



SMART gathering — Oswego Middle School teacher Kristie Tonkin, left, and SUNY Oswego faculty member Marcia Burrell speak with Cephass Gbenou Sagbohan, a secondary school inspector from Benin. Ten school inspectors from Benin visited SUNY Oswego for two weeks. Among the events the visitors attended was this year-end wrap-up meeting for Project SMART and its program sponsor Entergy, whose charitable foundation recently awarded a third year of Project SMART funding at \$25,000.

Benin educators gain professional development

For the 10 educators from Benin recently on campus to study the American teaching system, everything was a lesson — from classroom work to an unexpected emergency drill to losing their luggage.

The exchange was the latest step in a long-term joint venture between Oswego's School of Education and the West African nation. The Project CLIMB (Collaborative Link for Instructor Mentoring in Benin) partnership evolved out of research by Alfred Frederick, professor of curriculum and instruction at Oswego, as a Fulbright Lecturer and Fulbright Visiting Specialist in Benin.

The visiting group consisted of secondary school inspectors who work in Porto-Novo. School inspectors, who guide Benin's educational process, are required to have at least 15 years teaching experience and "should display qualities of a good teacher before being accepted in that circle," said Venance Agboton, a member of the delegation.

The college's Project SMART sponsored Oswego professors providing the school inspectors with tours of local institutions, teaching workshops and helping with drafts and revisions of texts to be used in Benin's classrooms.

Attentive observers

"We noticed that everything is so well-planned in the States," inspector Pèlagie Videhouenouvinou said, with Agboton translating from French. "Nothing is done at random. Everything is done on the basis of a long-term vision, and we have benefited from seeing the participatory approach."

She said she was impressed with tutoring programs, seeing older students in elementary schools teaching younger ones. "At this stage, they are already conscious of what is available to them," Videhouenouvinou noted. "We asked them questions, and some were already interested in becoming teachers."

Benin faces challenges attracting people to teaching because of low salaries and the scarcity of resources, so class sizes are high, Videhouenouvinou said. Inspectors hope some processes they observed could help better manage their schools.

Planning was obvious everywhere, including when

the group encountered an emergency drill while visiting one school. Videhouenouvinou marveled at how well organized the drill was and how calm people were.

She also took special note of things outside the classroom, especially the "bonne ambiance" or good working environment.

"Everything here is so clean," she said. "We will take advantage of this experience and will try our hardest to make sure our kids have a clean environment."

See 'Benin visitors,' page 4

NBC's Roker boosts college campaign with leadership gift

Al Roker of NBC's "Today" show, a 1976 graduate of Oswego, has made a leadership gift to the college. His donation, which includes a matching gift from NBC, will support the college's annual media summit and the student television studio in the Campus Center.

"Al Roker has been a loyal ambassador for Oswego throughout his career and generous in sharing his love for the college," said Oswego President Deborah F. Stanley. "With this exceptional gift, he is passing on the benefits of an Oswego education to a new generation of broadcasters, and we couldn't be more grateful."

Roker gave part of his gift to name the media summit in honor of Lewis B. "Doc" O'Donnell, professor emeritus of communication studies.

Inspiring professor

"Two things made my Oswego experience awesome, and gave me a foundation for my successful career in broadcasting. First and foremost was Doc O'Donnell's encouragement and expertise, and second was the fact that as a freshman at Oswego, I was working in the campus television studio, while my friends at big private universities never touched a piece of equipment until later in their college careers," said Roker. "I'm proud to support the media summit in Doc's name and the television studio in the new Campus Center, so future students can have the advantages I did."

The media summit, held each October on the Oswego campus, was founded by Louis A. Borrelli Jr., a 1977 graduate of Oswego and chief executive officer of NEP Broadcasting.

"Doc O'Donnell gave me not only the knowledge but the confidence I needed to make it in the competi-

See 'Leadership gift,' page 4



Doing lunch — The new food court in the Campus Center opened Monday, July 9, offering free food and refreshments for Customer Appreciation Day. The hundreds who showed up included Kimberly Borrow of residence life and housing maintenance, sampling a turkey sandwich from the Cutting Board. Throughout the summer, three outlets will be open weekdays: The Crossroads Café and Grill, on the second floor, from 7 a.m. to 1:30 p.m., and Laker Express Market and Cutting Board, on the ground floor, from 10:30 a.m. to 1:30 p.m. They will be joined by Palates, presenting international cuisine, starting Aug. 20. Fall hours will begin Aug. 27.

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College trends

Part-time disadvantage

“Students who attend college part time are at a disadvantage relative to their full-time peers, according to a report released on [June 27] by the National Center for Education Statistics, an arm of the U.S. Department of Education. The report analyzes data from a 2004 national postsecondary student-aid study to create a profile of part-time undergraduate students and determine the relationship between part-time study and college persistence and degree attainment. The researchers found that, even controlling for factors such as gender, family income, and educational expectations, part-time students lagged behind full-timers in both areas. According to the report, . . . 35 percent of undergraduates during the 2003-4 academic year attended college on an exclusively part-time basis. Compared with their full-time counterparts, those students tended to be older, financially independent, and first-generation students. They were also more likely to be female, Hispanic, and less academically prepared, to come from low-income families, and to have lower educational expectations than full-time students. . . . Researchers found that . . . by the end of six years . . . 73 percent had left college without earning a degree, and 46 percent had left within their first year of study. . . . Seventy-two percent of the full-time students persisted with their studies, either by earning a degree within six years or by remaining enrolled.”

— *Academe Today, The Chronicle of Higher Education*, June 28, 2007

Admissions assumptions

“A major study released [June 18] by the University of California suggests that high school grades may be good at predicting not only first-year college performance, as commonly believed, but performance throughout four undergraduate years. The same study suggests that the SAT adds little predictive value to admissions decisions and is hindered by a high link between SAT scores and socioeconomic status — a link not present for high school grades. And further, the study finds that all of the information admissions officers currently have is of limited value, and accounts for only 30 percent of the grade variance in colleges — leaving 70 percent of the variance unexplained. Taken together, the study questions many assumptions widely held in admissions.”

— *Inside Higher Ed*, June 19, 2007

Recruiting tweens

“The new reality in higher education recruitment and marketing is that kids are starting this process younger and younger. . . . As part of the recruitment process, most schools tend to start making contact with high school juniors. The reality is you may be too late. The key to the recruitment and marketing of teens and tweens is to start early with brand-building activities — this means well before their sophomore year. If your first touch point with them is a search piece their junior year, it will be very difficult to get them to your institution as a student. . . . Close to 25 percent of the first source of contact a student makes with you is the application. . . . These students are finding out enough about you through alternative channels to fill out and submit an application. That means your Web site and word-of-mouth marketing are playing vital roles in this process with your target audience. Yet, most schools don't manage either particularly well. Work hard to manage these critical points of contact and you will see a higher return on investment. At the very least, make sure you are consistent in your messaging. Does your Web site deliver the same message as your publications? Do your recruiters deliver that same message? . . . Consistency is king when it comes to integration of your recruitment and marketing messages.”

— *QuickTakes, Stamats*, July 10, 2007

People in action



Making connections — Incoming freshmen Marissa Doebert (left) and Molly Waite look over a campus map near Hart Hall at an orientation session last week. Hundreds of students made connections with future classmates and faculty, toured their new home and attended sessions geared to ease their transition to college. The last two first-year summer orientation sessions take place within the next week.

“A Century of Presidential Plays” by **Bruce Altshuler**, professor of political science, was published in spring issue of *PRG Report*. The article briefly discusses each of the 40 plays about the presidency written during the past 100 years.

Mary Avrakotos, coordinator of Artswego, has been selected to join the New York State DanceForce, a network of organizations and individuals working to increase the quantity and quality of dance activity across the state. It values long-term partnerships, dependable annual funding and the vision of individuals who are passionate about dance. A program of the ADA Inc., the New York State DanceForce receives major funding from the New York State Council on the Arts, Altria Group Inc. and the National Endowment for the Arts. “This appointment means that as long as I am on the staff of SUNY Oswego the college will receive \$6,000 a year for three out of four

years beginning in 2008-09 to support building audience for dance,” Avrakotos said. “I will attend meetings twice a year, the first in August.”

Avrakotos also has been appointed to serve on the New York State Council for the Arts presenting program panel for 2007-08.

Geraldine Forbes, distinguished teaching professor of history, was the keynote speaker at the Hemispheres Summer Teachers Institute “Restoring Women to World Studies.” She spoke on “Women’s History Through Photographs.” The program for teachers and community college instructors was held June 5 to 8 at the University of Texas at Austin. Hemispheres is the international area studies outreach consortium at the university.

Shashi Kanbur of the physics department is the coauthor of two recent papers. “Semi-Empirical Cepheid Period-Luminosity Relations in Sloan Magnitudes” with coauthor C. Ngeow of the University of Illinois is in the peer-reviewed *Astrophysical Journal*. “The Detailed Forms of the LMC Cepheid PL and PLC Relations” with coauthors Ngeow and C. Koen of the University of the Western Cape is in the peer-reviewed journal *Monthly Notices of the Royal Astronomical Society*.

Also, Kanbur and his colleagues Ngeow, Lucas Macri of the National Optical Astronomy Observatory, Sergei Nikolaev of the Lawrence Livermore National Laboratory and Thomas Barnes of the McDonald Observatory at the University of Texas have been awarded 20 nights of observing time to view Large Magellanic Cloud Cepheids in the infrared (JHK wavebands) in November and January. The observations will be done remotely but will result in about 300 gigabytes of data when combined with the data collected during 10 nights already done. This data will provide research and learning opportunities

See ‘People in action,’ page 3

Grant supports new cinema course

Don Masterson, an associate professor of English, has received a \$3,000 faculty enrichment grant from the Canadian Embassy. Masterson co-authored the grant with Amy Shore of the cinema studies program.

The grant is funded by the Canadian government to develop courses in Canadian studies to be taught in U.S. universities. Masterson and Shore are creating a class in Canadian cinema. The class will be offered in fall 2008 and will become part of the cinema studies program.

This summer and fall they are traveling to film festivals in Toronto, Montreal, Banff and Vancouver to attend screenings and to meet with emerging Canadian filmmakers.

Masterson and Shore also received funds for this program from Oswego’s Office of International Education and Programs (\$1,000 each) and a \$3,600 Curriculum Improvement Grant. □



Recognizing 15 years — Many long-serving campus workers were honored during SUNY Oswego’s 18th annual Employee Recognition and Awards Ceremony. Among those recognized for 15 years of work were, from left, Barbara Metcalf of the Oswego State Education Center in Phoenix, David Swan of physical plant and Deborah Arduini of Student Accounts. Others honored for 15 years of service included physical plant employees Lisa Alvarado, Mary Phillips and Kim Visconti, and David VanAntwerp and Thomas Woodruff of University Police.

President's advisement award bestowed on computer science professor

David Vampola, director of the information science program and a visiting assistant professor of computer science since 1998, has received the SUNY Oswego President's Award for Excellence in Academic Advisement this year. He will be recognized at the Symposium on Learning and Teaching on Sept. 28.

Vampola earlier received one of this year's President's Awards for Teaching Excellence (see May 2 *Campus Update*).



David Vampola

In addition to directing the information science program, he is its advisement coordinator. Vampola currently advises 74 students distributed across the information science, computer science and cognitive science programs and also including undeclared freshman.

He was one of the first advisers in the First Year Advisement Program and has been involved with orientation and freshman advising over the summer for several years.

Christopher McKeen, an information science major with a computer science minor and one of Vampola's advisees, nominated Vampola for the advisement award. He wrote that Vampola was "never too busy" to answer questions and always "had an in-depth knowledge of all the courses I was considering."

McKeen added, "One of the things that make a truly great advisor is when the person recognizes that he or she should step back and make the advisee really think about what they want to do with their life."

Doug Lea, professor and chair of computer science, wrote: "David is easily the most popular advisor in the department and has by far the most advisees. . . . His genuine caring for students and his always-available policy have had a lasting positive effect on hundreds of Oswego students."

In stating his advising philosophy, Vampola wrote, "It is vitally important that an advisor interprets the 'life situations' of students, and uses that interpretation to work with a student to help him or her understand alternatives, choose a path, and thereby construct a life."

He noted, too, that advising is "a two way street" that helps advisers learn about themselves and become better teachers and advisers.

Vampola teaches computer science, information science and cognitive science courses and in the Honors Program. For the past two years, he has co-directed Oswego's Interdisciplinary Programs and Activities Center.

With degrees in philosophy, mathematical logic and social science/history from Loyola, Notre Dame and Tufts universities, Vampola pursued doctoral studies in quantitative history and the conceptual foundations of science at the University of Pittsburgh.

His publications have ranged over topics from the conceptual foundations of science to a statistical analysis of the health professions. He has held teaching and research positions at Boston University, Brown University, University of Pittsburgh and the University of Bochum in Germany. □

— Julie Harrison Blissert

College's annual report, alumni magazine win national recognition

SUNY Oswego's 2006 annual report, "A Community that Delivers," received a Grand Award and *Oswego* alumni magazine won an Award of Excellence in the 2007 APEX 19th annual Awards for Publication Excellence competition recognizing work by professional communicators.

The college's latest annual report, produced by the college's Office of Public Affairs, came out on top in the category of annual reports, with six others. Of the nearly 5,000 entries in this year's competition, just 114 Grand Award winners were selected in 11 major categories.

The judges wrote that Oswego's annual report had "engaging photos, warm, inviting copy, a clean layout with crisp, elegant spreads, brevity (such a rarely seen virtue in an annual report) — and a feeling that they've hit the center of the bull's-eye with this communication effort."

The 2006 annual report was distributed in January to faculty and staff, donors, students' parents, members of various campus boards, emeriti faculty, and presidents and other officers of northeastern colleges and universities.

Award of Excellence

The alumni magazine, published by the Oswego Alumni Association, received an APEX Award of Excellence in the category for print magazine and journals of more than 32 pages. Of the nearly 5,000 entries in this year's competition, 1,521 Award of Excellence winners were selected in 105 categories.

The magazine is produced by Michele Reed, director of alumni and development communications, and designed by Kiefer Creative of Liverpool.

APEX is an international competition that recognizes outstanding publications from magazines to reports, brochures and Web sites.

According to the APEX 2007 judges, "The awards were based on excellence in graphic design, quality of editorial content and the success of the entry in conveying the message and achieving overall communications effectiveness." □



Window work — Bryce Johnson, a glazier with Ajay Glass Company from Manchester and a member of Glaziers Local 677, works from a scaffold outside the fourth floor of Mahar Hall during installation of new windows this summer. In all, around 730 Mahar Hall windows were recently replaced.

People in action

Continued from page 2

for students at Oswego, Kanbur noted. Undergraduates **Dan Crain** and **Greg Feiden** are developing reduction procedures for the first 100 gigabytes of data, and these will be applied to the subsequent observations, he said.

Kanbur gave a talk at the National Optical Astronomy Observatory in May and will give talks on "The Hydrogen Ionization Front — Stellar Photosphere Interaction and the Period-Color Relation of Variable Stars" at Federal University of Paraiba in Brazil; Mackenzie University in Sao Paulo, Brazil; the National Laboratory for Astrophysics in Brazil; San Diego State University; and the bi-annual Stellar Pulsation Conference in Vancouver, Canada. In August, he will give presentations at the Departamento de Fisica of the Federal University of Santa Catarina in Brazil and at the conference XXI Century Challenges for stellar evolution in Cefalu, Italy.

Last month, Kanbur gave a short course at the Federal University of Paraiba on "Variable Stars: Pulsation, Evolution and Application to Cosmology."

Mark Mazzoli, a student of **JoEllen Kwaitek** in

the creative writing program, is the author of a poem titled "Mutter" published this spring in the prize issue of *Mississippi Review*, the literary magazine published by the Center for Writers at the University of Southern Mississippi and edited by Frederick Barthelme. Mazzoli won honorable mention in the 2007 competition for the Mississippi Review Prize.

Two advancement employees won Awards for Excellence at the annual educational conference held by the State University of New York Council for University Advancement June 15 in Syracuse. Director of Annual Giving **Kimberly McGann** won a "Best of Category" award in electronic communication for a flash presentation, "Wishing You a Joyful New Year," which was e-mailed to alumni in December. She worked with a team including **Jennifer Broderick**, **Colin Nekritz** and **Andrea Marsh-Acome** to design and write the presentation. "Many alumni viewed the presentation and we got a lot of positive feedback from them," McGann said. Associate Alumni Director **Michelle Tackett-Spinner** received a Judges Citation in the Alumni Programs category for Oswego's Future Alumni Network (FANs). The network formed

only two years ago and just completed its first active year. Its purpose is to form connections between current students and alumni, as well as to create future alumni leaders.

Walter Opello, associate provost for international programs and professor of political science, presented a paper titled "The Recent Reconfiguration of the European States System: From a Continent of War to a Continent of Peace" at the seventh International Comparative Interdisciplinary Studies Section Millennium Conference. CISS is a section of the International Studies Association. The conference was held June 14 to 16 in Bussaco, Portugal.

Also, Opello was recently approved for candidacy on the Fulbright Senior Specialist roster.

In Memoriam

Denise Marie McArthur, 21, of Niagara Falls died July 7. She was a freshman zoology major at Oswego.

Luis Valdebenito, 18, of Long Beach died in a car accident there June 9. He had just completed his freshman year here. □

College working with community to promote 10Kan activities

The college will be a major partner in an inaugural effort to raise awareness about the benefits of fitness in the community, promote recycling and support Habitat for Humanity through the Novelis 10Kan Run/Walk and related events.

"Our campus as a whole has a vested interest in civic engagement, positive choices and community involvement," President Deborah F. Stanley said. "That this not only encourages fitness and wellness but also emphasizes environmental responsibility and supports Habitat for Humanity make it a wonderful and worthy effort. I encourage faculty, staff and students to become involved."

While the 10-kilometer race Saturday, Sept. 22, is the headline activity, the larger picture involves cultivating a healthier lifestyle, said Scott Harrison, the college's representative on the community-wide steering committee.

SUNY Oswego faculty and students will be involved with a "day of wellness" working with children from around Oswego County on Sept. 21, said Harrison, who works in the college's Office of Intramurals and Recreation. Around 2,500 students

from local elementary schools are expected to meet at Leighton Elementary and parade to Breitbeck Park. The goal is to assemble around 200 members of the SUNY Oswego community to help with that effort.

The park will house a number of activities for kids, such as an exhibition including animals and lessons on the environment from Sea World, Habitat for Humanity volunteers teaching about building, Novelis representatives discussing recycling, and Oswego Health and the Oswego YMCA holding a wellness workshop.

In the months leading up to the 10K, the Oswego YMCA has hosted regular training sessions for those building up to do the race, with many members of the campus community participating. Since promoting wellness and fitness is one aspect of the college's next strategic plan, this kind of activity dovetails with such an increased emphasis.

Encouraging recycling is another thrust of the overall effort, as participation in the race itself and a kids' fun run the night before can be paid for completely by donating aluminum cans. The educational components of recycling and helping the environment are "a

large part of the effort, especially with the elementary school kids," Harrison said.

Another key plank is proceeds from the race supporting Habitat for Humanity's efforts to build affordable homes for families in need. The overall goal is to collect 1 million cans — thus promoting the importance of recycling — to raise \$50,000 for Habitat.

Toward that end, Harrison worked with every residence hall last spring for a recycling fundraiser and awareness activity. In the span of a month, students contributed 6,300 cans, raising \$315 for Habitat for Humanity. "I think many of the students participated because they were giving to a worthy cause," Harrison said.

Students have many opportunities not only to support the community endeavor but also to gain experience for their résumés, Harrison said. For example, education majors can work with the elementary school event, while those interested in public relations or special events can help with any number of activities.

For more information, visit 10kanrun.com or contact Harrison at 312-5609 or sharris2@oswego.edu. □

— Tim Nekritz

Spotlight

For Gregg, studying, working doesn't break in summer

This week's Campus Update Spotlight shines on Rachel Gregg, a rising sophomore from Red Creek. She majors in business and marketing education.

Q. What made you want to attend SUNY Oswego?

A. I liked that it's close to home and has a nice location on the lake. And it has a very good education program.

Q. What are you doing on campus this summer?

A. I'm working and taking summer classes. I work in the Financial Aid Office. I answer phones, helping students with financial aid questions, and do computer work, filing, anything that needs to be done. I'm also taking Accounting 201 and Accounting 202 over the summer.

Q. What is your favorite part of being at Oswego?

A. Oswego is not too big and not too small. And I always enjoy meeting new people.

Q. What is your impression of other Oswego students?

A. Everyone is really nice and pretty laid back. Everyone here likes to have fun.

Q. Do you have any hobbies?

A. I like snowmobiling, fishing and hanging out with friends.

Q. What achievement are you most proud of?

A. Probably making the Deans' List. I worked hard for it.



Q. Have you thought about your plans after college yet?

A. Hopefully finding a job in a high school teaching business. □

Leadership gift

Continued from page 1

tive world of media and communications," Borrelli said. "Thanks to Al's generous gift, we have a wonderful way to recognize Doc's career of 26 years at Oswego and his influence on so many of us!"

The annual summit brings some of the top names in the fields of broadcasting and media to the college for a day of small group sessions, culminating in a panel discussion on a major topic. This year's summit, slated for Oct. 17, will focus on new media.

O'Donnell joined the SUNY Oswego staff in 1962 to set up a television studio to support instruction. He soon began teaching courses in television production and eventually became chair of the communication studies department.

"Doc O'Donnell's work launched careers and laid the foundation that inspired people like Lou Borrelli and Al Roker to give back in a substantial way to this college," Stanley said.

As weatherman and a host of NBC's "Today" show, Roker is a 10-time Emmy Award winner.

He began his broadcasting career while still in college as a weekend weatherman at WTVH-TV in Syracuse. After graduation, he moved on to weather-

casting jobs in Washington, D.C., and Cleveland, Ohio, before becoming the weekend weathercaster at WNBC in New York in 1983.

Roker's gift is part of Inspiring Horizons: The Campaign for Oswego, which currently stands at nearly \$20.1 million toward a goal of \$23 million for capital projects, endowment and the annual Fund for Oswego. □

Campus, students on ESPN, Web

The Oswego campus and its student-athletes were featured nationally on ESPN Classic and ESPNU on the show "NCAA on Campus," a monthly digest of stories in college athletics.

The June show was hosted from Oswego's Campus Center Ice Arena and included a feature story on Laker swimmer Shelly Dann, a SUNY Athletic Conference champion and recipient of the SUNY Chancellor's Award for Student Excellence.

Host Kenney Garmon also interviewed the three seniors on the Oswego State men's ice hockey team about the school's first team national championship.

The show is now archived at the NCAA Web site at http://web1.ncaa.org/web_video/OnCampus/2006-07/june/videoL.html. □

Benin visitors

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Benin faces great efforts getting potable water into the villages, said Dennis Parsons of Oswego's curriculum and instruction department. Parsons, who coordinated the visit, worked with visitors Benoit Ahle and Lasse Comlan Adjiboye, who are setting up Las-ONG, a nongovernmental organization aiming to build wells and improve labor processes in Benin so more children can attend schools.

At Oswego, Agboton noted emphasis on the environment and making learning spaces attractive. "We can see grass and green places everywhere," he said. "It is very appealing."

The Benin delegation even bonded with their Oswego hosts when the airline initially lost their luggage. "But we were not depressed, because Dennis and his colleagues did everything to give us complete satisfaction," Videhouenouinou said. And while their luggage did show up a day later, "we are very sensitive to [Oswego's] kindness, because they gave us everything we needed — towels, toothbrushes, everything they could do to ensure the problem was solved."

Mutual support

Their Benin counterparts were similarly generous when Oswego representatives visited that country last summer, Parsons countered. "What they did over there for us was phenomenal," he said.

Oswego's Office of International Education and Programs provided room and board, ground transportation, translators and other logistics for the Benin delegation, Parsons noted.

Hart Hall residents and Penfield Library donated books to be used in Benin, he added.

Continuing work and exchanges will include a short study-abroad education course where Oswego undergraduates will visit Paris and Benin in January. In addition, Oswego professors continue to work toward offering online education courses to their colleagues in Benin, Parsons said. □ — Tim Nekritz

Calendar highlights

- Rice Creek Rambles, July 21 and Aug. 11
- Fourth summer session begins, July 30
- Sheldon Institute begins, July 30
- New Faculty and Staff Orientation, Aug. 27 and 28
- Opening picnic, Aug. 27
- Welcoming Torchlight Ceremony, Aug. 27
- Fall semester classes begin, Aug. 30

For a more complete calendar, see SUNY Oswego Events online at www.oswego.edu/news/calendar/. □