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Study of aging enters curriculum as a minor

Change creates opportunity, and one of the biggest changes worldwide today is the aging of the population. Many more professionals will find employment working with elderly people, and SUNY Oswego has a new program to prepare them for their work.

The college recently approved a new minor in gerontology, the study of aging. The interdisciplinary program will give students the background for careers in a variety of fields where demand is growing for knowledge and skills related to aging.

"The aging of the population is quite dramatic," said Laura Hess Brown of the psychology department, coordinator of the new minor. The elderly slice of the United States population is projected to grow from its current 12 percent to 20 percent by 2030, she said.

In other countries, like Japan, the trend is even more pronounced. "It's global," she said. "Aging is becoming increasingly important all over the world."

The minor's core requirements, cognates and electives span 10 disciplines — human development, health sciences, philosophy, political science, anthropology, communications, counseling, public justice, psychology and sociology.

Its breadth parallels the areas in which aging raises challenges. "Housing, health care, financial planning, family care giving, the future of Social Security all

See 'Gerontology minor,' page 4



Making it official — In a ceremony paralleling the October 2003 groundbreaking with its ceremonial shovels, campus representatives and state dignitaries Friday hefted ceremonial hammers to "break through" from the previously opened part of Campus Center to the newly renovated central portion of the now thoroughly connected Campus Center complex. Ceremonial doors, decorated with scenes of the past four years of work, were created for the occasion and duly dented in the ceremony. About 300 people attended the event, and 200 stayed for a presentation in recognition of donors in the center's new auditorium, and tours of the facility.

Application, enrollment trends looking up at SUNY Oswego

A surge in applications, more academically prepared students and a more robust residential community are among the biggest fall trends, said Joe Grant, vice president for student affairs and enrollment management.

"Our academic reputation continues to grow, our merit scholarships continue to be attractive and, as people visit campus, they continue to be impressed with our facility improvements," Grant said.

The college community welcomed 1,382 first-time full-time freshmen and 675 new transfer students this fall. That about a third of them (630) received some

kind of merit scholarship attests to the high level of new students, Grant said.

The top tier of Presidential Scholars, who receive \$4,400 per year, reached the highest-ever level of academic accomplishment — with 160 recipients averaging a 94 high school GPA and 1235 composite SAT.

Merit scholarship program funding — most notably Presidential, Deans', Merit and Residential scholarships — is up to \$2.7 million this year but is only part of more than \$64 million in available aid. The rest of that figure represents need-based grants and loans, Grant said.

Overall, SUNY Oswego saw a jump in applications, up 10.9 percent from the previous year to around 9,400. The number of applicants for fall 2007 represents a 24.3 percent increase just from fall 2005.

"Our broad academic portfolio continues to draw more interest from throughout the state," Grant said.

To reach specific markets, Oswego now employs three regional admission representatives, on a per diem basis, for Buffalo, the lower Hudson Valley and Long Island, Grant said. Extra attention focused on the fastest-growing parts of the state have borne fruit, with the number of students from burgeoning Nassau and Suffolk counties nearly doubling (to 225) since 2000, Grant said.

Five months of Google advertising brought around 26,000 viewers to www.oswego.edu, visiting an average of 3.5 pages to help broaden the college's profile in a time where the Web is the first place most prospective students look for institutional information.

More selectivity, diversity

Increased applications also means the college can be more selective in admitting students, as the average high school GPA edged over 88, with mean composite SAT rising to the 1100 level, Grant said.

The college brought Riggs Hall back online, after extensive renovations, and the residence hall filled quickly, bringing the on-campus population to around 3,850.

"To be a vibrant residential community, it's important to have a critical mass living on campus," Grant said. "Certainly we're in a good position with that, being able to add 200 beds back into the mix."

The mix is also more diverse this year, Grant said. The campus population includes 826 students of color, "which is more than 5 percent over our goal, so we're pleased with that, too," he said.

Work on the class of 2012 — and beyond — continues, as some 350 prospective students plus their families visited campus last week for Columbus Day admissions activities. □ — Tim Nekritz



Oswego options — Steve Abraham discusses Oswego's pre-law program with Egypt King (center) and Zanifa Baksh, both high school seniors from Brooklyn, at last week's Columbus Day Open House on campus. Applications to Oswego increased 10.9 percent for the fall 2007 admissions cycle, with rising academic qualifications and more students coming from further away to call the lakeshore campus home.

Inside:

- People in action, page 2
- Best in communications, business, page 3
- Connections symposium, page 3
- Spotlight, page 4
- Lake Effect Conference, page 4
- Calendar highlights, page 4

College trends

Faculty politics

“Faculty members identify as liberals and vote Democratic in far greater proportions than found in the American public at large. [A] 72-page study — ‘The Social and Political Views of American Professors’ — was produced with the goal of moving analysis of the political views of faculty members out of the culture wars and back to social science. . . . The results of the study find a professoriate that may be less liberal than is widely assumed. . . . The authors present evidence that there are more faculty members who identify as moderates than as liberals. The authors of the study also found evidence of a significant decline by age group in faculty radicalism, with younger faculty members less likely than their older counterparts to identify as radical or activist. . . . The results point to strong liberal tilts in the humanities and social sciences, and at liberal arts colleges, but much less left domination in many other parts of higher education. . . . Health sciences were found to be the most balanced ideologically. . . . Business is also relatively even in views, with a slight tilt to the right. . . . Moderates were more prevalent than liberals in computer sciences and engineering (by a wide margin), and in the physical and biological sciences (by a narrow margin).”

— *Inside Higher Ed*, Oct. 8, 2007

Retention mistakes

“We regularly observe more confusion and uncertainty in addressing retention issues than in any other arena of enrollment management. Common challenges include confusion about ownership, uncertainty about which programs make a difference, lack of data on ‘at risk’ populations, and lack of confidence in implementing new initiatives. As a result, with the best of intentions, institutions struggle to produce positive change, and often spend time and resources ineffectively. Six of the most common mistakes . . . : 1. Failing to gather and use data to target intervention efforts and assess the impact of these interventions. . . . 2. Financially rewarding upperclass students for outstanding academic performance. . . . 3. Intervening too late in the first year, or even too late in the first term. . . . 4. Setting a high bar for renewal of merit scholarships. . . . 5. Assuming that all students have the same ‘attrition trigger.’ . . . 6. Failing to employ effective feedback loops (e.g., to the admissions office), which results in retention challenges going unaddressed by the very offices that could have had an impact.”

— *QuickTakes*, Stamats, Oct. 9, 2007

Recruiting students online

“A recent survey of more than 1,000 U.S. high school seniors found that students are getting their information about prospective colleges and universities from many Internet sources—and not primarily through campus Web sites. This new phenomenon presents a challenge for universities hoping to build the kind of connection that leads to enrollment, according to *Building an E-Recruitment Network*, a report by the National Research Center for College and University Admissions. At the same time, the explosion of online social networking — such as blogs, MySpace and Facebook — has shifted what teens expect from college Web sites. Social networking sites have become strong sources of supplemental insights with images, profiles and content generated in the authentic voices of students, campus faculty and staff, and alumni. The report found that 61 percent of respondents believe it is ‘hot’ to establish college program information pages on social networking sites. However, only 20 percent checked out a school on Facebook or MySpace. . . . Increasingly, prospective students expect to remain anonymous and avoid making official contact with schools until they actually apply.”

— *BriefCASE*, Council for Advancement and Support of Education, Oct. 2, 2007

People in action



“*Return to Oz*’ — The third Alumni of Color Reunion took place the last weekend of September. Among their many activities, alumni had opportunities to talk to current students and see new and renovated facilities. Touring the Campus Center are (from left) Sterling Inzar, tour guide Kristopher Vicencio, 1975 graduate Russella Kirby Pettway, 1973 graduate Tara Johnson, 1988 graduate Yvette Inzar, 1989 graduate Lisa Machooka-Clarke and 1988 graduate Michelle Phillips.

“The Dispensations of Moira: Matter, Mind, and Culture from Thales of Miletus to Walter Pater” by **Thomas Bertonneau** of the English department appears in the recently published book *The Originary Hypothesis — A Minimal Proposal for Humanistic Inquiry*. The book explores aspects of the “Generative Anthropology” of Eric L. Gans. It is edited by Adam Katz of Quinnipiac University and issued by the Davies Group.

Members of Oswego’s Office of International Education and Programs took part in a panel presentation on Cuba at the 27th annual Latin American Studies Association Conference, Sept. 5 to 8 in Montreal. Oswego’s **Joshua McKeown** organized and **Walter Opello** chaired the panel “Cuba Forgotten: The Exhilaration, Exhaustion and Academic Enrichment of an American Study Abroad Program.” The office’s McKeown and **Lizette Alvarado** were presenters, along with Denise Blum of California State University at Fresno and Carmen Castillo Herrera of the Universidad de La Habana in Cuba.

Allison Rent, a sophomore who has yet to declare a major, is one of three recipients for 2007 of the UUP College Scholarship. The recipients received

their awards at last month’s Fall Delegate Assembly in Buffalo. Rent successfully helped to overturn her high school administration’s plan to eliminate the Odyssey of the Mind program and continues to volunteer in the community. “Allison stands out as one of the most sincere and dedicated volunteers I’ve ever taught,” said **James Pangborn**, an adjunct instructor of English at Oswego. Rent has a grade point average of 4.0.

The scholarship fund was created by UUP in the 1980s to celebrate its members’ commitment to academic excellence and the life of the mind. One-time scholarships of \$2,000 are given in honor of UUP members and their families who have donated in time and in money to the scholarship fund. This year, the scholarships are given to honor the late Eugene Link, a UUP founder and professor emeritus of history at SUNY Plattsburgh; the late **Robert Carter**, an associate professor of history at SUNY Oswego, and his wife Katherine; and Gertrude Butera, a professor emeritus at SUNY Alfred.

In Memoriam

Frank E. Robinson, 87, former vice president for administrative affairs and member of the technology faculty, died Oct. 1. □



Play cycle — Students are participating in week 50 of Suzan-Lori Parks’ play series “365 Days/365 Plays.” They will present 10 short plays in a free performance at 12:45 p.m. Tuesday, Oct. 23, in Hewitt Union’s Bell Auditorium. Student actors include (from left) Marisa McDermott, Laura Hawk, Aaron Londraville, Kristine Bishal, Travis Wafer and Sarah Sterling. Milton Loayza of the college’s communication studies department will direct the performance, which also features students Kim Greenawalt and Megan Ruskey.

Oswego's communications make new book's 'Outstanding Programs'

Four of Oswego's academic programs receive a close-up look in *Television, Film and Digital Media Programs: 556 Outstanding Programs at Top Colleges and Universities Across the Nation*, published by the Princeton Review.

The first edition, produced by the Academy of Television Arts and Sciences, selects programs of distinction at 215 colleges and universities from across North America based on surveys and other data.

The book lists Oswego's programs in broadcasting and mass communications, public relations, journalism and graphic design. The listing also notes Oswego is starting a program in new media.

"College applicants considering a future in the industry have hundreds of alternatives in programs and institutions and a breadth of future careers to investigate," Chris Albrecht, the chairman and CEO of HBO noted in the book's forward. "A guide to help students make informed decisions is a necessity."

Oswego is one of four SUNY institutions included in the book — along with Binghamton, Fredonia and Oneonta. The publication also cites institutions as diverse as Harvard and Yale, NYU and UCLA, the Berklee School of Music and the Savannah College of Arts and Design.

The academy, perhaps best known for producing the annual Emmy Awards, has a mission of promoting "creativity, diversity, innovation and excellence through recognition, education and leadership in the advancement of telecommunications arts and sciences," according to the organization's Web site.

Its president, Shelly Palmer, is on campus today as one of the distinguished panelists in the Louis A. Borrelli Jr. Media Summit.

The recognition provides a stamp of approval that

could guide students interested in the field to SUNY Oswego, said Fritz Messere, professor and chair of communication studies.

"They were interested in putting together a list of schools that had related programs that could accommodate people looking to break into the television field," Messere said. "Obviously, we couldn't be happier."

A roster of the college's noteworthy alumni — including NBC's Al Roker, ESPN's Linda Cohn and Steve Levy, HGTV's Kendis Gibson and NEP Broadcasting CEO Louis A. Borrelli Jr. — reinforces an

Oswego alumni record that is tops in the SUNY system, Messere said.

The book also mentions the college's equipment and facilities, variety of internships at a national level and "Hollywood P.O.V" summer program in the world's entertainment capital.

"We think this is just another way to attract high-quality students to Oswego," Messere said. The program has now broadened beyond attracting Central New York students to top talent statewide and even from other states, he noted. □ — **Tim Nekritz**

Oswego again in guide to best business schools

The Princeton Review has named Oswego's School of Business one of the *Best 290 Business Schools* in the latest edition of its graduate school guidebook of that title, released earlier this month.

The Princeton Review is known for its college rankings based on surveys of students attending the schools. Its profile of Oswego is substantially the same as in its first edition three years ago, which included just 143 business schools.

It quotes a student proclaiming that "the professors are excellent and the classes are fun and challenging." The profile finds fault only with career placement services.

In Central New York, only Syracuse University's Whitman School of Management and Cornell University's Johnson Graduate School of Management are included along with Oswego in the book's best business schools. In the State University of New York, only the three centers — Buffalo, Albany and Binghamton — are on the best list with Oswego.

Among the criteria for inclusion in the Princeton Review's "Best 290 Business Schools" are AACSB International accreditation and graduate degree programs in business.

Oswego's School of Business offers a broad undergraduate program with majors in accounting, business administration, finance, human resource management, management accounting, operations management and information systems, and marketing.

According to the Princeton Review, Oswego has 76 MBA students, 40 percent of them part time. The male-to-female percentage is 70:30; 7 percent of students are members of racial or ethnic minorities; and 24 percent are international students. The average MBA student at Oswego has five years work experience and begins graduate work at age 26.

Among faculty, the male-to-female percentage is 83:17, and 33 percent are members of racial or ethnic minorities. □

Technology conference to include outreach to elementary teachers

Hundreds of technology teachers and students will converge at SUNY Oswego for the college's 68th annual Fall Technology Conference, Oct. 25 and 26.

One new feature of the 2007 edition is the addition of a strand for elementary school teachers looking to better incorporate technology lessons into their classrooms.

"When technology teachers are certified by the state, their certificate is good for K through 12, but there aren't any full-fledged technology programs in elementary schools in New York state," said event coordinator Judith Belt of the college's technology department.

While young students may get the impression that technology is mainly about using computers, Belt noted that there is much more to it.

"It's all about problem-solving, using math, science and technology," she said. "This kind of skill is very important to teach early, and reaching them in elementary school makes it more likely students will pursue careers in math, science or technology."

At the same time, the conference will continue to offer sessions for other levels of instructors and students. Presentations this year will touch on such topics as global positioning and global information systems and geocaching; integrating math, science and technology into the curriculum; modern technology and the deaf; robotics; nanotechnology; and Rube Goldberg-type problem-solving projects.

"This will be our largest conference ever, in terms of presenters," Belt said. In all, there are 42 presentations spread across 65 slots in the schedule.

The conference — already the largest of its kind in the state — routinely draws around 450 participants, although the added elementary school strand could make that number higher this year, Belt added.

In addition, a number of commercial exhibitors and vendors will showcase their offerings in the Sheldon Hall ballroom.

Cost to attend the conference is \$30 per person.

For more information or to download a registration form, visit www.fallconference.com. □

Symposium to help women explore professions

The second annual Connections symposium on Oct. 25 will bring together women of all ages and backgrounds from Upstate New York to explore their place and power in the professions.

Sponsored by SUNY Oswego's Office of Business and Community Relations, this event in Hewitt Union is designed to energize women to learn from others, generate new ideas, and develop their careers and business aspirations. The first symposium last year attracted more than 120 attendees from Upstate New York.

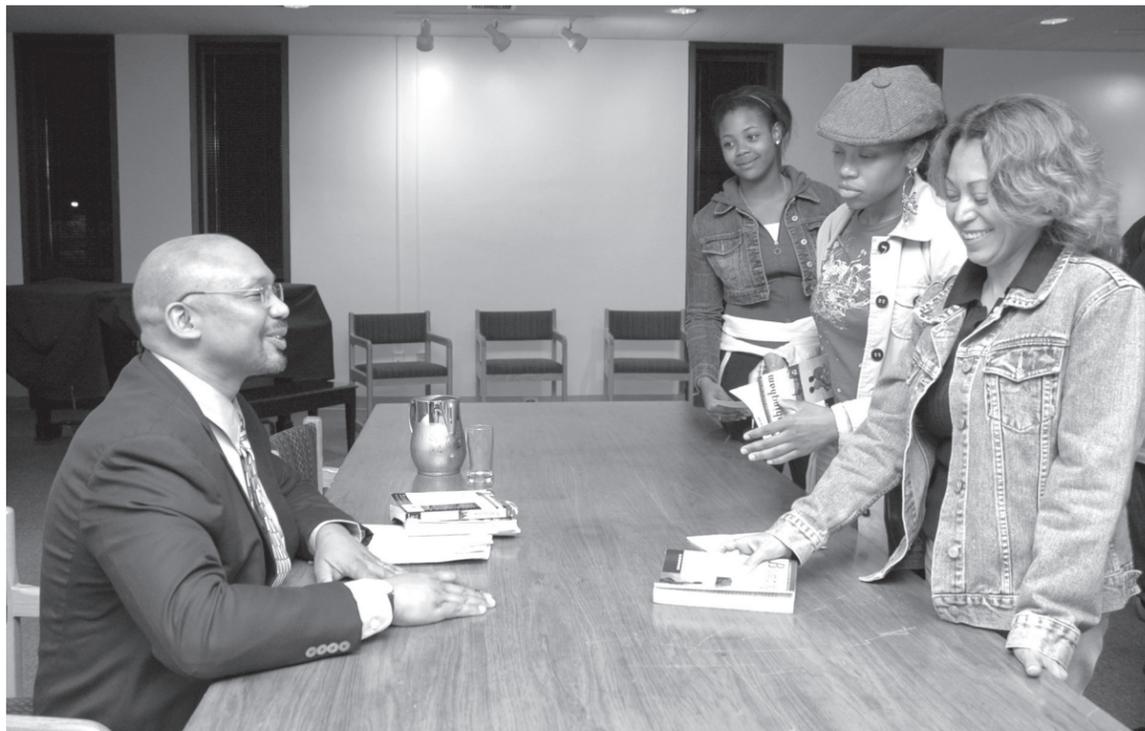
Consultant, speaker, author and Oswego alumna Joni Daniels will speak at 9 a.m. Her bestselling first book, *Power Tools for Women: Plugging Into the Essential Skills for Work and Life*, was published in 2002 and now is in its second printing.

Julia DeVillers, another Oswego alumna and

author of books that empower teen and tween girls, will talk at 10:15 a.m. Her book *How My Private, Personal Journal Became a Bestseller* aired on the Disney Channel as the movie "Read It and Weep." Her nonfiction books include *Girlwise: How to Be Confident, Capable, Cool and in Control* and *Teen Girlfriends: Celebrating the Good Times, Getting Through the Hard Times*.

WSYR NewsChannel 9 co-anchor Carrie Lazarus will speak in the afternoon on women's health and wellness issues. Her "Family Healthcast" series is considered one of the first TV daily health and fitness reports in the nation.

Tickets cost \$35 per person and include a continental breakfast and lunch. To register, contact Tyler box office at tickets@oswego.edu or 312-2141. For more, visit www.oswego.edu/cbcd/connections. □



ORI author — Anthony Grooms, author of the Oswego Reading Initiative selection *Bombingham*, visited campus earlier this month for a talk and book signing. Here he signs a book for graduate student Maggie Rivera while freshman Naquada Dundas (second from left) and junior Charlene Irving look on.

Announcements

Student meteorologists hosting weekend Lake Effect Conference

SUNY Oswego's student chapter of the American Meteorology Society will host the second annual Lake Effect Conference Oct. 20 and 21 in Sheldon and Park halls.

The conference brings together researchers from various regions to present and discuss advances in meteorology of the Great Lakes.

"This year at our Lake Effect Conference, we hope to create scientific discussions about research in meteorology and hope that it spurs new research," said Meredith Mandel, president of the Meteorology Club. "We also hope that this research will help operational forecasters predict and warn the public of significant weather events."

This year's conference features keynote speaker Thomas A. Niziol, a 1977 Oswego meteorology graduate. He has been the head meteorologist of the National Weather Service in Buffalo since 2005 while also serving as the science and operations officer and lead forecaster. Niziol also worked for the National Weather Service's forecast team for the 1996 Summer Olympics in Atlanta and the 2002 Winter Olympics in Salt Lake City.

He has also appeared on television programs on the British Broadcasting Corp., "Dateline NBC," the Discovery Channel, PBS, the History Channel and "NBC Nightly News."

The meteorology club is run by students and faculty who come together to better understand the region and its weather. Oswego faculty who work with the

club include Robert Ballentine, Steven Skubis, Alfred Stamm and Scott Steiger.

The organization's activities include trips to National Weather Service offices and news stations, examining regional weather patterns and hosting the Lake Effect Conference.

"A few years ago, several of the officers actually began to plan the conference and got the ball rolling for what is now our second annual Lake Effect Conference," Mandel said.

For more information, visit www.oswego.edu/news_weather/weather/lec. □ — **Christopher Hill**

Nominations sought for award recognizing professional service

Nominations are invited for the 2008 Chancellor's Award for Excellence in Professional Service. Any member of the campus community may nominate a deserving full-time employee whose assignment is more than 50 percent in a professional non-teaching status. The nomination should consist of a letter that briefly describes how the nominee performed superbly in fulfilling the job responsibilities and also demonstrated excellence in professional activities beyond the job description. Nomination letters may be submitted to the Office of Student Affairs, Room 711, Culin Hall, until 4 p.m. Monday, Oct. 29.

A campus committee will review all nominations and recommend one candidate to President Deborah F. Stanley for approval as SUNY Oswego's candidate at the university-wide level. The chancellor will announce the award recipients in May. □

Grants available for students

Campus grants are available to support and foster graduate and undergraduate student scholarly and creative activities done in collaboration with a SUNY Oswego faculty or staff sponsor. The maximum award will be \$1,000. The deadline to apply is Friday, Nov. 5, at 4:30 p.m.

Students must secure a faculty or staff sponsor who will assist in designing and carrying out an appropriate project. The signed faculty sponsor form should be sent to Linda Cook, Room #4, Penfield Library by the deadline. For complete guidelines visit <http://www.oswego.edu/administration/ORSP/> and look under "Campus Grants and Awards." □

Gerontology minor

Continued from page 1

are becoming front-burner topics," Brown said.

Similarly, gerontology is relevant to many fields of study. "It's really one of the minors that can fit into a lot of (major) programs. That's the beauty of it. It's very versatile," Brown said.

An interdisciplinary committee began working on the new minor in 2005, at the request of Provost Susan Coultrap-McQuin. It will be listed in the next edition of the undergraduate catalog, but students can declare the minor now, Brown said.

"We have a lot of students who are asking questions about it. It's generated a lot of interest," she said. "We're definitely filling a gap, that's for sure."

For more information about the new gerontology minor program, contact Brown at lbrown2@oswego.edu or 312-3470. □ — **Julie Harrison Blissert**

Spotlight

Mantaro works to promote drug prevention, civic engagement

This week's Campus Update Spotlight shines on Thad Mantaro, coordinator of the college's Alcohol and Other Drug Prevention Program. Also the campus coordinator for civic engagement, Mantaro started working here in August 2006.

Q. How would you describe your job and responsibilities?

A. I implement environmental strategies and develop institutional practices and policies aimed at reducing the prevalence of alcohol and other drug-related harm among the SUNY Oswego community. I help coordinate the activities of the Alcohol and Other Drug Committee and supervise programs like AlcoholEdu and our early-intervention program. I also oversee National Collegiate Alcohol Awareness week, some other social awareness events and social norming marketing activities. I've sought ways in the last year to increase the institutionalization and sustainability of the activities of the AOD Committee and to improve program components.

Q: What do you do as coordinator of civic engagement?

A. In this quarter-time release position, I work with stakeholders to increase the visibility of current and new activities designed to increase civic engagement at SUNY Oswego. I facilitate collaboration between groups that sponsor activities related to civic engagement, create and promote programs and activities designed to increase civic knowledge and community engagement, and work to make civic engagement a visible and growing commitment of SUNY Oswego. I also convene meetings of the coalition and connect with external groups to enhance civic engagement efforts.

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

A. I love the opportunity to work with students and other community members to make innovative programs happen and promote a campus climate that is predicated upon strong student involvement and learner-centered. In particular, I enjoy the chance to see students grow and take on new challenges.

Q. What is your impression of Oswego's students?

A. The students I work with at the Lifestyles Center, through AOD initiatives and as part of civic en-



agement are genuine, fun and interesting people. It's my privilege to work with them.

Q. What achievement are you most proud of?

A. Graduating with my master's degree from SUNY Oswego.

Q. What is your educational background?

A. I have an undergraduate degree from Hamilton College, and as I said, a master's degree from SUNY Oswego. I've taken graduate coursework in photography, and film and video, and have also completed a number of credits toward the Ph.D. in higher education administration at Syracuse University. I am continuing in that program part time.

Q. Do you have any hobbies?

A. I like to exercise. My wife and I travel whenever we can. I also love cinema and photography, especially documentary work, and work by photographers like Mary Ellen Mark, Sam Abell, Salgado, Cartier-Bresson, and Koudelka.

Q. What can you tell us of your family?

A. I live in Oswego with my wonderful wife Shannon, and we have two Jack Russell terrier puppies, Olive and Milo. □

Police report

Since Sept. 28, University Police have investigated several cases of theft and vandalism and made seven arrests.

Police charged an 18-year-old Scales Hall resident with driving while intoxicated, operating a motor vehicle with a blood alcohol content of .08 or above, and first-degree aggravated operation of a vehicle, all felonies because he had prior convictions, and three violations: refusal to take breath test, speeding and unlawful possession of marijuana.

Officers arrested a 23-year-old student on charges of driving while intoxicated, operating a motor vehicle with a blood alcohol content of .08 or above, and failure to signal. A 24-year-old Hart Hall resident was arrested and charged with driving while intoxicated, operating a motor vehicle with a blood alcohol content of .08 or above, reckless driving, unlawfully fleeing a police officer in a motor vehicle and speeding.

Officers charged an 18-year-old Waterbury Hall resident with criminal trespass and disorderly conduct.

Police charged two 18-year-old students with unlawful possession of alcohol. A 21-year-old Seneca Hall resident was charged with unlawful possession of marijuana. □

Calendar highlights

- **Borrelli Media Summit: Media of the Future**, today
- **Career and Internship Fair**, today
- **NBC's "Today" on campus**, Oct. 18
- **Fall break day**, Oct. 19
- **Connections symposium**, Oct. 25
- **Flu shot clinics**, Oct. 25 and 30
- **Technology conference**, Oct. 25 and 26
- **"Carousel,"** Oct. 26 to 28
- **Rice Creek Ramble**, Oct. 27
- **Comedian Jamie Kennedy**, Oct. 27
- **Graduate School Fair**, Oct. 30

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