

UC Magazine Highlights UC|21 Goals

“Alumni Dream Jobs” — July '07

The July '07 issue of the “University of Cincinnati Magazine” tells the stories of UC alumni whose degrees have led to their dream jobs: coaching a national-champion college football team, acting in movies and television, designing “Star Wars” toys or David Copperfield stage illusions, dancing for the New York Knicks, heading multi-billion-dollar corporations, playing “Taps” at Arlington National Cemetery and working with the poor in Appalachia or for human rights in Africa. President Nancy Zimpher observed in her column that alumni who share their dreams-come-true stories with new graduates might have the best UC commencement message of all.

Goal 1: Place Students at the center

- *Students first* — To take advantage of competitive opportunities in the Big East Conference, the university is forming the first varsity women’s lacrosse team; varsity women’s rowing will be discontinued. (Scholarship commitments to student rowers will be honored.) Students in the university’s design, engineering and business programs spent 18 months of prep work before UC’s Solar Decathlon team began constructing their prototype house. One of 19 universities around the world to enter the competition, UC will work through mid-October, then have the home trucked to Washington, D.C., where it will be assembled on the National Mall.

- *Selectivity with clear access pathways* — College of Applied Science student chefs earned a first-place gold medal in a national culinology product development cook-off in New Orleans, and a CAS construction management team won a national “best student contractors award.” A DAAP interior design student won acclaim and a scholarship at the prestigious Gensler competition for a design that transforms a Cincinnati business: an art gallery by day is a dance club at night.

- *UC Anytime/Any place* — Two UC transportation design students — co-ops at the General Motors design studio — were among seven college students whose futuristic concepts appeared on Discovery Channel’s “FutureCar” series. Students in design, engineering and business programs spent 18 months doing prep work before UC’s Solar Decathlon team began constructing their prototype house. One of 19 universities around the world to enter the competition, UC will work through mid-October. Then the home will be trucked to Washington, D.C., where it will be assembled on the National Mall.

Goal 2: Grow Our Research Excellence

- *Research Excellence* — Researchers at the College of Medicine and Children’s Hospital Medical Center found a molecular defect in patients with pulmonary alveolar proteinosis (PAP) that explains why microbial infections are so often deadly. UC associate professor Bruce Trapnell led the study. Kenneth Weiss, associate professor of radiology and psychiatry at the College of Medicine, has developed a faster, high-quality MRI image for children with chronic neurological conditions, along with improved diagnosis and treatment. Immunology professor David Bernstein, senior author of a study about the presence of dogs in a home, believes the animals have a protective effect on high-risk infants, lowering their likelihood of developing wheezing in the first year of life. Psychology research studies at UC find that loss of smell can signal a range of medical problems, from a deviated septum to Alzheimer’s disease. Researcher Bradley Britigan led a UC group, plus peers from the University of Washington, in an effort to eliminate antibiotic-resistant bacteria that interfere with treatment of lung infections. One solution was to substitute gallium, a bacteria-killing element, for iron in the cells.

- *Interdisciplinary Centers* — UC’s Economics Center for Education and Research was ranked No. 1 in the nation for promoting literacy in economics. The nonprofit center was named best of 230 that offer training to school teachers.



- *World Class Faculty* — Alumni wrote to the magazine to praise their favorite professors, as a response to the previous UC Magazine.

Goal 3: Achieve Academic Excellence

- *Guiding principles of academic programs* — Alumni “masters” who return to campus to speak to students about their path to becoming a success also give students the courage to believe that they will find their way to success in life, as well. Successful alumni also have been welcomed in the last several years to be speakers at UC commencement, for the same reasons. They can offer inspiration and are role models for new graduates. They are UC family.

- *Liberal Education at the Core* — Seventeen alumni who serve in the Ohio General Assembly recommend this challenging work as one rich with personal satisfaction. UC alumni are top executives of more than 25 of America’s largest public corporations, with revenue totals of nearly \$4 billion to \$370 billion.

- *Cultural Competence* — Diversity in Athletics Award was presented to UC as one of only 10 programs in the nation demonstrating overall progress in the academic arena by graduation rates of black male athletes. Goals challenge athletes to outperform the general student body in the classroom.

- *Teaching Matters* — UC College of Business has been ranked by Business Week magazine as an institution of learning that is among the best in the nation. The COB Economics Center for Education and Research was ranked No. 1 in the nation for literacy in economic education.

- *National Presence & Recognition* — CAS student chefs who won first place honors in an RCA Cook-Off in New Orleans, and a CAS construction management team that won a national Best Student Contractors Award. Interior design students who were co-oping at General Motors design studio were featured on the Discovery Channel’s “Future Car” series.

Goal 4: Forge key relationships/partnerships

- *Experiential Learning* — Stories in this issue included news that CAS student chefs have won first place honors in an RCA Cook-Off in New Orleans, and a CAS construction management team that won a national Best Student Contractors Award. Interior design students who were co-oping at General Motors design studio were featured on the Discovery Channel’s “Future Car” series. Students in design, engineering and business programs spent 18 months doing prep work before UC’s Solar Decathlon team began constructing their prototype house. One of 19 universities around the world to enter the competition, UC will work through mid-October. Then the home will be trucked to Washington, D.C., where it will be assembled on the National Mall. Co-op is UC’s oldest and most productive relationship for student learning and growth.

- *Community Connections* — New York Times asked UC assistant professor Stephen Wilson about findings that secondhand smoke might create more problems for African-American children than others. For 220 children monitored in a year, nicotine levels in the home and in children’s blood and hair were monitored. Although they were exposed to less smoke than others, African-American children showed higher levels of harmful components.

- *Experts-in-Residence* — Paul Caron, UC College of Law, wrote in his “TaxProf Blog” about a tax court’s negative ruling on a woman’s charitable donation of designer clothing. The court disallowed \$40,000 of the claimed value and ordered more than \$17,000 in penalties and back taxes. Still, Caron called the judge lenient, adding “the burden of proof is on the taxpayer.” Forbes magazine quoted associate professor and asthma/allergy researcher Jonathan Bernstein who says allergy patients are three times more likely to develop asthma than non-sufferers. Psychology professor Joel Warm was quoted in the Washington Post about the power of peppermint to improve concentration in those who breathe in the mint aroma.

- *Seamless Transitions and Educational Preparation* — Interior design students who were co-oping at General Motors design studio were featured on the Discovery Channel’s “Future Car” series. Only five students from other colleges and universities were invited to be part of the “Future Car” exposition. Students in design, engineering and business programs spent 18 months doing prep work before UC’s Solar Decathlon team began constructing their

prototype house. One of 19 universities around the world to enter the competition, UC will work through mid-October. Then the home will be trucked to Washington, D.C., where it will be assembled on the National Mall.

- *Healthy Cincinnati* — In the aftermath of the shootings at Virginia Tech, UC examined the effectiveness of emergency procedures on campus. Public safety director Gene Ferrara noted the Communications Center's ability to broadcast audio messages campus-wide over the fire-alarm system from a single point. Within 24 hours of the coverage of Virginia Tech's incident, UC's voice-capable alarm system was mentioned in nearly 40 publications, including the Brisbane Times, Australia; the Guardian, United Kingdom; the Boston Herald; Forbes; and MSNBC. While details were not released about all security measures, Ferrara said, "Vigilance on the part of the members of our community remains the best defense."

Goal 5: Establish a Sense of "Place"

- *We're All UC* — UC accepted two million-dollar gifts last spring for the advancement of justice and of medical education. Lois and Richard Rosenthal gave their second \$1 million gift to the College of Law, in support of the Rosenthal Institute for Justice/Ohio Innocence Project. Emeritus professor of medicine Ward Bullock gave \$1 million to establish the Ward Bullock Endowment Fund for Research and Education in Infectious Diseases.

- *East West Connections* — Researcher Bradley Britigan led a UC group, plus peers from the University of Washington, in an effort to eliminate antibiotic-resistant bacteria that interfere with treatment of lung infections. One solution they found was to substitute gallium, a bacteria-killing element, for iron in the cells.

Goal 6: Create Opportunity (in our local and global communities)

- *Economic Delta Force* — New York Times interviewed UC's Carlos Co about his new way of making glass. The chemical and materials engineering assistant professor has created a sugar-oil-surfactant emulsion that dries solid, hard and very clear. Future uses could include optical and sensing devices, food and pharmacy items or nanoscale materials.

- *Revenue and Budget* — Two gifts of one million dollars each were recently given to the university for the advancement of justice and of education in infectious diseases. Donors are Lois and Richard Rosenthal and Ward Bullock, MD, emeritus professor.

(Note: Some items are listed twice because they fit into more than one category.)