

# PHILAU FAMILY

Fall 2011  
[www.PhilaU.edu](http://www.PhilaU.edu)

## A Message from the Provost



Two years ago, Philadelphia University was at the threshold of positive transformation and I encouraged us to seize the moment. I could never have imagined then that we would come so far — indeed that any college or university could advance so rapidly by boldly dedicating itself to positive change built on a solid foundation of history and tradition.

The last year held many significant academic accomplishments. We broke ground this summer on the stunning building that embodies the curriculum of our new College of Design, Engineering and Commerce, moved into the new LEED-certified SEED Center, established the MAG Composites Institute, received national recognition for our health science programs, and collaborated with industries around the world on projects from

solar energy and mobile health clinics to designing clothing for autistic children. We graduated our first class from the new majors of Environmental Sustainability, Law and Society, and Professional Communications. We also began a series of important summits for the campus community during which national luminaries and faculty envisioned new paradigms for aligning general education and professional programs.

Philadelphia University also offers students the opportunity to learn and grow outside the classroom. As you will read in this issue, there are many ways for your son or daughter to become involved on campus. Whether through participation in civic or industry engagement, athletics, or student government, your student will gain the knowledge and experience that will constitute a well-rounded, dynamic graduate. As we begin a new year at Philadelphia University, I urge you to encourage your student to take full advantage of all that the University has to offer.

## Day of Service Connects PhilaU Students to the Local Community

Before Philadelphia University holds its fourth annual Day of Service on Tuesday, Sept. 27, more than 3,460 volunteer students, faculty, staff and alumni will have already completed 12,150 combined hours of community service through the program's first three years.

PhilaU volunteers have tutored elementary schoolchildren, provided career advice to students, sewed clothing for foster children, worked with Habitat for Humanity, cleaned parks, packaged food for Philabundance, registered voters and participated in many more community service activities over the last three years in one of the most successful, and popular, service-related events on campus. This year, dozens of volunteers will once again head out into the community to help those in need, with projects planned to raise money for cancer research, preserve historical clothing garments and beautify local parks and community facilities.

Day of Service began in 2008 and has been successful from the start thanks to dedicated volunteers and generous community partners that range from local business to national charity organizations. The first Day of Service drew over 1,400 volunteers, and the University has never looked back.

More than just a volunteer opportunity, Day of Service has succeeded because of its unique integration into the curriculum at PhilaU. Faculty are encouraged to design service-learning projects that give students the opportunity to use the skills they are learning in the classroom in a real-world situation that benefits the community. Past service-learning opportunities included a team of Interior Design students who designed and built the dream bedrooms of three sick children in the Make-A-Wish Foundation. Architectural and Industrial Design students built a trench at Weavers Way Farm, helping to support a local business. And Landscape Architecture students conducted a planting around the East Falls Train Station, to name just three of many similar projects.

"The East Falls Train Station planting on the University's Day

of Service not only allowed our landscape architecture students see their design work transformed into a 'living landscape,' it gave them the opportunity to see first-hand the immediacy and positive impact their work can have on a community and the physical environment," said Claudia Phillips, Ph.D., professor of landscape architecture. "Plus I think the students enjoyed working together and getting their hands in the dirt!"

With the blend of walk-up ready volunteer opportunities and pre-arranged projects integrated into students' classes, the Day of Service has been a consistent hit with the University Community.

"Day of Service was an inspiring and rewarding day for all involved," said President Stephen Spinelli Jr., Ph.D. after a past Day of Service. "A campus-wide Day of Service with faculty, staff, and student involvement is a shining example of the collaborative nature of the University and truly exemplifies the many ways Philadelphia University students understand the power and importance of service and giving."

For more information, visit [www.PhilaU.edu/DayOfService](http://www.PhilaU.edu/DayOfService).



## Get the Skinny on PhilaU Student Organizations



Timothy J. Butler serves as Assistant Dean and Director of Student Activities and Campus Center. He oversees Philadelphia University's student organizations and has been a member of the Philadelphia University staff for 16 years.

### Why are student organizations an important aspect of PhilaU? What do they do?

Campus life plays a key role in getting students engaged in the community in which they live. Students quickly learn they have daily choices of places to go and events in which to participate. The bread and butter of any campus life program are student organizations. They create campus activity and encourage student engagement. They are the pulse of the campus.

### What types of organizations are available for my student? How many are there?

We feature a strong mix of new and long-standing organizations, including greek life, performance, club sport, community service, special interest and awareness, leadership, arts and culture, and organizations driven by majors. The number of student organizations varies from year to year according to students' interests. Last year, there were 62 registered organizations.

### What if my student does not find an organization that matches his/her interest?

He/she can easily start one! Our Student Activities Office fosters a culture on campus that allows students to create organizations and flourish. Our staff welcomes the opportunity to work with students to turn their interests into reality.

### How will my student benefit from participating in a student organization?

Student organizations offer valuable moments of growth and development on both personal and professional levels as well as give students a chance to meet. They work in tandem with the cutting-edge curriculum at PhilaU to create well-rounded graduates. Employers are interested in more than just academics. They also want to see students' involvement on campus. It can play a huge role in their careers.

### Where can my student find more information about student organizations?

Your student can visit the Student Activities website at [www.PhilaU.edu/StudentActivities](http://www.PhilaU.edu/StudentActivities), where he/she will find a list of current organizations, descriptions of each, contact information, etc. The staff in Student Activities would be happy to answer questions and/or meet with your students to assist them in getting connected. Do not hesitate to contact us at 215-951-2744 or [StudentActivities@PhilaU.edu](mailto:StudentActivities@PhilaU.edu).

### Is there anything else important for parents to know about students organizations?

I have spoken to thousands of college students over the years, and I consistently share a similar message with them. In their time at PhilaU, they will find a tremendous amount they can do. As student life professionals, we work to offer opportunities to the students, but it is up to them to take advantage of these opportunities. I don't encourage students to do everything; however, I do ask that they do something!

## Thank you to our parent donors!

Parents are a vital part of the Philadelphia University community. With your wonderful generosity, you help to provide students with an educational experience that leads to academic, personal and professional success. During the 2010-11 academic year, 612 parents donated a total of \$43,392. Thank you!

## Creating a Big Game Feel: PhilaU Intramural Program

In an effort to increase the student experience, the Philadelphia University Intramural Program provides the opportunity for the University community to participate in structured and competitive sports organized into single day events, tournaments, and leagues. Since the opening of the Gallagher Athletic, Recreation, and Convocation Center in 2006, the program has reached new heights of student involvement. Last year, almost 50% of the student body participated in intramural activity and this number continues to increase from year to year.

There are several far reaching benefits to participating in intramural sports and other recreational activities, including group exercise classes, wellness programming and more. These mediums serve as a stress reducer, improve self-confidence, and enhance leadership and team-building skills. In addition, students feel more a part of the University community. The program facilitates interaction with diverse sets of people and provides student groups with a vehicle to promote and publicize special initiatives. Last year, the Intramural Program hosted a dodge ball tournament for the Global Medical Brigades in an effort to raise awareness and financial support for their trip to Honduras where they set up a medical clinic.



PhilaU's ultimate frisbee team, Diskfunctional, practicing on the Ravenhill campus quad.

In addition to providing a range of sports from outdoor soccer to wallyball, the program allows championship teams to play their counterparts at local universities. Most recently, PhilaU's flag football champions played Drexel University at the Wells Fargo Center. Certified officials are also brought to campus to referee playoff competition, creating a "big game" feel. Events can be modified or added based on student interest and participation and all students, faculty and staff are welcome. Employment opportunities exist for students as officials, scoreboard operators, first aid and facility monitors. For more information on how to get involved and a calendar of events, visit the Intramural Program on the Student Life website at [www.PhilaU.edu/StudentLife](http://www.PhilaU.edu/StudentLife).

## Dear Parents,



*Gary Bunton, Kristin Bunton, Elka Bunton '12, Pia Bunton, Ingrid Johnson '73*

When I attended Philadelphia University, it was called Philadelphia College of Textiles and Science and the campus was a fraction of the size it is today. The programs were strong, activities outstanding, and the campus life engaging. Students studied design, business, or a combination of both. In this environment, we all grew because PhilaU afforded each of us the opportunity to achieve our own ambitions.

Upon graduation, I pursued a career at the Fashion Institute of Technology in New York City and my PhilaU education and experiences have shaped me into the educator I am today. I feel the growth and empowerment opportunities offered to students through challenging academics and a wide-range of extracurricular activities are PhilaU's trademark. When my young-

est daughter, Elka, began her college search, I was delighted when she found the same encouraging environment that I had at PhilaU. As she enters her senior year, I am confident that when she graduates she will have the tools to succeed in her chosen field.

Now as an alumnae, parent, and educator, I support The PhilaU Fund because my experience inspired me to impart to others the same special care that I received. I know the difference that our generosity can make, so please join me in supporting The PhilaU Fund. Visit [www.PhilaU.edu/giving](http://www.PhilaU.edu/giving) to make your gift today.

Sincerely,  
Ingrid Johnson '73

## Faculty Take Improv Lessons and Brainstorm with Industry Leaders from Smart Design to Prepare for New Curriculum

While preparing for the first semester of the College of Design, Engineering and Commerce, Philadelphia University professors have been channeling creativity from unusual sources. Several members of the faculty worked with The Second City's Bryan Bowden in a three-hour improvisational workshop on Improv and Creative Pedagogy, or methods of teaching. The faculty did everything from arranging themselves into shapes of letters to telling stories one word per person at a time.

"All of the professors were great sports," said Heather McGowan, assistant provost for DEC development. "They jumped right in and had a great time."

Also participating in the workshop was DEC Fellow Barry Kudrowitz, who earned a Ph.D. from Massachusetts Institute of Technology with a dissertation on humor and creativity. His recent research, "Improvisational Comedy and Product Design Ideation: Making Non-Obvious Connections between Seemingly Unrelated Things," looked at the abilities of professional product designers and improvisational comedians in generating creative ideas.

"My findings suggest that improvisation comedians are better at coming up with creative product ideas than professional product designers and that improvisational games tend to increase the quantity of ideas in a brainstorming session," Kudrowitz said. He believes that not only can creativity be taught, but that it is like a muscle that needs to be exercised.

As part of the new DEC curriculum, some professors will forgo the traditional lecture format for a team-teaching approach, infusing their expertise into the classroom while complementing the skills and knowledge of their fellow faculty members. Collaboration is taken seriously, not only for student projects, but in the way that students at PhilaU are educated.

In addition to The Second City improv classes, faculty members participated in a workshop with employees of Smart Design in New York. An award-winning design firm that created the popular Good Grips kitchen utensils for Oxo, Smart Design has become successful by reinventing everyday products to make them easier to use.

Smart Design's approach mirrors that of PhilaU's new collaborative College structure, making their industry expertise valuable to PhilaU professors' educational expertise. By combining design and engineering skills to produce products that have a competitive advantage in the marketplace, Smart Design utilizes the interdisciplinary approach that



*Barbara Kimmelman (left), Ph.D., professor of history, Kathryn Gindlesparger (second from left), Ph.D., assistant professor of writing, and other faculty members worked with Bryan Bowden of Second City during the summer.*

has become the hallmark of successful 21st-century businesses.

"A lot of what we do in the design research world is much broader than the design of objects. It is not something typically taught in a class," Senior Innovation Engineer Yvonne Lin agreed. "Our techniques at Smart Design have been honed by professionals coming from all different disciplines. We must be able to look at complex problems for clients in a wide range of fields from Nike to Johnson & Johnson to Procter & Gamble to Ford or Starbucks. For those reasons, I think Philadelphia University's College of Design, Education and Commerce programs are exciting."

Philadelphia University students entering programs in the College of Design, Engineering and Commerce this fall will soon have their own opportunities to tackle real-world problems like Smart Design does, through the Integrative Design Processes (IDP) course - the innovative first-year course developed as part of the new DEC curriculum.

**What would you like to read in the next issue of PhilaU Family? Please send your ideas to [Parents@PhilaU.edu](mailto:Parents@PhilaU.edu)!**

# THE PhilaU FUND

Each year, during the Phonathon, students call alumni and parents to tell them about all the great things happening at Philadelphia University. They also ask for a contribution to The PhilaU Fund, which supports the greatest needs of PhilaU students. Please consider making a gift, and our students are looking forward to speaking with you!

## Suprise your student!

Dining Services offers the From Home With Love program that enables you to send an attractively packaged selection of foods to your favorite student. These treats include a greeting card with your personal message. From Home With Love lets you surprise your son or daughter with a gift guaranteed to brighten his or her day. These special packages are the highlight of students' birthdays, holidays, exam time, or can just say you care. To view a list of gifts to send your child, visit [www.PhilaU.edu/Dining](http://www.PhilaU.edu/Dining). To order, call 215.951.2924 or e-mail [Catering@PhilaU.edu](mailto:Catering@PhilaU.edu).

## 2011-12 Academic Calendar

|        |  |
|--------|--|
| AUG 22 | Classes begin                                    |
| SEPT 5 | Labor Day ( <i>no classes</i> )                  |
| OCT 1  | Family Day, Homecoming                           |
| OCT 10 | Midterm evaluations week                         |
| OCT 21 | Fall break                                       |
| NOV 23 | Thanksgiving break<br>( <i>no classes</i> )      |
| DEC 5  | End of Fall semester                             |
| DEC 9  | Final exams begin                                |
| JAN 11 | Classes begin                                    |
| JAN 16 | MLK Holiday ( <i>no classes</i> )                |
| FEB 27 | Midterm evaluations week                         |
| MAR 9  | Spring break<br>( <i>classes end at 5 p.m.</i> ) |
| MAR 19 | Classes resume                                   |
| APR 27 | Last day of classes                              |
| MAY 3  | Final exams begin                                |
| MAY 13 | Commencement                                     |

**A Special "Thank You" to all Philadelphia University Parents**

**This 20% coupon is valid for one (1) clothing or emblematic gift item at the University Bookstore.**

**Coupon valid from September 15 - October 15, 2011. Excludes sale items.**

*Your Campus*  
**YOUR STORE**



## Homecoming & Family Day Saturday, October 1 2011

For more information visit [www.PhilaU.edu/familyday](http://www.PhilaU.edu/familyday)



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Development and Alumni Relations  
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