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# AirTran executives could make millions on Southwest acquisition

*AirTran Airways executives would take home millions if Southwest Airlines completes its plan...*

Georgia (Oct 4, 2010) — AirTran Airways executives would take home millions if Southwest Airlines completes its plan announced earlier this week to buy the discount carrier.

## Publication

## Link To Article

<http://www.ajc.com/business/airtran-executives-could-make-651803.html>

Some AirTran executives could get a bonus of half their annual pay through retention agreements disclosed Thursday. Some also could see roughly a doubling of the value of their AirTran stock and option holdings as a result of Monday's announced deal. And under their employment contracts, some AirTran executives could get golden parachutes worth double their current salaries and bonuses.

AirTran CEO Bob Fornaro could reap some of the biggest rewards from the deal.

The value of his holdings jumped nearly \$2.7 million, or roughly 90 percent, according to an estimate by The Atlanta Journal-Constitution.

Likewise, Fornaro and other AirTran executives could reap more millions in cash payouts under their employment contracts as well as the retention bonuses disclosed this week.

That could equal as much as \$2.6 million for Fornaro if it were based on 2009 compensation.

Under a retention bonus plan AirTran's board of directors approved Sunday, Fornaro would get 50 percent of his salary in a lump sum once the deal closes and his monthly salary for an additional two years under a consulting contract after he leaves his CEO job.

Other AirTran insiders would see big gains as well.

The value of AirTran executives' and directors' holdings jumped about \$7.8 million on Monday after Southwest announced its \$1.4 billion deal, which offered AirTran shareholders a combination of cash and Southwest stock that was worth \$7.69 per AirTran share at the end of the day. AirTran's shares were worth \$4.55 the Friday before the deal was announced.

Shareholders of Orlando-based AirTran, which has its largest hub in Atlanta, would get roughly a 70 percent gain under Southwest's offer, based on the value of Monday's stock-and-cash offer.

Payouts for Fornaro and other executives from the close of the deal could change based on a number of factors, including changes in compensation levels, stock prices and other factors.

Also, Fornaro has a three-year employment agreement that took effect Nov. 1, 2007, and is subject to automatic renewal for additional one-year terms unless the company or Fornaro terminates it. Some other executives have agreements with similar renewal terms. The AirTran-Southwest merger is expected to close in the first half of next year.

According to an AirTran proxy filing to the Securities and Exchange Commission earlier this year, executives including Fornaro, chief financial officer Arne Haak, executive vice president Stephen Kolski, general counsel Richard Magurno, executive vice president Steven Rossum and senior vice

president Alfred Smith would get twice their previous salary and bonus, immediate vesting of stock options and grants, continued health and insurance benefits, travel benefits, and retirement benefits if the company terminates them without cause or if they decide to leave the company under certain circumstances.

Southwest "might keep some [executives], but most of them are going to end up leaving the company," said Paul Lapidés, director of the Corporate Governance Center at Kennesaw State University. He added that nothing appeared out of the ordinary in the agreements, and "it looks like the transaction was well thought out and fair."

To read the complete article, click [here](#).

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# Georgia Manufacturing Index Shows Slowed Growth

ATLANTA, GA (WABE) - The Purchasing Managers Index, or PMI report, gauges monthly growth in...

Georgia (Oct 4, 2010) – ATLANTA, GA (WABE) - The Purchasing Managers Index, or PMI report, gauges monthly growth in Georgia's manufacturing sectors.

## Publication

## Link To Article

<http://www.publicbroadcasting.net/wabe/news.newsmain/article/1/0/1708383/Atlanta./Georgia.Manufacturing.Index.Shows.Slowed.Growth>

After steady gains, the Index has retracted in the past few months. In September, it fell 1.4 points to 53.6, which means growth exists, but it's miniscule.

Don Sabbarese of Kennesaw State University's Econometrics Center, which publishes the report, says much of the previous growth came as businesses shored up inventories.

"That's no longer there," he said. "Businesses have rebuilt their inventories that were drawn down in 2008 and 2009. I think they have them at the levels they want to keep them at."

To hear the story, click [here](#).

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# Georgia manufacturing tumbles again

*More bad news for, and from, Georgia's manufacturers. For the third month in a row, according...*

Georgia (Oct 4, 2010) – More bad news for, and from, Georgia's manufacturers.

## Publication

## Link To Article

<http://www.ajc.com/business/georgia-manufacturing-tumbles-again-651259.html>

For the third month in a row, according to a barometer of economic activity released Friday by Kennesaw State University, factory employment, production and orders dropped.

Chin up, though: Georgia's manufacturing sector is still growing, albeit at a sclerotic pace.

The school's Econometric Center reports that the Purchasing Managers Index (PMI) remains in overall positive growth territory with a 53.6 rating for September. That's down 1.4 points from the previous month. Anything above 50 reveals an expanding manufacturing base.

Businesses "taking a breather" to restock inventory, and the expiration of home-buying tax credits, is party to blame for the downturn, KSU reported.

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# KSU officials set fire to mock dorm room during National Fire Prevention Week



*Simulated emergency shows students dangers of lit candles in rooms Kennesaw State University...*

Georgia (Oct 4, 2010) –

Kennesaw State University officials, led by the Department of Strategic Security and Safety, set fire to a mock dorm room in a field near the University Village Suites in early October. The simulated dorm burn exercise was designed to show how quickly fire can spread when a lighted candle comes in contact with combustible materials such as bedspreads, curtains or notebook paper – items commonly found in college dorms.

As a crowd of about 100 students, faculty and staff watched, the dramatic demonstration drove home the dangers of burning candles in dorm rooms. Cobb County Fire & Emergency Services personnel were on hand to extinguish the blaze at the end of the exercise. KSU Police provided crowd control and traffic direction.

The first week in October is designated as National Fire Prevention Week. Each year an estimated 23,600 fires are caused by candles, according to the U.S. Department of Homeland Security.

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# Professors study how to improve online learning

*Colleges in Georgia and nationwide are offering more online courses every year, but there's a...*

Georgia (Oct 4, 2010) – Colleges in Georgia and nationwide are offering more online courses every year, but there's a glitch in the system: Students are substantially more likely to drop classes they take through a computer than courses they take in class.

## Publication

## Link To Article

<http://www.ajc.com/news/cobb/professors-study-how-to-646153.html>

At Kennesaw State University 15 percent of students dropped one traditional business class, while 29 percent dropped the online version of the course during the spring 2009 semester, said business professor Stacy Campbell. Nationally, dropout rates for online courses are between 15 to 20 percent higher.

"We're all starting to do more online classes and we're all looking at what we can do to get students to stay in the class and enjoy the class," Campbell said.

Online courses cover the same material as traditional classes. The tuition costs are the same and they're on the same semester system as bricks-and-mortar classes. But some online students struggle because they can't keep with the material, get distracted by work or family or miss interacting with professors and other students.

Faculty use different strategies to combat this problem -- calling students at home, sending e-mails, even asking students to sign contracts pledging to stay on top of assignments. Campbell and five other professors at Kennesaw State's Coles College of Business wondered whether these methods work and tested them during the spring 2009 semester.

They didn't work. Students exposed to the strategies dropped out as often as those who weren't, according to the study that will be published this month.

"We really tried to provide some personal touches that students may miss out on by taking a class online," Campbell said. "The students seemed to like what we did and it helped those who stayed in the class. But it really didn't do anything to keep students from dropping the course."

Online learning provides students with flexibility and enables colleges to increase course offerings without spending millions on new classrooms. More than 4.6 million college students take at least one online class, according to the Sloan Survey of Online Learning. While enrollment in traditional classes grew by about 1 percent last year, online enrollment grew by about 17 percent, according to the national survey.

About 7.5 percent of all credit hours taken by students in the University System of Georgia come from online courses, and the goal is to increase by 1 percent a year, Chancellor Erroll Davis said. KSU offered 330 online sections of courses in 2009; that number is expected to grow by 22 percent by spring 2011, officials said.

Students say people mistakenly assume that online courses are easier.

"If anything, I think it might be harder," said Edward Elie, who takes course online and in-person at KSU.

Online courses have weekly quizzes or assignments, while traditional courses may only require an

occasional exam, Elie said. Online courses lack the conversational tone a professor provides a traditional class, requiring students to depend more on the textbook. Also, students must be able to self-assess and determine whether they're learning the material or not.

Students who enroll in online courses have a different agenda, said Matt Elbeck, editor of the Journal of Educators Online. Most people who take online courses live within 50 miles of the college offering the class -- meaning they choose to learn online even though many of them could come to campus, he said.

"Life happens, people get busy and they drop the course but what colleges need to do is stop treating these classes like traditional ones," Elbeck said. "Why must they have a formal start and end date? Some people may want to take a course during a two-week vacation, while others may need nine months to take a course because life is busy. They need to dig deeper and customize efforts to help students."

Elie dropped one online course last spring because it was too much work along with his two other online courses and one traditional class.

"I work full-time so I like the flexibility the online classes give me," Elie said. "But your success is determined by your motivation. You need to be a self-starter."

Andrew Schmidt also works full-time and is enrolled in the Georgia WebMBA program offered at KSU. Some professors post PowerPoint presentations, while others post videos or recordings, Schmidt said. A professor may schedule live video-conferencing with the class, but that requires everyone to be online at the same time, which goes against the flexibility that makes online attractive, he said.

"I do miss the social interaction and if I wasn't so close to finishing I would transfer to an in-person class," said Schmidt, who will finish this spring. "There really isn't anything a professor can do to make me more apt to stay in one of these classes. It just depends on your learning style. This isn't for everyone."

Campbell said researchers are looking at the students' personality traits and experiences in online courses to determine how to motivate students and what types of students are most likely to succeed.

"Right now students sign up and drop out and it's a waste of time and money for everyone," Campbell said. "We need to find out how to make this successful for everyone. We are just beginning to do this research, but we will find the answers."

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# Researchers Work To Keep Students In Online Classes

*Some professors at Kennesaw State University were troubled by the rate their students were...*

Georgia (Oct 4, 2010) – Some professors at Kennesaw State University were troubled by the rate their students were dropping out of online courses.

## Publication

## Link To Article

<http://www.gpb.org/news/2010/09/30/researchers-work-to-keep-students-in-online-classes>

So they decided to conduct a study to figure out the best strategies for keeping online students engaged and enrolled.

That included everything from personal phone calls to getting students to sign contracts promising to stay on top of course work.

The conclusion: nothing worked.

Elke Leeds is one of the professors. She says the problem is with students' expectations:

"These are demanding university courses. They're credit hour generating, so in an online course this is not something students can just come in and say 'Oh well it's on the computer so it's not going to be as hard as if I have to go to class.' It's as hard or harder to do it online."

The study will be published in the International Journal of Management in Education.

Leeds says the next stage of the research looks at what makes students successful online learners.

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# Dooley, Papp speak at Atlanta Touchdown Club, funding needed from students for football

*Now that the Kennesaw State University Football Exploratory Committee has recommended that college...*

Georgia (Oct 5, 2010) – Now that the Kennesaw State University Football Exploratory Committee has recommended that college football become a reality on campus, it is time for the university to find out if the students will support it.

## Publication

## Link To Article

[http://www.mdjonline.com/view/full\\_story/9766320/article-Dooley--Papp-speak-at-Atlanta-Touchdown-Club--funding-needed-from-students-for-football](http://www.mdjonline.com/view/full_story/9766320/article-Dooley--Papp-speak-at-Atlanta-Touchdown-Club--funding-needed-from-students-for-football)

I mean really support it - as in pay for it. Let's call it what it is, the mother of all personal seat licenses at the tune of more than \$2 million.

According to university president Dr. Dan Papp, the ball is truly in the students' hands. Here's hoping they don't fumble. "The big vote for the students will be a survey (as to how much of a football fee they will be willing to pay) will be in November," Papp said after he and football exploratory, and former University of Georgia football coach and athletic director, Vince Dooley spoke at the Touchdown Club of Atlanta's weekly luncheon on Monday.

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# Students Investigate 1946 Monroe Lynching

*In 1946 two African American couples were dragged from a car and shot to death by a white mob on...*

Georgia (Oct 7, 2010) – In 1946 two African American couples were dragged from a car and shot to death by a white mob on the Moore's Ford Bridge in Monroe.

## Publication

## Link To Article

<http://www.gpb.org/news/2010/10/06/students-investigate-1946-monroe-lynching>

Since then both the FBI and GBI have looked into the crime but no one has ever been arrested.

Now archeology students from Kennesaw State University will join students from the Bauder College Cold Case Research Institute to take a fresh look at the crime scene.

That includes looking for bullets with metal detectors.

Sheryl McCollum of the Cold Case Institute is coordinating the effort. She says students are volunteering their time to help bring closure for the victim's families:

"If the students do not recover a shell casing or any type of projectile there's no failure in that. It's one more Saturday that they're spending working for these families."

McCollum says any evidence that is uncovered will be passed on to the FBI and GBI.

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# Students to comb lynch site

*Students from two Atlanta-area colleges will spend Saturday in Walton County looking for shell...*

Georgia (Oct 7, 2010) – Students from two Atlanta-area colleges will spend Saturday in Walton County looking for shell casings, bullet fragments or other pieces of metal that might help law enforcement agencies finally bring justice in the lynching of two couples in Walton County more than 64 years ago.

## Publication

## Link To Article

[http://onlineathens.com/stories/100710/new\\_716876637.shtml](http://onlineathens.com/stories/100710/new_716876637.shtml)

A Bauder College student group that for years has investigated prominent unsolved murders will join archaeology students from Kennesaw State University, using metal detectors and other ground-penetrating sensors at Moore's Ford. At that spot on the Walton-Oconee line, a mob of white men killed Roger Malcom, 24; Dorothy Malcom, 20; Mae Murray Dorsey, 23; and George Dorsey, 28, on July 25, 1946.

In the past, Kennesaw State archaeology professor Terry Powis and his classes have used metal detectors and other electronic devices to find Civil War bullets and other metal artifacts, said Sheryl McCollum, director of the Bauder College Cold Case Investigative Research Institute.

Click [here](#) to read the full article.

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# Libertarians Are In The Races

*Georgia voters will have three candidates to choose from in all state wide posts on this November...*

Georgia (Oct 8, 2010) – Georgia voters will have three candidates to choose from in all state wide posts on this November’s ballot... the democrat, the republican and the libertarian. It’s the first time the libertarian party has a full slate in Georgia races.

## Publication

## Link To Article

<http://www.gpb.org/news/2010/10/07/libertarians-are-in-the-races>

John Monds for governor, Dan Barber for lieutenant governor, David Chastain for secretary of state... and the list goes on. From the attorney general to the public service commissioner, the libertarian party is offering up a candidate.

The party’s platform is smaller government, more personal liberties, and lower taxes.

Brett Brittner with the Libertarian Party of Georgia says those ideas have appealed to more and more people over the years, which is why they’ve got someone in every state wide race. Though, he says, they’re still limited in local and district races because of the state’s ballot access laws.

"We’re hoping for full ballot access where we’re able to run for county commissioner and school board and a lot of the partisan races that we’re currently outside of," says Brittner.

By law, if John Monds gets 20 percent of the gubernatorial vote, Libertarian candidates in coming elections won’t have to collect 25,000 signatures to run for those posts.

But that’s not likely to happen. According to political polls, he has only five percent of the vote. However, Monds could send the Governor’s race into a runoff says Kennesaw State University political scientist Kerwin Swint.

"The fact that Monds could win enough votes to cause a runoff would probably hurt Barnes simply because republican candidates do better in a runoff," says Swint.

Swint says libertarians usually fetch just two or three percent of the vote. They were successful in sending the U.S. Senate race into a runoff two years ago.

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# Hiring family or friends to work for you can be boon or bust

*But it's not enough to go over expectations only during the hiring process, says Joseph Astrachan...*

Georgia (Oct 11, 2010) – But it's not enough to go over expectations only during the hiring process, says Joseph Astrachan, executive director of the Cox Family Enterprise Center.

## Publication

## Link To Article

[http://www.usatoday.com/money/smallbusiness/2010-10-08-growing-by-hiring-family-friends\\_N.htm](http://www.usatoday.com/money/smallbusiness/2010-10-08-growing-by-hiring-family-friends_N.htm)

Managers should meet with workers every six months to a year to minimize misunderstandings as the company grows and employees' lives change. Those regular conversations can dispel employee misconceptions such as "I'm your friend, so you'll just pay me a whole lot better than anyone else," or "I'm your brother, so of course you're going to understand when I take days off to take care of your nephew," Astrachan says.

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# Kennesaw State University Hopes To Crack A Cold Case

WALTON COUNTY, Ga. -- Walton County Resident Robert Howard knows the gruesome details of the Moore...

Georgia (Oct 11, 2010) — WALTON COUNTY, Ga. -- Walton County Resident Robert Howard knows the gruesome details of the Moore's Ford Lynching in 1946.

## Publication

## Link To Article

<http://www.cbsatlanta.com/news/25341606/detail.html>

Howard grew up near the former site of the Moore's Ford Bridge, in Monroe.

It's where two African American couples in their twenties were shot hundreds of times.

One victim was reportedly 7-months pregnant.

"What the leader of the Ku Klux Klan did was made sure everybody shot into those bodies," said Howard to a group of students at the site of the murder.

Howard went on to say: "Understanding what it was like here in 1946, you can better understand how people did things like this and walked away and nothing was done about it."

An FBI investigation did not lead to an arrest. Now decades later, students at Kennesaw State University and Bauder College Cold Case Research Institute are hoping to crack the cold case.

Click [here](#) to read the full story.

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# KSU kicks off “Year of Romania” with visit from Romanian ambassador to US



ROMANIALOGO.jpg

*“Year of Romania” Day features Olympic gymnast Daniela Silivas, folk tales, music and...*

Georgia (Oct 11, 2010) –

*“Year of Romania” Day features Olympic gymnast Daniela Silivas, folk tales, music and dances*

KENNESAW, Ga. (Oct. 11, 2010) – Kennesaw State University officially kicks off the “Year of Romania” with two days of events that include a visit to campus by Romanian Ambassador to the U.S. Adrian Vierita on Oct. 18 and “Year of Romania” Day on Oct. 13. Special guests attending “Year of Romania” Day include Jim Rosapepe, former U.S. ambassador to Romania, the honorary consul of Romania in Atlanta, Darius Gazinschi, and Olympic gymnast Daniela Silivas.

The “Year of Romania” is sponsored in partnership with the Bucharest-based Romanian business school ASEBUSS and with local support from the Romanian Consulate in Atlanta and the Romanian Orthodox Church.

WHAT:

As the U.S. celebrates 130 years of diplomatic relations with Romania, KSU celebrates the “Year of

Romania” during the 2010-2011 academic year. The “Year of” program, now in its 27<sup>th</sup> year, features more than 30 lectures by scholars, cultural events and a business conference in April 2011. “Year of Romania” Day on Oct. 13 features Romanian dancers, folk music, folk tales, a gymnastics demonstration and a food tasting. A special address by Romania’s ambassador to the U.S. is scheduled for Oct. 18.

**WHO:**

Adrian Vierita, ambassador of Romania to the U.S., who will speak on “Romania and the U.S. at 130: Values, partnership and vision”

Jim Rosapepe, former U.S. ambassador to Romania

Darius Gazinschi, honorary consul of Romania in Atlanta

Marcel Duhaneanu, rector, ASEBUSS, Bucharest, Romania

Daniela Silivas, one of Romania’s greatest gymnasts, who holds nine individual World Championship and Olympic titles

Marcel Duhaneanu, rector, ASEBUSS, Bucharest, Romania

**WHEN and WHERE:**

- “Year of Romania” Day: Wednesday, Oct. 13, 3:30 - 5:00 p.m.\*  
Carmichael Student Center, University Rooms A-E
- Ambassador Vierita’s address: Monday, Oct. 18, 9:30 - 10:45 a.m.  
Dr. Bobbie Bailey & Family Performance Center

Kennesaw State is located at 1000 Chastain Rd., Kennesaw, GA 30144

\*A lecture titled “Why Romania Works,” by former U.S. Ambassador to Romania Jim Rosapepe and Sheilah Kast, authors of “Dracula is Dead,” will be held on Wednesday, Oct. 13 from 2:00 to 3:15 p.m. in room 1021 of the Social Sciences Building

Get more information on the “[Year of Romania](#)” and check out the list of upcoming events.

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# KSU students sleep out to experience homelessness

*SU students sleep out to experience homelessness* by Marcus E. Howard [mhoward@mdjonline.com](mailto:mhoward@mdjonline.com)  
The...

Georgia (Oct 11, 2010) —

## Link To Article

[http://mdjonline.com/view/full\\_story/9851742/article-KSU-students-sleep-out-to-experience-homelessness?instance=secondary\\_story\\_left\\_column](http://mdjonline.com/view/full_story/9851742/article-KSU-students-sleep-out-to-experience-homelessness?instance=secondary_story_left_column)

SU students sleep out to experience homelessness

by Marcus E. Howard

[mhoward@mdjonline.com](mailto:mhoward@mdjonline.com) The Marietta Daily Journal

October 09, 2010 12:00 AM | 1054 views | 4



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# Deal's Tax Records Raise Tough Questions

*Watch the report here .*

Georgia (Oct 12, 2010) — Watch the report

## Publication

## Link To Article

[http://mms.tveyes.com/Expand.asp?  
aln=9833661&id=208470&dt=10%2f11%2f2010+11%3a09%3a44+PM&u=87640](http://mms.tveyes.com/Expand.asp?aln=9833661&id=208470&dt=10%2f11%2f2010+11%3a09%3a44+PM&u=87640)

[here](#)

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# Kennesaw State homecoming runs Sept. 22-30



*Soccer and volleyball matches against Belmont University and Lipscomb University highlight fun...*

Georgia (Oct 12, 2010) –

KENNESAW, Ga. (Sept. 14, 2011) – Hoot-a-Palooza kicks off nine fun-filled days of Kennesaw State University Homecoming 2011 with KSU Night at Town Center Thursday, Sept. 22. The next day, tailgating precedes the Lady Owls match with the Belmont University Bruins at the KSU Soccer Stadium. OWL PROWL concludes festivities on Friday, Sept. 30.

## *HOMECOMING 2011* EVENTS INCLUDE:

Thurs., Sept. 22            Hoot-a-Palooza: KSU Night at Town Center at Cobb, 4 p.m. - 9 p.m.

Fri., Sept. 23            Alumni Tailgating, PGA Tour Superstore parking lot, 4 p.m.  
Homecoming Soccer Match vs. Belmont University, KSU Soccer Stadium, 7  
p.m.  
Post-Game Event: fireworks sponsored by KSU Alumni Association

Sat., Sept. 24            VKSU Campus Sustainable Beautification Project, Student Center, 9 a.m.  
Alumni Evening Event, California Dreaming, 7 p.m.  
Homecoming Volleyball Match vs. Lipscomb University, Convocation Center,  
3 p.m.

Fri., Sept. 30            "OWL PROWL" Parade/Festival, 4 p.m.; "The Maine" concert on the Campus  
Green, 6 p.m.

FOR MORE INFORMATION ABOUT KSU HOMECOMING 2011, PLEASE  
VISIT: [www.kennesaw.edu/homecoming](http://www.kennesaw.edu/homecoming)

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# KSU Names New Dean of Student Success



*Michael Sanseviro draws from leadership experience handling student concerns* KENNESAW, Ga...  
Georgia (Oct 13, 2010) –

KENNESAW, Ga. (Oct. 13, 2010) –Following a nationwide search, Kennesaw State University has appointed Michael Sanseviro as dean of student success. Sanseviro, who served as KSU’s director of residence life from 2004 to 2009, had served as interim dean for the past year.

“Dr. Sanseviro comes highly qualified and prepared for this assignment and responsibility,” said Jerome Ratchford, vice president of student success. “We are pleased to have someone with his considerable expertise in this important position. Dr. Sanseviro is a natural leader who communicates easily with students and faculty alike. We look forward to his guidance and solid leadership as our enrollment continues to grow.”

As dean, Sanseviro, who has held student affairs positions at universities in New York, North Carolina and Florida, will oversee various areas of student success for KSU’s more than 23,000 students. He will continue in his duties as director of residence life until a successor is named.

“At its essence the core role of the dean’s office is to help both our best and brightest students, as well as those who need a little more assistance in order to reach their full potential,” said Sanseviro. “I’m bringing what I learned from residential life programs to this position. Dealing with the lives of more than 3,000 residential students is a 24/7 situation, so I know I have what it takes to help make a difference in our young people’s lives.”

Sanseviro joined Kennesaw State in January 2004 as the university’s first director of residence life. He arrived on campus in the middle of the second year of the residential housing program.

“I was the first director of residence life. I created the department and the residential life program,” he said. “We had few other employees, so I set out to work with other departments to build a program from the ground up. I also worked with the leadership of the KSU Foundation to make our unique public-private partnership successful.”

Sanseviro was named interim dean of student success in 2009, and he is active in numerous professional associations, such as the National Association of Student Personnel Administrators and Association of University Housing Officers - International. He also teaches at KSU with the University

College and is on the faculty at the Keller Graduate School of Management of DeVry University.

Sanseviro has worked at Georgia State University, where he helped with the successful conversion of Olympic housing to student use. He has also worked for Georgia Perimeter College and the Board of Regents for the University System of Georgia.

In addition, Sanseviro has served as president of the Association of Georgia Housing Officers, which honored him in October 2008 with the Excellence in Housing award for his career achievements. Last October, KSU received three out of six statewide awards at the GHO annual conference, including the Georgia Gee Whiz Award for Tea Time, judged the most innovative program by a housing or residence life department.

Tea Time is an informal weekly gathering where the residence life staff and university faculty and staff meet with students over tea and snacks to discuss topics ranging from current events to campus life.

“Our department has previously won many statewide honors from GHO but this is the highest number of awards we have won simultaneously,” Sanseviro said. “We were particularly honored because there were dozens of nominees from more than 20 institutions.”

Sanseviro has a Ph.D. in education policy from Georgia State University. He received a master’s in higher education from Florida State University and a bachelor’s in educational research, philosophy and religion from Emory University.

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# Board of Regents approves undergrad philosophy major at Kennesaw State



*New program reflects university's academic expansion and global-learning goals ...*

Georgia (Oct 14, 2010) —

KENNESAW, Ga. (Oct. 13, 2010) – Kennesaw State University will begin offering a Bachelor of Arts degree in philosophy next fall following approval by the Board of Regents at its October meeting.

The new degree program will be the only philosophy major offered at a University System of Georgia institution that emphasizes both western and non-western philosophies.

“Philosophy is a very important component of the liberal arts tradition,” said W. Ken Harmon, KSU’s interim provost and vice president for academic affairs. “Adding the major is a low-cost, effective way for a growing university the size of Kennesaw State to fill a significant gap in its liberal arts offerings.”

The philosophy major will emphasize knowledge of world cultures, research methods, writing and analytical skills, ethical reasoning and understanding, and an appreciation of cultural diversity.

“The curriculum in this major represents just the sort of education required for leadership in today’s increasingly interconnected world,” said Richard Vengroff, dean of the College of Humanities and Social Sciences, which will house the new major. “Our approach stresses internationalized and integrated learning across disciplines and cultures.”

In addition to the general education, electives and related courses required for all KSU undergraduates, the philosophy degree will require 30 hours of upper-level philosophy courses, including nine hours in one of three concentrations: Western philosophy, non-Western philosophy and values.

With the exception of three new courses that will be added to those currently offered by the Department of History and Philosophy, all courses in the new major will be taught by existing full-time faculty. Three part-time instructors will be added during the first two years of the program.

The philosophy major is designed to prepare students for graduate study in philosophy or related disciplines as well as for successful careers in a variety of fields such as law and business, noted Tom Keene, interim chair of the Department of History and Philosophy.

“A student majoring in philosophy receives a firm foundation in all areas necessary for making sound moral choices, especially in thinking critically about real-life issues,” said Keene. “With its emphasis on analytical problem solving, philosophy is one of the undergraduate majors preferred by law schools in selecting applicants.”

Businesses and government also consider a philosophy major appropriate preparation for many professional and management positions. The Federal Career Directory lists 20 different job classifications for which a philosophy major could qualify. Career guidance publications such as “Occupational Thesaurus,” “Path” and “What Can I Be?” list 55 different positions in nine general areas of business for which a philosophy major is appropriate preparation.

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Contact: Sabbaye McGriff, 678-797-2550 or [smcgrif1@kennesaw.edu](mailto:smcgrif1@kennesaw.edu)

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# KSU Celebrates "Year of Romania"



*Chris, we will have a story on Monday but we need to get something up ASAP. For now, please link...*

Georgia (Oct 15, 2010) –

Chris, we will have a story on Monday but we need to get something up ASAP. For now, please link this photo to the Year of site at: <http://www.kennesaw.edu/yearofromania/events.html>

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# “Year of Romania” Day kick-off events draw crowds

*An afternoon lecture by former U.S. Ambassador to Romania Jim Rosapepe on the Oct. 13 “Year...*

Georgia (Oct 18, 2010) –

An afternoon lecture by former U.S. Ambassador to Romania Jim Rosapepe on the Oct. 13 “Year of Romania” Day drew a standing-room-only audience to the 300-seat auditorium in the Social Sciences building.

Students lined the aisles, took plenty of notes and stayed put for a robust Q&A with Rosapepe, who was joined by his wife, journalist Sheilah Kast, with whom he co-authored “Dracula is Dead: How Romanians Survived Communism, Ended it and Emerged Since 1989 as the New Italy.”

An hour later, another full-house of KSU students and staff joined more than 100 members of metro-Atlanta’s Romanian community in the student center’s University Rooms to celebrate the country’s culture and its long-term relationship with the U.S. The festivities included greetings from KSU and Romanian officials, regional folk dances and songs, a folk tale, a gymnastics demonstration and a tasting of Romanian cuisine.

“We’re so pleased that we are celebrating the Year of Romania -- this very interesting country and its wonderful culture and people,” said President Daniel S. Papp, who revealed a possible Romanian connection in his own family tree. “The ‘Year of’ program tremendously enriches our campus and our students ... and is invaluable to KSU as we move forward with our commitment to global learning.”

During the lecture, Rosapepe, who served as ambassador from 1990 to 2001, underscored the significance of Romania’s dramatic transition since 1989 from a communist country into a vibrant democracy and a member of NATO and the European Union. He described Romania as a warm, hospitable country whose people highly value education, skill, work ethic, family and religious faith.

“People often ask ‘Is Romania still communist?’” Rosapepe said. “The best answer I can give is a reminder that just eight years after the transition, Romanians were complaining: They complained that the press writes whatever it wants and that politicians only worried about the next election. That illustrates that in a very short time, the country developed a system with many of the flaws and strengths of the U.S., one in which no one is censoring the press and where there is always a next election.”

The country’s cultural life dominated “Year of Romania” Day festivities, following official greetings from Papp, Barry Morris, executive director of the Institute for Global Initiatives at KSU, and Dan Paracka, director of international programs and annual country study coordinator.

Representing Romania, Marcel Duhaneanu, rector of ASEBUSS, a Bucharest-based business institute that has offered an executive MBA program in partnership with KSU’s Coles College of Business since 2003, praised the university’s commitment to helping educate global managers who are instrumental in Romania’s shift to a free market economy.

“We’ve developed a strong partnership with Coles that has produced more than 530 alumni,” Duhaneanu said. “Our relationship has been based on trust, which is strengthened by the ‘Year of Romania.’”

ASEBUSS is helping KSU coordinate a “Doing Business in Romania” conference in spring 2011.

Darius Gazinschi, the honorary Consul of Romania for Atlanta, said he proudly wears his hyphenated Romanian-American label. Born in Romania, he came to the U.S. 15 years ago.

“This is the era of KSU as it celebrates the ‘Year of Romania,’” Gazinschi said. “This celebration is about all of us. KSU is very well known in Romania because of its long engagement with

ASEBUSS. They know a lot about us. This is an opportunity for us to learn more about them.”

Romania’s vast diversity and aspects of its national identity were depicted during the two-hour culture fest, which included colorful regional costumes displayed as a backdrop for the event’s stage, dances representing the Banat, Salaj and Moldova regions and the gypsy culture and authentic cuisine prepared by the local Astoria Romanian Restaurant. Ensemble Transylvania, a professional dance troupe, and three ensembles from Saint Constantine and Elena Orthodox Romania Church in Atlanta performed, as did members of the KSU Tellers, who presented a classic Romanian folk tale, and local folk singer Mariana Balan who sang folk music from different regions.

The celebration also recognized Romania’s dominance in competitive gymnastics, with an appearance by Olympic champion Daniela Silivas and a floor exercise routine by a local high school gymnastics state champion.

Silivas, the only gymnast to medal in every event during the 1988 Olympic Games in Seoul, Korea, now coaches the sport in metro Atlanta. She explained why Romania continues to produce some of the world’s best gymnasts: “There’s no such thing as recreational gymnastics in Romania; only a select few can do it. At age 6, I started training four hours a day to try to make the national team. Here in the U.S., anyone can take gymnastics and enjoy the sport.”

Although many KSU students attending “Year of Romania” events do so as an assignment or to gain extra credit for classes, some look forward to the culturally enriching activities during the annual country study.

“I thought it would be interesting to learn a little more about the background of what we touch on in class,” said sophomore Mallory Cooper, whose world literature class is studying works whose central theme is the effects of totalitarianism. “I attended a few “Year of” events last year and really enjoyed them. Understanding cultures and traditions other than your own really helps you become a well-rounded person.”

For Romanian-born Carmen Van Avery, who hopes to graduate from the Coles College Executive MBA program in 2112, the “Year of Romania” Day was especially rewarding. She lived through the country’s transition from communism to democracy.

“I’m very confident that Romania has changed,” she said. “I’m so happy that we are coming together as two different cultures to learn about each other. It makes me very proud.”

-- *Sabbaye McGriff*

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# Barnes shifts attack to woo women

By: SHANNON McCAFFREY Associated Press 10/18/10 6:30 PM EDT DECATUR, GA. — After weeks of...

Georgia (Oct 19, 2010) —

## Link To Article

<http://www.washingtonexaminer.com/nation/barnes-shifts-attack-to-woo-women-105201869.html>

By: SHANNON McCAFFREY

Associated Press

10/18/10 6:30 PM EDT

DECATUR, GA. — After weeks of assailing Republican Nathan Deal's ethics and finances, Democrat Roy Barnes has shifted to an effort to woo women voters by attacking Deal's decades-old record on rape shield laws and domestic violence.

Barnes has unveiled a new television ad that takes aim at Deal for working to weaken Georgia's rape shield law while in the state Senate. And in a news conference Monday, Barnes ripped into several votes Deal made more than two decades ago against protections for victims of domestic violence.

Barnes on Monday accused Deal of "an insensitivity toward the safety of women."

"This is a pattern," Barnes said, surrounded by rape and domestic violence advocates at a news conference in front of a DeKalb County rape crisis center on Monday. He acknowledged that picking up women's votes will be critical to winning on Election Day.

"But I think rape and domestic violence is something that concerns us all," he said.

The Deal camp has called the attacks "despicable."

"Nathan supported the 2005 renewal of the Violence Against Women Act. He's got a tough-on-crime record while Barnes has an anything-for-a-dime record," Deal spokesman Brian Robinson said, referring to Barnes' record as a trial lawyer.

The Deal campaign declined to make the former congressman available to talk about the legislation.

The increased focus on women voters is no surprise.

Kennesaw State University Kerwin Swint said, nationally, women turn out in greater numbers than men at the polls. And he suggested white women, in particular, tend to be less partisan than their male counterparts.

Barnes' rape shield ad — with its Volvo station wagon and ominous car alarm — seems aimed at "middle-aged, higher income white women," Swint said.

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Read more at the Washington Examiner: <http://www.washingtonexaminer.com/nation/barnes-shifts-attack-to-woo-women-105201869.html#ixzz12nxW2dPE>

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# KSU professor to receive Board of Regents' Teaching Excellence Award



*Sabine Smith is one of three University System of Georgia professors to receive honor ...*

Georgia (Oct 19, 2010) —

KENNESAW, Ga. (Oct. 19, 2010) – Sabine Smith, an associate professor of German at Kennesaw State University, has been tapped to receive the 2011 Board of Regents' award for teaching excellence, one of only three awards given to faculty members selected from the University System of Georgia's 35 schools.

Smith was designated the most outstanding teacher at a regional or state university. The Board of Regents also named an outstanding individual faculty member representing the system's two-year and state colleges and one representing research universities.

The Board of Regents honored Smith for her innovative teaching, the co-curricular activities she devises to immerse students in German language and culture, and her leadership in establishing a German studies major at KSU.

"This is an outstanding and richly deserved honor for Dr. Smith and for Kennesaw State," said President Daniel S. Papp. "She exhibits an extraordinary level of dedication to her students and the teaching profession, and a commitment to the university's academic ideals. We are very proud of her accomplishments."

Smith, who holds a Ph.D. in German from the University of California, Davis, joined the KSU faculty in 1999 as the only full-time German professor in the foreign languages department. Since then, the German studies program she helped design evolved into an undergraduate minor at Kennesaw State in 2000, and became a major in 2007, and now has seven instructors. Enrollment in German courses at KSU grew from 78 in spring 1999 to 231 in spring 2010.

"Having grown up in Europe, I personally value foreign language and culture study as a ticket to experiential learning and global citizenship," said Smith, who was selected by fellow faculty in 2009 to receive the Distinguished Teaching Award from the KSU Foundation.

Smith said she works to provide students the broadest possible range of experiences to learn another language and culture, including study-abroad, internships, interdisciplinary studies, speakers, cultural events and service-learning projects such as teaching German at local schools.

"When students exhibit both content knowledge of the language and culture they study and complete a sojourn in an immersion environment they experience as foreign, they have made significant progress in achieving intercultural competence as global citizens," she said.

Smith and other recipients of annual Board of Regents honors for teaching and scholarship will receive \$5,000 and a certificate when the awards are presented during a ceremony in March.



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# Measha Brueggergosman to perform in Premiere Series

For media inquiries: Cheryl Anderson Brown, Director of Public Relations, 770-499-3417 or [cbrown@...](mailto:cbrown@kennesaw.edu)

Georgia (Oct 19, 2010) —

For media inquiries: Cheryl Anderson Brown, Director of Public Relations, 770-499-3417 or [cbrown@kennesaw.edu](mailto:cbrown@kennesaw.edu)

KENNESAW, Ga.—The Kennesaw State University Premiere Series will present soprano Measha Brueggergosman in concert on Oct. 23 at 8 p.m. in the Performance Hall of the Dr. Bobbie Bailey & Family Performance Center. Brueggergosman internationally awed more than 3.2 billion television viewers during her performance of the Olympic Hymn at the Opening Ceremonies of the 2010 Vancouver Winter Olympic Games. The San Francisco Chronicle recognized her as “a singer of rare gifts and artistic intensity.”

Her performance for the evening will include selections from her upcoming album "Night and Dreams." David Daly, director of the Bailey Performance Center, explains that "the music on the album evokes its title. A lot of its sounds are nocturnal and romantic."

"She has a really impressive and beautiful voice," says Daly. "She's a dynamic performer and has a very dramatic persona. This comes through on her recordings as well. Her stage presence is really quite unique; it seems to be what most people take away from her live performances."

Her appearances for the 2010-2011 season include her Chicago Symphony Orchestra debut, collaboration with Leif Ove Andsnes and the Risor Chamber Music Festival with performances in New York, London, Brussels and Oslo.

Not only will Brueggergosman perform at KSU, but she will teach a master class as well. "It's something we try to do with all of the artists of the Premiere Series," explains Daly. "It's one thing for the students to be able to hear and see these performances, but it's another to be able to interact one-on-one with these artists. It can be a very meaningful experience for them as music students."

Tickets for the concert are \$30. Student and group discounts are available. For more information, visit the KSU [box office](#) or call 770-423-6650.

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*The KSU College of the Arts is one of only four Georgia institutions to have achieved full national accreditation for all of its arts departments.*

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# Curtailing Dropouts at Online Universities

*Why do so many students drop out of online classes? Online courses require more discipline by...*

Georgia (Oct 20, 2010) – Why do so many students drop out of online classes?

Publication

Link To Article

<http://www.usnews.com/articles/education/online-education/2010/10/20/curtailing-dropouts-at-online-universities.html>

Online courses require more discipline by students—and more effort by professors and advisers—than traditional courses, educators say.

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# Battle of television news titans

By Finlo Rohrer *BBC News, Washington* Fox News is famous for its iconoclastic conservative take on...

Georgia (Oct 25, 2010) – By Finlo Rohrer

## Publication

## Link To Article

<http://www.bbc.co.uk/news/world-us-canada-11601431>

BBC News, Washington

Fox News is famous for its iconoclastic conservative take on US politics, while rival MSNBC is seen by some experts as becoming its liberal equivalent. But do cable news stations influence election campaigns?

For the best part of a decade Fox News has been the dominant US cable news network.

Its blend of jaunty news during the day, and colourful conservative pundits - like Sean Hannity, Bill O'Reilly and Glenn Beck - during the evening has proved a popular formula.

Beck has gained notoriety. His eponymous show on Fox News, where he can weave together targets as diverse as Woodrow Wilson, the Black Panthers and Goebbels in a heady hour-long polemic, is watched by 2.5 million people, despite being hours before primetime. It beats its rivals on the other cable news networks more than 4-1. Fox News is for Americans who have felt for years that the media are dominated by the East Coast liberal elites that make decisions that don't reflect the rest of America"

Fox News's dominance has caused concern for some on the other side of the political divide. ...

For all of Fox News's alleged partisanship, there are some analysts who feel MSNBC is going the same way - turning into a liberal version of Fox News.

"It's definitely there," says Prof Kerwin Swint, author of *Dark Genius: The Influential Career of Legendary Political Operative and Fox News Founder, Roger Ailes*.

"You can see their progression of following the lead of Fox News."

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# Cracking a Cold Case



*KSU archaeology students conduct metal survey to help solve 1946 Walton County lynching ...*

Georgia (Oct 25, 2010) —

*KSU archaeology students conduct metal survey to help solve 1946 Walton County lynching*

What happened to two African-American couples on July 25, 1946, near Moore's Ford Bridge in Walton County is not a mystery. In what has been labeled "America's last mass lynching," a group of 20-25 Ku Klux Klansmen pulled the two men and their wives from a car, brutally beat them and shot them multiple times with rifles, pistols and a machine gun.

What remains a mystery is why no one was indicted or convicted for the crime, despite an FBI investigation ordered by President Harry Truman following the incident and several attempts by federal and state authorities since then to reexamine the evidence in the case, one as recent as 2008.

A group of anthropology students concentrating in archaeology at Kennesaw State, led by Terry Powis, associate professor of anthropology, have joined forces with students from the Cold Case Research Institute at Bauder College in Atlanta to try once again to find new evidence and revive interest in the cold case.

Powis, along with seven current and two former KSU students, conducted the first metal survey of the crime site, using the latest technology — remote sensing devices and ground-penetrating radar — that allowed them to view on a computer screen what is below the ground. They hope to uncover new ballistic evidence that will lead to identification of the weapons actually used during the killings and ultimately to identification of the killers.

The surveys by Powis and his team support the work of Bauder's students, who have been delving into the cold case for two years, guided by CCRI director Sheryl McCollom. They have been studying historical research related to the lynching and analyzing public records and media accounts of the incident.

The Kennesaw team's first foray into the investigation on Oct. 9 uncovered more than two dozen bullets from 20- and 30-gauge shotguns and .22-caliber handguns, all of which ballistics consultant Chris Robinson confirmed could have been fired by guns commonly in use at that time.

Over the next several weeks, they will return to the area surrounding the former Moore's Ford Bridge, which was replaced by a stretch of road in the 1970s, to map out a grid and conduct a more systematic survey of the 100-square-foot area. The goal is to pinpoint the actual site of the tree where the victims were shot by identifying where a concentration of bullets is.

"It's very worthwhile to cover the entire area," Powers said. "The remote sensing techniques we're using can pick up whatever is in the ground down to one foot and differentiate among metals. We hope to recover 100 percent of the bullets used. The archaeologist's job is to search for clues as methodically as possible."

For students working with Powis at the crime site, the project provided a chance to work with the latest equipment and opened up new understandings of archaeology's potential in real-life criminal investigations. Of equal importance to some of them is the prospect that it also might lead to justice for the victims murdered at Moore's Ford Bridge 64 years ago.

"I'd never heard about the case until Dr. Powis presented us with the opportunity," said senior Amanda Disharoon, who spent a month doing archaeological fieldwork at a Mayan site in Belize with the professor. "I spent hours researching [the case], and every bit of information I read

made my heart hurt. I couldn't believe something so horrific took place without any repercussions to those involved."

Hope Morris, also a senior, agrees that trying to bring justice and closure for the victims and their families is a compelling motivation to work on the project. "The Moore's Ford Bridge lynching was such a racist episode and such a crime of hate that it compels one to want to be involved," she said. "The people who did this heinous crime are still alive and should go to trial for murder."

Despite the passion for justice the case inspires among students, conducting a metal survey of the site can be tedious and difficult research.

"I won't say that it was frustrating, but you definitely face more let downs, especially on a site that is littered with aluminum cans and various other pieces of metal that have been dumped there through the years," said Megan Parker, who had her first experience doing metal detector archaeology. "You can't scan a square foot of dirt without the metal detector going off. You just have to learn not to get excited until you're holding something good in your hands, otherwise you get discouraged."

The metal sensing equipment the students are using at the site can differentiate metals, but first, Morris says, it's necessary to remove all of the metal from the site — cans, bed springs and even basketball goals — before searching for lead [bullets]. "Most of the time we don't encounter this type of environmental problem because we're searching for Paleo-Indian artifacts."

Powis said all anthropology students are required to do fieldwork, and all the students working at the Moore's Ford Bridge site have had experiences at archaeological sites, including the work in Belize, Paleo-Indian sites in Northwest Georgia and a 19th century shipwreck near Key Largo, Fla. The current project is unique, however, because it gave students their first chance to be involved in a public archaeology project.

"It feels wonderful to be doing applied archaeology in this context," said senior William Wilson. "There are many talented people involved, which makes it a great learning opportunity as well."

Added Parker, "It's not very often that people get to see how archaeology can directly affect society."

For all the students, the best possible outcome of their work is to find evidence that will lead to identification and conviction of those who committed crimes at Moore's Ford Bridge. Failing that, said senior Drew Ward, "it will hopefully help create a framework for future investigations."

-- Sabbaye McGriff

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# KSU School of Music Annual Concert



*Performance offers variety of styles and instrumentation KENNESAW, Ga.—The Kennesaw State...*

Georgia (Oct 25, 2010) —

*Performance offers variety of styles and instrumentation*

KENNESAW, Ga.—The Kennesaw State University School of Music will presents its annual Collage Concert at the Dr. Bailey & Family Performance Center on Nov. 6 at 8 p.m. The concert is a collaborative effort featuring all KSU choirs, the orchestra, several faculty solo and ensemble performances, and the wind, jazz and percussion ensembles.

Assistant Professor of Choral Education [Alison Mann](#), who is coordinating the event, says, “The Collage Concert is a fast-paced musical experience that allows the audience to enjoy many styles of music in one setting,” and explains that, “The performance moves from one musical selection to the next without applause, resulting in an exciting show.”

The evening showcases each of the school’s ensembles in a blend of vignette performances, spanning an assortment of musical styles and instrumentation. The lively ambiance created throughout this unique concert makes it difficult for Mann to pinpoint one aspect of the performance that she is most excited about. She explains, “It is truly spectacular to see so many students and faculty on stage at the same time achieving a unified musical goal.”

Tickets for this event are \$15. For tickets and information, contact the KSU box office at 770-423-6650 or [online](#).

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# Marking the state's Civil War history

By Rosalind Bentley Atlanta Journal-Constitution Dalton Daily Citizen The Dalton Daily Citizen Sun...

Georgia (Oct 25, 2010) — By Rosalind Bentley Atlanta Journal-Constitution Dalton Daily Citizen Sun Oct 24, 2010, 01:28 AM EDT

## Publication

## Link To Article

<http://daltondailycitizen.com/local/x1744211581/Marking-the-state-s-Civil-War-history>

DALTON — The markers are no more than cold aluminum and black enamel, their texts as succinct as a few tweets.

But the larger Civil War stories they summarize are as rich and remarkable as they are obscure.

One tells the tale of desperately hungry women who rioted in towns from Marietta to Columbus and tried to steal food they could not otherwise afford. One in Dalton recalls perhaps the only instance in Georgia where African American Union army troops fought in pitched battle. Yet another in Rincon describes how hundreds of freed slaves, abandoned by Union soldiers, drowned in Ebenezer Creek rather than be captured by Confederates and returned to bondage.

There may be no such thing as an untold Civil War story, but as the state gears up for the 150th anniversary of the war, the conflict's lesser known events are being officially highlighted in ways not imagined 50 years ago. Through an expansion of the existing historical marker program, the Georgia Historical Society, Georgia Battlefields Association and Georgia Department of Economic Development and other agencies are not trying to change the war's narrative so much as expand it.

...

'An important step'

There are 2,000 historical markers around the state, according to the Georgia Historical Society. Of those, nearly 920 reference the war and relay key moments of action, sum up the lives of military top brass and describe what life was like for individual soldiers.

Most went up in the 1960s during the centennial and were coordinated by the state's historical commission. But interpretation of the contest was kept narrow. Virtually no official signs dealt specifically with women, life on the home front, politics or slavery, which many scholars say was a root cause of the war.

"Multiple interpretations of the same event; That's what makes history work," said Brian Wills, executive director of the Center for the Study of the Civil Rights Era at Kennesaw State University. "So it had to happen that eventually the story had to broaden. It's an important step for Georgia to take."

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# KSU draws top experts in social media integration



*Just 24 hours after National Public Radio's controversial firing of news analyst Juan...*

Georgia (Oct 26, 2010) — - *Natalie Godwin*

Just 24 hours after National Public Radio's controversial firing of news analyst Juan Williams for admitting on Fox News his fear of flying with identifiable Muslims, KSU Center for Sustainable Journalism Executive Director Leonard Witt posted the video of an impromptu interview he recorded with Vivian Schiller, the CEO of NPR on YouTube.

"I was there with my little point-and-shoot camera and able to record the interview as she was getting on an elevator," Witt said after he snagged the interview following her speech at the Atlanta Press Club on October 21, 2010. "I posted the video and within 24 hours almost 2,000 people watched and commented. It's the perfect case of a story going viral."

Witt's video, which can be viewed at <http://sustainablejournalism.org/weblog/post/2745> illustrates the power of social media, and his view that all media will become social. That was the premise behind the Center for Sustainable Journalism's two-day conference on Social Media Integration that drew approximately 150 communicators from around the country to KSU to learn the latest trends and strategies in social media.

"Much of the Internet, particularly the way we consume content is becoming social," Witt said. "We use YouTube, Facebook, Twitter, Flickr and all those other great social media tools to not just spread our message but to engage our audiences - because they often produce the content, not just consume it."

Conference speaker James Andrews co-founded Everywhere and creates digital strategies so that companies can connect better with their audiences. "Social media is media and it's the railroad tracks for empowering new forms of communication. It's where people with digital lifestyles are looking to get their information," he said. "When you create a community, you don't need a gatekeeper and you don't have to wait for the media to tell your story. You are connecting directly with the people who care about what you have to offer."

Whole Foods Markets, the most popular retailer on Twitter, uses social media for customer service. "Our customers know they can reach us online," said Marla Erwin, the Whole Food's interactive art director. "We answer their questions, but we also ask questions. You can't just broadcast your products anymore; one-way communications doesn't work. It's the conversation and the interaction that drive your success."

Erwin taught the social media beginner's boot camp and demonstrated some of the strategies Whole Foods has used to become one of the most recognizable and respected brands online.

Olivier Blanchard of BrandBuilder Marketing taught an advanced boot camp focused on social media's return on investment. He gave participants examples of how to manage and measure social media campaigns that will increase their organization's bottom line. "Always use social media campaigns to drive a larger strategy. It can't just stand alone, it needs a community," he said.

Keynote speaker Shiv Singh, director of digital engagement and social media at PepsiCo., manages one of the most popular social media projects, according to Forbes. He said the success is based on responding to consumer experiences instead of relying on traditional marketing. “Companies need to spend more time providing value to existing consumers and their lives rather than building brand awareness for products and campaigns,” Singh said. “We’re making a difference in real communities, and social media allows us to reach them through the communities they create online.”

Participants praised the content and networking opportunities at the conference. Marie Peagler, who owns a small firm, traveled from Jasper, Ga., to learn how to create effective social media campaigns for her clients. “Now I can develop specific strategies with budgets ranging from \$500 to \$5 million,” she said. “This conference has been fantastic.”

Lori Boyer, a communications professor at Texas Tech University, came to see KSU’s campus and discover the latest trends to keep up with her students. “In order for me to teach them, I need to stay current,” she said. “It’s also important to have all your social media outlets working together to ensure you’re getting the most for your money.”

Many of the presenters tweeted where participants could find their PowerPoint presentations on SlideShare, and attendees tweeted more than a thousand Tweets by the time the conference ended.

Annette Ogletree-McDougal, a marketing director at the University of Georgia, wanted to learn more about phone-based applications such as Gowalla and foursquare. “I learned some new tools, so now I’m going to be like Nike and just do it.”

For more information on the Center for Sustainable Journalism, visit: <http://sustainablejournalism.org>

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# Ice Cream Entrepreneurs



*Executive M.B.A. alums turn class project into dream job Keith Schroeder has always...*

Georgia (Oct 27, 2010) —

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Keith Schroeder has always loved the kitchen. Trained as a chef, he dreamed up “50,000 ideas” for an ice cream business of his own. Hunter Thornton worked in corporate sales for seven years after graduating from college. He longed for a more rewarding and “wholesome” career.

In fall 2008, Schroeder and Thornton enrolled in the Executive M.B.A. program at Kennesaw State’s Coles College of Business. They met on the first day of class, both assigned to Team Oxygen, and worked together on their master’s project. By the time they graduated in May 2010, the chef and the salesman were business partners.

The company that Schroeder and Thornton created as an academic exercise -- a manufacturer of organic, premium ice cream and sorbet that caters to high-end restaurants -- is now a fledgling start-up with headquarters in Dunwoody. Over the past few months, the duo has raised more than \$150,000 in capital, signed up their first dozen customers, visited suppliers, hired an operations manager and conducted taste tests all over Atlanta. High Road Craft Ice Cream & Sorbet will start this fall churning frozen treats, one micro batch at a time, in inspired flavors such as caramelized peach, Greek yogurt, malted maple cinnamon, and Asian pear and peppercorn.

“High Road Craft Ice Cream & Sorbet came about, after countless iterations, from our capstone project,” says Schroeder, who works as executive chef at the Westin Atlanta Perimeter North. “Our professors provided invaluable guidance and feedback, and some of our classmates are now investors in the company.”

The entrepreneurs, who dub themselves the “Sweet Dream Team,” were back on KSU’s campus in late September, four months after graduating, as featured speakers on the first day of school for the Executive M.B.A.’s class of 2012. They shared tips -- along with scoops of blackberry-sweet tea sorbet -- on how to succeed in the 18-month program. They advised current students to hold their team members accountable; to learn more about themselves; to push the envelope; to let others succeed; to leverage their strengths; to understand other cultures; and to get used to doing things over and over.

The business plan for their venture -- the Executive M.B.A. capstone project requires students to prepare a detailed business plan for an emerging company and make an oral presentation -- was one thing Schroeder and Thornton had rewrite over and over. The plan’s “38<sup>th</sup> iteration,” Schroeder recalls, failed to impress Charles Hofer, Regents professor of strategy and entrepreneurship. Hofer worked with the duo for months to prepare them for a venture plan competition at the University of Nebraska. They won the competition, beating 12 other graduate school teams and winning \$7,000.

Professor Gary Roberts, who teaches Executive M.B.A. students how to develop business plans, says he was impressed with Schroeder and Thornton's concept from the beginning. "As soon as I heard this idea, I knew we had a winner," Roberts says. "This is a product that the market was ready for. The business-to-business ice cream market is dominated by Häagen-Dazs, and High Road Craft Ice Cream & Sorbet is well-positioned to succeed in this niche."

A key to the entrepreneurs' partnership is their blend of skills and styles. Schroeder, 36, is a trained chef who has worked at hotels and fine restaurants. Thornton, 28, is a skillful salesman who learned the trade from his father and older brother.

The chef and the salesman are virtual opposites in their working styles, they say. Schroeder describes Thornton, the company's chief revenue officer, as mild and reserved, "but he's also tenacious, focused and organized. I'm more creative, a little bit more outlandish and eccentric." Thornton says he partnered with Schroeder, who serves as CEO and crunches the numbers, because he admired that Schroeder wanted to make his dreams come true. "I could see the passion in him," Thornton says. As team members throughout their M.B.A., they got to know each other well, with the program's one-week trip to Romania and the peer evaluation in their managerial coaching stint providing opportunities to get to know everything about each other.

Schroeder and Thornton run their new business out of a 2,200-square-foot facility that was once a Church's Chicken R&D lab. In early October, in a kitchen appointed with a huge mixer, a 30-gallon Vat pasteurizer, a blast freezer and giant whisks and scoops, they were getting ready to start production. Over the next few months, they expect to ratchet up production to 600 cases of ice cream and sorbet a month. The goal, Schroeder says, is to make 2,000 cases a month by early spring. High Road Craft Ice Cream & Sorbet is in the process of getting USDA 100 percent organic certification.

"We will be the only business-to-business manufacturer of USDA-certified organic ice cream and sorbet in the Southeast," quips Thornton, adding that they will use only fresh, local ingredients to make their frozen treats.

While pursuing his M.B.A. and working full-time as executive chef at the Westin Atlanta Perimeter North, Schroeder labored meticulously to come up with the perfect texture for his frozen treats. He says he was inspired by the fresh-fruit sorbets and ice cream he tasted while visiting with a chef in Montreal. The Canadian confections were produced in huge quantities when fruit was at its peak to preserve the flavor. Schroeder has followed that recipe, using a wide variety of fresh ingredients, such as Georgia pecans and peaches, maple syrup from Vermont, and organic milk delivered from a farm in Alabama, to test dozens of ice cream and sorbet flavors, altering the ice cream's fat content along the way. After months of tests and a significant reduction in the butterfat content, he came up with the perfect flavor profile.

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As Schroeder and Thornton taste-tested batches of various recipes in places such as salsa dance studios, they discovered that the demand is larger than they had expected. So they have somewhat altered their business plan. While the retail market was not originally their target, the duo is now considering merchandising their treats in smaller packages at retailers such as Whole Foods Market and the Decatur Farmers Market.

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For more information on High Road Craft Ice Cream & Sorbet, please go to <http://highroadcraft.com/index.html>.

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# KSU Executive M.B.A. alums churn ice cream venture



*Entrepreneurs turn class project into dream job Keith Schroeder has always loved the kitchen....*

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# Census bureau query: How are you spending your paycheck?

*The analysis, which is conducted for and used by the U.S. Bureau of Labor Statistics, breaks down...*

Georgia (Oct 28, 2010) —

## Publication

## Link To Article

<http://www.ajc.com/news/atlanta/census-bureau-query-how-688326.html>

The analysis, which is conducted for and used by the U.S. Bureau of Labor Statistics, breaks down how much we spend on most of our daily needs, including housing, utilities, health care, transportation and food. The survey is conducted by the U.S. Census Bureau but is commissioned by the U.S. Bureau of Labor Statistics.

And it's used by everyone, from federal officials in gauging inflation to economists seeking to understand consumer spending. Government economists use the results of the survey to update information for the consumer price index, which is our nation's most widely used measure of inflation.

Businesses also use it to determine areas of growth and decline, public policy and economic leaders said. Basically, if people are eating out more, the results would encourage opening a restaurant. If people are eating at home more, the restaurants would push their popular menu items in the frozen food aisle at grocery stores.

"If you are looking at the buying habits of American consumers, you can learn a lot about spending priorities and the direction consumers are going," said Kathy Schwaig, interim dean of the Coles College of Business at Kennesaw State University.

Businesses use the survey results as supplementary information to back up their data since they do their own market analysis, Schwaig said.

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# Cobb Schools likely to take loans for SPLOST III projects

*The Cobb County school board appears poised to adopt a SPLOST III construction project "...*

Georgia (Oct 28, 2010) — The Cobb County school board appears poised to adopt a SPLOST III construction project "acceleration plan," which would require the district to take out three short-term loans in coming years to help pay for construction projects. Two local economists seem to think the plan could be a good idea, considering the construction market.

## Publication

## Link To Article

[http://mdjonline.com/view/full\\_story/10072440/article-Cobb-Schools-likely-to-take-loans-for-SPLOST-III-projects?instance=secondary\\_story\\_left\\_column](http://mdjonline.com/view/full_story/10072440/article-Cobb-Schools-likely-to-take-loans-for-SPLOST-III-projects?instance=secondary_story_left_column)

The purpose is to accelerate remaining construction projects in SPLOST III, moving up projects from 2012 and 2013 to 2011 to take advantage of the current construction costs. To pay for the influx of projects, the district plans to take out a short-term construction note in each of years 2011, 2012 and 2013.

In 2011 and again in 2012, the district will take out loans of \$62 million, but in 2013, that loan amount would be cut in half, to \$31 million. Since the loans are short-term notes, the district will have to pay back each loan by the end of each calendar year, presumably using sales-tax revenue.

At the board's Oct. 13 meeting, SPLOST manager Doug Shepard told the members that although the loans will cost the district \$637,000 in fees and interest, the savings in construction would be a long-term benefit to the district. Shepard said the district is projecting interest rates of 0.3 percent in 2011, 0.4 percent in 2012 and 0.5 percent in 2013 for the loans.

"A better way to look at it is that it could be considered an insurance policy - costs are not going to be any lower, based on the consensus of economists," Shepard said. "So this is our opportunity to lock in these costs and to lock in the savings, just as we've done with Bells Ferry, that we can then return the excess funds to other non-technology or non-construction items, so that they, in turn, can have their budgets restored as best they can."

Economics professors Dr. Don Sabbarese, of Kennesaw State University, and Dr. Roger Tutterow, of Mercer University, agreed with Shepard's reasoning.

Sabbarese - who helped refine the district's SPLOST revenue forecasts earlier this year, given the down economy - said, "From the cost side, it would make a lot of sense for them to lock into something now, given the construction industry, rather than wait until later when possibly the construction industry picks up where it would become more expensive."

Tutterow said, "It's fair to say that now's a good time to be taking on construction projects. Some of the material items are lower. And it could have stimulative effects for employers in that area ... I think the argument that now is a good time to be doing those kinds of expenses from a cost perspective is probably valid."

But board member Alison Bartlett said Wednesday that she is still on the fence about the acceleration plan. While the district has taken out short-term loans before with its SPLOST projects, Bartlett said she is worried about the district's ability to pay back the loans in this economy.

"I am very concerned about where the state of Georgia and where Cobb County is financially," Bartlett said. "SPLOST is dependent on sales tax, and I don't believe in the numbers we're currently receiving from the state ... I think in today's economic outlook, that is a very very dangerous thing to do. Any other time that the school system has done a TAN (tax-anticipation note) we knew that we

were going to earn money on the money that we had and we were not going to have a loss of revenue."

The district took out short-term loans for SPLOST projects nearly every year between 1998 and 2007, Shepard said.

Sabbarese, however, said that if the district's SPLOST projections are relatively decent then it should not have any issues with paying back the loans. In February, KSU economists helped to revise the district's revenue forecasts for SPLOST III, projecting a 20 percent decrease in the original projections of SPLOST III revenue. In September, the board voted to slash the budget for each of the SPLOST III construction projects by 20 percent.

"If the forecasts are halfway decent forecasts, then they should be able to pay them," Sabbarese said of the loans. "If they're reasonably accurate, one would have to guess that the timing of this makes sense."

But the loans are not without risk, Tutterow said.

"Any time you take on any kind of debt, you've got to make sure you monitor your debt level against the size of the entity," Tutterow said. "The problem is that you're making a bet that the sales tax revenue will come in ... It is not riskless any time you take on a debt that has to be paid back."

At least two board members are in support of the acceleration plan.

"It makes good business sense," Holli Cash said. "It's good for the district and it's good for the kids. We need to take advantage of everything the market has given us - good and bad."

Board Chairwoman Lynnda Crowder-Eagle also said that the acceleration plan makes good financial sense.

"It is a different time, but I'm not worried about us paying them back," Crowder-Eagle said. "And I think the savings we will have by us being able to expedite some of these projects will be an advantage and it will be a fiscally responsible thing for us to do."

David Morgan said he was still weighing the benefits and risks of the acceleration plan, but would not elaborate on his concerns. Dr. John Abraham said he needed clarification on the district's plan to pay back the loans and to pay the loan interest.

Members Dr. John Crooks and David Banks could not be reached for comment.

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# Ted Parish on KSU Football

*A year ago football at Kennesaw State University was being considered as a possibility. Today that...*

Georgia (Oct 28, 2010) — A year ago football at Kennesaw State University was being considered as a possibility. Today that possibility is a reality. The owls will hit the gridiron in 2014. Taking a closer look at how this major decision and weigh its benefits to the school is financial expert and KSU Football Exploratory Committee member Ted Parrish.

## Publication

## Link To Article

[http://www.myfoxatlanta.com/dpp/good\\_day\\_atl/Ted-Parrish%3A-KSU-Football-20101027-gda-es](http://www.myfoxatlanta.com/dpp/good_day_atl/Ted-Parrish%3A-KSU-Football-20101027-gda-es)

Click [here](#) to view the interview.

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# Georgia manufacturing index falls to lowest level since January



*PMI drops 3.3 points as new orders and production decline KENNESAW, Ga. (Nov. 1, 2010) ...*

*Georgia (Nov 2, 2010) – PMI drops 3.3 points as new orders and production decline*

KENNESAW, Ga. (Nov. 1, 2010) – Manufacturing activity in Georgia fell for the third consecutive month in October, according to the Econometric Center at Kennesaw State University's Coles College of Business.

Georgia's Purchasing Managers Index (PMI) – a reading of economic activity in the state's manufacturing sector – for October was 50.3, down 3.3 points from the previous month's level of 53.6. The latest reading is the lowest since January, when it stood at 46.1, and is 5.9 points below the PMI's six-month average.

“The latest numbers are consistent with the gradual slowdown in manufacturing activity that started in June,” said Don Sabbarese, professor of economics and director of the Econometric Center at the Coles College of Business. “Contraction in commercial and residential construction and the slow rebound in economic activity are contributing to the PMI's slowdown.”

Some 21 percent of survey respondents said they expected higher production in the next three to six months, compared with 27 percent of respondents expecting lower production, said Sabbarese.

Hiring experienced an increase of 3.7 points, to 51.7. All of the PMI's underlying variables, except for finished inventory, were below their six-month averages.

Highlights of the October PMI include:

- New orders were down by 5.4 points, to 46.6
- Production declined 3.7 points, to 48.3
- Commodity prices increased 5.8 points, to 63.8, the first increase in three months
- Finished inventory declined 3.7 points, to 48.3
- Supplier delivery time decreased 7.1 points, to 56.9. This decrease is consistent with the drop in new orders and production

The Georgia PMI provides a snapshot of manufacturing activity in the state, just as the monthly PMI

released by the Institute for Supply Management provides a picture of national manufacturing activity. A PMI reading above 50 indicates that manufacturing activity is expanding; a reading below 50 indicates it is contracting. The national PMI for October was 56.9, up 2.5 points from September.

The Georgia PMI reading is a composite of five variables – new orders, production, employment, supply deliveries and finished inventory. A sixth variable, commodity prices, is compiled by the Coles College’s Econometric Center but does not go into the PMI calculation.

The PMI, compiled from a monthly survey of manufacturers, is the earliest indicator of market conditions in the sector. Since manufacturing -- which accounts for 11 percent of GDP -- is sensitive to changes in the economy, it can also reveal changing macroeconomic trends.

The PMI’s value is in its timeliness and sensitivity to variables such as interest rates, global markets and other economic changes. The Georgia PMI provides valuable data used by institutions such as the Federal Reserve Bank of Atlanta to assist in their analysis of current economic conditions, along with many other data sources, to get a picture of economic activity.

For a full report of the October PMI, or to speak with professor Sabbarese, please call 770-423-6094.

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# KSU Bike Shop keeps things rolling

*Location: Student Recreation & Wellness Center    The KSU Bike Shop is the place to...*

Georgia (Nov 2, 2010) –

The KSU Bike Shop is the place to go for a free tune-up or to put your old bike back in shape. There is no charge for labor.

Bike riders can learn the basics of bike maintenance and repair during workshops. The shop holds these free “how-to” clinics almost every Friday, from noon until 4 p.m., under the blue tents in front of the Rec Center.

The shop’s half-dozen staffers, who have almost 40 years’ experience among them, also maintain a loaner fleet of 15 mountain bikes. Valued at several hundred dollars each when new, these well-maintained bikes may be checked out for several days. A refundable \$200 deposit is required, but there are no rental fees.

## Additional Info

The shop is open Monday-Friday, from 10 a.m. - 6 p.m. For more information, please visit [http://www.kennesaw.edu/student\\_life/intramurals/bikeshop.shtml](http://www.kennesaw.edu/student_life/intramurals/bikeshop.shtml) or call 770-499-3243.

The shop can also be reached on Facebook.

[http://www.kennesaw.edu/student\\_life/intramurals/bikeshop.shtml](http://www.kennesaw.edu/student_life/intramurals/bikeshop.shtml)

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# KSU selected for nationwide curriculum project on global education



*Association of American Colleges and Universities selects KSU for "General Education for a...*

Georgia (Nov 2, 2010) –

KENNESAW, Ga. (Nov. 2, 2010) -- Kennesaw State University was among 32 colleges and universities selected by the Association of American Colleges and Universities to participate in a project that prepares students to become socially responsible in an increasingly interdependent world. KSU, the only university in Georgia participating in the project, was chosen from a pool of more than 140 institutions.

KSU and the other 31 institutions will revise their general education curricula to offer students the skills and knowledge essential for socially responsible and engaged citizenship. The institutions selected for this nationwide curriculum and faculty development project, titled "General Education for a Global Century," include Carnegie Mellon University, Haverford College, Michigan State University and Virginia Tech, among other public and private institutions.

"Kennesaw State is dedicated to preparing students to be engaged, global citizens," said KSU interim Provost W. Ken Harmon. "Being part of this prestigious and select group of institutions is testimony to our forward-thinking faculty. Also, I am very excited that this process will help us act with even greater intention."

For years KSU has strategically developed programs aimed at educating globally aware and engaged individuals. The number of students participating in study-abroad programs has increased more than 200 percent over the past five years. Two critical components of KSU's global education initiative – the "Year of" annual country study and the global certification program, launched in 2009 – have been recognized among top college initiatives promoting global citizen diplomacy.

"General Education for a Global Century" – funded by a \$400,000 grant from the Henry Luce Foundation – builds upon efforts at participating institutions to recast general education courses and programs and create curricula that address complex, global issues across academic disciplines. It is a project of an AAC&U initiative called Shared Futures that places questions of diversity, identity, citizenship and responsible action at the heart of global learning. Shared Futures' goal is to promote knowledge about global issues and educate students who will advance equity and justice.

Teams at participating institutions will spend the fall and winter refining general education strategies and strengthening connections between existing general education goals and global learning outcomes. They will also inventory opportunities for global learning that already exist on their campuses and integrate them with their larger general education efforts. Working through a social networking website, participating institutions will help identify common areas of interest. Those critical issues will be addressed at a summer institute in 2011.

For more information on "General Education for a Global Century," go to [http://www.aacu.org/SharedFutures/global\\_century/index.cfm](http://www.aacu.org/SharedFutures/global_century/index.cfm).



Kennesaw State University is the third largest university in Georgia, offering more than 70 graduate and undergraduate degrees, including doctorates in education, business and nursing and a new Ph.D. in international conflict management. A member of the 35-unit University System of Georgia, Kennesaw State is a comprehensive, residential institution with a growing student population of more than 23,000 from 142 countries.

#### About the Association of American Colleges and Universities

AAC&U is the leading national association concerned with the quality, vitality, and public standing of undergraduate liberal education. Its members are committed to extending the advantages of a liberal education to all students, regardless of academic specialization or intended career. Founded in 1915, AAC&U now comprises 1,200 member institutions – including accredited public and private colleges and universities of every type and size.

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# Taha Mzoughi



*Taha Mzoughi is an associate professor of physics at the College of Science and Mathematics. His...*

Georgia (Nov 2, 2010) – Taha Mzoughi is an associate professor of physics at the College of Science and Mathematics. His research focuses on the effects of using media and information technology to facilitate learning.

## [Link To Website](#)

In addition to teaching undergraduate and graduate physics, education and electronics courses, Mzoughi coordinates the physics teaching laboratories and the Master of Arts in Teaching program. He also manages a project funded by the Noyce Scholarship Program recruiting students to become physics teachers.

Mzoughi is the founding editor of the Physics Source, a digital library for introductory teaching and president of the Southern Atlantic Coast Section of the American Association of Physics Teachers.

Click [here](#) for more on Taha Mzoughi.

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# Ga. manufacturing slowdown drags on

*The downturn in Georgia's manufacturing sector continued for a third month in a row in...*

Georgia (Nov 3, 2010) –

## Publication

## Link To Article

<http://www.bizjournals.com/atlanta/news/2010/11/02/ga-manufacturing-slowdown-drag-on.html>

The downturn in Georgia's manufacturing sector continued for a third month in a row in October, according to the Econometric Center at Kennesaw State University's Coles College of Business.

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The latest reading also is the lowest since January, when it stood at 46.1, and is 5.9 points below the PMI's six-month average.

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# Social Media Atlanta 2010

By: Clay Duda, Social Media Consultant, Center for Sustainable Journalism There is a growing...

Georgia (Nov 4, 2010) –

## Link To Article

<http://www.smartmagazines.net/magazines/JCL.pdf>

By: Clay Duda, Social Media Consultant, Center for Sustainable Journalism

There is a growing community on the Internet. I say community because that's exactly what it is. Social Media - a term that rounds up Facebook, Twitter, LinkedIn, Myspace, blogs and dozens of other sites - has carved a foothold into the lives of many regardless of age. Businesses use these networks for everything from connecting with new customers to weeding out applicants. Non-profits use them to instantly connect those in need to those with the means to give at lightning speed. College kids chat. Instead of passing notes they send Facebook messages, tweets and texts. I also say community because social media is not a one-way flow of information. It's a lively interaction of all those who choose to connect. Our online usage has evolved a long way from the "Dot Com Boom" of the 1990's, where stagnant websites existed in cyber obscurity. Increasingly businesses - Fortune 500s to start-ups - are adding social media to their marketing approach. If you've yet to venture into the social world of digital sparks and connections there may be a few ohs and ahs you're missing out on.

Family:

The demographics of Facebook have been changing over the past couple of years. Odds are your high school and college age children have accounts, and parents (and even grandparents) have followed suit at staggering rates. The 18-24 age group - the original target demographic for the social site - has experienced the slowest growth in new users, according to iStrategyLabs' statistics. People age 35 and older now make up more than 30 percent of total Facebook users. The fastest growing age group, women 55 and older, increased a whopping 922 percent in 2009. Lev Grossman of Time magazine thought the influx of older users marginalized Facebook's "cool" status among today's youth, but the fact is Facebook has matured beyond simple schoolyard games.

Facebook has become a good place to reach out to family, friends and even track down old comrades and classmates as a diverse age range continue to join the community.

"[Middle-aged Americans have] gone through multiple schools, jobs and marriages. Each one of those came with a complete cast of characters, most of whom we have forgotten existed," Grossman writes in his Time article about why Facebook is ideal for 'Old Fogies.' "But Facebook never forgets."

There are more than 100 million active Facebook users in the United States, with around 50 percent logging in on any given day, according to Facebook's own statistics. Geographically, Atlanta experienced the largest increase in new users in 2009 with a growth of about 267 percent. Join the conversation and you may be surprised who you end up connecting with.

Business:

About 30 percent of companies leveraged social media to promote their brand, according to a recent CareerBuilder survey. Larger companies did it more, but it's not just Fortune 500's getting in on the action. About one in five companies plan to add social media responsibilities to an existing employee. Eight percent will hire someone to specifically handle social media through the next year.

CareerBuilder also named social media one of its top 10 hiring trends of 2010. Traditional television ads only produced a positive ROI 18 percent of the time, and companies have increasingly looked for innovative (and low cost) means of reaching new, and building confidence among existing, consumers.

Social platforms have also given costumers a chance to voice their own opinion about products or services. In 2009 an obscure Canadian band called Sons of Maxwell attracted big-business attention after posting a series of YouTube music videos about how United Airlines broke its \$3,500 guitar. The most popular of the videos received more than 9 million views and was a hard lesson for the airline giant. Many businesses are still grappling with the shift in business-customer relations.



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# Kennesaw State opens Veterans Resource Center



*"One-stop shop" focuses on making college more accessible to nation's veterans...*

Georgia (Nov 8, 2010) — *"One-stop shop" focuses on making college more accessible to nation's veterans*

KENNESAW, Ga. (Nov. 9, 2010) — Kennesaw State University announced that it has launched a Veterans Resource Center as the nation prepares to celebrate Veterans Day on Nov. 11. KSU's Veterans Resource Center is a one-stop shop for veterans who wish to start or continue their college education. Part of Student Success Services, the center counsels veterans with processing applications for Veterans Affairs educational benefits and assists them with enrollment.

"It gives me great pleasure and fills me with a deep sense of pride to dedicate the Veterans Resource Center to the women and men of the United States military who have served our country in times of war and peace," said Jerome Ratchford, KSU's vice president for student success. "Without their sacrifice, this great nation would not long have survived. It is only right that we seek to help these guardians of freedom as they pursue the goal of higher education."

Ratchford noted KSU has experienced a 4 percent increase in the number of veterans enrolled between 2000 and 2004. "Given the uptick in enrollment of veterans and the unique challenges they face compared to our traditional student base," Ratchford said, "the establishment of the Veterans Resource Office makes great sense at this time."

KSU also announced it has appointed Frank Wills, an Operation Iraqi Freedom veteran, as the new center's director. In this capacity, Wills advises veterans enrolled at the university and collaborates with other campus entities, including the offices of the registrar and financial aid. He also helps veterans as they acclimate to campus life, assisting them with obtaining their educational benefits and acting as a liaison between the Department of Veterans Affairs and the university. Wills works closely with veterans student groups on campus and with the national veterans community.

Wills, who brings more than eight years of military experience, comes well-equipped to help veterans continue their education to prepare for a post-military career. A Marine Corps veteran of the initial invasion of Iraq, Operation Iraqi Freedom, Wills' unit was credited with helping capture and secure the Mosul airfield. He received the Combat Action Ribbon, the Humanitarian Assistance Ribbon and the Global War on Terrorism Good Conduct Medal. In 2005 he enlisted in the Army National Guard.

"We are pleased to welcome Frank Wills aboard as the leader of our new Veterans Resource Center," said Bob Mattox, assistant dean and director of student success services. "With his military expertise and his experience helping fellow veterans navigate their way in academia, he is uniquely positioned to lead the center."

Wills earned a bachelor's and a master's in public/policy administration from Mississippi State University. In 2009 he was named a Tillman Military Scholar, an award given by the Pat Tillman Foundation in recognition of his community leadership.

Wills was co-founder of the national Student Veterans Association and was elected southeastern

regional director. As a graduate assistant at Mississippi State, he worked for the G.V. “Sonny” Montgomery Center for America’s Veterans and presented a proposal to a congressional subcommittee supporting policy changes to assist student-veterans attending college.

For more information about KSU’s Veterans Resource Center, please visit:

[http://www.kennesaw.edu/studentsuccess/veterans\\_resources/](http://www.kennesaw.edu/studentsuccess/veterans_resources/).

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# "Waiting for 'Superman'" Inspires iSchool Initiative Student Movement

*Salt Lake City, UT (PRWEB) November 9, 2010 After being inspired by the documentary "Waiting...*

*Georgia (Nov 10, 2010) —*

## Publication

## Link To Article

<http://www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2010/11/09/prwebprweb4714174.DTL>

Salt Lake City, UT (PRWEB) November 9, 2010

After being inspired by the documentary "Waiting for 'Superman'", the student movement, ignited by Travis Allen's iSchool Initiative, kicked off their nationwide seminar series in Utah last week. The student led, non-profit organization has ambitious plans to take their vision of a 21st century classroom directly to students and educators across the country.

"We are students attempting to change education as we know it" says Travis Allen, Founder and CEO of the iSchool Initiative.

[Kearns High School](#) recently adopted the iSchool Initiative's vision and gave 1700 iPod Touches to the student body. The Utah school was the first to invite Travis and his team to help kick start their mobile learning program with seminars for both faculty and students on Friday, November 5th.

"After watching the original [iSchool Initiative video](#)", we knew it was the type of program we wanted at our school" said Rachel Murphy, the library media specialist at the school. "The iSchool Initiative presentation was phenomenal. Students were excited and motivated to use the educational applications the team demonstrated. Finally we have the possibility of meeting student needs with the tools and the 21st century ways in which they want to learn."

During the seminar, Travis Allen informed the students that the eyes of the nation would be on them. "You will be playing a critical role in whether or not other schools and students adopt mobile learning programs. Today you have the opportunity to help change the face of public education in America!"

Having recently graduated from the public education system less than two years ago, Travis was deeply moved by David Guggenheim's ground breaking film "[Waiting for 'Superman'](#)". "It brought me back to the reason I formed the iSchool Initiative in the first place", said Travis. "There is a growing disconnect between our public education system and students."

Currently a sophomore at Kennesaw State University, Travis found the perfect environment to breath new life into his burgeoning organization when he joined the Students in Free Enterprise (SIFE) program on campus.

"We believe students must embrace life long mobile learning skills to stay relevant and competitive in the information age." said Dr. Roberts, head of the Students in Free Enterprise program (SIFE) at KSU. "We are committed to supporting the iSchool Initiative's vision and proud to have Travis Allen and his team on campus".

The iSchool Initiative is a student led, non-profit organization dedicated to spreading the vision and fulfilling the promise of a 21st century classroom. Their mission is to inspire and educate students on how to become life long digital learners in the information age.

To learn more about the iSchool Initiative's inspiring new seminar series, visit their website



at [www.ischoolinitiative.com](http://www.ischoolinitiative.com).

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# Kennesaw State Dance Company to present "D-Man in the Waters"



*For media inquiries: Cheryl Anderson Brown, Director of Public Relations, 770-499-3417 or [cbrown@...](mailto:cbrown@kennesaw.edu)*

Georgia (Nov 11, 2010) —

For media inquiries: Cheryl Anderson Brown, Director of Public Relations, 770-499-3417 or [cbrown@kennesaw.edu](mailto:cbrown@kennesaw.edu)

KENNESAW, Ga.—The Kennesaw State University Department of Theatre, Performance Studies & Dance will present "D-Man in the Waters" Nov. 17-20 at 8 p.m. in Howard Logan Stillwell Theater. The performance, made possible in part by a National Endowment for the Arts American Masterpiece Grant, will include four contemporary works featuring the choreography of guest artist Bill T. Jones, KSU artist-in-residence Lauri Stallings, and KSU faculty members Sandra Parks and Ivan Pulinkala.

Pulinkala, director of the Program in Dance, explains, "It is very exciting for the KSU Program in Dance to receive the National Endowment for the Arts American Masterpiece grant this year. This nationally competitive grant brings a level of recognition and visibility to our program that is a great honor for our students, faculty and university."

Each of the four works to be performed are distinctive and "each artist works with his or her own palate of vocabulary and ideas," says Pulinkala. "The programming represents a diversity in our curriculum, that is integral to our pedagogical philosophy." The performance will feature contemporary ballet, Israeli gaga technique and contemporary modern technique. A highlight of the concert is the performance of "D-Man in the Waters" choreographed by internationally acclaimed Tony award-winning artist Bill T. Jones.

"The reason I chose Bill T. Jones' work for the company this year is because he represents many aspects of diversity that are important to our program, department, college and university," Pulinkala explains. "He is an openly gay, HIV-positive, African-American choreographer. These aspects of his personal identity are significantly tied to his choreographic work and integral to his creative process. The work provides a powerful opportunity to teach our students about valuing and respecting all kinds of beliefs, people and experiences."

The KSU Program in Dance was started as a dance minor in 2005. In January 2009, the program launched the Bachelor of Arts degree in dance that enrolls more than 80 dance majors in less than two years. The program has garnered a national reputation at the American College Dance Festival, and the KSU Dance Company has been invited to represent dance programs in the southeastern United States for two consecutive national years, performing in New York City in 2008 and at the Kennedy Center in 2010. For more information about the Program in Dance, click the dance link at [www.kennesaw.edu/arts](http://www.kennesaw.edu/arts).

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*Kennesaw State University is the third-largest university in Georgia, offering more than 70 graduate and*

*undergraduate degrees, including new doctorates in education, business and nursing. A member of the 35-unit University System of Georgia, Kennesaw State is a comprehensive, residential institution with a growing student population of more than 22,500 from 142 countries.*

The KSU College of the Arts is one of only four Georgia institutions to have achieved full national accreditation for all of its arts departments.

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# New book by KSU alum and professor captures lives of iconic Atlanta twins

*Neil Wilkinson will sign his tribute to trailblazers Ruth and Ruby Crawford at Nov. 17...*

Georgia (Nov 11, 2010) —

KENNESAW, Ga. (Nov. 11, 2010) —The Kennesaw State University Press will launch on Nov. 17 a new book about Ruth and Ruby Crawford, the twin sisters who shattered the glass ceiling for Georgia women in banking, law and business in the 1940s and who were fixtures on Atlanta's civic and social scenes for more than 60 years.

## WHAT:

An official launch and book signing for "Running on Full: The Story of Ruth & Ruby Crawford" by Neil Wilkinson will be held at Mary Mac's Tea Room, one of the sisters' favorite Atlanta hangouts. More than 600 politicians, civic and business leaders, lawyers, judges and members of the church and organizations to which the Crawford sisters belonged have been invited.

## WHO:

Ruth and Ruby Crawford were the first women bank officers in Georgia, and also were trailblazers as lawyers and realtors. They were active members of Atlanta's Peachtree Road United Methodist Church, from where they ceremoniously greeted Peachtree Road Race runners for more than 30 years, and volunteered for the Buckhead Christian Ministry and Feed the Hungry Project, the Atlanta Humane Society, North Fulton Senior Citizens Services, and as docents at the Carter Center. The twins have been the subject of many books and articles featuring southern living and women in business and have appeared on TV and in film, including "What's My Line?" "The Oprah Winfrey Show" and a GPTV documentary titled "Lost Atlanta: The Way We Were."

Neil Wilkinson, the book's author, is an adjunct professor of business law at Kennesaw State's Coles College of Business and a graduate of KSU's Master of Arts in Professional Writing program. The Crawford sisters chose him from at least a half-dozen writers vying to pen their memoirs. He interviewed the sisters and conducted research over four years prior to Ruth's death in 2005 and Ruby's in 2009.

## WHEN:

Wednesday, Nov. 17, 6:30 to 8:30 p.m.

## WHERE:

Mary Mac's Tea Room, 224 Ponce De Leon Ave., Atlanta, Ga. 30308

For more information on "Running on Full," go to <http://www.kennesaw.edu/ksupress/>

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# Kennesaw State University students say "Yes" to football!



*Nearly 56 percent of voters support football at Georgia's third largest university For more...*

Georgia (Nov 16, 2010) —

*Nearly 56 percent of voters support football at Georgia's third largest university*

For more information on football at KSU go to <http://www.kennesaw.edu/ksufotball/>

KENNESAW, Ga. (Nov. 16, 2010) — Kennesaw State University students have voiced support for a football fee at Georgia's third largest university. Of the 7,358 students who voted in last week's survey, 55.5 percent of them support a \$100 per-semester fee, which would be initiated at the earliest in fall 2012 — but only if several additional milestones are achieved before then.

There were 22,388 eligible voters — those who currently pay the university's athletics fee — and 33 percent of them voted.

The vote took place online between Nov. 8 and 14, via a survey shaped by KSU's Student Government Association (SGA), with advice and guidance provided by KSU faculty. In the week preceding the vote, KSU President Daniel S. Papp conducted nine football forums on campus with students, faculty and staff to provide information about the proposal to add football and to discuss its pros and cons.

Today's positive vote followed the release in mid-September of a report by KSU's Football Exploratory Committee, which concluded there was solid support for football. Headed by legendary UGA football coach and athletics director Vince Dooley, the committee's much-awaited report commissioned by Papp, recommended that the university move forward with plans to field a football team. At that time, Papp promised to gauge student support further before a decision was made.

"Student financial support is critical if KSU is going to have a football program," Papp said. "Before our students voted, I wanted them to have all the facts and give them a chance to ask questions in an open forum. The only way we can afford to field a football team is with the support of student fees."

Funding football at KSU could cost between \$5 million and \$6 million annually, according to the report prepared by the Football Exploratory Committee. A student fee of \$100 per semester, along with additional funds from sponsors, donors and ticket sales are necessary to generate revenue for the program.

Despite today's report of strong student support for football, Papp stressed that there are still challenges ahead. "Starting a football program from scratch will not be easy, but then again nothing truly worthwhile ever is easy," he said. "We still have a long way to go, but we are another step closer to having football at KSU! With today's vote by the students, we are at second down; we have two more downs to go before we have a touchdown!"

The next step in the assessment process is to conduct an 18-to-30 month fundraising campaign. The campaign would need to raise between \$8 million and \$12 million to create the infrastructure needed to launch the football program and to expand women's sports at the university to meet Title IX gender-equity requirements. If the fundraising is successful, a business plan then would be submitted

to the Board of Regents (BOR), which would include a formal request for the \$100 student fee.

Based on the timeline of the fundraising campaign, that will determine when the business plan and fee request would be submitted to the BOR. At the earliest, the request would be submitted in spring 2012 or at the latest in spring 2013. Therefore, the earliest students would pay the new fee is in the fall 2012 semester.

KSU's Vice President for Student Success Jerome Ratchford, who chaired the Football Vote Planning Committee, said that the committee's mission was to educate and inform students about the potential benefits and costs of adding football. "That's why we took great pains to hold several forums around campus at various times to solicit student input and provide accurate and timely information," Ratchford said. "We wanted to be fair and impartial and then let the students vote in a binding referendum. I am pleased that students actively engaged in the voting process and let their opinions be known regarding how they feel about adding football to our athletics program at KSU."

Ali Kamran, president of KSU's Student Government Association, commented on the level of student engagement. "It was very refreshing to see more than 7,000 students vote on this important matter," he said. "The students were actively involved. I want to thank everyone in KSU student government for their help in raising awareness of this important issue."

KSU SGA Vice President Darius Robinson, who co-led the student voting process, added: "We were at fourth and inches and decided to go for it," he said. "We still have two quarters to play before this dream can become a reality, but we are now one step closer to having football at Kennesaw State University."

Now that the student vote has moved KSU another step closer to fielding a football team, football games could take place at the university as early as fall 2014. If the fee approval takes place in spring 2012, coaches would be recruited in fall 2012 and players would be recruited beginning in fall 2013. With some adjustments, a football team could play in the state-of-the-art, \$16.5 million KSU Soccer Stadium that was completed in May.

Papp reiterated that quality academics will remain the university's focus even if a football program is launched. "A football program could serve our mission well, as it may help bring increased national recognition to our institution and highlight the important work that is being done here in teaching and research," Papp said. "We are already recording a heightened media interest in the university due to the conversations we are having about a potential program. Fielding an intercollegiate football team will promote student and alumni attachment, make KSU degrees more valuable, and will enhance our ability to raise funds and attract more students."

###

Kennesaw State University is the third largest university in Georgia, offering more than 70 graduate and undergraduate degrees, including doctorates in education, business and nursing, and a new Ph.D. in international conflict management. A member of the 35-unit University System of Georgia, Kennesaw State is a comprehensive, residential institution with a growing population of more than 23,400 students from 142 countries.

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# KSU Students Vote for Football

*KSU students vote for football. Click here to watch the story on WGCL-TV Channel 46. Click here to...*

Georgia (Nov 18, 2010) – KSU students vote for football.

## Publication

## Link To Article

[http://www.kennesaw.edu/ur/video\\_files/Channel\\_2\\_Vote4FootballResults3.mov](http://www.kennesaw.edu/ur/video_files/Channel_2_Vote4FootballResults3.mov)

Click [here](#) to watch the story on WGCL-TV Channel 46.

Click [here](#) to watch the story on WXIA-TV Channel 11.

Click [here](#) to find out more information about football at KSU.

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# Professor leads probe into lynch mystery

by Marcus E. Howard [mhoward@mdjonline.com](mailto:mhoward@mdjonline.com) The Marietta Daily Journal November 22, 2010 12:00 AM...

Georgia (Nov 22, 2010) —

## Link To Article

[http://www.mdjonline.com/view/full\\_story/10404806/article-Professor-leads-probe-into-lynch-mystery](http://www.mdjonline.com/view/full_story/10404806/article-Professor-leads-probe-into-lynch-mystery)

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November 22, 2010 12:00 AM

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# KSU dance director receives Cobb symphony award

7:11 p.m. Monday, November 22, 2010 Ivan Pulinkala, founding director of Kennesaw State...

Georgia (Nov 23, 2010) —

## Publication

## Link To Article

<http://www.ajc.com/news/cobb/ksu-dance-director-receives-750921.html>

7:11 p.m. Monday, November 22, 2010

Ivan Pulinkala, founding director of Kennesaw State University's dance program, received the Cobb Symphony Orchestra's Award for Artistic Excellence, the first award of its kind presented by the symphony.

Pulinkala is artistic director of the KSU dance company, and has been director of the dance program at the university since 2005. Prior to his work at KSU, Pulinkala was choreographer and director of Delhi Music Theatre in India before moving to the U.S. in 1998 to pursue a master's degree in dance.

Pulinkala received the symphony award earlier this month during the Cobb Symphony Master Works Concert at the Murray Arts center of Mount Paran Christian School in Kennesaw. KSU offers a bachelor's of arts degree in dance and enrolls more than 80 dance majors

By [Janel Davis](#)

The Atlanta Journal-Constitution

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# Safe Holiday Shopping

*Despite the recession, the National Retail Federation estimates consumers will spend nearly \$450...*

Georgia (Nov 23, 2010) –

Despite the recession, the National Retail Federation estimates consumers will spend nearly \$450 billion on gifts this holiday season - about two percent more than last year.

More consumers are shopping online to find the perfect gift, often at lower prices and with free shipping. But the Internet also attracts thieves and scammers who have created ingenious ways to steal shoppers' money and identity, especially during the busiest buying season of the year.

Jennifer Priestley, associate professor of statistics at KSU's College of Science and Mathematics, warns that making online purchases can invite fraud and identity theft. She especially cautions against using debit cards to make those purchases.

Priestley, a consumer credit card expert who worked for 10 years with Visa and MasterCard, says the best way to make purchases is with a credit card. "There is a firewall between your credit card and your checking account; they are not connected," she said. "If you use your debit card on a non-secure site, it is not just your card account information that is compromised - it's your checking account. And it's easy for crooks to wipe out all your money."

The major payment companies offer a higher level of protection on purchases with credit cards than with debit cards. For example, MasterCard provides coverage for most items damaged or stolen within 90 days of the date of purchase. Visa, American Express and Discover also similar protection. Banks may or may not choose to offer this level of protection on debit card purchases.

Identity theft is one of the fastest growing crimes. According to the Federal Trade Commission, about 10 million people a year become victims. One of the most successful methods used to steal identity is by e-mail. The most common scam is an emotional request from a Nigerian citizen begging for assistance with an unclaimed estate. These scammers send out millions of e-mails each month waiting for those naive or greedy enough to respond.

"Unfortunately, those e-mails cost almost nothing to send out and if even one or two people respond, it was worth the effort. The bandits gain access to personal accounts that are full of valuable information," Priestley said. "Using your debit card online is potentially just as bad as responding to these fraudulent e-mails - it puts your checking account out there for all to see."

Priestley also warns about phishing, a practice in which thieves send an e-mail or text message asking the recipient to click on a link to update personal information or passwords. When unsuspecting e-mail users respond, the thieves steal personal data. Researchers estimate 3 million consumers are tricked out of more than \$1 billion every year with phishing scams.

Shoppers surfing the web for great deals should also be careful of fraudulent websites that proliferate during the holiday season. Criminals create dummy websites that look like the real thing but are set up to steal information. Experts caution consumers to make sure a site is secure before making purchases. Information exchanged with any address beginning with *https* is encrypted, which is more secure.

Public and free Wi-Fi networks are almost everywhere, especially at malls, cafés, hotels and airports. Tech-savvy crooks have Wi-Fi scanners that can read messages and information as they are transmitted. "Using these types of networks can expose everything on your computer to any hacker in the area," Priestley said.

The latest trend is shopping on social networking websites, which have an estimated 500 million users. More companies are targeting consumers on Facebook, MySpace and Twitter. Criminals are also using social sites to collect information with phony pages infected with malicious viruses.

"The safest way to shop and avoid all of the scams is to pay with cash," Priestley said. Consumers should also exercise caution when using automated teller machines. "While ATMs are convenient, they also provide another way for criminals to access your money." Priestley suggests only using ATMs attached to actual banks. "Never ever use the ATMs at the mall. It's too easy for crooks to watch you enter your PIN number and steal your card number. They take your information, make fake cards and then pull out all your cash."

When shoppers hit the malls and log onto their computers, so do the crooks.

Priestley offers these tips to help keep shoppers safe:

- Protect Personal Computers
    - Install up-to-date [anti-virus](#) and [spyware protection](#)
    - Use a firewall when browsing the Internet
    - Never access personal information or make purchases in a public place
  - Protect Passwords
    - Never share passwords
    - Avoid using easy-to-guess common words or personal information
    - Change passwords every 90 days
    - Use a unique password for each online account
  - Use Credit NOT Debit Cards
    - Credit cards provide personal protection against unauthorized purchases
    - Consumers can dispute purchases before paying for it
    - A thief can wipe out a checking or savings account
  - Make Copies of Credit and Debit Cards
    - Copy both sides of all cards to have easy access to account numbers and customer service numbers
  - Avoid Fraudulent Websites
    - Secure websites will have “https” in the URL
  - Watch Out for Phishing Scams
    - Be careful of e-mails or text messages asking you to click on a link to update personal information
  - Do Not Use Public Wi-Fi for Online Shopping
    - Entering sensitive information when using a public Wi-Fi connection is risky
  - Protect Information on Social Networking Sites
    - Restrict access to personal pages using built-in privacy settings
  - Only Use ATMs Connected to a Bank
    - Do NOT use ATMs at malls
    - Guard PIN numbers at the ATM
    - Thieves install devices that read personal information
- 

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# Jennifer Priestley



*Jennifer Priestley is an associate professor of statistics at the College of Science and...*  
Georgia (Nov 24, 2010) –

Jennifer Priestley is an associate professor of statistics at the College of Science and Mathematics. She is currently developing an upper-level course in credit scoring - one of the first such courses taught at a major university. Prior to academia, Priestley worked in the consumer credit card industry for 10 years. Under her leadership at VISA, she helped develop the consumer credit card markets for Ireland and Scotland. At MasterCard International, she directed relationships with banks and financial institutions.

Priestley offers these tips to keep consumers and their money safe during this busy holiday shopping season:

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# Experts preach caution over online holiday shopping

*If you're hurrying as you do your online holiday shopping, you'd better slow down and pay...*

Georgia (Nov 29, 2010) — If you're hurrying as you do your online holiday shopping, you'd better slow down and pay attention to the bad habits that can get your financial information stolen.

## Publication

## Link To Article

<http://wgst.com/pages/localNews.html?feed=122602&article=7880770>

Friday, November 26, 2010

Kennesaw State University professor Jennifer Priestley says doing online shopping at the airport or a coffee shop is just asking thieves to steal your information because it's a public network.

"People are sitting around in coffee shops, or they're waiting for their plane, and they use that as an opportunity to make some last minute purchases," said Priestley. "And the bad guys are walking around with their scanners, looking for people like you and me."

And she says be careful you're ordering from a legit website.

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# Football helps lure men to class

*Kennesaw State University plans to field its first football team in 2014 and officials received...*

Georgia (Nov 29, 2010) — Kennesaw State University plans to field its first football team in 2014 and officials received briefings showing that a side effect of the sport is an influx of male students, spokeswoman Arlethia Perry-Johnson said. Students voted last week to pay higher fees to support the team. "It would be a wonderful benefit," she said. "You want a balance in your student enrollment." Some Kennesaw State students already are talking about games and the opportunity to earn a walk-on spot on the team. Juniors Jake Gresham and Blake Armstrong enrolled at Kennesaw State because of convenience and cost but said they'd like a football school. They envy the school spirit sports teams engender at other colleges, such as the University of Georgia.

## Publication

## Link To Article

<http://athleticbusiness.com/articles/lexisnexis.aspx?lnarticleid=1311208512&intopicid=136030023&h=Football%20helps%20lure%20men%20to%20class;%20%20Chief%20enrollment%20officer%20at%20Georgia%20St>

Click [here](#) to read the article.

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# Human kindness: Even with less, plenty still give

*In addition, I see student nurses and their professors providing free health care to the uninsured...*

Georgia (Nov 29, 2010) — In addition, I see student nurses and their professors providing free health care to the uninsured in the Kennesaw State University Community Health Clinic at MUST. Thousands of grateful patients receive care they could never afford. What a blessing to know that all 500 undergraduate and 160 graduate nursing students will rotate through that clinic, learning the unique health care needs of those living in poverty and gaining a new compassion for serving those who have so little.

## Publication

## Link To Article

<http://www.ajc.com/opinion/human-kindness-even-with-755011.html>

Click [here](#) to read the article.

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# Georgia manufacturing index rebounds after three-month decline



*Purchasing Managers Index is up 6 points for November, says KSU economics professor KENNESAW, Ga...*

Georgia (Dec 2, 2010) –

KENNESAW, Ga. (Dec. 2, 2010) – Manufacturing activity in Georgia rebounded in November after three consecutive months of decline, according to the Econometric Center at Kennesaw State University's Coles College of Business.

Georgia's Purchasing Managers Index (PMI) – a reading of economic activity in the state's manufacturing sector – for November was 56.3, up 6 points from the previous month's level of 50.3. The latest reading reverses the PMI's 13-point drop from May to October. All of the PMI's underlying variables for November, except for production, were above their six-month averages.

"The improvement in November's manufacturing numbers has at least temporarily realigned Georgia with the national PMI," said Don Sabbarese, professor of economics and director of the Econometric Center at the Coles College of Business. "These two readings had been diverging for a while, with substantial differences in their underlying variables."

Some 46 percent of respondents surveyed said they expected higher production in the next three to six months, compared to 21 percent in October, said Sabbarese.

Highlights of the November PMI include:

- New orders were up by 11.3 points, to 57.8
- Production increased 4.8 points, to 53.1
- Hiring is up 4.5 points, to 56.3. Some 25 percent of respondents reported higher employment, compared to 13.8 percent in October
- Commodity prices remain flat, with a 0.3-point increase to 64.1
- Finished inventory ticked up 4.8 points, to 53.1
- Supplier delivery time was up 4 points, to 60.9, which is consistent with the increases in new orders and production

The Georgia PMI provides a snapshot of manufacturing activity in the state, just as the monthly PMI released by the Institute for Supply Management provides a picture of national manufacturing activity. A PMI reading above 50 indicates that manufacturing activity is expanding; a reading below



50 indicates it is contracting. The national PMI for November was 56.6, down 0.3 point from October.

The Georgia PMI reading is a composite of five variables – new orders, production, employment, supply deliveries and finished inventory. A sixth variable, commodity prices, is compiled by the Coles College’s Econometric Center but does not go into the PMI calculation.

The PMI, compiled from a monthly survey of manufacturers, is the earliest indicator of market conditions in the sector. Since manufacturing -- which accounts for 11 percent of GDP -- is sensitive to changes in the economy, it can also reveal changing macroeconomic trends.

The PMI’s value is in its timeliness and sensitivity to variables such as interest rates, global markets and other economic changes. The Georgia PMI provides valuable data used by institutions such as the Federal Reserve Bank of Atlanta to assist in their analysis of current economic conditions, along with many other data sources, to get a picture of economic activity.

For a full report of the November PMI, or to speak with professor Sabbarese, please call 770-423-6094.

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# WIKled Biology



*Many students create PowerPoint presentations at the end of a course to show their professors what...*

Georgia (Dec 3, 2010) –

Many students create PowerPoint presentations at the end of a course to show their professors what they have learned. But for a group of KSU biology majors who spent the fall semester immersed in Web 2.0 technologies, a PowerPoint was too rudimentary. Instead, the 10 seniors enrolled in KSU's new WIKled Biology course created websites for their final projects.

Three professors from the College of Science and Math created the upper-level course with a \$200,000 interdisciplinary National Science Foundation grant designed to encourage use of Web 2.0 technologies for teaching and learning in science, technology, engineering and math (STEM) disciplines.

"As the Web becomes more powerful and interactive, our students need to know how to find material, analyze data and test ideas online," said Paula Jackson, associate professor of biology. "Part of this course is the development of what's happening in society. There is continuous change so we had to modify the way we teach."

Web 2.0 describes a second generation of the World Wide Web that allows communities and individuals to share information using social networking, video and photo sharing, social bookmarking and wikis. "It's a movement that transformed static Web pages into a collaborative medium for creating, editing and disseminating information," said Meg Murray, professor of information systems who teaches the course with Jackson. "We want students to learn how to discriminate the valid information on the Internet, and at the same time build a deeper understanding of biology."

The WIKled course incorporates technology and biology with an emphasis on ecology. One assignment required students to validate the data they discovered on the Web. Senior Sarah Telliard used Web-based tools in her research on how wasps pollinate fig trees. "Scientists are constantly challenging ideas, so collaborative technologies help you find the latest information that has been tested and verified," said Telliard, a biology major.

The broader scope of the course, which is funded for three years, is to improve students' ability to find scientifically valid and useful data from the vast amount of information on the Internet and become proficient in innovative technologies and communication media. "Inquiry-based science is about discovering a question you're interested in, and figuring out how to find the answer," said Jennifer Frisch, an assistant professor of biology education, who also teaches a section of the course.

Senior Ashley Curry plans to use the skills she learned in her future studies. "When I signed up for this class, I thought a wiki was just an Internet site. Now I know it's really a mechanism to collaborate and share information," she said. "All of these minds come together to create and correct information. It really does show that five minds are better than one."

The course taught students how to use their knowledge of social networking to organize their academic research. It emphasizes folksonomy, a method used to find, categorize and share Web pages, links and other content using labels called tags, which allow users to classify information. "The students already know how to tag photos on Facebook," Jackson said. "We're teaching them the conceptual understanding of what a tag is and how to apply it to the sciences."

Senior Jackie Coral used tagging to organize her final project about the tobacco mosaic virus. "When I find the source I want to use, instead of sending an e-mail to myself, now I just tag it on 'citeulike.org,'" said Coral, a biology and Spanish major. "The site contains all of my references and

sources right at my fingertips, in a library that I created with the sources I feel are going to assist my research.”

Coral and Curry worked together to create an interactive website using content-sharing sites that have become popular with college students. “When you’re working with groups of people, it’s great for everyone to be able to access the same document,” Curry said. “Everyone doesn’t have to be in the same place at the same time.”

Coral added, “With Google Docs, I can create and edit my documents online while collaborating with other students in real time. I can access my information anywhere so I’m not tied to a specific computer.”

Senior Zach Bailes, an information systems major, assisted the biology students with using web-based tools and provided technology support.

Coral summed it up, “You don’t have academic bulimia in this course. It’s not cramming information and then throwing it up on paper and forgetting about it the next day. We’re taking the tools and using them in everyday life.”

The WIKled Biology course will be offered again in fall 2011.

-Natalie Godwin

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# Program helping spawn unlikely science scholars

*There in a science class, wearing a white lab coat and cutting open a sheep heart, Jessie Vincoli...*

Georgia (Dec 6, 2010) – There in a science class, wearing a white lab coat and cutting open a sheep heart, Jessie Vincoli remembered what it was she really wanted to do with her life.

## Publication

## Link To Article

<http://www.aic.com/news/cobb/program-helping-spawn-unlikely-761206.html>

The 16-year-old had given up earlier ambitions of being a cardiac surgeon or a cardiac nurse like her mom. She flunked the 10th grade at Cobb County's Harrison High School and bombed her physics course - but this year, Jessie enrolled at the Cobb Performance Learning Center, a non-conventional school for students who want to graduate but haven't been successful in traditional high school. She was one of 11 from the center picked to participate this semester in the Kennesaw Science Program, where students visit the university and work with undergraduates on hands-on science experiments.

Now, Jessie is acing her science courses and once again considering a career in medicine.

"I thought if I did go to college it would be for a little while, I probably wouldn't finish, I would end up failing," she said. "I guess it's the feeling of success: You feel motivated to do something with your life."

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# More than 1,700 students to graduate from KSU at December commencement ceremony



*Four doctoral degrees to be conferred by the Bagwell College of Education during winter...*

Georgia (Dec 8, 2010) –

*Four doctoral degrees to be conferred by the Bagwell College of Education during winter commencement ceremonies*

KENNESAW, Ga. (Dec. 8, 2010) – Kennesaw State University will bestow 1,755 degrees, including four doctoral degrees in education, next week in three commencement ceremonies. KSU awarded its first doctoral degree this summer.

#### WHO/WHEN:

Commencement speakers and college graduation ceremonies are:

Susan Herbst, executive vice chancellor, University System of Georgia  
College of the Arts and College of Humanities and Social Sciences  
Tuesday, Dec. 14, 1 p.m.

Maj. Gen. Maria L. Britt, commanding general, Georgia Army National Guard  
Graduate College, Bagwell College of Education and WellStar College of Health and Human Services  
Tuesday, Dec. 14, 7 p.m.

Katherine N. Kinnick, professor of communication and recipient of the KSU Foundation Distinguished Teaching Award  
Coles College of Business, College of Science and Mathematics and University College  
Wednesday, Dec. 15, 1 p.m.

#### WHERE:

The Convocation Center on the KSU campus, 1000 Chastain Rd., Kennesaw, Ga.

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Kennesaw State University is the third largest university in Georgia, offering more than 70 graduate and undergraduate degrees, including doctorates in education, business and nursing, and a new Ph.D. in international conflict management. A member of the 35-unit University System of Georgia, Kennesaw State is a comprehensive, residential institution with a growing population of more than 23,400 students from 142 countries.

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# Official statement regarding Raymond Taylor arrest



*KENNESAW, Ga. (Dec. 8, 2010) — Raymond Devaughn Taylor, a part-time instructor at Kennesaw...*

Georgia (Dec 8, 2010) — KENNESAW, Ga. (Dec. 8, 2010) — Raymond Devaughn Taylor, a part-time instructor at Kennesaw State University, was arrested on Monday, Dec. 6, for allegedly removing all of his clothing while standing in front of students in the accounting class he taught.

Taylor, 57, of Kennesaw, has been charged with public indecency. Kennesaw State officials have terminated Taylor's affiliation with the university, effective immediately. He will not return to his part-time teaching post, nor have access to the campus.

The alleged classroom incident with Taylor occurred on Tuesday, Nov. 30, between 4:35 and 4:45 p.m., in the final accounting class that he taught for the fall semester. The incident was reported on Friday, Dec. 3 to Kennesaw State academic officials, who immediately requested an investigation by the Kennesaw State University police department.

Taylor was questioned and subsequently arrested by KSU police officers on the afternoon of Monday, Dec. 6. He was transported to the Cobb County Adult Detention Center (CCADC), where he was booked and held on the charge of public indecency. On Tuesday, Dec. 7, Taylor was released from the CCADC on a \$5,000 bond.

Kennesaw State University Interim Provost W. Ken Harmon is encouraging any students who would like to report or talk about the incident to take advantage of university resources that are available to them.

"Kennesaw State fosters an environment where students are encouraged to report inappropriate and unethical behavior," Harmon stated. "Counselors in the Office of Counseling and Psychological Services are available to students who would like to address this matter. Also, if there are other aspects of this case which students would like to report, they should feel free to contact the university's Department of Public Safety."

Arlethia Perry-Johnson, KSU's vice president for external affairs, said student safety is the university's highest priority. "Our academic and public safety officials took this incident very seriously, and everyone involved took swift action to address it," Perry-Johnson stated. "Our utmost concern is for the safety and welfare of our students, and we encourage them to report any incident that makes them feel uncomfortable in the classroom."

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# Debatable, Still? The Root Causes of the Civil War

Posted By - [Doug Richards](#) Nearly 150 years after the fact, you don't often hear...

Georgia (Dec 9, 2010) –

## Link To Article

<http://www.11alive.com/news/national/story.aspx?storyid=167143&catid=165>

Posted By - [Doug Richards](#)

Nearly 150 years after the fact, you don't often hear debated anymore the reasons behind Southern secession and the start of the Civil War.

"The South peacefully seceded just like our founding fathers did in 1776..." says a soothing female voice, coming from a video on YouTube. The narration and storyline come off as if from a reincarnated propagandist from Jeff Davis's Confederate cabinet.

"Be proud of your Southern history and heritage," it concludes.

It's from a series of a dozen videos produced by the Georgia chapter of the Sons of Confederate Veterans. The SCV has them available on a [YouTube channel](#). ...

"I really believe that you do not have the Civil War without the institution of slavery," said Dr. Brian Wills of the Center for the Study of the Civil War at Kennesaw State University. He hasn't seen the SCV ads, but says certain facts are irrefutable.

"The Confederates were the ones who fired the shots in Charleston [at Ft. Sumter] and that's a fact of history as well," said Dr. Wills.

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# Scrappy, KSU student-athletes challenge children to read

*Scrappy the Owl is taking more than 4,000 Cobb County elementary school students under his wing...*

Georgia (Dec 9, 2010) –

Scrappy the Owl is taking more than 4,000 Cobb County elementary school students under his wing. KSU's mascot is on a mission to entice young students to read - with a little help from his more athletic friends.

In early November, a group of KSU student-athletes and coaches began a novel reading program, the Jr. Owls Reading Challenge, sponsored by a Target Foundation grant. The idea was to inject a little bit of humor and friendly competition into reading.

Five schools were selected for the pilot program: Baker Elementary, Bells Ferry Elementary, Big Shanty Elementary, Chalker Elementary and Hayes Intermediate School.

"Instead of merely reading from a book, Scrappy helps us act out the passages with a little improv," explained Montye Edwards, a marketing associate in the Athletics Department. "The kids really love it!"

"We'll often read a book during assembly with an entire grade," Edwards said. "The kids totally enjoyed it when we did 'Five Little Monkeys Jumping on the Bed.' I read the book and the student-athletes played the parts. Then, the kids got to vote for who was the best 'monkey' in the story."

The schools score points for the books read, with the winners recognized during the KSU vs. Stetson women's basketball game on Feb. 12. Each school will earn at least \$100 for its media center, while the grand prize winner will receive \$500 from Target and a pizza party with Scrappy and the student-athletes given by Zucca Pizzeria.

"We wanted to do this for some time, but needed help to kick it off," said Brian LeHeup, assistant director of marketing/promotions in the Athletics Department. "Montye approached Target through Georgina Sloane-Kemp, the team leader at the Kennesaw Target store. She helped us get our grant proposal approved for funding."

Minneapolis-based Target donates 5 percent of its income to community projects and is on track to give \$1 billion to support education by 2015.

George Olney, assistant athletics director for external affairs, said KSU has long enjoyed a close working partnership with Target. "This is just another example of how much Target cares about educating young people."

KSU student-athletes and Scrappy have taken youngsters at Hayes Intermediate under their wing. Student-athletes pictured clockwise from left: Camille Pedraza, volleyball; Jessica Lumpkin, track; Christine Wylie, basketball; Scrappy; Mirza Medicin, basketball; Ayano Tanaka, tennis; and Kyle Pearson, track.

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# Coles College of Business boosts efforts to promote internships, co-ops



*Career Services Center, new student organization partner to tout the benefits of internships...*

Georgia (Dec 14, 2010) —

*Career Services Center, new student organization partner to tout the benefits of internships and co-ops related to fields of study*

Kathy Hallmark is on a mission to get students to work.

A career counselor at the Coles College of Business, she wants undergraduate business students to get real-world experience while pursuing their studies. So over the past few months, Hallmark has made in-class presentations touting the virtues of internships and co-ops, recruited about 50 students to help drive the message to their classmates, and even hosted intern and employer panels alongside pizza parties and ice cream socials.

“The message I am trying to get out is this: Don’t graduate without experience in your field,” Hallmark said. “The job market is tough, and doing an internship or co-op will give students an edge when they are ready to enter their career. Internships open doors that aren’t open to other job seekers.”

Most KSU students work part-time or full-time jobs while attending school, but few do a formal internship or co-op related to their field of study. About 1,500 KSU students completed a co-op or internship last year. At the Coles College of Business, only about 10 percent of undergrads currently do an internship or co-op for academic credit, said Hallmark, who is in charge of experiential education for the Coles College of Business. The main problem, she explained, is that many students do not know about the benefits of internships or co-ops.

So Hallmark, who has worked with undergrads at the University of California, Berkeley and the University of Southern California in helping them acclimate to college life, went straight to the students this fall to spread the word. At a November panel titled “Money & Mocktails,” about 20 economics and finance majors showed up to hear the experiences of four Coles College students.

Senior Justinas Bartkevicius said he went knocking on the doors of insurance agencies and other small businesses in office parks in Roswell and Marietta. He ended up finding an internship as a financial analyst with asset management firm Lindner Capital Advisors. “There were many rejections,” he said, adding that he got two offers out of 10 visits.

A visit to the Coles College’s accounting career fair in the fall led Bartkevicius to a second internship, with Turner Broadcasting System, for the summer.

Camille Sockwell, who is interning as a real estate agent with a broker for Prudential, says she is able to write contracts and pre-approve mortgages. She has put into practice what she learns in her finance classes. “We talk about the real estate market in almost every class,” said Sockwell, a senior.

“The real estate market is so correlated with my finance degree.”

The two other panelists were senior Lauren Whitehead, who is interning with MetLife producing marketing materials for three agents, and junior Nada Encisco, who was able to arrange for an internship at Kimberly-Clark, where she works full time in a different department. The internship as a financial analyst, Encisco said, gave her a better understanding of how her regular job affects the company’s financial performance. “It gave me a completely different perspective,” she said.

There are many benefits to doing an internship or co-op, Hallmark said. For starters, depending on their major, students can earn one to 12 business-elective credits and most of them also earn a salary. The top companies where Coles College students do their internships include The Home Depot, Coca-Cola, Turner Broadcasting System and many of the accounting firms, including the Big Four.

“These students get experience in the field they are majoring in, which allows them to narrow down their career options,” Hallmark said. “And they gain self-confidence that comes from making the transition into a professional business environment. In addition, many of these students are offered full-time employment after they graduate.”

The KSU Career Services Center wants more students to understand the benefits of internships and co-ops. So earlier this year Hallmark proposed launching a student organization, Iota Chi Epsilon, whose main goal is to promote experiential learning by having students tell other students about it while helping them develop the skills and professional polish to land an internship or co-op. “Word of mouth is advertisement,” said Karen Andrews, director of the Career Services Center.

For the past few months, Iota Chi Epsilon’s 50 dues-paying members have worked in developing career search skills, putting together events such as a mock career fair and a resume blast. Iota Chi Epsilon members walk around campus with black T-shirts emblazoned with their group’s slogan, “Internship/Co-op... Don’t leave Coles without it!”

Hallmark also has approached professors and made 20 PowerPoint class presentations to accounting, finance, economics, marketing and management majors. In November, she ratched up her efforts by holding various information panels with names such as “Hot Chocolate & Co-ops and Candy,” “Management Pizza Party” and “Marketing Ice Cream Social,” featuring talks by student interns and employers such as the retailer Kohl’s, Enterprise Rent-A-Car and regional CPA firm Decosimo.

Students can do a co-op as early as the summer of their freshman year as long as they have completed 30 credits and have a minimum grade-point average of 2.5. Internships typically last one semester and are done once students have been accepted in their majors. Co-ops and internships take from 10 to 40 hours a week.

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# Enrollment at Kennesaw State tops 23,400 for fall 2010

*KSU continues its quest to become a national university* KENNESAW, Ga. (Dec. 14, 2010)...

Georgia (Dec 14, 2010) —

*KSU continues its quest to become a national university*

KENNESAW, Ga. (Dec. 14, 2010) — Enrollment at Kennesaw State University grew by 4.7 percent for the fall 2010 semester to 23,452 students -- up from 22,389 students in fall 2009 -- outpacing overall growth in the University System of Georgia and continuing KSU's upward trajectory.

The University System of Georgia enrolled 311,442 students in fall 2010, up 3.2 percent over 2009 fall enrollment.

"Our continued enrollment growth attests to the fact that Kennesaw State is an increasingly popular destination campus for those choosing a university," said KSU President Daniel S. Papp.

"Discriminating students recognize that we are a well-respected institution on the verge of becoming a national university. In addition to our outstanding bachelor's and master's programs, an increasing number of students are drawn to KSU because of our growing number of doctoral programs."

Kennesaw State now offers five doctoral programs, including two Ed.D. degrees - the Ed.D. in Teacher Leadership for Learning and the Ed.D. in Educational Leadership for Learning - as well as the Doctor of Business Administration (D.B.A.), the Doctor of Nursing Science (D.N.S.) and a new Ph.D. in International Conflict Management. This past summer, the university graduated its first doctoral student with an Ed.D. in Teacher Leadership for Learning.

According to KSU's Associate Vice President for Enrollment Services and Registrar Kim West, more high-school seniors are considering KSU as their first-choice college selection.

"College admissions and retention both are influenced by economic issues and unemployment," West said. "KSU's increased enrollment also is a result of expanded recruitment initiatives and continued student marketing - both of which are influencing the university's name recognition and reputation."

The university's expanding appeal also is reflected in the growing number of high-school students enrolled in KSU's joint-enrollment program, which is aimed at accomplished high-school juniors or seniors who simultaneously are enrolled in college.

The number of KSU joint-enrollment students increased from 125 in fall 2009 to 149 in fall 2010. About a third of these students tend to enroll at KSU as freshmen when they graduate from high school.

The average high school grade-point average for entering first-time freshmen at KSU was 3.21 in fall 2010, compared with 3.18 in fall 2009. Average, combined verbal and math SAT scores for this fall's freshmen class was 1083. KSU's mean SAT scores have consistently exceeded the state and national averages for freshmen over the past five years, and the averages for joint enrollment honors students were substantially higher.

This year's enrollment report also shows continued growth in Hispanic enrollment at KSU, up from 5 percent in fall 2009 to 6 percent in fall 2010, while African-American enrollment remained steady at 14 percent for the same period. For fall 2010, there are 3,224 black students enrolled at KSU and 1,388 Hispanic students. Minority students comprised only 12 percent of KSU's student body 15 years ago, but since have grown to 26 percent of the university's student body in fall 2010. Another enrollment population shift can be seen in the number of Cobb residents attending KSU, which decreased by 5 percent in the last five years. Several of the counties with high enrollment growth rates over the same time are not geographically adjacent to Cobb, including Henry (58

percent increase), Coweta (134 percent increase), Walton (331 percent increase), Muscogee (249 percent increase) and Rockdale (117 percent increase) counties. In the last five years there has been a 40 percent increase in students from Fulton County; a 103 percent increase in students from Gwinnett County; and a 64 percent increase in students from DeKalb County.

“Some of the big draws, especially for traditional students, are the expansion of sports and recreational opportunities, and the new dining hall and classroom buildings,” West said.

In August, KSU’s brand-new, nearly 200,000-square-foot Health Sciences Building opened. Known as Prillaman Hall, the \$56 million building houses KSU’s WellStar College of Health and Human Services.

Last fall, the university became a full-fledged member of NCAA Division I, the top tier of collegiate athletics. New intramural fields and an indoor practice complex also were opened last October. In addition, last August KSU opened its first full-scale dining hall, a state-of-the-art facility that has become a popular gathering place for students on campus.

As Kennesaw State continues on its trajectory toward becoming a nationally recognized university, students recently voted to approve a fee increase to support a football team – a move supporters believe will add value to the school’s degrees, enhance fundraising and potentially further increase enrollment. As a result of the student vote, an Owls football team could take the gridiron as early as fall 2014.

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Kennesaw State University is the third largest university in Georgia, offering more than 70 graduate and undergraduate degrees, including doctorates in education, business and nursing, and a new Ph.D. in international conflict management. A member of the 35-unit University System of Georgia, Kennesaw State is a comprehensive, residential institution with a growing population of more than 23,400 students from 142 countries.

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# KSU's Confucius Institute staff captures top photo honors

*KSU Confucius Institute photo competition winners Staff and volunteer teachers for the...*

Georgia (Dec 15, 2010) –

*KSU Confucius Institute photo competition winners*

Staff and volunteer teachers for the Confucius Institute at Kennesaw State University captured three honors in a world-wide photography competition sponsored by China's Office of the Chinese Language Council International (Hanban).

Among the nearly 1,000 competing photos by volunteer teachers and staff at Confucius Institutes around the world, an image by Lili Hu, program coordinator for the Confucius Institute at KSU, garnered the competition's top award. Her winning entry, titled "I am a volunteer Chinese teacher," depicts a smiling teacher with a panda painted on her face.

Lei Lui, who teaches Chinese language online for the Confucius Institute, won one of 12 third-place awards for her image of a team competing in the CI's annual dragon boat races last spring.

Volunteer teacher Lulu Yan's photo of students displaying Chinese opera masks was among 50 that received an excellence award in the competition.

In conjunction with Bright from the Start: Georgia Department of Early Care and Learning, the Confucius Institute at KSU offers Chinese language classes for preschoolers in three Georgia counties. In addition, it sponsors a variety of programs and events promoting Chinese language and culture

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# State Dems Lose Another To GOP

By Edgar Treiguts Updated: 18 hours ago ATLANTA — Georgia state Capitol. (...)

Georgia (Dec 15, 2010) — ATLANTA —

Publication

Link To Article

<http://www.gpb.org/news/2010/12/14/state-dems-lose-another-to-gop>

By Edgar Treiguts

Updated: 18 hours ago



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