

11-13-2013

We Are...Marshall, November 13, 2013

Office of Marshall University Communications

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Recommended Citation

Office of Marshall University Communications, "We Are...Marshall, November 13, 2013" (2013). *We Are ... Marshall: the Newsletter for Marshall University*. Paper 324.

http://mds.marshall.edu/mu_newsletter/324

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WE ARE... MARSHALL®

The Newsletter for Marshall University

November 13, 2013

Backgrounder: Student Recruitment at Marshall



The following is the first in a series of informational articles describing the key functions in operating a university the size of Marshall.

Among the most important activities in running Marshall University is the student recruitment process. The university is always looking for outstanding potential students, and keeping our numbers high is important in fulfilling our mission and preserving our financial health.



Beth Wolfe, director of recruitment, leads a team of five recruiters, who travel to 11 states and make more than 100 high school visits each year. They also participate in college fairs—for example, since Sept. 1 and continuing through Nov. 30, they will have done nearly 100.

Wolfe's office responds to online information requests, manages the student referral page, and submits Marshall's information to college search engines. The latter is of primary importance in getting to "top of mind" among prospective students, as the majority use the search engines to start narrowing down their college choices.

Wolfe encourages all members of the Marshall community to alert Recruitment about students for whom Marshall would be a good fit. A new student referral page (www.marshall.edu/jointheherd) serves as a convenient way for faculty, staff, current students, and alumni to connect prospective students with the recruitment process.

For students who have questions or need specialized assistance, Recruitment uses several methods of communication. Electronic methods such as e-mail, text messaging and social media are popular with high school students, so the recruitment staff uses those methods often. Electronic messages are complemented by judicious use of U.S. mail and the telephone.

Recruitment also conducts the campus tour program, so that prospective students (and their families) can see firsthand what Marshall is like. There's also a video tour led by current and former students.

Other events on the Huntington campus include Green and White Days, Preview Days, the Day on Campus Program and the SCORES Academic Festival.

Recruitment also manages New Student Orientation, for incoming students who have made the commitment to Marshall.

All in all, when each year's recruiting season is finished, Recruitment will have contacted 35-45,000 high school seniors (not to mention countless students in grades K-11) in some way. .. "spreading the word about the Herd."

Photo: Don Van Horn, dean of the College of Arts and Media, speaks with participants in Freshman Preview Day earlier this year.

Observance of Native American Heritage Month highlighted by luncheon Nov. 19



Luncheon, Speaker and Dance Demonstration
11:30 a.m. Tuesday, Nov. 19 Room BE-5, Memorial Student Center
Free Event with Reservation: e-mail clarke@marshall.edu

Marshall's observance of Native American Heritage Month will be highlighted by a luncheon at 11:30 a.m. Tuesday, Nov. 19, on Marshall's Huntington campus in room BE-5 of the Memorial Student Center.

The luncheon will be free to all who make reservations by Thursday, Nov. 14, said Dr. Shari Clarke, vice president of multicultural affairs at Marshall. The guest speaker will be Cork Bomberry, who is a member of the Bear Clan on the Tuscarora Reservation in New York. The program also will include Native American dance demonstrations.

Luncheon reservations may be made by calling 304-696-4677 or e-mailing Clarke at clarke@marshall.edu.

GIS Day returns to Marshall Nov. 20

For the third consecutive year, Marshall University will conduct GIS Day activities on the Huntington campus. GIS Day, Wednesday, Nov. 20, provides an international forum for users of geographic information systems (GIS) technology to demonstrate real-world applications that are making a difference in our society.

Dr. Jamie Leonard, who works in the geography department at Marshall, said GIS is a computer technology for presentation and analysis of all types of science and social data referenced to the earth's surface. GIS uses an infinite variety of mapped data, aerial photographs, digital elevation models, satellite imagery, and more to solve problems and answer questions.

Among academic fields, geography (both as an earth science and a social science), environmental sciences, geology, history, archaeology, engineering, planning, political science, criminal justice, natural resources management, and demographics are but a sampling of GIS users. In fact, it has been estimated that about 80 percent of all data have a spatial component, opening limitless potential uses for GIS (<http://www.gis.com>), Leonard said.

The public is invited to view undergraduate, graduate, and faculty GIS posters in the Memorial Student Center room BE5 from 9 a.m. to 2 p.m. From about 9 a.m. until about 11 a.m., high school students will be participating in GIS activities in a Corbly Hall computer lab. At 11 a. m. in BE5, keynote speaker Dr. Jeremy Wimpey of Applied Trails Research will talk about his use of GIS in the real world.

Following lunch from noon to 1 p.m., high school students will participate in a GPS (global positioning system) activity on campus. All activities will end by 2 p.m.

Anyone with questions about GIS Day at MU may call Leonard at 304-696-4626 or contact him by e-mail at leonard@marshall.edu. Or, contact Dr. Min Kook Kim at 304-696-3748 or by e-mail at Kimm@marshall.edu.

Reminder: Memorial service is tomorrow, Nov. 14



We will never forget...

43rd Annual Memorial Service

Thursday, Nov. 14, 2013
Noon
Memorial Student
Center Plaza



Huntington attorney John Proctor, whose parents were among the 75 victims of the 1970 Marshall University plane crash, will be the featured speaker in this year's annual memorial service honoring all who died in the tragedy.

The service, conducted by Marshall's Student Government

Association, starts at noon Thursday, Nov. 14, at the Memorial Student Center plaza on the Huntington campus. The public is invited to attend.

The crash on Saturday, Nov. 14, 1970, occurred at about 7:47 p.m. when a DC-9 jetliner, returning Marshall home from its football game at East Carolina University in Greenville, N.C., clipped some treetops just short of Tri-State Airport and went down. Victims included Marshall football players, coaches, staff and supporters, along with the crew of five.

Proctor, who was 5 years old when the plane crashed, was the youngest of five sons and daughters of H.D. "Pete" Proctor and his wife, Courtney Josephine Proctor, both of whom died in the crash. The other surviving children were John's sister, Courtney, who was 6; his sister, Patricia, who was 8; his brother, Jim, who was 17, and his sister, Kim, who was 19.

"I don't remember a whole lot about it," Proctor said of the crash. "Not until I was about eight years old when other kids talked about it did I even realize it. The first distinctive memories I have are from the third grade on. The brain is a wonderful thing. I'm not sure if I was too young or what."

Proctor said he is uncertain what he will talk about in his speech on Nov. 14.

"I'm really not sure, honestly," Proctor said.

He said he is thankful to have grown up under the guidance of many people.

"In a way, I'm blessed," Proctor said. "I was raised by my family and my friends, and my parents' friends and people who loved them."

H.D. “Pete” Proctor graduated from Marshall University and received his medical degree from the Emory School of Medicine in Atlanta, Ga. A Navy veteran of World War II, he was one of the team’s physicians. He was 43 years old when he died.

E. J. Hassan, president of Marshall’s student body, spoke of the importance of the ceremony 43 years after the crash.

“The Memorial Ceremony is the pinnacle of our university in terms of honoring our history as well as remembering the lives that were taken from our University community in 1970,” Hassan said. “It is an absolute honor for me personally to help in the planning of this ceremony, and it is my hope that we can bring as many students as possible so that not only can they take part in remembrance, but so that we can educate them on the rich history that makes Marshall University the community and family that it is today.”

In addition to Proctor and Hassan, other speakers invited to take part in the memorial service include Gov. Earl Ray Tomblin, President Kopp and Marshall Athletic Director Mike Hamrick.

The service will conclude with the placing of the memorial wreath at the Memorial Fountain. The fountain will be silenced after the laying of the wreath, and remain silent until next spring.

For those who can’t attend, the service will be streamed live at www.marshall.edu/it/livestream. The Marshall football team will be watching from Tulsa, Okla., where it will be playing the University of Tulsa at 7:30 p.m. later that day.

Following the ceremony, at about 6:30 p.m., the SGA will conduct the first Memorial Service Site Visit. Anyone interested in boarding a bus that will take them to the crash site near Tri-State Airport may do so at that time.

Award-winning authors Julia Watts, Lila Quintero Weaver to appear at Marshall Nov. 19



Julia Watts, author of a dozen novels, including the Lambda Literary Award-winning young-adult Novel *Finding H.F.*, and Lila Quintero Weaver, who was named a finalist for the Small Press Expo 2012 Ignatz Award for Promising New Talent, will be the featured guests in the next A. E. Stringer Visiting Writer Series.

The readings are scheduled at 8 p.m. Tuesday, Nov. 19, in Smith Hall 154. The A.E. Stringer Visiting Writers Series received support for this event from The College of Liberal Arts, the Honors College, the Center for African-American Students and Sexuality Studies.

Watts' latest young adult novel, *Secret City*, is set in Oak Ridge, Tenn., during the Manhattan Project. Watts has received grants from the Kentucky Foundation for Women, and her fiction has appeared in a variety of publications, including *The American Voice*, *Brain/Child*, *The Journal of Kentucky Studies*, and *Now and Then*.

She holds an M.F.A. in Creative Writing from Spalding University and an M.A. in English from the University of Louisville. A native of southeastern Kentucky, she serves as a mentor in Murray State University's low-residency M.F.A. program and teaches at South College in Knoxville, Tenn.

A Meet and Greet reception in honor of Watts, hosted by Sexuality Studies, will take place from 2:30 to 3:30 p.m. in the Drinko Atrium, also Tuesday, Nov. 19. Light refreshments will be served.



Weaver was born in Buenos Aires, Argentina, in 1955. At age five, she immigrated to the U.S. with her family and spent her school years in a small Alabama town where she absorbed the material that makes up her illustrated memoir titled *Darkroom: A Memoir in Black and White*. A graduate of the University of Alabama, Weaver was named a finalist for the 2012 Cybils Award in the Graphic Novels category.

The Children's Literature & Reading Special Interest Group of the International Reading Association awarded *Darkroom: A Memoir in Black and White* with a Notable Books for a Global Society

designation.

Marshall University organizations sponsor collection drive for Barboursville veterans home

The Heart of Appalachia Talent Search Program, ROTC and the Military and Veterans Affairs office, are working together to collect donations for residents of the West Virginia Veterans Home in Barboursville.

Items will be collected on the Huntington campus through Friday, Dec. 6. Donation boxes are located in the Memorial Student Center, Smith Hall, Corbly Hall and the Recreation Center.

The following items are requested for donation:

- Shampoo
- Deodorant
- Toothpaste
- Toothbrush
- Shaving Lotion/Gel
- Soap/Body Wash
- Socks
- Board Games

Additional information about this project can be found at www.marshall.edu/trio/talent-search/hats-program/news.

Marshall faculty member's research to be published for her work with text messaging as innovative teaching tool

Dr. Kay Swartzwelder of the College of Health Professions has had her manuscript, "Examining the Effect of Texting on Students' Perception of Learning," accepted for publication in *Nursing Education Perspectives*.

Swartzwelder, an assistant professor in the college's School of Nursing, said the purpose of her research was to examine the effects of utilizing text messaging as an instructional tool in an online learning environment.

"Each student learns differently and the techniques used in the past won't be effective forever – we have to change how we are teaching our students in order to reach them," Swartzwelder said. "With my research, I learned students felt more engaged in the course and enjoyed learning much more when using text messaging."

Dr. Nancy Elkins, also an assistant professor in the School of Nursing, said she was influenced by Swartzwelder's research findings and decided to use text messaging in her own classroom with Poll Everywhere, which is a free student response system. Instructors can prepare a list of questions for assessment purposes and students can text or use the Web to answer.

"This generation uses their phones every day and takes them everywhere they go," Elkins said. "I'm very open to using new technology to reach every student and when I heard about Professor Swartzwelder's research, it seemed like a great idea to stimulate interaction and group participation."

Swartzwelder and Elkins are not the only two professors in the Marshall School of Nursing using texts to teach. Dr. Jeanne Widener, associate professor in the school, said she chose to utilize text messaging in her medical-surgical nursing course because she believes the standard lecture is not keeping the attention of students in the classroom.

“I’ve found that several students slept through all or part of the class, even though it was only 60 minutes of lecture beyond the announcements and discussion of assignments,” Widener said. “I strongly believe that texting in the classroom is a good option for the current students. The fact it is free has made it easy for me to use it guilt free. Informally, the students have stated they seem to feel the interaction and immediate feedback does make them think more and several distant-site students have thanked me for using this approach because they can now participate in classroom activities.”

“As educators, we always need to explore new ways to help students become excited about lifelong learning,” Swartzwelder said. “In the future, I hope to expand my research and explore specifics about the different needs and ways to engage Appalachian students in our region.”

Ranavaya gives keynote at Academy of Insurance Medicine

Mohammed I. Ranavaya, M.D., J.D., professor in the department of family and community health and chief of the division of occupational, environmental and disability medicine at the Joan C. Edwards School of Medicine, recently presented a keynote lecture at the Academy of Insurance Medicine of Asia’s 9th Scientific Conference in Taiwan.

Ranavaya’s presentation, “Psychiatric Disability Claims-Where to with Functionality and Impairment Assessment?” highlighted the latest findings in evaluating disability claims based on scientific methodology and why psychiatric diagnosis is not necessarily equivalent to disability.

“There are many psychiatric disability claims that are valid, but some are not,” Ranavaya said. “My presentation covered the current exponential rise of disability claims from mental and behavioral disorders which are resulting in major economic loss throughout the world from both direct and indirect costs related to exaggerated claims. There are many studies which have shown that work validates one’s self image and lack of work in and of itself causes increased morbidity and leads to poor mental health including depression, anxiety as well as substance abuse and risky sexual behavior. Work improves physical and mental well-being and physicians should recognize the therapeutic benefit for patients of returning to work or staying at work.”

Ranavaya also said that return-to-work strategies should be part of a patient’s overall treatment plan.

The scientific assembly was attended by more than 500 physicians and other health care providers from Asia, Europe and Africa.

The Academy of Insurance Medicine was established in 1998 and is a professional association for physicians employed by life insurance companies in Asia.

Statistician Dr. Thomas Mathew to speak at Marshall next week

Dr. Thomas Mathew, Presidential Research Professor at the University of Maryland, will give two talks on statistical methodology at Marshall next week. Mathew's work includes the development of statistical procedures for analyzing workplace exposure to contaminants and research on statistical calibration.

On Monday, Nov. 18, he will give a general audience talk, "The Assessment of Bioequivalence: A Statistical Overview," at 4 p.m. in Memorial Student Center 105. On Tuesday, Nov. 19, he will give a research talk on "Methodology and Some Applications" at 4 p.m. in Corbly Hall 105.

Mathew is speaking at Marshall as part of the Advanced Research Initiative of the Department of Mathematics and College of Science. This program invites distinguished researchers to Marshall to speak to both general and specialized audiences and interact with graduate and undergraduate students.

Mathew earned a Ph.D. in statistics from the Indian Statistical Institute and is a fellow of the Institute of Mathematical Statistics and the American Statistical Association. His research on statistical methodology has received grants from numerous agencies, including the National Institutes of Health, the National Science Foundation and military research offices. He is a named author on more than 100 research papers, and is the co-author of the textbook *Statistical Texts for Mixed Linear Models*.

For additional information, contact Dr. Carl Mummert, Department of Mathematics, ext. 6-6156, or go to www.marshall.edu/math/ARI.

International Film Festival starts Friday, Nov. 15

The International Film Festival takes place at the Keith-Albee Performing Arts Center from November 15-21, with intriguing films from France, Italy, Germany, UK/Scotland/Belgium, Denmark and Chile.

The schedule includes:

The Untouchables (France), which is a comedy about trust, friendship, and human possibility. This film tells the true story of a physically disabled, wealthy risk taker who lost his wife in an accident and whose world is in a cluster. However, after hiring a young and good-humored ex-con as his caretaker, he finds that the omniscience and power of love and friendship can conquer all differences

The Untouchables shows on **Saturday, Nov. 16, 5:30 p.m.; Monday, Nov. 18, 5:30 p.m.;** and **Thursday, Nov. 21, 5:30 p.m.**

Reality (Italy) is a dark and comedic look at Luciano, an affable and charming fishmonger whose obsession with being a cast member on the reality show “Big Brother” leads him down a path of no return. Skewed perceptions and paranoia plague Luciano as he desperately tries to save himself from this nightmarish reality.

Reality shows on **Friday, Nov. 15, 7:30 p.m.; Sunday, Nov. 17, 12:30 p.m.;** Monday, **Nov. 18, 7:30 p.m.**

The Silence (Germany) begins 23 years ago when a young girl named Pia is viciously murdered in a wheat field. Now, on the date that this gruesome account happened, 13 year-old Sinikka goes missing as her bicycle is left at the exact spot of Pia’s murder. Sinikka’s parents can do nothing but wait. A retired investigator and his young colleague can’t seem to crack the case. Sinikka’s fate also brings back painful memories for Pia’s mother, who is visited by an eerie guest that has a unique connection to her daughter. The relentless summer heat isolates this family, as unknown to the community, the family begins to fall apart

The Silence shows on **Saturday, Nov. 16, 2:30 p.m.; Sunday, Nov. 17, 7:30 p.m.;** **Wednesday, Nov. 20, 7:30 p.m.**

The Angel’s Share (UK/Scotland/Belgium/Italy,) winner of the Jury Prize at the Cannes Film Festival, is a bittersweet comedy about a Glasgow boy, Robbie, held in a family feud, desperately trying to get out. When Robbie visits his girlfriend and holds his newborn son, Luke, he is overwhelmed with emotions. Robbie vows that Luke will not live the same tangled life that he led. Performing community service, Robbie meets Rhino, Albert, and Mo. Like Robbie, work seems like a distant dream for all of them. However, none of them imagined that their lives would change by turning to the best malt whiskies in the world

The Angel's Share shows on **Saturday, Nov. 16, 12:30 p.m.;** **Sunday, Nov. 17, 5:30 p.m.;**
Tuesday, Nov. 19, 5:30 .p.m.

Love Is All You Need (Denmark) features Philip, a lonely widower and estranged single father. Ida, a Danish hairdresser has just been left by her husband and is recovering from an illness. The fates of these individuals are about to combine as they venture to Italy to attend the wedding of Patrick and Astrid, Philip's son and Ida's daughter. This film expresses a multitude of emotions: love, loss, humor, and absurdity as well as the agony and joy of moving on with life...

Love Is All You Need shows on **Friday, Nov. 15, 5:30 p.m.;** **Sunday, Nov. 17, 2: 30 p.m.;**
Wednesday, Nov. 20, 5:30 p.m.

No (Chile) is about a shrewd young ad-exec who is recruited to help free Chile from Augusto Pinochet, a powerful dictator. This historical drama is set in 1988 and depicts the ruler of Chile, Pinochet as being in jeopardy of losing his position. Although he has ruled Chile for nearly two decades, international community pressures lead to a national election that could change the fate of the country. Though the population remains convinced that the election is fixed, the opportunity to provide change through peaceful means is too great to resist

No shows on **Saturday, Nov. 16, 7:30 p.m.;** **Tuesday, Nov. 19, 7:30 p.m.;** **Thursday,**
Nov. 21, 7:30 p.m.

Tickets for the Fall International Film Festival are \$7.50 per film or \$70 for both the Fall and Spring International Film Festivals (12 films total). Tickets may be purchased at the Keith-Albee Performing Arts Center—advance tickets are not necessary. Tickets go on sale 15 minutes prior to each film. For more information call ext.6-6656 or visit www.marshallartistseries.org.

The next issue of We Are...Marshall will be distributed Nov. 20, 2013. Please send any materials for consideration to [Pat Dickson](#) by 5 p.m. Monday, Nov. 18.