

TEMPLE TIMES

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Temple graduate student Jessie Zhang (center) translates between a representative from Shanghai Intercontinental Travel Service Co. and Harry Wade (right), tourism marketing manager for Duty Free Americas.



Oscar Cheng, a junior marketing major, displays the badge identifying him as a translator.

Joseph V. Labolito

President's first 100 days marked by achievement

By Ray Betzner
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If a university president's first 100 days are an indication of what to expect during that president's tenure, the Neil Theobald years at Temple University are going to be busy. The 100-day anniversary for the new president was earlier this month.

There has been a full schedule of meetings — formal and informal — with faculty, staff, students, alumni, donors and local leaders.

He's had dinner with students at Johnson and Hardwick halls, met informally with faculty members over lunch, talked with local elected officials and spoken to business leaders in Center City. With an eye toward next year's undergraduate class, Theobald has also spent some time with prospective students and their families during the popular Experience Temple days this spring. [See story, page 7.]

THEOBALD

"It's been a busy and fruitful period, in many ways," said Theobald. "People keep asking me if I have had time to take a breath, but the fact is I have drawn enormous energy from the people around Temple. They have tremendous enthusiasm for this university and I can understand why. Temple is a truly remarkable place."

Theobald can also point to a significant list of achievements: the appointment of new leaders as provost, dean of libraries and vice president of strategic marketing and communications. Searches are also well underway for three other dean positions. Mix these high-level personnel actions with significant progress in work with the governor and state General Assembly on the annual commonwealth appropriation, a new budgeting model and a financial literacy initiative, and it's clear the president's first days have been full.

Although the 100-day clock started ticking officially when Theobald started as president on Jan. 1, he actually began work long before. For example, the search for a permanent provost began in November, while Richard Englert was acting president and consulting with Theobald, who was finishing his role at Indiana University. The two wanted to make sure there was a smooth handoff of the university's functions.

"It was clear we needed to hit the ground running, and I believe we've done that," said Theobald. In his short term, he's begun to build a strong leadership team. In perhaps his most important appointment, Theobald named Hai-Lung Dai as the permanent provost on Feb. 5 following an internal search. Dai came to Temple in 2007

OPEN TO Interpretation

Temple students ensure opportunities for tourism from China aren't lost in translation

By Brandon Lausch
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Fanning herself with a notepad, Temple graduate student Jessie Zhang battled her nerves. Scanning the vast meeting room at the Loews Hotel, she saw before her 53 Chinese tour operators and 100 representatives from American destinations, hotels and attractions.

All were gathered for the annual Active America China Summit, which promotes inbound tourism from China to North America through various networking opportunities. Zhang's assignment: ensuring these influential businesspeople could understand each other.

Zhang and more than 70 other Temple students — from undergraduates to Ph.D. students represent-

ing at least eight schools and colleges — volunteered as interpreters throughout the four-day summit, held March 25-29 at sites throughout Philadelphia.

The School of Tourism and Hospitality Management sponsored the event, recruited and coordinated volunteers, educated students about all that Philadelphia offers as a destination and outfitted them with red polo shirts. The school also hosted a welcome reception for the Chinese delegation.

"I'm from China and am always interested in volunteer work, so I wanted to get involved in an activity that will enrich my university life," said Zhang, a graduate student at the Fox School of

Interpret continued on 2

Getting the fundamentals right A conversation with new Temple Provost Hai-Lung Dai

By Hillel J. Hoffmann
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On Feb. 5, Hai-Lung Dai was appointed provost and senior vice president for academic affairs after serving as the university's interim provost for half a year. Most new senior administrators need at least a few months to survey the lay of the land before they're ready to talk about their agenda, but Dai has taken advantage of his running start in the Office of the Provost. The Temple Times sat down with him to discuss his vision for Temple's academic future.

Temple Times: You're relatively new to this position, but you're not new to Temple.

Dai: Yes, I came to Temple six years

ago as dean of the College of Science and Technology and Laura H. Carnell Professor of Chemistry. Three years later, in 2010, I took on an added responsibility as senior vice provost for international affairs. Then, last July, I was appointed interim provost.

TT: Where were you before coming here?

Dai: Before Temple, I spent 22 years at the University of Pennsylvania rising through the ranks in the Department of Chemistry, where I served as department chair for two terms. I founded the Penn Science Teacher Institute for the training of middle-grade and secondary-level science teachers. When I left I was the Hirschmann-Makineni Professor of Chemistry.

TT: Are you still an active researcher?

Dai: Yes, I continued my research in chemistry from the first day I arrived at Temple. I have four active, grant-supported research projects, investigating issues ranging from how molecules go through cell membranes to exploring ionic liquids with unique electrical properties. I also still do service in the graduate program. Being active as a faculty member is important to me.

TT: What do you see as your primary agenda as provost in the coming years?

Dai: My mission as the university's chief academic officer is to serve the students and faculty, to improve the academic experience and quality and to grow the university's academic rep-

utation nationally and internationally. Our agenda at the Office of the Provost aligns with President Theobald's. His goals — academic excellence, reducing student debt, making students real-world ready, increasing the number of students who graduate in four years, growing Temple's research enterprise — are our goals.

TT: The university's academic reputation is universally acknowledged to be on the rise, but how does one accelerate the pace?

Dai: To be prosperous and continue our mission, you have to have a good reputation. My goal is to improve Temple's reputation by improving our rankings.

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100 Days continued on 2

TEMPLE MADE



Jordan Artim

Year: Senior

School: Tyler School of Art

Major: Painting

Home town: Bethlehem, Pa.

Why I chose Temple: "I took a pre-college course at Tyler and I absolutely loved it and loved the professor. Tyler was the only school I applied to. It's one of the nation's best art schools. The facilities were great, and the fact that Tyler is part of Temple gave me an opportunity to explore other things and have conversations outside of my school."

Transformative moment:

"For me, painting is everything. Ninety percent of my time at Tyler has been spent here in the studios, painting. This is my space, my home."

"Being at Tyler, I've learned about the commitment and the dedication it takes to be a practicing artist. There's a constant push to do well and succeed. I've learned how to prepare and apply for shows. I've learned how to put myself out there correctly. Tyler has shown me a way I can continue to paint and make it a career. For that, I'm so grateful."

Christine C. Khor



KHOR

Year: Senior

School: School of Tourism and Hospitality Management

Major: Hospitality Management

Home town: Phnom Penh, Cambodia (born in Kuala Lumpur, Malaysia)

Why I chose Temple: "Originally I'm from Malaysia. I grew up there until I was 8, then my family moved to Cambodia. I remember during my senior year in high school, I was going through the pages of a college magazine and I came across Temple University."

Transformative moment: "When I first came to Temple, I didn't know about the School of Tourism and Hospitality Management. I always loved event planning. The more I thought about what I wanted to do as a career, I knew I had to change to STHM. That was one of the best decisions I've made. It was a perfect match. I found my passion."

"I've been with the executive board of the International Student Association for two and a half years now. There are eight of us, and we work so well together. We call ourselves the Dream Team because we know we can do anything. It has really helped me grow as a person and as a student."



View all Temple Made profiles at news.temple.edu

Interpret

From page 1

Business. "I wanted to see something different."

During Wednesday afternoon's one-on-one business meetings of 15 minutes each, Zhang first translated between a representative from Shanghai Intercontinental Travel Service Co. and Harry Wade, tourism marketing manager for Duty Free Americas. "I couldn't imagine doing it without a translator," Wade said. "She was a big help."

That help could mean big business for Philadelphia. The Philadelphia Convention and Visitors Bureau (PHLCVB), which hosted the summit, and the Pennsylvania Tourism Office have identified China as an

important growth market for tourism and conventions. According to the federal Office of Travel and Tourism Industries, inbound visitation to the United States from China increased 53 percent between 2009 and 2010 and has more than quadrupled in the past decade. China ranks third behind the United Kingdom and Japan in inbound travelers to the U.S.

"For many attendees, this was their inaugural visit to Philadelphia, and Temple's student translators were an important part of ensuring a productive trip for our guests," PHLCVB President and CEO Jack Ferguson said.

Karen Xie, a Ph.D. student from China in the School of Tourism and Hospitality Management, said the volunteers do more than translate words. "They open a window to these operators and show our countrypeo-

ple from China what's happening in the American tourism and hospitality market."

Robert Chang, of Taiwan, a graduate student in tourism and hospitality management, said he was proud of the service Temple students could provide — there were no other translators at the summit — and the opportunity to bridge cultures. "I appreciate that Temple asked us to volunteer," he said. "For us, it's a good opportunity."

As the business meetings ended, Evan Saunders, co-founder and CEO of Attract China, spotted summit founder and Chairman Jake Steinman. Almost immediately, Saunders complimented the friendliness and professionalism of the student-translators.

"It's fun when people have a zest for life when they're working," he said. ♦

Provost

From page 1

You do that by working on fundamental measures of academic quality, from improving graduation rates to hiring world-class faculty and stimulating research activity. I am a Confucian scholar. One piece of Confucian wisdom: When the fundamentals are set right, the way will naturally appear.

TT: What has it been like working with President Theobald so far?

Dai: It's very easy working with him. I am a scientist. We scientists make our assessments and decisions based on facts, based on evidence. That's his style as well — making decisions based on data. He's an experienced administrator at the highest level, but he's also a scholar with an empirical approach. That's a great combination.

TT: Why is timely graduation so important?

Dai: At Temple, we have always worked hard to keep tuition low, yet the average debt of Temple students upon graduation is still high compared to graduates of many public institutions. When President Theobald analyzed the numbers, he found that there is a direct correlation between the amount of student debt and the time a student takes to graduate. If you look at these data, you naturally reach a conclusion that if you graduate in four years, you will graduate with less debt and you will have more years in the job market to earn money. On the academic side, we have been charged with having our advisors provide every student in every major, regardless of their preparation, with a four-year path — or what we call a grid — to graduation.

TT: How do you interpret President Theobald's call to provide an education that makes students "real-world ready"?

Dai: We must be bold and innovative and think about what we can do at Temple to prepare our students for today's globalized world, because our graduates aren't just competing against grads of other American universities — they're going up against graduates from universities in Asia, Europe and elsewhere. We have to take a careful look at the kinds of practical knowledge our students need to succeed. I would like to help our students acquire problem-solving and analytical skills by increasing opportunities for hands-on research experience. Employers want graduates who, when faced with a challenge, can analyze the situation and solve problems. To me, that's 'real-world ready.'



Appointed provost and senior vice president for academic affairs in February, Hai Lung Dai has already established several priorities for Temple's academic division.

Joseph V. Labolito

TT: With Temple actively searching for four deans, this spring has been a busy time for you. Are you getting any sleep?

Dai: Not much. The search for new deans for University Libraries, the College of Education, the School of Media and Communication, the College of Health Professions and Social Work and Temple University Rome requires an enormous investment of time — particularly the interviewing of all the finalists as they come to Temple to meet with the search committees. It's exhausting, but it's worth it. Finding energetic leaders for our academic units will be critical to our future success.

TT: You were able to launch several initiatives before you even started at your new position. What stands out in your mind?

Dai: We launched a new merit scholarship program, offering more financial aid at more levels than ever before to reward accomplished students (as well as summer stipends for study abroad, internships and research activities). We have increased investment in hiring senior faculty. This is critical — great faculty make great universities. We increased our investment in growing Temple's research enterprise. And we realigned Institutional Research as part of our push to improve our ability to make informed decisions. By the way, all of these initiatives were supported and approved by President Theobald; we worked closely with him before he arrived at Temple.

TT: You championed Temple's push for more international students. Is that still a priority?

Dai: Yes. I'm pleased to say that we are now seeing the number of international students on Main Campus grow rapidly — a sign that Temple is more well-known in the world. Learning about other cultures and the way other nations solve problems is no longer optional. You can't understand the world by listening to a lecture; you need to live among people from other cultures to get a deeper understanding. Ideally, every Temple student would study abroad. But if we can't bring all our

students to the world, we should bring the world to our students.

TT: You were an international student yourself at one time. Where are you originally from?

Dai: I was born in Taiwan to parents who emigrated from China during the Chinese civil war. My father was in the military and my mother was a school teacher. At the time, Taiwan was an underdeveloped country — in my elementary school in the early 1960s, barely half of the students wore shoes. I finished my undergraduate training at National Taiwan University, did military service and in 1976 came to the United States, to the University of California, Berkeley, for graduate school.

TT: Is it true that you weren't always interested in science?

Dai: As a child, I was never very interested in science. My grandmother always told me that I had an artistic inclination. My father wanted me to be an engineer, so I decided to pursue science and engineering. But I always dreamed of being a conductor and a composer. Choral music was my first love and the music I like the most. At National Taiwan University, I joined the university's chorus and was selected as student conductor. When I came to the United States, wherever I went — in Berkeley, in Boston and here in Philadelphia — I was invited to be the conductor of the local Chinese community choir. In Philadelphia, that choir was the Chinese Musical Voices in Cherry Hill (N.J.).

TT: Any musical performances coming up?

Dai: When my son's second son was born nine years ago, I resigned the conductorship of the choir to spend more time with my family. But from time to time I'm invited to participate in music events. At Temple, I've done two orchestral concerts. I was invited by the conductor of the China Radio Symphony to conduct a concert in early July in the Beijing Concert Hall. My hope is to have a chance to conduct the Temple University Symphony Orchestra. So far they haven't let me. That's a hint [he laughs]. ♦

100 Days

From page 1

from the University of Pennsylvania. He was the dean of the College of Science and Technology, Laura H. Carnell Professor of Chemistry and later also the senior vice provost for international affairs. He was appointed interim provost in 2012. [See story, next page.]

Five weeks later, Karen Clarke was selected as Temple's first vice president for Strategic Marketing and Communications. [See story, next page.] Clarke begins her new role on May 1, and comes from the University of Houston. She will lead a division that combines the strengths of University Communications and the marketing communications staff in Institutional Advancement.

The most recent appointment was Joseph Lucia as dean of libraries. Lucia is university librarian and director of Falvey Memorial Library at Villanova University. He begins his new role at Temple on July 1.

In addition, searches are well underway for three dean positions in the School of Media and Communications, the School of Education, and the College of Health Professions and Social Work.

While the activity level on campus has been high, the president has also been busy in Harrisburg, establishing good relations with the governor and members of the state General Assembly regarding Temple's annual commonwealth appropriation.

In past years, Gov. Tom Corbett proposed significant cuts in the appropriation for state-related schools including Temple. This year, the governor proposed maintaining level funding for the state-related schools, which would mean Temple would once again receive \$139.9 million.

Theobald said his ongoing conversations with elected officials have shown there is a growing appreciation for the impact Temple has on its students and on the state.

"The actions of the governor and state elected leaders give us an opportunity to plan for the upcoming year. That is extremely valuable when you are making decisions about budgets and tuition rates," he said. A final vote on Temple's appropriation is expected later this spring.

Another major initiative is a new program designed to help students reduce and manage debt. A financial literacy task force has been developing campaigns to help inform students of important budgeting practices and other tools. This fall, the university will launch a series of new and enhanced courses designed to help students understand the complexities of college financing and promote responsible budgeting.

"The idea is to teach students how to make smart choices about budgeting, savings and debt," said the president. "Students need to learn this now, because their choices will have implications for years to come."

Overall, Theobald said he has been pleased with the first 100 days at Temple. With all that has happened, the president says he expects the coming months to have even more activity.

"It's been a busy period so far, but the truth is we're just getting started," he said. ♦

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UNIVERSITY COMMUNICATIONS

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Joseph P. Lucia appointed dean of Temple University Libraries

By Hillel J. Hoffmann
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Temple University President Neil Theobald has announced the appointment of Joseph P. Lucia to lead Temple's library system as the university's dean of university libraries.

Lucia, who has served as university librarian and director of Falvey Memorial Library at Villanova University since 2002, will assume his new position on July 1, 2013.

As dean of university libraries, Lucia will oversee all of Temple's nine libraries — including those at Temple University Japan and Temple University Rome — as well as Tem-

ple University Press. Lucia has been charged by President Theobald with leading a major program of library development, including the construction of a new signature building at Temple's Main Campus that will connect the university with the greater Philadelphia community.



LUCIA

"This is a critical moment for Temple and for University Libraries," said President Theobald. "Joseph Lucia is a deep thinker who has spearheaded the refurbishment of an award-winning library at a world-class institution. He has the right experience to lead and enhance our library system."

"Joe Lucia has been a highly re-

spected leader in the field of library science," added Temple Provost and Senior Vice President for Academic Affairs Hai-Lung Dai. "The 2013 Academic Libraries Award to Villanova's Falvey Memorial Library this year from the Association of College and Research Libraries is a testament to his superb vision and leadership."

"I'm grateful for the opportunity to be part of a university and a library system that are in such a dynamic moment in their institutional development," Lucia said.

"Libraries stand for how culture is created, how culture is shared. That has symbolic power and practical force, especially as we engage what a library is in the digital age," he continued. "We need to 'future-proof' libraries. We

need to articulate that the library's mission goes beyond collections of physical stuff. The prospect of building a new library resting on these principles — especially at an urban university with Temple's mission of civic engagement — is hugely exciting."

At Villanova, Lucia spearheaded a number of initiatives that earned national attention, including the establishment of a campus-wide community reading program, the development of open source discovery software; the creation of a substantial digital library (hosted on locally built open source digital library software); the establishment of open access publishing initiatives featuring university-sponsored journals supported by library development teams; the cre-

ation of a multi-disciplinary Learning Commons in Falvey as part of a series of renovations; and the development of an active cultural and intellectual events agenda.

Prior to his arrival at Villanova in 2002, Lucia served as director for library technology and access services within Information Resources at Lehigh University in Bethlehem, Pa. He holds an MLS from Syracuse University, an MA in English from the University of Toronto and a BA in English from McGill University in Montreal.

Lucia's appointment follows a national search led by consulting firm Isaacson, Miller and a Search Advisory Committee comprising Temple librarians, faculty, students and administrators. ♦

President names VP for marketing and communications

President Neil Theobald has announced that Karen Clarke will become Temple's first vice president for strategic marketing and communications effective May 1. Clarke has served as associate vice president for marketing and communication at the University of Houston and associate vice chancellor for marketing and communication for the University of Houston System.



CLARKE

"Karen Clarke has the background and experience necessary to help Temple University effectively communicate with all of our varied audiences," said Theobald. "I am delighted that she has agreed to join our leadership team in this very important role."

President Theobald pointed out that the new division's strength will come, in part, by combining marketing and communications efforts currently split at the university. Clarke's staff will include portions of the Marketing Communications and Creative Services teams in Institutional Advancement and the University Communications operation currently reporting to the Office of Government, Community and Public Affairs.

"Bringing these teams together will create greater consistency and strength in the ways we tell the Temple story," said Theobald.

As vice president for strategic marketing and communications, Clarke will be responsible for setting the overall strategic and creative direction of the university's branding, marketing and communications efforts. Her division will create strategies that enhance the university's competitiveness by strengthening its brand, reputation and visibility while overseeing the development of marketing and communications campaigns that advance the university's goals and objectives.

"Temple has a wonderful story to tell," said Clarke. "I will bring a collaborative approach to advancing the reputation of this great university and position it to achieve the recognition it so richly deserves. I am honored to become a part of the Temple community, and I look forward to working closely with President Theobald and his team."

Clarke brings more than 25 years of experience to Temple. Before joining the University of Houston in 2007, she served in marketing and communication roles at the University of South Florida and the University of Miami. She also has served as director of corporate communications at the Depository Trust and Clearing Corporation and was a senior account director for Hill & Knowlton. ♦

Temple earns spot on national Community Service Honor Roll

By Jazmyn Burton
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Temple University students contribute to the communities where they live and study by participating in volunteerism endeavors across the city. From leading after-school tutoring sessions to organizing book drives and assisting with programs supported by local faith based institutions, Temple students are consistently working to serve the community-at-large.

For their efforts, the university was named to the 2013 President's Higher Education Community Service Honor Roll, the highest national recognition a college or university can receive for its overall commitment to service.

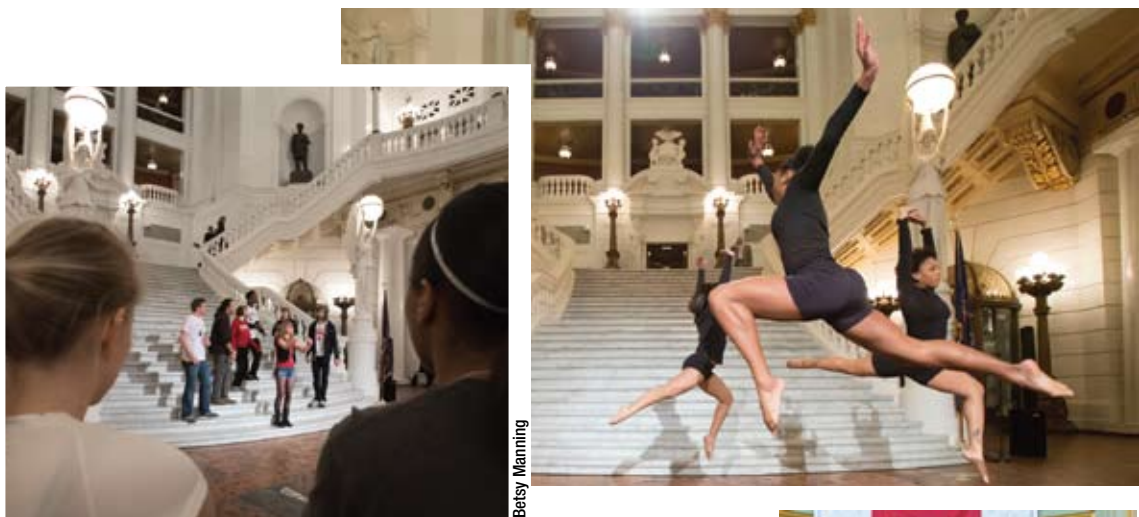
"Civic engagement should be a key component of every student's education experience," said Andrea Swan, direc-

tor of community and neighborhood affairs. "Volunteerism has the power to change a student's perspective. Through reaching out to meet the needs of their neighbors, these students are deepening their impact and preparing themselves to be successful citizens."



This is the fourth year Temple has received this distinction from the Corporation for National and Community Service, which has administered the honor roll since 2006.

According to Temple's Office of Community Relations, Temple volunteers contribute more than 65,000 hours of community service annually. Some hours are contributed through programs organized by students, while other campus-wide events like the annual King Day of Service are organized through the Office of Community Relations. ♦



Betsy Manning

Betsy Manning

Rocking the Rotunda

Students showcase their work, talk up Temple in Pa. Capitol

Students from Temple's arts and athletics programs played, painted and performed in the rotunda of the Pennsylvania State Capitol last month, visiting Harrisburg for three days of events that highlighted the university's contributions to the commonwealth.

Organized by Temple Student Government and the Office of Government, Community and Public Affairs, Cherry and White Week was designed to give elected leaders an opportunity to get to know Temple through its students and alumni. More than 200 visited Harrisburg over three days to showcase their talents and abilities and share their Temple stories with members of the Pennsylvania House of Representatives and State Senate.

Many of the students participating in Cherry and White Week prepared for the events by attending a series of sessions designed to sharpen their skills as Temple representatives. Hosted by Temple Student Government at Ambler and Main campuses, the Owl Advocates Academy offered lessons on the Pennsylvania General Assembly and budget process, the university's history as a state-related institution and tips for "telling your Temple story." The sessions were attended by more than 50 students, who served as leaders of the teams visiting legislators for the Tuesday lobbying visits.

— Vaughn Shinkus



Betsy Manning



Ryan S. Brandenberg

Clockwise from top left: Members of the OwlCapella vocal group and Temple dance program perform in the Capitol rotunda during Temple Made Day; volleyball players show off their skills; student Owl Advocates meet with State Rep. Steve Samuelson during Owls on the Hill day.



Ryan S. Brandenberg

For women living in poverty, getting ahead is a matter of trust

By Kim Fischer
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It's not difficult to name some of the issues surrounding poverty in the U.S. Unemployment, lack of educational opportunity, substance abuse and addiction are just some of the factors that quickly come to mind.

However, one you might overlook, but that nevertheless plays a significant role in the lives of those in poverty in this country, is trust — and distrust.

That's what Judith Levine, assistant professor of sociology at Temple, uncovered during a series of in-depth interviews she conducted with 95 low-income women. Levine spoke at length with the women on the topics of raising children in poverty and trying to make ends meet.

Almost every woman interviewed brought up the issue of distrust. It emerged in conversations about their interactions with caseworkers and bosses; about whether they signed up for child care, got married or allowed their children's fathers into their lives; and about their decisions to rely or not to rely on family and friends for help.

In her forthcoming book, *Ain't No Trust: How Bosses, Boyfriends and Bureaucrats Fail Low-Income Mothers and Why it Matters* (University of California Press), Levine argues that we cannot understand life in poverty without attention to the production and consequences of distrust.

When she began the interviews during graduate school in Chicago in the mid-'90s — shortly before welfare reform — Levine had not set out to examine the role of trust. Once the interviews were complete, however, she found that the role trust played in the women's lives could not be ignored.

Then, in the mid-2000s, Levine set out to conduct a new set of interviews,



Assistant Professor of Sociology Judith Levine conducted in-depth interviews with 95 low-income women that revealed that distrust is a major barrier to opportunity and advancement.

after welfare reform. She wanted to see how women at the same point in their lives, those with minor children and currently or recently using welfare, were faring following reform and whether or not trust still was a factor.

As a result of the enormous changes made to welfare intended to promote employment, marriage and exit from welfare, Levine expected to see substantial differences in the lives of the women she interviewed.

But she didn't. The women Levine talked with in the mid-2000s had the same problems and described the same strains of distrust as women she had spoken to a decade earlier.

"Distrust kept them from believing in the work incentives built into welfare, it led them to quit jobs at the first sign a boss might not treat them fairly, it encouraged them to yank their children out of child care arrangements they questioned, it made them hesitant to marry and it kept them from accepting and exchanging goods and support from social networks," she said.

What became clear to Levine as she worked on her book was how much trust matters and how tricky it can be.

"Trust allows people to access the opportunities provided by taking risks, but only when those partners or institutions on the receiving end are trustworthy," she said. "When this is not the case, distrust protects one from harm."

The women Levine interviewed believed that they lived in a world where trust didn't pay off. "It certainly seemed from their stories that many of their experiences supported that belief, but at the same time some stories also suggested the possibility that some opportunities were being lost," she said. "Still," Levine argues, "focusing on enhancing the trustworthiness of those with whom the women interact is the surest way to build trust."

According to Levine, welfare reform's effects would have been greater if distrust had not limited women's responses to the incentives that reform created. "Policies that do not attend to the structures that produce distrust may be able to achieve some effects, but these effects will be limited in scope," she said.

"Distrust can be a powerful force in guiding key life decisions, and it has been overlooked for too long." ♦



In a new book, *Marketing Schools, Marketing Cities: Who Wins and Who Loses When Schools Become Urban Amenities*, Temple urban education professor Maia Bloomfield Cucchiara explores the impact of Philadelphia's 2004-07 Center City Schools Initiative, an effort to reverse middle-class flight.

Joseph B. Schaefer

Education professor's new book examines consequences of Phila. schools initiative

By Eryn Jelesiewicz
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A marketing campaign designed to attract families to Center City Philadelphia public schools had the consequence of privileging the middle class at the expense of the working class, further aggravating the inequality of schools in the School District of Philadelphia, according to Temple urban education professor Maia Bloomfield Cucchiara.

Cucchiara explores the impact of the 2004-07 Center City Schools Initiative (CCSI), which was part of a larger urban revitalization plan, in her new book, *Marketing Schools, Marketing Cities: Who Wins and Who Loses When Schools Become Urban Amenities*, published this month by The University of Chicago Press.

"The Center City Schools Initiative, which was designed to solve a really pressing social problem — middle class flight — ultimately positioned middle and upper-middle class parents as the constituency on which the city most depended," said Cucchiara. "Parents became customers — and middle-class parents the most valuable customers."

Over the last several decades, big cities across the country, including Chicago, Boston, Baltimore, Richmond, Milwaukee and San Francisco, have faced similar issues and tried similar solutions, but none were as explicitly targeted to the upper-middle class as Philadelphia's, said Cucchiara. The CCSI was also unique in its pairing of a public and a private institution: the School District of Philadelphia and the Center City District.

In essence, the CCSI was "an effort to rebrand a subset of public schools as a way of distancing them from the rest of the stigmatized school district," said Cucchiara. This entailed polishing the schools' appearance, offering better customer service, creating a new administration for the Center City schools, giving admissions preference to those who lived in Center City and using sophisticated marketing such as websites, fliers, postcards and events to reach out to potential customers.

Cucchiara conducted a three-year,

three-part investigation of the CCSI. She first looked at the CCSI policy and how it came about given the social and economic history of the city. Next she examined the politics involved by talking with reporters, community leaders, legislators, activists and business leaders. Finally, she undertook an intensive ethnographic study of one of the CCSI schools, referred to in the book by the pseudonym "Grant Elementary," located in an affluent Center City neighborhood and considered one of the top schools in the district.

In Philadelphia, as in many other cities, the decline of the industrial economy, federal divestment from urban areas and the exodus of the middle class to the suburbs has created a set of unprecedented social and economic challenges, said Cucchiara. In response, urban leaders have turned to market models of urban revitalization, emphasizing the transformation of downtowns and attracting "knowledge workers" to bolster the local economy. The CCSI extended these strategies to the public schools.

In interviews, Cucchiara found that some politicians, activists, business leaders and others were angered by the funneling of resources and opportunities toward an already advantaged part of the city and the apparent exclusion of low-income students and communities.

"Yet for many others, such inequities were justified, given the potential of an increased middle-class presence to promote economic growth and school improvement," she said.

For her intimate examination of Grant Elementary, Cucchiara visited the school regularly for two years, attending events and PTO meetings and talking with parents and educators.

"I found that the concerns and agendas of the working-class and poor parents differed from the middle and upper-middle class parents," she said. For example, middle and upper-middle class parents invested most in transforming the school, while poor and working class parents' focus was on supporting the school as it was.

She also discovered that although the middle and upper-middle-class parents were able to make positive changes, such as smaller kinder-

Policies lead to demographic shifts

In comparing enrollment at Grant Elementary with two other top Center City elementary schools, Cucchiara found that the number of Center City families who enrolled their children in local public schools increased significantly, from 50 to 67 percent in the four years following the launch of the CCSI. At the same time, the percentage of students transferring from outside of Center City dropped from 37 to 17 percent.

"Not surprisingly, the pattern the CCSI set in place — of recruiting children from within the catchment area and replacing minority students from outside of Center City with white students from the immediate neighborhood — affected the demographic composition of the schools," said Cucchiara.

The percentage of African-American students decreased at all three of the schools during this period (by nearly half at two of the schools), and the percentage of white students increased.

garten classes, the impact didn't extend to other district schools, and may in fact have diverted resources from schools that needed more help.

Cucchiara doesn't deny that middle class parents brought about positive changes. But she laments the way they were recruited.

"In a city with large numbers of poor residents, CCSI targeted middle and upper-middle-class families for special treatment and privileges," said Cucchiara. "In a system with insufficient resources, it channeled energy into historically high-performing schools. In a system with thousands of students stuck in failing schools, the initiative made it more difficult for students from outside Center City to attain access to well-regarded downtown schools." ♦

Sociologists note city's high rate of deep poverty

In a front-page story published March 20, the *Philadelphia Inquirer* reported that Philadelphia has the highest rate (12.9 percent) of deep poverty — people with incomes below half of the poverty line — of any of the nation's 10 most populous cities.

Those numbers came from an examination of 2009-11 data from the U.S. Census American Community Survey conducted by the *Inquirer* and David Elesh, associate professor of sociology at Temple and co-director of Temple's Metropolitan Philadelphia Indicators Project.

Elesh's analysis of the data also showed that of the 4.3 million people living in the area around Philadelphia, there are nearly 160,000 in deep poverty — a rate of 3.6 percent — in Bucks, Chester, Montgomery, Delaware, Salem, Gloucester, Burlington and Camden counties as well as New Castle County, Del., and Cecil County, Md.

Also quoted in the article was Judith Levine, assistant professor of sociology at Temple. She observed that many who live just below the poverty line often move out of poverty, but those in deep poverty are in such a profoundly disadvantaged state that they're more likely to stay mired in it. "Poverty becomes a long-term experience, and it's very different, especially for children," she said.

—Kim Fischer



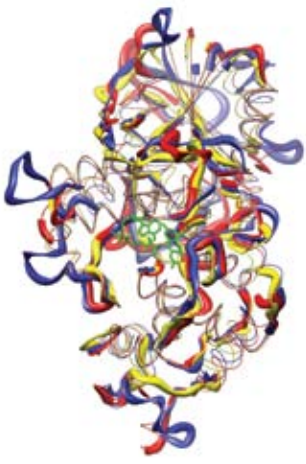


Illustration by Sudipto Munshi

Understanding DNA repair in extreme temperatures

By Preston M. Moretz
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Exposure to ultraviolet radiation not absorbed by the ozone layer can damage DNA. But an enzyme called DNA photolyase can repair the damage through the absorption of blue light.

Robert Stanley, associate professor of chemistry in Temple's College of Science and Technology, has been studying the mechanisms behind this light-driven DNA repair process for the past 16 years. Now, through a four-year, \$1.07 million grant from NASA, Stanley and his colleagues will explore how this process occurs at both extreme high and low temperatures.

Photolyase is a protein that contains a vitamin B2 (riboflavin) molecule as its active agent. It uses the blue light to drive an ultrafast electron transfer reaction between the protein and the bound DNA lesion, which repairs the damaged DNA in less than three nanoseconds. Stanley and other researchers around the world have discovered the repair mechanism for so-called mesophilic photolyases, which operate at or near human body temperature.

"Nature has to adapt to extremes in temperature, both hot and cold, so we want to know how DNA is damaged and repaired at both high and low temperatures," he said. "Is DNA more easily damaged at one temperature extreme or the other?"

Stanley said the research will focus on what changes nature makes in the photolyase protein to allow it to function properly in extreme environments since the B2 molecule is thermally unstable.

"We don't know what evolution does to optimize the DNA repair protein at very low temperatures compared to very high temperatures," he said. "The photo electron transfer is very sensitive to temperature, so at a very low temperature it may happen very slowly, while at a very high temperature it may take place much more quickly. We just don't know right now."

Stanley said NASA officials are intrigued by this research because they are very interested in understanding the extremes under which organisms can exist not only on earth, but other planets as well.

In addition to the work being conducted at Temple, the NASA grant will also fund collaborations between Stanley and researchers at Montclair State University and Duke University on measuring the thermodynamics of the process and on developing detailed computational modeling of the DNA repair process as well as computational predictions on whether DNA gets damaged at higher rates in lower or higher temperatures. ♦

NIH grant focuses on nanotechnology to treat prostate cancer

By Preston M. Moretz
pmoretz@temple.edu

As prostate cancer progresses, the cancer cells become more resistant to traditional treatments such as chemotherapy and they become more aggressive and spread more rapidly. A Temple School of Pharmacy researcher is now exploring the use of nanotechnology to target the disease in its latter stages.

Through a five-year, \$1.58 million R01 grant from the National Institutes of Health, Ho-Lun Wong, assistant professor of pharmaceutical sciences, is using nanoparticles as a delivery system to target prostate cancer cells with an RNA-based drug.

"Cancer is the most significant drug-resistant disease," said Wong. "Using RNA-based drugs inhibits the pathway that gives the cancer cells their resistance to traditional drugs, and inhibiting this pathway also reduces the aggressiveness of the cancer cells. They are not able to spread as rapidly."

The effects of RNA-based drugs are short-lived — usually lasting only two to four days — and the drugs are very unstable, said Wong. They also do not differentiate between cell types, so once they are introduced, they can travel to any organ in the body.

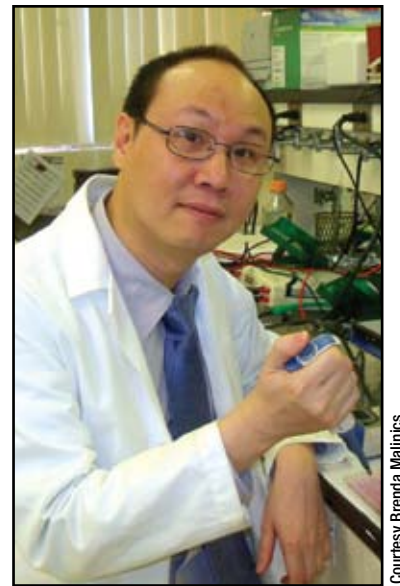
Wong said that using nanoparticles as a delivery system extends the RNA lifespan to seven to 10 days and

allows for more precise targeting and delivery of the drugs directly to the prostate cancer cells.

Wong, whose lab focuses on drug resistance, has used nanotechnology in past research for the delivery of HIV drugs to the brain. This is the first time he is using RNA-based drugs in the treatment of prostate cancer.

Wong said the first stage of the R01 project will be to optimize the delivery of the RNA-based drugs to the prostate cancer cells. In the project's later stages, the treatment will be combined with chemotherapy.

"This will eventually make chemotherapy — the standard of care against cancer — that much more effective," he said. ♦



Courtesy Brenda Malinics

Assistant Professor of Pharmaceutical Sciences Ho-Lun Wong has received a five-year, \$1.58 million R01 grant from the National Institutes of Health to further study nanoparticles as a delivery system for targeting prostate cancer cells with an RNA-based drug.

Students' Google-recognized app connects urban farmers

By Sarae Gdovin
For the *Temple Times*

In a city with more than 40,000 abandoned lots, keeping track of each property's location and attributes is the first step to returning them to productive use.

That's the concept behind a project launched by Temple Computer and Information Sciences Associate Professor Justin Shi and four students through Temple's Urban Apps and Maps Studio. The team has created GrowShare, an online tool that helps users find vacant lots and develop them into viable urban farming projects.

The group worked to conceive and create the GrowShare website, *growshare.net*, which is now being developed into a mobile application. Ultimately, the team sees the tool as a means of revitalizing urban neighborhoods, creating jobs and reducing



The GrowShare application builds on Google's Maps API to show abandoned lots and gardening projects that are underway, in progress or completed.

Courtesy GrowShare

crime through urban farming.

Although the site hasn't officially launched, the project already has been recognized as a runner-up for a Judge's Choice Award in the Google Places API Developer Challenge, a competition among 87 teams of developers and programmers from 27 countries. According to Brett Statman, a Temple senior who served as lead programmer and designer on the project, the group overcame a steep learning curve to de-

velop the project and take the award.

"Learning everything I needed to make the project happen, along with taking classes and attending [gymnastics] practices, was very challenging," he said. "It was great to have all of the hard work noticed — especially by Google."

In addition to Statman, the project team included Hank Wu, Krystian Gorgiev and William Mantegna.

"The students are very motivated,"

said Shi. "They learned as they were going how to do the mobile and web programming for the competition."

The program builds on Google's Maps API, overlaying locations of vacant lots throughout the city as well as public information such as crime statistics. It also shows what gardening projects are available, in progress or completed and allows users to buy or sell resources such as tools, produce and labor using open auction functionality.

"Everything — even people — can be a resource, as long as there is a seller or buyer," said Shi. "The open auction creates the fairest platform for these exchanges."

According to Shi, the site enables civic exchange by allowing users to connect with others interested in transforming vacant lots into urban farming projects so that they can share resources, collaborate and literally change the landscape of their communities. ♦

Army Corps, FEMA will discuss Sandy recovery at EarthFest

By James Duffy
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In the wake of the devastation wrought by Superstorm Sandy last October, the U.S. Army Corps of Engineers and the Federal Emergency Management Agency (FEMA) have been working with state and local governments and families to ensure that the affected communities are safe, sustainable and livable.

Both agencies will advance that mission this month as part of Temple Ambler's EarthFest, the annual environmental celebration featuring nearly 90 exhibits and activity stations that share new ideas and concepts with students, teachers, parents and the public. This year's festival will be held on Friday, April 26, from 9:30 a.m. to 2 p.m. on Ambler Campus.

Representatives of the Army Corps will discuss their plans to replace sand and dunes on New Jersey and Delaware beaches washed away by the massive storm, which altered coastlines, destroyed neighborhoods and caused power outages lasting weeks.

"We are feeding the beaches and the sand dune system," said Edward Voigt, chief of public and legislative affairs for the Corps. "The beaches protect the dunes and the dunes protect the communities. Our goal is to get the beaches back 100 percent to the way they were

before Sandy. We want future storms to pound our projects, not the communities protected by them."

FEMA's display will feature activities for students young and old focused on identifying flood risk and making better decisions on how to reduce it.

"We want to expose kids to a lot of new ideas — living compatibly with our world and, specifically, building sustainable communities," said Mari Radford, mitigation planner for FEMA's Region III. "Most EarthFest visitors have probably never met someone from FEMA before — we want them to know we are there to help and to make sure families affected by disasters are able to get back to a sense of normalcy as soon as possible."

The agency's connections to Ambler run deep. Both Radford and FEMA mitigation planner Molly Kaput are graduates of Temple's Community and Regional Planning master's degree program.

"We know the kind of important work that is being done within the program and by the Center for Sustainable Communities," said Radford. "There is a lot of synergy between FEMA's mission and the research being done at Temple — working with communities to ensure they are prepared for the next disaster, that they are able to survive the next flood."

Since its inception in 2003,



Joseph V. Labolito

Temple Ambler's EarthFest 2013 will feature nearly 90 exhibits and activity stations, including representatives from the Philadelphia Zoo, shown at last year's event.

EarthFest has placed a spotlight on sustaining communities, welcoming thousands of visitors each year.

"EarthFest has become an essential part of sharing what Temple Ambler does best — promoting environmental stewardship in our communities," said Susan Spinella Sacks, EarthFest coordinator and assistant director of the Center for Sustainable Communities, the event host. "We are able to bring a diverse group of students, educators and exhibitors together each year to celebrate a common cause; then our student visitors do the real work...teaching their peers — and in many cases their parents — how they can ensure sustainable communities. EarthFest plants the seed; it's the students that will make it grow."

For the 10th year in a row, Temple Ambler's key partner in presenting EarthFest is the Pennsylvania Horticultural Society. Exhibitors will also include the Franklin Institute, the Insectarium, the National Park Service,

the Academy of Natural Sciences of Drexel University, the Pennsylvania Department of Environmental Protection, the Elmwood Park Zoo, Philadelphia Zoo and dozens more.

"EarthFest is a great opportunity to talk to people who may be new to the zoo and may not be aware of all of the conservation work we do around the world," said Valerie Peckham, Philadelphia Zoo conservation program manager. "We hope that people will want to get involved and work to make a difference because they can effect change."

Contributing sponsors for 2013 include Dow; the Delaware Valley Regional Planning Commission's Air Quality Partnership; the Ellis A. Gimmel Trust; Janet and Lew Klein; New York Life; PECO Energy; the Pennsylvania Chapter of the American Planning Association; the Township of Upper Dublin; and Waste Management.

For more information, visit www.ambler.temple.edu/earthfest. ♦

Temple expands courses in American Sign Language

By James Duffy
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Rena Krakow wants to put to rest a likely common misconception about American Sign Language (ASL).

"American Sign Language is not 'English on the hands,' but an independent language with its own history, structure, and even an associated deaf culture. ASL is the fourth most commonly studied language by college students," said Krakow, associate professor of communication sciences and disorders. "While enrollments in other languages are declining, enrollments in ASL courses are rising."

Krakow said some students want to study ASL to learn about language in another modality, while others want to be able to communicate and work more effectively with people who are deaf.

To meet a growing demand for ASL courses, the Department of Communications Sciences and Disorders will offer American Sign Language courses at Temple Ambler for the first time beginning in the first Summer 2013 session. Classes begin the week of Monday, May 20, and additional ASL sections are being added at Main Campus, said Krakow.

"We also plan to add ASL classes at higher levels in the near future," she said. "Both the Linguistics major and the Speech-Language-Hearing major at Temple require the study of a non-English language, and they both accept and encourage the study of ASL to meet that requirement."

Recently, Temple's College of Science and Technology has added ASL to its list of languages that meet the

foreign/second language requirement for all of its majors, and other colleges may soon follow suit, said Krakow.

American Sign Language is a visual-based language "that uses the eyes to process language, whereas other languages are auditory based," said ASL instructor Meghan Rainone.

"Right off the bat, this is the biggest difference that requires students to adjust their learning style," she said. "In an ASL class, you must be alert and engaged in order to learn how to 'see' a language rather than hear it. Just like any language it takes hard work to learn — and to teach — but it is extremely rewarding."

"Being deaf and an ASL user, I figured I could teach it to others. It was no easy task, but after teaching one course after another it came naturally. What I thought was going to be a short gig became a career."

Philadelphia is a city with a relatively large deaf population, in part because the well-known Pennsylvania School for the Deaf is located here, said Rainone. *U.S. News and World Report* lists sign language interpreting and translating as No. 16 on its "100 Best Jobs in 2013" list.

"The ability to use ASL provides students with a language that they can use in their professional work — whether they become teachers, nurses, doctors, social workers, speech-language pathologists/audiologists, lawyers," said Rainone. "The study of introductory ASL can be the beginning of a path toward becoming a sign language interpreter. There is a huge demand for interpreters that is not currently being met." ♦



Journalism professor donates photography to support student scholarships

By Jeff Cronin
jcronin@temple.edu

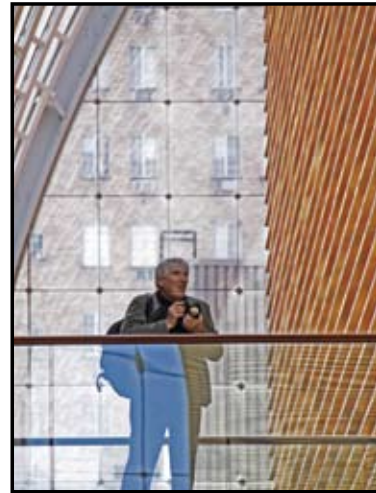
For roughly an hour each day, light seems to come alive at the bottoms of some of Arizona's slot canyons. Revealed in stunning, yet often subtle colors, are unearthly details of these geographic wonders.

It's a sight most will never experience — one of the reasons journalism professor Ed Traves once climbed deep inside the canyons to capture such moments with his camera.

"The trick was to never get the sky in the photograph, because that would blow everything out," says Traves, subconsciously giving a lesson as he talks about his work. "What you try to do is capture the light as it squeezes through slits on the canyon's surface and is picked up on the walls."

These images are just a few from an ever growing online collection of more than 11,000 that have come from Traves' cameras. They are now part of the Ed Traves Photography Archives, which he has donated to Temple's School of Media and Communication. A work still in progress, it is expected that eventually 50,000 of Traves' images dating back to the 1940s will be available for viewing, free educational use and possible purchase at www.edtraves.com. Proceeds will provide scholarship funds for photojournalism and master of journalism students.

"I'm in my 46th year of teaching at Temple," he said. "It's been a privilege to be here. I want to do something that might benefit future students."



Longtime Temple journalism professor Ed Traves has donated approximately 50,000 of his photographs, including images he took in the canyons of Arizona such as the one shown above, to the School of Media and Communication. Taken from Traves' extensive collection, the images will be available online at www.edtraves.com.

The unveiling of his archives also marks the first time many of his students (past and present) have seen any of their mentor's work. While he ensures his classes are exposed to the work of great photographers, Traves has kept his pictures out of the mix.

"You can show a lot of things by a lot of people, but the teacher should not show nor present a bias," he said. "You want every student to find his or her visual voice."

The collection includes images from Philadelphia, Jordan, Africa, the Virgin Islands and many places in between. But his favorite place to shoot

is around his summer home on Martha's Vineyard.

"It's never the same and you never get tired of it, so you just keep going deeper and deeper," said Traves. "You would think that living in the same place and doing a lot of the same things every summer would be repetitive, but it isn't. It's always new and it's always different. I think that's part of the challenge; to try to find the things that you haven't shot, to continually try to do better with the ones you have."

Traves first discovered photography as a 10-year-old newspaper delivery boy in Bangor, Pa. The first of the 100 customers on his route was the owner of a photo studio. "He insisted that I bring the paper to wherever he was and, generally, he was in the dark-room," said Traves. "I learned so much from him."

His passion grew. Traves shot for newspapers and for military publications during his time serving in the Marines. He started teaching photojournalism courses at Temple in 1967 "and before you knew it, we had a [photojournalism] sequence."

The longtime professor has a camera with him constantly and is always taking photos — which speaks to the depth of his archives.

"It probably means that I don't see as much as other people because for a lot of the time I'm looking at everything through a lens ... but I think it's worth it. You become an engaged observer, rather than one who's just walking through." ♦



Students Sarah Julie Goldstein, Ashley Gander and Sarah Noone practice American Sign Language at Temple University Ambler.

Courtesy Rena Krakow

New living community will foster entrepreneurial culture

By Brandon Lausch
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Legendary IBM Chairman and CEO Thomas J. Watson once said: "Don't make friends who are comfortable to be with. Make friends who will force you to lever yourself up."

Perhaps that could describe the thinking behind Temple University's new Innovate and Create Living Learning Community (LLC), a residential community for incoming freshmen — of any major — who are interested in innovation and entrepreneurship.

Based at White Hall, students in the Innovate & Create LLC will take a freshman seminar that will outline en-

trepreneurship and innovation as well as provide a roadmap for entrepreneurship at Temple. Innovate and Create students are also expected to actively participate in Temple's Entrepreneurial Student Association and attend at least five Innovation and Entrepreneurship Institute (IEI) events — such as entrepreneurial fireside chats and business plan workshops — throughout the year.

"This is not a class," said Andrew Maxwell, a Fox School of Business entrepreneurship professor with a joint appointment in the College of Engineering. "It's a culture."

Maxwell joined Temple this academic year from the University of Waterloo, which housed a success-

ful dorm-based incubator, Velocity. There, students have launched approximately 20 companies so far, including automated shipping service BufferBox, which Google acquired in November 2012.

Temple's undergraduate entrepreneurship programs rank No. 8 nationwide and No. 13 among graduate programs, and the university-wide Be Your Own Boss Bowl is one of the nation's most comprehensive business plan competitions. Temple is also sharing in a \$3 million Blackstone LaunchPad grant from the Blackstone Charitable Foundation to further promote entrepreneurship as a viable career option.

"Students and others in the univer-

sity are realizing that entrepreneurial perspectives and innovative thinking are critical complements to the skills students develop in their colleges and schools," said Robert McNamee, academic director of the IEI, who spearheaded the initiative with support from the Fox School Dean's Office and Office of the Provost. "This LLC is an important component of our overall strategy to encourage and serve the growing cross-campus interest in these topics."

In 2012-13, Temple organized 13 living learning communities: six academic, six thematic (such as healthy lifestyles) and one for honors students. The average community is about 45 to

50 students.

Laura L. Randolph, assistant director for residential life in Temple's Office of University Housing and Residential Life, said LLC students report a stronger sense of community and closer connections to staff. The students also take core classes together and can bring their knowledge and experiences back to their floor.

"I love the fact that it will truly be interdisciplinary and that it will bring together like-minded people but with very diverse backgrounds," Randolph said of the Innovate and Create LLC. "I can't wait to see what the students come in thinking — and what they leave with." ♦

TSG leader encourages local children to consider college

By Jazmyn Burton
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Several children gather in a small classroom at the Women's Christian Alliance (WCA), preparing to start an art project. But before they can reach for markers, crayons and other supplies, a group of Temple students enter the room.

"There's been a change to our schedule," announces WCA administrator Patricia R. Terrell. "Today we have a group of Temple University students visiting to talk to you about the importance of college."

Ofo Ezeugwu, a senior entrepreneurship major in the Fox School of business, starts the conversation with a question: "What do you guys want to be when you grow up?"

Hands shoot in the air, the children anxious to share their dreams. One student wants to become a basketball player, another wants to be a chef. There's a potential beautician and another student who wants to be an Italian chef.

Helping school children develop and pursue high aspirations is the purpose of Kids-to-College, a program Ezeugwu conceived while volunteering in local schools. He realized that many of the students he worked with didn't know where to start when it came to planning for college.

"The goal is to open up their eyes to what's possible," he said. "We just want them to realize that higher education is a viable opportunity and is definitely available to them."

Ezeugwu originally designed the program to bring the middle and high school students to Main Campus to attend classes or sporting events. However, when the cost to obtain safety clearances for those working with school-aged children proved too high, he decided to take the program into the community.

Throughout the semester, Ezeugwu and a rotating group of students are hosting workshops in high schools and community centers across North Philadelphia.



Courtesy Ofo Ezeugwu

Senior Temple Student Government officer and Fox School of Business entrepreneurship major Ofo Ezeugwu has developed Kids-to-College, a project intended to show children in North Philadelphia the opportunities higher education makes possible.

To help relay the overall Kids-to-College message to students in the WCA afterschool program, Ezeugwu recruited Desmon Hickson, a computer engineering major who speaks Japanese; Morgan Jenkins, a sports marketing major who hopes to soon intern with the Philadelphia 76ers; and Ashley Celestin, a public relations major who plans to help brand high-end designers in the global market.

Each spoke to the class about the importance of beginning to think about their future now.

As their time together came to a close, a small hand raised in the air for a final question.

"But, what if my brain isn't smart enough to do what I want to do?" asked 9-year-old Tyreyanna Henry-Garris.

"Your brain is as smart as anyone else's," Ezeugwu responded. "You're very smart, you're only not smart enough if you think you're not smart enough."

It's a message the group hopes will stick. The earlier you reach children, the more impact you will make when it comes to encouraging students to think about their future and what they hope to accomplish as adults, said Jenkins, a Baltimore native.

"My mom was the first in her family to attend college and it meant a lot to her and her family," he said. "Watching her and knowing that her college degree gave her an opportunity to build her future was what motivated me." ♦

At Experience Temple Days, admitted students get a taste of Temple

By Joseph B. Schaefer
For the Temple Times

For admitted Temple student Vivian Venegas, the start of the 2013-14 school year can't come fast enough. After visiting Main Campus last month as part of the university's latest Experience Temple Day, the Chicago-area native voiced her anticipation on Twitter in a tweet tagged with the event hashtag #etd2013.

"Can my parents just leave me here? Don't think I can wait another 5 months."

Such enthusiasm is common among prospective students who attended one of the two Experience Temple Days held in February and March. Open to those already admitted to Temple, the events offer students another look at the university before they decide whether to submit an enrollment deposit and secure a spot in the Fall 2013 entering class.

Each event begins at 9 a.m. with registration and an opening meeting in Mitten Hall and the Temple Performing Arts Center. After being welcomed by President Neil Theobald and hearing academic presentations, students and their families are free to choose from several special interest sessions in areas such as housing, financial aid, study abroad, General Education, Orientation and more. Another session for parents offers an opportunity to ask questions of Temple administrators, parents of current students and alumni. Receptions are also held for top scholarship recipients and students accepted into the university's Honors Program.



Jim Rose

Owl Ambassadors perform for a crowd of prospective students and their families during the Experience Temple Day welcome session, held in the Temple Performing Arts Center.

Participants get to know campus on tours led by the university's Owl Ambassadors and eat lunch in Johnson and Hardwick Halls' Louis J. Esposito Dining Center. The events conclude at 3 p.m.

It's an agenda that has sealed the deal for many aspiring Owls. More than 80 students submitted their deposits while on campus at the past two Experience Temple Days, and Undergraduate Admissions processes numerous others in the days immediately following the events.

A record 4,900 students and their family members have attended the two Experience Temple days held so far, and 2,600 have already responded for the third event, which will be held this month.

"It's hard to explain it to someone who hasn't seen it, but picture 2,000 people on campus doing 2,000 things and super excited to be here," said Niki Mendrinos, senior associate director for campus

visit programs and special events. "These kids are admitted, so they're excited."

Mendrinos said this year's high attendance may be due in part to increased exposure generated by the university's new academic scholarship program, the Temple Made brand campaign and the Owls' entry into a new athletic conference. But another factor, she says, is Temple's use of social media. The admissions office has created new Twitter and Instagram accounts, both with the username @AdmissionsTU, to connect with prospective students.

During Experience Temple Day, staffers encourage attendees to take photos on campus and tag them using the hashtag #ETD2013 on Instagram and Twitter. More than 550 images have been tagged at the events, and the admissions social media accounts have added 765 followers as a result. ♦

Spreading the love via social media

A sampling of tweets by prospective students attending Experience Temple Day:

• I'm ready to be temple made! — @RissMaffei

• I'm so happy. I finally feel like this is absolutely where I want to spend my next four years! — @SashSchaeffer

• I made up my mind about going to temple during the presentation! The tour

was just a bonus! — @harpreetay9

• (F)avorite part of #ETD2013 was definitely how welcoming and warm the entire temple community was — even on a cold Philly day! — @britmascucchini

• Going to sleep. Wake me

up on move-in day @ TempleUniv — @Devin_Kolmetzky

• Fantastic day at TempleU, I am ready for the Fall. Are you #TempleMade because I am! — @NgnMinh

• Today was amazing. I can't wait to be living here next year!!! — @AllieGertz

Sustainability advocates practice what they preach at zero-waste symposium

By Sarae Gdovin
For the Temple Times

Take only what you need and leave the land as you found it.

That Native American proverb characterizes the mindset at last month's zero-waste PA/NJ Sustainability Symposium, during which 800 attendees left behind only materials that could be reused, recycled or returned to the land as compost.

Hosted by Temple on March 12 in the Temple Performing Arts Center, the event brought together leaders from design firms, green product companies, sustainable building contractors, non profit organizations and schools and colleges to share sustainable information and insights. The large and diverse turnout for the event shows the growing interest in green issues, said Temple Director of Sustainability Kathleen Grady.

"Sustainability affects everybody, and people come at it from different angles depending on how it touches them," said Grady.



Courtesy Temple Office of Sustainability

At the PA/NJ Sustainability Symposium, hosted by Temple, the more than 800 attendees left behind only materials that could be reused or returned to the land as compost.

The symposium, which was presented by the Delaware Valley Green Building Council, opened with introductory remarks by Temple Senior Vice President for Construction, Facilities and Operations James Creedon, followed by three keynote speakers. Attendees could participate in 24 education sessions covering topics such

as sustainable business models, green technology and more.

Temple Associate Professor of Human Resource Management Lynne Andersson moderated a panel focusing on sustainability in colleges and universities. Jonathan Latko, adjunct faculty member and director of Temple's Computer Recycling Center, was

featured in a panel discussing the role of the triple bottom line and how it can create a sustainable economy.

The event was Temple's first large-scale zero-waste event. All of the tableware, provided by Sodexo, was either compostable or recyclable, leaving nothing to be sent to a landfill. Student volunteers from the George Washington Carver High School of Engineering and Science staffed the composting bins and guided attendees in sorting the waste, including compostable and readily renewable bamboo serving trays. The students attended sessions with Temple staff and faculty in the weeks leading up to the event to learn about sustainability and understand their volunteer work in a larger context.

Members of the Fox School of Business "Sustainable Enterprise" class also took part in promoting the event as part of a semester-long class project. A group of four students sent emails to a database of local businesses and schools and created advertisements in collaboration with the Tyler School of Art.

On the road to Greenbuild

The PA/NJ Sustainability Symposium was a lead-up to the Greenbuild International Conference and Expo, a leading event that will be held Nov. 20-22 in Philadelphia. The Office of Sustainability is seeking student and staff volunteers to assist at the conference. Participants can attend free in exchange for their service. For more information, contact the Office of Sustainability at 215-204-1715 or sustainability@temple.edu.

Senior marketing major Tamaar Depalis said the experience was challenging, yet rewarding.

"Working with these companies focusing on sustainability, it really gives a sense of self worth," said Depalis. "It makes you feel like you're doing your part and giving back to the community." ♦

Alumni art exhibit benefits student scholarships

By Hillel Hoffmann
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A juried exhibition of art by 38 graduates of Temple's Tyler School of Art from around the nation — the most ambitious exhibit of Tyler alumni art in all media ever assembled — closes a two-week run this Saturday at the Crane Arts Center in Philadelphia's Northern Liberties neighborhood.

"Victory for Tyler: Victory for All 2013" is the fourth in a series of biennial Tyler alumni art exhibitions to benefit student scholarships at Tyler. The exhibition — which features works in each of the disciplines taught at the school, including crafts, design, painting, sculpture, photography, film and video, installation, experimental art and more — has been on display since March 27 at Crane Arts' Ice Box Project Space, Philadelphia's largest viewing room for art.

"I'm delighted by the number of outstanding alumni who have volunteered to participate in 'Victory for Tyler' to benefit student scholarships," said Robert T. Stroker, dean of Temple's Center for the Arts and Vice Provost for the

Arts. "The most powerful and convincing evidence of Tyler's role in the education of world-class artists is the astonishing quality and breadth of what our alumni produce."

Submissions from more than 183 artists were considered by the show's juror, Paulina Pobocho, assistant curator in the Department of Painting and Sculpture at the Museum of Modern Art in New York. Juror's prizes of \$1,000, \$500 and \$300 were awarded, with a multimedia installation by Delaney DeMott earning the Juror's Grand Prize. DeMott's installation will go on display at Tyler during Temple's Alumni Weekend, April 19-21.

Among the alumni artists represented at "Victory for Tyler: Victory for All 2013" are Susan Still Scott, whose "constructed paintings" evoke sculpture and architecture; Rachael Gorcho, who makes "cultural snapshots" by painting, duplicating and re-photographing everyday images; and printmaker and jewelry maker Steven Ford, who builds print collages by assembling densely textured prints made from the same plate. The artists selected to exhibit by Pobocho range in age and experience from painter Jay

Bilinsky, who graduated two months ago, to John Costanza, who earned his BFA in ceramics from Tyler in 1949.

"Tyler cultivated my artistic career; it's something that I'll always cherish," said DeMott, who is now pursuing her MFA at the School of the Art Institute of Chicago. "Artists that come out of Tyler are problem-solvers and innovators. I could see that in all the artists in this exhibition.... You can see a thread."

Many of the alumni artists participating in "Victory for Tyler" have enjoyed reconnecting with Tyler and interacting with current students, many of whom will attend the exhibit.

"I like being involved," said Steven Ford BFA TYL '86, who also volunteered to participate in the first Art Market at Tyler last fall. "When I was at Tyler, a lecture series that brought in working professionals had a big impact on me. At this point in my career, I feel like I want to give back."

The "Victory for Tyler" series is organized by the Tyler Alumni Association Board of Directors and named for its primary sponsor, Victory Brewing Company, co-founded by Tyler alumnus William Covaleski. The exhibition's venue also has Tyler con-



A multimedia installation by Delaney DeMott, including the pieces "The Trouble With Forgetting Is The Forgotten" and "You Left Without Saying Goodbye - Nice" earned the Juror's Grand Prize during the Victory for All 2013 exhibit. DeMott's installation will go on display at Tyler during Alumni Weekend, April 19-21.

nections; two of the Crane Arts three owners are Tyler faculty members: Professor Nicholas Kripal, chair of the Crafts Department, and Professor Richard Hricko, head of the Printmaking Program. The exhibition is also sponsored by the Temple University Alumni Association, SWIFT Mailing and Leapfrog Advancement.

The Ice Box Project Space, a single, uninterrupted 5,000-square-foot room, is located at the Crane Arts Building at 1400 N. American St., Philadelphia. Gallery hours are Wednesday through Saturday, noon to 6 p.m. ♦



Build them and they will come



Betsy Manning

When students returned from Spring Break last month, something new greeted them at Temple's Main Campus. Something big.

While students were away, Tony "The Hat" Molinari (above), of the Facilities Management carpentry shop, constructed two giant Adirondack chairs, one cherry and one white, and painted each with a Temple "T" and the hashtag #Tubigchairs. The super-sized newcomers join Temple's existing fleet of colorful plastic Adirondack chairs placed throughout Main Campus in the spring.

The chairs — which stand seven feet tall, weigh nearly 300 pounds and are built to sustain the weight of many students — were installed at the Bell Tower. Almost as soon as they were secured, students began to discover the chairs, climb into them, take tagged pictures and share them via Twitter, Instagram and other social media.

The idea for the new chairs came from Temple Senior Vice President for Construction, Facilities and Operations James Creedon's 19-year-old son Stephen, a frequent visitor to campus.

— Hillel J. Hoffmann

Temple Theater presents 'The Boys from Syracuse'

Temple Theaters will stage the musical "The Boys from Syracuse" on April 12 and 14 in Tomlinson Theater.

Based on Shakespeare's "The Comedy of Errors," the play centers on the romantic escapades of long-lost identical twins Antipholus of Ephesus and Antipholus of Syracuse, whose servants, the two Dromios, are also long-separated identical twins. Confusion and comedy ensues when the wives of the Ephesians, Adriana and her servant Luce, mistake the two strangers for their husbands.

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

Undergraduates show off research, creative works

On April 18, Temple will host the annual Undergraduate Research Forum — Creative Works Symposium (TURF-CreWS). The event will be held from 9 a.m. to 5 p.m. in the Howard Gittis Student Center.

The symposium provides undergraduates in all schools and colleges the opportunity to present their research and creative works to the university community. More than 150 students will present papers, posters, performances and exhibits throughout the day. Through its emphasis on original research or creative work — from theory-driven critical analysis of significant social issues to the development of unique individual artistic talents — TURF-CreWS seeks to inspire undergraduate students to engage, analyze, critique and advise the world around them so that they may contribute

Featured Events

ideas that make for a better society and world.

For more information, visit www.temple.edu/vpus/opportunities/TURF.

Libraries to discuss the legacy of American poet Walt Whitman

On April 18, David Haven Blake and Michael Robertson, professors of English at The College of New Jersey (TCNJ) and co-editors of *Walt Whitman: Where the Future Becomes Present*, will discuss the impact that Walt Whitman has had on American culture.

Blake is chair of the English Department at TCNJ and author of *Walt Whitman and the Culture of American Celebrity*. Robertson is the recipient of two National Endowments for the Humanities Fellowships and author of the award-winning book *Worshipping Walt: The Whitman Disciples*.

The talk coincides with National Poetry Month and is part of National Library Week, which encourages people to view their local library as more than a repository of resources — as a place for experiences that can enrich, shape and transform one's community.

The discussion will take place 3:30-5:30 p.m. in the Paley Library

lecture hall and will be moderated by Katherine Henry, Temple associate professor of English.

Finance Week events stress effective money management

As part of Temple's commitment to increasing the financial literacy of students, the university will host a series of events from April 22 to 26 to help students establish and maintain healthy financial habits.

On April 24, from 5:30 to 7:30 p.m. in the MBA Commons of Alter Hall, Temple University Young Alumni and the Fox School of Business will host a panel discussion and workshop titled "Show me the money: Temple Made strategies for securing your financial future." Students can receive insider tips on effective money management skills from Temple alumni working in the financial industry.

Speakers will include Rafael Tamargo, Fox '90, senior portfolio manager, Wilmington Trust; Cindy Ravitch, Fox '84, CFO, MRops; and Rosa Anna Chiappetta, CLA'96, vice president, TD Bank. The discussion will be moderated by Fox finance professor Jonathan Scott.

Future entrepreneurs compete for big prizes in Fox's Be Your Own Boss Bowl

The 15th annual Be Your Own Boss Bowl will take place April 25, 2-6:30 p.m., in Alter Hall, room A031.



The business plan competition brings together students, alumni, faculty and staff from student organizations and all 17 schools and colleges and organizations to compete for 10 prizes, including a grand prize worth over \$115,000 in cash. The competition was developed to encourage members of the Temple community to launch and sustain new small businesses and scalable entrepreneurial ventures.

Alumni Weekend 2013: Cherry and White Game

On April 20, new head football coach Matt Rhule and the Temple Owls will prepare for the upcoming season during their annual spring scrimmage, held at the newly renovated Edberg-Olson Hall, during Alumni Weekend 2013. Admission to the Cherry and White Game is free for Temple alumni, students, faculty and staff. Before the scrimmage, students can enjoy a free tailgate hosted by Temple Athletics.

The game is one of many events planned for Alumni Weekend, which takes place April 19-21. For a full schedule, visit alumni.temple.edu.

