The New Normal

by Dr. Glenda Treadaway, Dean

UNC President Thomas W. Ross in his inaugural address last October laid out his priorities as President of the UNC System. Instead of explaining them myself, I thought it would be good for you to see them as they will influence the strategic planning that is occurring on our campus.

The two themes that clearly run throughout his message are that we need to be more responsive to the needs of the people of North Carolina, whom we serve; and that we need to be more efficient in how we do that. Out of these priorities have come action steps such as new performance funding models that look at four year graduation rates and retention, the possibility of a common core for all UNC system schools, reevaluating faculty workloads, and another push for e-learning programs.

These are just a few of the possible action steps, but you can see from this sample that higher education is now in what is being referred to as a “New Normal.” We will no longer be able to operate as we have in the past. We must face and meet these challenges head on. Please read the full list on the next page and think about how we can meet these priorities in our college.

Dr. Glenda Treadaway & The Dean’s Office Staff

Invite you to our

Holiday Open House

Tuesday, December 11
11 am - 2 pm

Dean’s Office
Room 221, Edwin Duncan Hall

For more information call 262-8038
UNC: Our Time, Our Future

North Carolina’s long-term economic competitiveness will depend on its ability to develop and retain the talent needed to drive innovation. The bar of global expectations is rising, and economic data clearly demonstrate that more highly educated workers earn more on average and are less likely to be unemployed. The University of North Carolina is committed to help increase educational attainment levels in North Carolina, in accord with our State’s changing workforce needs and shifting demographics. Success will require that we adapt to serve students of varying ages, backgrounds, and educational pathways. In this era of limited resources, it also will require a heightened focus on performance and accountability.

1. Set Degree Attainment Goals Responsive to State Needs
   ✓ Work with business and other State leaders to develop degree attainment goals (by level and field) that are responsive to current and future workforce needs and the State’s changing demographics.
   ✓ Assess degree offerings in the context of current workforce requirements and anticipated State needs.
   ✓ Develop and implement a plan to increase graduation rates among community college transfers, individuals with some college credit, and those seeking to earn a new or different degree. Also improve access and support for veterans and active military personnel.

2. Strengthen Academic Quality
   ✓ Continue to strengthen standards for admission and University policies governing satisfactory academic progress.
   ✓ Increase the focus on preparing graduates with the core competencies needed to succeed.
   ✓ Improve academic advising to reduce enrolled time to degree.
   ✓ Identify most effective ways to assess and assure student learning.
   ✓ Enhance use of technology in the classroom and in distance education opportunities.

3. Serve the People of North Carolina
   ✓ Leverage UNC expertise and resources to make North Carolina more globally competitive.
   ✓ Expand applied and translational research, particularly in areas that align with the State’s economic strengths and priorities. Help campuses streamline and grow the commercialization and/or translation of University research.
   ✓ Provide improved preparation, support and professional development for PK-12 teachers.
   ✓ Help meet the growing healthcare needs of the State through research, training, and outreach.
   ✓ Utilize cultural resources to strengthen North Carolina’s creative economy.

4. Maximize Efficiencies
   ✓ Continue ongoing academic program review to eliminate unnecessary duplication and low-productivity programs.
   ✓ Develop cost-effective tools and collaborative strategies to broaden convenient access to online courses and other distance education programs across the University and State.
   ✓ Encourage and implement more shared services in areas where costs can be reduced and services improved.
   ✓ Strengthen space utilization practices.

5. Ensure an Accessible and Financially Stable University
   ✓ Continue to embrace the State’s Constitutional mandate of low tuition and fees.
   ✓ Implement a balanced approach to enrollment and performance-based funding.
   ✓ Identify appropriate, viable, and sustainable sources for financial aid.
   ✓ Enhance private fundraising, other external funding support, and private partnerships.
   ✓ Develop plan to address current and future capital and repair and renovation needs.

From UNC President Thomas W. Ross
October 2011
Researchers Investigate IEQ & Energy Efficiency

Dr. Susan Doll (TED) has received a three-year grant from the U.S. Department of Housing and Urban Development (HUD) for testing indoor air quality in residential homes receiving weatherization services. This study, the largest individual investigator funded grant at Appalachian State University (ASU) during 2011-2012, builds on a previously implemented pilot study, supported by the Appalachian Energy Center. ASU is partnering with WAMY and Coastal Community Action, two North Carolina agencies that have ongoing Weatherization Assistance Programs (WAP). The team will investigate the relationship between energy-efficiency measures applied during weatherization and their potential impacts on the indoor environment. Building performance and indoor environment quality (IEQ) data will be collected both before and after weatherization measures are implemented, to establish IEQ baselines and to evaluate potential pre- and post-weatherization differences. The results for nine IEQ parameters (temperature, relative humidity, airborne particles, total volatile organic compounds, formaldehyde, nitrogen dioxide, carbon monoxide, carbon dioxide, and radon) will offer insights into current ventilation standards and the impact of occupant use and other factors on IEQ.

Interested in Volunteering?
An important part of the study is to include data collected in control homes that will not be undergoing weatherization. Dr. Doll is seeking ASU faculty or staff volunteers living in Watauga, Avery, Mitchell, and Yancey Counties who are interested in learning more about IEQ conditions in their homes, to serve as control homes in the study. The monitoring equipment that will be placed in your home is housed in a small cage and would be left in a central location in your house for two 5-6 day sampling periods, separated by 2-3 weeks. Participants will be asked to keep a simple daily activity log that takes about 5 minutes a day to fill out.

Data will be collected over two years during the heating season in NC’s mountain and coastal climate zones and in the cooling season in the coastal climate zone, starting in December 2012.

Check out the Home Characteristics below to see if your home qualifies as a control home!

- Owner Occupied single story (some basements allowed, depending on configuration)
- 800 – 2000 square feet of conditioned space
- Site-built or manufactured housing
- No indoor wood stove as primary heat
- Willing to keep windows closed, not vacuum
- Not use fireplace/wood stove during testing

If you are interested in participating in the study, please contact Dr. Susan Doll at 828-262-3119 or dollsc@appstate.edu.

To find out if your home qualifies for free weatherization, visit: http://www.wamycommunityaction.org/

Thanks for your support and providing a critical service for this important study.
Faculty & Staff News

Lynn Duryea, Lisa Stinson, and Roy Strassberg (ART) were invited by the North Carolina Potter Center in Seagrove to be a part of the upcoming exhibition “Ceramic Art of North Carolina University and College Faculty” at the North Carolina Pottery Center. The exhibition will open with a public reception on November 10 and will continue through January 19, 2013. According to a press release issued by the NC Pottery Center: “The exhibition showcases the high quality and rich diverseness of clay art created by faculty who are instructors of ceramics at universities and colleges throughout North Carolina. At the same time, it gives evidence of the experience available to college student in North Carolina’s Universities and Colleges and aptly reflects the spirit of design and the faculty’s commitment to North Carolina’s ceramic education.”

Lynn Duryea (ART) currently has two pieces in national juried ceramics exhibitions: the DeLuce Clay National at Northwest Missouri State University, juried by Peter Pinnell, professor of Art at the University of Nebraska, Lincoln and the 2012 Ceramics Biennial at the New Hampshire Institute of Art in Manchester, NH, juried by James Lawton, professor of Art at the university of Massachusetts South Dartmouth. PLUG #2, pictured below left, is on exhibit in the Ceramics Biennial.

Roy Strassberg (ART) was asked by Charlotte Viewpoint to put together information for their site. A biography and images of Strassberg’s work may be seen at http://www.charlotteviewpoint.org/gallery/50/#436

Ed Midgett (ART) had two exhibitions of his work this past month. From September 28-October 26, “After Here,” a 20-minute video installation was exhibited at The Manifest Gallery, in Cincinnati, Ohio, as part of a group exhibition of 13 works by 13 artists selected from 179 entries from 104 artists from all over the world. Midgett’s work was included on the event poster and with an artist statement in the printed exhibition catalogue. From October 17-20, “Dachau,” a five-minute short video on the Holocaust, was exhibited at the Show Me Justice Film Festival held at the University of Central Missouri. The work will also be included with an artist statement in the printed exhibition catalogue, placed in their university library, and shown in university film classes.

Above: Ed Midgett’s “Dachau”

Below: Ed Midgett’s “After Here”

Left: Lynn Duryea’s PLUG #2, on exhibit in the Ceramics Biennial at the New Hampshire Institute of Art
Faculty & Staff News continued


Ed Brewer (COM) presented “Real Versus Mediated Depictions of Places and Cultures: Challenging Stereotypes and Changing Images in Taiwan” at the Carolinas Communication Association in Aiken, South Carolina, in October.

Judith Geary (COM) presented at the annual conference of the North Carolina School Library Media Association in October 2012. Her North Carolina Department of Public Instruction-recommended curriculum, co-authored with Sandra Horton, formed the basis for a program on the application of the Common Core Standards to the study of her novel, *Geotrix: The Eagle and the Bull*. She also moderated a panel, “Truth at the Core of Fiction,” with authors Gloria Houston, Julia Ebel, and Terry Roberts, Director of the National Paideia Center.

Calvin Hall (COM) has been appointed as assistant chair for the Department of Communication. In August, Hall, as vice head of the Scholastic Journalism Division of the Association for Educators in Journalism and Mass Communication (AEJMC) coordinated and supervised the division’s Teach-In session at the national conference in Chicago. Also at the AEJMC conference, he served as a member of an academic panel titled “Teaching Abroad: Adapting Your Course Content, Teaching Strategies, and Yourself to Meet the Needs of Your students.” In June, Hall served as instructor during the North Carolina Scholastic Media Association Summer Institute, teaching two sessions in the Institute’s advanced newspaper division and two creative writing sessions in the literary magazine division.

Dan “Vallie” Hill’s (COM) article, “The State and Scope of Adult Contemporary (AC) Radio,” was published in Radio Info, an industry trade publication in late October. The article generated a lot of discussion in the industry nationwide. You may read the entire article at http://www.radioinfo.com/2012/10/22/the-state-and-scope-of-adult-contemporary-ac-radio/

Lynette Holman’s (COM) co-authored article, “A Healthy Mix: A Case Study of the University of North Carolina at Chapel Hill’s Interdisciplinary Health Communication Certificate Program,” was published in the September issue of Journalism and Mass Communication Editor.

Ginger Loggins (COM) brought her Television Sports Reporting Class (COM 4319) to the Democratic National Convention. Students were able to attend the public access portions of the convention and completed two news packages on the convention as part of their first assignment. Students enjoyed studying in the field, saying the experience helped them better understand how to cover events. Alumni at the October Professional Advisory Board Meeting were able to meet one of the students involved and saw their work.

In addition, Loggins attended the District Two Conference of the Broadcast Education Association in Nashville, TN this past October. While at the conference she moderated the work in progress panel and provided feedback.

Ginger Loggins took her class to learn event reporting at the Democratic National Convention, held in Charlotte this year.

Tom Mueller’s (COM) manuscript, “The recreational sport participation scale: Development, testing, and practical application,” was accepted for publication in the International Journal of Sport Management and Marketing. The work held special relevance for Mueller, who commented; “First, scale development was a big step, as the protocol for analysis and testing is rigorous. I targeted a top international journal, for a special edition on sport participation. It was possible to contribute to literature by creating a multidimensional scale that can assist in revealing motivators for recreational sport athletes. Second, the research was integrated within two sections of COM 3928 (research methods). Each student completed CITI (Collaborative Institutional Training Initiative) and was named as a co-investigator in my Institutional Review Board proposal (thanks to Julie Taubman at ASU’s IRB office for assisting in planning this project). The journey to this publication took well over a year, through many iterations. But much of the reward is knowing that my students contributed and earned an applied learning experience. The student/professor collaborative model worked well and I have collected another student-generated data set that explores perceptions of corporate social responsibility; my current COM 3928 class is working on a project that will explore perceptions of the student loan experience. Student interests in research are diverse; allowing students to be part of research conceptualization brings motivation and excitement to the classroom.”

Jack Martin (TED) will make two presentations during the Association for Technology, Management, and Applied Technology (ATMAE) National Conference in Nashville, TN, in mid-November. One will focus on the Electric Auto Association’s Educational Chapters, which seek to partner with educational institutions to encourage the next generation of electric vehicle enthusiasts and engineers. The second will focus on the EPA Annual P3 (People, Prosperity, and the Planet) Award competition in which students research, develop and design solutions to sustainability challenges, and compete for the award and an additional $85,000 in funding to move their designs to the marketplace or implement them in the field.

Martin is profiled in Burlington’s The Times-News in a feature about his work with alumni to develop the Organic Transit ELF. The article is available at http://www.thetimesnews.com/news/top-news/what-the-elf-inventors-peddling-the-vehicle-of-the-future-1.35314

Paulette Marty (TD) published an article entitled “Neglected Evidence: Interpreting the Site of an Elizabethan Royal Entertainment” in the most recent edition of Theatre Symposium (Volume 20, pages 47-85).

The Graphic Arts and Imaging Technology Program received a “no cost” contract from EskoGraphics to maintain upgrade and support for the ArtiosCAD packaging design software application. The contract is valued at $4,500 per year. This in addition to the $1,044,000 software donation from Esko makes it possible for the instruction of packaging design to continue in the GAIT Program.

John Craft (TED) negotiated with Esko representatives to eliminate the upgrade and support costs that have totaled $13,500 since receiving the software licensing. Additionally, training valued at $7,000 for the ArtiosCAD software was included. Tom Reeves and Mandy Wu (TED) received training based on the conditions of the new contract with EskoGraphics.
Professor Joel Williams (TD) had his play, *Promises*, selected as one of five finalists for Southern Appalachian Repertory Theatre’s (SART) ScriptFest 2012 that was held November 2-4. The five plays were selected in an anonymous screening process from 217 submitted works and public readings of the five were performed at the Reuter Center on the campus of UNC-Asheville during the 31st Annual Playwright’s Conference hosted by SART. The other four finalists were award-winning, published, professional playwrights from Florida, West Virginia, Massachusetts, and New York. As a finalist in ScriptFest, *Promises* will be considered for a fully realized staging by SART during an upcoming summer season. SART has produced a summer season annually on the campus of Mars Hill College since 1975.

The word playwright indicates that a play is not simply written but is wrought or worked into existence. Most plays are only considered for publication after they have proved themselves by running a gauntlet of informal readings, public readings, staged readings, workshop productions, and finally fully staged, critically successful, productions at multiple theatres. In addition to many small informal workshop readings, *Promises* has had public readings at four different colleges and universities undergoing significant revisions after each reading. Williams is hopeful that SART will select the play for production, a decision that should be announced in December. Regardless of that decision, the attention generated by being a finalist for SART’s ScriptFest has already generated interest for potential productions from theatres in Tennessee and Alabama.

*Promises* involves fictional characters whose lives are affected by actual historical events precipitated by the building of Fontana Dam in western North Carolina. This Tennessee Valley Authority project was undertaken at the beginning of World War II to provide electricity for the increased demand for aluminum production at the Alcoa plant located outside Knoxville, Tennessee. Additional repercussions of the project included the addition of 44,000 acres of land to the southern reaches of the Great Smokey Mountains National Park; the creation of the 29-mile long, 11,700-acre Fontana Lake; the displacement of over 1,000 residents along the north shore of the lake; and the isolation of 26 cemeteries which are now located within the extended southern boundary of the National Park.

Williams became interested in dramatizing this history upon learning of annual cemetery decoration ceremonies that are sponsored by the North Shore Cemetery Association and supported by the National Park Service. He began researching and writing the play several years ago, and was able to complete a first draft and conduct two public readings followed by significant revisions during an Off Campus Scholarly Assignment in the spring of 2010.

“I was surprised to learn about the expansion of the Great Smokey National Park that occurred in the 1940’s and I was deeply affected by the sacrifices of the mountain people who were displaced by the creation of Fontana Lake.” Williams explains, “But I was especially moved by the dramatic ritual of North Shore Decoration Days in which former north shore residents, most now in their 80’s, along with their families, gather annually every other Sunday from May through September to travel by boat from the road-accessible south shore of the lake to various points along the north shore where they hike or are ferried by Park Service vehicles to these isolated, but not forgotten cemeteries in order to decorate the graves and honor the lives of their forbearers.

I was compelled to find a way to bring this story to the stage. When my efforts to entice a playwright to undertake the project failed, I...
Department of Communication Hosts Seventh High School Journalism Conference

For the seventh year, the Department of Communication successfully hosted its annual high school journalism conference.

On Oct. 4, nearly 100 high school media students and their advisers from schools in the High Country area and surrounding counties attended the 2012 Northwest North Carolina Scholastic Media Day conference, co-sponsored by the Department of Communication, the student newspaper, *The Appalachian*, and the North Carolina Scholastic Media Association (NCSMA) at UNC-Chapel Hill. Scholastic Media Day is a one-day event for high school media staff members and their advisers featuring instructional workshops taught by faculty from the Department of Communication and staff members from NCSMA.

“Advisers and students appreciate so much the opportunity to attend a quality, cost-effective workshop each year,” said Monica Hill, NCSMA director.

The event was held at the Broyhill Events Center and began at 9 a.m. with greetings and opening statements from Chancellor Ken Peacock and Department of Communication Chair, Janice Pope.

This year, the conference expanded its workshop roster to include new sessions on the fundamentals of play-by-play announcing and using social media for reporting.

In addition to Department of Communication faculty, the instructors at this year’s conference included Coop Elias, the marketing coordinator for the Carolina Hurricanes, and an award-winning former editor of the Agromeck yearbook at N.C. State University.

David Jackson, the “Voice of the Mountaineers,” was the conference’s featured closing session speaker.

The event was organized by Calvin L. Hall, associate professor of journalism and assistant chair in the Department of Communication. Hall is a former high school journalism adviser, and although this is the last year he will organize the conference, he recognizes the importance of continuing regional scholastic events such as Scholastic Media Day.

“It’s an important part of the outreach mission for a university, for a department,” he says. “We provide a way for student media teachers to bring students to other educational settings to help them see that they are not alone in working on student media – which is important because being around professionals and other students who have a passion for student media helps them see the value in what they do and in what their advisers teach them.”

You can Help: Mercer-Ballard Seeks Those with Connections to Moberg for Research Study

Jeanne Mercer-Ballard (TED) is currently working on a research study of the architecture of Claus Moberg, who completed many homes and clubhouses in the area from approximately the 1960s-1990s. If anyone has a connection to his drawings, one of his buildings, or has some personal history to share, please contact Jeanne Mercer-Ballard at mercerja@appstate.edu
Dewey & Craft Represent ASU & FAA at First Hispanic/Latino Forum in Chapel Hill

Garner Dewey (Dean’s Office, TED), Claudia Cartaya-Martin, René Harder Horst, Laurie Ramirez, Marco Fonseca, María De Moya, and John Craft (TED) represented Appalachian State University in the First Hispanic/Latino Forum at the William C. Friday Institute on the Centennial Campus of North Carolina State University. The UNC General Administration and the Office of the Governor supported this event. The program included the following topics of discussion as related to Hispanic/Latino faculty and administrators in the UNC System:

- Recruitment and retention (campus climate for faculty/admin)
- Current demographic data for Hispanic/Latino faculty in the UNC system
- Discussion of recommendations – team feedback & survey.
- Upward mobility / tenure track discussion
- Opportunities to mentor/recruit doctoral candidates into tenure track positions
- Impact of Hispanic/Latino faculty in the recruitment of undergraduate and graduate students.
- Opportunity to showcase your current research (poster session)
- Networking opportunity
- Opportunity for Appalachian State University to host annual forum in the future.

Dr. Maria Correa from NCSU and Dr. Edelmira Segovia organized the Forum.

Grants

Dennis Scanlin (TED) was awarded $4,950 from the Eastern National Parks and Monument Association for the “Blue Ridge Parkway Energy Assessment Project.”

Jeff Tiller (TED) was awarded $65,000 from the Energy Foundation for the “Advancement of the NC Energy Conservation Code.”

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

New Play Festival

November 29-December 1, 7:30 pm

I.G. Greer Studio Theatre

Playcrafters presents an evening of original student written plays.

Momentum Dance Concert

January 25-26, 7:30 pm

Dance Studio, 208 Varsity Gym

Exciting original student choreography.

Glass Menagerie

February 13-16, 7:30 pm
February 17, 2 pm

Valborg Theatre

Tennessee Williams’ classic drama of familial memories both cherished and eschewed.
Gangier Performs in Production of Dracula

Associate Professor of Theatre, Derek Gagnier performed in Ensemble Stage's production of Dracula, on October 26 & 27. The Blowing Rock, NC professional theatre's production was a staged radio play, recreating the Mercury Theatre On The Air's 1938 radio program. Gagnier reprised his role of Orson Welles/Dr. Seward for the production, which included live sound effects, full costumes and lighting, and a cast of actors familiar to Ensemble Stage audiences.

Gagnier particularly enjoyed researching the Mercury Theatre and the exploits of Orson Welles. "I've gotten to portray him five times now with Ensemble. I feel like I know him pretty well by now. The accomplishments of the Mercury theatre both on stage and on the radio were an important part of the development of modern acting in America."

Ensemble Stage's Dracula was also broadcast on local radio station WATA on Halloween night. The production was recorded and engineered to emulate the sound of a 1930's era radio broadcast, complete with "commercials."

Gagnier's participation in the production is part of Appalachian Theatre and Dance's effort to collaborate with professional Theatre and to facilitate student participation in professional theatre. Theatre Design/tech Major Tim Snyder was influential in the production, helping with lights and sound.

Photos: Derek Gagnier as Dr. Seward manipulates a cabbage used as a sound effect. Photo courtesy of David Rogers/Blowing Rock News

Communication Connection

By Christie Hutchens

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

The FAA website, 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.

You can also stay connected through Facebook and Twitter- search for the College of Fine and Applied Arts and start following us to receive updates via social media.

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!
Spring Semester 2013 Faculty Meeting

We will hold the Spring Semester Faculty Meeting on **Tuesday, January 8**, from 2 - 4 pm in Valborg Theatre. All faculty are encouraged to attend.

Dean Treadaway and Associate Dean Dewey will share important news and information as well as answer questions you may have as we start a new semester. Following the meeting, the Dean's Office will host a wine and cheese reception in the lobby of the theatre, allowing us an opportunity to reconnect after the holiday break.

**DATES & DEADLINES**

- **November 21**  University Break (Wednesday students only)
- **November 22-23**  State holidays
- **December 7**  Last day of formal class meeting pattern
- **December 8**  Reading Day
- **December 10-14**  Final examination period
- **December 15-16**  Faculty grading period
- **December 16**  Commencement
- **December 17**  Last day to submit final grades

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**PERSPECTIVES**

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

**2012-2013 Publication Dates**

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- November 14
- February 13
- April 17

**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!