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Information Services new name for IT organization

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The summer 2006 issue of Etude: The Journal of Literary Nonfiction is now available.

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Marketing professor to head group on sports and special event promotion



Lynn R. Kahle, the Ehrman Giustina Professor of Marketing, has been elected president of the American Marketing Association's Special Interest Group on Sports and Special Event Marketing. Kahle was the founding director of the Warsaw Sports Marketing Center at the University of Oregon.

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The 10-1 vote came after a public process that included nine hours of hearings in Eugene and a recommendation last week by Oregon University System Chancellor George Pernsteiner to grant the university's request.

Frances Dyke, university vice president for finance and administration, expressed

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appreciation for the board's decision.

"The sale of Westmoreland gives the university the means to improve the quality of the university's housing for future students while also maintaining sufficient housing stock to meet demand by current students," said Dyke. "Selling Westmoreland will help the university eliminate unproductive debt and allow the development of new housing on campus that will best meet the needs of today's and tomorrow's students. Future housing plans are being developed that tie to our strategic mission and include addressing the university's commitment to access, affordability, and diversity."

The board's approval allows the university to sell the property to Michael R. O'Connell Sr., owner of a Eugene commercial and investment real estate business. O'Connell has announced plans to invest approximately \$1 million in renovations at the complex.

"Today's board decision will result in students having more quality housing choices," Dyke said. "Westmoreland's buyer plans to make investments in the property that were not cost effective for the university and make Westmoreland housing available to the whole community.

"I'm pleased that he will also continue to market the apartments to students and families, that no students will be displaced because of the sale, and that our students will see no rent increase for two years. UO students who wish to stay will have that opportunity plus we expect with the addition

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of others from the community, Westmoreland can again be fully occupied."

Dyke noted that the university has taken many steps to minimize disruptions to students from the sale. University initiatives include negotiating an agreement that allows students to remain at the facility, subsidizing current Westmoreland tenants through June 2008 at their current rental rates, purchasing a modular child-care unit to guarantee continued access to campus child care programs, and providing grants to cover relocation costs. For more information, [click here](#).

O'Connell said he hopes that students and families remain at Westmoreland.

"I look forward to owning and operating a facility that is attractive to students and their families and other members of the community," O'Connell said.

The purchase price of the Westmoreland complex is \$18.45 million. The university estimates that it will spend approximately \$500,000 for mitigation efforts related to the Westmoreland sale.

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Thai princess launches expanded distance-learning program



Highly-successful venture developed at University of Oregon

A Thai princess visited the University of

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Oregon earlier this month, launching the expansion of a thriving distance-learning program developed at the university.

Her Royal Highness Princess Bajrakitiyabha Mahidol dedicated a gift of 1,700 books—a collection containing some of the royal family's favorite items on Thai culture and history. The princess also marked the opening of an exhibition at the University of Oregon's Jordan Schnitzer Museum of Art to celebrate the 60th anniversary of her grandfather's accession to the throne.

But perhaps the most exciting stop on her visit came on a quiet Sunday night at a TV studio in Knight Library. There, while it was Monday morning in Thailand, the princess helped some of the university's top professors launch math and science portions of a highly successful distance-learning program.

The program started out as an instructional series for Thai English teachers and was developed by Leslie Opp-Beckman and other faculty members of the University of Oregon's American English Institute. Opp-Beckman, a senior instructor at the institute, led the creation of the videoconference series for Thai teachers of English in 2002 at the request of the U.S. Embassy in Bangkok and the Royal Thai Distance Learning Foundation, which is sponsored and charged by the king to improve education for all Thai citizens, especially those in rural areas.

On that Sunday in the TV studio, along with the princess and Opp-Beckman, faculty members Ken Doxsee, professor of chemistry; Dean Livelybrooks, senior

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instructor in physics and Jill Baxter, associate professor of math education, broadcast live lessons to an audience in Thailand.

The instructional series developed at the university has been broadcast to more than 10,000 public primary and secondary schools throughout Thailand and its border regions near Vietnam, Cambodia, Laos, Myanmar and China. The effort has been so successful that Thailand asked the University of Oregon to develop new distance-learning programs for math and science.

Because of the success and growth of the distance-learning program in Thailand, the Thai Distance Learning Foundation in 2004 supported creation of a non-profit organization dedicated to building connections and enabling transfer of knowledge between the U.S. and Thailand. The U.S.-Thai Distance Learning Organization's (DLO) headquarters is in Eugene.

Vice Provost for Academic Affairs Russ Tomlin, who coordinated the campus portion of the princess's royal visit, said the trip and the relationships behind it have broader implications for the university's Asia initiative, which seeks to boost educational offerings and expertise on the world's largest continent.

"The relationship with Thailand creates opportunities to expand the university's engagement not just in Thailand but in other parts of Southeast Asia as well," Tomlin said.

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Smith named assistant vice president for administration



Brian Smith, an assistant director of the University of Oregon Office of Technology Transfer, has accepted a new position as

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assistant vice president for administration.

Smith finished law school and earned a master's in business administration from Willamette University after receiving his bachelor's degree in political science from the University of Oregon. He has worked in the university's technology transfer office for more than four years and has experience in the Oregon Legislature and the federal government.

Smith will start in his new position on a part-time basis through the summer, starting full-time on Sept. 1. He will serve as chief of staff for the office of the vice president for finance and administration, work closely with the associate vice presidents, the senior director, and directors in the vice president for finance and administration portfolio and create an important communications network regarding significant issues that are managed in these areas but affect the broader campus community. He will also assume the lead on certain special projects as they emerge, and will represent Vice President for Finance and Administration Frances Dyke on selected committees.

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International students need places to stay

The [Friendship Foundation for International Students](#) (FFIS), a Eugene, non-profit organization, is seeking community members to host international students who will be starting at the University of Oregon in the fall.

The short-term homestay is for four days, from Sept. 10-14. If you are interested in meeting international students and scholars and welcoming them to our community, please contact Becky Megerssa, FFIS liaison and international student adviser in the Office of International Programs, at 346-

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1436 or becky@uoregon.edu.

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Museum to hold open house for new volunteers

The University of Oregon [Museum of Natural and Cultural History](#) will host an open house for potential volunteers from 4 to 5:30 p.m. on Tuesday, July 25.

The gathering will include tours to help introduce potential volunteers to the museum's exhibits and share information about museum programs. Volunteers of all ages and backgrounds are welcome.

Volunteers have the opportunity to preview changing exhibits and attend social events. They also receive discounts at the museum

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store.

The museum, 1650 E. 15th Ave., is open to the public from 11 a.m. to 5 p.m. on Wednesdays through Sundays except major holidays. Admission is \$3 for adults; \$2 for seniors and youths ages 17 and under; and \$8 for families (two adults and up to four youths). Museum members and university faculty and staff members and students are admitted free. For more information, call the museum, (541) 346-3024.

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Tailgate auction to kickoff Duck football season

The University of Oregon Alumni Association (UOAA) and the Springfield Chamber of Commerce will host the 10th Anniversary Tailgate Auction on Aug. 31, 2006, at the Hilton in downtown Eugene.

Two days later the Ducks 2006 football season kicks off against Stanford at Autzen Stadium.

The auction, sponsored by Oregon Community Credit Union, has raised more than \$300,000 to benefit UOAA scholarships and Springfield Chamber kindergarten

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through 12th-grade education programs.

In past years, the auction has been on the eve of the Civil War game. This year's event is slated to include live and silent auctions, university cheerleaders, the Green Garter Band, University of Oregon President Dave Frohnmayer, coach Mike Bellotti and hundreds of Duck fans.

"The Tailgate Auction is a great opportunity to raise funds and support education, not only at UO but also in Springfield," said UOAA Executive Director Dan Rodriguez. "It's a fun event for the entire Duck community to get involved in and an exciting way to kick-off the 2006 Duck Football season!"

Individual seats are \$75 and tables range from \$1,250 - \$5,000. Dinner and hosted beverages are included in the price for the individual tickets and corporate tables. Corporate table packages offer different levels of gifts and special seating. To purchase tickets or reserve your table, call the Springfield Chamber at (541) 746-1651 or go to <http://uoalumni.com> for more information.

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University of Oregon names Ball to Office of Institutional Equity and Diversity

Vice Provost for Institutional Equity and Diversity Charles Martinez has announced the addition of Dr. Tom Ball to the University of Oregon Office of Institutional Equity and Diversity (OIED).

Assistant Vice Provost Ball, who is Klamath/Modoc and an enrolled Klamath tribal member, joins Martinez and Assistant Vice Provosts Carla Gary and Emilio Hernandez in OIED's on-going efforts to build diversity in a welcoming and inclusive university

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community.

Ball's impressive reputation and experience as an adjunct-faculty member, research associate, program director, tribal chairman, councilman, teacher and planner, as well his strong history of effective collaborations with Native American communities throughout Oregon make him an ideal addition to the OIED leadership team, Martinez said. His professional experience and institutional knowledge about the University of Oregon, including his most recent work as the program co-director in the College of Education's Sapsik'walá Native American Teacher Program, will be essential to assisting Martinez in carrying out the university's diversity plan. Ball's expertise also will be key to building cohesive support for initiatives identified by the University of Oregon and Native American and tribal communities.

"I have known Tom Ball for many years and am very optimistic that his leadership will strengthen OIED's ability to advance diversity efforts on this campus and reach out more effectively to our many diverse communities," Martinez said. "He is a respected community leader, a strong advocate for students, and a highly skilled professional. We are gratified that he will join our OIED team."

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University's information technology resources evolve

Information Services new name for IT organization

After an extensive review process, the University of Oregon's information technology resources will be reorganized to better address the needs of the campus community, said Don Harris, the university's vice provost for information services and chief information officer.

Harris documented conversations about information technology with faculty,

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administrators, staff and students in the document ["Prelude to an IT Strategic Plan"](#).

Input both before and after the plan's publication helped guide the reorganization, Harris said. After completing the review process, three areas warranted immediate attention, he said.

IT organization renamed Information services

The name of the information technology organization needed to be changed to better reflect the service orientation in addressing the needs of the university. While Information Services will be used to describe units that were once part of the Computer Center, the label will also be used to describe the broader university information technology community. Using the name Information Services to describe this information technology community is part of a deliberate effort emphasizing that everybody must work together for the good of the university.

Systems administration resources to expand

As resources come available, Harris said he will add them to the system administration group to create a team that is larger and has the skills required to support large projects. The current systems administration group is not adequately staffed for what the university requires, let alone for what faculty and administrators desire. Harris, however, said he is confident additions in staff and resources will make the department better able to grow with the demands of the university.

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Academic Services unit to be formed

Academic Services will be a new unit within Information Services. The unit will focus on services that support academic quality, a recent point of emphasis in the campus community. Harris said he envisions a collaborative effort among personnel within schools as well as other academic support areas. A new director will be sought to lead this new unit. Members of this team will be chosen only if they have demonstrated their ability to work with campus information technology leaders, as well as with faculty and students. The new director will work closely with the schools and colleges, libraries and other support units. To free up resources for the new unit, User Services and Network Applications will be decommissioned. In coming months, Harris will work with personnel from this group to see if suitable roles can be found in the expanded systems group or new Academic Services unit.

Harris said he made the changes because he is committed to focusing Information Services on the needs of faculty, students, administrators and staff. Response from the campus community has been positive, he said.

During the transition, Information Services wants to minimize confusion over whom to contact for specific needs. If you have any questions, call Beth Sprague, (541) 346-1702 for assistance. Contact Harris at cio@uoregon.edu with comments, concerns and suggestions about Information Services.

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In this issue:

- Amy Duncan chronicles mother and daughter meth addicts as they reclaim their lives and rebuilt their relationship
- Robin Munro hunts for ghosts under the Oregon City bridge

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- Sandra Priester brings to life an important moment in southern history and the life of one woman
- Dennis Anstine sheds light on the intersecting worlds of mental illness and substance abuse
- Celene Carillo spends way too much time looking in the mirror

Plus...

- Rita Radostitz interviews author and veteran science writer Thomas Hager
- Lauren Kessler rants about text messaging in OnCraft
- Zack Barnett looks at narrative travel writing in underCurrents
- Our thoughtful reviewers comment on six new literary nonfiction books on topics as diverse as wine-making and obituary writing.

Etude is published quarterly by the Literary Nonfiction program at the University of Oregon's School of Journalism and Communication.

Look for the autumn 2006 issue on Oct. 15.

All back issues are archived at the site.

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A Fighting Chance
Clean and sober
and a family again
by Amy Duncan



Thomas Hager
Demons, geniuses and
the science of writing.

"Writing is easy. All you have to do is sit down at a typewriter and open a vein." —Red Smith

The Ghost Hunters

Orbs, EVPs and things
that go bump in the night
by Robin Munro

I am Somebody

Somebody had to step up,
and Mary Moultrie did
by Sandra Priester

Safe Haven

Pam Adams creates an in-between
place where she can live
by Dennis Anstine

Essay

Warning: Quitting Smoking
May Be Hazardous
by Celene Carillo

On Craft

grmr: CWOT
by Lauren Kessler

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The Armchair Traveler
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This marks the second time he has headed a national organization focused on research. He has served as president of the Society for Consumer Psychology, a division of the American Psychological Association. He recently edited the books "Sports Marketing and the Psychology of Marketing Communications" and "Creating Images and the Psychology of Marketing Communications." This summer he is teaching corporate social responsibility at the Copenhagen Business School in Denmark.

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