

engage



Summer 2012 • Issue Three Volume Three

Annual Report Issue

USI-Crane partnership spearheads technology transfer academy

This summer, USI piloted a five week Technology Commercialization Academy (TCA). A total of six engineering students and six business students from USI worked to develop ideas and business strategies around commercialization of several Naval Surface Warfare Center Crane Division (NSWC Crane) patents.

The academy, organized by **Dr. Andrew Moad**, USI-Crane partnership manager in the **Division of Outreach and Engagement**, was made possible through a Lilly Endowment Sustaining Grant secured by **Dr. Mohammed Khayum**, dean of the College of Business, and **Dr. Scott Gordon**, dean of the Pott College of Science, Engineering, and Education.

"This was an extremely important project for us to gain insights into and increase the pace of technology transfer between NSWC Crane, USI, and others in southwestern Indiana," said Dr. Khayum. "It's an illustration of our commitment to engage the students in our business and engineering programs in meaningful ways for their personal and professional development. We think we can use this rapid experimentation process to accelerate tech transfer in our region."

"This is something completely different and exceptional. As an engineer, I was able to bring my background and skills to a marketing aspect. It was also exciting to do something meaningful and unique over the summer."

—**Katie Shaw**
USI Senior, Engineering Major
TCA participant

Throughout the process, students utilized USI resources to develop a manufacturing plan and produce prototypes of selected technologies. They also completed preliminary market research and feasibility analysis.

"It's uncommon for undergraduate students in business and engineering to be submersed in such a real-world, multi-faceted, and

potentially high-economic impact area as commercialization of intellectual property," said Dr. Gordon. "The identification of technology, evaluation of potential markets, and development of business plans helps capture our goal of developing synergy between those with business and those with engineering backgrounds."

Only 12 of more than 36 applicants for the Academy were accepted. "These are some of our top business and engineering students," said Moad. "This Academy will help cultivate high-tech commercialization in southwest Indiana and will provide us an opportunity to home grow our own talent and build the intellectual capacity of the region."

The process and technology

TCA participants were formed into three teams of four, and included two business and two engineering students.

Growth Alliance for Greater Evansville (GAGE) helped design and kick-off the project and provided business expertise for participants. GAGE facilitated an early session, where teams competed to create the Academy's logo design.

Students were asked to pitch commercialization ideas related to three technologies from NSWC Crane, including a rotary electrical contact ring, a Smart Skin technology, and a milestone and schedule management software program called STMTRC. Students came up with more than 100 ideas, pitched 36, and finally narrowed them down to six finalists. Each team of four students worked on two of the six applications.

Participants then chose five projects based on the Smart Skin technology and one using the management software program. In the end, two Smart Skin applications including smart targets and pressure and temperature sensitive hospital beds, and the software program were selected for final presentations.

One team was able to meet in person with staff and administrators at Deaconess Hospital, including its president, **Linda**



Katie Shaw, an engineering major, talks about Smart Cloth, an application of Smart Skin, one of three patented NSWC Crane technologies used by USI students in a recent Technology Commercialization Academy. Shaw was one of 12 USI students selected to participate in the academy.

White. Their project could potentially improve technology and provide a cost savings to the local hospital.

For another team, the Web-based management software is being designed around applications that could be used by universities to help with coordination of registration, advising, calendars, and other university-related needs.

Teams traveled to NSWC Crane early in the process to learn about the technology they would be using and met the inventors. A follow up visit to NSWC Crane took place in June in which teams presented their ideas to officials.

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"I liked the mix of engineering and business students. It was great getting perspectives from others, they might come up with solutions to a problem that wouldn't even cross my mind."

—**Matt Rust**
USI Junior, Marketing Major
TCA participant

Letter from the Associate Provost

It is with much excitement that I write this letter. I have just finished reading all of the stories and annual report that appear in this edition of *engage*, and I can say I am incredibly proud to be a part of the University of Southern Indiana and a member of the Division of Outreach and Engagement. The last three months certainly have produced some highlights, much of which is shared within these pages. What I'd like to share with you is:



Bernhard

- Continuing Education enrollment in noncredit programs is up seven percent from last year with approximately 15,276 enrollments. The number of programs offered was also up by nearly five percent to 871 programs. Another highlight was the dramatic increase in enrollments for the College Achievement Program (CAP), our dual credit program for high school students. For a summary of statistics, see inside for more information.
- The Technology Commercialization Academy (TCA) was a great success in its first year. The program was created in a short amount of time and much credit goes to **Dr. Andrew Moad** and **Gene Recker** from Outreach and Engagement, along with USI business faculty **Kevin Celuch** and **Bryan Bourdeau**, and our great partners **Debbie Dewey** of the Growth Alliance for Greater Evansville (GAGE) and **John Dement** from NSWC Crane. Also, I'd like to acknowledge **Deans Dr. Mohammed Khayum** and **Dr. Scott Gordon** for their financial support and leadership of this important initiative. I am confident this program will be even more successful and impactful next summer and beyond.
- In this edition, you'll read about **Daniela Vidal**, our new director of the Center for Applied Research and Economic Development. Daniela will play a key role in advancing our mission in economic development. With the advent of the new terrain I-69 Corridor, USI has an opportunity to expand our leadership and impact in regional economic development, and Daniela will play a key role in moving this agenda forward. I'm also excited to welcome **Linda Reed** as our new grant writer and special projects coordinator and **Sabrina Jones**, a new senior program assistant. Linda's responsibilities include working closely with Outreach and Engagement staff and faculty on campus to pursue and secure grant funding for projects that contain outreach components. Sabrina, a graduate of this year's Connect with Southern Indiana class, will work closely with this program and provide administrative support for corporate client development efforts.
- We were pleased to learn that two USI presentation proposals have been accepted for inclusion at the 2012 National Outreach Scholarship Conference this October in Tuscaloosa, Alabama. The two proposals are "Building More than Homes: Habitat, Academic, and Corporate Partnerships" and "Distributed Empowerment Models for Community Revitalization." These two presentations feature several USI faculty, staff from Outreach and Engagement, and community partners.
- As we continue to work through the heat of summer and into the fall semester, our division will continue to strive to enhance the lives of individuals, the success of organizations and the vibrancy of communities, and will continue to work to inspire innovation and create strategic partnerships. I look forward to highlighting new successes in the next issue of *engage*.

All the best,

Dr. Mark C. Bernhard
Associate Provost for Outreach
and Engagement

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USI-Crane partnership continued...

Goals and outcomes

"How do we bring an entrepreneurial mindset to corporate thinking about innovation?" asked **Bryan Bourdeau**, instructor in business. "We have to build expertise and capacity in the region to commercialize technologies. We can do this by creating an experiential learning environment that gives participants a process, the tools they need, and helps them better understand the resources available to them."

Providing experience pursuing entrepreneurial ambitions is one outcome the Academy looks to achieve. It provides participants with a look at how to form and market a startup company.

NSWC Crane also stands to benefit from the partnership—building its reputation in the region and becoming recognized as an important technological resource. Commercialized technology also becomes a resource for NSWC Crane, which can purchase it for its own needs.

"We hope this leads to opportunities to additional internships, either at GAGE or at regional technology-based companies who bring these students on board to do technology commercialization related work," said Bourdeau. "Other possible outcomes include a start-up based on these technologies or a regional company seeing an opportunity to pursue commercialization of an idea coming out of this Academy."



Many business and community members gathered in USI's Business and Engineering Center on June 8 to observe presentations that were made by students who participated in the Technology Commercialization Academy.

Adult Learner Scholarship winners selected

USI's **Division of Outreach and Engagement** has awarded 12 students an Adult Learner Scholarship for the 2012-2013 academic year. Distributed yearly, the scholarship provides financial assistance to adult learners working on his or her first undergraduate degree.

To qualify for the scholarship, applicants must be a current USI student and be at least

25 years of age. Winners were selected based on academic achievement, the strength of an essay about managing adult responsibilities and educational goals, and a recommendation letter from a USI faculty or staff member.

Scholarship winners are **Tara Franklin**, Bicknell; **Kathleen Rister**, Carmi, IL; **Shannon Beard**,

Chandler; **Brian Anslinger**, Amy DeVries, Leah Graham, Sarah Lemp, Ralph Toon Jr., Evansville; **Tina Esper**, Fort Wayne; **Sarah Dowker**, Huntingburg; **Denise McCreary**, Mount Carmel, IL; and **Mary Miller**, Santa Claus.

Recipients will receive up to \$2,000 for tuition, fees, books, and other educational expenses.

Newburgh receives Community Legacy Award



Leslie Townsend (right), director of Historic Southern Indiana, presents the 2012 Community Legacy Award to Todd Titzer (left), president of Historic Newburgh, Inc., and Carol Schaefer, (center), executive director of Historic Newburgh, Inc.

Newburgh, Indiana has been awarded the 2012 Community Legacy Award from USI's **Historic Southern Indiana (HSI)**. The award was presented on May 11 during the Celebrate Preservation Party hosted by Historic Newburgh, Inc. and the Town of Newburgh Historic Preservation Commission.

Awarded annually to a southern Indiana community for its outstanding achievements in preservation, enhancement, and promotion of its distinctive heritage, the Community Legacy Award seeks to strengthen the quality of life for residents of and visitors to southern Indiana by paying tribute to excellence in standards of community development.

Nominated by **Carol Schaefer**, executive director of Historic Newburgh, Inc., Newburgh is the oldest town in Warrick County. Over the years, the town has maintained historical preservation by erecting historical markers, completing restoration and renovation projects, developing heritage-related festivals and events, and more. In addition, the town opened Newburgh Museum on July 20, commemorating the capture of Newburgh by confederate forces in 1862.

The Community Legacy Award includes a \$1,000 cash prize that will go to the Newburgh Museum Foundation, Inc. for the new museum.

Previous recipients of this award include Aurora, Bedford, Ferdinand, Jeffersonville, Madison, New Albany, New Harmony, Orleans, Rising Sun, Tell City, and West Baden Springs.

Vidal named director of the Center for Applied Research and Economic Development

Prepared by Sara Bealor, communications intern in CARED



Vidal

Dr. Mark Bernhard, associate provost for Outreach and Engagement, has named Daniela Vidal director of USI's Center for Applied Research and Economic Development (CARED).

As director, Vidal will be responsible for developing and leading the implementation of USI's applied research and economic development mission to engage the intellectual and physical assets of the University. She will also support the diverse needs of businesses in southwestern Indiana and beyond by conducting high-impact applied research, economic development, consulting, and student engagement.

"Daniela brings tremendous expertise in advanced manufacturing, lean management, and facilitation to this position," said Bernhard. "I'm confident she will take our applied research and economic development agenda to new heights."

Vidal came to USI in 2009 as an instructor and coordinator of advanced manufacturing and industrial supervision in the Department of Engineering. She has instructed courses in robotics, advanced manufacturing principles, engineering materials, engineering economics, and statistics and safety in manufacturing.

Prior to her USI career, Vidal founded AGITO Consulting to offer training, facilitation, and consulting to companies to assist with setting value in motion. She was also a corporate training and development manager at Berry Plastics Corporation, a product research scientist at Mead Johnson Nutritionals, and a project engineer for Procter & Gamble in Caracas, Venezuela.

"I am very grateful and excited about this new opportunity and I look forward to working with the Outreach and Engagement team in promoting USI's vision and mission," said Vidal. "The role of director in CARED embodies what I am most passionate about; enhancing the economic outlook for our region while applying my skills in driving value, creating processes, and connecting people with opportunities."

Recently, Vidal received the 2012 Sydney L. and Sadelle Berger Faculty Community Service Award in recognition of developmental support to a variety of service organizations in the community. She is a founding member and officer of Hospitality and Outreach for Latin Americans, a non-for-profit organization that enhances appreciation of cultural diversity and promotes the successful inclusion of Latinos in the community. Vidal also serves on the Board of Directors for the Legal Aid Society and on the EVSC School Community steering committee.

Vidal holds an undergraduate degree in chemical engineering from Universidad Metropolitana in Caracas, Venezuela, and a Master of Business Administration degree from USI. She will begin a doctoral program at the University of Louisville in the fall.

Service Learning Program awards grants

The Service Learning Program has awarded nine grants to USI employee teams that will be used to complete projects with community partners during the 2012–2013 academic year. Four projects will be completed by the end of the fall 2012 semester and the remaining projects will be completed during the spring 2013 semester.

The first set of projects will include:

Fencing Repairs at Potter's Wheel Ministries

Mark Brendel, web designer in Web Services; Ginny Bryant, assistant director of Development, Major Gifts and Scholarships; Dr. Peter Cashel-Cordo, professor of economics; Marcey Head-Vanpell, AmeriCorps program coordinator; Jill Kincaide, instructor in English; and Bobbi Russell-Moller, administrative assistant in Development; will repair the fence at Potter's Wheel Ministries.

Rehabbing the YMCA Caldwell Community Center

Marcey Head-Vanpell, AmeriCorps program coordinator; and Dr. Iris Phillips, associate professor of social work; will work with students, faculty, and Youth Build to complete a variety of rehab projects at the YMCA Caldwell Community Center. Projects will include building a storage shed, baseball diamond, bookshelves, raised garden beds, and setting basketball nets.

Dental Hygiene Blitz

Jennifer Bartek, instructor in dental hygiene; Emily Holt, assistant professor of dental assisting; Sheri Kipling, instructor in dental assisting/dental hygiene; Kimberly Parsons, assistant professor of dental hygiene/assisting; will provide dental care to 60-70 individuals who do not have access to such services.

Shelter Build at the Shirley James Gateway Plaza

Dr. Matt Hanka, assistant professor of political science and director of the Master of Public Administration program; Chris Hoehn, director of Religious Life; and David Stetter, program advisor for Student Development Programs; will work with the Westside Improvement Association and the Pigeon Creek Greenway Passage Board of Directors to raise funds and organize labor to build a shelter at the Shirley James Gateway Plaza.

"We look forward to seeing the good work done by USI faculty, staff, and students on these community projects," said Dr. Anne Statham, director of the Service Learning Program. "Being involved will give USI employees an opportunity to learn about the service learning model that is used with students and to accomplish goals that are meaningful to them."

For more information on these projects, contact the Service Learning Program at 812/465-1203 or servicelearning@usi.edu.

Historical building to reopen in New Harmony

USI's **Historic New Harmony** and the Indiana State Museum and Historic Sites will host a grand reopening of Community House No. 2 on Sunday, September 30. Located on the corner of Main and Granary Streets in New Harmony, Indiana, the event marks the first time the structure and its exhibits have received extensive care since the 1960s. The event will showcase new exhibits that will feature artifacts, including those found in recent archaeological excavations behind the structure, and photographs pertaining to the building.

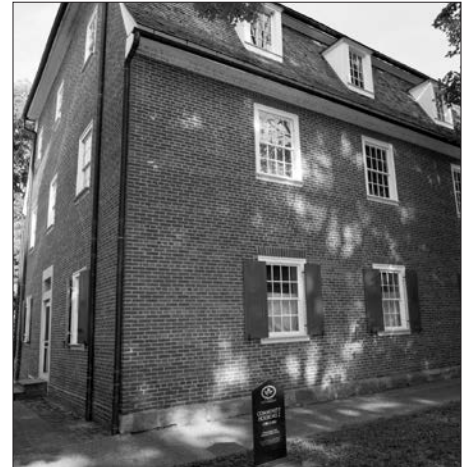
Constructed in 1822 by Harmonists, a religious utopian group from Germany, Community House No. 2 served as one of four large dormitories for single men and women. After the Harmonists left the area in 1824, the building was integrated into the Owen-Maclure utopian community and functioned as a school and living quarters for students and teachers. Once the Owen-Maclure family dissolved, the building housed a variety of businesses, including a hotel, tavern, rooming house, print shop, cigar factory,

hardware store, and tea room. The State of Indiana purchased the structure in 1940.

Renovations to Community House No. 2 were inspired by previous functions of the building. The print shop (1850s-1930s) has returned to its former place of business on the third floor. The reopening will include a display of original printing equipment along with copies of 19th century posters that were printed in the shop. A short informational video on print shops of the era will also be shown.

In addition to sprucing up the exhibits and making the building more versatile, enhancing the functionality of the space was another goal of the renovation. Improvements to the structure include the installation of an elevator for full access to the second and third floors and the installation of a heating, ventilation, and air conditioning system that will help protect artifacts and provide visitor comfort.

Future renovation phases will result in a classroom/multipurpose space with wireless Internet access and many technology-friendly



Community House No. 2

features. These updates will allow for the capability of hosting community workshops and meetings in the building.

For more information, contact Historic New Harmony at 812/682-4488 or visit www.newharmony.org.

USI to co-sponsor "Glory Days: A Bruce Springsteen Symposium" in September

In partnership with Monmouth University and Penn State Altoona, the **Division of Outreach and Engagement** will co-sponsor the 2012 "Glory Days: A Bruce Springsteen Symposium," September 14-16 at Monmouth University in West Long Branch, New Jersey. Over 110 paper presentations will take place, with presenters representing 28 states and four countries.

The symposium, first held in 2005 and again in 2009, is devoted to the life, work, and influence of **Bruce Springsteen**. It is targeted towards educators, journalists, historians, musicologists, cultural anthropologists, sociologists, political scientists, and fans that have an interest in the scholarship regarding Springsteen.

Dr. Mark Bernhard, associate provost for USI's Division of Outreach and Engagement, came up with the idea of the symposium more than 10 years ago and has been the organizer and driving force behind all three symposiums. "It's been a labor of love for me. I've been to 61 Springsteen concerts and counting," said Bernhard.

Bernhard previously oversaw the event while working at Penn State and Virginia Tech Universities. After taking his current position

Glory Days

a Bruce Springsteen Symposium

with USI in August 2011, involving the University was a natural fit. Bernhard and USI will handle everything from content and logistics, to registration and other e-commerce needs.

"As USI looks to expand its role and influence beyond Evansville and the Tri-state, we need to be looking at different kinds of initiatives," said Bernhard. "This conference will attract international media attention. It will be good to have the University's name out there associated with an event like this. We're also looking at ways to enhance partnerships with other institutions of higher learning. This is just one example of what we can do."

Keynote presentations will include:

- Robert Santelli**, president of The Grammy Museum
- Jim Henke**, vice president of Exhibitions and curatorial for The Rock and Roll Hall of Fame
- Peter Ames Carlin**, author of the soon-to-be-published Simon & Schuster release *Bruce*
- Richard Harwood**, founder and president of The Harwood Institute for Public Innovation
- Nick Mead**, filmmaker and director of *Who do I think I am?*, a documentary made with Clarence Clemons
- David Masciotra**, author of *Working on a Dream: The Progressive Vision of Bruce Springsteen*
- Ed Galucci**, photographer
- Peter Knobler**, author and former editor-in-chief of *Crawdaddy Magazine*

Pre-conference and post-conference tours will take place on Thursday, September 13 and Monday, September 17 and will include stops in Asbury Park, Belmar, and Freehold. Performances by Joe Grushecky and the Houserockers and Willie Nile will also take place.

For more information, or to register, visit www.usi.edu/glorydays or call 812/464-1989 or 800/467-8600. Discounted rates are available through Wednesday, August 15.

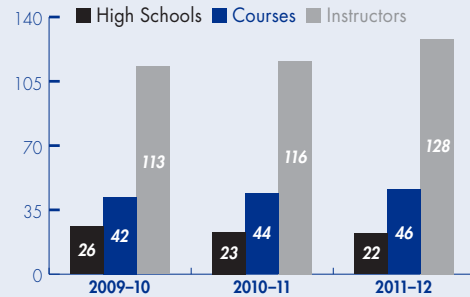
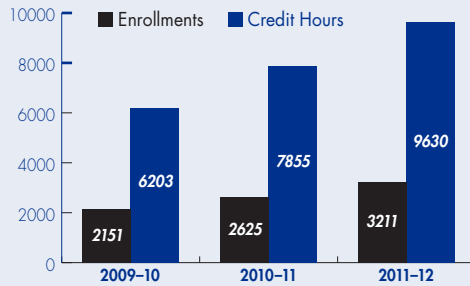
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College Achievement Program

The College Achievement Program (CAP) provides an opportunity for high school juniors and seniors to earn dual high school/college credit in selected courses offered at participating high schools. USI faculty are involved as course liaisons and in facilitating training for high school faculty.

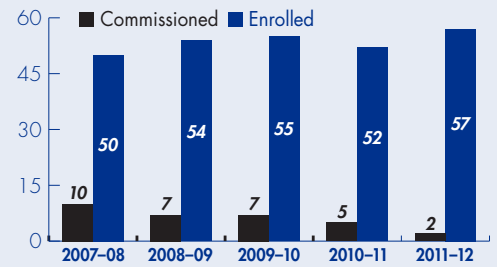
During the 2011–2012 year, CAP:

- Had 3,211 CAP course enrollments
- Delivered 9,630 credit hours
- Engaged students in 22 high schools
- Offered 46 CAP courses
- Had 128 approved high school faculty

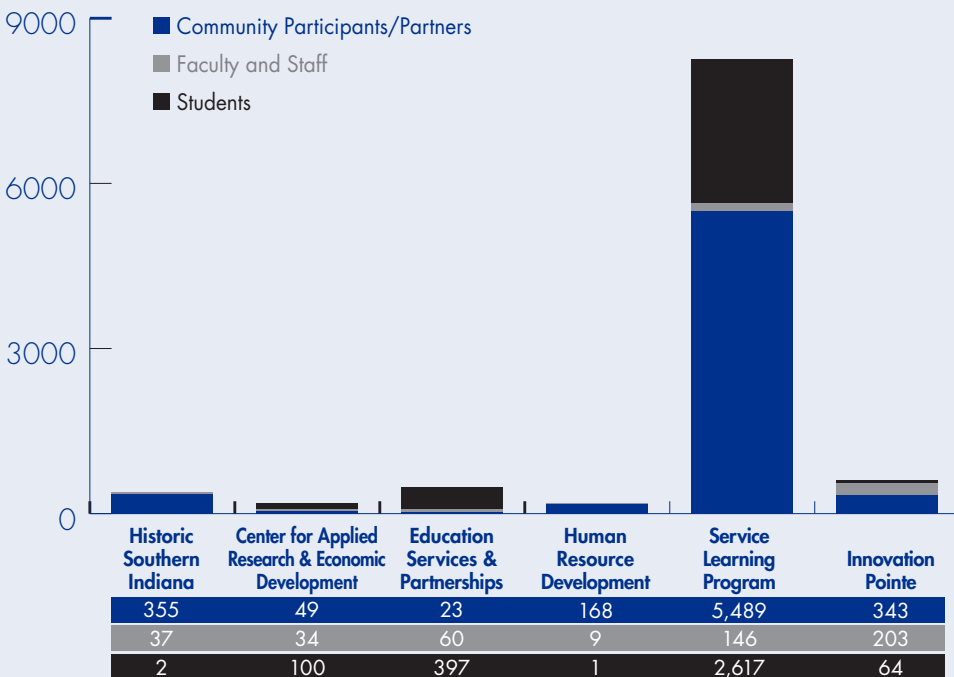


USI Reserve Officer's Training Corps

Students in the USI Reserve Officer's Training Corps (ROTC) program have an opportunity to obtain a commission as a Second Lieutenant in the U.S. Army and to serve on active duty in the Army Reserve or the Army National Guard.



Engagement of Community Participants/Partners, USI Faculty and Staff, and USI Students — 2011–2012



Historic New Harmony

A unified program of USI and the Indiana State Museum and Historic Sites, Historic New Harmony inspires innovation and progressive thought through its programs and collections. USI manages and owns several properties in New Harmony, including historical buildings within the National Historic Landmark District and the National Register District, exhibits, and artifacts, and the award-winning Atheneum/Visitor Center. Many learning and research opportunities are available for the University community through this association. Trained staff is available to work with faculty and staff on projects within the community.

During the 2011-2012 year, Historic New Harmony:

- Engaged 15,657 community participants/partners and 242 USI students
- Collaborated with 37 USI faculty and staff members
- Displayed 8 exhibitions at the New Harmony Gallery of Contemporary Art

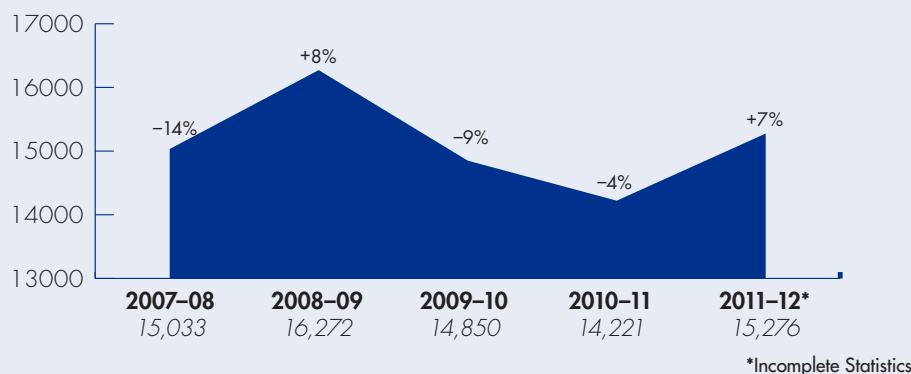
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Continuing Education

2011–2012 Enrollment in Noncredit Programs

	# Served	# of Programs
Open Enrollment Series	5,827	350
Basic Orientation Plus Safety Program	7,486	428
USI Programs	496	34
Public Service Programs*	1,467	59
TOTAL	15,276	871

Enrollment Comparison for Last Five Years



Center for Applied Research and Economic Development

The Center for Applied Research (CARED) works with businesses and organizations throughout the region to help leverage the intellectual capabilities of the University. The Center matches faculty, staff, and students with regional businesses and organizations to conduct research, consulting, and other applied projects, ranging from economic impact studies to new product development.

During the 2011–2012 year, CARED:

- Identified 62 projects
- Completed 55 projects
- Approved and began work on 15 projects
- Engaged 34 USI faculty and staff and over 100 students
- Served 49 organizations and 14 counties in the Tri-state

Service Learning Program

The Service Learning Program is an academic pedagogical approach to university education that integrates community service with instruction and structured reflection. Projects are typically done with community partners, where relationships are developed between USI and community groups over time.

During the 2011–2012 year, the Service Learning Program:

- Offered 162 service learning courses
- Completed 35 co-curricular activities
- Engaged 146 USI staff and 2,617 students
- Worked with 148 community partners and 54 USI departments

Center for Human Resource Development

The Center for Human Resource Development (Center for HRD) offers public programs for open enrollment and on-site contractual programs that feature custom design and interactive training. The center acts as a liaison between professional associations and the University, including a partnership with the Tri-State Industrial Safety Council.

During the 2011–2012 year, the Center for HRD:

- Served 893 participants through 48 contract programs in 16 organizations.
- Provided contract services for the Tri-State Industrial Safety Council's 24 member companies and 37 affiliate/subscriber contract members.
- Enrolled 709 participants in 72 public programs

Bachelor of General Studies Program

The Bachelor of General Studies (BGS) program, is a customized degree program for working adults who want to complete a baccalaureate degree that builds on previous college, training, and work experience. The BGS degree requires 124 credit hours, including USI's Core Curriculum and a customized major that meets the student's educational and career goals.

Program stats:

- 55 currently enrolled students
- 13 graduates in 2011–12
- 103 graduates to date

Due to collaboration between areas, some numbers in this report may be duplicated.

