

CASA Dean's MMU (Monday Morning Update)

A Tradition of Excellence; A Standard of Success

Monday, October 2, 2017

Dear Colleagues,

SIU Carbondale is going to have significant changes soon. Academic advisement will be centralized immediately, academic programs will be reorganized into schools, a new academic structure will be formed, and the number of colleges will be reduced. These changes are necessary, as Chancellor Carlo Montemagno mentioned during his “State of the University” address on Tuesday, September 26, 2017, to “create an environment that facilitates scholarly discourse among both faculty and students,” “to build connections in schools made up of synergistic disciplines,” and to advance SIUC in Carnegie classification as an R1 institution. New academic units may be created, including a College of Health and Human Services, a College of Agriculture and Life Sciences, and a School of Sustainability and Earth Sciences. It is expected that the reorganization will save around \$2.3 million in administrative costs, and the new academic structure will start functioning on July 1, 2018.

John F. Kennedy said it well, “Change is the law of life. And those who look only to the past or present are certain to miss the future.” SIUC is starting a new S-curve (Dream-Start-Grow-Mature) that requires everyone to embrace changes, invest our intellectual capitals at the beginning of the process, and work out the most efficient academic structure to make sure SIUC will thrive at the “mature” phase of the new S-curve. It may take several years to harvest, but we have to sow seeds now.

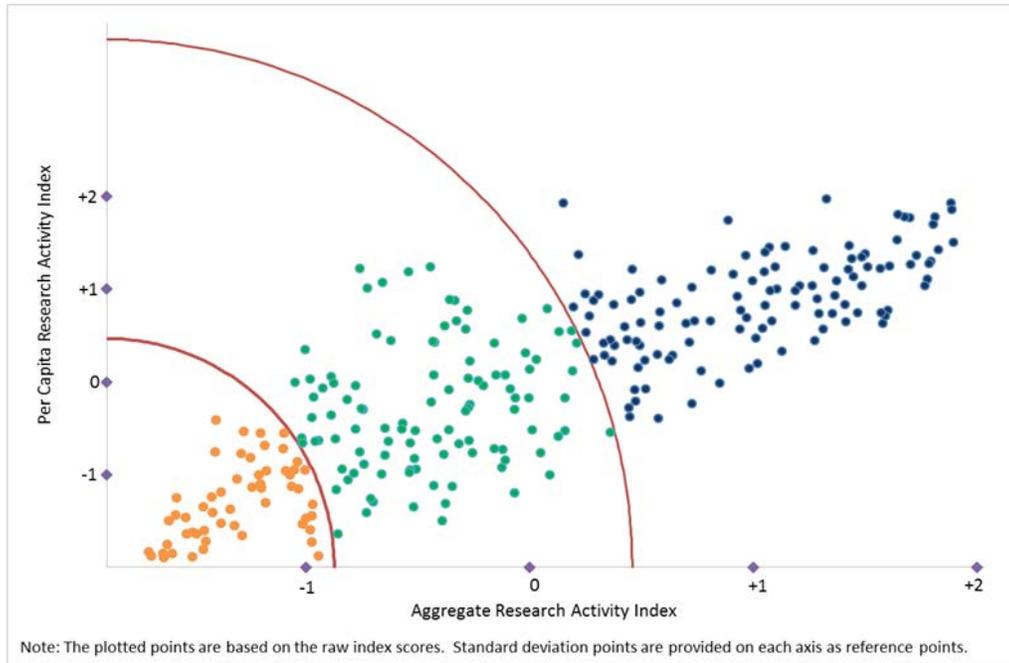
In the recent “Vision 2025” survey, 81% of SIUC stakeholders reaffirmed our commitment to innovation in research and creativity. It is exciting to see us strive to move up in Carnegie classification as an R1 institution. What does R1 mean to SIU Carbondale? Please allow me to explain first the classification of research universities.

Based on the Carnegie classification of higher education institutions, “Doctoral Universities” are those institutions awarding at least 20 research doctorates per year, not including professional practice doctoral degrees such as J.D., M.D., Ed. D., DBA, etc. Based on levels of research activity, Doctoral Universities are further classified into three (3) categories:

1. R1: Doctoral Universities - Highest research activity
2. R2: Doctoral Universities - Higher research activity

3. R3: Doctoral Universities - Moderate research activity

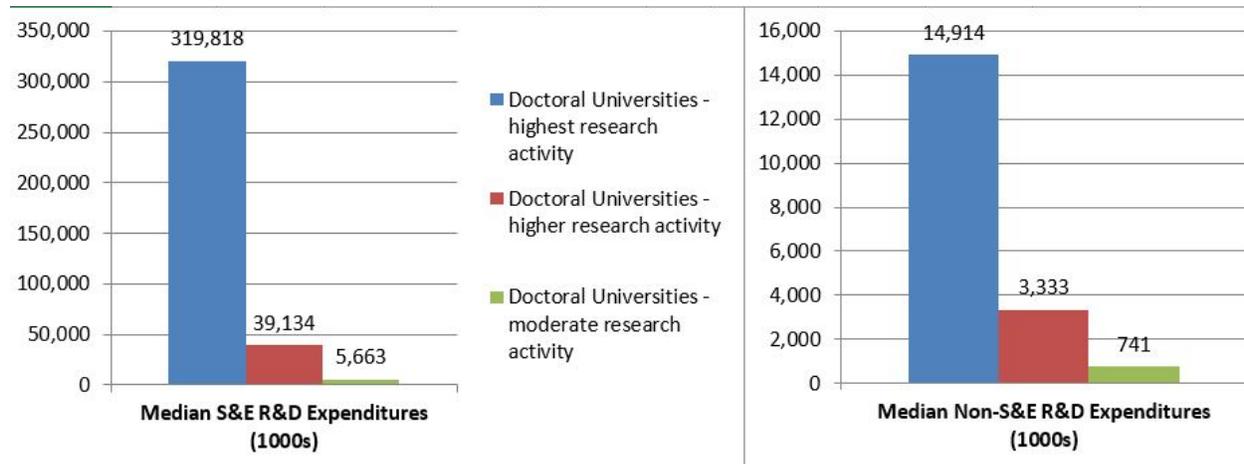
Research activity is measured by the following correlated factors: (1) research & development (R&D) expenditures in science and engineering (S&E); (2) R&D expenditures in non-S&E fields; (3) S&E research staff including postdocs and other non-faculty research staff with doctorates; (4) doctoral conferrals in humanities fields, in social science fields, in STEM fields, and in other fields. As indicated in the diagram below, blue dots are 115 R1 institutions in the nation, green dots represent 107 R2 universities, and orange dots are 112 R3 institutions.



In Illinois, only two public universities are R1 institutions: UI Chicago and UI Urbana-Champaign; and three public universities are R2 institutions: SIUC, ISU, and NIU. To move up to an R1 institution, SIU Carbondale has to commit itself to graduate education through the doctorate as well as offer a full range of baccalaureate programs. We must give high priority to research, award 100 or more doctoral degrees each year, and have annually \$300 million or more in research expenditure. The table below is a snapshot of research activity indicators of the current 115 R1 universities in the nation.

Category		S&E R&D Expenditures (1000s)	Non-S&E R&D Expenditures (1000s)	S&E Research Staff*	Doctorates: Humanities	Doctorates: Social Sciences	Doctorates: STEM	Doctorates: Other Fields
Doctoral Universities - highest research activity	N	115	115	115	115	115	115	115
Distance >= 0.28)	Minimum	5,719	725	32	0	1	27	0
	Maximum	2,227,536	123,734	7,297	179	129	589	229
	Mean	411,742	21,672	604	51	44	202	87
	Median	319,818	14,914	387	45	37	152	76

The chart below gives comparisons of median S&E R&D expenditure and non-S&E R&D expenditure among R1 (blue), R2 (red), and R3 (green) universities.



This is an exciting time for SIU Carbondale. Transformational changes are necessary not only for academic structure, but also for administrative structure as well. We have 6,000 fewer students than ten years ago, but we are operating in an administrative structure pretty much the same as ten years ago. What is the right number of students for the University? What is the enrollment target for the academic year of 2018-19? How do we reverse the enrollment trend? All these questions need a clear answer as we start a new S-curve of innovation and growth.

Former SIU professor Buckminster Fuller once said: “You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.” Let us work together to build this new model for SIU Carbondale, a new academic structure organized by schools, a new administrative structure with efficiency, and a new academic community with synergy and innovations.

CONGRATULATIONS

- **Dr. Seung-Hee Lee**, Professor of Fashion Design and Merchandising, has two recently published papers with a full citation. These two articles and another article (recently published in the International Journal of Consumer Studies) are serial papers; Part I, Part II, and Part III. Both journals (Clothing & Textiles Research Journal and International Journal of Consumer Studies) are the most prestigious journals in the fashion and consumer marketing area.
 - Workman, J. & Lee, S-H. (2017). A critical appraisal of 25 years of research about fashion adoption groups: Part 1. Theories/Models and Research Methods, *Clothing & Textiles Research Journal*, 35(4), 249-271. *SSCI*

- Workman, J. & Lee, S-H. (2017). A critical appraisal of 25 years of research related to fashion adoption groups: Part 2. Analysis of Variables, Research Propositions, and Research Trends, *Clothing & Textiles Research Journal*, 35(4), 272-289. *SSCI*
- Workman, J., & Lee, S-H. (2017). What do we know about fashion adoption groups? A proposal and test of a model of fashion adoption, *International Journal of Consumer Studies*, 41(1), 61-69. *SSCI*

Also, Dr. Seung-Hee Lee has two faculty posters and two student posters submitted to the CASA Multidisciplinary Research Symposium on November 4th, 2017. Congratulations!

- Ms. **Belle Woodward**, Associate Professor of Information Systems Technologies (IST), published a paper in a peer-reviewed journal:
 - Salazar, M. & **Woodward, B.**, (2017): With Great Data, Comes Great Responsibility: University Students' Perceptions on Data Privacy, *Issues in Information Systems Journal*, 18 (1), 191-201.

Congratulations!

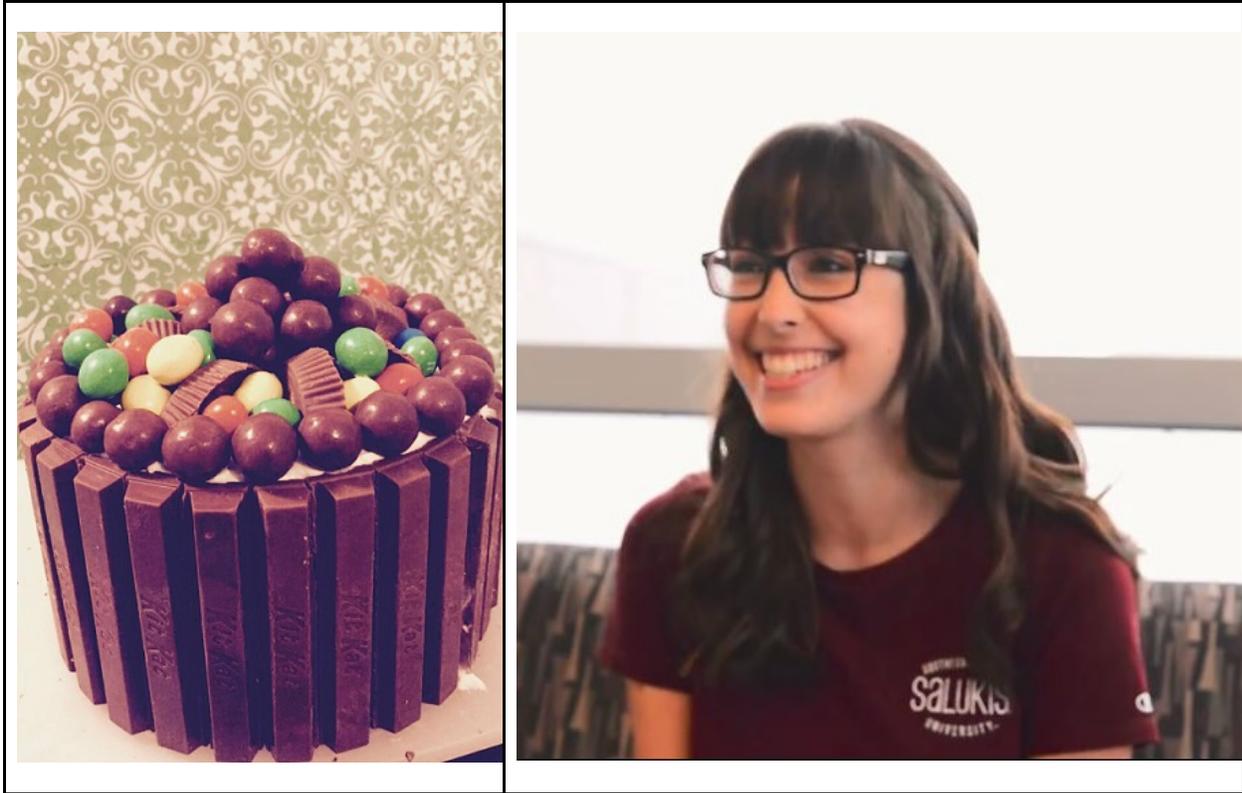
- Ms. **Belle Woodward**, Associate Professor of Information Systems Technology (IST), will present her research on “Students’ Perceptions on Data Privacy” at the 57th Annual IACIS Conference October 4-7, 2017 in Philadelphia, PA. Her research work has been accepted by *Issues in Information Systems Journal* for publication. Congratulations!
- Dr. **Sam Chung**, Professor of Information Systems Technology (IST) and Director of the School of Information Systems & Applied Technologies (ISAT), will attend the 18th ACM Special Interest Group of Information Technology Education (ACM SIGITE) in Rochester, NY, October 4-7, 2017, and present at the following two sessions:
 - **Sam Chung**, Object-Oriented Programming with DevOps, Lightning Talks Session. Lightning talks present work currently in progress and for which authors are actively seeking feedback or short curricular, pedagogical, or research techniques of interest to the SIGITE/RIIT communities. Accepted lightning talks are presented in a session where each author is given 10 minutes to present the work and obtain feedback. A one-page summary of the accepted lightning talks will be published in the conference proceedings.
 - Tae (Tom) Oh, Russell McMahon, **Sam Chung**, Barry Lunt, and Rebecca Rutherford, The Roles of IT Education in IoT and Data Analytics, Panel Discussion. Panels allow experts to discuss a current topic of interest in IT education or research. Panel proposals are limited to two pages and will be published in the conference proceedings.

Congratulations!

- Please join me in congratulating colleagues in the Department of Aviation Management and Flight (AVMAF) on their productive presentation at the University Aviation Association (UAA) 70th Annual Collegiate Aviation Conference hosted by California Baptist University, Riverside, CA, September 13-15, 2017.
 - Dr. **Sam Pavel**, Associate Professor of Aviation Management, was elected as President of UAA with a two-year term.
 - Dr. **Jose Ruiz**, Professor of Aviation Management, was nominated as an Educator trustee.
 - Dr. **Michael Robertson**, Associate Professor of Aviation Flight, was elected as the UAA Treasurer.
 - **Romero, M., Goetz, S., & Robertson, M. F.**, (2017), Uses of Unmanned Aircraft Systems in the United States. Presented to the University Aviation Association, Research Roundtable, Riverside, CA.
 - **Goetz, S., Robertson, M. F., & Pavel, S.** (2017), Analysis of NTSB and FAA Accident and Incident Databases in light of the new FAA Slow Flight and Stall Training Policy. Presented to the University Aviation Association, Research Roundtable, Riverside, CA.
 - **Robertson, M. F., Romero, M., & Goetz, S.** (2017), The Status of Safety Management Systems at Collegiate Flight Training Institutions. Presented to the University Aviation Association, Professional Paper Presentations, Riverside, CA.
 - **Robertson, M. F., Romero, M., & Goetz, S.** (2017), The Status of SMS Implementation within Collegiate Flight Schools, *Collegiate Aviation Review* 35(2), 82-101.
 - **Robertson, M.F., Ullrich, G. & Snyder, P.**, September 2017, The Utilization of HFACS for Collegiate Flight Trainers, Presented to the University Aviation Association, Education Session, Riverside, CA. (Ullrich and Snyder are from UND)
 - **Romero, M. & Bro, K** (2017), Predictive Analytic for Student Practical Test Success. Presented to the University Aviation Association, Research Roundtable, Riverside, CA.

Congratulations!

- Ms. **Andrea Dail**, Architectural Studies (ARC) freshman, received the Nancy Raby Scholarship from the SIU Foundation and is featured in very nice video posted on the Foundation's Facebook site <https://www.facebook.com/SIUFoundationCdale/videos/700753033449593/>. Below is a screen capture of her video and her birthday cake from the video:



Congratulations!

- On September 23, 2017, Women in Aviation International chapters around the world brought all of the passion, exploration, learning, and excitement of aviation and aerospace to people for an extraordinary day of fun and inspiration. Here at SIU Carbondale, over 30 local girls participated in this year's Girls in Aviation Day (GIAD). Dozens of SIU Women in Aviation students and some aviation faculty and staff, including Mr. **Donald R. Morris**, Assistant Professor of Aviation Technologies, Dr. **Charles Rodriguez**, Retired Professor of Aviation Technologies, and **Rachel L. Lee**, Field Representative for Aviation Technologies, helped make this day possible.

Bottle rockets were built and launched, sheet metal projects were made, flight simulators were flown, and airport tours given. Some students were return students from last year who enjoyed it so much they participated again!

We need to continue to expand this type of program to bring the next generation of aviators into the pipeline. This is not only good for local kids but also for SIU Aviation students, who benefit from teaching young children. SIU has the privilege of boosting its reputation with this type of activity.

Students who helped with the GIAD event: Sophie Legore, Rachel Piacentinni, Rachel Kelly, Ivan Solorzano, Matt Lesones, Gabby Escudero, Ryan Linton, Abbie Parsons, Dan Deguire, Thomas Swehla, Tyler Barrett, Karlie Emery, Jessica Lundy, and Kristin Masur.

More information is available on WSIL:

https://www.youtube.com/watch?time_continue=2&v=XPTGnQWfvxs.

Congratulations!



- The Automotive Technology student leaders, alumni, and faculty had an outdoor event on Saturday, September 9, 2019 on Kinkaid Lake in Murphysboro. Participants included Automotive Technology Ambassadors, the Automotive Technology Organization (ATO), and Women of Automotive Transportation Technology (WATT). The following picture was provided by Chris Micha, Automotive Technology alumnus and Powertrain Quality Controls of FCA US.



- Dr. **Kasthuri Henry**, Visiting Assistant Professor of Public Safety Management (PSM), is hosting a program “Unleash Your Inner Goldilocks: How to Get It Just Right” Monday at 2:00pm Pacific Time on VoiceAmerica Empowerment Channel. More information is available at: <https://tinyurl.com/y8gnupub>. Congratulations!



- Mr. **Jason Demas**, one of our Public Safety Management (PSM) adjunct faculty and a graduate of the first Master of Science class, has been selected to attend the Executive Fire Officer program at the National Fire Academy. It is a four-year program providing senior fire officers with a broad perspective on various facets of fire and emergency services administration. The courses and accompanying research examine how to exercise leadership when dealing with difficult or unique problems within communities. As described by Mr. **Gary Kistner**, Program Coordinator and Director of Graduate Studies of the Public Safety Management (PSM) program, “Being selected as a Captain speaks well of his education and background since the majority of selectees are chief officers.” Congratulations!
- **ROUTE 66 MOTHER ROAD FESTIVAL:** In partnership with the SIU Alumni Association and the Prairie Capital Area Alumni Chapter, the Automotive Technology Department helped promote and recruit for SIU in downtown Springfield over the weekend. One of the largest street festivals in Springfield is the Route 66 Mother Road Festival with over 80,000 attendees. Through support from various alumni and the SIU Alumni Association, SIU was able to obtain a prime event location in the heart of the festival. SIU Automotive took its Saluki Racing 1966 Chevrolet Nova and car trailer to be the draw of attention. SIU alumni from the surrounding area were invited to come enjoy a cookout and reconnect with SIU. Students, instructors, and guidance counselors from the area high schools and community colleges were invited to come learn about

the many programs offered at SIU. Eight SIU Automotive Technology students also traveled to Springfield to help staff the SIU display during the 3-day event.



- **Fall Automotive Student Car Meet:** SIU Automotive Technology hosted its annual Fall Student Car Meet this past Saturday morning. Each year on Family Weekend, SIU automotive students, their families, faculty, and staff gather to display their rides and develop the bonds of the SIU Automotive Family. The event this year was sponsored by General Motors where they provided lunch, t-shirts, sunglasses, and gift bags for everyone. They also shipped in for display a 2018 Chevrolet Corvette Stingray, a 2018 Midnight Edition Chevrolet Silverado, and limited edition 2018 Camaro ZL1 with the 1LE package. Fun was had by all with music, and games such as a corn hole tournament and piston toss during the morning. The morning long event wrapped up at 1:00 to allow the students and families to participate in the SIU family weekend events and enjoy the football game of go racing with the Saluki Drag Racing Team.



- **Mr. Martin Hebel**, Associate Professor of Electronic Systems Technologies (EST), along with three students, brought DawgZooka to Family Weekend Saluki Football game to fire out t-shirts during the first media timeout of the third quarter. DawgZooka is a remote-controlled robotic air cannon designed and built by EST students under the guidance of Professor Hebel.



Grey Dawg (helped during shots packing the shirts in) and IST student Adam Alaraj



Students driving DawgZooka home after performance. EST major Elizabeth Majias, IST majors Jay Anderson and Adam Alaraj

AD STAFF MEETING

The Administrative (AD) Staff will meet on Wednesday, October 4, 2017, 9:00am - 11:30am in the Dean's Conference Room. The tentative agenda of the meeting is below:

1. Welcome, Open Forum, and Dean's Update
2. Chancellor's State of the University Address
3. Top 10 ASA Programs in the Nation
4. Roundtable Update and Other Business

If you have any specific items that you feel the Administrative Staff should consider at the meeting, please send me your suggestions before 1:00pm Tuesday, 10/3/2017. All faculty and staff are invited to the open forum section of the Administrative Staff meeting from 9:00am - 9:30am.

COLLEGE OF HEALTH AND HUMAN SERVICES

Considering that a new College of Health and Human Services is under development, some related information might be helpful. First of all, the U.S. Department of Health and Human Services (HHS) was formed in 1980 and currently has 79,540 employees administering more than 100 programs across its operating divisions. Many universities in the nation established a college of health and human services (or similarly named), including West Michigan University, George Mason University, North Illinois University, Northern Arizona University, Colorado State University, San Diego State University, Indiana State University, and Missouri State University.

Programs in health related fields are in great demand and students tend to be highly employable, as stated by Dr. Scott Collins, Director of the School of Allied Health (SAH). We offer two associate degrees, five baccalaureate degrees, and four Master's level programs within SAH. Our programs are accredited/certified by nine different organizations and in total we enroll more than 900 students between our on- and off-campus programs. Since 2013, we have experienced an approximate 22.5% growth in enrollment. This has been mostly in the online environment, as SAH is a leader in distance education in the University. We have other ideas for enrollment growth; however, they will require additional resources. All of the SAH programs have a return on investment greater than 1.0 and some are near 3.0.

The School of Allied Health includes the following programs:

1. **Dental Hygiene (DH)** – on campus and offers a degree completion option online. This program is the only BS level program in the State of Illinois. It offers a tremendous amount of community

service in regards to dental care through the Community Dental Center, Dental Hygiene Clinic, Dental Sealant Grant program, and Give Kids (Adults, Veterans) a Smile Day events.

2. **Physical Therapist Assistant (PTA)** – on campus. This program is accredited by the Commission on Accreditation in Physical Therapy Education.
3. **Mortuary Science and Funeral Service (MSFS)** – on campus and offers a degree completion option online. This program is the only BS level program in the State of Illinois and one of seven (7) in the nation.
4. **Health Care Management (HCM)** – on campus and offers the program 100% online. It offers three minors including HCM, Long Term Care, and Health Informatics and Information Management. This program is AUPHA certified and at the time of certification, was 1 of 46 in the country.
5. **Radiologic Sciences (RADS)** – on campus and offers a degree completion program online. Has specializations in Sonography, MRI/CT, Radiation Therapy, and Education/Management. This program is the only BS level program in the State of Illinois.
6. **Master of Health Administration (MHA)** – offered 100% online. This program has been in existence since the summer 2016 semester and already has >70 students enrolled.
7. **Master of Health Informatics (MHI)** – offered 100% online.
8. **Master of Science in Radiologic Sciences (MSRS)** – offered 100% online.
9. **Master of Science in Medical Dosimetry (MSMD)** – offered 100% online using synchronous and asynchronous delivery. This program is one of the only three (3) Master's level programs in the country and was the first JRCERT accredited Master's level program. There are 18 dosimetry programs in the country at various levels.

HIGHER ED REFORM BILL

Illinois ranks second highest in the nation for losing most high school graduates to out-of-state colleges. State Senator Chapin Rose (R - Mahomet) and Rep. Dan Brady (R - Normal) have filed a bill called the Higher Education Strategic Centers of Excellence Plan, to launch major changes in higher education in Illinois including the following measures:

- Create a common application form for all 12 public university campuses;
- Any high school student with an average grade of B or better will be guaranteed admission to one of the 12 public universities; and
- Determine what each public university campus does best, rather than replicating existing programs. Each school gets support for its specialty.

ON THIS WEEK'S CALENDAR

- Monday, October 2, 2017: 8:00am - 4:30pm, The Old Campus: an Historical Exploration, Morris Library Hall of Presidents Exhibit Space.
- Tuesday, October 3, 2017: 10:00am - 12:00pm, Deans' Council Meeting, Anthony Hall Balcony Conference Room.
- Wednesday, October 4, 2017: 9:00am - 11:30am, Administrative Staff Meeting, Dean's Conference Room.
- Thursday, October 5, 2017: 8:00am - 4:30pm, The Old Campus: an Historical Exploration, Morris Library Hall of Presidents Exhibit Space.
- Friday, October 6, 2017: 11:30am - 3:30pm, CASA Board of Counselors meeting, TEC 126A.
- Saturday, October 7 - Tuesday, October 10, 2017: Fall Break.

AND FINALLY ...

If you see something in this update that you want to comment on, please send an email to awang@siu.edu; or call me at 618-536-6682. Also, if you know of anyone interested in receiving the CASA Dean's MMU, please ask them to send me an email and we will gladly add them to our mailing list. If you prefer not to receive the CASA Dean's MMU, please let me know, as well. Thank you.

Andy Ju An Wang, Ph.D.

Dean, College of Applied Sciences and Arts