

February 18, 2005

### **Trustees set new room and board rates, refinance debt to save state money**

The Ball State University Board of Trustees approved new room and board rates for the 2005-06 academic year and supported the university's continued offering of the Premium Plan, which allows students to lock in the same rate for two years.

Currently 1,661 students are enrolled in the Premium Plan, meaning more than half of the students returning to university residence halls next year will not experience a rate increase.

Projected revenues from housing fees will fund a 4.3 percent increase in the housing budget necessary to cover rising costs for food and supplies, renovation and maintenance of the residence halls, employee health care and debt service on the residence halls.

The trustees approved a range of rates based upon room and meal plan choices. The rate increases range from 3.4 percent for a furnished two-bedroom apartment in the university's Anthony Apartments that will cost \$548 per month to 5.5 percent for basic double-occupancy room and board in a residence hall that costs \$6,570 per year.

Alan Hargrave, director of housing and residence life, says the residence halls and campus apartments offer students tremendous value and an enhanced college experience.

"Students get a room, all meals, the flexibility to eat anywhere on campus, the availability of on-site professional staff, numerous activities, high-speed Internet access, staffed technology labs, cable TV, fitness rooms, housekeeping service for restrooms and public areas, local phone service and a free movie channel," he said. "In addition, those amenities are offered in a safe and secure environment, so this is an exceptional value for students."

The university's 2005-06 basic rate is equal to or less than the 2004-05 basic rates at eight of Ball State's 14 peers in the Mid-American Conference and in Indiana.

In other news, the trustees:

- gave authority to the university's treasurer to evaluate the viability of refunding bonds sold to construct and equip the North Quadrangle Academic Building (Art and Journalism Building) and the Music Instruction Building. It is estimated that refunding the bonds at current market rates could result in savings between \$500,000 and \$700,000 that would accrue to the State of Indiana. If a plan to finance the refunding is viable, the treasurer has the authority to sell new bonds.
- revised the university's plan to finance the \$36 million combined costs of building the new East Residence Hall and renovating the Woodworth Dining Hall. The trustees' previous action on Dec. 17 called for \$30 million to come from the sale of housing and dining facility revenue bonds and the balance to come from the university's housing and dining renewal and replacement reserve fund. The previous action followed the university's general guidelines of using bonding authority for new construction and reserve funds for renovations. Based on current market trends for interest rates and the projected use of bonding and reserve funds for future residence and dining hall improvements, the trustees approved financing the entire \$36 million cost through the sale of bonds.
- diversified investments in the Voluntary Employees' Beneficiary Association and the Life Insurance Continuance Fund, which provide dividends used to fund the university's retiree health care and life insurance programs, respectively. The portfolio investments had been made with 70

percent in equities (large and small capitalization domestic equities and international equities) and 30 percent in fixed-income securities. The fixed-income portion of the portfolio will be reduced to 20 percent, with the other 10 percent invested in real estate under the management of RREEF America.

- amended the campus residency requirement. The current policy requires all freshmen and transfer students with 24 or fewer credit hours to live on campus unless they live with their parents in the parents' primary residence, are married, or are 21 years old. Under the revised policy, all students with fewer than 24 credit hours must live on campus unless they are 21, are married, live with their parents in their parents' primary residence that is no more than 60 miles from campus, or have completed two semesters at Ball State.

### **New dean named for College of Communication, Information, and Media**

A leading scholar in advertising strategies has been named dean of the College of Communication, Information, and Media (CCIM) at Ball State University.

Roger Lavery, a communications professor and former dean of the School of Communication at Northern Arizona University in Flagstaff, Ariz., will assume his new position at Ball State on July 1.

"Roger is nationally recognized for his work in the field of communications and is a proven administrator," said Beverley Pitts, provost and vice president for academic affairs. "Under his direction, the College of Communication, Information, and Media will set a course that will allow the college to gain increasing renown for the distinctive quality of the academic experience."

During his tenure as dean at Northern Arizona from 2000-04, Lavery directed a transformation of the School of Communication, which included a \$15 million renovation of the facilities, launching the school's first graduate program, creating a converged newsroom program and expanding opportunities for students.

Lavery spent 17 years in the advertising industry in Chicago, Los Angeles, New York and San Francisco before entering higher education in 1991 as an associate professor at the University of Oregon. He then joined the faculty at Virginia Commonwealth in 1997 and two years later was named the associate director of the university's School of Mass Communications.

Lavery said it was a visit to Muncie in 2003 that convinced him that Ball State's fledgling converged newsroom program would ultimately serve as the model for the World News Center at Northern Arizona.

"I visited the Ball State campus to tour the college and was immediately in awe of not only the facilities and technologies, but also of the remarkable faculty," Lavery said. "I believe that the College of Communication, Information, and Media is one of the most forward-thinking programs in the country."

"The college is filled with pioneers in the various fields of communications," he said. "I want to be out in front and on the edge with the faculty and students as the college moves to the forefront of communications."

Lavery said he believes that CCIM, the seventh-largest communications college in the country, will take another leap forward in 2006 when the \$21 million Communication Media Building is completed.

The building will adjoin the existing Robert P. Bell and Ball Communication buildings, the latter of which is connected to the Art and Journalism Building. The design will bring all departments of the [College of Communication, Information, and Media](#) under one roof.

The deanship at Ball State also allows Lavery to return to his Midwestern roots. He is a former Illinois resident who received his master's degree at the University of Illinois in 1972 after earning a bachelor's degree in 1971 from the University of Notre Dame.

Lavery succeeds Michael Holmes, chair of the communication studies department, who has served as interim dean since 2003 when Scott Olson accepted the position of vice president for academic affairs at Minnesota State University.

"Dr. Holmes has led the college with outstanding professionalism over the last two years," Pitts said. "Not only did he maintain the college's momentum, but he also played a major role in several important research projects that have enhanced the reputation of the college and Ball State University."

### **Study finds teens increasingly receiving advertisements via cell phone**

Technology savvy teenagers are increasingly being targeted by advertisers wanting to connect with an age group that heavily uses cell phones and instant messaging, says a new study from Ball State University.

A survey of 821 junior high and high school students found that 17 percent reported receiving an advertisement on their cell phones, a percentage that will increase as marketers obtain more cell phone numbers, said Michael Hanley, an assistant professor who teaches advertising in the Department of Journalism at Ball State.

Instant messaging (IM) via the cell phone is so new that few advertisers are using the technology to target teens, Hanley said.

"Teens are the first generation to embrace instant messaging on their cell phones," he said. "Advertisers have been slow to respond to the growth of IM and its potential as a way to tap into the teen market. Teens heavily use their cell phones, and advertisers feel this may be a new way to reach young people, who as a group, have billions of dollars to spend."

The study was conducted in two phases in 2004 with the first survey given during October to 180 Chicago area junior and senior high school students. An online version of the study was completed by 641 teens in 11 states in November and December.

The survey found:

- 69 percent own a cell phone
- 17 percent have received advertisements on their cell phone
- 48 percent reported regularly sending text messages from their cell phones
- 35 percent have downloaded ring tones to their cell phone
- 14 percent access Web sites from their cell phone
- Nine percent have voted electronically in a television show, contest or game

"Teens we surveyed said they used text messaging on their cell phones or instant messaging via their computers all day long," Hanley said. "It's a fast, convenient way to keep in touch with friends and classmates. Plus, it's very quiet, which is important in a classroom, and allows everyone involved to feel they are part of a community."

"With 24 million teens having cell phones, it's no wonder advertisers want to tap into this market," he said. "As cell phones become multimedia communications devices, we'll see advertisers start to send three- to five-second commercials and more interactive messages. Although it seems like a short period of time as

compared to 30-second television commercials, it's long enough to get a brand across and show a product."

Hanley is currently conducting a similar survey of college students to determine their use of instant messaging and cell phones. The preliminary data should be available in March.

### **MSNBC editor to speak Feb. 21 at Ball State**

Dean Wright, interactive editor-in-chief for MSNBC, will discuss "Communicating Across Media Cultures" Feb. 21 at Ball State University.

Wright's presentation, which is free and open to the public, begins at 7:30 p.m. in the Art and Journalism Building, room 175. The event is sponsored by Ball State's journalism department as part of its professional-in-residence program.

The presentation also will be webcast on the [journalism department's site](#). The site also has a schedule of upcoming speakers and webcasts.

Wright has spent four years at MSNBC as managing editor of news, helping launch MSNBC.com. Before working at MSNBC, he served as a reporter and supervisor at the Associated Press bureau in Washington, D.C.

Over the prior 20 years, Wright held a range of editorial positions at several large daily newspapers. He began his journalism career in Canada, working for several newspapers, including The Albertan, The London Free Press and The Toronto Star.

### **New York filmmaker, video artist coming to Ball State**

Through a grant from the Lilly Endowment Inc. Ball State University's Department of Art and the Center for Media Design (CMD) are bringing New York filmmaker and video artist Jem Cohen to campus.

Cohen will give a free public lecture at 7:30 p.m. March 1 in the Art and Journalism Building, room 175.

Cohen experiments with narrative and documentary filmmaking interwoven with lyrical content and broad visuals. Since the 1980s, he has produced several feature films and five music videos, including concert films for REM.

His feature films include "Benjamin Smoke" (2000), a glimpse at the life of musician Benjamin Dickerson. The film premiered at the 2001 Berlin Film Festival and won the First Prize Juror's Award at the 2001 Doubletake Documentary Film Festival.

Other films include "Chain" (2004), "Instrument: Ten Years with the Band Fugazi" (1999), "Drink Deep" (1991) and "Just Hold Still" (1989).

Shooting and editing film in 16mm and 8mm format, Cohen uses his native New York, as well as the countries through which he travels, to create backdrops for most of his work. Other than solo projects, he has also collaborated with artists, filmmakers and musicians, such as the band Fugazi, with whom he created "Instrument."

Filming portrait essay-style films of his documentary subjects, he uses art to create impressions of places and people. "Lost Book Found" (1996), for instance, was shot over a few years on the streets of New York. It reflects Cohen's sense of the dollar and how, as a former push-cart vendor, he became invisible

to society. Other Cohen films also focus on pieces of life the naked eye usually ignores, especially in big cities.

By Leslie Benson, student writer

### **Princeton University professor to give annual Burkhardt lecture Feb. 25**

A Princeton University professor will give the annual Dorothy J. and Richard W. Burkhardt Lecture Feb. 25 at Ball State University.

Robert Darnton, the Shelby Cullom Davis Professor of European History at Princeton, will discuss "Mlle. Bonafon and the Private Life of Louis XV: Communication Circuits in 18th Century France" at 11 a.m. in the L.A. Pittenger Student Center, Cardinal Hall.

The presentation, which is free and open to the public, also will serve as the plenary address for the eighth annual Student History Conference Feb. 25 at the Student Center.

Born in New York City, Darnton received his bachelor's degree from Harvard University and his doctorate in history from Oxford University, where he was a Rhodes Scholar. In 1965, after a year as a reporter for the New York Times, Darnton was named Junior Fellow of the Society of Fellows at Harvard.

Since 1968, he has worked at Princeton, where he directed the European Cultural Studies program for eight years. In 2002, Darnton was named director of Princeton's Center for the Study of Books and Media.

The Burkhardt Lectures, part of the annual Provost's Lecture Series, are provided through a gift from the Burkhardt's three adult children, who want the lectures to honor their parents' deep commitment to the Ball State community and be generally oriented toward subjects relating to their long-standing interest in culture, history and foreign languages.

Dorothy Burkhardt was a Ball State French instructor, and Richard Burkhardt is a former provost and acting president, as well as a professor emeritus of history.

### **Ball State hosts sexual assault awareness week with speakers, presentations**

Two nationally known speakers will give the keynote presentation during the 10th annual Sexual Assault Awareness Week Feb. 21-24 at Ball State University.

Kelly Walker and Rebecca Tieder will present "Let's Talk About It," a program about sexual assault and acquaintance rape, at 8 p.m. Feb. 21 at the L.A. Pittenger Student Center, Cardinal Hall B. Walker and Tieder are members of CAMPUSPEAK, an agency representing college campus speakers.

The presentation is designed to inspire students to discuss a difficult subject. Walker and Tieder address the core issues by using humor, real-life scenarios and interactive exercises.

"Illuminating the Path to Stop Sexual Violence" is the week's theme. Events are geared to increase student awareness of sexual assault on university campuses and to empower students to make a difference. The week is hosted by the counseling center's Sexual Assault Prevention Outreach Team.

There also is a "Wall of Healing," which will feature art exhibits, poetry and personal messages, in the Atrium of the Art and Journalism Building.

All programs, free and open to the public, have been designed for men and women. In addition to the keynote speakers, the schedule includes:

Feb. 22 – "Reclaiming the Body: Mind, Body and Spirit Recovering from Sexual Assault," lecture and workshop by Maggie Reed and Robin Lett, counseling center staff, 2 to 4 p.m., Student Center, Pineshelf Room; "Mixed Drinks and Mixed Signals: How Does Alcohol Affect Perceptions of Sexual Intent?," an interactive workshop by John Stachula and Lisa Thomason, counseling center staff, 8 p.m., Student Center, Pineshelf Room.

Feb. 23 – "Psychological Effects and Treatment Approaches for Sexual Assault," a presentation by Robyn Geelhoed and Shanali Raney, counseling center staff, 11 a.m. to noon, Student Center, Pineshelf Room; "The Accused," 7:30 to 10:30 p.m., Ball State residence hall cable channel 55. Discussion to follow movie in television lounges in Knotts/Edwards and Noyer residence halls.

Feb. 24 – Closing ceremony for the "Wall of Healing," 1 to 2 p.m., Art and Journalism Building, Atrium; "Friends Helping Friends: Improving the Climate for Sexual Assault Prevention on Our Campus," 5:30 p.m., panel discussion, Student Center, Cardinal Hall A; "Date Rape Drugs and Collection of Forensic Evidence," presentation by Kathy Hutson, a registered nurse, 8 p.m., Student Center, Cardinal Hall A.

For more information, contact the counseling center at (765) 285-1736.

## **In the News**

### **Rebecca Adams, director of the family and child program**

Indianapolis television station WXIN interviewed Adams on its morning show, "Fox 59 Morning News," Feb. 14. Adams discussed her use of movie clips during marriage classes. She also offered five tips for a healthy relationship.

"There are going to be hard times in a relationship," she said. "It's not always going to be wonderful. So commitment is a really important factor to keeping a relationship going."

### **Amy Brown, urban planning professor**

Brown led a group of urban planning faculty and students to a New Carlisle town meeting featured in the Feb. 7 edition of the South Bend Tribune.

The team told community leaders to capitalize on history and control growth as part of a comprehensive master plan for the town. The community's meeting was the first step for three professors and 10 graduate students who will help the town realize its long-term goals by setting land use and development policies.

"We plan for tomorrow so the future won't be so uncertain," Brown said. "We want to help the town plan for inevitable growth and do it in a way they want."

Brown said the development of the comprehensive plan will be driven by residents' input. At the forefront of the project will be a planning commission, comprised of 10 residents selected by the town council.

### **Scott Hall, family and consumer sciences professor**

A story distributed by the Associated Press on Feb. 14 featured a marriage class that Hall teaches. The article looked at college students who take classes that focus on relationships. The story was used by

more than 150 media outlets including ABCnews.com, CNN.com, MSNBC.com, New York Newsday, the Los Angeles Times and the Cleveland Plain Dealer.

### **Alan Hargrave, director of housing and residence life**

In its Feb. 12 issue, The Bradenton (Fla.) Herald examined how more colleges are offering "wellness" dorms, which offer a variety of healthy lifestyle options.

Hargrave said for such programs to be successful, they need to be chosen and — more importantly — run by the students themselves.

"The students do a very good job of enforcing the standards," he said. "That is the key. If it is completely staff-driven, I think it is doomed to failure. No school can afford the personnel to police something that the students do not want."

### **Tim Lautzenheiser, music instructor**

The San Antonio Express-News featured the comments of Lautzenheiser Feb. 12 as the newspaper covered the Texas Music Educators Association's annual convention, which attracted thousands of choir teachers, orchestra directors and band leaders.

He was among the participants in workshops ranging from the latest rehearsal techniques to the newest music textbooks.

"Children should have music every day of their life in school," said Lautzenheiser, who led the crowd in "Amazing Grace" to illustrate how closely music is tied to memory.

## **On Campus**

### **Ball State open for Business Fellows program**

Ball State faculty members are invited to submit project proposals for the Business Fellows program for 2005-06.

Applicants must submit a two- to three- page proposal to Nicole Feldhues, project manager, by March 1. Information about the Business Fellows program, project requirements and guidelines for writing the proposal are [available online](#).

For more information contact Feldhues at (765) 285-2427 or [nfeldhues@bsu.edu](mailto:nfeldhues@bsu.edu).

Business Fellows, funded by a \$1.5 million grant from Lilly Endowment, Inc., gives Ball State students the opportunity to turn academic knowledge into business solutions through intense, applied work experiences that will benefit an Indiana business, industry or organization. The program works in concert with Ball State's Building Better Communities initiative.

### **Ball State faculty members are invited to nominate colleagues for Lawhead Award**

Nominations are requested for deserving faculty members of the Lawhead Award in general education.

The Lawhead Award recognizes individuals who have made outstanding contributions to Ball State's core curriculum.

It is named after Victor Lawhead, former dean of undergraduate programs, and Doris Lawhead, a former academic adviser.

The Lawhead Award encourages the continued strengthening of the core curriculum by rewarding faculty who have enhanced the school's image as a strong teaching university.

The honoree will receive a plaque, a cash award and recognition at the fall faculty meeting.

Nominations are due in the Core Curriculum Office, University College April 8.

For more information, contact Charles Jones at (765) 285-1763 or Tom Lowe at (765) 285-1511.

### **Robot challengers demonstrate at Ball State March 4**

"The DARPA Grand Challenge: Scott Jones' Indy Robot Racing Team Tackles the Mohave Desert" begins at 7:30 a.m. March 4 at the Ball State Alumni Center.

Jones and his team of scientists, engineers and university professors will demonstrate and talk about their entry in the challenge. The demonstration is free and open to the public.

Jones and his team are sponsored by TechPoint, a division of the Indiana Technology Partnership.

The goal of the Defense Advanced Research Projects Agency (DARPA) Grand Challenge is to get a robot – a converted Jeep Rubicon – across a 175-mile stretch of burning, inhospitable desert in 10 hours with no driver, no remote control and no communication.

For more information, contact Abby Croft at (765) 751-9116.

### **Spotlight**

#### **Publication/Creative Endeavors**

**Ronald Groeber, Rathin Rathinasamy and Kris Mantripragada**, Department of Finance and Insurance, report an acceptance of "Sarbanes-Oxley Act: A Critique of Some Key Accounting and Financial Provisions," in the *Review of Business Research*.

**James Edward Walters**, Department of Information Systems and Operations Management, "Ethical Implications of Independent Quality Auditing," *Asian Journal of Information Technology*, forthcoming. 2005.

**Mei Zhong**, School of Music, performed a solo recital, taught four hours of vocal master classes and nine individual vocal lessons at Music Festival, Rupert, Idaho.

#### **Presentations**

**Cheryll Adams**, Center for Gifted Studies and Talent Development, and **Rebecca Pierce**, Department of Mathematical Science, two papers, "Gifted Adolescent Suicide" and "Identifying Underserved Populations for Gifted Services" at the European Teacher Education Network Conference in Ohrid, Republic of Macedonia, Feb. 12-13.

**Robert Nowatzki**, Department of English, "Blackface Minstrelsy Tropes in Nineteenth-Century African American Literature." National Association of African American Studies. Houston, Texas.

### **Service**

**Lee Spector, Stan Keil and John Horowitz**, Department of Economics, have received a grant of \$12,500 from Indiana Charter School Foundation. The grant will be used to study the relationship between charter schools and real estate values. They expect to finish the project in the summer and submit the research result to a peer reviewed journal.

### **Job postings**

Descriptions of the following positions are available at [University Human Resource Services](#):

[Associate Director of Graduate Programs in Business, Miller College of Business](#)

[Program Director, WIPB-TV](#)