

TEMPLE TIMES

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Emerging Diamond



Betsy Manning

Construction crews are making steady progress on the Mitchell and Hilarie Morgan Residence Hall and Dining Complex on North Broad Street, which already has become an inspiring addition to the North Philadelphia skyline. The site's three primary structures are in place and interior finishes are underway, as are exterior terrace and related hardscaping. Work on the site will remain steady through the spring and early summer as the project draws to a completion and the facility becomes ready for opening in August. The facility's 27-floor tower, Morgan Hall North, will include 24 floors of residential living space for returning sophomores, juniors and seniors. The L-shaped mid-rise building, Morgan Hall South, will have nine residential floors for incoming freshmen. The housing selection process is underway, and demand for accommodations among students has been strong. Students who have submitted a housing deposit may explore all on-campus residence options by logging on at the TUportal, going to MyHousing and clicking Student Web Self-Assign link. For more information about Temple housing choices, visit <http://www.temple.edu/housing>.

University plans for new decentralized budget model

By Eryn Jelesiewicz
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Over the next two and a half years, Temple will transition to a new budget model that shifts responsibility from central administration to the schools and colleges; a model that will promote revenue growth through entrepreneurial creativity, align resources with academic priorities and address the challenges of a radically different higher ed marketplace.

Decentralized Budget Management, also called Responsibility Centered Management, aligns authority with responsibility by transferring revenue authority to the schools and colleges. As a result, schools and colleges will cover the direct and indirect costs of operations with their revenue. This in turn has been shown to promote efficiency and a focus on quality service and ultimately shifts the focus from annual spending to annual revenue growth.

"We need to ensure that program quality remains at the highest levels and focus our resources where they will do our students the most good," said President Neil D. Theobald. "This new model shifts budgeting decisions into the hands of deans and faculty, while rewarding decisions that are efficient, entrepreneurial and creative."

The move to a decentralized budget model has been years in the making, inspired, in part, by the changes in state support. In the 1970s, the majority of Temple's budget, more than 60 percent, came from the commonwealth. Today, due to significant financial pressures, the state appropriation comprises about 12 percent of Temple's budget.

The decline in public dollars has put increasing pressure on tuition while families struggle with economic uncertainty and increasing student loan debt. To meet these challenges, Temple has taken major steps, including budget reductions totaling \$113 million, a freeze on base tuition, and increased funding for scholarships. But all of this is not enough to sustain Temple's mission and long-term economic prosperity.

Finance officers began to discuss alternatives several years ago. There are a number of different budget models used in higher education. All are customized according to an institution's strategic priorities. Decentralized budgeting is used by a number of top schools, including Indiana University, University of Michigan and University of Virginia.

A steering committee appointed by then-President Richard Englert and comprising staff and faculty began working together last August. Through extensive interviews with

Five years later, Moulder Center's growth exceeds expectations

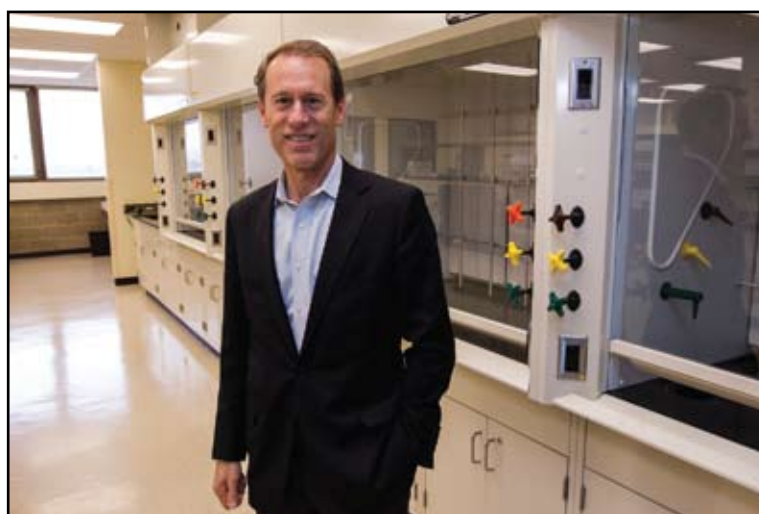
By Preston M. Moretz
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Five years ago, Lonnie Moulder and his wife, Sharon, both 1980 graduates of Temple's School of Pharmacy, were looking for a way to give back to their alma mater, which had been so instrumental in the success of their careers.

"We were in dialogue with Dean Peter Doukas to do something for the school that was new and meaningful, something that would be sustainable over time and something that we were interested in and passionate about," said Moulder, co-founder and CEO of TESARO, Inc., an oncology-focused biopharmaceutical company in Waltham, Mass.

Doukas shared with the Moulders his vision for the establishment of a drug discovery center at the School of Pharmacy and the positive impact it would have both internally and externally.

"After spending some time with Dean Doukas and listening to his vision, it was obvious that this was



Started five years ago with the support of alumnus Lonnie Moulder (shown above) and his wife, Sharon, the Moulder Center for Drug Discovery Research in the School of Pharmacy has grown to become the Greater Philadelphia region's only fully integrated academic drug discovery center.

something we could become passionate about, and we understood what it would mean for the School of Pharmacy and the university," said Moulder, who was recently named to Temple's Board of Trustees.

Thanks to their support, the

Moulder Center for Drug Discovery Research in the School of Pharmacy was created.

Magid Abou-Gharbia, an internationally recognized leader in drug discovery who had spent 26 years at Wyeth Pharmaceuticals and holds

more than 350 worldwide patents, was recruited to head the new center.

"Magid has tremendous energy, enthusiasm, vision and a very resourceful network; what a catalyst he was to really kick-start this center," said Moulder.

With the support from the Moulders' gift, an automated synthesis lab for medicinal chemistry and drug design was built on the fifth floor of the School of Pharmacy.

"My vision was to begin the Moulder Center with the strength that is missing from most drug discovery centers, which is medicinal chemistry," said Abou-Gharbia. "Most people focus on the biological component, when in fact new pharmacologically active compounds and new therapeutic agents arise out of the systematic efforts of medicinal chemistry."

Over the past five years, the acquisition of research grants, contracted research and support from the university through the Temple

Moulder continued on 2

Budget continued on 2

TEMPLE MADE



Denise Racquel Snook

Year: Senior

School: School of Environmental Design

Major: Horticulture

Home town: Shillington, Pa.

Why I chose Temple: "I'm an older student, so coming back to school I had a pretty clear idea of what I wanted to do: I wanted to study plants and plant communities — how to manage plants, how to protect them — because I wanted to get into conservation and restoration. Temple's horticulture program is geared to understanding plants as part of the landscape. It's not just botany, nor is it a master gardener program. The fact that Temple University's Ambler Campus was known as a 'green campus' with an ecological bent was really appealing to me."

Transformative moment: "The classes at Temple Ambler are great, but a lot of what I'm getting is because I've established close relationships with the professors in the horticulture program. They are so knowledgeable. The program is small, so you get to know the people individually and can take advantage of their experience."

Michael C. Busza



BUSZA

Year: Junior

Schools: School of Media and Communication and College of Liberal Arts

Majors:

Communications and English

Home town: Springfield, Pa. (Delaware County)

Why I chose Temple: "I wanted to go somewhere urban, very diverse, with life and buzz and an active LGBT community. In the end, it was between Temple and NYU. It came down to the fact that I got into the Temple Honors Program. The Honors Program is the best place on the face of the planet. It's where I belong."

Transformative moment: "In the fall of my junior year, I got into 'Directing and Producing,' a once-a-week, four-credit class. We produce TV shows. I showed up with the storyboard for 'One of the Guys,' a sitcom that had been in my mind for a long time. I had a story to tell, and I was ready. Producing this show has prepared me for the future. A lot of college students learn about film and television production, but here at Temple I haven't just been sitting in classes — I've done it. And I'm not afraid to go out there and do it again."



View all Temple Made profiles at news.temple.edu/templemade

President takes message of debt reduction to Harrisburg



Joseph V. Labolito

President Neil D. Theobald, right, testified before the House Appropriations Committee on Feb. 25 along with Penn State President Rodney A. Erickson and University of Pittsburgh Chancellor Mark A. Nordenberg.

In testimony before the committee, and a Feb. 28 appearance before the Senate Appropriations Committee, Theobald made the case for commonwealth support for Temple and discussed the university's emphasis on reducing student debt and improving the four-year graduation rate.

"The most important point I wish to make to you today is that Temple University realizes that most of our revenue comes from either a family or a taxpayer," said Theobald. "Going forward, we are determined to be responsible stewards of the public dollars that Temple is privileged to receive."

The president said the annual commonwealth appropriation is "the single most important factor in keeping tuition affordable" for Temple's students.

— Ray Betzner

Budget

From page 1

well over 100 deans, faculty and staff the top objectives for the new budget model emerged.

Right now, the schools and colleges have budgets that cover direct expenses, primarily salaries and operations. Decentralized budgeting will allocate the university's central budgets, which are currently funding institutional overhead and service units like finance and facilities, to the revenue units, which are the schools and colleges and business related auxiliaries. As a result, the revenue units will not only cover direct costs but also indirect costs, such as campus safety, the library and student life.

"This will promote efficiency and focus service units on providing high quality services," said Anthony Wagner, executive vice president, CFO and

treasurer. "A very important part of decentralized budgeting is shifting the focus from what we spend to what revenue we create."

The schools and colleges will collect and keep 100 percent of their revenue, which is made up of tuition, indirect cost recovery, some portion of the state appropriation, gifts and any other revenue they generate.

Units and departments that do not generate revenue, such as finance and campus safety, will be considered support centers. Such units will support the generation of revenue, and in doing so need to be more accountable to the schools' and colleges' needs.

By focusing on growing revenue and operating within that revenue, other institutions have found that decentralized budgeting fosters a more entrepreneurial and creative approach.

"Decentralized budgeting will reward schools that have strong leadership and think a little more outside

the box than we've traditionally done," said Ken Kaiser, senior associate vice president. "It's going to drive a strong market focus because we will need to respond to student needs."

The university will take two and half years to plan and prepare to operate under decentralized budgeting. This ramp-up period is intended to help everyone feel comfortable with the new model so that they can be successful.

For the first year, fiscal year 2013-14, Temple will continue to operate under the traditional budget model, but at some point next fiscal year everyone will also have their budget as it will be under a decentralized model. Deans, faculty and business managers will be able to see the differences between the two models, and get a good sense of how various actions will impact the budget in a decentralized environment.

In fiscal year 2014-15, the university will operate under the decentralized model with a hold-harmless provision so that no one is penalized during the transition. In 2015-16, the new model will be fully operational. ♦

Moulder

From page 1

Drug Discovery Initiative in 2010 has infused the Moulder Center and allowed it to grow from Magid Abou-Gharbia and that first medicinal chemistry lab into the Greater Philadelphia region's only fully integrated academic drug discovery center. Today, the center encompasses 10 labs and a staff of 18 people who have more than 130 years experience in the pharmaceutical industry with such companies as Wyeth Pharmaceuticals, Pfizer, Astra Zeneca, Merck, Procter and Gamble and Bristol-Myers Squibb.

"The Moulder Center has been expanding physically, but more importantly the capabilities of the center have also been expanded to include screening, molecular pharmacology, biotherapeutics, solid phase peptide synthesis and pharmacokinetics," said

Abou-Gharbia.

The center has also established fruitful research collaborations with Temple faculty researchers; premier academic institutions such as Johns Hopkins University, University of Rochester School of Medicine and The Wistar Institute; and with corporate partners, including Corntendo, GVKBio, Shifa Biomedical and Cureveda.

"We really have a lot on our plate," said Abou-Gharbia.

Some of these collaborations have also led to the establishment of intellectual property, which has resulted in three patents being filed and another two in the process of being filed.

Moulder said it is still early in the life of the Moulder Center, but it has so far exceeded expectations during its first five years.

"The timing was just right for this center to be established," said Moulder. "There has been a transition in the bio-pharmaceutical industry where there are cost constraints and consid-

erations for different business models on how to effectively conduct drug discovery. Many of the largest pharma organizations, and of course small biotech organizations, have had to look outside because they can't build all the capabilities to do drug discovery internally."

Moulder said that only a handful of academic research institutions have the capabilities of the Moulder Center for Drug Discovery Research, which makes it that much more valuable as a resource for the biopharmaceutical industry.

"With the type and quality of the capabilities we have here, the opportunity to leverage that and be a valuable resource — not only in the immediate Philadelphia region but the greater corridor of pharmaceutical and biotechnology companies all along the Northeast and into New England — will potentially establish the Moulder Center as one of the go-to centers to facilitate drug discovery." ♦

Grad programs rise in U.S. News rankings

By Eryn Jelesiewicz
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Temple's flagship graduate and professional programs continued their ascent with a strong showing in the 2014 *U.S. News & World Report Best Graduate Schools* rankings released this week.

"In my first three months at Temple, I have been truly impressed with the quality of education we provide at the undergraduate, graduate and professional level. Temple truly is one of the great urban universities in the nation," said President Neil Theobald.

Temple's Beasley School of Law is ranked No. 56, up from No. 58 last year, maintaining its position as the second-highest ranked law school in Pennsylvania. The Law School's program in trial advocacy stayed at No. 2 and its programs in legal research and writing (No. 5), in part-time programs (No. 12) and in international programs (No. 13) remain among the nation's most highly ranked.

The full-time MBA program at Temple's Fox School of Business earned a No. 58 ranking, while its international program moved up two spots to No. 23 and part-time MBA one spot to No. 46.

Temple's College of Education rose six spots to No. 47. Several programs in the College of Engineering moved up in the rankings, including electrical engineering, mechanical engineering and civil engineering. In the College of Liberal Arts, rankings for both political science and sociology increased.

The Temple School of Medicine earned a No. 51 ranking among research-oriented medical schools and had the second-highest ranking in Philadelphia for this category.

U.S. News does not rank every graduate program annually. In recent years, Temple has had other highly ranked graduate programs, including criminal justice (No. 11), fine arts (No. 13), healthcare management (No. 24), clinical psychology (No. 26), speech-language pathology (No. 29), occupational therapy (No. 31) and physical therapy (No. 44).

"We need to take advantage of every opportunity to remind students, alumni, donors, elected leaders and people in Pennsylvania that Temple is a tremendous asset, as well as a great value," said Theobald. ♦

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Dental School gets \$1.75 million gift to improve children's dental access

By Preston M. Moretz
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Recognizing that proper dental care is the single greatest unmet health need among children, Temple's Kornberg School of Dentistry, with support from UnitedHealthcare and United Health Foundation, is launching Project ENGAGE, a \$1.75 million initiative designed to improve children's access to oral health care.

The program will be available to North Philadelphia children under the age of 6 and their families who are enrolled in the state's Medicaid plan. The goal is to eventually expand the initiative to other parts of Philadelphia, Pennsylvania and the country.

"Project ENGAGE is an example of a new health promotion system that will reach out to children and families to assist them in getting dental care and remove barriers that prevent these children from having a dental home," said Amid Ismail, dean of the Kornberg School of Dentistry.

Currently, fewer than 30 percent of the children under 6 living in the five zip codes (19121, 19122, 19132, 19133



Shown at Temple's community dental clinic are Dr. Tony Monteiro, adjunct faculty in the department of Pediatric Dentistry and Community Oral Health Sciences, junior dental students Stephan Kim and Daniel Phillips, and Zylia Austin, a student at St. Martin de Porres Catholic School on Lehigh Ave.

and 19140) surrounding Kornberg's North Philadelphia campus have access to proper dental care, often due to lack of awareness of the importance of oral health, limited transportation and access to qualified dental care providers. One of the program's goals is to increase that access to at least 60 percent of the children.

"The neighborhoods served by Project ENGAGE have the highest cost of care for children's dental care in Pennsylvania, in part because the parents of these children tend to seek dental care only when it's an emergency and then seek that care at a hospital, which can be expensive," said Ismail. "We need to shift the dental care from when the

children have a problem to before the problem starts."

The new program will create an oral health registry that will use dental claims information and operating and emergency department histories to identify children most at risk of developing any health issues as a result of tooth decay. An infectious disease that ranks as the most common chronic condition during childhood, tooth decay is five times more prevalent in children than asthma, according to the American Academy of Pediatric Dentistry. If left untreated, it can cause infections and illness, and affect the development of permanent teeth.

"No child should have tooth decay," said Ismail. "This disease can be prevented."

Community health workers will provide these children and their families, including siblings and pregnant women, with information, counseling and assistance in scheduling dental appointments. Public health dental hygienists will also be available to provide in-home care and additional treatments, such as fluoride varnishes and sealants.

The program will also provide training for primary care physicians to encourage preventive screenings and to apply dental varnish, while also giving general dentists who do not currently provide dental care for very young children the support and information needed to care for children. Studies show that children should begin seeing a dentist before their first birthday.

Project ENGAGE is being funded with a \$1 million grant from United Health Foundation and another \$750,000 from UnitedHealthcare. Temple will work to create the registry and coordinate the interventions to families, with assistance from UnitedHealthcare.

"By combining Temple University's clinical expertise with UnitedHealthcare's extensive claims information, we will promote oral health, expand access to care and reduce the prevalence of dental disease," said Michael Weitzner, vice president, UnitedHealthcare Dental. "We have the unique opportunity to enhance the health delivery system and improve health outcomes for thousands of children in Pennsylvania." ♦

New and enhanced financial literacy courses will help students understand and manage debt

By Brandon Lausch
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It's a message sent often but not always received: Financial decisions at 20 years old can have an impact 20 years later.

That cautionary statement is a cornerstone of Temple University's renewed efforts to help students reduce and manage debt through a series of new and enhanced courses designed to foster their financial literacy.

"To create opportunities without roadblocks, we are redoubling our efforts to limit student debt levels," said Temple President Neil D. Theobald. "The idea is to teach students how to make smart choices about budgeting, savings, and debt. Most of us learned these lessons the hard way in our 20s and 30s. The current economic reality does not allow for a real-life internship in budget literacy."

The four financial literacy courses are designed to help students understand the complexities of college financing and to promote responsible budgeting. The courses explore topics such as taxes, savings, estate planning, major purchases, credit cards, interest rates and investments. Emphasis is also placed on managing student debt, as well as the impact of defaulting on loans.

A one-credit freshman seminar on financial literacy, taught by the Temple Bursar's Office, will debut in the fall. Two other courses — "Investing for the Future," taught by finance Professor Jonathan A. Scott, and another class pending final approval — would fulfill the four-credit Quantitative Literacy requirement of the university's General Education Program.

The "Investing for the Future" course includes assignments to prepare a personal financial plan, build a diversified retirement portfolio and compute how much one would need to save per month to fund a Temple education beginning in 2040.

An existing course, "Fundamentals of Personal Financial Planning,"

targets sophomores and is a requirement of the General Business Studies Minor. Because these classes are designed for non-business majors, the Fox School of Business is developing a Financial Literacy Competency test for its students.

The courses are one outcome of a Temple financial literacy task force that has been developing campaigns to help inform students of important budgeting practices and other literacy tools.

"We want to be able to help students as much as possible and provide various tools to help in their future," said David Glezerman, Temple assistant vice president and bursar. "Over and above the courses, we look at this effort as a value-added service that students deserve. Anything we can do to help, that's what we're here for."

The financial literacy effort will include online and TUTV announcements promoting a new virtual student loan and money management center that is scheduled to roll out in April, financial literacy month.

The virtual tool will complement the university's Money Matters website, which launched last spring. The site offers financial resources for students and their parents, including tips on navigating the financial aid process, paying for college and reducing indebtedness.

Also in April, university officials are planning to invite guest speakers to discuss decision-making when starting a new job, such as enrolling in health care and retirement plans, and finding funding for new business ventures. The task force is also discussing personal-finance workshops and one-on-one counseling sessions.

"Financial literacy is a complex yet fundamental life skill. To effectively manage money, college students must understand the reality of their purchases and investments," Fox School of Business Dean M. Moshe Porat said. "In doing so, they can help secure their financial future and maximize the value of their degree." ♦

Senior horticulture major finds beauty in the macabre

By Jim Duffy
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Brandon Huber is no stranger to success at the Pennsylvania Horticultural Society's Philadelphia Flower Show.

In the eight years that he has been showing off the best of his ever-growing — and admittedly weird — menagerie of plants at the Flower Show's "Horticultour," he has amassed more ribbons than he has wall space, surpassing 250 after continued good fortune at the 2013 show.

But, you won't find any orchids or typical blooming buds among his entries. Huber, 23, is always looking for the "showstopper." His first-class entries for 2013 include a hanging begonia of monstrous proportions; a climbing onion — an onion growing on the soil surface "with a crazy vine growing out of it" — and a variegated ivy that he has trained to grow in a circle.

And that's just the tip of the leafy green iceberg for Huber's collection of more than 300 plants.

"The Horticultour has some of the most diverse, exotic and unusual plants that you're likely to see anywhere — I knew I wanted to be a part of it," said Huber, a senior horticulture major in the Department of Landscape Architecture and Horticulture, part of Temple's School of Environ-



Award-winning horticulture student Brandon Huber cultivates a collection of more than 300 exotic plants.

mental Design, who is also Student Government president at the Ambler Campus. "I thrive on the challenge of it and the chance to push the plants to their limit; to see what I can do."

His crowning achievement so far has been a Best in Show Award in 2009 for his "amorphophallus konjac," a massive six-foot tall, dark purple nightmare that feels like vinyl and has one of the largest flowers in the world. Its more common and colorful name is "corpse plant," an appellation it lives up to when in full bloom by giving off a stench of rotting meat that could fell an unsuspecting nose from 100 feet

away. One of the plant's offspring won a first-place ribbon at this year's show during the second judging day.

"The amorphophallus smells just like a dead body! It's actually a pollinating technique; just like other flowers use nice smells to attract bees and butterflies. The corpse plant attracts carrion beetles and house flies — anything that would be attracted to road kill," he said. "It really stinks up the show — you'd think people would be repelled by it, but they can't get enough of it."

Huber's corpse plants are not alone in the "just plain weird" category of his collection. They are joined by more than 100 cacti and succulents — some in shapes and sizes that would look at home on any alien planet — and pumpkins that weigh in at hundreds of pounds each.

Then there are the carnivores, more than 30 Venus flytraps, long-throated pitcher plants, and sticky tentacled sundews that thrive not on sunshine and soil but on live meat.

"The flytraps are native to the Carolinas. They live in bogs, which are very anaerobic environments, very poor in nutrients. They evolved to feed themselves," Huber said. "You can actually watch them move to catch things — it's like watching a predator."

Huber said carnivorous plants don't, however, tend to be the belle of the ball at the Flower Show.

"Sometimes, I think, some of the judges are a little put off by them," he said. "Some of these are scary looking plants — some look like they have fangs! When you think about a plant devouring meat, that creeps some people out." ♦

A 'WILDE' ride



Temple's 2013 Philadelphia Flower Show Exhibit, "WILDE! Cultivating wonder in everyday places," was awarded The Alfred M. Campbell Memorial Trophy, given to the "Educational major exhibit that demonstrates the most successful use of a variety of plants in a unique fashion"; a PHS Special Achievement Award for the "best achievement in creating a wild, natural environment"; and a PHS Gold Medal Award, "for the best use of PHS Gold Medal plants in a major exhibit."

>> FULL STORY AND VIDEO: news.temple.edu/flowershow

Grant establishes College of Education as national resource for education reform

By Kim Fischer
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As the result of a five-year grant of more than \$1.4 million from the U.S. Department of Education's Comprehensive Centers Program, educators across the country looking to adopt new and innovative practices in their school districts will now call Temple.

The grant will enable the College of Education's Institute for Schools and Society to establish the Center on Innovations in Learning (CIL), one of only seven Comprehensive Content Centers in the country.

"This is certainly one of the largest grants we have received recently, and it is truly exciting to participate in educational reform at the national level," said Marilyn Murphy, principal investigator and director at the Center on Innovations in Learning.

The role of the content centers is to



A five-year, \$1.4 million grant from the U.S. Department of Education will establish the College of Education's Institute for Schools and Society as one of only seven nationwide Comprehensive Content Centers, which provide expertise to school districts in improving educational outcomes.

increase the capacity of state education agencies nationwide to improve educational outcomes for students. Each center will provide expertise and services in specific high-priority areas. Fifteen regional centers will align with the work of the content centers to build the ability of state agencies to

implement, support, scale up or sustain educational initiatives statewide.

"These centers will help low-performing schools and districts close the achievement gap," said U.S. Department of Education Secretary Arne Duncan. "They provide valuable support of the Administration's P-12 initiatives to ensure that every child is able to receive a high-quality education."

Temple's CIL will focus on educational innovations at all grade levels.

"We will determine what new approaches teachers and administrators across the country are looking to implement in their respective districts, schools and classrooms. Then we do the footwork," said Murphy. "We find out, based on research, what works, and we help them make good decisions."

Each of the other six content centers will have its own area of focus, including standards and assessment implementation, great teachers and leaders, school

turnaround, early learning, college and career readiness and building state capacity and productivity.

Temple's CIL will emphasize personalized learning, game theory, learning technology, learning in and out of school, distance learning and managing total school improvement.

According to Murphy, a common misperception is that most individuals and organizations view innovation as primarily involving technology. But innovation comes in many forms.

For example, when we think of gaming nowadays, it's video games that come to mind. "But, games have been around for a long time," said Murphy. "And the system of rules and rewards in games has a long history of being used effectively — or not — in the classroom."

Innovation can also mean different ways of doing business or a different approach to school management.

"That's how we help the organizations move forward, by providing them with research and information on the latest educational models and techniques out there," said Murphy.

The CIL partners with a network of scientific and technical consultants who will provide expertise and support as needed when a regional center or state agency needs information or technical assistance sifting through the research. And because cost is commonly an issue, CIL consultants can determine which approach might make the most sense in economic terms.

"We want to ensure that before implementing a strategy or purchasing a tool, schools and other educational organizations are fully aware of what the research shows may or may not be effective — and why or why not," said Murphy.

"And when they are ready to implement something new, we are there to help roll it out." ♦



Competitive learning approach goes beyond fun and games

By Brandon Lausch
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Two days after Temple University's Department of Management Information Systems (MIS) introduced an online leader board as part of its requirement that students earn 1,000 points through internships and other activities in order to graduate, Assistant Professor Mart Doyle received a curious email.

At 1,475 points, MIS and finance major Joe Nespoli had blazed past the necessary mark and was first among seniors at his credit level. He had one question: How he could keep it that way?

At the Fox School of Business, where the MIS Department is based, gamification is thriving at the classroom, department and school levels. Across Temple, gamification and gaming efforts include a Games Interest Group of faculty and staff interested in research and curriculum development. And Temple Computer Services' Instructional Support Center is exploring collaborations with faculty on piloting several initiatives on the instructional use of gaming.

"In the education setting, the final grade can seem so distant in relation to any individual activity in the class that having this opportunity for students to be recognized in front of their peers can be a very strong motivation along the way," said Steven L. Johnson, an assistant professor of MIS who has gamified his "Social Media Innovation" course.

According to one widely used definition, gamification uses gaming elements, mechanics and frameworks in non-game contexts. In Johnson's class, students embark on a quest for points through tasks such as commenting on blog posts, creating a Pinterest board or choosing a profile picture on Twitter. Students level up by amassing points and earn badges, some of them by surprise, to display on their virtual mantels.

"I like getting recognized," said senior MIS major Megan Ste-

phens, who took Johnson's class. "It gets me to do higher-quality work and dedicate more time to something."

To professors and administrators, deeper engagement among students — whether with class material or professional development — is the point, not "pointification," where participants chase after meaningless outcomes. Johnson's lesson: "You get whatever behavior you reinforce, reward and recognize."

That's why the MIS Department requires its majors to enhance their academic and professional development by creating and maintaining e-portfolios — their digital resumes — and collecting points through involvement with student organizations or internships. An internship alone counts for 600 of the 1,000-point graduation requirement.

"If you want to do it the easy way, do an internship," Doyle said. "If you want to do it the hard way, there are many opportunities, but you have to hustle."

Norm Roessler, a faculty member in Intellectual Heritage, asks his "Mosaic" students to work in groups to adapt weighty texts — such as Gloria Anzaldua's *Borderlands* and Thomas More's *Utopia* — into video games while staying true to the gaming genre and the source material. One outcome: students use zombies to address ideas of difference.

"Zombies are like the X-men," Roessler said. "It's a way to show or talk about difference without pointing the finger at race, class and gender."

Jacynda Purnell, a junior theater major, and her "Mosaic I" group used zombies and other villains in its *Borderlands* adaption. The final boss: an animated version of Roessler. "We beat the game; we passed the class," Purnell said.

Roessler is keener on the process of play than gamification. "It's building the game, making the game up, creating the game — instead of just playing it," he said. ♦

In some classes, smartphones are viewed as aid, not barrier, to learning

By Eryn Jelesiewicz
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They make you laugh. They make you think. And, sometimes, they just make you shake your head — or, in the language of the Twitterverse, "SMH" [shake my head].

The tweets, by Jordan Shapiro and his students in Temple's "Mosaic" humanities courses, provide a glimpse at how they are learning about some of the biggest thinkers of the Western academic tradition, such as Freud, Rousseau and Aristotle:

Man this is bleak. I wonder how many parties Freud wasn't invited to? #wetblanket

Feeling that Ares rage right now.

I to die and you to live; but which of us has the happier prospect is unknown to anyone but God' ...Socrates rules.

The Absurdist Bible, written by Samuel Beckett. SPOILERS: God's waiting for Godot.

'Arm yourself for war and put on your strength.' #Iliad Strength comes from the armor?

And on the third day, The Lord created Saturn, and He liked it ... and lo, He put a ring on it.

At the beginning of the semester, Shapiro tells the students that cell phones are welcome in class. In fact, he asks them to tweet about what they're learning both during and after class hours using the hashtags #mosaic1 and #mosaic2. The caveat? They must remain engaged throughout.

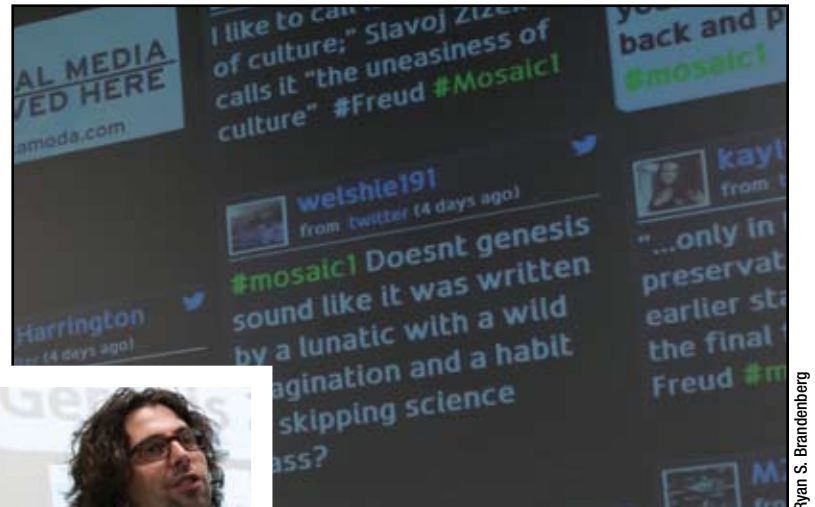
"My whole idea is if you're tweeting about what I'm talking about then I got you," said Shapiro. "You're showing me you care."

College professors have had to reckon with the near ubiquity of smartphones in their classrooms for the past several years. Some prefer to look the other way, while others expressly ban their use, and still others, like Shapiro, integrate them into class. It's been a hot topic of conversation among professors in Temple's Intellectual Heritage Program (IH), the home of the "Mosaic" curriculum.

"I see IH instructors testing all kinds of ways to increase inclusion and participation — and testing themselves out in the process," said Doug Greenfield, associate director of IH. "We talk a lot about accommodating different learning styles; we also need to acknowledge that there are different and equally effective teaching styles. What's key, and what I see in IH, is commitment to dialogue, experimentation and evolution."

In addition to encouraging student tweeting during class, Shapiro often projects the Twitter stream on a screen so that the whole class can watch the activity. It illustrates, he believes, how students are doubly engaged — in both the live conversation and the Twitter stream.

"Smartphones are a part of their — and my — lived experience, so I try to teach them to use their technologies articulately and intelligently," said Shapiro. "They will need to be able to navigate the intellectual landscape of the



Professor Jordan Shapiro (left) integrates smartphones into his "Mosaic" sections by encouraging students to tweet during class. He often projects the Twitter stream on a screen so that the whole class can watch the activity.

21st-century workplace, which now includes social media."

Several of Shapiro's colleagues in IH have different approaches to cell phones in the classroom, including Noah Shusterman, who has taught at Temple for more than a decade.

"In 'Mosaic,' discussion is a fundamental aspect of the class," he said. "It's not a class about a collection of facts, but rather being able to assess texts critically and form arguments, so we need to hear from students and they need to hear from each other."

During class, Shusterman asks that phones are turned off and out of sight.

"Anything that takes attention away from the discussion has a way of affecting the entire class," he said. "I also want to carve a space in their lives where they can appreciate a class as it's been taught for many decades."

Rick Libowitz, a Temple alumnus and associate professor in IH also asks students to keep phones off.

Although Libowitz jokes that he's a Luddite, he's not. YouTube is one of his favorite classroom tools.

For Freud's chapter on dreams, Libowitz plays a YouTube video of the Everly Brothers singing "All I Have to Do is Dream." The lyrics, "I'm dreaming my life away," are perfect for what Freud is talking about, explains Libowitz.

"What I want to show them is that the answers change, but the questions remain the same, and ultimately the questions are more important than the answers," he said. "That's the IH program in essence."

Another longtime IH professor, Susan Bertolino, now allows cell phones for specific projects, after holding a hard line for several years.

"Once I started allowing them in certain circumstances, such as group projects, it helped make the students feel more positive and not feel so disciplined," she said. "It created more of a sense of community."

In addition to smartphones and social media, the "Mosaic" courses are venturing online. Last semester, a team that included Shapiro designed and piloted online classes. This spring, IH is piloting hybrid classes, which combine online and in-person classes. ♦

Play brings "A Fierce Kind of Love" to life

By Eryn Jelesiewicz
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It seems hard to believe today, but if you had a child with intellectual disabilities in the 1950s, you were strongly advised to place him or her in an institution. If you kept your child at home, you struggled alone for services and school choices. But a generation of parents, particularly mothers, demanded more for their children and themselves. A new play brings this history, the history of the intellectual disabilities rights movement, to life.

"A Fierce Kind of Love" is a collaboration of Temple University's Institute on Disabilities, renowned director David Bradley and playwright Suli Holum. On March 18 at Christ Church Neighborhood House in Philadelphia, the play will have its first public reading. The reading of the work-in-progress will feature five actors, two of whom have intellectual disabilities. Afterward, the cast, director, playwright and audience will have a chance to talk about the play and its ongoing development. The event will also stream live in Harrisburg and Pittsburgh.

The project, funded by a grant from the Heritage Philadelphia Program of the Pew Center for Arts & Heritage, grew out of Visionary Voices, the Institute's multimedia collection that documents the histories of the individuals who played a significant role in the intellectual disabilities movement in Pennsylvania.

"So much of what has happened in Pennsylvania has had national implications," said Celia Feinstein, co-director of the IOD. "For example, the Pennsylvania Association of Retarded Citizens (PARC) consent decree, which supported the right to public education for children with disabilities, led to Congressional passage of the federal Education for All Handicapped Children Act of 1975. Likewise, the 1977 federal court order that closed the state's Pennhurst Center for the Mentally Retarded, in Spring City, Pa., resulted in mirror-image lawsuits to close similar institutions in about 25 other states."

"Both the Visionary Voices project, and 'A Fierce Kind of Love' explore a part of Pennsylvania's history that has remained largely hidden," said Lisa Sonneborn, project coordinator and producer of Visionary Voices. "Through the public performance,



Courtesy Temple's Institute on Disabilities

"A Fierce Kind of Love" is based on the story of families who struggled through the 1960s and 70s to improve the rights and lives of people with disabilities. The Scoggins family — Laurie and her mother are pictured in the late 1950s — was one such family.

we hope to bring these stories to the attention of new audiences. This is especially important today, as significant funding cuts now threaten to unravel decades of advocacy and advancement."

Visiting the Visionary Voices website can be a solitary experience, explains Sonnenborn, whereas a public performance opens these stories up to a larger and hopefully more diverse community. She says that the institute has been very successful reaching the disability community, but less so those outside of it who aren't directly touched by intellectual disabilities. That's what they aim to achieve through performance.

Director David Bradley, who also turns history into performance at the National Constitution Center, was instantly drawn to the project.

"These parents became accidental activists," he said. "They loved their kids and wanted what was best and wanted more choices, and that was very powerful to me. I'm drawn to stories of ordinary people in extraordinary situations and how theater can amplify real life."

To create the play, Bradley and Holum drew from Visionary Voices and had listening days with people with intellectual disabilities, their parents and siblings and professionals

First Public Reading

Monday, March 18, 7-8 p.m.
Neighborhood House at Christ Church, 20 N. American St.

The reading is free but space is limited. Reserve a seat online or call 215-204-1356 (voice) 215-204-1805 (TTY).

Those outside of the Philadelphia area will be able to view a live video stream of the reading at two locations: Temple University Harrisburg and University of Pittsburgh. More information at disabilities.temple.edu/voices/performs.

in the field. Next they held workshops with actors, including actors with intellectual disabilities.

"We are exploring what it is to have a diverse cast tell these stories and how that in and of itself tells its own story," said Bradley.

As the play came to life, the title for it emerged with stunning clarity.

"What struck us is that these are powerful stories on how you love your child," said Bradley. "When the desire to love them and help them have the best life has a lot of challenges, we saw this as a fierce kind of love." ♦

Week of networking and skill-building events highlights value of Career Center services

By Sarae Gdovin
For the Temple Times

For students looking ahead to life after Temple, understanding where to start the career search can seem a daunting prospect.

Fortunately, the services of the university's Career Center are available to all students, offering a road map for navigating the job search process and a chance to develop skills that will prepare them to enter the job market upon graduation.

"I didn't know how to tailor my resume to the position I was applying for," said Karla Hernandez, a senior exchange student from the University of Puerto Rico majoring in accounting and management information systems. "The Career Center was open to helping me in my search for an internship."

The assistance paid off. By taking advantage of Career Center resources, Hernandez secured an internship with PricewaterhouseCoopers and will start a full-time position there after graduation. She is just one of many Career Center success stories.

"Students can benefit from the help we provide to package themselves and share their valuable experiences with employers," said Linda Lawton, Career Center associate director.

The center provides training in resume writing, interview techniques, networking and other skills that help students project a positive professional image. Its highest-profile events are clustered within Career Week, an annual series of career preparation activities that culminates with the university Career Fair. The week is designed to help students make the most of the event by providing tips on how to research and prepare, what to wear and how to follow up afterward.

The Feb. 21 Career Fair brought representatives from companies such as Enterprise, Verizon and Merck, among other for-profit and nonprofit organizations. More than 80 employers participated, a 13 percent increase in participation from previous years.

Another Career Center event gave Owls on both sides of graduation a chance to build their professional network and receive feedback. The Feb. 19 Student and Alumni Networking



Vaughn Shinkus

This year's Career Fair brought more than 80 employers seeking Temple talent for internships and full-time positions.

Night saw an increase in both current and former students. Temple President Neil D. Theobald offered remarks, stressing the importance of building connections. To help promote that goal, the student with the most alumni recommendations won a \$500 gift card to Macy's and an appointment with a personal shopper to help choose the best professional attire.

The Career Center also features ongoing seminars and appointments. Walk-in hours are held daily for students to stop in and get quick feedback on their resume or ask career-related questions. Mock interviews are held throughout the semester, during which students get interview tips directly from industry professionals. The sessions are recorded so that students can practice what they learn for future interviews.

Another Career Center resource, the OwlNetwork online job posting system, gives students access to hundreds of jobs and internship opportunities. Holly Furman, a senior advertising major, offers proof of its effectiveness. She used it to secure an interview with Ogilvy & Mather.

"I used OwlNetwork because the companies were specifically looking for Temple students," said Furman. "I felt like I was part of an elite group."

"The resources I've used at the Career Center definitely helped me to market myself to employers," she added. "I have learned my strengths and how to apply them to any job I'm applying for."

Learn more about Career Center services at www.temple.edu/career-center. ♦

In Engineers Week session, astronaut answers students' questions about space

By Preston M. Moretz
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If you could ask an astronaut any question, what would it be?

Did you always want to be an astronaut? How does one get selected as an astronaut? How do you get acclimated to being in space then returning to Earth? How do you fall asleep in space? Are we alone or are there really aliens in our universe?

These were among many questions that Temple students, mostly from the College of Engineering, asked of retired NASA astronaut David Wolf during an hour-long question-and-answer session last month as part of the college's observance of National Engineers Week.

Wolf spent 12 years as an astronaut, logging more than 168 days in space over four separate missions, including 128 days on the Russian Mir space station. He also conducted seven spacewalks, logging 47 hours, 5 min-



Ryan S. Brandenburg

Astronaut David Wolf, right, talks informally with Temple students during an Engineers Week session held in the College of Engineering's exhibit hall.

utes of extravehicular activity.

Wolf delivered Engineers Week keynote remarks, showing and discussing a film, "The Challenge and Inspiration of Spaceflight," to an overflow crowd. The following day, he took time to meet with a group of faculty, then spent an hour informally discussing space and his career with 50 enthusiastic students in the College of Engineering's

exhibit hall. The opportunity to meet and talk with a real astronaut was not lost on the students.

After attending Wolf's keynote presentation, sophomore communications major Nadia Ouazzi switched her schedule around so she could ask him questions during the student event.

"This was very cool," said Ouazzi, of

Mountainside, N.J. "I'm going to brag for years about this."

Michael Korostelev, a doctoral candidate in electrical and computer engineering, said space is one of his hobbies and that he watches a lot of television programs and documentaries.

"Most of the things Wolf mentioned in his talk I already knew," said Korostelev, of Northeast Philadelphia. "I was more interested in the personal aspects of space, and that's what he covered in the question-and-answer session, which I enjoyed."

Sophomore engineering technology student Luke Coleman, in his first semester at Temple after transferring from Delaware County Community College, asked Wolf about the challenge of getting acclimated to space and then re-acclimated to Earth upon return.

"I was sitting directly across from him, so that was really cool," said Coleman, of Aldan, Pa. "It was kind of intimidating for me at first be-

cause he's an astronaut, but by the end he seemed like a regular, personable guy."

The session was moderated by Bio-engineering Chair and Professor Peter Lelkes, who once had one of his tissue engineering projects taken into space by Wolf aboard the space shuttle.

"It is very important for our students to see the reality and the human part of spaceflight, and in that I think David Wolf serves as an inspiration," said Lelkes.

Wolf said he hoped his talk would help re-ignite passion for space among students. He challenged them during their give-and-take to suggest reasons why the U.S. has lost its focus on spaceflight and space exploration.

"You could see the interest they have," he said. "At the same time, their interest ignites my passion. You can see that our future is in good hands with the top quality students here at Temple." ♦

Study explores distinctions in cognitive functioning for centenarians

By Preston M. Moretz
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As life expectancy continues to increase, more and more people will reach and surpass the century mark in age. But even as greater numbers reach and surpass that milestone, little is known about what constitutes normal levels of cognitive function in the second century of life.

Led by Adam Davey, associate professor in Temple's Department of Public Health, a group of researchers used a new method called factor mixture

analysis — a statistical technique for identifying different groups within a population — to identify the prevalence of cognitive impairment in centenarians and try to understand the cognitive changes that are part of extreme aging. They published their findings, "Profiles of Cognitive Functioning in a Population-Based Sample of Centenarians Using Factor Mixture Analysis," in the journal *Experimental Aging Research*.

"One of the motivations for studying centenarians is that they are very close to the upper limit of human life expectancy right now," said Davey. "By looking at their cognitive functioning we can learn a lot in terms of how common or prevalent cognitive impairment is among that age group."

Using voter registration lists and nursing home records in 44 counties in northern Georgia, the researchers identified 244 people between the ages of 98-108, who were assessed based on a series of standard tests used to measure cognitive functioning.

"As people get into later life and the prevalence of cognitive impairment becomes relatively high, we need some way of distinguishing between those people who are aging normally and the people who have cognitive impairment, which could indicate dementia," said Davey.

The researchers found that even though approximately two-thirds of centenarians were at or below the threshold for cognitive impairment by one commonly used measure, only one-third were identified as cognitively impaired using their new approach.

"That's consistent with the level of cognitive impairment found in another study that looked at people up to the age of 85-plus," said Davey. "But even the normal folks have had cognitive declines to the point that they are functioning at a level that would indicate impairment at younger ages."

The researchers found that characteristics such as age, race and educational attainment can help to distinguish those in the lower cognitive performance group.

"This is the first study that I'm aware of that allows us to distinguish between these two groups of centenarians, so that we can start to develop benchmarks for what is normal cognitive functioning among members of this age group," said Davey. "These people have lived so long that even their normal cognitive function could be mistaken for a form of dementia if a physician were to treat them as they would someone who was merely old." ♦



Tyler School of Art students Olivia Menta (above) and Stacey Holder worked with Mural Arts restoration crew leader Nathaniel Lee to help restore a faded sign for the Henssler Locksmith Company, at 13th Street and Girard Avenue in Philadelphia.

Tyler students help restore a fading relic

By Jazmyn Burton
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In an age of Google AdWords and sponsored Facebook posts, the fading outlines of logos for brands such as Coca-Cola and Clorox painted on the side of buildings are a quaint reminder of advertising's simpler past. Preserving these ghost ads, some of which date to the mid-1800s, has become a popular pursuit for preservationists across the country.

Tyler School of Art students Stacey Holder and Olivia Menta became part of that movement last year when they were selected by Temple Contemporary to work with Philadelphia's Mural Arts Program in restoring a faded sign for the Henssler Locksmith Company, which has operated at 13th Street and Girard Avenue in Philadelphia since 1898.

"I didn't know anything about ghost ads before this project," said Holder, a junior painting major. "But, I

had always paid attention to, and been aware of, old painted signs that had faded over the decades."

Holder and Menta worked with Mural Arts restoration crew leader Nathaniel Lee for more than three weeks to restore the antique ad, which promotes the store's long-standing slogan, "Any lock... Any key."

The small business has been a part of the Henssler family for five generations. Current owner John Henssler's father and grandfather were both born in a small room on the building's fourth floor.

"It was a project that the family had considered doing in the past," said Lee. "They were very happy to have some artistic assistance to get it done."

Before the process of restoring the sign started, Lee gave Holder and Menta a crash course on the history of ghost advertising in the United States and Europe.

"Although there were large portions of the lettering missing, faded and chipped away, it was not

difficult to replicate the font that already existed," said Holder.

For Menta, the most challenging part of the project was the transition from creating works on paper to completing a large scale piece on a wall.

"That elemental change was difficult at first, but after awhile we got the hang of it," she said.

Perched atop four stories of scaffolding, the three painters worked from an old photo of the original sign to fully replicate and restore the relic.

"Every time we turned our backs to the wall we saw the skyline," said Holder. "Also, there was something very Zen about painting a very straightforward font on the wall. Sometimes we would be really involved in intense conversations, other times all three of us would just paint in silence for a while."

Lee hopes the project will lead to the opportunity to preserve other ghost advertisements across the city. ♦

Studying brain signals to predict ad success

By Brandon Lausch
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Researchers at Temple University's Fox School of Business are conducting a comprehensive study to assess to what extent neurophysiological responses and other measures of reactions to advertisements can predict the sales performance of TV ads.

Temple's Center for Neural Decision Making, based at the Fox School, earned a grant from the Advertising Research Foundation (ARF) to evaluate approximately 300 participants' responses to 35 TV ads from a group of ARF member firms, including major companies in the technology, financial, pharmaceutical and consumer-goods industries. The ARF, founded in 1936, is the premier foundation in the advertising industry for creating and sharing knowledge.

The researchers will employ traditional survey responses and six neurophysiological methods: eye tracking; skin conductance response, which measures arousal; heart rate; breathing; and brain activity as recorded through fMRI (functional Magnetic Resonance Imaging) and EEG (electroencephalographs). The research team will then compare its results with an analysis of sales data led by Russell Winer of New York University's Stern School of Business to see which of the measures did the best job of predicting market performance.

"It's a great opportunity to compare all these methodologies with each other, which has never been done before," said Angelika Dimoka, director of the Center for Neural Decision Making and an as-



Eric Mihal, right, an undergraduate sociology student, participates in a television ad study led by Temple's Center for Neural Decision Making. Mihal watched a series of ads while researchers measured his heart rate, breathing, skin conductance and eye movement.

sociate professor of marketing and management information systems (MIS). "We'll also be able to identify specific points in the 30-second commercials that can help us further understand what drives sales." Dimoka is leading the study with MIS Professor Paul A. Pavlou and Vinod Venkatraman, an assistant professor of marketing and supply chain management and associate director of the Center for Neural Decision Making.

ARF members that are supporting the project will be able to glean insight from the comprehensiveness of the study, which would likely be cost prohibitive for just one firm to conduct, while also benefitting from the scholarly rigor of it. An advisory board of top academic and industry experts is overseeing each method the center uses to ensure protocols are designed, executed and analyzed correctly.

"This is a differentiating point for Temple and the Fox School," Thompson said of the project and the Center for Neural Decision Making. "If companies are doing anything at all with neuroscience or biometrics, Temple could be the first school they think of as a result of this study." ♦

Office supply exchange helps replenish area classrooms

By Laura Kuserk
For the *Temple Times*

The supply closets of several area school classrooms have been restocked with help from Temple's College of Education and the university's Computer Recycling Center (CRC).

About 15 recent graduates of the College of Education were able to pick up free folders, binders, construction paper, pens, pencils and other office supplies for their classrooms as part of the CRC's Office Supply Swap project.

Held in the CRC's offices in the university TECH Center, the Supply Drive Reception was offered as a way of helping the teachers get much-needed supplies that are not always provided by their school districts.

"Most schools cover just the cost of basic necessities for their classrooms, so teachers need to dip into their own pockets to supplement the cost for special materials, decorations and other crafts," said Maggie Esteves, development associate in the Office of Institutional Advancement, who helped organize the reception. "It was really special to watch the teachers not only share supplies, but

also share with one another creative and exciting uses for the ordinary materials in the center."

The Office Supply Swap project is part of Temple's ongoing effort to reduce waste. The center collects unused office supplies from university offices and allows other administrators, faculty and staff to select from the surplus items during open hours held each Wednesday.

According to CRC director Jonathan Latko, the goal of the project is to redirect unwanted office supplies from the wastestream.

"This project is built around the three Rs of sustainability: reduce, reuse and recycle. We hope to reduce the need for new office supplies by reusing surplus items before recycling those that can no longer be used," he said. "Connecting with the College of Education's Young Alumni Council for this day of service was a great way to see our mission through. These Temple alumni are in the elementary classrooms where these resources can benefit the youth in the community."

For more information on the Office Supply Swap project, including information on how to donate, visit temple.edu/cs/crc/services. ♦



Members of the College of Education's Young Alumni Council picked up free office supplies for their classrooms as part of the CRC's Office Supply Swap project.

Adapted Recreation Day activities chip away at stereotypes



Adapted Recreation Day featured sensory activities that challenged participants to identify dominoes by their texture.

By Laura Kuserk
For the *Temple Times*

In recognition of National Recreational Therapy month (February), Temple's Therapeutic Recreation Program in the Department of Rehabilitation Sciences hosted Adapted Recreation Day Feb. 26 in the Student Pavilion.

The goal of the event was to highlight the benefits of recreation in everyone's lives and to expose students, faculty and staff within the university community to adapted recreational activities for individuals with various disabilities, said Nannette Vliet, an instructor in the department.

More than 80 Temple students,

faculty and staff members — those with and without disabilities — participated in the day's activities, which included wheelchair basketball, quad rugby led by the Magee Eagles Quad Rugby team and adapted karate instruction led by Kenn Perry, an instructor at Kenpo Martial Arts.

Catherine Misczak, a junior in the Therapeutic Recreation program, participated in the quad rugby event.

"After the Magee Eagles completed their demo, they allowed anyone to get in the rugby chairs and play with them," she said. "My arms and back were pretty sore the next day."

For Misczak, the event was a valuable learning experience because it showcased several adapted recre-

ation activities that neither she nor her classmates had known existed, such as adapted martial arts.

"The best part about of the day was how much we all learned," said Misczak. "It's always nice to hear people saying 'I had no idea!' or 'That is so much fun to play!' as they learn about adapted recreation, and even I found myself saying it during some events."

"I think the event has opened their eyes to seeing people with disabilities as people, too," said Vliet of the participants without a disability. "It has changed their perspectives and has proven to them that people with disabilities can be strong people, actively engaged in life." ♦



Theater students Matt Zarley and Rebecca Rose audition for a part in one of four pilots being created in the "Directing and Producing" class.

Aspiring directors hold auditions for TV projects

By Jeff Cronin
jcronin@temple.edu

For weeks, students in the "Directing and Producing" class taught by Assistant Professor Kristine Weatherston have been perfecting the scripts of their pilot television shows.

On March 8, it was time to bring their characters to life.

The class, offered by the School of Media and Communication's Department of Media Studies and Production, opened the doors to TV Studio 1 and 2 in Annenberg Hall to welcome 58 actors from Temple and the Philadelphia area hoping to find the perfect person for each role.

The shows range from "Sleep Where You Fall," a dark comedy that blurs the lines between dreams and reality, to a comedy simply titled "Slackers."

As the crew another show, "The Valley," prepped for the four-hour day ahead of them, they made sure all the details were taken care of: Everyone had the latest version of the script (which was still being revised the night before), the camera had extra batteries and each person knew the part they were to play when the actors arrived.

Written by Luke Proctor, a sophomore media studies and production major, "The Valley" centers around a 23-year-old guy trying to ride out his high school popularity as long as possible.

"I have a lot of connection with my hometown," said Proctor. "There's a lot of kids who don't advance in their lives like everyone here at Temple does. There's no story about them. They end up as our working class and no one knows what happened to them."

Before the first actor took her spot in front of the camera, Proctor was optimistic about the day ahead.

"Today, this is the easy part for me. I'm just going to be sitting with my partners, just seeing who's the best," he said. "I really don't think it's going to be that hard finding actors. I feel that it's going to fall right into our laps."

With parts being cast in four different shows, media studies and production major Ashley Lewis helped throughout the morning as the casting director, ensuring those who were casting saw the right actors.

"I'm really interested in being a producer or a casting director," Lewis said, when asked to peer into her future. "When I was younger, I went to a lot of auditions and I became really interested in looking at different parts and seeing what people would ... fit the role."

As the day drew to a close four hours after the students arrived in the studios, Evan Lescallete, a junior media studies and production major behind "Sleep Where You Fall," and his team were happy with their options.

"We found a lot of great people today," said Lescallete. "Some parts had just way too many good people, and that's kind of a problem right now. We're deliberating a lot." ♦

Faculty, administrators recognized at home basketball games

By Laura Kuserk
For the *Temple Times*

Temple Athletics continued to honor faculty for their commitment to the university and contributions to their fields at recent basketball games.

During the Feb. 14 men's game against Duquesne, Magid Abou-Gharbia and Nicole Sifontis, two faculty members from the School of Pharmacy, were honored for outstanding teaching, research and service.

Abou-Gharbia is a professor of medicinal chemistry, associate dean for research and director of the Moulder Center for Drug Discovery Research. He is currently leading a team of Temple scientists who are developing new drugs for the treatment of neurological disorders, cancer, infectious disease and cardiovascular disease. Prior to joining the Temple faculty, Abou-Gharbia had an outstanding career at Wyeth Pharmaceuticals, with more than 350 worldwide patents and numerous international awards to his credit.

Sifontis is a clinical professor of pharmacy and serves as transplant specialist at Temple University

Hospital. She excels as an educator, clinician, lecturer, research mentor and advisor to student professional organizations and is developing the School of Pharmacy's international medical mission. Last month, Sifontis led a team of students on her third medical mission to Guatemala to provide pharmaceutical care and public health services to rural villages.

At the Feb. 21 game against La Salle, three directors of academic advising were honored for the many hours they spend making sure that students meet with success at Temple and are on track to graduate.

Chris Wolfgang is director of the academic advising center in the College of Liberal Arts. Wolfgang, who this year celebrates 10 years at Temple, also serves as secretary for the university's chapter of the Phi Beta Kappa honor society.

Justin Miller is the director of Temple's Nancy and Donald Resnick Academic Support Center for student-athletes. He ensures that Temple's 565 student athletes have access to excellent support services, including advising, mentoring and tutoring. Under his leadership, Temple's student-athletes have earned a



Academic Advising administrators were honored at the Feb. 21 basketball game against La Salle. Shown with Diamond Gems dancers and Hooter are Ruth Ost, director of University Honors; Justin Miller, director of the Nancy and Donald Resnick Academic Support Center for student-athletes; and Chris Wolfgang, director of the Academic Advising Center in the College of Liberal Arts.

combined grade point average of 3.0 or greater for two consecutive semesters, led by 313 student-athletes with a semester GPA of 3.0 or higher.

Ruth Ost has been director of University Honors for more than a decade. She and her staff inspire students to seek adventures, study away and apply for nationally competitive scholarships, the best graduate and professional programs in the country and interesting jobs. Ost has been instrumental in the success of the undergraduate research programs and was awarded the Outstanding

Temple University Academic Advising Administrator Award and Honors Professor of the Year.

During the Feb. 28 game against Detroit, university business managers were honored for their efforts to maintain fiscal accountability in Temple's schools, colleges and administrative units and manage costs to keep tuition and fees affordable for students. Representing the managers were David Broadus, Student Affairs; Don Heller, School of Media and Communication; and Greg Wacker, College of Science and Technology. ♦

Pioneer of women in sports PR encourages next generation

By Jeff Cronin
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Earlier this month, several women from Temple's School of Media and Communication who aspire to work in sports journalism and public relations got to meet one of the people who made their dreams possible.

Rosa Gatti became the NCAA's first female sports information director at a Division I school when she was promoted at Villanova University in 1974. She later joined the fledgling ESPN in 1980 as director of communications. She retired in February as the network's senior vice president of communications and corporate outreach.

At the start of an hour-long session in Pearson and McGonigle Halls, Gatti shared a story to exemplify the common mentality toward women and sports in the '70s. She was at a party watching a football game with her boyfriend who, at one point, asked if she should be in the kitchen helping the other women.

"I was watching the game," she said to the students, many of whose mouths



Rosa Gatti, the first woman Division I sports information director, speaks to Temple women hoping to follow in her footsteps in sports journalism and public relations.

were agape in shock at the remark.

That relationship didn't last.

Gatti started in Villanova's sports information office as a secretary and was quickly promoted to assistant director. But when the top job opened, she had to talk her way to the top. She said administrators were concerned about negative media coverage, the support of their coaches and her pres-

ence in the locker room. But she was able to counter all of their reasons not to offer her the job.

"If the media won't write about Villanova, I'll be the first to resign," the 24-year old Gatti told the Villanova president.

It was an early lesson in the power of communication and talking with someone one-on-one — one that she

would use throughout her career in PR.

As if the demands of being a sports information director weren't enough, Gatti shouldered the pressure of being a trailblazer.

"If I failed, other women may not get this job," she thought.

Gatti says it took time, but society has warmed to women working in sports. "It's amazing to me how much has changed and how much hasn't changed."

Among the issues that remain is the concern of the young women of balancing work and family, especially in a field that requires so much travel.

"When I started out, women felt they could not do both," she said.

But with more gender equity in the sports world, she said men, too, are working to balance their home and family lives. She enjoys hearing her male coworkers leave work early to go to their kid's soccer game.

Gatti told the students they should use humor and roll with the punches in order to achieve success.

"Women will get this done. You will be a part of affecting the change." ♦

Temple alumnus wins Oscar for film editing

By Hillel J. Hoffmann
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At about 10:30 p.m. on Sunday, Feb. 24, Sandra Bullock opened the envelope.

"And the Oscar goes to," she said as she tore, "William Goldenberg, 'Argo.'"

With those eight words, veteran film editor and Temple alumnus William Goldenberg, BA '82, won an Academy Award for "Best Film Editing" from the Academy of Motion Picture Arts and Sciences at the 85th annual Academy Awards ceremony at the Dolby Theater in Los Angeles.

To the surprise of no one who knows him, the native Philadelphian was back at work the next day.

Goldenberg is one of the few nominees in the history of the Academy Awards who can say he lost to himself. He also was nominated for a 2013 "Best Film Editing" Oscar for "Zero Dark Thirty." They were his third and fourth Academy Award nominations; Goldenberg was nominated for "Seabiscuit" in 2003 and "The Insider" in 1999. The Oscar for "Argo"—which had already earned him editing awards from the American Cinema Editors, the British

Academy of Film and Television Arts and the Los Angeles Film Critics Association—was Goldenberg's first.

Associate Professor Leann Erickson, who teaches film and video editing in Temple's Department of Film and Media Arts (FMA), acknowledged the remarkable breadth of Goldenberg's two-decade career as a film editor, noting the wide range of genres among his many film and television credits, including "Pleasantville" (1998), "Ali" (2001), "National Treasure" (2004), the TV show "Over There" (2005), "Gone Baby Gone" (2007) and "Transformers: Dark of the Moon" (2011).

"The breadth of what he has done is amazing," Erickson said. "What's impressive about 'Argo' is that the editor was able to combine very different tones and styles into a seamless whole. That is a real challenge—you can see how his experience in a range of genres was essential."

Seconds after the envelope was unsealed and Goldenberg walked up the stairs to receive the award, the Temple community exploded in pride via social media, email and texts. A tweet announcing the Oscar from @TempleUniv, the university's official

twitter feed, was retweeted and favorited more than 300 times, breaking Temple's record for a tweet that wasn't about sports or weather.

"We are thrilled and impressed that William Goldenberg was nominated for two Oscars and won one," said FMA Professor and Chair Nora M. Alter, who noted that Goldenberg regularly joins Temple students enrolled in the Los Angeles-based "Entertainment Industry Perspectives" course, a requirement for participants in Temple's Los Angeles Study Away program.

"Over the years, Goldenberg has shared his successes and experiences with our students," Alter said. "He stands as a role model of a successful and talented individual who is generous with his time and engaged with the education and mentoring of young people."

After arriving at Temple, Goldenberg switched his major to radio, television and film despite his father's wishes that he pursue a career as a doctor. Goldenberg admits that he was reluctant to show his film work to his fellow students until his senior year, when he took an experimental film class. Impressed by his work, the instructor encouraged him to pursue editing.



Film editor William Goldenberg, BA '82, at LA Digital in Santa Monica, Calif.

"It was scary for me," he said. "I wasn't one of those kids making 8mm films in their garage who always wanted to be a director. I came to it late. I was always very shy. I was by no means the star of the class."

After earning a bachelor's degree in 1982, Goldenberg's film editing apprenticeship continued in Los Angeles, where he began to work with Hollywood veteran Michael Kahn, Steven Spielberg's film editor.

"Working with Michael Kahn was my graduate school," Goldenberg said. "He taught me how to take crit-

icism, he taught me methodology and he taught me how to work with high-power people."

Yet decades after leaving the East Coast, Goldenberg acknowledged how his Philadelphia roots prepared him for success in the competitive world of Hollywood filmmaking.

"Growing up in a working-class home, working in my father's deli in Northeast Philadelphia, going to a city school—all that taught me that if you want to get somewhere, you have to work really hard," he said. "Nothing was given to me. It taught me the value of work." ♦

Cyclists ready for Temple-hosted Collegiate Criterium race

By Laura Kuserk
For the Temple Times

On Sunday, March 17, cyclists from Temple and other colleges and universities will compete in the Philly Phlyer Temple Collegiate Criterium.

The Philly Phlyer is a two-day collegiate and USAC cycling event with three races at various sites throughout Philadelphia. The Temple Collegiate Criterium, the last of the three races, travels a course through the heart of Temple's Main Campus, starting and ending at the Bell Tower.

According to Temple race coordinator Glenn Eck, the university's superintendent of grounds, the race moved to Temple from its former venue in the Philadelphia Navy Yard in 2011. Temple alumnus Joe Wentzell, co-owner of downtown cycling shop Breakaway Bikes, was instrumental in the change of venue, which was embraced by race promoter Charles Rumford.

The race features different ability levels competing throughout the day, and the number of laps increases for the more experienced racers, as is typical of the short course criterium racing format. The course is a .9-mile loop that takes cyclists past Temple landmarks such as the Edberg-Olson Football Practice Facility, the Howard Gittis Student Center and Paley Library.

"The Criterium event exposes college students and their families from up and down the east coast to what Temple has to offer," said Eck. "We hope that some of these students will then consider Temple for further education, since they have seen that great things are happening here."

Eck, a member of Bike Temple and avid cyclist, believes that getting involved in cycling while in college is the perfect way for students to not only stay in shape, but to make lifelong friends.

"I have personally seen young students join Temple's team, get hooked on the sport and the camaraderie, and achieve great gains in their personal fitness during their college years," Eck said. "By holding the criterium race on



Racers at last year's Collegiate Criterium line up at the starting line on North 13th Street at Polett Walk, near the Temple Bell Tower.

Temple University's campus, we maximize the opportunity to showcase the excitement of the sport and hopefully inspire some of the spectators to discover cycling."

Biking has become a popular pastime among Temple students, faculty and staff members. Over the summer, Temple competed in the National Bike Challenge, with the 120 Temple participants logging more than 47,362 miles. Bike Temple, the university-wide program to promote cycling, holds Urban Riding Basics courses to demonstrate how to safely ride in the city. The program also hosts theme rides throughout the year, such as a Bike to Breakfast Event, Halloween Ride and February Frostbite Ride.

"With the number of bikes on campus continuing to grow, the Criterium is a great way to celebrate the bike culture at Temple," said Kathleen Grady, director of sustainability. "The energy surrounding the event is a great way to attract new riders."

During the event, the Office of Sustainability and Bike Temple will be on hand to distribute information about Temple's campus and biking tips to the hundreds of spectators expected to attend.

For more information on the race, visit www.phillyphlyer.org. ♦

Talk will explore America's beverage choices

On March 26 from 3:30 to 5:30 p.m., Andrew F. Smith, author of *Drinking History: 15 Turning Points in the Making of American Beverages*, will discuss how beverages have changed American history and how Americans have invented, adopted, modified and commercialized more than 10,000 different beverages.

The presentation will be held at Paley Library lecture hall.

In his book, Smith asks the questions: What is American drink? Is it warmed-over traditional British beverages, such as tea and ale? Or is it versions of ethnic beverages brought by successive waves of immigrants—sangria, tequila, bubble tea? Or is it the fiercely marketed creations of America's beverage industry—Kool-Aid, Snapple, Coors, Coca-Cola?

He also looks at the people who are involved in the creation and promotion of American beverages, including the bottlers and bartenders, politicians, lobbyists, organized and unorganized criminals, environmentalists, immigrants, advertisers, prohibitionists, medical professionals and the everyday Americans in love with their brew.

Temple Theaters presents *The Crucible*

Temple Theaters will stage Arthur Miller's "The Crucible" March 27-April 6 in Tomlinson Theater.

The play focuses on John Proctor, a respected citizen of Salem, Mass., for whom a personal moment of weakness inadvertently unleashes a lethal wave of hysteria that threatens the fortunes of an entire community.

The play is based on the infamous Salem Witch Trials of 1692 and was

Featured Events



inspired by Miller's personal reaction to the McCarthy era of political witch hunting.

Visit www.temple.edu/theater for showtimes and ticket information.

Tyler showcases alumni pieces at Victory for Tyler

The Tyler School of Art will present Victory for Tyler, its biennial exhibition of alumni work, March 27 through April 13 in the Crane Arts Center's Ice Box Project Space, 1400 North American St., Philadelphia.

The showcase will feature 38 alumni artists and will be juried by Paulina Pobocho, from the Museum of Modern Art in New York City.

Founded in 2007, the exhibit is open to all Tyler alumni working in any media, including crafts, design arts, fine arts, photography, film and video, installation, cross-disciplinary and experimental. Sales of works benefit the school.

For more information, visit www.temple.edu/tyler/alumni/victory.

Registration open for Alumni Weekend

Temple's annual Alumni Weekend will take place April 19-21. The weekend offers a three-day celebration of what it means to be Temple Made, with more than 35 activities for members of the Temple community.

Below is a selection of events being

planned. Registration is required for some events and all have limited space and could sell out. For a complete schedule and registration details, visit alumni.temple.edu or contact Alumni Relations at 215-204-7521 or alumrel@temple.edu.

Temple Night at the Phillies

April 9, 5 p.m. reception, 7 p.m. first pitch. McFadden's Restaurant and Saloon, Citizens Bank Park

Watch the Philadelphia Phillies take on National League rivals the St. Louis Cardinals at Citizen's Bank Park. Every attendee gets a limited-edition Temple T-shirt (while supplies last).

Temple Fairgrounds

April 20, 10 a.m.-1 p.m. Main Campus

An interactive, outdoor showcase featuring arts performances, a race car built by the School of Engineering, a screening of a student-produced film and more.

Cherry and White Football Game

April 20, 1 p.m. Chodoff Field, Edberg-Olson Hall

Watch new Head Football Coach Matt Rhule and the Temple Owls get ready for the upcoming season at their annual spring scrimmage.

5k Run and Family Fun Walk

April 21, 8 a.m. registration, 9 a.m. start. 12th Street and Polett Walk, by the Founder's Garden

After the race, enjoy bagels, juice and coffee, while awards are given to the fastest adult and child, and male and female runners and walkers. All participants receive a t-shirt.

More at TUcalendar

For a comprehensive list of Temple events, visit the TUcalendar at calendar.temple.edu. If you'd like to add your Temple-sponsored event, submit date, time, location and description information via the online form at that page (click "Submit Events"). Questions? Contact the calendar editor via email at tucalendar@temple.edu.