Christopher Depcik, assistant professor of mechanical engineering, removes the bumper from a 1997 GMC Jimmy. Campus group KU EcoHawks is working to convert the vehicle to run on electric power, and it will be used by KU Libraries.

Riding with the wind

Campus group harnessing wind, solar power for sustainable campus mail vehicle

A 1997 GMC Jimmy may not seem like the ideal tool to help make KU a greener campus. But the KU EcoHawks are converting the SUV into a modern electric vehicle that will deliver campus mail and
materials by harnessing wind energy.

KU Libraries, which runs the campus mail program, voiced an interest in obtaining a “green” vehicle and jumped at the chance to get involved in a project that would engage library staff and students. The Jimmy will replace the truck that KU Libraries is currently using.

“I wanted to look at the automobile from a sustainable approach,” Depcik said. “We focus on a real-world vehicle while considering the environment and energy. Then, we relate it to education and consider its future potential.”

The project started with a proposal requesting funds and progressed into a series of tests to learn theoretical concepts and design. Students must work together to understand the process and choose the best materials while still staying within a budget. Funds are provided by KU’s Transportation Research Institute and the U.S. Environmental Protection Agency.

The goal of the project is to look at cars and energy differently. The group’s earlier project, a Volkswagen Beetle, ran on solar energy. This time, the EcoHawks chose wind energy so they could witness another energy source interacting with the automobile. The Jimmy also has heating and air conditioning — a step up from the Beetle.

Senior design students enrolled in mechanical engineering courses already have begun work on the Jimmy under the supervision of Christopher Depcik, assistant professor of mechanical engineering and EcoHawks founder.

Mickey Clemon, a senior in mechanical engineering, is managing the smart grid incorporation with the Jimmy through scale modeling. Clemon’s job is to figure out what parts can run at which particular time to conserve energy. Clemon described his role by comparing the Jimmy to a cafeteria setting.

“During the day, the lights and air conditioning are running at max capacity. However, we can control other electronics, such as the dishwasher, and run them at night when energy is less in demand and therefore cheaper,” Clemon said.

The EcoHawks hope to have the Jimmy finished by the end of the school year. The Jimmy will remain property of the EcoHawks, so they can monitor it and record any changes it undergoes to further their research.

Projects such as this have helped the EcoHawks earn awards such as the 2009-10 Student Organization of the Year for Academic Enrichment from the
Student Involvement and Leadership Center, first place in the Senior Design Project Competition from the Engineering Student Council, first place in Senior Design Project Poster Display from the Engineering Student Council, first place in the Engineering Expo, with the American Society for Mechanical Engineering, from the School of Engineering and Academic Project Sustainability Leadership Award from the KU Center for Sustainability.

Next on the EcoHawks’ agenda is to build a car for the Shell Urban Concept Vehicle Challenge. The Beetle and Jimmy will serve as references and resources for the students to draw from.

“We increased the level of sophistication and technology with each project,” Depcik said. "The goal of this project will be to create something the consumer will want to drive.”

The logo for the Jayhawk Buddy System encourages students to Be Smart. Buddy Up. The student-led initiative encourages protective behavior, and the university community is being asked to help support the fight against dangerous drinking.
'Jayhawk Buddy System' engages students, campus to fight dangerous drinking

Adults who lecture and preach to students about the dangers of drinking probably aren’t going to get too far with their messages. But that doesn’t mean they can’t help students help each other make better decisions.

KU has launched the Jayhawk Buddy System, a plan to help students look out for each other when drinking, and the university community is encouraged to get behind it.

The system was developed by the campaigns class of Bob Basow, associate professor of journalism. The class received a grant from O’Malley Beverage, a local Anheuser-Busch distributor, to study ways to deliver an effective method about responsible drinking. The class traveled to campuses that have shown success with such efforts, including the University of Virginia, University of Nebraska and Colorado State University.

“Schools that had a strong partnership with the community and law enforcement proved to be successful,” said Frank DeSalvo, associate vice provost for student success. “The students didn’t like the idea of schools that pretended there was no problem.”

The plan calls on students to look out for each other and help each other make better decisions.

“The idea is to encourage students to engage in protective behavior and not to tell them ‘don’t do this’ or to be negative about it,” DeSalvo said. “Ultimately, we want to keep people out of the back of police cars and ambulances.”

Students have taken the lead on the effort, but both the campus community and the city are being called on to help. Lawrence advertising agency Callahan Creek developed a logo for the system at no cost. It is being displayed on the front doors of local bars that are popular with students. Door workers at establishments including Johnny’s, Brother’s, Quinton’s, the Yacht Club, the Hawk, the Ranch, Bullwinkle’s, Henry T’s and the Cave are asking patrons upon entry if they have a buddy with them.

On campus, the logo is being displayed on TVs in the Kansas Union, KU Info booths, the new School of Pharmacy Building and Wagnon Student Athlete Center. The messages rotate throughout the week and increase in frequency on Thursdays, Fridays and Saturdays. The athletics
department has displayed the logo on the video screen in Memorial Stadium early in football games, and it will be added to KU on Wheels buses soon.

DeSalvo said Student Success is working with the College of Liberal Arts and Sciences to share the information with faculty in the College and encouraging them to take time during class to remind students of the Jayhawk Buddy System. Anyone who has contact with students is encouraged to remind them of the system’s action plan, “IACT,” especially close to weekends. IACT stands for identify your buddy for the evening, agree on a “game plan,” check in with your buddy regularly and take charge to return home together.

The Jayhawk Buddy System Student Advisory Board working with Student Success to develop a tool kit with resources to help address troublesome situations. The tool kit will be made available via a site being developed for the system. The kit will contain suggestions for specific situations, such as diverting an intoxicated friend’s attention away from consuming more alcohol, defusing potentially violent situations such as fights by distancing buddies from the situation and de-escalating strong emotions by introducing other buddies into the situation.

The Jayhawk Buddy System is being rolled out, but the plan will continue to evolve. Student Success is holding focus groups with students to determine the most effective ways to connect with them and encourage protective behavior.

“Ultimately students are going to lead the way,” DeSalvo said. “They gave us the blueprint and we intend to follow it.”

KU study first to show weight-based criticism affects kids early in life

Both boys, girls affected; critiques can actually reduce physical activity

Everyone knows kids tease each other, but it turns out criticism from peers can affect a child’s self-esteem and shape their self-image before the awkward phase of adolescence. A study authored by a KU faculty member, alumnus and upcoming graduate shows that
weight-related criticism has an effect on how preadolescents view themselves. The study is among the first to show the effects at that early age.

Ric Steele, associate professor of applied behavioral science and psychology, co-authored the study with Tim Nelson, who earned a doctorate in KU’s clinical child psychology program, and Chad Jensen, who will receive his doctorate next August. It will be published in the Journal of Pediatric Psychology.

The researchers surveyed nearly 400 children in Lawrence’s Unified School District 497 in grades three through six. Using a set of pictures, they asked them to identify the child that they thought looked most like them. The pictures ranged from a very thin child to an overweight youth. They also asked which picture they thought they should look like. The authors gathered the children’s height and weight and body mass index as well.

They then asked the children how often they were verbally criticized about their weight. Even when controlling for body mass index, they found children that were criticized the most were in fact more likely to have poor body images.

“The findings were consistent with our hypotheses,” Steele said. “But it was a little bit of a stronger effect than I expected. In a related study we also found that criticism is a predictor for physical activity. The more criticized kids are, the less likely they are to be active, or involved in sports.”

General criticism, such as that directed toward a child’s clothes, was shown to have an effect on self-esteem, but not on activity.

The researchers say criticism at such an early age is often internalized and can lead to ongoing problems such as irregular eating habits and ongoing victimization.

“Our research suggests that this kind of criticism tends to increase the victim's body dissatisfaction, which has been shown to be a factor in poorer outcomes with pediatric weight management programs. It becomes something of a vicious cycle,” Nelson said in an article on the study in Science News.

The research was conducted in 2008, while Nelson and Jensen were doctoral students at KU. Last year, they expanded their research by asking similar questions of a new sample of students, but gave students actigraphs to measure their physical activity throughout the school day. That data is just beginning to be analyzed, but it is being collected in hopes of finding ways of keeping kids more active during the day, and to help determine if increased activity can make a
difference in the students’ body dissatisfaction.

“We can’t necessarily have three hours of PE per day, but how can we increase activity?” Steele asked. “One of the things I think the district really takes seriously is kids’ health.”

Nelson is now an assistant professor of psychology at the University of Nebraska-Lincoln and Jensen is on internship at Brown University and is seeking a faculty position. Steele said it is very gratifying to perform research with students, and see them go on to successful academic careers.

“They’re making really significant contributions to the literature,” he said.

Employees urged to complete sensitive information training

Hundreds of KU employees create, store and transmit sensitive or confidential information every workday. The Information Management Initiative started by the provost’s office in 2007 is providing all employees access to a new information management training program designed to ensure all KU faculty, staff and student employees know how to properly handle the university’s information assets.

The online training course was developed to ensure employees do not inadvertently put vulnerable or sensitive university information at risk. The training, which started in 2009, consists of two general training modules that all employees complete. Training will soon be available for those individuals whose positions require more in-depth knowledge on issues such as student, credit card, health and financial information.

“We felt it was very important to create specific training for staff that is role-based,” said Denise Stephens, acting information management program coordinator. “We’re really trying to develop a shared sense of responsibility and accountability for the information the state and our community has trusted us with.”

New KU employees complete the training as part of the orientation process. Current employees are being phased in to the program by unit. The Information Management Program sends e-mail notifications to several hundred employees at a time informing them of the training and how to access it. The course is based in Blackboard and
instructions are provided on how to access it via the Kyou Portal. Stephens said it should take about 20 to 30 minutes to complete and can be done in phases.

“You can literally walk away and come back to it later in the day and finish it when you have the time,” said Jane Rosenthal, privacy director. “It’s quick and easy, but reminds all of us to be vigilant when handling data that may not be about ourselves and should therefore have our best endeavor to manage it correctly.”

After receiving the notification e-mail, employees will receive reminders at 30 and 60 days if they have not yet completed the training. So far, just under 2,000 faculty, staff and student employees have completed the training. The courses cover basic details such as how to properly handle university information, safe telework practices and what to do if a staff member suspects sensitive data has been mishandled. The training also includes tips on what not to do, such as not creating a desktop shortcut to a folder containing student information or sending credit card numbers or student ID numbers in an e-mail. In addition to information management and credit card payment handling, which are already rolled out, the online courses will include student information handling; identifiable health information handling; and financial information handling. The courses focus on proper handling of both electronic and paper information on any device.

The Information Management Program partners with Human Resources and Equal Opportunity, using HR/EO classifications to determine which training courses employees should take. Supervisors should notify Information Management at informationmanagement@ku.edu if they have employees with job duties that include working with more than one of the potential types of sensitive or confidential information.

“The comprehensive training is designed to both educate employees and provide them with the resources to make better decisions when it comes to handling sensitive university information,” Stephens said.

More information about the Information Management Program and training available may be found at provost.ku.edu/informationmanagement/ or by e-mailing informationmanagement@ku.edu.
Flag retreat, USO-style event to highlight celebration of Veterans Day

The Army, Navy, Air Force and Marine ROTC programs and the Dole Institute of Politics will honor the men and women who have served their country with a variety of Veterans Day events.

All four branches will take part in a 24-hour candlelight vigil at campus war memorials from Nov. 12 to 13. The Army ROTC will lead a formal retiring of the colors Nov. 12 in front of Strong. The Dole Institute of Politics and ROTC programs will host a special salute to veterans, followed by music and dancing in, “A Tribute to Veterans: USO Style” Nov. 14.

Veterans and their families and friends are invited. The recognition program begins at 5:30 p.m., followed by music and dancing to the sounds of the Moonlight Serenade Orchestra until 8 p.m. at the Dole Institute.

“There is no greater sacrifice than serving one’s country,” said Barbara Ballard, associate director of the Dole Institute of Politics. “Honoring those who have fought for the safety of our nation is one of our greatest joys at the Dole Institute. We’re very excited to present this tribute to veterans and to give them an evening of fun and friends.”

Reservations are required. Interested parties must confirm their place by calling 864-4900 or emailing doleinstitute@ku.edu by Nov. 8.

“A Tribute to Veterans: USO Style” is inspired by the United Service Organization clubs that many servicemen and women frequented, especially during World War II,” Ballard said. "These clubs were friendly and comfortable, a home-away-from-home at times. We hope this event will inspire that same feeling.”

In addition to “A Tribute to Veterans: USO Style”, the Dole Institute honors Kansas World War II veterans year-round through its Memory Project. The Memory Project invites submission of photographs of Kansas World War II veterans for inclusion in a digital kiosk that allows visitors to the Dole Institute to call up the photographs of more than 3,000 service men and women.

The digital kiosk was added in 2003 to augment the Memory Wall, which hangs above the Dole Institute entrance and displays...
the photos of more than 900 Kansas veterans. Photographs may be submitted via email to doleinstitute@ku.edu, via mail or in person. They should be sent to: Robert J. Dole Institute of Politics University of Kansas, c/o Memory Wall, 2350 Petefish Drive Lawrence, KS 66045.

KU highly ranked among 'best for vets' schools

Military Times Edge lauds university's services, support

KU has been honored for its service to student veterans with a top 10 ranking in Military Times Edge’s “Best For Vets” list.

KU ranked ninth among public universities and 12th overall.

Military Times Edge compiled its list by surveying more than 4,000 colleges and universities about their programs, policies and resources for veterans. Schools were evaluated in four categories using five-star scales. KU received five stars in academic flexibility, 4.5 in financial assistance, 4.5 in support services and 3.5 in campus culture.

“These rankings are a gratifying recognition of the hard work our faculty and staff put forth in serving our student veterans,” said Chancellor Bernadette Gray-Little. “These men and women put their country before themselves and we are committed to making sure they have a successful academic experience at the University of Kansas.”

Of the 100 schools listed, KU was the only one in Kansas. Additionally, KU was the second-highest rated Big 12 institution. Texas A&M University was seventh; University of Oklahoma, 35th; University of Missouri, 38th; University of Texas, 51st; and Texas Tech University, 52nd.

“KU has been a veteran friendly campus for many years,” said Adrian Lewis, professor of history and director of the Office of Professional Military Graduate Education. “This recognition is verification of our efforts and what we already knew: KU is a good place for veterans.”

KU is home to the Wounded Warrior Education Initiative Program, a U.S. Army pilot program that allows veterans injured in combat to complete graduate degrees and continue their careers in the Army, often as instructors. The university also has a faculty and staff exchange with the Command and General
Staff College at Fort Leavenworth.

Student veterans have also taken leadership positions on campus and helped improve services. An advocacy group for student veterans improved communication between the students and the university, resulting in several new initiatives and improvements, including dedication of space in a student union for a veterans lounge and a payment plan that allows veterans to pay tuition over the course of a semester. Such a plan was necessary because veterans receive GI Bill payments monthly and often have difficulty paying the balance of their tuition at the beginning of a semester. A similar program covers textbook purchases in the KU Bookstores.

The university has Naval, Air Force and Army ROTC units on campus.

Endowment provides record $115 million in support to KU

KU Endowment provided a record $115.1 million in philanthropic support to KU in fiscal year 2010, a 9.2 percent increase over the previous fiscal year.

“It is a privilege to be able to provide record-setting support for KU,” said Dale Seuferling, president of KU Endowment. “The real effect of this support is the impact it has on people’s lives, particularly KU’s students and faculty. This is possible thanks to our donors, who understand that an investment in KU is an investment in the future of all the communities served by this great university.”

The $115.1 million represents the amount of direct financial support transferred by KU Endowment to the university’s four campuses and KU Hospital. The support benefits programs, research, students, faculty and facilities.

The market value of endowed funds increased by 13.8 percent, ending the fiscal year at $1.05 billion. KU Endowment invests its endowed funds in a diversified portfolio. The long-term investment pool is made up of more than 3,200 individual endowed funds established by donors.

The market value of KU Endowment’s total assets reached $1.68 billion in fiscal year 2010, which ended June 30. In addition to endowed funds, this figure includes real estate properties and other special holdings.

KU scores B on sustainability report card

Grade recognizes improvements in efforts across campus

KU has received a grade of B on the 2011 College Sustainability Report Card, released today by the Sustainable Endowments Institute. The recognition is nearly a full letter grade improvement over last year.

KU received an A in investment priorities, which is recognition of KU Endowment’s efforts to fund sustainable efforts on campus. The report card issued Bs in the climate change and energy and food and recycling categories, and KU improved in the green building initiatives category.

Since the first report card was issued in 2007, KU has steadily improved its grade, going from a C- in the first year, to a C+ on the 2010 report to a B for 2011.

“I’m pleased to see KU’s grade improve on the College Sustainability Report Card, but there is much more we can do,” said Jeff Severin, director of KU’s Center for Sustainability. “The campus community has shown a dedication to making this a more sustainable university, and we’re all looking forward to not only continuing, but expanding those efforts.”

KU has increased its sustainability work steadily over the past several years. The Center for Sustainability recently announced the development of a comprehensive Campus Sustainability Plan for the Lawrence campus. A 17-member advisory board made up of faculty, staff and students from across the university will develop a plan to provide guidelines for the university to become more environmentally, economically and socially responsible.

Green building initiatives was an area in which KU improved its grade. The new School of Pharmacy Building on west campus exceeds university energy efficiency standards of 30 percent above building code, and the surrounding landscape includes bio-retention swales and native vegetation that will slow...
surface runoff and remove pollutants. Projects are under way across campus to improve efficiency in labs, classrooms and offices and more efficient water and light fixtures are being installed as well.

The university also has launched the Green Office Recognition Program to help offices across campus improve efficiency, reduce waste and create more sustainable workspaces.

The Sustainable Endowment Institute compiled the report card based on surveys provided by more than 300 colleges and universities. The report provides information about practices at schools across the country to allow institutions to learn from each other’s experiences to foster more effective sustainability practices.


Princeton Review includes KU in 'best business schools' list

The School of Business’ master’s of business administration program is included in the Princeton Review’s “The 300 Best Business Schools: 2011 Edition.”

The rankings were tallied by surveying more than 19,000 students in MBA programs around the world accredited by the Association to Advance Collegiate School of Business.

“This important ranking shows our students appreciate the education and experience they receive at the School of Business and recognize how it will benefit them in the future,” said William L. Fuerst, dean of the School of Business.

MBA students at KU touted the business school’s dedication to academics, career placement and student experience among other things in a summary of comments compiled by the Princeton Review.

Students said business faculty members are “active in the business world within their fields” and have “a great blend of teaching skills and real-world experience.”

The School of Business’ international program is a “huge draw” for students. Students said the school has “an exceptional international business program for being in the middle of the United States.” Going global doesn’t break the bank, either.
Students describe the program as a “good value for the money that offered many options in terms of international experience.”

The job market’s current state has placed extra emphasis on landing post-college jobs. The School of Business’ career services department meets that need, say students. Career services does a “fantastic job of preparing students for the job-search process and facilitating that process through two massive career fairs, many interview and resume workshops, one-on-one counseling and more.”

The Princeton Review reported that about 66 percent of MBA students at KU accepted job offers before graduating and that number grew to 100 percent three months after graduation. Companies like Tradebot, MarketSphere, United Missouri Bank, EMBARQ and Sprint Nextel frequently recruit at KU.

The national and global workforce is diverse. Students said the School of Business reflects that diversity. Students said classmates “vary from people straight out of undergrad to people 35 years old, and they all have different goals and lifestyles.” Multiple students said the people were “the best part about my experience in the KU MBA program.”

December graduation ceremonies set

Several schools have announced plans for fall graduate recognition ceremonies. They are:

**School of Business, 4 p.m. Dec. 10, Lied Center**

**School of Engineering, 9 a.m. Dec. 11, Woodruff Auditorium, Kansas Union**

**College of Liberal Arts and Sciences and School of the Arts, 2 p.m. Dec. 12, Lied Center**

**William Allen White School of Journalism and Mass**

**Communications, 1 p.m. Dec. 12, Woodruff Auditorium, Kansas Union**

KU has only one formal Commencement ceremony each spring. The Class of 2011 will make its ceremonial walk down the hill May 22. For more information, visit [commencement.ku.edu](http://commencement.ku.edu).
Forbes lists three KU grads among nation's 'most powerful women'

Three KU alumna are among the 25 most powerful women in the world, according to Forbes magazine. Only KU, Princeton, Harvard and Yale have three graduates each in the top 25.

Cynthia Carroll, chief executive officer of Anglo American, was ranked 14th, followed by Sheila Bair, chair of the Federal Deposit Insurance Corp., in 15th place. Kathleen Sebelius, U.S. secretary of health and human services and former governor of Kansas, ranked 23rd.

Carroll is credited with restructuring Anglo American, one of the world’s largest mining companies, and re-establishing it as a global leader in business despite the downturn in the commodities market. Carroll distinguishes herself from other executives through her focus on corporate social responsibility initiatives, like offering HIV/AIDS testing and counseling to families of miners and disposing of mining water more judiciously. Carroll earned a master’s degree in geology at KU in 1982.

As a result of the financial-reform bill signed into law this summer, Bair oversees the nation’s banks and has the power to take apart any financial institution that doesn’t have enough capital to continue operating. She examines ways to evaluate banks’ creditworthiness without relying on the three major credit agencies. Bair has also authored books about money for children. She earned a bachelor’s in philosophy in 1975 and a law degree in 1978 from KU.

Sebelius is charged with implementing the health care reform law passed in March. She is responsible for roughly 1,300 provisions in the law and will determine what “essential” health care means. Her budget for 2011 is $911 billion. She also helped launch a national fitness challenge with First Lady Michelle Obama in September. Sebelius received a master’s in public administration in 1980 at KU.
Creative writing MFA program named one of most underrated in country

Listing a recognition of faculty, student efforts

KU’s creative writing MFA program may be young, but it’s starting to get noticed on a national stage. The Huffington Post recently included the program in a list of “Top 25 Underrated Creative Writing MFA Programs.” It joins universities such as Johns Hopkins, Cornell, Penn State and Ohio State on the list.

“Three years, well-funded, a light teaching load, and one of the few U.S. universities that cares enough about creative writing to host both a creative writing doctorate and an MFA,” wrote author Seth Abramson. “And did you know Lawrence, Kansas is deemed a top 10 college town nationally?”

The program may be underrated, but faculty say they are earning more recognition as time goes on.

“This list is very prestigious company indeed for our MFA program, considering how young we are compared to some of the other programs on the list,” said Marta Caminero-Santangelo, professor and chair of the Department of English. “That kind of recognition shows that we are doing a lot of things right. We are fully funding a very high percentage of our MFA students, we give them time to work on their craft and exposure to prominent, published writers, and now we’ve given them the resources to start up their own graduate-student run literary journal. The ‘25 most-underrated’ list will really help us to get the word out about our program to talented applicants who might not be aware of it.”

KU’s MFA program was launched in 2006. It has steadily grown since then, adding new faculty and programs and bringing noted scholars and writers to campus. Graduate students recently launched their own literary journal, “Beecher’s.” They have
elected an editorial board and will seek national submissions.

This semester the program added a new playwright and will soon bring in a nationally renowned visiting scholar. Darren Canady, assistant professor, will teach playwrighting courses. Joshua Cohen, a prominent fiction writer, will join the faculty as a visiting professor in the spring. Cohen has written several books including “Witz” and “A Heaven of Others.” The New York Times lauded Cohen as one of the best writers of his generation and hailed “Witz” as “a linguistic extravaganza that negates reader expectations.”

Caminero-Santangelo also credits faculty who have been with the program. Laura Moriarty, assistant professor of English, is a nationally renowned Kansas novelist, having written “While I’m Falling,” “The Center of Everything” and “The Rest of Her Life.” Such faculty are invaluable writing mentors, she said.

William Harris, interim director of the MFA program, said inclusion in the list is fitting recognition of the hard work of faculty and students in the program. “What this means is that the word is getting out, that recognition for our program is coming quickly — that this is a good place to get a degree because of the support, talent and location. We have excellent teachers who care about their students and devote a great deal of time to them and have distinguished themselves as writers,” Harris said.