

## Final preparations for upcoming HLC site visit

SVSU is preparing to welcome a team of eight site visitors from the Higher

Learning Commission that will arrive on campus April 7-9. Marc Peretz, associate provost

and SVSU's accreditation liaison officer, said everyone on campus should be prepared to interact with them.

"They will walk around and talk to people," he said. "They will ask questions. We know that they are very interested in knowing whether this university

functions the way we say we do. Do we stick to our mission?"

In addition to informal interaction, the site visitors will have a number of scheduled meetings with various university members. There also will be open forums for faculty to attend.

Peretz said SVSU's self-study articulates the rationale for reaccreditation, and the site visitors will evaluate how their observations match what is outlined in the report.

"The reason they come is to verify that which is in the self-study."

Peretz encourages all members of the campus community to read the 20-page executive summary of SVSU's self-study report. Copies are available online at [svsu.edu/hlc/2014selfstudy](http://svsu.edu/hlc/2014selfstudy).

"The executive summary provides some context about the study," he said, "and provides a brief overview of how it is that we believe we meet the criteria set forth by the HLC. I think it does so in a fairly concise manner. Faculty and staff should know we do meet the criteria. The report shows, 'Here's how.'"

For students, a "street team" has been sharing information, along with prizes, in recent weeks.

Accreditation is a prerequisite to qualify for federal financial aid and to ensure transfer of credits, among other things. SVSU was first awarded accreditation by the North Central Association in 1970 and has been continuously accredited since. Our last comprehensive site visit was in 2004.



## University selects finalists for provost

The search committee has identified four finalists for the provost's position that became vacant when Don Bachand was appointed president in February. Each will visit campus and participate in open forums (see below), in addition to meeting with various groups of faculty, staff and students.



**George Arasimowicz** is currently the dean of the College of Visual and Performing Arts at Kean University in New Jersey. Arasimowicz completed bachelor's degrees at Carleton University and the University of Toronto, a master's at McGill University, and a Ph.D. at the University of California-San Diego.



**Thomas Erikson** is currently the dean of the College of Business and Technology at Western Illinois University. Erikson completed a bachelor's degree at Northern Illinois University and a master's degree and Ed.D. at the University of Illinois, Urbana-Champaign.



**Deborah Huntley** is currently the dean of the College of Science, Engineering & Technology at SVSU. Huntley completed a bachelor's degree at the University of Connecticut and a Ph.D. at Cornell University.



**Robert Marande** is currently assistant provost and dean of undergraduate education at Bloomsburg University in Pennsylvania. Marande completed a bachelor's degree at SVSU, a master's degree at the University of Akron, and a Ph.D. at Kent State University.

**Each finalist will hold two open forums in the Roberta Allen Reading Room in Zahnow Library:**

- **Huntley:** Tuesday, March 25 at 2:30 p.m. and Wednesday, March 26 at 10 a.m.
- **Marande:** Thursday, March 27 at 2:30 p.m. and Friday, March 28 at 9:30 a.m.
- **Arasimowicz:** Monday, March 31 at 2:30 p.m. and Tuesday, April 1 at 10 a.m.
- **Erikson:** Wednesday, April 2 at 2:30 p.m. and Thursday, April 3 at 9:30 a.m.

*25th Annual*

*All-University*  
AWARDS BANQUET

*Friday, April 11 • Curtiss Hall Banquet Rooms*

*Reception 5:45 p.m. • Dinner 6:45 p.m. • Awards Program 7:45 p.m. • Door Prize Drawing 9:00 p.m.*

**PLEASE RSVP BY APRIL 2 USING YOUR E-MAIL INVITATION**

# Betsy Pierce

## Assistant Professor of Accounting

Betsy Pierce is versed in a variety of topics. Genetics. Accounting. Chronic lung disease. Battlefield 4.

The assistant professor of accounting's interest in the latter subject, a futuristic war-time video game, doesn't involve her picking up an Xbox controller, though. Instead, Pierce over the last year has studied the flawed development plan that nearly derailed the video game's worldwide release in October.

Recently, Pierce and a colleague — Dawna Drum from the University of Wisconsin-Eau Claire — submitted a case study paper based on the incident to *The Accounting Information Systems Educator*, an annual publication dedicated to accounting-based education. The paper challenges students to consider their own business strategy when developing and releasing a video game. Specifically, students are both asked how they would choose an Internet cloud storage client and to consider an exit strategy should that client prove unreliable.

Battlefield 4's developer, Electronic Arts, experienced such a scenario in the fall when its cloud storage company, Nirvanix, filed for bankruptcy and gave its clients two weeks to remove data from its Internet storage space. The company was able to secure a 2-week extension to the storage deadline, and that relief likely prevented Battlefield 4 developers from losing critical files that could have delayed the game's multimillion dollar-netting release, Pierce said.

One of Pierce's many research interests is the growing trend toward firms using cloud storage.

"I'm an old-time accountant, and I lived through the whole automation process, when (companies) had to convince people to use desktop computers," said Pierce, a practicing accountant until 2000.

She said now members of the American Institute of CPAs are pushing for more firms to use cloud technology.

"It's interesting to me, and scary," she said.

It wasn't so long ago when Pierce's interests lay in a very different field. The Midland native with a Ph.D. in immunology was a postdoctoral fellow in pediatrics before arriving at SVSU last summer. She was one of a half-dozen people in the world with a focus on studying chronic lung disease in patients who underwent bone marrow transplants.

Before that, she taught courses at the college level on subjects such as genetics and accounting. The experience stuck with her through the years, and when an opportunity opened up at SVSU to educate undergraduates, she applied.

"I love being in the classroom," she said.

These days, she teaches Financial and Managerial Accounting and is helping revamp the Accounting Information Systems course at SVSU. She recently participated in a study abroad trip in India.

"I'm having a blast," Pierce said of her SVSU experience.



# Jenny Jimenez

Assistant Director of Graduate Admissions • March Staff Member of the Month

Jenny Jimenez is no stranger to hard work — and all kinds of it.

As an SVSU student in the 1990s, she balanced earning credits for her Bachelor of Business Administration degree with working several jobs at once, all while commuting nearly an hour each way to campus from her home in Saginaw County's Brant Township. Since then, the 1998 grad turned her college experience into a career in marketing and communications at credit unions and higher education institutions, which put her in charge of developing TV commercials, radio spots, websites, billboards and other marketing campaigns.

These days, though, Jimenez is back at SVSU, returning in July 2012 to become the assistant director of graduate admissions. These days, a lot has changed for Jimenez.

And a lot hasn't.

"It's amazing how much she's done in such a short time here," said Jenna Briggs, director of graduate admissions. "She has to be one of the most selfless people at SVSU. She's the ultimate team player."

In other words, Jimenez has brought back her versatile, hard-working style to the campus that helped her hone her skills nearly two decades ago.

"She has done marketing and recruiting for all of the colleges at one point in time," Briggs said of her colleague. "She completely

gutted and revamped our program's website as soon as she got here. She does all of our social media and web marketing. She's been such a huge asset."

Jimenez manages to juggle all those responsibilities while balancing a hearty, healthy life at home, where she is a mother to an 8- and 11-year-old, step-mother to a 15- and 28-year-old, and step-grandmother to a 6-year-old.

And now she's enrolled again at SVSU in the pursuit of a Master of Arts in communication and digital media, which she expects to complete in December 2014.

Jimenez plans to develop a capstone project that also will benefit her office. She wants to produce a series of promotional videos for graduate programs.

"I'm really excited about developing the graduate program videos because we really need them," she said.

Jimenez said she's happy to be back at SVSU after working more than a decade as a marketing specialist at credit unions and other higher education institutions.

"Everything felt very familiar and I am very comfortable here," she said of her return to the campus. "I felt like I was coming home."



## Professional Profile

- **Hasan Al-Halees**, professor of mathematics, had his paper, titled “Isomorphic vector-valued Banach-Stone theorems for subspaces,” (with Richard Fleming of CMU) accepted for publication in the journal *Acta Sci Math (Szeged)*, March 16. Al-Halees will present the paper May 20-24 at the Seventh Conference on Function Spaces, Southern Illinois University-Edwardsville.
- **Marlena Bravender**, assistant professor of education technology, had a co-authored article titled “Principal candidates create decision-making simulations to prepare for the job” accepted for publication in the spring 2014 *International Journal of Educational Leadership Preparation*.
- **Basil Clark**, professor of English, presented a paper titled “Sir Gareth: A Social and Historical Context for Malory’s Interest in the Youngest Son” at the Annual Conference of the Michigan Academy of Science, Arts and Letters, Oakland University, Feb. 28. Clark also serves as a member-at-large on the Academy Executive Committee. Also, Clark presented a paper titled “Absorbed into Her World: A Reading of the Goddess Nature in Chaucer’s ‘Parliament of Fowls’” at the 19th Biennial New College Conference on Medieval and Renaissance Studies, Sarasota, Fla. In addition, Clark’s article titled “Male Same-Sex Desire in the Romances of de Troyes” was published by CLCWeb: Comparative Literature and Culture (Purdue University; issue 15.4).
- **Alan Freed**, Clifford H. Spicer Chair in Engineering, published a book titled *Soft Solids: A Primer to the Theoretical Mechanics of Materials* (Springer, Basel; 2014).
- **Stephen Taber**, professor of biology, had his article titled “Two New Species of Nearctic Fungus Gnats (Diptera: Mycetophilidae)” accepted for publication in *Southwestern Entomologist* magazine.

## New Cardinals

- **Melissa Ford**, archivist in the Marshal M. Fredericks Sculpture Museum, announced the birth of a daughter, Hannah Patricia (7 lbs., 3 oz.), Dec. 16.
- **Katrina Friedeberg**, associate director of student life, announced the birth of a son, Benjamin Scott, Feb. 26.

## Condolences

- To **Chris Looney**, assistant vice president for academic affairs, whose father, Foster E. “Fos” Looney, passed away Feb. 26.
- To **Jeff Losee**, groundskeeper, whose mother, Marilyn Losee, passed away March 11.
- To **Melvin Pfenninger**, groundskeeper, and **Sherry Pfenninger**, financial services representative, whose mother/mother-in-law, Ann Pfenninger, passed away March 17.

## Briefly Speaking

- Faculty and staff may present the diploma cover to graduating members of their immediate family during the May Commencement ceremony on Friday, May 9, at 7:30 p.m. for colleges of Business & Management and Health & Human Services and on Saturday,

May 10, at 11 a.m. for the colleges of Arts & Behavioral Sciences, Education and Science Engineering & Technology. Call Suzette Zimmerman at ext. 4384 to make arrangements.

- Early bird registration for the Cardinal Cabaret Auction ends Friday, March 28. To register online, go to [alumni.svsu.edu/14-cardinal-cabaret](http://alumni.svsu.edu/14-cardinal-cabaret). The 8th Annual Cardinals Cabaret Auction takes place Saturday, April 12 from 5 to 9 p.m. in Curtiss Hall. The evening includes the auction and dinner.

## SVSU receives regional conservation award for work on Saginaw Bay

An SVSU-led project aimed at developing more efficient methods to ensure the public health of those who visit freshwater beaches along Saginaw Bay recently received praise from a regional conservation group.

SVSU earned The Saginaw Bay Resource, Conservation and Development Program’s Project Of The Year award, announced at the organization’s annual gathering Thursday, Feb. 27 in Bay City. The event was attended by conservation advocates including representatives from the state Department of Environmental Quality, the Office of the Great Lakes, and the U.S. Geological Survey.

“It’s exciting to receive the exposure,” said Tami Sivy, associate professor of chemistry. “I was surprised; I didn’t know there was anything like this.”

Sivy leads the still-ongoing study with David Karpovich, H.H. Dow Endowed Chair in Chemistry. She said one reason the project has been received so well is because it represents close collaboration between government and academia.

SVSU has worked with the Bay County Health Department in securing funding for the project. Financial support has come from the U.S. Environmental Protection Agency, the Midland-based Allen Foundation and SVSU’s Saginaw Bay Environmental Science Institute.

Sivy said the project, which began two years ago, involves the development of a faster method to detect microbial contamination at beaches.

The Saginaw Bay Resource, Conservation and Development Program is a nonprofit organization — representing 15 counties near the state’s eastern shoreline — dedicated to enhancing the environment, and accelerating the conservation, development and utilization of natural resources.

**The Interior is published on the last Tuesday of each month for faculty and staff at SVSU.** University departments sponsoring activities or events listed in the Interior will provide reasonable accommodations for persons with disabilities when contacted at least three days in advance.

**J.J. Boehm**

Director of Media Relations  
jjboehm@svsu.edu • (989) 964-4055

**Tim Inman**

Director of Photography, Advertising  
& Publishing Services  
tmi@svsu.edu • (989) 964-4086

### Submission Deadline:

**Noon on Wednesday before the publication date.  
Please send items by email to: [jjboehm@svsu.edu](mailto:jjboehm@svsu.edu).**