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We Are ... Marshall, May 3, 2023

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WEARE...MARSHALL.

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The Newsletter for Marshall University Faculty and Staff

May 3, 2023

Author Homer Hickam to speak at Marshall May 4

MAY 2, 2023



Homer Hickam, the bestselling author of *Rocket Boys*, which was the basis for the movie *October Sky*, will appear on Marshall University's Huntington campus Thursday, May 4. An invitation-only reception and lecture will take place beginning at 4:30 p.m., but the community is invited to an open lecture at 6 p.m. in room BE-5 of the Memorial Student Center

Rocket Boys was first published in 1998 and has been called a modern American classic of literature. It has been translated into over two dozen languages and is the most-read book in U.S. public schools, surpassing *To Kill A Mockingbird*.

Hickam is a decorated Vietnam veteran, retired NASA engineer and astronaut trainer. He has written 20 books, including memoirs, historical fiction, young adult sci-fi and thrillers. He has spoken all over the world, inspiring millions to "Aim High."

October Sky, the hit Universal Studios film, starred Chris Cooper, Laura Dern and Jake Gyllenhaal as Homer.

The evening event on May 4 is free and open to the public, but persons are asked to make reservations by e-mailing <u>watters4@marshall.edu</u>.

Board of Governors approves tuition and fees, budget for next year

MAY 2, 2023

At its regular meeting last week, the Marshall University Board of Governors approved the university's budget for fiscal year 2023-2024, which includes a 2.5% increase in tuition and fees for resident and non-resident undergraduate and graduate students, as well as an 11% reduction in tuition and fees for students identified as residents of the <u>designated metro counties</u> in Ohio and Kentucky.

The double-digit reduction for the metro region brings the tuition more in line with in-state tuition offered at schools in the region and compliments the previously approved expansion into additional Ohio and Kentucky counties.

Chief Financial Officer Matt Tidd said the university must enroll slightly fewer than 100 metro students to offset the fee reduction. The hope is the more competitive tuition will attract additional students from the region.

The approved fiscal year 2024 budget includes projected revenues of almost \$314 million and projected expenses of almost \$342 million and includes a \$37.2 million athletics budget. The university is facing nearly a \$28 million deficit, but Tidd said they are planning several initiatives to narrow the gap including continuing to grow research grants and enrollment, as well as introducing a "Save to Serve" culture to eliminate waste and inefficiencies through a shared governance accountability model and investing in e-procurement capabilities.

University employees are also expected to receive a nominal pay raise of \$1,350.

In other financial action, the board approved restructuring of the Provident debt portfolio which will reduce financial pressures on the project and in turn minimize future price increases and university exposure.

Additionally, the board approved a resolution to allow the university president to execute contracts with coaching personnel.

Following executive session, the board returned to authorize the naming of several areas in the new Brad D. Smith Center for Business and Innovation and Corbly Hall, and a name change for the Robert C. Byrd Institute, as well as permitting the president to execute a letter of intent, along with Marshall Health and Mountain Health Systems, to form an integrated academic health system with the Joan C. Edwards School of Medicine.

RCBI begins a new chapter of service

MAY 2, 2023

Marshall University President <u>Brad D. Smith</u> joined university and community leaders, policymakers, and team members of the Robert C. Byrd Institute (RCBI) today to announce a new name for the longtime institute, which now will be known as the Marshall Advanced Manufacturing Center. The announcement comes after approval from the Marshall Board of Governors at its Wednesday meeting.

The rebrand reflects the honing of technical services and workforce training solutions for manufacturers while also positioning the Marshall pillar of excellence for growth.

"Our continuous commitment to the major areas of emphasis resulting from the West Virginia Forward effort has guided our strategic areas of focus at Marshall University. Advanced manufacturing remains a tremendous growth area for our state and surrounding Appalachian region. Building on the decades of innovation at the Robert C. Byrd Institute, we are further strengthening Marshall University's position as a national leader in this important sector," Smith said. "Our rebranding effort builds on this strong foundation and sets the stage for boosting the center's services and training options ten-fold."

RCBI was founded in 1990 and has delivered manufacturing training to more than 26,000 individuals and, on average, serves 300 businesses per year.

"RCBI workforce training programs truly embody the Marshall for All, Marshall Forever mission by offering customized training and certifications for workers to climb to the next level," said H. Toney Stroud, Marshall's chief legal officer and external engagement liaison. "Coming from the private sector, I understand industry demands, and this advanced manufacturing center offers unique assistance from supply chain workshops to inventor events to classes and seminars for the public. I am excited about the future."

Longtime former director and CEO Charlotte Weber shared her support for this rebranding.

"It is the right time to rebrand – we have new leadership, a new energy and still a dedicated team of professionals who remain committed to advancing the manufacturing sector," Weber said. "This effort respects our past while paving the way for the future."

The staff is also enthusiastic about this rebranding effort.

"Both President Smith and the Marshall team appreciate higher education as an economic engine, and under their leadership Marshall is leaning into our next chapter of industry

engagement," said Derek Scarbro, interim director of the center. "We are effectively positioning our team for the next chapter of service."

The name change is effective immediately.

About Marshall's Advanced Manufacturing Center, formerly known as RCBI:

Since 1990, the center has delivered innovative solutions with leading-edge technology to advance manufacturing and entrepreneurship across West Virginia and beyond. Clients range from students, individuals and small businesses to major manufacturers, including Fortune 500 companies such as Boeing, Northrop Grumman and Toyota. The center's locations and training facilities in West Virginia feature more than \$22 million in advanced technology for shared use, training, small batch production and rapid prototyping. RCBI has delivered manufacturing training to more than 26,000 individuals in areas ranging from computer-controlled machining and welding technology to quality implementation and additive manufacturing (3D printing). Specifically, nearly 1,000 individuals have completed its nationally recognized machining and welding academic programs, 95 percent of whom have gone on to careers in their chosen fields. With more than 750 years of combined industry experience, RCBI's staff served 306 companies and delivered workforce training to 764 individuals in 2022 alone.

Marshall Health, Marshall University and Mountain Health Network boards approve first step toward clinical integration

MAY 2, 2023



Marshall Health, Marshall University and Mountain Health Network governing boards voted unanimously this week to authorize signing a letter of intent to form an integrated academic health system with the Joan C. Edwards School of Medicine.

Guided by each of their missions, the newly integrated academic health system will consist of Mountain Health Network's four hospitals: Cabell Huntington Hospital, St. Mary's Medical Center, Hoops Family Children's Hospital and Pleasant Valley Hospital; its ambulatory facilities, medical offices and employed physician practices; and Marshall Health's physician practice and its facilities.

"Hospitals, physicians, and medical schools across the country are realizing the value of more closely aligning and harnessing the strengths of each entity to benefit the patients they serve," stated Mountain Health Network CEO Kevin W. Yingling, R.Ph., M.D., FACP. "The hospitals, physician practice and medical school have a strong history of collaboration and the time is right to formalize our relationship."

"While our institutions have collaborated for nearly 50 years, this letter of intent marks the beginning of our evolution into a true academic health system," said Beth L. Hammers, M.B.A., CEO of Marshall Health. "Our commitment to our faculty, students, patients, team members and community will remain at the forefront as we align our missions and speak with one voice to transform health care in West Virginia and beyond."

Marshall University President Brad D. Smith said the formation of the integrated academic health system embodies the history the organizations share and presents a significant opportunity for the future.

"The most powerful word in our university's rally cry – We Are Marshall – is the word "we," said Smith. "Education and research are central to the mission of the new academic health system, and this alignment will strengthen the educational experience and opportunities for research and discovery for Marshall University students. Equally important, our centers of excellence in addiction medicine, obesity, gerontology and rural health will continue to flourish and enhance our abilities to meet the needs of our population. In combination, we will advance our role as a prosperity platform, accelerating individual success, innovative ideas and economic impact in the community and greater Appalachian region."

The formation of an academic health system will drive the delivery of high-quality multidisciplinary care, provide a forum for training the next generation of health care providers and advance research opportunities aimed at improving the health and wellness of patients and communities across West Virginia and the bordering states of Kentucky and Ohio.

The letter of intent is the first step in the process that enables the three entities to proceed with the necessary due diligence and governing documents that result in a definitive agreement. All three entities are committed to completing the process by the end of the year. More information will be shared as the process continues.

Photo: Pictured are, from left, President Smith, Beth Hammers, CEO of Marshall Health; and Dr. Kevin Yingling, CEO of Mountain Health.



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Wednesday, May 10th 10:00 AM - 4:30 PM



Delivery Format:

Join the more than

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First Aiders who

be the difference

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in their

community.

2 hours of self-paced online pre-work before attending the 5.5 hours in-person instructor led course

Location: Marshall University Memorial Student Center Shockey Room

REGISTER TODAY!

MILLION Email Sarah Brown to pre-register at sarah.brown@prestera.org

> For further questions, contact Ryan Elkins, PRSS, at

elkins167@marshall.edu



10:00 AM - 4:00 PM

MEMORIAL STUDENT CENTER SECOND FLOOR ROOM 2W22

> EMAIL RYAN OR CARRIE TO REGISTER

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Marshall announces plans for Community Cares Week; invites alumni and supporters to campuses

MAY 2, 2023



Marshall is preparing to welcome hundreds of volunteers to its campuses and centers for its annual *Community Cares Week: Giving Back to the Herd.*

All members of the #MarshallUFamily, including alumni, community members, students, faculty and staff, are

invited to volunteer their time and effort to help make Marshall shine. The sweat equity event is slated for Tuesday, May 23, through Friday, May 26.

Marshall University President Brad D. Smith says the event is all about pitching in time and effort to help the university we all call home.

"Last summer, our campus and community came together to embrace the idea of seeking creative ways to support worthwhile causes by donating our time, our talent or our treasure," said Smith. "The idea emerged to tap into the amazing talent in our community and enlist an investment of time to assist us with completing some projects across our campus. Our first Community Cares Week was born and it was an amazing success."

In the event's inaugural year, 451 volunteers contributed a total of 1,240 hours of service doing landscaping, painting, pressure washing, deep cleaning and completing other special projects.

Matt James, executive director of alumni relations, says the event truly encompasses the idea of the #MarshallUFamily, so it's especially important for alums to take part.

"Events like these are critical because our alumni are the lifeline of our Marshall family," said James. "As President Smith says, 'Marshall for all, Marshall forever!' Our alumni are forever a part of our family, and they play a pivotal role in helping us achieve our institutional goals. We need 'all hands on deck' for this year's Community Cares Week—specifically, from our Herd alumni network around the world."

Morning, afternoon and some evening time slots are available, with the ability to choose a preference for jobs like landscaping, groundskeeping, painting, pressure washing, storage cleanup or housekeeping at project sites across campuses or with Marshall athletics.

Volunteers who sign up will be given a T-shirt to wear during the event. Lunch will also be provided each afternoon. Registration must be completed by May 3 to be guaranteed a T-shirt in your preferred size.

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To view a recap video from the inaugural 2022 Community Cares Week, visit **<u>bit.ly/MUCares2022</u>**.

For more information or to fill out a volunteer form, visit www.marshall.edu/cares.

Marshall Health surgeon is one of first in the country to perform ACL repair using new needle scope technology

MAY 2, 2023

Marshall Health orthopaedic surgeon Chad D. Lavender, M.D., is one of the first surgeons in the country to combine anterior cruciate ligament (ACL) repair using a new type of arthroscopic needle scope.

Unlike traditional portals and incisions, the 1.9 mm needle scope allows the surgeon to view images through a minimally invasive procedure, allowing access to tighter spaces.

Marshall Orthopaedics is one of the first five clinics in the country currently using this specific needle scope, which is part of the NanoScope system. Held similarly to a pencil, the scope does not require a hand piece.

"We have found the less-invasive approach of the needle scope typically results in easier postoperative rehabilitation and return to function for the patient — a win-win for all those involved," said Lavender, an assistant professor at the Marshall University Joan C. Edwards School of Medicine.

When compared with conventional arthroscopy, procedures using the needle scope also usually result in smaller incisions, and in some instances, no incision at all. The largest cut for this particular ACL surgery was 1.5 cm.

"Due to the nature of this ACL tear and viability of the tissue, we were able to apply a newer type of ACL repair that uses the patient's anatomy to attach a button and screw with an internal brace," Lavender said.

Since Lavender was first introduced to the NanoScope system in 2020, he has performed more than 100 procedures, ranging from distal clavicle resections to rotator cuff repairs.

Surgeries are being performed at Cabell Huntington Hospital.

For more information about NanoScope procedures, please call Marshall Orthopaedics at 304-691-1262.

iCenter recognized by AACSB International

MAY 2, 2023

The iCenter in the Lewis College of Business is among 25 business school programs highlighted in the Innovations That Inspire member spotlight program of AASCB International — the world's largest business education alliance.

This annual program recognizes institutions worldwide that champion change in the business education landscape. In 2023, it focused on efforts to innovate the business school in ways that enhance value for all stakeholders, including students, businesses, and society. Schools were recognized for defining new realities for the future of learning, leading and connecting, re-energizing the value proposition for business education.

"New demands from stakeholders require reimagined business school initiatives, and the Center for Innovation and Entrepreneurship (iCenter) in the Lewis College of Business demonstrates a fresh way forward for business education," said Caryn Beck-Dudley, AACSB president and CEO. "By leveraging innovation for knowledge co-creation, new methods of learning and expanded educational access, business schools are meeting market expectations and increasing value for businesses, learners, and society."

Dr. Ben Eng, associate professor of marketing, assistant provost for innovation and executive director of the Lewis College of Business iCenter, submitted the entry that received the award and attended the AACSB's International Conference and annual meeting in Chicago, where the iCenter was recognized for its Innovation That Inspires. He discussed the iCenter and its role in using innovation, business development and human capital to power West Virginia forward.

"Our mission at the iCenter is to inspire innovation across the college of business, campus of Marshall, and community of West Virginia by diffusing cutting-edge best practices in innovation through education and training," Eng said. "It's an honor and privilege to be recognized by the AACSB as an Innovation That Inspires."

Within the Lewis College of Business, the iCenter spreads the Design for Delight (D4D) in classrooms to grow student entrepreneurs through two primary initiatives: The Brad D. Smith Student Incubator and BUSN 100 – Intro to Business course. The iCenter is currently applying D4D to redesign the business core curriculum in the Lewis College of Business.

At Marshall University, the iCenter teaches D4D in the First Year Seminar honors section and provides D4D workshops and consulting to help various administrative and academic departments innovate solutions to their largest challenges. For example, the iCenter helped the dining department innovate a new student meal plan structure and selection system.

And in the community of West Virginia, the iCenter is part of a grant-funded program for the West Virginia Department of Education, the Simulated Workplace Entrepreneurship Education Program (SWEEP). Through SWEEP, the iCenter has helped develop a D4D-based entrepreneurship curriculum for West Virginia high school students who are in Career and Technical Education.

"Our college is proud to be chosen as among the most innovative business schools worldwide," said Dr. Nancy Lankton, associate dean of the Lewis College of Business. "The work the iCenter does, under the direction of Dr. Eng, has impact throughout the region and truly contributes to the state's economic development. Through our efforts, we hope to inspire others to solve problems, think outside of the box and be the best they can be."

The Innovations That Inspire initiative is in its eighth year and has highlighted 214 business school efforts that exemplify forward-looking approaches to education, research, community engagement, entrepreneurship, leadership, and diversity and inclusion. To read more about Innovation That Inspire, visit <u>https://www.aacsb.edu/innovations-that-inspire</u>.

To learn more about Marshall's Lewis College of Business, visit www.marshall.edu/lcob.

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Marshall Health to offer free sports physicals on June 8

MAY 2, 2023

Marshall Health is offering free sports physicals by appointment to middle and high school students Thursday, June 8, 5 to 8 p.m., at Marshall Sports Medicine Institute (MSMI), located at 2211 Third Avenue, Huntington.

All students must bring their West Virginia Secondary School Activities Commission or Ohio High School Athletic Association physical form filled out and signed by a parent or legal guardian. To schedule an appointment, visit <u>https://bit.lv/41AN0Vd</u>.

Sports and camp physicals are also available at a discounted rate of \$25 by appointment at MSMI along with select Marshall Family Medicine locations. Walk-ins are welcome at the family medicine office located in the Marshall University Medical Center, Monday through Friday, 8 a.m. to 4 p.m. and MSMI, Monday through Friday, 9 to 11 a.m. and 1 to 3 p.m.

Please bring all documentation to the appointments, including camp forms and proof of insurance. If the student does not see a Marshall Health provider for his or her primary care, please also bring immunization records for the student.

For more information, contact the Marshall Sports Medicine Institute at 304-691-1880 or Marshall Family Medicine at 304-691-1100.

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Faculty Achievement: Dr. Sasha Zill

MAY 2, 2023

Dr. Sasha Zill presented a poster at the meeting of the American Association for Anatomy (Anatomy Connected Meeting, March 25, 2023) titled "Decline of gross anatomy in medical education: developing mechanisms to counter the effects of decreased training in Gross Anatomy." The poster discusses advances in teaching methods that have been implemented at the School of Medicine to adjust for curricular changes. The abstract and poster can be downloaded from

https://www.zillanatomy.com/anatomy_posters.htm

A video of the presentation can be viewed at <u>https://www.zillanatomy.com/Zill%20poster%20Anatomy%20Meeting%202023.mp4</u>

Commencement Roundup

Spring Commencement takes place April 29

MAY 2, 2023



Marshall welcomed graduates and their families to Mountain Health Arena for Spring Commencement Saturday.

The keynote speaker for the 2023 Spring Commencement program was Nike CEO John Donahoe. A graduate of Dartmouth University and the Stanford Graduate School of Business, Donahoe is the former president of Bain & Company and also led ServiceNow and eBay.

Two ceremonies took place at 9 a.m. and 2 p.m., with nearly 1400 students taking part.

The ceremony was also streamed live and may be viewed at <u>www.marshall.edu/it/livestream</u>. For more information

visit <u>www.marshall.edu/commencement</u>, and to view more pictures

visit <u>https://muphotos.marshall.edu/2023/Events/Commencement/42923-Spring-Commencement/</u>.

School of Pharmacy celebrates graduating class of 2023

MAY 2, 2023



The <u>School of Pharmacy</u> celebrated its eighth graduating class Thursday, April 27, at the Keith-Albee Performing Arts Center in Huntington.

Marshall President Brad D. Smith conferred 54 Doctor of Pharmacy (Pharm.D.) degrees, one with a research track certificate. Victoria F. Roche, Ph. D., professor emerita of pharmacy sciences at the Creighton University School of Pharmacy and Health Professions in Omaha, Nebraska, provided the keynote address. Lisa Nord,

R.Ph., clinical assistant professor of pharmacy practice, administration and research, led the class in reciting the Oath of a Pharmacist.

"As we embark into the profession of pharmacy, it is time to celebrate our successes and accomplishments and take what we have learned in school into practice," said William Foster, president of the Class of 2023.

Many of the graduates have accepted positions with retail pharmacies such as CVS, Fruth and Walgreens. Others accepted residencies at locations including Camden Clark Medical Center (West Virginia), Holzer Hospital (Ohio), Vanderbilt University Medical Center (Tennessee), Ascension St. Vincent's Riverside Hospital (Florida), Baptist Health Lexington (Kentucky), St. Mary's Medical Center and Marshall Health (West Virginia), and at Veterans Affairs Medical Centers in Huntington and Martinsburg.

The event was streamed live and is available for viewing at: <u>http://www.marshall.edu/it/livestream</u>.

School of Medicine marks inaugural physician assistant, doctoral graduation and investiture

MAY 2, 2023

The Joan C. Edwards School of Medicine awarded degrees to 106 students during graduation events Friday, April 28, at the Keith-Albee Performing Arts Center in Huntington.



Master of Medical Science degrees were awarded to the 25 inaugural graduates of the physician assistant program during a ceremony at noon. The 28-month program was established in 2018 in response to increased demand for physician assistants across the nation's health care workforce. Marshall University welcomed its first class, graduating today, in January 2021.

Paulome Srivastava, president of the class of 2023, delivered remarks, and members of the Pi Alpha Honor Society inductees were recognized.



During the 43rd annual graduation and investiture at 4 p.m., Marshall University President Brad D. Smith conferred 78 Doctor of Medicine (M.D.) degrees, two Doctor of Philosophy (Ph.D.) degrees in biomedical research and one combined Doctor of Medicine-Doctor of Philosophy (M.D./Ph.D.).

Members of the M.D. class matched to residency training programs at locations including Duke University Medical Center, Nationwide Children's Hospital, Stanford Health Care, University of Central Florida Healthcare and Wake Forest Baptist

Medical Center. Four students matched in specialty matches for ophthalmology and military residency programs. 25 students will remain in West Virginia to complete their residency training.

Mary Beth Harler, M.D., a 1993 alumna and president of IGM Autoimmunity and Inflammation, delivered the keynote address to the Class of 2023. Luke E. Hamm, M.D., president of the class of 2023, delivered remarks, and J. Adam Whitmore, M.D., was selected by his classmates to lead the recitation of the Oath of Hippocrates.

The ceremony also included recognition of Stephen M. Petrany, M.D., as the School of Medicine Alumni Association 2023 honorary alumnus. Petrany, a professor and chair of family and community health at the School of Medicine, has overseen unprecedented growth in department outreach, health policy and rural medicine as well as the creation of a new Division of Addiction Sciences dedicated to leading the School of Medicine and Marshall Health's response to the addiction crisis.

The events were streamed live and are available for viewing at <u>www.facebook.com/MUSOMWV</u> and <u>www.marshall.edu/livestream</u>.

Photos: (Above) Master of Medical Science degrees were awarded to the 25 inaugural graduates of the Joan C. Edwards School of Medicine's physician assistant program during a ceremony at noon, Friday, April 28.(Below) Doctor of Medicine and Doctor of Philosophy graduates from the Joan C. Edwards School of Medicine participated in the school's 43rd annual graduation and investiture ceremony at 4 p.m., Friday, April 28.



The next regular issue of *We Are...Marshall* will be distributed May 10, 2023. Please send items for consideration to <u>WAMnewsletter@marshall.edu</u> by 5 p.m. Monday, May 8, 2023.

To read the content of this newsletter online, please click on the following link: www.marshall.edu/wamnewsletter/May-3-2023.
