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MU NewsLetter, February 22, 1996

Office of University Relations

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Teleconference will focus on global studies

A live, interactive teleconference titled "Global Education: Bringing the World into the Classroom" will be presented at Marshall University Friday, Feb. 23, from 1 to 3 p.m. in the Memorial Student Center Alumni Lounge.

The program will offer guidance to teachers about identifying and using local resources to enhance their global studies curriculums. Participants will learn how to utilize community resources such as businesses, government agencies, non-profit organizations, educational institutions, foreign students and Peace Corps volunteers.

During the interactive segments of the program, participants

SC games to be on radio

Marshall University's public radio station, WMUL-FM (88.1 MHz), will broadcast all games of the Southern Conference men's and women's championship basketball tournaments, according to Dr. Chuck G. Bailey, WMUL-FM faculty manager.

The tournaments will be held Feb. 29 through March 3 in Greensboro, N.C. Marshall's radio station will broadcast live all nine games of the men's tournament and the three games of the women's tournament being held for the first time in Greensboro.

Advertising cannot be used on the air to cover the cost of operations for broadcasting the tournament since WMUL-FM is a noncommercial station.

Angela L. Kendrick, the station's promotions director, said WMUL-FM student volunteers are seeking donations from area businesses to underwrite broadcast expenses. Businesses that donate \$300 or more will receive at least 40 on-air underwriting mentions over the course of the tournament.

"The underwriting campaign is a good way for the community to support WMUL-FM which broadcasts alternative programming listeners can't find on commercial stations," said Kendrick.

Awards will recognize student leaders at MU

The Office of Student Activities and Greek Affairs is preparing to recognize and honor student leaders and scholars who have made significant contributions to the university.

Awards in the following categories will be presented: Outstanding Leadership, Outstanding Leader/Scholar, Outstanding Contributions to Marshall (five awards to graduating seniors), Multicultural Programs and Sophomore of the Year.

Marshall University outstanding volunteers also will be honored.

Application forms for the awards are being sent to faculty and staff members for distribution to students who are deserving of the honors. There is a separate application for each award. Students may apply for any or all awards.

Completed applications should be returned to the Student Activities Office, Memorial Student Center Room 2W38, by 4:30 p.m. March 8.

A selection committee will review the applications and pick the winners. The winners will be honored at a special program this spring.

To obtain further details contact the Student Activities Office, 696-6770.

will have an opportunity to ask questions of featured presenters and share information with others. Questions via fax machine also will be accepted.

Conference presenters will include Charles Baquet, deputy director of the Peace Corps; Juanita Crabb, executive director of Sister Cities International; Jerry W. Leach, executive director of the National Council of World Affairs Organizations, and JoAnn McCarthy, executive director of international programs at Old Dominion University.

Sponsors of the local presentation include the Marshall University College of Education and Marshall's Office of Multicultural and International Programs.

To obtain further details contact Dr. Maudie Karickhoff at Marshall University, 304-696-3100.

Department reorganized

A reorganization has taken place in Marshall University's Physical Plant Department, according to O. Dale Allman, department director.

Denise Wiley is now the director's secretary. Her telephone extension is 696-6682.

Mary Beth Cassell has been appointed supervisor of support services. Her telephone extension will remain 696-3122.

All telephone calls for the director should be made to his extension, 696-3090, or to his secretary's extension, 696-6682.

'Gala' tickets are on sale

Tickets for events scheduled for Huntington's 1996 Homecoming, "Moments to Remember," are available in the Marshall Artists Series Office, Smith Hall Room 160.

The free opening event will be held Feb. 27 at 12:30 p.m. at the Huntington Civic Arena where two special cakes will be served to the public. Soupy Sales will lead the festivities. The Huntington High School "Expressers" will provide the entertainment.

Tickets for the "Gala" at 7:30 p.m. at the Jean Carlo Stephenson Auditorium in City Hall will be \$10. The program will feature Soupy Sales, the Vogues, Frankie Griffin of the Drifters and other entertainers.

To obtain further details contact the Marshall Artists Series Office, 696-6656.

Coupon books available

A Huntington "Passport" booklet featuring discount coupons for various restaurants and businesses is available to Marshall University employees.

Booklets can be obtained in the Marshall University Staff Council and Faculty Senate offices.

McCullough in new office

Information given to the Newsletter last week pertaining to the new office of Kathalyn McCullough, coordinator for conferences and institutes, was incorrect.

McCullough's new office is in the Communications Building Room 213. Her telephone numbers are 696-6418 or 696-3312.

MU NEWSLETTER

MARSHALL UNIVERSITY • OFFICE OF UNIVERSITY RELATIONS • HUNTINGTON, WEST VIRGINIA 25755 • February 22, 1996

Governor selects Wilcox for state position

Governor Gaston Caperton has tapped a Marshall University administrator to head West Virginia's efforts in expanding the role of technology in higher education.

Dr. Lyle C. Wilcox will take a leave of absence from his role as senior vice president and provost at Marshall to become vice chancellor for instructional technology in the Higher Education Central Office, according to Caperton. He said he had asked Wilcox to undertake the assignment following discussions with University System Chancellor Charles W. Manning, College System Chancellor Clifford Trump and Marshall President J. Wade Gilley.

The vice chancellor for instructional technology position was created under Senate Bill 547, the major higher education legislation passed during the 1995 legislative session.

'Influences' symposium attracts top designers

"The Environment of Information" will be the theme for this year's "Influences" design symposium being presented March 6-9 by Marshall University's Department of Art and School of Medicine.

This is the 10th anniversary of the symposium which annually features some of the leading graphic designers in the world.

Robert Rowe of Marshall's Art Department, "Influences" program coordinator, said the symposium has developed a loyal following among design professionals throughout the nation. "Last year, people came from as far away as Toronto, Canada, and Lima, Peru," said Rowe.

This year's program will feature internationally known speakers on topics such as the design of Nike stores and Disney theme parks, new concepts for libraries and Internet shopping malls.

Topics will include new on-line information services for the medical profession, what future libraries and classrooms will look like and how to create dynamic worldwide web sites. A highlight of the conference for area residents will be a computer generated walk-through of Marshall's proposed \$22 million technologically sophisticated library developed by the project architects.

Three major segments of the conference will focus on new technologies related to health care, education and design. "These areas which seem very different are all information-intensive environments," said Rowe. "In fact, information is our environment."

The conference keynote speakers are Alan Siegel, chairman and chief executive officer of Siegel and Gale, and Steven Izenour, a partner in Venturi, Scott Brown, Architects.

Siegel has supervised identity and advertising programs for multinational firms including Merrill Lynch, The Chubb Group, The Prudential and Xerox. He has extensively written and lec-

(Continued on page 2)

"The role of technology in our lives is becoming greater with each passing day, particularly in the field of education," Caperton said. "The chancellors and I have examined the credentials of a number of outstanding individuals during the past several months but it recently became obvious to us that we already had in our own higher education system an individual who is one of the country's leading authorities on the use of technology to enhance educational opportunities.

"I am pleased and grateful that Dr. Wilcox has accepted our offer to lead this pioneering program to literally transform higher education in West Virginia through the use of technology," Caperton added.

As vice chancellor, Wilcox will be responsible for developing a plan and funding recommendations for implementing a multi-faceted strategy for instructional technology. Major objectives include providing greater access to computers for all higher education students, integration of computer use into all course work, encouragement of faculty to use technology-based instruction, and expansion of distance learning networks to promote greater access to quality educational offerings.

Caperton has proposed \$2 million for technological advances in higher education in his 1996-97 budget document.

Gilley said an interim senior vice president and provost will be appointed soon to serve while Wilcox is on leave of absence from Marshall.

"Dr. Wilcox has done an outstanding job here and has been an enormous asset in our development of Marshall as a techno-

(Continued on page 2)

Women's health issues to be topic of OU dean

Dr. Barbara Ross-Lee, dean of the Ohio University College of Osteopathic Medicine, will discuss "Women's Health Issues Today" at Marshall University Thursday, Feb. 29, at 5 p.m. in the Memorial Student Center Alumni Lounge.

Ross-Lee became the first African-American woman to head a medical school in the United States when she was named dean at Ohio University in 1993.

She received her doctor of osteopathy degree from Michigan State University in 1973 and established a family practice office in Detroit.

In 1990 she became the first osteopathic physician to participate in the prestigious Robert Wood Johnson Health Policy Fellowship, serving as a legislative assistant for health to Senator Bill Bradley.

Ross-Lee was appointed in June 1994 by U.S. Health and

(Continued on page 2)



Wilcox

Governor selects Wilcox for state position

(Continued from page 1)

logical leader in higher education," Gilley said. "We are going to miss his services, but at the same time I am pleased that we can now employ his talents to advance instructional technology on a statewide basis."

Wilcox joined the Marshall administration Dec. 1, 1994. Prior to that he was provost of the College of Integrated Science and Technology at James Madison University in Virginia.

Before going to James Madison, he was corporate vice president and senior vice president for research and advanced technologies at Facet/Purolator Products Co., Tulsa, Okla., and senior vice president for corporate development at Telex Corp. in Tulsa.

From 1984 to 1986 he served as deputy assistant secretary for the U.S. Department of Energy in Washington, D.C.

Wilcox previously held several distinguished positions in higher education, serving as president of the University of Southern Colorado, dean of engineering at Clemson University and chief engineer and director of operations at the Veterans Administration Southern Medical Support Center at the University of Arkansas. He also served as an associate professor at the University of Arkansas and assistant professor at Michigan State University.

MU design symposium set

(Continued from page 1)

tured about the streamlining of communication. Siegel has served as the president of the Advisory Council for the College of Architecture and Planning at Cornell University, co-directed the Communications Design Center at Carnegie Mellon University and served as adjunct professor of law at Fordham University.

Izenour was co-instructor of the landmark Yale studio class that made a systematic study of the vernacular of commercialism along the Las Vegas strip and co-authored a book titled "Learning from Las Vegas." Now, 27 years later, he is leading another Yale studio project that, with sponsorship from Nike and Disney, will examine the new commercialism in the spaces of malls, interstates and information superhighways in America.

Rowe said that 15 other professionals in the field of design and technology from throughout the United States will be making presentations and leading workshops.

"Our presenters are widely recognized in their fields," said Rowe. "Our symposium guests will be able to discuss everything from the design of medical instruments to the evolution of retailing from the physical to the virtual environment to using the Internet and the worldwide web."

Rowe said the program includes hands-on computer workshops on the latest graphic and Internet software.

There will be a registration fee of \$195 for the entire conference. The fee will be \$65 for non-Marshall students and \$15 for MU students. Registration for single days will be \$100.

Inco Alloys has provided a grant that will allow approximately 30 Marshall University faculty members to attend the symposium.

Support for the conference also is being provided by the West Virginia Commission on the Arts—Division of Culture and History, the Huntington Museum of Art, Adobe Systems, Microsoft Corporation, Macromedia and AT&T.

To obtain further details contact Rowe in Marshall University's Department of Art, 304-696-2903.

The College of Integrated Sciences and Technology at James Madison was an experimental college established in 1990 by the Virginia Legislature to develop new and innovative ways to provide higher education throughout the state utilizing the latest technological advances. Wilcox was responsible for all aspects of the development of the college.

Wilcox was responsible for several major projects while working at the Department of Energy. He had primary responsibility for a \$400 million-a-year program in nuclear reactor and deep space nuclear power research and was the primary manager for sensitive technologies negotiations between the United States, Britain, Japan, the Federal Republic of Germany, France and other countries.

He has served as the principal investigator for various research projects funded through the government, agencies such as the National Science Foundation and private sources. Some of his most notable research involved the use of smart sensors for color measurement with a precision and speed never before accomplished. That research resulted in a patent and licensing agreements with companies including Greenwood Mills, Ford Aerospace and other firms.

While serving as dean of engineering at Clemson, Wilcox implemented one of the first computer literacy programs in the country by networking high schools with campus experts in education and communications technology.

He also worked with the National Science Foundation in defining the scope and role of the EPSCoR (Experimental Program to Stimulate Competitive Research) national research development program.

Wilcox received his bachelor's degree in engineering from Tri-State University, Angola, Ind., and his master's degree and Ph. D. in electrical engineering from Michigan State University.

Women's health is topic

(Continued from page 1)

Human Services Secretary Donna Shalala to a four-year term on the 18-member National Advisory Committee on Rural Health. She was one of six 1994 appointees named to the prestigious committee.

She is a commissioned captain in the U.S. Naval Reserve, serves on the Institute of Medicine's Committee on the Future of Primary Care and is a diplomate of the American Osteopathic Board of Family Physicians. She has a strong background in health policy issues and serves as an adviser on primary care, medical education and health care reform for various organizations.

In September 1994 she received the Women's Health Award from Blackboard African-American National Bestsellers for her contributions to women's health. In February 1994 she received a "Magnificent 7" award presented by Business and Professional Women/USA. The annual awards honor seven women in America who make exceptional contributions to business and workplace equity.

Her presentation at Marshall, open to the public free of charge, is being sponsored by the Beta Tau Omega chapter of Alpha Kappa Alpha sorority, Marshall's African-American Students Program Office and the MU Women's Center. There will be a reception for Ross-Lee following her presentation.

To obtain further details contact the African-American Students Program Office, 304-696-6705.

Theory of problem solving will be discussed

Dr. Stephen A. Zayac, a technical specialist for Ford Motor Company, will make a presentation on the "Theory of Inventive Problem Solving (TIPS)" at Marshall University Friday, Feb. 23, at 10 a.m. in Memorial Student Center Room 2W22.

The theory, developed on the premise that invention or successful problem solving is often limited by overly restrictive definitions, aids problem formulation and simplification, identification and resolution of conflicts and access to applicable technical solutions.

An empirical science, TIPS was developed by Genrich Altshuller who was a Soviet patent scientist. Altshuller noticed striking consistencies in patents from diverse fields of application. In 1945 he began to develop both TIPS and an algorithm for inventive problem solving.

Poet to read from works

Award-winning poet John Engels, who holds the Wyndham Robertson Chair in Creative Writing at Hollins College in Virginia, will give a reading from his work at Marshall University Monday, Feb. 26, at 4 p.m. in Smith Hall Room 154.

He has published seven books of poetry. His most recent works, which will be available at the reading, are a collection of poems titled "Walking to Cootehill" and a book of fishing poems titled "Big Water."

Engels recently was the subject of a feature in the Chronicle of Higher Education that explored his teaching, poetry and love of fishing and the outdoors.

His earlier books include "Weather-Fear," which was nominated for a Pulitzer Prize in 1983, and "Cardinals in the Ice Age," which was selected for inclusion in the acclaimed National Poetry Series in 1987.

Engels has taught at the University of Alabama, the University of Vermont and St. Michael's College in Vermont.

He has received many awards and fellowships including a Guggenheim, a Fulbright and a grant from the National Endowment for the Arts.

His work has appeared in numerous literary journals including The New Yorker, Harper's, The Nation, Antaeus, Poetry, the Iowa Review and the Yale Review.

Engels' presentation, open to the public free of charge, is part of Marshall's Visiting Writers Series sponsored by the university's English Department and College of Liberal Arts.

To obtain further details contact Art Stringer in the Marshall University Department of English, 304-696-2403.

Conference looks at HIV

"HIV Prevention in West Virginia: A Community Planning Process" will be the subject of a live, interactive teleconference being presented at Marshall University Monday, Feb. 26, from 6 to 8 p.m. in Studio B in the Communications Building.

The program has been designed to introduce the community planning process to citizens who may want to get involved in planning HIV prevention programs in their areas.

Charlotte Edwards, adolescent health specialist in Marshall's Family and Consumer Sciences Program, will serve as moderator for the teleconference. Edwards serves as co-chair of the District II Community Planning Group.

To obtain further details contact Edwards at Marshall University, 304-696-6642.

Introduced in the United States 20 years ago, the growth of TIPS was inhibited by a lack of non-Russian references and algorithmic complexity. The combination of TIPS, the personal computer and artificial intelligence has spurred its use this decade.

It is based on the analysis of the best ideas contained in a worldwide patent database. Altshuller theorized that the best patentable ideas comply with a relatively small number of objective principles. An understanding of these principles makes the problem solving process much more efficient and often results in pioneering solutions to complex engineering problems.

The theory is being used worldwide in many industries including agriculture, chemical, communications, electrical, environmental, manufacturing, measurement, mining, pharmaceutical, transportation and consumer products.

Zayac has worked 20 years for the Ford Motor Company. His responsibilities include implementation of quality and productivity methods throughout Ford's Automatic Transmission Engineering Office. He has been a leader in integrating TIPS into Ford's continuous improvement process and providing internal training and team leadership.

Zayac will discuss various aspects of TIPS and address what constitutes an inventive solution and how to develop innovative concepts.

His presentation, open to the public free of charge, is being sponsored by Marshall University's John R. Hall Center for Academic Excellence.

To obtain further details contact the Center for Academic Excellence, 304-696-2475.

Statewide job fair set

More than 30 employers will participate in the Operation Native Talent Job Fair that will be held at Marshall University Wednesday, Feb. 28, from 9 a.m. to 3 p.m. in the W. Don Morris Room in Memorial Student Center.

Operation Native Talent is open to all West Virginia college seniors and recent graduates, according to Reginald A. Spencer, director of placement services at Marshall University.

"The real mission of this event is to help retain graduates, when possible, in West Virginia," Spencer said. He said participants should dress appropriately and have a supply of resumes to distribute to the employers. Preregistration is not required.

Recruiters representing business, health, science, retailing, banking, utilities, and state and federal sectors of the economy will attend the fair.

Operation Native Talent, now in its ninth year, is sponsored by the West Virginia Roundtable, the West Virginia Chamber of Commerce, the Governor's Office of Economic Development and various West Virginia college and university placement centers.

A videotape titled "How to Work a Job Fair" will be available for viewing at Marshall's Placement Services Center, 1681 Fifth Ave., on Mondays, Tuesdays and Wednesdays from 4:30 to 6:30 p.m. or by appointment. Spencer said the videotape will give students important tips on how to prepare for job fairs.

A list of employers registered to attend the fair is available at the MU Placement Services Center.

To obtain further details about Operation Native Talent contact the Marshall University Placement Services Center, 304-696-2370.