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**Dr. Bardo's November 2014 Newsletter**



**Message from the President:**

Our strategic plan, actions and communication are moving us towards the goal of becoming an Innovation University. Starting this week, we're delivering that message through a multimedia campaign that touches the head and heart by focusing on the individual journeys that begin at WSU.

The campaign, called "Our Time," will include traditional newspaper and television advertising, as well as significant web-based advertising and new content on WSU's website and social media channels.

The campaign includes a new TV spot, which is airing locally on broadcast TV stations, the Cox Kansas network and on ESPN, Fox Sports and CBS during national broadcasts of WSU basketball games.

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Most of our university marketing efforts are focused on specific outcomes, such as increasing enrollment in the university or a single program. This takes a broader approach, encouraging all who encounter the message to think about WSU as a launch pad for successful lives.

I love the feel of this campaign. To me it says there is tremendous momentum at WSU because of our emphasis on innovation, creativity, technology and entrepreneurship.

It is our time. Whether you're a traditional student, returning adult, veteran or pursuing your degree online, Wichita State is the place for you.



The campaign was developed by the university's Strategic Communications staff and especially by its Creative Services team, led by Craig Lindeman. The TV spot was shot under Craig's direction by the Media Resources Center staff.

Advertising Director Amy Schafer developed a media placement plan that ensures WSU messages will be seen millions of times between now and next summer.

According to Chief Marketing Officer Barth Hague, "Our aim is to help audiences connect the innovation university concept with outcomes like better life opportunities, a better educational experience, more jobs and more stable economic growth."

Each of the two previous WSU major brand marketing campaigns, "Do more, be more," and "Wherever you go, there we are," have run for about three years, with new material being added along the way. I would expect the same to be true in this case.

It's my hope that the campaign will encourage critical thinking about Wichita State and what we can offer as an Innovation University. After you've had a chance to see the new campaign and reflect on the messages, please share your thoughts with Lou Heldman, VP for Strategic Communications, [lou.heldman@wichita.edu](mailto:lou.heldman@wichita.edu).

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## Holiday Celebration

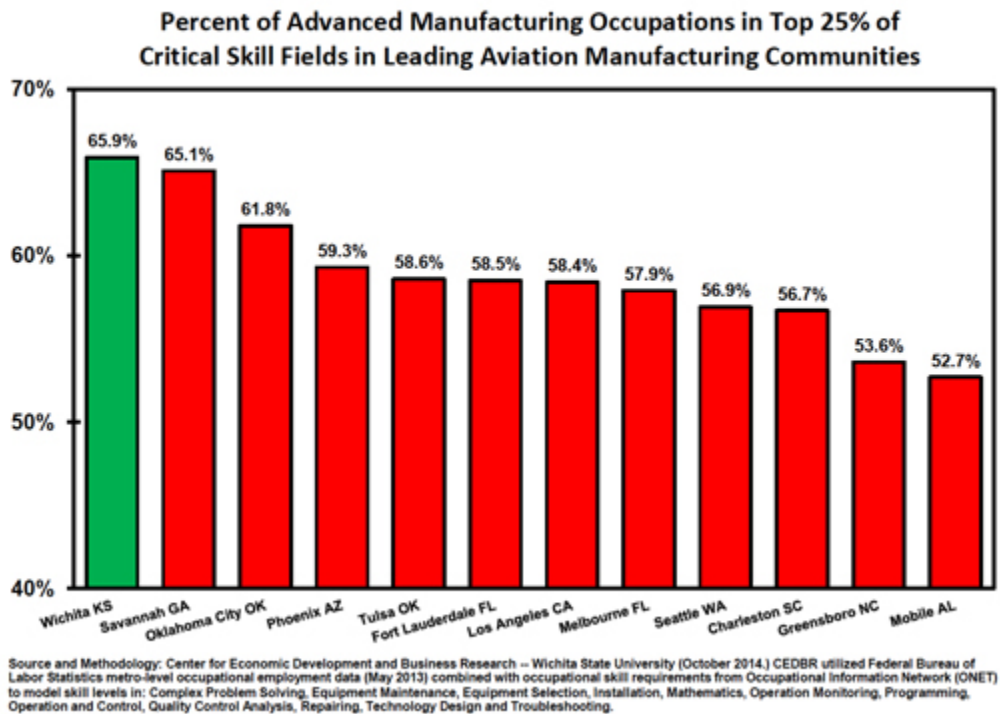
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Mark your calendar and plan to join the Executive Team, Deborah and myself for this year's employee holiday reception. It will be from 2:30 - 5 p.m., Wednesday, December 10, 2014, in the RSC Shirley Beggs Ballroom.

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# Advanced Manufacturing Process Labs

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Have you ever heard of nanoindentation tests, ductile damage, tensile tests, cold rolling and metallographic studies? These are words thrown around (with precision) every day in our Advanced Manufacturing Process Labs (AMPL).

Wichita State University is in the unique position of being able to lead the world in aviation engineering. Wichita is one of the world's few cities that lead in advanced manufacturing occupations within aviation manufacturing communities. As reported by the WSU Center for Economic Development and Business Research, with 50,000 skilled manufacturing jobs, Wichita has the highest concentration of those types of jobs in the U.S. at 65.9 percent. Savannah, Ga., places a close second at 65.1 percent and Oklahoma City is listed as third with 61.8 percent. Wichita has a world-class workforce and many are being produced by WSU's innovative programs that are graduating students ready to put their skills to use.

In order for companies to stay ahead of the growth in science, technology, engineering and math (STEM), they must be futuristic in their thinking and plan well in advance for the innovations that will be needed 5, 10, 15 and even 20 years out. This is where Wichita State can help. It is absolutely necessary to lead the ever-occurring change in technology. Educators must continue to plan and prepare for not only current, but future innovations. The seeds of the next innovation must be planted long before the current innovation hits the market. To contribute to the job growth of the city, community and state is part of WSU's strategic plan, and it pleases me that it is steadily moving forward, as it is imperative for WSU's continued success and that of its students and alumni.

Dr. Vis Madhavan, director of AMPL says of interest to those who are involved in, or want to be involved in advanced manufacturing will be the experimental capabilities available in the Advanced Manufacturing Processes Lab. Included are process optimization, geometry and surface topography measurement of complex surfaces such as cutting tools, nanoindentation and nanoscratch testing, and for measuring the temperature, strain rate, and strain distribution on surfaces at micro to macro scale resolution, during quasistatic and high speed events.

Among the machines and instruments available in the lab are a Mazak Integrex 200-IV CNC mill-turn, Zoller Genius 3 tool presetter, ADE PhaseShift Micro-XAM profilometer, custom-built LaVision 3D StrainMaster system, Pi-MAX ICCD camera, PAT Photon 6000 high speed IR camera, Hysitron UBI-1 nanoindenter, MTS 22-kip universal testing machine, Kistler 9272 dynamometer, and a Sentrotech high temperature vacuum furnace.

These are complemented by access to other machines, analytical instruments, FIB milling, PVD and CVD coating systems, etc., available at the National Institute of Standards and Technology through an on-going collaboration, and by software capabilities for process modeling using a variety of general purpose finite element analysis software, as well as specialized packages such as AdvantEdge, MATLAB and LabVIEW. For additional details please visit [http://webs.wichita.edu/?u=vmadhavan&p=/AMPL/2\\_EquipmentList/](http://webs.wichita.edu/?u=vmadhavan&p=/AMPL/2_EquipmentList/)

Wichita is a prime provider of manufacturing, especially aerospace manufacturing. Wichita State is a prime provider of learning, research, product development and feet-on-the-ground, ready-to-work, well-trained human power. As we begin development of the Innovation Campus and completion of its first building, the Experiential Engineering & Maker Labs, our commitment and stake in the community grows exponentially. It is exciting for WSU to be in the middle of this robust growth cycle. View the Manufacturing Processes Research Lab website: [http://webs.wichita.edu/?u=VMADHAVAN&p=/AMPL/1\\_Home/](http://webs.wichita.edu/?u=VMADHAVAN&p=/AMPL/1_Home/)

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## Wichita State's Fourth Annual Technology Fair

The technology available to the Wichita State University community is truly amazing -- as proven by the 40 booths at the fourth annual Technology Fair held recently in the Rhatigan Student Center. What was once tagged as a vivid imagination is now reality.

Do you know you can measure your eye/hand coordination with a device used while playing ping pong? A special paddle, a camera attached to the table and an automatic ball feeder records it all. Why would these be important research gadgets? Its precise measurements are used to compile data on speed and reaction accuracy for a study in aging with the ultimate goal of improving health for the aging. To become a part of this study contact the Visual Perception & Cognition Lab ([wichita.edu/vpclub](http://wichita.edu/vpclub)).

On the other side of the age spectrum we have Wu Bot. Wu Bot is an app-controlled robot being used in the College of Health Professions' clinic to help motivate children's communications. The iPad app can be downloaded for free so that participants can remotely communicate with CHP professionals.



It has long been known that a strong wireless foundation is a necessity for the mobility needed in today's tech world. Networks must be mobile, secure and accessible and able to collaborate between devices. Students demonstrated how devices collaborate and communicate both smarter and faster.

For faculty, staff and students interested in research, [WSU's High Performance Computing Center \(HiPeCC\)](#) is a great resource for research in science and industry as well as academia. You can find answers to hardware technology questions, software solutions and expertise from the HiPeCC personnel. The center is a gateway to accessing national supercomputing center data and can help you get started on Internet2 research.

Though a part of our life for several years now, [Internet2](#) is an amazing technology that connects people to information, allowing one to engage in real-life experiences through the world of virtual reality. From museum educational materials to deep-sea expeditions to searching languages, massive amounts of content is now available at the click of a mouse. The economy of knowledge, a driver of the financial economy, is limitless with the connectivity of Internet2.

This year's technology fair showcased the intelligence of the WSU community and opened the eyes of attendees to the potential that is the future of Wichita State. Imagine and do!

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## All About Adult Learners

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### Adult Learner Scholarship Opportunity

The Osher Reentry Scholarship Program began in 2012 with a \$50,000 grant from the Osher Foundation. In the 2014-15 academic year, 21 WSU students, ranging in age from 26 to 57, received scholarships through the Osher program.

The Bernard Osher Foundation provided a wonderful opportunity for returning students when its Board decided to increase that amount and awarded Wichita State University a \$1 million grant to endow the university's two-year-old Osher Reentry Scholarship Program.

Wichita State has always been proud of its adult student population. Our goal to increase the percentage of adult learners is closer to being met because of the generosity of the Osher Foundation and this tremendous gift. We hope it will inspire many to return to school to pursue

an education that will help them reach their career goals. The new grant will provide a permanent endowment for this purpose, and the program will award \$50,000 each year in scholarships for 20 to 25 students. Scholarships are awarded up to \$2,500 per student.

If you, or someone you know are 24 years old or older, take a look at all the information available for continuing your education at WSU. You can learn about adult learner advising, special scheduling and online learning. There are also other scholarships available for returning adults.

Many students in this category utilize our satellite campuses. The satellite campuses have an interesting and diverse student population including high school guest students, regular university students, returning adults, and seniors. This mix gives our students a unique learning environment.

#### **West Campus:**

If interested in completing a degree you once started, the [WSU Complete](#) is an adult degree completion program that may be just the program for you. It is a program that enables students to earn a degree by completing coursework in eight-week classes on evenings and weekends. Program classes will be sequenced so you should be able to take two classes every eight weeks going two nights per week. These are the same courses and programs as on the main campus, but they are scheduled in a way that allows working adults to continue with their work and family obligations and still return to school. With WSU Complete you can complete a degree in criminal justice, sport management, business administration or general studies through eight-week courses.

The West Campus, visible from north Maize Road, is located at 3801 N. Walker Ave., Maize, Kan., 67101. You may call them at 316-978-6777.

#### **South Campus:**

WSU's South Campus offers general education classes and professional programs such as the [Accelerated Nursing Program](#) that confers the students a bachelor's degree in nursing in just 13 months. It also offers an Elementary Teaching Degree Completion Program from the College of Education that trains students to become elementary school teachers.

The South Campus is located in Derby at 200 West Greenway, Suite 15A, Derby, Kan. 67037. You may contact them at 316-978-8000.

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## **Analyzing Learning Enhancements**

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WSU is constantly looking for ways to enrich the education of our students and to ensure their success upon graduation. Following are two programs currently being analyzed for their effectiveness if implemented:

### **Service-Learning**

The strategic plan researched and formulated in 2012, and released in April of 2014, after co-chairs Ed O'Malley and Cindy Claycomb with the assistance of Dianne Coleman met with numerous faculty, staff and community leaders, calls for every student to have an applied learning or research experience.

Rick Muma, Associate Vice President for Academic Affairs, began working with faculty and staff to formalize the concepts of Service-Learning. Service-Learning utilizes a method that integrates meaningful community service with instruction and reflection to enrich the learning experience for students. Muma states that Service-Learning has been around for a number of years, but has never been formalized at WSU. Beyond being a learning modality, it also serves to enhance student's critical thinking skills, which is an expected general education outcome for all students. Initial meetings kicked off in 2012 and continue. Rhonda Lewis, professor of psychology and Natalie Grant, assistant professor of social work, were appointed Service-Learning faculty fellows for the 2014-15 academic year. They are working with Chelsea Redger, assistant director, Student Involvement; and Nick Messing, coordinator, Student Involvement, to formalize WSU's Service-Learning activities. It is anticipated that the learning activities will involve hands-on experience at job locations throughout the community providing students with the necessary skills to transition from student to employee.

### **Credit for Prior Learning and Competency-Based Education**

The Division of Academic Affairs and the Faculty Senate are hosting a series of workshops and webinars for faculty and staff to learn more about Credit for Prior Learning and Competency-Based Education. In the spring a meeting will take place for faculty and staff to discuss the topic, as well as opportunities on how to expand on the ideas behind credit for prior learning and competency-based learning. To participate call the Office of Academic Affairs, 316-978-3010.

## **About this Newsletter**

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### **OUR MISSION**

The mission of Wichita State University is to be an essential educational, cultural and economic driver for Kansas and the greater public good. The President's Message is a monthly newsletter that highlights the university's progress toward fulfilling that mission.

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### **CONTACT US**

I would like to hear from you. Please send your comments and suggestions to [lou.heldman@wichita.edu](mailto:lou.heldman@wichita.edu)

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## **PRESIDENT'S EXECUTIVE TEAM**

**Anthony Vizzini**, Academic Affairs, Provost and Senior Vice President

**Mary Herrin**, Vice President for Administration and Finance

**John Tomblin**, Vice President for Research and Technology Transfer, Executive Director for NIAR

**Lou Heldman**, Vice President for Strategic Communications

**Ted D. Ayres**, Vice President and General Counsel

**Eric L. Sexton**, Athletic Director

**Andrew Schlapp**, Executive Director for Government Relations and Board of Trustees, Innovation Alliance and Operations

### **WSU Foundation**

**Elizabeth H. King**, President and CEO

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