Winter 2015

College of Human Sciences Matters (Winter 2014–2015)

Iowa State University College of Human Sciences

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College of Human Sciences Matters

Winter 2014-2015

A DECADE of ACCOMPLISHMENT
A portion of a more than $22 million gift to Iowa State University by two alumni who wish to remain anonymous will create a new endowed Dean’s Chair in the College of Human Sciences.

Dean Pamela White will serve as the inaugural holder of this position and will officially be installed April 17. The gift — which comes the same year that the college prepares to celebrate its 10th anniversary — will allow her unrestricted use of earnings toward the college’s priorities.

“The gift is a vote of confidence that the college and its programs are making a difference in the lives of our students, faculty, and alumni,” White said. “The unrestricted nature of this generous endowment will enable us to meet emerging priorities more nimbly, and gain even more momentum.”

White said she is deeply grateful to the donors for their vision and commitment to the college. She said the gift empowers the college to further improve the science and technology of living and learning.

Deans’ chairs are prestigious endowments that enable administrators to leverage human and financial resources to intensify the impact of their unit and its programs. Because earnings from endowments are not intended for one specific project, program, or person, they can be focused on urgent and developing priorities.

The gift is a tribute to the leadership of White, who has served as dean of the College of Human Sciences since April 2009 and has led the college to unprecedented success.

White began her career at Iowa State in 1975. Since 2001, she’s served as a University Professor in food science and human nutrition. White has also served in several leadership roles including interim chair of food science and human nutrition, interim dean of the College of Family and Consumer Sciences, and interim dean when that college was combined with the College of Education to form the College of Human Sciences.

Under White’s leadership as dean, student enrollment in the college has soared. A record 5,182 students were enrolled in the college in fall 2014. Since its formation from longstanding programs a decade ago, the college’s enrollment has grown by 52 percent.

In 2012, White led the establishment of the School of Education by joining longstanding and respected education programs into a single, cohesive unit. She has spearheaded the hiring of key faculty college-wide. In fall 2014, a total of 24 tenure-track professors joined the college’s faculty.

During White’s tenure, the College of Human Sciences has taken fundraising to new heights. In just three years, the college secured $9.3 million toward its $10 million, five-year goal for the university’s Moving Students Forward initiative to help students with scholarships, graduate-student assistantships, internships, and study abroad opportunities. The College of Human Sciences was the first college to surpass its goal during Campaign Iowa State, and raised a total of $47 million.

White is providing guidance to more fully integrate Human Sciences Extension and Outreach into the college, to ensure that human sciences improve people’s lives in every Iowa county, every day.

“We are proud of the great gains the College of Human Sciences has made and the direction we have set. Our people and programs set the bar for a standard of excellence. This gift from very close friends of the college will enable us to reach new heights.”

—Pamela White, Dean, Dean’s Chair, College of Human Sciences
College of Human Sciences makes strides in growth, diversity

By Lynn Campbell

The College of Human Sciences has outpaced the university as a whole in both enrollment growth and racial diversity.

A record 5,182 students enrolled in the college in fall 2014, an increase of 6.1 percent since fall 2013. That compares with Iowa State University’s enrollment growth of 4.5 percent last fall, which brought the university to a record enrollment of 34,732.

It’s the first time in the college’s history that enrollment topped 5,000. Since its formation from longstanding programs in 2005, the college’s enrollment has grown by 52 percent.

“Our unique, innovative, and high-quality programs attract students who want to make an impact on the quality of life for us all,” said Pamela White, dean of the College of Human Sciences.

Racial diversity in the college has more than doubled in the past decade, providing a learning environment where multiple perspectives contribute.

The number of minority undergraduate students increased by 9.85 percent in the past year — from 477 to 524 students — and by 148 percent since the college was formed. The university’s growth in this area was 9.53 percent in the past year, and 95 percent since 2005.

“As we continue to grow and become more racially diverse in our classrooms, our students who are U.S. minority and multicultural students are able to see more of their peers surrounding them,” said Denise Williams, the college’s diversity coordinator.

The college offers 21 undergraduate and graduate majors. Its programs of study — which encompass health and wellness, education and human development, science and technology, and community and entrepreneurship — are in high demand. Students turn to the college for people-oriented careers that expand human potential and improve people’s lives.

Macy Cohrs, a senior in elementary education, said she wanted to be involved in children’s lives and help to improve their future.

“Seeing that light bulb that sparks when you can tell that all of their hard work and your hard work has paid off — to me, that’s the best reward in the field of teaching,” Cohrs said.

The college’s graduates are highly successful. Within six months of graduating, 92 percent of bachelor’s degree recipients and 96 percent of master’s and doctoral degree recipients secure employment or advanced educational placement.
Susan Maxwell credits her Iowa State University education with preparing her for a remarkably successful career. Soon after graduating, she landed her dream job as a senior buyer for Target, and went on to launch her own business as a product and package designer. “People would ask what degree gave me the skills to do what I did,” she said. “They were stunned when I told them I had a home economics degree.”

Now retired, Maxwell said her 1973 degree in textiles and clothing merchandising — then part of the College of Home Economics — gave her a competitive edge throughout her career. She said the background emphasizes practical skills and problem-solving for real-life situations. “I used the skills I learned every single day of my career,” Maxwell said. “My classes taught a broad base of knowledge, from business courses to design. What stuck with me was that good design yields good business. This background put me way ahead of others in my field.”

Those practical skills are a key part of the College of Human Sciences, formed in 2005 from longstanding programs. While the college prepares to celebrate its 10th anniversary, Iowa State’s reputation for excellence in human sciences began 147 years ago. “All of the modern departments that make up our college today, we all have our roots in home economics,” said Bob Bosselman, professor and chair of apparel, events, and hospitality management.

When Iowa State established its home economics program in 1872, it was one of the first universities in the world to do so. Courses covered education, family and consumer sciences, textiles and design, food and nutrition, human health, and hospitality — all disciplines still seen in the college today.

Being a human sciences leader is a major point of pride for Iowa State University. “Iowa State is one of the roots of home economics around the world,” Bosselman said. “We should be very proud of the fact that it all began here.”

Teaching university students how to manage a household as effectively and efficiently as possible proved to be a revolutionary idea for its time. By applying logic and scientific thinking to everyday environments, courses prepared students to contribute significantly to the nutrition, education, and well-being of families and communities.

Graduates went on to develop new products for food and household appliance companies. As the nation’s buying habits shifted to mass-produced items, they guided families through the transition from making their own goods to purchasing goods.

Before education became its own college or school at Iowa State, the training of teachers in elementary education was the responsibility of the Department of Child Development, in the College of Home Economics.

“When it comes to improving people’s lives, there is nothing more basic than education,” said Linda Serra Hagedorn, a professor of education and associate dean of the College of...
Human Sciences. “We know that higher education predicts a better financial future, personal contentment, and even better health. By training teachers, we touch the future.”

The program’s first students took courses in chemistry, botany, physics, psychology, geology, human physiology, foreign languages, and fine arts, in addition to the home economics curriculum.

Today, educator preparation in the School of Education places a strong emphasis on literacy as well as science, technology, engineering, and mathematics (STEM) education.

“In contemporary times, ISU’s School of Education is known for the quality of the experiences we provide in those areas plus the rigor with which our program makes sure that our students have extensive practical experience in the classroom before they graduate,” said John Schuh, former director of the School of Education.

The college is popular among students seeking people-oriented careers. It welcomed a record enrollment of 5,182 students in fall 2014. The college offers 21 graduate and undergraduate majors in four departments and one school, along with a robust Human Sciences Extension and Outreach program.

Maxwell attributes the college’s steady growth and prestige to a continued emphasis on rigorous coursework and hands-on, practical learning, including ready access to cutting-edge technologies and internships. She said an ongoing need for professionals who understand human sciences speaks to a bright future for the college.

“The human sciences are directly tied to consumer patterns and affect our business success in numerous ways,” she said.

Iowa State’s home economics program was an early leader in bringing science out of the laboratory and putting it in practice for people where they live, work, and learn — an idea that can still be seen in the college today.

“We are a gathering of unique majors that all relate to the human condition,” Bosselman said.

Iowa State’s ongoing role in advancing food science is an example of that legacy, said Ruth MacDonald, professor and chair of food science and human nutrition.

“Iowa State has one of the longest standing educational programs for nutrition and dietetic professionals in the U.S.,” MacDonald said. “Our current food science program has its roots in those traditions. We have a long history of exploring how food influences human health that traces back to the very earliest years of our college.”

At the heart of the College of Human Sciences are core values that include lifelong learning, testing new approaches, integrity, and a holistic approach to learning, said Sara Marcketti, an associate professor in apparel, events, and hospitality management.

“A DECADE of ACCOMPLISHMENT
147 years of history

“Iowa State is one of the roots of home economics around the world. We should be very proud of the fact that it all began here.”
—Bob Bosselman, professor and chair, apparel, events, and hospitality management.
Kinesiology shifts to focus on lifelong health

By Matthew Leimkuehler

The Iowa State University Department of Kinesiology has evolved from solely teaching physical education to leading advanced research and professional training focused on bettering lifelong health.

“There’s more and more evidence coming out all the time indicating the value of physical activity for a wide variety of human health characteristics,” said Phil Martin, professor and chair of kinesiology. “It’s a great time for us as a field because of our emphasis on health and physical activity.”

As a field, kinesiology has shifted from investigating factors impacting athletic performance to understanding the benefits of physically active lifestyles on human health. The department, which traces its roots to 1913 and 1924, adopted kinesiology as its name in 2007. The name change came shortly after the formation of the College of Human Sciences from longstanding programs.

The department’s more modern name means the study of human movement. Students choose one of five tracks within kinesiology: athletic training, pre-health professions, exercise science, physical education teacher education, and community and public health.

Student enrollment in the department has nearly doubled in the past decade, from about 700 students in fall 2005 to more than 1,400 students in fall 2014. Pre-health professions are the department’s most popular option, enrolling approximately 47 percent of kinesiology students.

“Kinesiology is being recognized more and more as an academic program that provides a good foundation for students who are interested in one of many health care career opportunities,” Martin said. “We’ve seen the highest rate of growth in the pre-health profession option. More and more students feel kinesiology helps them build a strong academic base for future training in professional health care programs.”

Kinesiology students study anatomical, physiological, biomechanical, neurological, and psychological perspectives of how the body functions, particularly during physical activity.

Panteleimon Ekkekakis, an associate professor in kinesiology, said students’ interest in the pre-health program spurred the increase in enrollment.

“These are students who plan on continuing for graduate degrees primarily in medicine or physical therapy but also in occupational therapy, public health, and others,” Ekkekakis said. “With the guidance of superb kinesiology academic advisers, our curriculum provides these students with the prerequisite coursework for applying to graduate school.”

Within six months of graduating, 87 percent of kinesiology graduates find jobs or seek higher education. Ekkekakis said employers are hiring these professionals to motivate employees to be physically active.

Ekkekakis said he began to see a shift from the promotion of exercise to the promotion of physical activity in the mid-1990s. He said exercise is planned and regimented, while physical activity is spontaneous and unstructured.

“I characterize this transition as the most important revolution in the contemporary history of kinesiology as a health discipline,” Ekkekakis said. “Sadly, this revolution has yet to translate to a measurable change in the percentage of Americans who are physically active.”

Ekkekakis said only 3.5 percent of Americans under 65 and 2.5 percent of those over 65 do the minimum recommended amount of physical activity.

Martin said he sees the department’s role in influencing healthy lifestyles as a broad outreach to the general public.

“We look at health with a primary emphasis on physical activity,” Martin said. “We look at physical activity and its effects on health from numerous perspectives.”

Panteleimon Ekkekakis, an associate professor in kinesiology, said job prospects for kinesiology students are good because employers are hiring such professionals to motivate employees to be physically active. Photo by Blake Lanser.
Foodies flock to food science programs at Iowa State

By Meg Brown

For Celia Bravard, the most exciting thing about food is how she can make it better.

As president of Iowa State University's Culinary Science club and a senior majoring in food science, Bravard is learning how to improve food safety, nutrition, and taste.

“I grew up in a family that enjoyed eating meals together and I love science, so combining the two was just logical for me,” she said.

Enrollment in Iowa State's food science and human nutrition programs has doubled over the past 10 years from 314 to 614 students, said Anne Oldham, an academic adviser in food science and human nutrition. The culinary science program grew from six students in 2008 to 50 students in 2014.

Ruth MacDonald, professor and chair of food science and human nutrition, attributes the surge in enrollment to a growing interest in the scientific principles behind great food.

“The students we attract are what would be described as ‘foodies’ — they really like food, they enjoy understanding where food comes from, how it’s made, and how it affects human health, and they also have a mind for science,” MacDonald said. “We also get students in biology or chemistry or even engineering, and they see this as a way to apply those sciences.”

Iowa State is a leader in educating food industry professionals and was the first university in the nation to offer an integrated curriculum for culinary science.

“Our students have been getting really good jobs,” MacDonald said. “They are sought after by the food industry, which is the No. 1 employer in the world.”

While a two-year culinary arts degree prepares a student to be a chef, Iowa State's culinary science program is a four-year degree that trains students to apply basic science to food ingredients, processes, and attributes.

“Our students actually take all of those core classes — organic chemistry, biochemistry, microbiology — before they get into the upper-level classes,” said Erica Beirman, a senior lecturer in food science and human nutrition.

Bravard said she was drawn to Iowa State by the challenge of applying science to food.

“Being able to create a product that is functional and delicious is something that is really intriguing to me,” Bravard said. “The aspect of combining creativity and science is beautiful.”

Students majoring in food science or culinary science look forward to a variety of career options from developing new food products, to journalism and food writing. Food science graduates often take on entrepreneurial roles in marketing, developing new companies and spinoffs, and creating flavor and nutrition innovations.

“Our alums are everywhere doing good things. We probably have a food science graduate in every major food company you can think of.”

—Ruth MacDonald, professor and chair, food science and human nutrition
Technology changes teacher-student communication

By Matthew Leimkuehler

Social media has dramatically changed the way students and teachers interact in and out of the classroom.

“Most people just take for granted what popular media says about emerging technology,” said Rey Junco, an associate professor in the School of Education who studies students’ use of technology.

“We always love to bash younger generations,” Junco said. “Technology is used as that wedge. When that happens, faculty members don’t really get to understand their students: who they are, how to best motivate them. They really lose out on an opportunity to educate students in the best way.”

In the decade since the College of Human Sciences was formed from long-established programs, technology changed the look of the classroom. Instead of students coming to class wielding paper and pen, many classes provide the option of taking notes via laptop or tablet.

Eric Brown, an assistant professor in apparel, events, and hospitality management, said he uses Twitter as an optional way for students to communicate with him. More than 4,400 people follow Brown on Twitter.

“Social media is something students are comfortable using,” Brown said. “Many times, students are more comfortable sending me a tweet with a short question than drafting an entire email. They are able to be less formal.”

Junco, who joined the faculty in fall 2014 and is also a faculty associate at the Berkman Center for Internet and Society at Harvard University, has more than 10,000 followers on Twitter.

“You have to be nimble,” he said. “Sometimes, you have to kind of predict what might be interesting next and take the plunge and look at that, instead of waiting years to read someone else’s research on the platform.”

Junco uses Facebook to connect with students for group discussions and information sharing. It’s an alternative to standardized online teaching interfaces such as Blackboard, which is used by Iowa State University faculty and students.

“If you ask students, ‘Hey, do you want to be Facebook friends?’, that’s kind of creepy,” he said. “But if you say, ‘Hey, do you want to use Facebook in this class to discuss class assignments, continue class discussion, share relevant links, and review for tests?’, the students will overwhelmingly say ‘yes.’”

School of Education program prepares highly effective science teachers to fill critical shortage areas

By Lynn Campbell

A nationally award-winning program at Iowa State University has for more than a decade helped fill the state’s need for high-quality science teachers.

Science has long been a teacher shortage area in both Iowa and nationwide. To help address this need, School of Education faculty developed a Master of Arts in Teaching (M.A.T.) program in secondary science education. It was approved by the Iowa Board of Regents in 2003.

The intensive 15-month program was developed to encourage people who already have a science degree to consider teaching science. It prepares them to be highly effective science teachers.

“I often tell people the M.A.T. program was one of the hardest things I ever had to do as it challenged me to think beyond my personal experiences with education,” said Katie Borton, a science teacher at Nevada Middle School. “I was encouraged to look intently at research, my personal beliefs and goals and how people learn to develop a more appropriate understanding of how to teach science.”

The M.A.T. program has been a point of pride for the College of Human Sciences. Graduates of the program gain recognition for effective science teaching at a rate that exceeds most programs in the nation.

Ten former Iowa State M.A.T. students received the Maitland P. Simmons Memorial Award for New Teachers — a prestigious award from the National Science Teachers Association that’s given each year to no more than 25 teachers nationwide for exceptional science teaching in the first five years in the classroom.

Rey Junco, an associate professor in the School of Education, works with students in his classroom by embracing technology and social media. Photo by Blake Lanser.
School of Education cultivates Iowa’s top educational leaders

By Lynn Campbell

The Iowa State University School of Education prepares thousands of Iowa’s top educational leaders through its Educational Administration Program and Community College Leadership Program.

Alumni of the school, formed in 2012 from previous education units in the college, have attained some of the state’s most prestigious educational posts.

Brad Buck is director of the Iowa Department of Education. Barb Crittenden is the first female community college president in Iowa. Rob Denson is president of Des Moines Area Community College. And both Aiddy Phomvisay and Kim Tierney were named 2014 Iowa principals of the year.

“One of the things I most appreciated about Iowa State that stays with me today is they worked hard to present research foundations for what we were investigating but then also discussing the practical part of it,” Buck said. “That has been a good grounding for me and remains important to me so we aren’t making decisions in a vacuum.”

Iowa State has cultivated 10 of Iowa’s 15 community college presidents, two-thirds of their administrators, and three-fourths of their leadership teams. It’s also prepared several college leaders in Minnesota, Illinois, Nebraska, Kansas, Arizona, and Texas.

Crittenden, president of Southwestern Community College in Creston, was a registered nurse who went back to school for her master’s degree and doctorate. She also participated in Iowa State’s Leadership Institute for a New Century (LINC) leadership program.

“It was while in LINC that I first considered the possibility of becoming a community college president,” she said. “There were no women serving as president of an Iowa community college at the time. I was encouraged to expand my view and re-evaluate my career goals.”

Denson chose Iowa State because of the engaged faculty who worked with him both in class and the workplace.

“They build leaders,” he said. “I believe Iowa State’s strength is in those faculty who, as a part of their mission, have direct contact with the community college community and actively ‘practice what they teach.’”

Iowa State’s curriculum offers a great balance of theory and practical experiences, said Tony Aylsworth, superintendent of Pleasantville Community School District.

“The program offered the opportunity to learn with and from some of the most credible and successful school leaders and faculty in our state,” he said. “My experiences at ISU got me ready to hit the ground running when I accepted my first administrative position.”

Amy Jo Naughton, principal of Irving Elementary School in Indianola, was drawn to Iowa State because of its reputation of having a rigorous and relevant curriculum.

“As a working mother of three young children, Iowa State provided an off-campus cohort group close to my home that provided me the flexibility of balancing family, work, and school,” she said.

Barb Crittenden, president of Southwestern Community College in Creston, is the first female community college president in Iowa. She received her master’s degree from Iowa State in 1986 and her doctorate in 1997. Contributed photo.
Celebrating 147 years of history

Compiled by Meg Brown. Graphic by Emerald Klauer.
The College of Human Sciences is preparing to celebrate its 10th anniversary but has a rich history dating back to the 1800s. This timeline is not all-inclusive but shows the establishment of each discipline in the college, and most recent name change that made it what it is today. An online project takes a more in-depth look at our 147 years of history.

We invite you to share your story with us: http://www.hs.iastate.edu/timeline

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2005
College of Human Sciences formed by joining the College of Education and the College of Family and Consumer Sciences.

2000
Department of Apparel, Events, and Hospitality Management formed from the departments of Textiles and Clothing; Hotel, Restaurant, and Institution Management; and Family and Consumer Sciences Education and Studies.

1990
Department of Food Science and Human Nutrition formed from Department of Food and Nutrition in the College of Family and Consumer Sciences, and the Department of Food Technology in the College of Agriculture.

1990
Department of Human Development and Family Studies developed from the departments of Child Development and Family Environment.

2013
Extension to Families became Human Sciences Extension and Outreach.

2014
Ninth year of record enrollment for the College of Human Sciences with 5,182 students.
Dean Pamela White named inaugural Dean’s Chair of the College of Human Sciences.

2012
School of Education formed by combining the departments of Curriculum and Instruction, Educational Leadership and Policy Studies, and Teacher Education Services.

2007
Department of Health and Human Performance became the Department of Kinesiology.

2014
1872
Iowa State Agricultural College established coursework in domestic economy, laying the foundation for today’s departments of Apparel, Events, and Hospitality Management; Food Science and Human Nutrition; and Human Development and Family Studies.

1903
Iowa State Agricultural College (now Iowa State University) opened its doors and President Adonijah Welch created a professorship in the science and art of teaching. Iowa State began offering teacher education courses, becoming what’s believed to be the first U.S. institution to do so as part of a four-year bachelor’s degree program.

1868
1913 and 1924
Departments of physical education for men and women established, laying the foundation for today’s Department of Kinesiology.

Department of Child Development added to home economics division, laying the foundation for today’s School of Education.

1930
College of Home Economics established.

1959
School of Education formed by combining the departments of Curriculum and Instruction, Educational Leadership and Policy Studies, and Teacher Education Services.

2012
College of Home Economics became the College of Family and Consumer Sciences.

2013
Department of Apparel, Events, and Hospitality Management formed from the departments of Textiles and Clothing; Hotel, Restaurant, and Institution Management; and Family and Consumer Sciences Education and Studies.

2005
Department of Health and Human Performance became the Department of Kinesiology.

2007
Department of Food Science and Human Nutrition formed from Department of Food and Nutrition in the College of Family and Consumer Sciences, and the Department of Food Technology in the College of Agriculture.
1868
Iowa State Agricultural College (now Iowa State University) opened its doors and President Adonijah Welch created a professorship in the science and art of teaching. Iowa State began offering teacher education courses, becoming what’s believed to be the first U.S. institution to do so as part of a four-year bachelor’s degree program.

1872
Iowa State Agricultural College established coursework in domestic economy, laying the foundation for today’s departments of Apparel, Events, and Hospitality Management; Food Science and Human Nutrition; and Human Development and Family Studies.

1903
The nation’s first extension program is established at Iowa State University, laying the foundation for Human Sciences Extension and Outreach.

1913 and 1924
Departments of physical education for men and women established, laying the foundation for today’s Department of Kinesiology.

1930
Department of Child Development added to home economics division, laying the foundation for today’s School of Education.

1959
College of Home Economics established.

1968-1973
College of Education established by incorporating elementary education, secondary education, professional studies in education, industrial education, and physical education.

1987
College of Home Economics became the College of Family and Consumer Sciences.

Historical photos provided by the Special Collections Department, Iowa State University Library

Iowa State University College of Human Sciences
After-school program introduces kids to physical fitness
By Matthew Leimkuehler

An Iowa State University after-school program in its 10th year is teaching kids the fundamentals of physical fitness.

Swim & Gym brings Iowa State undergraduates pursuing a degree in physical education together with Ames children for an after-school program that combines pool and gym activity.

Children between the ages of 5 and 12 participate in team sports, fitness activities, dance, gymnastics, and other activities as part of Swim & Gym.

The 90-minute program meets every Tuesday and Thursday from 4 to 5:30 p.m. in the Forker Building on the Iowa State campus. Approximately 10 kinesiology students help with the program each semester.

Kinesiology lecturer Jennifer Smith has led Swim & Gym since 2009, after helping with the program as an undergraduate and graduate student in kinesiology. The program celebrated its 10th anniversary in 2014.

“It’s become evident in society that our children need to move more,” Smith said. “We have the resources to help provide a quality experience and to help them understand why moving more is important for their health. It shows them how to enjoy moving.”

Swim & Gym hosts approximately 25 to 32 children a semester and costs $85 a child. It teaches the fundamentals of physical fitness to school children through various pool and gym activities.

Jay Peterson, a father with one child in the program, praised the Iowa State kinesiology students for their enthusiasm in physical activity, physical health, and working with the children.

“I sense an interest in the students who participate,” Peterson said. “They’re not just there watching. They’re trying to push the kids forward.”

Lab school takes a sharper focus on early childhood education
By Matthew Leimkuehler

Nearly a century after opening its doors, Iowa State University’s Child Development Laboratory School has become a nationally accredited model of early childhood education that prepares students to be teachers, administrators, and child and family specialists.

Research and educational advancements at the lab school set the bar for early childhood programs statewide.

“We’re looked at for creative solutions with guidance issues and assessments,” said Jennifer Van Ryswyk, administrator of the lab school. “We’re a role model. Other programs look to us.”

The lab school has a rich history that dates back more than 90 years. The school opened its doors with nine children in 1924 and today enrolls 56 children.

The school has made especially great strides in the past decade, following the formation of the College of Human Sciences.

It received a Level 5 star rating — the highest possible — from Iowa’s Quality Rating System. It is accredited by the National Association for the Education of Young Children. It’s one of a handful of programs in Iowa that requires all teachers to be assessed by the Iowa Board of Educational Examiners and licensed by the Iowa Department of Education.

While the school originally served children from preschool to third grade, it expanded its programming in 2006 to include infants and toddlers.

“In the last 10 years there’s been a greater emphasis in all of education to make sure we’re doing better programming,” said Gayle Luze, an associate professor in human development and family studies who has worked with the lab school since 2002.

The Child Development Laboratory School was originally called the Iowa State College Nursery School.

It was formed by Lulu Lancaster for the Child Care and Training course to provide a “fuller, happier, and more intelligent relationship between adult and child” for those attending the college in the 1920s.

Through the early years of the program, the focus was on the child’s daily activities such as playing with others and learning to eat properly. While these basic skills remain important, the field has shifted to prepare children for school at an earlier age.
Human Development and Family Studies advances to study family health

By Matthew Leimkuhler

Iowa State University’s Department of Human Development and Family Studies is expanding its focus to include broad aspects of family health and well being.

“We’re not talking about just physical health,” said Gong-Soog Hong, professor and chair of human development and family studies. “Our work in this area focuses on promotion of effective intervention and prevention strategies in human development, personal health, and family functioning. This takes place through applied research, instruction, and extension and outreach.”

The shift started in 2012 when faculty members began discussing how they can better focus on family health. In 2013, Iowa State launched a new graduate certificate program to provide professionals with a greater understanding of infant and early childhood mental health issues.

Then in fall 2014, the Department of Human Development and Family Studies hired three new faculty members that have expertise in different aspects of family health. Amie Zarling, a new assistant professor in human development and family studies, researches marriages and families. She has a background in clinical psychology.

“A comprehensive perspective on family health fosters innovative thinking and ensures that a full array of scientific perspectives are used to further discovery in this dynamic research area,” Zarling said.

Zarling’s research focuses on developing and testing a novel intervention aimed at increasing emotional skills and decreasing maladaptive behaviors such as aggression.

Birdie Shirtcliff, a new associate professor in human development and family studies, researches the biological and physiological aspects of family health — examining stress in children by measuring levels of hormones in saliva.

“A lot of research is becoming interdisciplinary,” Shirtcliff said. “Human development and family studies is ideal for doing this because its foundation is interdisciplinary and integrative.”

A third new faculty member, Amelia Karraker, brings a background in sociology and demography. Her expertise is in the social determinants of health which range from the health benefits of marriage, to feeling inferior to others who have more money.

Karraker said she sees the change in human development and family studies as an opportunity for interdisciplinary collaboration. She said the department adapting to changes in human development and family studies provides an excellent opportunity for students to prepare for jobs in social and health services.

“The home and family have always been critical contexts for people, socially as well as economically,” Karraker said. “Training in family health and well being equips students with the understanding of the critical role that the family and health across the life course play in individuals’ lives.”

A DECADE of ACCOMPLISHMENT

147 years of history

“The home and family have always been critical contexts for people, socially as well as economically.”

— Amelia Karraker, assistant professor, human development and family studies
Event management enrollment soars

By Meg Brown

Event management is one of the fastest-growing majors in the College of Human Sciences with enrollment multiplying 14-fold from 25 students when the program started in 2011, to more than 350 in fall 2014.

“It just has exploded,” said Bob Bosselman, professor and chair of apparel, events, and hospitality management. “We’re over 350 students. If you count all the people who are minoring or double-majoring, we’re over 400.”

The program is the only one of its kind in Iowa and the upper Midwest. It trains professionals to organize conferences, weddings, and other special events effectively, on time, and within budget.

Bosselman attributes the enrollment surge to a growing demand from a variety of industries for professional event organizers. Companies and individuals are increasingly relying on event management professionals to coordinate conferences, organize weddings and festivals, and design other special occasions.

Event management students study trend analysis, resource management, marketing strategies, event planning, and entrepreneurship. They gain hands-on industry experience by working on events held on campus such as the ISU Fashion Show, athletic events, and Dance Marathon. They also intern with local hotels, caterers, businesses, and country clubs.

“We’re giving them a strong set of skills for a dynamic operation where no two days are the same,” Bosselman said.

Graduates in event management go on to become conference coordinators, wedding planners, and entertainment industry professionals.

“It’s a growing field,” Bosselman said. “The future is very solid.”

Study abroad programs expand Iowa State’s international reach

By Meg Brown

Growing participation in study abroad opportunities is helping Iowa State University expand its international reach.

The number of College of Human Sciences students who study abroad has grown 142 percent in the past five years, from 109 students in the 2009-10 academic year to 264 in 2013-14.

“Our numbers are doubling,” said Catie Funk, administrative specialist for the college’s international programs.

More than 1,740 College of Human Sciences students have studied abroad in the last decade.

The college has helped launch many new study abroad programs in Brazil, Chile, China, Ghana, India, South Africa, South Korea, and Spain since its formation from longstanding programs in 2005. College of Human Sciences students have studied abroad in 48 countries and six continents.

The growing list of options includes the first cultural exchange program between the college and Soonchunhyang University in South Korea.

Ariana Seaman, a senior in event management, spent two semesters at Soonchunhyang University in a cultural exchange program designed to help South Koreans and visiting international students learn more about one another’s culture and language.

All students benefit from getting to know and understand an unfamiliar culture, Seaman said.

“No matter what field you’re in, you’re going to work with people from other cultures,” she said. “The more knowledge and awareness of other cultures you have, the easier it will be.”

The College of Human Sciences offers study abroad opportunities for students in all disciplines. For example, those majoring in education can complete their student-teaching requirements in countries such as Ecuador, Indonesia, Italy, New Zealand, Norway, Poland, Spain, or Taiwan.

Each study abroad program is individually tailored to provide an educational background as well as practical experience. Some programs include a service learning component to give back to the host community, Funk said.

Seaman attributes the growing interest in international study to the increasing number of encounters students have with other cultures, from trying new cuisine to making international friends on campus. She’s glad that the College of Human Sciences encourages students to abroad.

“They do a good job of promoting international study,” she said.
Iowa State University College of Human Sciences

Joan Bice Underwood Tearoom adjusts to industry changes
By Matthew Leimkuhler

Iowa State University’s Joan Bice Underwood Tearoom adapts to industry trends to give students the best possible on-campus restaurant experience.

“Even if students don’t go into managing restaurants, the management skills we’re teaching them will be passed on,” said John Kramer, a senior lecturer in apparel, events, and hospitality management. “We hope they use what they learn as they go into the real world.”

Kramer joined the Iowa State faculty and took over instruction of the tearoom in fall 2005, the same year that the College of Human Sciences was formed from long-established programs.

Under his leadership, the tearoom identified that it needed a to-go option. Kramer said the change reflected a shift in the industry for professionals constantly on the go.

Kramer implemented the $6.50 to-go lunches in 2011. They come at the same price as the standard three-course meal offered from Tuesdays through Fridays during the fall and spring semesters.

The tearoom serves 50 to 80 patrons at lunchtime. Each day the Meals are prepared by approximately 22 students in the Quantity Food Production and Service Management Experience lab. They work as cook preps, wait staff, cashiers, front of house, and managers.

“Certain days throughout the semester a student is in head positions and in charge of other students,” Kramer said. “That head person is getting graded on how well they lead and manage. They’re learning managerial skills. They’re planning, organizing, leading, directing and controlling. They’re understanding time management and batch cooking. They’re becoming better leaders.”

Each student is required to be the kitchen manager one time during the semester. When Kramer took over the course, he changed the grading system to put more emphasis on the managerial role and the head positions. He said he wants to keep introducing appropriate changes to the course to set the students up for success.

“I want the students to become more prepared for the future and act as leaders when they are through with the class,” Kramer said.

Tess Dusenberry, a senior in hospitality management, said the tearoom helped her develop skills she will use after graduation.

“I got experience in managing others, problem solving, planning and forecasting meals, planning the work schedule, recipe costing, assigning tasks, and overall experience,” Dusenberry said. “The tearoom experience not only helped me gain knowledge at each position, but it also helped me gain insight as to my own personal strengths and weaknesses.”

—Tess Dusenberry, senior, hospitality management

Although students have been serving meals on campus since the late 1800s, the current tearoom opened in 1925 as part of additions to MacKay Hall. It adopted the name “Joan Bice Underwood” in honor of a 1952 home economics graduate whose family donated to have the tearoom renovated in 2001.
College broadens its extension and outreach efforts

By Lynn Campbell

Iowa State University Extension and Outreach has engaged Iowans statewide with research-based education for more than 100 years.

Current efforts focus on food and the environment; economic development; health and well being; and youth outreach including science, technology, engineering, and math (STEM) education.

Human Sciences Extension and Outreach programs — which emphasize improving health and nutrition, enhancing financial well-being, and strengthening families — are broadening to include all academic areas of the College of Human Sciences.

For example, the School of Education in fall 2014 hired Constance Beecher, a new extension and outreach specialist focused on early literacy, language development, and community engagement. She’ll work to increase school readiness in children.

“Dr. Beecher will engage in scholarship related to all three missions of the land-grant university: research, teaching, and extension and outreach,” said Debra Sellers, associate dean of the College of Human Sciences and director of Human Sciences Extension and Outreach.

“Her work will expand access to high-quality education for underserved children and families through literacy education opportunities, resources, and programs in local communities,” said Sellers, who is the first leader of the new vision for Human Sciences Extension and Outreach.

Previously known as Extension to Families, this educational area of Iowa State University Extension and Outreach engages and empowers people with research-based information and education throughout their lifetimes to build strong relationships, families, and communities.

Iowa State’s distance learning programs open doors to higher education

By Meg Brown

Iowa State University’s online and distance learning programs are opening doors to higher education for a growing number of nontraditional students.

Enrollment in College of Human Sciences online and distance education courses has grown 73 percent in the past five years, from 2,627 students in the 2009-10 academic year, to 4,547 in 2013-14.

Distance education is a perfect fit for students with careers and families.

“Online courses allow me to work and spend time with my family, yet pursue my education in a format that is not disruptive,” said Cassie Gerst of Mount Pleasant, a graduate student in Iowa State’s family and consumer sciences distance learning program.

“I wouldn’t be able to earn my degree if it weren’t for the online program,” she said.

Iowa State offers more than 50 programs and certificates, and more than 900 online courses annually.

Of those, 265 online courses and programs are in the College of Human Sciences. They include master’s or graduate certificates in family financial planning, gerontology, dietetics, and youth development.

The School of Education offers online master’s programs in curriculum and instruction technology, community college leadership, and educational administration. Educators can also earn an online certificate in literacy coaching.

Some certificates and degrees are hybrid programs which include on-campus study in addition to coursework delivered online.

Christina Lesyk, a student in the hospitality management Ph.D. program, said her program’s hybrid model is doable for most professionals. Distance students benefit from being able to interact in person, she added.

“Getting to know other members of your cohort personally allows you to form professional partnerships,” she said. “Some of my classmates co-authored projects accepted to conference after our very first semester.”

Technology helps Iowa State deliver a seamless distance learning experience. Students can download course materials and submit assignments online and collaborate on group projects via document-sharing platforms. They can even meet with their professors through video calling.

“I love being able to meet, discuss assignments, compare work situations, and help each other when we need guidance,” Gerst said. “Whenever I need support, the College of Human Sciences is willing to help.”
Learning communities promote academic and social support

By Meg Brown

With the help of learning communities, a growing number of Iowa State University students are starting college with a solid network of peers and mentors for academic and social support.

Participation in learning communities by College of Human Sciences students has more than tripled over the past decade, from 182 students in 2005 to 635 students in fall 2014. Nearly 90 percent of the college's freshmen belong to such groups aimed at helping them succeed.

“A learning community gives new students an opportunity to be connected right away when they step on campus,” said Dawn Fiihr, an academic adviser who co-coordinates a learning community for hospitality and event management students.

Learning communities provide students with friends and mentors. They unite members around a common theme and foster academic excellence by encouraging students to take common classes.

Social activities help students meet friends with similar interests. In some learning communities, students live together on the same floor of a residence hall. Some of them participate in service learning projects such as Iowa State's annual Day of Caring.

Students in learning communities report higher levels of satisfaction and engagement, said Doug Gruenewald, co-director of Iowa State's learning communities program. They're also more likely to graduate: 75 percent of students in learning communities complete college within six years, compared to 62 percent of students without that support network.

Learning communities offer students the opportunity to learn from peer mentors.

“Learning is a social activity,” Gruenewald said. “Students often learn best from other students.”

Brityn Thompson, a junior in early childhood education, said her learning community experience was instrumental in adjusting to college. She went on to be a peer mentor for her learning community.

“That first semester of college is really scary,” Thompson said. “The learning community helps provide you with people and resources to make it an easy transition.”

The College of Human Sciences offers learning communities for all students: from those who are undecided about their major; to adult non-traditional students; to women in science and engineering; to those majoring in food science and human nutrition; kinesiology; elementary education; hospitality management; human development and family studies; and apparel, merchandising, and design.

With 80 learning communities, Iowa State has one of the largest learning community programs in the nation. About 5,682 students participated in such groups in fall 2014.

“Iowa State reaches out on many different levels to try to make it a welcoming community,” Gruenewald said. “If you're comfortable where you are, if you like where you are, and if you're connected to other people, your whole experience is going to be more positive.”
What started decades ago as a small, informal gathering on the steps of MacKay Hall has grown into one of the largest, most prestigious student-run fashion shows in the nation that’s a source of pride for Iowa State University.

“We do so much more than just the show,” said Sarah Bennett, who’s been faculty adviser of The Fashion Show since 2012. “I don’t know of any other student fashion show on a college campus that does all the event planning with philanthropy, working with alumni, and the whole week of Fashion Week events.”

The ISU Fashion Show will be in its 33rd year in 2015. While the event has a rich tradition dating back to at least the 1960s, it truly hit its stride in the past decade in size, name recognition, professionalism, attendance, location, student participation, donations, awards and more.

Those changes coincided with the formation of the College of Human Sciences.

“Our students are now learning what it means to produce a major event,” said Bob Bosselman, professor and chair of apparel, events, and hospitality management. “Each year, I am overwhelmed with how creative our student designers are, and each year the designs are similar to what you would find in New York or Paris.”

The Fashion Show became a juried event in 1983. Iowa State alumni who have successful careers in fashion design, such as Todd Snyder, return each year to serve as judges and guest designers.

Previous shows had different names each year. It’s been called Pulse, Spectrum, Reflect, Renew, and Mosaic, said Sara Marcketti, the show’s faculty adviser from 2006 to 2008. The faculty adviser to the show also changed every few years. Renaming it The Fashion Show in 2008 added consistency to the annual event.

“It was like reinventing the wheel every year,” Bennett said of the previous changes. “Now, we have a solid brand. We have T-shirts that we can sell from year to year. It really lets our theme be the thing that changes. But that standard of The Fashion Show and what the fashion show is remains constant.”

Through 1993, The Fashion Show coincided with VEISHEA, Iowa State’s annual spring celebration. It was part of an open house displaying classroom projects including fashion illustrations.

“There were maybe 50 people watching from the grassy area and we also did another show inside in the old LeBaron Auditorium,” said Ann Thye, an academic adviser who in 1979 was president of the Textiles and Clothing Club. “We read a description of each garment sewn. Only clothing from our design classes was modeled — the same way as today — just not juried.”

The show was organized by faculty in its early years. That changed in the late 1980s. Today, dozens of students aspiring to be producers, directors, and committee members of The Fashion Show compete in a process
that often turns out twice as many applicants as positions.

“Much to my surprise, a student came to me early in fall and asked to play a major role in putting on the 1988 show,” said Mary Lynn Damhorst, a professor in apparel, merchandising, and design who was the show’s faculty adviser at the time. “I consider that show to be the first one that was primarily student run.”

The Fashion Show moved to Stephens Auditorium in 2005 after being held in smaller venues including the south steps of MacKay Hall, MacKay Auditorium, Curtiss Hall, Fisher Theater, and LeBaron Auditorium.

Student involvement surged to more than 200 as participation in The Fashion Show became part of a class at Iowa State — AESHM 272 Fashion Show Production and Promotion for committee members, and AESHM 472 Fashion Show Management for directors.

Attendance of The Fashion Show exploded, hitting an official sellout crowd of about 2,400. The cost of the show and its prizes have grown from $2,000 in the 1970s to about $30,000 today. And monetary prizes increased at least tenfold, with the top prize now reaching $1,000, through generous donations to the event.

“Lora and Russ Talbot’s funding of the Best in Show Award was a major step forward for our Fashion Show,” Bosselman said. “The intensity of preparation by our students increased dramatically as a result of this award.”

The Fashion Show has also received numerous in-kind donations from alumni. Last year, Sequin of New York provided bracelets and earrings to everyone who attended the show. The Art of Shaving provided 1,600 shaving kit samples for men who attended. Prior to that, the show received 7,000 pieces of makeup to give attendees.

“Everyone likes to be involved with something successful,” Marcketti said. At the heart of The Fashion Show are the students who run the show. While the focus during the show is on the designs and models, much of the hard work is done behind the scenes throughout the academic year.

Preparations for next year’s Fashion Show start the week after the conclusion of this year’s.

“I really try to treat it as a job experience,” Bennett said. “The students are incredibly passionate. I work with them and guide them, but it’s really their product. I want them to feel at the end like they did it. It’s kind of a, ‘Jump off the cliff and pray the parachute works.’ They have all these big ideas and you’ve got to let them go with it, really let them have control over everything.”

One of the anticipated new features of The Fashion Show in spring 2015 will be a “pop-up shop,” a new trend of having an experimental retail venue for a short period of time. The shop will likely be set up during Fashion Week, the week leading up to The Fashion Show in April.

The Iowa State University Fashion Show involves more than 200 students and attracts crowds of up to 2,400. The 2014 show was the first to feature a $1,000 award for Best in Show, thanks to a generous donation by Lora and Russ Talbot that endowed the top prize. Photo by Abby Elston.

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“I don’t know of any other student fashion show on a college campus that does all the event planning with philanthropy, working with alumni, and the whole week of Fashion Week events.”

—Sarah Bennett, faculty adviser, The Fashion Show
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