Governors State University will gather again as a community for the Fall All-Campus symposium this Friday, November 10. All faculty and staff are encouraged to attend as the university reflects on inclusion and equity: issues that are currently affecting higher education institutions across the country. Join us for a frank examination and dialogue about who we are and our vision for the future.

The symposium will take place on the stage of the Center for Performing Arts (CPA) from 9 a.m. – 2:30 p.m., with refreshments available at 8:30 a.m. and lunch being served later in the day.
Please RSVP to Penny Purdue or call 708.534.4130.

College of Education Grants Reach Nearly $2 Million

Continuing the traditions of student advocacy and community involvement, the College of Education and College of Health and Human Services have received a new four-year grant that will provide funding for students to continue their educations and bring critical services to underserved communities through hands-on learning experiences. This is the third Health Resources & Services Administration (HRSA) grant the university has procured in the last two years. This latest one, from the Behavioral Health Workforce Education and Training (BHWET), totals $1,918,310 and benefits student interns in the Departments of Addictions Studies/Behavioral Health and Counseling at GSU.

For more information about the grant and project goals, click here.

GSU Students: Chat with President Maimon 11/9
Students: share your questions and ideas about Governors State University with Dr. Elaine P. Maimon this Thursday, November 9, at 6 p.m. in the Hall of Honors. Pizza will be served!

Contact Penny Perdue or call 708.534.4130 for additional information or if you have any questions.

University Community Examines Rise of Hate Speech

Members of the Governors State community gathered on Thursday, November 2 in Engbretson Hall to create an open dialogue on "freedom of speech, freedom of assembly, the impact of Confederate symbols, and the resurgence of hate" in America. Sponsored by the Campus Inclusion Team, the Master of Public Administration at GSU, and Pi Alpha Alpha Global Honor Society, the event featured a panel of experts from GSU and sister institutions. To learn more about Thursday's event, click here.

The upcoming Fall All-Campus Symposium will continue the themes of Thursday's panel discussion.

2017 Fall Student Senate Elections

Cast your vote for Student Senators and GSU’s Illinois Board of Higher Education Representative online via Jaguar Connection this week. Voting ends Friday, November 10 at 11:59 p.m.

The following students are running for a seat on the Student Senate:

**College of Business**
- Brian Stone

**Freshmen Class Representative**
- Jasmin Garner
- Angel Jackson

**Sophomore Class Representative**
- Janelle Butler
- Terrence C. Lee Jr.

**Student at Large**
Veterans Week at GSU

GSU's Veterans Resource Center is hosting a week of events honoring the men and women who have served our country.

Events began yesterday with "War and Trauma," a presentation by Patrick Russell, president and treasurer of The Making History Project, a nonprofit organization whose goal is to preserve veterans’ stories. "War and Trauma" was sponsored by the Dialogues on the Experience of War program, made possible by a major grant from the NEH.

On Tuesday, November 7, attend a free performance by the U.S. Army Concert Band & Soldiers' Chorus at 7 p.m. in the Center for Performing Arts. Reserve your ticket to attend.

Finally, visit Open House at the VRC to check out its new location in GMT104 on Thursday, November 9 from 2 – 6 p.m. Refreshments will be provided.

Contact the Veterans Resource Center at 708.235.7597 with questions or for more information.

GSU Celebrates Nontraditional Student Week (November 6 – 10)

The majority of students at GSU classify as nontraditional, and in order to honor and acknowledge their accomplishments, the Student Activities Council will be hosting Nontraditional Student Week, a weeklong celebration held by colleges and universities through the U.S. Visit Jaguar Connection to read more about nontraditional students and for a full listing of events, including a game day, a Jaguar Treks trip, and a nonalcoholic Paint & Sip.

Be Guided by Facts, Not Myths, and #DoTheFAFSA!
Don’t let common misperceptions prevent you from completing the FAFSA—your starting point for access to education dollars. Use the FAFSA to obtain student loans as well as MAP and Pell grants—money you don’t have to pay back! Check out these common 12 myths, then visit our FAFSA website for more information.

If you need assistance doing the FAFSA, be sure to attend a FAFSA Completion Workshop.

**Follett Bookstore Survey**

Follett Higher Education Group, our GSU Bookstore partner, wants to hear what you think. Please provide feedback here. The survey will be available through Sunday, November 26.

**TouchNet Payment Plans begin Spring 2018**

The Office of Financial Services is excited to announce TouchNet payment plans—a convenient automatic monthly payment plan.

In response to student needs, payment plans for Spring 2018 will include a feature that automatically deducts monthly payments from students’ or parents’ debit or credit cards. Automatic deductions will allow payments to be scheduled and processed on the due dates with no additional action needed on your part.

**Update Your Contact Information ahead of Winter Weather**

Winter weather can cause class cancellations. Make sure your contact information is up to date so you receive all official GSU notifications—and prevent making the trek to campus in the case of closures.

If you are a student, please complete a Change of Student Information form and submit it to the Registrar's Office. You may submit the completed form, including a copy of your picture ID, via fax to the Registrar's Office at 708.534.1640, or you may drop it off in person at C1300. If you have any questions, please contact the Registrar's Office or call 708.534.4500.

If you are a faculty or staff member, please complete a Name/Address/Phone Change form and submit it to Human Resources. You may submit the completed form to the Human Resources department in person in C1360 or via email. If you have any questions, please contact Human Resources at 708.534.4100.

**International Education Week**
The Office of International Services (OIS) is getting ready for International Education Week (IEW), November 13 – 17. IEW is an opportunity to celebrate the benefits of international education and exchange worldwide. This joint initiative of the U.S. Department of State and the U.S. Department of Education is part of the university’s efforts to promote programs that prepare Americans for a global environment and attract future leaders from abroad to study, learn, and exchange experiences.

To see our list of cultural programming, click here. All members of the GSU community are invited to participate.

**Student Art Installations Connect With the Skylight Gallery in the Library**

In collaboration with Dr. Patrick Santoro’s Performance Art course and the Visual Arts Gallery, the GSU Library is hosting a five-week series of student art installations.

This week’s featured student artist is Nekia Driver. Her interactive exhibit *True Color* asks the audience to consider how shade of skin impacts individual experience.

In her artist statement, Driver explains, “*True Color* defines who we are on the inside. *True Color* defines what makes us unified. Despite the different races, ethnicities, and shades of color, we all share one color. We all bleed red.”

Email the Library with questions or for more information about this series of student art installations.
Act Now for Spring 2018

Spring 2018 registration is now open for all students, current and new. Register now to get the schedule you need!

The Spring 2018 graduation application is also now open. Students who will be completing degree requirements during the spring semester may apply to graduate through the MyGSU portal.

Announcements and Events

Join Our Team!

GSU’s Student Activities Council seeks students to join the Culture/Diversity Team. Students must love having fun, being part of team, and planning/marketing cultural and diversity-themed activities on campus.

Contact Konya Sledge to sign up. No experience required.

Ending the Epidemic

Join the Students of Addiction Studies Club (SASC) on Wednesday, November 8 from 2 – 5 p.m. in the Hall of Honors for Ending the Epidemic, an event focused on increasing awareness of the current opioid and heroin epidemic and reducing the stigma surrounding those impacted by it.

The afternoon kicks off with a dynamic presentation by Vantage Clinical Consulting LLC, followed by a Q&A session with our panel of experts. Then, stick around for a free screening of the Netflix documentary Heroin[e] and a post-screening open forum.
Join GSU’s English as a Second Language (ESL) program this semester for a monthly meeting to share experiences through conversation. Help students improve and practice their English communication skills while sharing cultures over afternoon treats.

The next session of Conversational Café will be “Giving Thanks” in the Lakeside Lounge on Wednesday, November 8 from 2:30 – 4 p.m.

Call for Auditions

Theatre and Performance Studies (TAPS) and the Center for Performing Arts (CPA) are calling for auditions for two upcoming productions

Audition for Caroline or Change, presented by Southland Area Theatre Ensemble on Sunday, November 12 from 5 – 8 p.m. in the CPA. Callbacks are invitation only and will be held November 13. Schedule your audition and download an audition packet.
for colored girls who have considered suicide/when the rainbow is enuf, presented by TAPS, will hold auditions on two dates: **Wednesday, November 15** from 7:30 – 9:30 p.m. in the E-Lounge, and **Saturday, November 18** from 10 a.m. – 2:30 p.m. in Sherman Hall. Schedule an audition.

**Dallas Children’s Theater Astonishes Families with Broadway-style Musical at GSU**

It’s time to set sail on a swashbuckling musical excursion that will leave your young ones appreciating home and family. Dallas Children’s Theater presents its acclaimed musical *How I Became a Pirate* at GSU’s Center for Performing Arts on **Sunday, November 12** at 2 p.m.

Based on the book by Melinda Long, the main character, Jeremy Jacobs, joins a band of comical pirates and searches for the perfect spot to bury their treasure. Find out more about Jeremy’s adventures [here](#).

The show is recommended for ages 5 and up. Tickets are $18 for adults and $13 for children (under 16). Patrons may add the post-show Shipwrecked Pirate Pizza Party event for an additional $10, which includes fun on Mystery Island where live swashbucklers have buried treasures waiting to be discovered. Limited tickets are available. Order [online](#) or by phone at 708.235.2222.

**A Reading by R.M. Ryan**
Join poet and memoirist R.M. Ryan on **November 14** from 11 a.m. – 12:30 p.m. in the Hall of Honors for a reading from his memoir *There's A Man With A Gun Over There*, an autobiographical novel based on his military experiences during the Vietnam era.

Ryan says of his memoir: "All of us men with guns were pretty scary—even scarier is the realization that most of the people who come through the American military are trained killers. These people are your neighbors. They're your relatives. We need to face up to what we're doing, both to peasants in the Third World and to our own children."

Pizza will be provided for students following the reading.

Please RSVP to Sandi Kawanna or call 708.534.4011. This event is part of **The Dialogues on the Experience of War** program, made possible in part by a major grant from the National Endowment for the Humanities.

The ABC’s of the Affordable Care Act (ACA)

All in the GSU community are invited to attend a panel discussion covering the details of the Affordable Care Act, led by Dr. Ning Lu, Full Professor of Health Administration, on **November 14** from 5:30 – 7:30 p.m. in Engbretson Hall.

Panelists include Health Care Administration students Brittnee Harris, Dhupina Patel, and Lisa Purdy, officers of the Student Health Care Management Club. GSU’s Dr. Rupert Evans, a regent of the American College of Health Executives for Metro Chicago, will also speak.

Refreshments will be served. This event is hosted by the GSU Student Health Care Management Club and supported by a grant from the Intellectual Life Committee. Contact the Library with questions.

I AM A ZEBRA: A Curiously Entertaining Story of Illness
Join Ingrid Masterton, creator and performer of *I AM A ZEBRA*, on her journey of trials met with humor; pain muted by joy; and the absurd kind of amusement that only the world of medicine could provide. Have fun with her as she discovers how she’ll next use her peculiar identity to undertake the reinvention that illness demands.

This [free performance](#), directed by Anne Marie Scheffler, will take place **November 15** at 4:30 p.m. in Sherman Hall. Click [here](#) to learn more.

**Professional Networking Event**

The [Office of Career Services](#) and the [GSU Foundation](#) are partnering to provide a professional networking event on **Thursday, November 16** from 3 – 4 p.m. in the Lakeside Lounge. Students will network with faculty, staff, and employers to expand their professional etiquette skills so that they may become more comfortable and better prepared for opportunities within their chosen field.

**Dine at Schoop’s in Monee and Support of the Friends of the GSU Library**

Dine in or order pickup for lunch on **Thursday, November 16** to support the Friends of the GSU Library. From 11 a.m. – 2 p.m., 20% of purchases from customers who mention Governors State or bring this article will be donated directly to the Friends of the GSU Library.
Schoop’s is located at 5701 Monee-Manhattan Road, in Monee, Illinois. The phone number is 708.534.6000. Check out their menu, and contact the library with questions.

2017 Men’s Leadership Summit

![Image of man with cap]

The 2017 Men’s Leadership Summit will take place on November 17. This year’s theme is “From Reasonable Doubt to 4:44: The Evolution of Maleness, Masculinity, and Manhood.” Using the musical career of Jay-Z as a backdrop, the conference theme speaks to men discovering the influence of maleness, masculinity, and manhood on their journey to be leaders.

This year’s keynote address will be given by Kevin Powell, who has authored 12 books, including his newest title, The Education of Kevin Powell: A Boy’s Journey into Manhood. His writings have also appeared in CNN.com, Esquire, Ebony, The Huffington Post, The Washington Post, Rolling Stone, The Guardian, ESPN.com, and Vibe Magazine, where he worked for many years as a senior writer.

Conference attendees will be eligible for a chance to win tickets to see Jay-Z in Chicago. For more information, email the Office of Intercultural Affairs or call 708.534.4551.

Internationalizing Higher Education: A Faculty Symposium

All faculty are invited to attend Internationalizing Higher Education: Challenges and Strategies, an interdisciplinary symposium on Friday, December 15 from 8:30 a.m. – 5 p.m. Faculty experts from GSU, UIC, Marquette University, Purdue University Northwest, Indiana University, and Harper College will share their perspectives and experiences on curriculum design, learning assessment, and institutional strategies on internationalizing higher education.

Register here to attend the symposium. Light breakfast and lunch will be provided. The symposium is presented by the College of Business, in collaboration with the College of Arts and Sciences, Center for Active Engagement and Scholarship, and Indiana University Center for International Business Education and Research.

MLK Commemoration: Save-the-Date
Save the date for GSU's annual Rev. Dr. Martin Luther King, Jr. Commemoration Program on **Monday, January 15** at 10 a.m. in Sherman Hall. This year's keynote speaker is publisher, editor, and educator Dr. Haki R. Madhubuti, founder and president of Third World Press, the oldest independent publisher of Black thought and literature in the country.

Donations of nonperishable food items for the GSU Food Pantry are suggested. This program is presented in collaboration with the University Park Library and University Park MLK Committee.

### Highlights

**Pam Mohanty**

[Dr. Pam Mohanty](#) is a marketing expert who worked on the corporate side before she sold herself on the idea of offering her skills and talents to the world of academia at GSU.

The India native researched and promoted products and services in two global firms as a big brand advertiser and then as a consumer researcher, combining her passions for marketing and consumer
behavior, but found little meaningful engagement.

“I was struggling and finally there was an epiphany. I realized I wanted to be in academic research,” said Mohanty, who earned her Ph.D. in Business Administration at University of Missouri and quickly joined the highly esteemed College of Business as an Assistant Professor.

Read more…

Respond to Violence Looks at Mental Health within the Justice System

According to Sheriff Thomas Dart, Cook County Jail is "the largest mental health facility in the country." Dart, whose work with inmate populations has set a new precedent for addressing rehabilitation and reducing recidivism—the tendency of arrested persons to re-offend and land back in custody—was one of the featured guests for this year's Respond to Violence, an annual program sponsored by the Center for Civic Engagement at Governors State University. Nneka Jones Tapia, a clinical psychologist appointed warden in 2015, joined Dart for the discussion moderated by Chicago Tonight's Brandis Friedman.

Read more . . .

President Maimon Encourages Love of Reading to FDC Preschoolers in Library Storytime
GSU President Elaine P. Maimon and her husband Dr. Mort Maimon led a special edition of this week’s storytime at the GSU Library—a weekly event held for preschoolers of GSU’s Family Development Center.

Between stories, Dr. Maimon prompted the children to think about preschool as the starting point for their education and encouraged the children to see college not as an option but as a guaranteed next-step in their futures.

**GSU Registrar Named President-Elect for IACRAO**

GSU’s University Registrar Chris Huang was named 2017 – 18 president-elect of the Illinois Association of Collegiate Registrars and Admissions Officers (IACRAO) at its 95th Annual Conference in late October.

The IACRAO presidency is a three-year commitment: president-elect, president, and past president. IACRAO consists of over 100 institutions and over 500 members, and is the local chapter of the national American Association of Collegiate Registrars and Admissions Officers (AACRAO).

Huang has been involved with IACRAO since 2013, previously serving as district chair and as professional activities officer. One of Huang’s main responsibilities as president elect will be to plan
IACRAO’s 96th annual conference in Alsip, Illinois.

Workshops & Trainings

A list of workshops for students, faculty, and staff can be found here, including the next Marketing and Communications Brown Bag, Introduction to Excel Workshops, FAFSA Completion Workshops, and Writing Center Workshops, among others.

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, November 07, 2017

College of Education Grants Reach Nearly $2 Million

Continuing the traditions of student advocacy and community involvement, the College of Education (http://www.govst.edu/coe) (COE) and College of Health and Human Services (http://govst.edu/chhs) (CHHS) at Governors State University have received a new four-year grant that will provide funding for students to continue their educations and bring critical services to underserved communities through hands-on learning experiences. This is the third Health Resources & Services Administration (https://bhw.hrsa.gov/) (HRSA) grant the university has procured in the last two years. This latest one, from the Behavioral Health Workforce Education and Training (https://bhw.hrsa.gov/fundingopportunities/?id=67ee4161-1b08-433d-8224-d1e009af2663) (BHWET), totals $1,918,310 and benefits student interns in the Departments of Addictions Studies/Behavioral Health and Counseling at GSU.

In response to the need for substance abuse treatment and other mental health services in parts of the Southland that lack vital resources and access, Drs. Cheryl Mejta and Shannon Dermer (https://gsunews.govst.edu/shannon/) co-wrote the grant in order to support intern work with underserved populations in their local communities.

Specific project goals are to:

1. Develop and expand the number of addictions and mental health counselors serving populations across the lifespan, with an emphasis on the impact of trauma in medically underserved areas;

2. Develop and/or enhance longitudinal internship sites in behavioral health that include inter-professional experiences in integrated healthcare available to addictions and mental health counselors;

3. Reinforce integrated primary and behavioral health services by providing intensive, longitudinal, inter-professional training for students, interns, faculty, and clinical site supervisors;

4. Increase the transition from student to employee in HRSA designated underserved areas;

5. Increase resources, and access to those resources, that promote inter-professional collaboration and integrated practice.

The first year’s disbursement totals $479,429. Congratulations to Dr. Mejta and Dean Dermer on continuing to bring outstanding opportunities and support to students at GSU.
University Community Examines Rise of Hate Speech

Members of the Governors State community gathered on Thursday, November 2 in Engbretson Hall to create an open dialogue on "freedom of speech, freedom of assembly, the impact of Confederate symbols, and the resurgence of hate" in America. Sponsored by the Campus Inclusion Team (http://www.govst.edu/CIT/) (CIT)—a committee of students, faculty, and staff from across the university devoted to upholding GSU's commitment to diversity—the Master of Public Administration (http://www.govst.edu/cas/padm/) at GSU, and Pi Alpha Alpha Global Honor Society (http://www.govst.edu/Campus_Life/Student_Life/Honor_Societies/), the event featured a panel of experts from higher ed with a keynote address from Gia Orr, a state and local advocate for human rights with a background and expertise in education.

Faculty members were joined by community members and peers from sister institutions in a panel discussion that ranged from understanding post-Civil War southern sentiment to practical actions people can take in their daily lives to combat the increasing presence and visibility of hate groups, such as Unite the Right—the far-right political group that incited the violence in Charlottesville, VA in August (http://time.com/charlottesville-white-nationalist-rally-clashes/) that led to the death of Heather Heyer, a counter-protestor who was killed when a vehicle plowed through the crowd. A moment of silence was held at Thursday's event for Heyer.

When asked if he thought the southern states had ever "gotten over" the loss of the Civil War, Dr. David Golland (https://gsunews.govst.edu/david-hamilton-golland/), professor of U.S. history (http://www.govst.edu/cas/hist/ba/) in the College of Arts and Sciences (http://www.govst.edu/cas) (CAS), gave a simple no. The cut and dry response elicited a small ripple of laughter—needed levity in a room that came together to address the alarming rise of the acceptance and normalization of racism in contemporary America.

GSU President Elaine P. Maimon was in attendance and addressed the room, highlighting the value and necessity of engaging full-campus conversations on such crucial matters as justice, equality, diversity, and inclusion.

Event organizer Dr. Mary Bruce (http://www.govst.edu/Site_Navigation/Contact/Directory/mclark/), Full Professor of Public Administration in CAS, noted that Dr. Maimon's presence and comments "promoted even more participation from the panelists, as well as the audience."

Although the ideals of inclusion and equality are not new to GSU (the university's triad seal, rendered in black and white, was designed in part as a symbol of racial harmony (http://opus.govst.edu/cgi/viewcontent.cgi?article=1042&context=anniv)), current social and political trends have caused GSU to reaffirm its commitment to be an active force in the fight for social justice and equality.

On Friday, November 10, the Fall All-Campus Symposium will take place in the Center for Performing Arts (http://www.govst.edu/center-for-performing-arts/). The symposium will in some ways continue and build on some of the themes of Thursday's panel discussion while introducing some new topics, including ways to integrate student veterans on campus (https://gsunews.govst.edu/gsu-student-veterans-take-the-lead-in-neh-class-on-war-and-trauma/). The event is an opportunity for the institution to come together and continue reflecting on the themes of inclusion and equity.
University Park, IL, November 07, 2017

**I AM A ZEBRA: A Curiously Entertaining Story of Illness**

Join Ingrid Masterton, creator and performer of [I AM A ZEBRA](http://www.govst.edu/uploadedFiles/zMiscellaneous/gsuView/Library_flyer_Zebra_1017.pdf), on her journey of trials met with humor, pain muted by joy, and the absurd kind of amusement that only the world of medicine could provide. Have fun with her as she tries to discover how she'll next use her peculiar identity to do the reinvention that illness demands.

This program has been the vision of GSU physical therapy professor [Dr. Robbie O’Shea](http://www.govst.edu/Site_Navigation/Contact/Directory/roshea), who says, "Ingrid masterfully presents a world of conflict and decision making. Occasionally, we as health providers and future health providers find ourselves as patients and recipients of healthcare. It can be uncomfortable and confusing when we, as health care recipients, are not aligned with those charged with our personal health care and systems work against us. This wonderful show brings these conflicts into the open and creates a meaningful and poignant dialogue using humor and fact."

This [free performance](http://www.govst.edu/uploadedFiles/zMiscellaneous/gsuView/Library_flyer_Zebra_1017.pdf), directed by Anne Marie Scheffler, will take place **November 15** at 4:30 p.m. in Sherman Hall. I AM A ZEBRA is presented by the GSU physical therapy program and supported by the Intellectual Life Committee.
Pam Mohanty

Dr. Pragyan “Pam” Mohanty is a marketing expert who worked on the corporate side before she sold herself on the idea of offering her skills and talents to the world of academia at Governors State University (GSU).

The India native researched and promoted products and services in two global firms as a big brand advertiser and then as a consumer researcher, combining her passions for marketing and consumer behavior, but found little meaningful engagement.

“I was struggling and finally there was an epiphany. I realized I wanted to be in academic research,” said Mohanty, who earned her Ph.D. in Business Administration at University of Missouri and quickly joined the highly esteemed College of Business as an Assistant Professor.

She had found her niche. “After I made the decision, everything felt very natural. I felt at peace.”

Mohanty’s newfound peace inspired her to publish three first-authored research papers—include in the prestigious Journal of Advertising and Psychology and Aging—and she won the 2016-17 College of Business Research Award.

Psychology and Aging carried one of her prized studies, “Beneficial Effects of Schematic Support on Older Adults’ Memory: Differential Patterns of Support of Item and Associative Information.”

Mohanty began that study with traditional consumers and later continued at GSU with her own students.

One of only three full-time GSU marketing professors, Mohanty cites the use of GSU facilities and undergraduate and MBA students as an example of using all available resources to bring real-world lessons to her classes.

GSU Newsroom: Before coming to GSU, you worked for Lowe Lintas and AC Nielsen in India. What lessons could academia learn from the corporate world and vice versa?

Mohanty: Academia could learn from corporate best practices in business administration, and corporate could learn from academia how to delve deeper in its business approaches and how to be more altruistic.

Corporations have to fine-tune a lot of their practices and strategies to stay profitable. They are constantly asking, ‘How do I do this better? What is the best practice for this goal?’ For academia to be able to emulate these best practices, they need to do it creatively because of budget constraints.

What corporations could learn from academia is how to add more depth for long-term impact. When you think about our academic research, we don’t just propose—we test the theory out. We persevere towards obtaining reliable results to prove our hypotheses. This is something corporations can do, as well, to learn the long-term impact of their strategies.

More importantly, I think corporations should learn about altruism from academia where it’s all about, “How do I enrich the society and expand the skill set of students?” Faculty have more a sense of giving. When corporations think of altruism, they think of donations and money.

GSU Newsroom: You specialize in consumer research, did you have any ah-ha! moments while conducting your research?
Mohanty: I am fascinated by how consumers process and respond to marketing information. One of the biggest surprises early in my research career was observing that, at times, the results and initial hypotheses were inconsistent. During my dissertation, I was studying ways to improve the episodic memory for brand information among older consumers. As people age, their ability to bind information deteriorates, and consequentially they exhibit poorer associative memory—memory for the co-occurrence of a brand name and its logo graphic together—compared to item memory. This memory is for only the individual items, such as brand name or the logo graphic.

I studied two types of memory support that could potentially bolster associative memory in older consumers: meaningful brand elements and related brand elements. An example of meaningful brand elements could be the logo graphic of the Ferrari depicted as a stallion, while an example of related brand elements could be the Jaguar car’s logo graphic and the brand name.

Initially, I thought both meaningful brand elements and related brand elements would help the older adults associate information better. However, it turns out the improvement is in the type of memory that receives greater support. So, meaningful brand elements enhance memory for the items, and related brand elements improve memory for the association. The knowledge of such differential effects of the two types memory support on associative versus item memory is not only intriguing, but it also helps marketers craft more effective strategies. I continued this line of research at GSU in the context of younger consumers, in a project that was partly funded by GSU’s University Research Grant.
Respond to Violence Looks at Mental Health Within the Justice System

According to Sheriff Thomas Dart, Cook County Jail is "the largest mental health facility in the country." Dart, whose work with inmate populations has set a new precedent for addressing rehabilitation and reducing recidivism—the tendency of arrested persons to re-offend and land back in custody—was one of the featured guests for this year's Respond to Violence, an annual program sponsored by the Center for Civic Engagement at Governors State University. Nneka Jones Tapia, a clinical psychologist appointed warden in 2015, joined Dart for the discussion moderated by Chicago Tonight's Brandis Friedman.

Their approach is unique, but it fits right in with GSU's push toward equity and restorative justice. Dart and his warden have made landmark strides in reforming the jail system by identifying inmates' mental health needs as well as pinpointing how poverty creates an imbalance in the justice system, and neither are shy about criticizing the "old way" of doing things.

"If we wanted to dream up the most inefficient, most expensive system," Dart said, "...we nailed it. People suggest we're out of our lane, but we're supposed to be doing things to make the community better."

Jones Tapia added, "It was almost like clockwork having someone come back to the institution. They leave at their best and return at their worst ... [when inmates get out] they can't get medication, can't get a job ... [we want to] increase the likelihood of success when people leave our custody."

One of the keys to this new way of viewing and administering justice, according to both Dart and Jones Tapia, is following through with after-care. They connect former inmates with community resources—counselors, transportation, medical care—and they maintain an open-door policy: released individuals can come back for classes at the jail.

Yevette Brown, the force behind Respond to Violence and a full professor in the College of Arts and Sciences' Division of Communication-Visual and Performing Arts, brought the pair in to shed light on the problem and their proposed solutions.

Brown says she created Respond to Violence "to give voice to those impacted by various forms of violence." The program's site—R2V, as she calls it—"forms an online community," according to Brown, "where local and national resources are made available ... leverages media and internet technologies to create a virtual public square for discourse on violence, stimulating individual and collective action."

Filmed in one of the university's Digital Learning and Media Design studios, the annual program lasts for one hour and draws faculty, students, and administrative staff into the audience.
Past years have focused on sexual assault and community violence, among other themes. Brown broadcasts passion for the program, leaning forward and intoning her words emphatically when she talks about it.

"We have to discuss these issues," she said. "There is great value in bringing these topics into the conversation with our students, our peers, and our community. Violence is far-reaching and broad. It impacts all of us in some way, and in order to stop it, we need to talk about it and act."