



Dec. 1

**Ready, set, shop ... on campus**

Who needs Black Friday or Cyber Monday? It's time for *Inside's* annual gift guide, which highlights items offered by campus retailers, units and student organizations.

Dec. 1

**Twenty initiatives receive central funding**

About \$4.6 million in matching funds from ISU units will leverage about \$4.7 million in central funds to cover 20 new initiatives this year grounded in the university's strategic plan. The one-time funding awards vary in size from \$24,000 to \$1 million.

Dec. 1

**Launching a new institute**

A packed house listened as author, columnist and political analyst Charlie Cook delivered the Nov. 27 inaugural address for Iowa State's new Harkin Institute of Public Policy. A short dedication ceremony preceded his talk.



Charlie Cook

Dec. 1

**Two finalists are interviewing this week for CELT post**

Iowa State professors Cinzia Cervato (geological and atmospheric sciences) and Ann Marie VanDerZanden (horticulture) were selected in an internal search for the next director of the Center for Excellence in Learning and Teaching and co-director of the learning communities program. Both finalists are interviewing this week; their schedules include an open forum.

**Announcements**

- Reiman Gardens is open Thursday nights in December
- Employee wellness events planned
- Espinoza to speak at Dec. 1 forum
- Madrigal tickets on sale Dec. 1
- CESMEE sets December events
- Nominations encouraged for Business dean post
- New committee will set the direction for high performance computing
- Submit library reserve requests now
- Recycle your old phonebooks; Dec. 12 is collection week

**Receptions & open houses**

Receptions

- "Reclaimed: Reflections of a River" exhibit, Dec. 1
- Gregory and Kathy Geoffroy, Dec. 8
- Gail Ferlazzo, Dec. 14

Retirements

- Richard Poist, Dec. 2
- Jan Stoehr, Dec. 2

**Arts & events**



WinterFest 2011

**Celebrate winter during WinterFest**  
 WinterFest 2011 is Friday, Dec. 2, and offers a blizzard of fun (mostly free) activities for all ages.

Copyright © 1995-2011, Iowa State University of Science and Technology. All rights reserved.

### Around campus

- Christina Romer is fall Mary Louise Smith chair

### Inside tools

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

[!\[\]\(de95854c7ee024cfadc48187bbb781b2\_img.jpg\) RSS](#) | [Twitter](#)

IOWA STATE UNIVERSITY

INSIDE **Iowa State** *for faculty and staff*SEARCH INSIDE 

Dec. 1, 2011



## Gift ideas that support campus units, groups

by Erin Rosacker

You've tackled Black Friday, Small Business Saturday and Cyber Monday. Now try *Inside's* annual gift guide, which features options available through Iowa State's own campus retailers, units and student organizations. Browse our compilation of holiday open houses, gift certificates and memberships -- perfect for grab bags or that hard-to-shop-for person on your list.



### Alumni Association

The "**Best of ISU**" book of postcards (\$20, \$15 for members) contains 20 exclusive full-color campus images, taken by *VISIONS* photographer Jim Heemstra.



### Athletics Department

Join the team with a customized replica **Cyclone basketball jersey** (\$80). Choose the name and number you want placed on the Nike jersey and wear it with pride.



### ISU Dining

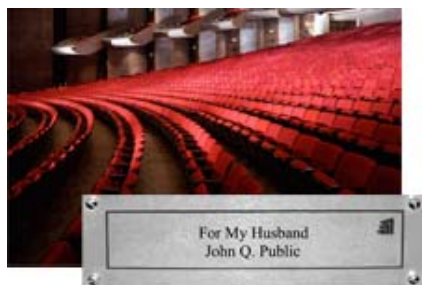
Caribou Coffee carries gift items at its Hub location, including



### Department of Music

The Iowa State pep band got new jerseys and turned the old ones

skins for mobile devices (\$5.99) and reusable coffee sleeves that double as fingerless gloves (\$10.99).



### Iowa State Center

Turn a \$300 tax deductible gift to the Iowa State Center's Performing Arts Endowment into a personalized seat at Stephens Auditorium.

into throw pillows (\$40). The pillows are approximately 12-by-13 inches and represent a colorful part of Hilton Magic.



### Reiman Gardens

Written and illustrated by Iowa native Sue F. Cornelison, *The Twelve Days of Christmas in Iowa* (\$12.95) includes a "five butterflies" verse referencing Reiman Gardens' butterfly house. The book is one of many holiday items in the gardens' gift shop.



### Trademark Licensing

One of this year's newly licensed products is a rotating night lamp (\$39.99) which showcases Iowa State's new mascot marks. The lamp stands 12 inches tall and five inches across.



### University Book Store

These new Iowa State logo sport watches (\$46.99) are available in men's and women's styles. They feature date calendar functions, rotating bezel/timer circles, scratch-resistant crystals and leather bands.



### University Marketing

The one-of-a-kind Iowa State **banner bags** (\$30, \$25 members) are made of recycled promotional banners once displayed on University Boulevard light poles or campus buildings. Proceeds benefit the university's ongoing banner program and the ISU Alumni Association.



### University Museums

*The Land-Grant Act and the People's College: Iowa State University* (\$38) is an anthology about the impact of the Morrill Act during Iowa State's formative years. The **full-color book** is dedicated to president Gregory Geoffroy, and includes essays by several scholars and contributors with campus ties.



### Veenker Memorial Golf Course

Show your school spirit on the golf course with a Sun Mountain **Cyclone cart bag** (\$179). It's just one of many Cyclone items available at the pro shop, which is open year round.

### Open houses, sales

#### Art Mart

*Dec. 1-3, Campanile Room, Memorial Union*

The annual sale includes work by artists from the Workspace, Gaffer's Guild and University Print Society. Most items are priced from \$8 to \$20.



**CoDAC Fall Art Sale**

*Dec. 7-9, Design lobby*

The biannual sale includes artwork by students in the integrated studio arts program. A portion of the sales help fund club activities, workshops and guest speakers. Prices range from \$10 to \$100.



Food Science Club silent auction

**Food Science Club silent auction**

*Dec. 1, Kildee atrium (5:30-8:30 p.m.)*

Items up for bid include donations from area food vendors, crafts and baked goods made by club members and department staff.

**Student Groups**

- **ISU Block and Bridle Club**, Summer sausage and cheese gift packages, \$5-\$20
- **ISU Horticulture Club**, Poinsettia sales, \$7-\$20
- **ISU Forestry Club**, Christmas tree and wreath sales, \$15-\$45

**Gift cards, gift certificates**

- Iowa 4-H Center camps, merchandise
- ISU Educational Gift Certificate
- Iowa State Center
- Joan Bice Underwood Tearoom
- University Book Store
- Veenker Memorial Golf Course

**Memberships**

- ISU Alumni Association
- Lil' Clone Club
- Reiman Gardens

Published by University Relations, [inside@iastate.edu](mailto:inside@iastate.edu), (515) 294-7958, Ames, Iowa 50011.  
Copyright © 1995-2011, Iowa State University of Science and Technology. All rights reserved.

Dec. 1, 2011



## Twenty initiatives receive central funding

by Anne Krapfl

About \$4.6 million in matching funds from ISU units will leverage about \$4.7 million in central funds to cover 20 new initiatives this year grounded in the university's strategic plan. Among them:

- New teaching technologies in 60 general university classrooms and centralized controls in 180 classrooms
- MacKay Hall auditorium renovated to a state-of-the-art lecture classroom
- More staffing under the Dean of Students umbrella for judicial affairs and a new student services program targeting those with a connection to military service
- Equipment for manufacturing labs shared by two College of Engineering departments
- Improved landscaping and maintenance along the campus route used for prospective student tours
- An IT position for three years to develop e-forms that replace some university-wide paper forms
- Expanded electronic backfiles of older printed journals at Parks Library

Earlier this month, executive vice president and provost Elizabeth Hoffman notified the recipient teams in the funding request process. The awards for the one-time funding vary in size from \$24,000 to \$1 million. Most are in the \$100,000-\$600,000 range.

"The intent is to encourage units to invest in certain kinds of program activities and infrastructure," said director of budgets Dave Biedenbach. "In most cases, they can't fund them fully, so this is a way to partner with them on some key initiatives."

The \$4.7 million in central funds is the difference between actual reductions in FY12 state funding to Iowa State and (larger) budget reductions the university planned for in late April. The Legislature's late adjournment (June 30) prevented ISU budget leaders from incorporating the actual reduction in the budget they submitted to the state Board of Regents for approval. Instead, leaders opted to hold the additional dollars in the Institutional Excellence Fund and develop a strategy for their use.

Biedenbach said the provost's office received about 150 proposals totaling more than \$28 million in requests for central funding. A team of senior leaders reviewed the proposals and made recommendations to Hoffman, who gave final approval.

Biedenbach said that because of the high quality of the requests, approval is pending for an estimated

\$4.8 million in central funds to support 14 additional proposals when they are better developed. All proposals require a cash or in-kind match, the size of which isn't defined.

Funding strategic initiatives from the Institutional Excellence Fund will be an ongoing piece of budget planning, Biedenbach said. He noted that strong enrollments this fall amplified a pre-existing need in certain areas, such as classrooms that better support active learning and student support services.

### Summary: Funding for strategic initiatives

	Central funds	Cash match
<b>Teaching, learning, student support</b>		
Program initiatives	\$327,196	\$50,000
Classroom, library facilities	\$2,514,250	\$2,642,100
<b>Research, outreach</b>		
Program initiatives	\$784,400	\$821,500
Laboratory equipment, backfiles of electronic journals	\$405,000	\$239,200
<b>Administration</b>		
Program initiatives	\$25,000	\$5,000
Computing storage, forms development	\$775,000	\$875,000
<b>Total</b>	<b>\$4,780,846</b>	<b>\$4,632,800</b>

Published by University Relations, [inside@iastate.edu](mailto:inside@iastate.edu), (515) 294-7958, Ames, Iowa 50011.  
Copyright © 1995-2011, Iowa State University of Science and Technology. All rights reserved.



IOWA STATE UNIVERSITY

INSIDE **Iowa State** *for faculty and staff*

SEARCH INSIDE

Dec. 1, 2011



**Launching a new institute**

Charlie Cook, who in addition to publishing *The Cook Political Report* is a columnist in the *National Journal* and political analyst for NBC News, spoke to a full house Nov. 27 at the inaugural event of Iowa State's Harkin Institute of Public Policy in the Memorial Union Sun Room. Cook, known nationally for his nonpartisan analysis of political contests, shared some insights on the 2012 election. His talk was preceded by a short ceremony officially dedicating the Harkin Institute, which received final approval from the state Board of Regents in April. *Photo by Mike Ferlazzo.*

Published by University Relations, [inside@iastate.edu](mailto:inside@iastate.edu), (515) 294-7958, Ames, Iowa 50011.  
 Copyright © 1995-2011, Iowa State University of Science and Technology. All rights reserved.

IOWA STATE UNIVERSITY

INSIDE Iowa State *for faculty and staff*SEARCH INSIDE 

Nov. 28, 2011



## Two faculty members are interviewing this week for CELT post

by Anne Krapfl

Two finalists have been identified in the internal search for the next faculty director of the Center for Excellence in Learning and Teaching (CELT) and co-director of Iowa State's learning communities program. They are:

- Professor of geological and atmospheric sciences Cinzia Cervato
- Professor of horticulture and CELT associate director Ann Marie VanDerZanden

Their interviews will include an open forum (9-9:50 a.m. in 2019 Morrill Hall) on these dates:

- Cervato, Tuesday, Nov. 29
- VanDerZanden, Thursday, Dec. 1

Cervato joined the Iowa State faculty in 2001. Previously, she was a senior geologist for Pelican AS, an oil company in Oslo, Norway (2000-01), and a staff geologist for Saga Petroleum, Oslo (1998-2000). She also spent four years (1994-98) on the faculty at the University of Maine, Orono.

VanDerZanden joined the Iowa State faculty in 2003. Previously, she was on the horticulture faculty for six years at Oregon State University, Corvallis, where she also coordinated the state's Master Gardener program. She served for two years as an extension horticulture specialist at the University of Illinois (1995-97).

**More information about the candidates** is on the executive vice president and provost's website. Only tenured professors currently at Iowa State were eligible for consideration for the position.

The search committee, chaired by assistant dean of the Graduate College and physics professor Craig Ogilvie, also includes:

- Holly Bender, professor of veterinary pathology
- Carol Faber, associate professor of graphic design
- Jen Leptien, CELT program coordinator
- Jason Pontius, coordinator of continuous academic program improvement
- Allan Schmidt, CELT assistant director for learning technologies

Steve Mickelson stepped down as CELT director and learning communities co-director when he became chair of the agricultural and biosystems engineering department on Aug. 1. VanDerZanden is serving as interim director.

Published by University Relations, [inside@iastate.edu](mailto:inside@iastate.edu), (515) 294-7958, Ames, Iowa 50011.  
Copyright © 1995-2011, Iowa State University of Science and Technology. All rights reserved.

IOWA STATE UNIVERSITY

INSIDE **Iowa State** *for faculty and staff*

SEARCH INSIDE

Dec. 1, 2011



Both the young and young-at-heart can create a flurry of crafts at the MU Workspace (5-9 p.m.) during WinterFest 2011 on Dec. 2. *Photo by Bob Elbert.*

## Celebrate winter during WinterFest 2011

by Paula Van Brocklin

It's beginning to look (and feel) a lot like winter, the perfect backdrop for WinterFest 2011 on Friday, Dec. 2. So bundle up, grab the family and head to campus for a blizzard of fun. Most events are free, with a fair share indoors if there is too much chill in the air.

This year's celebration will look similar to those of years past, with one exception: there will be no illumination ceremony. Student organizers nixed the event this year due to low attendance the past few years. However, a large fir tree east of Beardshear Hall still is illuminated.

One addition to the WinterFest lineup this year is a free 9 p.m. performance by hypnotist Al Snyder in the MU Great Hall.

"Students always have responded very well to these shows," said B.J. Brugman, president of WinterFest. "We anticipate a very large crowd in the Great Hall Friday night."

There are plenty of other events to put you in the winter spirit as well. Here's a look at what's happening during WinterFest 2011.

**WinterFest 2011, Dec. 2** (All events are free unless noted)

- 7 a.m.-7 p.m., **Open house at the University Book Store (UBS)**, **events and specials** throughout the store
- 10 a.m.-6:30 p.m., **ISU Block and Bridle Club cheese and sausage sale**, outside UBS entrance, \$5-\$20
- 10 a.m.-4 p.m., **ISU Horticulture Club poinsettia sale**, outside UBS entrance, \$7-\$30
- noon-8 p.m., **Art Mart**, MU Campanile Room, local artists craft sale (pottery, prints, jewelry and more), most items \$8-\$20.
- 3-6 p.m., **Open house at The Knoll**, hot chocolate, hosted by Kathy Geoffroy
- 4-5:45 p.m., **Registration for Andy Albright Jingle Jog 5K**, MU South Ballroom and Sun Room, 6 p.m. start, \$20 includes T-shirt and jingle bells for your shoes, proceeds support a memorial scholarship in honor of Andy Albright
- 5 p.m.-while supplies last, **Snowflake crafts**, Multicultural Center
- 5-7 p.m., **Empty Bowl Project**, MU Cardinal Room, choose (and keep) a handcrafted bowl and fill it with chili or vegetable soup, \$10 (\$6 youth; \$8 students), bring a nonperishable food item for \$1 discount, food donations benefit Mid-Iowa Community Action, funds raised benefit Oxfam America
- 5-7 p.m., **Campanile tours and carillon music**, ISU carillonneur Tin-Shi Tam, campanile, Hershey Kisses will enhance the "campaniling" experience
- 5-8 p.m., **Seasonal beverage samples**, MU Market and Café
- 5-9 p.m., **Veishea merchandise fire sale**, MU main lounge, T-shirts, sweatshirts, hats, bags and more at discounted prices
- 5-9 p.m., **Winter crafts**, MU Workspace, create reindeer hats and ornaments
- 6 p.m.-while supplies last, **Cookie decorating and hot chocolate**, MU Commons
- 6-8 p.m., **Farm House Museum open house**, "Greenery Galore: An 1880s Farm House Christmas" exhibition and hot beverages
- 6:30-9:30 p.m., **Carriage rides**, pick up on the north side of MU with an optional stop at the Farm House Museum
- 7 p.m.-while supplies last, **Photo snow globe crafts**, Multicultural Center
- 7 p.m. and 10 p.m., **Cyclone Cinema**, *30 Minutes or Less*, 101 Carver
- 7-11 p.m., **Bingo**, MU Sun Room
- 8-10 p.m., **Snowball dodgeball**, Lied Center, register **online**
- 9 p.m., **Hypnotist Al Snyder**, MU Great Hall
- 9 p.m., **Jeremy Messersmith**, MU Maintenance Shop, \$8 (\$6 students), \$2 increase day of show, tickets available at the M-Shop ticket office, 4-8349
- Midnight-2 a.m., **Ice skating**, Ames/ISU Ice Arena