

Penn State Outreach

Faculty Scholarship in the Community



Stop the Bullying

Dr. Cheryl Dellasega offers girls alternatives to hurting

PENNSTATE



A NEW LOOK



Dr. Craig D. Weidemann,
Vice President for Outreach

This issue of *Penn State Outreach* marks a major change for the magazine. It is now a leaner, more tightly focused, reader friendly and cost-effective medium for sharing new Outreach developments and news about the University's engagement and outreach scholarship activities. This approach is similar to the University's efforts to support

its communities within the Commonwealth, throughout the nation and around the world. While the magazine is smaller, our work is even larger. More than 1,800 Penn State faculty and staff are engaged in outreach activities with 5 million people and 7,000-plus businesses and industries annually in all 67 Pennsylvania counties, 50 states, and 80 countries worldwide.

Let me tell you about a few highlights in this issue that reflect the University's commitment to outreach scholarship and engagement.

First, there is the meaningful work of Dr. Cheryl A. Dellasega, who is applying the arts and healing to the issue of bullying among young women. Her focus on addressing relational aggression through the development and implementation of several outreach initiatives has earned her the 2004 Faculty Outreach Award. You can read more about her activities on page 2.

Farming and technology is the focus of the feature on page 6. Today, Cooperative Extension educators are teaching farmers how to apply technology to a wide range of agricultural chores. Penn State's new Agricultural Innovation Center will provide them with even more ways to incorporate new tools into their operations.

On page 8, you will find information about a partnership between public television stations and higher education institutions to produce programs and related

educational resources that will expand the reach of faculty scholarship and enhance the viewing experience in a new digital era.

Nearly every week, the news media report on another development in the growing epidemic of obesity. Page 11 has information about how Penn State is addressing this critical issue.

Then on page 14, in a new column featuring an expert external to Penn State, Fred Dedrick of the Pennsylvania Workforce Investment Board talks about some of the challenges the Commonwealth is facing in developing a workforce to meet employer needs and how the University can help.

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 “While the magazine is smaller,
 our work is even larger.”

—CRAIG D. WEIDEMANN

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 Finally, for quick bites of information, interesting facts and other news about University outreach activities, check out the magazine sections listed on the Contents page. For example, Nobel Prize-winner Dr. John Nash Jr., who spoke at a lecture series hosted by the Eberly College of Science, shares his thoughts on outreach (Science & Technology, page 28), and the Health section (page 22) features a story about Dr. Edwards Schwentker's Pediatric Orthopaedic Project in Honduras.

We encourage you to provide feedback to our editorial team by e-mail: outreachnews@outreach.psu.edu.

Welcome to the new *Penn State Outreach*.

Penn State Outreach

Faculty Scholarship in the Community

Contents

IN EVERY ISSUE

Greetings Inside front cover

Inside Outreach 16

It All Started With a Correspondence Course; Showcasing Pennsylvania's Heritage; Penn State Makes Trivial Pursuit; World Campus Milestone: Statistics; WPSU Turns 50; World Campus Celebrities

FEATURES

COVER STORY: Academia Meets Artistic Ability 2

This year's Faculty Outreach Award winner applies the arts and healing to individuals, organizations and communities

Field of Dreams 6

Penn State helps farmers take technology to task

Higher Education 8

A digital-age initiative gives faculty an opportunity to raise the profile of their work

Weighing in on Obesity 11

Penn State addresses America's number one health issue

Ask the Expert: Tackling Labor Issues in Pennsylvania 14

Outreach asks Fred Dedrick of the Workforce Investment Board how Penn State can help



Middle school girls work on self-esteem. Cover story, page 2.

DEPARTMENTS

Agriculture & Natural Resources 18

Learning to Compost
Model Program: Pesticide Education
Plant Doctors
Numbers on the Farm

Arts & Humanities 20

Community Renewal

Children, Youth & Families 21

Literacy Training
Building Leaders
Joining Forces After School

Health 22

Journey of Hope
Real Men Don't See Doctors
Smoking Guns

K-12 Education 24

Sailing to Knowledge
Rewarding Workshops
Teachers Go Online

Safety & Security 25

Training Emergency Personnel
Soldiers Log On
DOD Promotes World Campus
Working with Wireless

Science & Technology 26

Penn State on the Web
A Celestial Census
Nobel Prize Winner on Outreach

Workforce, Community & Economic Development 29

Entrepreneurs Gain Ground
True Engagement: Penn State and U.S. Steel
Business Talk
Partnership for Prosperity
Leading in Real Time

Endnote 32

History in the Making



A Penn State orthopaedist holds a Honduran child in need of surgery, page 22.

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... have powerful effect upon human
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... things that seem
... conscious... don't
... think it'll

Girls at Elizabethtown High School participate in role-playing as part of Dr. Cheryl Dellasega's curriculum, designed to reduce relational aggression, or bullying, in middle school girls.



Academia meets Artistic Ability

By MELISSA W. KAYE

This year's Faculty Outreach Award winner applies the arts and healing to individuals, organizations and communities



Dr. Cheryl Dellasega

Rhonda Scott found herself attending a new school in the seventh grade. Instead of making new friends, she found herself confronted by a girl who kept calling her names.

"I didn't know what to do," she remembers. Then, one of the house mothers at the school, the residential Milton S. Hershey School, suggested she try Club Ophelia, a program that aims to reduce bullying among middle school girls using mentoring and an arts-based curriculum.

Rhonda participated in the club and liked it so much she enrolled

again this past year as an eighth grader. And when she found herself back at school facing a girl who was picking on her and spreading rumors about her, she knew exactly what to do.

"Instead of instigating a fight, I tried to talk to her," Rhonda said. "At first she was surprised, and then we talked for a long time. Now we say hello when we see each other in the halls."

Counselors and teachers are successful in attracting girls to Club Ophelia because it provides an environment where they can learn how to develop friendships, explained its creator, winner of the University's Faculty Outreach Award Dr. Cheryl Dellasega, associate professor of humanities and chair of the Arts, Healing and Humanities Committee in the

Penn State College of Medicine at the Penn State Milton S. Hershey Medical Center.

"Every girl is concerned about making friends," Dellasega said.

A Girl's Life

And Dellasega, who is a certified registered nurse practitioner with a Ph.D. in health education, has made these girls a concern of hers. Combining her clinical training and academic background with her artistic ability, she applies the arts and healing to individuals, organizations and communities, with a particular emphasis on teenage girls and their families.

In addition to the club, a more intensive five-day camp—held annually at the Harrisburg Area Community College (HACC) and offered free of charge with sup-

continued

"Not only did she 'sell herself' well, but she also represented the University well in reaching out to one of the most silenced, invisible populations in our city."

—DR. IRENE C. BAIRD

Participants of Club Ophelia make a collage of positive messages.

Photos courtesy of Dr. Cheryl Dellasega



Prison, the women worked on timelines of their lives demonstrating that things started to fall apart at adolescence. “I learned there are ways to assist,” she said.

Grown Women Learn Life Skills

At the prison from 1998 to 2001, Dellasega taught life skills, such as stress management, communication and writing to the women. She also coordinated an arts-based activity for mothers and children in the Woodside Family Center at the prison in order to promote positive visiting experiences.

“It was evident that she was aware of and sensitive to the needs of this marginalized population and effectively interacted with them,” said Dr. Irene C. Baird, who as director of Penn State Harrisburg Women’s Enrichment Center facilitates programs for women at the jail. “Not only did she ‘sell herself’ well, but she also represented the University well in reaching out to one of the most silenced, invisible populations in our city.”

Dellasega would also sometimes bring to the mother-daughter sessions at the Woodside Family Center

An arts-based curriculum boosts self-esteem among these middle school girls.

port from HACC, Dauphin County RADAR Network Center, Family and Children’s Services of Dauphin County and Family Health Council—also offers girls of diverse backgrounds ways to improve self-esteem, as well as alternatives to bullying, known as relational aggression.

Relational aggression is a common theme in Dellasega’s work. The club and camp evolved out of a committee she created to identify programs that could address the issue. The Surviving Ophelia committee, comprised of a diverse group of community members from throughout central Pennsylvania, offered a workshop on the subject in the fall of 2001 at the Harrisburg YWCA for educators and leaders of

community programs.

Now, another school district in Pennsylvania, Elizabethtown, is starting to host the club, and Dellasega has started to train others so the programs can be offered throughout Pennsylvania and beyond.

“I am hoping Camp Ophelia and Club Ophelia will go national,” Dellasega said.

Dellasega has long been interested in girls’ and women’s issues. “I’ve studied family caregiving, which is primarily a women’s issue,” she said. And through her church, Dellasega became involved with incarcerated women. “It was then I realized that intervention needs to come earlier in life,” she said, explaining that while volunteering at the Dauphin County

her own daughter, who as a teenager was having a difficult time with adolescence.

"I think [the activities] did make her feel better about herself," Dellasega said.

Dellasega has written two guide-books for parents about the needs of adolescent girls: *Surviving Ophelia: Mothers Share Their Wisdom of the Tumultuous Teenage Years* (Perseus & Ballentine, 2002) and *Girl Wars: Twelve Tried and True Strategies for Ending Female Bullying* (Simon & Schuster, 2003). (Her third book, *Stung! Helping Adult Women Who Are Queen Bees, Middle Bees, and Afraid-to-Bees*, published by John Wiley Inc., is due this year and addresses whether adult women treat each other as they did when they were adolescents.)

The books are highly acclaimed, and her scholarship on the subject of relational aggression has garnered state and national media attention, including a national radio tour and an appearance on NBC's *The Today Show*.

Dellasega often receives e-mails from appreciative readers of her books, including one note that said she literally "saved" a girl's life. Such feedback from people is gratifying for Dellasega who, as part of the University, feels compelled to do outreach work.

"We are privileged at the University to have special expertise and resources to benefit people in the community," Dellasega said. "Outreach is a bridge between the University and the community."

And Dellasega has plenty of expertise and resources in her own right to share. "I bring together my artistic talents with the ability to connect with a lot of different people," she said. "It's a way to get things done." ❁

A Touch of Beauty

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This year's Faculty Outreach Award Winner Dr. Cheryl Dellasega has always in her work, as well as in her personal life, applied the arts to health and healing. And as the chair of the Arts, Healing and Humanities Committee of the Doctors Kienle Center for Humanistic Medicine at the Penn State College of Medicine, she oversees a wide range of arts activities for a hospital's diverse audience.

"When I asked [Dr. Dellasega] to form an arts and healing committee for the Kienle Center, she did this immediately and made it a vehicle for outreach simultaneously with creatively addressing college needs," said Dr. David Hufford, chair of the Humanities Department at the College of Medicine.

According to second-year medical student and committee co-president Dana Kausmeyer, the committee's goal is to bring art, music, poetry and other forms of expression to the medical setting for patients to express themselves artistically, emotionally and holistically.

Activities range from arts projects to concerts to music therapy. An upcoming conference for nurses in June called *Nurses Write* explores using narrative for professional development and for stress relief.

Dellasega says that hospital visitors are enthusiastic about the arts events. She cites in particular one mother, with a chronically ill daughter, who called her to comment on a painting of meadows and flowers she saw hanging in the medical center.

"She said it was the first time she saw anything beautiful associated with a hospital," Dellasega reported.

Said Kausmeyer of Dellasega's work on the committee: "She interacts so well with children and adults alike."

For more information, see: <http://www.hmc.psu.edu/humanities/kienle/>.



A mural created by patients and staff hangs in the main lobby of the medical center.

Stuart Leask—Allied Pix

Field of Dreams

By KAREN WING

Penn State helps farmers take technology to task

As an Amish farmer in Somerset County, Pennsylvania, Levi Hostetter abides by the traditions of his faith: he has no electricity in his house, he travels by horse and buggy, and he wears dark-colored, traditional attire. Yet, when Penn State Cooperative Extension educator Tom Ford demonstrated for him the real-time, Internet-based tracking program called PestWatch, developed by Penn State Entomology Professor Dr. Shelby Fleischer, Hostetter did more than take notice. He proceeded to build pheromone traps, as outlined in the program, for migrating corn earworm moths and now regularly shares his findings with extension educators, so others can better protect their sweet corn crop.

Hostetter is one of the growing number of farmers Penn State is helping use technology to extend their growing season, improve their yield and manage their resources more efficiently.

"All kinds of applications for technology have existed," said Dr. Jack Watson, associate director of Penn State Cooperative Extension and state program leader. "What we can do is to take that technology and help individual farmers integrate it into their operation to make it more successful."

Bringing that success, not just to the big farms, but also to farmers like Hostetter who aren't "wired," has been part of Penn State Cooperative Extension educators' ongoing outreach effort.

"Approximately 20 extension educators get the numbers on the migrating pests out to the farmers in innovative, creative ways, such as distributing the information at produce auctions and grower's meetings," Fleischer said. "However, technology plays an increasingly important role in disseminating information. This project has been a collaborative effort with many people, including those in the College of Agricultural Sciences and the Environment Institute in the College of Earth and Mineral Sciences."

Agricultural Center to Provide Expertise

Protecting farming is big business in Pennsylvania. According to the United States Department of Agriculture, in 2002 there were 59,000 farms in Pennsylvania, which contributed a healthy \$4.6 billion to the economy. In recognition of this economic engine, the U.S. Department of Agriculture selected Pennsylvania as one of 10 states to get a portion of a \$10 million grant to establish their own Agricultural Innovation Center.

Pennsylvania's center will combine three physical locations in Blair, Cumberland and Lebanon counties with a network of experts throughout the state. Penn State Cooperative Extension educators will provide the expertise and staffing.

"We believe that if we surround promising agricultural value-added businesses with the appropriate resources, they will succeed," said Dr. Michelle Rodgers, regional director of Cooperative Extension and Outreach in the Capital Region. "The center brings those resources

Bill Coleman Inc., www.amishphoto.com



together—from business development and management to education and technology services—to make sure producer-entrepreneurs are doing the right things at the right stage in their businesses.”

For example, one such effort involved assisting a producer to develop specific marketing strategies for his feta cheese products. This enterprise, which originally looked to local farmer’s market stands for its sales, increased profitability when the entrepreneur learned to use Internet marketing strategies to approach and make sales to buyers for upper-scale restaurants in the Washington, D.C., area.

Precision Agriculture

To maximize crop production, farmers are increasingly using high-tech tools, such as the Global Positioning System (GPS). Popularized in current advertising as a savior for guiding lost drivers to their destinations, GPS can also improve the quality, quantity and safety of the food on our tables as a part of the world of precision agriculture.

As a tractor moves across the fields, GPS computer-based technology helps farmers map their fields for nutrient deficiencies, pest infestations and soil conditions. The farmer is then able to precisely deliver customized applications of fertilizers, herbicides and pesticides, based on their farm production and crop information. The result is a tremendous cost savings, less impact on the environment and improved crop performance.

Penn State’s College of Agricultural Sciences EDUGATOR, a John Deere all-terrain vehicle with GPS and an onboard laptop computer, provides farmers with a hands-on opportunity to see how technology can improve their bottom line.

“The impact is to minimize the application of chemicals used on the fields, which can result in tremendous cost savings and increase profitability,” said Dr. Ted Alter, associate vice president for Outreach and director of Cooperative Extension. “We would not have the quantity and quality of safe food without sophisticated operations such as this.”

Geographic Information Systems (GIS) is another resource. Penn State trains local governments on how to implement the technology, which can be used to map 911 emergency systems, utility grids, water resources and treatment systems in a central database.

“GIS technology can give municipal and state officials the big picture in a literal sense,” explained Dr. Rick Day, associate professor of soil science and environmental systems. And that information can help empower the public, including farmers, with the data it provides.

Howard P. Nuernberger—Information and Communication Technologies, College of Agricultural Sciences



Dr. Shelby Fleischer sets up a pheromone trap for migrating corn earworm moths.

Technologies that Transform

Examples of new technologies investigated at Penn State abound. Consider robotic milking machines, satellite-guided tractors, devices that reduce the odors from mushroom operations, weather-forecasting services, instantaneous identification of plant pathogens and even a system that uses methane (from decomposing manure) to generate electricity.

In the 47 years that Dr. Herb Cole has been on the faculty in Penn State’s College of Agricultural Sciences, he has seen a major shift in production processes and systems. He sees current technology research and outreach as ways to help “keep farmers profitable and make them better neighbors by improving the air and water quality.”

That’s good news for the Pennsylvania economy, farmers and their families and everyone else who likes to enjoy a fresh glass of milk, a ripe tomato or an ear of perfect sweet corn. ❁

Farmers Make New Connections

According to the National Agricultural Statistics Service, computer use is on the increase:

- ❁ In New Jersey and Pennsylvania, the number of farmers who use computers for business nearly doubled in the last six years, from 15 percent in 1997 to 28 percent in 2003.
- ❁ 55 percent of farmers have access to a computer.
- ❁ Internet access among farmers has jumped from 15 percent in 1997 to 48 percent in 2003.

Higher Education

By MELISSA W. KAYE

A digital-age initiative gives faculty an opportunity to raise the profile of their work

David DiBiase is masterminding a science offering not just for students at Penn State, but for what he hopes could be audiences around the country and the world. Combining the efforts of Evan Pugh Professor of Geosciences Dr. Richard Alley with Penn State Public Broadcasting (PSPB) and Penn State's World Campus, DiBiase plans for Alley's Geology of the National Parks course to become a 15-episode television series in which Alley and his students explain science literacy concepts embodied in beautiful, natural landscapes.

"The public television series will be coupled with a formal Penn State course offered through the World Campus," said DiBiase, director of the College of Earth and Mineral Sciences' John A. Dutton e-Education Institute, which aims to make the College's best offerings available to a wider audience.

The course, which will be taught also by Associate Professor of Geosciences Dr. Sridhar

Anandkrishnan, is one of the first projects of a new initiative offering faculty ways to work in a digital age. Engaging Faculty—a joint effort of PSPB, the University of Wisconsin-Extension and Ohio State University—comes in concert with television's conversion to digital technology.

PSPB has signed on its digital signal, which allows for high definition TV, the ability to air four channels simultaneously, and an enhanced broadcast—with resources that direct viewers to additional information. A multipurpose studio in a new facility in Innovation Park, set for completion in 2005, will aid the packaging and distribution of content in multiple formats.

The conversion serves as the impetus for Engaging Faculty—an exploration to encourage faculty to think of classroom enhancement, research dissemination and community engagement in new terms, said Krichels. "It's for faculty who want to think differently about their material."

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"Faculty who came to the workshop were interested in extending the reach of their courses and their work."

—BYRON KNIGHT

Evan Pugh Professor of Geosciences Dr. Richard Alley

Photo by Todd Johnston

A small group of faculty from each partnering university met last fall in Madison, Wis., for technology immersion and to set goals. "Faculty who came to the workshop were interested in extending the reach of their courses and their work," said Byron Knight, director of Broadcasting and Media Innovation at University of Wisconsin-Extension.

This fall, at the 2004 Outreach Scholarship Conference, to be held at Penn State, participating members will share progress.

DiBiase at the next conference hopes to report the progress of the College's pilot program, which he describes as a kind of reality learning show. (Those tied to the project call it colloquially "This Old Park," referring to the Public Broadcasting home improvement classic.) DiBiase speculated that a potential episode could take place in Death Valley, which is growing wider by the year.

Alley and students would examine GPS data at the site in order to demonstrate that continental plates are moving about.

"We could use the phenomenon at Death Valley to illustrate a fundamental concept," explained DiBiase. He said the challenge is to create a show that people want to watch in a cost-effective way and then make the video and other materials available in multiple formats. "It ties into increased capacity."

While the partnering institutions hope that eventually there will be projects that crossover, each university is concentrating on engaging their own faculty initially. "The main challenge is to identify the project that assists Ohio State University faculty with their research goals and also dovetails with the mission of public broadcasting," said Tom Rieland, general manager of WOSU.



PSPB staff collaborate on a project featuring an enhanced broadcast. From left, Charlie Gudeman (producer/director), Tracy Vosburgh (station manager), and Mike DiPasquale (multimedia designer)

Collaboration is Key

William Kelly, head of the Department of Integrative Arts in Penn State's College of Arts and Architecture, noted that the initiative for the first time gives faculty the opportunity to take advantage of the enormous holdings at universities and public broadcasting stations associated with those universities.

continued

Photo by Mark Gibson



A new public television series will feature geology faculty and students explaining science literacy concepts embodied in beautiful, natural landscapes.



A new facility will feature a multipurpose studio.

Kelly, who has long been involved with electronic course development, cited as one potential project securing the rights to Public Broadcasting's *Dance in America*, 25 years of video recordings of every major dance company, dancer and dance genre.

"It's difficult to teach dance history without actually seeing people dance," said Kelly. "We could build a half dozen courses on dance history with those recordings. It might not be worth getting the rights if it's for just Penn State, but would be worth it if it also became a national television show."

Another example involves linking viable broadcast material with course work.

"You could run Saturday night movies—a certain kind of movie—as part of a normal broadcast and build course work around it," he said, adding that "multiuse means that we can use things that aren't being used and that we can use things more efficiently when we do."

The key, said Kelly, is interaction. "In order for digital education to work, it requires a level of collaboration across faculty and universities."

Current initiatives such as *Creating Health*, a multi-year, multimedia project, already build on the expertise of University faculty in several Penn State colleges and departments, and key participants of the project are now champions of Engaging Faculty. The program provides healthy lifestyle information in a variety of ways, including television programs, a Web site, print materials and Cooperative Extension-led community workshops and health screenings.

Krichels hopes that one day the initiative can go to a national level, to all public television stations licensed to universities.

"The concept is a potential beacon in the future of public broadcasting," he said. ❁

"In order for digital education to work, it requires a level of collaboration across faculty and universities."

—WILLIAM KELLY

REACHING RURAL COMMUNITIES

Penn State Public Broadcasting (PSPB) in March received a major grant to upgrade its digital signal for rural communities.

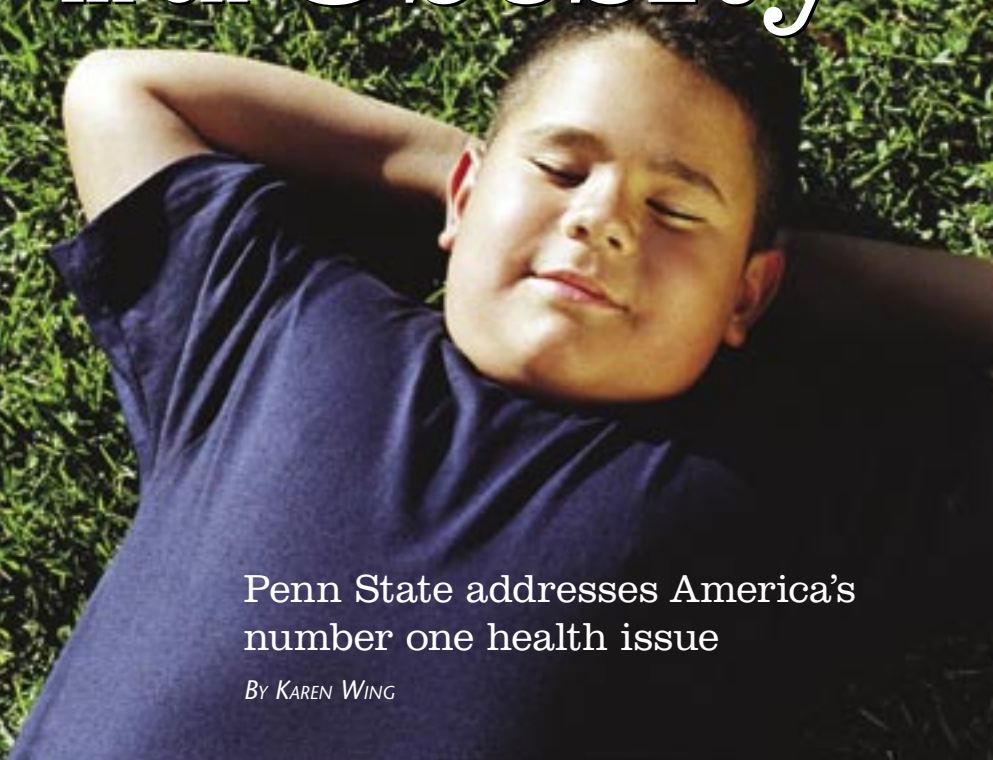
The U.S. Department of Agriculture awarded a check for \$940,814 to PSPB, one of 16 public broadcasting stations receiving a total of \$15 million in grant funds to finance the conversion of television services to digital broadcasting in rural areas.

"This grant will be invaluable in helping us extend the reach of digital broadcasting to all the communities we serve," said Ted Krichels, general manager of PSPB and associate vice president for Outreach.



From left, Byron E. Ross, state director of the U.S. Department of Agriculture; PSPB Board of Representatives Chair Julie Cleland of Kane, Pa.; PSPB General Manager Ted Krichels; and Dr. Craig D. Weidemann, vice president for Outreach

Weighing in on Obesity



Penn State addresses America's number one health issue

By KAREN WING

You've all heard the one about how dad walked two miles to school in sub-zero temperatures, uphill both ways. But how about this one: Today, less than 7 percent of children walk or bicycle to school. Dr. Richard J. Jackson, senior adviser to the director, Centers for Disease Control and Prevention, points out that this is one of the many reasons that today's average 11-year-old boy is 11 pounds heavier than his counterpart in 1973, and 15 percent of children are overweight.

What's more, nearly 65 percent of all adults are overweight. That adds up to 120 million Americans who are at increased risk for cancers, diabetes, heart

disease, hypertension and arthritis. The cost to businesses in lost work time, productivity and health insurance premiums is a staggering \$99.2 billion, according to the frequently cited 1998 study by A.M. Wolf and G.A. Colditz.

These statistics on obesity have been a wake-up call to educators, health professionals, food service workers and politicians who are looking for solutions to implement on a statewide and national level. Penn State is on the forefront of the issue, with a coordinated approach that addresses the problem with exercise and diet education and innovative community design.

Community Action

"Children are not walking to school, because we've created communities that do not support healthy, active lifestyles," said

continued

Educating parents about childhood obesity is part of a statewide initiative.



Penn State researchers are developing sweets with nutritional value.



Michael Rios, director of Penn State's Hamer Center for Community Design Assistance and co-chair of the Active Community Environments initiative of the Pennsylvania Advocates for Nutrition and Activity (PANA), a coalition that aims to facilitate the state's Nutrition and Physical Activity Plan.

Suburban sprawl, heavily trafficked roads and a reliance on the "mom bus" have severed the walking and biking paths used by past generations. To help communities promote pedestrian-friendly, environmentally oriented residential development in urban and rural communities, Rios and a team of Penn State architecture and landscape architecture faculty have developed PennSCAPEs, a multi-media education and empowerment tool.

Presented through highly visual, interactive graphics, PennSCAPEs provides model codes and architectural guidelines for neighborhood design and development to aid designers, citizens and municipal officials. Almost 750 copies of the CD-ROM have been distributed, and individuals from more than 20 states have accessed the PennSCAPEs Web site (<http://www.pennscapes.psu.edu>).

In addition, Penn State Outreach plans to expand its

role with PANA, which, among other efforts, is working to increase state-wide support for community design strategies that promote public health and quality of life.

Healthier School Lunches

Another tactic has been to target children through school lunches. Dr. Claudia Probart is working on this as the director of Project PA, a collaboration between Penn State's Department of Nutritional Sciences and the Pennsylvania Department of Education. The project was established in 1994 to help the

Commonwealth's 900 public and private school sponsors of the National School Lunch Program meet federal dietary guidelines.

"Our schools provide nearly a million lunches every day," said Patricia Birkenshaw, chief, Division of Food and Nutrition, Pennsylvania Department of Education. "We realized we needed a credible partner with experience in training, nutrition and education issues, so we went directly to Dr. Probart at Penn State."

Probart added, "We believe that today's school lunch program can proactively fight obesity, just as it was successful in fighting the nutritional deficiencies of children in the 1950s."

As a result of Project PA and other outreach education to the Commonwealth's schools, fat content in lunches has gone down from 42 percent (a decade ago) to the recommended 30 percent level.

The partnership is now developing nutrition education materials to inform parents of the variables that contrib-

PENN STATE'S CHILDHOOD OBESITY INITIATIVE

In an effort to coordinate the many Penn State projects addressing childhood obesity, the College of Health and Human Development launched the Childhood Obesity Initiative in February 2003. Faculty, students and staff from the colleges of Health and Human Development, Agricultural Sciences and Medicine with Cooperative Extension and various other Outreach units are all a part of this project.

According to Dr. Fred Vondracek, associate dean for Undergraduate Studies and Outreach in the College of

Health and Human Development, childhood obesity is a national problem with multiple complex causes. "Consequently, finding solutions will involve the dedication of many individuals across disciplinary and organizational boundaries," he said. "Penn State's Childhood Obesity Initiative is a step toward this objective."

To learn more, contact Susan LeWay, assistant to the dean for Outreach in the College of Health and Human Development, at srl10@psu.edu or 814-863-7252.

ute to childhood obesity and to promote healthy nutrition habits and exercise. "If we want to educate responsibly about the childhood obesity epidemic, we must also include families in the effort," Birkenshaw said.

Outreach Education

Education for educators and parents alike is the goal of the 2004 *Creating Health: Childhood Obesity* program. Co-produced by Penn State Public Broadcasting's Patty Satalia and Jeff Hughes, the program will highlight the struggles and successes of people around the state as they work to address the issues of obesity. *Childhood Obesity* will air on WPSX-TV as part of the successful *Creating Health* series and be distributed with supplemental printed materials to Penn State Cooperative Extension educators for use in their communities.

Product Development

Dr. Peter Bordi is taking a more palatable approach to obesity. Through the Center for Food Innovation in Penn State's School of Hospitality Management, he is shaping the future of healthy foods by working with Pennsylvania restaurant and grocery chains, food service organizations like Aramark and industry giants like Heinz, Hershey and Sheetz.

"We're helping with product development, taste panel research and implementation of best practices," Bordi said. He and his students are essentially nutrition engineers working to develop appetizing new products that address health and nutrition needs. Bordi's Super Chocolate Creamy Peanut Butter Bar might just do the trick. With 23 percent fewer calories, less sugar and more protein than comparable sweets, Bordi is betting consumers will eat it up. Manufacturers seem to agree, and Bordi is negotiating its sale.

"Because we're a research/teaching university, we're able to really work to find solutions," Bordi said.

GRASSROOTS EFFORT

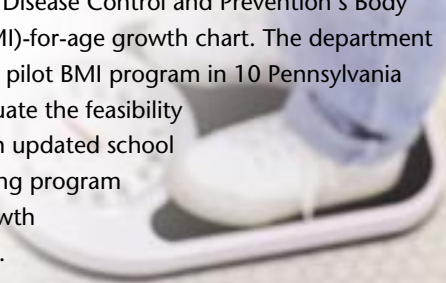
Eating a nutritious diet can be difficult with little money available for food or when skills to effectively use available resources are limited. That's why Penn State Cooperative Extension has for 35 years provided food and nutrition education to limited-resource families and high-risk audiences through its Expanded Food and Nutrition Education Program. Topics include everything from preparing healthy meals to how to read food labels. In 2003, 79 nutrition educators and 1,655 volunteers reached more than 3,600 low-income homemakers and more than 11,600 low-income youth in 37 counties.

PENN STATE HARRISBURG ASSISTS STATE STUDY OF OBESITY

Penn State Harrisburg's Center for Survey Research in a recent study of a group of youth in Pennsylvania found that 18 percent of eighth graders were overweight and another 17 percent are at risk of being overweight.

The center conducted the study to determine the prevalence of overweight children and youth in Pennsylvania and in recognition of the growing national problem of childhood obesity. The assessment measured the height and weight of more than 25,000 students in 160 schools over three school years, from 1999 to 2001.

The Pennsylvania Department of Health evaluated the information gathered in the Penn State study using the Centers for Disease Control and Prevention's Body Mass Index (BMI)-for-age growth chart. The department is conducting a pilot BMI program in 10 Pennsylvania schools to evaluate the feasibility of instituting an updated school growth screening program to monitor growth trends in youth.



Project GAME

Good nutrition is only one element of a healthy lifestyle; researchers are also working on creative ways to encourage exercise.

You might not think video games provide much opportunity for movement, but then you probably haven't tried the newest wave of motion-activated video games. Instead of using a joystick, gamers need to boogie, kickbox or karate chop their way to winning. Fans report working up a sweat, but Penn State kinesiology professor Dr. George Graham and his Project GAME team are researching the real outcomes in terms of calories burned and muscles toned.

"Our children's lack of physical activity is a national crisis," said Graham, president of the National Association for Sport and Physical Education. "Competitive sports aren't the answer for everyone, so we're advocating for nontraditional physical activities like inline skating or kayaking."

And video games, too?

"That's why we're doing the research," Graham said. In the meantime, he suggests limiting television and traditional video games.

Instead, take a walk, just like dad once did. ❄️

Tackling Labor Issues in Pennsylvania

Outreach asks Fred Dedrick of the Workforce Investment Board how Penn State can help

By DEBORAH A. BENEDETTI



Dave Shelly—Campus Photography

Congress passed a law in 1998 requiring every state to develop an organization comprised of members of the private sector to help guide job growth. In Pennsylvania, former Gov. Tom Ridge created the Human Resources Investment Council, renamed a few years later the Team Pennsylvania Workforce Investment Board (PA WIB). Fred Dedrick, executive director of the Board, recently visited the University Park campus and talked with *Penn State Outreach* magazine about pressing workforce and economic development issues across the Commonwealth and how Penn State and the Board can work together to tackle these challenges.

Q: What are the challenges facing PA WIB?

Dedrick: It's important that we reach out to the business community and understand its needs. We need to understand where the jobs of the future are going to be, because thousands of people will be changing careers as a result of losses of certain kinds of jobs, like manufacturing jobs, and the continuous evolution of the business services, hospitality and health-care sectors. We are trying to understand what skills, education and knowledge workers will need as we move well into the 21st century.

Fred Dedrick talks about workforce and economic development in Pennsylvania.

Q: How can higher education institutions like Penn State complement the work of PA WIB in addressing lifelong learning needs?

Dedrick: We need good, solid research on what companies are looking for in terms of the workforce and how companies will be changing in the future. We also need to know what students are looking for in terms of employment, salary, support for lifelong learning and flexibility in the workplace. We also must find out why our young people are leaving Pennsylvania.

Q: As Pennsylvania's land-grant institution, Penn State has a comprehensive infrastructure of campuses and Cooperative Extension offices across the state. How can Penn State leverage its resources to assist PA WIB?

Dedrick: The beauty of Penn State's reach is its ability to help the 22 local workforce investment areas, some of which cover multiple counties. In addition, there are 10 regional economic development areas. All of Penn State's campuses, as well as its Extension services, should be involved with the strategy developed at the regional level. This is where the action is. This is where Penn State can bring resources to the table.

Q: Which job sectors are facing labor shortages?

Dedrick: The most prominent sector is health care. We currently have about 4,000 nursing positions open and thousands of positions open in other health-care areas. We also have some openings in manufacturing. There are spot shortages in the technology area, and there are shortages in the transportation and food processing sectors, as well. Even though the unemployment rate is low, it appears there is not a lot of growth in jobs.

Q: How can Penn State faculty work collaboratively with PA WIB?

Dedrick: The easiest way is to call me or send me an e-mail, as some faculty have already done, and tell me their area of interest. (Phone: 717-772-4966, e-mail: fdedrick@state.pa.us)

Q: How has the Board benefited the Commonwealth?

Dedrick: One of the most important things is the creation of the Task Force on Health Care Careers, which developed the plan for Health Careers Awareness Week, first implemented in 2002. This year's Health Careers Awareness Week included more than 250 events across the Commonwealth and generated hundreds of inquiries about health-care careers. The Workforce Investment Board is also responsible for developing a performance management system that will develop common measures for all workforce programs across five different state departments. In addition, the Board will be developing and organizing with the local WIBs a series of industry partnerships based on the analysis of our competitive industry clusters.

Q: What kind of collaboration with Penn State would be optimal?

Dedrick: The most important partnership would be focused on workforce and economic development. How do we predict the jobs of the future, and what do we need to do to make the economy grow? These are questions that research and smart people can help us answer. There are also ways for students to work as interns and, on the local level, there are lots of opportunities to analyze the economy to determine which industries are competitive. ❄️

AT A GLANCE: Pennsylvania Economy

- ❄️ Pennsylvania suffered a net migration loss of 20,038 people holding bachelor's, master's or professional degrees from 1999 to 2001. Most of the net loss, 13,056, was among people age 20 to 29.
- ❄️ Pennsylvania ranked 47th in percentage of employment growth from 1992 to 2002—lower than every state but Hawaii, Rhode Island and Connecticut.
- ❄️ Pennsylvania ranked 45th in new establishment formation from 1900 to 1999.

(U.S. Census Bureau, Bureau of Labor Statistics, Bureau of Economic Analysis, Penn State Population Research Institute)

IT ALL STARTED WITH A CORRESPONDENCE COURSE



Photo courtesy of Walter Robb

Young Walter Robb takes a Penn State class.

For a bright high school student, study hall was a time for talking with his best buddy. To keep Walter Robb occupied, the principal handed him a catalog of Penn State's correspondence courses. Robb signed up for Radio Technology.

"Every week, I had four pages of the workbook to complete and send to the professor," he said. "It would come back corrected with a note of encouragement. It was terrific."

For part of the course, Robb built a crystal radio and gathered "information about radio frequency technology I have used all my life." A crystal radio is a receiver that powers itself.

When he enrolled at Penn State's University Park campus in 1945, he signed up to take chemistry, then switched to chemical engineering, thinking it would be more challenging.

He completed his bachelor's degree in three years. He then went on to earn a Ph.D. in three years at the University of Illinois.

In 1951, Robb joined General Electric Company as a chemical engineer, where he would spend the next 42 years.

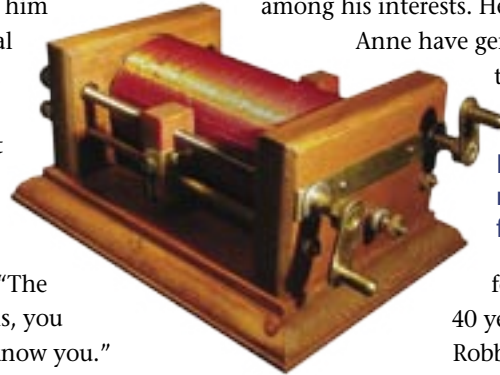
When then-Chief Executive Officer Jack Welch asked him to run the Medical Systems Division, Robb recalls telling him he didn't know anything about medical technology, but Welch told him, "The important thing is, you know me, and I know you."

In 1973, the company was starting its work with magnetic resonance imaging (MRI) technology, which involves the application of very specialized radio-frequency waves to provide information about body tissue. Robb had learned about radio frequencies in

the Radio Technology course and was able to use this knowledge to further the development of MRI technology at GE.

When he retired from GE in 1992, he established Vantage Management Inc. in Schenectady, N.Y., to pursue management consulting and personal investments. Penn State ranks high among his interests. He and his wife

Anne have generously contributed to the University



Learning about radios proved useful for Walter Robb.

for more than 40 years.

Robb recently requested a catalog highlighting the many programs offered through Penn State's World Campus, the online, 21st century version of correspondence education. For someone who values learning, the quest for knowledge never ends. ❄️

Photo of crystal radio courtesy of H. P. Friedrichs, ACZL

SHOWCASING PENNSYLVANIA'S HERITAGE

Penn State Public Broadcasting Director Joe Myers has always been interested in doing a documentary on the 130-year-old Centre County Grange and Encampment Fair, the only encampment fair in the country.

"There is so much passion involved," said Myers, adding that the fair's tenting phenomenon—in which participants set up and stay in tents for a week that look like home, with couches and carpets—is "completely unique."

The program on the fair—scheduled to air on WPSX-TV in August, when the fair runs—focuses on those who take part in the festivities.

"These people work hard. Ten-year-



Tents at the Grange Fair

Photo courtesy of Joe Hartle

old kids get up at 5 a.m. to take care of animals, because they take great pride in what they do," he said.

Fair board president Joe Hartle says a documentary will help serve as a promotion. "With each generation, children are getting further away from farming. The fair is a good way to learn about it." ❄️

PENN STATE MAKES TRIVIAL PURSUIT

The latest version of this testing of minutiae includes the question: "What did Jerry Greenfield and Ben Cohen learn to make in a 1978 Penn State correspondence course?" The answer, of course, is ice cream. ❄️



WORLD CAMPUS MILESTONE: STATISTICS

The new World Campus Master of Statistics program—for a professional degree intended to lead to a job in the business world—recently graduated its first class. Graduate Stephanie T. Lanza remarked, “... The program provided me with training and credentials that are widely marketable and that will help me achieve my goals in the social sciences.” ❄️

WPSU TURNS 50

NPR’s Melissa Block helped WPSU-FM celebrate its 50th anniversary this fall.

“I’m glad radio still has a future. It’s the only thing I’ve ever done,” the co-host of *All Things Considered* said during “The Future of Radio” panel discussion, which she moderated. She has covered breaking news and human-interest stories for NPR since 1985.

“For more than 30 years, people have turned to National Public Radio for stories that have a sense of authenticity. It’s real people and real voices they are hearing. Our interviews and storytelling transport you to another place and time,” she said.

WPSU got its start as student station WDFM in 1953, changing its call letters to WPSU in 1984. Since 1995, WPSU has been part of Penn State

Public Broadcasting and now reaches more than 450,000 listeners in central Pennsylvania. ❄️



Jeff Bundy—Penn State Public Broadcasting

NPR’s Melissa Block joins in 50th-anniversary festivities.

WORLD CAMPUS CELEBRITIES

Top figure skater Sasha Cohen’s priority these days is training. Nearly two years ago the 19-year-old moved with her family from California to Connecticut to work with the Russian coach Tatiana Tarasova, who has instructed 12 Olympic champions. And recently, in a strategic move, she left Tarasova for Robin Wagner, the coach for gold-medal winner Sarah Hughes.

Despite days full of competitions and practice, Cohen—who graduated from high school in 2002—manages to take the time to study nutrition with the World Campus, Penn State’s Distance Education program.

Cohen said that she really wanted to continue her education, and her schedule is so hectic that her possibilities were limited. “I realized that working at my own pace through correspondence was exactly what I was looking for.”

Cohen describes the “ease” of interacting online with the World Campus, taking advantage of blocks of downtime to log on to her class whenever she can.

NHL hockey star Adam Graves is another well-known athlete who likes the convenience of the World Campus.

“When you play professional sports, you have time to yourself at odd hours,” said Graves, who is pursuing an associate degree in letters, arts and sciences. “I can study if I’m home from practice early in the afternoon or, if I’m on the road, I’ll study instead of watching TV.” Sometimes Graves studies at night to relax after he puts his three young children to bed.

He added, “My wife has a degree, and I’d like to finish, so that we can push our children to do the same.” ❄️



Photo courtesy of Collins Marshall Management

Ice champ Cohen logs on to World Campus in free time.

Learning to Compost

Penn State increases awareness of environmental options

Springtime is prime time for composting. “Things don’t happen much in the winter,” said Dr. Rick Stehouwer, associate professor of environmental soil science in the College of Agricultural Sciences. “In the spring, people can get into their gardens and add lawn trimmings to their composting bins, along with food scraps. Toward late summer, they will have some finished compost that they can mix into their garden beds to improve drainage and provide some fertility.”

Stehouwer has for the past few years been behind a broad effort to educate Pennsylvania residents about the benefits of composting.

“We’re trying to promote the whole concept of recycling organic material,” he said. “Materials can be recycled, reused and removed from the solid waste stream. We’d like to encourage people to compost and to increase awareness and support of local composting efforts.”

Since 2000, each year in the fall up to 55 counties statewide have participated in the workshops led by Cooperative Extension educators, in partnership with the Pennsylvania Department of Environmental Protection. The educators have led hundreds of workshops; thousands of Pennsylvania residents have attended.

Follow-up surveys show that people are using their composting bins provided by the state, although

Stehouwer says that the initiative, the Backyard Recycling Program, plans to conduct a longer-term survey this spring to learn whether those who took the workshop in 2000 are still composting.

Sherri Clayton, senior planner in Franklin County, reports that the program in her area has been successful. “People are conscious of what they do with their waste.”

Animal Composting

A partnership with Penn State, the Cornell Waste Management Institute and the Pennsylvania Department of Agriculture seeks to educate residents about another type of composting.

“When an animal dies on a farm in New York or Pennsylvania, the law says there are four options for disposal,” explained Craig Williams, a Penn State Cooperative Extension educator in Tioga County and the leader at Penn State behind the effort. These are burying, rendering (taking the animal product and making it into another), composting and incineration. “With rendering costs rising, we saw a need to make livestock and dairy producers more aware of the composting option,” which is easier on the environment.

He and educators across the state are leading workshops that provide demonstrations of the process, and Williams reports that many farmers throughout the state call for fact sheets (available online at <http://composting.cas.psu.edu/natrendering.htm>).

In addition, Williams said: “Local Cooperative Extension educators are able to see a community’s need and then create their own programs to meet that need,” citing an online course developed by Greg Strait, Linda Spahr and Melanie Barkley in Bedford County for Pennsylvania meat goat producers. ❄️

Cooperative Extension educators have led composting workshops throughout the state.



MODEL PROGRAM: PESTICIDE EDUCATION



Penn State's Pesticide Education Program recently was one of four such state programs to be recognized as models by the U.S. Department of Agriculture (USDA). The USDA noted the program's outreach initiatives and its leadership of Penn State's West Nile Virus educational efforts. Led by Dr. John Ayers, professor of plant pathology, the Penn State program was cited for making "great strides in addressing urban concerns about pesticide issues." ❁

Howard P. Nuernberger—Information and Communication Technologies, College of Agricultural Sciences



Greg Hoover checks the health of a tree.

PLANT DOCTORS

Ask Penn State entomologist Greg Hoover what keeps him interested in insect-related problems and he'll say that he's a diehard fly fisherman.

"I enjoy places where trout live, and I appreciate plants that grow there," he says. And where there are plants, there are insects.

He and Dr. Gary Moorman of the Plant Pathology Department in the College of Agricultural Sciences have for nearly 20 years traveled extensively across Pennsylvania presenting the latest research findings on pest management in hands-on workshops with green industry professionals.

Hoover and Moorman go from plant to plant in a landscape setting discussing symptoms with participants—landscapers, nursery workers and arborists—in order to help them better identify the cause of poor plant health.

"I could give a lecture about plant pathology, and Greg could give a talk about entomology. But these meetings that we have are more of a real-life experience: here's a sick plant—what's the cause?" explained Moorman.

Robert McMullin, president of Keystone Tree Experts in Doylestown, estimates he has attended about 50 workshops over the years. "I go to increase my knowledge, because they have updated information," he said. McMullin added that although national meetings address the subject, "as far as availability and frequency in Pennsylvania—[Hoover and Moorman] are it." ❁

NUMBERS ON THE FARM

Cooperative Extension educator Dave Dowler has found that dairy producers are uncomfortable talking about numbers. "They usually leave the accounting work to someone else," he said.

But, says Dowler, in order to be successful, farmers should be familiar with their production costs. To encourage farmers to talk in these terms, Dowler in his risk management workshops trains them on how to use DairyCOP\$, an Excel spreadsheet program that calculates how much it costs to produce 100 pounds of milk—a standard measure in the industry.

The program—created by Brad Hilty, information management specialist with Penn State's Dairy Alliance—allows producers to break down their total production costs by category. "We plug in the information from several dairy producers in a workshop setting," explained Hilty. "Then we compile it and compare. The farmers can look at one another's expenses and ask how they are getting things like feed costs down to a certain level. They can ask themselves: 'What are the top performers doing?'"

Hilty trains producers on how to use DairyCOP\$ in several workshops, including Businessense, which teaches best management practices and business and information management to dairy producers. Thus far, he's taught Pennsylvania producers to use DairyCOP\$. However, it appears to be a course with national appeal: he is receiving calls from all over the country from interested producers. ❁



Photo courtesy of Brad Hilty

Brad Hilty teaches dairy producers to analyze production costs with DairyCOP\$.

COMMUNITY RENEWAL

A unique town and gown effort focuses on using the arts to revitalize rural Pennsylvania

Part of a strategy of then-Mayor Ed Rendell to breathe life into Philadelphia's Center City was to change the name of South Broad Street into Avenue of the Arts, marking an invigoration of theaters, galleries and other cultural activities in the area.

"Downtown Philadelphia had really fallen on hard times," notes Dr. Seldon Whitaker Jr., who is executive director of the Pennsylvania School Study Council, an organization that links the resources of Penn State with K-12 school districts, and originally from suburban Philadelphia. "Hotels were few and far between. But both Ed Rendell and his wife are active patrons of the arts, and that could be a factor that rekindled a spark."

Rendell was instrumental in that Philadelphia renaissance, deemed "art as urban renewal." And now, as an initiative of his administration, such action is emerging on the state level.

That's a main reason the Arts Partnership, a town and gown collaboration, is making art and com-

munity development—with a focus on rural areas—the theme of its "Arts in Education" programming during this year's July Central Pennsylvania Festival of the Arts.

"We're seeing a focus on the creation of cultural districts in metropolitan areas," said Dr. Melanie Doebler, Outreach program manager. "There's a lot of arts-based community action. We'd like to help rural areas do that, too."

A Commitment to Art Education

The Arts Partnership's annual events serve as a vehicle for artists, educators and community members to share ideas and perspectives. Community-based partners include the Central Pennsylvania Festival of the Arts, Central Intermediate Unit 10 and the Pennsylvania School Study Council. Penn State partners include several units within Outreach, Center for the Performing Arts, the Palmer Museum of Art, and the colleges of Education and Arts and Architecture.

"Rural areas are specific kinds

of communities lacking cultural resources," said Whitaker, explaining how arts-based community action can help overall development in non-urban environs. "Yet these places have cultures, traditions and histories that haven't been appreciated or cultivated."

Doebler added, "Small towns are doing more and more arts festivals. How can we help them to do it better and think creatively?"

Programming at the annual "Arts in Education" luncheon, as well as other events, will center on this topic.

An institute will offer middle school arts teachers the opportunity to grow professionally, and a one-day, business-skills workshop helps artists learn marketing and promotional strategies.

The Arts Partnership's programming demonstrates the town/gown commitment to outreach in art education, noted Phil Walz, executive director of the Central Pennsylvania Festival of the Arts. "The Arts Partnership is an incredible incubator for new ideas, for people to try them out, and to share with one another what's going on. There's a real joy in the communication and relationship-building."

For more information, see: <http://www.arts-festival.com/>. ❄

A mural in downtown State College reflects a town and gown partnership.



LITERACY TRAINING

Research, professional development and policy are the three main goals of the Goodling Institute for Research in Family Literacy at Penn State's College of Education.

With a new online Certificate in Family Literacy available through the Penn State World Campus, the institute is fulfilling that second goal.

"The field has been mandated to upgrade qualifications of family literacy staff members" in programs funded by the Even Start legislation, Dr. Eunice Askov, co-director for Research at the Goodling Institute, said.

Offered in cooperation with the National Center for Family Literacy in Louisville, Ky., the certificate trains professionals to assist families facing multiple barriers to break the intergenerational cycle of

low literacy and achieve economic stability, Donna Bell of the National Center for Family Literacy said. ❁

BUILDING LEADERS

Leadership, community awareness and communication are not always taught to children in schools. That's why Penn State Cooperative Extension in the Susquehanna Region offers a program for local youth that focuses on these skills in "Building Leaders for the Susquehanna Valley."

Each year, 12 schools from five nearby counties enroll four to five high school juniors in the program. Through an application process, the schools identify students with demonstrated leadership potential, but who are not already holding leadership positions in their schools.

"Not the homecoming queen or the class president," explained Joseph Kowalski, superintendent of Milton Area School District. "But with some nurturing, they're turned into leaders for the following year."

During the school year, the students discuss a different topic each month. For example, said program director Janet Allis, for Earth Day in April, the students go to the Shamokin-Mt. Carmel area to see the long-term effects of coal mining on the environment and the work that a group of citizens and organizations is doing to improve the situation. Graduation is in May. ❁

JOINING FORCES AFTER SCHOOL

Rural communities need after-school programs just as much as urban areas, says Dr. Walter Curfman, project director for Bedford County's new 21st Century Community Learning Center, a result of a federal Department of Education grant proposal submitted by Bedford County Cooperative Extension and five surrounding county school districts.

"Kids may go home to empty houses after school, and it's possible they could make the wrong choices without someone to help them decide what to do or eat," he said. "Kids need that kind of help; it's important for them to remain active participants in academic and enrichment activities."

The center serves about 200 children in grades five through eight from 3 to 6 p.m. Included is a homework period, with help from teachers; 4-H enrichment programming, such as hatching baby chicks; and activities such as music, arts or drama.

The project has been considered unique because of the high level of collaboration among Cooperative Extension, the schools and local community organizations that provide guidance. For example, the Bedford County Arts Council helps with arts projects. And in the summer, to help keep the children together and in touch, the Vocational Technical Center holds a career camp.

Another bonus: The program provides rides home.

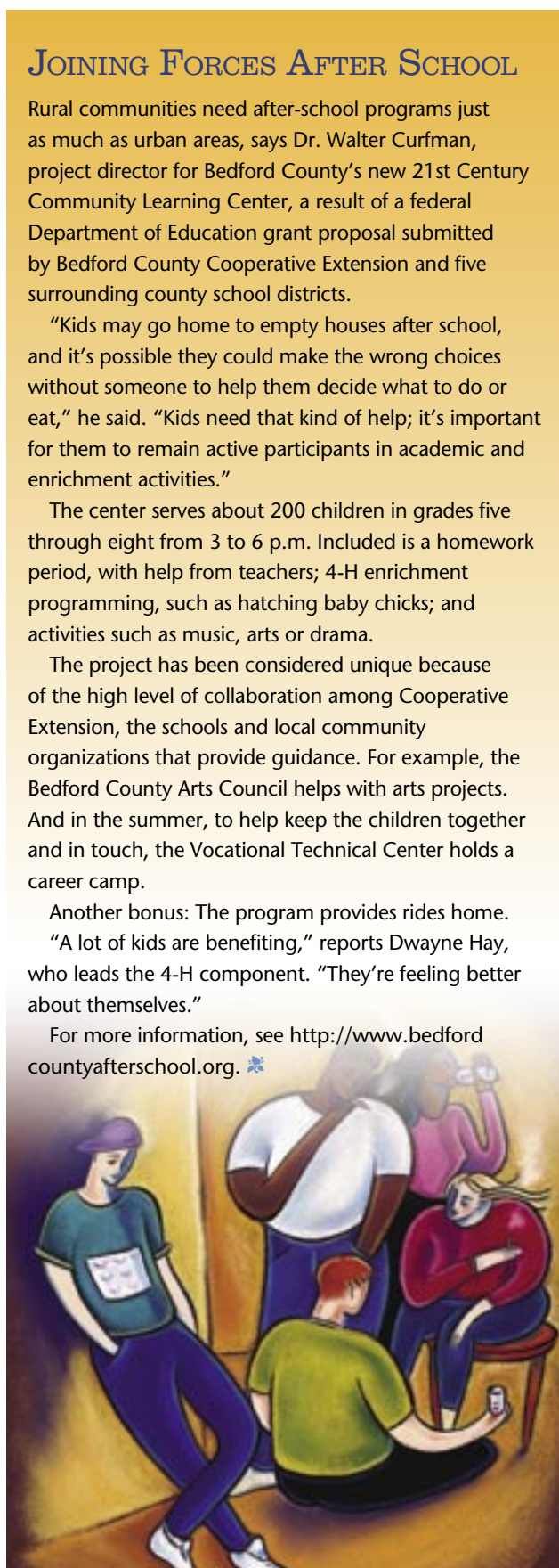
"A lot of kids are benefiting," reports Dwayne Hay, who leads the 4-H component. "They're feeling better about themselves."

For more information, see <http://www.bedfordcountyafterschool.org>. ❁

Photo courtesy of National Center for Family Literacy



An online certificate trains professionals to help break the cycle of low literacy.



JOURNEY OF HOPE

Honduran children receive aid from a team of Penn State orthopaedists



Surgeons travel to San Pedro Sula twice a year.

The name San Pedro Sula means the “valley of birds,” and twice a year, there is indeed a migration to this beautiful city in northern Honduras. Hundreds of children spend up to two days on dilapidated yellow school buses to reach San Pedro Sula and the volunteer pediatric orthopaedics team from Penn State Milton S. Hershey Medical Center. Poor children in Honduras have no access to elective orthopaedic care, except through projects from North America, such as this one.

Twice a year, Dr. Edwards Schwentker, professor of Orthopaedics and Rehabilitation at Penn State, leads a team of physicians, nurses, medical students and other health professionals to Honduras, where they perform a series of corrective surgical procedures on children and offer training to Honduran orthopaedic surgeons.

“In addition to birth defects, like a club foot, we very often see complications from a fracture or infection that lead to major disabilities,”

said Schwentker, coordinator of the Pediatric Orthopaedic Project since 1995. “In an agrarian society, these deformities can be devastating.”

One boy who met with Schwentker had lived his entire 14-year-old life with legs so badly bowed and twisted that while he faced forward, his feet faced backwards. Due to time constraints, Schwentker was unable to operate immediately, but scheduled the boy for surgery during the team’s subsequent trip.

When Schwentker met Tania, an incomplete conjoint twin, she was an orphan with three legs and an extra urethra. Her case required care that could only be administered by a multispecialty pediatric surgical team (pediatric plastics, pediatric orthopaedics, general pediatric surgery and pediatric urology), so she was brought back to Hershey Medical Center for successful surgery.

In the Honduran town, the Penn State team works out of a small government hospital. Much of the equipment and supplies taken to Honduras have been salvaged by personnel at the Hershey Medical Center from what would otherwise be discarded. Some are purchased from donated funds.

In addition to seeing almost 200 children and operating on more than 50 patients during their

WHO TO CONTACT

For additional information on the Pediatric Orthopaedic Project, please contact Edwards Schwentker, MD, Penn State College of Medicine, Penn State Milton S. Hershey Medical Center, at 717-531-7315 or eschwentker@psu.edu.

For additional information on Medical Ministry International, visit <http://www.mmint.org>, or Cure International, visit <http://www.ccure.org>.

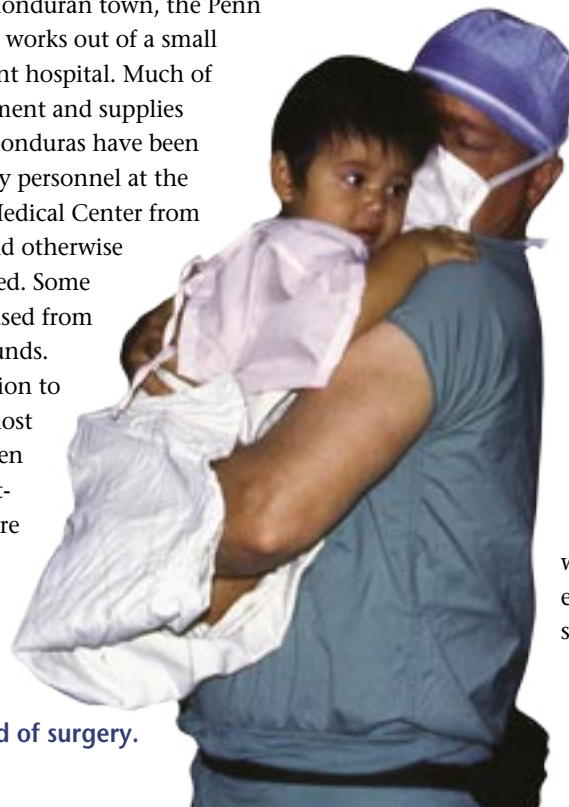
two-week trips, Schwentker works with Honduran orthopaedic surgeons and pediatricians who help provide the patient care. “They’re a very dedicated, skillful group, and one of the goals is to create an ongoing program to train local doctors to provide orthopaedic care,” he said.

The Pediatric Orthopaedic Project has been coordinated through Medical Ministry International, and now, more recently, through Cure International. These are two nonprofit organizations that provide healing

for children in the developing world.

While the team is housed in a Honduran home, the Penn State volunteers pay all their own transportation and daily expenses.

“We feel an obligation to work for society,” Schwentker said. ✨



REAL MEN DON'T SEE DOCTORS

Men are more reluctant than women to face up to worrisome symptoms or go to the doctor for check-ups, notes Dr. Tim Johnson, the medical editor for ABC News and keynote speaker for an upcoming National Conference on Men's Health, organized by Penn State. "That's probably one big reason why men's life expectancy ... lags behind women's," he said.

Consider the following:

- The average life span for men is almost six years shorter than for women.
- Men are four times more likely to commit suicide than women.
- Men die at higher rates than women from the top 10 causes of death.

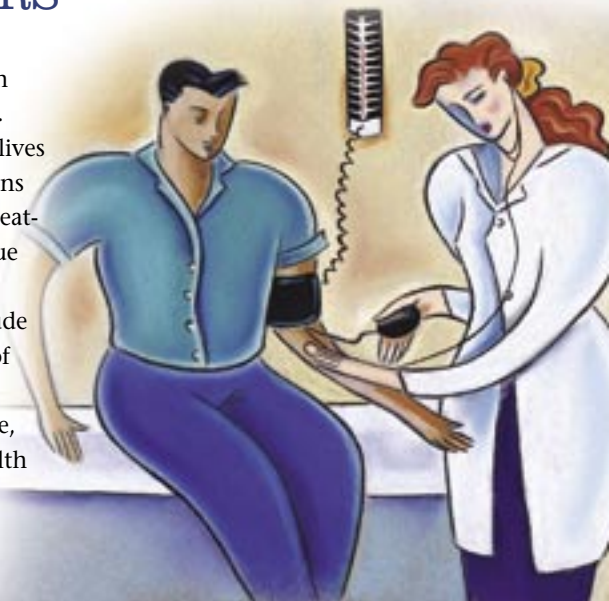
Such compelling statistics are the main reason behind a national conference to discuss the state of men's health. The conference, created and organized by Dr. Christopher Dufour, senior conference planner at Penn State, will bring together on May 20-22 in Arlington, Va., some of the nation's most respected health authorities, including Dr. David Satcher, former U.S. surgeon general, and Dr. Georges Benjamin, executive director of the American Public Health Association. Some 70 experts will make presentations, including from Penn State Milton S. Hershey Medical Center: Dr. Laurence M. Demers, Distinguished Professor of Pathology and Medicine, and Dr. J. C. Trussell, staff physician in the Division of Urology.

Doctors, nurses and community health advocates will attend the conference, which will explore the latest medical advances and procedures, behavioral factors, gender-specific community health initiatives and policy issues related to men.

"It is time to increase the awareness

of men to the importance of health promotion and disease prevention. Men can live longer and healthier lives by making educated health decisions and through early detection and treatment of diseases common or unique to them," Satcher said.

Sponsors of the conference include Penn State Outreach, the College of Health and Human Development and Penn State College of Medicine, in partnership with the Men's Health Network, the International Society for Men's Health and the World Congress on Men's Health. ✨



SMOKING GUNS

"Twelve hundred die every day ... every day 1,200 die." So begins each of six antismoking television public service announcements (PSAs) produced by Media Solutions/Penn State Public Broadcasting in partnership with University Health Services.

Created by Topher Yorks, a producer and director at WPSX-TV, the 15-second spots focus on issues designed to grab attention: manipulation by Big Tobacco, unpleasant physical side-effects and even reduced sexual performance—all with the message: "And you thought smoking only caused cancer."

Funded in part by monies allocated to the Pennsylvania Department of Health as part of the large tobacco settlement, Penn State's antismoking PSAs are airing on University Park campus through Channel 72 and on five commercial stations in Centre County: Adelphia Cable, WJAC, WTAJ, WATM and CNET. Posters produced by the Penn State Department of University Publications further the impact.

"Our data indicates that roughly 21 percent of Penn State students smoke," said Linda LaSalle, community health educator with Penn State University Health Services. "There aren't any PSAs broadcast in Centre County that address these issues. We hope that by increasing awareness of these issues, we will discourage young adults from starting to smoke and encourage current smokers to quit." ✨



PSAs aim to reduce student smoking.

SAILING TO KNOWLEDGE

"It's important for students to be aware of their local environment, so that they can understand and appreciate it and protect it," said Anne Danielski, coastal education and maritime specialist with Pennsylvania Sea Grant, an outreach program at Penn State Erie that aims to increase public awareness of environmental

and economic coastal issues.

That's why Pennsylvania Sea Grant—in partnership with the Bayfront Center for Maritime Studies in Erie—created Environmental Rediscoveries, an initiative to teach environmental science, math and biology to K-12 students through sailing on Presque Isle Bay.

Students serve as crewmembers on the 42-foot Friendship Sloop Momentum. While one group is plotting the course to a sampling site on the bay, others are discussing the impact of zebra mussels in the bay. Students continue to analyze the samples they gathered upon their return to shore, learning about water quality and pollution and the roles they play as stewards to their environment.

Their teachers receive training in the Pennsylvania academic standards-based curriculum, as well as assessment tools and other resources for creating their own environmental education lessons.

Since the program's launch in 2000, more than 3,500 students and 140 teachers have participated. "It's a successful model," said Danielski. The Environmental Rediscoveries program, developed by Danielski, received a 2001 Governor's Award for Environmental Excellence. ✨

Photo courtesy of Environmental Rediscoveries, Pennsylvania Sea Grant



Students from Wattsburg Middle School on board the sloop Momentum

REWARDING WORKSHOPS

Pittsburgh science teacher C.J. Rodkey attends Penn State's Workshops for Science Educators to keep his teaching fresh, he says. "They offer a close connection to the real world of research and the ability to sit down and question world-class astronomers."

The astronomy workshops Rodkey attended also gave him hands-on activities for his students and a renewed excitement about teaching his subjects. His enthusiasm has spread to his class, with some students inspired to participate in the annual Pennsylvania Junior Academy of Science competition, hosted by the Eberly College of Science. The event brings together 4,000 seventh- through 12th-grade students from throughout the state to discuss their work.

Last spring, one of Rodkey's students, eighth-grader Dan Weber, won a \$500 award for his paper on the rotation of the sun.

Dr. Christopher Palma, outreach fellow in the Department of Astronomy and Astrophysics, said, "C.J. Rodkey's story is a perfect example of how our Workshops for Science Educators benefit science teachers and their students." ✨



Science teacher C.J. Rodkey (left) with student award winner Dan Weber

Photo courtesy of Dr. Niel Brandt—Eberly College of Science

TEACHERS GO ONLINE

K-12 teachers can now enhance their leadership skills online with the College of Education's master of education degree in curriculum and instruction (<http://www.worldcampus.psu.edu/pub/ci/index.shtml>). One teacher remarked about the online nature of the program: "I enjoy the idea that we could be anywhere and respond to each other." In addition, the college offers an online resource for novice teachers: EdLion (<http://edlion.ed.psu.edu/>). Teachers can, among other things, take graduate-level courses for credit, participate in a mentoring program, and communicate online with faculty, classmates and experienced teachers. ✨



TRAINING EMERGENCY PERSONNEL

“Any time that first responders can upgrade their skills during these difficult times is in the residents’ best interest,” said Walt Omler, director of the Emergency Medical Services Training Center in Delaware County.

The center, which offers a drill tower and a burn building for the county’s emergency services personnel in training, is now partnering with Penn State to provide a new, noncredit certificate course on homeland security.

The course, produced by Penn State Fayette, gives “the better perspective of what the country is doing with homeland security on the federal, state and local levels—from its roots to the current domestic terrorism issue,” said Ted Mellors, director of Penn State Fayette’s Center for Community and Public Safety.

“We desperately needed a major institution to take an interest in this,” said Omler, adding that the Delaware County facility can serve the hub of the Philadelphia airport and area residents.

Penn State Fayette is working with other Penn State campuses to deliver the eight-week course in their region. ✨



A student field tests new wireless technology on a GE locomotive.

WORKING WITH WIRELESS

GE Transportation Systems needed a reliable, low-cost system to track hazardous materials on its rail cars. So it turned to a new center at Penn State Erie dedicated to systems design and integration of wireless communication and navigation technology. Within six months, the Center for Navigation, Communication and Information Systems (CNCIS) produced a prototype ready to field test.

While it may be small, the CNCIS is becoming increasingly mighty. The University’s well-known Pennsylvania Transportation Institute established the center in 2002 so the institute could become more involved in electronic intelligent vehicle systems, including remote monitoring and diagnostics.

For example, in addition to tracking materials on cars, “the rail industry is interested in diagnosing the health of its locomotives,” explained Dr. Robert Gray, director of CNCIS. “With sensors, we can play doctor with the train.” If something’s not right, the device will notify controllers.

By working on such methods to ensure vehicle and cargo safety—for both the rail and trucking industries—the center is quickly making a name for itself commercially.

Glenn Shaffer of GE applauded the collaboration, adding that it gave GE the “benefit of Penn State’s assistance with new technology for our customers.”

For more information, see <http://www.pti.psu.edu>. ✨

SOLDIERS LOG ON

The U.S. Army’s online education initiative, eArmyU—which offers a Master’s Degree in Adult Education through the Penn State World Campus to help meet student-soldier education needs—has recently added the following World Campus programs to its offerings:

- Associate Degree in Hotel, Restaurant and Institutional Management
- Associate and Bachelor Degrees in Letters, Arts and Sciences
- Associate Degree in Dietetic Food Systems Management ✨



DOD PROMOTES WORLD CAMPUS

The U.S. Department of Defense’s Defense Acquisition University is now promoting two programs offered through Penn State’s World Campus to its Acquisition, Technology and Logistics workforce: the Postbaccalaureate Certificate in Logistics and Supply Chain Management and the iMBA. ✨

PENN STATE ON THE WEB

Faculty, staff and students go online to aid business and provide information

There is a saying: The better you look, the better you feel. For cancer patients and others dealing with hair loss from medical treatments, a good wig can lift spirits.

Daisy Moore knows all about that. As owner and operator of Hairsmith's II Wigmasters Ltd., which specializes in wigs, hairpieces and extensions, she has fitted many patients with wigs.

NITTANY LIONS ANSWER BUSINESS CALL

Students in a Penn State Altoona class, New Media and the Web, have provided free Web site design for these local organizations:

- Bradley & Sons Maytag Home Appliance Center, <http://www.BradleysCresson.com>
- Hairsmith's II Wigmasters Ltd., <http://www.hairsmiths.com>
- Miss Pinkerton's Gift Shop, <http://www.misspinkertons.com>
- Roaring Springs Mennonite Church, <http://www.rsmc.org>
- Star Rebuilders, <http://www.starrebuilders.com>
- Wolf Lumber, <http://www.wolflumber.com>

"Cancer patients are emotional when they come in," she said. "When they understand that we can solve their hair problem, their whole attitude changes. I really enjoy working with them. It's fulfilling and soul gratifying."

Thanks to Penn State Altoona, Moore is able to reach more cancer patients. Students in the New Media and the Web course, taught by Charlotte Eudy McConn, designed a Web site for Moore so she could reach more customers in the Altoona, Pa., area and beyond. "I knew Penn State was a university that reached out to the community," said Moore, explaining why she turned to the University for help in expanding her business.

McConn says the service-learning project in turn helps her students. The course, which focuses on problem solving, communication and teamwork skills in addition to information technology and Web site design, offers students real-world experience designing Web sites for small businesses and nonprofits. "Working with clients gives students a new perspective on what we're teaching them," she said.

Projects in Cyberspace

Students in another class—the Penn State Sailplane Class—helped to develop a Web site to answer questions for those fascinated with all things that soar (<http://www.soaring.psu.edu>). Students worked with faculty and staff, the Penn State Institutes for the Environment, the Office of Remote Sensing of Earth Resources, the

.....
 "Working with clients gives students a new perspective on what we're teaching them."

—CHARLOTTE EUDY MCCONN

.....
 Daisy Moore (middle), owner of Hairsmith's, talks with the students who designed her Web site: Jennifer Soldner (left) and Alesha Spallone (right).

Pennsylvania Spatial Data Access, and other University units to create the site, which offers information on everything from raptors to Orville Wright.

And Erie County residents now have access to free, in-depth information about the county's demographics and economy, thanks to a Web site designed by faculty and staff at the Economic Research Institute of Erie (ERIE), an outreach center of the Sam and Irene Black School of Business at Penn State Erie, The Behrend College.

"Having accurate and easily accessible information

about the region is an important part of Erie County's economic development plan," said Dr. James A. Kurre, co-director with Dr. Barry Weller of ERIE.

The site (<http://www.ERIEdata.org>), which can be used for purposes such as grant applications and business plans, covers productivity, exports, patents, building permits, cost of living and other information on the region. ERIE developed the site in collaboration with the Erie Regional Chamber and Growth Partnership, with initial seed money from the Erie Community Foundation. ❄

A CELESTIAL CENSUS

Just like the U.S. Census Bureau gathers information about the nation's population, the Sloan Digital Sky Survey is systematically collecting data about everything visible in one-quarter of the entire sky. When this celestial census is completed, there will be about 15 terabytes (trillion bytes) of data, rivaling the information content of the Library of Congress.

The survey is investigating fundamental issues in extragalactic astronomy—objects outside of the Milky Way Galaxy. For the best view of these distant objects, scientists from Penn State and institutions around the world are studying the region of the sky that is not covered by the stars, gas and dust of the Milky Way and that can be viewed from the survey's telescope in New Mexico.

"The survey is a tremendous treasure for the scientific community," said Dr. Donald Schneider, professor of astronomy at Penn State and chair of the survey's Quasar Science Group, one of nine groups studying items related to the survey.

As part of the survey, Schneider and his colleagues discovered several of the most distant objects ever observed in the universe. These ob-

jects, called quasars, are extremely luminous—often more than 100 times brighter than the Milky Way Galaxy—and are believed to be powered by supermassive black holes at the cores of galaxies.

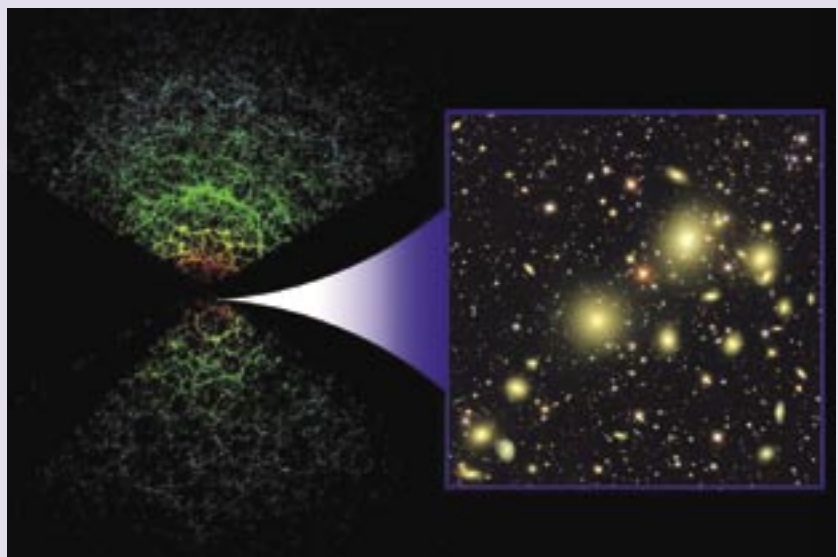
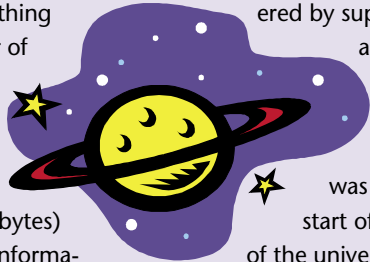
Schneider said another spectacular finding of the survey was the detection of the start of the reionization era of the universe—when the first galaxies and quasars were forming.

The goal of the survey is to generate a three-dimensional map of the distribution of galaxies and quasars, which will help scientists determine

the ultimate geometry, evolution and nature of the universe.

Scientists are already using the data from the survey for a wide range of scientific fields, from the discovery of unusual types of stars to gravitational lensing. Gravitational lensing is the bending of light from distant objects by intervening large galaxies, which enables scientists to study quasars and the basic geometrical properties of the universe.

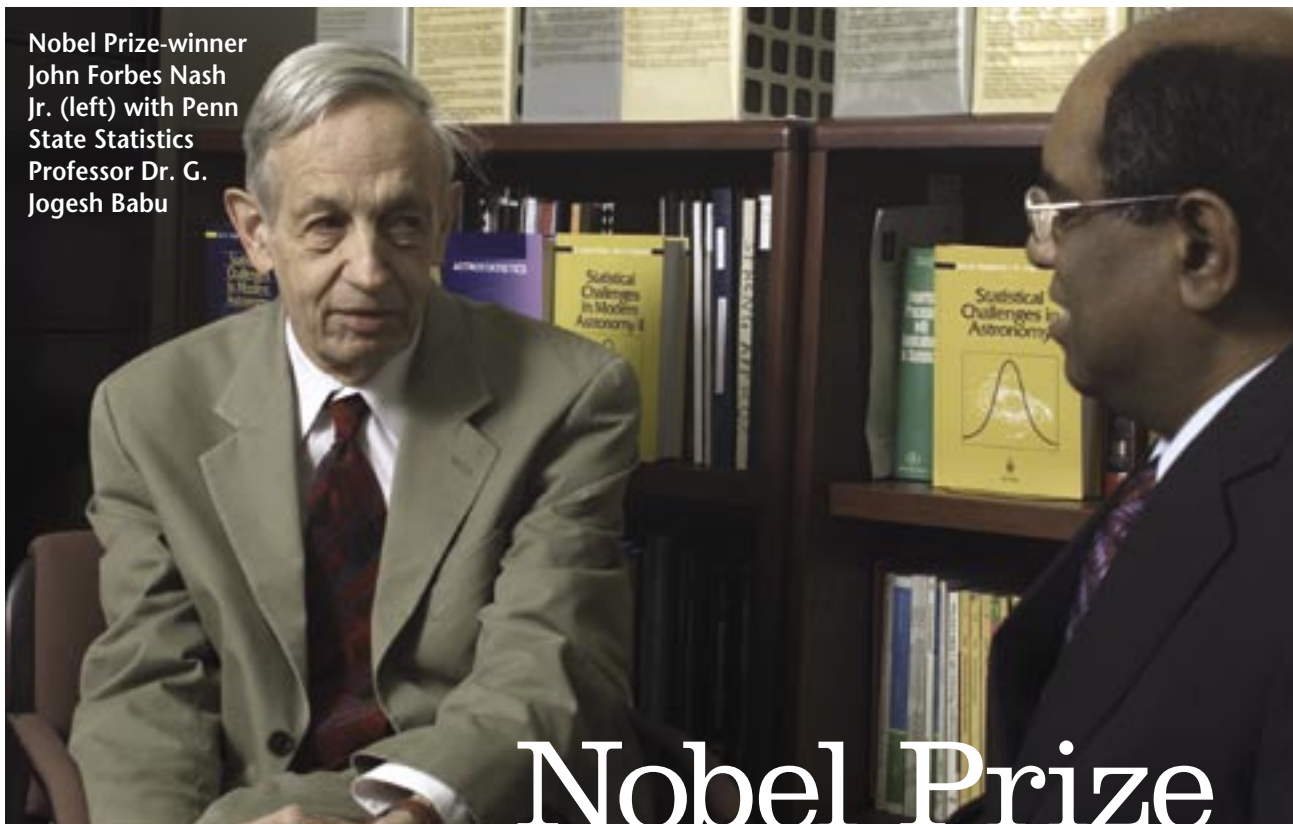
So far, team members have completed a map of the locations of more than 200,000 galaxies and collected about 40 percent of the data they are seeking. The proposed observations will be completed by 2007. ❄



The Sloan Digital Sky Survey is producing a three-dimensional map of part of the universe.

Image courtesy of Sloan Digital Sky Survey

Nobel Prize-winner
John Forbes Nash
Jr. (left) with Penn
State Statistics
Professor Dr. G.
Jogesh Babu



Dave Shelly—Campus Photography

Nobel Prize Winner on Outreach

Q&A with Dr. John Forbes Nash Jr.

Nobel Prize-winner Dr. John Nash Jr., the inspiration for the book and film *A Beautiful Mind*, visited University Park to deliver three public lectures. In one of the lectures, which were hosted by the Eberly College of Science, he discussed his theory on currency: he believes that if there were fewer major competing currencies, monetary systems would be more efficient. Statistics Professor Dr. G. Jogesh Babu, who coordinated Nash's visit, reports that the event was so popular that 300 people had to be turned away.

The soft-spoken senior mathematician from Princeton—who won the Nobel Prize for his modern game theory, strategy to essentially make all parties happy in negotiations—sat down with us for a few minutes to discuss the importance of sharing scientific research with the public.

Q: How has your research been applied in the practical sense?

Nash: My game theory is applied very much. People apply it to many areas in economics. An example is the design of auction procedures for state and federal government agencies. *(Editor's note: In 1994, Al Gore implemented the theory to auction off large portions of air waves to be used for wireless telephone pagers and high-*

definition TV transmissions. The auction raised more than \$7 billion dollars. In contrast, a similar auction in New Zealand without a game-theoretic design was disastrous.)

Q: National Science Foundation (NSF) now requires that all grant proposals include criteria for disseminating basic research findings to the public. What are your thoughts on this?

Nash: It is logical. Research in general needs to be communicated to be of value. This is comparable to the Patent Office. You have to patent an idea, and you must publish the patent. Communicating these discoveries and valuable ideas is important. NSF wants research to lead to value.

Q: Why is it important for you to share your research with the public?

Nash: Scientists are always working to find something of value. For example, in medicine, if someone found a cure for a disease like SARS and didn't communicate it, no one would benefit from the discovery. ❄

Entrepreneurs Gain Ground

University-wide small business initiatives teach marketplace skills

Philadelphia drummer Mark Cubranich had an idea for an invention—a freestanding pedal so a drummer could practice without drums. He sought help locally in turning his idea into reality. He started working with someone—but then, Cubranich remembers, the person never returned his calls.

“I got frustrated,” said Cubranich. “You’ve got this great idea for a product and you don’t know how to get it made. You’re kind of lost.”

Then someone referred Cubranich to Keystone Ideas at Penn State Erie, The Behrend College’s Plastics Technology Center.

“[Keystone Ideas] accepted my idea and laid it all out for me, and we got rolling,” he said. In about a year, the product was on the retail market. “I could not have done this without Keystone Ideas’ support.”

Keystone Ideas—initiated in 2002 as a Ben Franklin Technology Partners of Central and Northern Pennsylvania Center of Excellence

and supported by the Northwest Pennsylvania Industrial Resource Center—is making a name for itself among Pennsylvania-based entrepreneurs seeking to realize their life’s dream.

In a systematic way, the center helps people evaluate the cost-effectiveness of an idea and then, should they decide to go forward, guide them through a product realization cycle.

“Entrepreneurs are thrilled to have a group like us to work with,” said center engineer Tom Moyak. “Because we are of a nonprofit nature, they feel a strong bond of trust.”

Discoveries to Market

In other Penn State small business initiatives, the Penn State Milton S. Hershey Medical Center and the Penn State College of Medicine last fall offered business skills courses to teach faculty researchers how to take their discoveries to the marketplace. The series, called

FastTrac, provided a course on business feasibility analysis and another on business planning.

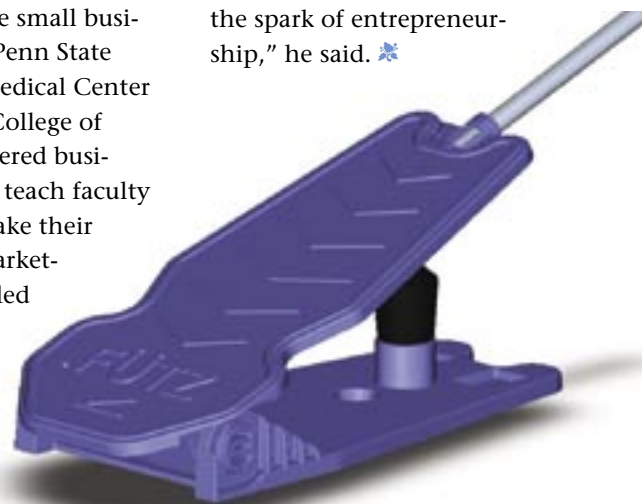
“[The program] is part of our larger commitment to focus on the dissemination of research,” said Dr. Alan Snyder, director of the Office of Technology Development in the College of Medicine.

Pay Dirt

In the intensive 12-week “Tilling the Soil of Opportunity” course taught by Cooperative Extension educators statewide and coordinated by Dr. Jeffrey Hyde of Penn State’s College of Agricultural Sciences, farmers and business owners can learn, among other things, how to create a business plan.

“The initiative helps producers compete in today’s market,” said Cooperative Extension educator Ken Balliet, who teaches the course in Lewisburg. He cited farm market owner Alan Ard who after the course incorporated a corn maze as a fall activity, supporting the investment with sales in ancillary events and products.

“It’s all about people getting the spark of entrepreneurship,” he said. 🌸



Keystone Ideas helped an inventor bring his design of a freestanding drum pedal to fruition.

WHERE TO GO ON THE WEB

Keystone Ideas, <http://www.keystoneideas.org>

FastTrac, <http://www.hmc.psu.edu/otd/>

Tilling the Soil of Opportunity, <http://farmmanagement.aers.psu.edu/FMAGBus.asp>

TRUE ENGAGEMENT: PENN STATE & U.S. STEEL

A reciprocal partnership is driven by mutual respect



U.S. Steel helped fund Penn State McKeesport's new student center.

Penn State's relationship with United States Steel began 15 years ago when Penn State McKeesport chemistry faculty developed and delivered a one-day course on the environment for U.S. Steel Mon Valley Works, one of the company's facilities. That first connection has led to a variety of other education programs, partnerships and a \$75,000 gift from U.S. Steel to Penn State McKeesport.

In short, "They've done a lot and we've done a lot," said Dr. Susan Lewis, director of Penn State McKeesport Continuing Education.

Rita Kopelman, training manager of U.S. Steel Mon Valley Works, added: "The relationship is driven by Penn State's professionalism and their intention to satisfy our needs. We have a long relationship and look forward to continuing it."

It is the type of reciprocal partnership envisioned in a recent Kellogg Commission report on the future of state universities and land-grant institutions: "It is time to go beyond outreach and service to what the Kellogg Commission now defines as 'engagement' ... by engagement the Commission envisions partnerships, two-way streets defined by mutual respect among partners for what each brings to the table."

THE HIGHLIGHTS:

- Penn State McKeesport Continuing Education has delivered more than \$2.5 million worth of business to U.S. Steel, with courses covering everything from mechanics to maintenance training to workplace transactions to communications. The most recent course is a "Learner Program"—teaching employees how to master multiple crafts.
- U.S. Steel contributed \$75,000 to help fund the new student center at Penn State McKeesport.
- U.S. Steel has contributed a total of more than \$2.6 million to Penn State. The gifts have gone to the departments of Mechanical Engineering, Electrical Engineering, and Material Sciences and Metals, and the Institute for Science and Technology.
- Since 1998, U.S. Steel has funded more than \$222,000 in research contracts with Penn State.
- There are more than 220 Penn State alumni working at U.S. Steel. President of U.S. Steel John Surma is a graduate of the Smeal College of Business.
- U.S. Steel has conducted more than a dozen recruiting efforts at Penn State, and Penn State McKeesport has placed a number of interns at the company.
- U.S. Steel gave a \$1 million gift of steel to the University.
- U.S. Steel Mon Valley Works is a scheduled stop on the 2004 Road Scholars Tour. Penn State faculty can observe the steel-making process firsthand. ❄️



BUSINESS TALK

Penn State Public Broadcasting's monthly program *About Business* tackles current business issues impacting the region and the nation. Host Dr. Judy Olian, dean of the Smeal College of Business, and her guests respond live to questions from listeners and viewers about topics ranging from how to negotiate to new business startups. "It's primarily a community service to bring the expertise of Smeal faculty and our extended network of business partners and alumni to the local community," said Olian about the show. ✨

Dean Judy Olian and her guests take calls from the audience.

PARTNERSHIP FOR PROSPERITY

A new report urges Pennsylvania to make a greater investment in education and workforce training. "Pennsylvania, quite simply, is squandering the enormous human and material investment it has made in its older communities in three centuries. ... We recommend that Pennsylvania invest heavily in education and training, promote development in key select industries, and focus on industries that promote the revitalization of older communities," states "Back to Prosperity: A Competitive Agenda for Renewing Pennsylvania," issued by The Brookings Institution Center on Urban and Metropolitan Policy (<http://www.brookings.edu/pennsylvania>).

"This report has the potential to be a landmark contribution to policy discussion and change in Pennsylvania," said Dr. Frederick D. Loomis, director of the University's Workforce

Education and Development Outreach Initiative, a new collaboration between the College of Education and Penn State Outreach. Loomis added that Penn State has the expertise and statewide outreach capability to aid the Commonwealth in addressing the issues outlined in the report.

According to Loomis, Penn State is committed to enhancing its leadership role in providing workforce education and development within the Commonwealth and beyond. Plans include training programs in the areas of health care, entrepreneurship and innovation, technology, teacher education, transition from school to work for the disabled, and homeland security.

Workforce Education and Development Program faculty—who are involved with research and service

LEADING IN REAL TIME

In today's world of the "virtual" organization, challenges and opportunities are constantly changing.

"Organizations used to have time to react," says Dr. Wesley Donahue, director of Penn State Management Development Programs and Services. "Now they are managing at the speed of light."

Donahue explains that good communication is often the key to leading a productive workplace: "How do you get people to communicate better and work as a team and focus their energies on the challenges they face?"

That question is explored during Management Development's series of one-day Leadership Edge seminars, which runs each fall throughout the state for managers, supervisors and team leaders in a wide range of fields.

Management Development's faculty lead sessions that include such topics as "Communicating with Respect," "Resolving Conflicts," and "Ethics," among others.

Stacey Bell, a manager at the Bank of Lancaster County, took the course last year and found that she is already applying the information she learned in the workplace. "I have used this information to help me pinpoint the personality styles of my direct reports," she said. "This way I know how to approach or discuss items with these individuals." ✨

activities with the state Department of Education and other organizations—will provide expertise for the initiative. ✨

History in the Making

Land-grant designation recognized by General Assembly

The Commonwealth of Pennsylvania chartered Penn State in 1855 for the purpose of bringing modern science to bear in making agriculture more productive and efficient. In 1863, the General Assembly designated Penn State the Commonwealth's sole land-grant institution. Penn State steadily expanded its academic programs and also pledged to disseminate the benefits gained through research and instruction. Today that takes the form of hundreds of outreach programs that touch millions of people each year throughout Pennsylvania and around the world.

In honor of the University's ongoing contributions to the

Commonwealth and in recognition of Penn State's upcoming sesquicentennial celebration, Rep. Lynn Herman (R-State College), Rep. Kerry Benninghoff (R-Centre) and Sen. Jake Corman (R-Centre) proposed resolutions celebrating Penn State's designation as Pennsylvania's singular land-grant university earlier this spring. Senate Resolution 209 and House Resolution 600 passed unanimously on March 29. A press conference and reception were held in Harrisburg that day to celebrate the University's land-grant designation.

What They Said

• "Our purpose for introducing and supporting this resolution is to recognize the importance and the contributions of Penn State to the Commonwealth. This resolution is a show of support for the University's combined mission of teaching, research and service and to acknowledge the economic benefits associated with that mission."

— Sen. Jake Corman (R-Centre)

• "We are grateful that the legislature recognizes the important role the University has played in Pennsylvania. Since its inception, Penn State has been committed to making a high-quality college education available to Pennsylvanians and to disseminating the benefits gained through research to the citizens and industries of the Commonwealth. By all indications, the University is excelling at that mission."

—Graham B. Spanier, president

• "In its 150 years, Penn State has never strayed from its founding principles and its role as the Commonwealth's singular land-grant institution. The University takes its unique responsibility for outreach and public service to support the citizens of Pennsylvania very seriously and is committed to improving the lives of the people of Pennsylvania, the nation and the world."

—Rep. Lynn Herman
(R-State College)



A KEY COMPONENT

Cooperative Extension is a key component of the largest educational delivery system in the world, the land-grant university system. In the early 1900s, extension work began to flourish after Congress passed the Smith-Lever Act, which provided for mutual cooperation between the U.S. Department of Agriculture and land-grant colleges in conducting extension work. It specified that the work "shall consist of instruction and practical demonstration in agriculture and home economics to persons not attending or resident in said colleges in the several communities, and imparting to such persons information on said subjects through field demonstrations, publications and otherwise ..." ❁



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