One Book One Campus

This year’s selection for One Book One Campus, “Memory of Water,” a novel by Emmi Itaranta, depicts a world where water shortages overshadow daily life. With droughts happening in places like California, water shortages are already a reality.

Synopsis of Memory of Water from the publisher, Harper Collins:

Global warming has changed the world’s geography and its politics. Wars are waged over water, and China rules Europe, including the Scandinavian Union, which is occupied by the power state of New Qian. In this far north place, seventeen-year-old Noria Kaitio is learning to become a tea master like her father, a position that holds great responsibility and great secrets. Tea masters alone know the location of hidden water sources, including the natural spring that Noria’s father tends, which once provided water for her whole village.

But secrets do not stay hidden forever, and after her father’s death the army starts watching their town—and Noria. And as water becomes even scarcer, Noria must choose between safety and striking out, between knowledge and kinship. Imaginative and engaging, lyrical and poignant, Memory of Water is an indelible novel that portrays a future that is all too possible.

Millersville University’s One Book One Campus program began in 2007. Required reading for all freshmen prior to the start of the fall semester, the program is intended to stimulate discussion and critical thinking around a common reading. Each year, a book selection is made by the One Book Committee, which is comprised of faculty, students and administrators. The
committee aims to choose books that will engage and challenge incoming students on a specific topic or theme, while introducing them to interdisciplinary discussion and new academic expectations.

The campus community is invited to attend the fall event, “Memory of Water: Campus Conversations,” planned for Tuesday, September 22 at 7 p.m, in the Lehr Room. For additional information and related events, go to: http://blogs.millersville.edu/oboc/.

The book can be purchased from the University Store and online booksellers. Questions can be directed to co-chairs Marilyn Parrish (Marilyn.Parrish@millersville.edu) and Jen Shettel (Jennifer.Shettel@millersville.edu).

**Entertainment Technology: A Career Launchpad**

The Entertainment Technology concentration within the Multidisciplinary Studies Program is off and running after it received final approval earlier this year.

Entertainment industry representatives, led by MU alumnus, Roy Clair, recommended the creation of a technology program to meet the needs of the expanding opportunities in the field of entertainment technology. Clair and his late brother, Gene, created “Clair Brothers Audio,” which has grown into “Clair Global.” “Clair Global” is a world leader in creating live concert and entertainment design, lighting and construction.

The addition of the Entertainment Technology concentration addresses the three goals of Our Bold Path by engaging learners that have a passion for the field, ensuring success of those learners by building a curriculum to meet their needs and embracing agility by presenting new ways to achieve their career goals.

“It offers students the opportunity to embrace their passion for technology in the industry of entertainment,” said Victor Capecce, associate professor of Communication and Theatre.
The concentration is designed to provide students with dynamic experiential learning tools to be career ready in the field of entertainment technology. The curriculum is a suite of programs that creates a launch pad for a career in the backstage of media. Using core studies from the Communication and Theatre and Applied Engineering, Safety & Technology departments, existing courses make up the curriculum.

“This new major allows me to focus on gaining the knowledge to pursue numerous career paths in the production of theater and entertainment,” said MU junior, Ryan Silver, who has dreams of working on Broadway in the future. Silver has a passion for the arts and has been a part of numerous productions at MU including “Legally Blonde: The Musical,” “The Venetian Twins,” “A Lesson Before Dying,” “RENT,” “Shrek: The Musical,” “Aida,” “The Miser” and “Bury The Dead.” He has held positions as stage manager, production manager, sound designer and more.

With successful completion, students will be very familiar with structural, electrical and operational safety of equipment, be able to supervise and/or work with diverse local and road production crews representing the various trades, be able to integrate video and lighting technology with sound and much more. Students will have a strong foundation to adapt as technology changes rapidly.

The main laboratory with necessary equipment will be Clair Hall, named for the Clair brothers, located in the Winter Visual and Performing Arts Center. For more information, please visit http://www.millersville.edu/mdst/approved-programs/entertainment-technology.php.
Snapper Gets a New Shell

A new school year is bringing new changes to The Snapper. When the fall semester begins, Millersville’s student newspaper will welcome a new editor-in-chief, a new faculty advisor and a greater online presence.

“The Snapper staff has changed quite dramatically,” said new Editor-in-Chief Kelsey Bundra. “Six editors from last year’s staff graduated leaving a lot of spots to fill.”

Dr. Robert Spicer, assistant professor of digital journalism, also joins the staff as the paper’s new faculty advisor.

“I want to make sure we continue to produce a great newspaper,” Spicer said. “I want the current Snapper crew to meet the standards set by the students who came before them and I want to live up to the legacy of Gene Ellis, the Snapper advisor before me, and continue to do great work.”

Despite the organization’s roster changing drastically from the previous year, Bundra expressed faith in the new team’s ability to work together to continue publishing high-quality content.

“I am determined to have a successful year,” said Bundra. “Having an open forum in which important information written by students can be shared with the student body for free is essential to any university. I have faith that we will be able to face any obstacles that arise.”

One of the obstacles Bundra and her staff will certainly face is balancing the paper’s standard print copy and an ever-growing demand for an online edition. “We want to make our online presence stronger. This includes redesigning our website and adding multimedia elements to our stories,” said Bundra. “Going completely online is not that simple. Many people still like the idea of having a physical copy of the paper.”
Spicer plans to help the staff advance the paper to reach additional forms of media.

“We have a brand new digital journalism lab in Bassler Hall. I would love to see The Snapper take advantage of that technology to create some video and audio pieces and really expand what they’re doing in social media,” Spicer said. “We already have a great group of students who know how to write. I would love to see us develop that writing talent in new media platforms.”

Those interested in writing for The Snapper in the upcoming school year can visit thesnapper.com to fill out an application or complete one in person outside of The Snapper office in the basement of the Student Memorial Center.

Grant Combats Underage Drinking

Millersville University is a recipient of a grant from the Pennsylvania Liquor Control Board (PLCB) through the 2015-17 Alcohol Education Grant Program in order to reduce dangerous and underage alcohol consumption. Millersville University and Millersville Borough were two of four recipients selected from Lancaster County.

“We are very grateful to the PLCB for their generous funding of our alcohol abuse prevention programs,” said Daniel O’Neill, clinical psychologist in Millersville’s Department of Counseling and Human Development. “We strive to enable our students to make thoughtful and healthy decisions about alcohol use—based on what’s right for them, not some Hollywood notion of crazy college drinking.”

Millersville’s grant of $39,820 (of which the maximum is $40,000) will help the University develop strategies to reduce underage and dangerous alcohol consumption through enforcement efforts, social norm campaigns, online alcohol education and peer education.
“We are especially excited about the grant because it will allow us to expand our prevention programming for students participating in fraternities and sororities,” said O’Neill. “Our goal is to have leaders in the Greek community provide peer education and prevention programs for fellow members. Often peer education—students talking with students—can be the most effective intervention to reduce dangerous drinking.”

Millersville is one of 24 colleges and universities to receive the grant, which will help expand student knowledge of alcohol use through the Center for Health Education and Promotion (CHEP).

“This grant will provide the Center for Health Education and Promotion the opportunity to again survey Millersville student health behavior using the American College Health Association’s National Collegiate Health Assessment,” said Jayme Trogus, director of CHEP. “We typically survey students every other year to obtain accurate, up-to-date information. The data collected in this assessment is very helpful in prioritizing prevention efforts, assessing programming needs and is utilized to develop and implement a social norms campaign to provide students with accurate messages about the behaviors of their peers around alcohol and marijuana use. Funding from the grant will not only allow us to administer the survey but also implement a social norms campaign utilizing the data to promote the healthy behaviors of MU students.”

Other recipients of the grant in Lancaster Country were Elizabethtown Area Communities That Care ($38,604) and Franklin and Marshall College ($37,544).

Alum Isn’t Spinning His Tires

John Scargall reached a pinnacle moment in his career when he recently had two songs featured in the official NASCAR ’15 video game released in May. His song, “Leave It On The Track” is used as the main theme in the game.
Since graduating from Millersville with a bachelor's degree in business administration in 2012, Scargall has been hard at work pursuing a career that combines his passion for music and his skills in business earned from his time at Millersville. While attending school, Scargall owned and operated two businesses.

“The business background I was given at Millersville University has definitely given me an advantage in the music business, especially when it comes to dealing with corporate partners,” said Scargall. “In today’s music industry, the strategic partnerships between recording artists and brands are crucial to success. Being business-savvy makes it easier to start and cultivate relationships with the key decision-makers at potential sponsoring brands. Most musicians just don’t have the background to do that.”

Scargall will continue performing at select NASCAR events across the country through November and plans to release his debut album as early as October. Scargall revealed “big things” are also on the horizon that he cannot yet reveal.

Those looking to follow Scargall through his career can do so at www.johnscargall.com and on Twitter @JohnScargall.

Check out his song at: https://www.youtube.com/watch?v=39kvUkdJJCE.

Editor’s Note: Millersville has now started an “Entertainment Technology” major that equips students with the balance of technology and the performing arts.

**Spanish Films Coming to MU**

The Millersville University community will now have access to never-before-seen Spanish films. MU received a grant that will fund a new Spanish Film Club on campus.
“I think this will be a fun and interesting way for our students who want more exposure to Spanish to get that experience, but it is also a great cultural resource both for film lovers and lovers of things Spanish and Hispanic,” said Dr. Ana Börger-Greco, associate professor of Spanish at MU.

The Spanish Film Club offers grants twice a year that will cover up to 50 percent of the cost of the festival to high schools and universities. Schools must show a minimum of five films within an eight-week period. East Stroudsburg University and West Chester University also received grants for their Spanish film clubs for the upcoming semester.

Millersville University will be showing six Spanish films. The films will be shown in Meyers Auditorium in McComsey Hall. Additional showings at the Ware Center may be added. The schedule for the fall 2015 semester is as follows:

“El libertador” (2014) – A biopic of one of Latin America’s greatest figures, Simón Bolívar. Tuesday, Oct. 6 at 7 p.m. (Meyers Auditorium, McComsey Hall).

“Chico y Rita” (2012) – An animated love story starring the music, culture and people of Cuba. Friday, Oct. 9 at 7 p.m. (Meyers Auditorium, McComsey Hall).

“Con la pata quebrada” (2014) – Chronicles how Spanish cinema has portrayed the evolution of women from the 1930s to the present day, using film fragments from 180 movies. Tuesday, Oct. 27 at 7 p.m. (Meyers Auditorium, McComsey Hall).

“Las analfabetas” (2013) – A film about the painful efforts of a middle-aged woman learning how to read. Tuesday, Nov. 3 at 7 p.m. (Meyers Auditorium, McComsey Hall).

“Bajarí” (2013) – A film about the Gypsies and Flamenco. Tuesday, Nov. 10 at 7 p.m. (Meyers Auditorium, McComsey Hall).
“¿Qué culpa tiene el tomate?” (2011) – 7 filmmakers “capture the conditions and cultural diversity of popular produce markets in their individual countries.” Tuesday, Nov. 17 at 7 p.m. (Meyers Auditorium, McComsey Hall). All showings are free and open to the public. The films will be in Spanish but will have English subtitles. Following each film, there will be a Q&A session led by a faculty member or member of the community about the film.

The Spanish Film Club series is made possible with the support of Pragda, SPAIN Arts and Culture and the Secretary of State for Culture of Spain, as well as Millersville University and the Rosario Caminero Latino Celebration. For more information about the Spanish Film Club, please visit www.spanishfilmclub.com.

New Student Senate President

A president's work never ends – even for the president of Student Senate. Christian Copeland is the new president of the Millersville University Student Senate for the 2015-16 school year and he is already hard at work preparing plans for the organization in the fall.

According to Copeland, this year's Student Senate will work hard to understand the needs of Millersville students. “I have a few goals I would like to expound on concerning this upcoming year. They are professionalism, communication and effectiveness,” said Copeland. “I believe that this year will be very productive and I know that my cabinet has the same optimism as me. These values can either become our weaknesses or strengths; we ultimately determine the outcome. We have to come together and communicate, do it in a professional manner and remain effective by all means. I am elated to work with intelligent, self-driven and articulate individuals who have a purpose in Student Senate.”
Copeland adds that Student Senate will focus on having a strong relationship with students and faculty, creating an atmosphere that is welcoming to every individual and following the organization’s constitution to make important decisions regarding University life. Copeland is currently studying communications with a concentration in communication studies as a member of the class of 2016. This will be his fourth semester as a member of Student Senate.

During the semester, Student Senate meets Thursday nights at 6:30 p.m. in SMC 118E. For more information, visit the Student Senate Page.

8/6/2015 Activities: Title IX Coordinator Hired

Millersville University has appointed Robert G. M. Wood as the new Title IX Coordinator. Wood is responsible for providing leadership and direction in policies, procedures and practices designed to comply with federal and state legislation, regulation and case law.

Wood has been the dean of student services at Valley Forge Military Academy and College for the past five years where he also assumed Title IX Coordinator responsibilities. Before that, he was the assistant headmaster at the Valley Forge Military Academy and College.

He is a former special operations officer for the Baltimore City Police Department and master-at-arms in the United States Naval Reserves. He has current Title IX investigation and compliance training as well as Clery Act monitoring and compliance training.

Wood has a bachelor of arts in history from the University of Baltimore and a master’s degree in education/administration with a secondary focus in history.
from the College of Notre Dame in Maryland. He is also working towards his master’s of legal studies from the Washington School of Law. Wood began his new role on July 6, 2015 and will commute to Millersville from his home in Phoenixville, Pa.

**Faculty/staff activities**

Dr. Blaise W. Liffick, computer science, will be presenting his paper “Twenty Years On: A Second Look at 10 Important Social Impact Characteristics of Computer Technology” at the Human-Computer Interaction International Conference in Los Angeles, Calif., August 2-7. The paper will be published in the conference proceedings. Liffick will also chair the conference session on User Experience Design Theory and Methods.

**Congratulations to:**

Dr. Justin Garcia, sociology/anthropology on his marriage to Trachanda Brown on May 23, 2015 at St. Miriam Parish in Blue Bell, Pa.

**Need to Know: COT Approvals/Social Work Moves**

The Millersville University Council of Trustees (COT) approved three new academic programs, including a new doctoral program, at their regular meeting earlier this summer.

The Doctor of Nursing Practice (DNP) was approved by the COT and has a goal of developing the next generation of nursing practice leaders that will have a positive impact on health care in the central Pennsylvania region. The program is the third doctoral program that will be offered by the University following approval of a Doctorate in Educational Leadership (Ed.D.) and a Doctor of Social Work (DSW) earlier this year. The DNP is awaiting approval from the Board of Governors (BOG).

A new major, Bachelor of Design in Interactive and Graphic Design (BDES), was also approved by the COT and subsequently by the BOG. Proposed by the Department of Art & Design, BDES provides a more accurate representation of the skills learned and courses taught under the interactive and graphic design curriculum. All courses required for the degree currently exist and are taught
regularly. The purpose of the proposed major is to offer a clearer way for students to communicate to employers what skills and abilities they have earned through the program.

And, the COT also approved a new graduate program, Master of Education in Assessment, Curriculum and Teaching (M.Ed. ACTE). The degree contains two concentrations: one in online teaching and one in Science, Engineering, Technology and Mathematics (STEM) education. Both areas of concentration address fields that the Pennsylvania Department of Education (PDE) recognizes as “new and emerging areas where formal certification does not exist.” The new master’s degree also recently received BOG approval.

In other action the COT approved:

- Dual enrollment memorandum of understanding between local school districts and Millersville University for high school students to enroll in undergraduate courses.
- Payment of $3,000 to be made to the Lancaster Emergency Medical Services Association (LEMSA) in support of protection services provided to Millersville University.
- The demolition of Bucks House located at 135 North Prince Street which has been vacant for several years and is unsound.
- The Susan C. and Gerald C. Eckert Service and Philanthropy Endowment Award, which will be granted annually to a recipient selected on the basis of exemplary service and philanthropy in advancing the mission of public higher education as part of the Millersville University Foundation Endowment.

The COT approved emeritus status for:

- Dr. James E. McCollum, Executive Deputy to the President/Chief of Staff, 2006-201
- Dr. Robert T. Smith, Dean of the School of Science and Mathematics, 2009-2015
- Dr. Marjorie M. Warmkessel, Library, 1978-2013
SCHOOL OF SOCIAL WORK NOW LOCATED IN STAYER HALL

As part of the Academic Affairs Reorganization, please note that the Social Work Department has completed its relocation from McComsey Hall. The new School of Social Work in the College of Education and Human Services is located on the third floor of Stayer Hall, with its main office in Stayer 301. New office locations for the faculty and staff are given below. (Please note that phone numbers have not changed.)

Dr. Joyous Bethel, Stayer Hall 321
Ms. Beth Colvin, Stayer Hall 301
Dr. Marc Felizzi, Stayer Hall 312
Dr. Leonora Foels, Stayer Hall 315
Prof. Jennifer Frank, Stayer Hall 309
Dr. Heather Girvin, Stayer Hall 317
Dr. Laura Granruth, Stayer Hall 311
Dr. David Johnson, Stayer Hall 319
Ms. Christine Kolenda, Stayer Hall 301
Dr. Curtis Proctor, Stayer Hall 305
Dr. Karen Rice, Stayer Hall 307
Dr. Kathleen Walsh, Stayer Hall 313

Who Makes Millersville Special: Dr. David DiRusso

This edition of Who Makes Millersville Special features Dr. David DiRusso, assistant professor/chair of management and marketing.

Q: Where are you originally from?
I'm from Collegeville, Pa., and actually settled down in the town right next to it, Phoenixville.

Q: How did you become interested in studying marketing?
In my younger years I was really into chemistry, but I'm colorblind and that made mixing chemicals a bit dangerous! After that I bounced around from a few
different disciplines: math, psychology, communications and accounting, but never really settled on any of them. I then took my first marketing class, Principles of Marketing, during my sophomore year of college and loved it! It was a unique blend of all the disciplines I was interested in. Shortly after, I took Marketing Research and knew that I was going to be studying marketing for a long time. All of my college degrees were in marketing from then on.

**Q: From what school(s) have you earned your degree(s)?**
I earned my bachelor’s of science in Business Administration in Marketing and Supply Chain Management at Shippensburg University (SHIP!) and my master’s in Business Administration and Ph.D. at Temple University.

**Q: How many years have you been at Millersville?**
I have been a full time professor at MU since 2008 and department chair of Management/Marketing since the beginning of 2015.

**Q: What area(s) of marketing interest you the most?**
Marketing research and Internet marketing are my passions. Marketing research is the most difficult part of marketing, but often the most useful because it tells you what people are thinking. After communicating with people, you almost always find something interesting and unexpected. Internet marketing is fascinating to me because it is always changing. I love uncovering the latest trends in social media marketing, search engine optimization, website design, mobile marketing and viral marketing.

**Q: Do you have a favorite class to teach at Millersville? Why?**
It’s very close between Internet Marketing and Marketing Research as both are challenging and interesting to teach, but I will have to say Marketing Research. Students are pushed very hard in that class and come out of it with a lot of new skills that will be useful to them in their careers, like how to design surveys, run a focus group, conduct personal interviews and perform statistical analysis. Students feel a sense of pride and accomplishment when they finish what is, for most of them, the biggest paper they will ever do.

**Q: Besides teaching, do you do a lot of marketing outside of the classroom?**
Yes! I particularly like to help smaller organizations reach their goals. I've helped retailers, online and off, software startups, book authors, nonprofit
organizations and even religious institutions market themselves. These are the
types of organizations that need marketing help the most, but often lack the
resources or knowledge to do it. I find ways to help them set up operations,
increase traffic or just solve a marketing problem they have.

Q: Do you have any advice for those looking to get into Marketing after
graduation?
MARKET YOURSELF! I always encourage students to stand out and differentiate
themselves in some way before graduation. We have a lot of opportunities for
them to gain some real world experience through internships and get
additional skills through a minor/second major in Graphic Design, English,
Psychology, Sociology, Communication, Math or anything that will help them
succeed. Our Marketing majors do quite well when looking for jobs, but I
always want students to do everything they can to realize their potential and
reach their career goals.

Q: How do you want students to remember you?
I want students to smile when they think of me. Either because they applied
something I taught them, they reminisce about an enjoyable or fulfilling class
project or in some way I was able to help them.

Q: Who or what has had the greatest influence on your life?
There have been a lot of people that have had positive impacts on my life.
Obviously my family, friends and wife come to mind! When I think of the
greatest force that has impacted me, it would have to be education, college in
particular. I always have and always will love learning new things, but it took
me a long time to figure out what I was really good at and what I wanted to do.
I could not have done it anywhere else except for a university, where I had the
opportunity to try new things in a safe environment and get feedback from a
variety of knowledgeable people. As an undergrad, I found my calling in
marketing, got over my fear of public speaking, learned to write more
effectively, learned to work in teams and learned a variety of statistical
analysis programs. In grad school, I gained very valuable training and
experience as an instructor, consultant and market researcher. Simply put, no
other type of institution would give such a young and unproven person the
chance to do these things. I imagine I would be a completely different person if
I never went to college.
Q: What is the most rewarding aspect of your job?
Helping people. At the end of the day, that is what this is always about. Whether I’m helping students plan their path to graduation as an advisor, teaching them the skills they need as an instructor, solving a problem they have as department chair or writing recommendation letters, it is always about helping students. It can be very challenging, but it is worth it when students contact me to say that I helped them graduate, get into grad school, study abroad or land their dream job.

Q: What are your hobbies outside of work?
I have a diverse set of hobbies to say the least! Despite the fact I do it a lot for work, I still like reading for fun and am catching up on all the old classics I’ve missed out on. Currently I’m finishing up “1984.” I got back into playing guitar after about a 10 year hiatus and found I still love playing Metallica, Pantera and Black Sabbath at full volume. My wife loves when I do this too... as long as she’s not home! Many students on campus know I’m a big fan of Magic the Gathering and am faculty advisor to the Millersville Magic Club. I like to stay physically active too and spend a lot of time on the treadmill and hitting the punching bag. I also play a lot of poker. My grandparents were regular visitors to the Atlantic City casinos and taught me to play when I was three. When I was young I used to see them almost every weekend and eat a huge Italian dinner and then play poker for hours! I also consider myself an amateur astronomer, and have a Dobsonian telescope I like to pull out on clear nights. Finally, I’m a huge Philly sports fan and especially love the Eagles and Flyers.

Q: Do you have a favorite quote?
“The best way to predict your future is to create it.” – Abraham Lincoln. I’ve never found another quote to be as motivating as this one.

Q: What is your greatest accomplishment?
Successfully teaching my first college course. It was called Strategic Applications of Technology in Marketing at Temple University. I will never forget that. I was terrified because I never taught anything before at any level, was only 23-years old and there were over 60 students, most older and more experienced than me. I had only a few weeks to prepare and I was a Ph.D. student for only a semester! Plus, it was a new class that not many professors
had taught before, so I didn't have many people to go to for help. I overcame it all and learned a lot from that experience. It helped make me the instructor I am today.

**Q: If you could do any job in the world, what would it be?**
THE ONE I HAVE NOW! What else would it be?