

INFORMATION TECHNOLOGY INITIATIVE » NETWORKING IN HAITI

IN JANUARY 2010, STEPHANN DUBOIS THOUGHT the world was ending. He felt the classroom shake. "I waited for death to take me," says Dubois, who was in his home country of Haiti at the time. When he realized it was an earthquake, he jumped out of a second-story window. "My will to live kept my legs from breaking," says Dubois, now a sophomore in the L.C. Smith College of Engineering and Computer Science. During the next several hours, he walked 30 miles to his house because traffic had made it impossible to drive.

Although the widespread destruction led Dubois to attend Syracuse University instead of a Haitian

Haiti to gather information and develop a plan in collaboration with UEH. A group of 11 people then set up the wireless networks this summer. ITS is continuing discussions with UEH to explore further opportunities for collaboration.

With Internet access, UEH can leverage what little it has, according to Achille Messac, Distinguished Professor and chair of mechanical and aerospace engineering at L.C. Smith College. Messac, who grew up in Haiti, worked to install the networks this summer and has been involved with the exchange program. He says students can now access current academic information, international news, and distance-learning

opportunities through the web. "So much of what makes a university a university is driven by technology," says Lee Badman, an information technology analyst, who went to Haiti with ITS in the spring and summer.

The Syracuse team enjoyed Haiti's natural beauty and culture, but also felt overwhelmed by the earthquake damage. One site was particularly emblematic of Haiti's condition for Messac, who had not been to his native country in almost four decades. The landscape had changed, with about 20 one-room shacks now occupying the site of his two-story



SU students Caleb Brewer '13 (left) and Stephann Dubois '14 (second from left) work with Haitian students as part of an initiative to install wireless networks at several State University in Haiti campuses.

university, he always planned to use what he learned at SU to help Haiti. For one week this summer, he did just that. As part of a group of Syracuse University faculty, staff, and students, he visited Port-au-Prince to install wireless networks in three of the 11 campuses of the State University in Haiti (UEH). "It marked the beginning of my footsteps toward my goal to use this education—to exploit my knowledge—to help my country going forward," Dubois says.

SU's Information Technology and Services (ITS) department helped coordinate and carry out the project after the University's Haiti Support Committee proposed it. The support committee, a faculty group formed last spring, also developed an exchange program for UEH students to earn graduate degrees in accounting, engineering, and information technology at Syracuse. Work for the wireless project began in May, when faculty and staff traveled to

childhood home.

The team faced many challenges during its stay. Equipment—donated by Syracuse University and the wireless technology company Bluesocket—was held in customs, and tropical storm Emily forced students to stay at their hotel for one day. The group made up for lost time, putting in 14 hours on its last day. The marathon final day of installing cables—using everything from hammer drills to shovels—left the team sweaty, tired, and covered in dirt and concrete dust. But the demanding work was worth it.

The reactions of Haitian faculty, staff, and students justified the long hours. In particular, Dubois remembers a student who approached the team with a big smile and said he couldn't wait to learn information about his field unavailable in his textbooks. "The Internet—it's the opportunity to develop this passion they have," Dubois says. —Sarah Jane Capper

SU IN LA »

A NEW HOME IN SOUTHERN CALIFORNIA

RESPONDING TO THE EDUCATIONAL NEEDS OF STUDENTS, geographical choices of alumni, and demographic trends of applicants, SU has been expanding its activities across the nation and around the world. Nowhere is this more evident than in Southern California, where Syracuse University in Los Angeles (SULA) has established its new satellite campus at 4312 Woodman Avenue in Sherman Oaks. "We've got a great location right off Ventura Boulevard, the main road running through the San Fernando Valley," says Joan Adler G'76, assistant vice president for regional operations, Los Angeles, who moved into her new office there this summer. "It's a beautiful place to meet with students, alumni, parents, and with prospective students and college counselors." Much of the credit for finding the prime location and guiding the University through the logistics of shaping it for maximum benefit goes to Trustee George Hicker '68, founder and president of The Cardinal Company, a Southern California real estate firm.

With Syracuse University "in session" in Los Angeles on a year-round basis, the new classrooms at the facility are being put to good use. The L.A. Semester, designed for undergraduates aspiring to careers in the entertainment business, is offered in both fall and spring, and doors remain open in summer for workshops designed to meet the career and personal growth needs of area professionals. Popular student immersion experiences, such as the Newhouse media production visit during winter break and Aaron Sorkin Week during spring break, are growing in size, number, and type, including offerings in art and architecture. Alumni in the entertainment industry have played a prominent role in SULA programs, bringing students into their workplaces for internships and

offering lectures in classes. Next spring, the satellite campus will broaden its academic benefit to the University when Michael Krupat '98 teaches *The Art of the Sizzle Reel*, a course on the production of promotional shorts, via live interactive videoconferencing to students on the Syracuse campus. Krupat, senior vice president of Ryan Seacrest Productions, will make periodic visits to the Hill for unmediated face time with students. "We'll be using this facility and our resources in Los Angeles to contribute directly to the education of students in Syracuse," says Professor Andrea Asimow, who directs SULA's academic and professional programs.

Asimow believes a physical presence will help SULA achieve its principal missions: increasing educational opportunities for SU students; establishing a focal point for social and career networking in one of the world's great cities; helping "far-flung" alumni reconnect with the University; and establishing SU as an attractive and familiar "brand" for potential students and transfers. "It feels as if all the work and energy that alumni and faculty have poured into the L.A.-based programs have culminated in this place," Asimow says. "When you enter, there's no mistaking the message: Welcome to Syracuse University!" That feeling of an SU presence is projected through the facility's design, created and implemented under the supervision of the project's manager, Chuck Merrihew, SU's vice president for advancement and external affairs. "The 7,000-square-foot layout addresses the mix of office, classroom, and program needs the location requires," Merrihew says. "It adds the welcoming glow of Orange, reminding alumni, as well as current and future students, of the reach of Syracuse University." —David Marc

Photo by Leroy Hamilton



The University's new satellite campus in Los Angeles serves as a gathering place for students, alumni, parents, and prospective students.

Friday 9 AM - April 25, 1964



جدة - المملكة العربية السعودية

Dear Alex Haley:

I have just completed my pilgrimage (Hajj) to the Holy City of Mecca, the Holiest City in Islam, which is absolutely forbidden for non-believers even to rest their eyes upon. There were over 200,000 pilgrims there, at the same time. This pilgrimage is to the Muslim, as important as is going to "heaven" to the Christian. I doubt if there have been more ~~that~~ than ten Americans to ever make this pilgrimage. I know of only two others who have actually made the Hajj (and both of them are West Indian). Mr Muhammad and two of his sons made what is known as "Omra" (the pilgrimage or "visit" to Mecca outside of the Hajj season). I think I'm the first American born Negro to make the actual Hajj --- and if I'm not the

A GROVE PRESS GEM

DURING THE 1950S AND '60S, NO U.S. publisher took more chances on material outside the cultural mainstream than Grove Press. Under the leadership of Barney Rosset, Grove published dozens of novelists, playwrights, and poets whose books were banned, dismissed, or despised as too sexually radical (D.H. Lawrence, Henry Miller), politically radical (Pablo Neruda, Octavio Paz), aesthetically radical (Samuel Beckett, Harold Pinter), or too radical in ways censors could not describe (Marguerite Duras, Jean Genet, William Burroughs). In 1964, Syracuse University Library (SUL) archivists, aware of the historic value of Grove editorial documents, proactively contacted Rosset to solicit the material for safekeeping and scholarly access. Following years of negotiation, Rosset agreed to transfer the collection to SUL in 1969. "I gave everything to Syracuse University because they asked for it," Rosset said.

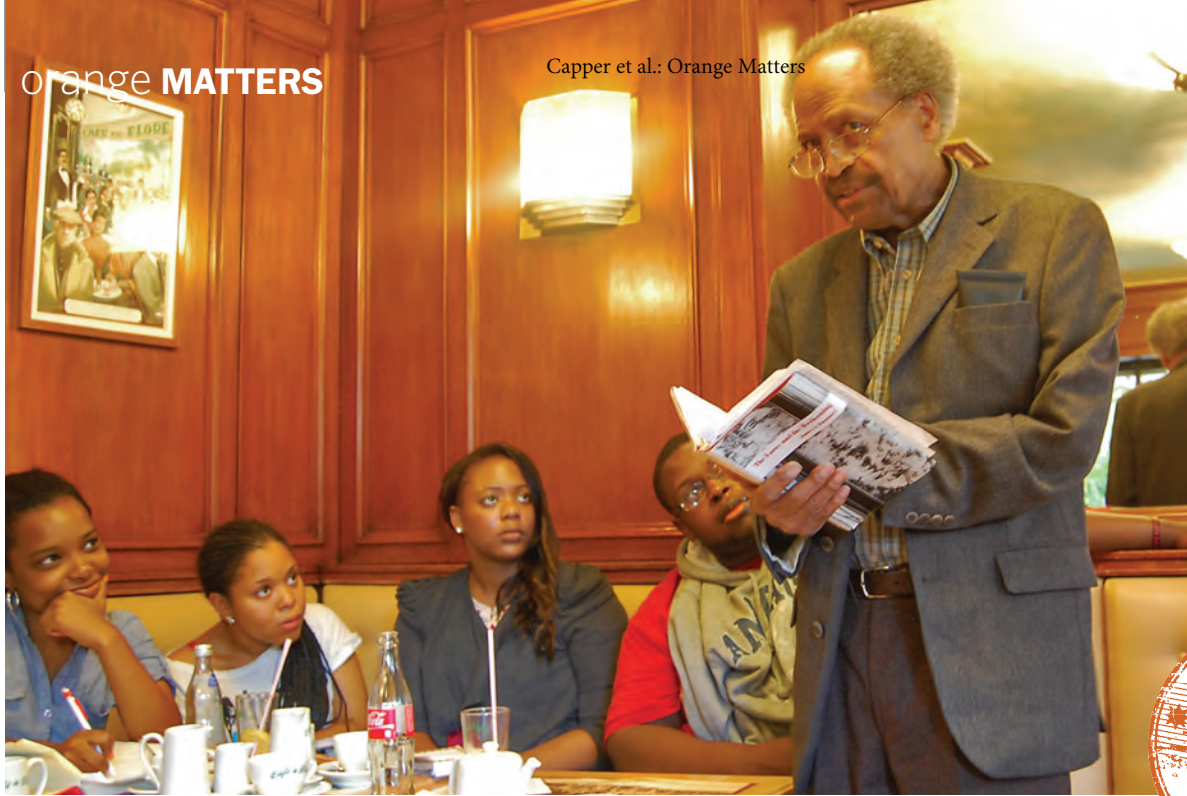
The Grove Press collection, a one-of-a-kind resource for literary, cultural, and historical scholars, has been part of SUL's Special Collections Research Center ever since. *The Autobiography of Malcolm X*, written with the assistance of Alex Haley,

is one of the many enduring titles published by Grove, and its editorial file yielded a special bonus to the collection: Malcolm X's handwritten letter from Mecca to Haley, explaining the spiritual and political transformation he was undergoing during his pilgrimage to Islam's holiest place. The six-page letter, crucial to understanding Malcolm X's repudiation of black separatism during the last year of his life, was published by Grove in the 1966 autobiography, but the original first page, reproduced here, went missing for decades. It was found in Bird Library last spring. While organizing the Grove holdings, with the help of a Hidden Collections grant from the Council on Library and Information Resources, librarian Susan Kline discovered the salutation page in a box of the publisher's miscellaneous materials. "We may never have located this historic item without the funding we received to process the Grove Press collection," says SUL Dean Suzanne Thorin. —David Marc



Malcolm X made a pilgrimage to the Islamic holy city of Mecca in 1964, changing his name thereafter to El-Hajj Malik El-Shabazz.

My best wishes to your wife
& to George Simms. Please phone
my wife if you have time. It keeps
her morale up, & without her high
morale I could never take my place
in history.
Sincerely,
El-Hajj Malik El-Shabazz.



Poet James Emanuel reads to Paris Noir seminar students at the renowned Café de Flore.



STUDY ABROAD » DISCOVERING PARIS

WHEN STUDENTS ARRIVE IN THE CITY OF LIGHT FOR the Paris Noir study abroad program, African American studies professor Janis Mayes greets them at their hotel. Then, she gives them the address of a restaurant and tells them to meet her there in 20 minutes. “They look at me for a few minutes as if to say, ‘Are you serious?’” says Mayes, a literary critic and translator. “But I’ve never had a group not find the way.”

For the past decade, Mayes has helped students challenge themselves through an academically rigorous seminar, Paris Noir: Literature, Art, and Contemporary Life in Diaspora. The five-week summer program brings together undergraduate and graduate students from a variety of universities, nationalities, and disciplines to explore the influence black (*noir* in French) cultures have had on Paris and the world. The program covers a large slice of history and many themes, from the 18th-century slave trade, to such writers as Richard Wright and James Emanuel, to contemporary hip-hop artists and immigration issues. “She brings to students a program that, as far as I know, does not exist anywhere else,” says Robert Mitchell G’75, assistant dean of diversity relations and communications at Harvard University and vice president of the SU Alumni Association, who helped organize a panel discussion for alumni and the public about Paris Noir last winter in Boston.

Mayes compares the course to a jazz composition; students interpret, experience, explore, and explain the overall theme of Paris Noir from many different perspectives. “They see that Paris Noir is not any one thing,” Mayes says. As part of her approach, Mayes teaches at the Café de Flore, where James Baldwin wrote *Go Tell It on the Mountain*. In addition, students talk with artists, ac-

tivists, politicians, and writers, walk the streets of Paris, visit museums, and interact with French students. “We met people from all different walks of life,” says Kishauna Soljour ’13, an African American studies and television, radio, film major who participated in Paris Noir this summer. She says the seminar helped her think independently and question ideas she had previously taken for granted.

As students immerse themselves in Paris life, they strike up impromptu conversations with living legends and pursue opportunities tailored to their interests. For example, students have sung at a Paris club, met leading chefs, and interviewed employees at a French television network. Once, a student approached jazz musician Archie Shepp at a concert after one of his sets. Shepp invited the Paris Noir group to stay after the show and talk with him about the importance of jazz in France. “I think it’s such a unique program that people want to contribute,” Mayes says.

Paris Noir influences students both academically and personally. Program alumna Timeka Williams ’10 knows it helped her in these areas. She used her Paris Noir research for her graduate school application. Now, she pursues questions that grew out of her summer in Paris in her communications studies doctoral research at the University of Michigan. She also began to see herself as a leader and a scholar in Paris. Looking back to her first week, Williams remembers feeling as if she had been dumped into a different, overwhelming world where she was expected to find her own way. “You don’t think you can do that at first,” Williams says, “but then you realize that you can, and that Professor Mayes has given you the tools you need to thrive not just as a visitor or as a tourist, but really as an intellectual.” —Sarah Jane Capper

ORANGE TELEVISION NETWORK » CAMPUS TV GOES HD

SYRACUSE UNIVERSITY HAS BEEN A HOME TO INNOVATIVE television technology since General Electric installed a five-kilowatt transmitter on campus in 1948, enabling one of the first master's degree programs in television production ever offered. Another milestone was reached this fall when the Orange Television Network (OTN) became the nation's first fully digital high-definition (HD) collegiate TV operation. With studios in the Newhouse complex, OTN serves the campus via broadcast on digital channels 2 and 2.1 and via cable as part of the package provided to subscribers in residence halls. Students living off campus—and the rest of the world—can view OTN's online stream at orangetv.syr.edu. "There's lots of student interest in television—both producing it and watching it," says television production professor Andrew Robinson '77, OTN's general manager and faculty advisor. "With so much video equipment out there these days, many of our students are TV savvy before they get here, which is a real advantage for us."

Last year, OTN employed some 25 students, and about 350 more worked voluntarily for Citrus TV, the student production studio supplying OTN with many of its programs (see citrustv.net). Among its prominent contributions to the OTN schedule are *Citrus News*, offering half-hour newscasts three days a week and news capsules on other days, and the weekly *Citrus Noticias*, the only Spanish-language news telecast produced in Central New York.

OTN's student-made programming lineup features entertainment shows, with an emphasis on comedy and music; movie presentations, including indies, oldies, and international flicks; and an array of current affairs, cooking, exercise, and informational series. *First Year*, an original six-part drama, was produced for OTN by faculty, students, and staff at the video unit of SU Information Technology and Services. Set at a fictitious college, it explores smoking, drinking, unsafe sex, and other behavioral issues through the lives of its characters. *First Year* (episode 2) was recognized with a 2010 Telly Award in a national competition honoring excellence in regional television. OTN's *Humor Whore* took home a Telly as well. "I thought the program lineup was suffering from a few too many talking heads, and we needed to lighten things up a little," says creator-producer Andrew Graham '12, a television, radio, film major. "So I went to Andy Robinson with an idea for inserting comedy sketches between shows, and Andy does not say 'no.' That's the great thing about OTN. You get a chance to try out new things. If something doesn't work, so what? If it works, you can put it on your reel." A sampling of OTN's unique programming mix includes *Improve Your World*, a SUNY ESF coproduction spotlighting

student innovations on the green front; *Orange State*, a news roundtable coproduced and simulcast with WJPZ-FM/Z-89; and *Campus Crush*, a game show pitting students vs. faculty in a battle of the SU Brainiacs.

Nena Garga '12, a broadcast journalism and political science major, began volunteering for Citrus TV as a first-year student and is now executive producer of Citrus's Friday night newscast. She also works for OTN as a coordinating producer. Garga feels both organizations have provided experiences valuable to her career goal of producing news or talk programming. "Citrus gave me hands-on experience in putting together a newscast," she says. "At OTN, I've gained an understanding of the concerns of a news director



and what it might be like to go into management."

Robinson, an industry professional for more than 30 years, is proud of the level of technology at OTN, but says digital HD is just the latest in an unending series of upgrades. "It's my responsibility to watch where technology is heading and plan for equipment that serves at least two purposes: educating the students who work with me and running a TV station that has something for everyone on campus," he says. What's next? OTN begins airing 3-D programming this spring. "Have you ever seen golf in 3-D?" Robinson asks. "It's amazing." —David Marc

The Orange Television Network provides students with numerous opportunities to explore the TV industry.

TRANSFER TRANSITION »

COMMUNITY
COLLEGE CONNECTIONS

SYRACUSE UNIVERSITY NOW OFFERS COMMUNITY college students a clear pipeline to earning a four-year degree, thanks to several new initiatives. To date, 24 community colleges nationwide have entered into “articulation agreements” that ensure course credits will transfer seamlessly toward degree completion at Syracuse. Although admission is not guaranteed, students have peace of mind knowing their courses will count should they decide to transfer to SU. “Eighteen months ago, we had articulation agreements covering six students and now we have 50,” says Eileen Stempel, assistant vice president for academic advancement in enrollment management. “Our efforts are already paying off in an increased number of applications from academically qualified community college students.”

Last year, a new type of agreement, called 2+2, was pioneered with nearby Onondaga Community College and Georgia Perimeter College in Atlanta. With 2+2, the University offers each qualified student guaranteed admission to one of 33 degree programs and a predictive financial aid package, making Syracuse the nation’s first private institution of higher education to move financial aid into the recruiting cycle. “We recognized that high-achieving, low-income community college students won’t even consider applying to SU because of the perceived cost,” Stempel says. “With a predictive financial aid package, students can estimate the cost of attending SU and plan accordingly.”

Expanding on the 2+2 concept, SU launched Transfer Transition, a pilot program designed to reach out to a greater number of community college students. With a \$400,000 grant from the Jack Kent Cooke Foundation, Transfer Transition combines academic advising with guaranteed admission and a predictive financial aid package. A team of a financial aid expert and two admissions specialists will travel to institutions that have articulation agreements with SU, as well as to community colleges across New York State, to recruit and meet with students on-site to facilitate their transition to SU.

Students who demonstrate financial need will receive a pre-admission financial aid package consisting of a combination of scholarships, grants, and loans. And as soon as they arrive on campus, transfer students will be provided with advisors to help navigate SU’s academic, social, and financial environment. “Solidifying and expanding the pathway from community colleges to four-year institutions is critical because increasingly students are choosing to start their college careers in the community college system to reduce cost,” says Donald A. Saleh, vice president of enrollment management. “We must assure these bright students their road to a bachelor’s degree is clearly marked and easily traveled.”

—Christine Yackel



NEWHOUSE EXECUTIVE MASTER'S IN COMMUNICATIONS MANAGEMENT

The Fusion of Communications & Business

Greetings to SU alums!

SU has wonderful news for public relations and communications practitioners!

You can continue to work full time and earn that all-important, career-advancing, degree from Syracuse University! Join our many alumni who say, **“This is the best professional decision I’ve ever made.”**

Syracuse University’s Newhouse School has an outstanding executive education program designed for working individuals who are unable to participate in a full-time format but recognize the educational value of possessing a prestigious degree from the **Newhouse School of Public Communications at Syracuse University**. The internationally acclaimed **Master’s of Communications Management** program recently won the **“PR Education Program of the Year”** Award from **PRWeek**.

The program features the **“hybrid model,”** a combination of short on-campus residencies and online learning that combines face-to-face faculty instruction and interaction with experienced peers with the freedom and flexibility of independent study and distance learning. The interdisciplinary curriculum draws from three of Syracuse University’s premiere academic divisions: **the S.I. Newhouse School of Public Communications, the Maxwell School of Citizenship and Public Affairs and the Whitman School of Management**.

To learn more about how you can become a member of this outstanding network of professionals just call or email the Office of Executive Education and we’ll be pleased to discuss with you how this program can greatly enhance your career opportunities.

Syracuse University
S.I. Newhouse School of
Public Communications
Office of Executive Education



Office: 315-443-3368 / commgt@syr.edu

TRANSNATIONAL NGO INITIATIVE »

Gearing Up for International Challenges

NONGOVERNMENTAL ORGANIZATIONS (NGOs) HAVE been expanding their work throughout the world during recent decades. As a result, running them requires leadership and management skills not previously associated with the job. The Maxwell School, through the Moynihan Institute's Transnational NGO Initiative, is defining emerging challenges to these organizations, and in an effort to give the coming generation of top management the information it needs, the school launched a new executive certificate program, the Transnational NGO Leadership Institute. "It is all about how to prepare for leadership, succession, and transition at organizations that are playing an increasingly important role in world geopolitics," says Tosca Bruno-van Vijfeijken, director of education and practitioner engagement for the NGO initiative.

Sixteen NGO executives and one personnel recruiter who specializes in the field traveled to campus in September from five continents to participate in the institute's inaugural cohort. They represented a spectrum of organizations, including those with legal, environmental, poverty reduction, democratic governance, health care, human rights, and faith-based concerns. "They are dedicated, accomplished activist-executives who are poised to make the leap to top leadership positions," Bruno-van Vijfeijken says.

Many Americans and Europeans still tend to think of NGOs principally in terms of providing food relief during a famine, or basic health care during an epidemic, but according to Bruno-van Vijfeijken, that perception is too limited. "While delivery services remain an important part of what they do, transnational NGOs have taken on many more long-term functions in nations throughout the Global South," she says. "They help build the capacities of community-based organizations to meet local needs. They perform policy research and engage

in advocacy through public education and the lobbying of legislatures. In effect, they are involved in analyzing social problems, putting them on state agendas, and mobilizing societies to solve them." This expansion of activity is reflected in the growth of NGO budgets, some of which exceed those of the UN agencies they work with. Yet even if an executive's diplomatic, political, and fiscal abilities are equal to the task, a successful NGO leader must also know how to attract continuing support from an idealistic donor base, a problem not faced by private-sector CEOs.

Michelle Higelin, deputy general secretary of the World YWCA, found the weeklong learning experience enriching, both personally and professionally. "The institute is a unique opportunity to learn about leadership style and to develop tools for responding to the challenges of leadership in an international environment," says Higelin, who previously served as CEO of the YWCA of Australia. "The strengths of the program are its ability to combine theory with practice and the chance to develop professional peer networks from a wide variety of NGOs. The institute affirms that leadership must be guided by vision, integrity, and focus. It has taught me to conceptualize issues from a broader frame, and that it is incumbent on the next generation of transnational NGO leaders to build legitimacy and foster collaboration in responding to the major issues of our time."

Adam Steinberg, president and CEO of World Learning, was among seven sitting or former heads of NGOs who helped shape the institute in collaboration with participating Maxwell faculty. "Over the next few years, a generation of NGO presidents will retire, creating opportunities for VPs to make the leap," he says. "We need programs that prepare them to do so successfully. The Maxwell School is uniquely positioned to do this."

—David Marc

Nongovernmental organization (NGO) executives from around the world attended the inaugural Transnational NGO Leadership Institute this fall at the Maxwell School.





BROADCAST JOURNALIST Charlie Rose (left) interviews former Federal Reserve chairman Paul Volcker H'08 at a Syracuse University event in Manhattan on September 19. The event celebrated the establishment of the Paul Volcker Chair in Behavioral Economics at the Maxwell School. SU trustee emeritus Robert Menschel '51, H'91 made the endowment gift in honor of Volcker, recognizing his exceptional accomplishments and years of influential service to the financial sector and the nation. Volcker is also a longtime member of the Maxwell School Advisory Board.



NEWS MAKERS

The **Crown family** received the 2011 Carnegie Medal of Philanthropy, which is awarded every two years by the Carnegie Foundation to individuals and families in recognition of their exceptional and sustained records of philanthropic giving. Four Crown brothers, Henry, Irving, Edward, and Herman Crown, who grew up in poverty in Chicago, went on to build a substantial family enterprise that has always devoted a portion of its resources to worthwhile causes. Since the early '70s, Henry's son, **Lester**, and his wife, SU trustee emerita **Renée Schine Crown '50, H'84**, have given generously to the University, including providing naming gifts for the Hildegard and J. Myer Schine Student Center and the Renée Crown University Honors Program.

ESPN sportscaster **Mike Tirico '88** hosted The NFL: 1st and the Next 10, a symposium examining the future of professional football, at the Newhouse School in October. The event explored long-term issues facing the NFL through a series of interviews and panel discussions. Tirico was joined by several SU alumni, including colleagues from ESPN, and

others whose work is associated with the NFL. For more on the event, go to nflnext10.syr.edu.

English professor **Bruce Smith** was a 2011 National Book Award finalist in the poetry category for his book *Devotions* (University of Chicago Press).

Newhouse magazine professor **Harriet Brown** was awarded the 2011 John F. Murray Prize in Strategic Communication for the Public Good by the School of Journalism and Mass Communication at The University of Iowa. The prize recognizes "a pioneering innovator who uses communications to ennoble the human spirit." In her book *Brave Girl Eating: A Family's Struggle with Anorexia* (William Morrow), Brown recounts her family's efforts to help her oldest daughter recover from anorexia nervosa.

The University launched its **first mobile application** this fall. The free app delivers a range of information about SU, including news and events, mapping for campus navigation, and library offerings. It is available for iOS and Android devices,

with a Blackberry version coming soon. To learn more, go to sumobile.syr.edu.

SPORTS NOTES

The **SU men's and women's cross country teams** placed 15th and 17th, respectively, at the NCAA Championships at Indiana State University on November 21. **Pat Dupont '12** paced the Orange men, finishing 37th to earn All-America honors for the second straight year. **Lauren Penney '12** led the Orange women with a 21st-place finish and was named an All-American. Both teams won the NCAA Northeast Regionals for the third straight season. **Dupont** led the men with a fourth-place finish, and **Penney** placed second to guide the SU women.

The **SU field hockey team** captured its second straight Big East tournament title, defeating top-seeded UConn, 3-2, in the championship game at Coyne Stadium. Forward **Lauren Brooks '15** was named Most Outstanding Player. **Coach Ange Bradley's** Orange advanced to the second round of the NCAA tournament, completing the season with a 19-4 mark.



SU head football coach Doug Marrone '91 looks forward to the Orange competing in the Atlantic Coast Conference. He spent several seasons in the ACC as a coach at Georgia Tech.

» SPORTS

ACC BOUND

HELLO, ATLANTIC COAST CONFERENCE. Goodbye, Big East. In an era of major collegiate athletic conference realignments, Syracuse University secured its future in September, accepting an invitation to become a member of the ACC. "We are very excited to be joining the ACC. This is a tremendous opportunity for Syracuse, and with its outstanding academic quality and athletic excellence, the ACC is a perfect fit for us," Chancellor Nancy Cantor said, announcing the decision. "Overall, for Syracuse, this opportunity provides long-term conference stability in what is an uncertain, evolving, and rapidly shifting national landscape."

That landscape has changed considerably in the nearly three decades since the Orange became a founding member of the Big East, which quickly gained national recognition on ESPN basketball broadcasts. It was also a hint of things to come in college athletics. Recognizing the popularity of college basketball and football, broadcast and cable television networks began offering lucrative contracts to conferences, and even individual universities. This summer, the ACC and ESPN agreed to a reported \$1.86 billion, 12-year pact, giving the

sports network exclusive rights to the conference's football and men's basketball games. The ACC has a policy of equal revenue sharing, which provides financial stability for its members and was one of the reasons SU signed on with the conference.

Along with the financial benefits of TV, conferences became proactive about expanding their memberships, adding teams to meet Bowl Championship Series (BCS) criteria in football and gain additional revenue-sharing opportunities, among other things. In 2003, SU was in the mix of ACC expansion talks, but saw Big East colleagues Miami, Virginia Tech, and Boston College join instead. In turn, the Big East brought in five new members, including basketball powerhouses Louisville and Cincinnati. Conference shuffling has continued in recent years, with the major conferences making notable moves. Along with SU, another longtime Big East member, the University of Pittsburgh, will join the ACC, boosting membership to 14. In accordance with Big East bylaws, both SU and Pitt aren't scheduled to begin official competition in the ACC for 27 months.

And while many in Orange Nation lament the loss of traditional rivalries and events, especially the annual Big East Men's Basketball Tournament in Madison

Square Garden, the ACC offers plenty of attractions. Old football rivalries with the likes of BC and Miami will be renewed, and there are ready-to-go rivalries in lacrosse and basketball on Tobacco Road and elsewhere.

According to University officials, ACC membership will align SU academically with similar research institutions, provide quality competition and growth in all sports, and extend and enhance SU's reach into the Southeast, where there are Orange alumni and supporters and a growing admissions base. The University's strong presence in New York City will also add a new dimension to the conference. In fact, ACC commissioner John Swofford said in a teleconference with SU and Pitt officials that the ACC would be open to having the Garden in its tournament site rotation. And as for that basketball rivalry with Georgetown, rest assured, SU athletics director Daryl Gross has said the Hoyas won't disappear from the schedule. "Today is a day that we will remember for years to come," Gross said. "We are truly excited that academically and athletically we will be a member of the ACC, one of the nation's premier collegiate athletic conferences. As 'New York's College Team,' we plan to compete at the highest level across all of our sports and help to enhance this great conference." —*Jay Cox*

RESEARCH **SNAPSHOT** A FOCUS ON RESEARCH AT SYRACUSE UNIVERSITY

PROJECT: Using Scientific Publications to Evaluate Government R&D Spending: The Case of Energy

INVESTIGATOR: David Popp

DEPARTMENT: Public Administration

SPONSOR: National Science Foundation

AMOUNT AWARDED: \$344,852 (June 2011 through May 2014)

BACKGROUND: Government spending on research and development (R&D) of alternative energy sources, such as wind and solar power, is growing around the world. Many of these technologies are still too costly to be competitive with fossil fuels without some public support. Yet assessing the effectiveness of the research support is complex, particularly because there is a mix of both public and private research funding. In addition, because government support is for basic research, rather than directly applied research, there is a long lag between research results and the development of the final commercialized product, so it may take a number of years for its effect on technology to be realized.



This project will build a database using data purchased from Thomson Reuters on scientific publications from the United States, Japan, and several European countries to assess the effect of government-sponsored energy R&D. These data will be used to address three research questions in this context: First, how does government R&D affect the returns to basic research? Second, are there diminishing returns to government R&D funding, so that increases in R&D support less fruitful projects? Third, what is the impact of these publications on applied research?

IMPACT: The project develops a new theoretical framework for evaluating government R&D and creates a unique database to answer these important questions by linking publication data to citations on U.S. energy patents. Answers to these questions will provide guidelines to help allocate government research dollars more effectively. By informing models that are used to make policy recommendations, as well as making the results of this research available to those working in government, this assessment of government energy R&D spending offers broader impacts to society at large in the form of potential changes in energy and climate policy. More broadly, evidence on the potential for diminishing returns to government funding due to adjustment costs informs not only energy R&D policy, but also proposals for research-funding increases in other sectors.



Sara Jane Caum...

made a difference in her lifetime. And still does.

During her distinguished career as a high school guidance counselor, Sara Jane Caum '50 dedicated her life to helping countless students reach their educational goals. As an active member of the Syracuse University Alumni Association—serving as president and secretary—she gave time and energy to her beloved alma mater. And today, her legacy of caring lives on through a bequest to Syracuse University to support SU students—now and in the future.



You can make a difference, too.

Bequests don't have to be big to have an impact. In fact, SU's continued success is the direct result of thousands of bequests—large and small—made by alumni and friends. To learn how you can do the same, call **888.352.9535**, or e-mail giftplan@syr.edu. For help on writing a bequest, visit giving.syr.edu/samplebequest.

Be a leader.

When you make a bequest, you'll be recognized as a Syracuse University Pathfinder—joining a group of insightful leaders who have included SU in their long-term financial plans and are leading the way for SU students of today and tomorrow.

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