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4-26-1996

Friday Report - Vol. 06, No. 05 - April 26, 1996

University of Massachusetts Boston

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Recommended Citation

University of Massachusetts Boston, "Friday Report - Vol. 06, No. 05 - April 26, 1996" (1996). *1991-1996, Friday Report*. 88.

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Volume 6
Number 5
April 26, 1996

News and information
about and for the
University Community from
the Chancellor's Office

C a m p u s N o t e s

Due to the extensive amount of newsworthy information submitted to the Friday Report, this edition of Campus Notes has been expanded.

Chancellor Sherry H. Penney was presented with the New England Women's Leadership award for Education on Thursday, April 25 during a benefit dinner held at the Sheraton Boston Hotel & Towers. This award honors a woman who has made exceptional contributions to her profession and community. Proceeds benefit the Colonel Daniel Marr Boys and Girls Club of Dorchester.

The Division of Continuing Education (CE) won four awards in the 1996 National University Continuing Education Association Annual Marketing Competition. Text work for the three award-winning brochures and poster was done by CE Marketing Director Burton Holmes and CE Publications Co-ordinator Brian Middleton. Graphic design work was done by Denise Gallagher, with art direction from Nina Pattek, both of the Publications Office.

Prof. Scott Bass, Director of the Gerontology Institute, has been selected by the Association for Gerontology in Higher Education as the winner of its 1997 Clark Tibbitts Award. The award recognizes the outstanding contributions of gerontologists who work in institutes of higher education.

Economics Prof. Janis Kapler has been awarded a Bunting Fellowship by the Mary Ingraham Bunting Institute at Radcliffe College. Kapler will receive a stipend and access to resources at Harvard University for the 1996-97 academic year. She will be researching the different strategies and effects of diversification among multi-national and domestic companies.

Prof. Joseph Check of the Graduate College of Education co-edited a book, *Citiscapes: Eight Views From the Urban Classroom*, published by the National Writing Project. It includes teachers' written accounts from six school systems: Boston, New York, Philadelphia, and California's Berkeley, San Francisco, and Vallejo school districts.

Public Policy Ph.D. student **Elena Letona Milles** recently received a two-year appointment to Governor William Weld's Hispanic American Advisory Commission.

Psychology Prof. Helen Tager-Flusberg organized a conference, *Neurodevelopmental Disorders and Cognitive Neuroscience: Conceptual and Methodological Challenges*, at the National Institute of Health in Bethesda, Maryland, on March 21-22. **Psychology Prof. Jane Adams** lectured on "Lessons from Behavioral Teratology."

Tony Schwartz, Healey Library's Assistant Director for Collection Development, presented a paper at a Harvard University Conference, *Finding Common Ground: Creating a Library of the Future Without Diminishing the Library of the Past* on March 30-31. Schwartz's paper was entitled *Restructuring Academic Libraries: Organizational Development in the Wake of Rapid Technological Change*.

Seven UMass Boston faculty and students attended the *Conference for College Composition and Communications* held March 27 - 30 in Milwaukee. **English Profs. Louise Smith** and **John Brereton**, English graduate students **Joyce Rain Latora**, **Ellie Klauminzer**, graduate program alumna and Core Curriculum Program staff member **Judith Ring** and **CPCS Profs. Lisa Gonsalves** and **Barry Phillips** presented papers and attended workshops.

English Prof. Vincent Petronella lectured on *Shakespeare, Keats, and Browning: The Poet's Dramatic Impulse* at Harvard University's Houghton Library in April. For the occasion, a special display of relevant volumes and letters was assembled, including the Shakespeare text owned and used by John Keats.

The **Network for Women in Politics and Government** of the McCormack Institute held its first open house for women's organizations on April 11. The League of Women Voters, Boston YWCA, and Black Women for Policy Action, were among the participating organizations.

On April 16, **Hanging Loose Press** held a poetry reading, *Bullseye: Poems and Stories by Outstanding High School Writers*, in Harvard Square. Four contributors to the press' recent publication, "Bullseye," read from their work. **Dick Lourie** of the Publications Office, **Mark Pawlak** of the Academic Support Program, and **English Prof. Ron Schreiber** are **Hanging Loose Press** editors.

The research projects of the 1996 class of the Program for Women in Politics and Government will be presented on **May 2** and **May 9** from 6:00-8:45 pm, third floor, McCormack building. Topics include Charter Schools, Voter Registration, Title IX, and Affirmative Action. For further information, contact Jain Ruvdich-Higgins at 287-6785.

The first Faculty Appreciation Dinner will be held on **May 8** at 6:00 pm in the Ryan Lounge, third floor of the McCormack building. The event, sponsored by the Chancellor and the offices of Academic Affairs and Student Affairs, will provide a formal opportunity for graduating students to express their appreciation to faculty.

Monday, April 29 is the last day for UMass Boston's participation in the "Spread the Word" book recycling program. Boxes for books are located in the Healey Library, and the Quinn, McCormack, and Wheatley cafeterias. Books will be collected and sorted for age and grade appropriateness, and delivered to three Boston schools: the Joseph Lee Elementary School, the Higgenson Elementary School, and the Lucy Stone Elementary School.

The Theatre Arts Department is looking for alumni, faculty, staff, and students to participate in the Spring Dance Concert on **May 14** and **15**. Theatre Arts Senior Maria Papuga is seeking participants to learn American style ballroom dance for her final project, "Love and Relationships." For further information, contact Maggie Pappalardo-Munson at 287-5648.

Attention Readers:
Send news information to Annette Fernie or Donna Roveto at the Office of Public Information, Second Floor, Quinn Administration Building. Or you may e-mail news information to Fri_Report@umbsky.cc.umass.edu

SERL Reaches New University Marketing Agreement with Company

The Software Engineering Research Laboratory (SERL), a component of UMass Boston's Department of Mathematics and Computer Science, has reached an exclusive university marketing agreement with Object Design Incorporated (ODI), a Burlington, Massachusetts-based software design company.

SERL will market and provide technical support for ObjectStore, ODI's object-oriented data base, which will be offered to universities and colleges nationwide at a reduced price. Noted for the speed with which it can retrieve data, an object-oriented data base can store objects, such as pictures, sound, and other structured data rather than simply sequenced numbers and letters.

In a similar agreement with software developers Interleaf Incorporated, SERL manages and supports the distribution of their Interleaf and Cyberleaf publishing software to universities at a nominal cost. Using Interleaf and Cyberleaf, SERL has published reports for the McCormack Institute on the web and assisted the Kennedy Library with the development of their collection index.

According to Professor George Lukas, SERL Director, such marketing agreements are beneficial to both commercial software developers and to universities. "Companies want college students to become familiar with their products so that they will be well-versed in their use when they graduate," says Lukas. "The university benefits by being able to offer our graduate students real problem-solving experience with innovative software applications." SERL staff includes four graduate students who, in addition to working on SERL projects, offer technical support to university users of Interleaf, Cyberleaf and ObjectStore.

Recently, SERL undertook the challenge of providing the Registrar's office with the university's final exam schedule. "Prior to this, UMass Boston used to contract with an outside firm for this service," says Lukas. "With over 1200 courses and over 11,500 students, organizing the exam schedule is a complex problem. However, using our own software, we were able to largely eliminate scheduling conflicts."

SERL was established in February of 1994 in response to a UMass system-wide call to enhance outreach to the local business, educational, and government communities. In a relatively short time, it became an important link between the Computer Science faculty and the local computer industry. Since its inception, SERL's staff and the Computer Science faculty together have developed software prototypes, evaluated database technology, and developed internet resources. For the first time this summer, SERL faculty will offer three customized industrial short courses on campus and provide private corporations with on-site courses.

"Through SERL, the Computer Science Faculty under the leadership of Dr. George Lukas is making an important contribution to the University's urban mission," says Dean of Sciences Christine Armett-Kibel. "Their work contributes directly to economic development by providing marketing and consulting assistance to software companies and at the same time providing challenging opportunities for graduate students in the software engineering industry."

First Urban Environmental Fellow Helps Create the 1996 Blueprint

As part of a local initiative to environmentally improve the quality of life throughout the state, UMass Boston doctoral student and the first Urban Environmental Fellow Jean Cummiskey, has co-drafted the 1996 *Environmental Blueprint for the City of Boston*. The *Blueprint* was released to the public on Saturday, April 20, at the John Hancock Tower, as one of the various Earth Day celebrations across the city and state. "The *Blueprint* represents the meaning of Earth Day, which is to promote environmental awareness, and for City Hall this is a concern every day of the year," explains Cummiskey. "It is a snapshot of what happened in 1995 and outlines the City's environmental agenda for '96."

Cummiskey collaborated with Bradford Swing, Assistant Corporation Counsel for the City of Boston's Environmental Services Cabinet, on writing and designing the publication. "As the first environmental fellow, Jean made a concrete contribution to the City's efforts in articulating the environmental vision of the *Blueprint*," states Swing.

The *Blueprint* is framed around seven recommendations that were made through community reactions and comments to the 1995 *Blueprint* and the *Sustainable Boston Conference*, co-sponsored by UMass Boston's Urban Harbors Institute. Cummiskey learned early on in her experience at City Hall that there was no resource available to network the ideas that emanated from the individual environmental neighborhood forums. So, she designed the section called the "ABC's for a Sustainable Boston" for this purpose. Some of the recommendations in the *Blueprint* include, "Preserving Boston's historic buildings, places and parklands," and enhancing "Transportation options and experiences for getting from place to place by land or by sea." It also suggests expanding programs like the Boston Environmental Strike Team, Back to the Beaches Campaign, and the Revitalizing of City Hall Plaza.

The new environmental initiatives proposed in the *Blueprint* are the Urban Resource Partnership, a coalition to assist urban communities and neighborhoods with social, economic, and environmental dimensions; the Urban Land Acquisition Policy, for which Mayor Thomas Menino allocated \$250,000 of the City's capital budget towards the acquisition of open space; and the reinstatement of the City Archeology Program, which will enhance residents' connection to the City's prehistoric and historic past.

"The fellowship program did three things for me," states Cummiskey. "First, I got the chance to be involved with dialogue on creating a better Boston. Secondly, I got to see the operation of City Hall. Lastly, I was able to use some of my knowledge about advertising to bring a unique marketing perspective to government agencies."

Last August, UMass Boston's Urban Harbors Institute and the City of Boston created the Urban Environmental Fellowship. According to Chief of Environmental Services Cathleen Douglas Stone, the fellowship was created to offer a UMass Boston student the opportunity to participate in programs "that educate the public about environmental issues." In September, Cummiskey was chosen by the Mayor's Office as the first Urban Environmental Fellow based on her professional experience and educational background in environmental policy.

Small Business Owners Benefit from Seminar

The twelve-week seminar, *Managing the Growth of Your Business*, was offered this semester by the Minority Business Assistance Center (MBAC) of the College of Management. Eighteen small business owners from Greater Boston participated. Each owner received an education in management training and created their own business plans.

According to Henry Turner, Director of the MBAC, the seminar focused on young businesses associated with the construction industry and was financially supported by the Massachusetts Housing Finance Agency (MHFA) which allocates \$180 million to support minority businesses in this field.

"The purpose of tailoring the seminar around a business plan is that the process of writing one helps people focus on goals and set objectives for their businesses," says Turner. "It helps define what is important to them."

Joyce Harper, owner of REJOYCE Plumbing in Dorchester, worked as a plumber for fourteen years before starting her own business six years ago. She cites the need for improving her business management skills as her reason for taking the seminar. "I came away from the seminar with useful, concrete information. For example, I learned what I should expect from a bookkeeper," says Harper. "It was also a valuable opportunity to network with other small business owners, because you can feel very isolated, trying to make decisions for your business on your own."

Cummiskey received her bachelor's degree in art and political science from UMass Boston in 1976 and later earned a master's degree at Tufts University in urban and environmental policy. Presently, Cummiskey is pursuing her doctoral studies in public policy and teaching *Environmental Policy and Politics* at Northeastern University. She will graduate this June from UMass Boston with a master's degree in public policy.

A memorial service will be held for Professor Alfred Hoelzel, a founding father of UMass Boston and the German Department, on Monday, April 29 at 2:30 in Wheatley, 11005. Those who knew him are invited to join in an informal gathering to commemorate his life and mourn his loss.

"During the seminars, I do a lot of management training," says Turner. "Small business people are often very good technicians, but we have to help them get the technician out and the manager in. A carpenter who hires three other carpenters to work for him must now manage these people," says Turner.

The MBAC moved to UMass Boston from Roxbury Community College three years ago. It is a specialty office of the Massachusetts Small Business Development Centers, a partnership between the U.S. Small Business Administration and the Commonwealth's Executive Office of Economic Affairs.

Over one-hundred small business owners have participated in these seminars since the MBAC began them two years ago. Other seminars have been offered on starting your own business and enhancing your business skills. Turner and the staff of the MBAC continue to offer advice to participants after the seminars are over.

In addition to the seminars, the MBAC also makes available three-hour workshops at community locations in Boston. The next workshop is scheduled for April 29 and will be held at the Boston Empowerment Center on Hampden Street in Boston. The topic is marketing.

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