

Ball State and technology: Two peas in an iPod

Some things just naturally go together—like peanut butter and jelly, bees and honey, and Ball State and technology.

That's why Microsoft is working with the university to develop code and content for potential educational applications for the Microsoft Surface, called the "coffee table that will change the world." The surface computer provides effortless interaction with digital content through natural gestures, touch and physical objects.

The partnership furthers Ball State's national prominence for its use of technology and emerging media as innovative teaching tools, both inside the classroom and collaboratively with industry professionals.

Microsoft Surface and other technologies will be put on display during Tech4U, an event designed to introduce some of these emerging technologies through interactive demonstrations and seminars with technology leaders and nationally recognized faculty from Ball State.

"Technology never stops changing. It's always improving and evolving in some way," says Phil Repp, Ball State's interim vice president for information technology. "This university has the reputation, expertise and industry partnerships to stay ahead of the curve when it comes to uses of technology and emerging media in higher education, and this is a fantastic venue to showcase our efforts."

The event will run from 10 a.m. to 6 p.m. Oct. 23 in Bracken Library on the Ball State campus and will feature other demonstrations including the use of iPhones and iPod touch, Blackboard and Second Life in higher education.

Kiwi magazine recognizes Ball State for second year as 'eco-minded school'

For the second year in a row, Ball State's reputation as a pioneer in campus sustainability and environmental stewardship has earned the university national honors from a parenting magazine.

Ball State has again found a spot on the list of the nation's top 75 green universities as outlined in Kiwi magazine's "Green College Report." The university is recognized for efforts that include its offering of classes in global climate change, environmental disruption, and policy analysis and environmental economics. The university also was

cited for its ongoing campus reforestation project and its purchase of goods from local farmers markets.

"It's great to see Ball State again featured as one of the leading green schools in the country," said Robert Koester, director of the Center for Energy Research/Education/Service. Although Kiwi increased the number of schools featured in this year's report from 50 to 75, Koester said, it is still a major accomplishment for Ball State "to be recognized among those providing leadership in this arena."

The honor from Kiwi places Ball State in the company of Duke University, Cornell University, Northwestern University, the University of Michigan, the University of California, the University of North Carolina, and Yale University for exemplary leadership in making a significant commitment to the environment.

Koester said the university continues to move forward with its eco-minded efforts, including the requirement for all new campus construction to meet LEED certification, as outlined in "Education Redefined: Strategic Plan 2007-2012." LEED stands for the Leadership in Energy and Environmental Design Green Building Rating System, a certification that addresses such building standards as energy and water efficiency, indoor environmental quality and recycling.

President Jo Ann M. Gora's involvement as one of the 12 founding members of the leadership circle who signed the American College and University Presidents Climate Commitment also positions Ball State to undertake climate action task force planning with a goal of climate neutrality, Koester noted.

A key effort for Ball State in its sustainability efforts has been its Greening of the Campus Conference Series. The seventh meeting was held in 2007, and plans are under way for an eighth conference to take place in fall 2009.

"The Greening of the Campus Conferences have been rewarding and successful," Koester said. "Proceedings from the most recent conference were the largest ever published by Ball State."

The recognition from Kiwi is another accolade Ball State has received in 2008 for its sustainability efforts. Other honors include being featured in a book about sustainability and being listed by the National Wildlife Federation among schools that "have taken the lead" to preserve the environment.

WiMAX going mobile

Ball State University is continuing its pioneering research of WiMAX technology, testing the mobile applications of the newest version of the broadband wireless system.

In partnership with Cisco Systems, Ball State's Office of Information Technology and the Center for Information and Communication Sciences (CICS) are conducting a

research study to examine the mobile WiMAX 802.16e platform and evaluate the performance of "Smart Beamforming" technology.

WiMAX, which stands for the Worldwide Interoperability for Microwave Access, is a telecommunications technology that provides for the wireless transmission of data in a variety of methods, ranging from point-to-point links to full mobile cellular-type access. The technology provides broadband speed without cables.

Among the latest objectives will be an examination of the system's ability to transmit to mobile units, said Vernon Draper, one of the project's co-investors and University Computing Services' assistant director of networking and communications integration.

"In the ideal world, all mobile communications equipment would have the ability to receive data, voice and video no matter where you are or how fast you are moving," Draper said. "This technology has the potential to allow moving vehicles, including trains, planes and buses, to pick up video services. This could open up doors for new services to be delivered to commuters."

Researchers will be specifically examining the performance of systems produced by Navini, which was recently purchased by Cisco in December 2007. The project is being conducted in cooperation with the Indiana Higher Education Telecommunications System (IHETS) and is similar to tests conducted by Ball State on WiMAX at 3.5 GHz in and around Muncie in 2007.

Ball State became one of the first universities in the United States to begin initial WiMAX tests in 2006. The research is guiding the development of WiMAX to rural and underserved areas throughout the country and around the world.

It is anticipated that this partnership with Cisco Systems will also lead to another round of mobility testing, utilizing multiple base stations and third party testing of new WiMAX hardware and software. This could include early field trials of communication devices provided to consumers, said Robert Yadon, co-principal investigator and director of Ball State's Applied Research Institute, a CICS division.

Irish eyes smile upon Ball State student's digital tracking project

A Ball State University student's innovative system designed to analyze viewership of digital display advertising recently won the top award at the annual International Business Informatics Challenge (IBIC) in Dublin, Ireland.

Mark Isenbarger, a graduate student from New Haven, Ind., enrolled in the information and communication sciences master's program, received first place for his paper "Automated Market Research: Capitalizing on Unforeseen Changes in the Market."

His paper is based on an emerging media project developed during 2007-08 when Isenbarger, then a senior in Ball State's Miller College of Business, led a student team

enrolled in the systems analysis and design class offered by the Department of Information Systems and Operations Management (ISOM).

Under Isenbarger's system, which includes the use of a Web camera to photograph people looking at the display, marketers could analyze the number of views, length of time for each and what part of the screen a person's eyes were focused. "The system developed by Mark and his student team could change the way retailers and other marketers use digital screens in grocery stores or other outlets," said Fred Kitchens, an ISOM associate professor who taught the two-semester immersive learning class.

Kitchens said Isenbarger's student team developed the system, but the equipment was readily available in one of the university's state-of-the-art computer labs.

Isenbarger's award marks the third consecutive year that a Ball State student has won a major award at IBIC. In 2007, a student won the Best Presentation Award, and another student won the Best Cooperative Project Award in 2006.

Kitchens said this track record of success at an international competition is an indication that Ball State's immersive learning initiative is effective and powerful.

ON CAMPUS

Annual Petty Memorial Lecture to feature Cincinnati Art Museum director

The guest lecturer for the 20th annual Edmund F. Petty Memorial Lecture will present "Architecture Beyond Building" at 5 p.m. Oct. 30 at the Ball State University Museum of Art.

Cincinnati Art Museum Director Aaron Betsky brings his knowledge as a curator, museum director, historian and critic to this year's lecture. He is the curator of the La Biennale di Venezia 11th International Architecture Exhibition titled, "Out There," and has been the director at Cincinnati since 2006.

The Petty family, along with the Margaret Ball Petty Foundation and the Ball Brothers Foundation, established the Petty Memorial Lecture Fund in 1987. Its purpose is to bring nationally recognized artists and art historians to Ball State's campus.

The lecture is free and open to the public, with a reception following. There will be a dinner with Betsky following the lecture; the cost is \$48. Visit www.bsu.edu/artmuseum to make dinner reservations.

Clinical Exercise Physiology will host fitness program open house

Faculty and staff are invited to learn more about the Adult Physical Fitness Program at an open house 4 to 7 p.m. Tuesday, Oct. 21.

The event will take place in Irving Gym, Room 109, and will include information about the Clinical Exercise Physiology Program's services, including personalized physical activity programs, fitness assessments, incentive programs and regular progress reports.

The program is open to the public. For directions or more information about the program, call Lynn Clark at 765-285-1140.

IN THE NEWS

Ball State Museum of Art

The Indianapolis Business Journal featured the Museum of Art in an Oct. 4 column, "A&E: Altered 'State' in Muncie and Cyberspace." The art museum can be visited in person or in Second Life. Ball State uses Second Life as a place where serious exploration can be done into art and accessibility instead of using it as a game. The author of the column, Lou Harry, said the real Museum of Art's collection is well worth lingering over.

Wes Gehring, professor of telecommunications

ABC News quoted Gehring in an Oct. 13 article, "Where Have All the Real Cowboys Gone?" With Paul Newman's death last month, people were reminded of how much he embodied the iconic leading man. The Hollywood heartthrob used to be strong, silent and masculine. However, today's leading man is more likely to resemble Leonardo DiCaprio. "Because of the overwhelming success of 'Titanic,' a lot of men had a hard time relating to DiCaprio," Gehring said. "He's not only had to fight the youthful thing, but he had to fight that he was too pretty. James Dean had the same kind of scenario going on. Women wanted to comfort him; men wanted to slap him around and say grow up."

Michael Hicks, director of Bureau of Business Research

Inside Indiana Business quoted Hicks in a Sept. 29 article, "BSU Economist: Current Bailout Plan an Improvement." Hicks said the \$700 billion package to rescue the nation's financial industry may cost taxpayers considerably less. The figure is designed to show a willingness of the U.S. government to solve the crisis and secure markets. The price tag of the package may end up being \$100 billion over five or six years. Hicks hopes the plan prompts an upswing in the bond markets and more lending between banks.

Hicks also was quoted in an Inside Indiana Business Oct. 10 article, "GM Stock Slump Could Hit Indiana Production." Hicks said he believes more production slowdowns at General Motors Corp. are likely as the company deals with several issues, including a severe drop in its stock price. However, the company's four Indiana plants likely will not be shut down if GM carries out more restructuring, but there could be some temporary idling.

Fred Nay, director of University Computing Services

Nay was quoted by CNN Money in an Oct. 1 article, "IBM Helps Clients Make Faster, Smarter Decisions with New Business Process Management Software and Services." Ball State used IBM's business process management to simplify its distance education program. The program allows students to take courses off campus. "We were able to streamline our processes surrounding class registration," Nay said. "Because we can update multiple different systems behind the scenes in real time, we have changed what was a tedious three day class registration process for students into an instantaneous experience."

SPOTLIGHT

Recognition

Carol Friesen, Department of Family and Consumer Sciences, received the Tony and Mary Hulman Health Achievement Award for exceptional contribution to preventative medicine and public health from the Indiana Public Health Foundation Inc. during its 24th annual Indiana Premier Health Achievement Awards in Indianapolis on Oct. 2, 2008.

Presentations

Mark Groover, Department of Anthropology, discussant for conference session on the archaeology of gender, race and class, Midwest Historical Archaeology Conference, Indianapolis, Oct. 3-4, 2008.

James Helton and **Mei Zhong**, School of Music,

- Co-presenters, "Towards a New Chinoiserie—Utilizing Chinese Compositional and Performance Devices in Western Art Songs," lecture-recital, College Music Society, national conference, Atlanta, Sept. 24-28, 2008.
- Performed the song "This Way, This Way" by Derek Healey at the composer concert, College Music Society, national conference, Atlanta, Sept. 24-28, 2008.

Anthony Mahon, Human Performance Laboratory, "Exercise Responses in Children with Attention Deficit/Hyperactivity Disorder (ADHD)," Department of Kinesiology, University of Illinois, Urbana-Champaign, Oct. 10, 2008.

Martha Payne, Department of English, "Classical Myths in Newspaper Cartoons," Midwest Popular Culture Association and Midwest American Culture Association, annual conference, Cincinnati, October 3-5, 2008.

Scott Trappe, Human Performance Laboratory, "Tapering to Optimize Sports Performance," Taylor University, Oct. 7, 2008.

Mei Zhong, School of Music, co-presenter, "The Influence of Western Classical Vocal Education in China," poster paper, College Music Society, national conference, Atlanta, Sept. 24-28, 2008.

Publications

Nagia Ali, College of Applied Sciences and Technology, "Bone Health in Men: Influencing Factors," American Journal of Health Behavior.

Daniel Flowers, graduate of Ball State sociology master of arts program, and **Carolyn Kapinus**, Department of Sociology, "An Examination of Gender Differences in Attitudes toward Divorce," Journal of Divorce and Remarriage, Vol. 49, 239-257, 2008.

Marilyn Ryan and **Cindy Thomas**, School of Nursing, "Women's Perception of the Divorce Experience: A Qualitative Study," Journal of Divorce and Remarriage, Vol. 49, No. 3/4, 2008.

Service

Nagia Ali, College of Applied Sciences and Technology, conducted community teaching program to men about bone health at Ball Memorial Hospital on Oct. 11.

Mei Zhong, School of Music, serving as a mentor for career session and member of the International Initiatives Committee for College Music Society, national conference, Atlanta, Sept. 24-28, 2008.

Get Update Delivered to Your Home E-mail Address

If you would like to have Update delivered to your home e-mail address, visit the Update Web site at www.bsu.edu/update and click on the "Subscribe" link.