

# PERSPECTIVES

College of Fine & Applied Arts  
APPALACHIAN STATE UNIVERSITY

*A publication by the Dean's Office for the faculty and staff of the College of Fine & Applied Arts*

Volume VI Issue 1

## Tighten Your Belt, But Remember to Breathe

by Dr. Glenda Treadaway, Dean

As the new year is upon us, many of us are concerned (some consumed) by the budget realities. There are positions that will not be filled. There are people who will not have a job. There will be a 35 to 40 percent cut in operating budgets. There will be no new faculty positions despite more students. It is obvious that we will have to do more with less.

As my mother, a good “southern gentle lady”, said many times, “we will have to tighten our belts to get through this.” As a child this phrase meant less sweets and meats, less extras like new jeans, shoes, and/or brand named anything and less activities like bowling and/or skating. That was the down side of this phrase. So for weeks or months, we did not have meat on the table, we did not have new clothing and we did not do any activity that cost money.

Looking at this in the academic world, it means we will have less events, less food at events that are held, less new equipment, less new software, and will not have unlimited copying.

We may have to travel less to conferences and/or conventions, yet remain scholarly active. We will have space that will not be renovated despite the dire need. All of this is very frustrating and discouraging especially considering we will have more students, more accountability and more outside expectations.

However, at the same time that I remember these discouraging times as a child, I remember the good things that came out of these phases of my life. I remember the wonderful fresh vegetables we picked and cooked from our garden. I remember the sacrifices of my parents who would give us the new jeans/shoes/whatever when it was truly needed even if it meant that they did without something that they needed. I remember the times that as a family we sat around the kitchen table and played board games or went outside and played basketball or kickball in the yard. I remember going outside with my Daddy and helping him as he worked on the cars or lawn mower. All of these are very special memories and all of these situations led

to conversations that taught me so much about life and love. It taught me to breathe even when my belt was tight.

You always hear about the “Appalachian Family” here at ASU. Well it is now time to look at these trying times in this light. We may need to share what we have with others more selflessly. It may mean that we bring in food for special occasions instead of ordering food to be delivered. It may mean that we have to sacrifice something new that we need to help someone else whose needs are greater. It may mean that we need to sit around a table and talk about how we can help each other and enjoy being colleagues and collaborators, instead of competitors. It may mean that we sacrifice one of our travel needs to help a



### *Tighten your Belts, continued*

junior faculty member travel so that they can be successful here. It may mean that we have to go outside the university and make new friends who can assist us with what we need. These “sacrifices” will be well worth the time. We will learn so much about our colleagues and ourselves. We will make new friends and memories.

I am not trying to make light of the budget situation. But everything must be put in perspective. These will be trying times and we will have to tighten our belts. But these difficult times can also make us stronger, more efficient, and yes, happier. But probably most importantly, it will remind us to tighten our belts, but remember to breathe.



*Photo taken by Garner Dewey (TEC & Dean's Office) during a recent trip to Costa Rica. Read about this international experience on page 7!*

## **Fundraising Corner: Help Me to Help You**

*By Lisa Suggs, Director of Development*

I am truly inspired by the work that everyone is doing to continue to advance your areas and provide your students with the tools and resources necessary to be successful in their academic endeavors.

You play a vital role in the fundraising process. There is no better advocate for your program than you, the faculty and staff that are responsible for our programs and successes. It is your passion for what you do that can have an enormous influence on our fundraising initiatives.

Many of you are continuously in touch with industry leaders and alumni who could have a lasting impact on your program. Share with the community of people around you all the accomplishments of your unit that are transforming the lives of so many young people.

There is no better time than right now to write to your constituents in an effort to inform them of all the great achievements in your program. By doing so you are helping to cultivate the relationship with your target audience in preparation for a solicitation they will be receiving this fall.

This fall an annual appeal will be going out to your constituents asking them to support the College of Fine and Applied Arts and even more specifically your department. Communicating the accomplishments and showcasing the talented students and faculty of your program to your alumni will help ensure our success when asking them to make a commitment to Appalachian State University.

If you would like to request a list of your alumni or further discuss your alumni efforts I can be reached at 828-262-7464 or via email at [suggslg@appstate.edu](mailto:suggslg@appstate.edu).



## Welcome New FAA Faculty!

This fall brings seven new faculty members to the College of Fine & Applied Arts.

### *The Department of Art welcomes:*



**Alyssia Ruggiero**, Assistant Professor of Art Education, received her BS in Art Education from The State University of New York in New Paltz. She earned both her MS and PhD in Art Education from

Florida State University. Her dissertation was titled “Addressing Emotions in Education: A descriptive analysis of caring in middle school art classrooms.”

She has experience teaching art in public elementary, middle, and high schools. Her experience also includes teaching art in community art settings, programs for underprivileged children, and youth detention centers.

Alyssia’s work has been selected for group and solo exhibitions in Tallahassee, Florida. Her artwork and research is focused on the interpersonal relationships that can evolve around art. Both reflect her interest in the many ways art brings people together.

Alyssia has presented her work numerous times at the National Art Education Association’s Annual Convention. Most recently her article

titled “Bringing art to Life through Multiple Perspectives: Pre-Service Art Educators and Social Justice” was published in the Journal of Art for Life (spring 2011).

### *The Department of Communication welcomes:*



**Dean Mundy** is excited to join the Department of Communication faculty this year, where he will primarily teach public relations courses. His research investigates the strategic communication processes used by

LGBT advocacy organizations at the local and state levels as a way to identify and distinguish various top-down, versus ground-up, communication models used by 21<sup>st</sup> century social movement organizations.

A native of nearby Clemmons, NC, Dean is thrilled to be back “home” after teaching for the past year at the University of Northern Iowa. He and his family have fallen in love with the University, Boone, and the mountains, though admittedly the altitude has forced some “adjustments” to his weekly running schedule. Dean received his Ph.D. in 2010 from UNC Chapel Hill where he previously received his BA and MA.



**Carolyn Edy** is looking forward to having real winters, once again. She was born in Canada, grew up in New Hampshire and most recently lived in Chapel Hill, where she is finishing her doctorate in mass communication. She started out as an English major, with her first job in book publishing,

at Random House, Inc., before turning to journalism and working as a magazine writer and editor. She has written for magazines such as American Demographics, Body+Soul, Fortune Small Business, Good Housekeeping, U.S. News & World Report, and Yoga Journal. Her research interests include journalism history, women and minorities, literary journalism and international communication.



**Anne Ward** comes to Boone from the Chicagoland area to work as a lecturer in the Department of Communication where she will teach public speaking and video production courses. Prior to moving to Boone,

Anne was a freelance writer and producer with a client base consisting of Abbott, Motorola, Bausch & Lomb, and Kraft.

Anne is married (to Chip Williams, a new hire in the Department of Technology and

### *New Faculty continued*

Environmental Design) and has three children Aidan, 11, and identical twins Lindsey and Nora, 7. “We come from the great, flat prairie of the Midwest and are all looking forward to exploring the beautiful mountain terrain of the North Carolina Highlands.”

### *The Department of Technology and Environmental Design welcomes:*



*Photo by Phil Hauck*

**Chip Williams** is a new assistant professor in the Technical Photography Program in the Department of Technology and Environmental

Design. Prior to coming to App State, Chip worked as a corporate and editorial freelance photographer for 18 years in Chicago. He shot for such national magazines as Smithsonian, US News & World Report, ESPN the Magazine, Kiplinger's, Money and Parade to name a few. Chip also brings years of experience from the film and video production world and received his M.F.A. in Film/Video Production from Columbia College Chicago. Chip is very excited to share his 25 years of image making and business experience with the Technical Photography students.

“I feel the students in the department are a terrific and motivated group of young people and I am excited about the opportunity to create classroom and studio experiences for them that will prepare them for their careers in the

commercial photography and digital media markets.”

Chip is also married to Anne Ward (another new faculty hire) and they are the parents of three children, Aidan (11) and Lindsey and Nora (7). The family is very excited about the opportunity to explore the region and take advantage of all the outdoor recreational activities available in and around Boone.



**Yu-Ju (Mandy) Wu** received her Ph.D in Paper Engineering, Chemical Engineering and Imaging from Western Michigan University. She is a member of the IS&T and TAGA. Her research interests are digital printing

and color management, printability analysis, process control, and experimental design.

### *The Department of Theatre and Dance welcomes:*

**Keith Martin** joined the Department of Theatre and Dance this summer as the first



John M. Blackburn Distinguished Professor in Theatre. Martin served as the managing director of the Richmond Ballet since 2005 and has enjoyed a 35-year career in the not-for-profit sector that includes producing, artistic direction,

choreography and management in professional theatre, dance, opera, symphony, film and television, for which he received an Emmy award in 2010.

His credits number more than 400 stage productions. Martin has previously held the positions of producer/managing director of the Charlotte Repertory Theatre, registered lobbyist/legislative strategist for Arts North Carolina and visiting professor at Davidson College.

Martin, a Hickory native with family ties to the area dating back to the early 1700s, and his wife, costume designer Rebecca Cairns relocated to the Boone area earlier this summer. “I couldn’t be more pleased to return home to North Carolina and am honored to join the Appalachian family,” Martin said. “Having served on the university’s Theatre and Dance Advisory Committee for more than a decade, I know firsthand about the caliber of faculty and students, as well as the strength of their exceptional programs.”

## Communication Connection: Be Informed!

*By Christie Hutchens, Director of Communication*

Our College is active, dynamic, and engaged. We have A LOT going on all year long. How can we be aware of all the news and events, support each other, and keep up with all the information and dates we need to know just to do our jobs?

First of all, the FAA website, [www.faa.appstate.edu](http://www.faa.appstate.edu), should be a place you visit frequently! You'll see the latest news stories, events, and find answers to all those questions. Become familiar with the website and it becomes a useful tool for your work.

There are two new ways to stay connected to our College- Facebook and Twitter! Follow us on the social media format you like best, or both, and you'll be in the loop on everything that's going on in the College of Fine and Applied Arts! We'd also like you to encourage your students to follow us via Facebook and Twitter so they can be informed about information they need, and can read about the exciting news generated from our College.

Not only are these options for you to consume information, but they are a way for you to share information! If you have news, and announcement, event, photos, or anything you'd like to share with our College community and beyond, simply let me know and we'll promote it through all these sources.

These are tools for YOU, tools that should enrich your working life and make the day-to-day business a little bit better. If you have an idea that would help, or see that we're missing something

or could be doing something better, let me know. Your feedback will help us to make all these sources of information better for the entire College.

Once you've finished reading this issue of Perspectives, take a few moments to browse around our website. Then, head over to Facebook or Twitter and follow the College of Fine and Applied Arts!



*College of Fine and Applied Arts at  
Appalachian State University*



*FAA\_at\_Appstate*

*[www.faa.appstate.edu](http://www.faa.appstate.edu)*

## Theatre and Dance Productions

### *First Year Showcase*

Directed by Joel Williams & Marianne Adams

I.G. Greer Studio Theatre

September 9-10, 7:30 pm

### *Mother Hicks*

By Suzan Zeder

Directed by Teresa Lee

Valborg Theatre

October 5-8, 7:30 pm

October 9, 2 pm

### *North Carolina Dance Festival*

Valborg Theatre

October 27-29, 7:30 pm

### *How I Learned to Drive*

By Paula Vogel

Directed by Anna Ward

I.G. Greer Studio Theatre

November 3-5 & 10-12, 7:30 pm

November 6 & 13, 2 pm

### *Fall Dance Concert*

Valborg Theatre

November 16-19, 7:30 pm

### *Playcrafters New Play Festival*

I.G. Greer Studio Theatre

December 1-3, 7:30 pm

For the full listing of the current season visit  
[www.theatre/appstate.edu/current-season](http://www.theatre/appstate.edu/current-season)



# Graduation Audits

*By Beth Brittain (Dean's Office)*

The student records area of the dean's office processes graduation audits for students in our college. These audits are official reviews of a student's program and are very important for ensuring that the student is on track to graduate on time. We will process audits for students who meet the following requirements:

Must have a minimum of 90 semesters hours earned.

Must be within one or two semesters of graduating. Students who will be completing an internship or student teaching in their last semester should request the audit two semesters prior to their student teaching/ internship.

The dean's office must have memos on all substitutions and waivers in the student's file.

If the minor requires a contract, the dean's office must have a signed copy of the contract in the student's file.

The students must know which checksheet (program of study) they are following and give us the correct checksheet year when filling out the audit request. Advisors: Please make sure to remind your advisees which checksheet (program of study) they are following each time you meet with them.

Please note that the audit is a final check of the student's program, and does not take the place of

advising. Advisors should not require a student to have an audit before they are advised.

Students must come to our office and fill out an audit request. Audits are processed on a first-come, first-serve basis, and we will only process one audit per student.

Our office receives a tremendous number of audit requests, especially during the early registration periods. Once we receive graduation applications for the current semester, we suspend processing of audits in order to notify graduating seniors of their status. The audit process generally takes 2-3 weeks, but may be longer if

requested while we are checking out seniors.

If you have any questions or need more information, please contact Beth, Mark or Dee at 262-7129.



**COLLEGE OF FINE & APPLIED ARTS DAY**  
SEPTEMBER 17, 2011 - APPALACHIAN STATE VS. SAVANNAH STATE

The record setting 6-straight Southern Conference Champion Mountaineers welcome Savannah State to "The Rock" for a mid-September showdown.

Join us as we celebrate the College of Fine & Applied Arts Day in front of a packed house on Saturday, September 17th.

As an employee, alumni or friend of the College of Fine & Applied Arts a specially priced ticket discount is available for you and your family to enjoy the game at Kidd Brewer Stadium.

Take advantage of this special discount and receive up to 4 tickets for just \$22 per ticket. (regular ticket price: adult \$27)

For more details about the College of Fine & Applied Arts discount or to order by phone call the ASU Ticket Office at 828-262-2079.

For more convenience, simply visit [GoASU.com](http://GoASU.com) to purchase your tickets. After selecting the September 17th game enter the special promo code "FAA1102" to unlock the special ticket price at checkout.

We look forward to seeing you as we celebrate fine & applied arts while cheering the Mountaineers on to victory.

For game time and stadium information visit [GoASU.com](http://GoASU.com).

**NO EQUAL**  
APPALACHIAN STATE FOOTBALL

SPECIAL RECOGNITION OF THE COLLEGE AT HALFTIME



# Printmaking and Photography in Costa Rica

**By: Scott Ludwig (ART) and Garner Dewey (TEC, Dean's Office)**

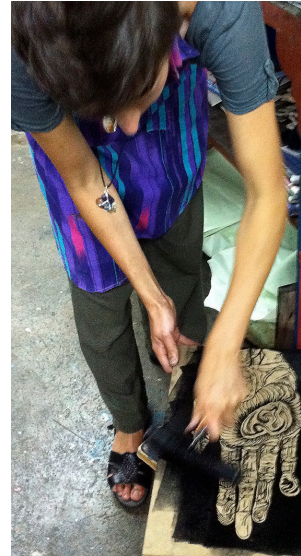
Appalachian State University students had the opportunity to explore photography and printmaking in Costa Rica in June of 2011 as part of a study abroad opportunity organized by Mr. Scott Ludwig, Associate Professor, Printmaking, of the Department of Art, and Dr. Garner Dewey, Associate Dean of the College of Fine and Applied Arts and Associate Professor in the Department of Technology and Environmental Design.

This creatively-oriented, international adventure was designed for students to participate in hands-on workshops in photography and printmaking at various institutions including the University of Costa Rica, National University, and the community-based organization, Casa del Artista in San José. Students also traveled extensively in-country, visiting numerous national parks for the purpose of photographically documenting the biodiversity within the stunningly rich landscape that has

come to define Costa Rica.

Working with the program directors in collaboration with numerous Costa Rican artists, students commenced development of a thematic body of work based on their personal observations and experiences culled from fieldwork and photo-excursions to locations such as Arenal Volcano, Poas, Rincon de la Vieja, and various other coastal and urban communities.

As a capstone experience, the culmination of this creative work will be featured in a thematic art exhibition at the Turchin Center for the Visual Arts. The show, "Reflections on Costa Rica: Students and Faculty Respond to an International Travel Experience", will run from Friday, April 6 to June 2, 2012. An opening reception will take place on the evening of Friday, April 6. This exhibition will also feature a special guest artist/printmaker from Costa Rica, Priscilla Romero Cubero.



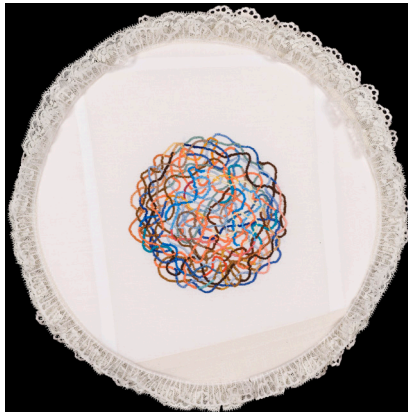
*This trip combined international learning with interdisciplinary collaboration, two things our College emphasizes!*



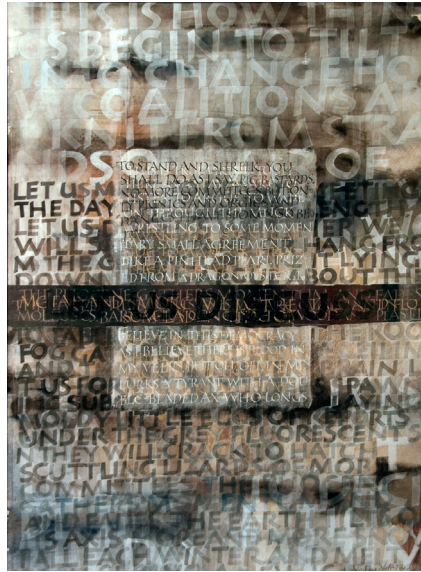


## Faculty and Staff News

**Jeana Klein (ART)** has work in a curated small group exhibition, "Delicate Impressions" at Gaddis Geeslin Gallery at Sam Houston State University in Huntsville, Texas. Below, one of Klein's pieces in the show, "Thirty-five Hundred French Knots," 3500 hand-stitched french knots on cotton, 2010, 12"x12".



**Jody Servon's (ART)** large color photographs will be featured in the gallery at Cary Arts Center from September 30-October 23 in the new exhibition, Saved. The exhibition is a photographic and poetic exploration of the human experience of life, death, and memory. California-based poet Lorene Delany-Ullman's prose poems will also be featured in the exhibition. Servon and Delany-Ullman's series of works address how memories of the dead are deeply rooted in everyday objects and how those objects serve as the means to convey those memories to the living. Select poems and photographs from the Saved project will be featured in Issue 74 of AGNI magazine to be released in October 2011.



**Barbara Yale-Read's (ART)** work "Let Us Discuss" has been published in the Annual Juried Issue of Letter Arts Review, volume 25, number 2. The work, pictured above, was one of 95 pieces selected from 540 entries from 26 countries. The jurors for the review were Massimo Polello (Italy) and Holly Cohen (New York).

**Ed Brewer (COM)** published the article "Managing Collaboration in the Thirty Years War: Culture, Politics and the Influence of Donald Wildmon" in the Journal of Religion and Popular Culture 23(1).

**Calvin Hall (COM)** entry in the Scriptapalooza Screenwriting Competition ranked in the top seven of 320 pilot script entries. Hall's script may be forwarded to a production company. To see a list of results and find out more about the Scriptapalooza contest, visit [www.scriptapaloozaTV.com/winners/htm](http://www.scriptapaloozaTV.com/winners/htm)

Hall was also elected to a two-year term as vice head of the Scholastic Journalism Division of Association for Educators in Journalism and Mass Communication at the annual conference in St. Louis on August 12. In this role he will be responsible for planning the division's Mid-Winter meeting, scheduling for the AENMC national conference, as well as coordinating and running the division's Teach-In session at the national conference. The Scholastic journalism Division of AEJMC provides a liaison between secondary school journalism teachers/media advisers and college-level journalism educators. Members are often student press association directors who run summer workshops, press days and conferences. The division's focus includes journalism education standards, teacher training and student free expression rights.



**Tina McCorkindale's (COM)** article, "How Public Relations Executives Perceive and Measure the Impact of Social Media in Their Organizations," was published in Public Relations Review. Her article, "Twitter me this, Twitter me

that: A quantitative content analysis of the 40 best brands" is in press with the Journal of New Communications Research. She also presented two peer-reviewed papers at the Association for Education in Journalism and Mass Communication Conference in St. Louis. McCorkindale also served as a Public



Relations Society of America representative on a partnership with the American Statistical Association to publish, "Statistics Cheat Sheet for Public Relations Professional."



**Tom Mueller (COM)** authored a chapter entitled "Antitrust Laws and Sports" for the recent SAGE, peer-reviewed, four-volume Encyclopedia of Sports Management and Marketing.

**Chris Yang (COM)** had an original research

paper published in the Journal of Targeting, Measurement and Analysis for Marketing, one of the world's leading forums for the latest thinking, techniques and developments on the measurement, analysis and targeting of marketing activities. "Extending TPB and TAM to Mobile Viral Marketing: An Exploratory Study on American Young Consumers' Mobile Viral Marketing Attitude, Intent and Behavior" can be found in Vol. 19, No. 2 of the Journal of Targeting, Measurement, and Analysis for Marketing (pp. 85-98).

In addition, two of Yang's academic papers were accepted by the 2011 Annual Convention of the Association for Education in



Journalism and Mass Communication. Yang attended the convention to present the two papers: "Young American Consumers' Social Media Use, Online Privacy Concerns, Trust, Risk, and Support for Advertising Regulation and Predicting Young American" and "Chinese Consumers' Mobile Viral Marketing Attitudes, Intent and Behavior."

**John Craft (TEC)** served as Chair of the Graphics Division's Conference Papers review panel. This is in preparation for the Annual Conference of the Association of Technology, Management, and Engineering that is scheduled for November 9-12 in Cleveland, Ohio. John Craft's term as President of the Graphics Division will end on November 12.

**C.A. Debelius' (TEC)** paper "Integrating Technology: Reflections on Pollan's A Place of My Own: The Architecture of Daydream" was published in the Proceedings of the 2011 National Conference on the Beginning Design Student. Debelius was also selected as a paper session moderator for the conference. Debelius' paper "Landscape with Human Figure" was accepted for presentation and publication in the Proceedings of the Fall Conference of the Association of Collegiate Schools of Architecture (October 2011, Houston, Texas).

In April, students in Debelius' Architectural Design Studio presented their neighborhood development design proposals for a Brookshire Road site to the Watauga Community Housing Trust.

**James Houser (TEC)** presented two papers at the 2011 American Society of Agricultural and Biological Engineers Annual International Meeting in Louisville, Kentucky in August. The papers were: "Wastewater Remediation and Biofuel Production Using Algae Grown on a Substrate" with co-authors Mark Venable and Shea Tuberty (Biology) and Mike Hambourger (Chemistry) and "Biogas Potential of Co-digestion of Food Wastes and Manure" with co-author Brian Johnson (TEC alum) and Marie Hoepfl (TEC).

Hauser led a team of 8 students for two weeks of study in Taiwan on issues of global energy use and renewable energy and sustainable development.

**Patrick Pitzer (TEC)** will receive \$6,000 from the Print and Graphics Scholarship Foundation to continue his graduate studies at Appalachian State University. This funding support is through the "Educating for the Educator Scholarship Program" providing assistance for graphic arts educators planning to supplement their academic credentials.

**Tom Reeves (TEC)**, Practitioner-In-Residence for the Graphic Arts and Imaging Technology Program, coached Jonathan "Jack" Hand at the SkillsUSA National Collegiate Graphic Communications Competition in Kansas City. At the competition, Jack demonstrated his expertise on a Heidelberg offset press as well as tasks related to printing operations. Those tasks included creating a digital file for printing, preparing, and operating a table top folder, preparing the press, installing and preparing a plate for printing and producing a two-color

print on a preprinted two-color sheet. He also demonstrated proficiency in production planning and technical knowledge of the print production workflow.



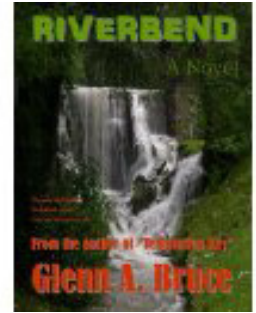
*Tom Reeves with Jack Hand*

This is the second SkillsUSA Nationals First Place Award that Tom served as adviser and coach. In 2005 he

mentored Rebecca Long to win the top award in graphic communications.

**Jerianne Taylor (TEC)** is currently serving as the International Advisor for the Technology Education Collegiate Association (TECA). TECA serves as the pre-professional organization for future technology, engineering and design educators by providing opportunities to develop professionalism through campus, regional, national, and international opportunities. TECA is a sponsored organization through the International Technology and Engineering Educators Association.

**Glenn Bruce (TD)** had his first novel, Riverbend. E-published on Kindle. Amazon.com. The novel is an FBI serial killer crime thriller with lots of dark humor. Bruce plans one prequel and one sequel and is currently editing three other already-completed novels to follow on Kindle before the end of the year.



## Grants

**Jennifer Gray (COM)** received \$4,973 from the Appalachian Foundation Fellows Grants for “Communicating Hope: Studying Women’s Health Communication through Service- Learning and Community-Based Research.”

**Tina McCorkindale (COM)** received \$4,000 from Pennsylvania State University Arthur W. Page Center’s Legacy Scholar Grant for “Clouded Transparency: An Analysis of the Perspectives and Policies of Social Media Organizations.”

---

## Support the Solar Homestead!

ASU’s Solar Homestead Team and home are in Washington, D.C. preparing for international competition!

The competition will officially begin on the National Mall on September 23 and will conclude on October 2. Our team will compete against 19 others in 10 categories.

### **We can show our support of our team by voting for the 2011 People’s Choice Award!**

The team with the most overall votes wins so show that Appalachian Pride and be sure to vote for the ASU Solar Homestead. You may vote three ways from September 23 until September 30 at 7 pm:

In person on site via a printed ballot

Via the Solar Decathlon website

([www.solardecathlon.gov](http://www.solardecathlon.gov))

Via the Solar Decathlon mobile website

Follow our team on Facebook or their website, [www.thesolarhomestead.com](http://www.thesolarhomestead.com)

---



## New Faces and Old Faces

*By Tony Grant, Computer Consultant*



Our university is expanding; new educational units are being formed. This has to happen regardless of budget issues – we have to make it work! Changes are inevitable. Remember the big picture.

In order to accommodate the two new educational units (College of Health Sciences and University College) with the proper technical support ASU has had to adjust the way we look at our IT specialists' responsibilities. In the past, some areas have been lean on personnel, while others have had more than their share. We need to spread out to cover all areas equally. This has led to a new zone-based support structure that will provide everyone with the assistance they require.

This new system (effective August 8<sup>th</sup>, 2011) will place one IT support specialist per zone (<http://support.appstate.edu/services/it-consultants>) with one or more backup personnel. Each area will experience the same superior support they have in the past, but likely from a new face. Be assured that your former support team will still be available to help with this transition. Here is a list of people you should know:

Chapel Wilson Hall and Turchin Center Support Team: Josh Hodges (lead), Tung Ong and Pam Graham (backup)

- Department of Theater and Dance

Edwin Duncan Hall Support Team: Tony Grant (lead), Josh Hodges (backup)

- Art faculty offices
- FAA Dean's office

Harper/Scott Hall Support Team: Charles Davis (lead), Josh Hodges and Tony Grant (backup)

- Department of Technology

Varsity Gym Support Team: Bob Hite (lead), Greg Regan and Pam Graham (backup)

- Military Science and Leadership
- Department of Theater and Dance

Walker Hall Support Team: Paula Ransom (lead), Douglas Brantz and Josh Hodges (backup)

- Communication Department

Wey Hall and Farthing Auditorium Support Team: Douglas Brantz (lead), Josh Hodges and Paula Ransom (backup)

- Art Department
- Communication Department

We are also going through several other major transitions. Our longtime friends (or foes) Novell Netware and McAfee Security are hittin' the ol' dusty trail, to be replaced with Microsoft

Active Directory (AD) and Forefront Security. While the security center transition will mostly be a quiet one the AD move will require some patience. There are many things that need to happen on the back-end to allow this process to come to fruition. So please, be patient with us during this busy time. We are trying to make this as painless as possible.

If you would like to know more about either of these topics contact your support team.

## The Michael R. Patricelli Craft Enrichment Program Offers Workshops and Classes for All!

Whether you are a hobbyist, an advanced student, or someone who wants to learn a new craft, the Michael R. Patricelli Craft Enrichment Program has something to offer you!

Small class sizes provide individual attention from faculty who are dedicated professionals committed both as teachers and craft artists.

For a full class schedule and more information, visit [www.craftenrichment.appstate.edu](http://www.craftenrichment.appstate.edu) or contact Eric Reichard at 828-262-6360.

# Quality over Quantity in Colombia

By Anna Erwin (TEC)

After an eleven-month experience in South America, I returned to the US in June and to the Technology Department in July. I finished my trip in Colombia, with the best cup of coffee I have ever had.

In the green, mountainous Coffee Region of Colombia, I visited a farm named “Sachamama” that is owned and managed by a man named Pedro. He is a trained agricultural engineer who before starting his own farm worked with a local environmental organization. Not only did he mention films such as Food Inc., he is also applying for his coffee to be Slow Food certified. In addition, he and his wife have chosen to live without electricity. He and his family are well educated and live simply, something that is greatly appreciated in the Boone community.

Pre-Pedro, Sachamama was a cattle farm where the former farmer had removed all the trees so that the cattle could graze and routinely sprayed chemicals to fertilize the grass. In the last ten years Pedro has converted the farm into a fully-organic, diverse coffee farm. While visiting, I took a tour through his mini-jungle, learned about the complicated process of growing both inorganic and organic coffee, roasted my own coffee beans, and of course bagged and drank my own coffee!

Needless to say, the farms surrounding Sachamama do not resemble the diverse ecosystem that Pedro has created. And, although

these agricultural practices frustrate Pedro, he still has hopes of converting his farm into an environmental education center that could teach other coffee farmers about ecological farming practices. He would like to install a photovoltaic system to run his coffee roaster – the only part of the coffee process that is hooked up to the grid – so that Sachamama can make less of an ecological impact.

His professional accomplishments, the way he chooses to live his life, and the knowledge he has gained is to say the least, impressive. But, what impressed me the most was his personal priority of placing quality first. To me, he is the embodiment of an individual who is not scared to say what he thinks and do the right thing. After visiting Sachamama and learning from Pedro, I have returned to ASU with a renewed enthusiasm; and, I use Pedro's lessons in my work daily at ASU. I look forward to one



day returning to Sachamama – hopefully with photovoltaic panels....

To learn more about Pedro, his family, and Sachamama please visit: <http://www.lanzanos.com/caja/proyecto/910/>, or you can visit my blog at: [www.appropriateyogi.blogspot.com](http://www.appropriateyogi.blogspot.com) to see additional photos of Sachamama!

Anna Erwin has a masters in Appropriate Technology from ASU, teaches an Appropriate Technology class, and does energy efficiency research for the Department of Technology and Environmental Design.



# NCCET 2011 SUMMER ACTIVITIES

*By Sid Connor, Director of NC Center for Engineering Technologies*

The North Carolina Center for Engineering Technologies had “future engineers” launching rockets, building and testing hovercrafts, designing operational robots, and learning about a career in the engineering field. Teachers became students in several in-service training events, NCCET had machines turning out new products for local industry, and community leaders held meetings to promote economic growth in the area. The NCCET was a very busy place this summer.

The classrooms were filled with curiosity and creativity as NCCET hosted three, week long, summer camps. Appalachian State University, Catawba County Champions of Education, and NC State University partnered together to offer two elementary school engineering camps to rising 3<sup>rd</sup> through 5<sup>th</sup> grade students and one Robotics Camp to rising 6<sup>th</sup> through 8<sup>th</sup> grade students. The camps were non-residential and students attended each day from 9:00 am to 3:00 pm. The programs provided the students a fun and positive introduction to various fields of engineering by using hands-on, creative investigations and real-world building activities. The students were led by licensed elementary and middle school teachers along with Appalachian faculty and students.

The NCCET hosted a two-week training program for twenty-five STEM (Science, Technology, Engineering, and Math) teachers from Catawba County. Dr. David Haase, a professor of Physics at NC State University led the workshop which was made possible

by a NC Department of Public Instruction Math and Science Partnership (MSP) grant entitled “Assessing Core-Content and Ensuring Success in Science (ACCESS).” This grant was received by the Catawba County schools with collaboration from Appalachian State University through the NCCET; NC State University including the Science House; and Catawba County Schools.



*Find out more information and view photos from this summer's camps at <http://nccet.appstate.edu/future-engineers-camp>*

The North Carolina Center for Engineering and Technologies is a valuable resource for industry in the region. This summer, Dr. Connor (director) and Randy Burns (engineering technologist) worked with two inventors to develop new energy saving devices. Work was also completed with the Manufacturing Solutions Center of Catawba Valley Community College (CVCC), Corning, Century Furniture, Conover Plastics, Elk Products, LinkIt Medical,

Atkinson Designs, Volex, and Rolltech to develop prototypes for various needs of these businesses. In addition, the NCCET provided tours of the facility to businesses and schools in the area. Extensive efforts were completed towards developing an engineering transfer program with CVCC that would allow students to complete their first two years at the community college and transfer to NCSU with maximum credit towards reducing requirements for engineering degrees. The final articulation plan will be completed in the Fall 2011 semester.

Dr. Connor also represented NCCET in various meetings, encouraging education in the Engineering and Technology fields to promote economic growth in the area.

The summer of 2011 was a season of accomplishments at the North Carolina Center for Engineering Technologies. The mission is to provide facilities for applied research in engineering related fields and serve as a conduit to baccalaureate education delivered by the University of North Carolina system schools. The Center was conceived as a community supported higher education effort in technical and engineering disciplines. It was established through a collaboration of businesses, government and higher education organized as the Future Forward Economic Alliance. The Center successfully remained true to its mission by providing education for elementary school through graduate school. Numerous collaborations were successfully completed with local industry to assist with economic growth in the region. The Center staff continues to work with the local government leaders to support education and industry in North Carolina. It was a productive summer!

# Technology and Industrial Design go to Taiwan

By Jim Houser (TEC)



Asian countries, particularly China and India, are the largest emerging market in the world, undergoing rapid economic and industrial development with an accompanying rapid increase in energy demand. China has recently overtaken the

United States as the largest energy consumer in the world.

An accurate perspective on Asian energy demand and supply is critical to an understanding of the ramifications of global energy demand on a sustainable energy future. To address these important issues pertaining to global economic and energy sustainability, Appalachian State, through the Department of Technology and Environmental Design, provides students an international learning and travel opportunity through the classes, Renewable Energy in Asia and Research in Renewable Energy. These classes provide an in-depth hands-on experience of Asian and global energy demand as well as highlighting efforts underway in Asia and here at home to advance a sustainable energy future.

After a week in the Appropriate Technology lab studying photovoltaic (PV) systems, wind energy

and the general global energy situation with special emphasis on Asia, students embark on a two-week trip of study in Taiwan.

Taiwan, the island home of Nationalist China, has no indigenous energy supplies but is on the cutting edge of renewable energy technologies, especially wind and PV. Taiwan is fourth in the world in PV cell production (Japan and China are first and second), as well as being the world leader in computer laptop and bicycle production. In addition, Taiwan has the world's second largest wind energy potential, and German companies have invested heavily in wind turbine construction in Taiwan.

ASU students study PV and wind technology at Ching Yun University's Green Energy Lab with Taiwanese students and faculty, and get first-hand experience visiting PV manufacturers and large PV and wind installations. In addition to learning about renewable energy, students have a tremendous personal experience, befriending Taiwanese students, learning the language and culture, and broadening their understanding of the complex world of which they are a part.

*Above left: PV cloud wall.*

*Right, top: The group at a wind installation.*

*Right, middle: Students in the CYU green lab.*

*Right, bottom: Students learning about a PV installation.*





## Assessment Update

*By Garner Dewey (Dean's Office)*

Appalachian State University is presently in good standing with the SACS accreditation process. A Quality Enhancement Plan (QEP) has been selected and the assessment process has proven to be progressing in the appropriate direction. Our College of Fine and Applied Arts, as well as the rest of the colleges at our university, has made great strides in developing, implementing and analyzing program learning assessments that are in line with SACS requirements. These assessment requirements, in turn, assist in providing crucial information about each program's direction and effectiveness. Thank you all very much for your hard work and dedication. However, this is a reminder that the work is far from complete.

Programs of study which offer baccalaureate degrees in our college have at a minimum determined and reported within TracDat the assessment methods for most outcomes and recorded some results linking these to predetermined criterion. The charge for this fall semester 2011 (2<sup>nd</sup> Cycle of analysis) is to: A) provide appropriate assessment methods for each outcome with its corresponding criteria, B) continue to collect and analyze data, and C) follow action plans for those results which did not meet the criterion set. It is imperative that everyone is involved in this process. Each goal, outcome, assessment method, criteria and action plan describes and reveals pedagogical and philosophical beliefs that are important within your academic program.

In regard to logistics, the program assessment coordinators will continue to be the key individuals in fostering positive involvement and moving forward with the expectations in a timely manner. They will also continue to be responsible for inputting data into TracDat. A special thanks is given to each of these individuals for their invaluable contributions. Please note however, that a change has been made in that newly appointed individuals from each department (4 from our college) will now serve as liaisons to the dean's office and the University Academic Assessment Council (UUAC). This change should streamline communication and assist all programs within their departments. These four individuals will also have access to TracDat for all of the program areas in their respective departments. The departmental level assessment coordinators are: for the Department of Art – Jeana Klein; for the Department of Communication – Roger Bodo; for the Department of Technology and Environmental Design – Marie Hoepfl; and for the Department of Theatre and Dance – Gordon Hensley.

It is of utmost importance that this endeavor be completed satisfactorily both for our accreditation as well as for the betterment of our programs. The team of coordinators and I are here to assist in any way possible.

## Sail! at Catherine J. Smith Gallery

The Catherine J. Smith Gallery opens up the fall semester with an exhibit by multimedia artist Jewel Castro entitled *Sail!* From September 15 through November 17, the gallery will feature work drawing on the main themes in Castro's artistic practice- Samoan history and identity, Samoan women's art production, and Castro's relationships with her ancestors.

Following the Castro exhibit, the gallery showcases student work during the BFA Fall 2011 Senior Studio Exhibition December 5-16.

Learn more about the Catherine J. Smith Gallery and upcoming events by visiting [www.art.appstate.edu/cjs](http://www.art.appstate.edu/cjs) and plan a visit to our gallery soon!



*Jewel Castro, Fishing Lesson, no. 6, detail, 2011*

## **DATES & DEADLINES**

September 15	Convocation
September 22	Last day to drop a first-half semester course Last day to drop the “pass-fail” option on a first-half semester course
October 12	First half-semester ends
October 13-14	University Break
October 17	Second-half semester begins Last day to register for a second-half semester course Last day to change a second-half semester course from credit to audit
October 27	Last day to: drop a full semester course Last day to drop the “pass-fail” option on a full semester course Last day to withdraw from the fall semester without academic penalty
November 7-18	Spring 2012 early registration
November 15	Last day to drop a second-half semester course Last day to drop the pass-fail option on a second-half semester course
November 23-25	State Holidays (November 23 students only)
November 23-December 2	Spring 2012 schedule adjustment
December 9	Last day of formal class meeting pattern
December 10	Reading day
December 12-16	Final examination period(excluding December 10, 11)
December 17, 18	Faculty grading period (final grades due by 1 pm December 19)
December 18	Commencement ceremonies

## ***PERSPECTIVES***

is published twice during the fall and spring semesters by the Dean's Office of the College of Fine & Applied Arts for its faculty and staff to promote faculty and staff achievements and share news and information.

Submissions are due one week prior to publication, submitted electronically to [hutchenscs@appstate.edu](mailto:hutchenscs@appstate.edu)

### **2011-2012 Publication Dates**

**September 14**

**November 16**

**February 8**

**April 18**

## ***PERSPECTIVES***

### **Contributing Writers & Editors**

**Dr. Glenda Treadaway, Dean**  
**Christie Hutchens, Director of Communication**  
**Lisa Suggs, Director of Development**  
**Tony Grant, Computer Consultant**  
**Beth Brittain, Student Records**

**Thank you to everyone who submitted information and stories for this publication!**