Continued on page 3

Danielson gift creates professorship

By Scott Schrage

The College of Human Sciences has established the Donna R. Danielson Professorship in Textiles and Clothing, an endowed professorship in the Department of Apparel, Educational Studies, and Hospitality Management (AESHM).

The professorship was made possible through a generous bequest by the late Donna Danielson, an Iowa State University alumna and professor who taught in the Departments of Textiles and Clothing and Art and Design from 1964 to 1991.

“The Danielson family was very generous in providing a very large gift,” said Robert Bosselman, chair and professor of AESHM. “It’s a tipping point, a paradigm shifting moment. We’re very happy about that.”

Bosselman believes that the professorship will immediately enhance the reputation of the textiles and clothing program, along with any professor who earns the appointment.

“It positions this program — relative to its peers around the country — to wave the cardinal and gold flag and say, ‘Look at us!’” said Bosselman. “Right away, whoever holds that professorship is a leader among the faculty. When that individual applies for research grants, having the title of endowed professor carries a little bit more weight. The students will also look up to that individual as an example of a professional within the field.”

Continued on page 4

Inside

- Humanizing science
- Defying stereotypes
- Introducing new faculty
- Plugging kids into learning
Dear Alumni and Friends,

On behalf of the students, alumni, faculty and staff of the college, I would like to thank Cheryl Achterberg for developing a unique, holistic vision for the college. The direction she provided has positioned the college for a bright and successful future.

Your gifts, that she helped foster, will transform the college’s programs. By supporting endowed professorships, you equip outstanding leaders with the funding they need to place our programs a cut above the rest. After all, it is our faculty who develop the programs that challenge, inspire and inform our students to expand their own potential.

Thank you for your kind and substantial support. By continuing to generously support both endowed professorships and student scholarships, you become a vital part of ventures that expand human potential and improve people’s lives.

Kindest regards,

Pamela J. White
Interim Dean
Enabling science through history
By Scott Schrage
An Iowa State professor is on a mission to teach students about the true nature of science — and is using history to help him do it.

Michael Clough, associate professor of curriculum and instruction, wants to increase students’ interest in scientific careers by dispelling their misconceptions via historical short stories that accurately portray the field.

Clough and his colleagues are developing 30 stories divided equally among the disciplines of astronomy, biology, chemistry, geology, and physics. The stories cover topics ranging from the development of evolutionary theory to the scientific community’s debate over the age of the Earth. Several have already been assigned as readings for introductory science courses at Iowa State, and the concept is generating interest around the country.

“I’m very interested in helping teachers aptly convey what science is, what it can do, its limitations, and how it works,” Clough said. “We want students to see science as something they might want to do.”

The response to Clough’s research goes far beyond Iowa State, as professors at universities around the nation have already begun requesting the stories.

“In real science you’ve got to have creativity. The fun part of science is the doing.”

“I envision bringing people in to show them how to use the short stories, because nothing teaches itself,” he said. “We would like faculty to refer to them in their lectures so that the students take them seriously.”

Clough is working with faculty from several departments at Iowa State and believes that the collaborative effort will lead to important advances in the field of science education.

“I’m passionate about that,” he said. “I like being at a place where people want to be the best.”

Donors deserve thanks
The College of Human Sciences has enjoyed some groundbreaking success over the last year. Thank you to our thousands of loyal supporters for all of your thoughtful gifts that help us continue our mission of Expanding Human Potential.

Campus Iowa State: With Pride and Purpose, Iowa State University’s largest ever capital campaign, was launched publicly in October with a goal of $800 million. Since then, Iowa State has enjoyed setting fundraising records. In the College of Human Sciences, our goal over the course of the seven-year campaign is to raise $25 million ($8 million in student support, $8 million in faculty support, $8 million in programmatic support and $1 million in facility support).

The fundraising focus in the College of Human Sciences will continue to center around the people that make our college great — our students and faculty. Over the past year, the college has secured two endowed faculty professorships. Endowed faculty positions allow us to recruit and retain the world’s most prominent scholars, who inspire and change the lives of our students. Speaking of student scholars, who inspire and change the world.

“I’ve seen that our scholarship winners … end up participating in activities in the college much more actively than the students who don’t [receive them]. Scholarships seem to support students so they may more freely pursue their interests and grow.”

According to Blount, the development of endowment funds — which accrue annual interest that is allocated to forward scholarships and other academic advancements — has proven vitally important to the cause. “Most of these scholarship funds exist in endowments.” Blount said. “Our Iowa State Foundation staff has really emphasized the importance of support for scholarship endowments.”

The college is looking at ways to balance donors’ wishes with the needs of the college’s many academic programs. “I think … as the college becomes much more unified throughout, donors are becoming more interested in creating new scholarships or re-establishing old ones in terms that open them up for students across the board,” Blount said.

The college’s scholarship committee has also tried to strike a balance between increasing both the number and size of available scholarships. “As the scholarship amounts in each pool have grown, we’ve tried to increase the amount of each scholarship, because … the costs of living [and] higher education have gone up,” said Blount.

“Our donors carry that strong conviction: the need to support students who wouldn’t otherwise have opportunities, or to reward students who’ve been exceptionally motivated and able.”

The average 2008-2009 Human Sciences scholarship representation will total $280 increase over this year’s. Nearly every scholarship will cover at least $500. “At the minimum, scholarships ought to cover textbooks for at least a semester, if not for the whole year.”

The number of scholarship applications has also jumped from 339 this year to 538 for 2008-2009.

Scholarship recipients will have the opportunity to meet the donors who support them at an event held in the Memorial Union this fall. The event will serve as the culmination of a process that has involved — and will benefit — many people.

“The motto for the college is ‘Expanding human potential,’” Blount said. “We try to place people at the center of everything we do.”

For the web version of this and past newsletters, visit www.his.iastate.edu/news/hsmatters

Professorship, continued
Endowed professorships are especially important to Iowa State’s mission of creating, sharing and applying knowledge. Faculty who hold endowed professorships conduct some of Iowa State’s most significant research, attract the best students who want to work with recognized leaders, and bring prestige to the recipient and Iowa State University.

This gift is part of Campaign Iowa State: With Pride and Purpose, the university’s $800 million fundraising effort that was publicly launched last October.

Scholarships, continued
Blount has also seen the impact that financial aid has on the day-to-day lives of students. “They don’t have as much of a burden working or doing other things to support themselves,” she said. “I’ve seen that our scholarship winners … end up participating in activities in the college much more actively than the students who don’t [receive them]. Scholarships seem to support students so they may more freely pursue their interests and grow.”

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“The motto for the college is ‘Expanding human potential,’” Blount said. “We try to place people at the center of everything we do.”
Four Iowa State University professors have been honored with top honors for excellence by their peers in the largest hospitality and tourism education association in the world. An administrator and a three-person research team each received awards from the International Council on Hotel, Restaurant and Institutional Education (ICHRIE).

Robert Bosselman received the highest individual recognition in the field of hospitality and tourism education. Bosselman, professor and chair of apparel, educational studies, and hospitality management received the 2008 Howard B. Meek Award for outstanding lifetime contributions to the field of hospitality and tourism education.

Bosselman, who joined the Iowa State faculty in 2007, served as president of ICHRIE in 2005-2006. Before working at Iowa State, he directed the Dietelman School of Hospitality at Florida State University. He also served as professor and assistant dean in the W.F. Harrah College of Hotel Administration at the University of Nevada-Las Vegas. He began his academic career at the University of Massachusetts.

Haemoon Oh, Ann Marie Fiore, and Myoung Jeong received the 2008 Bradford Wiley Memorial Best Paper of the Year Research Award from ICHRIE. The annual award recognizes authors of a published research article that is deemed the most superior published work in the field.

Oh and Jeong are associate professors; Fiore is a professor. All three of the researchers are in apparel, educational studies, and hospitality management.

The award recognizes their paper, “Measuring the experience economy: Tourism applications,” which was published in 2007 in the Journal of Travel Research. The paper discusses a scale the co-authors devised for measuring experience, economy concepts, and practices in lodging and tourism venues.

The awards were presented on Aug. 1, as part of the ICHRIE annual conference in Atlanta, Ga.

Kinesiology graduate receives ISU prize in behavioral sciences

Research prevents childhood obesity, awards underscore breadth of kinesiology program

Professors honored for leadership, research in hospitality, tourism

The American Oil Chemists’ Society (AOCS) recognized the research efforts of Iowa State’s food science and human nutrition faculty members and graduate students during its annual meeting on May 20 in Seattle.

The AOCS is an international society for individuals and companies with a professional interest in the science and technology of fats, oils, and related substances.

High honor

The society presented Lawrence Johnson, professor, with the A. Rich and Baldwin Award for Distinguished Service. The award is given to an AOCS member who has made outstanding contributions to the society over a substantial period of time.

Since joining the AOCS in 1972, Johnson has served as its president, senior editor of its research journal, and editor-in-chief of its magazine. He has also presented many research papers at AOCS conferences.

Best research in protein/co-products

Nicholas Deak (left), a postdoctoral research associate, Patricia Murphy (below left), a university professor, and co-authors devised the collective recipients of the Archer Daniels Midland Award for Best Paper in Protein and Co-Products in the engineering/technology category.

Deak and his co-authors have developed a simplified procedure for separating the two primary proteins found in soybeans. Dividing the proteins allows food producers to take advantage of each protein’s unique properties, with one utilized primarily in meat substitutes and the other in sports drinks and soymilk. The new procedure is more efficient and less expensive than other techniques.

Outstanding fatty acid research

Linxing Yao, a Ph.D. student, was the sole winner of the Ralph H. Fottis Memorial Fellowship Award. The honor recognizes a graduate student whose outstanding research focuses on fatty acids or their derivatives.

Yao has been working to identify fatty acid derivatives that possess the properties to serve as effective lubricants. She is especially interested in investigating compounds that can be produced in genetically modified oilseed plants.

Top paper on oil processing

Sandra Majoni, a Ph.D. student, was the sole recipient of the Processing Division Student Excellence Award. The award honors students who present exemplary research papers at any of the AOCS Annual Meeting Processing Division sessions.

Majoni investigates methods of maximizing the amount of oil that can be extracted from by-products of the fermented corn used for ethanol production. The oil provides a significant alternative for biodiesel production.

Honored student

John Schmitz, Jr., a Ph.D. student, is one of 12 winners of the Honored Student Award. The award is given to students who conduct outstanding research in any area of science and technology promoted by the AOCS.

Schmitz, Jr., is examining soy-based alternatives to the petroleum-based adhesives currently used by the lumber industry. His testing of various blends helps determine which adhesives possess the greatest holding strength and the least probability of failure.

From left, apparel, educational studies, and hospitality management professors Myoung Jeong, Robert Beaulacwine, Ann Marie Fiore, and Myoung Jeong were recognized for outstanding work, by the International Council on Hotel, Restaurant, and Institutional Education on Aug. 1.

Iowa State University/College of Human Sciences

Food science and human nutrition scholars rack up seven awards from American Oil Chemists’ Society

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Peterson named associate dean

Carla Peterson, professor of early childhood education, has been named associate dean for research and graduate education in the College of Human Sciences. The three-year, half-time appointment began July 1. Peterson succeeds Thomas Andre, who has returned to the faculty.

“Dr. Peterson’s record of grantmanship and experience with the Experiment Station should serve faculty in the college broadly. She is eager to enhance and promote graduate education in the college,” said Pamela White, interim dean.

Peterson joined the Iowa State University faculty as an assistant professor in 1992 and was promoted to professor in 2008. Earlier in her career, she directed early child care and education centers, served as an early childhood consultant, and coordinated research projects at the University of Minnesota.

Her recent research focuses on designing interventions for helping young children at risk, measuring the integrity of intervention documentation, and determining the effectiveness of home interventions. She has served on research and outreach teams that have received more than $6 million in external funding, primarily from the U.S. Department of Education, U.S. Department of Health and Human Services, National Institute of Child Health and Human Development, and state government agencies.

With Iowa State University colleagues, Peterson received the Dean’s Research Recognition Award from the College of Human Sciences in 2006 and the Research Excellence Award from the College of Family and Consumer Sciences in 2000.

Iowa State University Child Development Laboratory School earns 100% in all ten NAEYC measures

By Laura Dillavou

The Iowa State University Child Development Laboratory School (the Lab School) is one of the first early childhood programs to earn reaccreditation under the new, more rigorous standards from the National Association for the Education of Young Children (NAEYC), the nation’s leading organization of early childhood professionals.

“We’re proud to have again earned the mark of quality from NAEYC and to be recognized for our commitment to reaching the highest professional standards,” said Karri Kerns, Lab School administrator. “NAEYC accreditation lets families in our community know that children in our program are getting the best care and early learning experiences possible.”

Since 1924, the Lab School has provided exemplary programs for ISU students in early childhood and related careers by offering participatory and observational experience with children, families, and master teachers. It also serves as a research laboratory for faculty. The school is administered by the College of Human Sciences and the Department of Human Development and Family Studies.

To earn NAEYC accreditation under the new system, the Lab School went through an extensive self-study process, measuring the department’s program and its services against ten new NAEYC standards and more than 400 related accreditation criteria. The program received accreditation after NAEYC assessors visited the program to ensure that the Lab School met each standard, many of which deal with health and safety practices, in addition to educational programming and care. The Lab School achieved 100 percent in all ten standards. Each accreditation is good for five years.

In the 20 years since NAEYC accreditation was established, it has become recognized as a sign of high-quality early childhood education. “The new NAEYC accreditation system raises the bar for preschools, child care centers and other early childhood programs,” said Mark Ginsberg, executive director of NAEYC. “The Iowa State University Lab School’s NAEYC accreditation is a sign that they are a leader in a national movement to improve the quality of early childhood education.”

The Iowa State chapter doubled its local membership to 14 and quintupled the number of students who are active in the state affiliate to 24 within the past year. Club members participated in five professional development conferences in three states during the 2007-2008 academic year.

Ostrom named Student of the Year

Karina Ostrem, an Iowa State senior in family and consumer science education and studies, won the Student of the Year Award from AAFCS. The award recognizes one advisor each year for demonstrating exceptional commitment to mentoring student members.

Rachel Woods, a student at the University of Georgia, won the AAFCS Community Service Award.

Iowa State wins three of four national awards from AAFCS

Iowa State University’s Family and Consumer Sciences Education and Studies Club swept the awards of its national parent organization in 2008. Iowa State chapter affiliates received three of the four awards offered by the student unit of the American Association of Family and Consumer Sciences (AAFCS).

ISU Club earns Progress Award

Iowa State received the Progress Award from AAFCS. Considered the association’s highest award for college or university student chapters, the Progress Award recognizes one student chapter each year from among 50 college or university affiliated organizations. The award recognizes Iowa State’s club for outstanding growth in membership, improvement in club activity, and active involvement at the state level.

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Karina Ostrem, an Iowa State senior in family and consumer science education and studies, received the Student of the Year Award from AAFCS. The national organization presents this award annually to a college junior or senior who has demonstrated outstanding achievement in academics and activities, exhibited high character, and showed promise for promoting the association’s ideals in the future.

Betz named Outstanding Advisor

The Outstanding Advisor Award from AAFCS will go to Anton Betz, a graduate student at Iowa State from Havana, Ill. The award recognizes one advisor each year for demonstrating exceptional commitment to mentoring student members.

Rachel Woods, a student at the University of Georgia, won the AAFCS Community Service Award.

Iowa State University chapter earned reaccreditation

The Iowa State University Chapter of Human Sciences Matters, Summer 2008

by Laura Dillavou

The Iowa State University Child Development Laboratory School (the Lab School) enjoys a program that meets or exceeds all NAEYC accreditation standards.

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The NAEYC’s revised program standards and criteria have introduced a new level of quality, accountability, and service for parents and children in child care programs. The new standards reflect the latest research and best practices in early childhood education and development.

Iowa State University’s Families Extension Staff

Iowa State University’s Families Extension staff is helping to stem the tide of heart disease in women — and receiving national recognition for its efforts. The ISU team is lowering the risk of cardiovascular disease for low-income, under- and uninsured women by delivering a national Centers for Disease Control outreach program to Iowans.

Ruth Litchfield, an assistant professor in food science and human nutrition, is leading the implementation of the Well-Integrated Screening and Evaluation for Women Across the Nation (WISEWOMAN) in Iowa.

The efforts by Litchfield and her colleagues have been rewarded with the Jeanne M. Priester Award from the Cooperative State Research, Education, and Extension Service. The award recognizes outreach programs that positively impact people’s health through education.

Iowa State’s Extension staff has differentiated its WISEWOMAN project from other states’ by emphasizing face-to-face interaction — rather than mailings and phone calls — while also employing the expertise of the state’s extension specialists.

Evaluations by the participants are very positive, “said Litchfield. “Once the participant is there and engaged in the intervention, they have nothing but positive things to say about it.”

Would you like to receive news about College of Human Sciences people and programs more frequently? Sign up online for CHS Announcements to receive weekly news via email. To subscribe, visit www.hs.iastate.edu/news/announce.

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Flack takes in ‘big picture’ of fashion

Senior Jennifer Flack got to experience the same Paris fashion excitement as Anne Hathaway’s character in the film “The Devil Wears Prada” — minus the ruthless and cynical boss. The Waterloo, Iowa, native spent time at Market Week in Paris, where she worked for Marchesa — a rising New York City fashion design company that focuses on high-end evening wear and cocktail dresses.

Flack, an apparel, merchandising, design and production major, received the Paris invitation following an internship last summer with Marchesa. Upon arrival in Paris, Flack immediately went to work unpacking the dress collections, dressing models, and styling and fixing dresses at night, and promoting Marchesa at various events.

“This internship was a fashion experience of a lifetime,” she said. “It helped me in understanding the process of the fashion industry and has immensely helped me in my own designs at Iowa State in seeing and coordinating fabric with my inspiration.”

“My internship and trip to Paris made me realize there is more to fashion than just what’s in the classroom,” said Flack. “I felt that I was finally contributing to the fashion industry. I got to see the big picture and I enjoyed the experience.”

Changing lives, defying stereotypes

By Laura Dillavou

When Olive Mwihaki Mugenda came to Iowa State in 1982, she had no idea that it was a journey that would change her life. Recognized as a 2008 Iowa State University Distinguished Alumna, this woman pioneers change and development as a daily part of her life.

Mugenda (MS Family Environment ’83, PhD Family Environment ’88) is the first female vice-chancellor (president) of Kenyatta University (KU), Kenya, Africa. KU is a public university with approximately 21,000 undergraduate and graduate students. Her roles at KU have covered the spectrum from a graduate assistant, to professor, to administrative positions. Her appointment as vice-chancellor in 2006 marked a new era in female leadership for women in higher education in Kenya.

Through strong female role models, such as her mother and undergraduate professors, Mugenda was encouraged to explore the world beyond the borders of Kenya. She knew this was an opportunity that may come only once and resolved to continue her education in the United States.

“When I look back, I made a good decision to come to Iowa State,” Mugenda said. “One of my professors at the University of Nairobi encouraged me to come. It was a lot of hard work going through graduate school, but it was worth it. I had great role models here who helped me become who I am today.”

While at Iowa State, Mugenda was influenced by the leadership and work ethic of her major professor, Tahira Hira, professor in human development and family studies, as well as professors Gordon Bivens and Mary Winster in human development and family studies (formerly family environment). Their teamwork and collaboration taught Mugenda valuable lessons in living, working, and leading.

“One of the things I learned at Iowa State — and I remind my own faculty members of — is the power of teamwork and support for each other,” Mugenda said. “I tell them there is no sense in working in our own little corners; it makes more sense to work as a group. That’s something I saw here a lot.”

As vice-chancellor, Mugenda wears many hats throughout the day. From serving as the university’s chief financial officer budgeting to meet staff and students needs to planning for the future of the university, Mugenda relies on her educational leadership training and a dedicated team of staff members. One of the biggest tasks Mugenda faces is keeping the university on track for its 10-year strategic plan.

“We must plan for the future,” Mugenda said. “I would like to see Kenyatta become a world-class university in the next 10 years. With the opportunity to lead the university, I would like to see it grow and bring in quality students who are able to get into the labor market. This is one of the things I saw at Iowa State; a good program where students are able to do well through scholarships and opportunities to publish and present at conferences. This is an important thing to do.”

As KU continues to grow, it encounters challenges not uncommon to other universities. Originally built as an army barracks, KU faces shortages of space, faculty, staff, and funding. Another issue pertinent to KU and its faculty, staff, and students is the current political situation affecting Kenya. Mugenda said that the university has fared well through the violence and upset.

“The recent election caused problems for us,” Mugenda said. “We couldn’t open when we were supposed to because when people started fighting, our students were unable to travel on the roads. We sent a strong message to the public that our university is a universal institution and we must embrace diversity, different types, and different countries. We give them examples of universities like Iowa State, where there are so many people from different countries and ethnic diversity must be tolerated.”

Mugenda said KU was the first university to reopen its doors after the violence had subsided. The school and community continue to do well amidst the issues of their country.

As Mugenda reflected upon her position as one of the most influential female leaders in Kenya’s higher education world, she recognizes those who gave her continual support through her life.

“There are people I talk to often for guidance, whether it’s leadership advice or general principals from my mother,” Mugenda said. “They strengthened me and I’m grateful for that, as well as the support from my family.”

Though Mugenda serves as a role model to thousands of young women, she is quick to credit the institution and people who helped her achieve her goals.

“I would just like to thank Iowa State for this award,” Mugenda said. “There are many deserving people doing good work. It is an honor to myself, my family and Kenyatta University as a community. I’m very proud of this university.”
Nationally known educators join faculty

By Laura Dillavou

Dr. Linda Serra Hagedorn has accepted a position at Iowa State University as the director of the Research Institute for Studies in Education (RISE) and professor of educational leadership and policy studies (ELPS).

Hagedorn’s appointment began in August. Her research interests include community college student success and identification of community college retention, transfer, equality, and degree acquisition. She sees her new position as a way to further ongoing research efforts and explore new research areas with the faculty and staff of RISE.

“This is a thrill,” said Carl Smith, professor and department chair of curriculum and instruction. “Dr. Mokhtari is a nationally recognized leader in the area of literacy and brings with him a clear understanding of the critical relationships between the multiple agencies of education.”

Throughout his time in higher education, Mokhtari has made significant contributions to the body of research and knowledge on the language and literacy development of first- and second-language learners. With a focus on the role of language understanding in learning to read and write, and the impact of metacognitive awareness and strategic thinking in text comprehension, his work has helped many to understand the complex connections among language, literacy, and learning. His work has often been supported by grants from the U.S. Department of Education, the National Science Foundation, and several other grant sources.

The College of Human Sciences is pleased to announce the hiring of Kouider Mokhtari as a professor of curriculum and instruction, specializing in reading and literacy education.

He has spent the last four years at Miami University as the John W. Heckert Endowed Professor and director of the Heckert Center for Children’s Reading and Writing in the Department of Teacher Education. Prior to joining Miami University, Mokhtari spent 13 years on the faculty of Oklahoma State University in the Department of Curriculum and Instruction.

Want more? Check out the full version of these stories and get the latest CHS news updates at www.hs.iastate.edu.

J. Crew designer headlines Departmental Days event

Mark your students’ calendars now for upcoming Departmental Days. Each day offers future Iowa State students — those who will enroll at ISU in the fall of 2009 — the opportunity to delve into specific College of Human Sciences programs, meet faculty, explore career options, and get acquainted with other students with similar interests. To register, visit www.hs.iastate.edu/future/deptdays.

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Departmental Days put future students on inside track

Crew designer headlines Departmental Days event

Mark your students’ calendars now for upcoming Departmental Days. Each day offers future Iowa State students — those who will enroll at ISU in the fall of 2009 — the opportunity to delve into specific College of Human Sciences programs, meet faculty, explore career options, and get acquainted with other students with similar interests. To register, visit www.hs.iastate.edu/future/deptdays.

Multicultural Student Career Exploration Day

Monday, October 20, 2008 9:30 a.m. — 3 p.m.
131 MacKay Hall
Prospective multicultural students get an up-close look at the multicultural faculty, and programs offered by the College of Human Sciences. Students will have the opportunity to tour the college, participate in hands-on activities, and meet Iowa State faculty and students. For more information, contact Yanira Pacheco, multicultural liaisons, phone (515) 294-0322, email deptdays@iastate.edu.

Behind the Scenes Day (open house)

Monday, March 9, 2009 9 a.m. — 2 p.m.
31 MacKay Hall
Future HRIM students can participate in a day of hands-on food service management experience with university faculty by planning, preparing, and serving a meal. Visit with current HRIM students about classes, internships, and study abroad programs. For more information, contact Human Sciences Student Services, phone (515) 294-6466, email deptdays@iastate.edu.

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Alums make NCAA tourney happen

By Scott Schrage

Cyclone players, coaches, and fans packed Wells Fargo Arena in Des Moines during the opening rounds of the 2008 NCAA Women's Basketball Tournament — a testament to the hard work and countless hours invested by Iowa State's kinesiology alumni.

Many of those alumni helped organize first- and second-round games, which were hosted by Iowa State and served as the culmination of a successful year for the women's basketball team. Thanks to their efforts, the Des Moines site drew 22,650 fans — the most among the eight opening-round host cities.

"To be honest, the tournament ran so smoothly," said Nick Britton, director of event and facility operations for the Iowa State Athletics Department and tournament director of the Des Moines site. "For the eight teams to be here, and for their administration to say that it's the thing was run," Honnold said.

Erm Hiscox Chambers, a 2001 kinesiology graduate and sports ticket office manager for Global Spectrum, organized and implemented the ticketing system for the Des Moines site. She was in constant contact with the qualifying schools' ticket managers, meeting their requests while also coordinating the distribution of single game tickets.

"I set up for sales to take place on the Internet, over the phones, at the ticket outlets, and at the Iowa Events Center ticket office," Hiscox Chambers said. "We sold a tournament berth for the second consecutive year, beating Georgia Tech in their opening-round game before falling to Rutgers in the second round. Their inclusion led to a mad rush for tickets among the Iowa State faithful. Some 8,000 tickets were sold within a 12-hour time period due to Iowa State's selection, according to Hiscox Chambers.

Iowa State hosted first- and second-round games for the seventh time since 1998. The university last hosted the tournament in 2004, when it was held in Hilton Coliseum. It returns to Ames in 2010, when Honnold will take over Britton's duties as tournament manager. After assisting Britton this year, he recognizes the challenges that lay ahead.

Like Britton, Honnold was pleased with the feedback their group received. The coaches [and] the NCAA representatives were all positive about how the thing was run," Honnold said. "That was probably the best part."

ISU education technology professor offers ways to plug kids into learning

For kids, plugging into digital entertainment sometimes means turning out their brains. But an Iowa State University education professor says there are ways parents can turn in to their kids' technological frequency to help them keep learning.

"I think there are a couple of things that parents can do to try and tap into pre-existing interests that their kids already have," said McLeod, an ISU associate professor of educational leadership and policy studies and director of the Center for the Advanced Study of Technology Leadership in Education. "For example, if your kids an avid reader, try to extend that reading in ways that would be interesting or actually benefit other people. And if they like going around with the digital camera or are into YouTube, there are creative ways to utilize those talents.

"Like anything else, I think it also helps if the parent does it with the student," he said. "So a joint project where the parent shows enthusiasm, is involved, and works on that project with the student is better than just saying, 'Hey, stop playing video games and do this instead.'"

Through his award-winning blog, "Dangerously Irrelevant, (www.dangerouslyirrelevant.org), McLeod asked K-12 educators to suggest ways that parents could use technology to facilitate active learning for their kids. The top five ideas and the ways parents could use technology to facilitate active learning for their kids.

Children will also benefit from an important educational by-product of their summer projects — greater technological comprehension.

"I think it's increasingly clear that we're living in a world of multimedia," McLeod said. "We can bemoan the decline in text, or we can teach kids how to master this new information environment — and I think there's a role for that, both in school and at home."

All of the suggested online tools are free. A complete list of all of the summer ideas can be found at http://uniparl.com/summerideas.

While a summer educational project may seem like the farthest thing from a child's mind, McLeod says that the summer may afford a greater learning opportunity than the school year itself.

"Summer's a golden opportunity for self-directed learning, or for longer learning projects that arise out of student interest," he said. "If you look at what happens in schools on a day-to-day basis, students rarely have the opportunity to pursue a topic that they're interested in. And even when they do have a choice in what they learn, they rarely get much choice in how they learn it, or how they get to report out what they found. The summer provides opportunities for all that to occur."

Top five activities for active summer learning

• Use a digital camcorder and YouTube (www.youtube.com) to make a commercial for their city. [Scott McLeod]
• Create a summer fun blog at www.blogger.com — uploading photos and videos of their family's summer adventures. [Annelise Wootlewicz]
• Plan an evening to view the night-time sky and use the WorldWide Telescope (http://worldwidetelescope.org) or Starry Night (www.starrynight.org) to find the view from home before they go. [Scott McLeod]
• Use old photos to initiate stories by parents, grandparents and other family members, and then capture the oral storytelling at www.voicethread.com. [Bill Chamberlain]
• Pair great literature with geography to create a Google Lit Trip (www.googlelittrips.org) for a book they're reading over the summer. [Sean Williams]

Looking for more ways to keep your child engaged in learning? Go to www.hs.iastate.edu/news/releases/view/111/
The American Academy of Pediatrics recommends limiting children’s total media screen time (including TV, videos and video games) to no more than two hours of quality programming per day. AAP also recommends that boys take 13,000 pedometer steps per day and girls take 11,000 in a policy statement on physical activity and childhood obesity. And according to a recent Iowa State University study, parents should heed both those guidelines to ensure the health of their kids.

The study of 709 children (318 boys, 391 girls) between the ages of 7-12 from 10 elementary schools in Cedar Rapids, Iowa, and Lakeville, Minn., found that children not meeting either the AAP physical activity or screen time recommendations were three to four times more likely to be overweight than those complying with both. It is the first study to show the combined influence of physical activity and screen time on the risk of a child being overweight.

The study also found that relatively few children comply with the AAP recommendations for physical activity. Almost 50 percent of the boys and just over 33 percent of the girls failed to comply with either standard.

“Everybody knows physical activity and screen time are risk factors for healthy development,” said Kelly Laurson, an Iowa State graduate student in kinesiology and lead researcher on the study. “But parents want to know, ‘Well, how much physical activity? How much screen time is too much?’ This study helps to answer these questions.”

Using students’ body mass index to determine their rate of being overweight, the researchers found that boys who met neither recommended AAP standard for physical activity or screen time were 4.39 times more likely to be overweight than those who followed the standards. Girls who met neither standard were three times more likely to be overweight. Approximately 10 percent of boys and 20 percent of girls who met both guidelines were overweight among all subjects. By comparison, 35 to 40 percent of the children who did not meet either recommendation were overweight.

“This demonstrates the power that combined risk factors have on childhood obesity,” Laurson said. “This is the most interesting aspect of the study because a lot of parents think, ‘Oh my kid's physically active and I don't have to worry about the TV part.' But they still should.”

Laurson says that because the study is cross-sectional, it remains unclear whether children are overweight because they do not meet the guidelines, or vice versa.