

Marshall University

## Marshall Digital Scholar

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We Are ... Marshall: the Newsletter for Marshall  
University 1999-Current

Marshall Publications

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5-24-2023

### We Are ... Marshall, May 24, 2023

Office of Marshall University Communications

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# WE ARE... MARSHALL®

The Newsletter for Marshall University  
Faculty and Staff

May 24, 2023

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## Seasoned higher education professional Dr. Jerry Ross named chief enrollment officer

MAY 23, 2023



Dr. Jerry Ross (pictured) has been appointed as Marshall's new chief enrollment officer and vice president of enrollment management, starting July 3.

Ross will lead and direct the university's enrollment management efforts, which include student success, financial aid, admissions, and recruitment. His role will involve providing strategic guidance and leadership in these areas.

"We are thrilled to welcome such an accomplished leader to Marshall University," said Dr. Avi Mukherjee, provost and senior vice president for academic affairs. "The new appointee's impressive

background in enrollment management, online education, and student success makes him well-suited to achieve our strategic enrollment goals and attract and retain a diverse and talented student body."

Ross has nearly 20 years of experience in enrollment management, having worked at various institutions such as Purdue University, Syracuse University, the University of Florida, West Virginia University, and Southern Miss. He currently serves as the associate vice president for enrollment management at California State University, Chico.

At CSU Chico, his leadership was instrumental in modernizing enrollment management and increasing enrollment while building strategic enrollment management plans. With a focus on improving each stage of the admission funnel, the appointee has achieved three straight admission cycles of increased new student enrollment and improved retention.

Ross expressed his enthusiasm for the opportunity to lead the university's enrollment management efforts.

"I am excited to join the Marshall family and work with the talented team already in place," Ross said. "I look forward to building on the university's momentum and helping to ensure that we meet the higher education needs of West Virginia and beyond."

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## Marshall begins Community Cares Week; hundreds expected to volunteer

MAY 23, 2023



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

Members of the #MarshallUFamily who have signed up to volunteer, including alumni, community members, students, faculty and staff, are joining together to complete dozens of

projects across all of the university's campuses.

The sweat equity event is slated to run until Friday, May 26.

Marshall University President Brad D. Smith says the event is a great way to honor and take care of the place many call home.

"Last summer, our campus and community came together to work toward a common goal," said Smith. "We tapped into talent in our community and invested our time in worthwhile projects across our campuses. The end result was phenomenal. Bonds among coworkers, community members and alums became stronger and our beautiful campus reaped the benefits. Our first Community Cares Week was born and it was a 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.

This year, the number of volunteers, expected service hours and projects have increased. In addition, Cares week activities will extend beyond Marshall's campuses to other areas where alumni and affinity chapters outside of the greater Huntington area are located.

Matt James, executive director of alumni relations, says he is pleased so many alums are joining in the effort to help their Marshall home—or in some cases, their own hometowns, hundreds of miles away.

“Our alumni are the lifeline of our university,” said James. “I am so pleased that even more of our Herd alumni are getting engaged and giving back this year. They are forever a part of our Marshall Family and play a very important role in helping us achieve our institutional goals.”

Volunteers will take part in morning, afternoon and some evening shifts. Projects include landscaping, groundskeeping, painting, pressure washing, storage clean-up and housekeeping.

Two of the multiple organizations participating include the Boy Scouts of America Troop 12 landscaping on Thursday at approximately 9:30 a.m. by Buskirk Hall and the Marshall University Early Education (MUEE) STEAM Center is scheduled to plant flowers on Thursday morning at 9:30 a.m. at the Memorial Student Center Plaza.

To view photos taken of volunteers and projects throughout the week, visit [bit.ly/MUCommunityCaresWeek2023](https://bit.ly/MUCommunityCaresWeek2023).

For more information about Community Cares Week, visit [www.marshall.edu/cares](http://www.marshall.edu/cares).

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*Photos:* Students with the MU Early Education STEAM Center work to plant flowers at the Memorial Student Center during Community Cares Week. They also met President Smith while working.

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**THANK YOU**  
*to our volunteers  
and sponsors!*

#MarshallUFamily  
#CommunityCaresWeek



**COMMUNITY CARES WEEK**  
*Giving Back to the Herd*

[www.marshall.edu](http://www.marshall.edu)



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MARSHALL REC CENTER

# MEMBERSHIP PROMO

MAY 24TH - MAY 31ST

Buy 2 Months,  
Get 1 Month



# FREE

Purchase membership deal to add on:

Unlimited 3 Month F45 Pass

Originally

~~\$110~~

Sale

**\$27.50**

and/or

3 Month Locker Rental

Originally

~~\$30~~

Sale

**\$20**

Must be paid in full. Limit one per membership.

Are you interested in the Rec but not ready to fully commit?  
Buy a 2 week pass for only \$20!

Limit (1) 2 week pass per membership. Cannot be combined with any other offers.

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**President's Commission  
on Diversity, Equity and Inclusion**

**Vote for  
your commissioner**

**Cast your ballot: Monday, May 29 - Friday, June 2**

College of Science	University Libraries
Lewis College of Business	Marshall Athletics
College of Arts & Media	Division of Student Affairs
College of Liberal Arts	Division of Academic Affairs
College of Education and Professional Development	Housing and Residence Life
College of Health Professions	Marshall University Research Corporation (MURC)
College of Engineering and Computer Sciences	University Communications
School of Medicine	University at Large
School of Pharmacy	

**To vote, go to [mymu.marshall.edu](http://mymu.marshall.edu),  
select **MyMU>Resources>MU Vote** in the  
drop down menu, then select eVoter.**



Sponsored by: Office of the President and the  
President's Commission on Diversity, Equity & Inclusion



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*Please join us for a*

**Retirement  
RECEPTION**

**DR. JEFF ARCHAMBAULT**

**Interim Dean, Professor of Accounting | Lewis College of Business**

*22 years of service*

**Thursday, June 1 | 2-4 p.m.  
Drinko Atrium**



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# Call for Proposals: Tri-State Conference on Diversity & Inclusion due June 1

MAY 17, 2023



Proposals for the 2023 Tri-State Conference on Diversity & Inclusion are now being accepted. The conference will be held Friday, Sept. 22 and hosted by Ashland Community & Technical College.

Proposals related to the 2023 conference topic of “Inclusive Leadership in the 21st Century” are welcome in the following categories:

- Inclusive Leadership
- Wellness & Inclusivity
- Building Community (Rapport)
- Inclusivity with Focus on Workforce

The deadline to submit a proposal is June 1.

Learn more at [CALL FOR PROPOSALS | diversity-inclusion \(tristatediversityandinclusion.com\)](https://www.tristatediversityandinclusion.com)

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Are you interested in promoting youth empowerment in your West Virginia community?

If so, then **YES** is for you!

Registration is **FREE!**

Meals and lodging provided.



Our Sponsors



COMMUNITY CONNECTIONS, INC.



Register at [www.MUYouthEmpowerment.org](http://www.MUYouthEmpowerment.org)

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## Cardboard Boat Race returns this year on June 6

MAY 23, 2023



The June Harless Center’s Cardboard Boat Race is back as part of the Huntington Children’s Museum’s Kidsfest. Participants in grades 3-12 will learn and utilize the engineering design process and other STEAM skill sets to design, build and race a boat entirely out of cardboard and duct tape (all materials are provided).

Join us Tuesday, June 6, from 8:30 a.m. – 3:30 p.m., for a day filled with problem-solving, teamwork, and summer fun as teams of up to three build and navigate their epic cardboard

creations across the Henderson Center pool.

Register at: <https://forms.office.com/r/5swi5h4CjK>

Questions? Contact Jason Gibbs at [gibbs15@marshall.edu](mailto:gibbs15@marshall.edu).

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*Photo:* A scene from 2022 as two participants race their cardboard boat creation.

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PRESIDENT BRAD D. SMITH INVITES YOU TO ATTEND THE  
THIRTY-NINTH ANNUAL

# Staff Recognition And Service Awards Luncheon

WEDNESDAY, JUNE 7TH, 2023

12:00 p.m. - 2:00 p.m.

Don Morris Room | Memorial Student Center

RSVP at: [www.marshall.edu/staff-council/rsvp](http://www.marshall.edu/staff-council/rsvp)  
Please respond by Wednesday, May 31st, 2023

Please contact Katie Counts in the Staff Council Office at  
[easter@marshall.edu](mailto:easter@marshall.edu) or 304-696-2222, or Nina Barrett at [barrett@marshall.edu](mailto:barrett@marshall.edu)  
or 304-696-2216 with special dietary requests or questions.

*Due to limited space, once capacity is reached  
no additional RSVPs will be accepted.*

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## Wellness Wednesday



Introductory yoga class focused on mindfulness and gentle stretching.

**30 MINUTES OF CHAIR YOGA**

Each Wednesday in June and July

3:30 pm • Drinko Library, Room 349



All employees and Lifelong Learning members welcome. No cost or special equipment required.

Scan QR Code to register.  
[marshall.libwizard.com/f/Yoga2023](http://marshall.libwizard.com/f/Yoga2023)

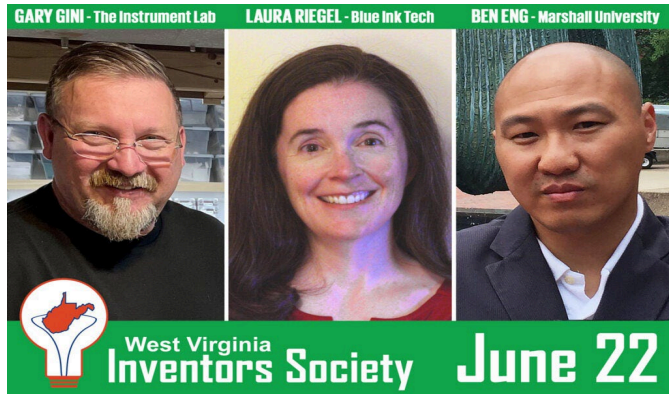
Questions, contact Diane Palmieri at [palmierid@marshall.edu](mailto:palmierid@marshall.edu)  
[www.marshall.edu/library](http://www.marshall.edu/library)



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## Inventors Society to meet June 22 in Huntington

MAY 23, 2023



The West Virginia Inventors Society continues its statewide tour to promote and support innovation with a Thursday, June 22, meeting of the minds in Huntington.

Hosted by the Marshall Advanced Manufacturing Center (1050 Fourth Ave.), the free event will include presentations by successful inventors and a hands-on Design Thinking exercise to help attendees unleash and focus their inner creativity.

Participants also will have the opportunity to network with other inventors, share ideas and learn about resources available to move their inventions from concept to commercialization.

Speakers will include Laura Riegel, co-owner of Blue Ink Tech, a Huntington-based technology company that she founded with her husband. The former Boeing engineers identified needs within the transportation industry, then invented electronic sensors and software systems to meet those needs, parlaying those innovations into a successful – and growing – business.

Gary Gini, owner of the Instrument Lab in Spencer, will discuss “The Journey of Invention: From Idea to Marketable Product.” The creator of innovative musical instrument repair tools will talk about how he used a rapid iterative design process to develop revolutionary new products. He will offer helpful insights by explaining challenges he encountered along the way and the solutions he embraced to overcome them.

Dr. Ben Eng, associate professor of marketing and entrepreneurship at the Lewis College of Business, will present an interactive workshop on how to use a Design Thinking approach to develop “innovating solutions that people love for ill-defined human-centered problems.”

“We’re excited to present this inspiring lineup of speakers,” said Deacon Stone, director of the EDA University Center at the Marshall Advanced Manufacturing Center. “If you’re an inventor, aspiring inventor – or just curious – join us for this free event to explore best practices for transforming novel ideas into marketable products or processes and learn about the myriad of resources available to assist inventors.”

The June 22 Huntington stop of the West Virginia Inventors Society will run from 4 to 6 p.m. Register at [www.rcbi.org/wvisjune2023](http://www.rcbi.org/wvisjune2023). For more information, contact the Advanced Manufacturing Center’s Mike Friel at [mfriel@rcbi.org](mailto:mfriel@rcbi.org) or 304-781-1686.

## Students participate in Locked Shields international cyber exercise

MAY 23, 2023



Eight Marshall University students participated last month in the world's largest international cyber defense exercise, run virtually by the NATO Cooperative Cyber Defence Centre of Excellence in Tallinn, Estonia. The students traveled to Morgantown to partner with the U.S. Blue Team for the exercise, hosted by the West Virginia National Guard, under the leadership of the Defense Information Systems Agency.

This was the second year that Marshall participated, along with students from

West Virginia University, West Virginia Tech, the University of Hawaii, and the University of Maryland Global Campus. They joined 180 cyber experts and representatives from federal and state agencies taking on the role of a national cyber rapid reaction team deployed to assist the country in handling a large-scale cyber incident.

“In this exercise, our students get to team up with top-notch pros for a hands-on learning experience we cannot teach in the classroom,” said Bill Gardner, interim chair and undergraduate program director for cyber forensics and security.

The team was one of 24 Blue Teams from 28 countries joining in the friendly cyber competition in which they demonstrated their skills in reporting incidents, executing strategic decisions and solving forensic, legal and media challenges. Teams were graded on how well they protected their networks while following gameplay engagement rules.

Marshall students who participated included Jack McFee, A.J. Clark, Ethan Endes, Sam Adkins, Ezekiel Bennet, Emma Meadows, Hannah Carrol, and Jaslin Giron. All are students in Marshall's Cyber Forensics and Security program.

“We're extremely grateful to the West Virginia National Guard and the Defense Information Security Agency for this tremendous opportunity for our students. Students applied what they've learned in our classrooms and labs under extremely realistic conditions,” said John Sammons, associate director of the Marshall University Institute for Cyber Security. “They also get valuable experience in teamwork, communications, and working under pressure.”

Marshall cyber student Emma Meadows explained that participating in Locked Shields was an incredible experience.

“The live-fire simulated environment was unlike anything I had ever encountered before, and it gave me an opportunity to apply the tools and techniques I learned in the classroom,” Meadows said. “Being able to put my skills to the test in such a realistic scenario was incredibly rewarding. I’d say one of my favorite parts was using tools that I discovered by participating in National Cyber League (NCL). Seeing the real-world application of participating in cyber competitions was really cool to me.”

According to student Jaslin Giron, working alongside experts was a tremendous opportunity and a valuable chance to sharpen the skills learned in the classroom .

“I was able to be more of help than I expected and help our team progress through the tasks. When I couldn’t help, I would watch the more experienced participants on how they completed the forensics section of the competition,” Giron said.

“During my participation in Locked Shields, I learned a lot about cyber defense tactics, techniques, and procedures,” Marshall student A.J. Clark said. “I gained experience in responding to attacks and understanding the complexities and challenges involved in coordinating a response to such attacks. I also learned about the importance of communication, collaboration, and teamwork in cyber defense operations.”

The West Virginia-led U.S. team finished 16th and accomplished several important measures during the exercise.

“There were a number of objectives we achieved by participating in Locked Shields 2023,” said Maj. Bill Keber, U.S. Blue Team lead for Locked Shields 2023. “First, we built interagency, intergovernmental and multinational cyber response relationships through the execution of this exercise. We also built a framework to share innovating and emerging cyber defense best practices and collaborated with the next generation of the cyber workforce through collegiate-level student involvement. Overall, I couldn’t be happier with how the exercise went this year and we look forward to improving our skills and competing in 2024.”

For more information about Marshall’s Institute for Cyber Security, visit <https://www.marshall.edu/cyber/>. To learn more about cyber security programs at Marshall, visit [www.marshall.edu/cfs](http://www.marshall.edu/cfs).

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*Photo:* Marshall students participated in Locked Shields 2023 in Morgantown with representatives from the Defense Information Systems Agency and other colleges.

Left to right, back row: Christie Richards (DISA), Ezekiel Bennett, Andrew Clark IV, Emma Meadows, Jennifer Augustine (DISA), Jaslin Giron and Sam Adkins.

Front row: Lisa Hines-Simmons (DISA), John McFee, Hannah Carroll and Ethan Endres.

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The next regular issue of *We Are...Marshall* will be distributed May 31, 2023. Please send items for consideration to [WAMnewsletter@marshall.edu](mailto:WAMnewsletter@marshall.edu) by noon Tuesday, May 30, 2023.

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To read the content of this newsletter online, please click on the following link:

[www.marshall.edu/wamnewsletter/May-24-2023](http://www.marshall.edu/wamnewsletter/May-24-2023).

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