

WYSU-FM ratings soar in last five years

Due in part to increased news programming, ratings for WYSU-FM 88.5 are up significantly, and station director Gary Sexton said he hopes the numbers will continue to climb.

"More people are discovering that WYSU offers programming that cannot be found anywhere else on the radio dial," said Sexton, who took over the helm of YSU's public radio station in summer 2000.

"But now is not the time to rest on our laurels. We want to continue to increase our numbers."

Over the last five years, the number of people in Mahoning, Trumbull, Columbiana, Mercer and Lawrence counties listening to WYSU per week rose 50 percent, from 22,800 in fall 2000 to

34,100 in fall 2005, according to the latest Arbitron ratings report.

In that same period, the average number of people in the five-county region listening to WYSU at any one time increased 70 percent, from 1,000 to 1,700, the Arbitron report showed.

Sexton said the increase is even more impressive given that the number of listeners of commercial radio stations nationwide has been stagnant or dropping in recent years.

"We're providing more of what our audience wants and arranging the schedule to meet people's lifestyles," said David Luscher, WYSU associate director.

Sexton attributed much of the ratings boost to the station's increased news and information programs through

National Public Radio. In 2001, the station broadcast 75 hours per week of news programming. The amount is now up

to 90 hours a week and includes news broadcasts from the BBC World Service, as well as NPR's "All Things Considered" and "Morning Edition" programs.

"Surveys show that the news programming on public radio is

considered to be more complete and reliable and in depth than anything else

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On the rise...

WYSU-FM's ratings have increased significantly in the last five years:

Rating	Fall 2000	Fall 2005	Increase
Average listeners* at any one time	1,000	1,700	70%
Number of different listeners* per week	22,800	34,100	50%

* Mahoning, Trumbull, Columbiana, Mercer and Lawrence counties

Panel: Women making progress

When Betty Jo Licata became dean of Gannon University's business school in 1989, only about 60 of the nation's more than 800 business colleges were led by women.



Martha Pallante, chair of YSU's history department was the only woman in the department when she came to YSU in 1991. "The path has not always been an easy one," she said.

More than 15 years later, the number of women in top leadership positions remains relatively low – about 80 female business college deans, she said.

"In the past, when I would go to conferences with my colleagues, you didn't see many women," said Licata, who became dean of YSU's Williamson College of Business Administration in 1995.

"Now, you see more and more, especially deans of accredited programs. So, we're making progress."

Licata was part of a panel of YSU women administrators and faculty to participate March 22 in a campus discussion titled "The Changing Role of Women in the University" as part of Women's History Month.

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YSU faculty by gender

Year	Men		Women	
	Number	Percent	Number	Percent
1985	311	75%	101	25%
1990	318	72%	124	28%
1995	286	69%	127	31%
2000	236	65%	126	35%
2005	242	62%	159	38%

Source: YSU Office of Institutional Research

YSU joins 'Solutions for Our Future' national campaign

YSU has joined nearly 400 colleges and universities in a national public outreach campaign designed to raise awareness about higher education's important role in the future of the nation.

"It is critical that we make the public aware that higher education is what drives the global knowledge economy," YSU President David C. Sweet said. "Actions taken today on higher education policy will be critical to U.S. competitive leadership in the world 25 years from now."

The campaign, called Solutions for Our Future and led by the American Council on Education, is a multi-year

effort aimed at establishing a dialogue with local communities and policy makers about the broad benefits of higher education.

The campaign utilizes national television, radio and newspaper advertisements, an interactive Web site (www.solutionsforourfuture.org), and the grassroots participation of member campuses to convey how America's colleges and universities educate the people who change the world.

"As a participant of this campaign, YSU will disseminate information, both

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Nursing participates in patient-handling pilot

Only 26 nursing programs across the United States were selected to be part of a research project, and YSU's nursing program was one of them.

The Safe-Patient Handling and Movement Pilot Test Project, co-sponsored by the American Nurses Association and the National Institute for Occupational Safety and Health, is aimed at showing student nurses how to prevent work-related injuries by teaching them new ways to move patients.

"Nurses are at a high risk for musculoskeletal injuries because it's common for them to lift people two to three times their weight regularly," said Amy Weaver, learning resource coordinator for the YSU Department of Nursing. "Hands down, there is no safe way to manually lift a patient."

Weaver, Nursing Professors Dorcas Fitzgerald and Pam Schuster and Associate Professor Sharon Phillips co-wrote a proposal in 2005 applying to the ANA for the pilot program.

In March 2005, Schuster and Weaver attended the Safe-Patient Handling and Movement conference to learn about the new concept and how to integrate it into nursing classes. The curriculum was incorporated this spring semester in a sophomore-level course where students learn fundamental nursing skills.

The students have been practicing the techniques on equipment donated by the Liko Company, with costs absorbed by Faulkner Medical.

"The techniques have been beneficial," said nursing student Bryan Cupp of

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Nursing students Bryan Cupp, left, and Michael Simmons demonstrate how to use the ceiling-mounted lift, one of the new pieces of equipment in YSU's nursing lab for the Safe-Patient Handling and Movement Pilot Test Project.

Byline

YSU: 'The jewel of the Mahoning Valley'



By Bruce Sherman
and Lawrence H. Richards

Thirty-six years ago in 1970, we walked across the YSU campus for the last time as business students. Though our careers took different paths – one of us going into business and the other entering law school – we both quickly realized the value of a YSU education.

Bruce Sherman



Lawrence Richards

We felt empowered, confident and most of all, grateful.

It wasn't too long after that we both started asking ourselves how we could express our appreciation to the university – how could we help ensure the availability of a YSU education to ensuing generations?

The answer was joining the thousands of graduates who are part of the YSU Alumni Society. Both of our wives are YSU graduates, too, and also wanted to join the Alumni Society. The four of us became life members.

However, after several years of being Alumni Society members, we both felt a greater obligation to support the university that gave us so much. We wanted to do something more to give back for all the benefits we have received in life that would not have been possible without undergraduate degrees from YSU.

In the 1990s, we both decided to go beyond membership and became part of the Alumni Society Board of Directors, which represents the more than 85,000 graduates of our university.

Joining and becoming active has resulted in meeting numerous individuals, ranging from YSU staff members, administration, trustees and other graduates who share our feelings about the university – that it is the jewel of the Mahoning Valley.

As president and past president for two-year terms, we proudly serve as YSU ambassadors in the community, preside over quarterly board meetings and represent graduates at various campus events. We both overwhelmingly supported the Alumni Society's decision to donate \$100,000 to the Andrews Student Recreation and Wellness Center campaign and felt pride that YSU graduates were able to help improve the campus experience for current and future students by helping to get the recreation center built.

The growth of the university is certainly impressive to both of us. When we were students, Ward Beecher Science Hall and Kilcawley Center were the newest buildings on campus, and classes were still held in Jones Hall.

Clearly, YSU is one of the few Valley institutions that has only improved with age and continues to improve. It gives us great satisfaction to realize that we have been able to play a part in this evolution.

There are many ways to get involved with your alma mater. One of them is to become a member of the Alumni Society. Some Alumni Society benefits include use of university resources such as Maag Library, Career and Counseling Services, as well as a credit card and insurance program. Other ways to get involved include attending athletic events, plays, or lectures on campus, organizing internships for YSU students, or donating your time and/or money to the university.

If it's been a while since you've been to YSU, come down for a visit and see how YSU has grown and changed. You'll be glad you did. ■

Bruce Sherman, 1970, BSBA, is current president of the YSU Alumni Society. Lawrence Richards, 1970, BSBA, is immediate past president of the YSU Alumni Society.

Youngstown STATE UNIVERSITY

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Campus News Roundup

Annual Fund donations up 33%

Donations to YSU's Annual Fund are up by one-third so far this year, according to the Office of Development.

The fund collected \$404,634 from 1,960 donors in the first half of fiscal year 2006, according to a report from Paul McFadden, chief development officer.

That's a 33 percent increase in dollars and a 39

percent increase in donors from the same six-month period last year, when the fund collected \$305,172 from 1,414 donors.

McFadden said there is no better gauge of how alumni view the university than the Annual Fund.

"These numbers show that our alumni and friends think very highly of YSU," he said. ■



Elderquest...

Joseph Scarvell, left, a communications instructor at YSU, and Melvin North, program developer at the YSU Metro College, chat prior to the first part of "Elderquest: A Film and Literature Series" in the auditorium of DeBartolo Hall. The eight-part series, which runs through June 21 and is sponsored by the Institute for Learning in Retirement at YSU, focuses on the emergence of the cinema and literature of aging. Remaining sessions are 3 to 6 p.m. in the DeBartolo auditorium on Wednesdays April 12 and 26, May 10 and 24, June 7 and 21.

Bank gives \$5,000 to 'Express'

A \$5,000 grant from First Place Bank Community Foundation is helping the continued production of YSU's Homework Express, a live homework help television show.

Richard P. Cowin, chairman of the First Place Bank Community Foundation, presented the check on March 22 to Fred Owens, YSU professor of communication and Homework Express project director, in the Bliss Hall studio, where the show is produced.

"First Place Community Bank Foundation has been a supporter of YSU for years," said David Jenkins, executive director of First Place Bank Community Foundation and a 1978 YSU business

graduate. "Homework Express seemed like a natural fit."

The call-in show is geared toward helping 6th, 7th, and 8th graders with math and science questions. Teachers from a variety of school districts have answered approximately 250 on-air calls from 17 communities in Mahoning, Trumbull and Columbiana counties since the show first aired in September.

Shown every Tuesday and Thursday from 4:30 to 5 p.m. on Armstrong and Time Warner cable, the show is staffed by YSU telecommunication faculty, staff and students. ■

Diversity exhibit targets minorities

In an effort to increase the participation of minority businesses in university contracts, YSU's purchasing department will host a Supplier Diversity Campus Exhibit 3 to 6 p.m. Tuesday, April 11 in the Presidential Suites in Kilcawley Center.

"We would like to step up the diversity of suppliers who serve the university," said Rich Delisio, director of materials management. "The best way to do that is to talk to them, develop relationships and discover opportunities to work together."

Delisio said YSU currently has two major contracts with minority-owned businesses – Johnson & Gordon for janitorial services and Total Office Products for office supplies. The contracts amount to about \$600,000 a year.

The program on April 11 is designed to provide business opportunities for local minority businesses with small dollar purchase orders.

Delisio said state universities have set a goal that 15 percent of their annual expenditures on goods and services will go to minority business enterprises. In a report to the Board of Trustees' Internal Affairs Committee last September, Delisio reported that 5.1 percent of YSU's \$22.1 million in goods and services expenditures in fiscal year 2005 had gone to minority businesses.

YSU and Kent State University have joined forces with the Northern Ohio Minority Business Council as a corporate sponsor in the Partners First Program, and many of those minority businesses have registered to attend the April 11 program.

For more information, visit www.ysu.edu/mat-mgmt/MBE.htm. ■



All jazzed up...

YSU student Kim D'Angelo performs with the YSU Jazz Combo at a Music at Noon concert in the Butler Institute of American Art. The concerts are at noon on Wednesdays throughout April.

Faculty/Staff

Presentations

Ray Beiersdorfer, professor, Geological and Environmental Sciences, presented "Field Trip on the Geology of Red Rocks Canyon National Recreation Area, Nevada," in conjunction with The James Randi Education Foundation Amazing Meeting 4 in January in Las Vegas.

Joanne Gallagher, coordinator, Career & Counseling Services, recently presented "Resume Review: Clearing up the Confusion and Developing Dynamic Teaching Resumes" at the Ohio Association of School Personnel Administrators and the Ohio Association for Employment in Education conference in Columbus in February.

Professional Activities

Gunapala Edirisooriya, professor, Educational Foundations, Research, Technology and Leadership, has been appointed to the American Educational Research Association's Division H Leadership Advisory Committee.

Betty Jo Licata, dean, Williamson College of Business Administration, has been elected to the Board of Trustees of Humility of Mary Health Partners.

David Morgan, assistant professor of jazz studies, Dana School of Music, was commissioned to compose and arrange an evening of music for saxophonist Joe Lovano and the Cleveland Jazz Orchestra, which premiered in November 2005. Morgan is the bassist for the CJO and **Kent Engelhardt**, coordinator of jazz studies, Dana School of Music, plays alto saxophone in the ensemble.

Robert Rollin, professor, Music, and chair, Composition Area, Dana School of Music, was guest composer for a Feb. 9 concert of his chamber music at his alma mater, the College of the City of New York for CCNY's Thursday Noon Hour Series. The concert included eight of his works. While in New York City, Rollin also served as guest composer on Feb. 11 at the Mannes College of Music. At Mannes, he participated in a lecture/recital of five of his piano compositions. The Aurista Duo also performed two of his works for violin and piano at the Mannes College Faculty/Guest Artist Recital.

Publications

William Greenway, professor, English, had the poem "The Place You Belong" published in *The Mid-America Poetry Review* 7.1.

Tom Shipka, chair and professor, Philosophy and Religious Studies, had the article "Are You a Critical Thinker? A Test" appear in David Stewart and H. Gene Blocker's "Fundamentals of Philosophy," Sixth Edition, 2006, Pearson Prentice Hall.

David E. Stout, professor and Andrews Endowed Chair, Accounting and Finance, had the article "Commentary on 'The Long Road to Publishing: A User-Friendly Expose'" in *Accounting Education: An International Journal*.

Peter Woodlock, professor and chair, Accounting and Finance, had the article "Effective Audit Committees: What Shareholders Expect and Regulators Demand" in the *Journal of Corporate Accounting and Finance*. ■

Math grant totals \$250K



Doug Faires

Last year, five undergraduate math students at Youngstown State University made history at MathFest, a national annual meeting of the Mathematical Association of America, by winning five national awards.

For the next three years, thanks to a continuing grant of \$249,094 to the MAA, YSU students will have the chance to build upon that success.

The grant from the National Science Foundation to the MAA, which runs through 2009, will be used to fund regional mathematics conferences throughout the nation, said Douglas Faires, YSU professor of mathematics and statistics and principal investigator for the grant.

The grant also will help pay the expenses of students, from YSU and elsewhere, to attend undergraduate math conferences across the nation.

"The regional conferences give the students a chance to show what they've been working on all year, as well as to get them ready for the real world," Faires said.

He said many of the students who give presentations at the regional conferences will go on to give presentations at the annual MathFest.

"By the time MathFest comes around, the students attending will have already done at least three technical talks and presentations, and this is just in their undergraduate studies," said Faires, a member of the board of the American Mathematics Competitions.

Faires said the conferences help students excel, noting that more than 30 former YSU undergraduates who have attended MathFest have gone on to earn doctorate degrees in mathematically related areas.

In addition, the grant will fund the annual Undergraduate Mathematics Conference at YSU. That conference, started in 1998, is sponsored by the Ohio Xi Chapter of Pi Mu Epsilon, the national mathematics honorary society. The conference includes universities within a two-hour drive of YSU. This year's conference in February attracted nearly 125 students and 35 faculty from 30 colleges and universities.

The meetings give undergraduate students the opportunity to present results of their projects and research, and to listen to topics that are of interest to other undergraduate students in the region, said Faires, past president of Pi Mu Epsilon.

"The YSU conference is really the model for all of the other conferences across the country," Faires said. ■

Moorer named coordinator of diversity initiatives at YSU



Susan Moorer

Susan Moorer of Austintown, former executive director of Leadership Mahoning Valley, is YSU's new coordinator of diversity initiatives.

"We're very fortunate to have Susan join us," said

Jimmy Myers, director of YSU's Office of Equal Opportunity and Diversity. "She's a very talented individual with skills and abilities that will make her very successful in this position. She is well known on campus and in the community and has already worked with many of the people she will be working with in her new role."

Moorer earned a bachelor's degree in speech communication from YSU and

is completing a master's degree in organizational leadership at Geneva College in Beaver Falls, Pa. She replaces Leon Stennis, who retired from the position at YSU in August.

She was executive director of Leadership Mahoning Valley for six years before taking the position at YSU in March. She also previously was executive director of Mentors for Tomorrow. She is immediate past president of the Ohio Association for Community Leadership Board of Directors and the Northeast Ohio Regional Leadership Taskforce, and president of the YWCA of Youngstown. She also is former chair of the Youngstown Area Urban League and former first vice president of the Associated Neighborhood Centers. She received the YWCA Woman of the Year award for civic leadership in 1996. Moorer has a 20-year-old son who attends YSU. ■

Submit items for "Faculty/Staff" to Wendy Wolfgang, associate editor, at wawolfgang@ysu.edu



Ron Strollo, executive director of intercollegiate athletics, looks on as President David C. Sweet, left, congratulates head football coach Jon Heacock after signing a four-year contract extension.

Heacock signs extension; Red & White game set

Head football coach Jon Heacock, who led YSU to its first Gateway Conference championship last season, has signed a contract extension through the 2009 season.

The signing comes as the Penguins prepare for spring drills, with the annual Red & White game scheduled for 7:30 p.m. Friday, April 28 in Stambaugh Stadium.

"I look forward to having Jon lead our program to continued success over the coming years," said Ron Strollo, executive director of intercollegiate athletics.

"The classy manner in which he has represented the school on and off the field speaks volumes for his commitment to

one of the most well-respected Division I-AA programs in the nation."

Heacock owns a 32-24 overall mark in his five years as the head coach of the Penguins.

"YSU and the Mahoning Valley are places near and dear to my heart because the people here are absolutely tremendous," he said.

In 2005, Heacock led the Penguins to an 8-3 record, YSU's first Gateway title and the program's first national ranking since 2002. Heacock was named the Gateway's Bruce Craddock Coach of the Year and the American Football Coaches Association's Division I-AA Region Four Coach of the Year. ■

WYSU ratings

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Gary Sexton

on radio," Sexton said. "People today want more than headlines."

He also said that the station's Saturday entertainment programming, such as "Car Talk" and "A Prairie Home Companion," has helped

boost ratings.

He said another factor for the increased ratings is the station's successful efforts to make itself more visible through expanded marketing and support of community events.

Sexton said public radio stations in general are under increasing pressure from the Corporation for Public Broadcasting to increase ratings and local funding. CPB provides WYSU about \$130,000 annually.

WYSU's fall fund drive raised a record \$93,850 from 1,000 donors, a 5 percent

increase from the amount raised in the spring fund drive.

Nevertheless, WYSU's local funding is about half of that raised by public radio stations in similar markets nationwide, Sexton said.

CPB recently awarded the station a \$96,000 grant to help develop a strategic plan.

"We hope the plan helps us learn how to continue to improve and continue to increase our listenership and local funding," he said. ■



Ready for action...

Mike Stanish, a junior at Brookfield High School, lines up his robot in the 2006 Northeast Ohio Robotics Competition in Beeghly Center. Thirty-five teams of students from 17 area high schools participated.

Nursing pilot

(Continued from page 1)

Cortland, a sophomore. "A lot of nurses have problems lifting patients, and this type of equipment helps save our backs."

The equipment includes a ceiling-mounted lift, which helps nurses lift patients out of bed and to a chair or a gurney; a sit-to-stand lift for people needing assistance in bearing weight; a friction-reducing device that assists patients with movement in bed and in getting out of bed; and a general lift that helps pick patients up off the floor when they fall.

The research got its start at the Patient Safety Center of Inquiry Veteran's Health Administration in Tampa, where body movement, body temperature and pain of nurses were measured during patient handling.

"It proved that body mechanics alone – the way that nurses have been taught to handle and move patients for the last 50 years – weren't effective, and it was time to look at alternate methods," Weaver said.

She said that the injury rate of nurses has been cut in half or more in hospitals where safe-patient handling has been incorporated.

Body mechanics, Weaver explained, entails, among other techniques, recommending that nurses lift or move patients with their legs, not their backs. However, unlike other jobs, there are no steadfast rules or guidelines for how many pounds a nurse can lift, she said.

Weaver made a presentation about safe-patient handling at the recent Ohio Nurses Association Conference and at YSU's Sigma Theta Tau Research Day. She also will make a presentation titled "Protect Your Patient While You Protect Your Back," at the Nursing Research Symposium in YSU's Kilcawley Center on April 26.

"We have a responsibility to get the information out there – to nursing faculty, to future students and to the healthcare community," she said. ■

My aching back...

According to the Bureau of Labor Statistics, nursing tops the list of occupations most associated with work-related musculoskeletal disorders. Here are the number (in 1,000s) of annual work-related musculoskeletal disorders:

Occupation	Number
Registered nurses, nursing aides, orderlies, and attendants	61.5
Truck drivers	43.9
Laborers, non-construction	36.6
Assemblers	19.7
Janitors and cleaners	14.0
Stock handlers and baggers	11.3
Construction laborers	10.8
Cashiers	10.0
Carpenters	9.3

(Source: Bureau of Labor Statistics)

Women in higher ed

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Moderated by Martha Pallante, chair of YSU's history department, the discussion focused on the barriers that women faced, and continue to face, in higher education.

"Even today, there are a lot of women who fall through the cracks ... because they don't have people already vested in the system looking out for their interests," Pallante said.

Bege Bowers, associate provost, said about 24 percent of YSU faculty members were women when she came to campus in 1984. Today, women make up 38 percent of the faculty. In 1985, seven of YSU's 37 academic departments were chaired by women, or less than 20 percent. In 2005, nine of 35 department chairs are women, or about 26 percent. YSU had one female dean in 1985; today, there are two.

Cynthia Hirtzel, dean of the YSU Rayen College of Engineering and Technology, said only about 7 percent of engineering faculty nationwide are women and that only about a dozen of the nation's 450 engineering schools are led by female deans.

Hirtzel said her travels through academe have been filled with firsts: the first female engineering faculty member at Rensselaer Polytechnic Institute, the first female engineering department chair at Syracuse University, and the first female

engineering dean at both Temple University and YSU.

"As a woman in a male-dominated field, I was an alien," she said.

Pallante, a native of Niles who attended YSU as an undergraduate student, talked about being pregnant when she joined the faculty at Hiram College in 1984. "There were no provisions for a faculty member who was pregnant," she said. "Most of the other faculty looked at me like I was a bomb ready to explode."

When she came to YSU in 1991, she again was pregnant, and YSU was not much better prepared than Hiram to deal with a pregnant faculty member. She said she was the only woman among 17 faculty members in the history department.

"The path has not always been an easy one," she said.

Hirtzel said she thinks it is important that YSU better serve all women – students, faculty and staff.

"Anything that improves the success of any constituency on campus improves the success of all constituencies," she said.

Stephanie Tingley, English professor and coordinator of American Studies, also participated in the discussion, which was sponsored by YSU Women's Studies Program and Student Diversity Programs. ■

'Solutions' campaign

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on and off campus, about the critical role that YSU and higher education in general play in the future of the Mahoning Valley, Ohio and the nation," said George McCloud, special assistant to the president for university advancement.

The campaign centers around four core messages:

- Well-educated citizens are crucial to America's ability to confront the challenges of the future.
- Colleges and universities contribute to the economy, well-being and quality of life in the nation.
- The United States must continue to expand college access and achievement to build the human capital necessary to succeed in the international

knowledge economy.

- America must sustain public investment in higher education to meet the needs of the future.

"Imagine for just a moment the impact we could have on the public at large if all of higher education – two-year, four-year, public and private institutions – would unleash its considerable communication efforts around a few well-developed messages on the central role higher education plays in advancing our communities," said William Kirwan, chancellor of the University System of Maryland. "It is a task worthy of our time and attention because nothing less than the future well-being of our nation is at stake." ■