

State

The Florida State University Faculty-Staff Bulletin

Volume 46 • Number 14

April 23 - May 6, 2012

'TIS THE SEASON

Faculty and staff shine at annual awards programs, **4, 5**

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Dalal selected as 2012 Lawton Distinguished Professor

By **Jeffery Seay**
EDITOR IN CHIEF

World-renowned physical chemist **Naresh S. Dalal**, the Dirac Professor of Chemistry and Biochemistry at Florida State University, was selected as the 2012-2013 **Robert O. Lawton Distinguished Professor**, the highest honor given by the Florida State faculty to one of its own.

"This is a well-deserved honor for Dr. Dalal, who has been one of Florida State's leading researchers for some

time," said President **Eric J. Barron**.

"I'm delighted that my peers selected me for this honor," Dalal said. "This award is a result of the hard work and collaboration of my 40-plus grad students, 15 postdoctoral fellows and many national and international collaborators, especially my colleagues at the National High Magnetic Field Laboratory."

Dalal is the 10th member of the university's chemistry

and biochemistry faculty to be selected as a Lawton Professor in the past 50 years.

"It is quite satisfying that Dr. Dalal's selection as the 2012 Lawton Professor continues a fine tradition of cutting-edge research, outstanding teaching and commitment to serving the department and the university that exists in our department," said **Tim Logan**, chairman of the Department of Chemistry and Biochemistry.

Please see **LAWTON, 12**



FSU Photography Services/Bill Lax

Naresh S. Dalal

New online calendar debuts

Information Technology Services has launched a new **public-events calendar**. Synchronizing with department calendars and adding events to calendars is now a streamlined process.

The new calendar offers greater functionality, as it ties in with the university's email system (Microsoft Exchange), mobile app (FSU Mobile), and Web content management system (eZ Publish). The calendar also allows sharing

of events through social media and provides email alerts when events are changed.

Departments can promote events from their calendars to the university key-events calendar, which shows highlighted university events.

For more information on requesting a department calendar, visit its.fsu.edu/events. To view the new calendar, visit calendar.fsu.edu. To learn more about FSU Mobile, visit its.fsu.edu/mobile.

Brand task force to meet

More than 60 Florida State University faculty, staff and students have volunteered to serve on a university-wide **Brand Development Task Force** during the coming year.

The group, which will meet April 24 for the first time, will support the universitywide initiative to develop Florida State's comprehensive brand platform.

"The short-term effort of the group will take place over the next eight to nine months, but it will have a long-term impact on the university and how we express who we are and what is distinctive," said **Jeanette DeDiemar**, assistant vice president for University

Please see **BRAND TASK FORCE, 10**

Spread THE Word

The Center for Veteran Outreach in the College of Business recently hosted military family members who act as caregivers for a wounded warrior or had a spouse or family member die while serving their country during the first Entrepreneurship Bootcamp for Veterans' Families (EBV-F).

Achieve Financial Balance, Prepare for Your Secure Retirement and Help the United Way.

2 things happened that compelled me to create a special workshop.

First, several friends and clients have asked if I would present an extended workshop on a Saturday, because they have too much going on during the week and are not able to attend my evening seminars.

Second, I had a meeting with Heather Mitchell the new president of United Way of the Big Bend (UWBB) and Ken Armstrong the outgoing president. During these two meetings I was reminded of how much the United Way does for our community and how they need our financial support to carry out their mission.

Therefore, I decided to have the workshop fee go to UWBB as a donation. I do not want your money however I do want you to have some "skin in the game." So I am asking you to make your check payable to the UWBB. It is \$27 for an individual and \$47 if you bring a spouse or a friend. You can donate more if you like. United Way will appreciate whatever you give.



Saturday, April 14, 2011
8:30 Refreshments & Registration ~ 9:00-12:30 Presentations
Lunch catered by Angelette's Cajun Kitchen (after the Presentations)

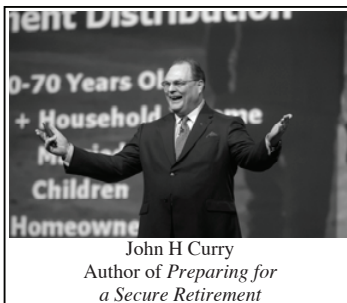
What you will experience in this workshop:

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- Session 2: 7 Mistakes Most People Make When Planning for Retirement and How to avoid them.
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The deadline for the
May 7 - June 3, 2012, issue is
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People with disabilities who require special accommodation for any event listed in *State* should call the unit sponsoring the event, or for the hearing or speech impaired, use the Florida Relay Service at 1-800-955-8770 (voice) or 1-800-955-8771 (TDD). Requests for accommodations must be received at least five working days before the event. To receive *State* in an alternative format, call the FSU Student Disability Resource Center at (850) 644-9566.

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www.fsu.edu/tag

Hoover promoted to direct Career Center

Myrna Hoover was named director of Florida State's **Career Center** March 16.

Hoover, who previously served as the Career Center's program director for employer relations and recruitment services, brings 25 years of leadership and career-services experience to her new role. She succeeds longtime director **Jeff Garis**, who served as director from 1992 to mid-2011, and interim director **Janet Lenz**.



Myrna Hoover

As director, Hoover will manage a staff of 24 and oversee career advising, experiential learning and employer relations units.

"At a time when jobs for our graduates are so critical, we are fortunate to have Myrna assuming the director's role of our nationally renowned Career Center," said **Mary Coburn**, vice president for Student

Affairs. "She brings impressive credentials in research, teaching and employer relations to the position that will lead the center to even greater effectiveness and prominence."

Hoover, a leader in the career services field, currently serves as the chair of the Employer Relations Knowledge Group for the Southern Association of Colleges and Employers, and also serves on the association's technology and membership committees. She is also involved in the National Association of Colleges and Employers and has served as president of the Florida Career Professionals Association.

In recognition of her service as a student mentor and campus leader, Hoover received two Star Awards and two Project/Program awards for innovative programming, both from the university's Division of Student Affairs. She also received an Exemplary Service Award in 1999 from Florida State for her dedication to post-secondary education.

Hoover earned a Bachelor of Science in 1983 and a Master of Science in 1984, both in communication from Florida State.



FSU Photography Services/Michelangelo Loreti

hello!
Shiffany Rawls

Job title: Employee Relations Manager

To-do list: Assists management and employees with disciplinary actions. Provides oversight to the employee performance-evaluation process for university employees.

An extreme "people person": I love to people-watch. I love meeting and interacting with the many different members of the university community.

Yours, mine and ours: My husband, Lydell, who is a program associate with Member-Viewer Services at WFSU-TV, has a

large extended family, and my mother and father have six siblings each, so I have a lot of cousins. The newest and greatest addition to our family is our 13-month-old daughter, Aiyanna.

And they call it puppy love: We have a 4-year-old puggle named Goldie.

A joyful noise: I work with the youth choir at my church. The children range from 3 to 13 years old, and they are a blast to work with!

After 5: Lydell and I enjoy sightseeing, and going to museums and historical sites.

Faculty Awards Ceremony

McWey receives University Distinguished Teacher Award

By Jeffery Seay
EDITOR IN CHIEF

Lauded by her students as a teacher who creates a welcoming and engaging classroom environment with a contagious passion for her subject matter, one of Florida State University's best faculty members has been selected to receive the institution's top teaching honor.

Lenore McWey, an associate professor of family and child sciences in the College of Human Sciences, received the 2012 **University Distinguished Teacher Award** during the **Faculty Awards Ceremony** April 9. The award includes a \$7,500 stipend.

"Dr. McWey enjoys a great following among her students," said **Billie J. Collier**, dean of the College of Human Sciences. "She establishes instant rapport with them and brings a wealth of knowledge to her teaching."

"Dr. McWey is an outstanding teacher and so deserving of this award," added **Kay Pasley**, chair of the Department of Family and Child Sciences. "She is known for engendering mutual respect among students, challenging them to think critically about the discipline, engaging them from day one in the research process, and mentoring graduate students for the rigors of academic life. I particularly value her intentional approach to teaching, which is evident in the careful planning and creative strategies she uses."

Students who nominated McWey complimented her ability to be "hilarious at 8 a.m." and said they would take a class on any subject as long as she was the one teaching it. One described her as being "more than a teacher, but a mentor whose thoughtful, conscientious and sincere manner I can only hope to emulate when I teach others."

With a self-deprecating charm about her teaching style, McWey claims to sometimes fumble over her words, create a mishap with classroom technology or be the only one laughing at her own bad puns. Yet she maintains that she



Lenore McWey and Eric J. Barron

loves the experience. She prides herself on using different instructional techniques so that both auditory and visual learners will have opportunities to understand course content in a format that is best suited for their needs.

"I emphasize active learning, integrating activities into classes so students learn by experiencing the material," McWey said.

As part of building a solid framework for her courses, McWey makes sure that her students know that she has high expectations of them.

"I believe students perform their best if they trust that I expect the best from them," McWey said.

McWey earned a doctorate in marriage and family therapy from Florida State in 2002, a Master of Education degree in mental health counseling from the University of North Florida in 1997, and a bachelor's degree in psychology from Florida State in 1993.

Other outstanding Florida State faculty members were recognized in the

following categories during the Faculty Awards Ceremony:

Distinguished University Scholars

These awards recognize outstanding performance by employees who are non-tenured or non-tenure-seeking, have longstanding track records of research and/or creative activity at the university, and occupy more-senior levels in their respective positions. The recipients will receive one-time awards of \$10,000 and framed certificates.

The Distinguished University Scholars are **Lloyd Engel** (National High Magnetic Field Laboratory) and **Scott Hannahs** (National High Magnetic Field Laboratory).

Developing Scholar Awards

These awards honor mid-career associate professors who have been singled out by their peers for recognition. Each receives a \$10,000 award to be used in his or her research program, following specific guidelines, along with a framed certificate.

Please see **FACULTY AWARDS, 5**

Leadership Awards Night

Faculty and staff members lauded for service to students

Florida State University students, employees and organizations that have exemplified leadership through achievement or service over the past year were recognized April 3 during the university's **Leadership Awards Night**. More than 50 students were recognized during the ceremony, sponsored by the Division of Student Affairs.

Four faculty and staff members

received the **Seminole Award**, given to those who demonstrate an exemplary attitude toward students, are enthusiastic about working with students and extend themselves to help students. The recipients include **James Dever**, associate in the Department of Management, College of Business; **Joseph Donoghue**, associate professor in the Department of Earth, Ocean and Atmospheric

Science, College of Arts and Sciences; **Craig Filar**, director of the Office of National Fellowships; and **Amber Hampton**, student program specialist, Center for Multicultural Affairs.

Elizabeth Swiman, director of the Office of Campus Sustainability, received the **Adviser of the Year Award**, given to an employee who contributes time and expertise as a volunteer to a student organization.

FACULTY AWARDS

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page 4

The Developing Scholars are **Alexander Volya** (Physics), **Carlos Bolanos** (Psychology), **Kathleen McCullough** (Risk/Insurance, Real Estate and Legal Studies), **Hengli Tang** (Biological Science), **Chad Van Iddekinge** (Management) and **Svetla Slaveva-Griffin** (Classics).

Distinguished Research Professor Awards

The title of Distinguished Research Professor is the third highest faculty award at Florida State, following the Robert O. Lawton and Daisy Parker Florey awards. A select panel of current Distinguished Research Professors vets the nominations, submitted by faculty peers, for presentation to the university president. Each recipient receives a one-time award of \$10,000, along with a framed certificate.

The Distinguished Research Professors are **Bernd Berg** (Physics), **Zuoxin Wang** (Psychology), **Eric Chassignet** (Earth, Ocean and Atmospheric Science) and **Gary Taylor** (English).

Graduate Faculty Mentor Awards

These awards recognize faculty mentors whose dedication to graduate students and mentoring have made a significant contribution to the quality of life and professional development of graduate students. The honor comes with a \$3,000 award.

The honorees are **Reb Braddock** (College of Motion Picture Arts), **Michael Brady** (Marketing), **Stanley Gontarski** (English), **Richard Hyson** (Psychology) and **Valerie Scoon** (College of Motion Picture Arts).

Undergraduate Advising Awards

Recipients were nominated by students who have been beneficiaries of their services. These individuals dedicate their time to ensuring that students receive the best possible advice related to their courses and their career choices. Recipients also receive a \$2,000 award.

The honorees are **Eric Crosier** (Undergraduate Studies, Center for Exploratory Students), **Brandy Haddock** (English) and **Sean Hawkeswood** (Advising First, English).

Honors Thesis Mentor Awards

These awards recognize faculty members whose direction and advisement of honors thesis research or creative activity has significantly contributed to the enhancement and quality of education of undergraduate students at Florida State. Faculty are nominated by students in the Honors in the Major program for this award, which includes a \$2,000 stipend.

The honorees are **Walter Boot** (Psychology) and **Ingo Wiedenhöver** (Physics).

Undergraduate Teaching Awards

These awards recognize faculty for excellence in undergraduate teaching. Recipients must be outstanding in the many aspects of teaching that contribute

to successful teaching and learning. This is a student-oriented award with nominations submitted by students and alumni. Each recipient receives a \$2,000 award.

The honorees are **Alexander Aviña** (History), **Jason Barabas** (Political Science), **Joab Corey** (Economics), **Barbara Cottrell** (College of Nursing), **John Dorsey** (Chemistry and Biochemistry), **Patrick Dunnigan** (College of Music), **Gregory Erickson** (Biological Science), **Kevin Fenton** (College of Music), **Gerrie Houlihan** (Dance), **Neil Jumonville** (History), **David Kirby** (English), **Ok-enwa Okoli** (Industrial and Manufacturing Engineering), **Timothy Parrish** (English), **Pamela Robbins** (History), **Robert Romanchuk** (Modern Languages and Linguistics), **Holly Sudano** (Accounting), **Lisa Waxman** (Interior Design), **Lisa Weinberg** (Sociology) and **Eric Wiedegreen** (Interior Design).

Graduate Teaching Awards

These awards recognize faculty for excellence in graduate teaching. Recipients must make outstanding contributions to successful teaching and learning. This is a student-oriented award with nominations submitted by students and alumni. Each recipient receives a \$2,000 award.

The honorees are **Rhonda Blackwell Flanagan** (Educational Leadership and Policy Studies), **Reb Braddock** (College of Motion Picture Arts), **Timothy Glenn** (Dance), **Kristine Harper** (History) and **Lisa Scott** (Communication Science and Disorders).

Planning under way for new student-information system

Over the next three years, Florida State will gradually bring into service a **new student-information system** that promises to be more stable and reliable than the existing legacy system currently in place.

The new system, which will be given an Florida State-specific name later this year, is a comprehensive suite of software for managing student information, from recruitment and admissions to financial aid and academic advising.

"Parts of our existing system are as much as 30 years old," said Associate Vice President for Information Technology **Michael Barrett**. "This limits our ability to modify the system to meet the university's changing needs."

In addition to combining several current but differing platforms, the new student-information system will have a Web-based format, allowing for greater accessibility and sharing of information.



Michael Barrett

This same system is already being used at more than 800 campuses worldwide including Arizona State University, the University of North Carolina-Chapel Hill and the University of Central Florida.

The new system will directly affect several departments, including Academic

Advising, Admissions, Financial Aid, Office of the Registrar and Student Financial Services,

as well as each academic unit and the students. Among the enhancements to the current system's database will be the inclusion of students' minors, the type of bachelor's degree being pursued, waiver information, and course prerequisites that have been fulfilled.

"One of the distinct advantages of the new system is being able to access more data, more easily," said Assistant Vice Pres-



John Barnhill

ident for Enrollment Management **John Barnhill**. "Currently there is data that is not accessible without the assistance of a computer programmer."

Barnhill was a member of the campuswide group that conducted extensive evaluations before settling on the system to be implemented. This project team included all administrative units that will use the system, and the team will also conduct assessments during a testing period this fall.

During these tests, academic units will be invited to participate and thereby be able to preview the new system.

The first phase of data entry will be for course scheduling in August, while large-scale student and campus use will take place in March 2013. Employees who will be accessing the system will receive comprehensive training in advance of these rollouts.

For more information about the new system, visit its.fsu.edu/CS.

Program to assist next generation of undergraduate researchers

By Tom Butler
UNIVERSITY COMMUNICATIONS

Let's face it, Florida State faculty are a busy lot. Teaching and office hours leave very little time to do any of the other myriad tasks expected of them, let alone give them the time they need to cure a disease, write a *New York Times* best-seller, or engineer the next great advance in aviation technology.

"We are keenly aware of the workload challenges that our faculty face, and have launched a new program to help them free up their time, while giving the next generation of researchers valuable experience early in their academic careers," said Joe O'Shea, associate director of the Office of Undergraduate Research.

Dubbed the **UROP** program (short

for **Undergraduate Research Opportunity Program**), this new approach to undergraduate research pairs smart, talented and capable students with faculty who need extra help on their projects.

UROP is a year-long program that places high-achieving first- and second-year students as research assistants with faculty members working on research or creative projects. Faculty members interview and select students for their projects, and direct their work during the year. All UROP students attend a year-long research colloquium to ensure that they gain a good foundation of research skills and present their work at the annual **Florida State Spring Undergraduate Research Symposium**.

In addition to building bridges to potential long-term research partnerships,

the UROP program makes sponsoring faculty members eligible for a \$500 materials grant to help cover the initial costs of bringing a new assistant on board. Participation in the program also makes faculty members eligible for a \$2,000 **Undergraduate Research Mentor Award** and can help to fulfill a service requirement or add to their curriculum vitae.

Since this is the first year of the program, only 100 first- and second-year students are being accepted for the Fall 2012-Spring 2013 academic year. This means faculty must get their projects submitted as soon as possible to ensure access to these new resources.

To learn more about the program or submit a research project for consideration, visit www.our.fsu.edu/urop.

www.news.fsu.edu



FLORIDA STATE 24/7

THE NEWS SITE OF FLORIDA STATE UNIVERSITY

>> **Art exhibitions:** The Department of Art is presenting the Spring Graduating Artists Exhibition of artworks by Bachelor of Fine Arts and Master of Fine Arts candidates until Thursday, April 26, at the university's Museum of Fine Arts. In addition, artwork by Bachelor of Fine Arts candidates is on display in the Oglesby Union Gallery until Wednesday, April 25.

>> **Art sale:** The Museum of Fine Arts will present "New Masters: The 4th Annual Sale of B.F.A. and M.F.A. Graduating Artists' Works" Wednesday, April 25, from 5 to 7 p.m. at the museum. Select works from graduating students will be auctioned to the highest bidder. Proceeds benefit graduating students and the Student Scholarship Fund.

Information: (850) 644-6474.

Employees win Davis Productivity Awards

At Florida State University, a culture of efficiency and prudence is thriving.

One individual employee and five teams of employees have won 2012 **Prudential-Davis Productivity Awards**, which recognize state employees whose work significantly and measurably increases productivity and promotes innovation to improve the delivery of state services and save money for Florida taxpayers.

Florida State's 2012 Prudential-Davis Productivity Award winners are:

•**John Kynoch** (National High Magnetic Field Laboratory): Managed the cost-effective installation of a unique microscope.

•**Elizabeth Swiman, Willie Wiggins and James Stephens** (Facilities), the "Sustainable Campus Initiative Team": Increased savings through energy conservation and recycling.

•**Byron Menchion, Reggie Gentle, Andrew Brady, Rick Burnette, Daniel Zagales, Lewis Thurston, Selvam**

Sivagurunathan and Susan Versen (Enterprise Resource Planning and Institutional Research), the "FSU Student Business Intelligence Consolidation Team": Consolidated university business intelligence reporting and infrastructure.

•**John Kynoch, Emsley Marks and Scott Bole** (National High Magnetic Field Laboratory), the "Magnet Science and Technology Design Fabrication Team": Developed a conductor-insulation-tape wrapping machine.

•**Karen Oehme and Zachary Summerlin** (Institute for Family Violence Studies, College of Social Work), the "Law Enforcement Families Partnership": Expanded domestic violence prevention resources for officers.

•**Christopher Clark, Claudin Pierre-Louis, Matthew Johnson, Dana Johnson and John Van Wingen** (College of Medicine), the "Data Management System Task Force": Designed and implemented the Faculty Data Management System.

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Tallahassee, FL 32308

May 10th – June 14th
6:00 – 7:00 pm
University Center - D
403 Stadium Drive West
Room 1002
Tallahassee, FL 32306

Tuesdays

May 15th – June 19th
5:30 – 6:30 pm
FSU College of Medicine
1115 West Call Street
Clinical Learning Center (CLC)
Tallahassee, FL 32306

New initiative adorning campus spaces with *art*

By **Jeffery Seay**
EDITOR IN CHIEF

A new program has turned ordinary campus spaces into art galleries.

Through the **Department of Art's** new **Art on Campus Initiative**, artwork produced by faculty, alumni and students is on display at the Augustus B. Turnbull III Florida State Conference Center and in the Office of the President and the Provost and the Office of the Dean of the Faculties.

"Florida State has a tremendous reservoir of talented artists who produce sublime works of art each year," said **Lilian Garcia-Roig**, professor of art. "Through the Art on Campus Initiative, many more people will be able to see, appreciate and enjoy these artworks than ever before."

The initiative, led by Garcia-Roig in collaboration with arts administration doctoral student **Alicia Viera**, was fueled by the success of recent faculty art exhibits at the Turnbull Center and the positive response of President **Eric J. Barron** to having faculty and student artworks on display at the President's House.

"As the renovations to the President's Office were being completed last fall, I was asked to find more art pieces to place throughout the suite, which includes the Provost's Office, conference rooms and the reception area," Garcia-Roig said.

Now that the renovation is finished and the first phase of artwork is in-

stalled, President's Office receptionist **Lori Giuggio** says that the pieces are getting noticed.

"The majority of people who come into the President's Office comment on these paintings and ask who painted them," said Giuggio, a senior executive support assistant. "Without question, they are being greatly appreciated."

"It's like sitting in a gallery," Giuggio said.

In addition to having visual appeal, the artwork hanging in the Florida State Conference Center also is informative. Through the use of quick response or QR codes beside each piece, people can use their smartphones to retrieve video of the artists talking about their works.

"This artwork is going to be seen by the more than 25,000 conference attendees who visit the conference center each year," said **Bill Linder**, director of the center.

Garcia-Roig added that the predomi-

nance of faculty art currently on display represents the first phase of the initiative.

"I have been laying the groundwork for future rotating annual art shows of student and alumni works in the Westcott offices," Garcia-Roig said. "Art Professor **Mark Messersmith** and I hope to get most of the additional student and alumni work up by the beginning of the summer, and Alicia and I plan on creating a virtual exhibition of the works on display by fall."

In addition to being able to view faculty- and student-produced art at the Turnbull Center and in Westcott Building offices, the public can view and purchase additional pieces of art during the Department of Art's "New Masters: The 4th Annual Sale of B.F.A. and M.F.A. Graduating Artists' Works" Wednesday, April 25, from 5 to 7 p.m., at the university's Museum of Fine Arts (www.mofa.fsu.edu).



At left, Lilian Garcia-Roig's "Birch Melt" is on display in the Office of the President, Westcott Building. She painted it during her 2006 residency at the MacDowell Colony in Peterborough, N.H. Below, alumna Joni Wildman's (B.F.A. '10) "Bloodlove: The Royal Disease" is on display on the first floor of the Florida State Conference Center. The painting is part of a series of self-portrait personas based on characters in Wildman's poems.



Lilian Garcia-Roig

TRAINING AND ORGANIZATIONAL DEVELOPMENT

Instructor-led and online training opportunities are available to faculty and staff members. To view a schedule of classes and registration information, visit www.hr.fsu.edu/train. To register for classes, log in to www.omni.fsu.edu and click in sequence: "Human Resources 9.0," "Self Service," "Learning and Development," "Request Training Enrollment" and "Search by Date, Course Code or Course Name." From there, click on "View Available Sessions" and choose a session number. Follow the prompts to submit a request. To view a course description, click on the icon. **Information:** (850) 644-8724.

>>ADULT BASIC EDUCATION: This class is designed to improve fundamental skills in reading, writing and/or mathematics. Taught by Florida-certified teachers, it is a preparation for the General Educational Development (GED) test. Participants choose and attend one regularly scheduled, three-hour class session every Tuesday or Thursday from 9 a.m. to noon at the Training Center, 493 Stadium Drive. Registration (new and returning participants): (850) 644-8724. **Please note Policy OP-C-7-F1:** If an employee attends a training program (to include programs provided by Human Resources) during work hours and wishes to have the training considered as time worked, the employee must secure the permission of his or her immediate supervisor before attending. Otherwise, employees may attend training during their off hours, or they may use leave time if so desired.

>>NEW EMPLOYEE ORIENTATION: This program can be completed online. To get started, visit www.hr.fsu.edu/Content/NEOnline/index.html. There, participants will find new-employee presentations, materials and a certification form. Each participant must verify his or her completion of the program by submitting the electronic "Certification of Completion and Evaluation of Orientation" form located on the New Employee Orientation page. **Assistance:** (850) 644-8724.

>>NEW EMPLOYEE ORIENTATION WEBSITE REDESIGN: The Office of Training and Organizational

Development is in the process of redesigning the New Employee Orientation Web page. New Employee Orientation is the first step that new employees take when beginning employment at the university. More importantly, it is where first impressions are formed.

The new Web page will showcase current employees and display all levels of employees and departments at Florida State. Employees interested in being featured on the Web page should submit the following information:

- 1) A recent photograph (head shot).
- 2) A brief, one- or two-sentence statement that expresses why Florida State is a great place to work.
- 3) Department name and years of employment.

Example:

•*"I love working at Florida State because of the diverse community. FSU provides a unique opportunity to experience other cultures and be more open-minded."*

- Susie Q. Seminole*
- Office of Human Resources*
- 3 years at FSU*

Please email the requested information to Megan Darris at mld08j@admin.fsu.edu. There is no deadline because the information will be solicited throughout the year.

BENEFITS OFFICE

>>NEW-HIRE BENEFITS HELP SESSIONS: The Benefits Office will conduct biweekly help sessions for new employees. Sessions will be held Tuesday, April 24, Tuesday, May 8, and Tuesday, May 22, from 9 to 10 a.m. in the Human Resources Training Room, A6244 University Center. All new employees are urged to view the online New Employee Orientation before attending the help sessions. **Information:** (850) 644-4015 or insben@admin.fsu.edu.

>>NOVEMBER/DECEMBER 2011 RETIREES: **Theodore Baker**, professor, Computer Science; **Joseph Beckham**, professor, Educational Leadership and Policy Studies; **Thomas Carlton**, industrial safety and health technician, Environmental Health and Safety; **Sharlyne Conley-Samford**, administrative support assistant, University Business Administrators; **Marion Davis**, academic support assistant, Information Department; **William Dozier**, technology specialist, Facilities; **Elizabeth Eiler**, collections assistant, Controller; **Karen Everage**, research associate, Mathematics; **Judy Greve**, executive support assistant, Athletics Administration; **Elizabeth Purdum**, research associate, Institute of Science and Public Affairs; **Betty Steffens**, general counsel, Office of General Counsel; and **Janice Townsend**, program coordinator, Vice President for Research.

Relations, who is leading the brand effort.

“What is unique about this process is that we are working together, leveraging the expertise of faculty, staff, students and alumni to complete this process,” she said.

While University Communications and the task force are leading the development, the university community will be part of the process.

“The commitment and enthusiasm of so many people from across the university community — who are and will be part of this process — is particularly impressive,” she said.

Participants in the early development of the foundation for the task force and brand effort included three graduate students from the College of Business Master of Science in Marketing program.

“This has been an especially rewarding experience, to have been part of the process that reaches every level of a large-scale organization,” said **Kelsey Reddick**, who will graduate next week with a Master of Science focusing on corporate reputation management.

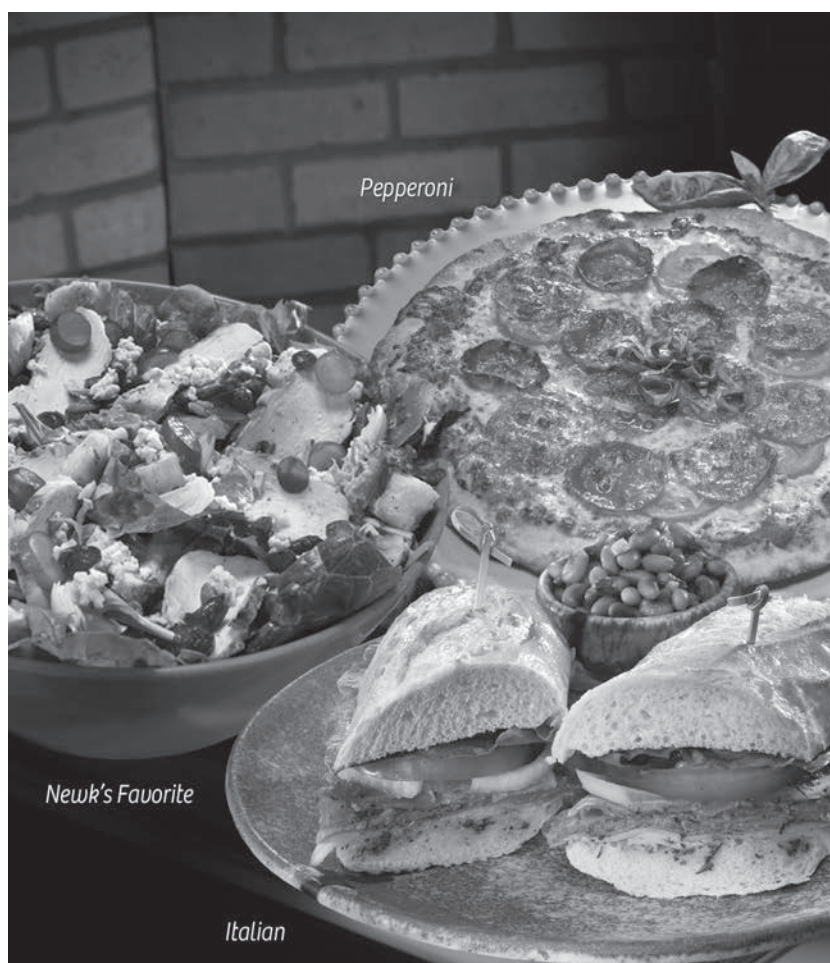
The group will develop elements that comprise the university’s brand platform as well as an online toolbox and training, including the launch of a brand champion certification program.

“This process is not about a new logo or color palette, but rather an opportunity to better articulate through words, images and creative expression who we are and what distinguishes us from our competitors through an integrated marketing and communications effort,” said **Frank Patterson**, dean of the College of Motion Picture Arts and a member of the task force.

The integrated marketing and communications strategy will play an integral role in where and how the university communicates with its diverse audiences. University Communications has already launched several new tools in the past year, including a new university news source, **Florida State 24/7**, which debuted in early February, as well as more targeted media relations strategies. A new faculty expert searchable database for media and a social media strategy are in development.

Launched last July was the **Communicators’ Network**, which brings together marketing and communications professionals from across campus on a monthly basis to discuss collaborative opportunities for projects and resource sharing as well as best practices and innovations. The network also is helping to build a culture of partnership, which is critical in the brand effort, DeDiemar said.

In the coming weeks the university community will be able to watch the initiative’s progress online at www.communicatorsnetwork.fsu.edu, as well as participate in the process by providing in a variety of feedback as the brand platform is developed.



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Dalal uses powerful spectroscopy and computational methods to probe the intricate and detailed structures of metal compounds to understand magnetic properties.

"His research has generated great interest at both the basic and applied levels," Logan said.

In 1995, Florida State was looking for an academic star to enhance and raise the profile of its physical chemistry program. It found Dalal, West Virginia University's Centennial Professor — that institution's highest faculty distinction.

"We interviewed a number of highly acclaimed scientists, and Naresh was the first choice of the search committee and also my first choice," said **John G. Dorsey**, Florida State's Katherine Blood Hoffman Professor, who was serving as department chairman at the time.

Dalal served as department chairman from 1999 to 2007. During that period, the department increased graduate student enrollment from 85 to 145 and increased its number of doctoral graduates from four or five per year to 15 to 20 per year.

To read the full article, visit www.news.fsu.edu.

CRC News

The Council on Research and Creativity (CRC) has given 2011-2012 Arts and Humanities Program Enhancement Grants (AHPEGs) to three faculty members: **Alexander Jimenez** (College of Music), **Donna Nudd** (Communication) and **Jawole Willa Jo Zollar** (Dance).

The CRC has given Spring 2011-2012 Small Grant Proposal program awards to six faculty members: **Amod Agashe** (Mathematics), **Carrie Ann Jones-Baade** (Art), **Rebecca Miles** (Urban and Regional Planning), **Jeffrey Milligan** (Learning Systems Institute), **Andy Opel** (Communication) and **Gail Rubini** (Art).

The CRC has given Spring 2011-2012 Planning Grants to 17 faculty members: **Jennifer Atkins** (Dance), **Angela Canuto** (Educational Psychology and Learning Systems), **Jianming Cao** (Physics), **Michael Carrasco** (Art History), **Nancy Everhart** (Library and Information Studies), **Debra Fadool** (Biological Science), **Rebecca Galeano** (School of Teacher Education), **Amy Guerette** (School of Teacher Education), **James Olcese** (Biomedical Sciences), **Alan Spector** (Psychology), **Geoff Strouse** (Chemistry and Biochemistry), **Silvia Valisa** (Modern Languages and Linguistics), **Jake VanLandingham** (Biomedical Sciences), **O. Arda Vanli** (Industrial Engineering), **Xiaoming Wang** (Mathematics), **Wei Yang** (Institute of Molecular Biophysics/Chemistry and Biochemistry) and **Lei Zhu** (Chemistry and Biochemistry).

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