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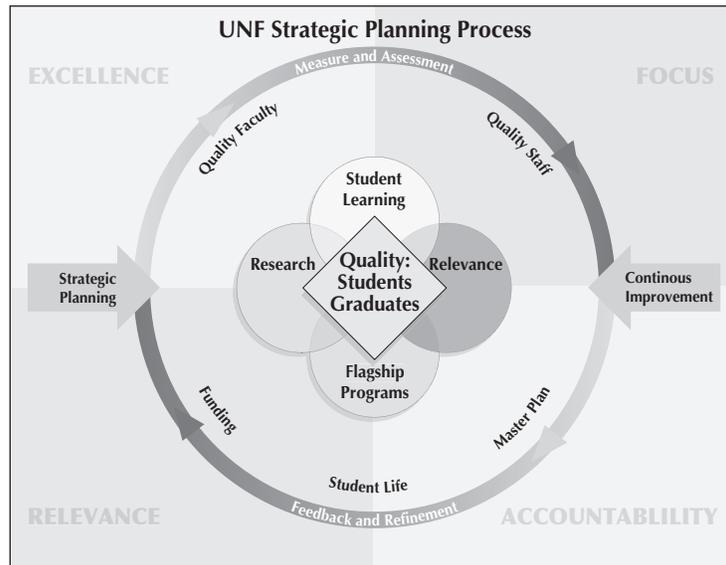
APRIL 2005

University moves forward in developing strategic plan

Over the past 10 months, Tom Serwatka, special assistant to President John Delaney, has been guiding a new strategic plan through various University committees and focus groups. He has incorporated the feedback from more than 200 University faculty, staff, and students into the plan, adopting their ideas on goals, strategies and outcomes. The plan, which will set the course for the University through 2010, is based on the vision originally outlined by President Delaney in his inaugural address and will be further refined until the Board of Trustees ultimately approves it this summer.

The project has been well suited to Serwatka, who has helped develop a number of such plans for UNF and outside organizations, including a previous plan for the College of Education and the University's current strategic plan. He predicted this plan will have major ramifications for students, faculty, and the community as the University moves into the next decade.

For instance, the plan places major emphasis on recruiting quality students, which will



have an impact on targeted recruitment strategies for merit, talented, and underrepresented students. The plan also pledges more merit and need-based aid to recruit these students.

Once the students are here, the strategic plan addresses the fact that a quality education constitutes more than just a collection of related courses, Serwatka said. For example, the University is seeking to provide opportunities for students to engage in enriching and, at times, transformational learning experiences. The plan also proposes to track such activities.

The commitment extends beyond undergraduate students; all students receiving graduate degrees will have opportunities to participate in what is referred to as a capstone experience.

To support the University's ability to provide these experiences, academic units, working through Institutional Advancement, will establish specific goals to solicit private gifts for such things as undergraduate research and study abroad opportunities.

But the plan does not focus on students alone. Recruiting quality faculty and staff are also major components. Under the draft plan, for example, the University is committed to hiring new faculty at highly competitive salaries for master's level institutions. Similarly, with respect to staff, the draft seeks to ensure that salaries reflect salaries in the marketplace in order to better recruit and retain high quality, student-focused and customer-centered employees.

President Delaney's commitment to flagship programs is also contained in the

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honors & awards

GeoAge receives Governor's New Product Award

By TOM CAIN
Staff Writer

On a recent weekday morning, a visitor, who was leaving the offices of GeoAge Inc. on St. Johns Bluff Road, turned to a companion and said with a grin, "We are now leaving the world headquarters of GeoAge."

The visitor's tongue-in-cheek comment about the 10-employee company may someday be warranted if recent events are any indication.

GeoAge, founded in 2001, is this year's recipient of the Governor's New Product Award in the Small Company Category. The award was established in 1985 to salute Florida inventors for the design and development of new products, machines, processes or materials.

GeoAge received the award for its Mobile Emergency Response System or MERS as it commonly referred to. MERS is an integrated set of computer applications that help in the collection and analysis of field data.

According to the company's literature, the technology permits personnel in the field to use hand-held computers to record and transmit a wide range of data including written information, GPS location and digital photos. MERS provides nearly instantaneous maps, reports and analytic information that can be accessed by any authorized user via the Internet.

"What once took days to do is now down to just hours," said Jeff Arnold, president of GeoAge, speaking of the timesaving capabilities of MERS, which was invented by UNF professors Dr. J. David Lambert, Dr. John Alexander and Dr. Gerald Merckel.

The system can be particularly effective for emergency management and damage assessment during natural disasters like hurricanes. The Florida Department of Health used the GeoAge MERS in more than 4,500 assessments last year during Hurricanes Charley, Frances and Ivan.

In the event of a hurricane, the Florida Department of Health sends out field inspectors who report on damage to the impacted area. Their information is transmitted to a data center where it is entered into an Internet-based geographic information system database. The field survey results, which provide a comprehensive picture of damage and medical needs in the affected areas, are displayed at the FDOH Emergency Center in Tallahassee via the Internet.

GeoAge prides itself on adapting its applications to the clients' needs. Arnold said the first meeting with a client is devoted to determining what their needs are. The company, which has been described as a mobile-information services company, provides complete technical support for its systems.

GeoAge has expanded into Nebraska where they are working with the state to develop a health alert network. Recently, a utility in New York has adopted the GeoAge solution for facility management of their infrastructure. Discussions are currently underway with the Centers for Disease Control for field disease monitoring and tracking. "We are developing strategic business partnerships," Arnold said. "We add value to their applications."

The Governor's 2005 New Product Award is based on sales and economic impact, innovative use of engineering principles in creativity, technology and quality, and improved savings, productivity, energy and safety.



IVONE MOUTELA

Employees of GeoAge will be in the spotlight this month when the company is honored as the recipient of the Governor's New Product Award in the small company category.

Arnold said GeoAge is the first private enterprise to emerge from technology developed at UNF.

The award presentation will come during the Florida Engineering Society and Florida Institute of Consulting Engineers' Legislative Forum. The event is billed as the foremost legislative conference for Florida's engineering industry.

Arnold and his employees, the majority of whom are UNF graduates, are going to "caravan" in their cars to the award ceremony in Tallahassee April 6.

Eagle project helps UNF trail network

The UNF Nature Trails benefited from the hard work of a group of Boy Scouts recently when they installed new markers.

Seventeen-year-old Boy Scout Stewart Collins and two dozen other scouts and scout leaders from Troop 35, dug holes, poured concrete and installed wooden posts bearing quarter-mile designations. The scouts earlier routed and painted the 18 posts that were installed.

Collins planned and organized the project to earn his Eagle Scout Award. The project was coordinated by UNF Naturalist Ryan Meyer.

Collins was awarded a \$200 grant from Earth Day Jacksonville Inc. to cover the costs of project supplies.

The trails at UNF are used by about 25,000 people annually for everything from self-guided tours and youth nature programs to runners and walkers looking for a great place to exercise.



COURTESY OF BOY SCOUTS OF AMERICA

Troop 35 at work

honors & awards

Joyce Jones receives Susan B. Anthony Award

In celebration of Women's History Month in March, the Women's Center presented the Susan B. Anthony Award to Dr. Joyce Jones, director of UNF's doctoral program in Educational Leadership and a member of the faculty in the College of Education and Human Services.

"Dr. Jones has been a role model for women for 30 years at UNF," said Dr. Anita Vorreyer, director of the Women's Center. "She has worked hard to promote women and has opened many doors for women along the way."

Jones has taken on many leadership roles since she was hired as an adjunct lecturer in the College of Education in 1974. She has held the positions of assistant dean of Continuing Education for Government Affairs and Development; director of the Center for Aging and Adult Studies; director of Sponsored Research and Training; assistant vice president and associate vice president of Academic Affairs; director of Sponsored Research and Training; acting dean and assistant professor in the College of Health; and assistant professor of Education.

Jones was not surprised to find almost no women in administrative roles when she first came to UNF, after having taught at



Joyce Jones

IVONE MOUTELA

the University of Florida for several years. There were very few women in positions of leadership at UF either.

"It was phenomenal to be here at a brand new university and realize that if you worked hard, there were opportunities for everyone," she said. "We now have a great deal of gender equity on campus and that began with a commitment made years ago, obviously, or I would never have been hired."

It may come as a surprise to her students and colleagues, but Jones said she doesn't consider herself an advocate for women.

"I've always been an advocate for students and faculty, and I guess it's all the same thing," she said. "It's important, however, for all students — and women, in particular — to see women in leadership roles."

Jones was nominated by several students, including Carla Jones, who wrote, "Dr. Jones demonstrates her commitment to the advocacy and education of women. As a professor, mentor and administrator, she has had an influence on countless women."

Doctoral student Nongongoma Majova said, "Dr. Jones mirrors the accomplishments of Susan B. Anthony in her own fashion. She has fought for the rights of students, especially women, with the intent to foster the inclusion of gender equity."

Jones said being selected as this year's award recipient was a humbling experience. "I'm honored. Some very distinguished women have won this award in the past... women I greatly admire," she said. "It's very gratifying to know that some of my students consider me a mentor and role model."

Bolivia trip produces results for internationalization effort

A recent student-recruitment trip to Bolivia has already produced results as the University seeks to increase the number of international students on campus.

In January, Dr. Mauricio Gonzalez, vice president for Student and International Affairs, and Angela Garcia, director of development for the Division of Student Affairs, visited a high school in Cochabamba, which is approximately 100 miles southeast of the capital city of La Paz.

Gonzalez and Garcia spoke to approximately 75 students in grades nine through 12 and their parents in the library of the American International School of Bolivia.

Speaking entirely in Spanish, Gonzalez and Garcia talked about the University as a whole, including academics, flagship programs and services available for students. They then took ques-

tions for an hour. The next day Gonzalez and Garcia made a presentation, which was open to other high schools and educational programs in Cochabamba.

Garcia said UNF has received six applications from Cochabamba students since the visit. Two students have already been accepted to attend the University. One of those students is the son of the director of the American International School of Bolivia.

"A strong partnership and a great deal of mutual respect developed between representatives of our two educational institutions during our rather short visit," Gonzalez said. "And because we share a commitment to preparing students to become contributing citizens of world communities, I believe this partnership has great potential for both institutions."

"Because we share a commitment to preparing students to become contributing citizens of world communities, I believe this partnership has great potential for both institutions."

MAURICIO GONZALEZ

PHOTOS BY IVONE MOUTELA

SPRING BASH ON THE GREEN
Kent Ammons (left) and Katie Fields handed out promotional flyers as part of their sports marketing class project during Spring Bash on the Green. They were promoting a UNF baseball game, which had Disco on the Diamond as its theme. The spring bash featured student clubs, vendors, and non-profit organizations. There was also entertainment, games, promotional giveaways, free food and free t-shirts.



SAFE BREAK HEALTH FAIR
Nicole Haagenson (left) gets her blood pressure taken by Kelly Lair during the Safe Break Health Fair. This event was sponsored by Health Promotions and presented healthy lifestyle choices to students for Spring Break. There were games, free food and prizes.



HAPPY ANNIVERSARY
Everett Malcolm (center) was greeted recently with a surprise party in honor of his 30th anniversary with UNF. Talking with Malcolm are Richard Crosby (right), associate vice president for Administration and Finance, and Doug Covey, former associate vice president for Student Affairs who returned to UNF for the event.

PEACE AWARENESS DAY
The band Lightfoot Brigade performs during Peace Awareness Day. Amnesty International sponsored this event, which focused on peace-building. There were speakers, information booths, live bands, free food and a drum circle.



Hiaasen pokes fun at Floridians during Presidential Lecture

By JULIE WILLIAMS
Staff Writer

Best-selling author and Miami Herald columnist Carl Hiaasen treated an audience of 3,500 to a Floridian's perspective on the eccentricities of our state during his Feb. 28 lecture, "Funny, Real Stories from the Sunshine State."

Hiaasen has been collecting Florida newspaper clippings for years, using them to poke fun at Floridians in his column and to create outrageous scenes and characters in his novels.

One such headline read, "Mutant alligators in Lake Apopka raising concerns ... pesticides blamed for oddities." Hiaasen said in any other state, this story would have its citizens up in arms, but in South Florida, news like this is really no big deal.

"The pesticides in the lake essentially were turning male alligators into female alligators," he said. "So what we ended up with were some seriously pissed-off alligators."

Hiaasen said strange news is so common in South Florida that locals barely take notice anymore. Headlines like "Woman, 39, assaulted with 3-foot alligator," "Two die in attempt to hijack sex plane," "Gators in bed bad idea" and "Wife gets 12-year term in Lobster-Boy slaying" are only surprising to those visiting from out-of-state.

News like this is "just an average day in Miami," according to Hiaasen. He speculated that perhaps the reason there are so many strange stories coming from the area is because of Miami's strange assortment of citizens. "Miami has become a great hiding place for con artists, scammers, drifters, and anyone else on the fringe," he said.

Even the rich and famous, like O.J. Simpson and more recently, Michael Jackson, have turned to South Florida to blend in and disappear. "Perfect," Hiaasen joked. "Bring them on down. Where else would they go?"

**"The worst sin
you can commit in writing
is to be boring."**

CARL HIAASEN

In his book "Double Whammy," Hiaasen created an unlikely scene involving a Pit Bull that attacks and eventually is shot and killed by an intruder. The bad guy ends up having to lug around the dead dog on his arm, with the dog's teeth tightly clenched postmortem.



Carl Hiaasen signs one of his books for World Affairs of Jacksonville President Marilyn McAfee, former U.S. ambassador to Guatemala.

Hiaasen later learned that a similar incident actually did happen in Florida. "That's what happens when you invent something so depraved that it never could happen," he said. "You find out that it already has happened in the Sunshine State."

In "Stormy Weather," Hiaasen created a character named Skink, who picks up road-kill while on duty as a state trooper and takes it home to feed his family. Hiaasen said until the book was published, he didn't realize there was such a powerful cult of road-kill fans in this country.

"I actually began receiving recipes for road-kill," he said. "I took that as a clue that some of my fans are deeply,

deeply troubled."

Hiaasen said he has come close to accusing real-life people of stealing stuff right out of his books, including corrupt politicians not unlike the characters created in his book "Strip Tease."

When creating the character Rudy in "Skin Tight," Hiaasen said he tried to invent the worst possible plastic surgeon in Miami. But within two years, headlines that almost put his character to shame began surfacing in the Miami Herald.

In real life, an unlicensed "doctor" known as Dr. Lips began performing plastic surgery on patients. One patient, a former Mr. Mexico, went to Dr. Lips for pectoral implants.

"This guy was not a doctor, so he had no access to anesthesia. Mr. Mexico had been injected with Chihuahua-sized doses of medicines that weren't for use on bodybuilders," Hiaasen said. "Unfortunately, Mr. Mexico was given breast implants instead of pectoral implants, and when he woke up from surgery he had a perfectly lovely pair of breasts on his shoulders."

Hiaasen said it's becoming increasingly difficult to come up with outrageous original material. "It's hard to stay ahead," he said. "If your life and livelihood depends on staying weirder than life, you're screwed in Florida."

Following his lecture, Hiaasen responded to questions posed by UNF faculty. Regarding the state of journalism today, Hiaasen said, "I think it's pretty shabby. It's celebrity-driven and there's a lot of bad journalism going on. "And when asked about the most important aspect of storytelling, Hiaasen said, "The worst sin you can commit in writing is to be boring."

Hiaasen is the author of 11 best-selling novels, including "Skinny Dip," "Hoot," "Basket Case," "Sick Puppy," "Lucky You," "Stormy Weather," "Strip Tease," "Native Tongue," "Skin Tight," "Double Whammy," and "Tourist Season." His latest book for young readers, "Flush," is due out in September.

New position reflects commitment to diversity

The University's commitment to diversity is reflected in the newest addition to the staff of the Intercultural Center for PEACE.

Eric Green became the associate director of the office last month and brings to UNF extensive experience and strong ties to the African American community.

Green, who is a native of Jacksonville and a graduate of Ribault High School, will be assisting center director Oupa Seane in a variety of initiatives concentrating on minority student recruitment and retention.

Dr. Mauricio Gonzalez, vice president for Student Affairs, noted that Green's appointment reflects President Delaney's commitment to relevance in the community. "His (Green's) connections with the African American community and his experience are major assets to the University as we seek to maintain and strengthen our minority recruitment and retention. He is the right person to lead us in this endeavor," he said.

Seane praised Green's "impeccable credentials" and echoed similar support. "We are fortunate to have his assistance in a number of roles but particularly his strong ties to the community," he said.

"His connections with the African American community and his experience are major assets to the University as we seek to maintain and strengthen our minority recruitment and retention."

MAURICIO GONZALEZ

to leave our area for their college education. When we lose these students we lose part of the fabric of our community," he said.

Green said there are a number of ways in which UNF can increase ties to the African American community. For example, he said pastors are very influential in the African American community. "We need to sit down with the religious leaders and explain what kind of services are available at UNF and the role we can play in the community," he said.

But his emphasis will not only be in recruitment. Providing a vibrant campus life for minority students also will be a priority in order to improve retention rates. "Getting students involved in campus activities is vital to their success," he noted.

Green added that he will spread the word about UNF in the African American community and share with prospective students the excitement that is evident among faculty and staff on campus.

When he is not working, Green enjoys fishing, especially with his three daughters who range in age from 6 to 14. His wife,

Green's connections with the community are primarily the result of more than 11 years of experience with city government. He was Jacksonville's deputy chief administrative officer and a City Council liaison. Green has been in the private consulting business since leaving city government.

During his years with city government, Green established strong ties with the African American community. "Jacksonville has a tremendously diverse population and the largest African American population in Florida. As a native of Jacksonville and a Northside resident, I'm concerned about the number of African Americans who continue



Eric Green

IVONE MOUTELA

Deborah, works with the city as a purchasing manager.

Green said his biggest professional accomplishments have included working to improve the quality of life on many levels.

He sees his new role in much the same light, convincing students and prospective students of the benefits of a quality education at UNF.

Hughes completes Distinguished Voices Lecture Series

Dr. Jim Hughes, director of the National Center for Infectious Diseases with the Centers for Disease Control and Prevention will be the final speaker of the season in the Distinguished Voices Lecture Series.



Hughes will discuss the "Globalization of Disease" Wednesday, April 20, at 7:30 p.m. in the University Center.

The lecture is free. Tickets are not required. The lecture is co-hosted by the World Affairs Council of Jacksonville's Global Issues Forum.

DISTINGUISHED
Voices

LECTURE SERIES AT THE UNIVERSITY OF NORTH FLORIDA

Dick Gregory charms UNF audience

At 72 years old, Dick Gregory showed a UNF audience that he hasn't lost any of the wit and wisdom that propelled him to the forefront of the civil rights movement 40 years ago.

Speaking at the annual Martin Luther King Jr. Scholarship Luncheon,

Gregory mixed humor with drama to trace the advances in civil rights in the last four decades. He claimed that African Americans have made more progress than any other group of people in the history of the human race because of the civil rights movement.

He said 40 years ago he couldn't go into Mississippi without risking arrest from police. Today, blacks are not only police officers but are chiefs of police in some places in Mississippi. "Today there are more black elected officials in Mississippi than in any other state," he said.

But he emphasized that the civil rights movement has benefited more than African Americans. He noted that women in the United States also benefited with more professions open to them now than at any other time in history.

Despite the progress made by America, Gregory didn't hesitate to criticize government policy. "If our democracy is so good, how come we have to go all over the world shoving it down people's throats?" he asked.

He criticized the "marketing of fear" by government officials since Sept. 11. "A frightened nation operates like a frightened person. Fear makes you do crazy things," he said.

Gregory, who grew up in St. Louis, still remembers the deep poverty he had to overcome in his youth. He was critical of the "racist" education system that perpetuates myths about history. "How can you discover a country that's already occupied," he said with reference to history books claiming that Columbus discovered America. "That's like saying I can go out in the parking lot and discover your car with you in it and help myself to it," he said.

He even took a shot at capital punishment in America. "Jesus Christ was killed by the state. If Jesus Christ came back to America today and bugged the wrong people, they would give him the electric chair," he said.

He recalled the time he spent with Martin Luther King during the civil rights movement. One lesson he said he learned from King was the power of forgiveness. "If you don't forgive, you don't hurt no one but yourself," he said.

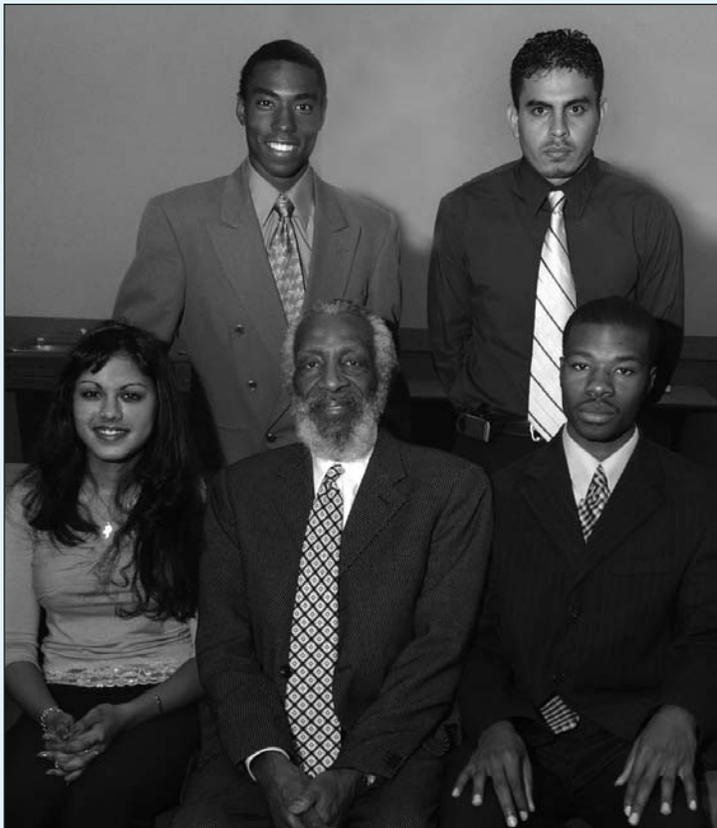
Nevertheless, he said much remains to be done in guaranteeing everything from economic opportunity to health care for African Americans. He noted that although black men represent 4 percent of the population, they represent 83 percent of prostate cancer deaths. "Something wrong with that," he said.

He said it pained him to think of the "mess" the younger generation is facing.

"Never before in the history of the planet have older folks left such a mess for younger folks as we've left for you," he said.

"A frightened nation operates like a frightened person. Fear makes you do crazy things."

DICK GREGORY



IVONE MOUTELA

Author, actor and civil rights activist Dick Gregory (seated, center) takes a moment before his speech at the annual Martin Luther King Jr. Scholarship Luncheon to pose with this year's scholarship recipients. They are (standing from left) Harold Briscoe Jr., Osiel Torres, (sitting, from left) Marissa Saladeen, and Derek Frazier.

Four win MLK scholarships

Four UNF students were awarded Martin Luther King Jr. Scholarships at the annual MLK luncheon last month.

The students are:

- Harold Dorrell Briscoe, Jr., sophomore, majoring in political science.
- Derek Frazier, freshman, majoring in computer science.
- Marissa Saladeen, sophomore, majoring in psychology.
- Osiel Torres, junior, majoring in building construction.

faculty & staff

The Faculty & Staff page appears each month in Inside UNF and is designed to recognize professional achievements and accomplishments of faculty and staff. To submit items, please contact Julie Williams or your college dean.

College of Arts and Sciences

ENGLISH: **Chris Gabbard** presented a paper, "'Instinct-ridden as He Was': Idiocy as Animality in John Cleland's Fanny Hill," at the Southeastern American Society for Eighteenth-Century Studies conference in Myrtle Beach, S.C.

Marnie Jones presented a paper, "Being Henry James: Colm Tóibín's *The Master*," at the Southern Regional Meeting of the American Conference for Irish Studies in Houston, Texas.

Clark Lunberry has written an essay, "Sites of Sound, Alchemies of Air: Audiotrope," that accompanies a CD titled *Audiotropism*, by the Milwaukee-based free jazz trio, Audiotrope.

HISTORY: **Dr. Nick Harding** presented a paper, "Hanover, Britain, and the Prehistory of European Union," at Canisius College in Buffalo, N.Y. in February.

Dr. N. Harry Rothschild presented a paper, "Wu Zhao's Remarkable Aviary," at the Southeast Association of Asian Studies Conference in Lexington, Ky.

MUSIC: **Dr. Gary Smart's** "String Quartet" was premiered by the Ritz Chamber Players at a concert given at the Jacksonville Museum of Modern Art in February. The composition and performance of the four-movement work was supported by the Florida State Council on the Arts.

Dr. Marc Dickman performed as a featured jazz soloist and clinician at the US Army Tuba Euphonium Conference in Arlington, Va. In January. He also served as a clinician for the District 2 Honor Jazz Ensemble in Moultrie, Ga. in February.

Dr. William Prince performed with the Cab Calloway Orchestra, the Les Brown Orchestra and the Artie Shaw Orchestra.

POLITICAL SCIENCE AND PUBLIC ADMINISTRATION: **Dr. Matthew Corrigan** presented "Executing Survey Research in Political Science Research Classes: Benefits and Challenges" at the Teaching/Learning Conference of the American Political Science Association in Washington, D.C. in February. Corrigan and **Dr. Pamela Zeiser** published a book chapter titled "Strong Moral Character is Essential for a President to be Successful — Con Position" in Robert P. Watson's "Debating the Issues: American Government and Politics," published by Kendall Hunt Publishing.

Dr. Paul G. Harwood (with Christopher J. Cox) presented "Digital Repertoires: Non-State Actors and ICTs" at the International Studies Association Annual Meeting in Honolulu in March.

SOCIOLOGY, ANTHROPOLOGY AND CRIMINAL JUSTICE: **Dr. Jeffrey A. Will** and **Dr. Charles E. Owens** presented a paper "Quality Research at Community Prices: A Decade Of Creating Community-University Partnerships Through an Applied Sociology Research Center" at the second international conference of Advancing Science And Society Interactions in Seville, Spain in February.

WORLD LANGUAGES: Ana Yolanda published "¿Pero existe la nación guatemalteca? Nociones y perspectivas sobre la identidad y la nación a través de la novelística indígena de Gaspar Pedro González" in the November issue of *Diáspora*.

Coggin College of Business

ACCOUNTING AND FINANCE: **Charlie Calhoun** was nominated by the National Association of State Boards of Accountancy to complete a three-year term to the International Federation of Accountants' Consultative Advisory Committee. The committee includes 12 members from accounting organizations around the world.

Dr. Lynn Comer Jones' working paper, "Reinsurance: Taxes and Risk-Based Capital," was accepted for presentation at the annual American Accounting Association conference in August 2005.

Dr. Oliver Schnusenberg presented "A Re-Examination of Market Reactions to Business Week's 'Inside Wall Street' Column" at the 12th annual meeting of the American Society of Business and Behavioral Sciences in Las Vegas. He also authored an electronic book titled "How Behavior, Relationships, and Study Habits Can Help You Increase your Grades" and co-authored "Managing your Time in College." These e-books are available at <http://www.educational-solutions.biz>.

Diane Tanner was appointed as a board member of the Selective Service System for the State of Florida.

MANAGEMENT, MARKETING AND LOGISTICS: **Dr. El-Ansary** and co-authors Strauss and Frost

completed the fourth edition of "E-Marketing," published by Prentice-Hall, 2006.

Dr. Gregory T. Gundlach co-edited (with Albert Foer, president of American Antitrust Institute) a special symposium issue of the *Antitrust Bulletin* titled "Combining Horizontal and Vertical Analysis in Antitrust" (Vol. XLIX, No. 4, Winter 2004). The special issue contains articles presented at the American Antitrust Institute's Roundtable on Combining Horizontal and Vertical Analysis in Antitrust: Implications of the Work of Robert L. Steiner.

College of Education and Human Services

CURRICULUM AND INSTRUCTION: **Dr. Marianne Barnes** and Robert "Bo" Smith published "The Legacy of the Biological Crystals in Space Program—Student Involvement and Hope for the Future" in *The Florida Science Teacher*, Winter 2005. The article describes their grant-supported program funded by the Florida Space Grant Consortium. **Drs. Marianne and Lehman Barnes** and UNF master's graduate Dona Kerlin made a presentation at the international conference of the Association of the Education of Teachers in Science in Colorado Springs. It was titled "The Impact of a Graduate Course Focusing on Teacher Research and Leadership in Science and Mathematics."

Drs. Cathy and Terry Cavanaugh and dean **Larry Daniel** presented a paper at the Society for Information Technology and Teacher Education in Phoenix in March. It was titled "A Journey of Design: Developing a Technology Based Unit Assessment

System: Designing and Implementing a Teacher Education Unit Assessment System." Cathy Cavanaugh also presented "Virtual Schooling: Effectiveness for Students and Implications for Teacher" at the conference.

Dr. Betty Flinchum wrote the foreword for Dr. Allan Sander's "Gymnastics & Muscle Fitness in the Elementary School," published by the Kendall Hunt Company. **Dr. Jennifer and Rick Kane** also served as text editors.

Dr. Pritch Smith presented a paper titled "The No Child Left Behind Act: How Does It Affect Multicultural Teacher Education?" at the Association of Teacher Educators 2005 annual meeting in Chicago in February.

SPECIAL EDUCATION: Dr. Kathryn Krudwig hosted a North Florida Personnel Development Partnership (NFPDP) Regional Council Outreach meeting for special education directors in rural counties. The meeting was in Palatka in February.

Dr. Karen Patterson published "What Classroom Teachers Need to Know About IDEA '97" in the Winter 2005 edition of the *Kappa Delta Pi Journal*.

COUNSELING AND EDUCATIONAL LEADERSHIP: The model of accountability for school counselors developed by **Dr. Carolyn Stone** and Carol Dahir was recently adopted as part of Florida's State Department of Education developmental school counseling model, joining the state departments and state school counseling associations of New York, New Jersey, Massachusetts and Rhode Island. It is titled "School

Counselor Accountability: A MEASURE of Student Success."

DEAN'S OFFICE: Dr. John Venn had two test reviews accepted for publication in the next volume of *Mental Measurements Yearbook*.

College of Health

NURSING: Barbara Olinzock received *SCI Nursing Journal's* Best Article of the Year Award for 2004. The article, "A Model for Assessing Learning Readiness for Self-Direction of Care with Spinal Cord Injuries: A Qualitative Study," was published in the Summer 2004 issue of *SCI Nursing*. The award will be presented during the 2005 American Association of Spinal Cord Injury Nurses' annual conference.

PUBLIC HEALTH: Dr. Catherine Christie was elected to the Nominating Committee of the American Dietetic Association.

Dr. Judith C. Rodriguez was elected to the House of Delegates as a Director of the American Dietetic Association.

Counseling Center

Dr. Terry DiNuzzo hosted the annual statewide Florida Counseling Center Directors Meeting at UNF in February. The event brought together 18 counseling center directors from the state's public and private colleges and universities as well as community colleges.

Florida Center for Public and International Policy

Laura D'Alisera received the 2005 Jesse Elizabeth Meuse Diversity Appreciation Award, presented by Gateway Girl Scout Council.

briefs

EPISCOPAL TAKES TOP BOTBALL HONORS

Eleven teams of middle and high school students from area schools participated in the 2005 Florida Regional Botball Tournament recently at UNF. Episcopal High School took top honors with Cornerstone Academy of Gainesville taking second place.

Top teams from Botball regionals across the nation are invited to participate in the national Botball tournament July 14-17 at UNF's University Center. The tournament is the concluding event for a seven weeks educational robotics program featured in 13 different regions across the country, providing students and teachers alike with the opportunity to work with state-of-the-art robotics equipment not normally available to pre-college students.

Botball Educational Robotics Programs are presented by the KISS Institute for Practical Robotics, a non-profit organization dedicated to linking people and technology through robotics.

dateline

Compiled by Angela Pompey

Information for Dateline can be sent to Angela Pompey at apompey@unf.edu.

Welcome

College of Education - **Lori Tetzel** as senior grant specialist, **Pat Gardner** as senior secretary, **Tracy Pistorio** as senior secretary.

Athletics - **Janice Strickland** as receptionist.

Aquatics - **Erin Erford** as interim aquatics coordinator.

Goodbye

Carrie Fleider (Counseling Center) recently accepted a position as a senior therapist and sexual assault prevention coordinator at Binghamton College in New York.

Miscellaneous

Dr. Sue Terrell was the invited speaker for United Methodist Women's Sunday at Arlington United Methodist Church in February. She has served as a conference, district, and local officer for the United Methodist Women.

Births

The Department of Mathematics and Statistics congratulates Dr. Dan Dreibelbis and wife, Teresa, on daughter Megan Claire, born March 6. Megan weighed 7 pounds, 15 ounces.

Sympathy

Our sincerest sympathy to **Dr. Rick Chant** in Curriculum and Instruction following the loss of his mother, Mrs. Evelyn McMinn, in New Jersey on Feb. 5.

United Way campaign kicks off

This year's UNF United Way campaign, April 4 - 15, takes on special significance since President John Delaney is also chairman of the community drive. The April timing also positions UNF as the first local organization to conduct its campaign for the 2005 United Way giving season.

The UNF goal of \$40,000 is part of a \$21 million community campaign that Delaney will be leading. The UNF goal is about 6 percent higher than the \$37,700 raised last year.

UNF Campaign Chair Lindsay Bryant said a number of special events are planned for the campaign. Individual packets with information about the United Way and pledge forms will be sent to all employees.

In addition to increasing the amount donated last year, Bryant said she hopes that the University will be able to increase the number of participants in the campaign from one of every six employees to one out of four.



United Way.

"With President Delaney chairing the community campaign, I think it is incumbent on UNF faculty and staff to show our support for the president by contributing generously to United Way," Bryant said.

United Way of Northeast Florida works in partnership with volunteers, community organizations and leaders to tackle critical issues facing children, youth and families.

United Way makes lasting changes that improve the lives of one in three people in Baker, Clay, Duval, Nassau and northern St. Johns counties. In addition, United Way leads: United Way 2-1-1, a 24/7 information and referral hotline; Life: Act 2, a pro-active response to an exploding senior population; and Full Service Schools, a community approach to removing barriers to academic success. For more information, call 390-3200 or visit www.aboutunitedway.org.

Stay tuned to Campus Update for more announcements on campaign events.

Get to Know:

Christopher Johnson

Department: Economics and Geography
Job: Assistant Professor of Economics
Years at UNF: Second year

WHAT'S/WHO'S YOUR FAVORITE

- Author** - Ralph Ellison
- Novel** - "Invisible Man" by Ralph Ellison
- Movie** - I have many, but my favorite within the last few years is "Antwone Fisher."
- Actor/Actress** - Tom Hanks, Denzel Washington, and Cicely Tyson
- Sports Team** - Alabama Crimson Tide
- Vacation destination** - Smoky Mountains of Tennessee
- Hobby** - Learning to play the



Christopher Johnson

Piano (gospel music)
Proudest Accomplishment - I am the first in my family with a terminal degree.
Most Memorable Moment at UNF - I am only in my second year at UNF, so my memories are few. I suppose, though, that my most memorable experience was my encounter with a group of Canadian geese in the spring semester of 2004. I was unprepared for the nonchalance with which the geese enter the roadway in front of traffic. What made my encounter more memorable and comical is the specific manner in which this group of geese crossed the road. One goose entered the roadway and stopped right in front of my

IVONE MOUTELA

car. Apparently he/she was the designated "crossing guard" because the remaining three did not enter the road until the "crossing guard" was in place and the "crossing guard" did not leave until the other geese made it safely to the other side.

inside unf

DEADLINE

Information to be included in the May 2005 issue of *inside unf* must be received in the Office of Marketing and Publications by noon April 15 and is subject to space limitations. Please submit information to Dan Dundon or Julie Williams.

inside unf STAFF

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Strategic plan

(Continued from page 1)



Tom Serwatka

strategic plan draft. The plan pledges financial support for the programs, including funds raised through endowments and funds to support related auxiliary programs. Through a faculty committee, Academic Affairs is currently in the process of reviewing programs for flagship designation.

Serwatka notes that the plan not only focuses on the institution but examines the

University's role in the community as well. It envisions more faculty research addressing local issues and more students involved in service-learning projects in the community.

"We want the University to clearly define itself as the intellectual hub of the region," he said.

"We want the University to clearly define itself as the intellectual hub of the region."

Community representatives also will have an opportunity to review the plan. Members of the UNF Foundation will be asked for comments and suggestions, as will those who sit on the various deans' councils. These reviews will help to assure that the University achieves one of President Delaney's prime objectives: maintaining relevance to the community.

Another presidential objective, accountability, is accomplished through the continuous improvement mechanism incorporated into the plan delineating ways in which the University can measure its progress in achieving the outlined goals. The measures to be tracked include student retention and graduation rates, rates of participation in transformational learning experiences, measures of scholarly productivity, employee and supervisor satisfaction ratings, community involvement in UNF sponsored activities, increases in state and Foundation funding, and increases in funded research projects.

Serwatka emphasized that the continuous improvement section guarantees that the plan will not simply be placed on a shelf and forgotten once approved by the BOT, but will instead become a vital tool in shaping the academic direction of the University. He explained the plan as working in much the same way as the master plan, which lays the framework for the future physical attributes of UNF. "The strategic plan steers us toward self-evaluation, improvement, and innovation," he said.

A copy of the current draft of the strategic plan can be obtained from the President's home page at <http://www.unf.edu/unfinfo/president>.

Congress to Campus program returns to UNF

Two former congressmen, one from Georgia and the other from Pennsylvania, were at UNF recently as the Congress to Campus program returned for its fourth visit.

UNF's Florida Center for Public and International Policy hosted former Congressman George "Buddy" Darden, D-Ga., and William "Bill" Goodling, R-Pa., who both served in the House of Representatives. Darden served 11 years from 1983 to 1994, and Goodling retired from public life after 26 years of public service, from 1975 to 2001.

They addressed several political science and public administration classes, regaled students in the Pre-Law Program at lunch, and had a dinner with high school students and their parents who participate in UNF's Great Decisions series of after-school enrichment international affairs discussion. The congressmen met with Student Government leaders and President John Delaney.

Both also went to St. Vincent's Hospital to meet with the family of Congresswoman Tillie K. Fowler before she died. Darden knew Fowler when she was a teenager growing up in Georgia. Goodling worked with her as a fellow Republican on shared legislation during their years in Washington.

Fowler was a member of the board of trustees for the Stennis Center for Public Service, which sponsors the Congress to Campus program.

Dr. Henry B. Thomas, director of the Florida Center for Public and International Policy, has coordinated several other visits through Congress to Campus.

"Our students get insights into the process of government through these accomplished individuals' stories and discussion. It is a great program and a great relationship with the Stennis Center," he said.



UNF Political Science associate professor Dr. Patrick Plumlee (center) greets former Rep. Bill Goodling (left) and former Rep. George "Buddy" Darden. The two Congressmen recently visited UNF as part of the Congress to Campus program.

COURTESY PHOTO

Christie provides healthy weight-loss plan in "Fat Is Not Your Fate"

By JULIE WILLIAMS
Staff Writer

Losing weight and keeping it off can be as simple as consuming six bowls of watered-down cabbage soup each day for the rest of your life. If that doesn't sound appetizing enough, there's always the low-carb option of all-you-can-eat steak, bacon, butter and cheese. Or perhaps Hollywood's colon-cleansing 48-Hour Miracle Diet is the answer.

There are more than 30,000 diet plans out there designed to help Americans lose weight. But even the most popular fad diets tend to overlook what nutritionists are most concerned with: your health.

UNF's Dr. Catherine Christie and co-author Dr. Susan Mitchell have come up with a diet plan that makes more sense. Their new book "Fat is Not Your Fate" provides readers with individualized diet plans that lead not only to weight loss, but also improved health.

"Most diet plans on the market are one-size-fits-all, and people try to adjust themselves to that one plan," Christie said. "If that plan doesn't happen to work for them, they blame themselves."

The book includes two quizzes examining genetic factors and personal weight-gain triggers. After completing the quizzes, readers learn which basic group, or phenotype, they fit into.

"There are six phenotypes which are the sum total of your genetic inheritance and also your personal risks related to behaviors," Christie said. "Basically a phenotype is what you look like from a genetic standpoint."

The phenotypes include Phenotype A (addiction-linked weight gain); Phenotype B (blood pressure-linked weight gain); Phenotype C (cardiovascular disease-linked weight gain); Phenotype D (diabetes-linked weight gain); Phenotype E (emotional eating-linked weight gain); and Phenotype H (hormone-linked weight gain).

The book also provides a baseline healthy diet with modifications to fit each phenotype. "We tailored a diet plan for each phenotype with focus foods that studies have shown specifically influence those genetic risks," Christie said.

"In order to lose weight, both genetics and environment are key," said Marianne Smith Edge, 2003-04 president of the American Dietetic Association. "Through the Phenotype Assessment, you can determine your genetic health risks and follow the diet best suited for you to lose weight and improve or protect your health."

"Fat is Not Your Fate" is published by Simon & Schuster, and is the third book co-authored by Christie and Mitchell. Christie is the director of Nutrition Programs at UNF and Mitchell is a nutritionist in private practice in Orlando. For more information, visit www.fatisnotyourfate.com.



Catherine Christie, author of "Fat Is Not Your Fate."

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