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# Inside Oregon

FOR THE UNIVERSITY OF OREGON COMMUNITY

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October 1, 2007

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Oregon's Diversity Plan.

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this year.

[Full story »](#)

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Familiarity with the sport is necessary, but all levels of players are welcome. All you need is a pair of tennis shoes, a racquet and a good attitude! Structured drills and limited instruction will be provided. Sign up for one or both sessions at <http://hr.uoregon.edu/training/subscribe.php?event=424>.

Full story »

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Adam is a member of the Scottish Parliament, and the chief whip for the Scottish National Party, which won a historic victory in Scotland's national elections in May. The party is pursuing a progressive agenda for Scotland, and at the center of its national policy is independence for Scotland from Great Britain.

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[Full story »](#)

## **Counseling psychology and human services honored**

The American Psychological Association of Graduate Students (APAGS) has selected the counseling psychology and human services (CPHS) department at the University of Oregon as the 2007 Department of the Year.

Given annually to a graduate psychology department that has exemplified outstanding commitment towards graduate students and graduate student life, the award recognizes superior assistance and attention to students' needs, as well as excellent faculty student relations. Current UO students in counseling psychology who are also members of the national association made the nominations of CPHS faculty.

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efforts of all students, faculty, staff and community members as strategic action plans are implemented this year.

The OIED and the provost's office are working to create a range of supports for the implementation process, including:

- Venues for unit leaders to discuss the challenges and to share innovative solutions.
- Opportunities for units to consult with OIED on best practices.
- The presentation of detailed information about the expected protocol for the first formal progress reporting, to commence during spring 2008.

Some departments have already begun the work addressed in their diversity plans and will continue these efforts throughout the academic year. Unit diversity strategic action plans address a host of contextualized challenges and include a focus on:

- Curriculum redevelopment efforts
- More active and engaged outreach to attract a greater diversity of students to a wider variety of disciplines for graduate study.
- Community outreach efforts to elicit interest and support for events that can serve multiple constituents.
- Plans to involve a wider range of consumers in decisions about the unit's future.
- Efforts to seek partnerships among units for cost sharing of activities that will benefit multiple groups.

Each plan will continue to evolve as units strive to address the many outcomes relevant to their needs and those of the university. More information on the campus wide diversity efforts and the SAPs can



be found at [vpdiversity.uoregon.edu](http://vpdiversity.uoregon.edu).

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Her speech, "Rethinking Development and Women's Empowerment Under Globalization," Karim underscored the importance of ethnographic work in understanding how globalization operates at the local level.

"While globalization has deregulated markets and removed agricultural subsidies and has led to havoc in developing countries, it has created new opportunities for locally situated actors to access new routes of capital circulation and global migration," Karim said.

Feminist scholars working in developing countries must be attentive to these particularities without falling victim to either full condemnation of globalization or by hailing it as the latest mantra for the liberation of poor women globally, Karim asserted.

"There is an ever-increasing need for increased dialogue and collaboration between secular and Islamic feminists at the national, regional and international levels," Karim said. For example, the reinterpretation of Islamic law or sharia is an important feature of the work of feminists in Muslim countries, she said.

Karim's research and teaching interests center around gender, globalization, Islamic nationalism, human rights and postcolonial theory. She is currently working on a book titled "The Political Economy of Shame: Gender, NGOs and Debt in Bangladesh," which is an ethnographic critique of globalization and micro-credit policies.

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**Favorite Professors** September 14, 2007, 11:02AM EST

# Teaching the Secrets of Marketing

Why this Oregon professor remains a favorite long after students



# have left his classroom

by [Alina Dizik](#)

*BusinessWeek* asked business undergrads to tell us about their favorite professors. Here's another installment in the series.

Mike Dore isn't one of those silly professors who jumps up on tables to be memorable. Instead, it's his low-key yet arresting teaching style that keeps [University of Oregon](#) marketing students on their toes. He always uses video in his class lectures, but he keeps the visuals interesting by picking out topics relevant to the students. "Every year, I take the Super Bowl ads, edit them down to 12 to 14 minutes, collect all the press, and do a whole lecture on why they're important," says Dore about one of his best-liked lectures.

Later in the course students are expected to come up with a product and prepare a full marketing plan and presentation as the final project. "One group developed a mobile barbecue pit and they are now marketing that in the real world," says Dore.

Before coming to Oregon, Dore split his time between running Los Angeles ad agency Gaunt-Dore-Snyder and teaching at [the University of Southern California](#). He started his career at Carnation (now owned by Nestlé ([NSRGY](#))) but always knew he wanted to teach. "I was given the opportunity to guest lecture for one of my bosses from Carnation and really enjoyed it," he remembers. Later he sold his company, got married, and moved to Oregon to be near his wife, Molly Hoffer.

## **Humor as a Teaching Tool**

With almost 30 years of teaching experience, Dore has won plaudits before. He is a two-time winner of the Golden Apple Teaching Award for excellence from USC, and received the Business Advisory Council's undergraduate teaching award from the University of Oregon's Lundquist College of Business. Now, students responding to *BusinessWeek's* survey of undergrad business programs listed him as one of their favorite professors.

Dore never takes himself too seriously. Many times, he uses jokes to keep his students

engaged. "The way he talks is a lot of fun," says Amy Chu, an accounting senior at Oregon. "He's very humorous. I don't think there was a dull moment in his class." Even if the material itself was more dense than exciting, Chu adds that she was never bored.

Accessibility is another trademark of the professor. After official office hours he answers questions on his home phone and keeps in touch with students long after they've finished his course. "I had a project that was due in one of my other classes and he helped me out," says Chu, who felt comfortable reaching out to Dore even after she left the class.

Between research, lectures and answering student questions, the professor still manages to sneak in some time to pursue outside hobbies. For the past five years Dore and his wife have been building their new home from scratch, which in turn has also allowed him to pursue his passion for woodworking. "It's really lovely; most people think it should be in a design magazine," says Dore about the house, which has a large garden. He encourages his students to develop hobbies. "Some of the most successful business people have been very well read and they are involved with lots of different kinds of activities," says Dore. "I encourage my students to really get involved in life."

*[Dizik](#) is a BusinessWeek.com project assistant.*

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*Photo courtesy goducks.com*

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[hr.uoregon.edu/training/subscribe.php?event=424](http://hr.uoregon.edu/training/subscribe.php?event=424).

Pre-registration is required. Please specify level of play (beginner, intermediate, or advanced) in the "Comment Section" of the online registration form. Registration and liability waiver forms are available online at: <http://hr.uoregon.edu/workfamily/healthyu.html> or by contacting [Kathy Cooks](#), HR Special Programs Coordinator, 346-2939 or email: [kcooks@uoregon.edu](mailto:kcooks@uoregon.edu).

For further information, visit <http://hr.uoregon.edu/workfamily/healthyu.html>. This activity is in conjunction with the HR Promoting a Healthy U Program.

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## Tennis Anyone?

**October 10, 2007**

**7:00 am - 8:00 am**

**UO 18th St. Outdoor Tennis Courts (new courts sw of Hayward Field)**

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To sign up for this training event, please fill out the following items and click Submit:

First Name:

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Your Department:

Your Extension:

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Adam is a member of the Scottish Parliament, and the chief whip for the Scottish National Party, which won a historic victory in Scotland's national elections in May. The party is pursuing a progressive agenda for Scotland, and at the center of its national policy is independence for Scotland from Great Britain.

Adam is a guest of IE<sub>3</sub> Global Internships, the international internship program of the Oregon University System. As part of a speaking tour of the western U.S., Adam will discuss "Scotland's Road to Independence." The lecture will be followed by a question and answer session. The lectures are free and open to the public.

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Since Cykler's inspiration, many famous artists had performed here over the years under the auspices of community concerts or the Eugene-University Civic Music Association.

In the 1960s, under Dean Robert Trotter, the School of Music formed a "Little Concert Series" that presented chamber music along with solo artists and larger groups. The present Chamber Music Series, now entering its 40th season, is an outgrowth of that earlier series and remains the only organization in Lane County committed exclusively to chamber music.

The Guarneri and Emerson Quartets have each performed here three times, and the Emerson will open the 40th season with their fourth CMS appearance. The Juilliard, Vermeer, Melos, and



Takacs Quartets have all performed here. The Tokyo Quartet has played 11 concerts in Beall, the most of any group.

Audiences also have enjoyed forward-thinking groups like Tashi, Red Priest, Imani Winds and Ethos Percussion Group. CMS has sponsored collaborations between the Eugene Ballet and Prazak Quartet, as well as the Ying and Turtle Island quartets.

Current CMS Director Janet Stewart, who took over in 1994 after Steve Stone retired, said the past 15 years have been a wonderful adventure.

"We have enjoyed so many marvelous concerts in this series, and we still have nearly 300 season subscribers who are intensely loyal and passionate about this art form," she said.

Stewart and her advisory board continue to look for ways to keep the series fresh and appealing to both current and new audiences. The 40th season showcases the leading American ensembles Emerson Quartet, Waverly Consort, and Kavafian-Schub-Shifrin Trio.

At the age of 40, CMS is in a good position to balance the rich tradition of chamber music with the creative possibilities of the younger generation.

CMS continues to invest in its own future, launching a \$100,000 endowment campaign in September. The [CMS Web site](http://music.uoregon.edu/CMS/index.html) (<http://music.uoregon.edu/CMS/index.html>) provides more information about the 40th Anniversary and the Endowment Campaign. Call 541-346-5678 for one of the CMS season brochures.

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On Monday, Oct. 8, at 10:30 a.m. in Knight Library's Browsing Room, Mellot will discuss the status of digitization efforts at the National Library of France.

Mellot's public lecture on Tuesday, Oct. 9, is titled "The French Book Trade and the 'Librairie du Royaume' in the Age of Enlightenment." It is scheduled to begin at 3:30 p.m. in the Browsing Room.

A historian of cultural practices in early modern Europe, Mellot is the author of the definitive history of the Rouen book trade (1600-1730), co-editor of the French National Library's Répertoire of Printers and Booksellers (17th and 18th centuries), and co-

editor of the forthcoming four-volume "Dictionnaire encyclopédique du Livre." He currently is chief editor of an international publishing project on the history of book censorship in France and Russia, sponsored by the Russian Academy of Sciences.

Both events are sponsored by the UO Libraries, the department of history, the Oregon Humanities Center, the Clark Honors College, and the department of Romance languages. For more information, contact John Russell, UO Libraries, 346-2689, [johnruss@uoregon.edu](mailto:johnruss@uoregon.edu).

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Alisia Caban, graduate student in counseling psychology and nominating member of the APAGS, helped make the surprise announcement to the new student orientation in counseling psychology Sept. 17.

"We are so pleased to have been recognized for our commitment to graduate students," said Ellen

Hawley McWhirter, associate professor and faculty member in counseling psychology. "We work very hard to foster a collaborative environment, because we think that ultimately this leads to the highest quality professional development," said McWhirter.

"When you think about what our students contribute—to the college, the university, and the Eugene/Springfield community, you can really understand why we invest such energy in them: Our students provide thousands of hours of direct clinical services at numerous agencies including the University Counseling and Testing Center, the UO Child and Family Center, the Crisis Center, Volunteers in Medicine, Lane Community College, and the Veterans Center; they provide academic advising, career counseling, and services to students with disabilities; they supervise undergraduate human service providers, they serve as teaching assistants and sole instructors, and frequently consult on campus and in the community on issues of race, ethnicity, and other dimensions of diversity," said McWhirter.

CPHS students also engage in program evaluation research, community-based research that provides interventions to groups such as women survivors of domestic violence and prisoners. CPHS students also dedicate hours of volunteer work in the community.

Along with the recognition the department received at the annual American Psychological Association conference in August, the department will be presented with a \$1,500 award.

"The cash award will be well used in our efforts to support our wonderful students who nominated the department for this award," said department head Linda Forrest. "Their professional development is a top priority for us, and having these additional

funds to support their professional development means a lot to us," said Forrest.

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