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We Are...Marshall, October 8, 2014

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Marshall community looks forward to Homecoming this weekend

With an early kickoff of the Homecoming game, Marshall’s alumni association is making sure the university community has the facts on Homecoming activities this weekend, according to Rob Ellis, associate director of alumni affairs.

“With an early kickoff, please be advised that some times have changed,” Ellis said.

Weekend activities include the following:

- Friday, Oct. 10, 11:30 a.m.-1 p.m. – Picnic on the Plaza. This event will be on the plaza of the Memorial Student Center. In case of rain, it will take place in the MSC lobby.
- Friday, Oct. 10, 7:30 p.m. – Champagne Reception in the Don Morris Room in partnership with the Black Alumni Association. Cost is $25.00 in advance and $30.00 the night of the event. There will also be a pep rally on Buskirk Friday evening at 7 p.m., weather permitting.
- Saturday, Oct. 11 – The Homecoming Parade will line up at 7:30 a.m. downtown in front of the Big Sandy Arena and the Courthouse.
- Saturday, Oct. 11, 9 a.m. – Join the alumni association for the Grand Marshal/alumni tailgate, on the green space beside Harless Dining Hall. Cost is $25.00.
- Homecoming Football Game kicks off at noon.

In addition, the Black Alumni Association has announced the following activities:

- Friday, Oct. 10, 10 p.m.- 1 a.m. – Laid Back After Dance, 2W22 Memorial Student Center.
- Saturday, Oct. 11, 9 a.m. – Tailgate with the MU Alumni Association, on the green space beside Harless Dining Hall. Cost is $25.00.
- Saturday, Oct. 11, 9 p.m.-1 a.m. – Black Alumni Green and White Affair Homecoming Dance in 2W22 Memorial Student Center.
- Sunday, Oct. 12, 9 a.m. – Prayer Breakfast/Memorial at First Baptist Church – 801 6th Ave., Huntington.

Click on graphic above to view Homecoming vide.
Marshall’s annual United Way drive has been extended to this Friday, Oct. 10, according to Megan Archer from the College of Health Professions, who is the chair of this year’s drive.

“It’s not too late to give back!” Archer said. “University wide, we’ve received a little over 30 pledges (15% of our goal), and with this in mind, we wanted to give you more time to participate in the 2014 United Way university campaign. Collectively, Marshall employees have made a huge impact in the community and I’d like to encourage you to continue that wonderful trend.”

Terri Runyon from the Registrar’s Office was the winner of last week’s drawing for a football autographed by Doc Holliday and Rakeem Cato.

Donors may use an online site to make pledges, which is new this year, Archer said. The Marshall e-mail address is the User ID and the password is GOHERD. There, users may select from among payroll deduction, credit card, e-check, a request to be billed at home or a commitment to a donation via cash or check. All data is secured and safe.

Donors who prefer to use a paper pledge may print out the PDF form located on the United Way River Cities site. The completed pledge form should be sent via campus mail to Megan Archer in Prichard Hall 317 or turned in at the Marshall University Recreation Center front desk to receive a free week pass.

“Marshall University is committed to increase the number of employee donors by 200% from last year’s participation level,” Archer said. “Thank you for helping make this happen!”

Photo: Terri Runyon poses with the football she won in the United Way drawing Oct. 1. She said she plans to give the football as a Christmas gift to her son, who happens to be a huge Marshall University Thundering Herd fan.
Members of the university community will be participating in a planning retreat next week to begin to formulate an action plan for moving forward with recommendations from the Marshall 20/20 strategic planning work groups.

The retreat is set for 8:30 a.m. to 2:30 p.m. Friday, Oct. 17, at the St. Mary’s Conference Center at 2825 Fifth Ave., Huntington.

More than 125 representatives from all university constituencies—including faculty, classified staff, students, the board of governors and administrators—have been invited to participate, including all those who participated in the Marshall 20/20 kick-off retreat last October and members of the Budget Work Group and Services Portfolio Review’s Rapid Response Teams. **Others who are interested in participating are welcome and should RSVP by contacting Cora Massey at 304-696-3977 or curtisc@marshall.edu.**

Over the past several months, the Academic Portfolio Review and Services Portfolio Review work groups looked at the university’s academic programs and services with the goal of identifying potential opportunities for cost savings and revenue enhancement. The teams also were focused on addressing some of the structural issues that prevent delivery of top-notch programs and services.

The teams’ findings were presented to the university’s administration several weeks ago and are being assessed for practicality and impact of implementation. The Oct. 17 retreat is the next step in finalizing an action plan and timeline.

The outcome of this strategic planning process will likely be some reorganization of the university’s structure to improve efficiencies, but the goal of the Marshall 20/20 process is to make the most effective use of current positions and to find cost savings through attrition first, before positions are eliminated.

For more information about the strategic planning process, visit the Marshall 20/20 website, which includes a discussion forum for asking questions and providing feedback.

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School of Medicine sponsors Ambrose Health Policy Panel on the cost of Hepatitis C drugs

A panel discussion focused on the cost of new medications aimed at treating Hepatitis C is scheduled for 6 p.m. Thursday, Oct. 9, at the Harless Auditorium in the Marshall University Medical Center on the campus of Cabell Huntington Hospital.

The Paul Wesley Ambrose Health Policy Panel is sponsored by the Joan C. Edwards School of Medicine (MU JCESOM) and its department of family and community health and health policy residency track.

Panelists include:

- James B. Becker, M.D., Director of WV Medicaid and Senior Associate Dean for Clinical Affairs, MU JCESOM
- Harry K. Tweel, M.D., Physician Director, Cabell-Huntington Health Department
- Yaser M. Rayyan M.D., Associate Professor of Gastroenterology, Department of Internal Medicine, MU JCESOM

Matthew Q. Christiansen, M.D., a family medicine resident and Ambrose health policy fellow, says the discussion will center on the rising number of cases of Hepatitis C in West Virginia and the cost of the medications on patients and the state budget.

“We are very pleased to sponsor this discussion, which will explore the ramifications of these novel drugs, some of which have a starting price of $80,000,” Christiansen said. “We encourage physicians, health care providers and anyone else who is interested to join us for what promises to be a lively discussion.”

The event is open to the public.
Unity Walk to take place Oct. 13 after rain postponement

Marshall’s third annual “We Are … Family Unity Walk Celebration,” an event created to give all Marshall students, faculty and staff an opportunity to celebrate their unity and the fact that they are all members of the same “family,” has been rescheduled to 5 p.m., Monday, Oct. 13, on the Huntington campus.

Participants in this year’s walk, with an anticipated attendance of more than 1,500 students and alumni, are asked to begin lining up at the Marshall Recreation Center at 4:30 p.m. “The Unity Walk” will be enhanced by group banners, cheers, chants and music.

“We are Marshall and we are one,” said Maurice Cooley, associate vice president for intercultural affairs, who was among the creators of the event in 2012. “We invite all Marshall University students, staff, faculty and alumni, along with the Marshall community, to come and enjoy this most festive walk with us as we again demonstrate our loyalty, unity, inclusiveness and oneness.”

All students, organizations, resident teams, athletic teams, fraternities and sororities are invited to take part. The Unity Walk is sponsored by the Student Resource Center, Student Affairs, Greek Affairs, MU Athletics, Housing and Residence Life and the Center for African American Students.

‘Take Back the Night’ event Oct. 14 to combat domestic and sexual violence

Marshall’s Women’s Studies Student Association and Women’s Center will join CONTACT of Huntington and Branches in a rally at 7 p.m. Tuesday, Oct. 14, on the Memorial Student Center Plaza to raise awareness of sexual and domestic violence.

The rally will be accompanied by several other events, said Dr. Dawn Howerton, assistant professor of psychology. Here is a list of the events:

Monday, Oct. 13: A poster-making party will be held at 8 p.m. in the First-Year South residence hall lobby in preparation for the
Take Back the Night Rally. The Marshall University Women’s Studies Student Association will lead a consent workshop.

**Tuesday, Oct. 14:** During the day (10 a.m. to 2 p.m.), the following groups will have tables set up in the Memorial Student Center lobby: Branches (domestic violence shelter), CONTACT (rape-crisis center), Psychology Department Clinic, Women’s Center, Women’s Studies Student Association.

In the evening (7-10 p.m.), the local band “The Disappearing Man” will play in the Memorial Student Center lobby. Then, members of the Huntington and Marshall communities will share readings and stories of domestic and sexual violence and survival. Following the scheduled readings, there will be an open invitation for anyone present to share his or her own story.

After the readings, everyone will grab a sign and join the Take Back the Night Rally march across campus. A leader will shout chants for everyone to repeat as we spread awareness to the Marshall community. The rally will finish up back on the Memorial Student Center plaza for a candlelight vigil, where there will be another opportunity for anyone who wants to share his or her story in a smaller setting.

Click on the graphic above to view the event flyer online.

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**Anticipated change to bi-weekly pay delayed**

This is a reminder that the implementation of the State of West Virginia’s new payroll system in wvOASIS has been delayed from January 2015 to at least April 2015. As a result, the anticipated conversion to bi-weekly pay also is postponed.

Employees are encouraged to continue making preparations for the eventual change in the pay cycle. Directions for accessing a bi-weekly pay estimator is available at [http://www.marshall.edu/paychanges/](http://www.marshall.edu/paychanges/).

Information regarding the schedule for the switch to bi-weekly pay will be shared with the university community as it is received from the State.
Marshall herbarium plays key role in NSF-funded digitization initiative to document a biodiversity hotspot

Marshall’s herbarium is playing a key role in a National Science Foundation-funded effort to digitize collections that chronicle a global hotspot of plant diversity in the southeastern United States. The Herbarium is located on the third floor of the Science Building and is directed by Dr. Emily Gillespie, assistant professor in the Department of Biological Sciences.

In all, the NSF awarded six grants this year totaling approximately $7.5 million to digitize biodiversity collections, a nationwide effort coordinated by the iDigBio (www.idigbio.org) program based at the University of Florida. MU has united with dozens of other southeastern universities in a Thematic Collections Network project entitled “The Key to the Cabinets: Building and Sustaining a Research Database for a Global Biodiversity Hotspot.” The digitization will make the collections at MU and its partner institution in West Virginia (WVU) instantly accessible to anyone with Internet access. Appalachian State University, in Boone, North Carolina, is the lead institution for this regional collaborative effort.

The herbarium, which houses West Virginia’s second-largest collection of dried plant specimens, received $138,795 from the National Science Foundation to direct West Virginia’s part of a four-year, 12-state initiative. The effort will develop an imaged and databased set of more than 3 million of the estimated 15 million southeastern U.S. specimens from 107 herbaria in the region.

With these funds, Gillespie said, “We will build collaboration among four important communities. The four communities are 1) the scientists working with the collections and their students, 2) affiliates who use the herbaria in their day-to-day work, such as conservation biologists, 3) information technologists who will build the data pipeline to move information and facilitate communication, and 4) citizen scientists who will gain virtual access to the collections and the working scientists via this data pipeline.”

“In building collaboration among these communities, we will be exploring methods to engage citizen scientists in the process of doing science,” Gillespie said. “The data generated through this effort will be of significant value in basic fields of biology, such as ecology and evolution, as well as in applied areas of conservation and regional planning. Ultimately, we intend to use the information gained from these community interactions to inform other scientific efforts on ways to give the public opportunities to do science and have a real impact on the world around them.”

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*Photo:* Dr. Emily Gillespie, director of the MU herbarium, looks at a dried plant specimen through a microscope in her lab. *Photo by Rick Haye.*
Marshall audiologists observe National Protect Your Hearing Month

October is National Protect Your Hearing Month and audiologists across the nation, including those at Marshall, are encouraging Americans to protect their hearing. Prolonged exposure to noise can cause permanent hearing loss, they point out. It’s estimated that 12 million Americans have hearing loss as a result of exposure to noise.

“Noise-induced hearing loss is caused by damage to the microscopic hair cells, or cilia, which are found in the inner ear,” explained Dr. Cathy Newman, an audiologist with the Marshall Health Ear Nose and Throat Specialists. If you have decreased or “muffled” hearing for several hours after exposure to loud noise, that is a sign of temporary and possibly permanent hearing damage, she added.

“If you suspect you may have hearing loss, make an appointment to see an audiologist. He or she will perform a hearing test to determine the type and severity of hearing loss you may have. Hearing protection and musician attenuating ear plugs can be made to custom-fit your ears personally,” Newman said.

Hearing can be protected by:

- Wearing hearing protection when around sounds louder than 85dB for 30 minutes or more;
- Turning down the volume when listening to electronic devices through headphones;
- Using filtered attenuating ear plugs when hunting, operating loud equipment or playing in a band.

There are commercial devices available that can help protect against hearing loss, Newman said, such as professional and recreational earplugs. For additional information about these devices or to schedule an appointment, call 304-691-8690.

Marshall Health/Marshall Surgery/ENT is located at 6007 US Rt. 60, Suite 213, Barboursville, W.Va. Clinical service providers are Scott R. Gibbs, M.D., who is a Vanderbilt University School of Medicine graduate, has 22 years experience and is board certified as an otolaryngologist. He has expertise in disorders of the ear, nose and throat including surgery and has subspecialty fellowship training in laryngology and Neurolaryngology. Newman received her clinical doctorate from the Arizona School of Health Sciences and has 16 years experience. She is nationally board certified and licensed in West Virginia. Newman serves a pediatric through geriatric population and brings a wide diagnostic experience to the Marshall clinic, including expertise acquired at the Stanford University School of Medicine.
Mathematics faculty member awarded grant to prepare students for local industries

Dr. Michael Schroeder, assistant professor of mathematics at Marshall University, has been awarded a competitive grant to prepare students for local careers in applied mathematics. The grant is part of the Preparation for Industrial Careers in Mathematical Sciences (PIC Math) program.

“Students are sometimes not aware of the relationship between careers and what they learn in class,” Schroeder said. “The goal of PIC Math is to show students how mathematics is integral to business, industry and government.”

Schroeder was selected by the national PIC Math program to teach a section of a special course for mathematics majors, in which students focus on semester-long research problems provided by local businesses. The first section of this course will be offered at Marshall and other universities nationwide in spring 2015. In the course, students will analyze real-world problems in detail, and produce video and written reports of their proposed solutions.

Students in the class will work in research groups. “I will essentially act as their manager on campus,” Schroeder said. “The students and I will meet weekly to discuss progress, and we will consult regularly with a company liaison to keep the company up to date with our progress and gather feedback.”

Schroeder said he is reaching out to local businesses such as Amazon.com in Kinetic Park to find problems of interest to local employers. “We want to engage local businesses to foster a relationship between Marshall and the business community. Our students often stay in the area after graduating, and this program can help them find lucrative jobs in the region.”

The PIC Math program is sponsored by the National Science Foundation, the Mathematical Association of America and the Society for Industrial and Applied Mathematics. Its goal is to educate mathematics students and faculty about non-academic employment. It also aims to develop ties between universities and local businesses.

The videos and reports from the PIC Math sections nationwide will be judged in June 2015, and the best will be recognized at a national conference in August 2015.

Schroeder has been a faculty member at Marshall for four years. He earned a Ph.D. in mathematics at the University of Wisconsin-Madison in 2011. His research focuses on discrete mathematics and graph theory.

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Faculty Achievement: Dr. Thomas E. Wilson

Dr. Thomas E. Wilson, professor of physics, has had a paper accepted for publication in the journal *IOP Conference Series: Materials Science and Engineering* titled “Evidence of Longitudinal Acoustic Phonon Generation in Si Doping Superlattices by Ge Prism-Coupled THz Laser Radiation.” Co-authors were Erich Kasper, Michael Oehme, and Joerg Schulze of the Institute for Semiconductor Engineering at the University of Stuttgart, Germany, and Konstantin A. Korolev of the Department of Physics at Marshall University.

Wilson also will present a contributed paper at the Optical Society of America’s *Frontiers in Optics* international conference, to be held in Tucson, AZ from Oct. 19-23. His talk is titled “A terahertz cavity-dumped optically-pumped molecular gas laser.”

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Women’s Studies program to host masquerade fundraiser

The Women’s Studies program will be holding a Masquerade Ball and Silent Auction on Saturday, Nov. 1, in the Don Morris Room of the Memorial Student Center.

Ticket prices are $15 for students and $25 for non-students. The price includes desserts, snacks, non-alcoholic beverages, an open wine bar for those twenty-one and older, and the chance to win door prizes. Doors open at 6:30 p.m.

Tickets can be purchased from Jill Treftz (Corbly Hall 312), Laura Michele Diener (Harris Hall 107), Robin Conley (Smith Hall 740B), Dawn Howerton (Harris Hall 305) or Zelideth Rivas (Smith Hall 743).

Proceeds benefit Women’s Studies and SAFE, Inc. For more information see http://www.marshall.edu/womenstu/ or http://www.womenshelters.org/det/stop_abusive_family_environments_inc_safe

For any questions, contact Treftz by e-mail at treftz@marshall.edu

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American Pharmacists Month continues

October marks American Pharmacists Month and the School of Pharmacy has organized several activities to promote awareness of a career that is expected to be one of the top health care professions in the next decade.

According to the Bureau of Labor Statistics the pharmacy profession is expected to grow 14.5 percent by 2022. Pharmacists mix technical, organizational and people skills in research, hospital, clinic and retail environments worldwide.

This month’s awareness activities include the following:

- Student Societies of Health-System Pharmacy (SSHP) health event, 10 a.m.-2 p.m. Saturday, Oct. 18, at Drug Emporium, #3 Mall Road, Barboursville. “Health Check” will feature blood pressure screenings and other wellness initiatives.
- American Pharmacists Association-Academy of Student Pharmacists (APhA-ASP) Operation Immunization, Monday, Oct. 20, and Tuesday, Oct. 21, in the Memorial Student Center lobby on the Huntington campus. Pharmacy students will share health information about different vaccines at various times throughout the day.
- APhA-ASP Generation Rx members Friday, Oct. 24, at Wayne High School. Pharmacy students will present information on the dangers of prescription drug abuse.

Alumni Association launches redesigned website

Herdalum.com, the Marshall University Alumni Association’s website, has a whole new look now after a complete design overhaul that was unveiled last week. The new design is a result of feedback and recommendations from alumni and fans.

“We began the redesign process last year with the help and support of our web partner, iModules,” said Matt Hayes, executive director of the association. “From our research and recommendations from the iModules design team, we were able to put together a variety of elements we believe will position us at the forefront of alumni association sites.”

The new design addresses requests for more photos, mobile compatibility and an improved browsing experience.
“From the beginning, this project was all about Marshall University alumni, friends and fans,” said Rob Ellis, associate director of alumni relations. “What we’ve been able to create through this redesign process is the result of their collective voice. I like to think of the new herdalum.com as your one-stop shop for everything Marshall.”

The new site also offers a social media hub for alumni to connect directly with colleges, departments and campus groups.

“We’re very excited to finally launch this new site design,” Hayes said. “It’s hard to believe it’s been a year since we started the redesign process. So much innovative thinking and collaboration went into this project. We hope Herd Nation will embrace this new site and utilize it to its capacity, all the while continuing our dialogue toward maximizing the full potential of this great organization.”

The next issue of We Are...Marshall will be distributed Oct. 15, 2014. Please send any materials for consideration to Pat Dickson by 5 p.m. Monday, Oct. 13.