

Nov. 4

**Where's Bob?**

Do you know where university photographer Bob Elbert spotted this brick enclosure?

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**A new textbook option: Rent 'em**

University Book Store launched an in-house textbook rental program this fall. So far, students have rented more than 80 percent of the rental inventory.



Textbook rentals

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**Four fallen soldiers will be honored  
Nov. 11**

Four former ISU students -- one from each of the 20th century's major conflicts -- will be honored at the annual Veterans Day Gold Star Hall ceremony Nov. 11.

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**Regent meeting roundup**

Meeting Oct. 28 in Iowa City, the state Board of Regents approved a design firm for a new outdoor complex and new stadium scoreboard for the athletics department, and received updates on flood recovery and technology transfer efforts.

**Announcements**

- ISU raises its green grade on Sustainability Report Card
- Coach Fennelly's first lunch with fans is Nov. 8
- HRS benefits webcasts air Nov. 4
- Nov. 10 forum topic is compliance review for animal research
- Snowblower tuneups are Nov. 12-13
- Brunner Art Museum has reopened
- Forum members to discuss sustainability initiatives for ISU
- "Fall back" one hour this weekend
- ISCORE proposals due Dec. 3
- Diversity, women's enrichment grant recipients announced
- Alumni association seeks award nominations

**Receptions & open houses**

## Retirement

- Judy Trumpy, Nov. 8 (no public event)

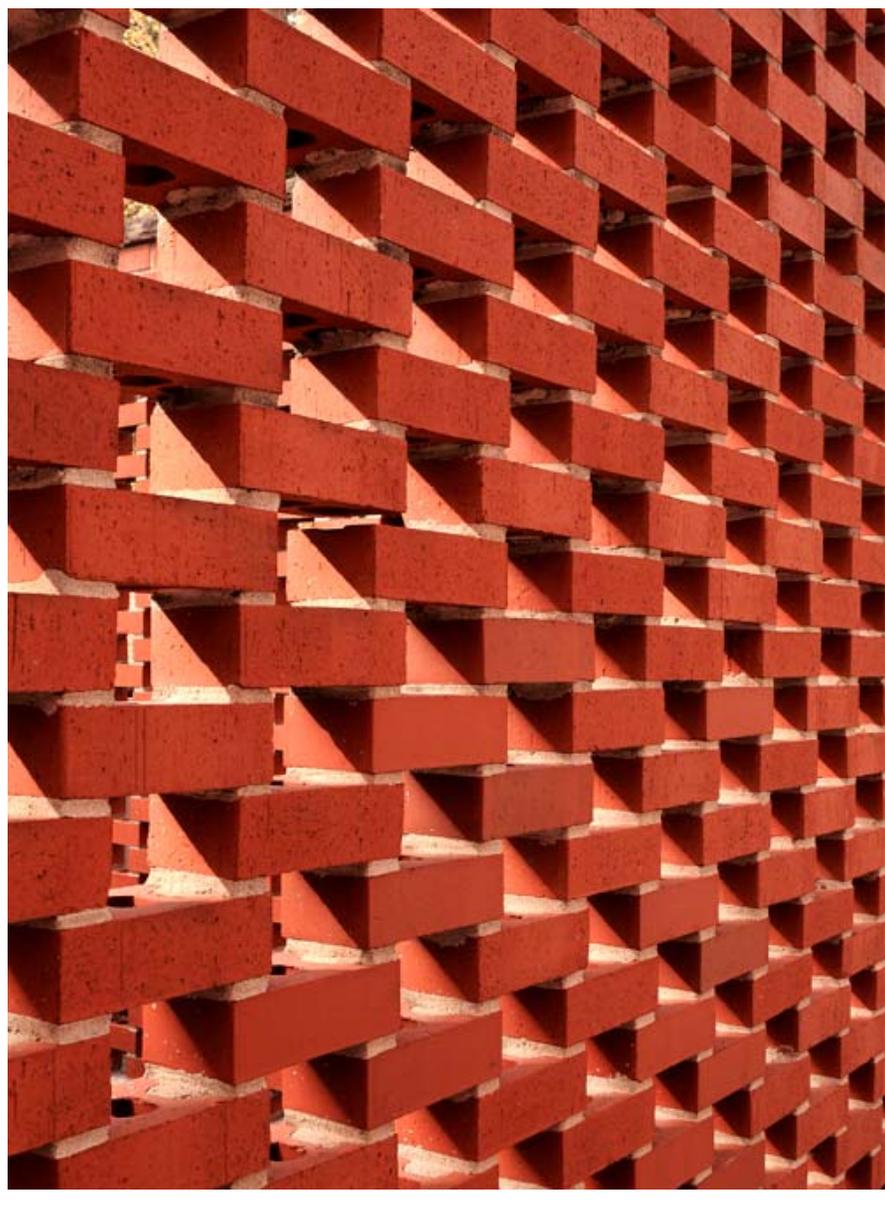
**Arts & events***The Arabian Nights***ISU Theatre brings stories to life in  
*The Arabian Nights***

A young bride tells 1,001 stories featuring genies, jesters, thieves and kings to enchant a Persian sultan and save her life. *The Arabian Nights* opens Nov. 5 at Fisher Theater.

**Around campus**

- ISU researchers team up with NFL PLAY 60 campaign

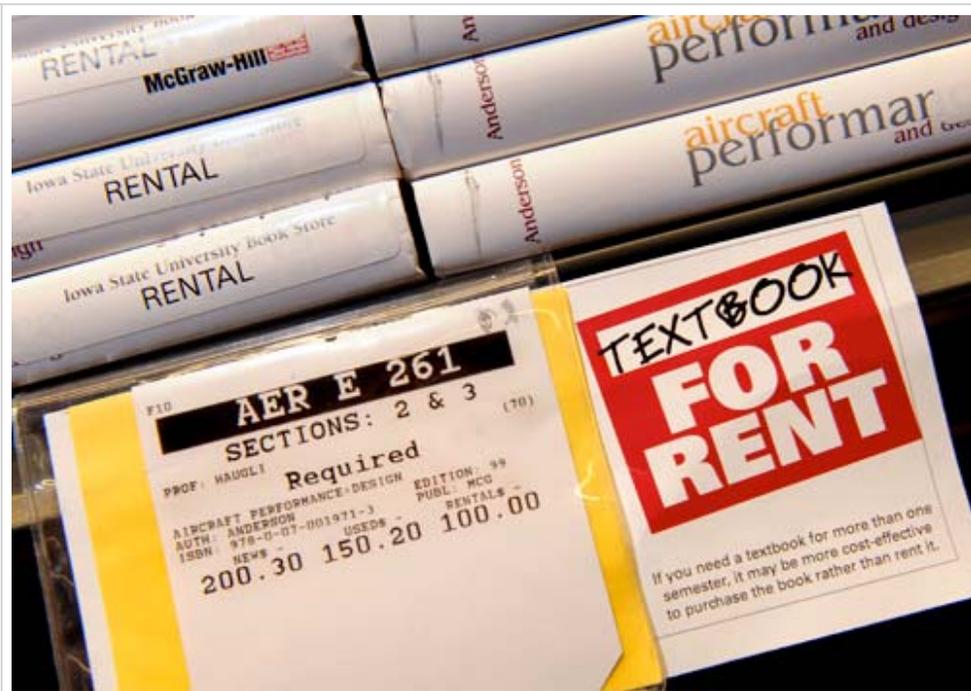
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## Where's Bob?

University photographer Bob Elbert found this brick grill on the west side of Pearson Hall. It encloses a large set of electrical boxes.

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About 140 titles that students could rent -- instead of buy -- this fall are identified with a special card. *Photo by Bob Elbert.*

## Textbook rentals at University Book Store make strong debut

by Anne Krapfl

Remember the relief you felt when -- occasionally during your college years -- you discovered you had the option of purchasing a used textbook? Things got even better this fall for Iowa State students with the launch of another money-saving strategy: textbook rentals.

The idea has been in play around the country for several years. After considering a partnership with a national textbook rental operation, University Book Store (UBS) opted instead to start its own rental program. A \$300,000 grant from the U.S. Department of Education helped purchase the initial supply of books designated for rental and an inventory software upgrade to manage the rental process.

This semester, the bookstore offered a rental inventory of 11,000 books -- mostly new copies -- covering 140 book titles. Iowa State students rented about 82 percent of that inventory, in most cases, for somewhere between 25 percent and 55 percent of a book's new purchase price. By renting, they saved themselves a collective \$500,000. Books included in the rental program are flagged with a "For Rent" card on the store shelves.

### What's rentable

Carl Arbuckle, UBS textbook buyer, said the store typically has around 3,300 titles in its textbook inventory, so the rental program is a fraction of new and used book sales. The plan is to gradually grow the rental program, but Arbuckle said he envisions it maxing out at about 500 titles. Not every book is suited for the rental option, he said. Some favorable considerations include:

- High retail price
- Multi-year commitment from faculty to use that text
- One-semester course (not two)
- High enrollment course
- A book students are unlikely to keep (general education courses, for example)

Arbuckle also said he and his staff tried to strike a balance among upper and lower division courses and among many academic disciplines, whenever possible. Some courses -- for example, literature courses that require multiple, less expensive books -- aren't great candidates for book rental. Course packets and books with tear-outs aren't rentable, either.

Following are a few examples of the 140 books available for rent this semester:

- *Aircraft Performance and Design* (Aerospace engineering 261)  
New: \$200.30  
Used: \$150.20  
Rent: \$100
- *Human Biology* (Biology 155)  
New: \$149  
Used: \$111.70  
Rent: \$70
- *Gendered Lives: Communication, Gender and Culture* (Women's studies 323)  
New: \$97.30  
Used: \$72.90  
Rent: \$35
- *Weather and Climate* (Agronomy 503)  
New: \$121.20  
Used: \$90.90  
Rent: \$35
- *Transportation: A Supply Chain Perspective* (LSCM 461)  
New: \$216.30  
Used: \$162.20  
Rent: \$90

### **More "for rent" signs at UBS**

A student who rents a textbook from University Book Store must return it by Dec. 17, or pay the replacement cost -- the price of a new book.

Arbuckle said the current rental program is labor intensive because book copies are designated in the inventory system as sale or rent, and have to be manually moved from one category to the other if customer demand compels it. By next fall, he hopes to have in place a software update that would designate a book simply as new or used until the time of purchase or rental. The cashier would record which option the customer selects; this ease would help expand the rental program.

For those who work with textbooks, there are other issues to monitor as well, including the growth of electronic readers and factors related to timing, for example the expected shelf life of a textbook at

this university, with this faculty.

UBS marketing manager Amy DeLashmutt noted that to comply with the Higher Education Opportunity Act (2008), the university must post textbook information for each course option by the time of registration for each semester. This in turn compels faculty members to make earlier decisions about the texts for their courses, which helps Arbuckle and his team do their jobs.

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## ISU will honor fallen soldiers in Gold Star Hall ceremony Nov. 11

by Teddi Barron, News Service

The walls of Gold Star Hall -- the "memorial" in Iowa State's Memorial Union -- are engraved with the names of former students who died while on active duty in the U.S. Armed Services. This year, four will be honored during the annual Veterans Day Gold Star Hall ceremony. The observance will begin at 3:15 p.m., Thursday, Nov. 11, in the MU Great Hall. It is free and open to the public.

The four being honored are from each major conflict of the 20th century, their deaths spanning 48 years, from 1918 to 1966. John Hubert Woodward's name is new to the memorial this year. Names of the other three soldiers were previously engraved on the wall, although no ceremonies were held. (See sidebar.)

When the Memorial Union opened in 1928, the names of Iowa Staters who died in World War I were carved into the walls. In 1959, the names of World War II casualties were mounted on two bronze doors in the zodiac foyer. In 1984, the names from World War II, Korea and Vietnam were engraved into the limestone inside Gold Star Hall.

Name additions also were made in 2003, 2006, 2007, 2008 and 2009 -- adding overlooked servicemen from World War II, Korea, Vietnam and Somalia, as well as Iraq and Afghanistan. Gold Star Hall embodies the memorial that the entire building represents.

During the ceremony, each soldier's life will be remembered through personal stories and photos. These were compiled by Kathy Svec, retired MU marketing director, who researched local newspapers, genealogical and historical societies, yearbooks, phone directories and online resources to track down family members and piece together each soldier's life story.

In addition to the soldiers' stories, the ceremony will include an Army ROTC color guard and brief remarks by university and military representatives.

### Gold Star honorees

- Charles Thomas Hopper
- Delbert Ray Peterson
- Russell Manning Vifquain
- John Hubert Woodward

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## **Athletics department gets first green light for new outdoor complex**

by Anne Krapfl

Iowa State received permission Oct. 28 from the state Board of Regents to hire RDG Planning and Design to develop plans for a new sports complex in the green space east of Wallace and Wilson residence halls (the Towers). As outlined, the \$10.7 million complex would include practice and competition facilities, as well as office/training/locker room buildings for the Cyclone softball, soccer and men's and women's track teams. There isn't a timeline for the project yet. The site currently is used by ISU recreation services for activities such as rugby, soccer, flag football and lacrosse.

The Southwest Athletics Complex (which includes softball, baseball and track facilities) and the current soccer complex east of the Lied Center would be reallocated to ISU recreation services for club sport programs.

The athletics department proposes to pay for the complex with private gifts and debt financing that uses discretionary and other gift revenues. Neither general university support nor new student fees would be sought.

Also at the board meeting, the athletics department received permission to purchase a new Daktronics video scoreboard and sound system for Jack Trice Stadium, costing up to \$4 million. The new system will be installed in the north end of the stadium and integrated with the Jacobson Building.

Vice president for business and finance Warren Madden noted that the current sound system is ineffective in many areas of the stadium. He also said that removing the current scoreboard, which was installed in 2002, begins the long-term vision of "bowling in" (permanent stadium seating) the south end of the stadium.

This purchase would be financed over 10 years and paid for with guaranteed revenue in the department's multimedia contract with Learfield Communications. Again, no general university support or increased student fees would be needed to pay for this purchase.

### **Flood update**

Madden also provided a flood recovery update to the regents. He said university leaders continue to use the \$40-\$50 million cost estimate, "but as we proceed, things are coming in on the low side of estimates." He's optimistic the actual cost will be on the low side of the estimate.

Madden said the university has received approximately \$6 million cash from insurance payments so far. The 12-member Disaster Recovery Coordinating Team is working closely with FEMA (Federal Emergency Management Agency) representatives on strategies for better "flood-proofing" key buildings such as Scheman and Hilton.

The board approved the option of bond financing, outlined in U.S. Treasury regulations, to help pay

for flood-related recovery costs, if necessary. Madden said he doesn't think the university will need to use this option.

"I believe we can cash-flow the flood expenses," he said.

## **Annual tech transfer report**

Vice president for research and economic development Sharron Quisenberry presented the university's FY10 economic development and technology transfer report to the board. In brief oral comments, she told the regents that "research is the engine that drives the economy." She said Iowa State will help create an "innovation economy" in the state by anticipating emerging areas of growth.

Among the university's achievements she cited for the year that ended June 30:

- \$388.2 million in grants, contracts, gifts and cooperative agreements, a 27 percent increase over the previous year's record
- \$58 million in revenue for Iowa companies as a result of technology licensed by the university (calendar year 09)
- 26 patent applications filed
- 29 patents awarded
- 260 license and option agreements that generated income for the university
- \$9.4 million in royalty and license fee income

Quisenberry's [written report to the regents \(PDF\)](#) is online at the board's Oct. 28 meeting website (pp. 41-59 in the report).

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## ISU Theatre brings stories to life in *The Arabian Nights*

by Steve Jones, LAS Communications

The 1,001 stories of a young bride that feature genies, jesters, thieves and kings highlight ISU Theatre's production of *The Arabian Nights* at Fisher Theater, beginning Nov. 5.

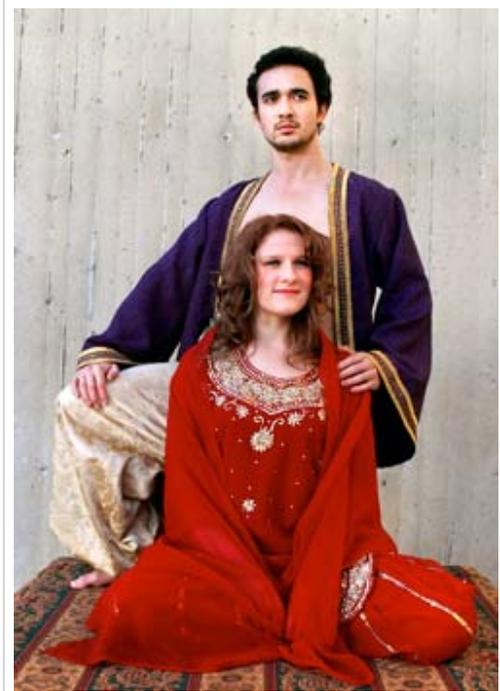
The story by playwright Mary Zimmerman is a sensitive adaptation of the medieval Middle East literary epic *The Book of Thousand Nights and One Night*. King Shahryar (senior Chris King), a Persian sultan, mistrusts all women after the betrayal by his first wife. Facing the certainty of a death sentence, his latest young bride Scheherazade (sophomore Brittney Rebhuhn) tells him a story on their first night together and begins a second one. The sultan eagerly awaits the conclusion on the following night. After 1,001 nights of storytelling, he makes her his queen.

"The piece is scripted as a narrative. Sometimes it's a story within a story within a story," said guest director epla Birmingham, a professor of theater at Western Illinois University. "This play celebrates the power that stories, or fiction or parables, have to transform us -- like Shahryar, we have the capacity to be changed."

*The Arabian Nights* gives us a good look at a medieval culture during the Islamic Golden Age, Birmingham said.

"It's a time when the culture was the richest center in the world. I want to celebrate that culture," she said, adding that this adaptation is true to the original tale.

*The Arabian Nights* will take place in Fisher Theatre, which will be decorated to resemble the interior of a large tent. Performances are Nov. 5, 6, 12 and 13 at 7:30 p.m., and Nov. 7 and 14 at 2 p.m. Admission is \$15 for adults, \$13 for students and \$8 for students. Tickets are available through [Ticketmaster](#), the Iowa State Center ticket office or at the door before the performance.



In ISU Theatre's production of *The Arabian Nights*, King Shahryar (Chris King) is enchanted by the nightly story-telling his young bride Scheherazade (Brittney Rebhuhn) uses to save her life. Photo by Casey Gradischnig.