

The Campus

“Smoking is the single most preventable cause of chronic diseases,

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and offers the opportunity for us to make the biggest difference.” —LINDA NORMAN, Vanderbilt University School of Nursing

VU 4th in Recruiting African American Students

VANDERBILT RANKS fourth among the nation's top universities in the percentage of African Americans who make up this year's freshman class, according to a survey by *The Journal of Blacks in Higher Education*.

With African Americans comprising 9.4 percent of the first-year class, Vanderbilt is tied with Columbia University in rankings released Nov. 7. Only the University of North Carolina at Chapel Hill with 12.3 percent, Stanford University with 10.1 percent, and Duke University with 9.5 percent had higher rates.

“Over the past decade the number of black freshmen at Vanderbilt has nearly doubled,” the magazine said, noting that in 1995 only 4 percent of the freshman class was black. “Vanderbilt has moved from 10th place in last year's survey to a tie for fourth, its highest level in the 14 years JBHE has conducted its survey.”

The magazine based its findings on data provided by the top 30 national universities, as determined by *U.S. News & World Report* magazine in its most recent “Best Colleges” rankings.

Each school was asked to provide information on the number of African American

applicants, their acceptance rates, enrollment numbers and yield rates, which measure the percentage of students who eventually enroll in the college at which they were accepted.

Of the 12,189 students who applied for admission to Vanderbilt's freshman class last fall, 853 were African Americans. Vanderbilt accepted 350 African Americans, and 149 enrolled as members of the Class of 2010, which totals 1,590.

“The percentage of black applicants who receive invitations to join the freshman class is a strong gauge of an institution's commitment to racial diversity,” the magazine

said. “The figure remains the most sensitive of all admissions data. This is particularly true for the very highest ranked institutions.”

Web site: www.jbhe.com/preview/autumn06preview.html

Nurses Target Patient Tobacco Use

NATIONWIDE, nearly 21 percent of U.S. adults smoke. Tennessee, at 26 percent, is home to the third highest percentage of smokers in the country. Vanderbilt University School of Nursing is teaching its students how to help patients snuff out their tobacco habit.

The school is the first in the nation to adopt a wide-ranging educational program that integrates standardized smoking-cessation strategies into its curriculum for students to use with patients.

“Institutions of higher learning have a responsibility to push the envelope and become catalysts for change,” says Linda Norman, senior associate dean of academics at the School of Nursing. “Smoking is the single most preventable cause of chronic diseases, and therefore offers the opportunity for us to make the biggest difference.”

The program involves



members and nursing students are well positioned to implement tobacco-cessation efforts in our curriculum and, most important, with patients.”

Union Contract Agreement Reached

FOLLOWING MONTHS of negotiations, Vanderbilt University and the Laborers International Union of North America, Local 386, the union representing approximately 600 employees in the custodial, grounds, food service and skilled crafts categories at Vanderbilt, have reached an agreement on a new three-year contract.

The agreement calls for an increase in the base rate of pay to \$10 per hour for workers in the lowest pay grade within the next 20 months; a guaranteed across-the-board annual increase of 3 percent in the first year of the contract and an increase of 3.5 percent in the second and third years of the agreement; implementation of a new program that will provide opportunities for lower-paid employees to earn additional increases based on service and performance; and increases in shift differentials and on-call pay.

Compensation for lower-wage employees in academia has been a hot-button issue at a number of universities in recent years. Since 2004, Living Wage

proponents, including a coalition of university employees, students, faculty members, community members, religious leaders and labor organizations, have launched a high-profile campaign to push for higher wages at Vanderbilt, taking out full-page advertisements in local newspapers and in *The Chronicle of Higher Education*. The issue has attracted a number of prominent figures to campus, including presidential hopeful John Edwards.

“After lengthy good-faith negotiations and with the help of a federal mediator, we have reached an agreement that both sides are pleased with and that will significantly benefit our employees and the university,” says Kevin Myatt, associate vice chancellor and chief human resource officer.

The contract took effect immediately upon ratification, and wages were retroactive to November 2006, when the previous contract expired.

Gone in 30 Minutes

EVERY PROFESSOR should be this popular. Less than half an hour after students received notification that a course taught by former U.S. Rep. and Senate candidate Harold Ford Jr. had been added to the spring academic offerings, the class filled to capacity.

Ford, a Democrat from

Memphis, had been much in the news the previous semester during his run for U.S. Senate. He lost the closest Senate race in Tennessee's history to Republican Bob Corker after a contest that gained considerable national attention, in part because of controversial television ads placed by the Republican National Committee.



Ford

Appointed a visiting professor of public policy at Vanderbilt, Ford led a seminar titled Foundations of American Political Leadership for undergraduates. He also was one of the speakers for Vanderbilt's Impact Symposium in March, which also featured former Speaker of the House Newt Gingrich and journalist Lou Dobbs.

Ford, who served five terms in the U.S. House of Representatives, was keynote speaker for the 2000 Democratic National Convention.



“The whole world said it cannot be done. I said, ‘I did it. What's the big deal?’”

—Nobel Peace Prize winner Muhammad Yunus, PhD'71, upon receiving the second Nichols-Chancellor's Medal and the accompanying \$100,000 prize at Senior Day on May 10. Hear his entire speech at www.vanderbilt.edu/News/newsSound/YunusSeniorDay.mp3.

QuoteUnquote

Inquiring Minds

Piling on Pounds? Maybe It's Your Math

Difficulties with math and reading are limiting consumers' ability to understand nutrition information presented on food labels, according to a study by Vanderbilt University Medical Center researchers.

Two-thirds of 200 patients surveyed could not correctly calculate the amount of carbohydrates in a 20-ounce bottle of soda that held two and a half servings. Just over half could calculate the amount of carbohydrates in half a bagel when the serving size on the label was listed as a whole bagel. The study was published in the November 2006 issue of the *American Journal of Preventive Medicine*.

"We found that, while a lot of the people we tested had decent literacy skills, many of them had poor numeracy skills," says Russell Rothman, assistant professor of medicine and pediatrics.

Raindrops Pack a Wallop

When billions of raindrops fall on bare soil, they strike like tiny hammers. Over time, rain splash has played a major role in sculpting the features of mountains and cliffs. Splash erosion causes an estimated \$27 billion in on-site economic losses in the United States annually.



Using a high-speed camera, researchers from Vanderbilt and Arizona State University have analyzed interaction between individual raindrops and soil particles and produced a theoretical model for the way momentum carried by raindrops is transferred to sand

grains that are blasted away from impact sites. Their work was published Jan. 16 in the *Journal of Geophysical Research*.

"The more we understand the basic physics of the splash-erosion process, the better we can become at controlling it in the farmer's field," says David Furbish, professor of earth and environmental sciences at Vanderbilt, who directed the study.

Lighter, Taller Immigrants Earn More

Professor of Law and Economics Joni Hersch has found that legal immigrants in the U.S. with lighter skin tone make more money than those with darker skin. Hersch used data from 2,084 men and women who participated in the 2003 New Immigrant Survey. An interviewer reported the person's skin color using an 11-point scale.

Even taking into consideration characteristics such as English language proficiency, work experience and education, Hersch found immigrants with the lightest skin earned, on average, 8 percent to 15 percent more than those with the darkest skin. The effect persisted among workers with the same ethnicity, race and country of origin.

"I was surprised and dismayed at how strong and persistent the skin-color effect was even after I considered a whole series of alternative interpretations and explanations," Hersch says. Her research also found that taller immigrants earned more, with every inch adding 1 percent more in wages.



Business, Faith and Fighting Poverty

WHAT HAPPENS when creative M.B.A. and divinity students put their heads together? Divine inspiration on how business can end poverty.

Project Pyramid, one of the first classes of its kind in the country, is using the teachings of Nobel Peace Prize winner Muhammad Yunus, PhD'71, to inspire students as they design ways to invest in the poor.

More than 50 students from the Owen Graduate School of Management and Vanderbilt Divinity School

enrolled this semester in the course Project Pyramid: Business Applications and Innovations for Alleviating Poverty, which used Hyderabad, India, as a model for studying poverty alleviation. Bart Victor, the Cal Turner Professor of Moral Leadership at Owen, taught the course and challenged students to create plans that would do well financially and use Yunus' philosophy that combines business, faith, and hope for the future. The class analyzed microfinance, supply chain management, marketing and innovation as case topics.

In March, 21 students traveled with three faculty members to India for a 10-day study of poverty. The group tracked its trip on a video blog: www.projectpyramid.org.

"I believe most students think of the two schools as opposite ends of the spectrum, that you serve God or serve money, but you can't serve both," says Graham Reside,

Divinity School assistant professor. "So it's an interesting endeavor to bridge."

"One of the questions brought up in class was, Are we going in to make money, or are we going in to better lives? Really, the answer is yes, but which way are you leaning toward?" says divinity student



Elizabeth Nicole King. "Within the global world we are now in, even I must admit that I have to embrace the business world and the desire that people have for money. If I don't, I'm the one who loses out in my initiatives toward empowering the poor."

The Vanderbilt students are hosting an international case competition in October, focused on the theme "Changing the World from the Bottom Up."

"If we can bring profitable business to impoverished areas throughout the world, we can help raise the standard of living for people who have long been forgotten, those at the bottom of the pyramid," says Owen student and Project Pyramid co-creator Rehan Choudhry.

Not Your Father's Summer Camp

IF BORED TEENS at your house are balking at the prospect of another summer of archery and campfire songs at Lake Skeeter, here's an alternative.



Through Students' Eyes

www.insidevandy.com

Vanderbilt Student Communications Inc., the organization for student media on campus, recently launched InsideVandy.com, a Web site and online community. The site delivers breaking news and content produced by Vanderbilt student media, including news, features, commentary, photos, videos and more from *The Vanderbilt Hustler* newspaper, *Versus* magazine, the *Commodore* yearbook, the *Vanderbilt Review* literary journal, Vanderbilt Television and WRVU radio.

Virtual Vanderbilt

At Vanderbilt Summer Academy, rising eighth- through 12th-grade students have fun while also flexing their intellectual muscles. The program offers challenging curricula in math, science and the humanities, integrating resources from the university's research programs. Held during June and July, it includes residential programs ranging in duration



from one to three weeks. Depending on the course, students will learn about robotics, nanotechnology, or other cutting-edge fields and will spend time in laboratories and research centers. Young writers can learn from published authors. Courses are designed to exceed high school courses in breadth and depth.

On weekends and after classes, students will enjoy

social and recreational activities, including Tae Kwon Do, yoga classes, and offerings ranging from Polynesian dancing to African drumming. They also will have access to the Vanderbilt Student Recreation Center's swimming pool, running track, basketball courts, tennis courts, athletic fields and indoor rock wall.

The Summer Academy is part of Vanderbilt's Programs for Talented Youth, begun in 2000 with the aim of identifying and aiding academically talented youth from diverse educational, racial and economic backgrounds by providing academic enrichment and challenge while fostering balance and healthfulness in their lives.

Web site: <http://pty.vanderbilt.edu/vsa.html>

Networking, Hollywood-Style

CHAD GERVICH, BA'96, knew from the time he was in preschool that he wanted to write for a living, but he never imagined he would write and produce television in Hollywood. After graduating from Vanderbilt with an interdisciplinary major in creative writing, film

and theater, he headed for graduate school at the University of California in Los Angeles. Thanks to a mentoring program for graduate students, he met Warren Littlefield, the man responsible for the development of such blockbuster series as *Cheers*, *Friends*, *ER* and *Will and Grace*. Littlefield, the former president of NBC's entertainment division, hired Gervich to help develop and produce television shows through Littlefield's own company.

Gervich continues to work with the Littlefield Co. as well as independently as a producer. And he has started a group called Vandy-in-Hollywood. "The group focuses primarily on people with Vanderbilt ties living in Los Angeles and working in television, film, music and theater, but we have active members across the nation," he says. "They range from top execs



of national theater chains to agency department heads to Broadway composers and musicians." The group has a password-protected Web site. Those interested in joining should e-mail Gervich at cgerlich@littlefieldco.com.

The organization grew out of a project Gervich did for Sam Girgus, professor of English. "I first thought of inviting Chad, a former student of mine, to do a workshop titled 'Vandy in Hollywood' as part of our new Film at the Vanderbilt Commons [project]," Girgus says. "It has grown into an expanded program that can work on many levels, including more workshops, internships for students in Hollywood, and visits to Vanderbilt from Hollywood film and television people."

At a Vandy-in-Hollywood launch party last Oct. 26 at Holly's in the heart of Hollywood, approximately 65 alumni turned out, representing all facets of the entertainment industry.

Gervich returned to campus for Reunion/Homecoming Weekend last fall. He conducted a workshop for the America on Film: Art and Ideology class taught by Girgus. He also met with the leaders of Vanderbilt

Student Communications to explore ways to build connections between Vandy-in-Hollywood and the campus media and entertainment outlets, and was part of a panel discussion during the weekend.

Another goal of the organization is to establish a summer internship program with Vanderbilt focusing on areas such as production, television development and music scouting.

"So many people coming out of college believe that all it takes to be successful in Hollywood is to be young and talented," Gervich says. "Students don't realize that the entertainment industry is a business, just like any type of sales."

Freedom Ride 2007 Retraces History

FORTY-SIX YEARS ago Freedom Riders protested segregation by boarding Greyhound and Trailways buses bound for the South, where racially integrated seating was still against the law despite a contrary ruling by the federal government. The riders—many of them college students—often were met with brutal beatings, arrests and imprisonment.

In January 2007 four busloads of students, faculty and staff rode from Nashville to Montgomery and Birmingham, Ala., retracing the Freedom Rides of 1961. Several of the original Freedom Riders joined the group to share their experiences.

The idea to retrace the Freedom Rides in a two-day rolling seminar was sparked by Ray Arsenault's book *Freedom Riders: 1961 and the Struggle for Racial Justice*. The trip, hosted by Vanderbilt's Office of

Active Citizenship and Service and The Commons, attracted students and faculty from several area colleges. Vanderbilt Chancellor Gordon Gee, Fisk University President Hazel O'Leary, and Tennessee State University President Melvin Johnson were among those who made the trip. Also on hand were Freedom Riders Diane Nash, Jim Zwerg, Bernard Lafayette, C.T. Vivian, and Democratic Rep. John Lewis of Georgia.



Participants enter the Dexter Avenue King Memorial Baptist Church in Montgomery.

DANIEL DUBOIS

The group visited the Birmingham Civil Rights Institute and the Montgomery bus terminal where the original Freedom Riders were attacked. They heard a panel discussion at Dexter Avenue King Memorial Baptist Church, where Martin Luther King Jr. served as pastor.

James Lawson, a key proponent of the Civil Rights Movement while a divinity student at Vanderbilt, shared his experiences with students. His

involvement in the movement earned him expulsion from Vanderbilt in 1960. Lawson's association with Vanderbilt came full circle last fall when he returned as Distinguished University Professor.

"The nation that needs non-violence the most right now is the United States," Lawson told students. "The religious group that needs the most help in practicing nonviolence is my own, Christianity. We must not return evil with evil."

Gbemende Johnson, a Vanderbilt first-year graduate student in political science from Atlanta, said meeting the Freedom Riders left her awestruck. "When I try to put myself in their place, it seems so scary—going somewhere, knowing you may die," she said. "When you listen to what they have been talking about, you don't really have an excuse not to get involved. Caring is not enough. You have to do something."

VUSE Joins National Cyber-Security Initiative

VANDERBILT SCHOOL of Engineering is joining the University of Memphis Center for Information Assurance and Sparta Inc. of Huntsville, Ala., to create a cyber-security training program. The goal is to prepare information systems professionals and law-enforcement officers to identify, prevent, protect against, respond to, and recover from cyber attacks at the federal, state and local level.

The University of Memphis is the lead institution in the program, to be funded by a \$4 million grant over three years from the U.S. Department of Homeland Security (DHS) under the Competitive Training Grant Program (CTGP).

Vanderbilt School of Engineering will work with the University of Memphis to develop online courseware, using advanced learning technologies pioneered at Vanderbilt. Senior Research Scientist Larry Howard from the Vanderbilt Institute for Software Integrated Systems and Ken Pence, assistant professor of the practice of engineering management, will co-direct online, interactive aspects of the project.

The U.S. government has instituted a strong information assurance program to protect against attacks on the nation's computing infrastructure and provides funding for training initiatives that further DHS's mission to prepare the nation to prevent or deal with incidents of cyber terrorism. Partners in the new national training program intend to plug cyber-security gaps using

a multitrack, multilevel training program that will arm information system professionals with the understanding and tools they need to beef up their computer security systems.

Eligible professionals will be able to log in to an online program that first assesses their level of expertise and then delivers course material appropriate to their needs. The courseware will be interactive and designed according to state-of-the-art learning science, enabling learners to understand and retain information quickly and thoroughly and to build skills efficiently. The cyber-security courseware also will be designed so that it can be updated as new threats and solutions emerge.

The program is expected to train approximately 6,000 professionals throughout the U.S. during its three-year existence.

Federal Payment Helps Relieve Charity Costs

VANDERBILT IS by far the largest provider of charity health care in Middle Tennessee and is the second largest in the state, trailing only Memphis Regional Medical Center. In fiscal year 2005, Vanderbilt's total uncompensated care—comprising charity care, medically indigent care and bad debt—stood at \$98.7 million. That figure jumped to \$195.2 million last year.

Congress in December approved a measure to provide \$131 million this year to Tennessee safety-net hospitals, including Vanderbilt, that provide the bulk of the state's charity care. Based on past history it's possible that Vanderbilt

could receive approximately 10 percent of that total, or more than \$13 million.

The move restores—for one year—federal disproportionate share (DSH) payments that have not been in place since TennCare, Tennessee's health-care insurance program, was implemented 12 years ago.

"These payments will assist us in our ability to continue providing the best possible care to the state's most financially vulnerable individuals," says Dr. Harry Jacobson, vice chancellor for health affairs.

It is hoped the one-year payment could open the door to future discussions with federal lawmakers about extending yearly DSH payments to Tennessee hospitals. These were suspended in 1994 when the state was allowed to create TennCare to replace the federal Medicaid program. While



KATHY HAGERDORN

TennCare has since been scaled down, the need to care for the state's most financially at-risk citizens continues to soar.

Tennessee is one of only three states that do not receive annual DSH payments. According to the Tennessee Hospital Association, states with similarly sized enrollments receive about \$430 million per year under the program.

Top Picks

Graduate Student Wins UNESCO Internship

Monica Gibson, a Peabody student working on her master's degree in public policy, is one of two Americans to be offered internships this spring at the U.S. mission to UNESCO in Paris. UNESCO, the United Nations Educational, Scientific and Cultural Organization, promotes international cooperation among the United Nations member states in the fields of education, science, culture and communication. Gibson became interested in international relations after working with Vanderbilt Medical School's Institute for Global Health. "If people know about other cultures, then they'll learn to appreciate and value the people," she says. "It's a message we need to embrace here in the U.S. as well."

VU Professors Testify Before FCC

Two Vanderbilt professors took on country music celebrities in a debate over media ownership during a Federal Communications Commission public hearing Dec. 11 in Nashville. Country music insiders contended that media consolidation hurts the industry, while the professors said new media ownership rules could help keep the radio music



Froeb

industry alive. "The greatest strength of the U.S. economy is elasticity," said Luke Froeb, William C. and Margaret M. Oehmig Associate Professor in Entrepreneurship and Free Enterprise at the Owen Graduate School of Management. "Over-regulation could change that."

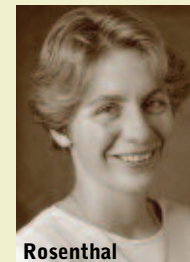


Yoo

"Established players ... who have a great deal invested in the status quo often resist regulatory and technological change," added Christopher Yoo, professor of law and director of the Technology and Entertainment Law Program.

Shedding Light on Energy Consumption

Vanderbilt chemists whose work could make the light bulb passé and cut electricity consumption by half are among the recipients of *Popular Mechanics* magazine's 2006 Breakthrough Awards. The awards recognize individuals, teams and products that are helping to improve lives and expand possibilities in the realms of science, technology and exploration. Associate Professor of Chemistry Sandra Rosenthal was honored with graduate students Michael Bowers and James McBride for discovering a way to make solid-state lights that produce white light. Rosenthal's group accidentally discovered that microscopic semiconductor crystals, called quantum dots, can absorb the blue light produced by light-emitting diodes (LEDs) and emit a warm white light. If the researchers can figure out how to get the quantum dots to produce white light more efficiently, quantum-dot-coated LEDs could replace light bulbs.



Rosenthal