JAMS 524 Brings in the Professionals

How can UWM students prepare themselves for future employers who hold high expectations for entry-level positions? On December 15th, local advertising and public relations professionals met with students from UWM’s Journalism, Advertising and Media Studies (JAMS) department to do their part in developing the next wave of industry talent at JAMS’ Student Portfolio Review Night.

Often, the hardest part of imparting practical skills is finding an engaging way to bring the challenges of the workplace into the classroom. JAMS 524: Advertising and Public Relations Campaigns takes a literal approach to this problem, pairing JAMS students with local clients, both on- and off-campus, to develop marketing solutions for real-world problems.

Over the course of the semester, students in JAMS 524 worked with a team of classmates to develop communication campaigns to meet their clients’ real-life needs. For JAMS students preparing to enter the workforce, this teaching approach was uniquely beneficial. “I really enjoy this type of class where your work gets shown and shared,” senior JAMS major Karlee Partzlsberger said. For students like senior JAMS major Jessica TeBeest, the classroom proved to be the perfect laboratory. “The classroom is the ideal place to learn to work with difficult people or people with a different style than your own,” TeBeest said. “Better to learn it in the classroom for the first time than in your first job.” Several students commented that this was the first opportunity they had as part of their education to combine the skills of concise and creative writing with visual design and layout, just as you would have to in the real-world.

Near the end of the course, JAMS 524 students were asked to create a personal portfolio. For the second straight year, course instructors Joette Rockow, Donna Decker and Rachael Jurek invited local professionals to Greene Hall to review students’ portfolios. For students, this outside evaluation was an invaluable resource. “Class feedback is great, but hearing from working professionals means everything,” senior JAMS major Cory Miller said. “Is my work at a level that they would consider professional? What else do I need to do to improve or add to my portfolio? What is it really like to work in the field?”

Tom Dixon, an advertising professional whose daughter, Emma, was enrolled in the course, agreed with Miller. “The benefit for students is being critiqued by professionals who are working in the industry, living its challenges on a daily basis,” he said. “We tend to be more critical than college instructors are, which is also a dose of reality for students – thick skin is necessary in our industry.” He emphasized that students need to understand that the real world demands sound strategy and the ability to communicate that strategy. “Creativity is essential, but creativity for its own sake is meaningless.”

Echoing Dixon’s sentiments, UWM alumnus Bob Welke, a professional with over 30 years of experience in marketing and advertising, noted, “I enjoy challenging the students. The ideal portfolio should not be a display case for ads. Rather, it should be a demonstration of creative thinking.”

Welke was not alone in his campus ties – nearly a third of the twenty professionals attending the event were UWM alumni. “Those are some of our strongest supporters,” Rockow said. “And it’s not just recent graduates, but people that have been ‘out there’ for a long time.”

For the JAMS department, portfolio review night is just another way to prepare students for the rigors of professional work. “JAMS really is the face and the conduit between our students and the professional industry,” Rockow said. “We can’t ignore that important link.”
Modern Science Meets Ancient Methods

On two bright October days, students in UWM’s Astronomy Club, led by Physics Professors David Kaplan, Dawn Erb, John Friedman and Xavier Siemens, met to replicate an experiment first conducted over 2,000 years ago in ancient Egypt. Simultaneously, a group of students at Mississippi State University (MSU) in Starkville – about 600 miles directly south of Milwaukee – led by Professor Angelle Tanner were doing much the same thing. The goal was to measure the circumference of the Earth using shadows cast by the Sun. In the ancient world, the size of the Earth was not known, but around 240 BC Eratosthenes used the angle of the Sun’s shadow on a mid-summer’s day to figure out that the Earth was roughly 25,000 miles around. He later invented a system of latitude and longitude.

To replicate Eratosthenes’ methodology, students at both UWM and Mississippi State measured the lengths of shadows cast by the Sun of various objects of known height – including a 10-foot pipe and the Physics Building - precisely at noon to establish the latitude. The tricky part was knowing exactly when noon was, as for this experiment watches are not good enough, and so shadow measurements were taken over 30 minute time periods on both October 4th and 5th. Applying geometric principles, the students combined the shadow measurements with the distance between their locations and the changes over time to determine the size of the Earth. UWM students Matthew Rohr and Christopher Biwer generated an end result of 24,544 miles – off by only 357 miles from the correct number.

Professor Kaplan admitted that he had not actually expected to get that close to the correct number and was very pleased at how well the experiment turned out: “The students did a great job. They were careful. Part of the goal was to see how experiments can be improved, and I think if we do this again we can do even better.”

Professor Erb was surprised at just how much the Sun appeared to move: “We measured the Sun every three minutes or so, and it was really zipping along. And when we went out again the next day it was in a different spot. When you pay close attention to something, you can learn a lot.”

The project was designed with several goals in mind. Students attuned to modern technology may not fully understand that basic scientific principles stand the test of time and are still relevant. Satellite mapping may make the process of determining the size and shape of the Earth faster, but it relies on the same type of calculation. General tenets of experimentation were also emphasized for the students – how to design and conduct an experiment and collect data, how to collaboratively analyze data, and how to examine the methodology for potential sources of error.

In their own words, Matthew and Christopher commented about the experience.

Walking into the experiment, I knew that measurements are meaningless without an understanding of their uncertainties. With different uncertainties, different conclusions can be drawn – uncertainty is part of the final answer to the real-world problem. The experiment was an important exercise in understanding uncertainty. Perhaps the earth’s circumference along the same latitude changes over time, as the earth expands and deforms. So, performing this experiment led to many other questions. I would recommend this project to others, because it increased my comprehension of the information. When I try to understand material, I employ as many learning modes as possible (auditory, visual, reading, writing, emotion, kinesthetic). Hearing information in a lecture, seeing a diagram in discussion, doing an assignment and reading a book are all very typical for undergraduate students. Perhaps less apparent, but equally effective, is experiencing a real, driving pleasure when finding things out about the world – enough to go out and measure it.

Matthew Rohr, junior, Physics & Electrical Engineering

I wouldn’t find it odd if a lot of people are curious how someone measures the Earth’s circumference. It’s a problem that’s already been answered, but interesting to know how the answer is determined without satellite mapping. The experiment itself is not a difficult procedure; basically marking shadows with chalk. But it is worthwhile. There is some charm in measuring the circumference of the Earth with just shadows.

Christopher Biwer, senior, Applied Mathematics and Physics
English Student Earns Accolades

“Monica Cherry, our English Department intern this semester, made a valuable contribution to the work of Legal Aid. This is consistent with the high quality work we have seen from our interns from this program. While we primarily work with law students as our intern resource, the UWM English Department interns provide a different perspective and have invariably had great enthusiasm and interest in our work. This has made them especially good to have as temporary additions to our staff. It is also a consistent benefit that these English majors are good writers, something we can’t always say about our law students! We hope to continue our involvement with English Department interns whenever our capacity allows.”

Pete Koneazny
Litigation Director at Legal Aid Society of Milwaukee

Save the Date

Chancellor Lovell will host a forum for all L&S faculty and staff on March 2nd from noon to 1 in Curtin 175. The Chancellor will provide campus updates and answer your questions.

Those Who Can...Teach

by Sandra Brusin, Department of English

On December 5th, from 5:00-7:00 pm, we held the 18th annual UWM-Marquette University First-Year English Graduate Student Conference: “Those Who Can, Teach: Theory and Practice in Composition.” Alice Gillam, who is retiring this year, co-founded the conference and was honored for her vision to create a space for collaborating, recognizing, and sharing research into the theory and practice of teaching first-year composition.

This year’s event was hosted by the Marquette University English Department, which is chaired by Krista Ratcliffe. Participating graduate students are new TAs in UWM’s Composition Program, directed by Dennis Lynch, and the MU First-Year English Program, directed by Virginia Chappell, who co-founded the conference along with Alice Gillam. This semester, participants have been studying rhetorical theory and composition with Dennis Lynch (at UWM) and Jenn Fishman (at MU).

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Recruitment and Development Near and Far

A Case Study from Geosciences

The Department of Geosciences recently leveraged opportunities presented by a national conference to build on their recruitment and development efforts.

The Geological Society of America Meeting (GSA) is held annually over four days and is attended by geology students, faculty and professionals from all over the country. Because this year’s conference was held in Minneapolis, the Department felt it was important to maintain a strong presence among dozens of other universities, so they sponsored a booth in the Graduate School Information Forum section of the GSA for two days.

It was immediately apparent just how passionate UWM graduate students are about their school. The UWM Geosciences booth was always staffed with at least three graduate students at a time, with fairly solid faculty presence as well. The graduate students answered questions about the city, the department and specific research projects while also attending talks and poster sessions where they were able to recruit prospective students based on common interests in their respective disciplines. Each and every UWM attendee acted as a distinguished ambassador for the university.

To put it into perspective, it is helpful to compare these efforts to 2010. Last year’s conference was held in Denver, Colorado, a city that hosts the GSA every third year. In Denver, 34 prospective graduate students signed up at the UWM booth for more information. As an anchor city, the Denver conferences are known for their high attendance, and this was considered a successful recruitment. (Of those 34 prospective students, four eventually applied and were admitted, and two of the four are enrolled in the current academic year.) In Minneapolis, however, 85 prospective students signed up for information packets, about triple the average amount of inquiries from previous years.

The recruitment success at this year’s GSA conference can be attributed to a number of factors, says Department Chair John Isbell. Geosciences has made a conscious effort over the past few years to market itself nationally, locally and on campus. Department representatives regularly attend geological conferences and take time during these visits to promote the Department. They have expanded the number of department colloquia and events as well as the caliber of outside speakers and distribute this event information regionally to other geoscience departments. The Department ensures that its newsletter is regularly published and sent, not just to alumni, but to current and prospective students, past speakers and potential future speakers, and anyone who has indicated an affiliation or interest in the subject matter. Faculty members boost public visibility by visiting local schools to talk on geologic subjects and by making themselves easily available to the media for commentary. Like many departments, Geosciences sends representatives to multiple professional conferences with a mission not only to attend sessions but also to spend time promoting the Department and networking. They also take advantage of all campus media outlets such as digital signage and various calendars to promote their accomplishments and events. The combination of all of these initiatives has improved the Department’s brand and name recognition, and helps explain why two-thirds of the prospective students who signed up in Minneapolis are from outside of the Midwest.

During the conference itself, Geosciences faculty members and students presented seven posters and fifteen talks, further enhancing the Department’s reputation as a place of excellence.

One of Geosciences’ highest priorities is reconnecting with alumni. They have proven themselves to be exceptional advocates for the program, sharing the success and growth of the Department with colleagues, friends and family. Their support tends to be very hands-on, speaking directly with students and prospective students about education, training and careers. The strong alumni ties that have been built over a number of years have paid off, too, in donations; Geosciences has the most alumni donors (as a percentage of total alumni) when compared to any other L&S department.

Reflecting this top priority, on the third evening of the conference, the Department hosted an alumni reception at a local pub. In coordination with L&S Development Director Christina Makal, personalized invitations were sent to all UWM Geosciences alumni and all College of Letters & Science alumni that were known to reside in Wisconsin and continued on next page
Geosciences Case Study continued from previous page

Minnesota. At the reception, guests were greeted with drinks and appetizers, and John Isbell, gave a brief presentation on the growth of the department over the past five years, annual events, annual student recognition awards and recent field trips. There was also a display of students’ abstracts and posters that were presented at the GSA conference, as well as information on the Department’s achievements and research disciplines. Alumni had a chance to receive UWM door prizes, and everyone left with a UWM Geosciences memento.

The conference provided a convenient opportunity, and the execution was an achievement. The alumni event was attended by a broad representation of UWM affiliated people – 25 alumni, seven faculty members, seven students and nine guests. Alumni included those who graduated with a BS, BA, MS and/or PhD degree. Christopher Maury, Geosciences Graduate Program Coordinator, notes, “This was the first time our department has attempted to host such an event, and the feedback we received that night has been an inspiration and a realization that future events are not just a possibility but a necessity as we move forward and strengthen our relationships between the department and its community of geoscientists.”

In the coming weeks, Geosciences faculty will be personally contacting prospective students about their research interests, providing them with information about the department and the university, and offering instruction on how to apply to our Graduate School. Looking forward to next year, the planning committee of Lisa Alzalde, department manager; Rob Graziano, laboratory manager; and Christopher hope to build on the success of Minneapolis. Next year in Charlotte, NC, they will have the opportunity to engage a new contingent of alumni from the mid-Atlantic region of the country, and the feedback from Minneapolis certainly indicates they will have a receptive audience. Rob states, “The attending alums were so appreciative for this opportunity to reconnect with UWM directly. We were able to strengthen connections even with those that couldn’t attend, as many of their RSVPs included requests to be invited to the next Geosciences event!”

Henry W. Maier State of Milwaukee Summit

by Jamie Harris, Urban Studies Programs

Urban Studies held its annual Henry W. Maier State of Milwaukee Summit at the Hefter Center on November 10th in front of a packed audience. This year’s theme was “Milwaukee and the Great Recession” and featured a distinguished panel of experts and civic leaders. The panelists addressed the causes of the recession and continued unemployment, the foreclosure crisis and housing market slump, and they examined a variety of organizations and initiatives that are trying to improve the local economy and address some of the fallout from the downturn.

The panel included:

- Kathryn Dunn, Vice President of Community Investments, Greater Milwaukee Foundation
- Dr. William Holahan, Professor, UWM Department of Economics
- Daniel Idzikowski, JD, Assistant Dean for Public Service, Marquette University Law School
- Deloris Sims, Co-Founder of Legacy Bank, CEO, Legacy Bancorp, Inc.


This was the sixth year of this event which brings together experts from government, nonprofits, and academia to discuss pressing issues that Milwaukee and the region face in the 21st century.

See webclips of the event: www4.uwm.edu/letsci/urbanstudies/mkesummit/index.cfm

A play written by Kimberly Blaeser (English) debuted as a dinner theatre production at the Menominee Casino Resort on December 7th. *The Museum at Red Earth*, set in a current-day sewing factory, makes use of the history of Native American boarding school and contemporary tribal politics to frame a comedic contest of wills on a fictional reservation. With the help of spirits, two sisters try to convince their doubting tribal chair to approve a generous planning budget for a museum and archive. The performance was directed and performed by faculty members and students from the College of Menominee Nation. Kimberly is an enrolled member of the Minnesota Chippewa Tribe and grew up on White Earth Reservation.

Devin Mueller (Psychology) gave numerous presentations at the Annual Meeting of the Society for Neuroscience in Washington, D.C. (Nov. 12-16, 2011). These included:

- Hafenbreidel, M., Twining, R.C., Schneider, J.R., & Mueller, D., *NMDA and β-adrenergic receptors are necessary for extinction of cocaine seeking.*

A number of Geosciences faculty members and students attended the Geological Society of America Meeting in Minneapolis, held October 9th through 12th. Presentations included:

- Tim Grundl, Nathan Magnusson, and Rolf Kiper, "Dynamics of Paleorecharge in a Deep Confined Aquifer System using Noble Gas, 14C and Stable Isotope Tracers."
- David Elliot, John Isbell, Sam Hulett, Zelenda Koch, and Danielle Sieger, "A Large-Scale Tectonically-Driven Slide in the Permian Mackellar Formation, Victoria Group, Antarctica."
- Lindsey Henry, John Isbell, Margaret Fraiser, Christopher Fielding, Tracy Frank, and Eugene Domack, "Glacial Sedimentology and Micromorphology of the Wynyard Formation, Tasmania, Australiia: Implications for Climate at the Peak of the Late Paleozoic Ice Age."
- Matthew Clapham, Margaret Fraiser, and Pedro Marenco, “Temporal and Environmental Distribution of Mixed Fauna Survivors after the End-Permian Mass Extinction.”
- Scott Schaefer, Margaret Fraiser, Pedro Marenco, and Matthew Clapham, “Habitable Zone Distribution of Early Triassic Rhynchonelliform Brachiopods in the Dinwoody Basin of the Western United States.”
- Pedro Marenco, Erin Lepes, Matthew Clapham, Margaret Fraiser, and Michael Orchard, “Conodont Biostratigraphy of the Virgin Limestone at Lost Cabin Spring: Implications for the Study of Early Triassic Biotic Events.”
- Julie Griffin, Pedro Marenco, Margaret Fraiser, and Matthew Clapham, “Geochemo-Petrographic and Spatial Analyses of Microbialites from the Virgin Limestone, Nevada: Insights into Early Triassic Biotic Recovery from the End-Permian Mass Extinction.”
- Ashley Dineen, Margaret Fraiser, Jinnan Tong, and Jing Chen, “When and Where did Life Recover from the End-Permian Mass Extinction?”
- William Kean, “Earth Science for Pre-Ed Majors at the University of Wisconsin-Milwaukee.”
- Zelenda Koch, John Isbell, and Danielle Sieger, “Examination of Late Paleozoic Grounding-Line Fan Deposits at Tillite Glacier, Central Transarctic Mountains, Antarctica.”
- Michael DeVasto, Dyanna Czech, and Prajukti Bhattacharyya, “Quantifying the Relationships Between Geochemical and Microtextural Changes across Small-Scale Granitic Shear Zones.”
- Robert Graziano, “Engaging Geoscience Majors Embedded in a Large General Education Lab Course.”
- Lucia Ferian-Sands, Jennifer Johanson and Shangping Xu, “Effects of Enterococcal Surface Protein (ESP) on the Transport of Enterococcus Faeicum within Saturated Aquifer Sands.”

Posters presented at the meeting included:


continued next page
Brian Ó hAirt (Brian Hart), a 2002 UWM graduate with a double major in Anthropology and Linguistics and a certificate in Celtic Studies, and a member of the band Bua, celebrated the release of Bua’s new album, Down the Green Fields/Síos Fá Thaobh an Ghleanna, at Chief O’Neill’s Public House in Chicago on October 30th. He notes, “This album has been self-produced with generous financial support from Foras na Gaeilge, hence our liner notes are bilingual and well-researched! It has been more than warmly received by many a patron and media source and we’re happy to say that it has already gotten an immense amount of air play in both North America and Ireland.”

In 2012, Brian kicks off the Bua tour in February with Midwest stops in St. Paul, Madison, Milwaukee, Indianapolis, Champaign-Urbana, Kalamazoo, Chicago and other cities to be announced. The band will tour the Pacific Northwest, including Vancouver, Bellingham, Seattle, Astoria, Portland, and Eugene, in March.

Sample tracks: http://www.cdbaby.com/cd/bua2
Read about the band: http://www.buamusic.com/

Our Outstanding Grads

There are countless outstanding L&S students who graduated in December, but two were profiled by the campus:
http://www4.uwm.edu/graduates/

Amelia Mercado (’12, English)  Akua Asare (’12, Global Studies)
6-27 Jan.

SCIENCE BAG: Rock, Paper, Scissors: Earth’s Amazing Balancing Act. To be able to support life, our Earth needs to provide physical and chemical conditions that are relatively constant. This presentation explores some of the fascinating ways in which Earth’s feedback processes work. It also examines how humans are altering some of these feedbacks, and what the consequences may be. Dr. Harvey Bootsma (Freshwater) presents this ideal program for families, children and everyone interested in science every Friday in January at 8 pm and Sunday, January 15th, at 2 pm in the Physics Building, room 137.

13 Jan.

Academic Staff self-evaluation due to supervisors.

25 Jan.

12:15 PM – ASTRO BREAK: Scale of the Cosmos. Learn about the big picture: see where our solar system fits in the Milky Way and where our Galaxy fits in the universe. Planetarium.

27 Jan.

7:00 PM – PLANETARIUM SHOW: The Lives of Stars. This program highlights the life cycle of a star. Although stars seem like permanent fixtures in our night sky, each star has a unique and finite lifetime. For decades astronomers have studied how different types of stars evolve through birth, adulthood, old age, and ultimately death. “The Lives of Stars” will track this progression and note some exciting changes stars endure when a star runs low on hydrogen fuel and can turn into an exotic object such as a black hole. After stellar evolution is explored, a portion of the program (20 minutes) will be devoted to viewing the current night sky. $2 admission.

1 Feb.

7:00 PM – LECTURE: A Second Life for the Jews of Europe: Shoah & Virtual Memory. Presented by Rachel Baum. Several new developments on Second Life, a simulated world, have made the issue of memory particularly pressing to its Jewish residents: the U.S. Holocaust Memorial Museum opened an exhibit on Kristallnacht; an elderly Holocaust survivor gave her testimony; and a new “sim” (simulated reality) offered an experience of the Eastern European shtetl. This lecture builds upon recent scholarship of Second Life by anthropologists, film scholars, and philosophers to argue that SL has radically changed the categories of “home,” “memory,” and even “human” in ways that are of vital significance to the study of the Shoah. At the Kliebhan Conference Ctr. at Cardinal Stritch.

Have you attended a Planetarium show? More than 10,300 people did in 2011, including a school group from North Dakota.
**Publications**


**Karen Frick (Psychology)** was the co-guest editor of a special issue of the journal *Neurobiology of Learning and Memory* entitled “Memory Impairment and Disease” published in November, 2011. [http://www.sciencedirect.com/science/journal/10747427](http://www.sciencedirect.com/science/journal/10747427). Frick and colleagues (Frick, K.M. & Korol, D.I.) introduced the special issue as well: Introduction to the special issue of *Neurobiology of Learning and Memory* on Memory Impairment and Disease, Vol. 96(4), pp. 505-506.


**Awards & Honors**

**Dyanna Czeck (Geosciences)** was appointed to a three-year term as a member of the Best Publication Award Committee, Geological Society of America, Structural Geology and Tectonics Division.

Several **Psychology** graduate students received awards recently: **Emily Belleau** was awarded a $2,500 Research Training Fellowship from the Society for Psychophysiological Research. **Lisa Burks** and **Lauren Taubitz** were awarded Sigma Xi Grants-in-aid of Research. Sigma Xi was founded in 1886 to honor excellence in scientific investigation and encourage a sense of companionship and cooperation among researchers in all fields of science and engineering. **Daniel Stout** received a $1,000 scholarship from the American Psychological Foundation and the Council of Graduate Departments of Psychology.

**Kathryn M. Olson (Communication)** received a $300 Graduate School Faculty Arts and Humanities Research Travel Award to participate in and present a paper at the Symbolic Violence Conference at Texas A&M University in March 2012.

The Beinecke Library at Yale University has purchased the poetry archive of **John Koethe (Philosophy).**

Published the last Tuesday of each month by L&S Office of College Relations. Send your announcements to: let-sci@uwm.edu at any time. Your events, awards, publications, etc. may also be shared on our Facebook and Twitter feeds, the L&S web page, and with University Relations to maximize our communication efforts.

L&S Dean: Rodney Swain
Grants

Weon Shik Han (Geosciences) received $416,107 from Korea National Oil Corporation for his project entitled “Technology development for geologic CO2 storage demonstration in the Aquistore project, Canada.” He also received a subcontracting award from the University of Utah, “Department of Energy funded to Comprehensive, quantitative risk assessment of CO2 geologic storage (DE-FE0001112).”

Veronica Lundback (Scandinavian Studies Program) received a Nordic Council of Ministers Grant of $14,000 for “The Nordic Sustainability Initiative - Nordic Sustainability as a Global Model.” The award will help create a week-long event for UWM faculty and students, local high schools and community organizations to engage in activities, experiences and shared learning through seminars, workshops, films and a fair. Three participating high schools will receive an award for a collaborative school/class project, and three UWM students will receive research awards for projects that incorporate and implement Nordic ideas, solutions and values on a local level.

Masters student Ernest Thalhamer (Geosciences) received a $500 Institute on Lake Superior Geology Research Grant.

The Center for Gravitation and Cosmology (Physics) received a National Science Foundation grant for $9 million over five years to lead the development and operation of the LIGO Data Grid. Patrick Brady is the principal investigator, working with Scott Koranda, Jolien Creighton, and Robert Mercer.

New Directions

By now you should have received an e-mail from Connie Jo about the New Directions scholarship program. An excerpt is below:

You probably think I’ve lost my mind, agreeing to serve as the chair of the New Directions Scholarship fund-raising effort this year. Times are difficult. Maybe I am crazy, but I’ve taken on this challenge because my personal story aligns so perfectly with what I believe we aim to do with this scholarship fund.

Coming from a welfare family, I could only dream of attending college and creating a different kind of life for myself. It is only because a high school history teacher saw promise in me and took steps to help me gain access to financial support that I now approach forty-one years of service at UWM rather than just being another unemployed factory worker in my home town. Along with some grants and money I earned working during college, the scholarships I was awarded are responsible for a life of which I am proud, one in which I have been able to contribute to something I feel is very important by supporting you in your efforts to change the lives of others through higher education.

The New Directions Scholarship program can make a huge difference in the lives of others like me. For this reason, I am writing to ask you to find it in your heart to support New Directions even in these difficult economic times.

My personal goal is to increase the number of people who contribute rather than focusing on the amount of gifts. It is so meaningful to students to know that a large proportion of the faculty and staff are invested in bringing the best students to UWM. Whether your contribution is $5 or $500, it all adds up. Just think – one hundred people giving $10 a month will raise $12,000, enough to support six freshmen.

These past few years have been difficult for all of us, but most particularly for our students who face an uncertain future of crushing student loan debt and declining job prospects. Please donate online (choose L&S as your designation and enter “New Directions” as your additional designation) or ask me for a pledge form. You have my deep gratitude for any help you are able to provide.

Connie Jo