

# CASA Dean's MMU (Monday Morning Update)

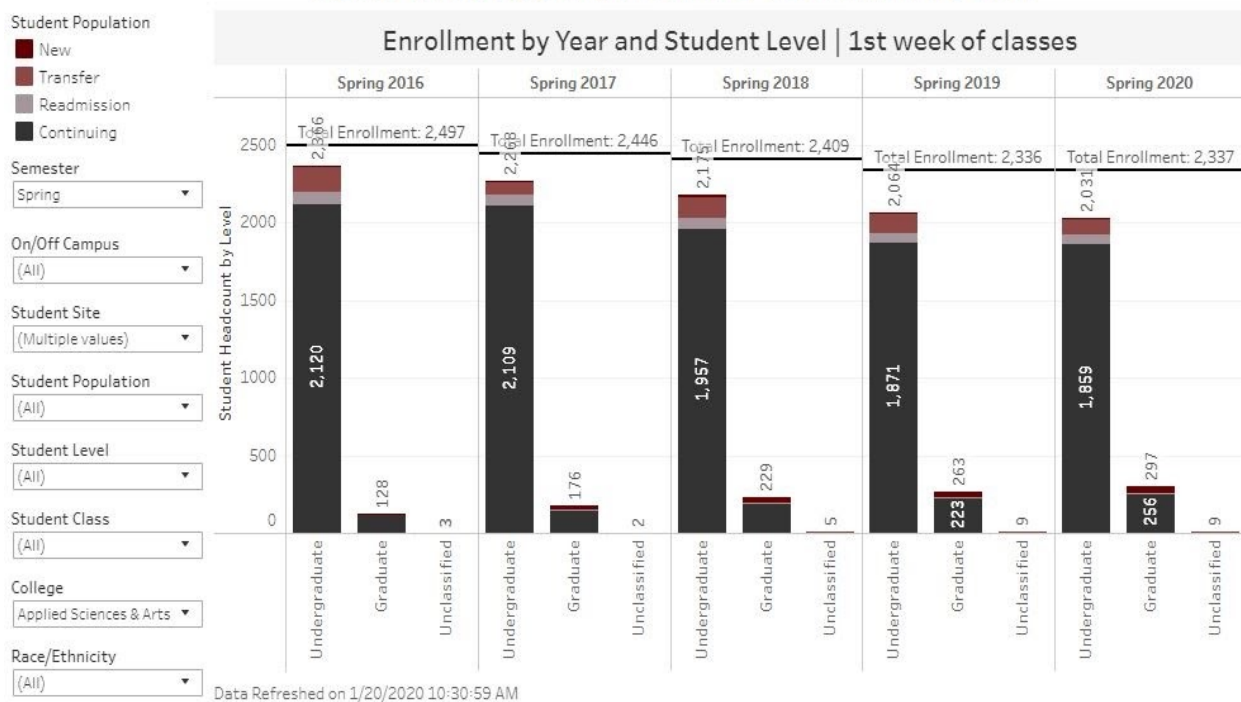
*A Tradition of Excellence, A Standard of Success*

Monday, January 27, 2020

Dear Colleagues,

The 2020 Spring semester started well in the college. Even though we had a large graduation class at the end of the 2019 Fall semester, the enrollment this Spring had a slight increase compared to last year, as you can see from Figure 0 below, with enrollment rising from 2,336 last Spring to 2,337 this semester. This reflects our successful efforts in retention and recruitment. Our graduate program especially experienced a significant growth (+13%), thanks to our graduate program directors and faculty and their hard work.

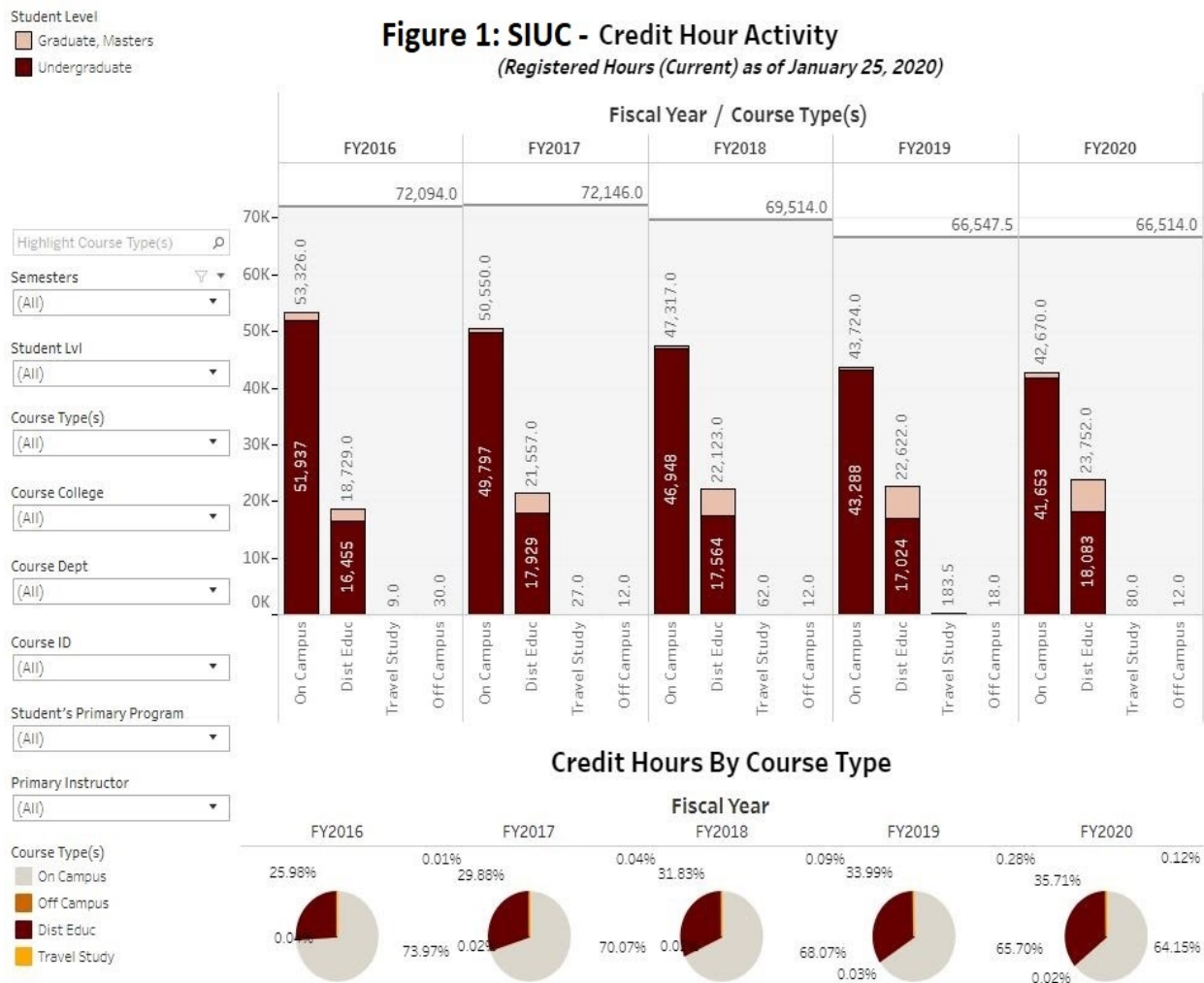
**Figure 0: CASA Spring Semester Enrollment by Year**



Institutional health in higher education is tied to enrollment, retention, and student success. The College of Applied Sciences and Arts (CASA) has been leading the campus in terms of all these three areas. Especially in Student Credit Hours (SCH) generated, CASA has been a power-engine for SIU. As you can see from Figure 1 below, SIUC generated 66,514 SCH in Fiscal Year 2020, while CASA generated 50,072 SCH during the same period of time (Figure 2). **In other words, CASA generated 75.28% of the SIUC overall student credit hours in FY 2020!**

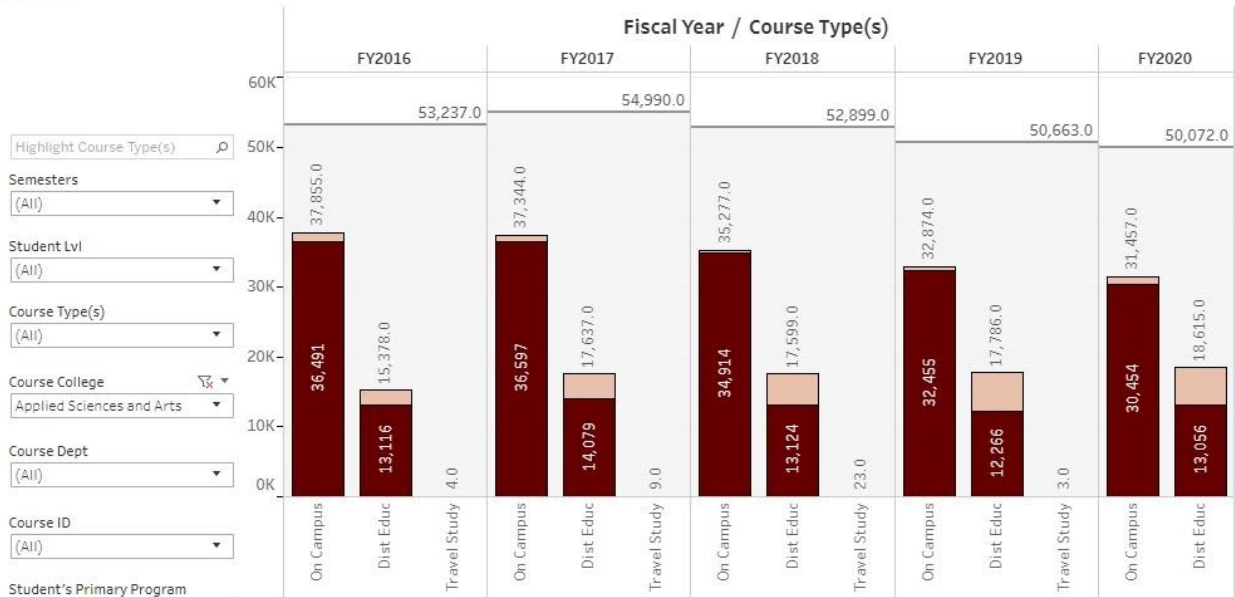
Frankly, I was surprised by this result, and I contacted the SIUC Office of Institutional Research and Studies this weekend for verification. I am still waiting for their reply at the time I send out this newsletter on January 27, 2020.

This is a significant contribution to SIU, as student credit hours generate tuition revenue, which is increasingly important to our financial health. With reduced levels of public funding, universities must work harder than ever to find resources to support its research, teaching and service. Income diversification, including grants and contracts, patents and philanthropy, is an important strategy in helping universities become more financially sustainable. So far the tuition revenue is by-far the most important revenue stream for SIU, and I am so humbled to commend CASA faculty and staff for their significant contributions. I have had the privilege of leading the transformational changes in our College's business plan and operation strategy during the past eight years. Our transformation has positioned the College on a sustainable growth trajectory in an environment where state support for postsecondary education in Illinois has continuously declined for decades.



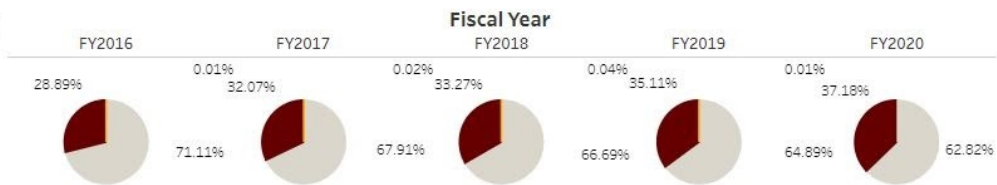
Student Level  
 Graduate, Masters  
 Undergraduate

**Figure 2: CASA - Credit Hour Activity**  
 (Registered Hours (Current) as of January 25, 2020)



Highlight Course Type(s)  
 Semesters  
 Student Lvl  
 Course Type(s)  
 Course College  
 Course Dept  
 Course ID  
 Student's Primary Program  
 Primary Instructor

**Credit Hours By Course Type**



**FOREVER SIU**



A three-year fundraising campaign for Southern Illinois University Carbondale has been extended after raising \$90 million, surpassing its goal of \$75 million. The Forever SIU campaign, originally slated to end in December 2019, will be extended through June 2024 with a new goal of \$200 million.

## HIGHER LEARNING COMMISSION VISIT

The Higher Learning Commission (HLC) site visit is scheduled for Monday, February 17th and Tuesday, February 18th, 2020. The visiting team will have received SIU's self-study report (HLC now uses the term "Assurance Argument": <https://hlcaccreditation.siu.edu/assurance-argument/>) and they will have access to our Quality Initiative (<https://hlcaccreditation.siu.edu/quality-init.php>) and third-party comments on this visit. The criteria for HLC accreditation are:

- 1) Mission: Guides the Institution's Operations
- 2) Integrity: Ethical and Responsible Conduct
- 3) Teaching and Learning: Quality, Resources, and Support
- 4) Teaching and Learning: Evaluation and Improvement
- 5) Resources, Planning, and Institutional Effectiveness

During the visit, they will seek to validate the content of the Assurance Argument in terms of the strengths we have declared and data that support them, as well as concerns that need attention or issues that may confront us in the future. Team members will have meetings with key individuals and groups from across the campus and will have three open meetings that are less structured. Please visit the Assurance Argument page at: <https://hlcaccreditation.siu.edu/assurance-argument/>.

## SOA TEAM-BUILDING MEETING

To support our upcoming National Architectural Accrediting Board (NAAB) re-accreditation efforts and to re-establish our common vision, goals and strategic objectives, the School of Architecture (SOA) engaged in team-building, brain-storming, and envisioning sessions all day on Friday, January 10th, and a half-day of Saturday, January 11th, 2020. To facilitate this session, the school brought in an outside coordinator, Scott D. Kuffel, who is an expert in organizational facilitation and vision building. At varying points in the sessions, this event involved key people engaged in the accredited architecture program, including our SOA on-campus leaders and faculty, our online faculty, and our SOA Advisory Committee constituents (second day). I also joined in support of these endeavors. This is also endorsed by the Associate Provost for Academic Programs, as this corresponds with current campus-wide efforts to prepare for upcoming university accreditation and program assessments.

Some of the initial goals and desired outcomes of this event included:

1. **Create an action plan or the strategic plan components that satisfies NAAB accreditation requirements. This is the primary objective, as this has been the only consistent thread in discussion since May 2019.**
2. Develop an understanding of the changing trends in the world of *design*, both from gathering thoughts during this time together and possibly moving forward as part of an action plan.

3. Create some connections between the *values* surrounding *design* and *behaviors* that the School of Architecture and faculty and staff involved with design from other departments/divisions share.
4. Begin the conversations of what “quality” might look like, sound like, and feel like as it relates to the *behaviors* identified in #3.
5. Assign leaders to categories of the *behaviors* from #3, and set target dates for progress reporting and completion.
6. Draft a preliminary strategic action plan and corresponding objectives for further discussion and refinement leading to NAAB reporting.



## CONGRATULATIONS

- Dr. **Seung-Hee Lee**, Professor (Judge William Holmes Cook Professor) of Fashion Design & Merchandising (FDM), has a paper published in the Clothing & Textiles Research Journal. Dr. Lee also has one paper accepted for presentation at a conference organized by the Marketing Management Association, and another paper accepted for presentation at a conference hosted by the American Collegiate Retail Association. All citations for the three papers including co-authors are below:
  - Liang, Y., Lee, S-H., & Workman, J. (2020). Implementation of Artificial Intelligence to fashion: Are consumers ready? *Clothing & Textiles Research Journal*, 38(1), 3-18. [SSCI]
  - Lee, S-H., Workman, J., & Jung, K. (Forthcoming). *Trendsetting, brand loyalty, perceived quality, and word-of-mouth*, Marketing Management Association (MBAA International Conference), Chicago, IL.
  - Liang, Y., Lee, S-H., & Workman, J. (Forthcoming). *Understanding perceived risks of purchasing a fashion Artificial Intelligence product*, American Collegiate Retail Association (ACRA), New Orleans, LA.

Congratulations!

- **Stacey L. McKinney**, Assistant Professor of Dental Hygiene (DH), **Jennifer S. Sherry**, Associate Professor of Dental Hygiene (DH), and **Jessica Cataldo**, Clinical Instructor of Health Care Management (HCM), had a research work of “The Correlation Between Periodontal Disease and Systemic Health in Rural Southern Illinois” accepted for presentation at the 108th Annual Thomas P. Hinman Dental Meeting, which will take place March 19-21, 2020, at the Georgia World Congress Center (GWCC) in Atlanta, Georgia. The presentation is based on their summer research as well as ongoing research in the Community Dental Center. The Hinman Dental Meeting is the nation’s leading dental meeting and comprehensive source of continuing education in dentistry. Congratulations!
- Dr. **Nick Rahimi**, Assistant Professor of Information Systems Technologies (IST), has the following recent publications:
  - Book Chapter
    - **N. Rahimi**, I.Roy, B. Gupta; “*Security Consideration in P2P Networks*,” to appear in *Security and Privacy Issues in IoT devices*, Elsevier Press, 2020.
  - Book Chapter Proposal approved for the full chapter submission:
    - **N. Rahimi**, P. Bhandari, I. Roy, B. Gupta, N, Debnath; "*Blockchain Technology and its Emerging Applications*," to appear in *Research and Practices on Security Paradigms and Applications of IoT*, CRC Press Taylor & Francis Group, 2020.
  - Peer-reviewed Conference Proceedings:

- **N. Rahimi, B. Gupta;** “*A Study of the Landscape of Internet Censorship and Anti-Censorship in Middle East,*” to appear in the proceedings of 35th International Conference on Computers and Their Applications (CATA), San Diego, CA, March 2020.
- **N. Rahimi, J. Maynor, B. Gupta;** “*Adversarial Machine Learning: Difficulties in Applying Machine Learning to Existing Cybersecurity Systems,*” to appear in the proceedings of 35th International Conference on Computers and Their Applications (CATA), San Diego, CA, March 2020.

Congratulations!

- **Jennifer S. Sherry**, Associate Professor of Dental Hygiene (DH) and **Stacey L. McKinney**, Assistant Professor of Dental Hygiene (DH), participated in SIU's "Expanding Your Horizons" event on October 19, 2019. The program, "*The Art, Science and Technology of Dental Hygiene*" provided a learning opportunity to 11 local middle school students from the Southern Illinois region. They learned how to place sealants on extracted teeth, use an ultrasonic scaler to remove calculus on extracted teeth, and interpret dental x-rays (radiographs). Congratulations!





- **Jennifer S. Sherry**, Associate Professor of Dental Hygiene (DH), **Danna Cotner**, Clinical Associate Professor of Dental Hygiene (DH), and Joel Hamilton, a student in the Food Technology Doctoral Program at Clemson University, have a peer-reviewed Continuing Education course/article published in *Dimensions of Dental Hygiene*, a monthly, peer-reviewed journal that reconnects practicing dental hygienists with the nation's leading educators and



researchers. Their paper was entitled "*The Oral Impact of Celiac Disease*" and was published in the January 2020 issue. Congratulations!

- **Jennifer S. Sherry**, Associate Professor of Dental Hygiene (DH), and **Renee Lipe**, Dental Hygienist, were featured on WSIL TV (<https://tinyurl.com/u4n5go8>) for their leadership in a community service project. Utilizing the Illinois State Dental Society (ISDS) Foundation Grant for Give Adults a Smile Day, and billed in the first installment for the ISDS Foundation SIU Special Smiles Grant, the Community Dental Center (CDC) has performed over \$980 worth of restorative services for seniors 65 and over in the southern Illinois region. Such a rewarding project and getting help for those who need it has been a proud tradition and practice at SIU Dental Hygiene Program and the CDC. Congratulations!



- The following seven (7) CASA students received 2020 Textbook Awards from the SIU Alumni Association on Monday, January 13, 2020. Started in 2008 with funds the Association's national board of directors allocated to provide an extended form of financial aid to students, the Textbook Awards program has helped hundreds of current Salukis continue their education at SIU. The Association has committed roughly \$30,000 toward these awards for this fiscal year. The awards go to students who demonstrate a financial need and have a GPA of at least 3.0.
  - Lauren Bruski, Radiologic Sciences
  - Kamryn Wingerter, Mortuary Science and Funeral Service
  - Hannah Macias, Pre-Nursing
  - Shelby Lynch, Dental Hygiene
  - Sydney Cook, Architectural Studies
  - Christopher Kay, Automotive Technology
  - Lynlee Lindner, Radiologic Sciences

These seven students are among a total of 36 SIU students who received the Alumni Association Textbook Awards. Congratulations!

- Dr. **Nick Rahimi**, Assistant Professor of Information Systems Technologies (IST), has submitted an NSF grant proposal titled “Artificial Intelligence Implementation in Nanomaterial Synthesis” under the program of National Artificial Intelligence (AI) Research Institutes: Accelerating Research, Transforming Society, and Growing the American Workforce. Congratulations!
- Mr. **Thomas Imboden**, Associate Professor of Information Systems Technologies (IST), and Ms. **Ning Yang**, Instructor of IST, participated in an NSF grant proposal writing and submission. The title of the proposal was “Networking Infrastructure: Enhancing SIUC Campus Cyberinfrastructure to Accelerate Data-Driven Research and Education.” This is a collaborative project among the IT Office, the Electrical and Computer Engineering Department, and the Information Systems Technologies program. Congratulations!

## **ADVANCED UCC COURSE DESIGNATION**

According to Dr. Reza Habib, Director of University Core Curriculum, all advanced UCC courses will be moved into their corresponding (regular) UCC category (i.e. from Advanced UCC to fine arts, humanities, life or physical science, social science, etc. depending on the particular course). This is to simplify the UCC for students and academic advisors. Please keep in mind that no courses are being dropped from the Core. The change is the removal of their Advanced UCC designation. These courses will be moved from the Advanced UCC section of the catalog to the section of the catalog corresponding to their UCC category.

## **LEADERSHIP PRESENTATION**

Dr. Hazem Said, Professor & Director of the School of Information Technology from the University of Cincinnati, will visit our college on Monday, February 3, 2020. He will make a presentation on his leadership and the journey of an IT program in the University of Cincinnati. His presentation starts at 9:00am in the Dean’s Conference Room.

	<p>Dr. Hazem Said is a creative thinker and innovative leader. Under his leadership, a small undergraduate program was developed into an academic unit with a full spectrum of degree programs including B.S., M.S. and Ph.D. programs, becoming the largest computing program on campus. His presentation centers around a case study on IT program implementation, accreditation, ranking, keeping up with the evolving IT landscape, developing graduate programs in IT, articulating the role of the IT discipline to stakeholders, defining the IT research space, managing change, and securing internal and external funding. In addition, he will discuss key initiatives that are now positioning the program for regional, state, and possibly national leadership. He will also provide his insight and experience, lessons learned, strategies, and recommendations.</p>
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One of Dr. Said’s leadership achievements can be summarized by the following table:

Table 2. Evolution of the Academic Unit Under His Leadership

	<b>Fall 2012</b>	<b>Spring 2019</b>
Enrolled Students	302	859
FT Faculty	7	17
FT Staff	0.8	11
Annual Revenues	\$1.5M	\$8M
Graduate Assistants	0	13
Online Programs	0	3
Contracts	0	20@\$400K
Grants	0	3@\$600K
Academic Partners	0	32
Industry Partners	0	15

## **NEW STAFF MEMBER**

Ms. Maria Lenzini will join the CASA Dean's Office as an Office Support Specialist (OSS) starting Monday, February 3rd, 2020. As many of you know, Barbara Lipe retired from the OSS position at the end of last year, after twenty years' service to SIU and five years' service to CASA. The OSS is a critical position for the College. It works with college committees to oversee Honors Day, the Board of Counselors' meeting, and awarding of the college scholarships. It reviews and monitors weekly reports on SIU Foundation donations and prepares acknowledgment letters to donors for Dean and Chair/Director signatures. It works closely with the Dean's Office student workers, coordinates their work schedules, and enters their student worker time in addition to the Academic Associates. If you use the college's vehicles or the conference room, you will most likely work with the incumbent of this position for scheduling and related issues. There are many other duties for this OSS position as well. Ms. Maria Lenzini has extensive experience in managing financial accounts and customer service. Please join me in welcoming our new team member and make sure to stop by to introduce yourselves.

## **HIRETOUCH FOR ALL HIRES**

With the implementation of HireTouch effective 1/1/2020, all requests to fill **vacant positions** for Administrative Professional, Civil Service & Faculty will need to be processed through HireTouch. This includes grant funded positions as well.

We tested HireTouch in our college last year, and the platform will facilitate our approval and hiring practices. For the administrative staff who handle hiring paperwork, the first step is to get the proper HireTouch access. Please use the following link to access HireTouch: <https://jobs.siu.edu/admin>. Once you have the proper access and are logged into HireTouch, there are step-by-step guides under the resources tab (top of page in maroon bar). The guides provide instructions, including screen-shots on how to enter a Position Request Form all the way through the hire process.

## **SIU EVENTS**

- Chancellor Scholarship Interview Weekend: Friday, February 7 - Saturday, February 8, 2020. About 260 interviewees will come along with their family members. More volunteer interviewers are needed.
- SIU Open House: Monday, Feb. 17, 2020; Friday, April 10, 2020; and Friday, July 24, 2020
- SIU Transfer Day – Monday, Feb. 24, 2020, and SIU Day – Friday, April 24, 2020.

## **ON THIS WEEK'S CALENDAR**

- Monday, January 27, 2020: 4:00pm - 5:00pm, CASA R&R Meeting, Dean's Conference Room; 5:00pm - 7:30pm, University Museum Guest Lecture, Faner Hall 1500.
- Tuesday, January 28, 2020: 11:00am - 12:00pm, Deans Council Informal Meeting, Anthony Hall Balcony Conference Room.
- Wednesday, January 29, 2020: 10:00am - 12:00pm, CASA Budget, Planning, and Support Staff Meeting, Dean's Conference Room; 7:00pm - 9:30pm, Saluki Men's Basketball vs. Loyola, Banterra Center.
- Thursday, January 30, 2020: 5:00pm - 6:00pm, School of Transportation RME Meeting, Transportation Education Center Multipurpose Room.
- Friday, January 31, 2020, 6:00pm - 8:30pm, Saluki Women's Basketball vs. Illinois State, Banterra Center.

## **AND FINALLY ...**

If you see something in this update that you want to comment on, please send an email to [awang@siu.edu](mailto: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