

From the Provost

An old holiday carol notes that this is “the most wonderful time of year,” but for West Chester University faculty and employees it’s also one of the busiest times of the year.

Papers to grade. Final exams to proctor. Plus, whether you are a faculty member, administrator or staffer, inevitably, numerous projects to complete before the holiday break.

But soon the hectic, end-of-semester rush will be over. When it is, I hope you enjoy a restful and memorable break with family and friends. You work hard to make West Chester University the top-rate university that it is; it is because of you and your efforts that WCU is on the short list of top regional universities in the north, as ranked by *U.S. News & World Report*, and one of the 100 best value public universities in the country, according to *Kiplinger’s* magazine.

2014 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!



Dr. Linda Lamwers

WCU PROFESSOR DELIVERS KEYNOTE ADDRESS AT TURKISH CONFERENCE



Ma Ga (Mark) Yang

Last month, WCU marketing professor Jason Phillips presented the keynote address at a supply chain conference in Turkey – though he didn’t know he would be doing so until a mere 25 minutes beforehand.

The International Logistics and Supply Chain Congress is co-sponsored by West Chester University, in partnership with Meliksah University, located in Kayseri, Turkey; Universiteit Gent, in Gent, Belgium; and the Turkish-based Logistics Association (LODER). Now in its 11th year, the conference brings together academics as well as professionals from the retail, logistics and transportation industries to discuss and exchange ideas.

Provost Linda Lamwers invited Phillips and assistant professor Ma Ga (Mark) Yang to represent West Chester University at the conference because of their knowledge and expertise in the field of supply chain management. Once the professors arrived at the conference, which was held in Kayseri and Cappadocia, in Turkey’s central region, Phillips was asked to take over Dr. Lamwers’ keynote duties due to a last-minute issue that prevented her from attending the conference.

He handled the spur-of-the-moment request with aplomb.

“I’ve been teaching for 20 years; it was a pleasure to step in and present the keynote on behalf of Dr. Lamwers,” said Phillips.

In addition to those years of teaching experience, it had to help that Phillips has made numerous presentations of his research at academic conferences in both Europe and the U.S. A member of the WCU faculty since 1999, Phillips has more than a decade of experience consulting with government and business firms, as well as extensive experience leading international student study tours. His research has appeared in numerous international journals.



Jason Phillips (third from right) with new professional contacts in Cappadocia

Yang has only been on the WCU faculty since April but he, too, has an impressive background in the field of supply chain management. Prior to joining WCU, Yang taught in the School of Business at the College of Charleston as a visiting professor. His research interests include the interface among operations management, sustainability, supply chain management, and information and technology. Yang also spent several years involved in the field of supply chain in China.

“I have been able to share what I learned at the conference in Turkey with my students, both undergraduates in a production and operations management class, as well as MBA students in a supply chain and operations class,” said Yang. “It’s important to give them an international perspective as much as possible.”

Another benefit of the conference was the valuable contacts made with professors from Meliksah University and supply chain experts from around the globe. “I plan to stay in touch with professors from Meliksah and see what further partnerships can be developed,” said Yang.

CONSTRUCTION TO START ON BUSINESS AND PUBLIC AFFAIRS CENTER

Construction on the Business and Public Affairs Center is anticipated to begin this coming spring, according to Vice President for Administration and Finance Mark Mixner. “The Business and Public Affairs Center is designed to echo the brick exterior and stone window surrounds of the University’s older buildings, and to recall their elegant Academic Gothic proportions,” said Mixner.



Inside, the 5-story building will feature very flexible and forward-thinking technology, particularly for the classrooms. A light well, in addition to the long north and south exposures, will allow light to penetrate deep into the building. The Business and Public Affairs Center is designed to achieve LEED Gold certification.

Look for plenty of activity at the construction site next semester, at the site of the former McCarthy Hall.

WCU'S EQUITY SCORECARD™ ENTERS FINAL PHASE

The time of day that a class is held. The cost of the application fee. The support mechanisms in place for second-year students. The methods of recruiting new students.

All of these issues have the potential to impact educational equity at West Chester University, according to the Equity Scorecard™ team. The 12-member group, headed by Undergraduate Studies and Student Support Services dean Idna Corbett and psychology professor Vanessa Johnson, was formed in 2011 to investigate issues of educational equity at WCU.

The Equity Scorecard™ was developed by the Center for Urban Education at the University of Southern California as both a process and a data tool. As a process, it combines a theoretical framework with practical strategies to initiate change with the goal of equitable outcomes for students from underrepresented groups.

The Equity Scorecard™ works in four key stages — access, retention, completion, and excellence — and is executed in phases, noted Corbett. Initially, problems were defined by identifying equity gaps. Then, the team used the Scorecard™ action research process to investigate existing campus efforts and their impact on equity gaps. After assessing a range of interventions, the team made a series of recommendations to be implemented by various programs/offices on campus. The team is beginning the final stage and the group will complete its work by the end of spring semester 2014.

Some of the changes that have arisen from the Equity Scorecard™ program include the creation of two new admissions positions devoted to multicultural recruitment, said Corbett. Admissions is now recruiting in new venues, such as community centers and community colleges. The special open house “Check Us Out Day,” which has been geared to prospective first-year students from underrepresented categories, is now being offered to new transfer underrepresented students, as well.

The Equity Scorecard™ team determined that the support services (tutoring, counseling and other forms of assistance) offered to students in their first year, while comprehensive in nature, aren't enough. “We discovered that to be successful, support services need to be extended beyond the first year,” said Johnson. The team has recommended that efforts be made to provide support services to underrepresented students in their sophomore year and beyond. Modifications to advising, particularly for those students who are enrolled as pre-majors, are also a key recommendation of the Equity Scorecard™ process.

Another area that will receive attention is academic excellence. The team will investigate whether racial equity gaps in excellence exist at WCU,” said Corbett. High impact practices will be examined to determine whether underrepresented students are as likely to participate in undergraduate research, internship, and study abroad — all of which are tied to academic excellence.”

To learn more about the Equity Scorecard™, contact Corbett at icorbett@wcupa.edu or Johnson at vjohnson@wcupa.edu.



Let it Snow!

West Chester University's campus is beautiful in every season of the year.

THE WORLD OF WCU RESEARCH AT YOUR FINGERTIPS

Digital Commons provides greater access to university research

The dynamics of aerial maneuvers of spinner dolphins. The European Union in the world community. The best microphone to use for an oral history interview. The tonal and motivic process in Mozart's expositions.

West Chester University faculty conduct research on myriad subjects in a wide range of disciplines, and now more of this research will be accessible to more people thanks to Digital Commons @West Chester University.

Digital Commons @West Chester University serves as an online repository of intellectual and creative work. It will bring together all of the University's research under one umbrella, with an aim to preserve and provide access to that research, said Dick Swain, WCU's director of library services.

Created by the electronic publishing firm Bepress, the Digital Commons platform is designed to be highly discoverable in Google, Google Scholar and other search engines. "When researchers, students and others search the Internet, they will now be more likely to find out about West Chester University research, housed at Digital Commons," said Swain.

Digital Commons already is utilized by many universities, professional schools and research institutions, including Yale, Pepperdine, Notre Dame, University of Pennsylvania, and countless others. "Digital Commons is designed so that you can search only in WCU's repository or in all repositories maintained by cooperating institutions," noted Swain.

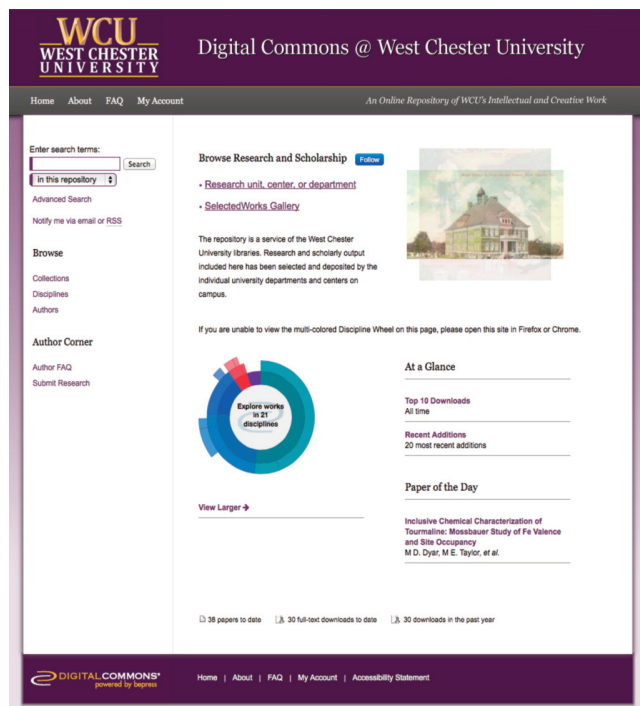
The repository will be especially useful for drawing notice to working papers, presentations, senior theses, and other works not published elsewhere. "I want to see high-quality student articles posted to Digital Commons and a range of other WCU materials that otherwise would not be easy to find," said Swain.

Such materials will ultimately include streaming and downloadable video and audio, art work, and full-length books. The soft launch of Digital Commons @West Chester University occurred in mid-November and the platform will be rolled out on a wider basis during the spring semester.

"During our first week of operation, when we had not yet posted the Digital Commons link anywhere on our website, there were 10 downloads of WCU research," said Swain. "It was surprising, but it also confirmed that Digital Commons knows how to get your research discovered."

Science librarian Walt Cressler is the project coordinator for Digital Commons @West Chester University. For more information, contact Cressler at wccressler@wcupa.edu.

Explore the platform at <http://digitalcommons.wcupa.edu>.



FORGET THE BEACH: WCU STUDENTS MAKE A DIFFERENCE ON ALTERNATIVE BREAKS



Alternative Break trips are back at West Chester University and Jodi Roth couldn't be happier. Roth, the director of service-learning and volunteer programs, organized a spring break trip to Staten Island, N.Y., last March to assist victims of Hurricane Sandy.

The 20 students in the group, accompanied by Roth, stocked shelves at a food pantry; removed trash and debris; and installed insulation and drywall in the home of an elderly woman who had lost her husband a few weeks before Sandy hit.

"This Hurricane Sandy relief trip brought the Alternative Breaks program back to WCU after a 10-year hiatus," noted Roth. "In the late 90s and again in 2001 and 2002, we offered four spring break trips to Habitat for Humanity sites in North Carolina, Virginia and Connecticut." Roth has prior experience organizing alternative spring breaks at another university. When she joined West Chester University in 2012, she decided to assess the interest level in reinstating this unique type of service-learning experience.

"I received a lot of positive feedback when I floated the idea of a service-learning trip during spring break," said Roth. The student body was interested in helping victims of Hurricane Sandy, a pressing need in our community. "Alternative Breaks allow participants to spend the week doing hands-on volunteer work, travel somewhere new, and make a difference. Faculty who are currently offering service-learning trips are mostly venturing overseas, so this is a domestic opportunity, not always connected with a course."

The ideal Alternative Break should include eight key components, noted Roth. "The break should feature strong direct service; diversity; be alcohol and drug free; and include orientation, education, training, reflection, and reorientation phases," she said. "This model has been adopted by about 200 institutions nationwide."

This March, the Office of Service-Learning and Volunteer Programs will offer two Alternative Break trips, one to build and repair houses as part of a Habitat for Humanity program in West Virginia, in the heart of Appalachia; the other to paint murals and build community in Philadelphia as part of the Semilla Arts Initiative and the Philadelphia Mural Art's Porch Light Initiative, whose purpose is to promote health and wellbeing through the power of public art. Linda Stevenson, an associate professor of political science, and Travis Ingersoll, an assistant professor in the department of undergraduate social work, are leading the Philadelphia trip.

Student leaders Mark Fala and Olivia Martin are organizing the trip to Pendleton County, West Virginia. Both students are part of a new Alternative Breaks club that was chartered during the fall semester. "I have had several faculty contact me to assist them with their trips and/or to connect them with a student leader," said Roth. "The student leader gains valuable training in coordinating the trip logistics and facilitating reflections on the trip. It's a terrific learning experience for the student leader and extremely helpful for the

faculty member.” Dr. Stevenson and Dr. Ingersoll are currently working with senior Meghan Cox to organize and recruit students for their trip.

Alternative Break trips are designed to be accessible to every WCU student. The upcoming West Virginia trip will cost participants \$300 and the Philadelphia trip is \$150. Those fees cover travel, accommodations and meals. Scholarships are available. To learn more about the Alternative Break program, contact Roth at jroth@wcupa.edu.

GOLDEN RAMS MARCHING BAND FEATURED ON *GOOD MORNING AMERICA*



On Thanksgiving Day, some 12 million TV viewers nationwide discovered what WCU already knows — the Golden Rams Marching Band put on an incomparable performance. The band was invited to participate in Philadelphia’s Thanksgiving Day parade and was recognized with “special segment air time,” both locally, on ABC Channel 6, and nationally, on the *Good Morning America* show.

These special segments included the Golden Rams trumpet section introducing *Good Morning America* meteorologist Sam Champion, followed by the entire 324-member band performing on the nationally aired morning show. The Golden Rams Color Guard also had its moment in the spotlight, with a segment to open the parade, and later, a performance by the Color Guard’s Christmas unit.

“This is the first time in recent years that the band has participated in the Philadelphia Thanksgiving Day parade but the group has marched in the parade two other times previously,” said Director of Bands Andrew Yozviak.

The band is regularly invited to participate in field show exhibitions all across the country; “actually, more than we could ever accept,” said Yozviak. In October, the band performed an exhibition at the Bands of America Atlanta Regional Championship in Atlanta. Yozviak is hopeful that the band will be accepted to the Macy’s Thanksgiving Day Parade in the near future.

Now, for the \$64,000 question – how does Yozviak and his band members withstand the cold? (The high was 37F and the low 30F in Philadelphia on Thanksgiving Day.)

“There’s no real trick to staying warm. Cold is cold,” said Yozviak. “We purchased hand and foot warmers for the students to use but the reality is they just had to keep moving and try to keep the blood flowing.”