DePaul awarded two National Science Foundation grants

The National Science Foundation (NSF) recently awarded two grants to DePaul University to increase opportunities for mathematics, science and information technology majors, with a particular emphasis on students from traditionally underrepresented groups.

SCIENCE TALENT EXPANSION PROGRAM

A three-year, $1.16 million NSF grant, part of the foundation’s Science Talent Expansion Program (STEP), will help prepare science and mathematics graduates at DePaul and two of the City Colleges of Chicago—Harold Washington College and Harry S Truman College—for a variety of career opportunities. The partner institutions will create a supportive learning environment and seek to expose students early in their college careers to research and internship opportunities at Chicago-area science museums, corporations and institutions.

According to Lynn Narasimhan, associate dean of DePaul’s College of Liberal Arts and Sciences, the program is expected to increase the number of DePaul mathematics and science baccalaureate degrees by 30 percent in five years and increase minority graduates in these majors by 100 percent.

Science continues to be a university priority. In addition to STEP funding, DePaul has raised nearly $15 million in its ongoing $20 million Campaign for Excellence in Science, which will prepare exceptionally educated professionals to meet the needs of Illinois’ scientific community. Funding supports a new science facility, student scholarships and academic programs.

THE MENTORING PROJECT

A four-year, $500,000 NSF grant to The Mentoring Project, a new initiative in the School of Computer Science, Telecommunications and Information Systems (CTI), will support first-year students and create opportunities for women and other traditionally underrepresented groups in the field of information technology. About 90 percent of the grant is earmarked for scholarships for three upper-level student mentors and 30 students who are being mentored.

“The funding for these scholarships will allow us to build an effective community of learners, ready to take on the challenging world of information technology,” says Lucia Dettori, DePaul CTI assistant professor and coordinator of The Mentoring Project.

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From the desk of the president

Community and service intertwined at DePaul

Our lives are enlivened by community. From the intimate communities of family and friends to business communities and civil, religious and social communities, each works to nurture, challenge, inform and sustain us.

DePaul University takes service to the community seriously. Chicago is a vibrant, urban environment. Through the dynamism of community, we serve as an academic and cultural resource, an institution at the vanguard of business needs and market demands, and a center of hope for making a terrific education accessible.

Service at DePaul means being a top provider of teachers to our education community. It means providing our business community with a knowledgeable and ready workforce. It means reaching out to a non-traditional academic community through innovative programming and tuition support.

DePaul service takes many forms, from the purely practical to the cutting-edge. It is engaging, symbiotic and transformative. All of our service is steeped in community. Read on to learn more about the latest.

Rev. Dennis H. Holtschneider, C.M.
President

Partnership enables accounting employees nationwide to earn DePaul degrees

A unique partnership between DePaul University and the national accounting firm RSM McGladrey enables the firm’s employees to earn a master of science in taxation degree (MST) without stepping foot on DePaul’s campus. Through a university distance learning degree program within the firm, RSM McGladrey employees nationwide attend DePaul classes.

“Our tax practice requires highly educated tax professionals who can address complex, sophisticated tax issues,” says Diane Kuhlmann, RSM McGladrey’s director of learning and professional development. “A master in taxation degree provides this deep, technical tax expertise. By partnering with DePaul to provide an in-house program using distance-learning technology, we are able to bring a high-quality MST degree to our professionals regardless of their locations.”

A unit of H&R Block, RSM McGladrey has nearly 100 offices in 22 states. About two-thirds of the 45 RSM McGladrey students currently enrolled in the program attend courses in the firm’s Chicago office. The remaining students, based in San Diego; Cleveland; Columbus, Ohio; and other locations, participate in real time through an Internet video conferencing system.

This is the second year DePaul’s School of Accountancy and Management Information Systems has offered the MST degree at RSM McGladrey.

president.depaul.edu
accountancy.depaul.edu
Q Why is “brand community” a groundbreaking concept?

Muñiz: Brands and modern consumer culture are typically implicated by cultural critics as destroying social connections. Yet people as social animals continue to create communities, sometimes around a branded good. This was a totally different way of thinking about how a brand operates in society.

Q Why are brand communities important to corporations?

Muñiz: They encourage consumers’ long-term loyalty to a specific brand and can be a source of innovation outside of a corporation. For example, after the Apple Newton PDA was discontinued in 1998, consumers modified it to handle technologies that postdate the device, including wireless Internet access and digital music. Brand communities also can be a source of conflict if the community disagrees with corporate changes to the brand.

Q How can corporations help create a brand community?

Muñiz: Most strong brand communities form spontaneously among consumers. Nevertheless, corporations can encourage brand communities by providing a venue for people to interact, soliciting consumer feedback and acting on that feedback.

Read the complete study at newsroom.depaul.edu/news_release/Muniz_Brand_Community_Research.pdf
With the support of a $3.5 million gift from the John D. and Catherine T. MacArthur Foundation, the Real Estate Center at DePaul University has joined the Preservation Compact, a coalition of Chicago-area businesses, governmental agencies and nonprofit organizations to save affordable rental housing for low- and middle-income families.

According to the Urban Land Institute, the lead coalition partner, if current housing trends aren’t reversed, more than 185,000 families will be unable to find affordable rental housing in Cook County. That, the organization warns, will negatively affect the region’s $320 billion economy.

“I can’t think of a better way for the center to advance DePaul’s mission of improving the Chicago community than by joining this worthy effort to preserve affordable rental homes,” says Susanne Cannon, the center’s Douglas and Cynthia Crocker Endowed Director.

DePaul will participate in two of six coalition initiatives — creating a rental housing data clearinghouse to monitor and provide early warnings about rental housing losses and managing an interagency council to coordinate governmental agencies involved in the preservation effort.

“The choice of DePaul as provider of the expertise to solve such a global issue validates the Real Estate Center’s work,” said Richard Hanson, a principal at real estate firm Mesa Development, a member of the Preservation Compact leadership council and former DePaul trustee. "DePaul is a pioneer in creating a data-driven approach to systemic problems. This is the beginning of what, if done properly, will be replicated throughout the country by cities that need to deal with the growing problem of preserving the affordable housing inventory."
Three community leaders join DePaul board of trustees

DePaul University welcomed three new members to its board of trustees, including a nationally respected real estate executive and philanthropist, the president of a health care consulting firm and a partner in one of Chicago’s most prestigious law firms.

Douglas Crocker II, former CEO of Equity Residential Properties; Connie R. Curran (MS ‘72), president and CEO of Curran Associates; and Jeffrey J. Kroll (COM ‘87, JD ‘90), partner at Clifford Law Offices, were announced as new trustees in May.

“We are honored to have leaders of this caliber join our board of trustees,” says the Rev. Dennis H. Holtschneider, C.M., DePaul’s president. “We know that each will provide keen, experienced guidance and insight to DePaul in this important role.”

Notable finance alumni honored

DePaul University’s department of finance recognized two leading finance professionals this spring: William P. Kusack (MBA ’78), managing director of JPMorgan Chase & Co. and a member of its Board of Directors, was awarded the inaugural Finance Alumnus of the Year award. Kusack serves on the DePaul College of Commerce Advisory Council and the Finance Advisory Board.

Mark Casady (MBA ‘84), chairman, CEO and president of LPL Financial Services, received the department’s Finance Executive of the Year award. Casady has headed LPL, a leading brokerage firm employing 7,700 financial advisors nationwide, since 2002.

Previous Finance Executive of the Year honorees include ComEd Chairman and CEO Frank Clark (LAS ‘72, JD ‘76) and Driehaus Capital Management President Richard H. Driehaus (COM ‘65, MBA ’70).

Law students win international competition

A team of DePaul University law students was awarded first place in the First Annual Intellectual Property Moot Court Competition sponsored by the Supreme People’s Court of China and Beijing Foreign Studies University (BFSU). The competition was held in Beijing in May.

“The invitation to the competition reflects the deep relationship that our Asian Legal Studies Program has established with BFSU and other law schools in China,” says Jerold Friedland, director of DePaul’s Asian Legal Studies Program. “The team’s outstanding performance before prominent American and Chinese judges will surely enhance DePaul’s reputation for excellence in both countries’ legal communities.”

The DePaul team competed against 13 teams from Chinese universities, the China State Intellectual Property Office and a Chinese intellectual property law firm.

Psychology programs receive inaugural educational excellence award

DePaul University’s Community Psychology and Clinical-Community Psychology programs received the first-ever Award in Excellence in Education Programs from the Society for Community Research and Action (SCRA), a division of the American Psychological Association. The national award recognizes DePaul’s exemplary and innovative contributions to the education and mentoring of students in community psychology and community research and action.

In partnership with more than 50 community-based organizations, the DePaul programs enable students and faculty to address a variety of social issues, including disability in the workplace and depression among African-American youth.

DePaul’s Clinical Psychology Program, which features tracks in child psychology and community psychology, was established in 1967. The interdisciplinary Community Psychology Program began in 2000.
DePaul helps Hormel tap the Hispanic marketplace

Wanting to research growth opportunities in the Hispanic market, Hormel Foods invited 12 students in DePaul University’s recently launched multicultural marketing program to analyze 12 food brands not currently active in the Hispanic market.

The partnership was the first between DePaul’s Multicultural Marketing-Hispanic Marketplace program and a corporation. The San Jose Group (SJG), an advertising agency that specializes in the Hispanic market, facilitated the project.

“We are proud to be the first corporation to work with DePaul’s multicultural marketing program in this capacity,” said Mark Mayer, a group product manager for ethnic foods at Hormel. “Together with SJG, we easily could have assigned this project to an established research company, but we wanted to see what these promising students could discover with their own talents.”

During a daylong event June 4, students presented their findings to SJG account directors and members of the DePaul marketing department.

“Having the opportunity for our students to work on Hormel’s brands has been invaluable,” said Loida Rosario, director of partner relations for the multicultural marketing program at DePaul. “It is important for us to continue partnering with corporations to provide real-world experiences like this to ensure our students are better prepared for careers in advertising and marketing.”

DePaul’s College of Commerce launched its Multicultural Marketing-Hispanic Marketplace Program—the first such program in the Midwest—in the fall of 2006.

marketing.depaul.edu