

# Inside Oregon

FOR THE UNIVERSITY OF OREGON COMMUNITY

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November 3, 2008

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[Full story »](#)

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## **emissions**

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Mexicans who periodically leave their homes in Mexico for extended periods of work in California and Oregon. She explores the histories and narratives of the migrants while looking at how the larger structure of Mexican and U.S. policy and culture affect their lives.

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Pianist and conductor Jeffrey Kahane is the featured soloist for the next in the Chamber Music@Beall series. The concert is at 3 p.m., Nov. 9, in the Beall Concert Hall.

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students in the Jewelry & Metalsmithing program through the department of art.

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## **Duck Store offering discount on organizational items**

The UO Duck Store is now carrying SOS and Bigso Box organizational items in the Creative Duck Department. From Nov. 3 to 16, faculty and staff will receive 30 percent off items including hanging file boxes, stacking boxes and magazine holders in a variety of colors and sizes. To receive

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the discount, show your UO ID at the Creative Duck  
customer service counter.

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The University of Oregon created the Integrated Marketing and Strategic Communications (IMSC) taskforce in 2007 to establish a powerful brand position to support and promote the University – academically, culturally, socially, intellectually and financially.

November marks the launch of the next phase of this effort. After a careful review process involving several highly qualified agencies, the taskforce selected Fleishman-Hillard to navigate the institution’s reputation enhancement process. Fleishman-Hillard is a full-service, international marketing communications firm with offices in Portland and around the world.

In the next few months, the Fleishman-Hillard team will be on campus regularly to collaborate with representatives from the UO’s schools, colleges and departments. Working together, the UO and Fleishman-Hillard will develop messages and tools to help the institution increase enrollment and contributions and enhance awareness of the institution’s unique identity. In addition, the team will work together to align internal and external messages to ensure UO has a compelling, consistent voice.



"We are very enthusiastic about the selection of Fleishman-Hillard for this assignment," said Phil Weiler, co-chair of the taskforce. "We plan to engage everyone on campus in this important mission."

### ***What You Can Look Forward To***

Over the next few months, the UO/Fleishman-Hillard team will conduct focus groups and online research with students and initiate conversations among faculty and staff to identify the underlying values and attributes that have helped the UO achieve its current state of success. Research is the first step in a larger process that involves exploratory exercises and collaborative, creative evaluations.

The end goal is a distinctive value proposition and an authentic brand promise that the institution can use to appeal to prospective, current and former students, faculty and staff, and the community at large.

Watch Inside Oregon for more information about this initiative. The team will post updates regularly in this publication and in a variety of other campus settings, including Campus Communicators meetings and the IMSC Web site. Please e-mail [roses@uoregon.edu](mailto:roses@uoregon.edu) with comments or questions.

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### **Proposals sought for new sustainability program**

During a reception on Oct. 20 to honor the UO's recent achievements and honors in sustainability, university leaders announced a new opportunity to create a highly visible academic program.

The goal of the Oregon Leadership in Sustainability Program is to create a new academic program to prepare students for careers that support Oregon's transition to a sustainable economy. Up to \$95,000 is available to support the creation of the certification program, which would be added to a student's baccalaureate or master's degree. Proposals for creating this new program will be accepted through Dec. 5, with the funding provided to the one that best prepares students for Oregon-based leadership positions in sustainability. The winning proposal will blend traditional academic instruction with team-based fieldwork across several disciplines.

"With this initiative, we not only hope to support a distinctive program, but to encourage departments across campus to collaborate in new and dynamic ways," said Steve Mital, sustainability director.

Provost James Bean also announced the second round of funding from the Meyer Fund for Sustainable Environment. This year, \$200,000 will be awarded to UO and Lane Community College faculty in support of new and innovative sustainability related research and curriculum. Proposals are also due Dec. 5.

During the reception, Frances Dyke, vice president of finance and administration, recognized the university's recent sustainability programs and awards. Most notably, The Princeton Review honored the UO as one of only 11 universities on its "Green Rating Honor Roll." Two UO programs -- Climate Master and designBridge -- have been honored as Champions of Sustainability in Communities by the Sustainable Endowments Institute. These honors and other achievements in law, business, green chemistry, environmental studies and other disciplines are building a strong national reputation for the university.

To read more about the programs and the Office of Sustainability, visit <http://sustainability.uoregon.edu/>.

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### **Library lecture to discuss journal publishing and pricing**



*Carl T. Bergstrom*

Carl T. Bergstrom, a University of Washington evolutionary biologist and an analyst of the scholarly communication industry, will speak at 3 p.m. Friday, Nov. 7, in the Knight Library Browsing Room. A reception will follow.

Bergstrom will present "The Structure and Economics of Scholarly Publishing." As an expert on the economics of journal publishing, he has developed a tool to provide an alternative to the impact factors currently used to rank

journals. He will also discuss the sky-rocketing rates that libraries and others have to pay for subscriptions to scholarly journals.

"There is a startling difference between the price that university libraries must pay for academic journals owned by commercial publishers and the prices for journals owned by professional societies and university presses," said Bergstrom. "These price differences do not reflect differences in quality as measured by citation rate."

The event is sponsored by the UO Libraries. For more information, contact JQ Johnson at 346-1746 or [jqj@uoregon.edu](mailto:jqj@uoregon.edu).

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### **Employee Charitable Fund Drive deadline is Nov. 12**

Employees who plan to participate in the State of Oregon Employees' Charitable Fund Drive (CFD) need to return paperwork to departmental coordinators by Wednesday, Nov. 12.

CFD is the annual combined charitable giving campaign for State of Oregon employees. Started in 1989, the drive consolidates charitable solicitation into an annual campaign and allows payroll contributions as an option.

Last year 11.18 percent of state employees supported nonprofit organizations through the Charitable Fund Drive and raised more than \$1.1 million for 850 charities in Oregon. The goal for the 2008 campaign is to raise \$1.2 million from 7,500 donors.

"With the current economic conditions, the needs have never been greater in our community," said Mike Eyster, UO CFD chairperson. "I encourage all employees who have participated in the past or are considering how they can make a difference to join forces with colleagues on this important once-a-year effort."

According to the CFD handbook, giving through the drive

provides a stable source of funding that not-for-profit organizations can use to plan their services in advance.

"Occasional donations, because they arrive unpredictably, don't have quite the same impact."

In Lane County, support from University of Oregon employees is crucial to the Oregon Employees Charitable Fund Drive. Last year UO raised \$250,300 from employees participating in the CFD.

Contact department coordinators or Janice Langis, [jclangis@uoregon.edu](mailto:jclangis@uoregon.edu) or 346-2742 with questions or visit [www.oregoninvolved.org/cfd](http://www.oregoninvolved.org/cfd) for information about participating organizations, newsletters, volunteer opportunities and case studies.

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The CFC Carbon Savers Group is now aiming to save another ton by March. It is challenging other organizations, departments and groups to work toward a similar goal.

"Although the primary goal is environmental protection, there are other potential advantages, including improved health from simple daily exercise, improved health of the community, a sense of camaraderie as participants work together toward a cleaner environment, an opportunity to raise the consciousness of the community and an excuse to celebrate the group's accomplishments when goals are met," said Cheryl Mikkola, a member of the group.



For more information, call 346-4805.

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### **Library launches new Faculty Services site**

UO Libraries has created a new Faculty Service Web site to give faculty members a single point of access to library services designed for research and instruction.

The site, <http://library.uoregon.edu/faculty/>, organizes faculty-specific services and resources into seven categories:

- Journals, Databases & Collections
- Using Library Materials
- Teaching with Technology
- Teaching Support
- Research & Publishing Support
- Author Rights, Copyright & Scholarly Communication
- Library Resources for Student Success

Each category offers direct links to customized tools the library maintains for research and instruction, including:

- Blackboard training and management
- Direct assistance from professional librarians acting as subject matter specialists for academic disciplines
- Broadcast, video and multimedia development services
- Instructional assistance through the Center for Educational Media and Technology
- Direct delivery of books or scanned articles to a faculty

member's department office or personal computer

- Consultation on issues related to academic publishing, open access publishing and publishing rights

Dozens of other services are also described and linked from the new page, along with up-to-date announcements describing new library services and resources as they become available.

For more information, contact Barbara Jenkins at 346-1925 or [Jenkins@uoregon.edu](mailto:Jenkins@uoregon.edu).

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*Jeffrey M. Hurwit*

The NOVA documentary, "Secrets of the Parthenon," was awarded first prize in the International Festival of Archaeological Film in Rovereto, Italy. Jeffrey M. Hurwit, a Knight Professor in the department of art history, was featured in the documentary, which premiered on PBS in January.

The documentary is about the restoration of the Parthenon. Hurwit, a leading art historian on the archaic and classical

periods in Greek art, was among a handful of scholars from Greece, England and United States who were technical advisers in the production.

For more information about the documentary, visit <http://www.pbs.org/wgbh/nova/parthenon/hurwit.html>.

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Mexican and U.S. policy and culture affect their lives.

"The committee chose your books based on their contributions to anthropology and relevance for understand the experiences of Latinos in the United States," wrote Miguel Diaz-Barriga, chair of the ALLA book committee, to Stephens and co-winner James Diego Vigil of the University of California, Irvine. "Among many worthy entries, your works proved compelling for their ethnographic richness and theoretical breadth."

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Tiffany Derville Gallicano, professor of public relations, won the 500 Euro special prize for best new research from the Institute for Public Relations Research.

Her paper, "Personal Relationship Strategies and Outcomes in a Case Study of Multi-Tiered Membership Organizations," documents how a health advocacy organization cultivates personal relationships to obtain results. The personal influence model describes how using relationships with strategic individuals can achieve public relations objectives.

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*Pianist Jeffrey Kahane is the guest soloist for the next Chamber Music@Beall concert.*

Pianist and conductor Jeffrey Kahane is the featured soloist for the next in the Chamber Music@Beall series. The concert is at 3 p.m., Nov. 9, in the Beall Concert Hall.

The program includes Mendelssohn's "Three Songs Without Words"; Schubert's "Sonata in A Major"; the West Coast premiere of Kenneth Frazelle's "Wildflowers"; and a series of preludes and etudes by Rachmaninoff. David Riley, UO

professor, will present a free "Music Insights" talk about the program's repertoire at 2 p.m.

Kahane, who has appeared with the Oregon Bach Festival, is the music director for the Los Angeles Chamber Orchestra and Colorado Symphony and is the artistic director of the Green Music Festival in Sonoma County, Calif..

Reserved tickets are \$16 to \$33 and are available from the Hult Center, 682-5000, or from the EMU ticket office, 346-4363.

Other upcoming music events:

### **Jazz Lab Bands**

Monday, Nov. 3, 8 p.m.

Room 178 Music

Free admission

Jazz Lab Bands II and III will present an evening of instrumental jazz, including music

by Thad Jones, Quincy Jones, Charles Mingus, Joe Henderson and Wayne Shorter.

### **The Jazz Café**

Friday, Nov. 7, 7:30 p.m.

Room 178 Music

\$5 general admission

The Jazz Café presents an evening of jazz combos in a cabaret setting. Light refreshments will be available for purchase during the evening. The program will feature five combos performing jazz selections by Kenny Wheeler, Miles Davis, Dave Brubeck, Wayne Shorter, Joe Henderson and original works by students in the combos.

### **UO Campus Band**

Wednesday, Nov. 12, 8 p.m.

Beall Concert Hall

Free admission

The UO Campus Band, conducted by David Vickerman, will perform "Sea Songs" by Vaughan Williams, "Down a Country

Lane" by Aaron Copland, "Cajun Folk Songs" by Frank Ticheli, "If Thou Be Near" by J. S. Bach and "Military Symphony in F" by Francois Gossec.

### **University Singers and UO Chamber Choir**

Thursday, Nov. 13, 8 p.m.

Beall Concert Hall

\$7 general admission; \$5 students and seniors

The University Singers and UO Chamber Choir will perform a variety of Latin-American choral selections. Guest conductor is the renowned Maria Guinand of Venezuela, who is in residence as a Robert M. Trotter Visiting Professor.

### **Chamber Music on Campus**

Friday, Nov. 14, 6:30 p.m.

UO Living and Learning Center

Free admission

UO Chamber Ensembles will present a variety of chamber music.

### **Future Music Oregon**

Saturday, Nov. 15, 8 p.m.

Room 163 Music

\$7 general admission; \$5 students and seniors

Future Music Oregon, the UO's music technology program, will present a program of new electronic music by FMO composers Ruxton Schuh and David Roberts, as well as music and video compositions by Dennis Miller, John Villec and Elyzabeth Meade.

### **Oregon Wind Ensemble**

Sunday, Nov. 16, 3 p.m.

Beall Concert Hall

\$7 general admission; \$5 students and seniors

The Oregon Wind Ensemble, the UO's top concert band, will perform "Suite No. 1 in E-flat" by Gustav Holst and "Symphonic Dances from West Side Story" by Leonard Bernstein.

The Frohnmayer Music Building and Beall Concert Hall are at 961 E. 18th Ave. Tickets are available at the door, unless otherwise noted.

For more information on the School of Music and Dance, or to receive a complete calendar of events, call the university music school weekdays, 346-5678, or visit [music.uoregon.edu](http://music.uoregon.edu).

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Each student is responsible for fabricating 20 to 40 pieces for the sale, including rings, pendants and brooches. Materials range from silver to plastic and rubber. All pieces will be \$15 or less and will raise funds for guest lectures and studio equipment.

For more information, contact Anya Kivarkis, 346-1571.

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The extended-hour program is funded by the Associated Students of the University of Oregon on a trial basis.

Students have requested a quiet, secure place on campus to research and study. During overnight hours, no check out, reference assistance or other staff services are available, but visitors can continue to use all computer-based resources and software.

The library will add around the clock Saturday and Sunday hours to its schedule during dead and finals week each term. The trial program will continue through spring term.

For more information about the Knight Library, visit <http://libweb.uoregon.edu/>.

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