

SPC Collaborates with Haydenfilms

During the summer of 2011, the Software Productization Center (SPC) at Millersville University



is collaborating with regional company Haydenfilms for the center's fourth year of their Seed/Assistance Funding grant program. Each year, the effort helps a local business productize an idea to help grow the company through efforts of Millersville University students and faculty.

[Haydenfilms](#), an independent film and distribution company based in Kutztown, Pa., is dedicated to the support and development of emerging independent and student film producers. This commitment has led to partnerships with students at both the Millersville University Software Productization Center and the Kutztown University Small Business Development Center this summer.

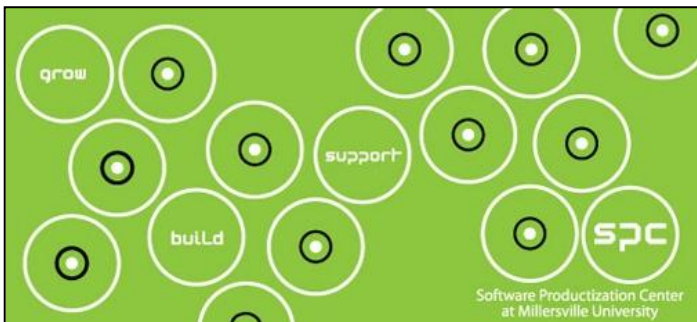
The founder of Haydenfilms, Hayden Craddolph, along with University students and professors from the computer science, art & design and business departments, are working together to develop a software prototype for Cemboo (www.cemboo.com), a tool that will enable film festivals, schools, filmmakers and companies with large media libraries to manage and distribute their content that can be used to demo the software concept, host the next Haydenfilms Online Film Festival and raise next-round funding for a unique content distribution model.



The collaboration hopes to complete marketing research regarding the best way to position and price this exciting new visual content distribution prototype, create the design work surrounding the brand and identity and create software including the basic distribution system player. In addition, students will create a Customer Management Interface and prototype system to show potential customers and investors.

The SPC at Millersville University, formed with a three-year infrastructure grant from the Pennsylvania State System of Higher Education (PASSHE), started in January of 2008. The center received a fourth year of funding to continue the program in 2011.

Each January, the center puts out a call for proposals for regional businesses that have conceived a collaboration idea that harnesses the talents and expertise of Millersville University students and employs them through a grant in the summer months to strengthen the regional economy by assisting a fledgling business. This model uses faculty expertise to guide and mentor students in working with the participating entrepreneurs. The student role in the SPC is so vital that slightly



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more than 40 percent of the center's operating budget is comprised of student salaries.

The term "software productization" refers to the process of turning an underdeveloped software concept or early prototype into a marketable product. The mission of the SPC is to assist regional entrepreneurs with developing all aspects of their software product from market research to software prototype to branding and physical packaging.

The SPC is a cross-disciplinary effort that has involved faculty and students from computer science, graphic design, business/marketing and communication/public relations. Together, the faculty steering committee of Dr. Stephanie Elzer, computer science, Nancy Mata, art & design, and Dr. Patrick McCaskey, business administration, have mentored more than 25 students as they have worked with four different companies including WorkXPress, Cruzstar, MRG Power Labs and Runoff Studios.

For more information, visit the Software Productization Center website at www.millersville.edu/spc/.

Certified Public Managers Now Have Online Certification Program

Millersville University will offer a new online certification program this fall. The new PA Certified Public Manager® (CPM) program will help continuing education participants at Millersville University earn a nationally recognized certification in public sector leadership/management. The program is designed to help develop and refine leadership skills so participants can better impact the roles and responsibilities they hold in local and state government organizations. The PA CPM program is a nationally recognized professional development program governed by the National CPM Consortium.



"The agency or department the students represent will benefit from the Capstone Project, where the participant applies their learning to a project," said Paul Young, director of Corporate University for Millersville. "The projects will target revenue generation, expense reduction and customer satisfaction within each participant's organization."

The PA CPM program is geared toward those who have a master's degree in public administration (MPA) or may be contemplating an MPA. This will also be Millersville's first distance education offering from a non-credit perspective.

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SMC Readies for Ribbon Cutting and Dedication

Millersville University is preparing to hold its ribbon cutting ceremony at the newly renovated



Student Memorial Center (SMC). The ceremony is tentatively scheduled for September 19.

The ribbon cutting and dedication of the clock tower and atrium to honor Robert L. Slabinski, the former CEO of Student Services, Inc., will take place outside of the SMC at the new clock tower entrance (if inclement weather, the event will be held indoors).

The SMC was 112,000 square feet prior to the construction. When it is totally completed in January of 2012, it will be 164,000 square feet. The new parts of the building include the atrium, the information desk, the upstairs portion of the fitness center and the new fitness center entrance off of Shenks Lane.

For more information, contact Rebecca Jenkins, operations manager, at bjenkins@ssi.millersville.edu.

Millersville Hosts Nursing Conference

The nursing staff at Millersville University's Health Services hosted the Maryland College Health Nurses Association annual conference, "The Bits and Pieces of College Health," June 8-10, in McComsey Hall. In addition, faculty and staff from across campus presented at the conference.

There were 67 nurses from 24 colleges and universities across six states represented. The topics covered included dental care, cardiovascular assessment, back pain, pap smear guidelines, care of LGBT students, nutrition, alcohol and other drugs on campus, nursing informatics, MU Wellness Initiative and sexual assault prevention.

Speakers from Millersville included John Baltzer, counseling center; Alyssa Dodson, communication student; Dr. Kelly Kuhns, nursing; Dr. Julie Lombardi, wellness and sport sciences (pictured right); Dr. Susan Northwall, health services; Dr. Kimberly Mahaffy, sociology; Dr. Daniel O'Neill, counseling center; Jayme Trogus, wellness and women's center; Cassandra Weber, Millersville FNP student; Ashley McLaughlin, computer science graduate; Michelle Perez, division of student affairs and Tom Richardson, housing and division of student affairs.



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Speakers from the Lancaster area included Dr. Melissa Crognale, Crognale, Collins and Crognale Family Dentistry & South East Lancaster Health Services; Connie Kiser, The Heart Group; Angela Santos, May/Grant Associates and Michael Bender, Lancaster Physical Therapy and Sports Medicine.

The Maryland College Health Nurses Association is comprised of nurses (registered nurses, licensed practical nurses and nurse practitioners) who work in college health centers. The conference “travels” to a different college or university each year and will be at the University of Delaware next year.

Event Promotion: Help Us Help You

From concerts and film screenings to theater productions and lectures, Millersville University offers a wide array of events that provide cultural enrichment and entertainment to the campus



community and its surrounding public. Millersville’s [online events calendar](#) is viewed during an academic year approximately 30,500 times by both internal and external audiences.

Faculty and staff members who are responsible for hosting and/or coordinating an event on campus are strongly encouraged to assist the staff of University Communications and Marketing (UC&M) in

promoting your events. This can be done by filling out the newly updated “[Event Request Form](#),” which can be accessed through the online calendar or on [UC&M’s homepage](#).

Whether you have submitted events via the [Event Request Form](#) in the past, or you are new to the form, please pay attention to the new requirements that are outlined in the blue boxes featuring question marks. By holding your mouse over the blue box, tip-like information will appear. The tips are meant to act as guidelines for the content to include when describing your event(s).

It is the goal of the newly updated Event Request Form to accomplish the following:

- Standardize the online events calendar to make each event entry follow the same format.
- Standardize the content to ensure all necessary information is included for each event, so that all audiences, even those less familiar with the University (i.e. community members), can learn more about events hosted by Millersville.

UC&M approves all events before they are posted to the online events calendar. Please note: If your event does not include all of the required components, your event will not be approved until the necessary information is received. Events featured on the online events calendar are often sent to media, so make sure to get your events posted well before the event is to be held.

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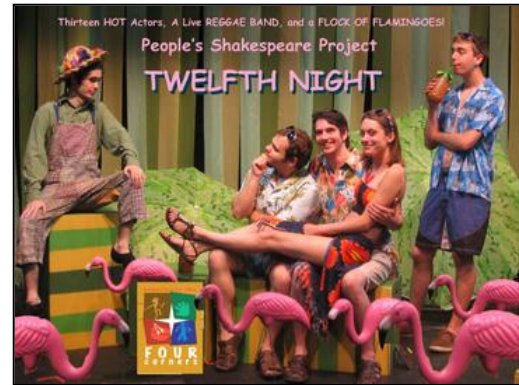
Four Corners Summer Festival Continues

The Four Corners Summer Festival continues at Millersville University from July 22 – 29 on the shores of the Swan Pond and at Millersville University Lancaster.

Experience the “four corners” of the arts: Dance, music, art and theater at the upcoming events:

July 22-31 – “Exploring Traditions” art exhibition is located in Dutcher Hall, second floor, Studio Theatre and is open Tuesday-Thursday from 12-4 p.m., and on Friday’s 10 a.m. The exhibit runs through the end of July.

Friday-Sunday, July 22-24 and Sunday, July 31 – The People’s Shakespeare Project presents the comedy “Twelfth Night,” presenting Shakespeare to an outdoor venue accessible to the entire community of families, under the direction of Laura Howell. Non-captioned performances are at 7:30 p.m., July 22 and 23 at the Swan Pond; open captioning will be used Sunday, July 24 at the Swan Pond. The final performance will be indoors, Sunday July 31 at Millersville University Lancaster at 7:30 p.m., for \$5 a ticket.



Friday, July 29 and Saturday, July 30 at 7:30 p.m. – Cobalt Dance Company features Lancaster County’s choreographers and performers bringing their artistry for a mix of dancing styles for every passion. A second performance will be indoors, July 30 at Millersville University Lancaster at 7:30 p.m., for \$5 a ticket.

Outdoor performances are free admission. Tickets for the indoor performances at Millersville University Lancaster can be purchased at the door or in advance at Millersville University Lancaster or at the SMC Ticket Office or by calling the Ticket Office at 717-872-3811.

For more information about the Four Corners Summer Festival, visit www.millersville.edu/fourcorners, contact Victor Capece at Victor.Capece@millersville.edu, or by phone at 717-872-3128.

MU Student Spending Summer at NOAA

Adam Jacobs knew that Millersville University was a good fit for him when, as a senior in high school, he recognized that he would be able to engage in research experiences as a freshman – and get involved he did.

Jacobs, a physics and meteorology dual major with a minor in mathematics, is spending the summer before his senior year at Millersville interning at the National Oceanic and Atmospheric Administration’s (NOAA) Space Weather Prediction Center in Boulder, Colo. He is studying the affects of solar storms on the reliability of global positioning systems (GPS) in the Alaska area.

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Jacobs, of Halifax, Pa., has also completed an internship with NASA's Goddard Space Flight Center in Greenbelt, Md. Since his freshman year, Jacobs has participated in numerous research projects and inter-department jobs. He has been involved with research on lake effect snow, the nocturnal low level jet stream and its contribution to East Coast air quality and the solar cycle duration and its affects on space weather.



“The faculty members in the meteorology, physics and mathematics departments have been instrumental in my academic and extracurricular accomplishments,” said Jacobs. “I feel as if the faculty members, not only in my major and minor departments but in all the departments I have had classes in, have provided me the tools and foundation needed for a successful career and life after Millersville.”

While he says his time at Millersville has been challenging, he's found his experiences rewarding. His advice to future students: “I would just like to emphasize how important it is that, no matter the program or degree at hand, to get involved as much as possible. Millersville's programs provided many opportunities to get involved, and I am thankful for those I took advantage of and the people who provided them.”

7/21/2011 Activities



Faculty and Staff Activities

Lori Austin, judicial affairs, was elected president of the Millersville Lions Club on July 1.

Dr. Robert J. Bookmiller, government & political affairs, had his article, "Canada, Iran and 'Controlled Engagement:' A new start with Afghanistan?" published in the recent issue of *Canadian Foreign Policy*, Canada's leading international affairs journal. Also, in May, he gave a seminar titled "Are you talking to me? Australia, Canada and Political Dialogue with the Islamic Republic of Iran" at Murdoch University in Perth, Australia.

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Dr. Dennis B. Downey, history and Honors College, has published a new book titled *Coatesville and the Lynching of Zachariah Walker: Death in a Pennsylvania Steel Town*. Co-authored with Raymond M. Hyser of James Madison University, this new book is a substantial revision and update of their award-winning book, *No Crooked Death*, and commemorates the hundredth anniversary of the August 1911 Coatesville lynching. Downey will be the featured speaker at an August 13 commemoration program and other events scheduled throughout Chester County.

Dr. Jessica J. Kelly, geography, recently gave several presentations at the annual conference of the Association for Environmental Studies and Sciences: A symposium paper presentation, "Urban forests in transition: Urban environmental planning, green infrastructure and environmental justice in Lancaster, Pennsylvania;" a panel presentation, "Sharing the passion: Strategies for obtaining effective mentoring during the early career" and a roundtable presentation: "Confronting complexity together: Promoting research collaboration among AESS members." The national conference was held June 23-26 in Burlington, Vt. In addition, Kelly participated in the scoring of the free response questions of the Advanced Placement Human Geography exam in Cincinnati, Ohio, June 2-8. AP Human Geography is one of the fastest growing subject exams, according to recent ETS statistics. This year, nearly 83,000 high school students took the exam. Since its introduction in 2000-01, the human geography exam has increased by approximately 10 percent each year.

Congratulations to

Dr. Timothy Shea, English, and his wife Janet, who welcomed a daughter Philippa (Pippa) Elspeth on May 26.

Lori Foehlinger, dining & conference services, on her marriage to Paul Lenhard, Jr. on June 4, on campus in the gazebo by the pond.

Who Makes Millersville Special

This issue of the Exchange features Kimberly (Flores) Marini, department secretary for the Communications & Theatre Department.

Q. Where are you from? Where do you live now?

A. I am originally from Downingtown, Pa. I now live in Lancaster, Pa.

Q. Do you have any children?

A. Yes, I have a daughter and two step-sons.

Q. Where did you go to college? What was your major?

A. I attended Alfred State College (SUNY) in Alfred, N.Y. I have an associate's degree in Medical Office Administration.



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Q. What did you do before you began working at Millersville?

A. I worked in the admissions office at Alfred State College.

Q. What are some of your daily duties here at Millersville?

A. Some of my duties include managing the communication & theatre department office, assisting students, processing payroll, travel documents, work orders, budget tracking, SAP requisitions, setting appointments, supervising student assistants, maintaining an orderly office environment, etc.

Q. What do you enjoy about Millersville most?

A. The faculty and staff I work with in the communication & theatre department. They are the best! It makes coming to work every day so pleasant and enjoyable. I also enjoy helping the students' that come into the office.

Q. How do you want students to remember you?

A. I want them to remember me as a caring, helpful and an encouraging person.

Q. As a child, what did you want to be when you grew up?

A. There were a couple things I wanted to do. I wanted to do modeling and commercials for *Cover Girl*, to be a singer in a band and I wanted to be a wife and mother. I also always wanted to be able to help people in some aspect. Making a positive difference in the lives of others is the passion of my life.

Q. What are your interests outside of work?

A. My interests outside of work would include attending church and Bible study, writing music, singing, playing keyboard, swing dancing, line dancing, reading inspirational books, personal growth, working out at the gym, spending time with close friends and family and just having fun! I really enjoy spending time with my new husband doing whatever!

Q. Do you have a favorite quote? What is it?

A. Yes, actually I have two.

“To have something you’ve never had, you’ve got to do something you’ve never done.”

“If you think education is expensive, try ignorance.”

Q. If we looked in your fridge right now, what would we find?

A. Salad, soy milk, eggs, organic vitamins, ketchup, spicy mustard, juice, organic milk, brewed tea, ok, where do you want me to stop?

Q. If you could go anywhere on vacation where would it be?

A. I always wanted to travel out West and actually just did in April 2011. For our honeymoon, we traveled to San Diego, Los Angeles, Hollywood and Las Vegas and then to Arizona to see the Grand Canyon. We had a wonderful time!

Q. Give one or two interesting facts about yourself that most people do not know.

A. Two lifelong dreams came true for me this year. On April 9, I married the most wonderful man in the world. Traveling out West for the honeymoon was awesome as well. For those of you who wonder if dreams still come true, well believe me, they do!