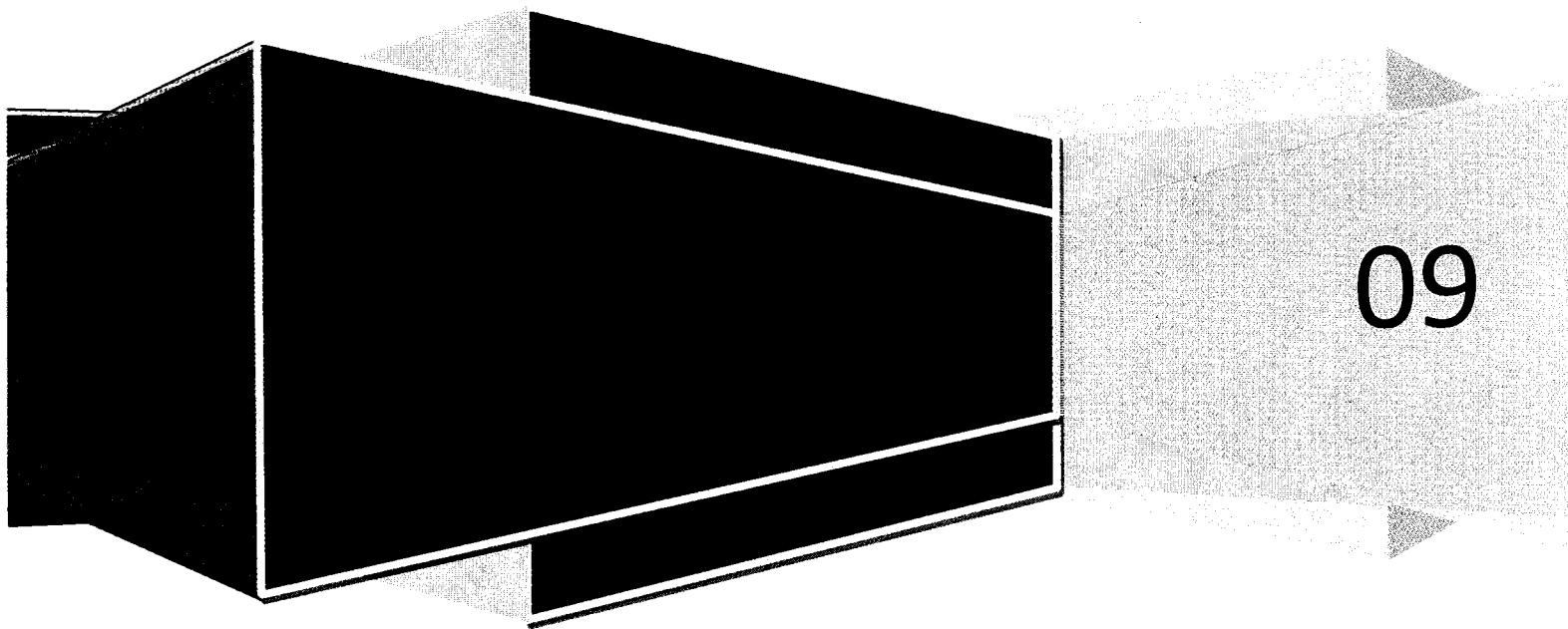




# Office of the Provost

## Initiatives and Accomplishments



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## Selected Division Initiatives

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The Academic Affairs Division has successfully implemented many of the initiatives from FY '08 and has embarked on new ones in FY '09 to continue the vibrancy and success of Rowan University as we move forward. Many people, representing all our constituencies, have contributed to the accomplishments of the division. The following pages present a snapshot of these endeavors and achievements.

### ***Rowan at Camden***

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As we end the academic year, we begin to celebrate 40 years of the presence of the University in the City of Camden with many new initiatives, plans and most importantly a new location. The University purchased the former First National Camden Trust Bank building located on the corner of Broadway and Cooper Streets for the main Rowan at Camden building. After taking possession in May, we have begun refurbishing the building for Fall 09 occupancy. A number of new programs have been initiated for the Camden campus. A new cohort for the Ed.D., and new general education science courses that will serve as a dual major for the elementary education/math/science degree program are scheduled to begin in Fall 09. There has been increased collaboration with the Division of Student Affairs and the various colleges to provide better services to our students and to the residents of the City of Camden. The Reverend Thomas and Mrs. Hazel May ('68) of the May Funeral Homes were honored for their \$10,000 per year lifetime gift. The gift is the largest alumnus gift given to Rowan University at Camden.

### ***Graduate School***

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The Graduate School focused on 1) initiating and executing a comprehensive improvement plan of the admissions and other operations processes, 2) establishing a marketing campaign to increase visibility and enrollment, and 3) working with the Graduate Executive Council to improve graduate policies and practices. These initiatives have led to tangible results in all aspects of the graduate school. We were able to increase processing from 150 to 400 applications per week by establishing an online-only application procedure, established an effective tracking process and feedback to all inquiries, and have worked closely with the Registrar to develop a Graduate Admissions Report on Banner, available to faculty, providing for transparency of all activities within The Graduate School. The marketing campaign consisted of building a new interactive website, holding a set of successful events for promoting graduate programs, and building our image as a leading regional provider of desired graduate education. We had a significant increase in our enrollments, which are the highest since academic year 2004-2005.

### ***Wireless Campus***

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Personnel in Networks and Systems Services installed a vast wireless network on campus in 2008-2009. They deployed nearly 500 wireless access points in 25 academic and administrative buildings and completely rewired 6 major buildings, bringing the access point total for the campus to more than 1000. In addition, they completed testing for a guest access system to enable access for visitors, attendees at camps and conferences and those members of the public who would like to buy service from the University, installed Aruba Networks Airwave Management Platform to provide complete monitoring and management of the wireless network, and completed planning for outdoor wireless service to be installed in July and August.

### ***Laptop Initiative***

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As a result of the work of the laptop initiative committee, Rowan has a laptop program in place that allows Fall 2009 incoming freshmen to acquire a customized laptop through the initiative. As part of this effort, vendors were invited to campus to share the details of their existing program(s) with the committee and selected members of the Instructional Resources staff. The presentations provided input into the development of a 22 page Request for Qualifications that was sent to selected national vendors as well as advertised as required by NJ law. Responses were received from 3 vendors and a full evaluation of all responses was undertaken. After a series of follow-up question and answer sessions, Lenovo was chosen as the PC vendor of choice. Talks were also held with Apple so we could also have an Apple laptop offering. The program was advertised to student and parents via emails in mid-May. The laptop initiative website with specific configurations was available in mid-June. Fully functional pricing and ordering websites were available to the students and parents on June 21. For the remainder of the summer, efforts were concentrated on setting up the appropriate support model, getting technicians Lenovo certified, and marketing the program.

### ***Web Services***

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The Office of Web Services created many enhancements to the Rowan University web pages in 2008-2009. It has completed the redesign of all existing official University web pages and implemented an upgraded template both compliant with ADA 508 accessibility standards and more easily able to be updated globally. Additional online initiatives to drive traffic to the websites included creating a Rowan University YouTube page to house all official videos produced by the University, using Facebook to conduct an online recruitment campaign during Fall 09, and implementing a Twitter page. Web Services also initiated the successful "Why Rowan" marketing campaign. Currently, it is in the process of creating an ADA Compliancy Website to help visitors with both visual and audible impairments make better use of official Rowan University web pages, and is developing video content to complement the feature stories, press releases, special events, and admissions purposes of the University.

### ***New Dean, College of Liberal Arts and Sciences***

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Parviz H. Ansari has been named the new dean of the College of Liberal Arts and Sciences at Rowan University, effective July 1. Dean Ansari previously served as Associate Dean for Academic Affairs and Planning in the College of Arts and Sciences at Seton Hall University.

### ***Exploratory Studies***

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The Exploratory Studies program has been established as the academic home for all undeclared students. The program will be housed within the College of Liberal Arts and Sciences' *Center for Interdisciplinary Studies* (which houses all of LAS's interdisciplinary majors). While the CAP Center will continue to advise the students, providing them with an academic home ensures that undeclared students are informed about the degree programs available to them, have access to representatives of degree programs across campus, and are able to enroll in the classes they need and migrate into degree programs by 60 credits. The Director of the Exploratory Studies program is Dr. Jay Chaskes. The coordinator is Ms. Dorie Gilchrist.

### ***Interdisciplinary Degree Task Forces***

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The ***Allied Health*** Task Force researched curricula in Allied Health, reviewed social trends and changes in the current health care delivery system, proposed possible general areas of study, researched employment trends, and conducted a wide needs analysis within the region. In the late spring, the task force was reconstituted and expanded to include representatives from Underwood Memorial Hospital and Gloucester County College.

After an extensive needs analysis the ***Architecture*** Task force recommended that Rowan initially pursue a 4-year pre-professional degree, with a focus on sustainability. This recommendation is based on: a) the opportunity to leverage existing university resources; b) the ability to shape the program to Rowan's needs without the constraints of the NAAB accreditation requirements; and c) information from committee consultants. In order to develop an outstanding program, the committee felt that it is critical to incorporate sustainable design and an additional core in sustainable community development, and should make use of the facilities available at our Camden Campus.

The ***Hospitality*** Task Force examined the perceived unmet educational needs of the hospitality industry, how unmet educational needs might be satisfied at or by Rowan, the composition of hospitality programs in the immediate area both at the community college and four-year university levels, the potential student demand, and the faculty, fiscal, and physical resources required to launch a program. As a result of their deliberations committee members recommended that this program could be implemented at a later time.

The ***MFA*** Task Force evaluated the creation of a Master of Fine Arts (M.F.A.) in Communication Arts, an interdisciplinary graduate degree offered jointly through the College of Communication and the College of Fine and Performing Arts. The broad idea of the program was to draw from the three existing departments of Art, Writing Arts, and Radio, Television and Film to develop a curriculum that reflects the convergence of the various disciplines

in contemporary digital media and prepares students for a variety of related careers. As part of their work, the task force surveyed Rowan undergraduates to determine possible market demand.

The **Pharmacy** Task Force conducted a very thorough market analysis for the industry as a whole and in the region, and a cost analysis for beginning a program at Rowan. New Jersey's population trends, the presence of a large pharmaceutical and medical technology industry, the lack of substantial competition, and current faculty expertise and scholarship led the taskforce to recommend the creation of a six year Pharm.D. program with two academic departments: Pharmaceutical Sciences and Pharmacy Practice.

The **Systems Engineering** Task Force gathered initial data from major area businesses and explored 1) the curricula for notable Systems Engineering programs, 2) the market demand for systems engineers in the local area and employer requirements for Systems Engineering graduates and 3) local competition for Systems Engineering programs. Based on their findings the task force recommended that as a first step towards the development of a major, Rowan should implement an interdisciplinary concentration in Systems Engineering.

## ***Faculty Productivity***

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### ***Grant Activity***

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There continued to be an increase in grant activity in FY09. There were 127 new proposals, representing an increase of 32 new proposals from FY 08. As of this date 76 awards have been made with others still pending. The table below presents information about the grant activity for FY09:

Grant Activity July 2008 – June 2009				
	PROPOSALS		AWARDS	
	No	Amount	No	Amount
<b>Academic Affairs Division</b>	127	\$16,940,163	76	\$5,913,417

### ***Selected Scholarship Activity***

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Faculty authored or co-authored 31 books, 9 book chapters, and more than 355 refereed journal articles and conference proceedings. They authored or co-authored an additional 150 articles in non-referred publications. Faculty delivered more than 350 formal presentations at national/international conferences.

### ***Enrollment***

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Total enrollment increased by 180 from Fall 07 to Fall 08. The table below gives the enrollment data for full-time and part-time students at the undergraduate, graduate and doctoral levels.

	Total Undergrad		Grad/Post-bac		Doctorate		Total		Total Enroll
	FT	PT	FT	PT	FT	PT	FT	PT	
<b>F07</b>	7661	1085	245	994	18	89	7924	2167	10091
<b>F08</b>	7852	1010	283	992	3	131	8138	2133	10271

### ***Major Accomplishments – Faculty/Staff***

Rowan faculty and staff continue to receive recognition at the national level. This year's successes range from election to national office of professional societies to national awards for scholarship and teaching. The following list is representative, but not exhaustive, of the many achievements of our faculty and staff.

- Jackie McCafferty and Dr. Beth Wassell presented "We're all English Language Learners: Innovative Practices in a Professional Development Model for Teaching ELL Students in the Content Area Classroom" at the International Conference on Language Teacher Education, Washington, DC. (Spring 2009).
- The Management and Entrepreneurship Department spearheaded PRME Conference which drew over 200 attendees.
- The College of Business is one of just five business colleges in the U.S. to hold both AACSB International accreditation for business and specialized ABET accreditation for the Management Information Systems program.
- The College of Business was chosen as a site to designate a McGowan Scholar from The William G. McGowan Charitable Fund, Inc. A scholarship of up to \$15,930 was awarded to an MBA student for the 2009-2010 academic year.
- Joy Cypher (Comm Studies) was named 2<sup>nd</sup> Vice President for the Eastern Communication Association.
- Suzanne FitzGerald (PR/Adv) and Joe Basso (PR/Adv) were elected to the Educator's Academy Board of the Public Relations Society of America.
- Marjorie Madden(Reading) was recognized by the Borough of Haddonfield for volunteer teacher training service in Guatemala, during Women's History Month.
- Tanya Santangelo received the AERA Special Education Research Award SIG Outstanding Student Research Award for her dissertation.
- In 2009 US News & World Report's "America's Best Colleges," the College of Engineering ranked 12<sup>th</sup> in its peer group of 178. Within disciplines, the programs ranked even higher with ChE 3<sup>rd</sup>, ECE and ME, 10<sup>th</sup>.
- The 2009 Environmental Quality Award for Environmental Education, EPA Region 2 was awarded to Drs. Savelski and Slater.
- Courtney Richmond (Biology) was named a Smithsonian Institute Senior Fellow.
- The College of Engineering acquired a CAVE®, or Cave Automatic Virtual Environment, through a \$392,000 grant from the National Science Foundation. Housed in the Tech Park's Virtual Reality Lab, the CAVE is a 10' x 10' x 10' cube that provides an immersive, interactive and navigable environment. Within the

structure, researchers can conduct 3-D visualization and prototyping, simulating nearly any condition. Research in the CAVE® is supported by grants of \$250,000 from NASA for simulating rocket engine tests; \$100,000 from the US Navy for diagnosing shipboard anomalies; and, \$69,000 from Cooper's Ferry Development Association for modeling infrastructure in a neighborhood in the City of Camden. A multi-disciplinary team of students, freshmen through graduate, participate in research projects in the CAVE® - the only such system in a university in New Jersey.

- Zenaida Otero Gephardt received the 2009 Lindback Distinguished Teaching Award.
- Melanie Stewart, on sabbatical for 2008-09, produced the 2009 *nEW Festival* through Melanie Stewart Dance Theatre in residence at The University of the Arts, offering peer mentorship, community classes, workshops, professional development, college internships and production.
- Physics faculty member Samuel Lofland won the National Society of Physics Students Outstanding Chapter Advisor Award 2008-09.
- DeMond Miller co-authored *Hurricane Katrina and the Redefinition of Landscape*, the 2008 recipient of The Stanford M. Lyman Distinguished Book Award--presented by the Mid-South Sociological Association to honor a recently published scholarly work that makes a significant contribution to the field of sociology.
- K. Ramanujachary (Chemistry) was the recipient of the Rowan University Research & Scholarly Teaching Award for 2009.
- Maria Rosado (Geography/Anthropology) received the Lindback Distinguished Teaching Award.

### ***Major Accomplishment – Students***

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The development of students is the foundation for everything that happens at the University. Once again, Rowan students received recognition for their work at both regional and national levels.

- Rowan at Camden EOF/ESL students Gloria Briones and Say Kim along with Jackie McCafferty presented "*Lifting the Veil: Implementing Technology into the Academic Classroom*" at University of Pennsylvania TESOL, Philadelphia PA.
- Rowan at Camden ESL student, Dielys Rodriguez along with Jackie McCafferty and Dr. Beth Wassell presented "*Using the Voices of English Language Learners to inform Teacher Learning*" at the National Association of Multicultural Education Conference at Temple University, Philadelphia, PA.
- Emily Kostic was selected as one of UWire's top 100 student journalists, and received 2<sup>nd</sup> place in the "Best Independent Blog" category from the New Jersey Society of Professional Journalists – Excellence in Journalism awards.
- Brian Kanady received the Award of Excellence from the Communicator Awards as co-producer of the documentary "*Fading Farms and Saving Grace: Preserving the Garden State.*"
- Rowan's PRSSA group received 11 awards, including Outstanding Chapter in the Nation, and Plank Center (University of Alabama) for Leadership in Public Relations' Ethics Advocacy Award.
- Vivek Jha received the NJDOT Graduate Research Award, Rowan University, October 2008.
- Nina Stubblebine, a 2009 graduate of the MA in Collaborative Education, received a Fulbright Teaching Assistantship in Malaysia to teach English to high school students.
- WGLS students received 8 awards for their work in radio.
- Cindy Lewandowski was honored with 1<sup>st</sup> Place Regional and National Finalist from the Society for Professional Journalists, 2<sup>nd</sup> Place in the Greater Philadelphia Student Film Festival, and a Gracie Award from American Women in Radio and Television for her documentaries *Movement X* and *It's Not OK*.

- 47 College of Business students traveled to participate in the conferences organized by the National Hispanic Business Association, AEPP, Beta Gamma Sigma, Collegiate Entrepreneurs Organization, Institute of Management Accountants Leadership Conference, Carroll F. S. Hardy National Black Leadership Development Conference, RISE IX, and Financial Management Association Conference.
- David Lester, ECE junior, led a multi-university team to win the top prize in the Walt Disney ImagiNations design competition for the team's entry entitled "Disney Spaceport."
- Physics student Maria Garzon was awarded an APS Minority Scholarship. The department was awarded \$1000 as part of this award to support initiatives for minorities in physics.
- Patricia Bodak, a Biology major, was named an Undergraduate Teaching Fellow by the American Society for Microbiology.
- Michael Reca, a Chemistry sophomore, received an IREU scholarship to the summer 2009 research program at the University of Perugia, Italy.
- Chemistry/Biochemistry students Luis Reyes, Nicole Sanchez, Laura Hagens are REU program participants at UPenn, Univ. of Southern California, and Rutgers, respectively in summer 2009.
- Jeffrey Flanagan received a five-year fellowship to the College of William and Mary to pursue a Ph.D. in History. He will work with prize-winning historian Scott Nelson.
- Biochemistry student Ben Nixon received an award for outstanding chemistry from the South Jersey American Chemical Society.

### ***New Programs***

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Our faculty continue to develop new programs of study that will attract a broad spectrum of high quality students and prepare them for entry into the business world or for advanced study. To this end, the following new programs, majors, and certificates of graduate study (COGS) were approved during the past academic year:

- 4+1 BA/MA program in Writing Arts
- Liberal Studies program sequence in Writing Arts
- Writing Arts minor
- New minors in Human Resource Management, Management Information Systems, and Marketing
- COGS in Business and Management Information Systems
- Creation of a pathway so that business students can receive both B.S. and M.B.A. degrees in 5 years
- COGS in Autism
- CPCE – School Nursing Program
- CPCE – Graduate Endorsement in Teacher of Students with Disabilities
- Minor in Education
- COGS in Reading
- New major in Philosophy and Religion
- New minor in Romance Languages and Minor in Spanish for Business
- Three new tracks in history, "Specialization in United States History," "Specialization in European History," and "Specialization in Global History"
- New Liberal Studies Program Sequences in: Dance (College of Fine & Performing Arts), Theatre (College of Fine & Performing Arts), Public Relations in the Workplace (College of Communications), Urban Studies (College of Liberal Arts & Sciences), and Sociology (College of Liberal Arts & Sciences)