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How Auburn Stacks Up

Black and Hispanic enrollment trends at Auburn, 1986-2006

How secure is your personal computer? Over the past decade, the Office of Information Technology at AU has erected a series of electronic barriers to keep hackers, con artists and malicious tricksters away from mainframe and personal computers on campus.

With so many barriers blocking direct access to mainframe computers, cybercriminals have increasingly turned their attention to the personal computers of students, faculty and staff. As part of a nationwide effort, OIT and other major units at AU have launched a counterattack this month with information to enlist the entire campus in a campaign to keep these criminals from wreaking havoc on personal computers and on sensitive financial information about PC users.

“Auburn has erected and will continue to erect very effective firewalls, and we have taken other steps to provide a secure computing environment for everyone at the university,” said OIT Executive Director Richard Burnett.

However, Burnett cautioned that cybercriminals continue to look for ways around institutional defenses, often by attacking personal computers. “It is easy for an uninformed computer user to fall victim to their schemes, but, with the right information and diligence, everyone can deny access to these criminals.”

Since October is the month of Halloween, OIT and campus units are using a broad range of media to convey horror-themed messages about the real dangers PC users face from cybercriminals. Each

Voice of experience

Accounting students and others in the College of Business received a lesson in business ethics last week from a former MCI executive who learned about the importance of professional ethics the hard way – by violating them. The former executive, Walt Pavlo, found himself caught up in a fraud scheme by MCI executives in the late 1990s and early in this decade involving more than $7 billion in accounting irregularities. Pavlo was convicted of money laundering and wire fraud and spent two years in federal prison. Today, the former executive frequently shares his experience with federal agents, university students, corporations and professional associations.

See Cybercriminals, page 2
Global thoughts
Author and New York Times columnist Tom Friedman, left, contem-
plates remarks by AU President Jay Gogue on the stage at Beard-
Eaves-Memorial Coli-
seum last week. Fried-
man, author of the best-
selling non-fiction book “The World Is Flat,” discussed advantages and challenges of glo-
balization for the United States and its trading partners. He spoke as
part of the Littleton-
Franklin Lecture Series.

Cybercriminals
continued from page 1

Flu shots for AU employees now available for free

AU’s BlueCross-BlueShield health insur-
ance benefits for employees and
their families have been expanded
to cover flu shots in an effort to promote annual flu vaccination.

Flu vaccination is available on campus through the AU Pharmaceutical Care Center. Flu immuniza-
tion is offered to employees and their dependents over 18 years of age.

Each AUPCP flu clinic will be limited to 50 doses which will be administered on a first-come, first-
served basis. Bring a copy of your insurance card.

Tuesday, Oct. 9, 10 a.m.-noon, 352 Parker Hall.

Thursday, Oct. 11, 2 p.m.-4 p.m., 127 Lowder Building.

Oct. 16, 7:30 a.m.-10:30 p.m., training room, Facilities Building 2.

Oct. 17, 9 a.m.-11 a.m., conference room, Irogram Hall.

Oct. 18, 2 p.m.-4 p.m., 213 Drago Library.

Oct. 22, 12:30 p.m.-2:30 p.m., AUPCPC, 2155 Walker Building.

Oct. 25, 9 a.m.-11 a.m., faculty work room, Tellair Peet Theatre.

Oct. 30, 2:30 p.m.-4 p.m., conference room, Telecommunications and TV.

Nov. 1, 2 p.m.-5 p.m., AUPCPC.

Upcoming Events
Tuesday, October 9
BIGGO CENTER SEMINAR “Undergraduate Research at AU, noon, Foy 203, bring your hands.

MEETING University Faculty, 3 p.m., auditorium, Brown Hall.

Wednesday, October 10
PUBLIC LECTURE Pacific Island Campaign of World War II, reflec-
tions by WWII Marine veteran and Journalism Professor Emeritus
Jacksim, and discussion of the memoirs of marine veteran
Eugene Sledge by Aaron Treib of AU Libraries, Archives and
Special Collections, 3 p.m., Draughon Library.

Thursday, October 11
FARMERS MARKET Locally grown produce and other farm goods, 3 p.m.-6 p.m., Ag Heritage Park.


Monday, October 15
NEXT AU Report

Wednesday, October 17
MEETING Staff Advisory Council, speakers include President Jay Gogue and representatives from Payroll and Employee Benefits, 1 p.m., Foy 246.

MEETING Administrative and Professional Assembly, includes update from Human Resources on compensation project and appeals process, 3 p.m., Foy 213.

Thursday, October 18
CEREMONY Honoring recipients of AU’s top teaching, research and outreach awards for 2007, 4 p.m., auditorium, AU Hotel.

Tuesday, October 23
DOCUMENTARY FILM “Prisoners Among Us: Italian American Identity and WWII” by Michael DiLauro, 4 p.m., discussion to follow, Julie Collins Smith Museum, part of Italian American Heritage Month.

AU Report Editor Ray Summeford. Contributing editors and writers: Kate Wid-
neke, AU Communications; and Colleen Boardman, College of Education, Photography: Jeff Ethridge and Melanie Humble, AU, Photographic Services, Executive Director of Communications & Marketing: Drewle Doverla. The AU Report is published by the Office of Communications and Marketing at Auburn University. Issues appear each Monday during fall and spring semesters and every two weeks in summer term, except on the Monday of the third Friday after major U.S. holidays. Copies are distributed free by campus mail to full-time faculty and staff at all campus offices. Deadline for delivery of letters for publication is 4 p.m. on Wednesday before publication date. Direct inquiries, suggestions and news items to AU Report, 25 Samford Hall, Auburn University, AL 36849. Telephone: 334-444-9999. Email: summeford@auburn.edu.

Colors of autumn
Patriotism and school spirit come together at Auburn and throughout America each football season on
game days. For many alumni, the pageantry sur-
rounding the games provides an opportunity to dem-
onstrate their love both for Auburn and for America.

Program to recognize Marine veterans of WWII in Pacific
A program in Draughon Library on Wednesday will present memories of World War II from the
vantage point of two Auburn alumni who fought in some of the bloodiest battles of the war.
One perspective will be from the memoirs of a Murik native who died in 2001, and the other will be
in person from a veteran who later headed the Journalism Department at Auburn.
The 5 p.m. program in the library’s Special Col-
lections and Archives Department will recognize Professor Emeritus Jack Simms and the late Eugene
Bondurant Sledge, author of “With Old the Breed at Peleliu and Okinawa,” which recounts his Marine Corps experiences during the Allies’ military cam-
paign to retake strategic Pacific islands from Japan between 1942 and 1945.
Aaron Tubb, director of library technology, will discuss the collection of Sledge’s papers that the
veteran’s wife donated to AU Libraries.

U.S. teaching model to Saudis
ver the past year, James Groccia, director of AU’s Biggo Center, has been helping
Saudi Arabia transform teaching meth-
ods in its universities through practices
in use at Auburn.

Groccia, who is also an associate professor of edu-
cational leadership in the College of Education, has
formed higher education partnerships within Saudi Arabia as part of that country’s efforts to improve
the performance of instructional faculty and campus
administrators.

Last year Groccia, who was then president of the
Professional and Organizational Development
Network in Higher Education, attended a confer-
ence in Sheffield, England, on behalf of the organ-
ization. There, he made several presentations on
academic training, and those presentations led to
an invitation by King Fahd University of Petroleum
and Minerals in Dhabban, Saudi Arabia, to host a series of workshops for the school’s faculty and
administrators.

“The higher education system in Saudi Arabia
and in the Arab world is growing exponentially,”
Groccia said. “Officials recognize that they cannot
depend on current methods that have been successful
in the past. Critical thinking and problem-solving
skills gained through active and engaged learn-
ing and innovative teaching are seen as essential
outcomes for future educational and economic
development.”

Speaking to department heads and academic
leaders from several Saudi institutions, Groccia
discussed the importance of shifting from passive
active learning, building academic portfolios and
enhancing educational productivity and quality.

After these presentations, Saudi officials asked him
to organize a series of training programs across the
Middle Eastern country.

The AU faculty member said he was surprised
during one of his early trips to discover that his
book, “On Becoming a Productive University: Strat-
gegies for Reducing Cost and Increasing Quality in
Higher Education,” which he co-edited for publica-
tion in 2005, had been translated into Arabic and
was known by Saudi Arabian education officials.

Groccia said his efforts are intended to help Saudi
Arabia make the transition from importing foreign
workers for health, banking and communication
to developing its own people for those careers.

With the nation’s education policies changing, he
told the Saudi officials, “You must rely on current methods that have been successful
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More than music

AU using iTunes to take teaching to students beyond classroom

Ask students what is on their iPods and you will likely hear a wide-ranging list from all musical genres as well as various types of video clips. Soon, however, Auburn students could add to their lists lectures and presentations from their classes thanks to a collaborative program between the university and Apple called AU iTunes.

“It’s the perfect way to distribute podcasts,” said Kathy McClelland, manager of AU’s Instructional Multimedia Group. Through AU iTunes, campus groups can post information including presentations, performances, lectures, demonstrations, debates, tours and archival footage and make the information available for download.

The program is based on Apple’s popular online iTunes Store, where millions of people already download music, movies and television shows. However, unlike the iTunes Store, which charges a fee for most downloadable items, AU iTunes provides educational content for free.

There are two main components to the AU iTunes program – public access and private access. Through the public access component, information posted to AU iTunes is available to anyone around the world.

This is currently the only component available at AU. McClelland said campus administrators are working toward making the private component available sometime this spring. Through the private component, which will be integrated with AU Access, students will see special channels reflecting the courses they are taking when they open AU iTunes. Their professors can then load course-related information such as notes and lectures onto these channels.

“It is important to note that the AU iTunes program is not intended to replace any classroom instruction,” McClelland said. “It is another tool to enhance and reinforce what students are learning in class.”

Students in AU’s Rehabilitation Counseling master’s program in the College of Education’s Department of Rehabilitation and Special Education are already familiar with the concept behind AU iTunes. This distance education program has been using podcasts to provide its students with supplementary information such as study guides since 2005. Dawn Browning, the academic program administrator who provides technical and administrative support to the program, said she has previously distributed the podcasts to students through regular iTunes but plans to start using AU iTunes in the spring.

“I love the concept,” she said. “We have been using regular iTunes and it works beautifully. I think AU iTunes will be even more secure and user-friendly.”

The applications for AU iTunes are endless as the program is compatible with both Macs and PCs. Additionally, McClelland said, you do not have to have an iPod, Apple’s popular MP3 player, to take advantage of AU iTunes. The information can be downloaded and viewed on any computer that runs the free iTunes software.

McClelland said many people on AU’s campus are eager to begin using the AU iTunes program.

“I think that faculty will find that podcasts of narrated PowerPoint presentations will be very popular,” McClelland said.

She worked with the AU iTunes Steering Committee, chaired by Susan Bannon, director of the Learning Resources Center, for the past 18 months creating policies, finishing background work and interacting with people at Apple before going live with the program last week.

Currently, the College of Agriculture, the College of Liberal Arts and the College of Education have posted material in AU iTunes.

McClelland said management of AU’s iTunes channels will be distributed to each college, school or campus group so that these individual constituencies can be in charge of their own content. She added that the Instructional Multimedia Group has resources available to teach faculty and staff how to do podcasting.

AU joins universities such as Stanford, Penn State, University of California Berkley, Harvard, Yale, Vanderbilt and Texas A&M in providing an iTunes U program. Visit AU iTunes at http://itunes.auburn.edu.

For more information, contact your department’s information technology coordinator or call the Instructional Multimedia Group at 844-5181.

EAMC to offer mammogram screenings for AU employees

East Alabama Medical Center will provide a Mammogram Day on Oct. 31 for AU employees.

Appointments will be scheduled between 7:30 a.m.–4 p.m. with 64 slots open for that day on a first-come, first-served basis. To make an appointment, contact Colleen Alsobrook at EAMC at 528-4370.

Transportation will be available for anyone who needs assistance getting to EAMC. The medical center will file the insurance claim and will not seek co-pay.