Tennessee will compete strongly, indicators say both Memphis and MTSU will be televised on ESPN2, while WKU faces Tennessee at 8:30 p.m. national appeal as MTSU faces the Sun Belt Classic Dec. 15 at the Sommet Center in Nashville. The event, scheduled for Saturday, Sept. 8, from 6 to 9 p.m. at SIWA N. Maney Ave., is a revisiting of a similar 2004 show, when Christie Nuell and seven colleagues turned her yellow rental home into an art gallery for an evening. “The idea of having art exhibitions in alternative spaces, rather than galleries and museums, gives the artists freedom to put up the work that they want to show rather than what the gallery feels they can sell,” says Nuell, an MTSU art professor and exhibit organizer. “This is incredibly liberating for the artist. It also means that there is no commission charged by a gallery owner, so the work is sold at what the artist would receive, which means it is 40 to 50 percent less expensive for the public to buy.” “Working together on a show is also just plain fun,” she adds. “We divide the jobs up and have lots of creative input from each other.”

The 2004 exhibit, laughingly called a “hit-and-run show” by one contributor, was a blazing success, but it hasn’t been repeated until now for a simple reason: the space wasn’t available. “The location for this show is in a apartment that has hardwood floors and very high ceilings. The rooms are large and have a lot of wall space,” Nuell explained. “The house was built in the 1870s after the Civil War ended and the Oaklands Mansion property was sold off, creating Murfreesboro’s first subdivision. My husband, (art professor) Lon Nuell, and I bought it in 1983 and had the space wasn’t available.”

The first two weeks of class should be a lot of fun because we have a lot going on,” referring to the "TR Team!" Faculty, staff expertise sought to keep MTSU in media focus see page 2

Inside this edition: Program welcomes Russian students, page 3 Roll up your sleeves for blood drives, page 5 Save gas by riding Rover right over, page 7 Hungry for art? Savor ‘a la Carte’ at Sept. 8 exhibit from Staff Reports

Fall ‘07 Honors Lecture Series in ‘digital age’ by Randy Weiler

Students in the fall Honors Lecture Series will be hearing about “The Digital Age” from nine key MTSU faculty members and a senior electronic media communication major, said Dr. Scott Carnicom, associate dean of the University Honors College.

Many study-abroad presentations and class orientation led by Carnicom on Monday, Aug. 27, and the Labor Day holiday Sept. 3, the lecture series will run Mondays from Sept. 10 until Nov. 19. Nov. 26 and Dec. 3 will be thesis presentation days. No class will be held Monday, Oct. 15, because of fall break.

The class will meet at 3 p.m. in Room 106 of the Paul W. Martin Sr. Honors Building. The lectures are free and open to the public. “The idea of the digital age emanated from conversations Dr. (Phil) Mathis and I had with the honors program last year,” Carnicom said.

MT, WKU launch Sun Belt Classic at Sommet Center from MT Media Relations

Middle Tennessee and Western Kentucky will play host to the first Sun Belt Classic Dec. 15 at the Sommet Center in Nashville. The Sun Belt Classic will have national appeal as MTSU faces Memphis at 6 p.m. in a game that will be televised on ESPN2, while WKU faces Tennessee at 8:30 p.m. on ESPN.

Many college basketball prognosticators say both Memphis and Tennessee will compete strongly for a national title and could be key players in the Sun Belt Classic.

“We’ve been waiting for you!” by Randy Weiler

MTSU is throwing out the welcome mat to new students and faculty and returning students and faculty. Hopefully, the waits in line weren’t too exasperating, you got the classes you wanted, and yes, Virginia, there is a Santa Claus—occasionally—when looking for a parking space.

Fall 2007 classes will begin Monday, Aug. 27. Within two weeks’ time, the MTSU community finally may have witnessed the passing of the 23,000 mark in undergraduate and graduate enrollment.

“One percent (increase) would put us slightly above 23,000,” said Dr. Bob Glenn, vice president for student affairs and vice provost for enrollment and academic services. “All signs appear that we will be up overall. The freshman class will be up.”

In early August, Glenn said first-time freshman enrollment stood at a 5 percent increase.

Glenn said the “first two weeks of class should be a lot of fun because we have a lot going on,” referring to the "TR Team!" Faculty, staff expertise sought to keep MTSU in media focus see page 2

In brief

START A NEW SCHOOL YEAR WITH NEW, HEALTHY HABITS

Dreading the thought of hauling an expandable briefcase and your expanding self across campus for another semester? Take charge of your health and start fresh this fall: join the Weight Watchers at Work Program on campus! It meets every Tuesday at 4:30 p.m. on the Ingram Building’s second floor and is open to all MTSU employees. For information, contact Karen Milstead at kmilsta@mtsu.edu.

KUC ADDS LATER HOURS TO ACCOMMODATE EVENTS

The Keathley University Center now has new hours: Monday-Thursday, 7 a.m.-11 p.m.; Friday and Saturday, 7 a.m.-8 p.m., and 4-11 p.m. Sundays. For more information, please visit www.mtsu.edu/~mtunions or call 615-898-2590.

Fall ‘07 Honors Lecture Series in ‘digital age’ by Randy Weiler

See ‘Honors’ page 6

MT, WKU launch Sun Belt Classic at Sommet Center from MT Media Relations

See ‘Sun Belt’ page 7

Hungry for art? Savor ‘a la Carte’ at Sept. 8 exhibit from Staff Reports

See ‘a la Carte’ page 6
S tories from “Middle Tennessee Record,” MTSU’s monthly video magazine, are now being posted on YouTube as a convenient way to share the information with students, colleagues and friends.

“Both the July and August programs have been posted on YouTube, and the September MTR will be up at the first of the month,” said John Lynch, producer of the program and director of marketing technologies in the Office of News and Public Affairs.

“Previously, viewers needed RealPlayer software to view the stories online. Viewers had problems with the earlier software, and the new YouTube method will make the video available to more people with less hassle.”

“If you’ve been away for the summer and need to catch up with MTR, a list of the August stories posted on YouTube—and their URLs—follows. Feel free to forward the links to faculty, staff, students, alumni, friends and family and urge them to share the links, too! You can also find the main MTR link at www.mtsunews.com.

Here’s MTR for August:

• Mass Comm gets HDTV upgrade (www.mtsu.edu/~proffice/MT_Record/mtr0708_Aug07/HDTV.html)—The new high-definition HDTVs are showing up in many homes and businesses. To keep MTSU’s graduates on the leading edge of this new technology, the Department of Electronic Media Communication has been upgrading its production facilities.

• Videogaming (www.mtsu.edu/~proffice/MT_Record/mtr0708_Aug07/video-games.html)—Remember Pong, which came out in 1972? Nintendo’s new Wii gaming system adds a whole new dimension to gaming, but there are potential health problems.

• Pork Ribs, Microscopes and the Smithsonian (www.mtsu.edu/~proffice/MT_Record/mtr0708_Aug07/pork.html)—Grad student Alicja Kutyla has won an award from the International Student Exchange Program. Last summer Sarong Vit-Kory returned to Cambodia, her family’s homeland. The photo essay she produced about her experience won an award from the International Student Exchange Program.

• Return to Cambodia (www.mtsu.edu/~proffice/MT_Record/mtr0708_Aug07/Cambodia.html)—Last summer Sarong Vit-Kory returned to Cambodia, her family’s homeland. The photo essay she produced about her experience won an award from the International Student Exchange Program.

• Tornado Drill: How’d We Do? (www.mtsu.edu/~proffice/MT_Record/mtr0708_Aug07/Tornado.html)—Public Safety Chief Buddy Peaster talks about what was learned from the recent tornado drill.

To watch any of the previous editions of MTR, visit www.mtsunews.com. Watch for details on the September MTR in the Sept. 10 edition of The Record.

---

‘Middle Tennessee Record’ is now on YouTube from Staff Reports

Faculty, staff: Share your expertise with media!

Join NPA’s ‘TR Team’

from Staff Reports

F aculty experts, the faces and voices of MTSU, help put the university front and center in the media every day. The Office of News and Public Affairs wants reporters, editors and producers to seek out our faculty’s expertise on important issues, which in turn showcases MTSU’s abilities and accomplishments.

Our faculty and administration members are nationally and internationally recognized in their fields, making them a clear choice for explanations, opinions and commentary when hot news topics arise.

But without the faculty’s willingness and ability to share their expertise and experience with media, those reporters, editors and producers will shop elsewhere.

“MTSU has become the go-to university in the area for expert commentary because (a) we make ourselves accessible to media; (b) we drop what we’re doing and accommodate a reporter’s needs; and (c) we provide rock-solid faculty expertise that is substantial and reliable,” said NPA Director Tom Tozer.

“To the extent that we can accommodate their needs, we want the media community to feel welcomed and at home right here. That keeps MTSU where we need to be: in the media mix with other universities vying for valuable but limited ink and air.”

That’s why NPA is seeking MTSU experts to join the “Today’s Response” team. “TR” is a media tip sheet that NPA sends out every weekday to more than 170 print and electronic media members, offering expert commentary on timely news topics. Lending your credibility and knowledge to an issue—and interacting with reporters in person, on the phone or on-camera—is a great addition to a curriculum vita. And, Tozer added, “institutionally speaking, it’s a necessity.”

As MTSU launches a new academic year, NPA is encouraging faculty veterans as well as newcomers to become and remain involved. When you receive a “Today’s Response” pitch from Tozer or NPA’s Gina Logue, please respond, if you are able.

“For every 10 pitches, we receive four to five media ‘hits’ in the form of a print story, radio interview or occasional TV spot,” Tozer said. “That’s an amazing return that keeps on giving by keeping MTSU front and center.”

If you’re not already involved in “Today’s Response,” visit www.mtsunews.com to familiarize yourself with it, then send your name and areas of expertise to news@mtsu.edu—or fill out and fax the form above to 615-898-5714—to be included on the experts’ list. If you’re a veteran TR participant, we hope you’ll continue to respond!
From Russia with Music

Students to seek master’s degrees in management

by Gina K. Logue

MTSU’s budding relationships with Russian institutions of higher learning came into full flower Aug. 21 with the arrival of five graduate students and two faculty members from Moscow University of Management.

The Russian students will enhance their pursuit of master’s degrees in music management under the auspices of the Department of Recording Industry. Next summer, several MTSU students will reciprocate by going to Moscow and St. Petersburg to study.

“We are looking forward to having the Russian students in our classes and to visiting Russia with American students next August,” says Chris Haseleu, recording industry chair and chief negotiator of the agreement.

“We hope it is just the beginning of large-scale cooperation with Russian schools,” says Dr. Andrei Korobkov, associate professor of political science and another member of the MTSU delegation that visited Russia last summer.

Another step in the partnership process will be an inter disciplinary urban studies conference hosted by MTSU’s Jennings A. Jones College of Business, which will bring several accomplished Russian scholars to the campus in November. The individual partnership approach could prove to be a cost savings for students, Korobkov says.

“This is a way to very significantly cut expenditures for foreign trips for our study-abroad students,” Korobkov says. “It will be visibly cheaper than going through the consortia our university is a part of.”

Some 12 agreements have been signed with institutions in Moscow, St. Petersburg and Kaliningrad. Korobkov says he hopes the international partnerships will spread to other disciplines. He says Russians have expressed special curiosity about nursing, social work, concrete industry management and sports management.

“These are areas that are very interesting to our Russian counterparts, and so we expect that in February 2008, the vice president of Russian Social University will come to hold additional negotiations,” Korobkov says.

Russian Social University has campuses all over Moscow and Russia and in some ex-Soviet states, Korobkov notes.

In fact, Korobkov encourages faculty and administrators in other departments to follow the recording industry department’s lead in establishing reciprocal relationships.

“The administration can sign treaties that create an organizational framework, but without the initiative of particular faculty members, it is impossible to find what is interesting,” Korobkov says.

The recording industry program holds unique promise for Russians because their music business has experienced considerable growing pains in the transition from Communism to the post-Soviet era.

“In general, the commercialization of culture is something new for Russians, and they do not really have an adequate infrastructure, especially in terms of qualified personnel,” Korobkov says.

In fact, Korobkov observes, immediately after the collapse of the Soviet regime, the music business frequently was infiltrated by somewhat disreputable people, prompting Russian academics to strive to improve professionalism.

“The absence initially of adequate market infrastructure resulted in the criminalization of many state and private business structures,” Korobkov says, adding that the situation is changing quickly now.

Leading the Russian delegation was Katya Vinnikova, executive director of Moscow University of Management’s music management program. Vinnikova stayed here only for a week, while the Russian students will stay for the entire fall semester. A visit by Sinisha Lazarевич, one of Moscow’s leading record producers, also is in the works.

EXL expert to lead Sept. 21 faculty workshop

The opportunity to learn more about the potential and benefits of experiential learning will be available to all faculty in a free workshop set for Friday, Sept. 21, from 9 a.m. to 3 p.m. in the Tom Jackson Building.

Dr. Joe Raelin, Asa S. Knowles Chair of Practice-Oriented Education at Northeastern University, will lead the session.

“I am excited that we will have Dr. Raelin on our campus as part of the first event for the EXL Scholars Program for 2007-08,” said Dr. Jill Austin, management and marketing chair and director of the EXL Scholars Program. “Dr. Raelin has significant experience in teaching faculty how to develop experiential learning activities.”

In the morning session, Raelin will use demonstration and dialogue to highlight the theoretical and practice-based foundations supporting experiential education. He will show how live experience translates into real learning, using tools such as reflective practice and learning teams. He will discuss cooperative education versus action learning and the value of facilitation. Through hands-on exercises and audience participation, he will bring his concepts to life.

Raelin will follow in the afternoon session with a discussion of the process of leadership development, based on his latest book, Creating Leaderful Organizations: How to Bring Out Leadership in Everyone (Berrett-Koehler, 2003).

“Leaderful” leaders, he explains, are concurrent, collaborative and compassionate. Participants will discover where they place on the spectrum ranging from conventional leadership practice to “leaderful” behavior.

“Dr. Raelin’s primary experiential learning expertise is in the development of applied learning projects in classes,” Austin noted. “This workshop will help faculty develop their own ideas for teaching their courses using experiential activities and group discussion.”

Attendees should register by contacting Austin at 615-898-2726 or jaustin@mtsu.edu. The workshop is sponsored by EXL, the Jennings A. Jones College of Business and the Learning, Teaching and Innovative Technologies Center.

Raelin received his doctoral degree from the State University of New York at Buffalo. His research has centered on the management of salaried professionals and executive and professional education and development. Among his other publications are The Clash of Cultures: Managers Managing Professionals (Harvard Business School Press, 1991), considered a classic in the management field, and Work-Based Learning: The New Frontier of Management Development (Prentice Hall, 2000 and 2008).
### Campus Calendar

**Aug. 27-Sept. 9**

#### TV Schedule

“Middle Tennessee Record”

Cable Channel 9:

- Monday-Sunday—5 p.m. Visit www.mtsu.edu/~profice/MTR.html for more airmires.

#### Through Sept. 14

**Order August 2007 Commencement DVDs**

For information, visit www.mtsu.edu/~phillips/dvd.htm or contact: 615-898-2700.

**Fall 2007 classes begin.**

Monday, Aug. 27

615-898-2700.

dvd.htm

www.mtsu.edu/~phillips/

For information, visit Commencement DVDs or contact: 615-898-2103.

**Sunday, Sept. 2**

MTSU On the Record: Generation for Creation

Guest: Monica Johnson

7 a.m., WMOT 89.5-FM


**Be loud, be proud, be BLUE!**

The Blue Raiders’ 2007 football schedule is ready to clip and save!

(Home games are in BOLD; Sun Belt Conference games are starred.)

#### 2007 FOOTBALL SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Opponent</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 1</td>
<td>Florida Atlantic</td>
<td>3 p.m.*</td>
</tr>
<tr>
<td>Sept. 2</td>
<td>Louisiana</td>
<td>6 p.m. (ESPN)</td>
</tr>
<tr>
<td>Sept. 3</td>
<td>LSU</td>
<td>7 p.m.</td>
</tr>
<tr>
<td>Sept. 6</td>
<td>VCU</td>
<td>6 p.m.</td>
</tr>
<tr>
<td>Oct. 27</td>
<td>North Texas</td>
<td>6 p.m.*</td>
</tr>
<tr>
<td>Nov. 3</td>
<td>Louisiana-Monroe</td>
<td>6 p.m.*</td>
</tr>
<tr>
<td>Nov. 10</td>
<td>LA.-LAFAYETTE</td>
<td>2:30 p.m.*</td>
</tr>
<tr>
<td>Nov. 20</td>
<td>Troy</td>
<td>6 p.m.*</td>
</tr>
<tr>
<td>Dec. 21</td>
<td>New Orleans Bowl</td>
<td>7 p.m.</td>
</tr>
</tbody>
</table>

*Dates are subject to change due to television opportunities. Visit www.goblueraiders.com or call 1-888-YES-MTSU for tickets.*

#### August

**Aug. 27**

Fall 2007 classes begin.

**Aug. 28**

**WEEK OF WELCOME:**

MTSU Department Fair

10 a.m.-2 p.m., KUC Courtyard

For information, contact: 615-898-2103.

**Sept. 1**

**State Championship Cowboy Mounted Shooting**

9 a.m. daily, Miller Coliseum

No admission charge

For information, visit www.cowboymountedshooting.com.

**Sept. 2**

**"MTSU On the Record: Generation for Creation"**

Guest: Monica Johnson

7 a.m., WMOT 89.5-FM


**Sept. 3**

**Monday, Sept. 3**

Labor Day holiday

No classes; university closed.

**Sept. 4**

**Tuesday, Sept. 4**

**WEEK OF WELCOME: Volunteer Fair**

10 a.m.-2 p.m., KUC Courtyard

For information, contact: 615-898-2454.

**Sept. 5**

**Sept. 5-9**

**Eastern U.S. Championships Cowboy Mounted Shooting**

9 a.m. daily, Miller Coliseum

For information, visit www.cowboymountedshooting.com.

**Wednesday, Sept. 5**

**WEEK OF WELCOME: Student Organization Fair**

10 a.m.-2 p.m., KUC Courtyard

For information, contact: 615-898-2454.

**Sept. 6**

**Thursday, Sept. 6**

**Blue Raider Football**

8 p.m., Murphy Center

Comedian Finesse Mitchell

**Sept. 7-8**

**Volleyball “Blue Raider Bash”**

**Sept. 7:** 1 p.m, MT vs. Northeastern; 7:30 p.m., MT vs. Georgia State

**Sept. 8:** 1 p.m., MT vs. Texas Alumni Memorial Gym

**Sept. 9**

**Sunday, Sept. 9**

"MTSU On the Record: Pop Geers" Guest: Sarah E. Hickman

7 a.m., WMOT 89.5-FM


#### Sept. 10-14

**WEEK OF WELCOME: Meet Murfreesboro**

10 a.m.-2 p.m., KUC Courtyard

For information, contact: 615-898-2454.

**Sept. 2**

**Monday, Sept. 2**

“MTSU On the Record: Generation for Creation”

Guest: Monica Johnson

7 a.m., WMOT 89.5-FM


**Sept. 3**

**Monday, Sept. 3**

Labor Day holiday

No classes; university closed.

**Sept. 4**

**Tuesday, Sept. 4**

**WEEK OF WELCOME: Volunteer Fair**

10 a.m.-2 p.m., KUC Courtyard

For information, contact: 615-898-2454.

**Sept. 5**

**Sept. 5-9**

**Eastern U.S. Championships Cowboy Mounted Shooting**

9 a.m. daily, Miller Coliseum

For information, visit www.cowboymountedshooting.com.

**Wednesday, Sept. 5**

**WEEK OF WELCOME: Student Organization Fair**

10 a.m.-2 p.m., KUC Courtyard

For information, contact: 615-898-2454.

**Sept. 6**

**Thursday, Sept. 6**

**Blue Raider Football**

8 p.m., Murphy Center

Comedian Finesse Mitchell

**Sept. 7-8**

**Volleyball “Blue Raider Bash”**

**Sept. 7:** 1 p.m, MT vs. Northeastern; 7:30 p.m., MT vs. Georgia State

**Sept. 8:** 1 p.m., MT vs. Texas Alumni Memorial Gym

**Sept. 9**

**Sunday, Sept. 9**

"MTSU On the Record: Pop Geers" Guest: Sarah E. Hickman

7 a.m., WMOT 89.5-FM


**Soccer Classic/Youth Weekend:**

MT Women’s Soccer vs. Tulsa

7 p.m., Blue Raider Field

For information, contact: 615-898-2450.

**Guest Piano Duo: Daniel Paul Horn and Alex Djordjevic**

7:30 p.m., Hinton Music Hall

For information, contact: 615-898-2493.

**Sept. 8**

**Saturday, Sept. 8**

“Art a la Carte 2007”

featuring works by Christie Nuell, Erin Anfinson, Michael Baggarly, Marc J. Barr, Kimberly Dummons, Nora Hibbard, Jarrod Houghton and Guanping Zheng

6-9 p.m., 519-A N. Maney Ave.

For information, contact: 615-898-2506.

**Sept. 9**

**Sunday, Sept. 9**

"MTSU On the Record: Pop Geers" Guest: Sarah E. Hickman

7 a.m., WMOT 89.5-FM


**Soccer Classic/Youth Weekend:**

MT Women’s Soccer vs. Mississippi State

3:30 p.m., Blue Raider Field

For information, contact: 615-898-2450.

**MT Volleyball vs. Missouri State**

4 p.m., Alumni Memorial Gym

For information, visit www.goblueraiders.com or contact: 615-904-8115.

**MT Women’s Soccer vs. Tulsa**

7 p.m., Blue Raider Field

For information, contact: 615-898-2450.

**Guest Piano Duo: Daniel Paul Horn and Alex Djordjevic**

7:30 p.m., Hinton Music Hall

For information, contact: 615-898-2493.
A new marketing campaign, designed to underscore the individuality of MTSU students, alumni, faculty and staff is counting on the university’s heritage and its culture that cares.

“If I’m One,” the campaign’s motto, is a reminder that each person contributes to the university’s success, and that success translates into students who earn their degrees and make their contributions to the world, university marketing director Doug Wilder said.

“This really isn’t anything heavy-handed. It’s just a reaffirmation of our tradition and culture of commitment to students,” Williams said. “If I’m One! is a reminder that we all work toward the same goal and that we all expect the best of each other.”

The new campaign—developed by a team that included Publications and Graphics’ Cathy Lower, Matthía Millsaps and Suma Clark; Photo Services’ Jack Ross; and Development and University Relations Vice President Joe Bales—uses buttons, billboards, postcards and an updated Web site to illustrate the “I’m One!” theme with regional student focus.

“We want to use this effort to help students feel connected to the university and to motivate people on campus to actively help students feel that way,” Williams said.

“I’m One!” buttons are being circulated for faculty, staff and alumni.

“The ‘I’m One!’ effort will be a daily reminder to respect each other as individuals and to reaffirm our commitment to helping students reach their full potential,” President Sidney A. McPhee said. “I invite you to display this button with pride, signifying that every one of us makes a valuable contribution to student success.”

For more information, contact Williams at 615-898-2920.

Roll up those sleeves for fall blood drives!

from Staff Reports

S upport is needed to keep the Red Cross supplied of blood, leaving it once again at crisis levels and forcing delays in elective surgeries across the community.

The Red Cross is counting on the generosity of the MTSU community in supporting the fall blood drives set for the next few weeks.

Blood donors must be at least 18 years old, weigh at least 110 pounds and feel healthy. They also can’t have donated blood in the previous 56 days.

For more information about the blood drives, contact 615-898-2980. Reminders also will be included in The Record as each drive date nears.

For more information, please call 615-898-2920.

from Staff Reports

Wilderness program shows MTSU’s still the one

Welcome

primarily to the numerous Week of Welcome activities. (See the poster at right for the full list.)

The Week of Welcome events, which actually extend into the week of Sept. 4-8, will be a build-up to MTSU’s football home opener. The Blue Raiders will tackle former Ohio Valley Conference rival Western Kentucky, at 6 p.m. Thursday, Sept. 20. WKU has moved from NCAA I-AA to I-A and will be a member of the Sun Belt Conference with MTSU.

“I ought to be a great game,” Glenn said. “We already have a rivalry in basketball. I expect Western to have a great turnout of fans. Our fans will relish the opportunity to have Western fans on our campus. Folks have a good time when it comes to game day. Tailgating is going to be a hoot.”

Glenn said he and other university officials “learned a lot from last year” when MTSU played a nationally televised Thursday-night game against another great Tennessee Tech.

“We learned last year should make it smooth,” Glenn said construction projects, future projects included the new student union and science building.

Renovation continues at the Student Recreation Center, where Student Health Services will be relocating. Future projects include the Student Recreation Center, where Student Health Services will be reloating.

Key dates this fall include:

• Monday, Aug. 27—first day of classes;
• Monday, Sept. 3—Labor Day holiday;
• Oct. 13—fall break;
• Nov. 22-24—Thanksgiving;
• Wednesday, Dec. 5—last day of classes;
• Thursday, Dec. 6—student study day;
• Dec. 7-13—final examinations;
• Saturday, Dec. 15—fall commencement.

Benefits fair offers chance to make changes

from Staff Reports

The annual MTSU Employee Benefits Fair is planned for Tuesday, Oct. 10, from 9 a.m. to 1:30 p.m. in the Tennessee Room of the James Union Building.

Open to all MTSU employees, the event will play host to more than 50 vendors, including health, dental and life insurance companies; and several charitable organizations also will be present. Human Resource Services will assist anyone who wishes to make changes for the 2007 annual enrollment/transfer period.

The MTSU sick-leave bank also will have a table. There will be refreshments, and employees may register for door prizes but will not need to be present to win.

For more information, please call 615-898-2920.

Campaign shows MTSU’s still the one
The Pro-Am will be a doubles tournament format with a back draw. The event will feature area teaching pros along with current and former players as pros. All amateurs will be matched with one of the pros and will play in the doubles tournament, and everyone will be guaranteed five matches.

Besides the fun, there are plenty of prizes, including trips and tennis gear. All participants will receive a shirt or blouse. All nonparticipants who donate a minimum of $25 will receive the same if unable to attend. The Pro-Am is the tennis program’s lone annual fundraising event and is even more welcome and necessary this year, organizers said. Recent court resurfacing and upgrades at the Bouldin Tennis Center have depleted most of the program’s fundraising dollars.

For more information, please contact men’s coach David McNamara at 615-898-2957 or women’s coach Alison Ojeda at 615-898-5154. The coaches can be reached at david.mcnamara@@n@hotmai.com or ajoida@mtsu.edu.
City has new transportation service

Ride Rover right over to campus—and around town

from Staff Reports

Students, faculty and staff who need to make a quick trip to the Public Square, keep a doctor’s appointment or do a little shopping can keep their campus parking place and still run right over, thanks to Rover, Murfreesboro’s new public transportation service.

The little lime-green buses with the cartoon dog on the sides and back zoom back and forth around much of the city’s downtown, including the MTSU campus, from 6 a.m. to 6 p.m. weekdays. All six routes originate at its Burton Street hub (near the county health and motor vehicle departments) and make their rounds every 30 minutes. Drivers are allowed to make unmarked stops directly on the routes and can be flagged down along the routes, officials said.

Rover serves the Memorial Boulevard, Highland Avenue, Northwest Broad Street, Old Fort Parkway, Mercury Boulevard and South Church Street corridors. Route guides and schedules can be picked up on any Rover bus and at Murfreesboro City Hall at 111 W. Vine St., one block off the Public Square.

Adults can ride Rover for $1. Students ages 6-16 and seniors ride for 50 cents, and children age 5 and under ride free. Books of tickets are available for purchase at Murfreesboro City Hall. A regular book of 10 tickets is $8, and a book of 10 student and/or senior tickets is $4.

Rover’s Highland and Mercury routes serve MTSU directly:
• The Highland Street route stops at the corner of Greenland Street and University Drive.
• The Mercury Boulevard route stops at the corner of Highland in the Highland Academic Center, Northwest Broad to Stones River Plaza, Old Fort Parkway to Target and South Church to the Public Square all can be reached from the MTSU routes by a free transfer at the Burton Street hub, officials said.

For more information about Rover’s routes, visit www.murfreeshoront.gov/ government/rover/welcome.htm or call 615-21ROVER (615-217-6837).

Sun Belt

ranked among the top five in the country. Sun Belt East Division rivals Middle Tennessee and WKU are expected to contend for the league championship.

“We are eagerly anticipating the national exposure two of our schools will receive on ESPN2 and ESPNU on Dec. 15,” said Wright Waters, Sun Belt Conference commissioner. “It is an excellent opportunity for us to showcase two of our outstanding universities. ... The Sun Belt Conference is really excited about playing this unique basketball doubleheader on a national stage.”

The games are home contests for Middle Tennessee and WKU, and Blue Raider basketball coach Kermit Davis believes his team will be facing the preseason No. 1 team in America when it tips off against the Tigers.

“On top of fans being able to see two quality basketball games in the doubleheader, it will be great exposure for our team to play what I believe will be the preseason No. 1 team in America on national television,” Davis said. “It’s a great day for Sun Belt basketball to be on a national stage with two Top 5 programs in the country, and for Midty.

Memphis and Tennessee, as well as three outstanding head coaches. It is going to be a fun night, and we believe we will set the record that night for the most people ever to see Middle Tennessee play a home basketball game.”

WKU basketball coach Darrin Horn said the doubleheader is further evidence of the league’s commitment to bolster its basketball product nationally.

“We are excited about being a part of a big time college basketball event such as this doubleheader,” said Horn. “I think it demonstrates both institutions’ and the Sun Belt’s Conference’s commitment to growing and being recognized as national players in college basketball.”

Tickets for the event will be $30 for lower-level seats and $15 for upper-level seats. A ticket to the doubleheader will be included in Middle Tennessee’s and WKU’s season-ticket packages. Season-ticket holders will be given first priority.

For tickets, call 1-888-YES-MTSU, e-mail tickets@mtsu.edu or visit www.goblueraiders.com.

Textbook

garner “a few dollars” from the sale of each brand-new book. As for used copies of Lifespan that are sold back to bookstores by students, there is no income to be made for textbook authors.

“When students sell their new book back at the end of the semester or quarter, from then on, the author and publisher get nothing, nada, zip,” Belsky said. “Basically, with a book like mine costing $80 new, the used book dealer is going to pocket about $40, $50 or $60—or more—depending on how often the book is sold back and bought again for no investment of time or money, except sitting at that buy-back table.”

“And worse yet,” she said, “the professors’ free books, the complimentary texts they are sent, can even be sold as ‘new books,’ if the professors choose to sell them, which gives textbook authors nothing and undercuts the publishers because the book is being sold as ‘new’ at a lower cost.”

Although many don’t see the hours and years that textbook authors, publishers and review committees devote to making academic texts concise and valuable to would-be learners in a given field, the motivation to undertake writing a textbook is usually rooted in a desire to make a difference, Belsky confirmed.

“I have been teaching developmental psychology to undergraduates for more than two decades—first at Lehman College, and for the past 11 years, here at MTSU,” Belsky explained. “(And) I have been writing books in developmental psychology almost continuously all this time ... and in my case, I do it because I have a desire to make a difference.

“My life’s passion is to make students think more deeply, to look at the world in a new way, to influence minds and captivate hearts. But also, I’m a knowledge pack rat; I love to learn all I can about a field ... and I’m trying to make a real contribution to my field (of lifespan development).”

Textbook authors and publishers—along with a cast of editors, reference checkers, artists, reviewers and designers, among many other project contributors—join forces, Belsky said, often for years, on the same book project, to create what they hope will “look like a lovely work of art” while providing faculty and students with accompanying study guides, Web sites and other related materials to complement the book and its contents.

For Belsky, the suggestion from some that texts be “farmed out to writing committees to get rid of those so-called greedy publishers and authors” is unfathomable, as is the idea that a professor would instruct his or her students to merely “look this stuff up on the Internet; don’t bother buying the book.”

Such suggestions make sense, Belsky reasoned, “only if we want to lose the essence of what education is all about—enticing students to love to learn!”
Ticker shock is nothing new for college students and parents alike when it comes to tallying textbook purchase costs.

Recently, however, the federal government has taken an interest in finding out why textbook prices have soared over the past 20 years. According to a May 2007 study released by The Advisory Committee on Student Financial Assistance, a federal committee chartered by Congress, the “first-time, full-time students spent a total of $898 at four-year public colleges and $886 at two-year public colleges on books and supplies in 2003-04.”

Couple this information with estimates that college textbook prices have increased at twice the rate of inflation during the past two decades—as well as the fact that, when budgeting and paying college costs, it is the textbook bill that comes last—and it’s not hard to understand how such last-minute but necessary expenditures catch college students and their parents off-guard.

Rometrius “Romy” North, a junior advertising major at MTSU, is among those who feels the financial pinch come textbook purchase time.

“For me, that experience was a waste of the money I already don’t have. I guess ... I would not mind the ‘book’ prices so much if I felt like I got quality use from them, but that doesn’t always happen.”

The Tennessee Legislature passed a law in June requiring the University of Tennessee and Tennessee Board of Regents systems to formulate policies to help minimize textbook costs. The law mandates that faculty consider the “least costly options” for required course materials and then submit their required textbook and course materials lists early enough to campus bookstores—and to the university’s Web site—to let students comparison-shop. State legislators also made sure that campus bookstores must disclose textbook retail prices to faculty before they can finalize orders.

For years, textbook authors have been pinned with a considerable share of the blame for ever-increasing textbook prices, observed Dr. Janet Belsky, a professor of psychology and textbook author several times over. But that couldn’t be further from the truth, she said.

“You can’t make money from writing textbooks,” noted Belsky, whose latest title, the $50-page Experiencing the Lifespan, was released in December 2006 by Bedford, Freeman & Worth.

“When I write textbooks, hour by hour (writing a text pays the author) less than minimum wage, even for a potentially blockbuster, huge-market book.”

Belsky’s Lifespan garnered a five-star reviewer rating on Amazon.com for its depth, insight and clarity, but she said writing a text is a labor of love, not one undertaken for money, and it’s a process that takes years.

New copies of her book currently list for $80.95, and from this price tag, she—and other textbook authors—“basically make about 15 percent of the wholesale price for the book when it’s sold new.” Belsky estimates she will receive a grant from the Casualty Actuaries of the Southeast to enhance MTSU’s actuarial sciences program.

The Tennessee Board of Regents, an equal opportunity, non-discriminating, governmental institution that does not discriminate against individuals with disabilities.

MTSU, a Tennessee Board of Regents institution, is an equal opportunity, non-discriminating, governmental institution that does not discriminate against individuals with disabilities.

UR013-0807

Faculty/Staff Update

Awards

Lisa L. Rollins (News and Public Affairs) received the 2007 “Business Adviser of the Year” honor during the INROADS 29th Anniversary Awards Reception and Ceremony held July 31 at the Loews Vanderbilt Hotel in Nashville. INROADS Inc. is a nonprofit organization that trains and develops talented minority youth for community leadership and professional careers.

Elections

Steven Barnes (development director, College of Mass Communication) was elected vice president/president-elect for 2007/08 at this year’s Tennessee Advancement Resources Council annual meeting. TARC comprises advancement professionals working in development, alumni and public relations from public and private higher education and K-12 institutions statewide.

Grants

Dr. Don Hong (mathematics) has received a $35,000 National Science Foundation award to organize a Nov. 1-2 MTSU workshop on quantitative proteomic data analysis. Hong also received a grant from the Casualty Actuaries of the Southeast to enhance MTSU’s actuarial sciences program.

Publications

Dr. Don Hong (mathematics) and Dr. Yu Shye of Vanderbilt University have edited Quantitative Medical Data Analysis Using Mathematical Tools and Statistical Techniques, published recently by World Scientific Publisher, New Jersey, 2007 (ISBN: 9812704612).

Graduate student Angelo Marade (psychology) is the lead author of “The Role of Risk-Taking in Songwriting Success,” published in Journal of Creative Behavior, 2007, Vol. 41(2), pp. 125–149. Marade’s co-authors are Dr. Tom Brinhalt (psychology) and Dr. Jeffrey Gibbons of Christopher Newport University.


See yourself in The Record!

E-mail your faculty/staff accomplishments to gfann@mtsu.edu. Please note that publication of printed or hand-written contributions may be delayed.