



Sept. 10

**Rainbow connection**

This image of the campanile at sunset was shot Aug. 20 by Amanda Green, a police officer with the department of public safety.

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**Record enrollment numbers**

This fall's record enrollment of 27,945 students tops the record set in 2002. Numbers are up in nearly every area, including international students, transfers and U.S. minorities.

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**Residence halls nearly full**

Record enrollment means more students to house on campus. Although not at capacity, the residence department is using Wallace and Wilson halls to accommodate the spike in student numbers.

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**Seasonal flu shots available**

ISU employees can receive seasonal flu vaccines through Sept. 28, or while supplies last. The shot clinics are being held weekdays, 10 a.m.-4 p.m., in 205 TASF.

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**Welcome**

Rochelle Athey started her duties as director of the Office of Sponsored Programs Administration Sept. 1. She came to ISU from the University of Nevada, Las Vegas.



Rochelle Athey

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**Faculty prepares for 2009-10**

The Faculty Senate opened its new academic year with little business, but lots of information. Faculty numbers, research dollars and enrollment are up, but budget cuts and the spread of H1N1 are ahead.

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**Mid-year budget cuts expected**

P&S Council members learned at their Sept. 3 meeting that a mid-year budget reversion is likely. Executive vice president and provost Elizabeth Hoffman said administrators already are

**Announcements**

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- Dance Marathon fundraiser Sept. 11: Halt the UI fight song
- Nominations sought for Emerging Leaders Academy
- Engineers' Week is Sept. 14-19
- Faculty meeting Sept. 17: Improving STEM numbers
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**Receptions & open houses**

## Reception

- "ReLationShips: From Our Roots" exhibit, Sept. 10

## Open house

- Hotel Memorial Union, Sept. 15

**Arts & events****Ethnic traditions**

The new exhibit at the Mary Alice Gallery showcases fabric and fiber arts inspired by a range of cultural influences found throughout Iowa.

**Around campus****Plans for Curtiss Hall**

Economics professor emeritus Neil Harl and his wife, Darlene, have pledged \$1.5 million toward renovations of Curtiss Hall. Their gift will create the Harl Commons, a student-centered space on the ground floor.

preparing for those cuts and less dollars in the FY11 budget.

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### **Spreading the research news**

ISU is participating in a new collaborative web site to get out the word on research going on at 35 of the nation's top universities.

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### **Putting on the final touches**

The Interlock House, ISU's entry in the U.S. DOE's Solar Decathlon competition, is in its final stages of preparation. It will be displayed on the National Mall in Washington, D.C., during the competition Oct. 8-18.



Interlock House kitchen

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### **New year, new leaders**

Nominations are being accepted for this year's Emerging Leaders Academy. Up to 25 members will be selected for the leadership development program.

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### **Live Green loan paying off in Human Sciences**

IT specialists in the College of Human Sciences used the Live Green loan fund to purchase power management software that shuts down unused computers. The move already is seeing bottom-line results.

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### **Planning for the future**

A packed house attended the initial open forum on the development of ISU's 2010-15 strategic plan. Another is scheduled from noon to 1 p.m. on Thursday, Sept. 10, in the Memorial Union Cardinal Room.

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### **Leopold Center director finalists named**

Four finalists have been named in the search for a new director of the Leopold Center for Sustainable Agriculture. Campus visits will take place Sept. 28-Oct. 19.

### **Inside tools**

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### Framed campanile

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## It's a record-breaker: Fall enrollment nears 28,000

by Annette Hacker, News Service

This fall has ushered in Iowa State's highest-ever enrollment -- 27,945 students, an increase of more than 4 percent compared to fall 2008.

Iowa State has welcomed 1,089 more students to campus this fall over the previous year: 914 undergraduates, 33 professional (veterinary medicine) students, and 142 graduate students. Last fall's enrollment was 26,856. The second-largest class enrolled at Iowa State was in 2002, with a total enrollment of 27,898.

This year's enrollment exceeds earlier university projections to the Iowa Board of Regents by 895 students. In nearly every respect, fall 2009 is a record-setting year at Iowa State.

### By the numbers

The total Iowa State University student body of 27,945 represents:

- A record 3,017 international students, an increase of 520 students from fall 2008. The previous high for international enrollment was 2,692 students in fall 1993.
- A record graduate student enrollment of 4,860, an increase of 142 students from fall 2008. The previous graduate enrollment record was 4,789 in fall 1991.
- A record professional (veterinary medicine) student enrollment of 564, breaking last fall's record high of 531 students.
- A record U.S. minority enrollment of 2,533 students, or 9.1 percent of the overall student body. That's 216 more minority students than in fall 2008. Iowa State has again exceeded the 8.5 percent minority enrollment goal set by the Board of Regents.
- The most diverse student body on record. International and U.S. minority students represent one in five students on the ISU campus. Total international + U.S. minority enrollment is 5,550 students, or 19.9 percent of total enrollment. The previous high was in fall 2008, with 17.9 percent.
- 18,503 Iowa residents, an increase of 355 students from fall 2008.
- 9,442 nonresidents, an increase of 734 students from fall 2008.
- 22,521 undergraduates, an increase of 914 from fall 2008. Of those undergraduates, 16,164 are lowans - the highest number enrolled since fall 2004.

### More community college transfers

This fall, Iowa State attracted its largest transfer class since 2001: 1,622 students, up from 1,537 in fall 2008. Of this year's 1,622 transfer students, 982 are Iowa community college transfers -- up from 945 last year. ISU also attracted its third-largest freshman class in history: 4,356 students. That's 190 fewer freshmen than in fall 2008.

"The continuing growth in our enrollment is a testament to the high-quality education students receive at Iowa State University," said president Gregory Geoffroy. "We are very proud that we continue to be the university of choice for Iowa high school graduates and community college transfer students, as well as for a large number of out-of-state and international students."

Marc Harding, director of admissions and enrollment services, attributes ISU's jump in enrollment to several factors -- a comprehensive recruitment and retention effort that is supported by the entire university community; a strong transfer program with the state's community colleges; and the economy.

### Good values in-state

"Graduate enrollments tend to rise when the economy is not doing well. And for

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undergraduates, there is a greater emphasis than ever to seek higher education, because college graduates typically have greater earning power over the course of a lifetime and are less likely to be unemployed. We're also seeing that Iowa families are finding good values here in the state, and those students are coming to Iowa State instead of going out of state for their education," Harding said.

Harding's excitement about the fall 2009 enrollment numbers is tempered by reality, however. He says the admissions process is cyclical. Over the past decade, Iowa State's enrollment has increased during seven of those years, and decreased the other three.

"We anticipate that fall 2010 overall enrollment will decline," Harding said. "One reason is that we are about to graduate some larger classes. Another reason is that the freshman class of 2010 is projected to be smaller. We're already seeing a glimpse of that this fall -- the freshman class is the third largest on record, but it's 4 percent smaller than in fall 2008.

### Midwest demographics

"Demographics continue to work against the trend of increasing enrollment. In Iowa and all across the Midwest, the eligible pool of high school students is declining. That means we have to work extra hard just to maintain what we have."

Complete enrollment information is available [online](#).

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## Room for more

by Paula Van Brocklin

This fall's record enrollment means campus residence halls are nearly full. But there still are rooms available.

This year, an estimated 9,143 students are living on campus compared to 8,901 last year. But every student who wants a room has one; no one is sleeping in study lounges. In fact, 161 rooms across campus still are unassigned. And at Schilleter University Village, the occupancy rate is 98.1 percent.

## Towers are open

With the third-largest freshman class in ISU history (4,356 students), half of Helser Hall is housing first-year students.

Residence director Pete Englin said the biggest impact of the record enrollment is at Wilson and Wallace halls. The high number of returning and transfer students compelled the department to reopen Wilson, which previously was temporarily used as offices for the statistics department. Four floors are full, and the remaining six floors were opened in August for early-arriving international students. Many of those students have chosen to stay put. Wallace also is full, with nearly 300 students living there.

Only students who are at least 19 years old may live in Wallace and Wilson, which feature super-single rooms with a bed and a futon.

"Wallace and Wilson are intended for students who have already created a connection to the campus community," Englin said.

Wallace and Wilson residents also enjoy an enhanced CyRide system, with more stops to and from campus, paid by the department of residence.

### It's a record-breaker: Fall enrollment nears 28,000

Numbers are up in nearly every area, including international students, transfers and U.S. minorities.

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## Seasonal flu shots for employees Sept. 8-28

Seasonal flu shots will be provided again this year to eligible Iowa State employees. Flu immunizations will be given Monday-Friday (10 a.m.-4 p.m. beginning Sept. 8 in 205 TASF (Technical Administrative Service Facility). The clinic will run through Sept. 28 or until the supply of seasonal flu vaccine is gone.

### Remember your I.D.

Occupational medicine employees will administer the immunizations to ISU employees on a first-come, first-served basis. Associate director of human resource services Mike Otis said he encourages employees not to wait too long if they intend to get a flu shot. He said this year's supply, while larger than last year's, is limited to 3,400 doses of the vaccine. Employees should:

- Bring their ISU ID cards or university ID numbers with them. They'll need their number to check in prior to receiving a shot.
- Plan to walk to the clinic, if possible. There is very limited parking in front of TASF.

The immunizations are provided by ISU at no cost to employees.

### Who's eligible for shots

The following employee groups are eligible for shots:

- Faculty
- Merit staff
- Professional and scientific staff
- Contract employees
- University child care employees
- Miscellaneous affiliate employees (ISU Foundation, *Iowa State Daily*, greek house directors). Some miscellaneous affiliate organizations will be billed for the cost of vaccinations for their participating employees.

For more information on seasonal flu and H1N1, visit the [ISU H1N1 web site](#). For more information on the flu shots, call 4-0874.

### Flu shots for students, post docs

Students, post docs and visiting scholars who are covered under the ISU Student and Scholar Insurance Plan are not eligible to receive flu shots at this clinic. However, they **are** eligible to receive their flu shots through the Thielen Student Health Center. Contact the Thielen Student Health Center at 294-5801 or visit the [health center web site](#).

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## Welcome

Rochelle Athey became director of the Office of Sponsored Programs Administration (OSPA) on Sept. 1.

Athey comes to Iowa State with nearly 20 years of experience in higher education sponsored research funding, including at the universities of Texas (Austin) and Akron, Ohio State University, Cal Poly and, most recently, the University of Nevada, Las Vegas, where she was executive director of the program. She has bachelor's and master's degrees in history from Kent State University (Ohio) and a master of public administration from Ohio State.

Her office is in 1138 Pearson; phone is 4-7723. *Photo by Bob Elbert.*

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## Senate hears about issues facing new academic year

by Erin Rosacker

Faculty Senate president Arnold van der Valk added a twist to the start of a new academic year. The senate enjoyed a meet-and-greet reception, followed by a short meeting with more announcements than business items. Next month's meeting also will prove unique, with most of the time set aside for discussions on budget issues and development of the new strategic plan.

### The good news

Executive vice president and provost Elizabeth Hoffman told senators that July and August proved to be record-breaking months for research funding, topping the previous mark of \$28 million. July saw \$48 million in funds, and August pulled in \$39 million.

"There is a changing face of the university as a result of the entrepreneurial activities of our faculty," she said.

Hoffman said ISU has added approximately 94 new faculty members and expects a "significantly positive" net change in numbers, which will be finalized in October.

"In a difficult economic environment, we are seeing new faculty joining us, we are seeing more research grants, we are seeing more students here -- all of which is very positive," Hoffman said.

### The not-so-good news

In a similar message she delivered to the Professional and Scientific Council Sept. 3, Hoffman told the senate that administrators are preparing for a 5 to 10 percent mid-year reversion, and another state budget cut for FY2011.

"We are preparing for the possibility of another state budget cut, at least as large if not larger, than the one we experienced this past year," she said. "It's really only with the December revenue estimating conference that we will have a clearer idea of the extent of the problem. We are really guessing at this point."

Although Iowa has experienced relatively few cases of the H1N1 pandemic flu, Hoffman said to expect them. She urged faculty to "be kind to students who might miss class" and stay home if they feel sick.

"So far we have been spared," she said, "but don't expect to be spared. Expect that we will actually experience it, because it seems to be moving across the country and around the world."

### Other business

Senators unanimously approved a name change for the music department, to the Department of Music and Theatre.

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## More budget cuts expected

by Erin Rosacker

Executive vice president and provost Elizabeth Hoffman told Professional and Scientific Council members at their Sept. 3 meeting that ISU administrators are anticipating a mid-year budget reversion and another "bad budget year" in FY2011 with additional cuts.

"Really, at this point, we're kind of guessing," Hoffman said.

The next meeting for the state revenue estimating conference, which determines the amount the governor will use for next year's budget, is Oct. 7. Hoffman said that the colleges have been asked to hold off on spending their advance commitment funds (unspent student tuition dollars from FY09). Centrally held advance commitment funds also will be reserved. She said ISU has \$5 million in uncommitted federal ARRA funds that likely will be used to alleviate job cuts and improve students' education.

Council member Trevor Riedemann (Ames Laboratory) asked Hoffman if administrators are considering the implementation of another retirement incentive option (RIO) for budget savings.

"We are definitely talking about that," Hoffman said. "But we don't want anyone who retired last year to wish they had waited a year."

## Policy approved

Council members approved (35-1-0) a motion to support proposed changes to the Dismissal, Reorganization or Financial Conditions policy. The policy applies to P&S employees who lose their positions due to "reorganization or severe financial conditions."

The proposed changes address the steps taken during the appeal process, but the council voted to suggest an additional change in one of the policy's guidelines. The change would give all employees dismissed under this policy the option to request outplacement services -- rather than only employees dismissed due to reorganization.

"We're not changing the policy," said Kevin DeRoos, chair of the policies and procedures committee. "We're asking the administration to look at that wording change and accept it. If the administration would consider it nonsubstantive, then they can accept that change, incorporate it and move on for immediate implementation of the policy."

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## Spreading the (research) news

by Paula Van Brocklin

Iowa State is one of 35 top research universities posting their latest discoveries in the sciences, medicine, business and the humanities on a new web site, [futura.org](http://futura.org).

The universities all are members of the Association of American Universities (AAU), a 62-member nonprofit organization of public and private universities in the United States and Canada dedicated to advancing research education.

### Why now?

About six months ago, public relations leaders from the AAU universities began brainstorming on how to spread the word about important research achievements, despite the dwindling number of scientific journalists and news outlets.

"As the news hole shrinks, universities are not getting coverage for science and scholarship like we used to," said Bill Murphy, vice president for communication, University of Rochester, Rochester, N.Y.

Murphy and other AAU communications leaders came up with the idea of creating one web site where the media, educators and others interested in science could get the latest research information.

"Our mission is to help the public understand and appreciate what our universities are doing," Murphy said.

Futura.org debuted earlier this summer, and a national marketing campaign kicks off next week.

### Benefit to ISU

Since June, Iowa State has had nearly 10 research breakthroughs posted on [futura.org](http://futura.org), from [better-fitting fire fighter gear](#) to the effect of [declining wind speeds](#) on the wind power industry. ISU's research lives alongside the latest discoveries from Yale, Princeton and Duke.

"It's important for Iowa State to actively participate in [futura.org](http://futura.org), and to share information about the wide range of research being conducted here," said John McCarroll, ISU's executive director of university relations.

Interested in the latest research developments from Iowa State and other AAU universities? Sign up to receive daily e-mail summaries at [futura.org](http://futura.org).

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### Nearly road ready

The **Interlock House**, Iowa State's entry in the U.S. Department of Energy's Solar Decathlon, enjoyed its last week in the (central Iowa) sun this week. Team members will start to dismantle the house next week to transport it to Washington, D.C., where the Solar Decathlon opens Oct. 8 on the Mall. The task was to design, build and operate an attractive, effective and energy-efficient solar-powered home. Twenty university teams were invited to participate in the competition, in which they'll be judged in 10 areas, from hot water to communications, from home entertainment to market viability. About 75 students and 25 faculty and staff have played a part in the **Interlock House project**. *Photos by Bob Elbert.*



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### Receptions & open houses

#### Reception

- **"ReLationShips: From Our Roots" exhibit, Sept. 10**

#### Open house

- **Hotel Memorial Union, Sept. 15**

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## Nominations sought for leadership academy

Nominations are due Oct. 9 for faculty and staff who will make up the second class of Iowa State's Emerging Leaders Academy.

The leadership development program, created by executive vice president and provost Elizabeth Hoffman, debuted last year. It's intended to enhance the leadership skills of faculty and professional and scientific staff, particularly those in administrative roles or considering them.

In a series of workshops held throughout the year, class members will explore such topics as decision-making styles, organizational and leadership theories, and balancing family and work.

"We have a talented group of faculty, staff and administrators to teach this year's academy," Hoffman said. "The current cohort has consistently given the program very high marks."

Approximately 20 to 25 class members will be selected by nomination. Nominees' names should be submitted via the [nomination web site](#). The class will be named in early December and academy workshops start in January 2010.

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## Live Green loan helps college power down idle PCs

by Diana Pounds

All over campus, computers are whirring away without doing a lick of work. While their human operators are in meetings, down the hall, or out to lunch, the computers continue to draw power.

Information technology specialists in the College of Human Sciences recently set out to reduce the energy wasted by idling computers and monitors.

Sly Upah, director of IT and distance education, and David Wallace, desktop support specialist, decided to tackle the problem with a centralized power-managing system that can remotely turn off idle computers and monitors after specified amounts of time.

### The loan

With a \$3,000 loan from the Live Green loan fund, the college purchased PowerMan software to manage several hundred computers in the college.

Next, the IT specialists met with unit leaders in the college to determine when computers and monitors should be powered off or put into sleep mode. The new software allows for a variety of options.

"For example," Upah said, "if someone is logged in, but not using a computer, the software could be programmed to turn the monitor off after five minutes and the computer is suspended, after a pre-configured number of minutes. Or if no one is logged into an idle computer, the monitor and computer might be powered off more quickly."

### About the fund

The **Live Green Revolving Loan Fund** provides interest-free loans for energy saving projects that offer a return on the investment.

Upah added that a person can always restart a computer that was remotely shut down simply by turning it on. If the computer is in sleep mode, the user can log back in by typing his or her password.

### The payoff

IT staff began deploying PowerMan software on Human Sciences computers this summer, with more than 500 computers currently on the system. The energy savings are readily apparent.

"In some departments, idling computers were wasting energy up to 75 percent of the time," Wallace said. "On the power management system, waste is down to 25 percent in most cases."

Wallace estimated energy savings from the new system at approximately \$125 per week.

### Others take note

Other IT units on campus are watching the results of the Human Sciences' computer power management system, Upah said. With thousands of computers on campus, potential savings could be substantial.

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## Share your thoughts: Second strategic plan forum is Sept. 10

by Anne Krapfl

About 60 people attended the first campus forum Sept. 3 to share ideas on what ought to be included in Iowa State's next strategic plan, which will guide university decisions during the 2010-15 timeframe.

A second forum, with the same open format, will be held Sept. 10 (noon-1 p.m., Cardinal Room, Memorial Union).

The suggestions made by forum participants included:

- Maintain a sense of place and community in the face of the "grab-your-credits-and-go" option offered by schools such as the University of Phoenix.
- Continue to emphasize collaboration, even when the new budget model might appear to throw roadblocks in front of it.
- Encourage and promote the whole student experience, including extracurricular organizations and leadership opportunities. "That's why students come here."
- Any discussion about excellence ought to go beyond just academic excellence to look at the excellent person (including moral excellence, leadership excellence).
- In the face of evolving industries and shifting job markets, consider doing more in the areas of retraining for second or third careers and lifelong learning.
- Bring the city of Ames on board with the university's strategic planning process.
- Decide who, what we are, so we know how to market Iowa State. The peer group used for employment and academic comparisons is not the group of schools we compete against to recruit students.
- The Ames-Des Moines corridor is merging. Promote the benefits of being in the larger Des Moines area.
- Use technology to add value to education and improve the human experience, not just to promote technology.

### 2010-15 Strategic Plan

Open forum  
Sept. 10, noon-1 p.m.  
MU Cardinal Room

### The assignment

Executive vice president and provost Elizabeth Hoffman, who chairs the strategic plan steering committee, reminded forum participants of four primary goals president Gregory Geoffroy identified for the university in the year 2050 as a means to set a direction for the strategic plan. Those four are:

- Be a magnet for attracting truly outstanding students
- Be a magnet for attracting world-class faculty supported by staff that are among the best in their areas of expertise
- Be internationally known for addressing major problems of our planet, especially food, energy, infrastructure, water, health and sustainability
- Be a treasured resource for Iowa, the United States and the world

Hoffman also shared a short but evolving list of values identified by the strategic plan steering committee to keep at the forefront during the planning process. They are:

- Diversity
- Interdisciplinary and transdisciplinary collaboration
- Internationalism
- Protection of academic freedom

### Timeline

Task forces organized around the four 2050 goals will meet regularly this fall and submit their

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reports to the steering committee by Jan. 29, 2010. The oversight group will draft the next strategic plan, which will go to Geoffroy by June 30. Finally, it will be submitted to the state Board of Regents for approval.

### Other ways to participate

Members of the university community also may share their suggestions for the next strategic plan by

- Sending an e-mail to [goodideas@iastate.edu](mailto:goodideas@iastate.edu)
- Using the [online feedback form](#), with the option to remain anonymous, on the strategic plan web site
- Contacting your representative organization (Faculty Senate, P&S Council, S&C Council)

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### Ethnic traditions

The new exhibit at the Mary Alice Gallery showcases fabric and fiber arts inspired by a range of cultural influences found throughout Iowa.

### Around campus

#### Plans for Curtiss Hall

Economics professor emeritus Neil Harl and his wife, Darlene, have pledged \$1.5 million toward renovations of Curtiss Hall. Their gift will create the Harl Commons, a student-centered space on the ground floor.

#### Leopold Center director finalists named

Four finalists have been named in the search for a new director of the Leopold Center for Sustainable Agriculture. Campus visits will take place Sept. 28-Oct. 19.

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A Meskwaki regalia piece. Photo by Laura Dillavou.

## Exhibit displays ethnic textile traditions of Iowa immigrant and native populations

by Tim Greene, News Service

Iowa's cultural diversity will be showcased through fabric and fiber arts in a new exhibit at Iowa State that opens on Wednesday, Sept. 16.

"The Ethnic Textile Traditions of Iowa Immigrants and Native Populations" will be in the Mary Alice Gallery, 1015 Morrill Hall, through Friday, Nov. 20. The gallery is open weekdays from 11 a.m. to 4 p.m.

The exhibit highlights both traditional fiber/fabric arts and contemporary works inspired by cultural fibers and fabric traditions found in Iowa. That work includes Amish quilting, African-American quilting, Bosnian kilim rug weaving, Latin American guayabera shirts, Native American Meskwaki ribbonwork, Norwegian hardanger embroidery, Sudanese textiles, and Tai Dam and Laotian textiles.

The curators of the exhibit -- College of Human Sciences faculty Jan Fitzpatrick, Sara Kadolph and Sara Marckett -- will give an introductory talk during the exhibit's opening reception from 5 to 6 p.m. on Sept. 16.

The different fabrics and materials displayed in the exhibit provide insight into the diverse cultures and their impact on present-day Iowa. The curators organized historians and artists from across the state



A Sudanese Kanga cloth. Photo by

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to research, document, and select historical and contemporary cultural traditions in the fiber and fabric arts.

"What seemed to be most interesting was the way that through both the preservation of ethnic traditions and the evolution of these traditions as they have been impacted by environment, technology and neighboring cultures," said Marchetti, an assistant professor in the Department of Apparel, Educational Studies, and Hospitality Management (AESHM).

The event is presented by AESHM, with financial support from Humanities Iowa and ISU's Center for Excellence in the Arts and Humanities.

Additional information may be obtained by calling (515) 294-7474. Information on all ISU exhibits is [online](#).

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Senior Director

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