



May 6

Beardshear, reimagined

Iowa State alumnus Manmeet Gill manipulated colors, shadows and highlights in his artistically rendered photograph of Beardshear Hall.

May 6

Agronomist uses relationships, research to boost Iowa ag

ISU Extension field specialist Mark Licht puts in the extra miles in west central Iowa to assist farmers and encourage collaborative on-farm research projects as part of ISU's Corn and Soybean Initiative.



Mark Licht

May 6

Senate concludes year with new elimination policy

In a long-awaited vote at the May 4 Faculty Senate meeting, senators approved new policies governing the termination of faculty positions when programs are eliminated or financial exigency is declared.

May 6

\$3.5 million available for individual salary increases next year

University leaders have carved out \$3.5 million from new, permanent state funds in FY11 for individual faculty and P&S staff salary increases that address equity, merit or retention.

May 6

Yet another job for Cy

Sports fan, parade entry, picnic guest. Mascot Cy -- albeit a 2-D version of him -- has a new assignment on central campus: Offering directions to pedestrians.



'Cy'nage

May 6

Reminder: Morrill Road closes Monday for the summer

Morrill Road between Osborn and Union drives is being replaced this summer; work begins May 10.

Pedestrians will be able to navigate the construction zone, and alternative plans are in place for deliveries, parking and CyRide's orange shuttle route.

Announcements

- Memorial service to honor Victor Lin is May 14
- Women participants sought for fall meeting management skill series
- Two sessions planned May 12 to share details about new RIO3 and phased retirement programs
- Optional summer office hours begin May 10
- Student recruitment, retention is subject of May 6 noon forum
- Wellness session for women is May 13; reserve your spot
- CESMEE launched a biweekly newsletter this semester
- Residence dept is recruiting faculty and staff help for August move-in

Receptions & open houses

Receptions

- Meisha Colbert, May 6
- Jack Payne, May 7
- For May graduates, May 7
- Kate Schwensen, May 13

Retirements

- Carolyn Payne, May 6
- Mary Years, May 6
- Kathie Gibbs, May 6
- Bill Grundmann, May 6
- Mary de Baca, May 7
- Theodore Bailey, May 12
- Thomas Ingebritsen, May 13

Arts & events

Spring commencement

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It's graduation weekend

An estimated 3,306 students will receive degrees from Iowa State at the conclusion of spring semester. Many of them will be honored at three commencement events May 7-8.

Honors & awards

- Larry Ebbers, Nancy Evans and John Schuh
- Iver Anderson, Mark Bryden and Doug McCorkle
- ISU Foundation

Around campus

- Engineer uses Wii Remote™ for in-class lessons
- Researchers work toward faster detection of salmonella
- Childhood tragedies don't deter this graduating veterinarian

Inside tools

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May 6, 2010



Beardshear, reimagined

Iowa State alumnus Manmeet Gill used five exposures and Photoshop to bring out a multitude of colors, shadows and highlights in this HDR (high dynamic range) image of Beardshear. "It's purely artistic, based on one's taste," Gill said, "and that's why some like it and some think it's over the top."

Submitted photo.

May 6, 2010



ISU Extension field agronomist Mark Licht (left) and Wayne Roush (center), superintendent of the ISU Western Research and Demonstration Farm, study aerial maps and discuss possible on-farm research trials with Vail farmer Rick Rosner in his home. Each year, Licht helps coordinate collaborative on-farm research with farmers and ISU Corn and Soybean Initiative agribusiness partners as part of the initiative's on-farm research program. *Photo by Tamsyn Jones.*

Agronomist uses relationships, research to boost Iowa ag

by Tamsyn Jones, Agriculture and Life Sciences Communications

A grain auger hums and flowing yellow corn stands out against swirling snowflakes on a gray March morning. ISU Extension field agronomist Mark Licht opens his truck door and smiles at the farmer filling his grain truck, who walks over and returns the greeting.

Soon the two are talking shop: how the farmer's crop fared; his purchase of a continuous flow grain drier; corn spoilage after the wet 2009 harvest; Licht's recent trip to Ukraine; the planned Highway 20 overhaul; and whether the pop-up snowstorm would interfere with the farmer's grain delivery.

A truck-side meeting in the midst of a brewing snowstorm may seem an odd place to conduct crop business, but for Licht it can be routine -- especially if it accommodates the grower.

"It's important to have an office, but the truck is an office as well," said Licht, who is based in Carroll but more often finds himself rolling down country roads in the 11 west central Iowa counties he serves. He averages 15,500 work miles annually.

"It's been a big change to get a phone with a data plan," he said. "I can check and respond to e-mails on the go and spend more time meeting with growers and co-ops."

Partnering with producers on research projects

That morning, Licht was meeting Sac City grower Dale Drey to discuss possible collaborative on-farm

research projects within ISU's Corn and Soybean Initiative. The initiative set up the research program to answer farmers' crop production questions. Drey farms two locations, so Licht asked for a convenient time and took the meeting to him.

Afterward, Licht set off through the thickening snow to meet Wayne Roush, superintendent of the ISU Western Research and Demonstration Farm near Castana, at an appointed roadside rendezvous near Vail. As the initiative's liaison in his Extension territory, Licht helps Roush find potential participants for the research facility's first on-farm research trials.

Conversing from their trucks, they considered the worsening roads and whether to forge ahead with plans to meet with two other potential research recruits." "Rick said he has time this afternoon," Licht said, referring to a Vail farmer. "I'd hate to cancel because of the weather."

Building bonds to better Iowa ag

That attitude, underscored by the day's adventures, illustrates how Licht strives to put Iowa farmers first. For Licht, being an Extension field agronomist isn't about tromping through verdant crop fields scouting pests or fixing problems -- the work many may associate with agronomy extension.

It's about building relationships with the growers, agribusiness partners of the initiative, colleagues and the agriculture community he serves. It's also about meticulous planning, attention to detail and a "seize the day" attitude that led Licht to do everything from collaborating with local businesses on education events to cultivating a shrewdness for obtaining outside funds for initiatives he otherwise could not do in tight budget times.

"I'm always looking for ways to improve my programming," Licht said. "It's just a reality of the times that you have to do more yourself with less. So I've found that applying for grants or involving local businesses or organizations can help me do more programming for growers while also building a relationship with those businesses."

Reaching out through research

Since taking over the field agronomist job in 2006, Licht has strengthened west central Iowa's crop research program and, in the process, boosted Extension's profile in his area.

For example, working with a local grower curious about switching to 20-inch row corn, and aware of the growing local interest in the question (30-inch row corn still is the norm), Licht applied in 2009 for an ISU on-farm research and demonstration grant. The grants typically are awarded for a single year, but Licht knew he'd need at least two years of data to help answer questions on yield. He emphasized that need in his application -- and got the grant, worth nearly \$7,000.

He used his relationship with Farmer's Cooperative of Farnhamville, a Corn and Soybean Initiative partner, to seek additional funds to offset the grower's costs of purchasing a 20-inch combine head.

"They gave \$2,000 and will give \$2,000 this year," Licht said. "I had a good relationship with my contact there, and the grower was really interested in the project. That's why it's so important to build

"Farming is in my blood, having grown up on a farrow-to-finish hog, corn and soybean farm. I enjoyed being in the corn and soybean fields, no matter how many weeds needed pulling or rocks had to be picked up. I want to be able to work with farmers to improve profitability and productivity, and being in Extension allows me to do that."

-- Mark Licht

those relationships with initiative partners."

Licht then convened a field day last August to inform other local growers about the project's first-year findings.

"We went from no programs in west central Iowa and the Sac City area in plant populations about three years ago to having a well-developed, structured program now," he said.

A focus on education

Licht is well qualified to spearhead west central Iowa's on-farm research program. He has dual bachelor's degrees in agronomy and ag education and a master's degree in soil science. In a previous job he set up trials as a program specialist for the Iowa Learning Farm, a statewide effort to promote efficient and environmentally sound crop production by linking growers, ag businesses, state agencies and the public on education and demonstration projects. In fact, as a master's student, he helped write the grant that got the Iowa Learning Farm started.

Licht's commitment to helping growers is evident. Between December and March, he led 38 winter meetings, tailoring each to local farmers. In March, he spent two weeks of his personal time advising Ukrainian farmers on crop production practices as a volunteer with the international non-profit CNFA. He received the North Central 2009 National Extension Leadership Development award, a program that will take him to four locations around the country this year for personal development and leadership training.

His schedule keeps him busy. But to Licht, it's a passion he has felt his whole life.

"Farming is in my blood, having grown up on a farrow-to-finish hog, corn and soybean farm," he said. "I enjoyed being in the corn and soybean fields, no matter how many weeds needed pulling or rocks had to be picked up. I want to be able to work with farmers to improve profitability and productivity, and being in Extension allows me to do that."

May 6, 2010

Senate concludes year with new elimination policy

by Erin Rosacker

The long-awaited vote on changes to section 3.4 of the *Faculty Handbook* took place at the Faculty Senate's final meeting of the academic year May 4. In a split decision, senators approved changes that clarify the policies for terminating faculty positions.

The handbook already contains the policy for termination of faculty appointments for adequate cause. The new policies deal with faculty terminations due to the elimination of academic programs or a declaration of financial exigency. The [updated version of the policy \(PDF\)](#) is available on the senate website.

A host of amendments were considered and debated in several meetings. The final amendment, passed at the May 4 meeting, added three components to the new policies:

- Requires senate participation in determining financial exigency
- Requires senate participation in faculty reductions
- Gives faculty the right to appeal terminations due to financial exigency

"It was a long haul, but it was worth it," said departing senate president Arnold van der Valk. "I think we really ended up with a fabulous document."

Other business

Senators also approved:

- The spring graduation list, including a posthumous degree for Travis "TJ" Good, a senior civil engineering major who died April 13 from a suspected case of bacterial meningitis
- Design's bachelor of industrial design degree, an interdisciplinary program with the College of Business and mechanical engineering department

More handbook revisions will be carried over to the fall. Facing a packed agenda, the executive council postponed discussion of proposed changes to sections 10.8 and 2.7 of the handbook. The changes define the voting requirements for changing, adding, merging or discontinuing academic programs, departments and colleges.

Next time

Two proposed academic programs were introduced and will be ready for a vote when senators reconvene in the fall, including a master of industrial design. Like the newly approved bachelor of industrial design degree, the master's program would be housed in the College of Design's art and design department and work collaboratively with Business and mechanical engineering.

The College of Engineering is requesting the addition of a bachelor of engineering technology (BET)

degree in information and computer engineering technology. The program would target community college transfers, especially those at schools with articulation agreements with ISU.

"This will permit a little more ready articulation between community colleges and Iowa State," said Suzanne Hendrich, chair of the academic affairs council.

In the supporting materials presented to senators, faculty in both the computer science and management information systems departments shared their concerns about the similarity of the program and its possible impact on their enrollments. The BET was approved in principle by the departments, with the understanding that they would work collaboratively to resolve potential conflicts.

Tony Townsend, associate professor in logistics operations and management information systems, said he and his colleagues are not convinced, despite the letter of endorsement from the College of Business' curriculum committee.

"We are profoundly troubled," Townsend said. "We felt this is a deliberate and somewhat cynical move to capture the bank of students that we teach already. My entire group feels this is a naked grab at students to pay against the RMM model. We are strongly opposed to it."

He said LOMIS faculty would be more agreeable with the degree if it was run jointly, but he added that the College of Engineering will not consider that option.

May 6, 2010

Individual salary increases must address equity, merit or retention issues

by Anne Krapfl

Iowa State will use \$3.5 million in new, recurring state funds to award some individual salary increases for the year that begins July 1. President Gregory Geoffroy first announced the proposal at the April 29 state Board of Regents meeting; guidelines were released May 4 in executive vice president and provost Elizabeth Hoffman's most recent [budget planning memo](#).

These funds are in addition to the cost of pay increases required in merit employees' contract with the state, salary increases associated with faculty promotions, and incremental increases in fringe benefits costs, all of which still will be covered by the affected units. They're also in addition to central funds that will be used to implement the new professional and scientific compensation structure on July 1 and raise approximately 55 professional and scientific salaries to new pay grade minimums.

As noted in revised salary guidelines attached to Hoffman's memo, salary increases may be provided to individual faculty, P&S staff, post docs and graduate assistants "when funding is available and an increase can be justified to address equity, merit or retention." Any proposed increase above 5 percent will require approval at the vice presidential level and must be submitted to the appropriate vice president by May 21.

"Satisfactory performance is not a sufficient condition to justify an individual salary increase under these guidelines," noted Hoffman in the memo.

The additional funds for individual salary increases will be distributed to units as summarized in the chart below and in proportion to budgeted salaries (faculty, P&S and grad assistants) for the current fiscal year.

Distribution of FY11 salary increase funds

Unit	Amount
Colleges	
Ag and Life Sciences	\$557,630
Business	\$177,540
Design	\$117,240
Engineering	\$415,450
Human Sciences	\$204,280
Liberal Arts and Sciences	\$797,050
Veterinary Medicine	\$239,080
Library	\$55,310
IT Services	\$112,910

President	\$43,600
Vice presidential	
Business and finance	\$169,790
Exec VP/Provost	\$83,000
Extension and outreach	\$340,220
Research and economic development	\$101,980
Student affairs	\$109,020
Total	\$3,524,100

As Geoffroy also outlined to the regents on April 29, Iowa State's compensation plan for FY11 includes restoring the university's contribution to employees' TIAA-CREF accounts to 10 percent of salary on July 1. The contribution was lowered to 8 percent this winter to help meet a budget reversion to the state. And Geoffroy said the goal in FY11 is to not require furloughs for faculty and P&S staff.

Bridge funding for FY11

Geoffroy designated the \$3.5 million for salary increases from state funds initially intended to be used as bridge funding to help units transition to smaller operating budgets next year. Hoffman said she believes a sufficient volume of bridge funding, between \$12 million and \$14 million, still exists to meet this need. Her May 4 memo also outlines the application process for bridge funds. Requests are due in Hoffman's office by June 4, with decisions about approved requests to be made within two weeks.

May 6, 2010



Landscape architect Angie Solberg, facilities planning and management, worked with university marketing to create Cy directional signs that will make their debut on campus this month. The plan is to use them whenever a few directions would help visitors or the campus community. *Photo by Bob Elbert.*

Directional 'Cy'nage

by Paula Van Brocklin

There's no question about it. Iowa State's beloved mascot, Cy, is one talented bird. And soon he can add crossing guard to his resume.

Well, sort of.

Beginning next week, pedestrians navigating the Morrill Road construction zone will receive helpful detour instructions from three life-size, two-dimensional stand-up replicas of Cy. Each stand-up will display a large directional sign telling pedestrians where to safely trod through the area.

Made to last, the Cy stand-ups are created from outdoor-grade plywood with metal sheeting on both sides. Each piece, which stands about 5 feet tall, is painted and clear-coated to withstand Iowa weather.

Facilities planning and management staff coordinated the Cy creations and hope the stand-ups will stick around for several years. To discourage pranks and thieves, FPM will anchor each Cy in concrete.

Admissions will use a fourth Cy stand-up for orientation registration this summer at the Hixson Lied center.

Each Cy costs about \$750, which was funded through the Morrill Road construction project.

May 6, 2010

Reminder: Central campus leg of Morrill Road closes Monday for the summer

by Anne Krapfl

Central campus' Morrill Road between Osborn and Union drives will close this summer for reconstruction. The project begins Monday, May 10 and -- absent weather delays -- should wrap up before Saturday, Aug. 7.

Moving through the construction zone

Except for the planned one or two days in July when the entire stretch of road will be paved, pedestrians will be able to cross Morrill Road at three sidewalk locations during the construction period:

- At the south end of Beardshear Hall
- At the south and north ends of Morrill Hall

Most deliveries to Beardshear and Carver halls will be brought by cart from lot 65, south of the Enrollment Services Center. For a limited number of deliveries, a vehicle may be allowed to use the sidewalk along the west side of those buildings. Signs will be posted to alert pedestrians to the shared sidewalk possibility.

Alternate route for CyRide orange shuttle

The only CyRide route that uses Morrill Road is the orange shuttle between central campus, the Iowa State Center commuter lots and the Vet Med campus. The orange route will use existing bus stops along Bissell Road and Union Drive during the construction period.

Alternative parking

Visitors to buildings affected by the construction project should park in the Memorial Union parking ramp or at metered stalls.

Reserved parking permits for Lot 18 (Morrill Road) will be honored in the east campus parking deck (either level), the prepay lot on the west side of the Armory (lot 21), or any general staff lot on campus. Four additional handicap-accessible stalls will be created temporarily in lot 65, south of the Enrollment Services Center.

The construction project

The project will replace a decades-old, crumbling asphalt road with a concrete one. The new Morrill Road will remain one-way for southbound vehicle traffic. The project also will widen the sidewalk on the west side of Morrill Road, standardize angle parking on the road (except for in front of Morrill Hall) and create an open loading zone and gathering space in front of Beardshear Hall. The existing northbound bicycle lane will be part of the new road as well. Lower-than anticipated bids allowed the university to add to the project two new concrete sidewalks on central campus:

Learn more

- [Aerial image of the Morrill Road construction area \(PDF\)](#)
- [New Cy signs will show you the way](#)

- Along the east side of Morrill Road from roughly Beardshear to LeBaron halls
- Along the north side of Union Drive (in front of the Memorial Union) between two north-south sidewalks

The additional sidewalk work is under way.

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May 6, 2010



Photo by Bob Elbert.

More than 3,300 will complete degrees this week

by Anne Krapfl

An estimated 3,306 students will receive degrees from Iowa State at the end of spring semester and many of them will participate in a graduation ceremony this weekend.

An estimated 101 doctoral and 319 master's students will be honored at the graduate commencement Friday, May 7. It begins at 7:30 p.m. in Stephens Auditorium. John Schuh, Distinguished Professor in Education and chair and professor of educational leadership and policy studies, will give the address.

At noon Saturday, May 8, in the same location, 120 students will receive their doctor of veterinary medicine (DVM) degrees. John Thomson, who will step down from the Vet Med dean's post at the end of the calendar year, will address the graduates.

And an estimated 2,766 students will receive their bachelor's degrees during the undergraduate ceremony at 1:30 p.m. Saturday in Hilton Coliseum. This event will be live video streamed on the [ISU](#)

Reminder: No summer ceremony

This summer is the first year Iowa State will not hold a commencement ceremony at the end of summer term in early August.

Students expecting to complete degrees this summer have been invited to participate in either the May or December graduation

[registrar's website](#). Tickets are not needed for any of the ceremonies.

[events](#).

Honorary degree recipients

Iowa State will confer two honorary degrees at Saturday's undergraduate ceremony. Alumnus and chemist Jonathan Rich will receive an honorary doctor of science degree and give the address. Rich is being honored for scientific contributions to the chemical industry (including a new way to produce silicone polymers) and for his advocacy of shared public-private investment in research.



Since 2007, Rich has served as president and CEO of Momentive Performance Materials, Albany, N.Y., with R&D or production facilities in 30 countries.

Momentive is the world's second largest producer of silicone-based products. He also held research and management positions with GE Silicones and Goodyear Tire and Rubber Co. From 2002 to 2007, he served as president of Goodyear's North American Tire unit and board chairman of Goodyear Dunlop Tires North America.

Rich received a B.S. in chemistry from Iowa State in 1977.

Former Ford Motor Co. and John Deere engineer Harold Brock, Waterloo, also will receive an honorary doctor of science degree. Brock is being honored for leadership in designing tractors that helped spur the transformation of agriculture and food production in the mid-20th century and, since his 1972 retirement from industry, his contributions to education, particularly the development of Hawkeye Community College in Waterloo, of which he was a founding board member. The campus' Brock Student Center, completed in 2008, is named for him.



In the late 1930s, Brock took Ford's revolutionary 9N tractor, with the first three-point hitch system, from conception to production. Today, every tractor manufacturer in the world uses this system, designed by inventor Harry Ferguson. During WWII, Brock worked on Ford's M3 and M4 Sherman tanks and the Ford-Willys Jeep. As director of tractor research at Deere's Waterloo Tractor Works, he headed the group that designed the Deere 4020 tractor in the early 1960s. This tractor reportedly is the most copied tractor in history.

College events

Iowa State's seven undergraduate colleges will honor their graduates during convocations or receptions Friday evening or Saturday morning. A complete list of [commencement events](#) is online on the registrar's website.