



July 29

A sign of summer: construction

University photographer Bob Elbert provides a visual update of a few construction sites on campus. Watch for more next week.

July 29

Bratsch-Prince tapped for post in provost office

Dawn Bratsch-Prince, associate dean in the College of Liberal Arts and Sciences and professor of Spanish, has been appointed associate provost for academic personnel. She succeeds Susan Carlson, who left for a position at the University of California.

July 29

Summer program gives incoming freshmen a boost

A College of Engineering summer program brings incoming multicultural freshmen to campus for academic and research opportunities.

July 29

Education group seeks stronger U.S.-Indonesia ties

Last July, president Gregory Geoffroy helped lead a group of American educators to Indonesia to explore educational programs between U.S. and Indonesian universities. In a follow-up report, educators call for reinvigoration of the two countries' relationship in higher education.



SPEED participants

July 29

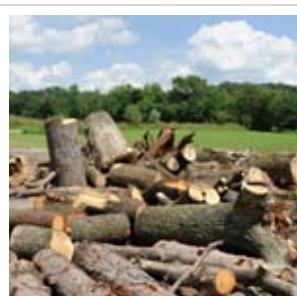
Where's Bob?

Do you know where university photographer Bob Elbert found this pile of mighty firewood?

July 29

Final FY11 budgets confirmed

In a July 23 memo to university leaders, executive vice president and provost Elizabeth Hoffman confirmed final revenue projections and expense budgets for the fiscal year

**Announcements**

- Register by Aug. 7 for quilt classes
- Temporary fueling changes for ISU vehicles begin Aug. 2
- Brian Regan tickets on sale July 30
- Three faculty are entrepreneur fellows

Receptions & open houses

Retirements

- Kathy Emmel, July 29
- Lana Hood, July 29
- Rich Engelhorn, July 30 (no event)
- Rich Jones, July 30 (no event)
- Sheryl Soden, July 30 (office event planned)
- Jim Black, July 30 (recognition held previously)
- Linda Jordening, July 30
- Julia Apple-Smith, Aug. 3
- Don Hofstrand, Aug. 4
- Karen Larson, Aug. 6

Arts & events

Cybrids unveiled

Sneak peek of new hybrid fleet
CyRide will unveil its new fleet of 12 hybrid buses during a short ceremony and open house July 31.

Honors & awards

- Animal science faculty and students

Around campus

- Study: High heels can age your joints
- Broadband expansion will help

that began July 1. Each college and vice president-level unit received a general university budget summary as well as its own summary.



Where's Bob?

July 29

UNI hosts seminar on creating search-friendly web sites

An expert in search engine optimization (SEO) will present a couple of seminars at the University of Northern Iowa. (One seminar also may be offered online.) Iowa State employees are invited to attend any of the sessions at no cost.

Published by University Relations, inside@iastate.edu, (515) 294-7958, Ames, Iowa 50011.
Copyright © 1995-2010, Iowa State University of Science and Technology. All rights reserved.

[Iowa's public universities](#)

- [Cyclone Club sets fund-raising record](#)

Inside tools

[Print this edition \(PDF\)](#)

[RSS](#) | [Twitter](#)

July 29, 2010

A sign of summer: construction

Working around and through atypical precipitation and heat this summer, crews are making progress on construction projects around campus. University photographer Bob Elbert provides these visual updates from a few locales.



North end of the Morrill Road replacement project.



Looking northeast at the recreation services addition to State Gym.



A birdseye view (from Hach Hall) of the beginnings of a reconfigured parking lot 22 north of the Armory.

Published by University Relations, inside@iastate.edu, (515) 294-7958, Ames, Iowa 50011.
Copyright © 1995-2010, Iowa State University of Science and Technology. All rights reserved.

July 29, 2010

Bratsch-Prince appointed to associate provost post

by Erin Rosacker

Dawn Bratsch-Prince, associate dean in the College of Liberal Arts and Sciences, has been named associate provost for academic personnel. Executive vice president and provost Elizabeth Hoffman announced the five-year appointment (effective Aug. 16) today.

"I am very excited Dawn will be joining the executive vice president and provost senior leadership team," Hoffman said. "She brings an extraordinary breadth of leadership and diversity experience, from serving as chair of world languages and cultures to acting as interim director of the women's studies program."

As associate provost for academic personnel, Bratsch-Prince will provide leadership for developing and sustaining programs, policies and initiatives to recruit, retain, review and advance faculty and staff. She succeeds Susan Carlson, who accepted a vice provost position at the University of California.



Dawn Bratsch-Prince

"I welcome this opportunity to join the provost's leadership team," Bratsch-Prince said. "As associate provost, I will work to support ISU's academic personnel while strengthening our institutional focus on diversity. My own positive experiences as both an ISU faculty member and administrator will help us build a healthy work environment in which all faculty and staff can be successful."

Bratsch-Prince came to Iowa State in 1990 as an assistant professor of Spanish in the world languages and cultures department. She earned tenure and was promoted to full professor, then served as department chair from 2002 to 2008, when she was named associate dean of the College of Liberal Arts and Sciences. Bratsch-Prince served as interim director of the women's studies program (2009-10).

Bratsch-Prince currently serves as president of the Association of Departments of Foreign Languages (ADFL), a division of the Modern Language Association. She also was honored by her college and the university for her departmental leadership. The Brooklyn, N.Y., native earned her bachelor's (1983) and master's (1985) degrees in Spanish from New York University. She received a Ph.D. in romance philology from the University of California, Berkeley in 1990.

July 29, 2010



Materials science and engineering professor Scott Chumbley (center) gave SPEED participants a closer look at a scanning electron microscope, one of many department lab experiences planned for the students. *Photo by Bob Elbert.*

Summer program gives incoming freshmen a boost

by Erin Rosacker

A College of Engineering multicultural program for high school students brought 21 incoming freshmen to campus this summer. Ten of the students in the Summer Program for Enhancing Engineering Development (SPEED) are studying on an academic track, while 11 are working on research projects. The program wraps up Aug. 6.

"SPEED is an immersive learning community where strong peer relationships are built and critical acclimation to the university gives them an excellent start as first-year college students," said Derrick Rollins, the professor of statistics and chemical and biological engineering who created and leads the program.

Students live on campus during the eight-week program, and participate in field trips, leadership activities and professional development workshops in addition to their academic or research activities.

Math, physics and computer programming are the primary subjects studied in the academic track. The research track pairs students with Engineering faculty for hands-on experience with ongoing research projects. Although participants do not earn college credit during the program, they can test out of some prerequisite courses. However, academic students earn up to \$200 each week, and research participants earn up to \$300 per week.

"The goal of the academic track is to accelerate the preparation of high-potential, but disadvantaged, underrepresented students of color -- to expose them to the professional world of engineering and place them on an accelerated track for professional achievement and development," Rollins said.

"The goal of the research track is to provide an intensive research mentoring experience for high-achieving underrepresented students in engineering -- to place them on a unique path leading to professional or graduate school."

Chock-full itinerary

Weekdays are filled from 8 a.m. to 9:30 p.m. with classes, lab time, workshops and study sessions. Blocks of time are set aside for meals and personal time during the week, while weekends are more flexible with scheduled field trips and plenty of free time.

Some topics covered in the learning workshops include:

- How to write lab reports
- Community service, involvement opportunities and volunteering
- Etiquette, professional behavior and communication
- International programs

Through lab experiences and presentations, participants are exposed to such things as electrical engineering, materials engineering and internal combustion engineering. They've made field trips to Pella Corporation (Pella) and General Mills (Cedar Rapids), with another to Rockwell Collins (Cedar Rapids) on the itinerary.

Who's here

Participants hail from Iowa and other Midwest states, but also come from Tennessee, Texas and Puerto Rico. This year, the SPEED roster boasts nine females and 12 male students.

Zak Cordes, an incoming aerospace engineering major from Delano, Minn., was paired with genetics, development and cell biology professor Eve Wurtele. He joined her team of ISU students which is developing a video game that teaches biology to high school students. His part of the project integrated calculus skills into the game.

"I'm not used to working on a computer all day, but the work is fun," Cordes said. "I took calculus over a year ago, so this is really helping me understand it more."

Rafael Alameda plans to major in chemical engineering. The Puerto Rico native is participating in the academic track, and said he would recommend the program to other students. James Jackson, a future civil engineering major from Dallas, said the academic program was a lot of work, and it beats his summer alternative.

"I'd probably just be sitting at home," Jackson said with a smile.

July 29, 2010

Education groups seek stronger U.S.-Indonesia ties

by Diana Pounds

Last July, president Gregory Geoffroy helped lead a group of [American educators to Indonesia](#) to explore educational programs between U.S. and Indonesian universities.

This month, the four organizations participating in that delegation called for a "comprehensive reinvigoration" of the U.S.-Indonesia relationship in higher education through the combined efforts of the two countries' public, private, university and nongovernmental sectors.

The organizations call for efforts to:

- Increase exchanges among students, faculty and researchers, including doubling the number of Indonesians studying in the United States, and tripling the number of Americans studying in Indonesia
- Strengthen the capacity of Indonesian institutions to improve educational performance and attract American students and faculty in new fields of study
- Expand U.S.-Indonesian institutional partnerships, including research partnerships
- Build the capacity of American institutions to participate in study and research on Indonesia, and receive Indonesian students
- Work with Indonesia to facilitate U.S. investment in strengthening Indonesia's education sector

Geoffroy co-chaired the delegation and represented the Association of Land-Grant Universities in last summer's visit to Indonesia. The three other institutions participating in the delegation included the Association of Public and Land-grant Universities; United States-Indonesia Society, which promotes connections between the two countries; Institute of International Education, which administers programs such as the Fulbright Scholarships for the U.S. Department of State; and East-West Center, an education and research organization established by U.S. Congress.

Details

Details on the "Report of the U.S. Higher Education Leaders Mission to Indonesia" are on the [Association of Public and Land-Grant Universities newsletter](#).

July 29, 2010



Where's Bob?

The university's free wood and pallet area in the northeast corner of campus (south of the coal pile, north of the railroad tracks) has filled in following the July 18 storm that tore through Ames. Tree trunks and limbs too large for mulching or chipping have been transported to the free wood area. The public may take pieces from the site. *Photo by Bob Elbert.*

July 29, 2010

FY11 final budget statements provided to campus units

by Anne Krapfl

Revenue increases from tuition and indirect costs associated with sponsored research, and expense decreases for personnel and utilities highlight the university's budget for FY11, which began July 1. Executive vice president and provost Elizabeth Hoffman summarized the budget in a [July 23 memo \(PDF\)](#) to ISU leaders. All of Hoffman's [memos on the budget development process](#) are online for the campus community to view.

Revenues

Tuition increases this year (6 percent for Iowa residents; 4.1 percent for non-Iowans) will bring in a projected \$26.6 million additional dollars. This is based on March enrollment estimates provided by the registrar's office.

Centrally funded student financial aid (set aside from tuition revenues) will increase almost \$6.4 million this year, to help address enrollment and tuition increases and a growing demand for need-based aid. Tuition revenue is expected to add up to \$252.9 million in the FY11 budget.

A jump in sponsored research awards in the past year translates to an additional \$1.14 million in projected income from indirect costs this year.

State support to Iowa State, including the general university and several research and service functions that receive a targeted appropriation, will total \$228.1 million this year, down from \$245.3 million on July 1, 2009. The reduction includes \$11.3 million to the general university budget and a combined \$5.9 million to eight direct-appropriation units or services such as the Agriculture Experiment Station, Leopold Center, Small Business Development Center and the Vet Diagnostic Lab.

Expenses

About 60 percent (\$325.7 million) of the FY11 general fund budget will be used for salaries and benefits. This figure is down from the budget a year ago, due to several factors:

- Personnel changes, including retirements, early retirements and position eliminations
- Internal reallocations made to fund required salary increases this year -- such as faculty promotions, annual merit increases and about 55 salary increases needed to implement the new P&S compensation structure on July 1
- Projected cost increases of medical and dental insurance

Budget leaders also expect utility costs for the general fund to be about \$1.6 million less than what was budgeted a year ago. Separate budget summaries were sent to the various college and vice president-level units to supplement Hoffman's memo.

July 29, 2010

UNI sponsors seminar on improving web page visibility on search engines

by Diana Pounds

There are a number of ways to make web sites more search-engine friendly, which in turn may lead to higher placements in search results.

A well-known expert in search engine optimization (SEO) will present a couple of seminars on the topic at the University of Northern Iowa in August. Iowa State employees are invited to attend the UNI-sponsored event at no cost.

Presenting the programs will be Ben Finklea, CEO of the search marketing firm Volacci, and author of "Drupal 6 Search Engine Optimization."

Two sessions are planned:

- An all-day session Wednesday, Aug. 11, for technical web staff and content editors and
- A nontechnical, two-hour session Thursday, Aug. 12, for administrators and others who are involved in managing web sites. Information on search engine advertising, such as Google ads, will be included. You may be able to attend this session without leaving campus; UNI officials are working to offer the session via the web.

Sign up online

More information on the sessions and online sign-up is on UNI's [search engine optimization](#) page.

July 29, 2010



Sneak peek

CyRide will unveil its new fleet of 12 hybrid buses at an open house and dedication event on Saturday, July 31 (3 p.m., Ames Transit Agency, 1700 University Blvd.). The "Cybrid" fleet will run on biodiesel and electric hybrid engines, reducing noise, emissions and fuel consumption. An online survey determined the winning design for the look of the buses, which were purchased with a combination of local, state and federal dollars. Everyone is invited to attend, but please RSVP by phone (239-5566) or e-mail (jvan_dyke@cyride.com). Ice cream sandwiches and a ride on a hybrid bus will be offered. *Photo by Bob Elbert.*