**B u s i n e s s  a n d  T e c h n o l o g y**

Dr. Jon Shapiro, professor of marketing, will conduct his sixth study abroad program to Russia in August. It’s a collaborative program with a Russian university and is the longest consecutive running NSU study abroad effort. Dr. Shapiro’s tours include having students do in-depth marketing research prior to the journey, then a comparative analysis of what students learned in the pre-trip research and what they found when they got to Russia. In the past Dr. Shapiro and his students have visited Russian special forces, old and new retail environments, and alternative energy sites. They have done comparisons between Russian marketing systems and those of India, Brazil, and the United States. The tours are enhanced by Dr. Shapiro’s part-time residence in Russia and by the practice of taking trains instead of tour buses. “The students get to meet a lot of Russian people that way,” he said.

Dr. Shapiro has had a long interest in cross-cultural research. In December, 2013 he and his wife Katerina, an NSU graduate, presented a paper entitled “Cross-Cultural Healthcare Delivery and Treatments: An Examination of Russia and the United States” at the Third Cross-Cultural Health Care Conference at the University of Hawaii Medical School in Honolulu. The paper was published in the Hawaiian Journal of Medicine and Public Policy. The project contrasts birthing and medical delivery practices within the Russian federation and the United States. That same month, Dr. Shapiro co-presented a paper “Cultural Form, a Managerial Perspective” at a conference in Antigua, Guatemala. The paper was co-authored by Gopal Iyer of Florida Atlantic University and Jon Littlefield of Dalton State College, Georgia. Also at that conference, Dr. Shapiro presented another paper entitled, “Structural Cultural Knowledge Framework: An Examination of East-West Relationship”.

Under the direction of Dr. Ken Jones, assistant professor of management, fifty-three NSU students from the Broken Arrow campus are team-teaching the fourth grade Junior Achievement curricula on supply chain operations in twelve Tulsa area classrooms.

Dr. Michael Landry, professor of marketing and coordinator of NSU’s Supply Chain Management major, attended a February conference at the University of San Diego for directors of academic programs in supply chain management. The conference topics included issues regarding research, academic-industry relationships, corporate funding, student recruitment, and more.

In its June edition, the Journal of Transportation Law, Logistics, and Policy will publish an article by Dr. Landry and Dr. Sandy Edwards, professor of . . . (continued on page 2)
management, entitled “Blue Skies and Dollars Signs: Early Airports and the Promise of Economic Growth.” The paper discusses 1920s efforts to develop airports to avoid the economic stagnation of 19th century communities passed by new railroad construction.

Dr. Jon Shapiro also continues his research and consulting work of some sixteen years in public transit. “It marries marketing and management, I call it transformative public transit planning,” he said. Since 2001 Dr. Shapiro has been working with transit systems in Santa Maria, Livermore, and Petaluma, California.

Last year, Dr. Shapiro and consultant Joe Rye, who manages the Petaluma transit system, were the only Americans to present their research findings at a conference in Italy of UITP, (International Association of Public Transport), the global transit advocacy organization. Their efforts in transformative public transit planning helped Petaluma’s transit ridership increase by 153%. They added on-board wi-fi and are working on a phone app to help riders track the locations of buses. There also were significant increases in the Santa Maria system during Rye’s time there as manager with Dr. Shapiro’s consulting.

Increased ridership, however, has caused problems, according to Dr. Shapiro. Student riders report increased bullying, especially in middle schools, which has prompted increased collaboration with police, as well as the implementation of a zero tolerance policy and anti-bullying education. Besides students, public transit is becoming increasingly important to senior citizens with their growing population and their issues of mobility. “Many of them give up driving or we wish certain seniors would give up driving sooner than they do,” according to Dr. Shapiro. A focus of his research has been in paratransit – on-demand vans for handicapped individuals and some seniors. “Paratransit is very expensive. We’re working to develop it. If you can’t walk you shouldn’t be using a fixed route bus, and we are looking to develop fixed routing to conform to emerging senior centers development and demand,” he said. “And there’s diversity among the elderly: a 62-year-old is different from an 86-year-old. It’s like Elvis versus the Woodstock generation.”

Dr. Shapiro and Joseph Rye have brought together both groups keenly affected by transit – students and seniors – to develop peer training programs in schools and senior centers to teach people how to use transit systems. There is also a train-the-trainer effort being used as service learning projects in schools.

The SCMA has been organized by students Scott Whitaker and Nathan Park.

Dr. Fritz Laux, professor of economics, participated in the Tobacco Regulation Economics Working Group, January 20, 2014. This was a small meeting of public-health economists convened to prepare and disseminate suggestions and guidance aimed at helping the FDA and US Office of Information and Regulatory Affairs (OIRA) to inform and improve the process of economic impact analysis, as it is used for the analysis of tobacco regulation. The meeting was sponsored by the Robert Wood Johnson Foundation and co-chaired by Ken Warner (of the University of Michigan) and Thomas Schelling (emeritus of Harvard and the University of Maryland).

**Library**


Linda West, Harriett Hobbs, Jackie Schumaker and Jennifer Rogers from the Library Technical Services Department attended a full day online conference, “Is RDA on Your Radar?” sponsored by AMIGOS Library Services on February 20, 2014. They learned about new developments and tips for implementation of new cataloging rules. NSU’s Library catalog currently contains almost 6,000 RDA records.

If you have any information that you would like to have posted in the next issue of the Academic Times newsletter, please work through your dean’s office. Please submit information in the form of a Word document by the 15th of the month for the next month’s issue. To avoid confusion, please wait until you have all the information for your article before emailing it so we won’t have to decide which is the corrected copy.

If you have any questions, please email Susan Marrs at perrysu@nsuok.edu. Any information sent after that will be in the following newsletter.
Dr. Cindy Cisar, in the Department of Natural Sciences, submitted two grant proposals to the Oklahoma INBRE program in February. “Distribution and spread of antimicrobial resistance gene qnrS” and “Antifungal activity and cellular target(s) of modified lactoferrin peptides”.

Sharon Jones, SLP faculty, successfully defended her dissertation.

Dr. Diana Mashburn, Nursing, shared program information with nursing students at the invitation of the OSUIT Student Nursing Association.

Dr. Demitri Plessas, Assistant Professor of Mathematics, presented the talk “Euclid versus Lobachevsky: What Shape is Local Space?” at the Y0 Physics Seminar.

Dr. Demitri Plessas presented the talk “How Recreational Mathematics Becomes Applied Mathematics” to the Oklahoma Alpha Chapter of Kappa Mu Epsilon.

Dr. Sallie Ruskoski, Medical Laboratory Science, presented a poster at the OSU-Tulsa Research Day on February 21. She also spoke to potential MLS students at Northeastern Oklahoma and OSU-IT, and Ozark Technical Community College in Nixa, MO.

Dr. Michael Shaughnessy was approved by the ODWC for a State Scientific Collector’s Permit.

The Speech-Language Pathology Program was positively assessed for reaccreditation by three site visitors.

Dr. Sue Woods attended a workshop at OSU-CHS on January 31st on learning methods for medical school presented by Dr. John Pelley from Texas Tech.

Dr. Sue Woods attended the Med-X travaganza at OSU Center for Health Sciences on March 8th.

Volunteers from the NSU-BA Pre-Professional Health Club assisted with the Blood Drive on February 24th. The Oklahoma Blood Institute received about 30 donations! Dr. Sue Woods is the sponsor of the club.

The Pre-Professional Health Club had two guest speakers at meetings in February. Dr. Mike Woods, Program Director of the OU Family Medicine Residency Program in Ramona, was here on February 11th to discuss medical school interviews. Monica Peterson was here on February 18th to discuss the Cleveland Chiropractic College in Overland, KS. Dr. Sue Woods is the sponsor of the PPHC.

In November 2013, Melina Smyres, Assistant Professor of Art, created 70 illustrations for A Life in Books. The illustrations are a combination of hand illustration, photography and digital graphics. A Life in Books is an illustrated novel that contains 101 books within it. It is essentially a book about books. The book was written and designed by Warren Lehrer. Warren Lehrer has been called “one of the most imaginative and ambitious book artists of our time.” A Life in Books has been recognized by the New York Times, Print magazine, and the Atlantic. It won best in show at the 2013 College Book Art Association Exhibition. Andrei Codrescu, poet, novelist, journalist, public radio commentator says, “A Life in Books is brilliant, beautiful and delicious for the eyes and mind.” (Pictured left, below)

The NSU Competitive Speech Team took 1st place in the Oklahoma Division of Individual Events. The team earned 10 awards total including 3rd place IE school, 2 state championships (Kendrea James-Prose & Anthony Woodall-Exttemp), and were second place for the Quality Award. (Pictured right, below)
Dr. Patricia Surman, Instructor of Music, is currently serving as a Fulbright Scholar in Greece, where she is conducting research on flute music by Greek composers and teaching flute at the University of Macedonia. Recently, she has had articles published in Flute Talk magazine and The Flute View. She will be featured in an interview in April’s The Flute View. She recently performed principal flute with the Tulsa Symphony along with Dr. Anne W. Alston, Assistant Professor of Music, on clarinet. Surman will be a guest artist at Ionian University in Corfu, where she will teach a flute class, lecture on American music, and perform alongside Reiner Kramer, adjunct instructor of music. Surman and Kramer will be performing music for flute and interactive computer at the Hemisfairki New Music Center.

The NSU Theatre Company held its annual High School Theatre Festival on February 12, 2014, on the Tahlequah campus. Over 150 high school students participated in workshops led by NSU Theatre faculty and students and then attended a matinee performance of Opal’s Million Dollar Duck at the NSU Playhouse.

This semester Dr. Shannon Melody Unger, Assistant Professor of Music, was an artist-in-residence at the University of Manitoba in Canada during the month of January, presented a lecture and recital related to her dissertation on American composer Jake Heggie at the College Music Society on March 8th together with NSU faculty pianist Farren Mayfield, and was the alto soloist with the Mephis Symphony in February 2014.

Dr. Cheryl Van Den Handel, Assistant Professor of Political Science, gave a Great Decisions Lecture on “U.S. Trade Policy” at the Muskogee Library on Tuesday March 4, 2014. Dr. Cheryl Van Den Handel, Assistant Professor of Political Science, gave a Great Decisions Lecture on “U.S. Trade Policy” at the Muskogee Library on Tuesday March 4, 2014.

Dr. Virginia W. Whitekiller, Associate Professor of Social Work, received federal funding from the National Child Welfare Institute (NCWI) for a five-year period in the amount of $735,000.00. This grant will financially assist social workers. Whitekiller will serve as a panelist for the National Child Welfare Institute’s National Webinar on Trainee Development. Whitekiller’s manuscript, “Family Group Conference and House Divided,” has been accepted for publication by the Journal of Public Child Welfare.

Dr. W. Whitekiller will serve as a panelist for the National Child Welfare Institute’s National Webinar Institute’s (NCWI) N ational W ebinar M ini-Series: T rainee Development and Lessons Learned, on April 22, 2-3:30 p.m.

Dr. David Linebarger, Professor of Humanities, has just published his second collection of poems, Bed of Light, with Finishing Line Press. This book also features a cover photograph by NSU’s Pete Enshaw. It is available for purchase from Amazon or from Finishing Line Press.

The NSU Crime and Justice Institute, in conjunction with The Oklahoma Gang Investigators Association, hosted the eighth annual Gangs 101 Seminar on Friday, February 14th. The seminar was an overwhelming success with approximately 150 attendees.

Dr. Kimberly Lee, Assistant Professor of English, presented at the CCCC Convention March 19-22 in Indianapolis during the session, “Teaching American Indian Rhetorics in all Rhetoric and Composition classrooms.” Lee’s presentation was titled “Visual and Musical Rhetorics in the Writing Classroom.”

English Education candidate Stacy Espinosa has been chosen to receive the Geraldine Burns Award for outstanding accomplishments in the field of English education and she will be recognized at a ceremony in Oklahoma City April 2. Stacy has maintained a 4.0 GPA and received glowing reports from her clinical faculty at Ft. Gibson High School. Stacy was nominated by Connie Henshaw, English Education Specialist.

NSU is hosting the Oklahoma District 8 contest of National History Day on April 1. National History Day is a nationwide program for students in grades 6-12. This year’s theme is Rights and Responsibilities in History. The NSU contest began in the early 1980’s under the leadership of Dr. Billy Joe Davis, Professor of History. Over 200 students from 9 area schools are competing this year. Judges for the NSU History Day contest are NSU faculty members and employees along with public school teachers, retired teachers, museum staff members, and members of the community who want to support students in their study of history. The state contest will be held on May 7 and 8 at the History Center in Oklahoma City.

NSU Master’s in Criminal Justice student, and Naval Petty Officer, Alex Lauderdale, honored The College of Liberal Arts and Broken Arrow faculty in the Department of Criminal Justice for their service and dedication to veteran and deployed students. On February 28, Petty Officer Lauderdale presented an American flag which accompanied him on combat missions in Afghanistan to the College of Liberal Arts. He then presented challenge coins to Criminal Justice faculty Dr. Frank Zeigler, Dr. Michael W ilds, Dr. James ‘Buster’ Hall, and Dr. Pam M ertens. Challenge coins are small medallions bearing an organization’s insignia or emblem, and carried by its members. They are used to recognize special achievement, in this case, service to our students deployed in a combat theater.
College of education

CURRICULUM AND INSTRUCTION

Dr. Mary Swanson was awarded the 2014 DaVinci Fellow Award, a statewide award which recognizes creativity and innovation among Oklahoma’s higher education faculty. Dr. Swanson teaches undergraduate and graduate coursework in reading/literacy on the Broken Arrow campus.

Dr. Meagan Moreland, Dr. Mindy Smith, and Dr. Mary Swanson presented “Reader’s Theater: An Interactive and Engaging Reading Strategy” at the 2014 Celebration of Teaching held in Tahlequah on February 20, 2014.

According to Dr. Lisa Tritchler, Special Education Professor, teacher candidates were chosen to attend the “Connecting across Cultures 3.0,” featuring guest speaker LeDerick Horne. Dana Wehde, Morgan Hitchcock, Susan Bryant, Jessica Breske, Matthew Barnett, and Amanda Jespersen accompanied by Dr. Tritchler attended the conference hosted at Oklahoma City University. While at the conference they collaborated with fellow teacher candidates from other universities and acquired effective strategies for working with diverse populations.

Dr. Denise Daros-Vosales, Dr. Anita Ede, and Dr. Roxanne Fillmore had an article published in Childhood Education. The title of the manuscript is, "Focus on Teacher Education: Valuing Responsive Home-School Partnerships."

Dr. Stephan Sargent, Dr. Meagan Moreland, and multiple NSU-BA Student Oklahoma Education Association (SOEA) members attended the spring SOEA Conference in Oklahoma City.

The NSU Honors Program: Fostering the Scholarship of Discovery

The Honors Program at Northeastern State University offers special opportunities to students who possess high academic potential and who desire a broadly based undergraduate education with a research component. It has been under the direction of Dr. Karen Carey for thirteen years. The Honors Program curriculum is designed for students who have intellectual curiosity and the ambition and discipline to master a comprehensive education, whatever major field of study they choose. In fact, students may pursue any undergraduate degree program offered by the university while they are members of the NSU Honors Program.

In many respects, the education offered through the program might best be described as that of a program set within a large comprehensive university, with students encouraged to draw freely from both the Honors Program and the university.

Students in the NSU Honors Program take several (7) of their core required general education courses in small Honors sections during their freshman and sophomore years. During the junior and senior years, Honors students are required to work under the guidance of a faculty member on an individual research project that will be presented at the conclusion of their senior year. In addition, students have the opportunity to participate in cultural events, field trips, and enrichment activities.

The ultimate goal of the program is to offer students a stimulating education in which the students themselves are active participants. Class sizes are designed to be small, intensive, and participatory. Typically, students in the lower-division honors courses will be expected to undertake writing assignments and to contribute substantially to discussions in their honors classes. Senior and junior students will also be expected to demonstrate initiative and independence as they pursue an individual research project. Such an education will not only equip NSU Honors Program graduates for success in their future professional lives, but will fit them for a reflective, deliberate lifestyle, as well as a commitment to research driven lifelong learning.