

10-2001

Inside UNLV

Andy Grossman

University of Nevada, Las Vegas

Mark Wallington

University of Nevada, Las Vegas

Dave Phillips

University of Nevada, Las Vegas

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Repository Citation

Grossman, A., Wallington, M., Phillips, D. (2001). Inside UNLV. *Inside UNLV*

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Inside UNLV

Faculty and Staff Publication

October 2001

Solar Energy Dish System Research Project Unveiled

Eye-catching solar dishes designed to advance solar energy technology are now in place at the northern edge of the UNLV campus.

The two dishes, located along Flamingo Road near the Fulton Building, serve as the focal point of a UNLV Center for Energy Research project.

The two-year, federally funded project will enable engineering faculty involved with the center to demonstrate and refine the functioning of the solar power system and to instruct UNLV students in solar energy technology engineering and design.

The system is composed of two large, state-of-the-art solar dishes, one supplied by Stirling Energy Systems, Inc. (SES) and the other by Science Applications International Corp./STM Power Corp. (SAIC/STM). The SES dish is approximately 35 feet in diameter and roughly 40 feet tall; it generates peak output of 25 kilowatts of electrical energy. The SAIC/STM dish is nearly 50 feet in diameter, stands about 55 feet tall, and generates peak output of approximately 22 kilowatts.

Both dishes have computers that control dish movement and operation, and both function in the same fashion: by tracking the sun and reflecting the sun's energy to the focal point of the dish where an engine generator transforms the solar heat energy into grid-quality electrical power.

Each dish has an attached Stirling cycle engine; one of the engines was produced by Stirling Energy Systems Inc. and the other by STM Power Corp. The engine, which is considered the most efficient solar power generator available, can convert between 25 and 30 percent of the solar energy collected by the dish into electrical power. The two-dish system is designed to produce about 50 kilowatts of electrical power.

The dish system is the result of a \$1 million federal grant, \$200,000 of which was awarded to UNLV for its part in the project. The two solar dish manufacturers – SAIC/STM and SES – each received about \$400,000 of the grant to relocate their solar dish structures and associated hardware to UNLV. The Department of Energy, which is the funding agency, is managing the project. Nevada Power Co. is also assisting on the project.

"We are delighted that UNLV has had the opportunity to have a major role in refining this cutting-edge technology," said UNLV President Carol C. Harter. "It is yet another indication of the level of sophistication of our research here at UNLV, as well as our interest in partnering with government agencies and private industry to serve the community. It is a

very exciting project."

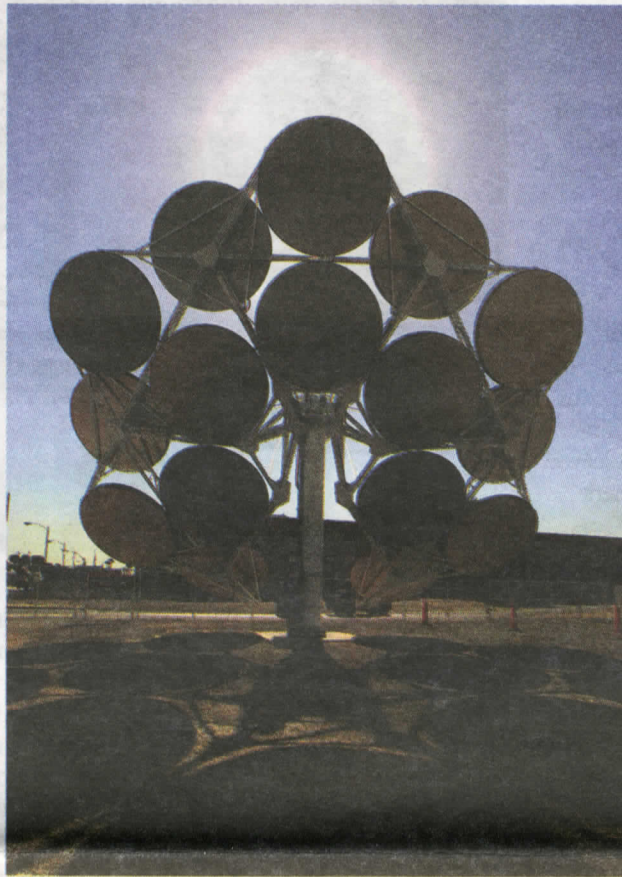
The installation of these two dishes on UNLV's campus is the first phase of a larger project being planned; if funded, the larger project will deploy a system with as many as 40 dishes at another, yet-to-be-determined Southern Nevada site within the next few years. This project would be a "mini-power plant" with a capacity to produce as much as one megawatt of power. UNLV will assist in the planning and development of this project.

For now, engineering faculty members in UNLV's Center for Energy Research are working to monitor the reliability of the dish technology. After the current phase is complete, the two dishes now located on campus will be moved to a different location for commercial power generation purposes.

Another goal for the UNLV team working on the project is to provide training and education.

"The development of a base of highly trained technicians and engineers will be important to the advancement of the solar

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SOLAR dishes catch the sun's rays on the northern edge of campus. This dish structure is one of two recently erected as part of a federally funded UNLV Center for Energy Research project.



Cox Pavilion Opens on Campus

by Andy Grossman

The UNLV volleyball and women's basketball programs have a new home in the \$16.8 million Cox Pavilion — a 78,300 square-foot, multi-purpose, state-of-the-art venue connected to the Thomas & Mack Center.

The new facility, which opened in May, is the result of a partnership between Cox

Communications and the Thomas & Mack Center. As part of a \$5 million agreement, Cox Communications secured the naming rights for the facility, as well as opportunities for sponsorship and hospitality.

"We are pleased that Cox, a relatively new member of the Southern Nevada corporate

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Community-Oriented Policing Strategy Proves Popular

by Betty Blodgett

A police officer walks along the academic mall, stopping to answer a student's question, while one of his colleagues cruises by in an open, battery-operated vehicle. At the other end of campus, two officers on horseback watch to see that motorists stop for the pedestrians who are using the crosswalk on Maryland Parkway.

This increased visibility of UNLV's police officers is one example of the recent changes that have taken place as the result of the department's adoption of the community-oriented policing model.

Using this model for the way they conduct business, the police personnel of UNLV's department of public safety have been receiving kudos this past year for working diligently to provide excellence in protection and service to the campus community. In fact, it is part of their campus-oriented mission statement to "...endeavor to ensure a safe and secure environment conducive to a positive social and educational process."

The fact that the campus police department now has a mission statement is, in itself, an indicator of the numerous positive changes that have been implemented this past year by Jose Elique, the department's new police chief and director of public safety, said Rebecca Mills, vice president for student life.

When Elique arrived on campus in the summer of 2000 to lead the public safety department, he faced numerous challenges - chiefly, how to mend a serious rift that had begun to develop between the campus police and the university community.

"Coming into the job I knew that the campus police department had an image problem," Elique said.

The problem stemmed from a number of incidents, which culminated in the university administration asking for independent consultants to prepare a report assessing the department's strengths and weaknesses. The report, which was completed a few months before Elique arrived, laid out a number of recommendations. Upon his arrival, Elique began the task of implementing them.

"One of the first things we did was to change the way we patrol," Elique said. "We switched to a community-oriented policing model that has given officers the opportunity to be more proactive and accessible."

Elique moved the officers away from an emphasis on patrolling the outer perimeters of the campus in police cars and on motorcycles to focusing more on the internal portion of campus. Officers now can be found patrolling on foot, horseback, bicycles, or in a specially equipped battery-operated car, which, Elique said, leads



HORSEBACK patrols are just one of the many patrolling methods now being used at UNLV. The emphasis on patrolling the interior of campus is one of several changes implemented by the campus police force over the past year. Above, officer Luiz Ferreira, left, rides Big Red, while officer Willie Newman sits astride Monty.

to more visibility and increased interaction between the officers and members of the campus community.

In addition, officers now are routinely involved in campuswide events such as new faculty and student orientations. This greater involvement resulted in the police department receiving an award of excellence during the office of campus community development's annual recognition banquet last spring.

"The department of public safety has demonstrated its commitment to a student-focused campus community on countless levels this past year," said Phil Burns, coordinator of student activities for the division of student life.

"Many different officers have served on program committees or participated in panel discussions, presented information at orientations, served as judges at campuswide events, and worked one-on-one with student organizations to ensure safe and effective implementation of events. The accessibility of the officers and their participation and support is a vital part of the campus community."

Another recommendation from the consultants' report that Elique implemented was to ensure that all officers received and signed for copies of the Nevada Revised Statutes and Nevada Administrative Codes, which govern their conduct and outline their duties and responsibilities. Elique said that officers now receive yearly performance evaluations and have a well-defined chain of command.

"These changes have resulted in a significant improvement not only in the officers' understanding of their role,

but also in their morale," Elique said.

This new level of accountability has met with great approval by members of the Public Safety Advisory Board, which was created in 1998 to address concerns voiced by faculty, staff, and students about the police department's activities. The board is composed of UNLV students, faculty, and staff, as well as people from the local community.

"When the board first began meeting back in 1998, extremely controversial issues were being brought forward about the police department," said Harriet Barlow, director of graduate student services in the Graduate College and the current chair of the Public Safety Advisory Board. "But since Jose's arrival and the implementation of the new police procedures we have seen a significant decline in the number of controversial issues being raised, which is a good sign."

Elique said his number one priority has been to convey to the campus community that the police officers are here to protect and to serve.

"Our officers are highly dedicated professionals and they take pride in their responsibility to create and maintain a safe campus environment for everyone," Elique said.

During October, the public safety department releases its annual campus safety and security report, which highlights crime reporting procedures, crime prevention programs, and other services available to the campus community. To obtain a copy of this report, contact the police department at ext. 3668.

Inside UNLV

STAFF BOX

Editor	Diane Russell
Writers	Betty Blodgett Andy Grossman Mark Wallington
Photography	Dave Phillips John Litty
Production	Publications/Reprographics

Inside UNLV welcomes comments and suggestions from readers. Please send an E-mail to inside.unlv@ccmail.nevada.edu or drop a note to Inside UNLV at mail code 1012.

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Make plans now to attend UNLV's Homecoming! Festivities include:

- The Homecoming Dinner on Friday, Oct. 12, featuring a speech by football coach John Robinson. The dinner will take place at 5 p.m. at the Richard Tam Alumni Center.
- The Tailgate Party on Saturday, Oct. 13, at the Rebel Experience at Sam Boyd Stadium, beginning at 1 p.m.
- The Game - UNLV vs. San Diego State University - on Saturday, Oct. 13, at 4 p.m. at Sam Boyd Stadium.
- The Golf Tournament on Monday, Oct. 15, at Canyon Gate Country Club, beginning at noon with a shotgun start.

For more information, call the Alumni Association at ext. 3621.

UNLV Quarterback Earned His Heisman Hopes

by Mark Wallington

Jason Thomas is used to being famous.

A spectacularly talented basketball player growing up, he was part of an elite hoops program at national power Dominguez High School. Also a super-sized blue chip football recruit from Compton, Calif., he was one of the most highly touted prep athletes to come out of the Southern California area in years.

Offered scholarships by most of the nation's top-10 football programs, Thomas decided not to stray far and instead play for hometown USC. Two years and one transfer later, he was suiting up at UNLV for coaching legend John Robinson and helping the 2000 Rebels to their first eight-win season in 16 years.

The junior quarterback, who was voted last year's Las Vegas Bowl Most Valuable Player and this year's preseason Mountain West Conference Player of the Year, is now a legitimate candidate for this year's Heisman Trophy Award, which will be presented at the Downtown Athletic Club of New York City on Dec. 8.

Fame is one thing. However, being mentioned as a Heisman candidate by various magazines, newspapers, and Web sites is a different level altogether. Now, we're talking about sport's most famous piece of hardware, which has been presented every year since 1936. Now, we're talking about a legendary award that was named after an innovative college head coach of the early 1900s but that has forever changed the lives of those lucky enough to take one home into the new millennium.

"It is really strange to be considered a Heisman candidate," says Thomas, a 6-foot-4, 230-pound sociology major. "It makes me feel a little uncomfortable. I just try to go out and help us be successful. I only think about getting better and helping this team win. That is the goal of every player in that locker room and it is no different for me this season."

Thomas' Heisman campaign, which is being forged by the school's sports information office, was made possible by a unique partnership between the UNLV athletic department and Lotus Broadcasting, which operates four radio stations in the Las Vegas market.

Tony Bonnici, general manager and vice president for Lotus, agreed this summer to sponsor a media campaign touting Thomas' talents at a cost of at least \$20,000.



QUARTERBACK Jason Thomas demonstrates his prowess on the field.



One of Lotus' local stations, ESPN 920, is the home of Rebel football and men's basketball.

"Jason Thomas is an extraordinary player and a wonderful person," says Bonnici, who met the player this summer at a team fund-raiser. "It was the right thing to do for someone to finance his run for the Heisman Trophy. It just so happens that we were the ones who stepped up and did it. This is a very exciting time right now for UNLV football and there is no doubt that people in this community are taking notice."

The campaign's price tag pales in comparison with the efforts by top-25 schools such as the University of

Oregon, which used private money recently to construct a huge billboard touting their quarterback in downtown New York City at a cost of \$250,000.

Thomas' candidacy has consisted of more traditional features geared toward getting people out to home games as much as earning votes from members of the media. His likeness has appeared on the team's official poster and recruiting guide as well as various billboards around town pumping season-ticket sales. Everyone on the department's national mailing list of nearly 1,000 names received an interactive compact disc complete with video highlights and a JT Web site was launched in August at unlvrebels.com.

Thomas is not the first UNLV player with Heisman aspirations. In 1984, another rocket-armed Rebel from Southern California was modestly promoted as a viable candidate by the school. Current Las Vegas resident Randall Cunningham, who is still playing in the NFL, was a double threat at both quarterback and punter and turned enough heads to earn All-America honors for two consecutive seasons. Still the only Rebel football player to have his jersey retired, Cunningham was hindered, however, by the lack of national television exposure while playing in the little-known Pacific Coast Athletic Association and did not receive a single vote.

Thomas has the advantage this fall of having three games on ESPN, two on ABC and all 11 on television somewhere for the first time in school history. His chances are also bolstered by playing for a nationally respected coach who knows a thing or two about the Heisman, as Robinson coached two trophy winners while at USC (Charles White in 1979 and Marcus Allen in 1981).

Whether or not he will be one of the half-dozen student-athletes invited to the announcement ceremony, Thomas says he knows it will be as much about his team's success as his individual talents.

"I've always been a big team guy," he says. "But I know that when people talk about me, they are also talking about UNLV. We're all part of a new tradition of winning here under coach Robinson. Hopefully I won't be the last Rebel to be considered for the Heisman."

John Robinson Tabbed To Serve Dual Role as Intercollegiate Athletics Director and Head Coach

by Andy Grossman

UNLV football coach John Robinson has been tabbed to serve a dual role as both head coach and director of intercollegiate athletics for the university.

Robinson was unanimously approved by the UCCSN Board of Regents in August to begin serving as athletics director beginning Jan. 1.

At the regents' meeting, UNLV President Carol C. Harter asked for three items to be approved. They were: 1) a waiver of a section of the UCCSN Code to allow UNLV to let Robinson continue his leadership of the Rebel football program while assuming the responsibilities of athletics director; 2) the appointment of Robinson as director of intercollegiate athletics, beginning Jan. 1; and, 3) an amended contract for Robinson. All items were approved by a 9-0 vote at the meeting. Two members were not present.

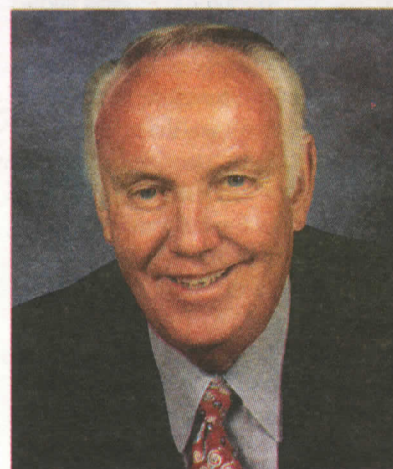
"We are very pleased that the regents recognized UNLV's unique opportunity to place a nationally recognized figure, John Robinson, into a critical leadership role at the university," Harter said. "I look forward to our partnership as we re-energize and reaffirm the positive values of athletics within the academic community. We also look forward to strengthening relationships with the community at large, as John brings great enthusiasm and energy to these tasks."

Joe Hollis of Arkansas State is the only other individual at a Division I-A university currently serving as head football coach and athletics director.

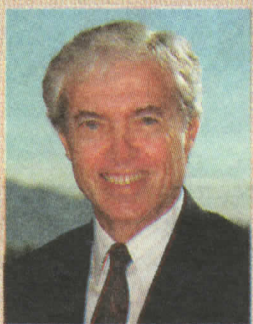
Robinson said he is excited about the opportunity he is being given.

"I made a commitment to UNLV and this commu-

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Robinson



From the Dean's Desk

by James H. Frey
Dean, College of
Liberal Arts

Since many in the university and Las Vegas communities are not familiar with the nature and composition of the College of Liberal Arts, I thought I would provide an overview of the college with some supporting facts and figures.

The College of Liberal Arts is composed of 10 departments and several program units. These departments include anthropology, English, foreign languages, history, philosophy, political science, psychology, sociology, women's studies, and the English Language Center.

The college is also home to the Aging Center, the Cannon Center for Survey Research, the Center for Health Data Analysis, the Language Laboratory, the International Institute of Modern Letters, International Programs, the Women's Research Institute of Nevada, the Writing Center, and the Wilson Advising Center. Also included is a growing group of interdisciplinary programs, such as social science studies — which is the first program on campus to offer undergraduate degrees entirely via distance education — as well as Asian studies, cultural studies, and Latin American studies.

The college is staffed by 150 faculty members, approximately 200 part-time instructors, 90 graduate assistants, and more than 35 professional and classified staff members. These groups support an enrollment of approximately 4,000 full-time students per semester, eight master's degree and five Ph.D. programs, and two certificate degrees.

The College of Liberal Arts has the third highest number of undergraduate majors, following the Colleges of Business and Education. More than 650 students major in psychology; English and political science each have more than 250 majors.

A substantial portion of enrollment in the college is the result of its offering many courses that meet the core curriculum requirements in English, logic, social sciences, humanities, foreign languages, and multicultural and international studies. The liberal arts major is often not the "first choice" of many students; a large number join the college as the result of having enjoyed a high-quality academic experience in one of these core curriculum courses.

Thus, the College of Liberal Arts provides a major service to the other colleges on campus; it is also the largest college in terms of faculty and enrollment. Its faculty includes some of the most productive scholars on campus, and the quality of teaching in the college is excellent, as measured by the number of faculty who receive awards every year.

In the coming year one of the major tasks the college will pursue will be to communicate the mission and goals of the college to all who will listen, both on and off campus. The college will take an aggressive stance in marketing the value of a liberal arts education. In an effort to support this marketing program, the college will be forming a Liberal Arts Alumni Association and an advisory board of community members. These groups will help faculty and staff of the college better understand the occupational needs of the community, represent the value of liberal arts to the university and community, and aid in identifying sources of support for the college.

If you would like more information on these groups or any activity or program associated with the College of Liberal Arts, please feel free to call my office at 895-3401.

Business College

A new development emanating from the college is the Nevada Business Hall of Fame. In association with Andersen, a leading professional services firm, the college will recognize one or two individuals annually who have made significant contributions to the economic development and prosperity of Nevada.

"The Nevada Business Hall of Fame will showcase the men and women in Nevada whose hard work, success in business, and leadership have made a tremendous impact on the lives of those who live and work in Nevada," said Richard Flaherty, dean of the College of Business. "We greatly appreciate Andersen's willingness to partner with us in such a worthwhile event."

Andersen is a global firm that specializes in professional services including consulting, assurance, tax, corporate finance, and in some countries, legal services. Partners and staff from Andersen have pledged more than \$45,000 and will provide support for administration and publicity to the college for the Hall of Fame initiative.

"We are pleased with the opportunity to partner with the College of Business in honoring the business leaders who will be inducted into the Hall of Fame," said Andersen managing partner Steve Comer. "We hope that the community will embrace this distinguished award to recognize the state's strong business leadership and that this award will bring more attention to the outstanding advances being made by UNLV's College of Business."

Nominations are now being accepted for the first recognition event, scheduled for Feb. 21 at the MGM Grand. The College of Business Executive Advisory Board, composed of senior business leaders from a variety of industries, will select the inductees.

Dental School

Dr. Richard Carr, formerly of the American Dental Education Association (ADEA), joined the start-up team at the new UNLV School of Dentistry at the beginning of August.

Carr, who came to UNLV via Washington, D.C., and San Antonio, brings nationally recognized expertise in dental education and in student services to the Dental School. He served as the deputy executive director of the ADEA and had major responsibility for nationwide dental school admissions. He integrated into the UNLV community at record speed and moved into his new home in Henderson during the first week of September.

Two visiting faculty members, Dr. Gillian Galbraith and Dr. Tom McConnell, were on campus during the summer to contribute to curriculum development. Galbraith is a microbiologist and immunology expert from the Medical University of South Carolina. She worked with the Curriculum Development Task Force I (biomedical and oral health sciences) to prepare first-year syllabuses for dental students, the first of whom are expected to arrive on campus in August 2002.

Following Galbraith's visit, McConnell, who is from the University of Kansas, came to campus. An expert in dental sciences and in clinical management, he contributed to the planning for the first-year clinical semester. He was also of significant help in preparing some of the clinical components of the accreditation document for the school, which were due at the Commission on Dental Accreditation on Oct. 1.

College of Education

Fall activities in the college are centered on preparations for the five-day National Council for Accreditation of Teacher Education (NCATE) review planned for

spring 2003.

The last NCATE interim review of the college occurred in 1999, and the visit planned for 2003 is a "continued" 10-year review. This review is based on a new set of standards and a conceptual framework that demand a high degree of collaboration across the UNLV campus.

The NCATE accreditation is based on a joint effort between the College of Education and other UNLV colleges. This shared responsibility is intended to address the quality of UNLV's teacher education programs, the proficiency of the university's education students, and the nature of systematic assessment of teacher candidate performance. To this end, inter- and intra-collegiate meetings are planned to reinforce the goal to make explicit the professional commitments and dispositions that support NCATE.

The University Council on Teacher Education Committee is the primary vehicle for planning meetings across campus, and the College of Education looks forward to the opportunity to engage colleagues in pursuit of the goal of a successful NCATE review in 2003.

Engineering College

A seminar titled "Designing Streets for Pedestrians and Bicyclists" drew engineers and planners from the Nevada Department of Transportation, Clark County, and the city of Las Vegas to The Great Hall of Engineering for three days in August.

The Transportation Research Center's Safe Community Partnership hosted the event, which featured instructor Michael Ronkin, the pedestrian and bicycle program manager for the Oregon Department of Transportation.

Funded by a grant from the Nevada Office of Traffic Safety, the seminar focused on ways of improving pedestrian safety by designing streets to be more "walkable" and bicycle friendly. In 1999, Nevada had the highest rate of pedestrian fatalities per capita in the nation; 85 percent of all pedestrian crashes involve Nevada residents.

Ronkin told seminar participants that he supports traffic-calming measures such as the narrowing of street lanes to slow motorists' speed. He also favors minor design modifications such as mid-block crosswalks and medians to help pedestrians remain safe until they arrive at their destination.

The seminar was of special interest to the engineers and planners involved in the Alternative Transportation Mode project. Improving existing bike trails, developing new bike trails, and encouraging motorists to seek non-motorized modes of transportation are goals of this ongoing countywide project.

The Transportation Research Center plans to provide more seminars and workshops to benefit engineers from UNLV as well as from other governmental entities.

College of Extended Studies

Non-profit organizations in Southern Nevada were the recent beneficiaries of a three-year collaborative relationship between the division of continuing education's Professional Development Center and the Ken Blanchard Companies. More than 900 staff members, board members, and volunteers for all the non-profit organizations belonging to United Way in Southern Nevada heard Blanchard speak on "Volunteer Leadership in the New Millennium" at the Bellagio in September. The event was the result of a 10-year partnership between United Way and the division of continuing education, which offers a certificate in non-profit management.

Blanchard, along with Spencer Johnson, is the co-author of the best-selling book, *One Minute Manager*, which has sold more than nine million copies worldwide

and has been translated into more than 25 languages. He is chairman of The Ken Blanchard Companies – concerns that focus on energizing organizations with customized training and bottom-line business strategies based on the simple, powerful principles inspired by his best-selling books. He is widely regarded as one of the foremost experts on leadership.

Blanchard has been personally collaborating with the Professional Development Center to bring programs to the Las Vegas business community since 1998. He donated his services for the recent seminar in appreciation of the center and of his ongoing partnership with UNLV, and because of his strong belief in the humanitarian programs supported by United Way of Southern Nevada.

College of Fine Arts

Associate Dean Robert Tracy is curating an exhibition that will be installed in the gallery of the Marjorie Barrick Museum of Natural History this month. "Hidden Lives – Private Visions" features contemporary work by Irish and Northern Irish artists.

The dance department's premiere concert for the 2001-02 season will take place Oct. 12-13 inside the Judy Bayley Theatre.

Artemus W. Ham Concert Hall continues its campaign to replace worn seats. Launched by President Carol C. Harter a little over a year ago, the campaign asks individuals and businesses to sponsor a seat or row of seats. Support is acknowledged on an engraved plaque on the designated seat or row. For more information on the seat campaign, call ext. 4292.

The Performing Arts Center welcomes Kristen Chenoweth as part of its Best of the New York Stage series on Oct. 13. She is a Tony Award-winning singer and actress who trained as a lyric coloratura soprano and won the Metropolitan Opera National Council Competition before auditioning for an off-Broadway show. Her plans for an operatic career changed when she got the part and took New York by storm. She is acclaimed for her distinctive comedic gifts as well as her wide-ranging musical abilities. The new comedy series *Kristen* was developed specifically for her by the producers of *The Cosby Show*.

The theatre department proudly presents *Machinal* Oct. 19-28 in the Black Box Theatre. Sophie Treadwell's 1928 expressionist tragedy charts the inner and outer life of a young woman stifled by an increasingly mechanized society that grinds the life out of her.

Featured performances this month from the music department include the UNLV Wind Orchestra on Oct. 21, the UNLV Choral Ensemble's Fall Concert on Oct. 25, a UNLV Jazz Ensemble Concert on Oct. 30, and a UNLV Symphony Orchestra Concert on Oct. 31.

Graduate College

Anthropology professor Alan Simmons has been named associate dean of the college. Simmons is an active participant in graduate studies and research at UNLV. He has served on the Graduate Council and as graduate coordinator for the department of anthropology. He brings an outstanding record of academic achievement to this new position, having participated in more than 40 archeological projects in the Near East, the Mediterranean, the U.S. Southwest, Great Plains, and Canada and has authored more than 120 articles, books/monographs, reviews, chapters, and technical reports in such prestigious journals as *Science* and *Nature*. Simmons has also served as principal investigator on more than \$500,000 in competitive grants from agencies such as the National Science Foundation and the National Geographic Society.

Before joining the UNLV faculty in 1993, Simmons served on the research staff at the Desert Research Institute (1985-1993) and as director of the office of archeological research at the University of Kansas Museum of Anthropology (1981-1985). He received a Ph.D. and M.A. in anthropology from Southern Methodist University, an M.A. in anthropology from the University of Toronto, and a B.A. in anthropology from the University of Colorado, Boulder.

In his new role, Simmons will work with Dean Paul Ferguson and the Graduate Council to continue development and implementation of the Graduate College Strategic Plan in support of UNLV's research mission. He also will work to enhance admissions and records policies and procedures, including initiatives for electronic processing of Graduate College materials, and implementation of assessment programs to promote quality in all aspects of Graduate College services and programs.

College of Health Sciences

The college welcomed a number of new faculty members at the start of fall semester. Among them is Gabriele Wulf, who came from faculty positions at the Max Planck Institute for Psychological Research, where she served as a senior research scientist, and at the University of Reading in the United Kingdom. She also has experience as a research scientist and post-doctoral research fellow in the department of kinesiology motor control laboratory at UCLA. Here at UNLV, she will be teaching in the department of kinesiology with a specialty in motor control/motor behavior.

Steen Madsen also returns this fall to the department of health physics after spending part of the summer with research colleagues in Norway and at the Beckman Institute at the University of California, Irvine. He is continuing his research on the use of photodynamic therapy in the treatment of selected neurologic brain tumors.

Honors College

In addition to the core curriculum honors courses offered by the college, 12 special topic seminars are available this fall.

Among those are ethics in science, taught by Dawn Neuman of biology; 12 lessons in leadership, taught by Daniel McAllister of management; world religions, taught by Carol Jensen of the College of Urban Affairs Advising Center; and European politics, taught by Anne Bennett of political science.

Interim Dean Jeff Koep is working with the admissions office to have the Honors College application included with the general UNLV application; he also is actively looking into new scholarship opportunities for honors students.

The Honors Council, which consists of a faculty representative from each college and serves as an advisory board to the Honors College, is scheduled to meet every month.

The college is continuing the peer adviser program for the fall semester; the training of peer advisers will take place throughout the fall.

The Collegiate Honors Council is launching a community service project for honors students who are interested in getting more involved with the Southern Nevada community. Called Endless Possibilities, the program is designed to encourage friendships between senior citizens and college students. Participating students will visit seniors on a regular basis with the goal of cultivating lasting relationships.

College of Hotel Administration

Students majoring in hotel administration don't wait until after graduation to join the "real world"; they begin getting a taste of it as they complete internships and other degree requirements that place them in work settings.

"Here in the 'world's greatest hotel administration laboratory' our students are required to work in a non-academically controlled experience before graduation," said Stuart Mann, dean of the college. "Additionally, each student completes an academic internship for three credits. This work experience proves invaluable when they are seeking employment after graduation. They can show potential employers that they not only have excellent academic preparation, but also have experience in how things actually are done in the work world."

Over the years, students have worked in a wide variety of jobs. Examples of these would include jobs as assistant to the club manager at TPC Canyons, assistant to the front desk manager at Caesars Palace, assistant to the director of parks and recreation in Henderson, and assistant to the food and beverage director at Harrah's.

Harrah Hotel College students also have many opportunities to meet and interact with industry personnel through the college's nationally acclaimed mentorship program. Through the program a student is paired with an industry supervisor or manager who keeps in weekly contact with the student. Most students in the program attend staff meetings and work side by side with the mentor on many occasions.

Another opportunity for students to interact with industry personnel exists in the classroom; part-time faculty members drawn from among local industry leaders are essential to the academic program. Last year more than 50 of these part-time faculty members shared their experiences and expertise with the students.

Law School

This semester the Law School welcomes seven new full-time faculty members whose interests range from traditional research and teaching to practice-oriented skills development and public service.

Professor Steve Johnson will teach in the federal tax area, while associate professor Keith Rowley will concentrate on commercial law courses, as well as law and economics. Professor Joan Howarth will teach both torts and constitutional law this year, while developing a new death penalty clinic for 2002-03. Also combining traditional teaching with clinical education is associate professor Pamela Mohr, who will teach in our Child Welfare Clinic this fall.

Newly arrived externship director Marty Geer will supervise law students placed in judicial, legislative, and public service externships. Finally, joining our lawyering process faculty are writing professors Peter Bayer and Michael Strong, whose teaching will focus on legal research, writing, oral advocacy, and professionalism.

Our new colleagues bring with them a broad array of research interests in addition to distinguished records as scholars, teachers, and practitioners. As we continue to grow, the law faculty welcomes the opportunity to work with faculty throughout the university in areas of shared scholarly interest.

University Libraries

The Music Library (<http://www.library.unlv.edu/music/index.html>), located in the Beam Music Center,

(continued on page 7)

Spotlight ON ACCOMPLISHMENTS

Les Raschko (Publications & Reprographics) served as a guest panelist discussing "Digital Strategy" at the Business Technology Association annual conference held in Las Vegas in August.

Jerry Landwer (Educational Leadership) was a recent recipient of the Project Inspiration Award given by the National Association for Sport and Physical Education. This award is given to recognize individuals who "greatly influence the lives of other professionals." Names of award recipients are recorded in a permanent register on display at the American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD) national headquarters in Reston, Va.

Betty Batchelder (Disbursements) was chosen UNLV Classified Staff Member of the Month for April 2001. Batchelder, who has worked at the university for 16 years, is an accounting assistant III. This award acknowledges Batchelder's conscientious manner in attending to the many details related to departmental and employee travel.



Nishie

Joy Nishie (Law Library) recently presented her paper, "Communicating A Rediscovered Cultural Identity Through the Ethnic Museum: The Japanese American National Museum," at the Association for Education in Journalism and Mass Communication annual conference, which was held in Washington, D.C. She is a graduate student in communication studies.

Tom Bean (Curriculum & Instruction) presented a paper on "The Role of Multicultural Literature as a Counterforce in Postcolonial Times" in Brisbane, Australia, at the University of Queensland Conference

on Disrupting Preconceptions: Postcolonialism and Education. He currently is serving as a visiting professor in the Schonell Research Center, School of Education, while on sabbatical.

Erika Engstrom (Urban Affairs) has been elected vice chair/program chair for the Commission on the Status of Women of the Association for Education in Journalism and Mass Communication after serving as research chair for 2000-01.



Soule

Rick Soule (Music) was recently elected by the membership of the National Flute Association to a three-year term as vice president/president-elect. With nearly 6,000 members worldwide, the National Flute Association is the largest professional instrumental association. Its annual convention attracts 2,500 flutists for four days of performances, seminars and exhibits. Soule's term as vice president begins Nov 1. He will serve the second year as president and the third year as immediate past president/chair of the board of directors.

J. Abiodun Elegbede (Chemistry/UNLV Cancer Institute) is in charge of the UNLV laboratory that was awarded a first-place biochemistry prize at a scientific conference jointly sponsored by the Minority Graduate Education at Mountain States Alliance and the Western Alliance to Expand Student Opportunities. The prize was awarded for a poster presentation titled *Effects of Monoterpenes on Head and Neck Cancer Cells*. UNLV students Kidist Yimam and Gloria Hilton, co-authors of the paper, were awarded certificates and cash prizes. The two-day conference was held in January at Arizona State University in Tempe.

Stuart Mann (Hotel College) received the Man of the Year Award from the Food & Beverage Directors Association at a recent event celebrating the organization's tenth anniversary. In receiving the award, Mann was praised for his academic and administrative efforts at UNLV and for his academic scholarship.

Catherine Bellver (Foreign Languages) has been invited to serve on the Editorial Advisory Council of ALEC (Anales de la Literatura Espanola Contemporanea).



Bellver

Stan Smith (Biological Sciences) recently attended the 12th International Congress on Photosynthesis, held in Brisbane, Australia. He was an invited participant in a workshop titled "Photosynthetic Adaptation from the Chloroplast to the Landscape." The participants of the workshop will co-author an edited book, to be published by Academic Press in 2002.



Orton

James Douglas Orton (Management) presented his paper, "Organizational Decision-making: The 1976 Reorganization of U.S. Intelligence," at the annual international meetings of the Academy of Management. At the meetings, which were held in Washington, D.C., in August, Orton also chaired a session titled "Making Sense of Change" and won a Best Reviewer Award.

All UNLV faculty, classified staff, and professional staff members are encouraged to submit items to the "Spotlight on Accomplishments" section of Inside UNLV. Items should be no more than 75 words in length. Submissions via E-mail are preferred. The E-mail address is inside.unlv@ccmail.nevada.edu. Submissions to mail code 1012 also will be accepted.

University Launches New Marketing and Ad Campaign

by Diane Russell

Ads spotlighting UNLV's prowess in teaching and research will begin appearing in magazines and on television this month as part of the university's major marketing campaign.

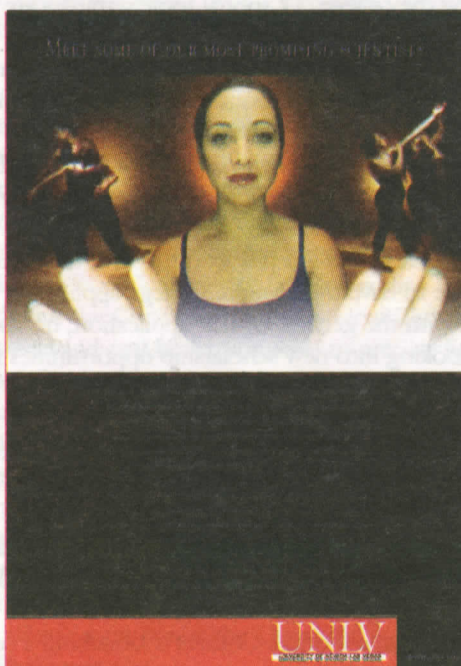
One of the TV ads emphasizes that while professors at UNLV are involved in a variety of research and artistic endeavors, "above all else," they are teachers. Another highlights the crossover between science and art, with each pursuit requiring a measure of the other.

The advertising campaign also includes TV ads showcasing graduate research and the Lied Library, the "Be A Rebel" TV ads, and print ads featuring each college.

"The ads are part of a marketing plan focused on improving the university's image and reputation and on recruiting Nevada's top high school students," said Earnest Phillips, UNLV director of marketing and community relations.

"The four image ads - titled Arts and Sciences, Teachers, Graduate Research, and Lied Library - and the college print ads are targeted at parents and other decision-makers," said Phillips. "This is in response to our polling data that indicates a large number of Nevadans don't know much about UNLV. Those who do know about UNLV have a positive impression, which is great, but we want to reach those 'don't knows' and fill in the gap."

"The 'Be A Rebel' ads serve a different purpose. They are call-to-action ads designed to recruit students, and they are



successful," he said. Phillips says his main objective is to persuade Nevada's top high school students to select UNLV as their university.

"When Nevada's top students leave Nevada to attend other universities, they often settle down in that other state. That results in both an intellectual and a monetary cost to

our state. I want Nevada's brightest students to choose UNLV over UCLA, BYU, and ASU," said Phillips. "For every student we keep, it's another dollar we've saved Nevada businesses and organizations in terms of relocation and recruitment."

Phillips said the college ads will increase the public's awareness of the colleges and the academic programs they offer. Eventually, radio spots featuring the colleges also will be developed.

Phillips plans to publish the image and college print ads this month and next. The "Be A Rebel" TV ads and the rest of the college print ads will run in January and February.

"We worked really hard with the admissions office to develop a calendar that targets the top students. We decided that focusing on decision-makers and opinion leaders in October and November and targeting students in January and February was the best mix," said Phillips.

The marketing plan concerns itself with internal issues as well as the ad campaign. One of those issues is developing a more comprehensive and uniform look for university materials and leveraging the university's purchases of local ad space.

The image ads were produced by Hall Communications under Phillips's supervision. His office also will join with the office of publications and reprographics and with Hall Communications in designing and writing a variety of publications for the university, including viewbooks, catalogs, course schedules, and handbooks.

University Receives \$3 Million Federal Grant for "AAA" Nuclear Waste Transmutation Research

UNLV has received a \$3 million federal grant for research and development of technologies for economic and environmentally sound refinement of spent nuclear fuel. The funding was provided in the Energy and Water Development Appropriations Act, in conjunction with and a part of \$34 million provided to the U.S. Department of Energy Office of Nuclear Energy, Science and Technology (DOE-NE) to conduct Advanced Accelerator Applications (AAA) research.

The transmutation process involves using a particle accelerator to shoot protons into a "target" material that produces a large pulse of neutrons. These neutrons are capable of reacting with high-level nuclear waste, thereby greatly reducing the amount of highly radioactive material and at the same time producing energy that could be used to generate electricity and producing useful radioisotopes for medical and industrial applications.

The DOE-NE's \$34 million Advanced Accelerator Application (AAA) program to develop transmutation technology got under way at the Los Alamos National

Laboratory earlier this year. Argonne National Laboratory is also involved in leading the research. A portion of the project – the University Participation Program – is centered at UNLV and has received \$3 million in federal funding to establish the program that began in March. The University of Michigan, University of California at Berkeley, and University of Texas are also involved in basic and applied scientific research in support of the national project.

"We are very pleased to play a significant role in research that may lead to a relatively safe way to dispose of the nation's high-level nuclear waste," UNLV President Carol C. Harter said. "We are grateful for our long-standing, cooperative relationship with DOE-NE and see the AAA Program as yet another demonstration of this positive partnership," Harter added.

The AAA Program has a strong interest in supporting student and faculty research, developing new scientists and engineers interested in advanced energy technologies, and applying the energy and creativity of the university com-

munity to spent fuel transmutation and recycling research.

UNLV has established an academic research program dedicated to the emerging transmutation technology as part of the national AAA program. Called the UNLV AAA University Participation Program, its primary goal is to have UNLV master's- and doctoral-degree students perform research on the cutting-edge of science and engineering as an integrated part of the national program. The College of Engineering, College of Sciences, and Harry Reid Center for Environmental Studies are actively involved in the project. The program will not bring high-level radioactive material to the UNLV campus.

"A long-term goal of the university program is to develop research capabilities and attract top-quality students and faculty to work on some of the nation's most pressing technological and environmental problems," according to Ray Alden, UNLV provost. "Because the initial grant is renewable for the potential 10-year lifetime of the project, it could bring UNLV some \$30 million in research funding," Alden said.

John Robinson

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nity when I came here in 1999, and I'm excited about this opportunity to build on the successes we have already achieved," he said. "My goal is to fulfill my commitment to the football program while also moving the athletic department forward as one unit — all sports working together."

Robinson said he is not planning on making any major changes but isn't talking about any immediate plans he has for the department either. He said he wants to be a leader and knows that his new role will be a challenge but likes that idea.

"I am convinced this is a people-oriented operation, and I plan to fully utilize the tremendous talent of all the people in the department to help us create a dynamic, well-rounded program. Having the added responsibility of being athletic director will be every bit as much fun as coaching. I am at my best when I am challenged,

and I look forward to this opportunity," he said.

Entering the 2001 season, Robinson was college football's ninth-winningest active coach with a record of 115-48-4 (.701). He took over a UNLV program that went winless in 1999 and then posted a two-year record of 11-13, including the 2000 season in which the Rebels achieved an 8-5 mark and a Las Vegas Bowl victory.

Coaches of other sports at UNLV are sharing in Robinson's enthusiasm over his decision to lead the entire department.

"I'm very happy that he is going to take the position," men's basketball head coach Charlie Spoonhour said. "There is always a concern when there is a change at the top, but I don't think there is a better person to take over. He has been around and knows what the job takes."

Softball head coach Shan McDonald likes the hire because the potential to help all the programs is there. "He has had immediate success in Las Vegas with his football program, and I think he will be able to get the community to support our entire athletic operation," she said. "I know he cares about the entire university, not just

the football team."

Women's track and field/cross country head coach Karen Dennis said she is happy with what Robinson brings to the table. "I like having an A.D. who has coached," she said. "A person with coaching experience is usually more sensitive to what coaches need to be successful."

Men's tennis head coach Larry Easley said he likes that Robinson comes from within the university. "Our last two athletic directors came from other places," he said. "I am glad that they chose someone who has already done a great job at UNLV."

"He knows where we need to go as a department," Spoonhour said. "Money is critical, and John has the ability to find the dollars that we need."

Prior to arriving at UNLV, Robinson coached the NFL's Los Angeles Rams and at the University of Southern California.

Robinson will succeed Charles Cavagnaro as athletics director. Cavagnaro will help with the transition until he retires on June 30.

News From The Colleges

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opened on Aug. 27, just in time for the first day of fall semester classes. One of three branches of the UNLV Libraries, the Music Library contains more than 18,000 scores, 7,000 recordings, and 600 videos that support the teaching and research needs of the music department.

The focus of the collection is classical music and jazz. In addition to housing scores and recordings, the Music Library provides reference services with a collection of encyclopedias, dictionaries, and bibliographies that emphasize music. It also provides electronic resources such as *The New Grove Dictionary of Music and Musicians* online. An audio/video distribution system, to be installed later in the fall, will provide 12 individual listening carrels, as well as a small, sound-proofed seminar room for group listening. For more information about the Music Library, call ext. 2541 or call music librarian Cheryl Taranto at ext. 2549.

The Architecture Studies Library (<http://www.library.unlv.edu/arch/index.html>), located in the Sogg Architecture Building, and the Curriculum Materials Library (<http://www.library.unlv.edu/cml/index.html>) in the Carlson Education Building also

provide specialized collections, reference assistance, and computing facilities supporting their respective departments.

College of Sciences

The college announces the opening of the College of Sciences Advising Center. The purpose of the center is to provide sound advising and information to all incoming undergraduate majors in the college, according to founding director Gabrielle Rum. For more information about the center, call ext. 2077.

In other news, the college hired two new tenure-track faculty members for 2001-02.

Naduvath "Bala" Balakrishnan, a computational chemist, comes to UNLV from a research associateship at Harvard. He will teach courses in the analytical and physical chemistry tracks within the chemistry program. His research interests are quantum mechanics and chemical reactivity and dynamics.

Catherine Snelson, a crustal geophysicist, comes to UNLV from the University of Texas, El Paso, where she is presently completing a Ph.D. She will teach geology 101 and an undergraduate survey course in geophysical methods. Her research interests are seismology, the structure of the earth's crust, and earthquake hazards.

Both Balakrishnan and Snelson will arrive on campus for the spring semester.

College of Urban Affairs

The college is offering a new undergraduate degree from the department of counseling and a new concentration for public administration master's students.

The new bachelor of science degree in human services counseling prepares its graduates for work in a variety of social service settings, including centers for family counseling, drug and alcohol rehabilitation, child treatment, and geriatric care. As part of the program, majors are required to complete a two-semester internship at a community agency. Students also can minor in addictions prevention and treatment, and family studies.

Graduate students in the master of public administration program now may choose a concentration in health care administration. Under new guidelines, master of public administration students can take up to 18 credits of health care administration courses, including one requiring a professional paper on a health care topic. Three students received their master of public administration degrees with the health care concentration this past year.

Cox Pavilion

continued from page 1

community, has chosen to take an active role in supporting both academics and athletics at UNLV," said UNLV President Carol C. Harter. "The new Cox Pavilion, like Cox's donation of television equipment and their annual support for a new cable television education channel, will benefit the community in many ways."

The ground floor of the pavilion's two-level structure features new men's and women's locker facilities, player lounges, and practice courts for basketball and volleyball. The top level is a multi-purpose venue with a seating capacity for 2,800 depending on the event. That level features a balcony and padded, retractable seating.

"The Cox Pavilion means the world to the UNLV volleyball program," said head coach Deitre Collins. "I think it is great timing for us as we continue to grow, and it will only enhance our recruiting efforts. We will now have a venue that we can finally call home. The pavilion will also provide us with the opportunity to host preseason and postseason NCAA competition, which we were never able to do in the past."

Women's basketball head coach Regina Miller thinks the facility will give her squad an advantage. "The Cox Pavilion will be a great place to host our basketball games," she said. "Our fans will help us in creating an atmosphere where the crowd will be loud and will create a home-court advantage. It will be a great place to see a game."

In addition to UNLV athletic events, the Cox Pavilion will host a variety of functions, including small concerts, boxing matches, theater-style family shows, corporate parties, trade shows, and more. Also, it will be a desirable venue for a variety of university functions, such as honors convocations, state of the university addresses, college commencement ceremonies, academic confer-



SPORTING events and concerts have an attractive new venue at UNLV. The \$16.8 million, 78,300-square-foot Cox Pavilion provides state-of-the-art facilities for both the volleyball and women's basketball programs. The top level of the building is a multi-purpose area that can accommodate concerts and other events in addition to athletic games and practices. The seating capacity is 2,800.

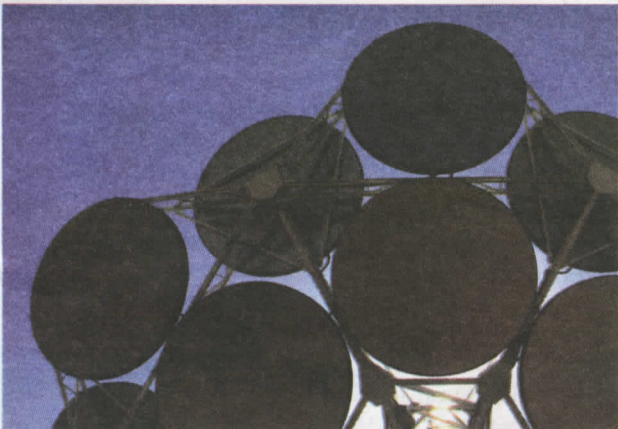
ences, and the classified staff awards luncheon.

The pavilion's look was created by the design and consulting firm of Ellerbe Becket, which had done the remodeling and enhancements on both the Sam Boyd Stadium and the Thomas & Mack Center. Never before had the company built an entertainment venue on a college campus right next to an existing facility.

"The juxtaposition of the new building posed many

challenges," said Ellerbe Becket project designer Marty Haynes. "I personally wanted the new building to have a distinct and unique character about it, but at the same time to complement the Thomas & Mack without mimicking it."

With its winged roof feature and more rectangular lines, the Cox Pavilion presents a nice contrast to the rounder, domed Thomas & Mack, Haynes said.



Solar Energy Dishes

continued from page 1

dish industry and the future deployment of the systems," said UNLV engineering professor Robert Boehm, the project's principal investigator.

U.S. Sen. Harry Reid, who was instrumental in bringing the federal funding for the project to UNLV, said, "Renewable energy sources, such as this solar energy system, are key to ensuring we can meet the demand for power in Nevada. The faculty and staff at UNLV are doing exceptional work with this solar energy technology. I look forward to their ongoing success with this alternative energy project as I work with my Senate colleagues to provide continued funding for solar energy research."

Ronald Sack, dean of the Howard R. Hughes College of Engineering, said that he is pleased that this project could achieve so many important goals.

"This project typifies the research being conducted in our college," Sack said. "While it seeks to advance knowledge and produce useful results, it also involves student and faculty in the best kind of collaborative learning experience."

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