union.

Open Forum, "Fade to Black," exploration of the relationships between black Americans and Africans, 7-9 p.m., 308 Union. Sponsored by the African People's Association and the Black Student Union. A Black History Month event.

Creative Writing Program MFA Readings, by Angela Gentry, poetry, and Dustin Hoffman, fiction, 7:30 p.m., Prout Chapel.

International Film Series, "La Haine (Hate)" (1995), France, directed by Mathieu Kassovitz, 7:30 p.m., Gish Film Theater, Hanna Hall.

Friday, Feb. 8

Track Meet, BGSU Quadrangular, field events begin at 5 p.m.; track events at 6 p.m., Perry Field House.

Hockey vs. Alaska, 7:05 p.m., Ice Arena.

Movie, "Rendition," 9:30 p.m., Union Theater.

Saturday, Feb. 9

Young People's Concert, "Taiko!" featuring the BGSU Hayabusa Taiko Ensemble, directed by Dr. Paul Yoon, 11 a.m., Bryan Recital Hall, Moore Musical Arts Center. Tickets, \$2 for adults and \$1 for children, are available at the door.

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FACULTY

BGSU Firelands. Assistant professor (biol-

Women's Basketball vs. Northern Illinois, 2 p.m., Anderson Arena.

Hockey vs. Alaska, 7:05 p.m., Ice Arena.

Sunday, Feb. 10

Art Exhibition Opening Reception, for the annual Undergraduate Art and Design Exhibition, Dorothy Uber Bryan and Willard Wankelman galleries, 2-4 p.m., Fine Arts Center. The show opens Feb. 12.

Men's Basketball vs. Toledo, 4 p.m., Anderson Arena.

Movie, "Rendition," 9:30 p.m., Union Theater.

Monday, Feb. 11

Concert, by guest pianist Jerry Wong, Kent State University, 8 p.m., Bryan Recital Hall, Moore Musical Arts Center.

Continuing Events

Feb. 7 and 8

Firelands Diversity Celebration, "10 Ways to Fight Hate!" with Brandon Wilson of the Wilbron Institute, a think tank committed to helping colleges respond to hate and bias activity. Presentations are at 9:30 a.m. and 1 p.m. Thursday (Feb. 7) and at noon Friday (Feb. 8), Cedar Point Center.

Through Feb. 12

Art Exhibition, by BGSU's Student Art Glass Association, Union Gallery. Gallery hours are 8 a.m. to 9 p.m. Monday-Saturday and 10 a.m. to 9 p.m. Sundays.

Through Feb. 13

Art Exhibition, paintings by Rebecca Kaler, Little Gallery, BGSU Firelands. Gallery hours are 9 a.m.-5 p.m. Monday-Friday.

Through Feb. 29

Planetarium Show, "Blown Away! The Wild World of Weather," showings at 8 p.m. Tuesdays and Fridays, 7:30 p.m. Sundays, and 2 p.m. Saturday, Feb. 16. \$1 donation suggested. The show will be given again March 11-April 5, including some Saturdays.

ogy). Call the dean's office, 2-0623. Deadline: March 7.

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American Culture Studies/Women's Studies. Teaching Fellow. Call Don McQuarie, 2-8886. Deadline: March 10.

Labor Postings

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

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 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:

www.bgsu.edu/offices/ohr/employment/BGSU_only/page11151.html

Off-campus classified:

www.bgsu.edu/offices/ohr/employment/cl_staff/page11145.html

ADMINISTRATIVE

www.bgsu.edu/offices/ohr/employment/adm_staff/page11137.html

OBITUARY

Virginia Limes, 84, died Jan. 21. An employee in the former Pheasant Room of the Student Union, she retired from University Dining Services in 1978.

