We Are...Marshall, March 11, 2015

Office of Marshall University Communications

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The Marshall 20/20 strategic planning process continues to move forward on an aggressive schedule. The seven Implementation Teams have a March 25 deadline for producing draft plans for implementing the opportunities identified last fall by the Rapid Response Teams.

The teams will refine the plans over the next few weeks. Once the teams’ proposed plans are finalized later this semester, the university’s administrative leadership team will review their feasibility and determine which ones will be implemented.

The goal of the Marshall 20/20 process is to offer programs and services more efficiently. The gains in efficiency will position the university to operate in the face of ongoing cuts to state funding and will free up resources for investment in university priorities.

The teams, identified opportunities and the estimated net revenue enhancement for each are identified below:

- Printing, Faxing and IT-Related Services ($709,187)
  - Consolidating IT staff within IT division
  - Eliminating desktop printers; move to network printers
  - Eliminating shadow systems/licenses
  - Coordinating IT support positions across campus
  - Upgrading video multiplexing controller
  - Videoconference – Lync
Auxiliaries and Facilities ($3,659,790)

- Evaluating outsourcing of housekeeping/grounds
- Reviewing auxiliary positions
- Selling University Heights property
- Combining summer/evening classroom buildings
- Upgrading lighting fixtures
- Hiring mechanical engineer
- Hiring digital control specialist
- Establishing energy policy
- Improving space utilization
- Closing underutilized buildings/areas
- Staggering maintenance shifts

P-Card, Procurement and Travel ($1,153,780)

- Consolidating printer and copiers under managed contract
- Expanding use of My Buy
- Implementing new P-Card reconciliation process
- Terminating expiring leases
- Contracting with external travel agency/related policies and procedures
- Rebidding suppliers of cable services
- Reducing memberships

Marketing, Public Relations and Websites ($367,417)

- Outsourcing selected Printing Services
- Consolidating marketing and public relations functions
- Coordinating university website – in house and hosted by university
- Increasing revenues from trademarks/licensing – licensing affiliate

Libraries ($312,938)

- Consolidating library services (Health Science Library/South Charleston Campus library)

Academic ($1,655,169)

- Restarting continuing education
- Implementing new E-course funding and development model
- Increasing distance-learning courses – revenue enhancement

Administrative and Finance ($1,330,528)

- Instituting training requirements/efficiency
- Implementing a business center model for administrative services
- Reducing the MURC payroll surcharge
- Eliminating student insurance
- Enhancing grant administration processes
For more information, including the implementation team charter with lists of team members (Approach Document) and a set of Guiding Principles developed for the strategic planning process, visit the Marshall 20/20 website.

Brand Ambassadors to meet March 19

The marketing research is finished. The brand positioning has been finalized. Wondering what’s next with Marshall’s unified communications and marketing efforts?

Join us as the university’s Brand Ambassadors meet on Thursday, March 19, from 9:30 a.m. to 2:30 p.m. in Room BE-5 of the Memorial Student Center. Staff members who have marketing/communications duties in a variety of departments and colleges already are members of the group and have been invited to attend, but all members of the campus community are welcome.

Ray Witkowski from Marshall’s marketing research partner Zone5 will be leading the session.

The program will include:

- An overview of current university-wide communications and marketing initiatives, including:
  - Enhancement of the trademarks/licensing program and revision of the Graphics Standards Manual;
  - Revamping of the university website;
  - Development of a crisis communication plan;
  - Marshall 20/20 and how the strategic planning process may affect university marketing in the future; and
  - RFP process for creative implementation of the new positioning and comprehensive brand marketing strategy

- Quick recap of research and brand positioning work done to-date
- A review of trends and case studies in higher education marketing
Brainstorming session on messaging the new brand platform, followed by discussion: How will we use this information? Where will we use it?

Lunch will be provided.

Please RSVP by this Friday, March 13, to Rhonda Mullins at mullinsr@marshall.edu or (304) 696-3958.

Shredding and Recycling offices give reminders on proper procedures

With a new calendar year well underway and with an increase in the shredding of documents in numerous departments, the Shredding and Recycling offices are offering reminders on how to destroy documents properly.

Of primary importance, they emphasize, anything containing confidential information (including student, employee, patient, and external) needs to be destroyed appropriately. Placing files in recycling containers on campus does not meet this requirement and using a ribbon cutting shredder is also not an appropriate method. All Marshall documents requiring destruction must be reduced to a strip measuring no more than 2” x 0.25”.

There is a free service for shredding and document destruction in Old Main, B21A. For more information, as well as to schedule a pickup of documents (currently for the Huntington campus only), or for walk-in hours, go to www.marshall.edu/shredding.

The shredding is done by Marshall students and staff who have signed a legally binding confidentially agreement due to the sensitive nature of items handled. If there is a need for continued destruction of documents, confidential document bins are available for a one time purchase and offered at vendor cost.
Both the Center for International Programs and the Admissions Office have been utilizing the services of the Shredding Office, according to Patty Carman from the Center for International Programs/Admissions Office, who said, “I am currently working on a project for the Center for International Programs where I’ve been contacting the Shredding Office about once a week to dispose of boxes of old materials. It’s a very quick and efficient way to free up storage space for both of the offices. The staff in the Shredding Office is great to work with and can schedule pickup days/times at your convenience.”

For additional information, contact Jonathan Sutton at shredding@marshall.edu or call ext. 6-5224.

Photo: Student workers in Old Main shred documents.

Women with Autism Spectrum Disorder to be discussed tonight, March 11

As the prevalence of Autism Spectrum Disorder (ASD) increases, more study is being focused on how males and females may differently experience the disorder. To address this issue, Eszter Kiss and Hillary Adams from the West Virginia Autism Training Center at Marshall will discuss “Women and Autism: Are There Sex Differences in Autism?” this evening, March 11, at 6 p.m. in room BE-5 of the Memorial Student Center.

Leading professionals in the field of supporting college students with ASD, Kiss and Adams will speak to current research on the topic, and discuss best practices for supporting female college students with ASD as they learn in the classroom, experience campus living, and build social relationships.

The event is being presented as part of the Women’s History Month program at Marshall and is free and open to the public.

According to information provided on the flyer promoting the event, “We often hear that the conditions of an autism spectrum disorder can be perceived and displayed differently in women when compared to men. The occurrence of autism has historically been more prevalent in males than females leading to several important but often unanswered questions. In their presentation they will discuss what recent studies and research says about this topic and how we see differences working with female students and how to best support college students with ASD.”

For additional information contact Dr. Laura Michele Diener at diener@marshall.edu
‘Midnight Sun’ on display at Visual Arts Center gallery

Artist Brooks Dierdorff made his debut at Marshall last week with an exhibition titled “Midnight Sun” at the Visual Arts Center.

Dierdorff has shown his work across the U.S. and in Canada, Germany and Italy. He said his work uses a range of media, from sculptural iterations of photographs to silver gelatin prints to video productions.

“Though I consider my artistic practice to be interdisciplinary, I have a vested interest in exploring photography’s evolving role in contemporary culture,” Dierdorff said.

Megan Schultz, galleries director, said Dierdorff carefully considers each exhibition space in which he works, as well as each site’s particular circumstances.

“The collection of photographs video, and sculpture that make up the exhibition, ‘Midnight Sun,’ becomes more akin to an installation, unique to its place,” Schultz said. “Dierdorff’s use of a range of materials, as well as his interest in the evolution of the context of his work depending on its site, is one of several reasons why I wanted to bring his work to the Visual Arts Center.

“His recurring themes, which center on the effects of technology on our perception of nature, feel greatly relevant to young people in this region,” Schultz said.

The exhibition will be on display in the Visual Arts Center gallery until Tuesday, April 7. The gallery, on the first floor of the Visual Arts Center at 927 3rd Ave. in Huntington, is open from 10 a.m. to 4 p.m. Monday through Friday.

For more information about this exhibition or the School of Art and Design, visit www.marshall.edu/art or contact Schultz by e-mail at schultzm@marshall.edu or by phone at ext.6-4312. For more information about Dierdorff, visit www.brooksdierdorff.com.

Photo: Sunset, 2014, by Brooks Dierdorff, is among the works that will appear in the exhibition “Midnight Sun,” which will began March 6 at the Visual Arts Center.
Benefits fair slated for March 24 on the Huntington campus

Human Resource Services will sponsor a Benefits Fair Tuesday, March 24, from 10 a.m-2 p.m. in the Memorial Student Center’s Don Morris Room.

The event gives employees the opportunity to speak directly with benefit providers. Among those attending will be representatives from PEIA, Mountaineer Flexible Benefits, TIAA-CREF, Great-West, the Health Plan (HMO), Minnesota Life, the Standard and others.

Employees can obtain information on changes coming for the upcoming plan year before open enrollment begins. The open enrollment period runs from April 1-May 15.

Book drive to benefit learning and development center

Don't forget to donate your gently used books for children through March 27.

The Honor Society of Phi Kappa Phi, in cooperation with the National Student Speech-Language-Hearing Association and the Honors College Student Association, is sponsoring a book drive benefiting St. John’s House Learning and Development Center. Specific information about the drive (and the books needed to support this program) is available on the flyer at left.
Dr. Mary Beth Reynolds, president of Marshall’s Phi Kappa Phi Chapter 313, said she thanks the Marshall community for their generosity. Questions about the drive may be directed to her.

Click on graphic at left to view the flyer in a larger size.

Open Studio event results in even more Empty Bowls

The event pushed the ceramics count over the Empty Bowls 1,000-bowl goal for 2015, said Frederick Bartolovic, assistant professor of ceramics at the School of Art and Design.

“This year’s event was just perfect,” Bartolovic said. “We had just the right number of more experienced throwers and beginners.”

Novices behind the wheels Saturday ranged from Marshall students to Huntington Mayor Steve Williams.

Huntington’s Empty Bowls will take place 10:30 a.m. to 2:30 p.m. Friday, April 17, at First Presbyterian Church at 1015 5th Ave. in Huntington. There, patrons can choose from hundreds of bowls on sale for $15 each. Each bowl sale includes a modest lunch from donated soups, breads and drinks, served in a single-file line and meant to emulate a soup kitchen. All proceeds from Empty Bowls benefit Facing Hunger Foodbank, a 501(c)3 nonprofit organization that serves a client base of 115,000 in 16 counties across the Tri-State.
For more about Empty Bowls, visit www.marshall.edu/EmptyBowls. For more information about Facing Hunger Foodbank, visit www.facinghunger.org.

Photo: Huntington Mayor Steve Williams (left) gets a lesson from Assistant Professor of Ceramics Frederick Bartolovic.

Classified staff nominations due March 24; elections to begin April 6

The Classified Staff Council is holding an election to choose Council members for the 2015-2017 term.

Staff Council is composed of 25 members, with five members chosen from each of the five EEO groups. HB 2224 mandates that the selection will take place every two years by direct election of all classified staff employees.

Classified staff will also choose the Staff Council Chair, representative to the Advisory Council for Classified Employees (ACCE) and the representative to the Institutional Board of Governors for the 2015-2017 term.

All employees are permitted to nominate five eligible staff members from their respective EEO groups including themselves, one eligible staff member for the position of Council Chair including themselves, one eligible staff member for the position of ACCE Representative including themselves, and one eligible staff member for the position of IBOG Representative including themselves. The same person may be nominated for multiple positions. Please consult the Classified Employees By-Laws, Bylaw VI, Section 4 for questions on eligibility: <www.marshall.edu/wpmu/staff-council/forms.

Nomination forms will be distributed by mail on Wednesday, March 11. Nomination forms are due in the Staff Council Office no later than 4:30 p.m. Tuesday, March 24. Nominations will not be accepted after that date.

Electronic voting will be available from 6 a.m. Thursday, April 9, through midnight, Monday, April 13. All voting will be electronic. There will be no paper ballot voting. Detailed instructions on electronic voting can be found on the Staff Council website: www.marshall.edu/wpmu/staff-council/forms.

For questions regarding the election, contact Joe Wortham, Election Committee Chair at wortham@marshall.edu or ext. 6-5402; or Katie Counts at the Staff Council Office at easter@marshall.edu or ext. 6-2222.
Forensic science students to sponsor 5k run March 28

Forensic science students are sponsoring a 5k run Saturday, March 28, with a portion of the proceeds to benefit the Branches domestic violence center in Huntington.

“FoRUNsics 5K” will take place at Ritter Park beginning at 8 a.m. Organizers say the top three placing males and females will all receive prizes and medals, and the race will conclude with a prize raffle.

Registration is available online at http://www.tristateracer.com/RaceDirector/race.php?RaceID=7550. Participants may also print out and mail their registrations. The preregistration fee is $15, which includes a T-shirt. Registration the day of the race is $20, and also will include a T-shirt.

The students are members of Delta Delta Epsilon, which is an honor society for forensic science students.

For more information, contact Alyssa Tinnin, a representative of the group, by e-mail at tinnin2@live.marshall.edu or by phone at 334-451-2724.

Cupps’ article selected as one of 75 ‘most influential’ in Public Administration Review

A journal article written by Dr. Stephen Cupps, emeritus professor of political science, has been selected as one of the 75 most influential articles which have appeared in Public Administration Review since its inception in 1940.

Cupps’ article, “Emerging Problems of Citizen Participation,” which was originally published in 1977, was selected from more than 3500 articles that have appeared in PAR over the decades. In a letter to Cupps, James L. Perry, editor-in-chief of the publication, wrote “The PAR Editorial Board selected your article after an eight-month process of data collection, reflection and deliberations. The Editorial Board reviewed a variety of data sources (e.g. citations, reprints, awards) related to articles we have published. The Board also drew upon their professional experience and judgment in arriving at our selections.”

Cupps and the other authors were honored at the 2015 American Society for Public Administration (ASPA) National Convention, which took place March 6-10 in Chicago.
A free public screening of the mountaintop removal documentary, "Goodbye Gauley Mountain: An Ecosexual Love Story," will take place Thursday, March 26, from 7 to 9 p.m. in Smith Hall 154. The screening will be followed by a question-and-answer session with the film’s directors, Beth Stephens and Annie Sprinkle.

The award-winning 2013 documentary explores the interrelationship between environmentalism and LGBTQ activism. In the film, the married couple Beth Stephens, a native West Virginian, and Annie Sprinkle return to Stephens’ childhood home near Gauley Mountain. They examine the effects of mountaintop removal, meet with local environmental activists, explore the sensuality of nature and perform their own environmental and ecosexual resistance by marrying the Appalachian Mountains. The film contains sexual themes and some nudity.

“Goodbye Gauley Mountain is a wonderfully personal and inventive documentary,” said Dr. Walter Squire, assistant professor of English and organizer of the event. “The film takes tree-hugging to a whole new level. You will never look at environmentalism the same way again.”

Refreshments will be provided and individuals are encouraged to arrive early, as seats are expected to fill up quickly.

The event is sponsored by the Marshall’s Department of English, Department of Religious Studies, University Libraries, and the Honors College, as well as the Appalachian Studies Association. For more information, contact Squire at squirew@marshall.edu

Photo: Beth Stephens (left) and Annie Sprinkle will be at the showing of “Goodbye Gauley Mountain: An Ecosexual Love Story,” which they directed, to answer questions after the film.
Faculty Achievements: College of Education and Professional Development

The College of Education and Professional Development (COEPD) Recognition Committee has issued updates on accomplishments for COEPD faculty located on the South Charleston campus.

Professional activities are listed for Dr. Jane Bogan, assistant professor (special education); Dr. Andrew Burck, assistant professor (counseling); Dr. Lori Ellison, associate professor (counseling); Dr. E. J. Inyang, assistant professor (counseling); Dr. Jonathan Lent, assistant professor (counseling); Dr. Barbara Nicholson, professor (leadership studies) and Dr. Carol Smith, associate professor (counseling), in addition to Laura Stapleton, instructor (mathematics, Huntington campus).


Jane Bogan was elected as Vice President of the West Virginia chapter of the Council for Exceptional Children in October 2014.


Ellison, L. (2014). Taming the ethics monster: Teasing out the greys in a black and white world. Presented at the WV Division of Rehab Services Annual Conference, Stonewall Resort, Roanoke, WV.


**High school students invited to explore digital forensics & cyber security at AIDE conference Tuesday, April 21**

An interactive, hands-on program introducing high school students to the world of cybercrime, cyber security and digital forensics will take place from 9 a.m. to 5 p.m. Tuesday, April 21, at the Forensic Science Center.

The program, called “Explore Digital Forensics & Cyber Security,” is part of the Appalachian Institute of Digital Evidence’s (AIDE) annual conference. The program is open to any high school students, and it is highly recommended that the students have strong interest in computers, solid work ethics, and the desire to learn. Only basic computer knowledge is required; those who apply will not be excluded by a lack of computer skills.

Students are encouraged to apply early as space is limited to 25 people. To apply, students should send an e-mail to John Sammons at john.sammons@marshall.edu indicating their interest and the following information: full name, contact e-mail and phone number, high school, current grade level, brief description of current computer skills and why they want to attend.

Sammons, an assistant professor at Marshall, is president of AIDE. He also is the coordinator of the Digital Forensics and Information Assurance degree program.

The next issue of *We Are...Marshall* will be distributed March 18, 2015. Please send any materials for consideration to Pat Dickson by 5 p.m. Monday, March 16.