

PERSPECTIVES

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

College of Fine & Applied Arts
APPALACHIAN STATE UNIVERSITY

Volume VI Issue 4

Enhancing Research: What does it mean in the College of Fine & Applied Arts?

by Dr. Glenda Treadaway, Dean

As you know, we were asked to spend time this academic year discussing how we, as individual departments and the college as a whole, can enhance the research profile of our units. Each department submitted to me their reports. From those reports the chairs and I worked on compiling a document that would work for the college as a whole. I want you to see this report so that you can see how the college will be working to enhance its research profile.

A link to the report is available here: <http://faa.appstate.edu/perspectives>

The questions we addressed, and a summary of the answers outlined in more detail in the report are:

How will we define enhanced research?

Increased quality, increased community based research, recognition and appreciation of all

forms, disciplinary currency, multidisciplinary and interdisciplinary work, and wider dissemination.

What strategies are needed to grow our portfolio?

Differential workloads, decrease service loads, incentivize/reward greater research productivity, rotation of OCSAs, increased access to graduate assistants, increased resources, and grant writing support.

What investments would be needed to achieve the greatest gains in the era of research?

Funds for equipment and technology, supplies, and lab/studio space, funds for travel and faculty development, workload differentiation, regular rotation of OCSAs, grant writing support, research website, and summer research stipends.

How do we allocate and reallocate resources wisely to facilitate productivity and reward excellence?

Funds for equipment and technology, supplies and lab space, funds for travel and faculty development, appropriate allocation of F&A, summer research stipends, regular rotation of OCSAs, workload differentiation, incentivize/reward greater research productivity,

How do we incentivize departments to work for the good of the departmental research agenda?

Better PR and advocacy, workload distribution, regular rotation of OCSAs, increased resources, incentivize/reward greater research productivity, infrastructure changes, and funds for travel and faculty development.

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Enhancing Research continued

What is the strategic plan for research over the next five years?

Associate Dean for Research, differential workloads, increase funding, revision of PTR and P&T processes and policies to encourage research, promote international research and collaboration, promote and support multi-disciplinary collaborations, seek enhanced involvement with external audiences, and encourage OCSAs.

Where does the research agenda of the department fit in terms of the Strategic Plan and the overall mission of our institution?

All departments in the College of Fine & Applied Arts seek to increase the well being of North Carolinians in general, and in our region especially, by providing research and scholarly/creative activities that enhance lives, create educational opportunities for students based on our research and scholarly creativity, increase understanding across disciplines, increase economic opportunities, provide international perspectives, apply results to real problems, etc. Within the College of Fine and Applied Arts, we focus on three common areas that substantially support Appalachian's mission: Applied research and development, International collaborations, and Collaborative projects with businesses, industries, and non-profit agencies in the region.

Hensley to be Interim Associate Dean

Professor Gordon Hensley (TD) will be the College of Fine and Applied Arts' interim associate dean starting July 1. He replaces Dr. Garner Dewey who has been named director of the university's Quality Enhancement Plan (QEP).

Hensley has been a college professor since 1999 and a member of Appalachian's faculty since 2004.

"Gordon brings a wealth of knowledge and talent to the Dean's Office," said Dr. Glenda Treadaway, dean of the College of Fine and Applied Arts. "He has extensive experience with international learning, broad knowledge of assessment, and years of experience working with and advising students. These qualities support the vision and goals of our college and the university as a whole. I am confident Gordon will prove to be an asset to our leadership team."

Hensley currently serves as faculty and theatre education coordinator in the Department of Theatre and Dance. He has an extensive background in theatre performance, directing, conference presentations and service to the field of education. He has a Bachelor of Science degree from Appalachian and a Master of Fine Arts degree from Arizona State University.

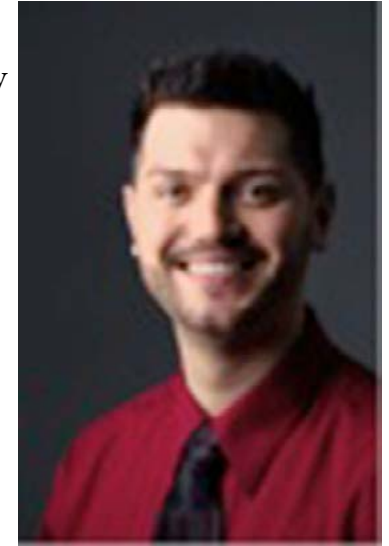
"I'm excited to coordinate projects on this level and to experience the overlap between departments," Hensley said of the new opportunity. "I have developed interdisciplinary

courses with faculty from across the university, and spearheaded the transition to online courses within our department."

Hensley also will assist with the college's and university's focus on providing a range of international experiences for students.

"I uphold a genuine commitment to developing globally competent knowledge and cultivating intercultural competencies," he said. "My upbringing, personal beliefs and background in theatre for social change has led me to highly value diversity in all forms. I hope to continue Dr. Dewey's work in strengthening our relationships with our international sister institutions on behalf of all six departments in the college, and fostering globally competent citizenship within our students."

The QEP is a major part of the reaffirmation of accreditation process for the Southern Association of Colleges and Schools Commission on Colleges. As director, Dewey will work closely with and seek critical input from the soon-to-be established QEP Steering Council, which will be composed of faculty, staff, students and administrators and be a major force



Faculty/Staff News



Lynn Duryea (ART) had two pieces IRON #2 and IRON #3 (image above) selected for Show-Clay, an exhibition of contemporary clay curated by Kathryn Narrow, currently on view at the Susquehanna Center for the Creative Arts in Columbia, PA. the exhibit was organized in conjunction with Elizabethtown College.

April Flanders (ART) mounted a solo exhibition entitled Unintended Consequences at the Cochenour Gallery at Georgetown University in Georgetown, KY in March. Flanders' work was also included in the Dogwood Regional Fine Arts Exhibition in Knoxville, TN, juried by David J. Reyes, Curator of Exhibitions and Collections, at the Huntsville Museum of Art in Huntsville, AL.

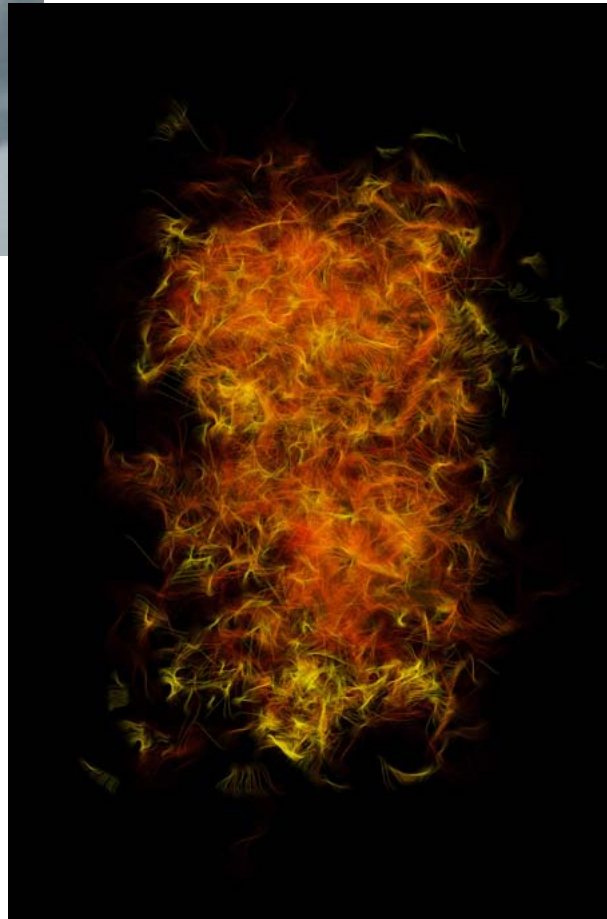
Mark Nystrom (ART) was invited to create some artwork for Forage Press, a new website that “celebrates the union between audio and visual creativity.” Participating artists were asked to interpret a distinct form or piece of music and tell its story with visual imagery. Building on the generative processes he used to make

wind drawings, Nystrom created a new system that makes drawings based on music. For this project, he chose Beethoven’s Symphony No. 9 in D Minor. The work has been published online at www.foragepress.com/content/ode-joy and will appear in a print publication later this year.

The work for Forage Press has led to a new body of work related to music. One of Nystrom’s drawings was recently exhibited at Manifest Gallery in Cincinnati. “Seventh,” is based on Beethoven’s Symphony No. 7 and was on exhibit in Manifest’s juried exhibition of works of new

media called “CODE D.” Another drawing, “Fifth” (seen at left) will be on exhibit in April and May in “Kinetica,” another juried exhibition at Manifest that features work exploring movement in art or design. Also in “Kinetica,” is a wind drawing that is a visual interpretation of wind data collected in New York on June 3, 2009.

Finally, some of Nystrom’s wind drawings based on data collected in New York have been published in the French art publication, Cahiers-Intempestifs. Edition No. 27: Making-Do in New York is dedicated to the art scene in New York and features work by participating artists in the interdisciplinary art project, SP Weather Station. In 2009, he was invited by SPWS to interpret weather data collected in June 2009.



Faculty/Staff News Continued

Jody Servon's (ART) work *Dreams for Free* will be included in *Ideas City* at the New Museum in New York in May 2013.

Frank Aycock (COM) is participating on an opening keynote panel at the Cloud Computing Conference at the National Association of Broadcasters (NAB) Convention in Las Vegas. A release promoting the conference says, "Aycock provides a unique perspective to the opening keynote panel. His knowledge and expertise in the relationship between the future of the television industry and cloud technology ties the DCIA (Distributed Computing Industry Association) together with NAB, and gives this conference a special space within the convention."

Jean DeHart (COM) was elected as Vice-President Elect for the Southern States Communication Association. She will serve as Vice-President Elect, then as Vice-President, then as President.

In addition, DeHart had a chapter titled "Positive Communication, Coaching, and Relational Health/Wellness" published in the book [Positive Communication in Health and Wellness](#). The book is edited by Margaret J. Pitts & Thomas J. Socha, and is published by Peter Lang Publishers.



Judith Geary (COM) will participate in the annual conference for the North Carolina Association for



*Image: Jody Servon conducting *Dreams for Free* on April 5, 2013 in Greensboro, NC (photo by Janie Ledford).*

Scholastic Activities, May 9, 2013 at the Simon G Atkins High School in Winston-Salem, NC. She will present with NC Affiliate Director Sandra Horton on the program of Future Problem-Solving International. For more information about the event, visit the website: <http://www.ncscholastic.org/>. For more information about NC-FPS, visit the website: <http://www.nc-fps.org>

Ginger Loggins (COM) and her Broadcast News Writing students were treated to a fabulous learning experience thanks to alum Doug Rice. Rice, the President and General Manager of Performance Racing Network, reserved the media center at the Charlotte Motor Speedway for the group in mid-March. Rice invited four prestigious professionals, from Speed Network, USA Today, The Charlotte Observer, and ESPN.com, to talk with students about getting good news interviews. Driver Jeff Burton was also invited to offer the perspective of people who are being interviewed.

Tina McCorkindale (COM) published a co-authored article, "A Benchmark Analysis of the Strategic Use of Social Media for Fortune's Most Admired U.S. Companies on Facebook, Twitter, and YouTube" in the peer-reviewed *Public Relations Journal*.



She was named a 2013-2014 Page Legacy Scholar and received a \$6,000 grant with Dr. Marcia DiStaso (Penn State University) to study, "Does ethics matter? An analysis of how corporate social responsibility efforts on Facebook affect stakeholder perceptions and intended behavior."

McCorkindale also presented a co-authored paper at the DICTION conference in Austin, Texas, and two co-authored papers at the International Public Relations Research Conference in Miami in March.

She judged the Public Relations Society of America's (PRSA) prestigious Silver Anvil Awards in New York City and was invited to serve on both the Commission for Public Relations Education and the PRSA Honors and Awards Committee.

Faculty/Staff News Continued



Chad Everhart, AIA (TED) was recently featured in an article titled “On the Homestead with Chad Everhart” in *SNAP* magazine, published by McGraw-Hill. The feature piece highlights his professional architecture practice and design philosophy as well as research at Appalachian State.

Everhart’s “Mountain (re)Shack” and “Kiln Shed” are the professional projects included as well as mention of his latest project, a tree house for fellow ASU faculty members, which is in the early stages of the design process. In regard to research, the article focuses on his project titled “Farmitecture: A Visual Narrative of Buildings and Structures at the Blackburn/Vannoy Farms.” The research project includes photographs, hand sketches, measured drawings, and digital models of each building on the two homesteads in Ashe County owned by the university. View the article at: http://www.nxtbook.com/nxtbooks/mh/snap_20130203/#/28

Marie Hoepfl (TED) was recently elected President of the Council on Technology and Engineering Teacher Education (CTETE). This is a three-year term of service that runs through 2016, after which Hoepfl will serve another three-year term as Past President. The CTETE is an international professional organization focusing on the needs of technology and

engineering teacher educators and more broadly on promoting research and addressing issues associated with technology and engineering education.



Jack Martin (TED) will be a judge for the 2013 Edison Innovation Awards. The Edison Awards™ are among the most prestigious accolades honoring excellence in new product and service development, marketing, human-centered design and innovation. Unique to the world of award programs, the Edison Awards™ are focused on the innovators as much as the innovations. Award winners represent “game changing” products, services and excellence and leadership in innovation around four criteria: Concept, Value, Delivery and Impact. An Edison Award represents significant value to the award winner and to the cause of innovation.

In addition, Martin was accepted for instructor training for Advance Photovoltaics from the Southern Mid-Atlantic Provider of Solar Instructor Training; received instillation training, acceptance, and commissions training from Sunpower Solar at the NC Solar Center; completed more than 30 professional development units and has been re-certified as Certified Senior Technology Manager; demonstrated a DIY plug-in hybrid at the State Plug-in Conference in Raleigh in March;

and received an award for the work of the Traid Electric Vehicle Association for promoting plug-in vehicles.

Jerianne Taylor (TED) completed two years as National Technology and Engineering Education Collegiate Association (TEECA) advisor and has moved onto the International Technology and Engineering Educators Association (ITEEA) Board of Directors where she will serve as TEECA Director from 2013-2015. .

Chip Williams (TED), had his photograph, “Lincoln Park Zoo, Chicago” (seen below) included in a national juried photography exhibit entitled “Creatures” at the Kiernan Gallery in Lexington, VA. The group exhibit was juried by fine-art photographer, Anne Berry and ran from Feb. 27 – March 23, 2013. The photograph was also published in the Kiernan Gallery’s exhibit catalog. <http://kiernangallery.com/-creatures/zv>



Department of Communication Sponsors Workshop on Public Records

Thirty-seven Appalachian students and nine journalists from local media recently attended a half-day workshop on access to public records. The event, co-sponsored by the Department of Communication and arranged by the journalism faculty, was held April 5 in the new wing of Plemmons Student Union.

Full Disclosure 2013: Essential Tools in the Pursuit of Public Records and Open Data featured three speakers on the nuts and bolts of North Carolina law on open government meetings and records in honor of Sunshine Week, a national initiative promoting dialogue about the importance of the free flow of information and the public's right to know in a democracy.

The first speaker, Amanda Martin, general counsel to the N.C. Press Association and a partner with Stevens Martin Vaughn & Tadych in Raleigh, focused on recent changes to state public records statutes and guided participants through the application of the laws and some of the challenges journalists face in using the law effectively.

Martin was followed by Jon Elliston, Investigations and Open Government Editor of Carolina Public Press, who spoke on the federal Freedom of Information Act. Elliston took the group through several case studies of how the Act has been used and described where to find information and how to obtain it.

The workshop concluded with a session by

Angie Newsome, Editor and Executive Director of Carolina Public Press, who showed attendees how to craft an effective written request for records and how to use the results as effective documentation for publication.

“We were fortunate to be selected to host one of the workshops in our region,” said communication law professor Paul Gates. “This was a valuable hands-on experience for both the working press and students who are planning a career in journalism. The number of questions from participants told me that they learned a lot and that we should repeat this again next spring.”

Newsome said that the workshop series is now in its second year, and were also held earlier in the week at UNC-Asheville and Western Carolina University. Total attendance at the three events was about 110, she said.

Carolina Public Press is an Asheville-based, independent, non-profit, donor-supported news organization founded to bring innovative watchdog journalism to North Carolina's 18 westernmost counties.

The Department of Theatre and Dance Presents...

For more information and a full season listing, visit the Department of Theatre and Dance at theatre.appstate.edu

Madwoman of Chaillot

April 24-27, 7:30 pm

April 7, 2 pm

Valborg Theatre

An international conspiracy is being formed by a group of financiers, military men, and a religious opportunist to drill for oil beneath the streets of Paris. The themes in this play are as timely today as when first written in the 1940s.

Appalachian@s- A New Campus Organization

¡Saludos! Appalachian@s, the newly established campus organization of Hispanics/Latinos living in Watauga County, will host the first Hispanic/Latino Symposium at Appalachian State University. "Building Connections" is a gathering for Appalachian State University students, faculty, staff and community members of Hispanic/Latino heritage, as well as anyone interested in learning more about the new campus organization.

Appalachian@s recently elected the following officers:

Claudia Cartaya-Marín and John Ornes-Correa Craft, co-chairs

Livelle León, treasurer

Marcy Llamas Senese, media/public relations

Andrés Fisher, translation and design

The symposium will be broken into two parts: the Student Symposium, 1:00-2:30pm, and the Faculty, Staff and Administrators Symposium, from 3:00-4:30pm. Also included will be a brief summary of the First Hispanic/Latino Forum, held on the campus of North Carolina State University in October of 2012. Members of the Watauga County community who are interested in supporting or networking with Appalachian@s are welcome to attend the symposium. All activities take place on the ASU campus in the Plemmons Student Union.

Activities will include guest speakers and opportunities for networking among Appalachian State University students, faculty, administrators

and guests. Invited speakers include Dr. Maria Correa, North Carolina State University, Raleigh; Dr. Nolo Martínez, University of North Carolina, Greensboro; Dr. Edelmira Segovia, University of North Carolina, Wilmington; and Dr. Jose Hernández, University of North Carolina, Wilmington.

Panelists/Speakers:

Dr. Nolo Martínez earned his doctorate in adult education from North Carolina State University, as well as a master's degree in economics from Rutgers University and a bachelor's degree in agronomy from the University of Puerto Rico. Dr. Martínez serves as adjunct faculty at the University of North Carolina-Greensboro School of Health and Human Sciences.

Dr. Maria Correa is Professor of Epidemiology and Public Health at the North Carolina State University College of Veterinary Medicine. She received her veterinary science degree from Uruguay and her M.S. and Ph.D. degrees from Cornell University. Dr. Correa was part of the NSF-NCSU Advance program between 2009 and 2012 and is currently a member of the 20th cohort of the Bridges leadership program. Dr. Correa is interested in program development for Hispanic/Latino students, faculty, and staff.

Dr. Jose E. Hernández is the Associate Provost and Chief Diversity Officer for the Office of Institutional Diversity and Inclusion at the University of North Carolina-Wilmington. Prior to 2008, he served as Director of Diversity and

Inclusion at the University of South Florida. Dr. Hernández obtained his B.A. degree in Psychology and M.S. degree in Counseling from Florida State University and his Ph.D. from the University of Central Florida.

Dr. Edelmira Segovia serves as Director of Centro Hispano under the University of North Carolina-Wilmington Office of Diversity and Inclusion. Dr. Segovia holds a bachelor's degree in Spanish from the University of North Carolina-Wilmington, a master's degree in Romance Languages/Spanish from Appalachian State University, and a doctorate from University of North Carolina-Wilmington.

For further information about Appalachian@s or the symposium, contact Dr. Claudia Cartaya-Marín (cartayacp@appstate.edu), Department of Chemistry, or Dr. John Ornes-Correa Craft, Department of Technology & Environmental Design (craftjr@appstate.edu).

**COLLEGE OF FINE & APPLIED ARTS
COMMENCEMENT**

**SUNDAY, MAY 12
3:30 pm**

DATES & DEADLINES

- | | |
|-----------|--|
| May 3 | Last day of formal class meeting pattern |
| May 4 | Reading Day |
| May 6-10 | Final Examination Period |
| May 10-12 | Commencement Ceremonies |
| May 11-12 | Faculty Grading Period |
| May 13 | Last Day to Submit Final Grades |

PERSPECTIVES

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Submissions are due one week prior to publication, submitted electronically to hutchenscs@appstate.edu

PERSPECTIVES

Contributing Writers & Editors

**Dr. Glenda Treadaway, Dean
Christie Hutchens, Director of Communication**

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