Kent State University at Stark helps students embrace today’s technology and develop important skills for tomorrow’s workplace.

Photo by Bob Christy, Kent State University
Even though spring hasn’t officially arrived, Kent State University at Stark is certainly blossoming. If you’ve been on campus recently, you can’t help but notice our growth in enrollment, which is now at more than 4,500. We’ve taken many strategic steps to accommodate this increase, including maximizing our facilities, expanding sections, hiring new faculty and implementing a new parking permit program.

As our student population grows, we’re broadening the amount and scope of technology available on campus. Among other things, this issue of Encompass highlights our advanced tools to enhance learning and help students connect with information, instructors and each other. I also encourage you to read about our expanding communication studies department, faculty and student accomplishments, upcoming events and much more.

We continue to search for a new dean who will embrace Kent State Stark’s growth and look for ways to further develop our campus. A strong committee of faculty, staff and community members is conducting a national search to find a candidate with the skills and experience to lead our campus as it continues to flourish. We hope to have the new dean in place before the start of the fall 2010 semester.

I am gratified that so many people have chosen Kent State Stark for their education. And, in the midst of all these changes, I want to emphasize that one thing will remain the same: our commitment to maintaining the quality of our education and the warm, welcoming atmosphere we’re known for. Students can be certain that all our decisions – now and in the future – will be centered on meeting their needs first.
Kent State University at Stark helps students embrace today’s technology and develop important skills for tomorrow’s workplace.

“Technology is a tool that can help facilitate learning. When I work with faculty to bring new technology into the classroom, the first thing I ask is, ‘What do you want to accomplish or what is your end goal?’ These goals drive the type of technology needed and how it is used, not the other way around.”

– Jason Piatt, Educational Technology Designer at Kent State University at Stark
At one time, nearly every American classroom had one: that eager student (affectionately known as the “A/V Kid”) who could effortlessly set up slide shows, film reels, overhead projectors and VCRs at a moment’s notice.

Over the past two decades, instructional technology has, like former A/V Kid Jason Piatt, grown up. Now Piatt, educational technology designer at Kent State University at Stark, helps faculty integrate hi-tech tools into the teaching and learning process, including:

• A course management system and its application to distance learning (Blackboard Vista)
• Electronic whiteboards (SMART Boards)
• Personal response systems (“clickers”)
• Mini computer notebooks (netbooks)

Piatt believes proper use of technology in the learning process enhances critical thinking and presentation skills, fosters interactivity, both in and outside the classroom, and enhances distance learning, adding a compelling new dimension to traditional instruction. And, equally as important, it prepares students to tackle the systems they’ll eventually encounter on the job with confidence.

“Technology is a tool that can help facilitate learning,” he says. “When I work with faculty to bring new technology into the classroom, the first thing I ask is, ‘What do you want to accomplish or what is your end goal?’ These goals drive the type of technology needed and how it is used, not the other way around.”

One of Piatt’s current projects involves the addition of multimedia essays and virtual peer reviews to specific classes taught by Dr. Andrea Adolph, associate professor of English. She says she’s grateful not only for Piatt, but also for the overall support Kent State Stark provides.

“I wouldn’t have ventured into this technology if there had not been someone who could help me and my students with it,” she says. “The fact that there is someone to support us in these initiatives shows the depth of Kent State Stark’s commitment to integrating technology and learning.”

Streamlining Communication

From listservs and e-mail distribution lists to online chatting and video meetings, Kent State Stark is using technology to streamline communication between faculty, staff and students, both on and off campus. Google Docs – a Web-based application that allows users to create and edit documents online and collaborate in real-time with other users – recently went live for all users at Kent State University, minimizing the need to e-mail documents.

Jason Piatt, Kent State Stark’s educational technology designer, says, “The university has put these tools into place to encourage collaboration. Students who tap into them will find that communication between peers and professors often goes more smoothly.”

Photo by Bob Christy, Kent State University
Improving Access

At Kent State Stark, technology improves student access to resources and information they need to succeed. With laptops and netbooks becoming increasingly less expensive, the campus’s FlashZone wireless network allows students to connect to the Internet from many locations on campus using personal devices configured for Wi-Fi access. Kent State Stark was the first area university to offer the service to this extent.

Additionally, students can log onto library databases from any computer with Internet access using the campus’ secured VPN (virtual private network).

“Students can do so many things online and can, in many ways, simulate being on campus even when they’re not,” says Jason Piatt, Kent State Stark’s educational technology designer. “These tools are intended to make life and learning more flexible and efficient.”

Using KSUTube

In an age of videos on demand, Kent State University has created an internal video sharing site similar to YouTube. Called KSUTube, the system allows Flashline users to view and upload Kent-specific clips, lectures, films and more to the site, which is located at KSUTube.kent.edu. Students can log on to KSUTube at any time from any computer with Internet access.

Complete Class Management

Because technology provides many classroom resources and communication options, instructors need a platform where everything – from syllabi and study materials to online discussions and assessments – is instantly accessible. Blackboard Vista is Kent State Stark’s Web-based solution.

Known as a course management system, Blackboard Vista allows instructors to create and share documents and multimedia files in a secure area. The system provides a forum for both synchronous (live) interaction via chatting, as well as asynchronous (delayed) interaction via threaded discussion, internal e-mail and assignment submission. And, Blackboard Vista can be used to create and administer different types of assessments, including multiple-choice quizzes and tests and even short essay exams.

The Web-based system works with distance learning, blended courses (distance learning together with a traditional class) or as a supplement to a conventional course, making it a simple, flexible way for instructors to share information and interact with students. An added plus is the reduction of printed materials.

Dr. Andrea Adolph, associate professor of English, resisted Blackboard Vista initially, but now describes herself as a convert. She says, “I wanted to be sure the system would promote student learning and that it wasn’t just technology for the sake of technology.”

Last summer, she started offering class handouts via the course management system. She notes that students “didn’t complain or even blink. Instead, they all brought their laptops and read right from the computer.” Adolph was happy to eliminate the photocopying and students could access her handouts any time.

This past semester, she added online peer evaluation to Blackboard Vista for a creative writing class after observing a colleague use the feature. “I saw it work in a way that rarely happens in a face-to-face peer review, perhaps because the stakes are lower in an online environment,” she says. “I’d never seen that level of rich discussion and commentary before, so it seemed a natural fit for my writing courses.”
Internet-age Chalkboards

Write on it. Draw pictures. Move data and objects around with the touch of a finger. Then, capture everything digitally and use it again later. Pretty smart, huh?

Those are just a few of the capabilities of today’s interactive whiteboards – also called SMART boards – which combine a whiteboard, computer and projector in one sophisticated package. First introduced in 1991, and now one of the most sought-after tools in the modern classroom, this Internet-age chalkboard is changing the way instructors deliver information and engage their students.

Kent State Stark currently has three interactive whiteboards. Michele Heron, an instructor of middle childhood education and lecturer of mathematical sciences, and Rob Kairis, library director, use them frequently and also are training other faculty and staff members to use them.

Heron says more elementary and secondary schools are purchasing them as the cost of the whiteboards decrease. She believes it’s critical that education students get experience with interactive whiteboards because of their growing presence and importance in the classroom.

She says, “What I like best about this technology is that it lets me organize and connect content from multiple sources. I’ve got my lesson plans, the Internet, other related files and the material I’m talking about at my fingertips, and I can work with all of it while looking directly at my class. If someone misses a session, they can access the robust, visual concepts we discussed, which is far more helpful than notes in a Word document.”

The Kent State Stark library now offers a large, wall-mounted whiteboard in a space where there’s room to connect a second one to improve visibility for larger classes. Kairis notes that many students are excited about the technology and want to try it for themselves.

“Interactive whiteboards are very impressive and many students tell me they’ve been inspired by seeing them in action,” he says. “Then, when students have to make presentations – which are rarely traditional anymore – some want to incorporate the whiteboards. And the library can provide them with that opportunity.”

Virtual Flexibility

Students can’t see the teachers, but they can hear their voices. It’s not a sign of overactive imaginations, but of Kent State Stark’s new distance learning option.

Pre-recorded lectures are just one facet of Introduction to Gerontology, one of several distance learning classes that Kent State Stark offers. Students also watch videos, take quizzes and exams, access notes and PowerPoint presentations and interact virtually with one another in small groups using the university’s versatile Blackboard Vista system.

Lisa Hallaman, a Kent State Stark human development and family studies lecturer, and Dr. Kelly Cichy, assistant professor of lifespan development and education sciences at Kent State University, are striving to make this asynchronous education experience (learning that takes place outside the constraints of time and place) feel as traditional as possible. Their work appears to be paying off as distance learning sections fill up within days of being offered.

Hallaman says, “I knew it would be a hit, but even I’ve been surprised by the number of students who want this option. We’re also drawing students from the Kent Campus and other regional campuses.”

Although distance learning remains somewhat unconventional, students often form an online
community with dynamics similar to conventional classrooms. They create discussion areas, share notes and even arrange to meet in person for projects and study groups. Hallaman checks class progress several times a day, answering questions, spurring discussion and observing interaction.

Hallaman believes distance learning will continue to grow in popularity. “Students keep giving me positive feedback that distance learning is a great experience,” she says. “It’s a good fit, in particular, for students who work full time or have family responsibilities. Flexibility is the key.”

This semester, Kent State Stark also began offering two new distance learning courses in justice studies. Blended classes, which combine online learning with regular classroom activities, are available as well.

**Instant Responses, Instant Feedback**

Many nursing students at Kent State Stark no longer have to wait days to find out the results of a test. Instead, thanks to the campus’s new personal response system, some test scores are now processed in just seconds.

A personal response system – or “clicker” – allows students to interact with an instructor electronically through a small remote device that instantaneously collects and quantifies simple feedback. Relatively inexpensive and reusable, clickers facilitate student polls and quizzes on key learning points while ensuring anonymity. And, this technology streamlines multiple-choice exams, eliminating traditional “bubble” answer sheets and the long wait for a grade.

Dr. Deb Shelestak, assistant professor of nursing, is the first at Kent State Stark to implement clickers in the classroom. She notes that the technology has been very helpful in her Growth and Development course, not only for immediate feedback, but also for determining the reliability and validity of tests.

She says, “I want to make sure every test accurately measures student knowledge. At the press of a button, the clicker gives me complete data about each test question, including a breakdown of who got it right, who got it wrong and what the distracters may have been. When a high percentage of the class misses a certain question, I know I need to revisit that concept or ask the question a different way.”

Unlike proctored testing on the Web – which requires all students to be in a computer lab – instructors can use clickers for testing in virtually any classroom. In addition, clickers improve test security because paper answer keys don’t exist.

Shelestak anticipates that more nursing instructors, as well as those in other disciplines, will implement clickers into their lesson plans. “Now that we’re more familiar with the clicker, my students and I really appreciate its advantages,” she says. “It helps me identify where students are in the learning process more quickly and accurately.”

**Netbooks a Natural Choice for Library**

When the iPhone’s too little, but the laptop’s too big, many people are finding netbooks to be just right for personal computing on the go.

Also called mini notebooks or subnotebooks, netbooks are small, light and relatively inexpensive laptop computers. These devices, which range in size from five to 13 inches, are rapidly growing in popularity for general computer and Web access.
At Kent State Stark, students can now use netbooks at the library to aid in research, group work and independent study. Currently, the campus offers 24 netbooks and 33 laptops. Rob Kairis, library director, notes that laptops have been available on campus for several years; however, following the recent renovation of the library teaching area, netbooks were the natural choice.

“Netbooks appealed to us for three main reasons: flexibility, mobility and battery life,” he says. “Because they are smaller than a traditional laptop, they are simpler to manipulate. And the batteries last six hours on a charge. With the openness of the teaching area, students can gather in groups at large tables right next to our reference collection, work together informally and easily carry the netbooks to any part of the library.”

The netbook’s keyboard and touchpad are smaller than a laptop’s, but students can borrow a mouse from the library and plug it in for easier use. And, Kairis adds, students are always welcome to bring their own laptops and netbooks.

Rob Kairis, library director, teaches students how to utilize netbooks to perform research for a class project.

Kent State Stark’s library is an excellent place to experience new technology. Students also can borrow many different types of electronic equipment for class projects or even to “try before they buy.”

Rob Kairis, library director, says an added bonus to borrowing from the library is that staff members are adept at teaching students how to use technology. He adds, “In many ways, libraries are a technology lab. And, with our sophisticated tracking systems, we’re the perfect distributor. Many Kent State Stark classes meet at the library to take advantage of technology that isn’t available in all classrooms.”

Items available for checkout include laptops, digital camcorders, a high-definition camcorder, digital audio recorders, tripods, portable computer mice, portable projectors and clickers.

Developing Math Skills

Michele Heron, lecturer of mathematical sciences, uses the Navigator system to wirelessly link all the calculators in the classroom together. She can send a problem directly to the calculators and students submit their answers back to her.

She says, “I can immediately see who is getting it and who isn’t. It’s another great way to communicate with students.”
MAINTAINING BALANCE

As enrollment increases, Kent State University at Stark strategically maximizes its facility and faculty while continuing to offer the complete, close-to-home college experience students want.

Photo by Bob Christy, Kent State University
In the midst of difficult economic times, the Pew Research Center recently reported that more Americans are entering colleges and universities than ever before. Although increasing enrollment has been the trend for about three decades, what’s new is that significant numbers of students are attending schools closer to home.

This past fall, enrollment at Kent State University at Stark hit an all-time high with 4,500 students, and the faculty now includes 106 full-time and 124 adjunct instructors. Despite exceptional growth, Dr. Ruth Capasso, interim dean, and Dr. Paul Abraham, interim assistant dean, agree that Kent State Stark is ahead of the curve, thanks to strategic planning and its firm commitment to maintaining the quality and atmosphere that has always drawn students to the school.

“For years, Kent State Stark has offered a liberal education experience at a public university price, and even as we grow, we continue to focus on students and their needs,” says Capasso. “Our goal is to help them succeed and complete their education right here, if we can. It’s what most students want. I believe that’s one reason why our retention is also climbing.”

Working closely with the campus’ student advisors, as well as faculty members of its fastest growing programs, Abraham attempts to identify the need for additional course sections before enrollment begins. He also carefully monitors capacity markers from previous semesters, such as section size, how quickly sections filled and the number of students “locked out” of courses.

“For years, Kent State Stark has offered a liberal education experience at a public university price, and even as we grow, we continue to focus on students and their needs. Our goal is to help them succeed and complete their education right here, if we can. It’s what most students want. I believe that’s one reason why our retention is also climbing.”

— Dr. Ruth Capasso, Interim Dean
Abraham says, “For six days a week – morning, afternoon and evening – we maximize our facility and all its classrooms. When full-time faculty are teaching at a full load, I bring in qualified, approved adjunct instructors to fill in the gaps.”

Kent State Stark not only hired adjuncts this past year, but also hired twelve full-time faculty, among them faculty who help extend offerings in sociology, math and human development and family studies. Preserving this balance ties into long-term plans to offer more complete bachelor-degree programs on site.

“It’s a matter of carefully choosing faculty for maximum flexibility, as well as the ability to deliver full programs,” Abraham says. “Resident faculty are committed to the campus. They become advisors and mentors and help students make connections.”

He adds that Kent State Stark will continue to hire strategically and look for “individuals with specific qualifications that can help us meet program development goals.”

To maintain its focus on students, Kent State Stark provides and encourages a variety of student activities, organizations and interest groups, which are growing along with enrollment. And, like other four-year institutions, the campus also offers student support and wellness programs, service learning and leadership and portfolio-building opportunities.

Capasso says, “We don’t want students to feel like they are being pushed through some big system. We strive to add quality to students’ education, which needs to be as complete and rich an experience as it can be, both in and outside the classroom.”

Free Parking Permits to Minimize Parking Hassles

Kent State Stark students should now have an easier time finding a parking space, thanks to new parking permits that were recently issued. Growing enrollment means a higher demand for parking spaces, and permits were developed to accommodate the growth.

In keeping with Kent State Stark’s philosophy of charging little-to-no “extra” fees, the parking permits are free, a rare treat for students who would pay a hefty price for parking at almost any other college campus. The program is being implemented on a trial basis, and its success will guide future parking policies.

“We want to clarify where students can park and which lots are available for Kent State Stark students,” says Dr. Ruth Capasso, interim dean. “We don’t want parking to detract from students’ learning experience.”
“Our students leave here proficient in the communication technology of the day. But, we stress that the hot technology today will not be the hot technology tomorrow. Our primary goal is to teach students how to create messages and communicate shared meaning with others, no matter what technology they use or what form it may someday take.”

– Dr. Erin Hollenbaugh, Assistant Professor of Communication Studies at Kent State University at Stark

Message Makers

Amid the current technology revolution, Kent State University at Stark’s School of Communication Studies equips students for the 21st-century workplace with practical skills and timeless principles about effective communication.

What’s on your mind?

Computer-mediated communication tools – such as cell phones, texting, instant messages, e-mail, blogs, wikis, social media, shared-content sites and more – provide on-the-spot options for answering this ubiquitous question.

Thanks to mediated communication, people are connected. They’re capable of communicating around the world instantaneously. They generate millions of messages every day.

But, how effective are these messages?

Communication studies majors wrestle with that and many other intriguing questions on their way to careers in business, non-profit organizations, government and other sectors. Lisa Waite, lecturer of communication studies and interim department coordinator at Kent State University at Stark, says when students ask what they can do with a communication degree, she answers,

Virtually anything.

Dr. Erin Hollenbaugh, assistant professor of communication studies (right), uses President Barack Obama’s Facebook page to spur discussion with her class on styles of communication and social media.
“In this global economy, there is a high demand for skilled communicators who can adapt to a complex marketplace and have a presence in profit and non-profit industries,” she says. “The bottom line is as much about people and relationships as it is profit. Our programs prepare students to succeed in this manner.”

For nearly two years, Dr. Bei Cai, associate professor of communication studies at Kent State Stark, promoted that message internationally as director of Kent State University China Center in Beijing, which opened in March 2008. Cai, who forged relationships with Chinese recruiting firms and universities, recruited students and reached out to the community, encouraging nearly 300 Chinese students to attend the university. She resumed her faculty position at the Stark Campus in January.

One of 13 complete bachelor-degree programs offered at Kent State Stark, communication studies includes four concentrations: applied and organizational (all courses available at Kent State Stark), and interpersonal and public (courses at the university’s Kent Campus are required). Each concentration differs in focus, but is ultimately rooted in a foundational understanding of human interaction.

And, while students delve into technical areas, like visual design for publications and the Web, Dr. Erin Hollenbaugh, assistant professor of communication studies at Kent State Stark, notes the program’s philosophy places the emphasis on the message.

Hollenbaugh says, “Our students leave here proficient in the communication technology of the day. But, we stress that the hot technology today will not be the hot technology tomorrow. Our primary goal is to teach students how to create messages and communicate shared meaning with others, no matter what technology they use or what form it may someday take.”

Students also develop core skills needed for making and receiving messages in any environment, including high-impact professional writing and speaking, as well as small group and team dynamics – all fundamentals for any communications career.

**Marketplace Flexibility**

Waite says the department strives to cultivate the types of skills employers are looking for in new hires. The corporate training and development she does for area companies on behalf of Kent State Stark regularly brings Waite in contact with business leaders, many who say they want candidates with mastery of ‘soft skills.’

Waite says, “I’ve had several local human resources representatives tell me interpersonal effectiveness is a critical trait and that employers can teach the day-to-day job duties but can’t always teach people skills. We strive to help graduates enter the job market with a broad array of talents to succeed with traditional and electronic communication.”

Hollenbaugh adds that Kent State Stark hopes to create grads who can do a little bit of everything because many jobs require employees to be adaptable. “Our curriculum prepares students for this type of marketplace flexibility,” she says.
Internships, Community Service Abound for Communication Majors

Communication studies majors at Kent State University at Stark are, according to Dr. Erin Hollenbaugh, doing some amazing things.

With the many community connections that Kent State Stark and communication studies instructors have forged, students can gain invaluable experiential learning through high-profile internships with organizations like Diebold Inc., YStark!, WHOF-FM and others.

"Just getting through a four-year degree program is now no longer enough to make you marketable," says Hollenbaugh, assistant professor of communication studies. "You have to show potential employers that you've taken extra steps. We stress internships. With one of the four concentrations, an internship is required; for the other three, it's strongly encouraged."

Lisa Waite, lecturer of communications studies, adds that internships give students the opportunity to apply all they've learned during three years of classroom instruction. She says, "Employers also appreciate the opportunity to engage with our students who make important contributions to their business."

Communication majors also can get plugged into the community through the Communication Society, which offers a variety of service learning projects for students. Last year, members participated in Soles for Souls, collecting more than 180 pairs of shoes in good condition for those in need. The group also beautified the garden of a Plain Township man with a terminal illness and collected letters from students, faculty and staff for individuals in the active military through Operation Gratitude.

Hollenbaugh's Communication and Influence course recently won a service scholars award for students' work on creating and pitching actual persuasive campaigns to one of Kent State Stark's community partners.

"Through the Communication Society and our coursework, we try to impress upon students that serving others brings more value to life and the life experience, and they are rising to the occasion. They are enthusiastic," says Waite.
Welcoming New Faculty
To accommodate a dramatic increase in enrollment over the past year, Kent State University at Stark welcomed 12 new full-time faculty members to campus this fall.

- Katrina Bloch, Ph.D., Sociology
- Moon-Heum Cho, Ph.D., Lifespan Development and Educational Sciences
- Amber Ferris, M.A., Communication Studies
- Stephen Neaderhiser, Ph.D., English
- Oliver Ruff, Ph.D., Mathematics
- Paula Sato, Ph.D., French
- Jennifer Shemory, M.A., Economics
- Scott Tobias, Ph.D., Lifespan Development and Educational Sciences
- Ansley Valentine, M.F.A., Theatre
- Deirdre Warren, Ph.D., Justice Studies
- Beth Campbell, Ph.D., Justice Studies
- Joel Carbonell, Ph.D., Political Science

To further accommodate enrollment growth and maintain small, intimate classroom settings, the campus also welcomed 22 highly qualified adjunct instructors.

2009 Staff Excellence Award Recipients
On May 6, 2009, Interim Dean Ruth Capasso announced the 2009 Staff Excellence Award recipients. Lori Shankel, custodian, received the Staff Excellence Award and Jason Piatt, education technology designer, received the Administrator Excellence Award. Congratulations to Lori and Jason for displaying Excellence in Action!
Follow, Fan or Friend

Communication experts believe social media may be one of the biggest shifts since the industrial revolution. Ninety-six percent of the Millennial Generation (Gen-Y), which comprises more than 74 percent of Kent State University at Stark’s student body, have embraced this shift and joined at least one social media network.

To enhance communication with students, Kent State Stark continues to strengthen its social media presence.

• Via Twitter, followers are informed of class cancellations, campus closings or weather advisories, saving trips to campus by notifying students of these occurrences as early as possible.

• Photos of student events are shared on Photobucket.

• The campus’s Facebook page is a central portal of information, announcements and upcoming events, all of which populate into fans’ daily news feeds.

• Kent State Stark’s YouTube is home to the campus’s recruiting video, as well as other informational and training videos developed by various groups.

• Swift-Kick student success initiative uses an online forum for students, faculty and administrators to discuss a wide variety of topics while linking to other social media networks dedicated to helping students succeed in their college endeavors.

You can follow, fan or friend Kent State University at Stark here:

Twitter.com/KentStateStark
Facebook.com/KentStateStark
Youtube.com/KSUatStark

• http://s614.photobucket.com/albums/tt224/KentStateStark

• Swift-Kick.org
Affording Success

With the economic crisis impacting even the most prepared families, Kent State University at Stark is keeping college affordable and accessible for all students, with the help of some “friends.”

Last October, Kent State Stark hosted its first Scholarship Luncheon, created to recognize campus “friends” and alumni who personally invested in students by donating money for scholarships. The recipients had the rare opportunity to enjoy lunch with the particular donor who funded their scholarship, and thank them for making college a more affordable option for them.

In 2009, 71 percent of Kent State Stark students received some sort of financial assistance, with scholarships playing a vital role. The generosity of donors allows students to concentrate on their coursework, jobs and family without worrying about financing their education.

Dick Maggiore, president and CEO of the Innis Maggiore Group and Kent State University at Stark alumnus, was recognized at the luncheon as Kent State Stark’s 2009 Distinguished Alumnus. Tanya Muckelrath, a Kent State Stark student and the recipient of the Innis Maggiore scholarship, had the honor of introducing Maggiore and presenting him with the award. Maggiore is an active member of the community and a generous contributor to the campus.

Interim Dean Dr. Ruth Capasso noted at the luncheon that, “As Stark County’s only public higher education institution, the investment of community members like the generous donors who contribute to our campus scholarships is fundamental to our success – not only the success of Kent State Stark, but, more importantly, the success of our students – for it is our graduates who form the backbone of our region.”

Numerous financial aid options make Kent State Stark even more affordable for students. In 2008-09, Stark Campus students received $42,450,501 in financial assistance, comprised of:

- $33,898,558 in student loan dollars
- $7,692,464 in grants
- $698,479 in scholarships awarded by Kent State Stark
- $161,000 in work study aid

With 13 popular bachelor’s degrees and three master’s degrees available in their entirety, the value of a Kent State Stark education is tough to beat.

The diagram below shows statewide annualized undergraduate in-state tuition and fees in 2008-09.

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<th>Amount</th>
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<td>$4,000</td>
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<td>$3,000</td>
<td>Ohio 2-Year Community Colleges</td>
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Dick Maggiore

2009 Distinguished Alumni Award Recipient

After graduating from Canton’s Lehman High School, Dick Maggiore was enrolled at Kent State Stark before moving to California to pursue a bachelor’s degree from San Francisco State University. In 1977, he joined forces with Chuck Innis to build what is now recognized as one of the nation’s leading advertising and public relations firms in the marketing practice of positioning. The Innis Maggiore Group, with locations in Canton and Youngstown, was named Northeast Ohio’s fastest growing agency by Advertising Age magazine for three consecutive years. A noted industry “hall of famer” for pioneering dimensional outdoor advertising, Maggiore is the author of the book, The CEO’s Number One Responsibility: Identifying and Articulating Your Brand’s Position, which lays out sound counsel for chief executive officers about building and promoting their companies’ brand differentiation.

Filling in the Funding Gaps

This past year, as state budget cuts sliced into funding for higher education, Kent State Stark helped fill in the gaps for students who lost grant monies during the summer and fall semesters.

Recipients of Ohio College Opportunity Grants (OCOG) were the first to feel the pinch. Mary Southards, assistant dean of enrollment services, and other administrators put their heads together and identified limited discretionary funds to assist students.

She says, “We couldn’t begin to completely cover the lost OCOG funding – a sum of $1 million dollars – but we were able to offset the costs and help our students who were relying on that money.”

OCOG-eligible students (determined by family financial need) who had applied for financial aid by the priority deadline were given a one-time award of $500.

“We are fortunate that because of careful fiscal management over the years, we had a pool of resources to go to,” adds Southards.

“As Stark County’s only public higher education institution, the investment of community members like the generous donors who contribute to our campus scholarships is fundamental to our success – not only the success of Kent State Stark, but, more importantly, the success of our students – for it is our graduates who form the backbone of our region.”

– Dr. Ruth Capasso, Interim Dean, Kent State University at Stark
With a bungee cord holding the trunk of her Honda Civic closed, Ali Shadle left her college cap and gown – and her life in Northeast Ohio – behind in January 2009. Determined to pursue her dream of a career in the entertainment industry, she says, “It was L.A. or bust.”

Yet, unlike most with stars in their eyes, Shadle moved to California on more than just make believe and moxie. Her edge? An internship at HBO through the influential Academy of Television Arts & Sciences. Now, just a little more than a year after completing that two-month assignment, she’s working full-time as executive assistant to the vice president and senior counsel of HBO.

“Everything started for me at Kent State Stark. [It] offers the advantages of a big university, like amazing professors with real-world experience.”

– Ali Shadle, 2008 Kent State University at Stark graduate

L.A. or Bust

After completing a prestigious internship in Los Angeles last summer, recent Kent State University at Stark graduate Ali Shadle lands a job with HBO.
Shadle considers herself a strategic thinker. Taking more than two years of post-secondary classes enabled her to finish a bachelor of arts in business management from Kent State University at Stark in December 2008 – just 18 months after graduating from North Canton Hoover High School.

And, she’s not shy about asking for help. When she noticed that Kent State Stark alumnus Brannon Braga – co-creator of ABC’s new series, FlashForward, and a producer/screenwriter for 24 and Star Trek – jump-started his career as an Academy intern, she boldly requested a recommendation from him.

She says, “With more than 900 applicants each year, the Academy’s competitive internship is considered one of the nation’s top 10 programs in the industry. So, I needed something that would set my application apart. With help from Cynthia Williams, public relations coordinator at Kent State Stark, I was able to connect with Brannon. That clearly made a difference.”

During the internship last summer, host Beth White, vice president of business affairs for HBO, provided Shadle with a glimpse of negotiations between actors and studios, as well as key opportunities to speak with development, production and business executives.

“I learned so much during the brief internship that it was like going to college for a second time,” Shadle says. “And, for just a few moments, I even got to hold a million dollar check for a lead actor in one of HBO’s top dramas.”

She hopes her current job at HBO will lead to a position on the creative side of TV and, eventually, to her ultimate goal of running a network. It has already opened the door to a personal meeting with Nina Tassler, president of CBS, which Shadle says proved to her that anything is possible.

“Everything started for me at Kent State Stark,” she says. “I could not have gotten the experience and one-on-one attention I received if I’d attended a bigger university. But, Kent State Stark offers the advantages of a big university, like amazing professors with real-world experience. The campus is like a diamond in the rough. People don’t recognize all it offers.”
Kent State University at Stark senior biology major Jacqueline Dillard combines her love of science and passion for art to create scientific illustrations that have gained national attention. One of her more recent drawings was featured on the cover of the September issue of the Journal of Paleontology.

“I’m very happy that the journal selected my drawing to be the cover artwork for September, and I know the researcher I did the drawing for is excited to see his whale fossils featured, as well,” Dillard says.

The drawing she submitted to the Journal of Paleontology was her first illustration that has been selected as a journal cover. Dillard has been drawing paleontology illustrations that have been featured in other journals and on Web sites for about three years.

“I’ve been drawing and painting for as long as I can remember,” Dillard says. “It wasn’t until I began studying biology at Kent State that I became interested in scientific illustration, however.”

Because Dillard’s life goals are related to her biology major, she thinks it’s important to keep her artwork going in a direction that can be applicable to the field. Dillard still likes to draw for herself, when she has the chance, but many of her personal creations are heavily inspired by plants and nature.

“I really like to draw things from nature, especially insects and birds,” Dillard says. “I like to take
common animals, like mockingbirds and wasps, and draw them in a way which makes people recognize how beautiful and interesting all living things can be, even the ones we see every day.” She is currently at work on illustrations of insects for educational use.

Doing scientific illustrations has greatly influenced Dillard’s professional and personal artwork.

“I’ve noticed that drawing plants and animals in my artwork has become a much more painstaking task since I started doing illustrations,” Dillard says. “When doing an illustration for someone’s research, it’s very important to draw something with extremely accurate detail and I think this attention to anatomical detail has carried over into my personal work.”

Dillard loves art because she feels that it’s one of those things that anyone with a little bit of natural talent can do without training. She is currently applying to graduate programs in the field of biology and entomology, and hopes to continue working on her scientific illustrations.

“If I can manage to get a teaching assistant position in a graduate program, I would like to find the time to write and illustrate laboratory manuals for various entomology and invertebrate zoology labs for undergraduate students,” Dillard says. “I don’t think that there are enough people illustrating these kinds of books right now that actually know enough about science to provide students with useful schematics.”

By Mary Jo Spletzer, originally appearing in Kent State University’s E-Inside on November 16, 2009.
Dr. Ralph Menning was looking for the missing years. His search took him to France, Austria, Germany and, most recently, to the University of Cambridge’s Churchill College in England.

There, in the archives that hold the private papers of Sir Winston Churchill – as well as many leaders with whom Churchill crossed paths – Menning unearthed what he’d been seeking for years: a cache of hidden information about the relationship between England and Germany between 1906 and 1910, just prior to the outbreak of what some historians call the original catastrophe of the 20th century.

Thousands of books have been written about the “Great War,” which started in 1914 and swept millions of soldiers like Menning’s grandfathers into an appalling combat that claimed 10 million lives, including 115,000 U.S. casualties. However, Menning, an assistant professor of history at Kent State Stark who specializes in international relations, says most studies gloss over the formative years between 1906 and 1910 with generalizations not rooted in evidence. The result has been a flawed picture portraying Germany as the pushy aggressor and Britain as the injured innocent.

Menning says, “That just isn’t so. Both countries were talking past one another and not able to understand the other’s point of view. For the sake of their powerful interests, Germany and England actively sabotaged accommodations to have the upper hand. This is all the more perplexing because both, contrary to later wartime propaganda, were fundamentally similar societies.”

His lengthy research on the missing years – in particular, his archival by-fellowship at Churchill College last fall – have now yielded several articles and a book manuscript, The First Cold War: Britain, Germany, and the Politics of Global Confrontation, 1905-1910. The opportunity to delve into this archive for several months, says Menning, “has been the highlight of my academic career and lots of people, here at Kent State and at Churchill, worked very hard to make this happen.”

Menning’s work reveals what was said in official government statements and publications concealed uncomfortable truths and, at the same time, smoothed the way for underlying agendas. He concludes:

- The naval competition between England and Germany – long thought to be the root of the Anglo-German conflict – was, in large part, invented to justify an already existing anti-German drift in foreign policy.
- The Bosnian crisis of 1908, said to be the “dress rehearsal” for war, actually was not because this crisis was resolved through one-time-only mechanisms no longer available by 1914.
- German diplomacy in those years was far more conciliatory than it has been given credit for and was stymied by the British Foreign Office, which attributed to Germany motives it may not have had.

He adds that his findings have so far been surprisingly well received by colleagues in the UK. “A century later, there is still an on-going desire to get at the bottom of what went wrong,” he says. “The outbreak of the First World War is regarded as a cautionary tale: it is Exhibit A for what happens when everybody takes the system for granted, thinks it is self-regulating, expects it to work and counts on reaping the benefits for free, but no one is actually willing to invest in it.”
As online and offline worlds intersect and blur, all bets are off among many communication researchers. Computer-mediated communication is creating not only a technology revolution, but also a shift in patterns of human interaction.

Dr. Erin Hollenbaugh, assistant professor of communication studies at Kent State Stark, believes it’s the best time to be in this field because “the technology’s effect on communication has things up in the air right now.”

In addition to findings about predictors of self-disclosure in online blogs – which go against established norms – Hollenbaugh also has studied the phenomena of drunk dialing, which she documents in the soon-to-be-published book chapter, *I Love You, Man: Drunk Dialing Motives and Their Impact on Social Cohesion*.

People have been getting drunk for centuries and then interacting with others. However, with the proliferation of cell phones – particularly among individuals of college age – Hollenbaugh says alcohol plus instant access equals a perfect communication storm.

“Alcohol decreases our inhibitions,” she says. “When we drink, we’re more likely to be impulsive without considering possible ramifications of our actions. With cell phones, we don’t have to wait to interact with others. My work looks at motives for drunk dialing – such as the ‘booty call,’ sentimentality, boredom and other reasons – and if they enhance cohesion or isolation.”

Her chapter on drunk dialing, co-authored with visiting lecturer Amber Ferris, will appear in *Mobile Communication Research Series Volume II, Mobile Communication: Bringing us Together or Tearing us Apart*?

Lisa Waite, lecturer of communication studies, also has published research on communication topics like using rock and roll in fantasy theme analysis and media criticism through celebrity bleeps and blunders. One of her most recent pieces, which is awaiting publication, focuses on the medicalisation of society and how pharmaceutical companies use health communication to create illnesses that didn’t previously exist.

“These new diseases – including hypotrichosis (short eyelashes), female sexual dysfunction, overactive bladder, male pattern baldness and even attention deficit hyperactivity disorder – are generally not life threatening,” says Waite. “Yet, drug manufacturers are using communication techniques to make people believe they have a dire need. It’s been interesting to analyze how these diseases have emerged and are impacting patients and physicians.”
In 1979, Jack and Rosemary Shearer – third-generation grocery store owners from Canton – sold their first from-scratch batch of Kettle-Cooked potato chips, proudly packaged in one-pound poly bags with a twist tie.

Three decades later, Brewster, Ohio-based Shearer’s Foods Inc. and its manufacturing facilities produce nearly 60 million pounds of chips, pretzels, cheese curls and more each year with some of the industry’s most advanced production and packaging machinery. And, while Shearer’s has making snacks down to a science, training employees to use its equipment wasn’t nearly as precise.

When Shearer’s Foods wanted to enhance new-hire training with Web-based e-learning, the company turned to The Corporate University, Kent State University at Stark.

Computer ‘Chips’

Tim Kraft, consultant for The Corporate University, Kent State University at Stark
“The sequential delivery, the training medium and the technical help [from The Corporate University, Kent State University at Stark] have been impressive.”

– Walt Fink, Vice President of Human Resources at Shearer’s Foods

Walt Fink, vice president of human resources at Shearer’s, knew that needed to change. He says, “Our technical content existed between people’s ears or on a shelf somewhere. We’d hire new employees and put them in the manufacturing area with experienced operators, each with their own approach to on-the-job training. Sometimes this method worked. Sometimes it failed. I knew there had to be a better way.”

With a vision for structured, sequential modules that would exist in a Web-based environment, Fink turned to The Corporate University at Kent State Stark and its consultant Tim Kraft, an expert in developing computer-based asynchronous training (learning that takes place at a student’s convenience).

Kraft started in early 2008 with the packaging area, which had a designated trainer and some materials in three-ring binders. Over the next 18 months, he brought all the introductory training together – giving it consistency, a logical flow and a curriculum plan – and created 32 self-instructional modules, each 20 to 40 minutes long, that are available any time on Shearer’s Intranet.

The Web-based system contains a learner’s guide, handouts, job aides and modules for trainees, as well as knowledge checklists and guides for instructors.

However, Kraft assures, training for new employees doesn’t end after mastering the modules. “We’ve taken a blended approach to learning,” he says. “These modules provide familiarity with packaging machine configuration and operation, which greatly enhances the hands-on, one-on-one learning with a skilled operator. Plus, every learner gets the same information in a consistent way.”

Fink says employees are embracing the new Web-based learning system and that Kraft and The Corporate University have delivered the exact product he envisioned. Kraft is currently repeating this concept in the processing area where an even bigger need for organized training exists.

“The sequential delivery, the training medium and the technical help have been impressive. One of the best things has been Tim’s willingness to take a deep dive into the technical side of our machinery so that new employees can better understand it,” says Fink.
Boo U Again
a ‘Goody’ for Kids

More than 1,000 children and adults attended Kent State University at Stark’s second annual Boo U event, designed as a fun, educational fall celebration for elementary school-aged kids and younger. Children and their chaperones stormed the campus with goodie bags in hand, winding through a trail of trick-or-treat stations, educational activities, games and a haunted pond. Student groups showed off their creativity by transforming walkways into magical trick-or-treat stations with a myriad of themes, such as Candy Land, Harry Potter and a midnight masquerade.

Featured Speaker Byron Pitts Shares Story of Triumph

This past October, Byron Pitts, the first Featured Speaker of the 2009-10 season, shared how he beat the odds of single parenthood, illiteracy and a constant stutter to become an award-winning correspondent for CBS News and 60 Minutes. Author of Step Out on Nothing, a story of how faith and family helped him conquer life’s challenges, Pitts inspired the audience to never give up.
Kent State University at Stark Gives Back

Since 2005, LifeShare Community Blood Services has been holding drives at Kent State Stark, collecting blood for patients of Canton’s Mercy Medical Center. For every 35 donors, LifeShare contributes $500 in student scholarships. At the end of September, LifeShare partnered with the campus for its first two-day blood drive, yielding an impressive collection of 233 units of blood and six $500 scholarships. Since LifeShare began holding blood drives at Kent State Stark, more than $21,000 in scholarship money has been raised and numerous patients have been helped through the generosity of the donors.

For two weeks in October, faculty, staff and students donated or contributed change, made and bought bake sale items, purchased and sent “ Boo Grams” and made monetary pledges that resulted in more than $10,000 being donated to United Way of Greater Stark County. Kent State Stark was honored to partner with the United Way in its goal of raising and distributing funds for local programs that help people in need and improve the quality of life in the area communities.

Second Annual Fall Commencement

Nearly 100 graduates crossed the stage to Pomp and Circumstance at Kent State University at Stark’s second annual Fall Commencement. The ceremony, held in The University Center on December 20, included an inspiring convocation speech by M.J. Albacete, executive director of the Canton Museum of Art and adjunct professor of art history and architecture at Kent State Stark.

Tons of Money

Ansley Valentine made his debut as theatre director for Kent State Stark with the production, Tons of Money, which ran at the Fine Arts Theatre from November 6 – 15. Theatergoers enjoyed the comedic farce, telling the tale of an unsuccessful inventor who inherits a fortune and goes to extreme and hilarious measures to avoid losing it to his creditors. The Honors Program sponsored a “Tons of Food” canned items drive during the production, collecting donations for the Stark County Hunger Task Force.
Health Care, Ben & Jerry’s to Take Center Stage

Kent State University at Stark will continue its 2009-10 Featured Speaker Series by mixing politics and one of America’s favorite palate pleasers. On Monday, Feb. 22, Senator Tom Daschle will address the important topic of healthcare reform, as discussed in his 2008 book, Critical: What We Can Do about the Healthcare Crisis. Jerry Greenfield, a builder of Ben & Jerry’s $300 million business, will share his entrepreneurial story on Tuesday, April 20. Learn more about the 2009-10 Featured Speakers Series at stark.kent.edu/CampusInfo/FeaturedSpeakerSeries.cfm.

Campus Plans Earth Day Celebration

Sunday, April 18 will mark the campus’s fourth Earth Day Celebration. The free, family-friendly event will feature guided planetary, geologic time scale and nature walks; old-fashioned games; mock fossil digs; entertainment; faculty presentations; give-a-ways and more. The Earth Day Celebration has become an annual tradition for many families in Stark and the surrounding counties.

Campus to Host Week of EMPOWER2

Kent State University at Stark will host the Week of EMPOWER2 from February 22 – 25. EMPOWER2 – which stands for Exclusive Multicultural Plan On Widespread Engagement, Recruitment and Retention – will include a movie and popcorn night, a diversity chat, a scholarship reception, a multicultural student visit day and a concert with blues performer Wallace Coleman.

Business Experts to Speak During Stark County Entrepreneur Week

Local and national business experts will share their industry experience during Stark County Entrepreneur Week, to be held Feb. 22-26, 2010, at The University Center, Kent State University at Stark. Featured events will include keynote speaker Dan Gilbert, majority owner of the Cleveland Cavaliers; a presentation by entrepreneur Ray Leach, CEO of JumpStart; a “how-to” panel discussion with Stark County’s leading entrepreneurs; a seminar entitled 10 Steps to Business Success for Creative Entrepreneurs, presented by Jackie B. Peterson, a 30-year business coach for designers, writers, photographers and artists; and a student team competition promoting the business of arts in Stark County. The events are presented by the Stark County Chambers of Commerce, Stark Development Board and sponsored by the Small Business Development Center at Kent State Stark.

For more information, visit www.cantonsbdc.org.

Spring College Fair to Include More Than 50 Colleges, Universities

On Wednesday, March 10 at 6 p.m., Kent State Stark will host the 2010 Stark County Spring College Fair at The University Center. More than 50 colleges and universities from Ohio, Pennsylvania and Michigan will be in attendance. For more information, contact Will Casterlow, advisor for enrollment management and student services, at wcasterl@kent.edu or 330-244-3250.
Cynthia Barb, associate professor of mathematics, presented Making Sense with Measurement at the 59th Annual OCTM Conference in Cincinnati, Ohio, November 13-14, 2009.


Moon-Heum Cho, assistant professor of life span development and educational sciences, presented How to Design and Operate Faculty Workshops at the Professional Organization Development Conference in Houston, Texas, October 29-31, 2009.


Michelle Heron, lecturer of mathematics, presented Is the St. Louis Arch a Parabola? at the Ohio Council of Teachers of Mathematics Conference in Cincinnati, Ohio, November 12-14, 2009.


Erin Hollenbaugh, assistant professor of communication studies, presented The Effects of Anonymity and Target Audience on Self-Disclosure in Blogs: A Test of Prevailing Theory at the Ohio Communication Association Conference in Columbus, Ohio, October 3, 2009.


Peter Kratcoski, adjunct professor of justice studies, presented International Cooperation for Police Training and Prevention of School Violence at the Conference of the European Society of Criminology in Ljubljana, Slovenia, September 3-12, 2009.


Lori Wilfong, assistant professor of education, presented Reading, Writing and Critical Thinking with Literature at the European Conference on Reading in Braga, Portugal, July 15-23, 2009.
# Cultural Flash Highlights

## February – May 2010

<table>
<thead>
<tr>
<th>Month</th>
<th>Event Description</th>
<th>Location/Details</th>
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<tbody>
<tr>
<td>February</td>
<td><strong>Contemporary Responses to the Harlem Renaissance</strong>&lt;br&gt;A collaboration of the Art Department and Black History Month Committee&lt;br&gt;Main Hall Gallery, Free&lt;br&gt;Mon. – Fri. 11 a.m. – 5 p.m.&lt;br&gt;Sat. 10 a.m. – noon</td>
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<td><strong>Crazy for You</strong>&lt;br&gt;Fine Arts Theatre&lt;br&gt;Ticket Prices: $12 adults; $5 non-KSU students, children (under 17) and senior citizens; KSU students free with current ID&lt;br&gt;Tickets available Feb. 1.</td>
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<td>March</td>
<td><strong>March 3 – April 3</strong>&lt;br&gt;<em>The 2009-10 Faculty Exhibit</em>&lt;br&gt;Main Hall Gallery, Free&lt;br&gt;Mon. – Fri. 11 a.m. – 5 p.m.&lt;br&gt;Sat. 10 a.m. – noon</td>
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<td><strong>March 5</strong>&lt;br&gt;<em>Kent Camerata Concert</em>&lt;br&gt;Main Hall Auditorium, 8 p.m., Free</td>
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<td><strong>March 14</strong>&lt;br&gt;<em>Kent State Stark Music Department Pops Concert</em>&lt;br&gt;Fine Arts Theatre, 3 p.m., $10&lt;br&gt;All proceeds go to music and theatre scholarship funds.</td>
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<td><strong>March 25</strong>&lt;br&gt;<em>The Orchid Ensemble</em>&lt;br&gt;Main Hall Auditorium, 7:30 p.m.&lt;br&gt;Free</td>
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<td>April</td>
<td><strong>April 10</strong>&lt;br&gt;<em>Melissa Davis Voice Recital</em>&lt;br&gt;Main Hall Auditorium, 7:30 p.m.&lt;br&gt;Free</td>
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<td><strong>April 7 – May 10</strong>&lt;br&gt;<em>Sustainability: Art Across the Disciplines</em>&lt;br&gt;Main Hall Gallery, Free&lt;br&gt;Mon. – Fri. 11 a.m. – 5 p.m.&lt;br&gt;Sat. 10 a.m. – noon</td>
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<td><strong>April 20</strong>&lt;br&gt;<em>Featured Speaker: Jerry Greenfield</em>&lt;br&gt;A <em>Evening of Social Responsibility, Radical Business Philosophy &amp; Free Ice Cream</em>&lt;br&gt;Timken Great Hall&lt;br&gt;The University Center&lt;br&gt;7:30 p.m.&lt;br&gt;Free, but a ticket is required.&lt;br&gt;Tickets available March 29.</td>
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<td><strong>April 22</strong>&lt;br&gt;<em>25th Annual Evening of Jazz</em>&lt;br&gt;Sponsored by Interfaith Campus Ministry&lt;br&gt;Timken Great Hall&lt;br&gt;The University Center, 6:30 p.m.&lt;br&gt;$20 adults; $18 senior citizens; KSU &amp; SSCT students free with current ID&lt;br&gt;Call 330-244-3282 for reservations. Tickets paid at door.</td>
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<td>May</td>
<td><strong>May 1</strong>&lt;br&gt;<em>From the Page to the Stage</em>&lt;br&gt;The Lyric Theatre Ensemble&lt;br&gt;Main Hall Auditorium, 7:30 p.m.&lt;br&gt;Free, but a ticket is required.</td>
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<td><strong>May 2</strong>&lt;br&gt;<em>Kent State Stark University Chorus</em>&lt;br&gt;Main Hall Auditorium, 3 p.m., Free</td>
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<td><strong>May 4</strong>&lt;br&gt;<em>Kent State Stark Concert Band</em>&lt;br&gt;Fine Arts Theatre, 8 p.m.&lt;br&gt;Free, but ticket is required.</td>
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For complete event listings and more information, including tickets, reservations and program descriptions, visit our online calendar at [www.stark.kent.edu/CampusInfo/Calendar.cfm](http://www.stark.kent.edu/CampusInfo/Calendar.cfm) or call us at: 330-499-9600 (Canton) 330-535-3377 (Akron).