Our crush on crèches
Traditional romance novels are often known as “bodice rippers” for their depiction of physical intimacy. "Bodice ripper" is the nickname given to Amish love stories, which omit most physical expressions of love. The novels usually depict an Amish woman who falls in love with a non-Amish "outsider." 

What is a "bodice ripper"? Traditional romance novels are often known as "bodice rippers" for their depiction of physical intimacy. "Bodice ripper" is the nickname given to Amish love stories, which omit most physical expressions of love. The novels usually depict an Amish woman who falls in love with a non-Amish "outsider." 

Who's reading these "bodice rippers"? Interesting question! You'll find most Amish romances in the Christian section of bookstores, and most readers are religious or conservative women who identify with the lead characters’ responsibilities to children, family and structure in the home. Yet, it’s a bit ironic when you think about those conservative women identifying with the transgresser who falls for someone outside her religious fold.

So what's "hot" about the Amish? The Amish are appealing because of their traditional, old-fashioned lifestyle. There’s a sense of belonging, a feeling of family that many middle-class Americans perceive as the perfect way of life. Readers of these books often yearn for this return to simplicity.

So simplicities and bonnets are the new fad? Not really. People mainly see the Amish as the "good version of what we used to be." But there's also something secretive that intrigues non-Amish. Very few people can just show up at an Amish household and be welcomed. Outsiders are rarely allowed to witness Amish in their homes, and Amish people go through great pains to reject outside culture, from technology to the way most families function. This is very intriguing to non-Amish who wish to know more.

Is the Amish appeal a new trend? Actually it isn't. Amish settlements in Pennsylvania, Indiana and Ohio have seen a growth in tourism since the 1960s, especially after the release of the movie "Witness," starring Harrison Ford as an Internal Revenue Service officer going as an Amish man who falls in love with an Amish woman played by Kelly McGillis. I have been studied ammonia tourism trends for nearly 12 years as well, and one of the new trends is the popularity of these "bonnet ripper."
Under Kumarasamy’s leadership, the University of Dayton’s vice president for enrollment management doesn’t enjoy slicing and dicing information just for fun. He says that evidence-based decision making is too important to lose sight of how high school students go through the college selection process.

He’s on the lookout for that new bit of data, that fresh insight that may help him better understand the decision-making processes of 17-year-olds. He wants to understand how high school students think about the University of Dayton.

Kumarasamy’s campaign is transforming the campus visit into a highly compelling, personal experience, customized to each potential student and fine-tuned for quality and effectiveness.

Kumarasamy says that the campus visit is UD’s greatest recruitment tool — approximately 35 percent of those who come to campus enroll. “We do extensive marketing to bring 6,000 students to campus in order to get 2,500 offers. If we can make a slight difference in the campus visit decision, we’ll have more students,” Kumarasamy says.

“The campus visit is the single most important piece of our enrollment strategy. Nothing comes close to that personal engagement. It’s both the first and the final impression they have of our campus — the first impression we make and the final impression they take away.”

He says at many schools campus visits are an underanalyzed and underutilized tool.

Over the past year, enrollment management put the campus visit experience under a microscope. An external evaluator scrutinized every facet of the visit, from the selections of photos of the tour route. The enrollment management staff worked closely with facilities management to space out sites on the route, arranged tour guide training and adjusted lighting as necessary around every aspect of the campus visit.

“Everything we do about the campus visit is deliberate and focused,” he said, starting with the selection of tour guides to ensure a personalized experience. Tour guides are closely matched to the interests of prospective students and the tour route has been specifically customized to each student’s wants.

Faculty play a key role when students take a second look at UD. Dean’s have programmed specific days for prospective student visits with faculty so each meeting will be one-on-one and, ultimately, a more meaningful experience for the students.

Kumarasamy says the early outlook is positive. Applications are up par with last year’s record 12,126 applications, and campus visits are running slightly above where they were last year.

The admissions counselors are getting the word out about the new, early action deadline to students and high school counselors.

This fall’s entering class of 1,700 saw a 15 percent increase in the number of transfer students enabled the University to meet overall enrollment goals. But because they are high — as a tuition driven institution, the University’s financials on how well enrollment management identifies, recruits and ultimately convinces students that UD is the best fit for their own individual college costs, Kumarasamy requests everyone in the campus community consider themselves part of this crucial recruitment effort.

“When a prospective student says, ‘I have a good feeling about this school,’ it means that from the minute they step on campus everyday from the parking attendant to the cafeteria cashier as well as students and faculty were welcoming and hospitable,” Kumarasamy said. “The campus is so beautiful,” that means the groundskeepers are taking extra care,” he said.

“I would love it if everyone would go to the campus to make the campus look as nice as possible and say, ‘Welcome to UD,’ or ‘You’re going to love it here,’” he said. “I’d love them in a way that shows who we are and what the University of Dayton community is all about.”

— Gail Brown-Scott

Revisiting our best face forward!

University of Dayton’s campus visit, other enrollment strategies personalize admission experience

It’s going to be one of the most difficult years ever,” he said. “But we’re playing offense, not defense.”

Transforming the campus visit

The greatest emphasis of Kumarasamy’s campaign is transforming the campus visit into a highly compelling, personal experience, customized to each potential student and fine-tuned for quality and effectiveness, Kumarasamy says. The campus visit is UD’s greatest recruitment tool — approximately 35 percent of those who come to campus enroll. “We do extensive marketing to bring 6,000 students to campus in order to get 2,500 offers. If we can make a slight difference in the campus visit decision, we’ll have more students,” Kumarasamy says.

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Selection admission

The University has adopted a more selective admission process by eliminating rolling admission, in which students could apply anytime and admissions were offered as applications were completed. Instead, an early action deadline requires students to apply by Dec. 15, and promises a decision by Jan. 15. The regular decision deadline will be March 15.

“This early decision allows us to evaluate the applicant pool as a whole and shape the class for academic quality and diversity as well as all of our institutional goals,” he said. “Balancing admissions didn’t allow us to shape the class as well.”

More selective universities have early action admissions, so it allows UD to better compete with these universities and send a message of quality and selectivity, he said.

The early action deadline will also offer a means to require campus visits for students at certain ACT or SAT scores who have not yet visited to assess their interest in attending. That information will help guide decisions about which students would be the best fit for UD.

How does it look so far?

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— Gail Brown-Scott
**Discovering the REAL Dayton**

Instead of going home for fall break this October, 43 students stayed in Dayton and lined-up with others to serve. The fall break out teams are the first for REAL Dayton, a four-day experience combining service projects, educational activities, and a reunion designed to achieve the goals of its acronym: Reaching, Enriching, Acting and Learning. Kelly Bohne, coordinator of community outreach at the Center for Social Concern and the turns behind REAL Dayton, wanted to connect students to the Dayton community, offer them opportunities to make a difference and inspire them to continue doing so in the future.

The break-out workshops, projects and social justice aspects of previous programs similar to this break-out — students toured Dayton, volunteered at homes for senior citizens, refugees and people with disabilities, and interacted with guest speakers and U.D. faculty and staff.

Reflection was a key aspect of REAL Dayton. After every activity the students had groups and personal reflection time. “REAL Dayton has been an unforgettable experience that has taught me not only about the need of the Dayton community but allowed me to learn about my character and shape my development as a human,” explained first-year student Karayan Cha. Being able to take on the role while living at UD can seem like being in a separate world, said Amy Lopez-Matthes, director of student life and Kennedy Union and a resident of the city of Dayton, REAL Dayton succeeded in connecting students to the greater community surrounding their campus.

—Meredith Hirt ’13

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**International conference to expose and combat human trafficking**

Human trafficking is a modern-day form of slavery that violates human rights globally — and in the heartland of America.

That stack message will be delivered at the Dayton Human Trafficking Accords international conference on campus Nov. 9, 10. Held in collaboration with the Anti-Trafficking Program of the United States Conference of Catholic Bishops’ Migration and Refugee Services, the forum will bring together law enforcement officials, victim advocates, project experts, students and the public for “the purpose of stirring society’s conscience to action against trafficking and slavery,” said Mark Ensalano, human rights program director.

Participants will sign the Dayton Human Trafficking Accords as an expression of a common commitment to end human trafficking, punish traffickers and implement programs to protect victims and work against the dehumanizing practice.

Ensalano and sociology professor and conference co-chair Claire Renzetti say human trafficking is a largely hidden crime, but the problem is enormous. As many as 20 million people worldwide are subjected to slavery or modern-day forms of slavery, such as involuntary servitude, servitude or forced prostitution, according to the U.S. State Department and the United Nations Office of Drugs and Crime. Ohio is an origin, transit and destination state for human trafficking.

Ensalano notes that Dayton is a major college town, so Ensalano estimates the state has at least 500 to 600 clients. Much of the conference is free and open to the public.

That stark message will be delivered at the conference on campus Nov. 9-10. That day, a keynote conference will focus on the int’l aspects of human trafficking and the state has at least 100 cases.

The break-out incorporated cultural, service and social justice aspects of previous REAL programs similar to this break-out — students toured Dayton, volunteered at homes for senior citizens, refugees and people with disabilities, and interacted with guest speakers and U.D. faculty and staff.

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**To law school, with love**

When the School of Law celebrates at its 50th anniversary gala Saturday, Nov. 7, it will have much to be thankful for.

Among them are the faculty and staff who were pivotal to the reopening of the school in 1974, the UD School of Law’s first law in 1992 and closed in 1992 because of the Great Depression. Those two facilities – Dean Dennis Turner and Dale Stanley – are featured in a fall issue of the Dayton Lawyering alum magazine, which mails this month.

Turner, who joined the faculty that first year, has been retired for several years but taught more than a full-time faculty load last spring. “As long as I can go into the classroom and walk out thinking, ‘Wow, that was great, then I’ll keep teaching,’” he said.

Seary, who joined the faculty shortly after, has been elected Professor of the Year in six times by the school’s student body.

At the gala – which is sold out – speakers will acknowledge the efforts of the school’s deans and discuss including the foundation laid by them and carried out during the past 30 years.

To celebrate, the school – its students and alumni office – will invite those who love them to UDLaw. Here’s a sampling of the entire countdown, which can be found in the magazine or online at http://lawyer.udayton.edu.

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**A click away: human resources to go digital**

Employees will be offered hands-on training workshops and online tutorials. The human resource system will be set up a hotline and e-mail address for questions during the implementation stage.

“It will be very important for people who are affected by this change to attend the training sessions,” said Linda Nianouris, director of human resources information systems. “We want to make this transition as easy as possible, and we will work to ensure that everyone involved is comfortable with the new process.”

This is the second phase of turning the human resource system into a digital one. In January, the office began using PeopleLink – an online employment and performance management system.

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**RESEARCH**

**Algae’s power to reduce pollution**

Life is thriving under the Music/Theatre Building. Benched rectangular concrete and line the photosynthesis king algae, floating green in room-length glass tubes below artificial lighting. Algae is even greener than its color may suggest. Scientists at the UD Research Institutes are working on a two-year, $360,000 Air Force project to investigate the impact from the Air Force Research Laboratory at Wright-Patterson Air Force Base. While lead researchers are on target in one of the most efficient methods to sequester carbon dioxide by feeding it to algae, other researchers in the program are working to identify the best varieties of algae for the job, optimal growing conditions and the most efficient methods to extract oil from the marine organisms. Algae oil accounts for as much as 70 percent of the organism’s body weight in some strains and can be used as stock for food and biofuel.

“It’s a beautifully symbiotic system,” said Josh Sidhu, who leads the Sustainable Environmental Technologies group in UD’s Energy and Environmental Engineering division. “Algae feed on carbon dioxide and convert it to a highly desirable liquid. So we can capture carbon dioxide from stacks of coal boilers and other combustion processes before it’s released into the atmosphere and run it through these algae growing systems. In turn, we grow algae. In systems. In turn, we grow algae strains and can be used as stock for food and fuel. We can grow 200,000 gallons of algae in a year in an open pond.

As an oil crop, the slimy stuff is hundreds of times more viable than corn, soybeans or canola, Sidhu said. Compared with corn yields of 100 gallons of oil per acre and soybean yields of 50 gallons per acre, the “fatness” variations of algae – those with the highest lipid contents – yield more than 14,000 gallons of oil per acre, 700 times more than corn.

That’s why Carter is on a quest to find algae that are “naturally optimized” native strains that thrive in Ohio weather and have evolved to best survive predators and contamination by toxins or other similar organisms.

Tom Nagury, senior program manager in AFRL’s Materials and Manufacturing Directorate, said algae will be used to reduce the carbon footprint of the Wright-Patterson Air Force Research Laboratory’s New Aerospace Fuels Research Facility at Wright-Patterson Air Force Base. Researchers from UD and other organizations are working to determine best practices for creating jet fuel out of coal and biomass. Algae can be used in that program as both a feedstock and to sequester carbon dioxide in the process.
COMING ATTRACTIONS

**Fridays, Nov. 6, 13, 20**
Friday Film Series
Nov. 6: Paradise Now. Two young Palestinian men are recruited to become suicide bombers.
Nov. 13: The Diving Bell and the Butterfly. The true story of Jean-Dominique Bauby, as envisioned by painter/filmmaker Schnabel. In French with English subtitles.

**Nov. 20:** Lust, Caution. A young woman gets caught in a game of emotional intrigue in WWII-era Shanghai. In Mandarin with English subtitles.

**Nov. 27:** The Diving Bell and the Butterfly. View the second floor of the Roesch Library.
Another project reflects students’ own experiences in the student neighborhood and its value to them.

**No shovels needed**
Students “dig” the student neighborhood, and are currently digging into the neighborhood’s past in a new course.
ASI 341: The Archaeology of a Neighborhood: A Journey Through Time, Memory and Place is being team-taught at ArtStreet by artist-in-residence Dennie Eagleson and physics professor Robert Brecha.

“Most UD students and alumni identify the student neighborhood as a unique living environment, and one that plays a big role in creating strong attachments to UD and in creating community,” Eagleson said.

Students have searched through the University’s archives, selected pictures and re-photographed the original scenes. This exhibit is on display through Nov 23 on the second floor of the Roesch Library.

Another project reflects students’ own experiences in the student neighborhood and its value to them.

In addition to the social history, the students are studying scientific aspects of the neighborhood. “We have been looking at the UD campus in terms of its ecology, its placement within the Miami Valley watershed, and specific topics regarding water, communications, transportations and energy,” Eagleson said. The class will be looking at how the neighborhood’s “environmental infrastructure” forms ties and obligations to the global community beyond UD.

The students’ completed projects, which include the early history re-photography project, multimedia interviews with community builders, UD alumni and current students, and a visual mapping assignment, will be on display in ArtStreet Studio E during January.

**Sunday, Nov. 8**
Symphonic Wind Ensemble

Dayton Jazz Ensemble

**Nov. 9-10**
Dayton Human Trafficking Accords
Events include an author discussion, public forum and film screening. Complete details at http://academic.udayton.edu/humantrafficking. Call 229-2765.

**Nov. 10-Dec. 9**
Department of Visual Arts Senior Exhibit
Rike Center for Fine Arts. Artist reception 5 p.m. Nov. 17. Exhibit open 10 a.m.-4 p.m. Tuesdays and Wednesdays, 10 a.m.-7 p.m. Thursdays, 10 a.m.-2 p.m. Fridays. Free. 229-3261.

**Wednesday, Nov. 11**
What Should We Do About “Love in Truth”?
4:30 p.m., Kennedy Union west ballroom. UD faculty will discuss the significance and meaning of Pope Benedict XVI’s recent encyclical on the economy and society, “Caritas in Veritate.” David O’Brien will moderate. Call 229-3468.

**Thursday, Nov. 12**
World Rhythm Series: Son de Madera
8 p.m., Kennedy Union ballroom. Authentic and lively renditions of the fandango, a traditional Mexican musical style and dance. Presented by the University of Dayton Arts Series and Cityfolk. Tickets $18 general admission, $16 for UD faculty, alumni and non-UD students, $9 UD students. Call 229-2545.

**Friday, Nov. 13**
Faculty and Academic Senate Meeting
3 p.m., Kennedy Union Boll Theatre.

**Nov. 13-14**
UD Dance Ensemble Fall Concert
8 p.m., Kennedy Union Boll Theatre. Mark Cummings, artistic director. Tickets $10 general admission; $6 UD faculty, staff and students. Call 229-2545.

**Sunday, Nov. 15**
Black Catholic History Month Mass
6 p.m., Immaculate Conception Chapel. Part of UD’s celebration of Black Catholic History Month.

**Friday, Nov. 20**
University Orchestra

**Saturday, Nov. 21**
Opera Workshop: “A Night at Orlofsky”

**Nov. 23-Jan. 1**
Darel Sparling: When Purple Meets All Other Colors
8:30 a.m.-4:30 p.m. Monday- Friday; Saturday and Sunday by appointment. Marian Library Gallery. Sparling’s paintings present Christmas themes — the dusk and dawn of new birth, mystic stars and trumpeting angels. Free. Call 229-4214.

**Nov. 26-27**
Thanksgiving break
University closed.

**Nov. 28-Jan. 24**
Elisabeth’s Nativity House: The van Mullekum Collection

**Monday, Nov. 30**
Advent Vespers
9 p.m., Chapel of the Marianist Martyrs, Marianist Hall.

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**Connecting the globe — BUT WHO’S COUNTING?**

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<td>2,998</td>
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