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Inside UNLV

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Inside UNLV

Faculty and Staff Publication

March 2002

Music Center Tailored for UNLV Needs

by Jennifer Vaughan

Stars need a place to shine, and the new Lee & Thomas Beam Music Center provides such a place for UNLV musicians.

Both student and faculty musicians already have discovered the rewards of having a new, 37,000-square-foot building designed specifically to meet the needs of the university's growing music program.

The Beam Music Center, which opened last semester with fanfare including performances by the marching band and by various ensembles, was made possible by a substantial gift from the estate of Thomas T. Beam and the Beam family.

It opened at a crucial time during the growth of the College of Fine Arts, according to Jeff Koep, dean of the college.

"The existing Alta Ham Fine Arts building was bursting at its seams. We needed adequate areas for students and faculty to rehearse and perform, which that building simply couldn't provide," Koep said. "This new building gives us the room and tools we need to properly instruct and train our student musicians."

"The addition of the Beam Music Center is the latest example of the tremendous growth UNLV has been experiencing over recent years," said President Carol C. Harter. "We are deeply grateful for the commitment of the Beam family. This fine facility is a wonderful, lasting testament to Tom Beam's great love of music, and it is our desire that this

building will be a gathering spot for the entire community," she added.

Included in the \$8 million building is Southern Nevada's only dedicated music library; the Doc Rando Recital Hall, which seats 300 and includes storage, lobby, and greenroom areas; a music technology center and state-of-the-art recording studio; a band and orchestra rehearsal hall; a choir and opera rehearsal hall; two chamber music rooms; a piano technician studio; and five teaching studios. There also are 200 lockers available for student use.

"The Beam Music Center is quite a boon for the department," said Isabelle Emerson, chair of the music department. "It enhances our performance possibilities and presents students in a real concert setting. In addition, we have an extraordinary music library that is so convenient and includes music and scores that are accessible to the community."

The building's architectural aspects also are drawing their share of admirers. Situated near the northeast corner of campus facing Maryland Parkway, the Beam Music Center is a striking building that is particularly lovely in the evening, said Koep.

"The large windows facing Maryland Parkway look into its main entrance, which has interesting and eye-catching lighting features. In the evening, the building glows. I've received a lot of positive feedback from the community just based on the look of the building," Koep said.



DEAN Jeff Koep stands inside the Lee & Thomas Beam Music Center, which opened last semester, bringing greatly improved music facilities to the campus.

The architecture firm of Dekker Perich Holmes Sabatini designed the Beam Music Center, which won the 1997 "unbuilt" merit award for design excellence from the American Institute of Architects of Nevada. The firm has submitted the building again for the "built" award.

"The Beam Music Center is a shining star on the UNLV campus, and we welcome all those who would like to visit," Koep said.

Forum Lecture Series Celebrates 17 Years

by Betty Blodgett

Political science professor Steve Parker chuckles as he recalls the very first talk that was given in the University Forum lecture series.

It was 1985, and theatre professor Jerry Crawford was the speaker. Parker said he and then-dean Tom Wright were in the back of the room nervously wondering whether, despite Crawford's audience-pleasing presentation, the first season would ever be followed by a second.

Now, the popular College of Liberal Arts free public lecture series founded by Wright and chaired by Parker is in its 17th year.

"The basic idea of the lecture series was – and still is – to showcase to a community audience the rich diversity of interesting teaching and research work being performed by faculty members here at UNLV and institutions all around the world," said Parker, who has served as chair of the lecture committee since the series began. "Because of the community focus, the lectures and other presentations are usually of a general-interest nature."

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AUTHOR J.R.R. Tolkien long has been an interest of Brad Eden, head of bibliographic and metadata services for the Lied Library, seen here surrounded by his Tolkien collection. Earlier this semester Eden presented a talk titled "The Lord of the Rings: A Look Behind the Movie" as part of the University Forum lecture series, which now is in its 17th year.

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Where Praise Is Due

by
Carol C. Harter
UNLV President

For some time, I have intended to acknowledge the recent successes of the department of public safety here on campus. While I have personally congratulated several of the individuals involved in forging these successes, I believe public acknowledgment is in order in this case, and I can think of no better way to offer it than to share some of the department's accomplishments with the rest of the campus community.

As many of you will recall, it has been more than a year and a half since the department of public safety was asked to make some rather dramatic changes in the way it conducted its business. Though I see no point in reliving in detail the problems that occurred, I will say for the benefit of those new to campus that in some quarters, a serious rift had begun to develop between the campus police and the university community. The problems stemmed from a number of incidents that culminated in the university asking for a team of independent consultants to assess the department's strengths and weaknesses. The report produced by that team has become a wonderful resource for Public Safety Director Jose Elique, who was hired a short time after the team made its recommendations.

Chief Elique has effected some remarkable changes since his arrival on campus in June 2000. Perhaps the most significant was the department's adoption of a community-oriented policing strategy. One of its primary goals was to shift the focus of the officers away from law enforcement activities on the perimeter of the campus to a more student-centered service orientation at its interior. This strategy, which was developed to integrate the officers' work and presence more effectively into campus life, has already manifested itself in a number of very positive ways. No doubt, most of you have already seen evidence of it in the form of more officers patrolling the campus on foot, on bikes, and even on horseback.

The change in the officers' modes of transportation, however, represents only a fraction of what this new strategy is producing. The officers are now more accessible to the university community through greater involvement in a variety of campus activities; they serve on committees, make presentations about crime prevention, and attend student and faculty events. They volunteer to join the recently formed Public Safety Police Honor Guard, a group that lends a wonderful sense of dignity to the university and community functions in which it participates while proudly representing the department. Additionally, the officers are stationed in locations that encourage interaction with others on campus, making them available to answer questions and to offer assistance. And, naturally, they continue to perform their law enforcement duties, solving crimes and keeping the peace.

It is not surprising that the department staff is moving in the right direction. Chief Elique has worked diligently to hire and promote very competent and conscientious officers to meet the needs of the campus. He has made a concerted effort to diversify his staff to better reflect the

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Teaching and Learning Center Offers Services and Resources

by Jonathan Paver

The University Teaching and Learning Center works with UNLV faculty on issues concerning teaching and learning and the integration of technology into teaching. The center was established in the fall of 1999 with the goal of helping faculty develop as facilitators of student learning.

Since its inception, the TLC has offered a variety of services that include an ongoing series of teaching and learning workshops, individual and group consultations, resources for good pedagogical practices, and coordination of the Graduate Student Professional Development Program in College Teaching.

The center also provides assistance with WebCT, the development of instructional Web pages, and the use of instructional technologies.

Recently, the TLC moved to a new facility within the Faculty Development Center located on the third floor of the Lied Library, Room 3241. As a result of this relocation, the TLC is able to offer several new services for faculty members. The center now

has two digital video editing suites available as well as a new teaching and learning library. The editing suites are equipped with the hardware and software needed to capture, edit, and export digital video that can be integrated into teaching via a course Web page or WebCT site or projected in a classroom via a computer and classroom presentation system.

The TLC has the ability to create CD-ROM or DVD-RAM media, or can customize digital audio and video for delivery over the Web. The TLC utilizes a "team project" model to assist UNLV faculty with the integration of technology into teaching and will assist with project planning and training, allowing faculty members to complete their projects on their own using the TLC equipment. The staff of the TLC is available to work with UNLV faculty on an individual or group project regarding the integration of technology into the classroom. The center provides a complete training program on the use of WebCT, online course management software, Web site construction, PowerPoint, and other software that can be used to enhance instruction.

The TLC hosts a series of workshops on issues in teaching and learning, presented by UNLV faculty members and TLC staff. The center also offers a "classics series" of four workshops each semester that discuss research-based principles of good teaching, learning and teaching styles, the use of Classroom Assessment Techniques (CATs), and teaching portfolios. In addition, the TLC offers four "regular series" workshops with new topics each semester, and two "teaching with technology" workshops, also with new topics.

Additionally, the center provides a series of "hands-on workshops" that concentrate on the use of specific software packages, like WebCT and PowerPoint, and

their use in the teaching environment. Detailed information about all of the Teaching and Learning Center workshops are available on the TLC Web site at www.unlv.edu/centers/tlc.

The TLC has partnered with the Graduate College to offer the Graduate Student Professional Development Program in College Teaching for UNLV graduate students who are pursuing careers in college teaching. The program allows graduate students to attend the TLC workshops and interact with faculty on matters regarding teaching and learning. It provides a valuable opportunity for graduate students who are teaching courses to learn about teaching from full-time faculty and to collaborate with fellow graduate teaching assistants in various departments across campus.

Graduate students participating in the program are required to post reflection papers to 12 TLC workshops online at the WebCT course site and complete one cumulative paper. Those who successfully complete the program receive written acknowledgement of their accomplishment that can be included in their curriculum

vite. More information about this program is available on the TLC Web site or from the Graduate College.

The University Teaching and Learning Center makes available a variety of services for the UNLV teaching community and offers assistance to help faculty members attain their teaching goals. Faculty are welcome to visit the TLC anytime Monday through Friday from 9 a.m. to 5 p.m. or to call ext. 2293 to make an appointment with one of the TLC staff members.

Further information about the TLC is available via the Internet at www.unlv.edu/centers/tlc.

The writer is the interim director of the University Teaching and Learning Center.



COLLABORATING at the University Teaching and Learning Center are Rose Yake, the center's instructional technology specialist, and chemistry professor Biodun Elegbede. The center offers a number of services for the teaching community, including workshops and individual and group consultations.

Inside UNLV

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Secret of Library Operations? It's Classified

by Diane Russell

They work days; they work nights; they work weekends.

They research troublesome questions, maintain the computer security systems, keep the paperwork flowing, and, yes, check out the books.

"They" are the 63 classified staff members who work for University Libraries, and without them, according to Dean Ken Marks, the libraries not only wouldn't function well, they wouldn't function at all.

"Classified staff are indispensable for the library to operate successfully and efficiently," Marks said, pointing out that classified staff members can be found in all four university libraries that fall under his jurisdiction – the Lied, Architecture, Curriculum Materials, and Music.

"Without classified staff, none of our libraries could open their doors and many of the services could not be delivered at all," he said. "Classified staff manage some of our most critical departments and bring an important perspective to the delivery of services to students, faculty, and staff."

Working at the reference desk on the library's second floor gives LaTisha Tuggle the opportunity to deliver services directly to anyone from campus or from the Southern Nevada community who has a puzzling question that requires research to answer.

Tuggle, a library technician I, spends several hours a week working the reference desk. The questions posed range widely. One recent morning she found herself helping a student find information on a German magazine published more than a hundred years ago. Sometimes, depending on the nature of the question and on how much time she has available, she gives the patron tips on where to search; other times she actually helps them research the answers.

She said she likes the assignment. "Working on the reference desk, you get asked challenging, thought-provoking questions."

Staffing the reference desk is only a portion of Tuggle's job. She also is assigned to the research and information II section of the library, which encompasses periodicals, government publications, and micro-forms.

Tuggle, who worked in the library at Connecticut's *Hartford Courant*, before moving to Southern Nevada, has worked in UNLV's libraries since 1995, including stints in periodicals and circulation. Now she specializes in government publications, supervising 15 student assistants and overseeing the processing of state and federal documents.

"The government is the biggest publisher in the world. It's amazing what government agencies publish," Tuggle said. People might be surprised, for instance, to discover that the U.S. Department of Defense publishes many recipes.

"Some are interesting, but not necessarily something you're going to use every day – like how to cook chili for 1,000 people," she said.

A library staff member who is doing quite a different type of work is information systems specialist John Fox.

A 14-year employee of University Libraries, Fox wasn't necessarily looking for a library job when he



CHILDREN'S books make up a large portion of the collection in the Curriculum Materials Library where Sidney Watson oversees daily operations. One of 63 classified employees assigned to University Libraries, Watson says she likes sending patrons home satisfied that they received the services and materials they were seeking.

landed the position with UNLV. He wanted to continue his work with computers and found that the university had an interesting opening for a computer technician II.

Fox's duties today include administering the libraries' UNIX servers and assisting in network administration. The common element of both jobs is assuring reliability so that library patrons can do their research. A major component of keeping the UNIX servers reliable is securing them from possible computer attack.

He also assists the library in developing new computer projects that require new UNIX and network equipment. Library staff members describe their needs to him, and he then researches what equipment and software they will need. Once a project is funded, he installs the new equipment and works with staff members and patrons to make sure it meets expectations.

Fox said that given his area of specialization, he was greatly impacted by the move from the old Dickinson Library to the Lied Library in January of last year.

When he first came to work at UNLV, the library could practically boast "a computer on every floor," he quipped.

Though that changed significantly over the years and major improvements

in computing resources were made, the old library just wasn't able to accommodate necessary computing technology improvements.

"We now are able to do so many things that just were impossible in the old building," Fox says. "There now are thousands of computer drops – something that just couldn't be done at the Dickinson. We even can provide drops for students and others who want to bring their own laptops into the library. They sit down,

plug in, logon, and go to work."

Having started with University Libraries in 1985, library supervisor I Sidney Watson has seen her share of changes, too.

She began as a circulation assistant, spent seven years working in government publications, and then helped open the Architecture Library before moving to the Curriculum Materials Library (CML), where she oversees daily operations and supervises two other classified staff members.

Watson wasn't seeking a career in library work when she took the job. She was working in a low-paying job despite her bachelor's degree and needed better pay, more hours, and good benefits. Spotting an announcement for a library job at UNLV, Watson, who loves to read, applied.

Today, library work isn't just a job for Watson; it's a career. Having earned a master of public administration degree from UNLV in 2000, she now is considering pursuing a master's degree in library and information sciences.

She said she particularly enjoys working in the CML because she likes assisting the students majoring in education who use the library for its wide variety of resources useful to both teachers and teachers in training. While the CML chiefly is used by UNLV education students, it also is popular with Clark County School District teachers and is open to all members of the public.

The facility has an extensive collection of juvenile literature, ranging from picture books and the "big books" so popular with preschool and kindergarten teachers to young adult novels. The library also offers teacher resources, including books about formulating lesson plans, education databases, learning kits, and a teacher preparation room featuring laminators, a poster maker, and die cuts.

Giving orientation tours of the library, which is located on the ground floor of the Carlson Education Building, is one of Watson's favorite duties. "I like giving instruction. I like helping people. I like 'turning on light bulbs.'"

Watson said the library is a fun place to work – in part because "the staff here is the best team I've ever worked with, and everyone goes away happy. We see to it that people get what they need here."



COMPUTERS are the specialty of library employee John Fox, whose duties include administering the libraries' UNIX servers and assisting in network administration.



From the Dean's Desk

By Gene Hall
Dean,
College of Education

The first program that comes to mind when one thinks about the College of Education is teacher education. Although the College of Education has five academic departments that offer in total 13 master's and specialist's degrees and 10 doctoral degrees, the first consideration of the college is in relation to how we are doing in teacher education. This interest in teacher education is intensified because of the great need for teachers here in Clark County, as well as for school districts across Nevada and in nearly all other states.

UNLV is doing a tremendous job in teacher education. We offer a diverse portfolio of programs that enroll some 4,000 students. The offerings range from a four-year undergraduate degree to programs for students who already have their bachelor's degrees and are seeking the necessary courses to become licensed teachers.

Another sign of the commitment to teacher education at UNLV is that the quantity of teachers being produced annually has nearly tripled in recent years. In 1986, UNLV graduated 186 teachers; in the last two years, well over 600 new teachers have graduated each year.

Quantity of teachers produced is one important indicator; however, quality is more important. Three indicators of the quality of teacher education at UNLV are: 1) national accreditation, 2) the percentage of UNLV graduates who take teaching positions, and 3) teacher education at UNLV being seen as a campus-wide responsibility.

Nationally, there are some 1,300 institutions of higher education that claim to offer teacher education programs. Half of these institutions are not nationally accredited! UNLV and UNR are the only Nevada institutions accredited by the National Council for the Accreditation of Teacher Education, a clear sign of quality. This accreditation assures our graduates that their degrees will be recognized in other states and school districts where there is serious concern about teacher quality.

A second indicator of quality is that UNLV teacher education graduates take teaching positions. As strange as it appears, nationally only 36 percent of the teacher education graduates take teaching positions. In other words, two-thirds of those who prepare to be teachers do not become teachers. Here at UNLV, 69 percent of our graduates accept teaching positions. This is a clear indication that our graduates are seen as being of quality and ready to begin teaching careers.

The third quality indicator, that teacher education is a campus-wide responsibility, is a fact here at UNLV. Although the College of Education is the first place the public and students turn when they think about teacher education, the fact is that by far the largest proportion of their coursework is taken in other colleges, especially the College of Sciences and the College of Liberal Arts. A key to quality in teacher education is having faculty in these colleges who are understanding of the general studies and content-knowledge needs of teacher education students. Faculty interest is necessary but not sufficient. Without the clear and direct support and encouragement by department chairs and college

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News FROM THE COLLEGES

Business

Three offices have become one in an effort to provide one-stop shopping for undergraduate students in the college. Previously occupying three separate spaces scattered around Beam Hall, the offices of advising, records, and registration for business students were relocated to a single space early this semester. Students will enjoy easier access to records and academic advisors and will be able to register "over the counter."

The newly renovated space on the first floor of Beam Hall is adjacent to the MBA programs office and offers increased room with more privacy for advising. The office will be staffed by Rick Bold, assistant dean for undergraduate programs; Nicole Pavlico, senior undergraduate advisor; academic advisors Gene Kirschner and Karen Shubbuck; and administrative assistants Veronica Brown, Barbara DiPaolo, and Judy Pugh.

The space previously occupied by the Advising Center will become a new technology center for College of Business students.

Dental School

The applicant pool for the inaugural class of the School of Dentistry continues to grow and currently approaches 1,100 individuals. Applicants for the 75 first-year positions are currently being interviewed, and acceptances already have been offered to 19 highly qualified candidates. Acceptances, on a competitive basis, will continue to be offered as the interview process advances, and more than 150 applicants have accepted invitations to interview. Although Nevada residents receive preference in the interview and acceptance process, qualified applicants from other states also will be interviewed and accepted.

As the school prepares to accept the inaugural class, searches to fill administrative and faculty positions continue to move forward. Searches currently in progress are those for the dean and for the director of patient care services. Searches nearing completion are those for the chair of integrated biosciences and the chair of clinical sciences. Additionally, significant progress has been made in design development for renovation of the new regional campus at 1700 W. Charleston Blvd.

The board of directors of the American Dental Education Association has, by a unanimous decision, voted to recommend provisional ADEA membership for the School of Dentistry. Membership will be confirmed by the ADEA House of Delegates at its annual meeting this month. The ADEA is the leading national organization for dental education.

Engineering

For the sixth year in a row, mechanical engineering students attended the annual conference of the American Institute of Aeronautics and Astronautics in Reno in January. This year, five graduate students – four master's students and one doctoral candidate – escorted by Darrell W. Pepper, now interim dean, participated in the event. The students attended workshops and poster presentations in exchange for assisting with the setup and the dismantling of daily exhibits. As in previous years, the students gained invaluable experience and developed networking contacts that will prove helpful in their post-academic endeavors.

Two of the five students chosen to attend this year's event were previous recipients of the Graduate NASA Space Grant Fellowship, an award of more than

\$18,000 given to a student studying aerospace engineering. Two others had previously each received a \$1,000 NASA Space Grant Undergraduate Scholarship, and the fifth student was a two-time participant in the National Science Foundation/REU Summer Research Program conducted by UNLV's mechanical engineering department. The NASA Space Grant Program is only one of the many programs in the college whereby students have an opportunity to participate in research activities that will enrich their educational experience.

Extended Studies

Accreditation of the radiography program by the Joint Review Committee on Education in Radiologic Technology recently was extended for three years.

Because the extension is being added to the five-year accreditation originally awarded by the committee, it equates to an accreditation period of eight years – a lengthy accreditation that UNLV radiography instructor George Pales said is only awarded to the top quarter of radiography programs nationwide.

"This says a lot about the quality of our program and the hard work of Patrick Apfel," Pales said. "Patrick worked for over a year to coordinate the process and prepare for the on-site evaluation." Apfel, who just completed a term as radiography director, has taught at UNLV since 1981 and been a radiographer since 1968.

The program is playing a critical role in addressing a severe technologist shortage nationwide. Demand for X-rays, Magnetic Resonance Imaging (MRIs) and Computerized Trans-axial Tomography (CAT scans) is far outpacing available qualified technologists, and 40 percent of hospitals report understaffing of radiographers, according to a survey by a Dallas-based radiology management firm. Locally, there are about 50 openings for radiographers each month.

Pales says the radiography program recently raised its enrollment cap to 45 from 35, began accepting transfers from other states, and expanded the number of positioning and physics labs to accommodate more students.

"We're also updating the skills of technologists returning to the field from careers impacted by the economy," Pales said. "We train them to become American Registry of Radiologic Technologists board-eligible again."

Pales, Apfel, and current director Ray Goldsworthy also conducted fall workshops at nine clinical sites around the valley, resulting in 39 new certified clinical instructors.

Fine Arts

The Vienna Chamber Orchestra, featuring Philippe Entremont as conductor and soloist, will perform on the Artemus W. Ham Concert Hall stage as part of the Charles Vanda Master Series on March 9. Recognized as one of the premier interpreters of the chamber ensemble repertoire, the orchestra is a tremendous favorite of American audiences. The orchestra will perform the music of Strauss, Brahms, and Mozart.

Linda Eder takes the Ham Concert Hall stage March 22 as part of the Best of the New York Stage series. After winning an unparalleled 12 weeks in a row on "Star Search," her career was launched into orbit. She received rave reviews in the starring role of *Jekyll & Hyde*. As a recording artist today, she evokes the spirit of the legendary interpreters of popular music while achieving a style that is uniquely contemporary and distinctly her own. See tomorrow's mega-star today.

Graduate

In the continuing effort to encourage and explore contemporary and innovative strategies that enhance graduate education, the college is beginning an initiative on electronic theses and dissertations (ETD). This innovative use of technology in the preparation of theses and dissertations seeks to improve graduate education by allowing students to produce electronic documents, use digital libraries, and understand issues in publishing; by increasing the availability of student research for scholars and preserving it electronically; by lowering the cost of submitting and handling theses and dissertations; by empowering students to convey a richer message through the use of multimedia and hypermedia technologies; by empowering universities to unlock their information resources; and by advancing digital library technology. This initiative will be coordinated with the office of information technology and the Lied Library.

As part of this new initiative, the college hosted an ETD presentation for the campus in February by John Eaton, former associate provost for graduate studies at Virginia Tech University, considered the American flagship institution for use of ETD. According to Eaton, "Scholars and researchers at institutions of higher education have an obligation to share their findings. Theses and dissertations constitute a great and largely hidden cache of primary data and information, much of which does not make its way to refereed publications. By the use of digital technology, theses and dissertations can be both improved and made more accessible to scholars and researchers."

Health Sciences

The department of physical therapy began a joint fund-raising venture with the Roy and Roxie Campanella Foundation in spring 2001. As a result of this partnership, the Campanella Golf Classic 2001 was held in November at the Spanish Trail Country Club. Golfers from the community, golfing friends of the Campanella Foundation, and UNLV supporters spent a day golfing, attended a silent auction and dinner, and helped to raise money to support scholarships for graduate students in the physical therapy program.

A total of \$13,500 was donated to the physical therapy program from the Roy and Roxie Campanella Foundation, providing nine students with scholarships in the amount of \$1,500 each. The college is very excited about expanding into this type of partnership to benefit deserving students.

Honors

The college has nine students who will be completing and presenting senior thesis projects this semester as part of department honors. These presentations are open to all faculty, staff, and students. Please contact the Honors College for a schedule of the student presentations.

One of the students, Sylvia Harber, has received an undergraduate research award from the University Research Grants and Fellowships Committee. Her project is titled, "What's Cooking? In the Minds and Kitchens of Nevada Politicians Past and Present." She is asking Nevada politicians and other movers and shakers to submit their favorite recipes, words of wisdom, and biographies. She will compile this information and then designing a Web site to allow others to access this information.

The Honors College is already planning its spring

graduation medallion ceremony. The event is scheduled for May 17.

Hotel Administration

Once a year, graduate students and faculty members from hospitality management graduate programs around the world gather to present and discuss their research. As one of the conference's originators, the college has twice hosted the meeting here in Las Vegas. This year, UNLV students and faculty traveled to the campus of the University of Houston for the Seventh Annual Graduate Education and Graduate Student Research Conference.

At the conference, more than 100 papers were given, representing student research from around the world. The conference's "Best Paper Award" recognizes the paper best demonstrating quality scholarship and the appropriate application of research methodology. The college is exceedingly proud of three UNLV hotel administration graduate students who won the award. Kathy Chong, Carola Raab, and Dina Zemke were honored for their work, "Means-End Chain Model for Restaurant Attribute."

This award-winning paper demonstrated how the means-end chain model could show that consumers perceive and judge products as the means to achieve a desired result when they use them. In this particular study, the values that Las Vegas restaurant customers fulfilled when choosing a restaurant were examined.

Law School

A substantial number of the law school's faculty attended this year's meeting of legal academia's learned society, the Association of American Law Schools (AALS). The annual AALS meeting, held in New Orleans in January, provides an opportunity to spend time with legal academics from schools throughout the United States, to catch up on the latest print publications and online research and teaching tools, and to participate in scholarly workshops on a wide variety of subjects.

Two Boyd Law School faculty members made presentations at the conference. Professor Joan Howarth served as planning committee chair and moderator for a program addressing the challenges faced by legal educators in trying to connect with the current generation of students. Aptly titled, "Do You Know Where Your Students Are? Langdell Logs on to the 21st Century," this all-day program consisted of 20 separate workshops addressing a wide array of topics, including technology, learning theory, clinical education, public service and social justice programs, law school rankings, the phenomenon of third-year student ennui, and the impact of family, work, and financial pressures on students.

On the same day, professor Keith Rowley participated in a program on "Socio-Economics and Law Teaching," sponsored by the AALS Section on Socio-Economics. This program explored how socio-economic analysis can be incorporated into different areas of the law school curriculum. Rowley was a speaker and panelist for the breakout section on contract law.

Liberal Arts

Two faculty members in the college were recently acknowledged in the local press for their accomplishments. Daniel Allen of the department of psychology, along with Patricia Markos of counseling, received the Harvey Mandel Award in recognition of their service to

M.A.S.H. Village Medical Clinic. Allen and Markos provide analytical services to the homeless population served by the clinic.

Hal Rothman, professor of history, has published an anthology about the growth and development of Las Vegas. Contributors to the volume, *The Grit Between the Glitter: Tales from the Real Las Vegas*, are UNLV faculty and other urban historians such as Mike Davis, who is co-editor and a MacArthur Foundation recipient currently at SUNY-Stony Brook. Rothman has another text, *Neon Metropolis: How Las Vegas Started the 20th Century*, scheduled for publication this month.

The college has formed a community advisory board and a college Alumni Association Board of Directors. Members of these boards will be announced in the near future. The college also recently completed its first fund-raising solicitation of alumni and friends for the newly formed Deans' Associates group. Cynthia Baca, college development director, coordinated these efforts.

Effective Aug. 1, the college will fill the position of director on interdisciplinary programs. Janet Ward has been hired to provide leadership to ongoing programs, such as Latin American studies and social science studies, as well as to the development of new programs.

University Libraries

As the University Libraries plan for the future, it is important to understand users' perceptions and respond to their expectations. To help accomplish this, the Libraries are participating in a service quality assessment project called LibQual+.

The heart of LibQual+ is a Web-based survey instrument that will be delivered to a random sample of UNLV faculty, staff, and students in April. The survey asks questions about the level of library service the users desire and the level of the service they perceive is actually being delivered by the University Libraries. The survey takes only 15 minutes to complete. Individual responses are sent directly to a LibQual+ server at Texas A&M University, and then transmitted to a database. The respondent's personal identity is not collected and the Libraries will only receive summarized response reports.

People who receive a solicitation are asked to help the Libraries improve service by going to the designated URL and completing the survey. The LibQual+ Project is sponsored by the Association of Research Libraries. More than 200 North American academic and research libraries will participate in the 2002 assessment project. Warmest thanks in advance for participating.

Sciences

The college is proud to be involved in ongoing community outreach. This spring two major outreach activities are the Southern Nevada Regional Science & Engineering Fair and the Jason Project Aquatic Field Studies.

Clark County students in kindergarten through 12th grade participate in the fair after conducting an experiment in science or engineering. In addition to learning a scientific technique and how to conduct experiments, report data, and present results, students can win prizes, including calculators and trophies. Judging takes place March 15, and the awards ceremony will be on April 10. High school winners move on to the national competition in Tennessee in May.

The Jason Project Aquatic Field Studies take place each May near a body of water in Southern Nevada. In past years, locations have included Lake Mead and

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Spotlight ON ACCOMPLISHMENTS

Tom Lamatsch (Cannon Center/Political Science) and **Jacqueline Peltier** (Cannon Center/Political Science) presented a paper titled "Pride in Institutions" at the annual conference of the Midwest Association for Public Opinion Research held in Chicago. The paper addressed how different groups of the population express different levels of pride in both U.S. and Nevada institutions. Data for this study was collected by UNLV's Cannon Center for Survey Research.

Patrice Hollrah (Writing Center) presented a paper titled "Natives Educating Non-Natives in Sherman Alexie's 'Saint Junior'" at the Modern Language Association Convention in New Orleans in December. Also that month, her article, "Sherman Alexie's Challenge to the Academy's Teaching of Native American Literature, Non-Native Writers, and Critics," appeared in the summer/fall issue of *Studies in American Indian Literatures*.



Hollrah

Philip Rusche (English) gave an invited paper on "Problems in Dating Anglo-Saxon and Early Anglo-Norman Glossaries" at a conference called The Dating Service or the Dating Game: Problems and Potential in Dating Materials from the Early Medieval Period, which was sponsored by the Research Group on Manuscript Evidence. The conference took place at the College of New Jersey in November.



Cizdziel

James Cizdziel (Harry Reid Center) has presented work at two recent conferences. One presentation, titled "An Introduction to Multiple Collector Inductively Coupled Plasma Mass Spectrometry," took place at the Bioassay, Analytical, and Environmental Radiochemistry Conference in Las Vegas; the other, titled "Plutonium Isotope Ratios in Attic Dust and Soils Near the Nevada Test Site, U.S.A., Using Quadrupole and Magnetic Sector ICP-MS" took place at the Winter Conference on Plasma Spectroscopy in Scottsdale, Ariz. Additionally, his paper "Determination of Total Mercury in Fish Tissues Using Atomic Absorption Spectrometry with Gold

Amalgamation" appears in this month's issue of *Water, Air, and Soil Pollution*.

Alan Zundel (Political Science) wrote an article titled "Ordinary Jurisprudence and the Democratic Firm: A Response to David Ellerman," which was published in the *Journal of Business Ethics*.

John Bowers (English) had his article, "Thomas Hoccleve and the Politics of Tradition," accepted for publication by the prestigious *Chaucer Review*. This study forms part of his book in progress, *Chaucer and Langland: The Antagonistic Tradition, 1360-1550*, which was supported earlier this year by a Guggenheim Fellowship and is currently under consideration by Cambridge University Press. During the autumn semester, he served as secretary of the Nevada Rhodes Scholar Committee, whose members also included UNLV President **Carol C. Harter**, former UNR President Joseph Crowley, UNLV physics professor **Donna Weistrop**, and Elaine Wynn.

Maggie Hierro (Special Education) was selected UNLV Classified Employee of the Month for December. An administrative assistant I, she has worked at UNLV since 2000. Her job involves general administrative duties and working with the graduate coordinator in arranging for the master's written exams three times each year. Last semester she coordinated the department's administrative efforts related to the National Council for Accreditation of Teacher Education, as well as the administrative efforts related to the accreditation processes for the Council for Exceptional Children, the National Association for the Education of Young Children, and the National Association of School Psychologists.



Hierro

Thomas W. Bean (Curriculum and Instruction) published "An Update on Reading in the Content Areas: Social Constructionist Dimensions" in the January edition of *Reading Online*, the electronic journal of the International Reading Association, which can be found at www.readingonline.org.

Vicky Albert (Social Work) wrote an article titled, "The Role of the Economy and Welfare Policies in Shaping Welfare Caseloads: The California Experience," which was published as the lead article in *Social Work Research*. It now has been nominated for a National Research Award as one of the most outstanding articles published in 2000. The nomination was made public in January at the Sixth Annual Conference of the Society for Social Work and Research, which took place in San Diego.

Steve Rowland (Geoscience) wrote an article titled "Archaeocyaths: A History of Phylogenetic Interpretation," which has been published in a special issue of the *Journal of Paleontology* devoted to the history of the study of various fossil groups. Archaeocyaths are an extinct group of reef-building sponges that lived more than 500 million years ago. Some of the best examples of archaeocyathan reefs in the world occur in Nevada.



Rowland

Kristene Fisher (Provost's Office) recently was elected co-secretary of the UNLV Classified Staff Council. A program officer I in the provost's office since February, she was the executive assistant to the dean of the College of Sciences at the time of her election. In April 2001, Fisher, who has worked at UNLV since 1989, was named President's Classified Employee of the Year.

David Damore (Political Science) received word that his article, "Candidate Strategy and the Decision to Go Negative," has been accepted for publication by *Political Research Quarterly*.

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.

From the Dean's Desk

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deans, UNLV still would not have quality course offerings for teacher education students.

There is other significant support for teacher education at UNLV that must be noted as well. The Lied Library and the Curriculum Materials Library in the Carlson Education Building are important resources for current students and are used regularly by our graduates who now are in teaching positions. Another key is having support from the executive level of the institution, which seldom is the case. We are fortunate to have President Harter, who has been and continues to be a strong supporter of teacher education on and off campus.

Yes, the College of Education has the lead responsibility for teacher education at UNLV. Yes, there is quantity; we are producing more teachers than all other institutions in the state combined. However, most importantly, the quality indicators of national accreditation, campus-wide responsibility, and our graduates taking teaching positions, clearly prove that teacher education at UNLV is the best.

News from the Colleges

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Tule Springs. The program teaches students in fifth through eighth grades about the science of bodies of water. The children rotate through different science stations at the site in groups of 10 and then have the opportunity to carry out a mini-experiment. This year's events will take place May 4 and 11.

The outreach division invites UNLV faculty, staff, and students to participate in these activities. Volunteers of all ages and backgrounds who are willing to spend some time inspiring young minds are needed. A science background is not a requirement.

Those interested in being part of the activities are asked to contact the college's advising center at ext. 2077. It is a great experience and time well spent fostering a young child's interest in science.

Urban Affairs

The department of public administration has a new internship program with Clark County for its

graduate students. The paid internships are designed to give UNLV's public administration students practical experience in a variety of policy and management issues.

Students, who are required to work a minimum of 400 hours, receive mentoring by working professionals in county government. The county benefits from students providing relief for various short-term analytical staffing needs. Students are currently working in the Clark County departments of business license and comprehensive planning.

The department also is developing a graduate certificate program in public management. Coursework from the 15-hour program can be used toward the master in public administration degree. Two courses are now offered in the city of North Las Vegas' Public Works Building.

Last semester, the department hosted a forum featuring Nevada governors. Gov. Kenny Guinn joined his predecessors, Bob Miller, Richard Bryan, Robert List, and Mike O'Callaghan. They discussed current events as well as their opinions about the Yucca Mountain nuclear waste site controversy. The event was broadcast on television station KLVX, Channel 10.



Points of Policy

by Sunny Martin
Assistant Director of the
Moyer Student Union

Student unions at colleges and universities across the country are designed to serve the needs of the university community by providing programs and services that help to create a sense of campus community. The mission of the Moyer Student Union (MSU) is no different. Opened in 1968, the MSU was named in honor of Donald C. Moyer, who served as chancellor and president of the university from 1965 until mid-1968. At that time, the MSU was built to serve a campus with 5,500 students. With UNLV's increasing enrollment and changing student needs, the MSU has been renovated numerous times to meet the dynamic needs of the UNLV community.

During fall 2001, the MSU expanded food service options to include not only the popular destination of the Union Café, but also Jamba Juice, Seattle's Best Coffee, and a convenience store. At the beginning of spring 2002, the MSU opened a new game room, named Club MSU, and a satellite Copy Center, operated by the office of publications and reprographics.

Additionally, the union offers a variety of other useful services. Due to the high number of people visiting the MSU, it is an ideal location to promote your programs or events to UNLV students. There are several ways UNLV departments can promote upcoming programs. To post fliers in the MSU, just bring three copies to the Information Desk, and be sure that the sponsoring department and a phone number are printed on the flier. Many student groups and departments also make banners to be displayed on the railing overlooking the Pida Plaza. You can display a banner on the railing for up to three weeks each semester; to make arrangements to do so, simply complete the MSU reservation form (which can be downloaded from the MSU Web site), requesting a banner space. Then bring the form and banner to the MSU main office in Room 111.

Meeting and conference services provided by the MSU are also highly utilized. The MSU has seven meeting rooms (including the ballroom) designed to accommodate groups ranging from 10 to 750. The MSU has an extensive inventory of audiovisual equipment, and catering services are available through Sodexo Marriott at ext. 2772. To make a room reservation, just stop by MSU Room 111 and see Peggy Somdahl, or go to the MSU Web site and download a copy of the reservation form; then fax the form to ext. 4103. While we can indicate availability of a room over the phone, all reservation requests must be submitted on a form; no oral reservations can be accepted. You will receive a confirmation notice within a week of submitting your reservation request.

If your meeting or event falls within the mission of your department and only current UNLV students, faculty, and staff are invited, use of the room and all equipment will be free of charge and there is no additional insurance requirement. However, if your event is open to the community or if you are charging people to attend the event, the MSU must charge for the use of the room and additional insurance documentation may be necessary. The

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Business Professor Orton Teaches Strategy at Pentagon

by Cate Weeks

Business strategy and national security strategy aren't often thought of as comparable fields of research. But Distinguished Teaching Award recipient Doug Orton brings the divergent topics together in his courses at UNLV.

In the fall, Orton had a unique opportunity. He spent Monday mornings in Arlington, Va., teaching strategy to military officers assigned to the Pentagon, and then returned to Las Vegas to teach strategy to UNLV students the following night.

A hectic travel schedule notwithstanding, Orton thought simultaneously teaching graduate students across time zones would be fairly straightforward. Then, just two weeks into the semester, terrorist attacks hit the Pentagon and the World Trade Center.

On the day of the attacks, Orton was scheduled to teach the Caterpillar Tractor case to his MBA students at UNLV. After much consideration, he covered the scheduled topics in his MBA strategy course.

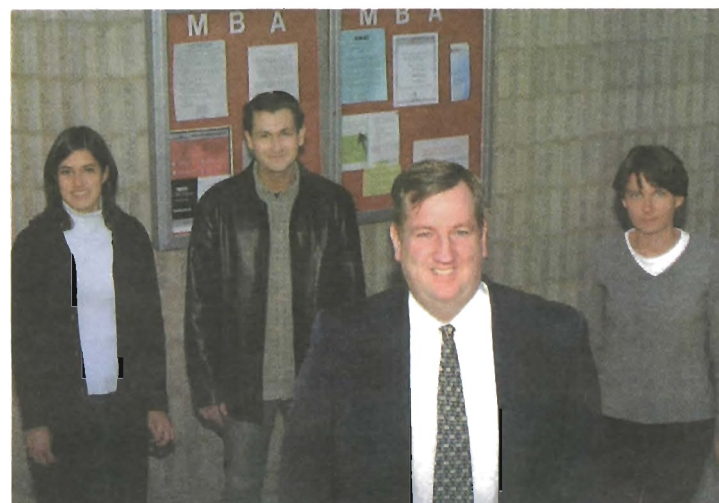
"Throughout the semester, I think my experiences in Washington made the discussions of strategy much more concrete for our MBA students here at UNLV," said Orton, who continued his research on strategy formation processes in the U.S. national security community.

Two days after the terrorist attack, Orton flew to Cincinnati, drove to Ann Arbor to deliver a paper at the University of Michigan, and then drove to Washington to resume classes with Air Force and Navy officers on assignment at the Pentagon. The class was the last in a master's program for high-potential, mid-career officers. He taught the program with Ford Rowan, a well-known crisis management consultant.

"When I walked into the room that day, I hadn't expected to see many of our students, and they hadn't expected to see me," said Orton, who was given the nickname "Hard Core" Orton for making the trip.

Orton was surprised when the officers turned in their writing assignments on Sept. 17. Most of them had been working 20-hour days to design military response options and help with the recovery effort. One student continued working in the Pentagon to design future air strikes on Afghanistan. An Air Force surgeon in the class was in charge of the medical team that identified the remains of the victims.

"If there's ever a student that has an excuse for not turning in a paper, it can't be more convincing than, 'A



PROFESSOR Doug Orton (in the foreground) taught strategy to both Pentagon and UNLV students during fall semester. He is seen here with (from left) UNLV MBA students Jessica Koivisto, Zoltan Hollo, and Maja Stapor.

hijacked plane crashed into my building and killed my co-workers," Orton said.

The attacks brought new relevance to his strategy classes both in Arlington and Las Vegas. President George Bush's decisions after Sept. 11 and the management of the Office of Homeland Security offered new points of discussion. "For many years, most presidents have been trained as lawyers," he said. "This is the first president who has an MBA. His strategy decisions are going to be studied for a hundred years."

Orton said his experience was only possible within the supportive environment found at UNLV.

"It's fortunate for me that UNLV is focusing on becoming a premier research university and is letting its professors work outside the box," he said. "We have an exceptionally strong group of young strategy professors. It's truly an exciting place for us to be right now."

"I hope it's exciting for students to see professors across campus involved in advanced research and interacting with top leaders in business and government."

Orton was awarded the 2001 Distinguished Teaching Award for his work with the MBA program. "I don't really feel like I've earned it yet because there's so much more I want to do," he said. "Awards like this certainly change the way professors think. They seem to cement the relationship between faculty and students, and they certainly make me want to work much, much harder at preparing our MBAs to work in executive positions and strategy consulting firms."

President's Column

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makeup of the student body; three new minority officers were recently hired to meet this goal. Also, more rigorous standards for hiring have been instituted, and officers receive regular updates on changes in law and policy. They are also presented with more opportunities for training; Elique himself recently succeeded in obtaining the Peace Officers Standards of Training certification, which designates him as a full-fledged state peace officer.

While much of the department's success can be attributed to the fine leadership of Chief Elique – as well as to Vice President for Student Life Rebecca Mills, whose guiding philosophy has helped to engender much of the transformation that has occurred – a

great deal of credit must be directed to the officers themselves. It has been through their commitment to meeting the new challenges placed before them that so much could be accomplished in a relatively short time; their willingness to adapt to a new vision for their department is admirable. I know that their greater involvement in campus life is valued by the university community, and it is my sincere hope that this involvement is inherently rewarding to the officers themselves as well. It is, after all, important for all of us to feel a sense of belonging in the workplace, to know we contribute in meaningful and productive ways, and to believe that our contributions are valued. Recent developments in the department of public safety serve to illustrate that its staff members deserve acknowledgment – and to feel that sense of belonging. Frankly, I believe they have earned it.

CUTTING a cake to celebrate the Lied Library's first anniversary in January are (from left) Regent Linda Howard, UNLV President Carol C. Harter, Dean of Libraries Ken Marks, and Regent Thalia Dondero. Visits to the new library surpassed the 1.1 million mark during its first year of operation.



Forum Lecture Series

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Often the talks reflect current events. For instance, on April 4, Charles Lindholm, a Boston University anthropology professor, will talk about "Afghanistan, Islam, and the Problem of Terrorism."

Over the years, the series has featured talks by some well-known individuals, including Nobel Laureate Seamus Heaney, who read from his works; Robert Siegel, host of National Public Radio's "All Things Considered," talking about national politics just as the Monica Lewinsky scandal surfaced; and award-winning author Tobias Wolff, who gave a reading just last month.

"A side benefit of the series is that in addition to showcasing our talented faculty, we have an opportunity to bring in a lot of respected scholars from other institutions and to show to them what a great university UNLV is," Parker said. "A lot of these speakers who come here are quite impressed when they see what a beautiful campus we have. Even more importantly, they get to see what a growing and exciting place UNLV really is. Their presence also is indicative of how well UNLV faculty members are networked with colleagues from sister institutions all over the country."

The series offers about 18 presentations per semester. Each February and October, Parker sends out a request for proposals to the campus community seeking nominations for the next semester. Nomination applications for fall semester 2002 are due April 12.

"We look for nominations that provide us with a summary of what the talk will be about, why the topic is significant, and why it might be of interest to a community audience," Parker said. Some of the lectures include slide/video presentations, recitals, and recitations.

Typically, about 30 proposals are received per semester and reviewed by the committee. Members are appointed by Jim Frey, dean of the College of Liberal Arts, who also oversees funding efforts and many details relating to programming and community relations. Parker described Frey as one of the most supportive and effective deans that he's worked with on the series.

The series is underwritten by the UNLV Foundation. Over the years, the series has received additional grant support from several sources. Most recently, it received a two-year commitment from the Jerry Kalafatis-Lodge Charitable Foundation, a trust set up in memory of the co-founder of Jerry's Nugget Casino. The grant covers programming through May 2003.

Funding for honoraria, transportation, and lodging for outside presenters is provided by this trust. UNLV faculty members who make presentations receive a \$200 stipend. In addition, a University Forum Scholarship Fund is in its 17th year. Every year that fund provides two UNLV undergraduates with \$500 each. The fund works like a challenge grant. When a UNLV faculty member makes a presentation, the University Forum committee contributes an additional \$100 to the scholarship fund in that person's name.

Parker said that chairing the lecture series has been a personally rewarding experience.

"Although this isn't part of my regular academic duty, it has become for me one of the most important and interesting things that I do," Parker said. "First, it feels good to be in a position to be able to use this money to help fund and sponsor the presentation of interesting ideas here on campus. And, secondly, it lifts me out of the tunnel vision that sometimes goes along with academia, where you just know and work with the people in your own department. I'm working and interacting with people from many different colleges and departments all over the campus who are submitting lecture proposals, and I'm always learning something new, which feels good because it stretches me emotionally and intellectually."

For additional information about the University Forum lecture series, call Parker at ext. 3710 or send an e-mail to parkers@unlv.edu.

Swinging into the Golf Season

by Kevin Force

Guaranteed that as spring rolls into Las Vegas, talk of UNLV golf will be twice what it was last year.

That is because UNLV now fields two teams with the addition of women's golf this season. Alongside a men's program that is entrenched in the national spotlight, the Lady Rebels and head coach Kelley Hester have plans to quickly achieve similar success.

The Macon, Ga., native left her home state last summer and trekked three time zones away to begin a new tradition in a place that has long been synonymous with both golf and championships.

The tradition is now here. It's women's golf, and it is being played at UNLV.

The dream of the university and the community became reality in March 2000 when the school accepted a \$3 million gift from local donors, \$1 million of which established an endowment for women's golf.

With the formal announcement of a team forthcoming and the financial backing already in place, there was just one thing missing before the new idea could be launched. Enter Hester.

Within three months, she announced the signing of five players who would make up the foundation of the program. Her recruiting class brought some lofty credentials and included experienced veterans, high school All-Americans, and top-ranked juniors.

"I was very pleased that I was able to round up and salvage a good recruiting class starting so late," Hester said. "I didn't start until Feb. 1, and traditionally most kids sign early in November."

"My expectations are very high for this team. I won't let them use the excuse that we're a new team. We want to be competitive immediately."

The Rebels got their feet wet in the fall, playing in three of the country's top tournaments to tune up for the spring. They have their eyes set on the Mountain West Conference Championships, which will be April 22-24 in Sunriver, Ore.

On the men's team, player departures will be a factor. Nevertheless, the Rebels, characteristic of any Dwaine Knight-coached squad, are looking for a return to the postseason.

Coming out of the 1999-2000 season, Knight said goodbye to two seniors who were UNLV's top two golfers in career stroke average. Jeremy Anderson and Michael Kirk both helped keep the Rebels in the limelight before earning their bachelor's degrees and moving on to successful professional careers. But the Rebels were also hit with the early retirement of Adam Scott, who turned pro midway through his sophomore season.

Nonetheless, Knight recruited a strong incoming freshman class last year that was capable of providing the nucleus of a national championship-caliber team.

The situation is practically the same this season. All-American Scott Lander, the last holdover from the 1998 national title squad, graduated. Freshman James Oh left to join the professional ranks. And, yet again, UNLV seems primed to prove its place in the national picture.

Six players and two regular starters from last season's NCAA Regional squad return, but experience still will be a problem for this year's team. Only junior Calvin Kupeyan has more than 15 rounds of experience and a crack at the national finals under his belt.

In order to replace players who exhaust their eligibility or turn pro, every recruiting class must be filled with talent. Knight has made that commonplace around UNLV, and this year's class is no exception.

The big name in the class is Ryan Moore, a junior All-American from Puyallup, Wash. Junior stars J.C. Deacon and Troy Denton put the finishing touches on the roster.

"We're young, but that won't be an excuse," Knight said. "We can play successfully, and we'll do what we can to be ready to play week in and week out."

The men's team will also play a rigorous schedule before heading to Sunriver for the conference championships April 29-May 1.

Points of Policy

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rates are listed on our Web site; the rate for university departments is 66 percent lower than the rate charged to non-university groups. (Since the MSU does not receive any state funding – student fees cover the majority of the operating and program budget for the union – non-university groups that book rooms must

pay the commercial rental fee to supplement the fees paid by students.)

If you have any questions about any of our services or policies, please don't hesitate to call us at ext. 3221. The Moyer Student Union is a key hub of UNLV; we take pride in providing numerous programs and services to meet the needs of the campus community. So take a break with us, have a cup of coffee, and enjoy some interactions with students and colleagues.