

Popularity of Ball State's Late Nite program continues to increase

For the first time since its inception, the Late Nite program is being offered every Saturday through the academic year to give Ball State students a place to enjoy high-energy events in a safe environment.

And it's no mystery why Late Nite has become a weekly event featuring dancing, games, music, bowling, movies, arts and free food for students - it is a success. In its first five years, the average attendance at Late Nite increased from 316 students per event to 1,158 in 2005-06.

Already this year, an average of nearly 1,800 students have attended each event at the L.A. Pittenger Student Center.

Late Nite was developed and offered in 2001-02, arising from concerns that there were limited weekend social activities available for students on campus. Initial funding for the 12 planned events was pooled from several sources, including a Lilly Endowment grant, the Campus Activities Fund Board, Housing and Residence Life and various organizations that sponsored specific events.

Based on the success of the trial year, 10 Late Nite programs were organized for the 2002-03 academic year - again using funding was from the Lilly Endowment, Campus Activities Fund Board, Housing and Residence Life, but also an allocation from the Dedicated Service Fee. As attendance continued to climb, the university committed more resources and several organizations also co-sponsored the growing number of events.

While one goal has been to offer students who might go out drinking another option, Late Nite's main focus is to provide all students consistent, high-energy events in a safe and comfortable environment, said Brian Dietz, associate director of the Student Center.

"It really is a great program for students," he said. "It's not an alternative to drinking; they're coming in to Late Nite and to Quad Bash and to the movies because these kinds of programs are the norm for what students want to do."

For example, last fall, students attending Late Nite activities were surveyed about their satisfaction with the program, said Kay Bales, vice president for student affairs.

"One way to gauge a program's success is the number of students who come out and continue to come back and 96 percent of the students said they'd come again," she said.

Survey results also indicate Late Nite is having a positive impact on students' drinking habits, Bales said.

"When we first started Late Nite, 31 percent of the students attending said they would have been out drinking," she said. "Now that number has dropped to 15 percent, and I think that's a real indication that students are looking for positive and safe places to socialize with their peers."

Another measure of success is the number of students who attend and then volunteer with Late Nite, which is a recognized student organization on campus, Bales said.

"It's student-driven. Much of the labor that goes into planning and organizing Late Nite is handled by the students. Actually students who have participated in Late Nite events end up being the best recruits," she said.

For Dietz, students are the key to the success of Late Nite, which is free to Ball State students and \$5 for their guests.

"I honestly think the best aspect is that we have the students lead the events and they are providing consistent, high-quality events," he said.

The program's continuing popularity is obvious from looking at the students lining up to sing karaoke, to compete on arcade-style dance machines, to dance in a sea of foam bubbles or to race toilets.

"We have a niche area for everybody. Students have been very excited. We have a lot of upperclassmen coming back and expecting good programs, and the new students are excited about what they heard at orientation and have been looking forward to what we have planned," Dietz said.

Author of 'First They Killed My Father' to speak at Emens Auditorium

As part of Ball State's Freshman Connections program, author Loung Ung will speak at 7:30 p.m. Sept. 19 in Emens Auditorium.

Ung's "First They Killed My Father: A Daughter of Cambodia Remembers" is Ball State's 2006 Freshman Common Reader. The memoir has been published in 11 countries and translated into nine languages. It relates Ung's story of growing up in a middle-class family in Phnom Penh when Pol Pot's Khmer Rouge forced people to evacuate at gun point in 1975.

Like other families, Ung's family was forced to move from city to city and live on the run. For the next four years under the Khmer Rouge, the family lived under the constant

threat and state of fear, violence, hunger and suffering. To save the children, the family decided that the three oldest children must move out of the house to increase their chances of survival.

In her presentation, Ung will speak about her experiences as a child refugee separated from her family and forced to fight in a war she did not understand. Her experience illustrates the life-changing power of hope and new opportunities.

Ung sits on the advisory board for the Cambodian Association of Chicago and has been featured in the New York Times, Washington Post, USA Today, Boston Globe and the London Sunday Times.

The Freshman Connections program encourages incoming students to read a common book to create a shared learning experience, promote a sense of community and ease students' transition to college.

The presentation is free and open to the public.

Ball State leases space in downtown Muncie for new center

Ball State is leasing space in downtown Muncie to house student immersive learning programs focusing on the development of high-definition entertainment products, digital art and digital fabrication.

The university will locate a research and education center for the Institute for Digital Entertainment and Education (IDEE), the Institute for Digital Intermedia Arts and Animation (IDIAA) and the Institute for Digital Fabrication and Rapid Prototyping (IDFRP) in the recently remodeled commercial space at the Lofts @ Mitchell Place, 301 S. Walnut.

"There was simply no dedicated space on campus at this time that would allow our students to work in this type of immersive learning environment," said David Ferguson, executive director of Ball State's Center for Media Design. "We needed a location that students could call their own seven days a week.

"It is a natural continuation of the university's immersive learning initiative," he said. "In the coming months, we'll see students working with some of the top professionals in the business on a variety of projects throughout downtown."

The downtown facility will afford Ball State a place to put on workshops, seminars and conduct experiments with new types of media. It will also serve as a location to bring in top researchers and executives from various industries to lecture and work with students. Plans also call for installation of digital television screens in the ground floor windows that will showcase students' creative works to passersby.

Students enrolled in IDEE activities will learn about and develop content for various communications platforms, including cinema, cell phones and handheld PDAs, said Rodger Smith, IDEE director.

The new downtown center will also serve as a part-time gallery, programming exhibitions, screenings and performances of innovative art forms through the IDIAA.

The site will allow Ball State to showcase a blend of both traditional and new student-created art forms including video, music, installation and interactive works, said John Fillwalk, IDIAA director.

The institutes are a result of a \$20 million grant from Lilly Endowment Inc. to Ball State to fund the Digital Exchange, an initiative expanding opportunities for students to participate in innovative, immersive, educational experiences. The institutes and the downtown center are being administered by Ball State's Center for Media Design (CMD).

IDFRP is melding architecture, engineering and construction into a seamless digital enterprise. It is bringing together Indiana's material suppliers and connecting them with designers and students worldwide to expedite the transformation of computer-generated designs into finished products on almost any scale.

The creation of IDIAA puts Ball State at the forefront of the 3-D animation industry. The centerpiece of the institute will be an animation studio that will immerse students in the production of intermedia art and 3-D animation.

IDEE serves as a production house that will bring artistic vision to life and provide Indiana filmmakers access to a proven infrastructure and talented students. The innovative partnership will allow students to showcase their award-winning talents to filmmakers while building professional and artistic relationships that will grow as the students and filmmakers progress in their careers.

The opening of Ball State's new center should continue the revitalization of the downtown business district, said Chris Hansen, managing partner of The Lofts @ Mitchell Place, which previously housed the Mitchell Place Gallery. Grand opening events are planned for the remodeled building Sept. 6-8 and 10.

Business incubator to have open house Sept. 12

Four years after the Innovation Connector began working with startup companies to boost the local economy, the business incubator is full and its tenants are looking to expand.

As a result, the Innovation Connector will host a community open house from 4 to 6 p.m. Sept. 12 to unveil the startup firms and their services to area business leaders. The incubator's businesses are located in renovated homes on Marsh Street adjacent to the Ball State campus.

"We believe there's an entrepreneurial seed within many individuals," said Katie Frederick, the incubator's executive director. Our tenants are passionate about their work and dedicated in their efforts. These businesses reflect the knowledge-based arena that Delaware County is trying to build.

"The growth experienced at the Innovation Connector during the past five months gives expectations for excellent business development in the next few years," she said. "Our job is to connect an entrepreneur with a wealth of resources, advisers and funding avenues to help the business flourish."

The Innovation Connector is a partnership between Ball State, Cardinal Health Systems and the City of Muncie. Ball State renovated several former residences with the intent of routing faculty and staff with business ideas through the startup process. Several of the startups in the incubator are headed by Ball State faculty, students or alumni.

Ball State provides tenants with access to faculty members as well as professional and technology staff members who provide special expertise with the development of product prototypes, market research, financial management, accounting services, advisory board members, and specialized processes and procedures assistance for licensing and technology transfer.

Reservations for the open house may be made by contacting the Innovation Connector at lzody@bsu.edu or (765) 285-4900.

For more information about the Innovation Connector, including contact information for the startups, go online to www.innovationconnector.com

Ball State produces DVD to help high schools improve the business side of media

Ball State University is distributing an educational DVD that focuses on advertising and marketing to help high school journalists and journalism instructors improve the finances of their publications.

"Business of High School Publications: An Introduction to the Business-Side Issues of Student Media" is a 75-minute DVD that was produced in partnership with Ball State's Teleplex and includes information on advertising, layout and design, marketing, distribution, finance and career planning.

Warren Watson, director of J-Ideas, Ball State's national scholastic journalism and First Amendment institute, said the DVD should assist high schools when addressing financial concerns in an era of tightening budgets. Instructors include Ball State faculty and staff as well as current and former high school publication advisers.

The DVD was funded by the Ethics and Excellence in Journalism Foundation.

"Schools have fewer dollars to spend and are looking to cut their budgets," he said.

"Advisers for high school publications are under the gun to become solvent. We hope the DVD will provide assistance when high schools are looking for ways to improve their finances."

This is J-Idea's fourth education DVD. Earlier this year, "Our Living History: A Celebration of Our Constitution" won a 2006 Silver Telly Award. The center has distributed about 10,000 DVDs to schools and teachers nationwide.

J-Ideas was established in 2003 with initial funding and support from the Knight Foundation, Lilly Endowment Inc. and Ball State. Based in the College of Communication, Information, and Media, J-Ideas is designed to raise First Amendment appreciation, promote media literacy and encourage student media in high schools.

For more information on the DVD, contact J-Ideas at (765) 285-8923 or bpritchard@bsu.edu.

'The House of Yes' opens theater season at Strother

Imagine your worst holiday family reunion and you have the underpinnings for "The House of Yes," the first Actors Studio Series performance for the 2006-07 season.

A black comedy by Wendy MacLeod, "The House of Yes" follows the story of Marty Pascal, who brings his fiancée home to meet his eccentric family during a 1980s Thanksgiving hurricane. Marty's impending marriage upsets his unstable sister, who harbors a deep obsession with the Kennedy family and an even deeper obsession with her brother.

Dark secrets fuel the play presented by the Ball State Department of Theatre and Dance and directed by Tony Sirk. Shows will be at 7:30 p.m. Sept. 14-16 and 20-23 with a 2:30 p.m. matinee on Sept. 17 at the Strother Theatre.

"The play explores what might happen to people when they are raised in a world of extreme wealth and privilege - where nothing is off limits: sex, drugs, pornography and even incest," Sirk said. "We as Americans sometimes live in this world, and that is why this play fascinates me."

"The House of Yes" will feature Dan Cesar as Marty; Grace Rex as Marty's twin sister, Jackie-O; Karen Kessler, assistant professor of theater, as his mother; Kelsey McClarnon as his brother, Anthony; and Lindsay Zeli as his fiancée, Lesley.

Tickets cost \$8 for the general public and \$6 for students and are available from the University Theatre Box Office, which is open Monday through Friday and can be reached at (765) 285-8749. For further information, visit www.bsu.edu/theatre.

Upcoming productions include:

"Twilight: Los Angeles, 1992" - 7:30 p.m., Sept. 28-30, Oct. 4-7; 2:30 p.m., Oct. 1. This production is based on Anna Deavere Smith's work about the Los Angeles riots that ensued after a jury acquitted four police officers of the 1991 Rodney King beating. The production features prominent Ball State alumni Cynda Williams and Warren Jackson, and Roderick Plummer is the guest artistic director.

"Erratica: An Academic Farce" - 7:30 p.m., Oct. 19-21, Oct. 24-26; 2:30 p.m., Oct. 21-22. In this comedy by Reina Hardy, a missing 17th century diary, a saucy dead poet and a passionate undergraduate are just a few of the strange problems facing Samantha Shepard, an erratic professor of English literature.

"Thoroughly Modern Millie" - 7:30 p.m., Nov. 9-11, Nov. 15-18; 2:30 p.m., Nov. 12. Adapted from a book by Richard Morris and Dick Scanlan, the Tony-Award winning musical follows irrepressible Millie Dillmount from rags to riches as she leaves her small-town life for the exciting glamour of the Big Apple.

"Rhythm and Soul (A Passion for Latin)," - 7:30 p.m., Dec. 7-9; 2:30 p.m., Dec. 10. Cold winter evenings heat up as Ball State Dance Theatre brings the sultry movement and music of Latin dance to University Theatre.

Share-Indiana Conference to take place at Ball State

The Center for Gifted Studies and Talent Development will host the 12th annual Share-Indiana Conference on Parenting and Teaching Gifted Children from 9 a.m. to 3 p.m. Oct. 7 at the Burriss Laboratory School, 2201 W. University Ave.

The conference is co-sponsored by the Indiana Academy for Science, Mathematics and Humanities and the Indiana Association for the Gifted.

The keynote speaker will be Jeanne Purcell, Connecticut state director for gifted education and the secretary of the National Association for Gifted Children. She also authored the book, "Parallel Curriculum Model." She will present "An Essential Piece - Quality Curriculum for Gifted Learners."

The conference is open to parents, teachers and others involved with the welfare and education of gifted children. The cost for the conference and lunch is \$50 for members of the Indiana Association for the Gifted and \$75 for nonmembers. Ball State students and faculty may register for free, but will have to pay \$15 if they choose to stay for lunch.

Registration forms are available at www.bsu.edu/gifted and should be sent to the Center for Gifted Studies and Talent Development with a check made payable to the Center by Sept. 29.

For more information, contact Cheryll Adams at (765) 285-5390 or (800) 842-4251.

ON CAMPUS

Tech Tuesday September event: 'Improving Your Marketing Plan'

"Improving Your Marketing Plan: How to Market to Your Current Client Base" is the topic for the Sept. 19 Tech Tuesday event.

The program, which is free and open to the public, runs from 7:45 to 9 a.m. and is broadcast via a live, interactive video feed to the Alumni Center, meeting room one, 2800 W. Bethel Ave.

Tech Tuesday is part of the Vision 2006 Community Technology Initiative. The meetings on the third Tuesday of each month allow for interaction and networking among information technology professionals, entrepreneurs and business leaders.

To register, visit the Vision 2006 Web site at www.muncietechtoday.com/Calendar/eventList.asp.

For more information, contact Krista Flynn at kflynn@bsu.edu or (765) 285-5679.

Center for Organizational Resources offers technology workshops

Ball State's Center for Organizational Resources has announced two upcoming technology workshops.

"Microsoft Windows Movie Maker - Editing Your Movies" will be offered from 6 to 9 p.m. Sept. 19 in Carmichael Hall, room 110.

The Windows Movie Maker program is designed to capture video and pictures and build movies from home clips and photos. The workshop will cover how to add transitions, background music, titles, credits and save in a file that can be shared with others. The cost is \$45.

"Digital Photo Editing with Adobe Photoshop Elements 3.0" will be offered from 6 to 9 p.m. Sept. 21 and 28 in Carmichael Hall, room 110.

This two-evening course is for casual, amateur photographers who need quick, efficient and affordable digital photo editing. Participants will learn how to crop, correct, resize, rotate, touch up and restore photos. The cost is \$85.

For more information on either workshop contact Krista Flynn at (765) 285-5679 or kflynn@bsu.edu, or log on to www.bsu.edu/cor and click on "Computer Skills Class Schedule" for more details.

Ball State to offer 'Community Spanish' courses at Indianapolis Center

Ball State's Center for Organizational Resources will offer "Community Spanish: A Survival Guide for English Speakers" at the Ball State Indianapolis Center, 26 W. Washington St.

The four-session class will run from 6 to 9 p.m. Oct. 16, 23, 30 and Nov. 6. Morning classes will also be available from 9 a.m. to noon Oct. 19 and 26 and Nov. 2 and 9.

Participants will learn to speak and understand small amounts of general and basic Spanish found in most routine interchanges in daily life. In addition, the course will also provide basic cultural information about Spanish-speaking groups to inform and educate English speakers about the unique aspects of Latino culture.

The class is open to the public. The cost is \$195 and includes a set of materials and two practice CDs.

For more information or to register for the class, contact Liz Stephan at (765) 285-4068 or register online at www.bsu.edu/spanishatwork.

IN THE NEWS

Patrick Barkey, director of economic and policy studies, Bureau of Business Research

Barkey was quoted in an Aug. 14 article in the Indianapolis Business Journal about companies that have benefited from high oil costs.

One company is Grimmer Industries Inc. in Franklin, Ind. They have seen sales double since 2003 and are booking orders well into 2007 for their Hurricane-brand air compressors and compressor boosters, which are used in oil and natural gas well drilling and aggregate mining.

"It's a tough time to be an energy consumer, but at the same time there are naturally going to be some pockets of industry who feel the benefit," Barkey said.

He was also quoted in an article in The Indianapolis Star.

Thad Godish, professor of natural resources and environmental management

An Aug. 25 article in The Biloxi Sun Herald quoted Godish about the chemical formaldehyde, which was found in illness-inducing levels in FEMA trailers that were used as temporary housing for victims of hurricane Katrina.

The environmental group Sierra Club tested 52 trailers in Mississippi, finding 83 percent to have formaldehyde above .1 parts per million, a level the Environmental Protection Agency (EPA) considers elevated.

According to Godish, formaldehyde is widely found in particle board, adhesives, furniture and paneling. "It is an irritant that triggers coughing, shortness of breath and headaches," he said. "It can induce asthma attacks and upper respiratory, eye and sinus infections."

The EPA said it is also known to cause cancer in animals and may cause cancer in people.

Robert Kvam, dean, College of Fine Arts, and **Kirby Koriath**, professor of music performance

Kvam and Koriath were quoted in a Sept. 5 article on the Web site InsideIndianaBusiness.com about the installation of a 50-stop pipe organ in Sursa Hall.

"In the eyes of many, the pipe organ is increasingly seen as a jewel, a necessary component to a world-class music hall," Kvam said.

Upon the organ's installation, students studying the instrument will be able to take full advantage of the high-tech Music Instruction Building.

"Our students have benefited from the generosity of local churches, which have let them play and practice on their organs," Koriath said. "Now they'll be able to perform their music on campus, on a world-class instrument in a world-class facility."

Nancy Prater, university web coordinator, University Marketing and Communications

An Aug. 1 article in University Business quoted Prater about Ball State's use of blogs as a recruiting tool.

"Prospective students, and certainly their parents, watch with a critical eye when we show them beautiful words and pictures depicting a perfect campus life," Prater said. "What these decision-makers need instead is a way to understand what life is like on a particular campus to help them decide if that is the right place for them."

David Sumner, professor of journalism

Sumner was quoted in a Sept. 3 article in The Roanoke Times about the drop in single-magazine sales.

According to Sumner, the Internet and pricing trends that make subscribing the best value have reduced the need for magazine stands to sell single copies.

"Single-copy magazine sales have dropped from between 40 percent and 50 percent of all magazine sales during the 1960s to 13 percent last year," he said. "In 2005, the average price of a single magazine was \$4.40, up from \$2.93 in 1995, while subscriptions have fallen to \$26.78 from \$29.42 over the same period."

Sumner was also quoted in the Anderson Herald Bulletin.

SPOTLIGHT

Creative Endeavors

Jeffrey Carter, School of Music,

- visiting professor of choral music, University of Kansas, presenting lectures on Elgar and coaching university choirs
- premiere performance of original composition "Venite (Psalm 95)," sung by the choir of Grace and Holy Trinity Cathedral, Kansas City

Publications

Mir Masoom Ali, Mathematical Sciences, "Skew-Symmetric Reflected Distributions," *Soochow Journal of Mathematics*, 32 (2), 233-240, 2006.

Richard Bellaver, Center for Information and Communication Sciences, "eBook Dictionary Studies, the Results of Research at Kennard Elementary School in the Spring of 2006," www.teleread.org/blog/?p=5423, September 2006.

Najma Javed, Department of Physiology and Health Science, "ADORA3R as a Therapeutic Target in Experimental Colitis: Proof by Validated High-Density Oligonucleotide Microarray Analysis," *Inflammatory Bowel Diseases*, 12 (8), August 2006.

Scott Reinardy, Department of Journalism, "It's Gametime: The Maslach Burnout Inventory Measures Burnout of Sports Journalists," *Journalism & Mass Communication Quarterly*, summer 2006.

David Sumner, Department of Journalism, "Magazines: A Complete Guide to the Industry," Peter Lang USA, July 2006.

Service

Beth Messner, Department of Communication Studies, has been invited to represent Ball State on the Indiana Civil Rights Commission Education Steering Committee.

Sheryl Swingley, Department of Journalism, has been invited to serve a second consecutive year as the faculty representative on the Cardinal Leadership Round Table.

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