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Office of Marketing and Communications

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GSU Addresses Illinois Budget

At the start of this Special Session, presidents from nine state universities, including GSU President Elaine P. Maimon, sent a letter to Governor Rauner, Senate President Cullerton, Senate Minority Leader Radogno, House Speaker Madigan, and House Minority Leader Durkin that acknowledges the struggle of their task while pleading the case—again—for higher education.

Maureen Kelly, Director of Governmental and Community Relations for GSU, has penned the following memorandum to the Governors State community, and she urges everyone to contact their elected officials.

GSU Mourns Beloved Faculty Member Dr. Cyrus Marcellus Ellis

GSU is deeply saddened to announce the recent passing of Dr. Cyrus Marcellus Ellis, a long-time faculty member in the Division of Psychology and Counseling. He is survived by his wife, Colleen Rock Ellis (who served GSU for 20 years) and his two daughters, Courtney and Morgan. For a deeper appreciation of Dr. Ellis’s life, a memorial has been posted here.

A memorial service will be held Wednesday, June 28, at 11 a.m., at New Hope Christian Community Church, 4700 West Court Street, Monee, IL 60449. There will be a repast in the Fellowship Hall.
immediately following the service.

If anyone wishes to make a memorial donation in honor of Dr. Ellis, the family requests donations be made to the American Diabetes Association.

On behalf of GSU, we offer condolences to all of Dr. Ellis's family, friends, students, and colleagues.

**GSU Making a Difference on NBC**

NBC Chicago's *Making a Difference* spotlight series shines a light on Governors State University. In a segment that began running June 19, President Maimon talks about the life-changing significance of a first generation college degree and the university's impact on the state and the region.

“Every day, I get to work with a remarkable group,” she says, “to create experiences for students that will make a transformative difference in their lives ... Further education means a better life, a better Chicagoland, and a better Illinois.” To view the segment, click here.

**GSU Updates Online Payment Processing System**

The university has partnered with TouchNet for the management of our online payment processing which began June 20. Students can expect to see a slightly different look and feel when making an online payment to their student accounts. Click here to view the related announcement and tutorials that went out to students.

For any questions, please contact Student Accounts or call 708.235.3990.

**Work on Stuenkel Road to be Sufficiently Complete before IDOT Shutdown**

As Illinois faces another budget deadline, the Illinois Department of Transportation is taking measures to halt all state-funded projects. Project manager Lisa Taccola has commented that all contract work on the Stuenkel Road project should be completed prior to a potential shutdown date of June 30.

Taccola stated, “The traffic signals are currently scheduled to be turned on Tuesday, June 27. There may be punch list work still to be completed. If there is a shutdown, the punch list work will be completed after projects resume. I don’t think it’s much of a concern on this project.”

Contractors on road construction projects throughout the state are preparing to stop work by July 1 if a budget has not been reached.

**Lincoln Oaks Becomes New Home of Jaguar Golf**
GSU Athletics and Recreation has signed a multi-year deal with Lincoln Oaks in Crete to serve as the new home for the Jaguar men's and women's golf programs. GSU previously partnered with the University Park Golf Club.

"We're delighted to have Lincoln Oaks as our new home course and look forward to hosting tournaments and providing a quality training environment for our student-athletes," said GSU Director of Athletics Tony Bates.

Read the full release here.

Announcements and Events

**Undergraduate Open House This Summer**

Here's your chance to show off GSU to friends and family interested in enrolling in one of our outstanding undergraduate programs. All are invited to GSU's Undergraduate Open House on Saturday, July 15 from 10 a.m. – 2 p.m.

Tour the state-of-the-art housing at Prairie Place, meet leading professors, and enjoy music and refreshments. To show your friends and family members what it means to be a Jaguar, register for the Open House here.

**Wish You Were Here – A Postcard Exhibition**

GSU's Visual Arts Gallery has released a Call for Entry for handmade postcards from around the world. The gallery’s goal is to receive 500 or more standard sized postcards mailed through postal services to
create a continuous line of postcards around the gallery walls. Domestic postcards should be mailed by June 30 for inclusion in the display.

View the Call for Entry here or email Jeff Stevenson for more information.

**Take a Summer Time-Out for Fun!**

Summer is for fun, so take a break from the office for GSU’s Time Out for Fun (TOFF)! All GSU staff, students, and faculty are invited to get together, as schedules allow, between noon and 2 p.m. this **Wednesday, June 28** for a variety of organized activities such as bags, bocce ball, volleyball, hula-hoops, board games, and more. In the case of rain, pool, X-Box, and ping-pong are on the agenda.

TOFF activities are planned for the following Wednesdays during the summer: **June 28; July 12, 19, and 26; and August 2 and 9**. Locations will be announced in an upcoming e-blast. For more information, contact TOFF Committee members Karen Caesar, Dean Jennings, Marco Krcatovich, or Lydia Morrow-Ruetten.

**A Must-Read Checklist for Planning Your Upcoming Events!**

Faculty and staff members: are you planning an event or events in the 2017–18 academic year? Although rooms aren’t released until two weeks after the semester begins, planning in advance and engaging your campus partners is an essential component of your event’s success. This checklist will help facilitate the success of your event.

Students interested in planning events for student clubs and organizations can contact Student Life for guidelines and assistance.

**Hate Has No Home Here Flyers Available**

Stop by the Office of Marketing and Communications to pick up a Hate Has No Home Here flyer. Display your flyer in a visible location to promote GSU’s dedication to diversity and inclusion.

**Highlights**

**GSU Student Lives Pride Year-Round**
GSU alumnus Randall Krause traveled a hard road before earning his bachelor's degree in psychology this past spring. Now set to enter a master's program at GSU that will allow him to continue on his path of compassion—his goal is to work with LGBTQ and other marginalized youth—he reflects on his journey.

"Pride Month for me is about being proud of who I am. It's about walking out of my house and knowing that I have everything I fought for for so long and not being ashamed of it," Krause said. To read his full story, click here.

Nine GSU Faculty and Staff Named Fall 2017 AAC&U Award Recipients

GSU has awarded seven campus-based projects identifying promising evidence-based interventions for improving student learning and success during the third and final year of the Committing to Equity and Inclusive Excellence project funded by the Association of American Colleges and University (AAC&U) and the Strada Education Network.

Congratulations to the faculty and staff members on receiving awards for Fall 2017. See the full list of award-winning projects here.

The Thought Leader’s Viewpoint

Listen to the School of Extended Learning’s recent interview with Dr. Anthony Andrews on The Thought Leader’s Viewpoint. Dr. Andrews, an associate professor in economics at GSU’s College of Business, discusses the effects of the external environment on small to midsize companies.

Dr. Andrews says, “I really enjoy, and I get my inspiration from, Governors State University and teaching our students and preparing them to face their internal and external factors.” Listen to the full interview here or read the transcript here.

Roberta O’Shea
Governors State University’s Dr. Roberta “Robbie” O’Shea embodies the very mission adopted by the Physical Therapy program she has helped shape and mold over the last two decades.

“Everybody should have access to care,” said O’Shea, a pediatric disabilities advocate and researcher, who instructs her students in the GSU College of Health and Human Services Program to align their metaphorical money with their mouths.

Read more . . .

Summer Fun in the Southland

Who says you have to head to the city to have fun? Explore your own backyard this summer, and see what the Southland has to offer. Whether you're a nature bug, a music lover, or a thrill-seeker, there's something for everyone.

Find local events and attractions to check out this summer here.

Workshops & Trainings

Check out the Writing Center’s APA Workshop offering, as well as opportunities for faculty members to have a new headshot taken, here.

Do you have a story or event you want to submit for the GSU View? Click here to learn about our submission guidelines.
University Park, IL, June 21, 2017

Farewell to Cherished Faculty Member Cyrus Ellis

Governors State University has lost a beloved member of its community. Dr. Cyrus M. Ellis, full-time faculty member in the Division of Psychology and Counseling in the College of Education, passed away on Tuesday morning.

Dr. Ellis—or Doc E, as he liked to be called—was known for his laughter, his passion for social justice, and his devotion to teaching his students. On a recent trip to Springfield where he advocated for funding for GSU and other public colleges and universities, he said, "There are times when you must advocate for what is right. And I'm here to advocate on behalf of not only my students but the ones who are coming. I don't even know who they are yet, but I'm here, too, for the ones who are coming and want to know what the word is about our counseling program that I've been a part of for 15 years. We want to preserve that for the next generation in perpetuance."

Dr. Ellis was a proud member of the Army and Army Reserve. He graduated from Rider University with his bachelor's and master's degrees and earned his Ph.D. at University of Virginia. Dr. Ellis came to GSU in 2002 and was awarded tenure in 2007. He has left an indelible mark on the GSU Counseling program and the field of Counselor Education and Supervision.

On behalf of GSU, we offer condolences to all of Dr. Ellis's family, friends, students, and colleagues. Details of arrangements will be shared with the university community when they become available.
University Park, IL, June 23, 2017

**GSU Student Lives Pride Year-Round**

Randall Krause almost didn't make it. The 39-year-old graduate from Governors State University traveled a hard road before earning his bachelor's degree in psychology [this past spring](http://www.govst.edu/Academics/Colleges_and_Programs/College_of_Education/Academic_Programs/Undergraduate/Psychology,Bachelor_of_Arts/) and is now set to enter a master's program at GSU that will allow him to continue on his path of compassion—his goal is to work with LGBTQ and other marginalized youth—he reflects on his journey.

"Pride Month for me is about being proud of who I am. It's about walking out of my house and knowing that I have everything I fought for for so long and not being ashamed of it," Krause said.

"I came out at 15 as a gay man. Fortunately I had a family that really was supportive of me, but the community as a whole was not," he said. "We lived in a town of less than 300 (residents), and I was bullied in my childhood. I was really terrorized. I tried to kill myself four times. I grew up being told that I wouldn't amount to anything by my community and culture."

He speaks with the gentleness of a person who knows the damage roughness deals. He's careful with his words, delivering each one deliberately. The story he tells, although unique, is similar to ones lived by too many people in the LGBTQ community. Bullying, depression, abuse—he dropped out of high school for an entire year at one point to escape what he describes as "torment" from his peers and the complacency of school staff.

"When the kids would call me 'fag,' the teachers wouldn't do anything. Some of them laughed," he said. "There was not a safe spot for me in the school."

Although he re-enrolled in a different district and eventually graduated, Krause said he found himself homeless, addicted, and prostituting in Chicago after high school. Then in the early aughts—in recovery and living in Tampa—he was diagnosed with HIV.

"The disease took control of me. I couldn't handle it mentally. I started doing drugs again," Krause said.

He said it was only when he got clean again and an outreach counselor at an HIV clinic suggested he start working with LGBTQ youth and other HIV patients that he moved from victim to advocate.

"I no longer had to look at HIV as a diagnosis that was going to control my life. It was a disease I had that I was going to control, and I could help others," he said. "I moved home to Illinois and started talking with legislators about the issues we have when it comes to HIV, same-sex marriage, equal rights in general, and I became very active in PFLAG [https://www.pflag.org/]. I started contacting schools and going to Springfield. I really found my purpose."

Krause, who works part-time in Student Life [at GSU](http://www.govst.edu/StudentLife/), said that when he arrived at Governors State, he felt accepted by the community as soon as he walked in the door.
"Nancy at the welcome desk, Patricia in financial aid, our Gender and Sexuality Club (https://govst.collegiatelink.net/organization/gsx)—GSU is a very supportive university. I've spoken in numerous classes on campus about being HIV positive, guest lectured, and spoken at open forums. Everybody here is really open."

"When I was 15 years old, I looked at my life and thought, 'I can’t do anything. I'm not going to have a future.' But now I have my bachelor’s degree, I had a 4.0 gpa, I own my house, am happily married—I have a great life and a great future.

"I live Pride 365 days a year. Nobody is ever going to tell me I can’t be who I am again. I see Pride Month as a time when people who—for one reason or another—can’t be who they are, can go to Chicago or any other city and be with their community. It’s a time when young LGBTQ kids can go and say, 'I'm not alone. There are more people like me.' Because we’re here. We exist. And we exist in so many different colors."

Did you or will you attend a Pride event this month? We want to see your photos! Show us how you Pride! Tag your photos #GovState on Instagram, Facebook, and Twitter.

If you are struggling with any part of your identity, questioning your orientation, or are otherwise in need of mental health care, the GSU Counseling Center (http://www.govst.edu/counselingcenter/) can be reached at 708.235.7334 or by email (mailto:studentcounseling@govst.edu?subject=Seeking%20Help&body=I'm%20reaching%20out%20today%2C%20because%20I'm%20struggling%20%20It's%20not%20an%20easy%20thing%20to%20do.%20%…).
Robertta O'Shea

Governors State University’s Dr. Roberta “Robbie” O’Shea embodies the very mission adopted by the Physical Therapy program she has helped shape and mold over the last two decades.

“Everybody should have access to care,” said O’Shea, a pediatric disabilities advocate and researcher, who instructs her students in the GSU College of Health and Human Services Program to align their metaphorical money with their mouths.

“I tell my students they have to treat that person who says, ‘I don’t have any money but I have chickens in my backyard.’ Why? Because a dozen eggs is expensive, and if you’ll pay me in a dozen eggs, that’s five bucks I don’t have to spend at Jewel. That’s our mission here,” said O’Shea, a founding faculty member of the GSU Physical Therapy program.

O’Shea’s own childhood health challenges—she was diagnosed with scoliosis and underwent surgery for it during high school—along with her work with families raising children with special needs inspired her work in physical therapy as well as special education. In her three-decade career, O’Shea has presented her research on the international stage, served on state-wide committees, and yet remains committed to helping those who can’t help themselves—even if they can’t pay.

In 1999, O’Shea joined the faculty at GSU, where she later earned a doctorate in Physical Therapy. Before coming to GSU, she had studied and researched at the University of Illinois.

Though much of her career has been focused on children with disabilities, O’Shea recently expanded her research to include adults. With the help of a GSU grant, O’Shea served as co-principal investigator in a 10-week ground breaking study of adult stroke victims who received Conductive Education therapy as opposed to traditional interventions. The study was performed at the Center for Independence through Conductive Education, where O’Shea sits on the board of directors.

GSU Newsroom: What is Conductive Education therapy?

O’Shea: Conductive Education began in Budapest Hungary and is well known in other parts of the world, but it’s not as prevalent in the U.S. because of limited research.

It’s a unique, intensive method of special education designed to promote active learning and maximized functional independence for children, traditionally, who are attempting to overcome motor disabilities resulting from conditions including stroke, cerebral palsy, or traumatic brain injuries.

Conductive Education looks at disability from a learning point of view, and there are a few key differences from other interventions. One is that it’s always done in a group setting with people of like ability. This grouping allows a natural competition to encourage members to move in sync with one another. If one person doesn’t participate, the group doesn’t move on. It’s positive peer pressure.
Then there’s the lingo. They use rhythmic intention—giving commands to an eight-beat count. It’s a cadence to take people from sitting to standing, for example. We’ll say, ‘I need to put my feet flat; I need to straighten my trunk; I need to shift my weight forward; and I need to stand up.’ Everything is repeated three times so it’s embedded in their brain and learned.

GSU Newsroom: What did the 10-week study find and why is it important?

O’Shea: We found huge changes in brain connectivity. So the parts of the brain that were working but had weak connections got stronger and new connections were made.

We worked with four chronic stroke victims—meaning they’d had a stroke more than a year ago—over a 10-week period for two hours a week to work on hand function, and we did MRI testing to record changes. Traditional, standardized physical therapy outcome measures say the changes were not significant, but one of our guys reported he opened the refrigerator door by himself. He said, ‘I opened it without thinking about it.’ That’s spontaneous movement. It’s life changing. It means he can catch himself if he falls, and his caregiver’s burden has been lessened.

GSU Newsroom: What do you like about working with the Center for Independence?

O’Shea: The reason I connected with the Center for Independence is because the Center did what I always wanted to do with my degrees in Physical Therapy and Special Ed. It melded the two into one place. When I started 15 years ago, therapy wasn’t focused on the life span. The focus was on clients going to therapy and rehabilitation and probably needing it for the rest of their lives. With the Center for Independence, the whole idea is you can learn to use your body in a different way. Yes, the client may always need therapy, but they won’t need it constantly. They can determine their own destiny. That’s what the Center espouses.

GSU Newsroom: What outcomes do you want from the new Center office in Homewood?

O’Shea: The Southland is a desert for all therapy that’s not hospital or school-based. There aren’t enough people whose children need therapy who have great insurance or cash endowments to pay, so it’s hard to maintain a pediatric program.

I’d like to take this Conductive Ed program, this holistic program, and make it accessible to people in the Southland because they deserve it, too.
(Introduction): Governors State University School of Extended Learning presents The Thought Leader’s Viewpoint.

Felicia L. Townsend: I am Felicia Townsend from Governors State University’s School of Extended Learning. Joining me today is Dr. Anthony Andrews who is an associate professor in economics at Governors State University’s College of Business.

Today we are going to discuss the effects of the external environment on small to mid-size companies.

Dr. Andrews thank you so much for joining me today.

Anthony Andrews: Thank you very much for having me.

FT: There are various factors that make up the external environment, such as technology, political, legal, the economy, social, and cultural. We know that these factors are beyond the control of the business. So if we look at technology as a factor of the external environment, explain some of the challenges and opportunities that businesses will face due to technology.

AA: Whenever I think about the external environment, I always think about an article that appeared in a textbook called Wharton on Dynamic Competitive Strategy. The faculty member there, Elizabeth Bailey, always said that the public sector is sometimes treated as an external factor in basically formulating strategies by small and medium sized firms. But the public sector of the economy often serve as nonmarket drivers in the success of a firm.

So the point that I am making here is that technology is both external and internal to the firm. In the external context, we think about the firm’s competitive strategy in developing technologies that allow it to increase its competitive advantage under its market structure. But the firm must have a clear understanding of its market structure and this is something that sometimes medium firms don’t pay much attention to.

What we’re really talking about when we talk about the market structure is there six digit NAICS code which basically defines the market they’re in, in terms of the number of firms and the type of markets that they are producing in. Usually small and medium sized firms, in my experiences, have a cursory view of their market structure or, at most, the structure of their local product market. So they have challenges based upon their specialization. There are different current and relevant technologies that are
known by a manager….So what happens when an owner of a firm does not recognize the possibilities of entry by competing firms or near competing firms.

The other point is, since there is such a great emphasis on data, what type of data is the manager of a small to medium sized firm utilizing to keep him up to date on what type of technologies on the external side are invading his operation or his market that reduce his competitiveness? These are some of the things that we might want to consider.

**FT:** Your body of work focuses on the economy, so talk to us about how the economy, as an external factor, can effect business firms?

**AA:** Well my body of work has ranged across the macro and the micro areas. With respect to the question that you’re asking, I can look at two things that might be of importance that we might want to discuss.

One of those would be with respect to a study I did with water intensive firms. The six county Northwest area of Indiana was interested in trying to determine what high tech firms would be interested in locating there because they had an excess supply of water and how they could use that water as a mechanism to attract highly technical firms. So it was my responsibility to identify the types of highly technical firms that were already in their area that would be large users of water. Then to look at on a national level or regional bases firms that would be interested or have the technology to adapt to the large excess water supply that they had in the six county area. For example, I was working from the opposite side. I was working from the public side for the firms that were in the Northwest Indiana area.

I’m currently working with Governors State University and the University Industrial Park to identify synergies that are available for the industrial park that can link into smaller firms in University Park or the University Park market area which extends beyond its basic limit. So what I’m really looking at there is, what are the things that are available in the industrial park that can be utilized by firms outside the industrial park rather than the industrial park looking at linkages beyond the University Park area.

**FT:** In your opinion what is the most critical external business factor that small and mid-size companies face?

**AA:** Cash inflows for operating activities. That’s the most critical thing. So the question is, how well do small and mid-sized firms recognize the synchronization of their production cycle with, say for example, that of local, state and the national business cycle? What I mean by that is, small and mid-sized firms are usually focused more on what is their internal environment and their localization area in which they’re operating in. So they’re not paying much attention to the business cycle, say for example, for the
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state or for the nation. How would they manage their affairs in the expectation, let’s say for example, a two year recession? Do they have enough cash flow? Are they planning in that context to be cognizant of the fact that there is going to be another recession and how can they set their goals to be able to go through that recession without having layoffs or reducing their production requirements. In other words, how well have they planned for the next recession?

**FT:** Dr. Andrews, is the success of a business dependent on its ability to adapt to its external environment?

**AA:** Of course. The example that I gave is probably the most critical. During downturns in a business cycle we lose a lot of firms and unemployment really increases as with respect to the great recession that we went through between 2007 and 2009. Some firms are just getting back to where they were prior to the recession.

The question is, can we get firms to consider looking at the impact of the business cycle on their own firms and to be able to plan in such a way as to minimize the impact that these downturns have on their production capability?

**FT:** How can companies use strategic planning as a means to adapt to the factors that exist outside of the organization?

**AA:** Strategic plans come in all different sizes and forms and formats. Firms probably want to have something that is not a tremendously large or structured plan but something that is small enough for them to make systematic changes as they move forward. You probably want to stick with, for small and medium sized firms, an analysis of their strengths, their weaknesses, their opportunities, and their threats. I think if they learn to do this well they can move to higher level, structured strategic plans. But strategic planning or planning in general is something that must be done by the firm because it basically provides the outlook and the analysis of the outlook or the expected outlook that can help them to, at least, minimize the problem areas that they will be facing.

**FT:** Can you name two strategies that companies can use to forecast changes that may occur in the external environment?

**AA:** First of all forecasting is not a science but an art. If you recall the last recession, not very many economists were able to forecast the great recession. After you develop, say for example, a sales forecast you then have to consider both internal and external events and possibilities that can be used to refine that forecast. So just because I come up with a number…where we are going to grow by seven percent, then I should take into consideration what is the economy going to be like over this period?
Are we expecting the economy to grow three percent or are we expecting the economy to grow one point five percent?

With respect to the firms’ primary market, what growth has taken place in that industry? If the firms’ follows small trends associated with their own particular industry, that will give them some type of insight to basically attenuate the growth parameters that they forecasted. So short period forecasting is probably the best strategy for small and medium sized firms. A forecast of six to twelve months or three years should be their first consideration, nothing longer than that. If they can learn to operate within that environment then they can hire someone to do more sophisticated long term forecasting. But the longer the forecast, the higher the probability of making that forecast increases. Small and medium sized firms…can think about long term trends and let that give them some idea. But again, the longer the trend, the longer the forecast, the higher the error probability associated with that.

FT: Dr. Andrews, what inspires you in your faculty role at Governors State University’s College of Business?

AA: I think what I really enjoy, and I get my inspiration from at Governors State University, is teaching our students and preparing them to face their internal and external factors. The question that we really want to be able to say here is, have we prepared our undergraduate students for an education that will last them fifteen to twenty years or allow them to be able to get back into the academic environment for a master’s degree or even further…? We want to make sure that we’re above the trend in terms of understanding what is going to be happening five to seven years and maybe ten years.

If you notice, a lot of this information is focused on big data. We think that we have provided the curriculum and the program for students to take advantage of predictive and business analytics along with our other specializations in the business program for our students to make them capable to be able to reference across fields in terms of things that we provided.

FT: Dr. Andrews, it has been such a pleasure talking with you about the effects of the external environment on small to mid sized companies. Thank you for sharing your insights.

(Closing): If you want to learn more about the programs and services offered through Governors State University’s School of Extended Learning, please visit govst.edu/oece, that’s govst.edu/oece.

(Music)