Vietnam Memorial
Displaying an Alabama Wall replica of the Vietnam National Memorial Wall last week, AU alumnus Richard McMillan, in hat, helps Alvin Brown of the Athletic Department, get a rubbing of the name of Brown’s stepbrother, Robert Chambers, who died in the Vietnam War in 1969. The wall, sponsored by the Birmingham chapter of Vietnam Veterans of America, was at the Beard-Eaves-Memorial Coliseum on Tuesday during the annual state 4-H Congress.

Summer numbers rise

Campaign leads to record enrollment

If it seems more crowded on the Auburn campus than during past summer terms, here’s why: Marketing works.

A record 10,653 students — 8,337 undergraduates and 2,316 graduate students — are on campus this summer getting a head start on their freshman year, making up for any lost academic ground or just trying to hurry their graduations.

This is the second consecutive summer term that AU has set enrollment records. AU enrolled 10,532 students — 8,328 undergraduates and 2,204 graduate students — last summer.

This is the third year of a marketing campaign designed to increase summer enrollments.

“The campaign that the Office of the Provost has run for the past two years has been very successful,” said John Fletcher, assistant vice president of Student Affairs for Enrollment Management. “Steve McFarland deserves a lot of credit for his direction of the ‘Summers at Auburn’ campaign.”

McFarland, acting associate provost and dean of the Graduate School, said marketing summer enrollment at Auburn is as simple as telling the facts.

“Summers are different,” McFarland said. “There are more seats available in classes, there’s more parking. Students have the opportunity to catch up or to get ahead. And just putting those facts before students and their parents in a marketing campaign seems to have paid off. The increased enrollment helps because a good portion of the money that’s generated goes directly back to the academic programs toward improvement of the quality of their programs.”

McFarland said the main component of the campaign was a direct-mail piece sent to all parents of students who might be coming to Auburn in the fall. He said the university also sent e-mails to all students and purchased commercial time on local cable television.
Summer Academy

Forty AU faculty from across campus are back in school this summer to learn the latest in instructional software. Sessions are taught by faculty and staff in the Instructional Multimedia Group and various schools and colleges. Harmon Straiton of AU Libraries, in front of the class at right, is among faculty teaching applications in their fields.

Aull added that Summer Academy graduates will have a tremendous amount of potential for success in undergraduate teaching.
Campus Forum

Progress comes through change

By John Hachtel, Assistant Vice President for Communications and Marketing

Auburn University is moving forward. As an institution, it is embracing new challenges and opportunities to create a dynamic environment. It is a place where innovative and dynamic ideas are encouraged. Auburn’s faculty, staff and administrators continue to embrace change and progress. That sort of inspiring environment is attractive to many people. It is what brought me to this area and I am delighted to be a part of this community. Being at Auburn affords me the opportunity to foster change and promote novel problem-solving. In my career I have continually looked for opportunities and challenges to question the conventional wisdom. As a manager, I hire people who are unafraid of new ideas, innovative methods, and of turning questions around so that they can be viewed from multiple perspectives. I accept, with little reservation, the maxim that change is good.

At the same time, I know that change and innovation can often be an excruciatingly difficult process for businesses, universities and of course, individuals. Some people fear change because it contains elements of the unknown. Others may resist it because they equate the status quo with security. Regardless, many people cannot, for one reason or another, accept or embrace change, even when the benefits of innovation are clear. Reaction — both private and in the news media — to some changes I have instituted continue to embrace Auburn’s message honestly and effectively.

By refocusing and reorganizing our efforts, we can provide Auburn with a level of service and professionalism in these important areas. That’s the goal for our office and that’s why I’m so encouraged when we’ve changed some inefficient and outdated policies. I’m sure we’ll find others equally ripe for improvement two.

Spirit of Excellence

Four AU staff members received Spirit of Excellence Awards in June for exceptional job performance. Recipients were, clockwise from left, Ellen McPherson, vice president in the Office of Student Affairs; Elizabeth Hachtel, vice president in the Office of Communications and Marketing; and Melinda Sanders of Bi-cultural Affairs.

AU Report

Graduation: Ceremony at 2 p.m., Coliseum.

Next AU Report.

Upcoming Events

Tuesday, July 29
- Classes end for summer term.

Wednesday, July 30
- Finals through Aug. 1.

Friday, August 1
- Meeting: AU Board of Trustees, Property and Facilities Committee meets at Dixon Conference Center at 10 a.m., followed immediately by BOT meets in Little Theatre, Auburn University. 
- Meeting: Auburn Alumni Association, Time TBA, Alumni Center. Also Saturday.

Monday, August 4
- Graduation: Ceremony at 2 p.m., Coliseum.

Wednesday, August 6
- Heath Insurance: Blue Cross-Blue Shield representative available for consultation, 10 a.m.-11:45 a.m., Ingram 212.

Wednesday, August 20
- First day of classes for fall semester, 2003-04 academic year.

How to get the AU Report after retirement

The AU Report is distributed to faculty and staff at their campus addresses. In general, AU Communications does not mail copies of the campus. Check with your department head if you wish to receive the AU Report following retirement. If the department agrees to hold or forward copies to you, notify the AU Report office and we will add your name and departmental address to the mailing list.

Colleagues recall life of deceased counselor Stewart

Colleagues of Elizabeth Anne Smyth Stewart joined other friends and family for a memorial serv- ice at Auburn United Methodist Church this week.

The longtime Student Life counselor died on June 30 following a brief illness. She held three degrees from Auburn and had been a member of the Student Life staff in the Office of Student Affairs for 16 years. "The sudden loss of Anne Stewart is a loss for so many in our communi- ty," said Nancy McDaniel, assistant vice president in the Office of Student Affairs. "Our families have been friends for many years," McDaniel said. "Anne’s kindness and dedication to others reached well beyond the university she served for so long. She was a proven leader and stu- dent-focused provider for literally thousands of stu- dents over the past fifteen years. We were contin-ually amazed at the wide circle of friends and col- leagues she influenced.

“She had warmth, compassion, generosity and a special talent for reaching out to others,” McDaniel added. “Our thoughts now are of the family, especially her children, Katie, Benjamin and Jeff. We will truly be missed and impossible to replace.

Stewart was past president of the Alabama Psy- chological Association and was recognized by peers for research and implementation of the Mey- ers-Briggs Type Inventory and its use with college students. She was also active in the Alabama Counseling Association, the Alabama Career Development Association and the Alabama Student Counseling Association.

She earned a doctoral degree in adult education from Auburn in 2002. At AU, she also earned a mas- ter’s degree in counselor education in 1986 and a bachelor’s degree in 1969. AU Report Editor: Roy Summerford. Contributing writers: David Granger and Mike Clardy. AU Communications; Martha Barker, Sciences and Mathematics; Kyes Stewart, Architecture; Design and Construction; Karen Nodset, Engineering; Jamie Creamer, AAES; and Jim Lancaster, ACES. Photography by Jeff Eberhidge and Trice Meggson, AU Photo Services. Assistant Vice President for Communications and Marketing, John Hachtel.

The AU Report is published by the Office of Communications and Marketing at Auburn University. Issues appear every two weeks during academic terms. Copies are distributed free by cam- pus mail to full-time faculty and staff at campus offices. Deadline for delivery of items for publication is 4 p.m. on Wednesday before publication date. The name of the next issue is posted in the Upcom- ing Events section of each AU Report. Direct inquiries regarding news items to AU Report, 23 Samford Hall, Auburn University, AL 36849-5109. Telephone 334/844-9999. E-mail: summer@auburn.edu

Summer term comes to end: 1,277 degrees

Auburn University will award an estimated 1,277 academic degrees at its summer semester com- mencement ceremony. Graduation will be at 2 p.m., Monday, Aug. 4, at Beard-Eaves-Memorial Colise- um.

AU will award 947 bachelor’s degrees, 267 mas- ter’s degrees, 55 doctorates, seven specialist degrees and one Doctor of Veterinary Medicine degree.

The College of Business will award the most degrees with 563, followed by the College of Liberal Arts with 528 and the School of Human Sciences with 191.

The Samuel Ginn College of Engineering will award 89 degrees, the College of Architecture, Design and Construction 53, the College of Educa- tion 48, the College of Sciences and Mathematics 48, the College of Agriculture 33, the School of Forestry and Wildlife Sciences seven and the School of Nurs- ing two.

Auburn has awarded almost 200,000 degrees at its main campus since its founding as East Alabama Male College in 1856.
AU transit system to get central hub

AU will have a central hub south of Haley Center and east of Jordan-Hare stadium this fall for riders on Tiger Transit. The frame for the covered enclosure, shown at left and below, will provide a shelter for passengers at the main bus stop on campus. The facility will also include a refreshment kiosk for passengers and space for a dispatcher.

Bob Ritenbaugh, interim assistant vice president for auxiliary services, said the facility is scheduled for completion by the start of fall classes on Aug. 25. But, he cautioned, continued rains such as those in June and early July could affect the opening date.

The need for a central hub in the area bounded by Haley Center, the stadium and Parker Hall became clear last year as the university explored ways to improve the transit service and increase ridership, said Ritenbaugh.

“The hub is essential to making the transit system more efficient and effective,” said Ritenbaugh.

“The students needed a shelter and a refreshment area there and Tiger Transit needed a centrally located dispatcher,” he added. “Everything came together at this one location, and we had the optimal solution.”

The university is also improving the access lane to the transfer point, and the buses this fall will have a new look to go with ongoing changes in scheduling and practices implemented last spring.

HRD program to examine identity theft

The Office of Human Resource Development will present the program “Preventing Identity Theft” for faculty and staff from 9 a.m.-11 a.m. on Aug. 29 at 208 Toy Union.

Roger Knauft, director of Consumer Credit Counseling Service of Alabama, will present information on how identity theft can occur, how to minimize the risk, when to share personal information and what steps to take if you become a victim.

To register, complete the HRD registration form on the Web at www.auburn.edu/administration/hrd/forms.

If you do not have access to the Web page, contact Heather Crozier by phone at 844-4145.

Library salvages damaged books

AU library employees salvaged most of the 350 books and journals that were damaged July 5 by water from an overflow air conditioner drain on the fourth floor of Draughon Library.

Employees saved the published materials in the television and cable engineering section by freezing some items to prevent mold growth and drying others with a fan. Although some of the damaged books were sent off-campus for further work, most have been returned to their shelves.

Novak to lead national ag econ group

James Novak of Auburn has been chosen president-elect of the American Agricultural Economics Association, Extension section. Novak, an agricultural economist professor at Auburn and economics with the Alabama Cooperative Extension System, has also received the Farm Service Agency, USDA Administrator’s Award for 2003 for his work with the Farm Bill Education Program.

Novak will assume the presidency of the Extension section in 2004.

Yoo picked as ASCE fellow

Chai H. Yoo, of the civil engineering faculty in AU’s Samuel Ginn College of Engineering, has been elected to fellow status within the American Society of Civil Engineers.

Fellow status represents the society’s second-highest level of membership, exceeded only by honorary membership.

The American Society of Civil Engineers represents 130,000 members of the civil engineering profession worldwide. Yoo has been an Auburn faculty member since 1981.

A U transportation engineering chapter named best in region

The Southern District of the Institute of Transportation Engineers has chosen the Auburn student chapter to receive the institute’s Outstanding Student Chapter award for 2003. The Southern District includes Alabama, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee and Virginia.

Robert Vecellio of the AU Department of Civil Engineering faculty, advises the group of about 50 Auburn students.

Professor finds teaching tool in Sim City computer game

Sim City 3000 is a popular computer game focused on all the minute details of building and running a city, such as dealing with zoning, budgets, waste, flooding, land values, tourism, crime, disasters and the environment.

But it is not just a game to an Auburn faculty member who has integrated Sim City 3000 into the course “Death and Life of Great American Cities” in the College of Architecture, Design and Construction.

Associate Professor John Gaber teaches his students to plan and design cities — from large urban centers to smaller cities — using traditional notes, lectures, prescribed texts and classroom projects. He also uses the Sim City 3000 computer game, which is manufactured by Maxis.

Gaber notes that Sim City is a complicated geographic simulation software package that combines formulas for traffic generation, population growth, economic generation and greenhouse effect. Those factors help users simulate a real city, he says.

Although it is marketed within digital gaming promotions, Gaber says Sim City has a significant niche in educational gaming where software is used to complement the regular classroom experience.

Sim City is a sophisticated program that reinfoces theories learned in the classroom for actual planning practitioners, he adds.

Students in “Death and Life of Great American Cities” explore the theories and elements of design and planning for the fourth floor of Draughon Library. From there, the students can add or change zoning areas, add water and power resources as needed, or even place more schools and police stations.

Working at this level of the game provides a familiarity that is needed to advance to the stage of designing a new city from scratch, he says.

When the city simulation process is running, the planner can check in with members of the “community” to determine concerns or meet with various city planners and officials to get reports on utilities and governmental concerns.

A group of concerned citizens might inform the designer of a traffic problem near a residential area. The designer takes that information and determines a cost-effective way to solve the problem.

As a result of the interaction, the student sees the effects of implemented plans. Students learn that they cannot, for example, put a strip mall in an economically depressed area and expect the dynamics of the community to change.

“Overall, students learn how traffic, population, economics, environment and politics all come together to constitute a city,” said Gaber. “Once planners get sucked into the program, they get caught up in the details.”
Two Auburn-based Alabama Cooperative Extension System educators recently received the highest award conferred by the U.S. Secretary of Agriculture.

Mary Remenschneider, Extension health associate, and Kathleen Tajeu, Extension community health specialist, received the Secretary's Honor Award for their work with a multi-university partnership. The program, CYFERnet, is a national network of land-grant university faculty and county Extension educators involved in community-based educational programs for children, parents and families.

A third AU recipient, Martha Johnson, retired last year after 12 years in Alabama as Extension state leader for family programs.

Through the partnership, Extension educators have served more than 66,000 at-risk youth and families in more than 200 communities and have peer reviewed and posted more than 3,000 resources on the CYFERnet Web site, www.cyfernet.org.

Remenschneider earned her bachelor’s in psychology from Hope College, and her master’s degree in social work, policy and planning from Western Michigan University. Remenschneider, who has been employed with the Cooperative System Extension for four years, works with the “Healthy People in Healthy Communities” national initiative.

Tajeu holds a bachelor’s degree in political science from Syracuse University, a master of science in community service education from Cornell University and a doctorate in human service studies from Cornell. Tajeu, who has been a community health specialist with the Extension System for nine years, has specialized in making health care and health education more accessible to underserved populations.

Among Tajeu’s key regional and national roles is her service on the national “Healthy People in Healthy Communities” national initiative management team. She has also contributed to the annual national Priester Extension Health Conference for several years, including serving one year as co-chair.

Funded as a joint project of the U.S. Department of Agriculture’s Cooperative, State, Research, Education and Extension Service and the Cooperative Extension System, the CYFERnet Web site is designed for persons seeking information about matters related to children, youth or the family.