



WEST CHESTER UNIVERSITY, December 2014

A Message from the President

Santa and his elves aren't the only one who are busy this time of year. It's also hectic here on the WCU campus for both faculty and staff. Papers to grade, exams to proctor, end-of-year reports to write, Winter Commencement details to complete – the to-do list can seem never-ending.

However, I hope you will take a break in your busy schedule and join me for several beloved WCU holiday traditions, including the College of Visual and Performing Arts' 93rd annual Holiday Program on Dec. 6. Go to www.wcupa.edu/ for a complete list of holiday events, times and locations.

Soon the end-of-semester and end-of-year rush will be over. When it is, I hope you enjoy a restful and joyful break with family and friends. You work hard to make West Chester University the top-rate university that it is – a nationally unparalleled institution of higher education that is widely recognized for its exemplary programs. You should feel proud of all that you have accomplished this year!

2015 is right around the corner, and with it a new array of opportunities for West Chester University to shine. May the New Year bring you happiness, health, and continued success in all that you do.

Greg R. Weisenstein



¡Magnífico!

Third Knowledge Crossing Borders Conference Judged a Success



WCU and UNA students at a percussion rehearsal

Talk to Teresa Hudson, a WCU technology projects coordinator, or Cecilia Chien, an associate professor of history, about their presentations at the Knowledge Crossing Borders conference, and it's soon evident that they'd rather talk about everyone else's presentations.

Co-sponsored by West Chester University and Universidad Nacional (UNA), the conference is designed to share research and best practices in higher education worldwide. It was held in Heredia, Costa Rica, in early October.

It's just that Hudson and Chien were so impressed with the caliber of the presentations they attended that they couldn't stop praising their fellow conference participants.

"I gained something from every presentation, whether it was of my WCU colleagues or that of other international scholars. Their remarks gave me many teaching ideas," says Chien. "It's ironic that it took an international trip to know my own colleagues' work."

I took a deep breath and knew we had made it to our goal

Mell Josephs, Executive Director of Student Services, Inc

Let the record show, Hudson and Chien have every reason to feel proud. Both did an excellent job of presenting, says event organizer Mell Josephs, executive director of Student Services, Inc. In Hudson's case, on the topic of communication and information technology at WCU, including a new virtual desktop infrastructure project. In Chien's case, about how family history has made a comeback in China and now serves major economic and political goals.

"Perhaps the most inspiring talk was that on '100 Years, 100 Countries: Intercultural Learning in Teachers Colleges as a Pathway to Peace,'" she notes. "I felt it was the embodiment of the entire conference. It made me want to emphasize all the more in my own classes how we are citizens of the world, and how global competence and cross-cultural awareness will be vital to success in the 21st century global economy." Hudson wasn't gleaning for new teaching ideas; instead, she came away with renewed appreciation for the many advances in research and teaching at WCU and other institutions.

"Working in technology, I sometimes tend to get caught up in the 1's and 0's of computer hardware and software logic, and operations, so it's always a pleasure to hear about the more emotional side of the educational experience," says Hudson. "I was really touched by the presentation on mindfulness and compassion by assistant nursing professor Chris Moriconi and the work she is doing with students as part of a service learning project with HIV/AIDS children in South Africa," says Hudson. "It was heartwarming to hear how Christine teaches students to use mindfulness and compassion to help their patients going through such a difficult time."

In all, 18 members of the WCU faculty and staff presented at Knowledge Crossing Borders, which has been held biannually since 2010, rotating between Costa Rica and WCU's campus.

The conference has become a highly valued academic event within the global sphere of higher education. As testimony to that fact, Luis Guillermo Solís, president of the Republic of Costa Rica, attended the conference's opening ceremony and select presentations.

"It was a top-notch group of faculty and staff who presented at Knowledge Crossing Borders, not only from WCU but from institutions worldwide," notes Josephs. "And the conference did exactly what it was designed to do – get people from different institutions talking to each other and investigating possible collaborations. To give just one example, I know that a trio of geology professors from Universidad Nacional are talking to WCU geology professors about doing projects together in the future."

There also was plenty of student collaboration at the conference. A group of students from the College of Visual and Performing Arts traveled to Costa Rica to join UNA students in



WCU and UNA art students work together on a mural

cultural performances that were held throughout the four-day conference. The college took 16 students in all; four dancers from the University Dance Company, led by Maria Urrutia, assistant professor of dance; four visual artists led by art professor John Baker; four theater students, directed by associate professor Len Kelly; and four musicians led by Chris Hanning, chair of applied music, who also performed a drum solo at one event.



Costa Rican President Luis Guillermo Solís and WCU President Greg Weisenstein

The art students collaborated on a 30-foot painted mural. "They worked together on the design, layout and painting of the wall," notes Baker. While not every student was bilingual, he notes that "we all spoke the same visual language."

The University Dance Company likewise found that their art transcended any language barriers. "Although I fluently speak Spanish, none of the Costa Rican dance students spoke English and no WCU dancers spoke Spanish," notes Urrutia. "However dance is a language and we communicated clearly through this language of movement."

The 18 months of planning for the conference was like a second, part-time job for Josephs on top of her regular responsibilities running SSI. She was assisted in event planning by a committee of 10, which included President Weisenstein. "When the opening ceremony began, and I saw everyone gathered, including President Weisenstein; President Solís; and the Chargé d'Affaires of the U.S. Embassy in Costa Rica, Gonzalo Gallegos; I took a deep breath and knew we had made it to our goal," says Josephs.

The next Knowledge Crossing Borders will be held at West Chester University in October, 2016.

WCU's First MOOC Surpasses 2,400 Student Mark

In the 1960s, communications theorist Marshall McLuhan predicted that electronic media would bring about a new era of electronic interdependence in which humankind becomes connected in a “global village.”

McLuhan got it right; the world has become smaller, says Anita Foeman, a professor in the department of communication studies. But, she adds, McLuhan underestimated just how drastically the world would shrink in only a few decades. Case in point: the massive open online course – aka “MOOC” – that Foeman and fellow communication professors Bessie Lawton and Philip A. Thompson launched last year. The topic of the course, quite fittingly, is intercultural communication.

MOOCs are a form of distance education offered online in an open access format, typically to an unlimited number of students. Although some date the first MOOC to 2006, the format wasn't widely known until 2011 when two Stanford professors taught a MOOC on artificial intelligence.

“A World of Difference: Exploring Intercultural Communication” is WCU's first MOOC and is presented on D2L via Udemy, an

online learning platform with 4 million students, 20,000 courses and 10,000 instructors. In just a year's time, more than 2,400 have enrolled in “A World of Difference,” including students from Nigeria, Turkey, and Greece. Although students do not receive academic credit for completing the course, Udemy provides them with a certificate of completion.

Putting together the curriculum for the course was a team effort, though Foeman is quick to acknowledge that Thompson did the heaviest lifting when it came to the tech side of things. “Phil is the geek from heaven; he is excellent at technology,” says Foeman.

Thompson is, in fact, a scholar of communication media and technology, with a special interest in computer-mediated communication. He also is the educational technology coordinator for the department of communication studies.

The three professors had to ensure that the course's one hour of content – spread over a series of 10 short lectures – teach students the importance of studying intercultural communication and help them identify the basic building blocks of culture. In addition, by course's end, the goal is for students to



Anita Foeman teaches the first lecture in “A World of Difference: Exploring Intercultural Communications,” WCU's first “MOOC.”

be able to apply Hofstede's Cultural Taxonomies and Kluckhohn & Strodtbeck's Cultural Patterns in exploring how cultures are viewed and understood.

"McLuhan got it right"

That's a tall order for a one-hour course but class reviews posted on the Udemy site indicate that Foeman, Lawton and Thompson have hit the mark. "A World of Difference: Exploring Intercultural Communication" has an overall rating of 4.5, out of a possible 5, from 43 different student reviewers thus far.

One student said: *"This is a great introduction to cultural studies, providing just enough info to stimulate interest without overloading the student."*

Another noted: *"Although the topic of intercultural communication has a vast scope, I believe the facilitators did a very good job in providing us an introduction to such a relevant and poignant topic. It definitely motivated me to further study the subject matter."*

Yet another reviewer had this to say: *"My views about other cultures have changed after following these lectures. Thank you."*

One reason why the course rates highly could be the personal approach the professors frequently take to the subject matter. Lecture 8, "Applying Hofstede's Taxonomies," might have been dry in the hands of other instructors. (Hofstede's taxonomies assert that people carry mental programs that are developed during childhood and reinforced by their culture, such as, for example, whether they have a long-term or a short-term orientation to time.)

Foeman and Lawton, who team-teach that lecture, communicate the material via a highly engaging discussion of the fact that each is in an interracial marriage and the "set of cultural baggage" that they and their spouses bring to the relationships. For example, Lawton shares how her Asian upbringing, and Asian views on individualism versus collectivism, have shaped how she feels about her children's educational choices.

"One of the most fulfilling parts of this project is how it has allowed me to work with an intercultural team," says Lawton. "Diversity is a top priority at WCU, yet when one looks around campus, it is not easy to find faces that represent minority populations. This project has allowed us not only to reach students from all over the world, it also has allowed us to highlight our own cultural differences so we can learn from each other."

To learn more about "A World of Difference: Exploring Intercultural Communication," view the first lecture at <http://communication.wcupa.edu/node/16634>. To enroll in the course, go to <https://www.udemy.com/intercultural>.

Spur-of-the-Minute Philly Trip? WCU Shuttle Has Got You Covered

WCU's Exton Shuttle Service to the Exton train station is back this semester and better than ever. Now, there's no need to reserve a seat in advance. Whether you are teaching a class at WCU's center city Philadelphia site or have a meeting in the city, the shuttle and train combo make for an easy and environmentally friendly commute.

The shuttle runs Monday through Friday, throughout the semester, on days when class are in session. In the morning, WCU's shuttle bus departs hourly from the Exton train station starting at 7:50 a.m. and ending at Church Street at 10:20 a.m. In the afternoon, the bus departs hourly from Church Street starting at 2:45 p.m. and ending at the train station at 5:15 p.m.

At the train station, the bus is on the inbound side in the handicap area of the upper parking lot and has a sign in the window, "Exton Train Station to West Chester University." At the University, you can find the bus at the Church Street bus stop.

For shuttle times go to www.wcupa.edu/shuttlebus. For more info, call the transportation office at 610-436-1053, Monday-Friday, between 8 a.m. and 3 p.m. From 3 p.m. to 4 p.m., call the Office for External Operations, 610-436-2577.

A Capital Idea



Donna Sanderson taught Costa Rican students how to use “Cap Kits”

Donna Sanderson has a sunny, vivacious personality but if you discard a milk bottle cap in her presence you might just witness her dark side.

What is one person’s trash – or recyclables – is another’s treasure. In this case, a seemingly useless bottle cap is the foundation for Sanderson’s “Cap Kits,” an educational tool being used in schools and daycare centers in southeast Africa, Costa Rica, El Salvador, Peru, Honduras, the Bahamas, as well as in Pennsylvania, southern New Jersey and Delaware.

Sanderson, who is an associate professor in the department of early and middle grades education, created “Cap Kits” two years ago when she consulted with a volunteer group traveling to Liberia that could only bring limited teaching supplies. She showed them how to use bottle caps to teach literacy and math skills and “Cap Kits” has mushroomed in popularity ever since.

Each “Cap Kit” consists of a large plastic bag filled with 126 milk bottle caps. Each cap sports a white label with a letter, number or mathematical symbol. The key to these deceptively simple learning aids can be found in the resource packet stashed inside each plastic bag, and additional ideas located online at <http://thecapcreations.wix.com/capcreations>.

Trying to teach a preschooler letter recognition? There are a half-dozen suggested activities for that. Want to build an older child’s vocabulary? Check out the “letter scramble” game. Do you have a child who struggles with the concept of probability? You can find an activity for that in the “Cap Kits,” too.

Sanderson may have an easygoing temperament but, make no mistake, she’s far from laidback. Her drive and passion for “Cap Kits” is boundless. She has led more than 20 teacher trainings in 13 districts in three states. She also has conducted 12 parent training workshops, conducted trainings for ESL parents, and put together a Spanish language section of the “Cap Kits” website

“Cap Kits” has, at times, become too much of a passion, at least in the eyes of Sanderson’s 10-year-old daughter. “My daughter is getting sick of helping me wash stinky milk bottle caps in the washing machine every weekend,” she says, with a chuckle.

But Sanderson also has been getting assistance from the WCU students she teaches. “My students have been fabulous; they help make the kits at monthly volunteer sessions and they demonstrate how to use the kits during parent and teacher training sessions at area schools,” she says.



“They aren’t doing this for personal gain; I can tell my students are just as excited about ‘Cap Kits’ as I am,” notes Sanderson. “But, I’m happy that these experiences will give them a leg up when they apply for teaching positions and can say that they already helped conduct teacher training workshops.”

On the international front, Sanderson continues to grow “Cap Kits,” with student involvement being a key part of that process. In 2013, she received the E. Riley Holman Award “for innovative teaching and fostering student creativity.” The award included a small grant, which she used to fund an exploratory trip to schools in the Southern Nicoya Peninsula of Costa Rica.

This March, Sanderson will return to the Southern Nicoya Peninsula with 12 WCU students on an Alternative Spring Break, assisted by student trip leader Alexandria Baldassarre and Jeff Conradi, project director at the Center for International Programs. The group will be based at three schools in this off-the-beaten-path region on Costa Rica’s Pacific Coast, conducting teacher training and working 1-1 with students on “Cap Kit” enrichment activities.

Sanderson is busy applying for new grants as well as seeking in-kind support. One of the most exciting new developments – at least in the eyes of her daughter – was a recent donation by Wawa, Inc. of 34,500 milk bottle caps. While Sanderson continues to seek bottle cap donations (see sidebar, below), her daughter may be hoping that all these clean, new caps mean a bit less bottle cap washing on the weekends.

Wanted: A Few Good Caps

Katherine Pellak, a special education/early grades major, worked to set up bottle cap collection bins on campus for the “Cap Kits” project. Look for the bins near the front desk of the Student Recreation Center and in Sykes Student Union by the exit of the Rams Head Food Court. To learn how you or your child’s school can get involved in the “Cap Kits” project, contact Sanderson at dsanderson@wcupa.edu.



Making a Positive Change at WCU

Dowdy to retire as executive deputy to the president Dec. 24

For 34 years, Lawrence A. Dowdy has served West Chester University with distinction. For most of that time, he has been the executive deputy to the president and the governmental relations officer, providing advice and counsel to several University presidents, as well as to the University's Council of Trustees.

Dowdy, who is retiring at the end of this semester, has been recognized for his leadership, negotiation and conflict-management skills. As WCU's Council of Trustees declared in a recent proclamation, his "strong administrative skills and unwavering dedication to his alma mater and employer, West Chester University, have helped this University achieve the success it enjoys today."

The secret to his own success?

Dowdy quickly brushes off the question, too modest to answer, but several of his closest colleagues say it all comes down to attitude.

While Larry Dowdy takes his job and his responsibilities with the seriousness of purpose that they deserve, he doesn't take himself seriously.

"I appreciate the sense of humor that Larry brings to the President's Office," says Becky Hook, senior associate to President Weisenstein. "Most people I've talked to around campus don't refer to their staff meetings as fun but, because of Larry's humor, the President's staff has the opportunity to heartily laugh for 45 minutes every week."



"It is such good 'medicine' for all of us," adds Hook. "These laughing sessions get us through the week."

Hook and her colleagues in the President's Office, as well as staff and faculty throughout WCU, turn to Dowdy not only for moments of humor but for guidance and support on a range of important issues. Of course, no one turns to Dowdy more than President Greg Weisenstein, who says that the advice and counsel of his executive deputy has been instrumental on countless occasions.

"Larry is an extremely valued colleague who also has become a good personal friend," says Weisenstein. "He will be deeply missed here at West Chester University."

Providing support to the president, facilitating discussion between senior managers toward the completion of strategic goals and objectives, coordinating University-level interaction with local and state governmental officials, and serving as the liaison between the President's Office and Pennsylvania State System Office officials and external agencies are all in a day's work for Dowdy. But it's a far different career path than the one suggested by his guidance counselors back at Chester High School in Chester, Pa.

"In high school, I was tracked as a vocational student," recalls Dowdy. "I signed up for an electronics vo-tech school during my senior year of high school and that's where I expected I would go after I graduated."

But as it happened, one of his club advisors, Mary Helen Greenberg, was married to Saul Greenberg, then a member of WCU's counselor education department. Saul Greenberg had heard about a brand-new state program, the Higher Education Opportunity Program, which provides support to talented students from economically disadvantaged backgrounds. The couple encouraged Dowdy to apply for the program, and apply to WCU. Herb Lee, the University's admissions counselor, accepted him on the spot.

"I didn't even know where West Chester was," says Dowdy. "I took the bus from Chester and ended up getting off at the wrong stop."

But once Dowdy arrived at West Chester University, he quickly discovered that he liked it and realized it could be an "incubator for leadership." He got involved in student government, the black student association and the gospel choir. He became a resident assistant and, later, assistant director of a residence hall. He also ran the summer component of the Academic Development Program, which is still in existence today. Dowdy stayed at WCU for his master's degree, working as the director of a residence hall until becoming the assistant director of the Act 101 program for two years.

After spending seven years employed at Cheyney State College (now Cheyney University), Dowdy returned to WCU, first as the affirmative action officer and, a few years later, as the special assistant to the president before assuming his present position in 1999.

Jacqueline Hodes, an assistant professor in WCU's department of counselor education, chose to profile Dowdy when she was researching leadership for her Ed.D degree. She worked closely with him when she was in the Division of Student Affairs from 1986-2012.

In her research paper, she noted that:

Dowdy values collaboration and the different perspectives of group members. He believes that a better decision is made by using all pieces of the information brought to the table. He sees himself as "pulling a thread through everybody at the table."

At the conclusion of a meeting, he has a unique way of summarizing all the information, repeating it back to the group and assigning tasks to be completed. This act of summarizing allows group members to be heard and to feel included in the process of reaching the collective goal.

"I consider Larry a mentor, and I have always been impressed by his ability to lead groups in effective ways," says Hodes. "I've learned from him the importance of understanding each person's voice and opinion."

"I've also learned from Larry the importance of flexibility and to have a plan A,B and C for getting to the intended goal," she notes.

After Dec. 24, his last day at WCU, Dowdy is taking that same flexible approach to his retirement plans. "I'm going to see what evolves for me next," he says. "I'm not going to rush out and join a lot of things right away."

He says he wants to stay active, provide some kind of service to the community, and travel more frequently on cruises with his wife, Meryl and his grown children, Leah and Matthew. A veteran cruiser, he wants to cruise Alaska's Inside Passage, through the Panama Canal, and in the Mediterranean.

But on a cold, wind-swept afternoon in mid-November, sandy beaches and burgers on the lido deck seemed a long way off. Towers of manila folders lined Dowdy's desk, and though the workday was winding to a close for many, he would continue working long into the evening.

The most Dowdy will say about the contributions he has made to West Chester University is this: "In a quiet way, I hope I have made positive change and helped this institution move to the next level."

Countless WCU staff, faculty, alumni, students and friends of the University know that he has, indeed, made such positive change and that West Chester University would not be what it is today without the dedication and talent of Larry Dowdy.

Strategic Plan Update

Mary Braz had a big smile on her face as she sat down one recent morning to talk about WCU's strategic plan, *Building on Excellence*. She couldn't help but smile because significant outcomes were achieved in year one of the plan's implementation and things are on track as the plan enters year two.

Braz, associate professor of communication studies, is co-chair of the Strategic Plan Assessment & Advocacy Committee, along with Peter Loedel, interim director of the Center for International Programs. The 15-member committee, comprised of faculty, staff and students, is divided into teams representing the five major theme areas of academics, engagement, diversity, enrichment and sustainability.

The committee is charged with monitoring the University's progress toward completion of strategic plan outcomes, recommending new or revised objectives based on results and changing circumstances, and reporting annually to the University community the results of the year's evaluation. President Weisenstein established the committee in fall 2013 to ensure that *Building on Excellence* moves forward on specified outcomes while remaining fluid and open to new ideas as conditions change.

The committee's first plan evaluation identified two major areas for improvement. The first recommendation focuses on aligning divisional and unit goals with the strategic plan, as well as aligning individual performance management goals with the plan, where appropriate. In addition, it was recommended that strategic plan reporting be aligned with the State System's new strategic plan and with Middle States Standards of Excellence.

Other areas of concern identified include ownership and responsibility of implementing measures, and communication about the plan to key University constituencies.

Braz and Loedel also shared a number of highlights from each of the major theme areas. Here is a brief look on what has been accomplished in year one of *Building on Excellence* and what's already underway in year two:

Highlights of the Academic Theme

The Academic Theme is one of the most complex areas of the strategic plan, consisting of multiple units and divisions reporting on 14 specific objectives. Some of the greatest success stories from year one included:

- Models of academic planning and communication were improved
- Assessment of student learning was strengthened across Academic Affairs
- College of Arts and Sciences restructuring was completed
- Number of distance education courses offered increased substantially
- Graduate Programs launched the DNP program and enjoyed accreditation success for multiple programs
- Center City Philadelphia site saw increased enrollment.



Highlights of the Sustainability Theme

Environmental Actions:

As of this fall, WCU is now heating and cooling 50 percent of its buildings with geothermal energy and 50 percent via high-efficiency natural gas boilers, making the University's coal-fired power plant obsolete. The University has reduced its annual carbon foot print by 7,500 tons of CO₂.

Finance and Budgeting Actions:

The Administrative Budget Committee (ABC) developed and rolled out a "right-size" budget model to reallocate and deploy University resources, intended in part to align University resources with the strategic plan's direction and the University's mission.

Human Capital Actions:

As part of the development of a comprehensive workforce succession planning program, the University has secured software that will help to coordinate performance and talent management. It should reduce the number and length of interim appointments; enable quality internal employees to be cross-trained to fill critical vacancies; and increase the number of internal promotions.

Highlights of the Engagement Theme

Study Aboard participation increased by 45 percent and five new agreements were signed with international universities. WCU's Alumni Association held more than 50 WCU alumni events nationwide.

Highlights of the Enrichment Theme

Student Affairs launched WCUUnited, a series of events for first-year students to help them learn about the wide range of

educational, cultural, and social activities on the campus.

Programs included theater productions, athletic events, music ensembles, Sykes After Dark, and community service events.

The Twardowski Career Development Center and Alumni Affairs implemented the pilot year of WCUshadows, which enabled 20 WCU sophomores to shadow 20 alumni in various career fields.

Highlights of the Diversity Theme

The Council on Diversity, Inclusion, and Academic Excellence was established, with the goal of bringing campus constituencies and equity groups together.

The Assessment & Advocacy Committee is interested in hearing from you. Contact Loedel at ploedel@wcupa.edu or Braz at mbraz@wcupa.edu.

WCU Goes Viral

Did you know that West Chester University's main social media channels reach more than 80,000 people each week? That's a lot of tweeting, posting and sharing!

Here are the recent, most viral posts from WCU's social media channels:

- In honor of Veteran's Day, active-duty military and veterans were honored at a WCU football game. Images from the event were viewed by more than 4,100 people on Facebook.
- A tweet showcasing Ram Pride resulted in 5,860 views on Twitter and more than 20 retweets.
- There is clearly a lot of excitement about the new BPAC center – more than 15,500 people saw the Facebook post, seen at right, about the groundbreaking ceremony. Forty people shared it with others. WCU alumni are among the most active on WCU social networks. Sixty-eight alumni used the comment feature on Facebook to share memories of McCarthy Hall and BPAC.



Interested in sharing your WCU good news, highlights, or events on WCU's Social Media? Contact Melissa Rudolph mrudolph@wcupa.edu.

Need to Get Up-to-Speed on Technology?

WCU's Software Application Training Can Help

I read the headlines on Accuweather.com this past August.

The D2L Services team must have been following Accuweather and the other long-range forecasters because it introduced a new session this semester, "D2L Class Cancellation Survival Guide." If the forecast is accurate, and snowstorms do shut down WCU frequently, as happened last winter, faculty will be ready with every possible technological tool to keep instruction moving forward.

"This class was developed to help faculty prepare their courses in case of weather-related cancellations," notes Treiva Dungee, director of client support services for Information Services. "Faculty will learn how Collaborate (online rooms), Discussions, and Dropbox can help keep their courses and students on track during a closure."

Dungee oversees all employee software training at WCU. She works in partnership with instructors from Information Services and other University units, including the Registrar's Office, Distance Education, Sponsored Research, Institutional Research and Fiscal Affairs. This past year, 700 people completed software training, either at a scheduled, group session or via one-on-one training at their desks.

There's a course, so it seems, for every possible need. WCU faculty and staff can take classes in PeopleSoft; Adobe products like PhotoShop and Dreamweaver; D2L; Word, Excel, PowerPoint and other Microsoft Office applications; SharePoint; Smart Board technology and much more. There's also a self-paced Computer Club for employees with little or no prior computer knowledge.

Classes are open to all WCU employees, with the permission of their supervisors. Becky Hook, senior associate to President Weisenstein, took the Introduction to iPad training last summer. "The class was really helpful; I learned a lot from the instructor and also from others who came to the class to learn more," says Hook. "I use the iPad in the office now and then when I want to have two screens up at the same time. I use it more at home on the weekends so that I can keep connected to WCU wherever I go. I was glad to learn how to utilize



the iPad for work purposes even when I'm out of the office."

During the six years that Dungee has managed software training she has seen some courses wax and wane in popularity. "It varies depending on campus need and any new technology that has been introduced to campus," she says. "This year, D2L, Adobe, PIVOT and iDashboard trainings have been pretty popular."

For those who consider themselves "technologically challenged," there are plenty of opportunities for follow-up training and skill enhancement. Training handouts are available online and in Anderson 24. In addition, the software training team has created online training tutorials using Oracle's UPK software. "These tutorials are tailored to WCU business processes," notes Dungee. "The tutorials allow employees to learn an application at their workstation, at their own pace and at a time that fits their schedule."

As part of WCU's license agreement with Microsoft, WCU employees also have access to Microsoft's E-Learning environment. Microsoft Windows, Office and SharePoint are just some of the topics to be found on these self-paced, eLearning courses.

For more info on course offerings and the current training schedule, go to: <http://www.wcupa.edu/satagenda>.

BPAC Breaks Ground in October

The Business and Public Affairs Center broke ground in mid-October on the former site of McCarthy Hall. When completed in the summer of 2016, the 90,000-square-foot center will be the largest academic building on campus. The five-story building will feature the very latest in technological advancements and has been designed to achieve LEED Gold certification.



BPAC architectural rendering

Fall Sports Update

The fall athletics season has been another exceptional one for the Golden Rams; every single fall sport reached the postseason. The excitement continues as several fall sports continue their journey into NCAA DII competition.

WCU Tops Dixon Standings. West Chester University leads in 2014-15 Dixon Trophy standings following completion of the Pennsylvania State Athletic Conference fall championship season. The trophy is awarded at the end of each academic year to the league's most successful program based on conference playoff and/or regular-season finish. The next update of the Dixon Trophy standings will be released following the basketball championships in early March.

Men's Golf won the PSAC Championship while men's soccer, field hockey and volleyball all reached the conference semifinals.

WCU Women's Field Hockey captured the PSAC Championship. West Chester, ranked No. 1 in the South Region, is expected to hold onto that No. 1 ranking and earn a bye into the NCAA Division II national semifinals in early December in Louisville, Kentucky.



WCU Men's Golf Team

WCU Women's Soccer won the second round of the NCAA DII Women's Soccer Tournament. The Golden Rams (16-2-2) advanced to the Atlantic Region Championship.

Bill Zwaan is to be congratulated on winning his 100th game as WCU head football coach.

From Factory Floor to WCU

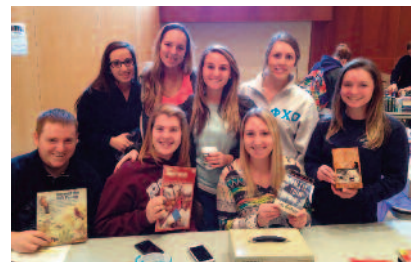
WCU has the only school of music in the Pennsylvania State System of Higher Education and is among a small number of prestigious All-Steinway Schools worldwide. WCU has 118 Steinway & Steinway designed pianos. This past spring, President Greg Weisenstein; Sandra Weisenstein; and Timothy Blair, dean of the College of Visual and Performing Arts; toured the Steinway factory in Queens, N.Y., then visited Steinway Hall on 57th Street in Manhattan.



President Weisenstein tried his hand at piano making

Good Books for a Good Cause

WCU students raised funds for Project ONE at the Good Cause Café, a used book sale held in Sykes Student Union Nov. 11-13. Family Services of Chester County's Project ONE provides counseling, health services, housing information, food, and wellness services to individuals living with HIV/ AIDS in and around Chester County. Last year, WCU students raised \$106,527 for local charities.



A large group of students staffed the Good Cause Café

Girls Rule at Super Science Saturday

Women remain underrepresented in the science and engineering workforce, although to a lesser degree than in the past, with the greatest disparities occurring in engineering, computer science, and the physical sciences, according to the National Science Foundation (NSF).

That's not going to change anytime soon, unless attitudes change, starting with the way girls view science and their ability to do science. Confidence levels in science-related tasks are lower for girls than for boys, according to a separate NSF study. This lack of confidence begins to show up in when girls are in middle school and high school.

That's why events like WCU's Super Science Saturday are so important. Held on a Saturday in early November, the day-long event provided girls in grades 7-12 with the chance to explore careers in the sciences and conduct hands-on experiments and projects.

"Our goal is to educate girls about the careers that are available in the STEM fields — science, technology, engineering and math — and show them that science can be fun," says event organizer Karen Schwarz, an associate professor in the geology and astronomy department.

Sessions were held on such topics as "Candy Chromatography," "Dinosaur Dig," "Lightin' Up Like a Laser," and "The Amazing Heart: It's Electric!"

"We had female faculty leading the workshops to show the girls that women do, in fact, do science," notes Schwarz. "And we had female WCU science majors assisting the faculty to act as role models for the girls."

With space available for 100 girls, the free event filled up fast and girls had to be turned away. "The participants were engaged in the activities and excited to be at Super Science Saturday," says Schwarz. "It was a great experience."

But you don't need to take her word for it. "I received an email from a parent after the event that shows, I think, that the program was very successful," notes Schwarz.

Here's what the email said:

Our daughter was one of the many young girls who attended your Super Science Saturday. When I picked her up at the conclusion of the event and she was enthusiastic about it, I was thrilled! She particularly enjoyed the seminar on the heart. I wanted to thank you and the staff and students who went to so much trouble to produce Super Science Saturday. I know it must have been a tremendous amount of work. It's my hope that the spark you ignited continues to grow and that, before too many years roll around, you'll be seeing many of those same faces — especially my daughter's — looking back at you in the classroom.

Advancement Success Stories

During September and October, the Becoming More Campaign raised an additional \$350,000. This brings the total gifts and pledges received to \$25.8 million — nearly 52 percent of the goal. On October 30, the campus community portion of the campaign was launched at a series of events at Sykes Student Union. So far, more than 550 faculty and staff have contributed nearly \$700,000 toward the \$1 million campus community goal.



In other advancement news, in November the WCU Foundation received \$359,000 from the Clarence Schock Foundation to provide scholarships over the next several years to deserving students.

WCU's Power Plant Is Decommissioned

On Oct. 22, WCU held its annual Campus Sustainability Day, which included a historic event — the formal decommissioning of the University's 50-year-old, coal-fired power plant.

A half-dozen years ago, most of WCU's North Campus buildings were heated with steam from this plant. But in 2010, President Weisenstein signed the American College and University Presidents' Climate Commitment, which commits WCU to make a good faith effort to achieve a carbon neutral environment by 2025. Supported by a \$5 million grant from the Department of Energy, the University implemented one of the nation's most ambitious energy-conversion projects. As of this fall, WCU now heats and cools 50 percent of its buildings with geothermal energy and 50 percent via high-efficiency natural gas boilers, making the coal-fired power plant obsolete.

From 2006 to now, the University has reduced its sulfur oxide emissions by 86 tons, nitrogen oxide emissions by 54 tons, and particulate matter emissions by 43 tons. In addition, the University has reduced its annual carbon foot print by 7,500 tons of CO₂.

