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New system brings better manageability, ease of use and consistency to BGSU Web

Since Sept. 23, anyone logging into the University's Web site will have found a new look, in keeping with BGSU's trademark style. However, the appearance is only the tip of the iceberg, according to Fred Connor, marketing manager, marketing and communications.

The invisible parts are those that make the Web more usable, with better connections between sites and re-use of content. A powerful four-processor server has been installed to replace the original one. This robust, enterprise-level server is equipped to handle as much content as the University delivers. Additionally, a new content-management system (CMS) is designed to make the uploading of information much easier and the content simpler to maintain, Debra Wells, interim manager of the Office of Web Development, said.

Meanwhile, "Content that existed before still exists," she said. The links remain the same, as does the terminology so that on-campus users will not have to relearn the system.

The Web project resulted from discussions between President Ribeau, his Cabinet, Chief Information Officer Bruce Petryshak and Kim McBroom, associate vice president for University Advancement and director marketing and communications, about improving all communications at the University. An important part of these discussions focused on enhancing BGSU's Web presence and capabilities.

Research has shown that 96 percent of students seeking information about universities use the Internet. "We know that the Web is important to communicating with our clients," Connor said, and thus it is paramount that the University provide accurate, timely information in an easy-to-navigate format. The same benefits extend to current students, faculty and staff, he added.

Maintaining a consistent "look" is also important to strengthening the University's identity with the public, so all the institution's various sites will conform to a basic set of graphic standards that serve to connect all the "parts" to the whole. Marketing and Communications is available to help areas design a look that is notable but consistent with the BGSU style, which includes global navigation, a search feature and Quick Links.

The Search feature is being greatly improved. Located at the bottom left corner of the University home page at www.bgsu.edu, it comprises a small box to the left and a "Search" button to the right. Users must type in a keyword before clicking "search." This feature has the greatest search capability. Alternatively, users can use the "Quick Links" button at the upper right corner of the page, which allows them to choose from a number of topics by arrowing down. This also includes access to the online directory. These Quick Links are being reorganized for better usability.

Last winter, the Web Operations Committee was created to implement the use of the CMS across campus. Chaired by Connor and Wells, this group of Web designers and managers has been helping to determine the technical parameters of the CMS and is providing training for the campus's major users. This training will later be offered campuswide by Continuing and Extended Education.

Each department and office will appoint a content administrator who will channel all Web content from the Web authors and designers (who will sometimes overlap), according to Connor. These content administrators will be in constant contact with the Web Development Office in order to keep the University moving forward with the implementation of the new Web environment.

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Customized content-editor tools will also be set up for each area allowing information to be placed on the Web. These will be designed to meet the specific needs of areas but to mesh with the larger BGSU Web environment, according to Connor.

BGSU was fortunate over the past 10 years to have had a number of people who maintained its many Web pages manually, Connor said. Now, with the new Rhythmyx content-management system, the sharing of content has been automated and the system will help manage content.

The new server also makes the many departmental servers unnecessary, and groups who have had their own servers are strongly encouraged to move their information onto the new, main University server, which has round-the-clock technical support, is centrally managed and offers high-level security.

For information on how to take advantage of these new tools, contact Petryshak at 2-7712 or bpetry@bgnet.bgsu.edu or Wells at 2-7500 or wells@bgnet.bgsu.edu.

In fall 2002, McBroom and Petryshak convened a Web Steering Committee composed of deans, administrators and faculty representing a range of campus areas to work with Marketing and Communications and the Office of the CIO on identifying important considerations regarding the look and feel, the information that needed to be posted, and the usability of a new Web University presence. The committee, chaired by Rebecca Ferguson, assistant vice president for human resources, was also charged with communicating with their constituents across campus about the effort.

The task was daunting. The University has a "huge Web environment," compared to corporate or organizational entities, Connor said. There had not previously been a centralized mechanism in place that would allow all the content to work together.

That committee's work concluded with the launch of the new Web site last month. Now, issues that have come to light are being worked out, and additional Web communications and content editors are being developed for internal and external users.

Ohio's First Lady to discuss values, community involvement at BGSU

Values and community involvement will be the twin topics of Hope Taft, First Lady of Ohio, when she opens the 2003-04 President's Lecture Series on Oct. 24.

Taft will discuss "Values: Making a Difference" at 11 a.m. in the Lenhart Grand Ballroom of the Bowen-Thompson Student Union.

"Make a Difference" is part of the theme of this year's lecture series, which will focus on "Leadership and Civic Engagement in the Information Age." Coordinated by University Libraries, the series will also feature:

- James G. Neal, vice president for information services and university librarian at Columbia University, who will address "Higher Education and the Public Interest: The Challenges of Public Information Policy Issues" on Dec. 2.
- Nancy Cantor, chancellor of the University of Illinois at Urbana-Champaign, who will discuss diversity issues in "Exploring the Human Experience: Beyond Differences" on Jan. 26, 2004.
- Erin Gruwell, a teacher and author, who will speak on "Overcoming Adversity: Achieving Academic Excellence" on March 2, 2004.

A member of President Bush's Council on Service and Civic Participation, Taft will speak at BGSU the day before the 13th annual Make A Difference Day—the most active day of volunteering in communities nationwide.

She and Jim Tressel, head football coach at Ohio State University, are honorary co-chairs

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of the Ohio effort for Make A Difference Day. The event was created by USA Weekend magazine and last year drew three million volunteers who performed service in communities across the country.

At least two groups of BGSU students are participating in this year's Make A Difference Day. Scholarship recipients affiliated with the Center for Multicultural and Academic Initiatives are donating teddy bears to Wood County Hospital for distribution to ill children, while the BGSU Urve program will send out students to work with senior citizens in Bowling Green.

Volunteerism is only one of the avenues through which Taft strives to lift up youth by strengthening their families and communities.

She is a co-founder of several anti-drug organizations, including Ohio Parents for Drug Free Youth and the Ohio Alcohol and Drug Policy Alliance. Co-chair of Leadership to Keep Children Alcohol Free, she also serves on the National Advisory Council for the Center for Substance Abuse Treatment and the National Conference of State Legislatures' Advisory Committee on the Treatment of Alcoholism and Drug Addiction. From 1998-2003, she was a member of the President's Commission for Drug-Free Communities.

The First Lady, the wife of Gov. Bob Taft since 1967, is current spokesperson for Ohio's Family and Children First Initiative, a partnership of government agencies and community organizations dedicated to enabling every child to succeed.

She has received numerous honors for her volunteer service in substance abuse prevention and treatment as well as in mental health. A 1966 graduate of Southern Methodist University, she has also received honorary doctorates from the College of Mount Saint Joseph in Cincinnati and from Cleveland State University.

While in Bowling Green, Taft is also scheduled to make an appearance at the Wood County District Public Library.

International-student enrollment increases at BGSU

Unlike several of its peers, BGSU has more international students on campus this fall than a year ago.

BGSU has 591 international students—roughly 70 percent of them graduate students—from 82 countries. The increase, from 578 foreign students in fall 2002, may only be 2 percent, but at the same time, several state universities are reporting decreases, notes Jeffrey Grilliot, director of BGSU's Center for International Programs.

Preliminary reports from Ohio State, Toledo, Miami and Ohio University indicate reductions in numbers of international students ranging from 1 percent to roughly 15 percent.

BGSU's enrollment has risen even without aggressive marketing—a situation that Grilliot says may change. The Academic Plan lists increasing recruitment of international students among the possible approaches to "Understanding Cultures and Nations," which is one of the plan's five themes, or strategies for achieving the University's vision and mission.

"Diversity of culture and opinion is a hallmark of a premier learning community," the plan notes, and BGSU's foreign students embody that variety, says Grilliot. "Our international students are truly the most diverse group on campus," whether in age, race, ethnicity, religion, socioeconomic level or academic background, he says. "They bring educational diversity into the classroom."

Many factors have contributed to lower numbers of foreign students at other institutions, not the least of which were the events of Sept. 11, 2001, Grilliot adds. But the main one, he believes, is a slowdown in the process for issuing student visas since an electronic tracking system was created following 9-11.

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Immigration documents are issued through the new Student and Exchange Visitor Information System (SEVIS), which colleges and universities were required to implement by July 30, 2003. Information about current and admitted international students, including the expected length of their stay in the United States, is part of a data base compared with names on intelligence or law enforcement lists.

According to Grilliot, BGSU was among the first 5 percent of institutions to have the system up and running. Information on all of last year's 578 foreign students was entered by last December, he says, crediting that success in large part to Peggy Hancock, manager of immigration services in the BGSU center and a volunteer regional consultant for NAFSA: Association of International Educators.

"We're pretty proud that we were way out in front of the curve," says Grilliot, also pointing to a decision to do the work manually as key to getting it done early. Many colleges and universities wrote a computer program that merged information from their mainframe into SEVIS, but "it wasn't always compatible," he explains. It took more than a year for some of them to resolve the computer glitches, making it difficult to meet the July 30 deadline.

Campus invited to kick-off reception for BGSU Charitable Campaign

BGSU faculty and staff have an opportunity this year to help the greater community by volunteering as a campaign representative for the BGSU Charitable Campaign.

The University is including Northwest Ohio Community Shares along with United Way in a redesigned outreach effort aimed at meeting the needs of a greater number of people. It also offers employees more options and a convenient way to target their giving.

Anyone who is interested in becoming an area representative is invited to join those who have already signed up at a 4 p.m. tea Wednesday (Oct. 22) in the Mylander Room (207) Bowen-Thompson Student Union. President Ribeau will speak and Core Committee members will introduce the campaign in more detail.

Ohio author Sharon Draper keynotes annual book conference

Ohio author and 1997 National Teacher of the Year Sharon Draper will be on campus Oct. 27 in conjunction with her appearance at the 17th annual Book and Reader Conference.

The conference, "Children's Literature: Inspiration from the Heart: A Standards-Based Approach," will be held from 4-8 p.m. Monday, Oct. 27, at Ft. Meigs Elementary School in Perrysburg.

The annual event is cosponsored by the Cooperative Services for Children's Literature (CSCL), the Northwest Ohio Regional Professional Development Center and the Curriculum Resource Center of University Libraries at BGSU.

Draper will deliver the Hughes Moir & Bonnie Chambers Lecture. Her topic will be "Literacy, Laughter and Learning."

Before her engagement at the conference that evening, Draper will spend the afternoon on campus meeting with students and others. She will offer two sessions in Jerome Library's Pallister Conference Room, from 11:30 a.m. to 12:20 p.m. and again from 12:30-1:30 p.m. Seating is limited; attendees should register with Gaynell Predmore by this afternoon (Monday, Oct. 20), at predmor@bgnet.bgsu.edu.

Draper spent more than 30 years teaching junior high and high school students how to appreciate the beauty of literature and how to communicate their ideas effectively. She regularly addresses educational and literary groups of all ages in the United States and

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abroad with entertaining readings of her poetry and novels, as well as enlightening instructional presentations.

Her book titles include: *Tears of a Tiger, Forged by Fire, Double Dutch, Ziggy and the Black Dinosaurs, Not Quite Burned Out, But Crispy around the Edges* and *Teaching from the Heart*.

She also is active in the National Council of Teachers of English and the International Reading Association.

Workshop sessions of interest to K-12 classroom teachers, librarians and home-school educators will begin at 4:30 p.m.

Session topics include "How to Teach Inquiry Science with Children's Literature," with Dr. Julie McIntosh of the University of Findlay; "You CAN use All the Content Area Standards with Children's Literature," with Kim Reinhart-Clark of the University of Findlay; "Bi-lingual Storytelling," with Stacey Osborn and Marcy St. John of BGSU; "Reading Initiatives in Secondary Schools," with Patti Rish of Bowling Green High School; and "Censorship and Literature," with Kim Greenfield of BGSU.

The conference registration fee is \$13; a box supper is included. Students may attend for \$6; a box supper may be purchased for \$6.75. Books by Sharon Draper and additional children and young adult titles will be displayed and available for purchase through Reading Railroad of Sylvania.

For registration information, call 2-2956.

'Laramie Project' chronicles one town's journey through tragedy

One small town's struggle with the realities of hate crimes are dramatically revealed in "The Laramie Project," which will be staged Thursday-Sunday (Oct. 23-26) at the Joe E. Brown Theatre.

In 1998, Matthew Shepard was brutally beaten and left for dead outside the college town of Laramie, Wyo. A victim of homophobic brutality, Matthew, his death and the resulting murder trials became a touchstone for an entire nation struggling to deal with intolerance and violence against the gay community.

Moises Kaufman and the members of the Tectonic Theatre Project followed the events in Laramie as they unfolded. Armed with taped interviews and firsthand experience of the tragedy's fallout, they developed a compelling theatrical drama that is both shocking in its honesty and uplifting in its ultimate message. In short, "The Laramie Project" depicts a tragic hate-crime that transfixed a nation and forever changed one small town.

BGSU's production of "The Laramie Project," a presentation of the Department of Theatre and Film, is directed by Carrie Lee, a doctoral theatre student from Jacksonville, Texas. Senior Melissa Gordon of Bellefontaine, a theatre major, is stage manager.

The ensemble cast includes theatre doctoral student Matthew Gretzinger of Bowling Green; Jason Suel of Camden, Ark., a master's degree student in theatre; BGSU senior theatre majors Khary Jackson of Detroit, Julio Sepulveda of Alamo, Texas, and James Strunk of Lakewood; and senior Anne Marie Sweeney, a telecommunications major from Avon Lake.

The cast also includes BGSU sophomores Elizabeth Davis of Toledo, a student in the Chapman Community at Kohl; and Shelley Nixon, a psychology major from Lyndhurst, and Cathy Skutch of Toledo, a sophomore at the University of Toledo.

"The Laramie Project" will be performed at 8 p.m. on Oct. 23-25, and at 2 p.m. Oct. 25 and 26. All tickets are \$5. For ticket reservations, contact the box office at 2-2719.

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Forum to solicit input on parking for people with disabilities

As part of BGSU's assessment of current campus parking as it relates to persons with disabilities, the Office of Disability Services will host a public forum to provide the campus community an opportunity for additional input

The forum will begin at 4 p.m. Wednesday (Oct. 22) in 315 Bowen-Thompson Student Union.

The University is conducting a self-evaluation to assess its current parking facilities and parking policies to ensure compliance with the requirements of the Americans with Disabilities Act Accessibility Guidelines and the Rehabilitation Act of 1973, Section 504, Title II.

In addition to the forum, the community is invited to send written comments to Robert Cunningham, University director of disability services for students and ADA compliance manager, at 413 South Hall, or to contact him by telephone at 419-372-8495/TDD 419-372-0582. He may also be reached by email at rcunnin@bgnnet.bgsu.edu or by fax at 419-372-8496.

Office products on display at supply show

Office Depot will host this year's office supply product show from 9 a.m. to noon on Thursday (Oct. 23) in the Multi-purpose Room of Bowen Thompson Student Union. The campus community is invited to attend and meet BGSU's Office Depot representatives.

Representatives will display and demonstrate products from 20 manufacturers as well as answer questions. Samples of many of the products will be given away as door prizes. Among the products being displayed are pens, labels, day planners, binding products, desk accessories and Post-it products.

For more information, contact Beth Nagel in Purchasing at 2-8410

Trick or treat at the Ice Arena

The BGSU Ice Arena will hold its third annual Halloween public skating session from 3:30-5:30 p.m. on Oct. 26 Children dressed in costume will be admitted free. Included will be trick or treating in the arena, games, a live DJ and fun for the whole family.

For more information, call 2-2264.

Flu vaccines offered at health center

The Student Health Service is administering the flu vaccine to faculty and staff on Mondays, Tuesdays and Fridays from 8-10 a.m.

The cost is \$17. No appointment is needed. Employees should bring their BGSU ID when they come to receive their shots.

The flu vaccine is recommended by the U.S. Public Health Service for persons at increased risk of complications from influenza. This includes all persons 50 years of age and older; adults and children with chronic heart and lung disease, including asthma; people under treatment for diabetes and those under care for a number of high-risk conditions.

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Monday, October 20

International Studies Lecture Series, "Energy and the Environment," by Gary Silverman, chair, environmental health, 7:30 p.m., 206 Union.

Tuesday, Oct. 21

Men's Soccer vs. Oakland, 3:30 p.m., Mickey Cochrane Field.

Henry Garrity Documentary Film and Lecture Series, "Women, Poverty and Carnival in Brazil," award-winning documentaries by Brazilian filmmaker Eunice Gutman, 4-6 p.m., Gish Film Theater, Hanna Hall. Cosponsored by the ethnic studies and romance languages departments.

Hispanic Heritage Month Movie, "Some Kind of Summer," 6:30-7:45 p.m. and 8-9:30 p.m., Union Theater.

Movie, "Finding Nemo," 9:30 p.m., Union Theater. Sponsored by Bowen-Thompson Student Union Programs.

Wednesday, Oct. 22

CFDR Workshop, "More SAS (Statistical Analysis System)," 11 a.m.-noon, 207 Olscamp Hall. Sponsored by the Center for Family and Demographic Research. Contact cldr@bgnet.bgsu.edu to attend.

Brown Bag Lunch, "The Morning After Pill," by Barbara Hoffman, Wellness Connection, noon-1 p.m., Women's Center, 107 Hanna Hall.

Hispanic Heritage Month Movie, "Some Kind of Summer," 2:30-4 p.m., Union Theater.

Thursday, Oct. 23

Partnership Presentation, "Action After Stroke: A Physical Activity Program to Improve Health and Wellness for Stroke Recovering Individuals," by Geoffrey Meek, School of Human Movement, Sport and Leisure Studies, and Patty Snyder, Wood County Hospital Rehabilitation Services, noon-1 p.m., 318 Union. Sponsored by PCA and CITE.

Presentation, Dr. Leonard Horowitz, president of Tetrahedron LLC, a non-profit educational corporation, will discuss his book, *Emerging Viruses; AIDS and Ebola: Nature, Accident or Intentional?*, 2-4 p.m., 115 Education Building. Sponsored by the African Peoples' Association. For more information, email Creed Mushimbo at mush@bgnet.bgsu.edu.

International Film Series, "Die Legende von Paul und Paula (The Legend of Paul

and Paula)," a 1972 German film directed by Heiner Carow, 7:30 p.m., Gish Film Theater, Hanna Hall.

Presentation, Dr. Leonard Horowitz, president of Tetrahedron Inc., will discuss his book, *Emerging Viruses, AIDS and Ebola: Nature, Accident or Intentional?*, 2-4 p.m., 115 Education Building. Sponsored by the African Peoples' Association. For more information, email Creed Mushimbo at mush@bgnet.bgsu.edu.

Friday, Oct. 24

Mathematics and Statistics Colloquium, "Estimation of Similarity Indices for Student Responses on Multiple Choice Exams," with Fred Hoppe, McMaster University, 4-5 p.m., 459 Mathematical Sciences Building. Call 2-7473 for more information.

Book Party, celebrating food in poetry, 7 p.m., East Lounge, BGSU Firelands. Call 419-433-5560 for more information.

Hockey vs. Union, 7:05 p.m., Ice Arena.

Movie, "Sinbad: Legend of the Seven Seas," 7:30 p.m., Union Theater. Sponsored by Bowen-Thompson Student Union Programs.

Movie, "Finding Nemo," 11 p.m., Union Theater. Sponsored by Bowen-Thompson Student Union Programs.

Saturday, Oct. 25

Football vs. Northern Illinois, 4 p.m., Doyt Perry Stadium.

Hockey vs. Union, 7:05 p.m., Ice Arena.

Movie, "Finding Nemo," 7:30 p.m., Union Theater. Sponsored by Bowen-Thompson Student Union Programs.

Movie, "Sinbad: Legend of the Seven Seas," 9:30 p.m., Union Theater. Sponsored by Bowen-Thompson Student Union Programs.

Sunday, Oct. 26

Halloween Public Skating, 3:30-5:30, Ice Arena. Children dressed in costumes will be admitted free. The event will include an indoor trick-or-treating route, a live DJ, games and fun for the whole family! Call 2-2264 for more information.

Movie, "Finding Nemo," 9:30 p.m., Union Theater. Sponsored by Bowen-Thompson Student Union Programs.

Continuing Events

Oct. 23-26

Theatre Production, "The Laramie Project," by Moisés Kaufman. Performances are at 8

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p.m. Oct. 23 and 24; at 2 and 8 p.m. Oct. 25, and at 2 p.m. Oct. 26, Joe E. Brown Theatre, University Hall. Admission is \$5. Call 2-2719 for more information.

Through Nov. 2

NMAF Art Exhibit, "The Image of the City," by Xan Palay, Willard Wankelman Gallery, Fine Arts Center. Gallery hours are 10 a.m.-4 p.m. Tuesday-Saturday and 1-4 p.m. Sundays.

Through Nov. 9

NMAF Art Exhibit, "Radical Line: Innovation in Chinese Contemporary Painting," Dorothy Uber Bryan Gallery, Fine Arts Center. Gallery hours are 10 a.m.-4 p.m. Tuesday-Saturday and 1-4

p.m. Sundays.

Through Nov. 12

Art Exhibit, sculptures by Richard Eisen, 9 a.m.-5 p.m. daily, Little Gallery, BGSU Firelands.

Through Nov. 25

Planetarium Presentation, "Centuries! Ohio's Story from Earth to Space," showings at 8 p.m. Tuesdays and Fridays, 7:30 p.m. Sundays, and 2 p.m. Saturdays (Oct. 25 and Nov. 22). \$1 donation suggested.

Key: NMAF-New Music and Art Festival; PCA-Partnerships for Community Action; CITE-Center for Innovative and Transformative and Education.

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FACULTY

Radiologic Technology. Lecturer (BGSU Firelands). Call the dean's office, 2-0623. Deadline: Nov. 17.

Music Performance. Assistant professor (two positions). Call Kevin Schempf, 2-2392, flute; or John Sampen, 2-2498, bassoon. Deadline: Jan. 15, 2004.

Please contact the Office of Human Resources at 419-372-8421 for information regarding classified and administrative positions. Position vacancy announcements may be viewed by visiting the HR Web site at www.bgsu.edu/offices/ohr.

Employees wishing to apply for these positions must sign a "Request for Transfer" form and attach an updated resume or data sheet. This information must be turned in to Human Resources by the job deadline.

CLASSIFIED

The deadline to apply for the following positions is 1 p.m. Friday, Oct. 24.

Building Maintenance Superintendent 1 (C-45-Vd)—Facilities Services. Pay grade 11.

Maintenance Repair Worker 2 (C-46-48-

Vd)—Facilities Services (three positions). Pay grade 7. Twelve-month, part-time position.

ADMINISTRATIVE

Director of Gift Planning (V-046)—Office of Development, University Advancement. Administrative grade 18. All applicants will receive full and fair consideration until the position is filled.

Major Gift Officer (V-068)—Office of Development/University Advancement. Administrative grade 15. Review of applications will begin Oct. 20 and continue until the position is filled.

Coordinator of Fine Arts Admission and Promotions (R-064)—School of Art. Administrative grade 14. Deadline: Oct. 24.

Medical Transcriptionist (R-042)—Student Health Services (Search extended). Administrative grade 11. Deadline: Oct. 31.

WBGU Major Gift Officer (R-071)—Tucker Center for Telecommunications. Administrative grade 15. Review of applications will begin Nov. 7 and continue until the position is filled.

OBITUARY

There were no obituaries this week.