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FALL 2011

IUPUI

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IUPUI RANKED THIRD

U.S. News & World Report ranked IUPUI third among national universities this fall in the “Up-and-Comers” category, according to the 2012 edition of the magazine’s “Best Colleges” issue.

The category is based on surveys of college administrators who identify promising and innovative changes in academics, faculty, student life, campus or facilities. Three IUPUI programs drew special attention: first-year experience, service learning and learning communities.

IUPUI DIGITAL MAGAZINE

The newest format of the magazine honoring our alumni, students, faculty and staff will feature a different — and in several cases enhanced — look at the same stories and photography featured in the print version of IUPUI Magazine, plus the web version of each issue of the magazine found at magazine.iupui.edu.

Find directions to access the iPad version of the Fall 2011 issue at the magazine website and other sites throughout the IUPUI web domain.

IUPUI HONORED AGAIN FOR COMMUNITY SERVICE

For the fourth time in five years, IUPUI has been named a leader among colleges and universities for volunteerism, service learning and civic engagement. The Corporation for National and Community Service conveyed the honor, based upon more than 40 campus-wide volunteer service events involving more than 2,600 students, faculty and staff.
When Super Bowl XLVI kicks off in Lucas Oil Stadium in Indianapolis on Feb. 5, 2012, it will cap months of preparation by the city and weeks of events and activities leading up to the game — all built with a lot of help from the IUPUI community, including alumni, faculty, staff and students.

Thousands of volunteers will help stage the event, many trained by the city’s “Super Service” effort through an online program. University Information Technology Services designed the “Super Service” website, based upon content created by faculty in the IU School of Physical Education and Tourism, Convention and Event Management at IUPUI, led by assistant professor Amanda Cecil (above).

After completing the program, IUPUI students, faculty and staff will join other volunteers hosting visitors and making them feel welcome in Indiana’s state capital. The campus will play a key role for one of the teams, too. University Place Hotel will host the American Football Conference (AFC) championship team, including family and friends during the week leading up to the game.

IUPUI also is heavily involved in one of the most crucial community initiatives launched in connection with Super Bowl XLVI: the fight against breast cancer. The Indiana University Melvin and Bren Simon Cancer Center is the host of the Susan G. Komen for the Cure® Tissue Bank, the world’s only repository for tissue specimens across the full continuum of breast development. Those specimens will serve as a foundation for ongoing research projects focused on combating the disease.

Another quality-of-life initiative is the “46 for XLVI” murals project, established by the city to enhance the appearance of downtown Indianapolis. Artists who graduated from or on the faculty of the Herron School of Art & Design are involved in the effort to produce 46 murals, one for each past Super Bowl, plus the Lucas Oil game. Most of the murals — such as those along the Downtown Canal — will be ready for public viewing by game time.
DOUBLE GUMMER
Sculptor and Herron School of Art & Design alumnus DON GUMMER has been a familiar face on the IUPUI campus this fall, unveiling a pair of his unique public art sculptures. One (called Open Eyes) is located beside the new Eugene and Marilyn Glick Eye Institute, and the other (called The South Tower in honor of one of the World Trade Center towers) is on the east side of Eskenazi Hall across from the emerging Indianapolis Cultural Trail (photo, inside back cover).

Gummer’s Open Eyes was unveiled in conjunction with the dedication ceremony for the Glick Eye Institute in August, and sits on the east side of the new facility between the institute and Long Hospital.

GOING BAREFOOT
More than 10,000 IUPUI students, staff and faculty went barefoot last April 5, earning the campus the nod as the top supporter of the national Barefoot Challenge: One Day Without Shoes campaign. National designer and retailer TOMS® Shoes sponsored the event to raise awareness for shoeless children in third-world countries. IUPUI will host TOMS founder Blake Mycoskie in a personal appearance at a future date.

POETIC LICENSE
Award-winning IUPUI professor KAREN KOVACIK, who teaches English and creative writing in the School of Liberal Arts, is this year’s Indiana State Poet Laureate. She’ll serve a two-year term in that role, promoting poetry as an art form that helps shape culture throughout the state. She plans to write a poetry-related blog, create downloadable poetry toolkits for the Indiana Humanities Council and sponsor events at schools and libraries throughout the state.

NEW IUPUI CENTERS
IUPUI has a new Center for Urban Health, hosted by the Purdue School of Science at IUPUI. The center will focus on issues affecting individuals living in urban environments, with global population estimates soaring as high as seven billion within the next year, nearly 50 percent of them living in cities. GABRIEL FILIPPELLI of Science is the founding director of the center, which includes the IUPUI-based schools of Liberal Arts and Medicine, plus the department of Public Health. (ABOVE) Dr. Sarah Wiehe and Dr. Gabriel Filippelli

Gummer checked out all facets of the installation of Open Eyes (top photo). Faculty members, Glick employees and researchers took advantage of an opportunity to watch a public art installation (directly above and left). For more photos from the Glick dedication, visit the Indiana University newsroom at the following URL: newsinfo.iu.edu/asset/page/normal/12176.html
GRAD STUDENT NAMED TRUSTEE

Gov. Mitch Daniels has named CORA GRIFFIN, an IUPUI graduate student in the IU School of Public and Environmental Affairs at IUPUI, as the student trustee for the IU Board of Trustees. Griffin graduated from SPEA in May and was an Honors College Scholar and a member of the Bepko Scholars and Fellows Program. She served as president of the IUPUI Student Foundation and last spring was named one of the 2011 “Outstanding Women Student Leaders” at IUPUI.

REFERENCE WORK

Reference book users across the country and around the world are experiencing the work of nearly a dozen IUPUI Liberal Arts students who helped launch The Encyclopedia of Muslim-American History. The work ranked as one of the top 40 reference titles of 2010 by the Pennsylvania School Librarians Association. Edward E. Curtis IV, the Millennium Chair of Liberal Arts and a professor of religious studies, was the general editor of the publication, which has been credited with being the first reference to chart the history of Islam in the U.S.

TRAINING THE NEXT GENERATION

The Purdue School of Engineering and Technology at IUPUI will use a $1.3 million Department of Energy award to train undergraduate- and graduate-level engineering students in manufacturing efficiency to help them become the nation’s next generation of industrial energy-efficiency experts. Students will receive practical training on core energy management concepts through the DOE’s Industrial Assessment Center Program. IUPUI is the only university in Indiana selected to receive this award.

EMMY TIME

“Tough Decisions: Defending the Homeland,” a documentary film of a 2009 joint anti-terrorism simulation staged by the IU School of Law-Indianapolis and the IU School of Public and Environmental Affairs, received an Emmy® Award this summer. The program, produced and directed by WFYI-TV 20 in Indianapolis, won an award for Public/Current/Community Affairs.

CATCHING UP WITH CATCH-22

JONATHAN ELLER, a faculty member in the IU School of Liberal Arts, provided more than 50 pages of material for the new 50th anniversary edition of Joseph Heller’s classic novel Catch-22, published this year by Simon & Schuster. Eller, the senior textual editor of the Institute for American Thought at IUPUI, wrote an essay and selected companion articles by such major authors as Anthony Burgess, Norman Mailer and Nelson Algren, all fans of Heller’s novel.
The desire to “see students doing what they love to do” led Sidney and Lois Eskenazi to make another major gift to the Herron School of Art and Design, this one to help expand the current “Sculpture and Ceramics Facility” on Indiana Avenue into the Eskenazi Fine Arts Center.

The new center will help Herron dramatically expand its highly regarded fine arts program, both on the undergraduate and graduate school level.

The gift from the Eskenazis, whose support for the art school helped Herron move to the IUPUI campus less than a decade ago, will help expand the existing 26,000-square-foot building by 10,000 square feet in new construction, plus renovate 38,000 square feet in an existing warehouse next door. The new space will house art studios, classrooms, galleries, community arts programs and public art fabrication.
ANOTHER YEAR, MORE CHECKERED FLAGS

The IUPUI Motorsports program brought home two championship trophies from Purdue University events last spring, including the annual Purdue Electric Vehicle Grand Prix in May at the Indianapolis Motor Speedway and the 2011 Purdue Grand Prix go-kart race in West Lafayette.

The Grand Prix victory marked the second straight and third in four years for the IUPUI team. The electric vehicle title came over an international field that included multiple teams from Purdue and entries from the United Kingdom and Ireland. The event was part of Emerging Tech Day during the run-up to the 2011 Indianapolis 500.
SIMON CANCER CENTER NAMES FIRST BRAND PROFESSOR
Internationally recognized cancer researcher DR. MURRAY KORC is the first Myles Brand Professor of Cancer Research at the Indiana University Melvin and Bren Simon Cancer Center. The position is named for the 16th president of IU, who died of pancreatic cancer in 2009. Korc’s research team will move to the IUPUI campus funded by the Physician Scientist Initiative, created by the IU School of Medicine and backed by a $60 million grant from the Lilly Endowment.

NEW RESEARCH PARTNERSHIP LINKS IUPUI, PEKING UNIVERSITY
WILLIAM SCHNEIDER of the IU School of Liberal Arts at IUPUI is heading up a new partnership between the campus and Peking University’s Health Science Center, studying the history of western medicine in China. The effort is backed by a $240,000 grant from the Henry Luce Foundation and will explore the impact of western medicine on other national cultures.

CAVANAUGH HALL TURNING 40
A yearlong celebration is underway for Robert E. Cavanaugh Hall, the first academic building in IUPUI history. The building, home of the IU School of Liberal Arts at IUPUI for decades, was opened in 1972, and with nearby Joseph T. Taylor Hall (the original University Library) and Lecture Hall formed the academic seeds that grew into the West Michigan Street campus.
Nicholai Shaver, a Herron School of Art and Design alumnus, won the top prize in the Capture “en Plein Aire” art contest during the 2011 IUPUI Regatta. Shaver’s colorful creation was one of many artistic renditions of the second annual event, named for the French phrase “in the open air.”
Julie Meek could use an extra hat rack to handle all the caps she’s worn in an intriguing career that has lasted more than three decades.

Meek has been nothing if not a trailblazer in her career. She became a nurse after graduating from Ball State University in the 1970s, and broke ground by joining training programs previously set up for medical school grads. Meek took information she gleaned from work in emergency rooms and other health-care settings, filtered them through graduate school at the IU School of Nursing at IUPUI, and — using research — turned her experiences into a patented algorithm processed by computer software that could prospectively identify at-risk groups that consume significant portions of health-care funds.

That software — called One Care Street® — was the foundation for her next ‘new trail’: launching The Haelan Group®, a start-up company that became the first successful enterprise launched from Indiana University’s Emerging Technology Center (ETC). The ETC was
a fast-growing field that offers students new frontiers to explore, into one of the school’s most popular courses.

Changing culture

Meek looks at the changes in America’s health-care system and in the training of doctors, nurses, dentists and other future health-care professionals and applauds the move to Accountable Care models. “We’re getting away from a fee-for-service mindset, and moving toward a quality-of-care system,” she says. “That’s a great way for us to get ahead of the curve” and provide better care.

Creating One Care Street and launching Haelan was “a wild ride,” she recalls. “It was exciting — we had such good people, and we were so passionate about what we were creating.” A company that started with just three employees eventually grew into a thriving enterprise with 60 employees. “Without a doubt, it was the single greatest work experience I’ve ever had.”

The process demanded a lot from Meek, who had to balance family life — her supportive husband Ted and three sons (Kyle, Joel and Brian) still in school at the time — with research and business work, for the initial eight months of Haelan, working out of their home. “My hair was definitely on fire; I was constantly on the move,” she says. Meek’s success didn’t surprise her long-time friend and colleague Anna...
McDaniel. The two attended Ball State together and now both work in the School of Nursing. “Julie has always looked at nursing a little bit differently,” says McDaniel. “She saw opportunities and possibilities the rest of us didn’t see.”

The software’s potential was remarkable: it provided predictive information on at-risk groups about three times more accurately than using basic demographics and medical claims. But Haelan needed guidance and support from the ETC to turn that potential into impact in the marketplace. “We were the very first company in the ETC, and it offered all the benefits Haelan needed: contacts, support, infrastructure and more,” Meek says. In little more than a year, Haelan turned profitable and “became the poster child for research-driven, entrepreneurial growth in the life sciences,” she adds. For IU, IUPUI and their life sciences partners, Haelan’s success validated the belief that the field could become a major engine for economic growth.

New trails

After the company’s sale, Meek stayed involved for a time, but found herself with new trails to blaze, this time teaching a new generation of nurses, preparing them for pathways neither Meek nor McDaniel even dared to imagine coming up the ranks.

Nurses “used to be the handmaidens of health care,” Meek says. Today, nurses have a wide range of skills and a wealth of knowledge about a health-care system in flux, and she is excited to be part of another unfolding story.

She is co-coordinator of the school’s new doctorate of nursing practice (DNP) program, with a focus on applied statistics, business management and informatics. “Nurses in hospitals and elsewhere tell me they will soon need three or four times the number of DNP graduates we’re currently turning out to meet the demand of our health-care system,” Meek says. That demand offers huge career potential for nurses.

Meek’s background commands the respect of her pupils. “They seem to appreciate being taught by someone who has ‘been there, done that,’” she laughs. “My life is a case study in something nurses face all the time: balancing human and financial resources, while creating a positive environment.”

McDaniel believes her friend’s experiences help nursing students harness “their ability to problem-solve, to see the big picture and to understand patients” in the ever-evolving world of health care. Part of Meek’s work comes in the school’s distance-learning programs, including such technologies as chat rooms, podcasts, on-line classes and more, allowing nurses “to stay in touch without having to leave their homes or hospitals or offices,” she says.

Meek enjoyed the whirlwind world of research and entrepreneurship, but considers “this part of my career a great fit with this time in my life. I love my students, teaching them and learning from them, and being part of intriguing campus groups here at IUPUI.”

“Julie has always looked at nursing a little bit differently … she saw opportunities and possibilities the rest of us didn’t see.”

– Anna McDaniel

Technology is a vital tool for today’s nurses, tracking patient records, medication instructions and more at a patient’s bedside.

[Previous page] Experienced nurses like (from left) Lora Fathauer, Cathy Fulton and Naomi Mutea are eager participants in classes and Simulation Center exercises led by Meek (foreground) in their efforts to stay on the cutting edge of health care.
First-Person Passion

START SPREADING THE NEWS

BY RIC BURROUS

Fate has led Tara Puckey down some interesting paths in her life. She’s a wife and mother of two daughters who has spent many months in recent years serving as a pseudo-single mother due to husband Bryan’s U.S. Army deployments. She’s been a respected journalist writing for military-themed publications for more than three years, even though she didn’t complete her degree work in the IU School of Journalism at IUPUI until this past summer. And she finished her IUPUI career as an honor student, earning national journalism awards from professional organizations despite having “failed miserably” in her first attempt at college, straight out of Delta High School in Muncie, Ind.

Passion for news

Fate’s biggest role may have come when Puckey picked up an associate’s degree in business from Ivy Tech State College, and decided that wasn’t enough. She checked out IUPUI, and while scanning the list of schools to choose from, settled on journalism.
In retrospect, Puckey isn’t surprised at her choice. “I’ve always liked news, and I love long profile pieces,” she says. “I can’t get enough.” She still wonders a bit at her non-traditional arc — “how do you go from a college dropout to a graduate with an addiction to education,” she muses — but it taught her a lesson she intends to share with daughters Alexa, 7, and Brooklyn, 5. “I want them to know they don’t have to go to college straight out of high school,” Puckey says. “I did that and failed miserably. I needed the time to grow up a bit and get some world experience before I came to value a college education.”

Journalism fit her well, but she wasn’t content with just being a student. In 2008, Puckey launched a media company (tarapuckeyfreelance.com) and unleashed her first-person passion for military-related stories. “I noticed there was a significant gap in military reporting, and asked myself why can’t I do that?” She’s written stories ranging from issues affecting military men and women to feature stories on people like actor Gary Sinese (Forrest Gump, CSI: NY) who have ties to the U.S. military.

Puckey capped her college career with the prestigious Julie Galvan Outstanding Graduate in Journalism Award for 2010, a national honor presented annually by the Society of Professional Journalists (SPJ), an organization of which she is a member. The SPJ award is especially meaningful, because it comes from peers and because Puckey worked hard to build a chapter at IUPUI.

Puckey is a two-time recipient of the Hortense Myers Scholarship for superior scholastic achievement, awarded by the Women’s Press Club of Indiana (WPCI), received the WPCI’s 2010 Kate Milner Raab Award for continuing excellence and professionalism, and also is a member of the organization. Puckey also earned first place for news writing and two seconds for feature writing in the National Federation of Press Women’s 2011 national contest.

“I noticed there was a significant gap in military reporting, and asked myself why can’t I do that?”

— Tara Puckey

Stories on military men and women, their families and even supporters like actor Gary Sinise (top magazine cover) are Puckey’s stock in trade.

School becomes new ‘family’

Professional connections have helped her build personal relationships with people whose work she admires. “I looked up SPJ on line and signed up; I looked up the Women’s Press Club of Indiana and signed up,” she says. “I figure if you’re going to do something, go all out and do it.”

James Brown, dean emeritus of the journalism school and one of Puckey’s teachers, seconds that note. Puckey is one “who sees a need and creates a solution, a natural leader.” That passion characterizes most of the facets of Puckey’s life. “One of the things I’ve loved about journalism here is its size — it has become a family to me,” she says. “I have loads of students — and faculty — who have become my friends.”

Journalism “… gets me involved in a person’s story,” she adds. “I have to record all my interviews because I get so involved in the conversation that I forget to write things down. But that’s what sets this profession apart!”

Maggie Hillery, another former journalism instructor who now is the news editor for the United Methodist Church’s news service, considers Puckey’s enthusiasm a natural extension of her “sense of fairness and compassion. Tara has an exceptional ability to communicate, whether in text, audio or video,” Hillery says.

Bryan occasionally “teases me that I work too hard,” she laughs, “but I think I have a great handle on what’s important.” She is grateful that her husband “has been so incredibly supportive, because a lot of the costs for my website and for travel related to SPJ and other things have been out-of-pocket for us.” It means a lot to both of them that her work is able to highlight what life is like for military people and their families. “In a way, he’s invited me into his world, and I always want to respect that,” she says.

Dramatic changes in journalism have changed the news business, but Puckey is undaunted. “There are always going to be stories to tell, and people who want to know what’s going on,” Puckey says.
Above, Puckey and other Journalism students call the Informatics Complex home for classes and labs. Below, like most reporters, Puckey often looks within herself for the thoughts and ideas that will capture the story she plans to tell.
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Video and computer games once were blamed for short attention spans and incomplete homework.

No more.

Instead, a team of IUPUI students and faculty has used a MacArthur Foundation grant to develop educational gaming tools for teachers that allow younger generations to learn in fun and entertaining ways.

The 36-member student team created an interactive game called Creatures Classified, along with supplemental materials, to help Hoosier fifth-graders tackle science by learning how to biologically classify animals by genus, species and phylum.

The game consists of 10 distinct worlds, each representing an educational adventure, challenging students to identify and classify original, student-created creatures within the various defined animal kingdoms based on specific characteristics. Other features and supplemental components include a customizable field guide for players, an opening 3D animated sequence, and a Droid app for parents to test kids outside of the classroom.

The IUPUI team of media arts and science majors began creating the game in the fall of 2010 using the School of Informatics’ one-of-a-kind Media Arts Research and Learning Arcade (MARLA) as home base. They used Electronic Arts’ popular Spore game engine to develop the storyline and all artwork, refining their skills in 3D.

BY STEPHEN MCKINNEY
animation, game design, programming, project management and digital storytelling – skills they had to demonstrate when competitively applying for a spot on the team. In the near future, they hope to test the game with students in actual fifth-grade classrooms across the state.

Stacia Lowery, a double major in Informatics and the Herron School of Art & Design, worked on both the video and photo teams, and on the planning phase. “One of the most helpful aspects has been working with my teachers and other students,” Lowery says. “I got to collaborate with some of the most talented people in the school; that, in turn, improved my own work and helped motivate me. These connections always pay off when you need to start a team for a project, or look for a job later.”

The project was a 2010 winner of the Digital Media and Learning Competition funded by the MacArthur Foundation and administered by HASTAC (Humanities, Arts, Science and Technology Advanced Collaboratory). Over the past several years, the MacArthur Foundation has actively poured tens of millions in grant dollars towards the enhancement of learning through digital media.

Working on a project funded by the MacArthur Foundation is a significant milestone for any academic, let alone for undergraduate students who infrequently get the opportunity to participate in such intensive pursuits. But for 16 students involved in this project, the rewards are even greater. Each earns the honor of being listed as co-principal investigator on the grant.

Joel Bergman, a student who worked on both the story and design teams, considers the Spore project a unique personal opportunity. “I’ve wanted to be a video game designer for a long time, but this project helped solidify my decision,” he says. “I’ve gotten real experience working on a video game while I’m still in college.”

Powers calls the project “… an incredible opportunity” for students. “They’re just so talented, and this project, this grant … all of it goes a long way towards certifying that talent and setting the groundwork for a future career as a game designer, artist, programmer and creator.”

FOR MORE ABOUT CREATURES CLASSIFIED AND THE TEAM, VISIT THE WEBSITE: INFORMATICS.IUPUI.EDU/BLOGS/CREATURES-CLASSIFIED/.

(Stephen McKinney is the communications manager for the IU School of Informatics at IUPUI. This story contains additional material from Ric Burrous.)
When she was six years old, Kathryn DelaCruz was asked to draw her dream career for her first-grade class. She sketched out a drawing of herself as a dentist. Somebody should dig out that drawing and frame it, because Kathryn — now 21 and a senior in the Purdue School of Science at IUPUI — isn’t far from turning that childhood dream into a professional achievement.

DelaCruz, a self-confessed “science nerd,” comes by her passion for dentistry naturally. “All through grade school, I thought science was so cool,” she recalls. “My mom would always tell me about my grandfather, who was a dentist and philanthropist in the Philippines, and whom I never had a chance to meet. I think that helped make up my mind.”

Professional careers are big in the DelaCruz family: father Basil is a civil engineer, mother Nenita is a nurse at the Roudebush Veterans Administration Hospital on the IUPUI campus, and sister Michelle — an IUPUI graduate from the IU Kelley School of Business — is pursuing a career as a certified public accountant.
‘Science Nerd’ Makes Mark on Campus, in Labs

While DelaCruz knew about IUPUI from her mother’s work, she has her own early memories of the campus, from her days running track meets for Roncalli High School on the Michael A. Carroll Track and Soccer Stadium floor. “I have so many memories of running on the track here, where Olympians have run,” she says.

Making memories

During her three-plus years at IUPUI, she’s made even more memories. She’s excelled academically as a Gerald L. Bepko Scholar and a Norman Brown Diversity Scholar, a Health and Life Sciences Scholar, an active member of the Honors College, a regular campus volunteer and award-winning researcher.

Research has put her in the heart of the IU School of Dentistry, working in a laboratory with Dr. Jack Windsor. The experience has only fanned the flames of her desire to overcome the odds and earn a coveted spot in next fall’s dental class.

Working through the Louis Stokes Alliance for Minority Participation (LSAMP) program at IUPUI, DelaCruz was picked for Windsor’s team. “He was working with human cells, which really excited me,” she says. “I was nervous when I started in the lab, but now it feels like home.”

Her work in the lab earned her first place at LSAMP’s statewide research conference, an honor she treasures because of the opportunity to meet students from IU, Purdue, Ball State and other universities who share a passion for scientific inquiry.

Likewise, the Bepko and Brown scholarships have given her an opportunity to get to know fellow IUPUI students, something that “has really shaped my view of the world and given me a lot to consider.”
Honors College hits right notes

DelaCruz is particularly passionate about the Honors College (HC), a two-year-old program that “encourages honors students to share their experiences, ideas and backgrounds with each other,” she says. “It has created such a family atmosphere, even though we have such a diverse group of students.”

They also crack the whip on each other academically, too. “They really keep me focused on my studies,” DelaCruz admits. “I tend to get over-involved in activities that interest me, but they remind me of what comes first.”

She is vice president of the Honors College Student Council and also president of the Filipino Student Association, and works in the community, as well, serving on the board of the non-profit Marion County Commission On Youth. Community volunteerism and service is important to DelaCruz, too. “Growing up in Catholic schools, we were taught that service is an essential part of life, and it’s become a passion for me, too,” she says. “I like that it can be passed on from person to person and generation to generation.”

“Growing up in Catholic schools, we were taught that service is an essential part of life, and it’s become a passion for me, too.”

– Kathryn DelaCruz

DelaCruz has been a regular in service events such as the Martin Luther King Jr. Holiday “Day of Service” volunteer efforts. She also helped organize a “Be Haiti Week” fundraiser last spring to help raise money for a new hospital in Les Cayes, Haiti.

All of that helped earn the southside Indy native the 2011 Multicultural Success Center Excellence in Leadership Award, capping a big junior year that also saw DelaCruz named among IUPUI’s Top 10 female scholars.

For DelaCruz, IUPUI was “a perfect fit. With the state’s only dental school and four hospitals on campus, and a strong School of Science, I knew it would challenge me and give me a chance to learn from people in the field,” she says. “Plus, I’m a city girl, and I love the urban life.”
The pursuit of infamous Hoosier bank robber John Dillinger helped a lot of FBI agents build their careers during the Depression era. And recounting those exploits has helped a pair of IUPUI alumni launch an Indianapolis branding business built on the visual communication skills they honed while earning bachelor’s of fine arts degrees from the Herron School of Art & Design.

Just two years after their work on a popular Indiana State Archives exhibit on Dillinger, Isaac Arthur and Cody Fague are making their mark through a downtown design firm called CODO Design. But while that project was the biggest of their IUPUI careers, “Cody and I had worked on several projects together while in school and a few freelance projects outside of class,” says Arthur. “When the Dillinger exhibition came along, we had been planning CODO for about a year and a half.”

Fague loved working on the Dillinger project. “The historic angle of the Dillinger story is what struck me the most,” he says. “I found the idea of John Dillinger and his gang tearing it up in the streets of sleepy Indiana towns super compelling. It was pretty ambitious.”

Vicki Casteel of the Indiana State Archives, whose own research provided much of the exhibit’s content, was impressed by research the team did into the styles prevalent during Dillinger’s day. That work provided an authenticity that made it “a very visual exhibit. Visitors were just awestruck with it,” Casteel says.

A vision of solutions

Visuals are at the heart of CODO’s work, and Arthur and Fague give Herron’s visual communications (VC) program full credit for preparing them for the competitive field of branding. Herron “taught us to become creative problem-solvers,” says Arthur, who graduated from high school in Plainfield, Ind. “A lot of other programs teach how to make things — Herron’s taught us to develop solutions!”

Matt Groshek, who oversees the VC program and assigned both to the Dillinger project, believes they have a skill crucial to any successful business. “They listen to people carefully, and pay attention to what they are really saying,” Groshek says, “which produces greater client trust and collaboration long-term.”

For Fague and Arthur, listening is vital to their research game plan, as is making clients part of the creative team. "They are the ones who know best what problems they need to solve, what they want their image to be,” says Arthur. “Then it’s up to us to take their ideas, develop options for them to evaluate and for all of us to refine them until we get things right.”

Such collaborations help “find that visual ‘voice’ that conveys information, appeals to emotions and personal interests that help our clients do their work,” adds Fague, an Indianapolis native and Broad Ripple High School grad.
Marcia Stone, a former VC lecturer and now part of the Indianapolis branding community, recognizes the technique. “That is something else we emphasized, how to work with people in creative settings, to involve them in the effort and make them part of the process,” Stone says. “But it’s also something those two do so naturally. They love keeping everyone involved and having a good time — and it works well for them.”

**Drawn to non-profits**

Groshek finds it intriguing that CODO has made its biggest splash in the pool of central Indiana non-profits, a field he knows Fague and Arthur are drawn toward. “They are excited about things in the world,” Groshek says. “They pay attention to what’s going on around them and in their community, and they imagine all the ways they can fit in.”

Community-based work suits them. “Isaac and I have had a lot of opportunities to work with cool non-profit and community service clients,” says Fague. “When we started (CODO), we wanted to do more of it.” That has led to work with organizations like the Mutt Strut (supporting the Humane Society), Dig-IN (supporting sustainability, Indiana-based food producers and local chefs) and the new Indy Bike Hub YMCA based in the Indianapolis City Market (supporting those who ride bicycles into downtown Indy).

Already, CODO’s work has generated local buzz among potential clients and even competitors, something that “gives us a lot of pride,” Arthur says. “Recognition from peers is a great compliment,” but neither takes anything for granted. “We’re just two guys working in a small, weird room,” Arthur adds with a chuckle. “But it is fun to see what ideas we can come up with.”

They consider IUPUI pivotal in their lives. “I really wanted to go to art school in Chicago, and couldn’t afford it,” says Fague. “But looking back, I realize that IUPUI is uniquely positioned to be the university of the future — it’s so connected to everything in this city!”

It also gave them perspective. “We really started learning when we graduated,” Arthur adds. “More than anything, what Herron taught us is how to keep learning, keep growing.”

The more the two explore the parameters of branding, the more excited they get about their careers. “Finding that one compelling image that identifies a company or a client is the key to everything,” says Arthur. “And when you get it, there’s no feeling like it. It’s magic!”
International student PEREZ AGABA of Uganda, a key member of IUPUI’s men’s soccer team, is one of 10 finalists for the 2011 Lowe’s Senior CLASS Award, given each year to honor notable achievements in four areas of excellence: community, classroom, character and competition.

Agaba (featured in the Winter 2009 issue of IUPUI Magazine) is a biomedical engineering major and was named the Summit League’s Scholar Athlete of the Year for the 2010-11 school year.

CLASS is an acronym for Celebrating Loyalty and Achievement for Staying in School and encourages students to use their status in athletics to make a positive impact in their communities.

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JAGUARS TAKE A CRACK AT TRACK (& FIELD)

IUPUI will offer men’s and women’s track and field as a varsity sport beginning this spring, led by men’s cross country coach CHUCK KOEPPEN and women’s cross country coach ANTONIO MCDANIEL. The teams will run home meets at the Michael A. Carroll Track & Soccer Stadium, site of such major events as Olympic trials and the Pan Am Games.

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NEW COACHES, BRACKETBUSTER BID HIGHLIGHT COURT REPORT

Summit League Player of the Year candidate ALEX YOUNG (left) and the IUPUI Jaguars will compete in an ESPN Bracketbuster game for the first time during the 2011-12 men’s basketball season, under new head coach TODD HOWARD (top photo below).

The Jags also will host 16 home games this season, the most during the NCAA Division I era, including Conseco Fieldhouse games against in-state rivals Ball State and Valparaiso. Also on the schedule are Big East opponents Louisville and Georgetown, and a home-and-home series with Ball State.

The women’s team, with coach AUSTIN PARKINSON (bottom photo below) now the full-time head coach, will battle such in-state foes as Purdue and IU of the Big Ten and Butler of the Horizon League, with the IU game scheduled for The Jungle Dec. 11.

Howard and Parkinson were part of an IUPUI contingent that visited Peru to deliver shoes to children on behalf of Samaritan’s Feet in 2008.
DREAMS OF SPEED

STEPHANIE BORCHELT (IUPUI Magazine, Fall 2010), a junior in the Purdue School of Engineering and Technology at IUPUI, has been living a dream come true in recent months. Borchelt was one of many members of the IUPUI Motorsports team to earn internships this past summer, but hers — with Hendrick Motorsports in North Carolina — put her on the same team with her favorite NASCAR driver, Jeff Gordon, along with five-time NASCAR champion Jimmy Johnson, Mark Martin and Dale Earnhardt Jr.

(Photo provided by Stephanie Borchelt and IUPUI Motorsports Program)
The film *Works in Progress*, created by the husband-and-wife team of **STEVE** and **MARY PRUITT** (featured in the Winter 2010 edition of *IUPUI Magazine*), was among the entries in the 2011 Heartland Film Festival.

Being chosen for this year’s event fulfills a major dream for both Mary (a 1994 IUPUI graduate) and Steve (a former faculty member in the IU Kelley School of Business at IUPUI, now the Alvin Gottlieb/Missouri Endowed Chair of Business Economics and Finance at the University of Missouri-Kansas City).

*Works in Progress* is a romantic comedy tracking the lives of two art school graduates as they launch their artistic careers.

Filmmakers Steve and Mary Pruitt (opposite page, top right photo and above right) fulfilled their dream of entering the Heartland Film Festival. (Movie stills and behind-the-scenes shots provided the Pruitts)
MYTH-BUSTERS II

It seems IU School of Medicine faculty members RACHEL VREEMAN and AARON CARROLL are never going to run short of medical myths to bust.

The tandem (featured in the Winter 2010 issue of IUPUI Magazine) first gained national prominence with their 2009 book Don’t Swallow Your Gum!, debunking old wives’ tales about health and wellness. And now, they’re back with Don’t Cross Your Eyes … They’ll Get Stuck That Way!

Among the myths they tackle this time around: air driers in public restrooms keep your hands cleaner than paper towels (they don’t); Vitamin C helps cure colds (it doesn’t); and warm milk will help you sleep (nope, not that one, either).

Their main goal? Convince people that just because an old axiom appears in print or on the web doesn’t make it true. “It’s OK to question your physician,” says Vreeman.

Muscles of the Eye
Lateral view

Aaron Carroll (left) and Rachel Vreeman (right) are enjoying new success with their second book of medical myth busting.
Sculptor and Herron alumnus Don Gummer’s latest IUPUI-based creation, The South Tower, will be one of several public art works along the Indianapolis Cultural Trail. The trail, already well underway, will cover eight miles through all parts of downtown when it is completed, now scheduled for the end of 2012. The Cultural Trail is designed to promote health and wellness, create new vistas of beauty and artistic engagement, and celebrate the city’s history. On the IUPUI campus, it will run along Blackford Street and into White River State Park. To learn more about the Cultural Trail, visit: www.indyculturaltrail.org/.