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## We Are...Marshall, August 27, 2014

Office of Marshall University Communications

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# WE ARE... MARSHALL®

The Newsletter for Marshall University

August 27, 2014

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## Physical Plant workers rise to the challenge of Friday's flooding



Most of Marshall's physical plant crew members were called in to work this past weekend in order to clean up and repair Huntington campus buildings that sustained damage due to the heavy rains Friday, Aug. 22.

"Our crews and managers did a great job of addressing the issues," said Brandi Jacobs-Jones, chief of staff and senior vice president for operations.

President Stephen J. Kopp thanked everyone who worked to clean up the damage caused by the storm.

"Our employees did an exceptional job getting everything back to normal in time for classes to start on Monday," he said. "The flooding came at a critical time—just over 48 hours before classes began—and our folks did tremendous work under very difficult circumstances. Their diligence and dedication is very much appreciated."



Damage included flooding in the basements of Jenkins Hall and the Henderson Center, in the Smith Hall parking garage and H Lot, in the electric room in East Hall and in the basement and first floor of Drinko Library. Water was reported underneath the turf on the band practice field as well. Minor flooding also was reported in the Smith Hall first floor atrium, the Science Building and Morrow Library.

No damage was reported to the residence halls or the Visual Arts Center.

Jacobs-Jones said an insurance adjuster was on the campus for a review and is expected to provide a report this week.

*Photos:* (Above) High water was evident in a number of areas Friday night on the Huntington campus, such as in front of the Robert C. Byrd Biotechnology Science Center on 3rd Ave. (Below) Physical Plant crew members take a break for some pizza while working to clean up the damage caused by heavy rains Friday night.

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## Marshall 20/20 teams report summer progress

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The Marshall 20/20 strategic planning process continues. The following updates are intended to bring the university community up to speed on this initiative.

### Budget Work Group

Following a summer break, the Budget Work Group will reconvene in the coming weeks to review the framework for a proposed institutional budget model—a revised system of budgeting and planning that will better support long-range planning and decision-making.

An improved budget model also will:

- Help the university more effectively align its resources with its academic priorities;
- Promote revenue generation through entrepreneurial behavior in all departments; and
- Address the challenges of ongoing reductions in state funding.

Since it began meeting last year, the Budget Work Group has discussed the need for more consistent cost control and budgetary accountability at all levels. A revised budget model also will help address these issues through greater transparency and a common understanding of the budgetary implications of decisions made at all levels.

### *Academic Portfolio Review*

This portion of the Marshall 20/20 process has several elements.

#### *Degree Program Niche Statements and Academic Affairs Planning Recommendations*

The goal of this component is to prepare recommendations for degree program enhancement and development.

In March, academic departments and schools submitted niche statements for each degree program. Over the summer, the provost and deans met to review and discuss the niche statements.

The deans were asked to submit planning documents that identify three priorities in each of two areas:

- Current degree program development or restructuring
- New degree program development

The provost and deans held a series of meetings this month for in-depth review of these planning documents and to establish provisional priorities in those two areas.

The priorities are being finalized and the Office of Academic Affairs will present its recommendations to the university's administration next week.

### *Advising System Review*

A retreat for professional advisers and deans was held in June. Based on recommendations from the retreat and with input from the deans, enhancements are being made to support the professional advising system. These enhancements include providing additional training in DegreeWorks, as a degree-audit and course scheduling tool. Additional training is being provided in the Education Advisory Board's Student Success Collaborative tool, as a tool to help students and advisors analyze student interests and readiness for selecting an academic degree program and major.

The advising system review will continue this fall and will include an retreat for faculty and college advisers.

### *Student Recruitment Plan Review and Revision*

The Office of Recruitment has developed a student recruitment plan. The plan is updated annually and is currently under review to ensure it reflects best practices and innovative approaches to a variety of recruitment goals, strategies and tactics, including use of social media.

### **Services Portfolio Review**

The Services Portfolio Review part of the Marshall 20/20 process continued over the summer with intense work by the Rapid Response Teams.

The teams met weekly all summer to:

- Identify opportunities across the university for improving services, saving money and/or increasing the university's revenue streams;
- Quickly analyze those opportunities; and
- Develop and prioritize recommendations

The teams were charged with finding a total of \$7-10 million in cost savings/revenue enhancements, with a focus on addressing some of the "pain points" and structural issues that prevent delivering top-notch services to students, faculty and staff.

Each team submitted its draft recommendations to the Services Portfolio Review Steering Team on Aug. 5. The initial phase of the Services Portfolio Review will wrap up on Sept. 1, when the Steering Team presents its recommendations to the university's administration.

For more information and a list of FAQs, including examples of some of the measures being considered, visit the Marshall 20/20 website at [www.marshall.edu/2020/files/RRT-FAQs.pdf](http://www.marshall.edu/2020/files/RRT-FAQs.pdf).

## New faculty join The Herd

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Fifty-one new members of the faculty participated in the New Faculty Orientation hosted by the Center for Teaching and Learning last week. Participants learned about academic policies and procedures, faculty resources and technology in the classroom. Future orientation activities include learning about additional policies, availability and uses of other technologies, and a social outing.

Those participating in orientation were: Raid Al-Aqtash, Tina Allen, Ruthann Arneson, Charles Arthur, Joseph Beckett, Angela Bejarano Barrera, Marc Bergman, Jane Bogan, Eric Bushey, Jonathan Butler, Liz Casey, Sarah Chavez, Rebecca Childers, Teresa Clark, Abby Daniel, Andrea Duhon, Bennie Eng, Whitney Flesher, Saba Gebrehiwot, Ana Gil, Hui-Ling Hsu, Teffany Hunley, Robert Hutchens, Jennifer Jackson, Sarah Kitterman, Susan Lanham, Uyi Lawani, Angela Lawrence, Daniel Lewis, Mimi Li, Mitchell Lilly, Jason Lovins, Molly McClennen, Ralph McKinney, Greg Michaelson, Jennifer Mosher, Joel Peckham, Dreama Pitt, Robert Powell, Sandra Reed, Brooks Rexroat, Rachel Rinehart, Forrest Roth, Kelly Rutherford, Kristin Steele, Maggie Stone, Dolores Thompson, Yangting Wang, Ryan Wilson, Maria Sol Yago Toledano, and Fan Yang.

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## Herd supporters encouraged to participate in Green Fridays

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One of the many ways Marshall fans can show their support and pride for the Thundering Herd is by wearing green Marshall gear every Friday throughout the football season in celebration of Green Fridays.

Marshall kicks off this season's Green Fridays on Aug. 29 – the day before the Herd's season-opening game at Miami (Ohio) – by participating in the 10th annual National College Colors Day. Fans across the nation are encouraged to wear their college colors and support their favorite university.

College Colors Day, organized by the Collegiate Licensing Company (CLC), coincides with “back to school” and the kickoff of intercollegiate athletics. By participating in College Colors Day, Marshall is continuing a tradition of encouraging members of the MU community to wear their Thundering Herd gear on this special day.

The university continues this practice throughout football season with the annual Green Fridays promotion, asking employees, students and fans everywhere to participate.

In addition, employees of local businesses, schools and other organizations may take part in a contest in which they wear their Marshall gear and have the opportunity to win prizes from the university. Organizations must register with Mallory Jarrell, marketing and branding coordinator, to be eligible to win. Registration is available at [www.marshall.edu/greenfridays](http://www.marshall.edu/greenfridays).

A winner will be chosen every Friday before a home football game throughout football season.

Individual fans also can show their pride and possibly win prizes this year by entering the Fan of the Week contest. To enter the contest, Herd fans are asked to submit a photo of themselves in their Marshall gear through the contest page at [www.facebook.com/marshallu](http://www.facebook.com/marshallu) or use #HerdGreenFridays on Instagram.

As for the organizational winners, a Fan of the Week will be chosen every Friday before a home football game throughout football season. Winners will be notified by e-mail if they have been chosen.

The winner will receive a \$50 gift card to the MU bookstore, courtesy of the bookstore.

For more information, contact Jarrell at ext.6-3490 or by e-mail at [hayel@marshall.edu](mailto:hayel@marshall.edu).

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## Ribbon cutting marks grand opening of Towers Learning Center



Marshall celebrated the grand opening of the Towers Learning Center, a new academic support resource, with a ribbon cutting Tuesday, Aug. 26, in the Twin Towers East lobby.

The center was developed with the purpose of providing late-night, peer academic support to first-year students. It has up-to-date technology and ample space for study groups and academic programs, and faculty-in-residence and academic mentors will provide office hours in order to support students.

“This is a very important event recognizing a resource initiative for and on behalf of our students,” said President Stephen J. Kopp. “Hopefully, this is the start of something that will continue to grow around campus. We have an absolute commitment to the success of our students – every student. We are pleased to provide these types of opportunities for our students. I commend the residence hall staff, the student mentors and the support staff for bringing this project to fruition.”

The center is open to all Marshall students—not just those living in Towers East. The student academic mentors will staff the Towers Learning Center from 5 to 11 p.m. Monday-Thursday. At all other times, students can check out the key at the front desk of Twin Towers East.

The center has a number of resources available to students, including:

- SMART board
- Computer
- Printer
- General education books
- Study skills materials
- Office/school supplies
- Large study table and chairs

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*Photo:* President Kopp, left, joins in a ribbon cutting celebrating the grand opening of the Towers Learning Center yesterday in Twin Towers East. Joining Kopp in the ribbon cutting are, from left, Amy Lorenz, assistant director of academic initiatives with the Department of Housing and Residence Life, MU students Keigan Aabel-Brown and Brittany Ochoa, and John Yaun, director of Housing and Residence Life.

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## Violauta Duo to perform Aug. 28 and 29



The Violauta Duo, composed of faculty members Dr. Wendell Dobbs, flute, and Dr. Júlio Alves, guitar, will give two performances later this week. They will perform at 7:30 p.m. Thursday, Aug. 28, in the Jomie Jazz Forum and give a repeat performance at Johnson Memorial United Methodist Church in downtown Huntington at 7:30 p.m. Friday, Aug. 29. Both events are free and open to the public.

The duo devotes this program to music that tells a story or draws a picture starting with Giorgio Signorile's "Two Miniatures," the first a charming depiction of a snowball followed by a nostalgic encounter between two individuals. Two folksongs by Hungarian composer Ferenc Farkas follow, and the first half of the program ends with "Three Characterizations" by Belgian composer Franz Constant.

The program's second half begins with two Latin dances by a composer/guitarist from French Guyana Fabrice Pierrat. After that, the duo will play "Five Tableaux," a work inspired by the life and works of the Renaissance cleric, philosopher and mathematician Giordano Bruno by Czech guitarist/composer Stephan Rak. Bruno's teaching assignments led him from Italy to France, England and Germany before his return to Italy in 1593. He was tried and executed by the Roman Inquisition for heresy in 1600. The program will conclude with Armenian composer Laurent Boutros' "Amasia," a work depicting a hypothetical supercontinent that will someday

join Asia with North America. Boutros employs a repertoire of sounds to describe the joining of the two lands.

Alves and Dobbs both teach in the School of Music and Theatre. Contact the School of Music and Theatre office at ext.6-3117 for more information.

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*Photo:* The Violauta Duo, composed of faculty members Dr. Wendell Dobbs, flute, (left) and Dr. Júlio Alves, guitar, will perform Aug. 28 and 29.

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## Marshall recognized by PBS story on nontraditional students



Recent Marshall graduate Corey Clark, a Marine Corps veteran who went back to college after leaving the military, was featured in a Public Broadcasting Service story titled “Colleges adjust to new reality that more students juggle work, family” by Kyla Calvert, which appeared online this week.

Also quoted in the article were Andrew Gooding, director of the Regents Bachelor of Arts program, Dr. Tammy Johnson, executive director of admissions, and James Light, a veteran and current RBA student.

The focus of the article was that colleges and universities are increasing their attention to students that are older than the usual college student, with centers and programs specifically for them. It may be read online at [www.pbs.org/newshour/updates/colleges-adjust-to-new-reality-that-students-juggle-work-family-more/](http://www.pbs.org/newshour/updates/colleges-adjust-to-new-reality-that-students-juggle-work-family-more/).

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*Photo:* Corey Clark (right) took this “selfie” with President Kopp at this year’s May commencement

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## Wellness programs to start next week on South Charleston campus

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The College of Health Professions and PEIA Pathways to Wellness are offering free Healthy Living Programs for PEIA-insured faculty and staff on the South Charleston campus.

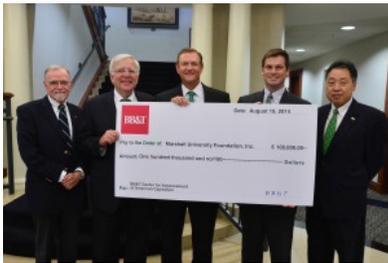
On Wednesday, Sept. 3, Regional Health Promotion Consultant Marjan Washington will introduce an upcoming series of programs on Walking, Fitness and Dynaband Stretching, and Strength. In addition, she will be conducting “10-Minute StressReduction” workshops in October and “Re-Think Your Drink” presentations in November.

Complete course information and online registration are available at <http://www.marshall.edu/human-resources/training/training-schedule/>. Registrants will be contacted by a PEIA representative to confirm eligibility to participate in these programs

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## BB&T continues support for capitalism center at Marshall

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Marshall University has received the seventh installment in a series of gifts from the BB&T supporting the BB&T Center for the Advancement of American Capitalism at the College of Business.

David L. Helmer, Senior Vice President and Regional Corporate Banking Manager for BB&T, presented the latest check for \$100,000 to President Stephen J. Kopp.

The Center for the Advancement of American Capitalism sponsors a lecture series and upper-division course in capitalism for business students, among other activities.

“The course has been very intriguing for our students and the objective of the program has been more than met,” Kopp said. “We’re very proud of our association with BB&T.”

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*Photo:* David L. Helmer, Senior Vice President and Regional Corporate Banking Manager for BB&T, third from left, presents a check for \$100,000 to President Stephen J. Kopp in support of the BB&T Center for the Advancement of American Capitalism at the College of Business. Also representing BB&T is Patrick Murphy, second from right. The center is under the direction of Dr. Calvin Kent, left. Dr. Haiyang Chen, right, is dean of the College of Business. The BB&T Foundation also presented Marshall with a second check for \$15,000. *Photo by Rick Hays.*

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The next issue of *We Are...Marshall* will be distributed Sept. 3, 2014. Please send any materials for consideration to [Pat Dickson](#) by noon Tuesday, Sept. 2.