

Rock Calendar

Listings taken from the
SRU Master Calendar of Events.

Today, July 20

NKT Golf Classic
Oakview Golf Club, Slippery Rock
1 p.m. shotgun start
(Proceeds benefit men and women
athletic scholarships)
Call Ext. 4270

Monday, July 30

Session II and post-session end

Friday, Aug. 3

Session II and post-session grades due
Noon

SRU adds emergency notification system

SRU announced this week it is adding the e2Campus text messaging system to its portfolio of campus communication channels used to alert students, faculty, staff and parents in the event of an emergency with the system expected to go into operation today.

e2Campus is a Web-based notification system that allows SRU to communicate time-sensitive information to the entire campus community at once via a text message sent to mobile phones.

"Adding the text messaging system is part of our continuing efforts to keep the campus safe and to make sure we can reach people in the most timely manner should the need arise," President Robert Smith said.

"We will continue to use a variety of methods in an emergency, including e-mail, the Web, voice mail messages, person-to-person contacts and hard-copy bulletins," Smith said.

Students, faculty, staff and parents of current students who want the alerts may sign up for them through the University's home page: www.sru.edu/alerts

"Because of spam laws, this must be an opt-in system," said Sherry Carlson, SRU's Webmaster. "Obviously, given the recent events at Virginia Tech, our hope is that

(See e2Campus page 4)

rockpride

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A publication from the Office of the President for faculty, staff, and friends of Slippery Rock University of Pennsylvania

SRU opens purchasing power of 'Rock Dollars' to local merchants

Business owners throughout the region are being offered the chance to join a new high-tech, electronic debit card ID system being implemented by Slippery Rock University and Heartland Payment Systems linked to more than \$3.5 million in student buying power.

The new program, the first of its kind at any college, was unveiled to some 15 local merchants earlier this month at two Slippery Rock Business Association-hosted meetings. SRU previously announced implementation of its new high-tech ID card system that gives students direct access to their "Rock Dollar" accounts both on campus and at off-campus merchants who join the program.

Previously, Rock Dollars were only allowed for on-campus purchases. However, the new
(See Rock Dollars page 4)



CUTTING EDGE: Barry Welsch, '73 and a director at Heartland Payment Systems, and Rebecca Weikle, vice president of the Slippery Rock Business Association, take questions regarding merchant access to SRU's "Rock Dollar" program.

'You Can Do It' initiative opens exercise class for disabled adults

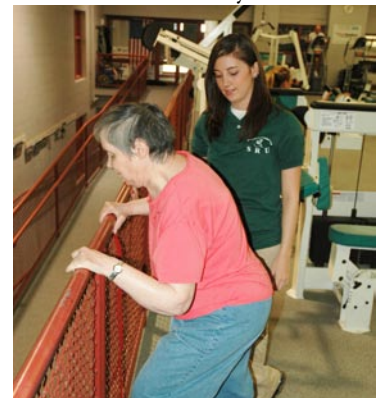
Slippery Rock University's Center on Disability and Health has launched a modified version of the federal "I Can Do It, You Can Do It" exercise initiative. The program gives SRU students the opportunity to lead 10-week exercise programs for adults with mental retardation. Students work with clients one-on-one at the Butler and Grove City YMCA's.

"This puts our students in community leadership roles, and it dovetails with our adapted physical activity minor because the student mentors are in that program and committed to improving the health of those with disabilities," said Betsy Kemeny, SRU program coordinator for the campus Center on Disability and Health.

The U.S. Department of Health and Human Services launched "I Can Do It, You Can Do It" in 2004 to improve the health of children with disabilities. SRU's version adheres to the national parameters except that SRU students work with adults instead of children.

The program targets clients living in group homes that can't afford a personal trainer. Students meet with the client and family members to assess the client's needs and abilities.

(See Do It page 4)



HELPING: Kayla Wolbert (right) of Leeper helps stroke victim Nancy Allen of Grove City as part of SRU's "I Can Do It, You Can Do It" program.

Camp Shriver, Summer Academy are successes...see inside

Robert Vallin fills new post at MAA

Robert Vallin, professor of mathematics on a two-year leave of absence, has joined the Mathematical Association of America staff in Washington, D.C., becoming the organization's first-ever associate director for student activities.

In an MAA news release, Vallin said his goal is simple: to make the MAA the primary organization for students when it comes to all things mathematical.

Vallin joined the SRU mathematics department in 1992, and said he is taking the time as a challenge of making high school and undergraduate students feel welcome in the MAA. "The whole thing is new, and that was a big part of the appeal. . . that I get to be the first person to do it," he said.

His focus will be on any and all aspects of student membership, including recruitment, grant applications and distribution and membership retention. One of his first goals is to make the MAA the best place for students to find out about careers in mathematics. "We really need to become the go-to place for students," Vallin said.

Becoming a more valuable resource in the mathematical lives of students will take time and require an effort by the MAA as a whole. "Part of it is becoming more of an immediate presence with these students . . . getting more of them interested," Vallin said. A key part will involve greatly expanding the student section of the MAA Web site.

He also hopes to get the individual sections of the MAA to work together more closely and to encourage them to brainstorm and share ideas. "I'd like to go to as many sectional meetings as I can, and start working the MAA as the clearinghouse for ideas," he said.

Working in Washington, D.C., is a homecoming of sorts for Vallin, who grew up in Bethesda, Md. He received his undergraduate degree from the University of Maryland, College Park in 1986. He obtained both his master's and doctoral degrees from North Carolina State University.

Vallin's involvement with MAA includes service as coordinator of student programs for the Allegheny Mountain section. He has also written two articles for *Math Horizons*, including "The Gangs of New Math" (November 2005) and "Taming Mathematical Monsters" (November 2004).



SUMMER ACADEMY SUCCESS: Joseph McCarren, associate professor of English and director of the SRU Summer Academy Program for aspiring students in the arts, says this year's program was another success with nearly 70 students participating from schools from throughout Pennsylvania. Here students in the jazz program, Nate Boros and Chris Nutter, both of Seneca Valley High, and Laura Crytzen of Butler Intermediate School, formed a combo led by SRU student assistants Justin Chesarek, an academy alumnus from Renfrew on drums, and Will Weltman (right) on trumpet. As part of the 19th annual camp, freshman through senior high school students had the chance to sharpen their skills in music, art, theater, visual arts, dance and creative English, including poetry and fiction, during the two-week residential camp. Sessions are taught by SRU faculty and other regional teachers. The program ends today with a 3 p.m. Gala Performance opening in the Art Building, then moving to outdoor dance sites and finally to Swope Music Hall for a 4 p.m. performance of dance, theater, poetry reading and jazz. The camp included a field trip to Cleveland's Rock and Roll Hall of Fame.



WELCOME TO CAMPUS: William Williams, provost and vice president for academic affairs, welcomes Barbara Ender, Slippery Rock University's new vice president for University advancement, to campus at an informal reception this week in Old Main. Ender most recently served as vice president for development and chief executive officer of the Morehead State University Foundation. While she was at MSU, foundation assets doubled from \$15 million to \$30 million, annual gift income and alumni giving increased significantly and the planning stages for the university's first capital campaign were completed. "I came here because Slippery Rock University has a fine reputation and the president is committed to building a strong advancement program," Ender said. "My goals are to assess the current strengths of the program and build on those strengths to increase support for the University. In addition, I'll want to expand our development efforts to involve more alumni in the progress of the University. There are challenges, of course, but those are outweighed by the opportunities for growth and success."



CAMP SHRIVER WEEK OF SUCCESS:

More than 45 children with and without disabilities complete Slippery Rock University's two-week Camp Shriver program today. SRU modeled the camp on behalf of Special Olympics which recruited the University to help revive the program initiated in the 1960s by Eunice Kennedy Shriver, sister of the late President John F. Kennedy. Students in SRU's adapted physical activity minor led the sports stations on campus. The program gave campers ages 8 to 16 opportunities to improve their skill in basketball, bocce, kickball, swimming and equine-assisted therapeutic riding at the Storm Harbor Equestrian Center. At left, Chris Robert of Johnstown helps Alexa Smith with her basketball skills. At right, camp staff, including Kaity Booth (left) of Grove City, Jennifer Miller of Pittsburgh and Chelsea Campbell of Slippery Rock help LeiAnne Shannon of Mercer develop her riding skills.



faculty/staff accomplishments

SRU students were among those from seven higher education institutions to attend a lecture by Terry West, a pre-eminent engineering geologist and specialist in geotechnical investigations of landfills. The talk was organized by the Association of Engineering and Environmental Geologists. Attending were: **Megan Andring**, an environmental science major from Cranberry Township; **Becky Christie**, environmental science, Portersville; **Dylan Drudul**, geology, Carlisle; **Kalin Drennen**, biology, Slippery Rock; **Nanje Eastman**, environmental science, Havre De Grace, Md.; **Clint Forsha**, geology, Blairsville; **Bob Likar**, environmental science, Irwin; **Tyler Martin**, environmental science, Warren; **Joshua Monteleone**, biology, Allison Park; **Karen Potts**, environmental studies, Meadville; **Meghan Rice**, exploratory, Clarion; **Matt Sior**, environmental geoscience, Wharton, N.J.; and **Matt Taggart**, environmental science, Slippery Rock.

Marion Kennedy, art, received an honorable mention for her digital print "Red Window I" in the Butler Arts Center's 73 Annual Spring Juried Show.

Exercise science faculty and students played a vital role in community outreach. **Anne Hayes**, **Susan Herman**, **Kim Weary**, exercise science faculty, and **Jill Jones** of Blairsville, assisted with the Mercer Area School District's Health/Wellness Day.

All faculty in the Mercer School District participated in educational and practical workshops with the mission of "Encouraging wellness and healthy lifestyles choices through education and opportunity."

Patricia A. Joseph, computer science, and **Jason Neel**, an information technology senior from Jefferson, presented a peer-reviewed paper at ISECON 2006, the 23rd Annual International Information Systems Education Conference held in Dallas. The paper "Women in Computing and Information Systems" was published in the ISECON 2006 proceedings.

Joseph Merhaut, special education, was saluted by the Pine-Richland Youth Center's board of directors and staff for his expertise and help in securing a three-year, \$90,000 grant from the Edith L. Trees Charitable Trust that is allowing the center to expand services. The grant will be used to continue and expand the organization's summer camp program for children with mental retardation. "Through your help and involvement, we've been able to expand our vision to serve all individuals with mental retardation," Larry Bracco, executive director, wrote in thanking Merhaut. He is a former member of the PRYC board and has remained active as a volunteer.

Michael Saraka, alumni relations, and **Eric Holmes**, '93, president of the SRU Alumni Association, presented at the Council for the Advancement and Support of Education's (CASE's) District I and II Conference, "A Meeting of the Minds," in New York City. Their session was "How to Empower Your Alumni Board." Both Saraka and Holmes also received the Bronze Award for Design for the homecoming logo, "ROCKtoberfest," at the Rainbow Room of Rockefeller Center.

Joyce Penrose, nursing, was an invited reviewer of applications for grant funding by the Division of Nursing of the federal Health Services and Resources Administration. Grant applications were received from colleges and universities seeking funds for innovative programming under the auspices of the Advanced Education Nursing grant mechanism. Penrose is project director of an AEN grant awarded to Slippery Rock University that is designed to strengthen the master of science in nursing collaborative program among Clarion, Edinboro and Slippery Rock universities.

Michael Conlon, computer science, presented an "Alice" 3-D computer animation workshop to 22 cadette Girl Scouts from the Glacier's End Neighborhood. He also offered the workshop to 28 cadettes from throughout the Keystone Tall Tree Girl Scout Council.

Rock Dollars (Continued from page 1)

technology being provided through Heartland allows students to use their new ID cards or contactless tag at any merchant signed up with Heartland.

New ID cards to be issued students, faculty and staff

Later this summer, all SRU students, faculty and staff will be issued a new, official Rock ID card and a separate, contactless token designed to be used with their mobile phone. On campus, the card or chip will be read by scanners in dining halls, for residence hall admittance, for laundry services in residence halls, at vending machines and photocopying machines across campus and for campus library services.

“Our primary objective is to keep Slippery Rock University at the leading edge of technology, as well as help students understand the importance of financial responsibility and the importance of technology security,” said Robert Smith, SRU president. He along with Heartland executives met with local business leaders to introduce the program and encourage their participation.

Emphasis on service to students

“The emphasis is clearly on providing service to students,” Smith said.

Barry Welsch, director at Heartland, a 1973 SRU graduate and member of the Slippery Rock University Foundation, Inc., explained the program, noting all SRU students have “Rock Dollar” accounts into which they, or their parents, deposit funds. Rock Dollar accounts handle more than \$3.5 million annually, he said.

“Until now, Rock Dollars could only be used on campus, primarily at the bookstore, for laundry and dining service-related purchases. Now, the card, which is very similar to a standard debit card requiring funds to be deposited before purchases can be made, will be imbedded with a technology chip opening its use to any merchant signing up through the Heartland Payment Systems program.”

Merchants urged to sign up

Merchants interested in joining sign up then purchase an appropriate card scanner. The scanner also handles transactions from all other major credit card providers. Purchases are automatically deducted from the student’s Rock Dollar account and deposited with the merchant as part of their daily transactions.

Students making purchases with the new card or the contactless chip will be required to enter a PIN – personal identification number – as part of the transaction and will receive a standard purchase receipt. The contactless chip must be held within 3 inches of the reader, a security measure that keeps account numbers from being picked off by passersby. Faculty and staff will be permitted to make deposits to personal Rock Dollar accounts and make purchases like students.

Lost or stolen cards may be reported by phone or through the Internet on a round-the-clock basis with an instantaneously lock placed on the account.

Welsch said plans are under way to implement a “rewards” program similar to that offered by major credit card providers. The rewards program would allow Rock Dollar users to receive a rebate directly to their account or have it sent to a select list of charities. The list will include a scholarship fund at SRU.

ID and debit card all in one

“This new card, or its tag, will serve as an SRU identification card as well as a debit card.

Those who put money into the account will be able to use it for campus purchases, withdrawal of funds at designated automated teller machines or to purchase goods and services from merchants displaying the “Rock Dollars” logo,” said Smith. Following a student’s graduation, the card will remain active as a way of continuing the graduate’s direct connection to campus, or the graduate may withdraw any funds remaining in the account.

Heartland Payment Systems (NYSE: HPY) is a leading provider of credit/debit/prepaid card processing, payroll and payment services. The Butler-based company was selected by SRU through a request for services contract. The company already handles credit card payments for a number of universities across the U.S. and hopes to expand its latest technology push to a number of western Pennsylvania campuses as a way to improve convenience to students.

An e-mail version of **rockpride** called “E-rockpride” is sent electronically to all faculty and staff at mid-morning each Wednesday. If you are not routinely receiving this e-mail, call Ext. 2199.

e2Campus (Continued from page 1)

all our students, faculty and staff opt-in. We tried to make it as easy as possible for people to register for the system and to select the type of alerts they want to receive.”

“When using e2Campus’ centralized interface, a SRU official types a message, selects the groups to receive the message, and then presses a button to send it. Within seconds, the message is simultaneously sent to thousands of relevant people via the method each recipient chose to receive it, such as a mobile phone (SMS text message), University e-mail account, RSS feed, wireless PDA, personalized web pages from Google, My Yahoo and AOL, as well as the SRU homepage,” said Bryan Crum, e2Campus account manager.

“With cell phone use on campuses reaching 100 percent adoption, SRU will now be able to push urgent information right to a recipient’s pocket or purse. Nothing is faster and more effective at reaching students on the go than cell phone text alerts,” Crum said.

Do It (Continued from page 3)

Then they provide training and guidance in the gym to promote weight loss and healthier lifestyles, Kemeny said.

Twenty-seven SRU students recently completed the first 10-week sessions. SRU is pursuing funding to continue the program in the fall.

“The partnership with Slippery Rock University, on our end, is a perfect marriage,” said Mary Nau of the Health Care Quality Unit in Butler. The agency identifies clients for the program and provides nutritional advice.

“Obesity is a serious problem in the [intellectually challenged] population, just like it is in the general population,” Nau said. “We’ve gathered data that also show that most of these people don’t really have a regular exercise program or routine in which they’re engaged.”

“It’s a fantastic program,” added Phil Rosenbauer, executive director of The Arc of Butler County, an agency that operates group homes for adults with mental retardation. “In a lot of these cases, the residents don’t get a lot of opportunities for this type of attention when it comes to health and fitness.”

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