Accreditation visit
Campus readies for the final step in its two-year accreditation process: the March 21-24 site visit.

Global reach
Purdue’s Global Policy Research Institute strives to strengthen connections between science, society.

Transition time
Recreational Sports Center develops plan to keep plenty of recreation space open during construction.

Partners in music
Purdue employees share time, talent with Lafayette Symphony Orchestra.

www.purdue.edu/insidepurdue

Córdova: University setting new records
In her State of the University address on Feb. 23, President France A. Córdova discussed how Purdue is gaining momentum with improved student retention, higher national rankings, record research funding, and a broad portfolio of student and faculty achievements.

More details from the president’s address are on page 3.

Chris Sorenson (left) and Kevin Vanderbilt, building automation system console operators, monitor the discharge temperature for a campus air-handling unit at the Physical Facilities Service Building. Sorenson and Vanderbilt are part of the Building Systems Group, which will work on customizing building control systems (temperatures and operating schedules of heating, ventilation and air conditioning equipment) for the Sustaining New Synergies energy conservation initiative.

Staying true to Purdue’s mission
Sustaining New Synergies teams strive for solutions that meet budget challenges and advance strategic goals

An expected budget deficit that will affect the University for the next few years has the full attention of Purdue administrators, staff and faculty.

A steering committee, task force and several subcommittees have been charged with assessing the deficit — a projected $67 million by 2013 — and developing proposals for a solution.

Forums and meetings have been held and more are scheduled during the next two months in an effort to involve the campus community in the process.

“We want to be as open and transparent as we can be throughout this process,” says Ken Sandel, managing director for Al Diaz, executive vice president for business and finance, treasurer. Sandel leads the task force charged with assessing University processes, practices, policies, organizational structures and systems. The task force also will develop implementation plans, working closely with University departments on targeted savings.

Upcoming forums
Several Sustaining New Synergies open forums have been scheduled in March and April at these times and locations:

- March 11. 2-3 p.m. Room 1142, Lawson Computer Science Building.
- March 26. 3-4 p.m. Room 1086, Rawls Hall.
- April 7. 2-3 p.m. Room 1142, Lawson.
- April 13. 1:30-2:30 p.m. Room 1142, Lawson.

A time for an additional forum is still being determined.

See Mission, page 11
The Board of Trustees on Feb. 11 ratified the appointment of Timothy Sands as the University’s next executive vice president for academic affairs and provost.

Sands, 52, is the Basil S. Turner Professor of Engineering in the schools of Materials Engineering and Electrical and Computer Engineering and Mary Jo and Robert L. Kirk Director of the Birck Nanotechnology Center. He will succeed Randy Woodson, who will become chancellor of North Carolina State University.

“Tim Sands will be a tireless advocate for enhancing our academic mission. I am impressed with his integrity and vision and his commitment to taking Purdue to the next level of excellence,” President France A. Córdova said. “What was clear from our interaction and the remarks of his colleagues is that he listens well and thinks broadly, and he is a scholar of the highest standing.”

Córdova sought input from the campus community following the provost candidate forum on Feb. 5, which featured presentations by Sands and fellow finalists.

“My thanks to everyone who took part in the process, viewed the presentations of the candidates and contributed thoughtful comments,” Córdova said. “The wide response across the campus shows how important the position of provost is to the success of Purdue’s colleges, faculty development and student programs. I am especially appreciative of the work of the search advisory committee and chair Rick Cosier, who advanced three very qualified finalists from an internal pool of two dozen nominees.”

As executive vice president for academic affairs and provost, Sands will be responsible for oversight of all Purdue colleges and schools, the regional campuses, and related academic activities in coordination with the Office of the President. The provost also oversees libraries, cultural centers and student services, which includes admissions, registrar, financial aid and health facilities.

“Purdue has been very good to me and to my family. It is a privilege to have the opportunity to serve the Purdue community in the pivotal role of provost,” Sands said. “We all know these are challenging times. I’m confident Purdue will emerge stronger than ever.”

Sands has been at Purdue since 2002 when he was hired for a joint appointment in materials engineering and electrical and computer engineering. He was named director of the Birck Nanotechnology Center in 2006.

More details are at www.purdue.edu/newsroom/faculty/2010/100211BOTSands.html.

The Board of Trustees on Feb. 11 approved a college realignment that enhances the University’s health and human sciences programs without changing the number of colleges on campus.

“A college dedicated to health and human sciences would enhance student opportunities and promote faculty collaborations aimed at improving health and quality of life of people,” said President France A. Córdova. “The realignment could consolidate and elevate Purdue’s reputation in the health and human sciences.”

The College of Health and Human Sciences, which will replace the College of Consumer and Family Sciences, also is an opportunity to attract more external research funding, said Randy Woodson, Purdue’s executive vice president for academic affairs and provost.

There will be no increase in the overall number of administrative leadership positions associated with the new college.

“Most of the resources needed to support this new structure are available with the current units of the three existing colleges,” Woodson said. “New investments in facilities and personnel will be necessary to launch this effort and have been estimated to be around $600,000.”

The new college will house the departments of Health and Kinesiology; Psychological Sciences; Speech, Language, and Hearing Sciences; Child Development and Family Studies; Foods and Nutrition; Consumer Sciences and Retailing; and Hospitality and Tourism Management, as well as the schools of Nursing and Health Sciences. The realignment was the result of work conducted by a faculty-led task force that Woodson appointed last July.

The new college would be operational on July 1. A transitional leadership team will be assembled, and the new college will be launched on that date with the appointment of an interim dean. A national search for dean will begin in fall 2011.


The new position, which reports to Al Diaz, executive vice president for business and finance, treasurer, has expanded human resource responsibilities for the more than 18,000 employees at the West Lafayette, Calumet, Indiana University-Purdue University Fort Wayne and North Central campuses. Areas for which Lewin has system-wide responsibilities include benefits, employment, compensation, training and development, employee relations, and HR information systems.

His appointment, effective March 3, was approved by the Board of Trustees on Feb. 11.


Board approves Lewin as VP for human resources

Luis Lewin, chief human resource officer at Ohio University, has been selected as vice president for human resources.

The new position, which reports to Al Diaz, executive vice president for business and finance, treasurer, has expanded human resource responsibilities for the more than 18,000 employees at the West Lafayette, Calumet, Indiana University-Purdue University Fort Wayne and North Central campuses. Areas for which Lewin has system-wide responsibilities include benefits, employment, compensation, training and development, employee relations, and HR information systems.

His appointment, effective March 3, was approved by the Board of Trustees on Feb. 11.

Córdova: Purdue gaining momentum in retention, rankings, research

Improved student retention, higher national rankings, record research funding, and a broad portfolio of student and faculty achievements point to a Purdue University “on the move,” said President France A. Córdova on Feb. 23 in her annual State of the University address.

A singular focus on student success has made a difference, Córdova said, describing efforts to improve undergraduate teaching and support programs, such as Boiler Gold Rush, Signals and Hot-seat, that contribute to improved learning. Student retention reached an all-time high, at 87 percent, for 2008-09.

Making sure students are ready for Purdue helps ensure success, too, Córdova said. The current freshman class has the highest SAT scores in Purdue history.

“As retention rates improve, increased graduation rates will follow. Crossing the finish line is the first measure of student success. We want students to graduate in a timely fashion and with an education that can compete with any in the world,” she said.

Financial aid for students increased. An anonymous $6 million gift has been applied to Emerging Urban Leaders, a new scholarship for students from Indianapolis, Hammond, Gary and East Chicago. The Marquis Scholarship, also new, was created specifically for good students from middle-income households.

National and international rankings also improved. U.S. News & World Report ranked Purdue 22nd among the nation’s public universities, a four-place rise from 2008, and 61st among all universities, a five-place rise from 2008. The Times Higher Education-QS World University Rankings ranked Purdue 87th, a 12-place rise from 2008.

Faculty achievement earned international recognition. Chief among them was agronomy professor Gebisa Ejeta, who received the World Food Prize — considered the Nobel Prize of agriculture — for increasing sorghum yields, a food staple upon which millions of people depend for survival.

Sponsored research funding for Purdue was a record $342 million for fiscal 2008-09. In September, Purdue announced the National Science Foundation had awarded $105 million to a Purdue-led team to spearhead a center that will serve as headquarters for the operations of the George E. Brown, Jr. Network for Earthquake Engineering Simulation, or NEES. It is the largest in the University’s history.

In economic development, Purdue Research Park added 11 companies in the past year, for a total of 160.

Córdova named the new College of Health and Human Sciences and Global Policy Research Institute as critical initiatives for the future. The college will be established July 1, and the Global Policy Research Institute’s inaugural director Arden Bement will start June 1. Bement, a Purdue professor of nuclear engineering, has been on leave while serving as director of the National Institute of Science and Technology and the National Science Foundation.

“Few policy institutes can make the vital connection between science and society,” Córdova said. “Even fewer can do so on a global scale. Such connections are vital at a time when the rapid advances in science, engineering and technology have the power to change the world instantly.”

Budget concerns precipitated by a cut in state appropriations, increases in health care and energy costs, and plans to give salary increases also were addressed. University administrators estimate a potential shortfall of nearly $70 million by 2013 and are working with 15 representative groups and committees to evaluate operations and programs and cut costs.

“No decisions about eliminating jobs or changing compensation or canceling programs have been made, and everything is on the table for review and consideration,” Córdova said. “We remain steadfast in our determination to work through it together to maintain and even improve Purdue’s economic health.”

Campus prepares for accreditation site visit

A team of 14 faculty, staff and administrators from Purdue’s peer institutions will be on campus March 21-24 to evaluate the University and make a recommendation on its continued accreditation.

The visit is the final step in a two-year process that has included a comprehensive internal review of University and resulting self-study document, which is a key part of accreditation.

Purdue, which has been accredited continually since 1913, was last reviewed and fully accredited during 1999-2000 by the Higher Learning Commission of the North Central Association of Colleges and Schools. The University’s self-study document is online at www.purdue.edu/accreditation.

Mark Pagano and Chris Ladisch, co-chairs of the accreditation review steering committee, will present information about the accreditation process and the site visit during the March 11 President’s Forum. That forum is scheduled for 4 p.m. in the South Ballroom, Purdue Memorial Union.

“We hope all faculty, staff and students will familiarize themselves with the accreditation process and take part in these final steps of our review,” says Pagano.

Members of the site visit team will meet with various groups and individuals throughout their time on campus as they assess the criteria upon which Purdue is judged for accreditation. In addition to those individual and group meetings, open forums will be held for faculty, staff and students.

More information about the accreditation process, including the self-study document, is available at www.purdue.edu/accreditation.

Web resources

* The president’s address may be viewed at mms://video.dis.purdue.edu/bns/General/Forum100223.wmv.

* A transcript of Córdova’s remarks is available at www.purdue.edu/president/speeches/StateOfUniversity09.html.

President France A. Córdova said Purdue has set new records in student retention and research funding during the Feb. 23 State of the University address.

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More information about the accreditation process, including the self-study document, is available at www.purdue.edu/accreditation.

Accreditation open forums scheduled

Open forums will be held for faculty, staff and students during the accreditation site visit.

Forum dates are:

- Open forum with faculty: 3:15-4 p.m. March 23, Room 313, Stewart Center.
- Open forum with faculty: 3:15-4 p.m. March 23, Room 318, Stewart Center.
- Open forum with students: 3:15-4 p.m. March 23, Room 320, Stewart Center.
Director: Global Policy Research Institute to connect science, society

Purdue’s Global Policy Research Institute has opened its doors to the world.

From its new home in the Schowe House on Northwestern Avenue, the think tank for global transformation will increase the visibility of Purdue’s research findings and enhance the impact of the University’s discoveries for the common good.

“Purdue can use its strengths in research and international programs to translate issues from public policy into research and to enlighten and provide new options that play an important role in reaching political consensus,” says Arden Bement, director of the institute. Bement is former head of the School of Nuclear Engineering and has served as director of the National Science Foundation since 2004. He led the National Institute of Standards and Technology from 2001 to 2004.

Purdue has long been known for research with global impact. It is recognized for an international campus culture. It is celebrated for top-ranked graduate programs. Bement says the Global Policy Research Institute will draw on these strengths to form strategic partner-

ships from the local to international level. It will help Purdue do what it does best: allow the power of its science to connect with society so that everyone can make better-informed decisions about today’s grand challenges.

The new institute will stand apart from the nearly 1,500 other policy institutes around the country, Bement says. Few other policy institutes can make the vital connection between science and society from a solid foundation in the STEM (science, technology, engineering and mathematics) and agriculture disciplines. Even fewer can do so on a global scale. Such connections are vital at a time when the rapid advances in science, engineering and technology have the power to change the world instantly.

“With the advance in communication and information technology, the world is shrinking and global issues are proliferating. These issues are complex enough that they are beyond any one university or nation to address,” Bement says.

Among Purdue’s policy-informing research strengths are water research; cybersecurity; information technology as applied to health care; pandemics and infectious disease; and prediction of and response to disruptive events. Purdue geologists and civil engineers have been on the ground in Haiti following the January earthquake studying both the seismic event and the infrastructural damage. They are there at the invitation of the Haitian government, which will take the research into consideration as the country rebuilds.

“Our role is to provide opportunities for debate by identifying new concepts in science that can have bearing on key policy issues,” Bement says, adding that the institute will not play an advocacy role.

Bement says his experience as director of the world’s most noted science agencies has given him the equivalent of a PhD in foreign relations and public policy. It also has connected him with powerful thought leaders around the world, whose expertise he intends to draw on as he establishes the new thought center. He views such global relationships as integral to its success.

Although global in name, the institute will focus on policy at all levels, from local government to international agencies. Its programs will offer opportunities for students to engage in internships and pursue a master’s degree in public policy and public administration. It will fuel cross-disciplinary and cross-national research. It will inform through workshops and symposia, and bring world experts to campus as visiting scholars.

At base, Purdue’s Global Policy Research Institute will strengthen connections between science and society and, in so doing, prepare all members of the University community to be responsible, engaged citizens.

HistoryCorner

Mother McRae

Emma Montgomery McRae, known as “Mother,” is shown in this 1890s file photo with some of the women students at Purdue, standing east of Ladies Hall. McRae was matron of Ladies Hall and professor of English literature, but she functioned in reality as dean of women without the title.

McRae had been a high school teacher in Vevay, Ind., then principal in Muncie and Marion, before coming to Purdue in 1887, according to “A Century and Beyond,” a history of Purdue. She earned a master of arts degree from Wooster College in 1896 while maintaining her Purdue duties. She retired in 1912.

Carolyn Shoemaker, Purdue’s first official dean of women and an 1888 alumna, credited McRae as one of her biggest influences.

Ladies Hall, one of Purdue’s first three buildings, was in the area now occupied by Stone and Matthews halls.
Sautter announces retirement

John Sautter, Purdue’s vice president for housing and food services, announced Jan. 27 that he will retire after serving nearly four decades at the University. His retirement is effective June 30, which is the end of the University’s current fiscal year.

Sautter oversees University Residences, Food Stores, the Purdue Memorial Union and its 192-room Union Club Hotel, Boiler Television, Elliott Hall of Music and Hall of Music Productions, Loeb Playhouse, Fowler Hall, and Slayter Center for the Performing Arts.

“Purdue has been nationally recognized for housing and food service operations and facilities that are on the leading edge, and that speaks volumes about John’s leadership abilities,” said President France A. Córdova. “His wisdom and his deep understanding of students and the people who serve them have been invaluable assets for the University.”

Sautter said annual comparisons show that living on campus has a direct impact on student retention and grade point averages. In spring 2009, grade point averages for freshmen living in University Residences averaged 2.83, compared with 2.54 for freshmen living off campus.

“I am very fortunate to have spent my career at Purdue,” he said. “I’ve had the opportunity to be part of the development of some tremendous young men and women as they mature from freshmen to confident, well-educated seniors ready to become professional and community leaders. Knowing that the programming developed by our outstanding staff plays a role in that development is very satisfying to me.”

Under Sautter’s leadership, Purdue’s housing and food service operations have been guided by a series of master plans that have broadened student housing options and transformed on-campus dining. More details are available at www.purdue.edu/newsroom/faculty/2010/100127SautterRetire.html.

Search for student affairs VP under way

A national search is under way to replace Thomas Robinson, vice president for student services, who announced internally last summer his plans to retire at the end of the current fiscal year on June 30.

G. Christine Taylor, vice provost for diversity and inclusion, will chair the search committee for the position, which will be renamed vice president for student affairs. Taylor said on-campus interviews should take place in April.

This vice president position will oversee a variety of areas from student health and recreational sports to student services computing. Student affairs provides additional learning opportunities through co-curricular activities, 81 Greek chapters, 12 cooperative houses, 875 registered student organizations, volunteer programs, three ROTC units, bands and orchestras, choral ensembles in Purdue Musical Organizations, and Purdue Convocations.

“Tom Robinson dedicated the last 12 years to making sure that the University’s student affairs office provides the foundation for the success of all Purdue students,” said President France A. Córdova. “Students’ interactions with their campus environment shape their attitudes and readiness to learn, and thanks to Tom’s guidance, Purdue has offered a quality university experience for thousands of students.”

For example, Purdue has been working to help boost retention and graduation rates. Under Robinson’s leadership, Boiler Gold Rush, a Purdue student access, transition and success program, has received national praise for helping students acclimate and succeed on campus.

A list of search committee members and more details are available at www.purdue.edu/newsroom/general/2010/100119RobinsonSearch.html.

Purdue to test sirens, offer training for severe weather preparedness

As spring approaches, Purdue emergency preparedness officials urge the campus community to review the University’s severe weather procedures and know their shelter-in-place locations.

In conjunction with national Severe Weather Awareness Week on March 14-20 and statewide tests of communications systems, Purdue will test its all-hazards warning sirens and offer free tornado awareness training sessions beginning Friday (March 5).

The Tippecanoe County Emergency Management Agency will sound the sirens between 10 a.m. and 10:30 a.m. and again between 7:30 p.m. and 7:45 p.m. on March 17. The tests’ objectives are to ensure sirens are operational, allow the community to hear what they sound like, and emphasize the need to prepare responses during both daytime and evening hours. If there is a threat of actual severe weather during that day, the tests will be postponed.

“It is also important to note that the ‘all-hazards’ sirens can be activated on the West Lafayette campus for an incident other than a tornado warning,” said Ron Wright, director of university emergency preparedness. “The all-hazards sirens might also be activated in response to a hazardous materials situation, a civil disturbance such as an active shooter on campus, or when police or fire department officials determine that the Purdue community should shelter in place.

“The key phrase here is ‘shelter in place.’ I also want to note that the sirens are not designed to be heard inside every building, so don’t be alarmed if you don’t notice them. However, we also are offering to provide at least one free NOAA all-hazards alert weather radio per building to be installed in key locations.”

The weather radio provides an automatic alert system. Building deputies may request one by contacting the Emergency Preparedness Office at 49-40446 or via e-mail to Wright at rdwright@purdue.edu.

Each Purdue building also has a building emergency plan that provides specific evacuation and shelter-in-place procedures, and the awareness week provides an opportunity to review those plans, Wright said. The plan is normally developed and maintained by the building deputy or the Building Safety Committee.

Training sessions are scheduled for 1:30-2:30 p.m. Friday and March 12 as well as on April 2 in the Terry Memorial Conference Room at the Purdue Police Department. The training, offered through the University’s Emergency Preparedness and Planning Office, will be facilitated by Purdue fire safety specialist Tom Cooper and is open to faculty, staff and students. The training is designed to provide tornado awareness information and recommended response actions during and after an incident. Those interested in attending one of the sessions should contact Mary Stair at 49-41424.

Cooper also is available to speak in campus offices or departments. For more information, contact him at 49-41432 or tcoop@purdue.edu.

Information about preparing for severe weather is available from the Purdue home page weather link or at http://news.uns.purdue.edu/weather.html.
CIGNA network doctors responsible for precertification in 2010

Faculty and staff covered by any of Purdue’s medical plans in 2010 have a new partner when it comes to precertifying inpatient care and other health care services requiring advance approval.

In the past, precertification has been solely the employee’s responsibility. Under the CIGNA system, if a patient uses a CIGNA network provider, the provider will work with CIGNA to arrange precertification. If the patient is using the services of an out-of-network provider, the employee remains responsible for obtaining precertification.

“It’s one less thing for our employees and their families to worry about,” said John Beeke, director of the Staff Benefits and WorkLife Programs units, noting that the $250 penalty imposed in the past if the employee failed to precertify has been eliminated. “CIGNA will still need to approve the service before a benefit will be paid, but the penalty for failing to get advance approval is gone.”

CIGNA requires precertification for hospital admissions and selected outpatient services. During the precertification process, a CIGNA nurse evaluates requests using nationally recognized guidelines that include input from actively practicing health care providers.

CIGNA nurses determine what services are covered based on the patient’s medical plan benefits and the guidelines. When guidelines don’t exist, the nurses use resource tools based on clinical evidence.

Anytime a CIGNA nurse is unable to approve coverage for clinical reasons, the nurse refers the case to a CIGNA doctor. The doctor may speak with the patient’s doctor to obtain additional information. CIGNA will provide written notification to the covered employee and the patient’s doctor if a precertification request cannot be approved.

Examples of common procedures, treatments, and services requiring precertification are:

- All inpatient admissions and non-obstetric observation stays.
- Potentially experimental or investigational procedures.
- Potentially cosmetic procedures.
- Maternity stays longer than 48 hours for vaginal delivery or 96 hours for cesarean delivery.
- Back surgery.
- MRIs, MRAs, CT/CAT scans, PET scans.
- Biofeedback.
- Speech therapy.
- Injectable drugs.

This list does not include all services requiring precertification. For more information, visit www.myCIGNA.com.

Health assessment available at mycigna.com

Through Purdue’s partnership with CIGNA, an online health assessment similar to the HealthPath Questionnaire of previous years is available at www.mycigna.com. Those participating in Purdue’s medical plans are welcome to take part.

To be ready for the health assessment, complete a wellness screening on campus or with a health care provider. Those who have already completed a screening on campus or with their health care provider in the last six months or so may use those values to complete the health assessment.

The following values are needed: blood pressure, total cholesterol, HDL cholesterol, height, weight, and waist circumference. Participants can answer “I’m not sure” for unknown values, but entering all the numbers will provide the best results. The assessment can be updated later with new information.

To complete the health assessment, go to www.mycigna.com. Participants will first need to register by following these steps:

- Select the blue “Register” button on the bottom left-hand side of the page and follow the instructions. Once registered, look for the red apple on the right-hand side of the page. Select the “Take my health assessment now” link.
- On the next page, select your name. A new window will open to the “my health & wellness center” log-in page.
- On the log-in page, under “New Users”, select “Register for my health & wellness center.”
- Follow the instructions on the screen and complete all required fields.
- When registration is complete, print out the instruction form. This form contains the information the spouse/same-sex domestic partner or child’s information.
- When registration is complete, the “my health & wellness center” home page will display. From here, participants can take their health assessment or join an online health coaching program.
- To register a spouse/same-sex domestic partner or a child age 18 or over for the health assessment, follow these steps. (They will not be able to access the health assessment until they have been registered, and they must be covered by Purdue’s medical plans to take part.)
- Log in at www.mycigna.com with your username and password. Look for the red apple on the right-hand side. Select the “Take my health assessment now” link.
- On the next page, select the name of the person you wish to register. A new window opens showing a “my health & wellness center” registration page.
- Follow the registration instructions on the screen and complete each field with the spouse/same-sex domestic partner or child’s information.
- When registration is complete, the patient’s doctor to obtain additional information. CIGNA will provide written notification to the covered employee and the patient’s doctor if a precertification request cannot be approved.

Resources

For more information about the health assessments, visit www.purdue.edu/cwlw or www.mycigna.com.

Participants can contact the Choose Well, Live Well Personal Health Team at (800) 767-7141 from 9 a.m. to 9 p.m. Monday-Friday, or 9 a.m. to 5:30 p.m. on Saturday. The team also can be reached by e-mail at PurdueLiveWell@CIGNA.com.

Disability Awareness Month workshops set

March is the nation’s Disability Awareness Month, and at Purdue the observance includes several training/learning workshops by the Office of Institutional Equity:

- March 10: Accessible technology webinar about electronic documents.
- March 16: An ADA audio conference about accessibility surveys.
- March 30: “Interacting with People with Disabilities.”

The events are free and open to the public, but registration is required. To register, visit www.purdue.edu/ethics/oie/events.shtml and click on the title of the event.

For more information, for assistance with reserving a space at a session or to request a reasonable accommodation, contact the Office of Institutional Equity at 49-47253, 765-496-1343 (TTY) or equity@purdue.edu.

The month also included Tuesday’s reception for winners of the annual Focus Awards.
New debit card offers convenient way to manage health care FSA

Faculty and staff participating in the 2010 health care flexible spending account (FSA) program can use the CIGNA FSA debit card for easy access to their funds. CIGNA mailed the cards to participants in late December.

The cards are available only for standard health care FSAs and not for limited purpose or dependent day care FSAs. When participants use the card to pay for eligible services and products, the amount is debited from their flexible spending account.

Ways to use the debit card include:
- Swiping the card for copays at the pharmacy or doctor’s office.
- Writing in the number as payment on a bill received from a health care provider.
- Providing the debit card number as payment for mail-order prescription drugs.
- Using the card at participating retail stores.

As of June 30, 2009, the Internal Revenue Service began requiring department stores, discount stores, supermarkets, warehouse clubs, and most pharmacies to use a new process called an Inventory Information Approval System (IIAS). This process automatically recognizes FSA-eligible items at the cash register, based on a list determined by the IRS.

When buying at an IIAS retailer, employees should first swipe their FSA debit card to pay for all items eligible under their health care FSA, and then use another form of payment for any remaining items. They don’t need to separate their eligible items from non-eligible items during checkout; the IIAS keeps track of the eligible expenses automatically.

Participants are responsible for using FSA funds only for eligible expenses and should keep itemized receipts to verify that their purchases are legitimate.

Eligible products and services include:
- Copays at pharmacies, doctor's offices, and dentist's offices.
- Prescription drugs and some over-the-counter medications.
- Diabetic supplies.
- Eyeglasses, contact lenses, and contact solution.
- Orthodontic services and devices, such as braces.
- Podiatry services.

For a complete list of eligible expenses, visit www.mycigna.com.

Employees with questions about the FSA debit card should call CIGNA at (800) 767-7141.

WorkLife Programs seeks health advocates

WorkLife Programs is conducting its annual membership drive to recruit WorkLife Programs Ambassadors for the West Lafayette campus.

The ambassadors help make a difference to create a healthy culture and promote overall health for faculty, staff, and retirees.

Ambassadors receive firsthand information on resources that are available on campus and can share suggestions for new health initiatives with fellow ambassadors and WorkLife Programs’ staff. In general, WorkLife Programs ambassadors help motivate their colleagues to achieve healthier lifestyles.

“We are looking for enthusiastic faculty, staff, and retirees to join the 2010-2011 WorkLife Programs ambassador team,” says Amber Simons, wellness specialist. “The ambassadors play a vital role in supporting WorkLife Programs’ mission to improve the health of employees. They also will serve as the eyes and ears of WorkLife Programs, and their feedback will play a valuable role in helping us understand the best ways to serve the needs of the employees and their departments.”

Ambassadors serve from Sept. 1 through Aug. 31, attending four full committee meetings per year. In addition to serving on the full committee, ambassadors serve on a subcommittee, assist WorkLife Programs staff at presentations and events, and pass along information about activities on campus to coworkers and fellow retirees.

To download an application to become a WorkLife Programs ambassador, go online to www.purdue.edu/hr/WorkLife/Wellness_Ambassadors/Welcome.html. Each application contains information about the time commitment expected of ambassadors and a place for supervisors to sign in giving their approval for the employee to participate.

Applications are due by April 1 and prospective ambassadors will be interviewed during April and May. For more information, contact WorkLife Programs at 49-45461 or worklife@purdue.edu.

Additional resources

Using the debit card
Ways the FSA debit card differs from other debit cards:
- The card may be used only for services that are eligible under a health care FSA.
- The card may not be used at an ATM.
- The card does not have a PIN.

Card replacement, questions
Employees who need a replacement benefit card or who have questions should contact the appropriate benefit administrator.

Daylight-saving time begins March 14

Daylight-saving time begins at 2 a.m. March 14 this year, meaning campus clocks will have to “spring forward” the weekend of March 13-14.

Individual departments are reminded that they are responsible for changing clocks in their offices, research laboratories and departmental spaces. Zone maintenance staff will ensure that public-area clocks and outdoor clocks are correct.

In addition to changing clocks, the time change means employees who work the third shift on March 13-14, including police and firefighters, will have one hour less of work time in their shift than is normally scheduled.

The University has determined that employees must be paid for actual hours worked during the shift. Employees may request to flex their schedules by coming in an hour early or staying and hour late either on the day the time changes or on another day during the same workweek. Or, supervisors and employees may mutually agree prior to March 14 that the employee may be allowed to use paid vacation leave to cover the missing hour.

Supervisors and employees are encouraged to work together to meet both business and employee needs.

More information:
- Housing and Food Services human resources team: 49-49418.
- Physical Facilities human resources team: 49-41421.
- Purdue Calumet Human Resources Department: (219) 989-2254.
- IPFW Human Resources Department: (260) 481-6677.
- Purdue North Central Human Resources Department: (219) 785-5300.
University adopts new vehicle use policy to promote safe driving

After two years of study and input from across all campuses, Purdue has rolled out a new policy to promote safe driving and ensure that anyone driving for University business has an acceptable driving record.

The new policy, which went into effect on March 1, can be viewed at www.purdue.edu/policies/pages/facilities_lands/i_2_1.shtml.

The change is part of Purdue’s ongoing risk-management review and was prompted by an increase in insurance claims and severe losses. Whether driving a University-owned, rental or personal vehicle on University business, the policy applies system-wide to faculty, staff, students and volunteers. There will be no costs to individuals.

The goal was to create a policy that will improve safety and help reduce costs. Many universities already have similar programs in place.

Purdue’s Risk Management Department will request a motor vehicle report for anyone driving a University vehicle falling into one of these categories:
- Employees who drive a University vehicle five or more times a week on University business.
- Employees whose job descriptions require they have a driver’s license.
- Undergraduate or graduate students who drive for student organizations or Purdue offices.
- All volunteers.

Employees driving for Purdue who do not fall in these categories must sign statements that their driving record is acceptable, as defined by Risk Management.

Risk Management will handle the paperwork for everyone and absorb the costs for certifying employees and graduate students through the Indiana Department of Motor Vehicles. Sponsoring areas or student organizations will be responsible for paying the fee for certifying students or volunteers. It is expected to cost about $11. Risk Management will handle the processing.

Employees who have records showing any of the following citations in the past three years will be considered unacceptable risks:
- Alcohol- or drug-related driving offenses.
- Refusal to submit to a Breathalyzer test.
- Reckless driving.
- Leaving the scene of an accident.
- Any felony committed with a vehicle.
- Three or more at-fault accidents.
- Four or more moving violations.

Drivers who fall in the unacceptable category will lose their privilege to operate a vehicle on University business until their record becomes acceptable. Purdue’s Human Resources staff will work with departments with unacceptable drivers to determine if alternate jobs or job descriptions are appropriate.

Students and volunteers will be graded similarly to employees but will be allowed one fewer moving violation or at-fault accident.

Employees who have records showing three moving violations or two at-fault accidents in the past three years will be placed in a conditional status. They may be allowed to drive on a monitored basis and may be required to take part in a drivers’ training assigned by Risk Management.

Other guidelines established by the policy require that Purdue drivers:
- Possess a valid U.S. or Canadian driver’s license or a valid license from another country where a vehicle is being driven.
- Must be 18 years or older and have at least one year of driving experience (20 years or older and have at least two years of driving experience to operate a van).
- Individuals who violate the policy will be subject to discipline, may assume personal liability and will not be covered by University insurance in the event of an accident.

Purdue University Pharmacy services now open to employees

Purdue employees and their families now have the opportunity to use the Purdue University Pharmacy to fill prescriptions.

Opened in the 1930s, the pharmacy provides pharmaceutical services for Purdue students as well as functions as a hands-on learning laboratory for Purdue pharmacy students. This is the first time the pharmacy has been open for use by faculty and staff, says director Susan White.

“We believe that inviting employees to utilize the pharmacy is a winning situation for everyone involved,” she says. “Having employee prescriptions to fill will give our students a more realistic representation of the national population’s medication needs than they currently experience filling prescriptions for mostly young adults. We are hoping to have patients of all age groups, from pediatrics to retirees, utilize our services, which can only enhance the educational experience for our students.”

Students who work at the pharmacy are involved in every aspect of the prescription filling process, from patient intake to counseling at the time of dispensing. The students are supervised by licensed pharmacists.

Patients have the opportunity to be counseled on every prescription dispensed, and more services such as medication therapy management and smoking cessation counseling are in development.

The Purdue University Pharmacy is in Room 118, Heine Pharmacy Building. Hours are 8:30 a.m.-5:30 p.m. Monday through Friday and 9 a.m.-noon Saturday. Hours are shortened during summer and vacation periods.

The pharmacy is contracted with most major insurance providers including the Purdue health plans and accepts cash, checks, and credit cards along with the Cigna FSA and HSA cards for payment. A variety of over-the-counter health products also are available for purchase.

The pharmacy phone number is 49-41374 or toll-free at (888) 850-0037. The pharmacy staff can transfer prescriptions to the Purdue University Pharmacy by phone for patients to pick up at their convenience.

For more information, contact White at 49-67728.
Rec Sports announces plans for temporary space, progress on project

A plan to keep plenty of recreation space open during the 2011-12 renovation and expansion of the Recreational Sports Center is now in place.

At the same time, project design is moving from concepts into details.

Howard Taylor, director of the Division of Recreational Sports, says, “We have had many students, faculty and staff ask what will happen when the project begins. With a plan in place, we are able to better explain how the project will affect the current building during construction, and to describe in greater detail what the new facility will be.

“I think we’ve got an excellent plan. We’re going to have many recreational opportunities available.”

Very few interruptions will occur until January 2011, he says, and most recreational activities will be available throughout the project.

“The first work will begin after spring graduation in May and not significantly affect recreational facility space,” Taylor says. “We are continuing to work with the design team to bring greater detail to the plans. This design phase will continue through the fall of 2010.

“For example, we don’t know exact dates for the shutoff of water or electricity for changeover of service. Our goal is to have as much information as possible out there when it becomes known.”

The work this May will be project site and utility preparation, which will affect traffic and parking at times.

**Transition plan**

The big picture for the transition is known.

The Boilermaker Aquatic Center will stay open throughout the project with entry at its main door.

The East-West Gym will receive a few improvements and access adjustments at low-use times, if possible, and remain open.

Temporary parking will be added this summer, and in the fall.

Fitness space in residence halls and a new 32,000-square-foot multi-use center west of the aquatic center will cover many other needs.

Only racquetball/squash courts and a space like the North Gym for indoor soccer and inline hockey will be unavailable during the January 2011-August 2012 construction period. Efforts to find available courts in other facilities have not succeeded, Taylor says.

**Designs for the future**

At the completion of the $98 million project, the building will be known as the Purdue Student Fitness and Wellness Center.

Sitting in his office with rubber-banded rolls of architectural drawings all around, Taylor leafs through a bound set of pages from Moody-Nolan architects showing possible materials for paneling, tiles, countertops and so forth. That’s the stage the planning is reaching.

Several pages show segments of a three-lane running track that cuts through several areas of the building above the main level.

“It’s going to be a high-quality, shock absorbent running surface on the track,” he says.

He continues to communicate with the DRS student advisory group and Purdue Student Government, both of which have contributed greatly to the impetus for the project and the guiding concepts and major spaces for the building.

The building design, however, has gone beyond the phases in which a large group can discuss everything, he says.

“We’re meeting with smaller groups of students for input on specific components,” he says. “For example students who are involved in climbing are providing input on the climbing wall. I met with a student the other day for input regarding the demonstration kitchen. We are also meeting with experts from across campus to ensure appropriate designs in many of the spaces.

“The design process is moving very rapidly.”

**Project financing**

Students requested the upgrade of the center and agreed to fund it. A three-year phase-in of an $81-per-year fee will begin in fall 2011. No taxpayer money is involved in the funding.

The funding plan also seeks $3 million in private gifts. Significant naming opportunities are available for gifts of $50,000 or greater. Persons interested in exploring gift options can contact David Lasater, director of advancement for the Office of the Vice President for Student Services, at dlasater@purdue.edu or 496-2406.
Rebalancing total compensation cited as key to future competitiveness

In addition to the cost-saving and revenue-generating initiatives, the Board of Trustees has directed the administration to assess rebalancing total compensation for faculty and staff.

The term “total compensation” refers to the combined value of the pay and benefits the University provides to each employee. The Compensation and Benefits subcommittee of the Sustaining New Synergies Task Force is looking at ways to rebalance total compensation so that faculty and staff receive a greater portion of their compensation in pay and less in benefits.

The trustees cited rebalancing as a key factor in repositioning Purdue for future competitiveness, improved recruiting and reputation, and flexibility for employees. Moving funding from benefits, where Purdue has been above average in some cases, and reallocating it to pay, where Purdue has been below average, will put the University in a more comparable position to better evaluate its pay and benefits against its peers. The board asked the University to look in particular at retirement contributions.

Any retirement rebalancing would affect only faculty and staff covered by the TIAA-CREF retirement plan. Retirement contributions for clerical and service employees covered by the PERF retirement plan would not be affected.

In addition to assessing rebalancing, the SNS Compensation and Benefits subcommittee is evaluating options to address Purdue’s budget deficit.

Recurring savings options include reviewing medical premiums, benefits for part-time employees, offering early retirement incentives, revising the overtime pay policy, and delaying recurring annual merit pay increases.

Non-recurring options include furloughing employees or reducing pay, extending hiring constraints, and temporarily suspending retirement contributions.

“Everything is on the table, and nothing has been decided for sure yet,” says Ken Sandel, project manager of the SNS Task Force. The University will work with Hewitt Associates, a company that is very familiar with pay and benefit issues in higher education. Hewitt will assess Purdue’s total compensation package for full-time faculty and staff and review benefits for part-time employees.

Committee focusing on governance, cost savings to develop new IT plan

Purdue’s Campus Information Technology Plan Committee is developing a comprehensive campus-wide IT plan to reduce recurring costs by $10 million over the next two fiscal years and $15 million over time while providing high-quality services to meet the University’s strategic goals.

The committee is charged with developing an integrated governance model, identifying cost-saving opportunities and methodologies, and incorporating strategies to meet campus IT needs. Connie Lapinskas, assistant provost for financial affairs, is chair of the 21-member committee.

“Our IT goals and metrics will be tied directly to the strategic plan of the University,” said Gerry McCartney, Purdue’s vice president for information technology, chief information officer, and Olga Oesterle England Professor of Information Technology, at the Board of Trustees’ Feb. 11 meeting. “We want to be able to move with power and speed as opportunities present themselves but still be operationally credible.”

To meet its goals, the committee has been divided into two subcommittees — one to focus on governance and the other on cost savings. Initial work includes a review of IT governance models at peer institutions and identification of focus areas of potential cost savings, including organization structure, data centers, student computing labs, print management, license management and strategic sourcing.

The subcommittees will gather input from a variety of sources, including group presentations, feedback from the Sustaining New Synergies Web site, IT forums and Management Operations Review Team reports.

The new IT plan for the West Lafayette campus is expected to be submitted to President France A. Córdova by April 1.

The review is being conducted as part of the Sustaining New Synergies initiative. The team lead for the IT initiative is Chris Martin, director of financial affairs in the College of Engineering, who also is serving on the Campus Information Technology Plan Committee.

The Campus Information Technology Plan Committee follows the work of six campus committees formed in September 2009 to review Purdue’s IT areas as part of a larger, campus-wide Management Operations Review Team effort.

The six areas reviewed by the MORT IT subcommittees were:

- Institutional e-mail.
- IT organizational structure.
- Student computer labs.
- Approved data centers.
- Desktop computing services.
- Student records.

In December 2009 the committees submitted preliminary MORT IT reports on proposed changes to Al Diaz, Purdue’s executive vice president for business and finance, treasurer.

Web resources

More information about the campus-wide plan for Information Technology is available at www.purdue.edu/sustaining/initiatives/infotech.html.

Sustaining New Synergies feedback

The Sustaining New Synergies Task Force received more than 800 suggestions through the SNS Web site in late 2009. The task force categorized all comments into major themes (above). A summary report on the feedback evaluation and action can be found at www.purdue.edu/sustaining/documents/sumreports/1001summary.html.
Energy conservation to involve building modifications, individual action

One of the Sustaining New Synergies initiatives that will help Purdue address its immediate reduction in state appropriations is energy conservation.

In February, the University outlined efforts involved to reduce overall campus energy consumption and achieve significant savings. “Our goal is to provide the most productive environment for our academic and research needs, while improving our environmental stewardship and responding to our budget challenge,” says Ken Sandel, managing director for Al Laussade, executive vice president for business and finance, treasurer.

“With everyone’s help, these energy conservation efforts could save up to $2 million annually.”

Sandel is the project manager of the Sustaining New Synergies Task Force.

The first step is to customize building control systems (temperatures and operating schedules of heating, ventilation and air conditioning equipment) without investment in new equipment or services.

“Each campus building has diverse uses and needs, and there is no ‘one-size-fits-all’ solution,” Sandel says. “Physical Facilities is working with building deputys to assess building-specific modifications.”

Examples of these modifications include:

- Reduction of heating and/or cooling in non-research spaces.
- Significant reduction of heating and/or cooling in non-critical spaces.
- Adjustments to temperature schedules to match class and work hours. Heating, ventilation and air conditioning systems will start up later and shut down earlier in the day.
- The second step of the initiative focuses on the reduction of electricity usage in unoccupied or non-critical areas. An upcoming “Lights Out” campaign will build awareness and encourage the campus community to turn off unnecessary lighting and power down electrical equipment.

“This effort involves all of us looking for opportunities to reduce our own energy consumption,” says Erick Van Meter, task force lead for the energy conservation initiative and director of utilities. “By turning lights off and taking home space heaters and small refrigerators, people can have a direct effect on our campus-wide savings.”

An online resource is being developed to provide updates on energy conservation. The site will feature monthly reports on energy consumption, helpful information about how people can participate, and a method for feedback.

“Energy conservation is an overarching campus activity people can engage in on a daily basis, and its success depends on the active participation of all faculty and staff,” Sandel says. “Don’t wait for this to come to you, but instead think about how you consume energy and how you can conserve.”

Strategic sourcing: Price, quality, service

As part of a strategic sourcing initiative, members of the Sustaining New Synergies Task Force are reviewing how goods and services are acquired at Purdue to find ways to improve the overall price, quality and service.

The University generally buys goods as individual requests are made or under a large contract, like for office supplies, says Denise Laussade, task force lead for strategic sourcing and director of treasury operations. Purdue is now looking at a more strategic approach that classifies suppliers and needed products in groups that produce more value overall, often due to volume improvements.

The intent is to develop vendor alliances that maximize quality, service and price. Cost savings of 5 to 15 percent are customary. While not all purchases will qualify for strategic sourcing alliances, even $50 million of improved purchasing could save between $2 million and $7 million.

“Think about how many different printers we use on campus, and only a few of them have substantially different characteristics,” Laussade says. “If we were able to bring that down to a smaller list of different printers, we could potentially drive the purchase price lower because of quantity breaks.

“But it’s important to understand that the measure of improvement is not just price — it’s price, service and quality. You have to look at all three components to assess a strategic fit and measure improvement. For printers, for example, the maintenance contract also may fit into the equation.”

Also under consideration will be the processes involved in negotiating, requisitioning, ordering, receiving and paying for the purchased goods with the goal of streamlining and simplifying these processes end to end.

To learn more about the benefits of strategic sourcing, task force members have spoken with firms that have gone through the process as well as consultants and their clients. Another initial step involves identifying key products and commodities with sourcing improvement opportunities.

In addition, feedback will be collected from various areas of the campus involved in the requisition, receiving, purchasing and paying functions involved in the acquisition of goods and services.

“Ultimately, recommendations to change processes will allow a large number of University stakeholders to participate in the improvements which we expect to lower total cost,” Laussade says.

Mission – Web feedback being assessed

Continued from page 1

Diaz says he has been charged by Purdue trustees to deliver a balanced operating budget for fiscal 2011 at April’s board meeting. The results of compensation assessments and a detailed implementation plan for all initiatives are due at the board’s May meeting.

“Our charge from the trustees is to come up with a plan that is true to our mission, and keeps us always moving forward with an eye on the goals of the New Synergies strategic plan,” Diaz says. “We have to meet these challenges head on. As we’ve said on more than one occasion, our plan is to emerge from this a stronger institution. We cannot make compromises that will affect the value of a Purdue degree or the high standing of our University.”

Initiatives currently under review or consideration are:

- Strategic sourcing.
- Information technology.
- Energy conservation.
- Compensation and benefits.
- Administrative efficiencies.

More than 800 suggestions were submitted through the Sustaining New Synergies Web site in late 2009. All of the suggestions are being assessed and will be addressed over the next few months.

“We are extremely appreciative of the suggestions and the questions that are coming in,” Diaz says. “I am happy to answer as many questions as I can, and we are working to assess every suggestion that comes our way carefully and adequately.”

The Sustaining New Synergies Web site at www.purdue.edu/sustaining will be updated with current task force activities and will include all forum presentations. In addition, a series of question-and-answer articles will appear in Purdue Today, the University’s daily e-newsletter.

Sandel and Diaz encourage the University community to continue to be involved in the process.

“We want you to continue to share your ideas, to identify effective practices in your areas, to consider what you can do in the way of energy conservation, and to stay abreast of the efforts of our task force and committees,” Sandel says.
Faculty, staff lend talents to Lafayette Symphony Orchestra

The Lafayette Symphony Orchestra and Purdue University have maintained a strong connection through the musicians, board members, and patrons who are directly associated with both organizations.

This ongoing union benefits Purdue and the Lafayette-West Lafayette communities alike. Phillip Fiorini, senior writer and editor of creative services for Purdue Marketing and Media and vice president of the board of directors for LSO, sees these advantages firsthand.

“Anything in this community that is sustainable has to have a Purdue dimension to it,” he says. “It’s clear that including the Purdue community in every step that we [LSO] take is beneficial.”

Frequent collaborations with Purdue organizations such as the Varsity Glee Club and Con-Vocations solidify this close-knit relationship while entertaining and inspiring the community.

A focus on community outreach and education is one of the reasons Purdue employees are so willing and excited to be part of LSO, which was founded in 1950.

Cara Hines-Pham, secretary of the board of directors and residential life manager at Purdue’s Shreve Hall, finds that both positions allow her to encourage community involvement to students and peers.

“I enjoy being part of a thriving community nonprofit organization, especially watching the LSO’s growth and continued success as a result of the many great things people can do as community volunteers when we all join together,” Hines-Pham says.

Working on campus gives Purdue employees an advantage in attracting new audience members to the seats of the Long Center for LSO concerts.

“I’m able to tap the pulse of the students and the younger staff and see what might resonate with them from the symphony’s perspective,” Fiorini says.

Discount offered for April 24 concert

Purdue employees will receive a 50 percent discount on tickets for a concert titled “Tchaikovsky’s Fifth” at 7:30 p.m. April 24 at the Long Center, 111 N. Sixth St., Lafayette.

Discounted single adult ticket prices are $17.50, $16 and $10.

Although most students are not season ticket holders, single concert tickets are available at discount prices for students. With this in mind, the board hopes to incorporate some modern pieces into performances in order to expand LSO’s established patronage.

In addition to the 15 Purdue employees serving the symphony as board, foundation, staff, and ex officio members, five Purdue employees currently share their talents as musicians.

Greg Buzzard, associate professor of mathematics, brings years of violin experience to the orchestra.

Having played the violin since age 9, spending one year in the Fort Wayne Philharmonic during high school, and receiving one of his undergraduate degrees in music from Michigan State University, Buzzard didn’t think twice about becoming involved with LSO.

“When I moved here in 2002, I just called the symphony and said I was interested in playing,” Buzzard says. “They put me in as a sub at first, and then I auditioned to become a regular member.”

Although there is not much overlap between Buzzard’s work at Purdue and his orchestra position, he is able to include some musical components in the classroom when teaching Fourier series, which help explain the foundations of music.

“For many people, music and mathematics may seem worlds apart, but at a deeper level, they are closely related,” he says.

Spring Fling activities set for May 20

Spring Fling 2010 is scheduled for May 20 in and around the Recreational Sports Center.

Faculty, staff, graduate student staff and retirees are invited to take part in the activities, which will begin at 11:30 a.m.

Registration packets, with information about signing up for activities, will be mailed to faculty and staff in March.

The day of food and fun will include many traditional favorites: lunch (with a vegetarian option), fitness walk, classic vehicle show, and free play activities at the RSC.

In addition, sand volleyball and yard games, such as ladder golf and cornhole, will return. Signup will be on the day of Spring Fling for those events.

Golf also is on the activity list. Tee times will be available at the Ackerman Hills and Kampen courses.

Available again this year will be a chance to donate blood with the Indiana Bloodmobile, which will be parked outside the RSC, and an opportunity to contribute to the Food Finders Food Bank.

More information will be included in the April 29 issue of Inside Purdue and in Purdue Today, the daily e-mail newsletter.

Volunteer, have fun

Faculty and staff are encouraged to volunteer for an hour or so during Spring Fling 2010.

Opportunities for volunteering include helping in the food line, helping serve popcorn, assisting with setup and/or cleanup.

To learn more about volunteer opportunities, indicate your interest by calling Carrie Hanson at 49-47397.
Collaboration gives students a chance to use Spanish in the workplace

Housing and Food Services has long promoted itself as a learning laboratory for students. Thanks to a recent collaboration with Ivy Tech and Purdue’s Department of Hospitality and Tourism Management, this image is being reinforced.

In an industry with many Spanish-speaking employees, HTM students expressed an interest in using their classroom Spanish in a practical, workplace setting.

Howard Adler, the C.B. Smith Professor of Hotel Management, designed a curriculum for students in HTM 399 to participate in on-the-job interactions with Spanish-speaking employees who work in HFS. Heidi Herron-Johnson, a limited term lecturer, was brought in from Ivy Tech to observe the interactions, help design the curriculum and teach the course. HTM 399 is currently on a trial basis as a new three-credit hour course.

Adler says, “You see students with four semesters of Spanish who essentially can’t communicate. This was meant as a way for students to use what they were learning.”

Adler stresses that this collaboration was not meant to replace Spanish classes at Purdue. In fact, students are required to have taken at least two semesters of Spanish and must fill out an application before they can enroll in this course.

HTM students are required to complete three hospitality-related tasks in various HFS venues across campus. Most students opted to pretend to be an employer in Human Resource Services and interviewed a current HFS employee for a fictitious job. Other tasks included preparing black bean salsa, setting a table and preparing a hotel room.

“What a great way to accelerate the learning of the language,” HFS vice president John Sautter says.

And not only did this application of classroom concepts help the HTM students, Sautter says, but the HFS employees have enjoyed interacting with the students.

“It was great to see how eager they are to learn our language,” says HFS employee Concepción Ehrlich, a service worker in Earhart Hall. “I also see this as a chance to pay it forward from the many people who helped me to understand English when I first arrived in this beautiful country.”

Sautter and Adler agree that this type of hands-on learning is important for hospitality students. Spanish classes in the Department of Foreign Languages and Literatures must be geared for students of all majors. The HFS-HTM collaboration provides students with a more specialized method to learn the language and the industry.

“It’s one thing to learn how to pronounce things in Spanish,” Sautter says. “It’s quite another to have an interactive conversation with a real employee.”

Due to funding, HTM 399 is offered only one semester per year. However, all parties are eager to continue the course, tweaking it along the way.

“If you try to get into too much, you’re overreaching,” Adler says. “The goal for coming out of this class would be the students can take what they’ve learned from this class and be in a better position to supervise and manage employees whose primary language is Spanish. “When an employee sees that an employer is making an effort to learn their language and their culture, they get a good feeling. It’s been beneficial to everybody.”

Purdue sending surveys to solicit student feedback on variety on topics

Purdue students will receive two to four surveys this semester as part of the University’s efforts to participate in the national census and learn student opinions on issues related to campus life and educational opportunities.

“We appreciate and value the time students will dedicate to completing these voluntary surveys,” says Rab Mukerjea, director of strategic plan assessment. “These responses will provide a rich pool of information that we strategic planners can tap to improve the student experience on campus.”

The surveys will each be sent independently because of their timing and specific intended audiences, Mukerjea said.

The surveys are:
- National Survey of Student Engagement, which will focus on programs and activities that benefit the educational experiences and personal development of students. Distribution started Feb. 3 and will run through April 6 by e-mail. The survey is being sent to first-year students and graduating seniors. Sponsored by the offices of the Provost and Institutional Research.
- Student Importance and Satisfaction Survey, which gives students a voice in shaping what services are available and how they are delivered. It drives strategic planning for 18 departments, including dean of students, recreational sports, housing and food services, financial aid, and registrar. Distribution is March 1 to April 9 by e-mail, and it is being sent to all students. Sponsored by the Office of the Vice President for Student Services.
- The Student Success during the Freshman and Sophomore Years at Purdue University, which will focus on students’ plans to return to Purdue and their experiences with courses, activities, study habits, campus resources and other success-related aspects of the university. Distribution is mid-April through early May by e-mail, and it will target first- and second-year students. Sponsored by Student Access, Transition and Success Programs and the Office of Enrollment Management.
- U.S. Census 2010, which is the federally required survey of residency information that is required every 10 years. The 10-question survey is being sent to all students by mail starting March 1, then group counts at places such as residence halls and sorority and fraternity houses will begin April 1.
Graphic designer helps to promote Purdue Memorial Union offerings

On the second floor of the Purdue Memorial Union, not far from the Great Hall, is the office of graphic designer David Haan. Inside Haan is likely busy working on any number of marketing or communication projects in which he is involved.

As part of the Union’s marketing team which is itself part of the central Housing and Food Services marketing and communications office, Haan is in charge of art direction and design for all of its promotional materials.

Collaborating with each and every entity that makes up the Union, on a typical day Haan will be busy designing the latest campaign, attending a meeting, or working with student employees to brainstorm or finalize an idea. He sums it up easily; his day is spent “working in design project to date and the first that was mobile.

Haan’s passion for design was born of an early love for photography. “I started taking pictures when I was 11 years old. I bought my first camera — a Pentax K-1000 — with money I earned from my paper route,” he says.

After receiving his B.A. from Calvin College, he knew he wanted to pursue something in the communication and design fields.

Internships in marketing and television production, as well as work for a Fortune 500 company followed college. For Haan, each of these helped prepare him for the variety of work and audience types he experiences on the job at Purdue.

When asked what keeps him coming to work every day, Haan doesn’t hesitate. It’s the students. “Being a part of and working in the Union reminds you every day what the University is about,” he says. “The events and excitement in this building energize your workday.”

The work produced by Haan and the students he supervises has not gone unnoticed. “We have had great success with communicating with our audiences,” he states. The evidence? More than 15 local and regional design awards in the last four years.

Campus Digest

Purdue awarded $25 million for NSF science, technology center

Purdue has been awarded $25 million to create the first National Science Foundation Science and Technology Center in Indiana.

The center will explore emerging frontiers of information science to develop a set of principles extending information theory to integrate the elements of space, time, structure, semantics and context.

“The center brings together world-class scholars from top universities to collectively develop a comprehensive science related to how information is extracted, manipulated and exchanged,” said Richard Buckius, Purdue’s vice president for research. “The team will attack these problems by rigorous theoretical studies driven by critical real-world problems in domains as diverse as biology, social networks and computer communication networks. The outcomes promise to be transformative, just as development of reliable and affordable digital communication transformed 20th century life.”

Wojciech Szpankowski, Purdue’s Saul Rosen Professor of Computer Science who leads the project, said the team hopes to create formal methodologies, algorithms and computation tools to assist in analysis and modeling for the life sciences, communications, financial transactions and patterns of consumer behavior.

The Purdue center is one of five new NSF Science and Technology Centers chosen from 247 preliminary proposals. More details are available at www.purdue.edu/newsroom/research/2010/100223SzpanskowskiSTC.html.

April brings Gold and Black Game, Spring Fest, Grand Prix

Spring brings several annual events to the West Lafayette campus:

- Hands-on activities that teach about animals, insects, plants and much more are the highlights of Spring Fest, scheduled this year for April 17-18.

- Spring Fest activities take place throughout the West Lafayette campus and include the popular veterinary medicine open house, horticulture show, Bug Bowl and the science outreach showcase. More information is available at www.purdue.edu/springfest.

- Purdue football’s annual Gold and Black Game will be at 1 p.m. April 17 at Ross-Ade Stadium.

- Purdue’s 53rd annual Grand Prix kart race will be held at 2 p.m. April 24. The 150-lap race will take place at the Grand Prix track, located at the corner of McCormick Road and Cherry Lane.

More information is at www.purduegrandprix.org.

Purdue's 2009 highlights captured on video

The 55th edition of the Purdue Newsreel, a video collection of University highlights from 2009, is now available.

The 13-minute program, produced by the Creative Services unit of the Office of Marketing and Media, can be viewed on the Web or is available from the Purdue Undergraduate Library. The video also can be purchased from the Purdue Alumni Association.

The video, “Signaling Success,” is sponsored by the Alumni Association. The program can be viewed on Purdue's YouTube channel at www.youtube.com/purdue.


Callout under way for Purdue Staff Golf League

Golfers looking for a chance to play and meet other staff and faculty at Purdue are invited to participate in the Purdue Staff Golf League.

This is a 9-hole league that plays Monday evenings from May 10 to Aug. 16 on Purdue’s Ackerman Hills course.

Openings are available for teams and individuals.

Purdue Police Department tackles energy conservation with new efforts

The Purdue Police Department is taking the necessary steps to promote Purdue’s sustainability initiatives.

“Typically a police department is an energy consumer,” Chief John Cox says. “We don’t get very many opportunities to try to help the green initiatives.”

That hasn’t stopped the PUPD from making a conscious effort to reduce its energy use. By simply switching from an eight-cylinder Ford Crown Victoria to six-cylinder Dodge Chargers during its most recent routine vehicle changeover, the PUPD saved 666.7 gallons of fuel in a six-month period.

“Obviously the eight cylinders are bigger engines; they burn more fuel,” Cox says. “On a campus like this you don’t need the bigger engines. Unlike the State Police who are out in the highways, we don’t need that hard acceleration and top-end speed. We’re looking for reliability, fuel efficiency and at maintenance issues.”

The 2009 PUPD fleet consists of eight marked, six-cylinder Chargers and one eight-cylinder Ford, which is used as the K-9 vehicle.

Capt. Eric Chen surveys a monitor in the dispatch room in the Purdue police headquarters. Eleven 12-inch light tubes were added during a recent roofing project as part of the department’s sustainability efforts.

With the fluctuating costs of fuel, Cox hasn’t stopped there.

“We have officers that go out and ride bikes during their shift to help not only conserve fuel and energy, but it also gets the officers out in the community. It makes them more accessible,” he says. Fuel reduction isn’t the only area Cox has emphasized. A recent roofing project at PUPD headquarters allowed Cox to make more energy-efficient modifications.

“I approached the engineers down in Physical Facilities and talked to them about putting light tubes in our dispatch center,” he says. “The reason I chose our dispatch center is it is the only area of our operation where the building is occupied 24 hours a day, seven days a week.”

Eleven 12-inch tubes were placed strategically around the dispatch center to act as mini skylights.

“The dispatch center is behind concrete walls and glass and is typically a very dark area,” Cox says. “We have found more often than not, during daylight hours, we are able to shut the lights off in the dispatch center and operate solely off of those light tubes.

“As a matter of fact, for some of our dispatchers, it makes it so bright it is difficult to see on some of those computer screens.”

Cox plans to further the reduction of the PUPD’s electricity use by eventually adding automated light sensors. Those will be placed in rarely used hallways, triggering lights to turn on and off as needed.

“We’re a consumer of fuel and a consumer of a lot of electricity, especially in that dispatch center,” Cox says. “This was one way the Purdue Police Department could be a partner in the Purdue green initiative.”

Building material choices play important role in sustainable design

Materials and Resources is one of six Leadership in Energy and Environmental Design (LEED) categories for rating the Roger B. Gatewood Wing addition to the Mechanical Engineering Building.

Building material choices are an important component in sustainable design. How materials are produced and transported may directly affect the environment — the air and the water — and may decrease natural resources. According to the U.S. Green Building Council, construction and demolition wastes constitute about 40 percent of the total solid waste stream in the United States.

“The sustainability practices encouraged in the Materials and Resources section are intriguing because of their broad-based application. They encourage the obvious goals of reduce, reuse, recycle,” said Gene Hatke, a LEED-accredited senior architect in the Office of the University Architect.

The Gatewood building is striving for the following LEED credits established in the category of Materials and Resources:

■ Storage and Collection of Recyclables: The intent of this feature is to reduce the amount of waste generated by the building occupants and deposited into the landfill. A convenient recycling center will be provided on each floor of the Gatewood building for the collection of paper, cardboard, plastics, metal, and glass.

■ Construction Waste Management: For this feature, construction and demolition debris is diverted from landfills and any recyclable materials are redirected to suitable locations. Credit points are awarded for the percentage of landfill diverted.

Each dump truck that leaves the Gatewood site is monitored and weighed for content. All the concrete removed from the site has been transported to local reclamation areas, and even though the soil recovered from the site does not earn credit, it, too, has been taken to Purdue’s local recycling center.

To date, 1,133 truckloads of soil and concrete have been removed from the project site. Other mixed recyclable debris has been recycled by a number of recycling business partners. This includes such items as scrap metal and window salvage.

■ Recycled Content: Purchasing products with significant recycled content is sustainable and earns credits for the reduction of virgin materials and for supporting products that otherwise might be sent to landfills.

Product and manufacturers’ names, associated costs, and the percentage of post- and pre-consumer content are all documented throughout the construction process. Examples of recycled materials include batt insulation, sheetrock primer and steel H-piles.

■ Regional Materials: The intent of this credit is to support the local economy by purchasing locally (within 500 miles of project site) harvested and manufactured building materials. This feature reduces the emissions of fossil fuels burned in transit. Items purchased for the Gatewood project include structural steel, bike racks, clay roof tile, concrete mix, and ceramic wall and floor tile.

■ Certified Wood: The intent of this credit is to specify and use wood certified by the Forest Stewardship Council for structure, framing, flooring, sub-flooring, wood doors, and finishes. The use of FSC-certified wood promotes the long-term health and productivity of forests.
A book about friendship in Kabul, Afghanistan, has been selected for Purdue’s campus-wide reading program to help new students adjust to the University by sharing a common academic experience. Khaled Hosseini’s “The Kite Runner” will be given to each freshman or transfer student who enters the University next fall as part of the 2010-11 Common Reading Program. The announcement was made Feb. 24 at the Academic Leadership Forum.

“Reading the same book and then gathering for discussion does much more than get everyone on the same page. It is a shared experience that brings people together, encourages an exchange of perspective and opinion, and often inspires,” President France A. Córdova said. “This program is one of many Purdue resources that helps students transition to the university environment and its wonderful diversity. The related activities, classes and discussion foster involvement in campus activities, connect them with faculty members and promote learning from others.”

Last year’s selection, “Stealing Buddha’s Dinner” by Purdue professor Bich Minh Nguyen, was distributed to freshman and transfer students during the summer transition, advising and registration program, known as STAR.

“We recently completed surveying freshman and transfer students about their experiences with the Common Reading Program,” says Andrew Koch, director of the student access, transition and success program. “We know that nearly 85 percent of the students reported that they read the book, and nearly a quarter of all students reported using it in conjunction with one or more of their courses this fall such as Management 100 and English 106.”

One of the out-of-class activities included using the book in the popular freshman orientation program Boiler Gold Rush. More than 5,000 students participated in book discussions led by the 435 Boiler Gold Rush team leaders. In addition, 4,500 students attended a convocation on the Sunday before the start of classes to hear an address by the author and additional comments by Randy Woodson, executive vice president for academic affairs and provost.

Copies of “The Kite Runner” will be available at Purdue Libraries soon. More information about the common reading program is available at www.purdue.edu/sats/commonreading.

‘The Kite Runner’ selected for 2010-11 Common Reading Program

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Deaths

Elaine Dolch, 85, died Jan. 5. Professor emerita of early childhood education.

Nora K. O’Connor, 90, died Jan. 7. School of Veterinary Medicine.

Frederick J. Glossic, 89, died Jan. 8. School of Civil Engineering.

Robert L. Britt, M.D., 90, died Jan. 9. Director of the Student Health Center.


Bernice L. Kemble, 85, died Jan. 18. Purdue Memorial Union.

Charles R. Crouch, 76, died Jan. 18. Food Stores.


David M. Berg, 77, died Jan. 22. Professor of communication.


Stephanie Plattner, 38, died Jan. 25. School of Veterinary Medicine.

David Santogrossi, 63, died Jan. 28. Professor of clinical psychology.


Dorothy B. Jones, 95, died Jan. 29. Measurement and Research Center.

Mariam Dove, 100, died Jan. 30. Housing and Food Services.

Barbara L. Whistler, 97, died Feb. 7. Emeritus Hillenbrand Distinguished Professor of Biochemistry.

John E. Thompson, 72, died Feb. 10. Intercollegiate Athletics Administration.

Thomas E. Wang, 69, died Feb. 10. Housing and Food Services.

Carolyn Bunnell, 68, died Feb. 14. Lafayette Center for Medical Education at Purdue.
