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# Immersive Learning Showcase

Summer & Fall Projects, December 14, 2015



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## The Immersive Learning initiative

provides a framework for Ball State faculty and students to connect with Indiana businesses and nonprofit organizations through mutually beneficial projects.

**Students** benefit by gaining experience and expertise beyond the boundaries of the classroom.

**Faculty** benefit when they adapt traditional teaching into a collaborative applied model, which leads to deeper community connections and possible avenues for scholarly publications.

**Community partners** benefit when students examine their challenges from a fresh perspective.





## Assessing Business Success & Stability in Distressed Neighborhoods

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### Students:

Brittany Brooks, Brian Carless, Kayla Eason, Tyler Farrington,  
Chelsee Purvis, Kristen Sell, Chad Wells, Ashley Zhang

The Muncie Action Plan (MAP) has expended significant effort in building neighborhood associations which have given voice to residents but the small business community that is also located in these neighborhoods has not been extensively engaged in the revitalization process. The main goal of the project was to survey the businesses in the target revitalization area to determine the characteristics of the neighborhood that are impacting businesses both positively and negatively. In addition, the survey identified specific neighborhood changes the business owners would like to see to improve their businesses. Finally a profile of the businesses was developed including size, business type, and ownership. The outcomes of this project provided additional data to both Habitat and MAP for planning and implementing actions to improve neighborhoods.

**Faculty Mentor:** Ray Montagno

**Department:** Management

**Community Partner:** Muncie Action Plan (MAP), Habitat for Humanity, South Central Neighborhood Association, Thomas Park/Avondale Neighborhood Association, Vectren

# Beech Grove Cemetery Book & Phone App

Beech Grove Cemetery holds many wonderful stories about the people who came from Muncie and made contributions as state, national and international citizens. Muncie's Beech Grove Cemetery Board asked Ball State students to create a book to document these stories and to transfer that content into a walking tour that would allow visitors to access that information via smartphones. Students gained experience in historical research, technical, and public writing. The students were responsible for conducting research, identifying themes, designing interpretation, and selecting stories for the book and app.

**Faculty Mentor:** Ronald V. Morris

**Department:** History

**Community Partner:** Beech Grove Cemetery

**Students:** Walter Bender, Jeanna Gnade,  
Holly Hight, Spencer Sabinske,  
Joseph Sweet, Ariel Wagner,  
Junhong Xu



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# The Big Read

In this project, Ball State University graduate students worked to manage and organize Big Read activities in Muncie, Indiana. The Big Read is a project which aims to promote reading activities among citizens in local communities. The students learned a variety of organizational and management theories and strategies and put them into practice by marketing and organizing The Big Read program.

**Faculty Mentor:** Bo Chang

**Department:** Educational Studies

**Community Partner:** Muncie Action Plan

**Students:** Abdulmajeed Alomayri, Wafa Alrasheed, Michael Burks, Kyndra Haggard, Deb Howell, Spencer Matheny, Kelly Neal, Ashley Pilmore, Debra Shidler, Jillian Simmons, Desiree Soptelean



# Building Better Health: Developing a Community Gold Standard

Cancer Services of East Central Indiana Little Red Door needed assistance with several initiatives including Community Hope Benefit fundraiser, P3 (Pink Power and Praise), The Red Door Movement, Facing Cancer, and High School Healthy Habits. Some programs are focused on promoting healthy living habits specifically in high schools and churches, and developing promotional material for Little Red Door (LRD). Students helped promote and fundraise for the Hope Benefit, researched underserved areas of our community, developed novel educational materials for that population, promoted LRD programs in schools and throughout the community, developed a new agency video, updated existing display materials, and researched utility of an app. This project will continue into the spring 2016 semester.

**Faculty Mentor:** Peggy Fisher

**Department:** Communication Studies

**Community Partner:** Cancer Services of East Central  
Indiana Little Red Door

**Students:** John W. Anderson, Jr., Theresa  
Barnhorst, Lindsey Bryie,  
Kassandra Ehman, Sumer  
Friar, Jenna McAbee, Whitney  
Morgan, Chad Ragan,  
Leslie Thomas



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# City-wide Preservation Plan for Muncie

Muncie – like many Midwest industrial communities – is recovering from the recent recession and the resulting blight. According to research completed by Ball State’s historic preservation graduate students, the cities that are making the best recoveries are those with strategies that combine historic preservation and city planning to enact redevelopment efforts based on strategic demolitions, rehabilitations, targeted code enforcement and land banking. They have two major strategies in common: data collection and good preservation plans. Through this immersive learning project, students are participating in ScoutMuncie, a data collection and historic resources survey initiated by Muncie’s Historic Preservation and Rehabilitation Commission. The students are using this data, information gathered through a series of community meetings, and their own research to prepare a preservation plan that will guide the Commission’s efforts to preserve our history and use our historic resources to increase quality of life, strengthen our sense of place, and ensure our Sustainability.

**Faculty Mentor:** Susan Lankford

**Department:** Historic Preservation

**Community Partners:** Muncie Historic Preservation  
& Rehabilitation Commission

**Students:** Sara Burgess, Margaux Dever,  
Raluca Filimon, Ryan Hamlett,  
Clinton Kelly, Claire Meyer,  
Nicole Mudrack, Huy Thanh  
Pham, Andrea Sowle, Rebekah  
Williamson



# George & Frances Ball Website/ Video Production

Students partnered with the George and Frances Ball Foundation to create a series of videos visually profiling funding areas targeted by the foundation, to be implemented into the foundation's website. This is the first semester of a year-long project. Videos for this semester will cover the topics of higher education, historic preservation, basic services, environment and conservation, and an overview of the George and Frances Ball Foundation.

**Faculty Mentor:** Chris Flook

**Department:** Telecommunications

**Community Partner:** George & Frances  
Ball Foundation

**Students:** Alina Beteringhe, Eric  
Guanajuato, Michael Harris,  
Samantha Hunter, Daniel  
Johnson, Christopher Keaton,  
Felicia Keen, Kaitlin Paegge,  
Josh Phelps, Dawn Schoonover,  
Trenton Scroggins, Abigail Urbik,  
Kiefer Wiseman



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# Hancock County Drug Court Outcome Evaluation

In this project, students worked with the Hancock County Drug Court to gather and analyze data used to complete an outcome evaluation relating to funding they have received. The data will be used to measure the effectiveness of the program and provide guidance for revisions. To gather the data, students communicated with county prosecutors as well as current and former participants in the project.

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**Faculty Mentor:** Melinda Messineo

**Department:** Sociology

**Community Partners:** Hancock County Courts

**Students:** Emily Boise, Tom Henry, Jessica Hesch, Nathan Hueber, Ciara Jones, Rachel Kucera, Veronica Runyon, Simeon Tesfagiorgis





## Hidden Diamonds

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### Students:

Wafa Alazmi, Kyle Boggs, Cameron Dale, Aubrey Davis, Andrew Eakle, Caleb Gekeler, Lindsey Harrell, Kristina Hensley, Kyle Herrington, Andrew Kelly, Elizabeth Larson, Jasmine Mason, Cassie McCarty, Lindsey Murphy, Ty Phenis, Macklin Runyon, Shannon Szabo, Christian Wilson, Lance Winkler

The City of Albion, Indiana acquired a new area of land for park and recreational development, with substantial acreage. In this immersive learning project, students proposed creative ideas and new perspectives for how this site could be developed for the Albion community. The challenge was to figure out what would best utilize this new property within the context of the park system that already had several other properties developed. There were several possible uses for this land, and the students had to determine the best alternatives for this park's development.

**Faculty Mentor:** Amy Gregg

**Department:** Natural Resources and  
Environmental Management

**Community Partner:** City of Albion

# High Riding Art & Equestrian Camp

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## Students:

Rachel Foist, Brooke Holden, Lauren King, Hannah Lugar, Meredith Marut, Alison Pfeiffer, Madie Zirzow



The High Riding Art, Science and Equestrian Day Camp project offers authentic experiences for students seeking to design and implement a day camp program. The students in this project studied psychological, environmental, and cultural factors that affect children with mild and moderate disabilities. Working collaboratively with several community agencies and nonprofit organizations, the students planned and implemented a two-week program for campers with disabilities. The camp included horseback riding and associated equestrian experiences, arts and crafts, physical exercises, science, music, swimming, and other enrichment activities.

**Faculty Mentor:** Ruth Jefferson

**Department:** Special Education

**Community Partners:** Blackford County Community Foundation, Blackford County Schools, Mackey and McCammon Farms

# Indiana Academy: Branding & Awareness

Students in this class formed a marketing agency run by student leaders. (President & CMO's of Creative, Strategy, Media & Research teams.) The student team met with the client to understand the marketing challenges, conducted a market sensing analysis and created an Integrated Marketing Communication plan. The IMC plan included; Market research, Target Market profiles, Marketing Objectives, IMC Strategy, Promotional Design & Creative Recommendations and Media Strategy Recommendations & Cost.

**Faculty Mentor:** Eric Harvey

**Department:** Marketing

**Community Partner:** Indiana Academy

**Students:** Paige Baker, Kaitlin Bank, Theresa Barnhorst, Alice Brumfield, Kaichen Cao, Samantha Coppedge, Lauren Hall, Sarah Hulva, Raven King, Alex Kumle, Kimberly Leblanc, Darius Norwood, William Perkins, Annie Sandaker, Mckenzie Short, Sara St. Clair, Hannah Toth, Brittany Wiggins, Laney Witham



# Indianapolis Airport - Video Production

Students spent the fall 2015 semester producing several videos for the Indianapolis Airport Authority (I.A.A.) and Sodalis Park, an airport-owned park managed by Hendricks County. The videos showcase how the I.A.A. uses 21st century sustainability methods and have become a model operation that is being studied by airports around the world. As part of the airport's commitment to community, it has created, and given to Hendricks County, a local park that is enjoyed by its citizenry.

**Faculty Mentor:** Tim Pollard

**Department:** Telecommunications

**Community Partners:** Indianapolis Airport Authority

**Students:** Nick Andrews, Jared Armstrong,  
Alex Carnahan, Kevin Clements,  
Brandon Clifton, Brayden Coffey,  
Mitchell Elmore, Brittany Lodge,  
Lawrence Matusiak, Monica  
Mendez, Samantha Molenda, Evan  
Moorhead, Bailey Oleksy, Jackson  
Stevens, Ryan Suiters,  
Daniel Werner



# The Many Faces of Muncie

People make Muncie tick. This city was built and continues to run because of complex, interesting, fascinating people. This project celebrates the lives of everyday Muncie residents and their contributions to the economy, history, diversity and culture of this community, focusing on telling the stories of their lives and their professions. By spending time with these people, the students were able to shed light on what it takes to create a diverse, steadfast and strong-willed community.



**Faculty Mentor:** Suzy Smith

**Department:** Telecommunications

**Community Partner:** Indiana Public Radio and WIPB-TV

**Students:** Kayla Meehan, Graduate Assistant  
Anna Bowman, Saige Driver,  
Brittany Forrest, Trevor Hundley,  
Logan Johnson, Danielle Jones,  
Mikaela Maranhas, Nicholas  
Murhling, Hannah Rapp, Russell  
Stewart, Deja Studdard



# Mobile Learning at the Indianapolis International Airport & Solar Farm

A team of Ball State students worked with the Indianapolis Airport Authority, Telamon Corporation, and Johnson Melloh Solutions to design and develop a mobile learning experience for visitors to the Indianapolis airport to learn about the substantial sustainability practices currently in use at the airport and the IND Solar Farm. This was the third semester of a 3-year project, wherein the selected student design team developed a website that included interactive infographics and other media elements.

**Faculty Mentor:** Mary Annette Rose

**Department:** Center for Energy Research/  
Education/Service

**Community Partners:** Indianapolis Airport Authority,  
Johnson Melloh Solutions, and  
Telamon Corporation

**Students:** Kelly Renee Levans, Jessica Lohse,  
Jessica Lynn, Lauren May, Jessica  
Standford, Rachael Walker,  
Benjamin Wilson, Yiyuan Yuan



# Muncie Meth Task Force Survey

In this project, students worked with the Muncie Meth Task Force to gather information about the use of methamphetamines in Muncie and Delaware county and the reasons behind the possible increase in usage rates. The data will be used to inform intervention programs that the Task Force will be creating over the next year. To gather the data, students communicated with local law enforcement as well as current and former users from the area.

**Faculty Mentor:** Melinda Messineo

**Department:** Sociology

**Community Partner:** Muncie Meth Task Force  
with Pathstone

**Students:** David Current, Kevin Ellsworth,  
Sam Hebenstreit, Katie Rooker,  
Sage Schmitmeyer, Lara Schneider,  
Kelley Smith, Abby Stellwagen,  
Mackenzie Weisweaver, Matt  
Williams





# Nature Play: Design Build Exploration with Children as Co-creators

“Our children are the first generation to be raised without meaningful contact with the natural world,” writes Richard Louv. This project presented a variety of small-scale design-build opportunities for interdisciplinary teams of students to develop into innovative play elements for a nature-based outdoor learning environment at Head Start’s preschool in Muncie. An integration of design, making, teaching, and learning was paramount in this elective. Whether using salvaged timbers for a series of small bridges in the wetlands, or re-harvested wood in the knowledge wall, sustainable construction and environmental education was the goal of this nature-based preschool environment. Age-appropriate activity settings were co-created with children in a user-centered manner, where the approach to learning was gently guided, open-ended explorations in sensitively constructed learning spaces and natural habitats.

**Faculty Mentor:** Pam Harwood

**Department:** Department of Architecture

**Community Partner:** Head Start of Delaware County

**Students:** Trevor Bauer, Courtney Castleman, Megan Clevenger, Colby Cline, Seth Crussel, Andrew Cullison, Amber East, Kaitlin Foust, Zander Franklin, Emma Mappes, Nick Moskwa, Edwin Murillo, Ayat Rasheed, Erika Rogers, Annie Scholetes-Young, Madison Shirley, Lindsey Stoy, Emily Strawmyer





## Rinard Orchid Greenhouse Strategic Marketing Plan

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### Students:

Chelsie Balensiefer, Courtney Cooper, Rachel Dobrzykowski, Kyla Duff, Kiana Dunson, Kayleigh Ellis, Alex Green, Raven Josnson, Brittany Maule, Sarah Vrazalich, Brianna Williams

The Dr. Joe and Alice Rinard Orchid Greenhouse (ROGH) maintains the Ball State University Wheeler-Thanhauser Orchid Collection. Located on campus within Christy Woods, the purpose of the collection is “to conserve rare and endangered species of orchids, disseminate them for conservation, and use the collection for research and education.” The recent construction of the ROGH was made possible with a donation from Dr. Joe Rinard in memory of his wife Alice. The new facility provides many new programming and fundraising opportunities not only for ROGH, but also to support the mission of the Department of Biology and the Field Station and Environmental Education programs, as a whole. This project developed a Strategic Marketing Plan (specifying possible target markets and identifying programming and communication opportunities) that enabled these units to creatively achieve their educational mission.

**Faculty Mentor:** John Vann

**Department:** Marketing

**Community Partner:** Dr. Joe and Alice  
Rinard Orchid Greenhouse

# Riverside Normal Neighborhood Action Plan

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## Students:

Mary Banning, Jade Broadnax, Brandon Burgoa, Megan Clevenger, Dustin House, Joshua Law, Austin Lawrence, Carley Lemmon, Jasmine Mason, Zoie Motycka, Andres Nieto, Matt Skelly, Samantha Wisner, Hailey Woods



The Riverside-Normal City Neighborhood Action Plan (RNAP) is a citizen-generated policy regarding the future of the neighborhood, containing initiatives that will be developed by the residents of the neighborhood with the assistance of the students. The RNAP will fall under the umbrella of the Muncie Action Plan, which is a strategic guide for the city to create an action agenda for the future. Students researched historical facts, compiled and analyzed census data, and designed and conducted a survey for neighborhood residents. A RNAP Handbook was also produced as a document to aid citizen planners when they begin to enact initiatives from the Plan.

**Faculty Mentor:** Lisa Dunaway

**Department:** Urban Planning

**Community Partner:** Riverside Normal Neighborhood Association

# Sociology Immersive Learning Projects

In these projects, students worked with the community partners to gather information about literacy opportunities in build spaces (United Way), food scarcity and pantry use (Edible Muncie), and residential decision making processes for young professionals (Muncie redevelopment). The data will be used to inform programs for each of the partners over the next year.

**Faculty Mentor:** Melinda Messineo

**Department:** Sociology

**Community Partner:** United Way of Muncie and Delaware County, Edible Muncie, and Muncie Redevelopment Commission

**Students:** Mirranda Adams, ReAnna Ballard, Sam Blankemeier, Sonia Brewer, Breanna Combs, Zach Cooley, Neri Duarte, Asia Flemings, Victoria Foster, Ethan Jacobs, Hallie Johns, Ciara Jones, Grace Kelly, Kameo Kirby, Patrick Kluger, Rachel Kucera, Audrey Meade, Brad Morrison, Maddy Neese, Savanna Paddock, Keanna Peppers, Erin Phelps, Tony Richter, Taylor Shelly, Ryan Walstrom, Brianna Williams



# Thomas Park/South-Central Energy Plan

Vectren Energy compiles data on energy usage of their customers, and there are opportunities for residents to install energy upgrades to their homes, but many homeowners do not utilize those opportunities. This project helped to determine those homeowners who most need energy upgrades to their homes and worked with them to utilize available resources to get those upgrades installed. The students compiled an energy plan for the residents, including materials available from Vectren and possible other sources.

**Faculty Mentor:** Lisa Dunaway

**Department:** Urban Planning

**Community Partner:** Thomas Park and South-Central Neighborhood Associations

**Students:** Heath Harper, Derek Walker, Chad Wells



# Visit Indiana

The Indiana Office of Tourism Development has partnered with Ball State to use high-definition video technology to highlight local and regional tourism in the state of Indiana. This project is part of a three-year grant. The students will produce a series of “profile” videos focusing on tourist destinations and cultural aspects in the state of Indiana. This semester, the teams focused on Goshen, food trucks, farmers’ markets, urban gardens, fall harvests, corn mazes, haunted forests, harvest festivals, and the Redbird State Recreation Area.



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**Faculty Mentor:** Chris Flook

**Department:** Telecommunications

**Community Partner:** Indiana Office of Tourism and  
Development

**Students:** Alina Beteringhe, Adrian  
Blackwell, Luke Butler, Anthony  
Campagna, Carolyn Case, Jillian  
Clark, Becca Davila, Janie Fulling,  
Micah Holtgraves, Nicole Lehrman,  
Samuel Noble, Jason Schroeder,  
Emma Thornburg,  
Kiefer Wiseman





**Immersive Learning offers students the opportunity to connect with communities, businesses, and government agencies to collaboratively develop solutions to unique challenges.**



The information presented here, correct at the time of publication, is subject to change. Ball State University practices equal opportunity in education and employment and is strongly and actively committed to diversity within its community. 15302-15 umc