

2018 IMPACT REPORT



EXCELLENCE INNOVATION OPPORTUNITY
TRAINING THE NEXT GENERATION OF LEADERS AND MODEL CITIZENS



Strategic Research Initiative

Knowledge, skills, and intellectual inquiry are essential to prepare all students for their future roles in society

Shepherd is committed to ensuring that students have opportunities to apply abstract theories and skills learned in the classroom to real employment situations and to provide external and internal opportunities for the discovery, acquisition, and application of knowledge beneficial to society. Since summer 2017, Dr. Jason Best, director of strategic research initiatives, has served as a liaison between the university and external research partners, matching the interests of Shepherd students and faculty with those external partners. Best also works with deans and faculty to introduce, develop, and implement new Strategic Research Initiatives at both the undergraduate and graduate levels. The larger initiatives sponsored by Strategic Research Initiatives this year include:

Randox Laboratories

Lyndsay Rodgeron, senior recruitment consultant, and Rebecca Taylor, HR officer of Randox Laboratories, were on campus September 21, 2017, to meet with students in biology, chemistry, engineering science, and business disciplines, in anticipation of possible internship and employment opportunities at the facility the company is currently developing in Kearneysville. Randox is a global leader in healthcare diagnostics with more than five percent of the world's population receiving medical diagnosis using Randox products each year. Randox is the largest diagnostic company in the United Kingdom and exports more than 95 percent of its products worldwide. The company's products and services are used in hospitals, food testing, forensic toxicology, life sciences, veterinary laboratories, and clinical, research and molecular laboratories.

Technik

Alexa Tsui, vice president of business development of Technik, Inc., visited campus on October 16, 2017, to speak with students in the Department of Computer Science, Mathematics, and Engineering. Nearly 40 students and several faculty members from the department attended her presentation session to hear about internship and job opportunities offered by the firm. Located in Herndon, Virginia, Technik offers a wide range of management, consulting, technology, and outsourcing services and solutions. The firm offers practical experience and a full spectrum of services and solutions that address common challenges across the IT industries.

The Cooperative Ecosystem Studies Units (CESU)

Dr. Dan Filer, research coordinator of the Chesapeake Watershed Cooperative Ecosystems Studies Unit (CESU), came to campus on February 2. He spoke about the numerous opportunities for faculty and students in multiple disciplines in the arts, humanities, and sciences as part of Shepherd's new membership in the Chesapeake Watershed CESU. Filer also met with specific departments, faculty, students, and administrative units throughout the day. The Chesapeake Watershed CESU is a consortium of federal agencies, tribes, academic institutions, state and local governments, nongovernmental conservation organizations, and other partners that help the federal government manage the country's natural and cultural resources.

In addition to the above events, numerous government agencies, industries, and nonprofit organizations have reached out to Best throughout the year in order to connect with students in academic programs including Appalachian studies, communications, environmental studies, history, social work, marketing, and gender and women's studies.



Alexa Tsui, vice president of business development of Technik, Inc.

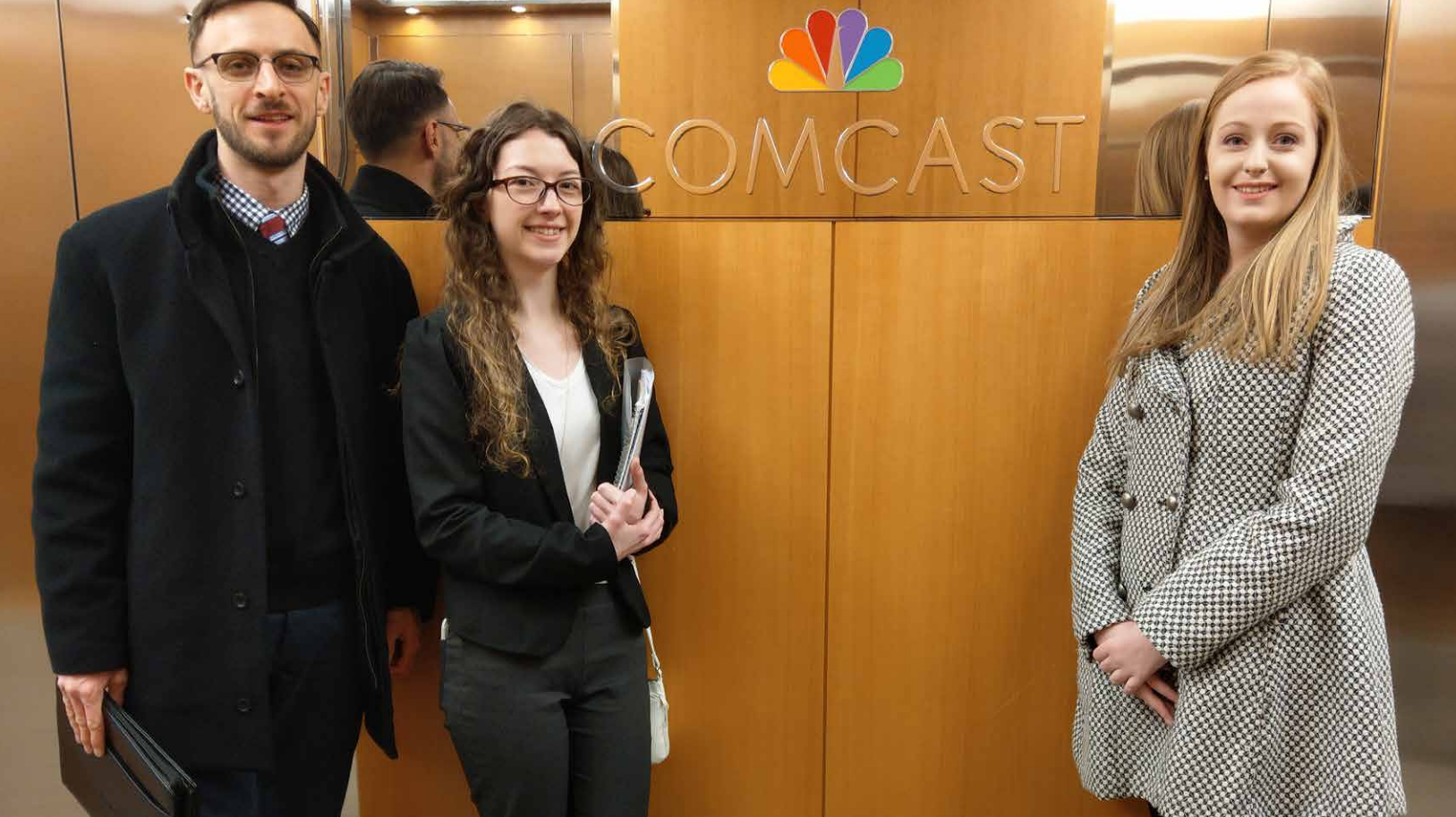


Dr. Dan Filer, research coordinator of the Chesapeake Watershed Cooperative Ecosystems Studies Unit, made a presentation to students in Dr. Keith Alexander's historic preservation class during his campus visit.



Water Bottle Filling Station

Shepherd University continues to reduce its environmental impacts and students take an active role in the process. During a visit to the Student Government Association, President Mary J.C. Hendrix had the opportunity to receive proposals on initiatives the students would like to see implemented on a variety of topics. One idea was to install more water bottle filling stations across campus. Students, staff, and faculty all try to reduce the number of plastic bottles used, and the ability to refill a personal water bottle makes great strides in the effort. At the time of the SGA meeting, the only bottle filling station was in the Student Center and is very heavily used. When it was down for repairs this year, no alternatives were available on campus. President Hendrix and the students determined that installation of two new stations on campus would be impactful. The President's Club donated the cost to purchase and install one water bottle filling station in the Scarborough Library. The second station has been installed at the Wellness Center.



National Millennial Community Trip to Philadelphia and Washington, D.C.

Two Shepherd University Department of Mass Communications students and Dr. Matthew J. Kushin, associate professor of mass communications, participated in a National Millennial Community spring break trip to Philadelphia and Washington, D.C., March 11-14.

During the trip, Kushin and communication and new media majors Sarah Burke, Hedgesville, and Ellen Buchanan, Myersville, Maryland, visited with executives from companies, nonprofit organizations, and government agencies, including Comcast NBCUniversal, Lockheed Martin, Nestlé, PBS, Burson-Marsteller, and the White House.

Bill Imada, chairman and chief connectivity officer of IW Group, Inc., founded the National Millennial Community in January 2016 with a mission of changing the conversation about millennials. Shepherd is one of 37 member colleges. The organization has sponsored at least 18 trips to visit with corporate, foundation, and nonprofit executives. The trip Kushin, Buchanan, and Burke participated in included 31 representatives from 27 colleges and universities. The Shepherd University chapter began during the spring 2017 semester and is made up of a small group of communication and new media majors.

“This trip was incredibly eye opening to me,” Burke said. “I joined this organization to help the generation of millennials change the stereotypes and negative connotations surrounding us. Little did I know, organizations wanted to listen to us. It was incredible to talk to so many companies and to see them taking notes on what we were saying, engaging with our group, and treating us like the young adults we are. I learned what those companies are expecting of us, and we taught them how to reach us better.”

“I found the experience of visiting so many companies and discussing topics with executives and other students to be enlightening and unlike anything I am able to experience in class on a regular basis,” Buchanan said. “It was wonderful to hear so many other perspectives from across the nation and be a part of a group that stands for one goal—changing the conversation about the millennial generation. Experiences like this are not things that can be taught in a classroom, but I have found them to be invaluable and life changing as I finish my undergraduate career at Shepherd.”

Kushin said the trip provided incredible exposure and a learning opportunity for Buchanan, Burke, and himself. They met with

representatives from eight major brands or public relations agencies, the Republican National Committee, the executive staff of the White House, an advocacy nonprofit, and the U.S. Office of Personnel Management.

“The trip was an incredible learning experience for me and an intensive professional development experience that occurred through interaction with over a dozen of the top national and international brands and communication agencies,” Kushin said. “The opportunity to be exposed to the work these organizations and corporations are doing in the communication space helped in several key respects.”

Among the benefits Kushin mentioned were showing students potential career pathways, giving them networking opportunities, demonstrating to the companies and organizations that Shepherd students offer quality talent, and identifying opportunities to enhance the Department of Mass Communications.

Dr. Kushin and each student have submitted a detailed report of the experience. The full report can be found online at: <https://shepherduniversityfoundation.org/presidents-club/presidents-club-programs-and-initiatives/>





Pictured (l. to r.) are Dr. Matthew J. Kushin, associate professor of mass communications, Ellen Buchanan, Myersville, Maryland, and Sarah Burke, Hedgesville during a visit to Lockheed Martin.




Admissions Regional Recruiter

The Office of Admissions received President’s Club funding to invest in a regional recruiter position. The regional recruiter’s territory was northern Virginia with a focus on Fairfax, Loudoun, and Frederick counties. Below is a summary of her recruiting activity in her territory:

 **21** high school visits and meetings with prospective students and high school counselors.

 **14** college fairs during the fall 2017 travel season.

 Participation in all fall open house programs.

The investment in a regional recruiter resulted in a significant increase in students confirming their attendance with deposits. Due to the funding provided by the President’s Club and the hard work of the recruiter and admissions staff, there was a 35 percent year-over-year increase of deposited students from Fairfax, Loudoun, and Frederick counties as of April 2.



Research and Innovation Forum

The West Virginia Research and Innovation: A Catalyst for Better Health and Economic Growth forum, sponsored by Shepherd University and Research!America, attracted a capacity crowd in the Robert C. Byrd Center for Congressional History and Education auditorium on Monday, October 16, 2017.

Speakers included Senator Joe Manchin; Senator Shelley Moore Capito; Mary Woolley, president and CEO of Research!America; Dr. Brad Fenwick, Elsevier senior vice president; Dr. Marcia Brand, Dental Quest Foundation senior advisor; Fred White, senior director of business development at ABS Consulting; Col. Ad Godinez from the White House Office of National Drug Control Policy; and Cannon Wadsworth, director, state and commercial

programs at Global Science and Technology, Inc. A panel discussion was led by Judy Miller Jones, founding director, National Health Policy.

The forum was live streamed to the Storer Ballroom and on YouTube. Links to the slides presented by the panelists and the video are available at www.shepherd.edu/research-america.

Above: Participants in the panel discussion, led by Judy Miller Jones (r.), included (l. to r.) Dr. Brad Fenwick, Cannon Wadsworth, Fred T. White, Dr. Marcia Brand, and Col. Ad Godinez.

Below: President Mary J.C. Hendrix introduced Senator Shelley Moore Capito and Senator Joe Manchin at the West Virginia Research and Innovation: A Catalyst for Better Health and Economic Growth forum.



Chesapeake Watershed

Shepherd University is now part of the Chesapeake Watershed Cooperative Ecosystem Studies Unit, a consortium of federal agencies, tribes, academic institutions, state and local governments, nongovernmental conservation organizations, and other partners that help the federal government manage the country's natural and cultural resources. As one of the newest members of the group, Shepherd was asked to host the annual meeting on Wednesday, November 1, 2017, at the Robert C. Byrd Center for Congressional History and Education.

The Cooperative Ecosystem Studies Units (CESU) national network was created by the U.S. Congress to give federal agencies, such as the National Park Service, the ability to boost research efforts and pay for projects that need immediate attention without having to go through a protracted bidding process. CESUs also give federal agencies access to additional resources and expertise. The Chesapeake Watershed CESU is made up of nine federal and more than 30 nonfederal partners. Dr. Robert Warburton, acting dean of the College of Natural Sciences and Mathematics, said membership gives faculty and students at Shepherd a chance to help with these projects.

"Now we're getting emails on a fairly regular basis listing the projects across the nation that are sitting out there," Warburton said. "If they need a specialist and there happens to be a person sitting at Shepherd, they can now contact us directly and say 'we need help with this, what do you need in terms of resources? How much do you think it is going to cost? Here's some money, please help us.' So it's kind of an exciting prospect."

Warburton said membership in the Chesapeake Watershed CESU will give faculty at Shepherd more opportunity to do research and offer expertise to federal agencies like the Department of Defense, U.S. Fish and Wildlife Service, U.S. Army Corps of Engineers, U.S.

Forest Service, and National Park Service. Membership could also lead to more internships, practicums, and co-ops for students. He said several departments could benefit, including health, physical education, recreation, and sport studies; art; social sciences; business; history; and science and engineering.

"It really is going to be campuswide across all disciplines," Warburton said. "There's a lot of expertise on campus, and the consortium is trying to match the project with the expertise to make the project move forward quickly."

Warburton said participating in a CESU project could possibly give students material for their capstone research as well as real-life experience that will benefit them when they graduate and look for a job.

"They'll be out there solving a problem that needs to be solved rather than just doing an academic exercise," Warburton said. "When they leave Shepherd, on their résumé they can say they worked on a project with a federal agency."

As a member of the Chesapeake Watershed CESU, Shepherd provides a listing of what expertise it has on campus so the government agencies can look for someone to do needed work. The agencies also post requests, giving the universities the opportunity to offer help. Warburton said if two schools have similar expertise, they might work collaboratively on a project.

The Chesapeake Watershed Cooperative Ecosystem Studies Unit is one of 17 CESUs in the nationwide network, which means Shepherd faculty and students could be given the opportunity to not only work on projects in this region, but across the nation. More information on Chesapeake Watershed CESU can be found online at chwacesu.al.umces.edu.



Veterans to Agriculture Retraining Program

Shepherd has a new venture for veterans. Utilizing campus greenhouses and acreage at the Tabler Farm, the Veterans to Agriculture program will offer two curricular paths—one in sustainable food production and another in agricultural entrepreneurship. Thanks go to Major General James A. Hoyer, the adjutant general of West Virginia Joint Forces Headquarters-West Virginia, and Larry Malone, who established the West Virginia National Guard's "Patriot Guardens" program in southern West Virginia, for their assistance in developing this project.



College of Business Adds New Courses to the Curriculum

Many fields, including the natural sciences, humanities, business, and informatics, rely on the basic techniques and skills of problem solving and creativity. While there is much debate as to whether creativity can be taught, most believe that providing the basic understanding for how to think and organize can benefit students.

The College of Business is introducing three new courses in fall 2018, and one course, BADM 399 Applied Business Lecture, has been offered successfully in fall 2017 and in spring 2018. Another two courses, BADM 211 Creativity and Problem Solving and BADM 212 Managing Innovation, are scheduled for introduction in 2018-19 academic year.

BADM 211 and BADM 212 class will introduce students to the conceptual models such as scripts or templates used in understanding how we think and therefore how to stimulate

thinking. Students will be asked to apply tools and techniques both individually and in groups. Tools and techniques will be applied to problems in a problem-based learning environment.

The Applied Business Lecture Series is designed to bring real-world discussion into the Shepherd University business classroom. The class achieves this goal by coordinating and facilitating lectures, discussions, and activities from business professionals in an academic format. Students are encouraged to participate and engage with a variety of professionals on a variety of business topics. This course represents the introduction of broad intellectual, social, and common sense skill sets into the business curriculum. The lectures are designed to have business professionals communicate real-world experiences with an academic underpinning. For example, speakers synthesize readings (academic and/or current events) with their own experiences and use those to inform students on real-world subjects.

Case for Dashboards Competition

A Case for Dashboards competition was held on April 13 and 14. The event was free to students and was supported by the President's Club and the Shepherd University Alumni Association. The purpose of the event was to help students understand the value of visualizing data. This was accomplished by including a hands-on, team-based competition to best answer and visualize data from a real-world situation. The Potomac Applied Business Corporation provided students a set of data that included anonymized

information concerning their company's consulting business. From these data, student teams were to mine the data, find the answers, and provide visualizations in support of their answers. Fourteen students divided into four teams and worked more than 36 hours to develop presentations. The teams then presented their findings back to the C-level management of the company. Members of the first place team received scholarship stipends, and one student was awarded a full-time, paid internship with the company for summer 2018.



The Innovation Seminar and Networking Series

*T*he College of Business presented The Innovation Seminar and Networking Series, which brought three highly knowledgeable, international scholars and researchers to campus to share their expertise in analytics. Dr. Jay Liebowitz presented “Intuition and Analytics Equals Innovation”; Dr. Joanna Paliszkiewicz, presented “Knowledge Management, Trust, and Innovation”; and Dr. Jan Vanthienen, presented “Business Process Mining for Innovation” on three separate evenings over three months. Each presenter was able to relate their area of expertise with an innovation spin to the audience. On average, the lectures had about 20 attendees with a mixture of students and community members.

Pictured above, from left: Dr. Jay Liebowitz, Dr. Joanna Paliszkiewicz, and Dr. Jan Vanthienen.

Applied Business Lab

*T*he Applied Business Lab has been established to support the business administration curriculum as it evolves. Shepherd is now able to provide a home for on-campus internships—a means to encourage students to take more meaningful internships and to offer the students a way to stay on campus and complete the internship. Thirty-five hundred square feet of the lower dining hall has been repurposed to provide internship space, a video conference room, and a collaborative work space. The space has supported five interns, been home to the Applied Lecture Series class, and been a location for demonstrating the innovation and curricular ideas to the community.

Pictured below, clockwise, from left: internship space, video conference room, and collaborative workspace.





New Visual Learning Tool Introduced to Campus

The President's Club partnered with departments across campus to provide unlimited access for Shepherd students and professors in science and nursing to use JoVE Science Education—a revolutionary video library dedicated to teaching scientific fundamentals through video demonstrations. These videos demonstrate experimental, laboratory, and clinical hands-on techniques in several areas:

- Biology (basic, cellular and molecular, biochemical, genetic, neurobiological, and microbiological)
- Chemistry (general, organic, and analytical)
- Nursing (clinical skills, assessment, and nursing skills)
- Environmental Science (earth science and environmental microbiology)
- Physics (appropriate to Physics I and II)
- Psychology (cognitive, experimental, developmental, neural, social, sensory systems, and study design)

During the 2017-18 academic year, several hundred journal articles and videos were viewed in more than 13 different subject areas. Faculty used JoVE Science Education in class for demonstrations and as homework for lab preparation. It enables the students to understand the experiment and process before stepping into the lab for the work.

Dr. Carol Plautz, professor of biology, assigned several JoVE videos to her General Biology and Developmental Biology students during spring semester. Students provided feedback that the videos were great and that they learned a lot. Another member of the science faculty stated, "I used a number of the technique videos as supplements in lab. I am planning on making prelab quizzes for next year to go with the videos."



Thank You to the
2017-18 President's Club Members
for Making These Initiatives Possible.
Your Investment in Shepherd University
Makes a Difference!



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