

University News

Grants and research experience continued growth

Activities enhance degree programs and services

Applied research conducted at UW-Stout continues to increase, enhancing both the university's degree programs and the services it offers. During the 2000–2001 school year, the dollar amount of grant and contract submissions at UW-Stout increased more than 173 percent, from \$8,127,385 in 1999–2000 to \$22,265,353 by June 2001.

The 220 grants and contracts submitted in 2000-01 involved 595 students, graduate assistants, faculty, staff and limited-term employees. One hundred and sixty-one of the grants and contracts

were awarded during the 2000–01 fiscal year, totaling \$5,946,627.

During 2000–01, UW-Stout experienced significant growth in the number of grant proposals our faculty have submitted to the National Science Foundation. Just since January 2001, seven NSF grants were proposed, including three that aspire to support the education of women in nontraditional roles. In 2000, three NSF grants were submitted, one of which was funded.

Recent UW-Stout research projects include:

Studying the human heart

The American Heart Association recently awarded Scott Zimmerman, of UW-Stout's biology department, \$80,000 to study the heart's response to stress.

With the help of UW-Stout students he recruited, Zimmerman will conduct research to determine how certain stressors, such as exercise, aging and disease, reshape the heart. The research will concentrate on what happens after a heart attack to both the damaged area of the heart and the part that still contracts and moves blood through the body, said Zimmerman.

The researchers will pay particular attention to the signaling molecule, tumor necrosis factor, that directs immune system cells to remove areas of the heart damaged by a heart attack and to replace them with connective proteins that create a scar. Zimmerman said he and his students will monitor the resulting change in

the shape of the heart, and test how exercise and aging influence this remodeling process.

"The scar is helpful because it maintains the integrity of the tissue," explained Zimmerman. "However, the part of the heart that was not affected by the heart attack has to make up for the work that the dead, scarred part can no longer perform," he added.

According to Zimmerman, people who suffer heart attacks are at high risk for heart failure, largely because of the strain the remodeling process puts on the undamaged part of the heart. "Because the heart changes shape and doesn't beat as well, the rest of the musculature begins to deteriorate, resulting in failure. My research will provide insight into this process," he said.

Zimmerman stressed that the research supported by his grant will enhance the learning process of UW-Stout

students. "We do research here to give students the opportunity to get into the lab—to engage and challenge them more completely," he said.

By working on this project, the students will gain problem-solving and teamwork skills. This effort will also help them exercise their presentation skills as they disseminate what they have discovered in the lab, said Zimmerman. He intends to take the students involved in his research to conferences, including the 2002 Experimental Biology conference in New Orleans, to openly distribute what they have learned, he added.



Zimmerman

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Scott Zimmerman

Raising HIV awareness

AIDS cases occurring in the over-50 population are rising twice as fast as those among younger adults, and now make up more than 10 percent of the cases in the United States.

Nearly 80,000 people over 50 have AIDS. Yet, not one national prevention program targets this population. Kathleen Deery, department of rehabilitation and counseling, is researching why the number of cases is on the rise, and what can be done to stop it.

"The numbers are staggering," said Deery. "Without a great deal of intervention, I think we will see the number of older individuals with the virus increase

tremendously. We are far under-predicting what will happen."

After conducting archival studies, Deery's findings indicated that many older adults do not know the risk factors for HIV and do not believe they are at risk. Deery plans to support a proactive education program for older adults in conjunction with the Department of Aging and local health care providers.

"I want to talk to individual men and women to find out what they know about HIV as a baseline measure. Then, I plan to provide education and later follow up with them to see how their views change," she explained.

Educating the current older population about HIV presents a challenge, because they were not socialized to talk openly about sex. "I will have to approach the topic creatively," said Deery.

Still, she is committed to raising public awareness about AIDS and aging. "This is the kind of information that saves lives," she said.



Deery

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Kathleen Deery

Improving student retention

The U.S. Department of Education recently awarded UW-Stout two grants totaling more than \$2 million to help disabled and first generation college students reach graduation.

As a federally funded TRIO program, the Student Support Services-ASPIRE program received a \$1.3 million five-year award to continue and expand its services for first generation and low-income college students. The new funding will help even more students access academic monitoring and counseling, writing assistance, peer mentoring and help to develop good study habits.

"Our bottom line is to ensure these students stay in college and graduate. We make sure they understand what it takes to be successful in college and get them connected to all the supportive services they need," said

Andrew Cseter, director of Student Support Services-ASPIRE and Disability Services.

Because UW-Stout's program scored in the top ten percent of all applicants approved for new grants, the Secretary of Education honored ASPIRE with a five-year grant term and named ASPIRE a national model program.

UW-Stout is also one of 133 institutions who received a four-year Student Support Services grant to help students with disabilities. The \$795,000 award supports students who have attention deficit disorder or physical, learning or emotional disabilities, according to Cseter.

Student Support Services-Disability Services offers academic monitoring, assistance with study and writing skills and help adjusting to campus. Eligible students may also receive assistance with adaptive equipment,

alternative testing, note taking and audio-recorded textbooks.

In addition, UW-Stout is home to a third TRIO program that encourages disadvantaged middle and high school-aged students to attend college. This program, Educational Talent Search, works with students in several Wisconsin school districts, including Bayfield, Cumberland, Hayward, Lac du Flambeau, Lakeland and Wittenberg-Birnamwood.

Next year UW-Stout plans to pursue funding for additional TRIO programs, including one that helps graduates pursue doctoral studies, and Upward Bound, another program that encourages disadvantaged youth to attend college, according to Cseter.



TRIO
TALENT SEARCH
EDUCATIONAL TALENT SEARCH

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Andrew Cseter

Studying Wisconsin peat bogs

Stephen Nold, biology department, received a \$532,000 five-year undergraduate research grant from the National Science Foundation's Faculty Early Career Development (CAREER) Program to support the study of bacteria that consume methane, a greenhouse gas. [See article in the Spring 2001 issue of the Stout Outlook.]

For more information on research activities of UW-Stout go to:

www.uwstout.edu/rps/



Meeting a growing need

New master's degree in mental health counseling a prototype

Counseling is the second fastest growing field in the nation for which a master's degree is required, according to *Careers 2000*, Kaplan Educational Centers and *Newsweek*. UW-Stout's new master's degree program in mental health counseling prepares students for this rapidly expanding profession.

"We are excited to offer this new program. It is the only 60-credit program in Wisconsin that leads to the clinical mental health certification," said Gary Rockwood, director of the program.

Previously offered as a concentration in guidance and counseling, this new program provides students with the assessment, diagnosis, prevention and treatment skills necessary to help clients from diverse backgrounds with their behavioral and emotional difficulties.

Graduates from the program can gain employment as counselors, therapists, case managers and supervisors at

a variety of facilities, including community mental health centers, rehabilitation agencies, adolescent crisis centers, AODA treatment facilities, correctional institutions and shelter homes.

"We offer our students flexibility through a variety of specialized training options. They are able to tailor their degree to fit their interests and work in whatever specific field they choose," said Rockwood.

Students who enter the mental health counseling program have the opportunity to select one of two tracks. The 48-credit community mental health/agency counseling option is designed to meet state and national requirements. The 60-credit clinical mental health counseling option can provide students with advanced national certification as clinical mental health counselors. The 60-credit program option allows students the opportunity to develop more specialized training in

various concentrations, including alcohol and drug abuse counseling, child and adolescent counseling, eating disorder counseling, career counseling, gerontological counseling or health psychology counseling.

According to Rockwood, UW-Stout's new program is already generating a great deal of interest within his profession. "A former mental health counseling center director took a look at our program and said it is potentially the premier program in the Midwest and could be considered the prototype of what mental health counseling programs should be in the future," he explained.

For more information, check out the program Web site at: <http://www.uwstout.edu/programs/msgc/mhc> or contact Rockwood at 715/232-2125.

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Gary Rockwood**

Business program receives national recognition

Only business programs in UW System to be IACBE accredited

UW-Stout's general business administration program was recently awarded accreditation from the International Assembly for Collegiate Business Education. UW-Stout's program is the only business program in the UW System to achieve this recognition, which covers a 10-year period.

"This accreditation means that the UW-Stout general business program has been exhaustively examined by business education professionals outside the university and has been found to be worthy of national-level recognition," said Hugh Williamson, the program's director.

IACBE is mission based and outcomes-assessment oriented. As such, the assembly encourages its accredited universities to develop policies, procedures and standards

that allow them to accomplish their distinctive missions and goals.

A unique aspect of UW-Stout's general business administration program is its required 10- to 12-credit technical component that is related to a specific business or industry. General business students may choose from 21 technical components, including apparel design and manufacturing, packaging, international business, and construction management.

"Employers consistently praise this aspect of the UW-Stout business program because it helps ensure that graduates earn their keep the day they arrive on the job," said Williamson.

An additional strength of the program is its internship requirement. Business students spend a minimum of two

months as junior managers in real-world businesses, during which they are paid and assigned managerial-level responsibilities, Williamson said. "Students attest that the experience is invaluable in helping them gain both practical knowledge and personal self-confidence as business professionals," he added.

IACBE is dedicated to promoting and enhancing the quality of undergraduate business education. Headquartered in Overland Park, Kan., the association includes more than 100 colleges and universities located throughout the United States and in various other countries. Currently, IACBE's international centers are located in Puerto Rico, Switzerland and Guam.

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Logo gains speed at the Mile

Alumnus helps market his alma mater

UW-Stout's logo made a big appearance at the NASCAR Craftsman Truck Series race held Saturday, June 30 at the Milwaukee Mile. Circle Bar Racing's driver Rick Crawford sported the university's symbol on the support column that connects the rear of his #14 Ford truck's roof to its back quarter panel.

UW-Stout alumnus Bob Gella, president of National Motorsports Marketing, asked Crawford to display his alma mater's logo after working with the marketing department of Crawford's main sponsor, Milwaukee Electric Tool Corporation. According to Gella, placing a logo on that particular area of the vehicle costs \$75,000 a year in the NASCAR Craftsman Truck Series. "A year consists of 24 races that are seen across the nation on ESPN," he said.

Hans Timper, director of UW-Stout's construction program, and John Vranak, of UW-Stout's technology department, attended the Milwaukee Mile event to meet with the Crawford, Gella and Milwaukee Electric Tool representatives.

Founded in 1995, the NASCAR Craftsman Truck Series features pickup trucks that produce about 710 horsepower and reach about 190 mph on some tracks. Gella said the UW-Stout logo may make another appearance next year on a NASCAR truck at either the Milwaukee Mile or the Chicago Motor Speedway. "I am considering having a UW-Stout hospitality tent where alumni, instructors and students in the marketing

field could come and see a tangible product," he said.

When Milwaukee Electric Tool indicated that they would like to build partnerships with vocational schools and universities in Wisconsin, Gella said he immediately thought of UW-Stout's construction program. He then made a donation of Milwaukee Electric Tool power tools to the construction program on behalf of National Motorsports Marketing. According to Timper, the tools donated to the construction program include four circular saws, one chop saw and accessories.

Timper said he hopes that this is the beginning of a long-term relationship with Milwaukee Electric Tool. He pointed out that his program is eager to have a relationship with a manufacturer of high quality tools. He said he also hopes to bring both national and international exposure to both his program and the university.

Gella graduated in 1988 with a bachelor's degree in general business administration and a concentration in packaging. He said he made these efforts to show his appreciation to UW-Stout for the education he received. "I really enjoyed my time there. The instructors and students at Stout make it a great place to prepare for the future," he said.

As president of National Motorsports Marketing, Gella consults with companies that want to add NASCAR, or a NASCAR race team, to their advertising repertoire. "I pick and choose the teams that I represent,



Bob Gella, John Vranak, Rick Crawford and Hans Timper stand near Crawford's racing truck

so I can remain objective when providing my clients with both the pros and cons about a direction that they may want to explore," explained Gella. Before starting his business, he worked for a packaging distributor in Minneapolis for 12 years.



Welcome to UW-Stout's future

Agreement with Compaq launches laptop learning initiative



Chancellor Charles W. Sorensen and Wisconsin Governor Scott McCallum sign a seven-year mobility initiative with Compaq Computer Corporation. The initiative will provide a laptop computer and wireless access to all incoming UW-Stout freshmen beginning in the Fall of 2002.

Wisconsin Governor Scott McCallum joined UW-Stout and Compaq Computer Corporation (NYSE: CPQ) as they signed a \$25 million, seven-year mobility initiative in a ceremony on September 24, 2001.

Unprecedented in the University of Wisconsin system, the initiative will provide the latest Compaq enterprise-class notebooks to every UW-Stout freshman beginning Fall 2002. As part of the initiative, students will have wireless access to the Internet and the UW-Stout computer network environment throughout the campus including classrooms, hallways and, to a certain extent, outdoors.

The signing ceremony, held in Millennium Hall, marked the beginning in Wisconsin of what is expected to be the wave of the future in higher education.

"I applaud UW-Stout's initiative in implementing this program. Education is the key to a successful future. With a Higher Educational workforce, we can continue to attract the type of high paying jobs we need to build this state, and keep our best and brightest in Wisconsin where they belong," stated Gov. McCallum. "Wisconsin is committed to ensuring that all of our citizens reach their highest potential."

UW-Stout launched the pilot portion of its laptop program in Fall 2000. More than 50 freshmen in the technical communication and graphic communications management programs participated in the pilot. This year UW-Stout and Compaq, along with Vanguard Computers, will focus on fine tuning UW-Stout's infrastructure and preparing UW-Stout faculty to

incorporate the new technology into their academic programs.

Many of UW-Stout's faculty will redesign courses to take full advantage of laptops as learning tools. Instructors also may choose to supplement their textbooks with electronic resources such as DVDs and CD-ROMs. In some classes, students will learn to use the specialized software employed in their fields of study.

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Charles W. Sorensen

"Technology is driving change at an extremely fast pace. But, when used effectively, it can stimulate learning, enrich lives and provide greater opportunity for the future," said UW-Stout Chancellor Charles W. Sorensen. "An innovator for more than a century, UW-Stout is committed to its vision of delivering hands-on, minds-on learning. We have partnered with Compaq and Vanguard because we are confident that their breadth and depth of IT experience will ensure the success of our vision."

"Partnering with forward-looking institutions such as UW-Stout is critical to Compaq," said Bill Weaver, vice president of US Sales for Compaq Computer Corporation. "Access to technology and computer-based skills as well as the ability to use this technology is essential to training our future workforce. Compaq, and indeed the entire high-tech industry, rely heavily on skilled workers such as UW-Stout's graduates to create innovative products and get them to market quickly."

In addition to the basic advantages of word processing, presentation software and e-mail applications, students will use their laptop computers to work with instructors and classmates; conduct research using Internet and electronic library resources; work in online discussion groups; obtain course information; and submit class assignments.



Millennium Hall opens

New facility supports advanced technologies

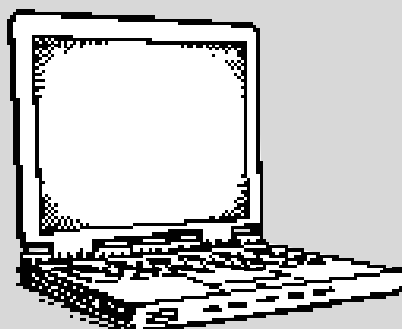


A grand opening ceremony held May 4 marked the completion of Millennium Hall (above), UW-Stout's new \$8.6 million technology-based facility.

Millennium Hall offers the capacity to train students, faculty and staff in the most current technologies and to provide quality distance education opportunities to adult students. In addition to housing the campus's technical and support staff, the innovative facility contains advanced technology for Web-based instructional development, multimedia production, and audio and video support.

The new building is home to the Nakatani Center for Learning Technologies, which provides faculty further opportunities to integrate the latest teaching innovations into their classroom. In preparation for UW-Stout's laptop learning initiative, classrooms in Millennium Hall are equipped with Internet ports and electrical outlets at every seat.

Millennium Hall is also an available resource for area businesses, industries and educational institutions, who may choose to use the facility to conduct training or give presentations to both local and distant sites. Distance education classrooms (below) in the building contain teleconferencing equipment, a video player and recorder, and a DVD player. The rooms are also equipped with a personal computer with an Internet connection, CD ROM player and basic software.



For more information on UW-Stout's laptop learning initiative go to:
www.uwstout.edu/laptop