Social Media Expand Realm of “Friends and Followers”

As modes of communication have migrated from newspapers and television to social media, the University has embraced the new approach.

Recent changes to the University’s Internet home page demonstrate the new communication focus, with links to Facebook, YouTube and other social media displayed prominently.

“The University has to have a social media presence,” said Professor Gloria Boone of Communication and Journalism, who teaches New Media and New Markets. “Any number of studies show that one of the most important contact points is through Web sites and social media.”

A recent search shows more than 100 Suffolk University-related pages on Facebook alone, from special-interest student groups such as the Suffolk Step Team, to the Best Buddies community service group. The University also has a presence on Twitter, Flickr, YouTube, LinkedIn and other sites, although some pages have become inactive over time.

The official University Facebook page is Suffolk University – www.facebook.com/suffolkuniversity – with nearly 1,000

University Veterans Promote Yellow Ribbon G.I. Program

Suffolk Business School Dean William J. O’Neill has and always will be a big supporter of the G.I. Bill. Bring up the subject and his eyes light up.

“I attended Suffolk Law School on the G.I. Bill; it means a lot to me,” said O’Neill. “Suffolk has a history of supporting veterans, and that goes right to the core of what we’re all about.”

Suffolk has recently joined the Yellow Ribbon G.I. Education Enhancement Program and will offer veterans enrolling in the University up to $20,000 in grant money annually while they pursue a degree.

“Once we learned about this, we felt it was the perfect fit for veterans interested in attending Suffolk,” said O’Neill. “It was a classic win-win situation.”

Through the expanded G.I. Bill, the federal government will fund higher education for veterans of the Iraq and Afghanistan

Civics Lesson

Professor Robert Smith steps off the C-Span Civics Bus after an on-camera discussion of the Supreme Court and new Justice Sonia Sotomayor. C-Span’s two Civics Buses have visited students, teachers and citizens in all 50 states since the program began in 1993. C-Span partnered with Comcast for the Sept. 9 session at the Law School. (Photo by John Gillooly)
Madrid Professors and Students Report Astrophysical Event

Professors Raul and Carlos de la Fuente Marcos and students studying astronomy at the Madrid campus have observed a flash of light – or bright optical transient – in a dwarf galaxy. The professors and four students published their observations and analysis in the journal *New Astronomy*.

The article presents a number of possible explanations for the observed optical transient, with the authors saying that it is a possible orphan gamma ray burst, or GRB.

Gamma ray bursts are brief astrophysical events, but the afterglow may last for extended periods of time. Some GRBs coincide with the collapse of a star.

The observation was made using the Mons telescope of the European Northern Observatory in Tenerife. The Marcoses regularly take students on extended trips to the Canary Islands to conduct field work.

Boone said that both professionally produced video and amateur efforts have value.

“The University can offer a clip from a speaker or a class, or it can be just plain fun – Fall Fest or something along that line,” said Boone.

“Student videos may not be extremely polished,” said Krywosa. “But that makes it real.”

**Communication model in flux**

The social media environment is rapidly evolving, said Boone. Web sites were the focus a decade ago, then blogs. Along came MySpace, Facebook, Twitter and, for the older, professional crowd, LinkedIn.

MySpace is now in decline, while Facebook doubled its users from this past January to September, when it had 300 million active members. The fastest-growing Facebook demographic is users age 35 and older, according to Boone’s research, and more women than men are getting on board.

Meanwhile, the value of Twitter is yet to be determined, but a Harvard Business School study published in June showed that most users sent an average of one tweet in a lifetime.

**Getting connected**

Krywosa pointed out that, while there are many Facebook pages associated with the University, not all are active, and University Communications would like to avoid a proliferation of unnecessary or duplicative pages. She suggested that those wanting a social media presence connected to the University give her a call.

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Social Media

Continued from page 1

fans. Its purpose is to offer information to anyone interested in learning more about the University.

“The University page is the gateway to all the other official pages,” said Jessica Krywosa of University Communications, who administers the Facebook page and oversees social media activities for the University.

Krywosa welcomes University participation in the social media sites. Posts about campus happenings are appreciated, and Krywosa invites members of the University community to submit photos and videos.

She also is pro-active, with work-study students out and about on campus tweeting and collecting information and images for the Facebook site.

Boone said that incorporating video and podcasts broadens the University’s potential audience.

“Even people outside the University who aren’t looking for news and events might look at videos or podcasts,” she said.

**New Faces**

Please welcome our newest employees:

**Julia Albo**, Health & Wellness Services  
**Jodi Coochise**, Counseling Center  
**Stephanie Day**, Counseling Center  
**Tracy Fersan**, Center for International Education  
**Craig Keller**, Registrar’s Office – Colleges  
**Maura Schiller**, Psychology

**Keri Schubert**, Counseling Center  
**Christina Stanley**, Registrar’s Office – Law School  
**Keren Zuniga McDowell**, Academic Access and Opportunity
Teaching a Family Affair for Communication and Journalism Pair

For some couples, having similar professional careers could be a nightmare. However, Cindy and Frank Irizarry, assistant professors in the Communication and Journalism Department, find their special bond to be more of a dream come true.

The Irizarrys not only teach in the same department, they teach the same courses: Introduction to Public Relations, Advanced Public Relations and Communication Theory. Some semesters they also teach a Public Relations graduate course.

So inquiring minds want to know: Does Frank carry his wife’s book bag to and from class each day?

“No, it doesn’t work out that way,” laughed Cindy. “We’re here on alternating days; I teach on Monday and Wednesday, and he teaches on Tuesday and Thursday. We may teach the same courses, but our schedules are different.”

“We build off each other,” said Cindy. “It’s nice to sit with someone and hear or talk about what the core ideas should be when putting a course together.”

“I look at what we have as a positive thing,” said Frank. “The people here have been absolutely wonderful, supportive and the embodiment of professional.”

“We are very fortunate to have brought both Cindy and Frank to campus to share their expertise in public relations with our students,” said Communication & Journalism Department Chair Bob Rosenthal. “They have a strong academic background, coupled with significant professional experience in the field. Their combination of theory and practice in the classroom provides our students with an outstanding educational experience, preparing them for careers in public relations and also for advanced graduate study.”

Zoe Trodd of the University of North Carolina and state Rep. Byron Rushing will conclude the program, discussing the relevance of slavery and anti-slavery today.

The Friday-evening program is free to the public. Register for the daylong Saturday program at www.abolitionisminblackandwhite.com.

Abolitionism in Black and White

The University will join a coalition of historical organizations to host the two-day public symposium “Abolitionism in Black and White: The Anti-Slavery Community of Boston and Cambridge.”

The program, to be presented at the C. Walsh Theatre, will begin at 7 p.m. Friday, Oct. 23, with a staged reading from a new play about abolitionist, fugitive slave and author Harriet Jacobs.

A panel discussion following the reading, with Dean Kenneth S. Greenberg moderating, will focus on slave narratives and how to employ drama to communicate this history.

On Saturday, historians James Oliver Horton of George Washington University and Lois E. Horton of George Mason University will open the symposium with an overview of the anti-slavery movement. Other sessions will examine the significance of the abolitionist community, anti-slavery music, abolitionism in popular culture and women in the movement.

Award-winning author David Blight of Yale will provide the closing keynote address.

Cindy and Frank Irizarry. (Photo by John Gillooly)
Potpourri

Michael Basseches of Psychology presented his work on Psychotherapy as a Developmental Process at three conferences: the Congress of the European Association for Psychotherapy in Lisbon; the Conference of the Society for Exploration of Psychotherapy Integration in Seattle; and the Convention of the American Psychological Association in Toronto. He is a member of the program committee for the May 2010 conference for the Society for Exploration of Psychotherapy Integration in Florence, Italy. In addition, Basseches taught two continuing medical education courses at Harvard Medical School: “Treating Young Adults” and “The Practice of Psychotherapy.” On August 29 he married Angela Caterina Calero Brandao of Almada, Portugal.

John Berg, Government, gave a seminar on “The Obama Administration and Civil Society” at the Center for Civil Society, University of KwaZulu-Natal, in Durban, South Africa.

Roberto Dominguez, Government, presented a paper “From Vienna to Lima: Assessment of the EU-Latin American Summits” at the 50th Conference of FLACSO (Latin American Faculty on Social Sciences) in Quito, Ecuador.

The English Department was well represented at the 7th Biennial Symbiosis Conference, “Boston and the New Atlantic World,” hosted by the College of Arts and Sciences in Sargent Hall. Leslie Eckel, who helped organize the event, delivered a paper “Losing It All in the Atlantic: Toward a Theory of Oceanic Emptiness.” Elif Armbruster presented “Art and its Affects: Harriet Beecher Stowe in Europe, 1852-1859,” and chaired a panel “Transatlantic Print Culture.” Also chairing panels were Pamela Buck, as director of public relations and media communications.

Elaine Garofoli, Academic Computing, Sawyer Business School, co-presented “Virtual Families as an Instructional Strategy in an Undergraduate Nursing Curriculum” at the 25th Annual Distance Teaching and Learning Conference in Madison, Wis.

Charles Kindregan, Law School, was named to the Advisory Board of the Project on International Surrogacy Arrangements of the University of Aberdeen Law School, which is conducted in collaboration with the Hague Conference on Private International Law.

Monty Link, Philosophy, spoke on “Marks of Mathematical Concepts” at the 32nd Annual International Wittgenstein Symposium in Kirchberg am Wechsel, Austria.

Krystle Petrie, Law School, was a guest on Boston radio station WBMX-Mix 104.1 “The Boston Neighborhood Forum” discussing her volunteer organization, On Your Feet Project (www.oypf.org/BOS).

Sebastián Royo, associate dean for the College and director of the Madrid campus, was awarded a Fulbright Senior Specialist Grant for 2010. He presented two papers at conferences over the summer: “Zapatero and the Challenges of Economic Reforms” at the 2009 meeting of the American Political Science Association in Toronto, and “Consequences of the Crisis. Keynes or Protectionism” at the summer school Taller 2009 – Obama. El Poder Internacional del Cambio, organized by La Escuela de Periodismo UAM-El País in Madrid.

Ronald Suleski, director of the Rosenberg Institute for East Asian Studies, and Dan Wu, Center for International Education, met with students from the Shanghai Institute of Foreign Trade, who were at the University this summer for two weeks of intensive training in the English language. The meeting was featured in the Chinese newspaper Sing Tao Daily. The translated version can be found.
First Line of Attack on Flu

In one of its many efforts to combat the H1N1 virus, the University has placed hand sanitizer in high-traffic areas throughout the campus.

“Many of us on the ICS (Incident Command System) team have attended numerous training sessions with regard to the H1N1 flu, and, since washing your hands is the first line of protection to prevent getting or spreading the flu, we felt that adding Purell dispensers was a good idea,” said Maureen Stewart, director of Budget and Risk Management. “The ICS team will be monitoring the H1N1 flu on campus, in our neighborhood and within the Boston area.”

The Office of Environmental Health and Safety acquired the dispensers and determined the best locations for installation.

A link to the most up-to-date campus and Centers for Disease Control information on the H1N1 flu is provided on the Suffolk home page: www.suffolk.edu.

Business School Innovation Panel

The Center for Innovation & Change Leadership is hosting “Applying Disciplines of Innovation,” a discussion of successful innovation techniques and the application of these techniques to industry, from 3:30 to 5:30 p.m. Monday, Nov. 2, in the Sargent Hall first-floor function room.

Curtis Carlson, president and CEO of SRI International and co-author of The Five Disciplines of Innovation, will deliver opening remarks. He will receive the 2009 Global Leadership in Innovation & Collaboration Award.

The panelists include Lu Ann Reeb, president, Skystays Communications, LLC; William Forbes, director of Supply Chain Technology, Raytheon Company; and Sean Belka, senior vice president, director of Fidelity Center for Applied Technology. Leonard Polizzotto, principal director of Marketing and Strategic Business Development at Draper Labs, will moderate the discussion.

The event is free; however, registration is required as space is limited. To register go to www.suffolk.edu/cicl. For more information contact Anna Quadri at ext. 4801.

Batter Up

Division of Student Affairs staff members and graduate assistants got together to play a spirited game of softball at Teddy Ebersol Field on the Esplanade. Players included, kneeling: Dean Grubb, Diversity Services; Keri Lemasters, Athletics; Nicole Lydon, Performing Arts - High School PIC Program; Rich DeCapua, Student Affairs; Kyle Dooley, Student Leadership & Involvement; and Jamie Depelteau, ResLife & Summer Programs. Standing: Elie Simmons, Diversity Services - High School PIC Program; Rod Waters, ResLife & Summer Programs; Monique Mitchell, ResLife & Summer Programs; Jacinda Félix Haro, Diversity Services; Isaac Hendrickson, Athletics; Rev. Amy Fisher, Interfaith Center; Liz Drexler-Hines, Health & Wellness; Kathy Maloney, Performing Arts; Paul Tanklefsky, Career Services/Co-op; John Silveria, Student Affairs; Katie Hildreth, Performing Arts; Ben Janey, Performing Arts; Sarah Bankoff, Career Services/Co-op; Steve Perroni, Student Affairs; Gabriella Priest, Career Services/Co-op; Craig Cullinane, Diversity Services; Amanda Grazioso, ResLife & Summer Programs; and Lisa Shell, ResLife & Summer Programs.
Faculty Publications


**Michael Basseches**, Psychology, has published *Psychotherapy as a Developmental Process* (co-authored with Michael F. Mascolo) as part of the Routledge Mental Health Series, July 2009.


**Shahriar Khaksari**, Finance. His paper “Determining CEO Compensation Structure” (co-authored with H. Mehran and H. Tehranian) has been accepted for publication in the *International Journal of Finance*.

**Micky Lee**, Communication and Journalism. Her article “constructed global space, constructed citizenship” will be published in the journal *Javnost-The Public*.

**Monty Link**, Philosophy, had a paper “Marks of Mathematical Concepts” published in the proceedings of the 32nd Annual International Wittgenstein Symposium.

**Lydia Martin**, NESAD, has an oil painting *Tiempo* included in the 113th Catherine Lorillard Wolfe Art Club Open Juried International Exhibition at the National Arts Club, Gramercy Park, New York City. Melanie Maung, a former NESAD student, posed for the portrait.


**Ronald Suleski**, director, Rosenberg Institute for East Asian Studies, is a contributor to the *Encyclopedia of Modern China* (Charles Scribner’s Sons, 2009).


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**SAVE THE DATE**

**Deans’ Reception**

The Deans’ Reception, a traditional and festive event that brings together people from throughout the University community, will be held from 6 to 10 p.m. Saturday, Oct. 24, at the Museum of Fine Arts in Boston. The University’s Service Award Program will recognize numerous colleagues on their tenth, twentieth, thirtieth and fortieth anniversaries of dedication to Suffolk University.
**Honored With Heritage Medallions**

The University recognized the commitment of three people who made outstanding contributions to the life of the University through its 2009 Heritage Medallion Ceremony on Sept. 16. Those attending included President David J. Sargent and College of Arts and Sciences Associate Dean David Robbins, chair of the Heritage Committee; honorees Beatrice L. Snow, retired professor and chair of Biology, College of Arts and Sciences; and Lorraine DiPietro Cove, assistant dean and registrar, Law School. Paul Mason accepted the medallion on behalf of his late wife Nancy Clemens Croll, a faculty member and director of academic computing, Sawyer Business School. (Photo by John Gillooly)

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**TO YOUR HEALTH**

**Protect Your Smile … Save Your Heart**

Did you know that people with gum disease are much more likely to suffer heart disease than people with healthy gums? Some experts say plaque buildup may contribute to swelling of the arteries. Others suggest bacteria in our mouths may affect our heart by entering the bloodstream. Whatever the cause may be, good oral health is not only good for your smile, but it may prevent coronary heart disease.

**Oral Health Tips**

- Be consistent with your oral health routine.
- Make sure to floss and brush at least twice a day and, ideally, after every meal. Brushing is important, but without flossing, bacteria can build up in between your teeth and on your gum line.
- Fluoride is not just important for kids; it also helps prevent decay in adult teeth. Fluoride can be found in some mouthwashes and toothpastes.
- Limit sugary snacks and eat a balanced diet. Excessive sugar can break down your tooth enamel which can lead to cavities. If you can’t brush, floss or chew sugarless gum.
- If you smoke, quit.
- Most important, make sure to visit your dentist regularly.

While you’re fine-tuning your oral hygiene skills, make sure to pass these tips on to the children in your life. You can play an important role in helping your kids’ smiles stay healthy too!

This becomes especially important during the Halloween season, when all of us are indulging in sweet, chewy, gooey treats. Why don’t you try mixing it up a little this year? For instance, if you’re a candy corn lover, try mixing a small amount of the candy into your favorite trail mix. Your teeth and body will thank you for the added nutrition.

**Healthy Monday Giveaway!**

Human Resources will be giving out free toothbrushes around campus on Oct. 19 to help keep your smile bright. For more information about Healthy Monday events, such as Yoga for Everyone! on Tuesdays, visit www.suffolk.edu/health and click on the Healthy Monday link.

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**Construction Exhibit Showcases Sculptors**

**Construction**, a group exhibition of new sculpture made in Boston, will be at the Suffolk University Art Gallery through Nov. 21. Exhibiting artists include:

- Jeff Smith
- Ellen Rich
- Peter Evonuk
- Arthur Henderson
- Isabel Riley
- Laura Evans

Widely ranging materials and techniques define the sculpture of these five Boston sculptors. The means vary from reproductions of recognizable objects to abstract, expressive assemblages or hybrids of the two. The media employed span the spectrum from actual trash to 24K gold.

The visual and cultural associations are many. Renovated, reclaimed or recycled materials are incorporated into compositions that reveal the aesthetic strategies as well as the artistic problem solving that these artists leave visible. The decision to use elements from our contemporary environment instead of fine art materials lends a directness and an innovative quality to all of the works.

The **Construction** exhibit is curated by James Hull of the New England School of Art & Design.

$410K Award Supports Research & Teaching

Assistant Professor of Mathematics and Computer Science Honggang Zhang has been awarded a five-year, $410,000 CAREER grant from the National Science Foundation.

Zhang will conduct research into unstructured dynamic overlay networks, a type of computer network formed from interactions among constantly changing strategic users. Applications include file sharing, user-assisted media streaming, video-on-demand, and voice-over-IP, e.g., Skype.

The research project will endeavor to develop effective mechanisms to ensure the stability and efficiency of unstructured networks and to provide seamless interoperation with Internet architecture and service providers.

Grant funds also will support Computer Science graduate students assisting with the research.

The Faculty Early Career Development (CAREER) Program offers some of the National Science Foundation’s most prestigious awards to help build a foundation for a lifetime of integrated teacher-scholar productivity.

In Memoriam

Law Professor Alfred I. Maleson