

inside bona's

Feb. 24, 2005

St. Bonaventure University

INSIDEINSIDE

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Anderson pens article on Web transition for national magazine

St. Bonaventure made the transition last fall from a remotely hosted Web site to one maintained and updated on campus using a content management system, or CMS.

On Feb. 15, the site logged its 1 millionth page view since the launch of the redesigned <http://www.sbu.edu/>, just three and a half months after going live on Nov. 1, 2004.

Behind that stunning transition were months of planning and countless hours of work, a joint effort of the Office of Communications, led by director of fund-raising communications Susan Anderson and the University's Office of Technology Services under executive director Michael Hoffman.

Anderson authored an article on the process, "Second Site," featured in the February issue of *Currents*, a national magazine produced by the Council for

Top 10 Hit List

1. SBU
2. Search
3. Friedsam Memorial Library
4. About SBU- Calendar
5. Alumni
6. Library- Online Databases
7. About SBU- Directory
8. Academics
9. Admissions
10. Library- Electronic Reserves

** These 10 pages received the most hits as of Feb. 22.*

the Advancement and Support of Education.

"Web sites offer institutions unprecedented opportunities to communicate with internal and external audiences, but they're successful only

See Web, page 2 ...

Story on SBU BIS trip gaining national coverage on Catholic News Service

The University's Business Information Systems (BIS) Club is gaining national attention for a trip the students took last fall to help create employment opportunities for young adults in Harlem.

The University students collaborated with the CREATE Young Adult Center, bringing with them four donated computers and better equipping the center with resources to teach personal development, job training, education and recreational and cultural advancement to those who need it.

The students, along with adviser Dr. Carl Case, associate professor of management sciences, installed computers, a wireless network card, Internet addressing, printer drivers and several pieces of downloaded software into the CREATE network. Software included Microsoft Office, firewall/security protection, a typing tutor and job searches through the Department of Labor.

Students making the trip were Julie Case, Anthony DiMario, Jeffrey Gallo, Nichole Klaaren, Joshua Mayer, and Daniel Rust.

Founded in 1973 by SBU alumnus Fr. Benedict M. Taylor, O.F.M., S.T.D., CREATE Inc. includes the CREATE Young Adult Center program. Founded in March 1974, it serves up to 50 young adult males aged 18-25, often dropouts from school or homeless and unemployed. It focuses on using computers to assist with searching for jobs and improving their lives.

University PR intern Jessica Manocchio, wrote a story about the trip that

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Online registration goes campuswide

After a highly successful online registration pilot for the Spring 2005 semester, all students will be registering online this semester for Fall 2005 classes. Additionally, all student employees will be asked to enter their timesheets online for the two-week pay period ending March 11. Both online registration and online timesheet entry are available via My SBU.

To help facilitate a smooth transition to both of the online tools, there will be two training sessions offered for all students. The first will be held from 7:30 to 8:30 p.m. on Tuesday, March 8, in

Murphy Auditorium sections A and B. The second session will be held from 7:30 to 8:30 p.m. Wednesday, March 9 in Murphy Auditorium sections A and B.

In addition to these training sessions, instructions will be sent to all students for both online registration and online timesheet entry. In order to prepare for both of these new on-line tools, please log onto <http://my.sbu.edu> and check one of the following: grades, transcripts, schedule. This will ensure your login works correctly. If you encounter login problems, please contact the Helpdesk at ext. 7600.

SBU embarks on second Trinidad and Tobago service trip

By Benjamin Gregg, '07

Ten students are set to immerse themselves in the second year of the Trinidad and Tobago Service Trip sponsored by St. Bonaventure University, The Thomas Merton Center and The Journey Project. The 10-day program is led by the Rev. Cheryl Parris, a University minister, who is joined by two professors from St. Bonaventure.

Parris says one of the major goals of this vocational trip is to provide students with a different kind of experience from other service trips. "Vocational Service Learning trips are more specific discernment opportunities. Students will have exposure experiences in their field of interest and hear vocational stories from various people."

Parris also commented on the importance of a service trip that allows students to have a primary focus on the kind of work they want to do. "Recognizing that everyone has a personal vocation, our goal is to engage students in a process that expands their understanding of the word service and lets them deliberately consider their vocational choice. Many students, after real life experiences on these trips, change their majors or get a clearer understanding of their gifts, which makes it an ideal college experience."

The students set to travel to Trinidad are as follows: Caitlan Raun, Deborah Holihan, Alicia Teodorini, Amalie Donius, Colleen McTammany, Lynne Muccia, Daniel Breheny, Terrance McElduff, Joel Zarzuela and Thomas Turro. Joining the students with Parris are Dr. Daniel and Irene Rissi and Dr. Samuel Sheldon. The Journey Project has provided each student with a travel scholarship towards their \$900 cost. Students took part in numerous fundraisers through raffles, babysitting, a chili cook-off, a cookie bake-off and a pancake supper.

Students will leave for Trinidad on Feb. 26 and return back to campus March 5. Parris says a trip like this is extremely

valuable to any student because it helps broaden their minds. "Trinidad is not a third-world country. This experience provides students with an opportunity to do service work in a more balanced culture. We will be serving people from all walks of life. The question 'How can I help?' goes beyond income and status."

During the nine days students will be in Trinidad, they will be oriented to the life and culture of Trinidad and Tobago through educational presentations, service assignments and

touring. Students will have a closing retreat with Mt. St. Benedict Monastery and take part in a community-wide Stations of the Cross procession in Santa Rosa, Trinidad.

Following the service trip, the students will make a presentation on their journey March 23 in a Senior Forum presentation on globalization. The next service trip is to Panama in May in collaboration with the SBU chapter of Students in Free Enterprise.

"Web" continued ...

when they're sophisticated and cohesive tools that deliver information easily and efficiently," Anderson says in the introduction to her article. "Realizing the need to present the best possible public face for the institution and to capture the interest of students who have been raised on a diet of digital media, in May 2002 St. Bonaventure University leaders decided to initiate a Web makeover — starting with the purchase of a content management system."

Anderson traces SBU's transition to its current, high-volume status from a site that had grown rather inconsistent as pages were added without overall supervision or structure.

Working with SBU through the process was Brooklyn-based Four Eyes Productions, which was selected in August 2003 to begin the task of tailoring a CMS to fit the specific needs of a higher education institution, and even more specifically, St. Bonaventure.

"Content management systems, which are essentially large back-end databases, offer a checks-and-balances approach to putting material on a Web site. They allow users to maintain graphic standards with standardized templates and layouts, and they ensure "Bobby" compliance for visitors with disabilities," Anderson writes. "A CMS allows people from all parts of the institution — including those with little or no programming skills — to contribute content and to review, revise and approve that content before posting it

on the site."

While such constant updating adds to the freshness of the site, "collaboration is key," Anderson notes. The redesign required buy-in and effort from all departments, who were asked to designate at least one person to be trained and accept responsibility for keeping their pages and content fresh. Numerous training sessions were held over the course of months, with many coming on board in the final weeks before the site went live.

In addition to the framework of styles and fonts — selected during a design phase that included review and critique from a pool of individuals drawn from departments across the University — St. Bonaventure also chose a defined palette of colors, adding to the consistent look and feel of the site.

In the article, which includes quotes from Hoffman and William Grossman, SBU's Web systems administrator, Anderson shares six lessons learned during the process: Don't jump in too fast or too deep; In-house knowledge is essential; Prepare for staff turnover; Make sure everyone who needs access to the CMS has it; Make sure you can grow into the product; Consider how increased traffic will affect the site; and create a Web advisory group.

An overview of the article and other content of the February edition can be found at the CASE Web site, <http://www.case.org/>, by clicking on the "Currents" link at left, or in the print edition, available soon to subscribers.

Campus Events

University brings back bachelor of arts with major in music

By Katie Fish

This fall, the University will be offering a degree that hasn't been offered since 1930 — a bachelor of arts with a major in music.

Although the BA in Music had been dissolved for many years, Bonaventure has still enjoyed a rich history and tradition in music. For example, in 1964, SBU boasted a 47-member Men's Chorus, which took first place in the sixth annual Catholic Intercollegiate Men's Glee Club Festival and Competition at Seton Hall University.

Currently, St. Bonaventure offers students an opportunity to participate in a variety of musical groups, including Concert Choir, Jazz Band, Concert Band and various chamber ensembles, such as String Ensemble, Flute Ensemble and Percussion Ensemble.

Last year, Dr. Leslie Sabina, chair of the department of Visual and Performing Arts, proposed the BA in music program. Final New York State Education Department approval was granted in

December 2004.

"The offering of a music major further demonstrates SBU's commitment to arts education," said Sabina. "We have the facilities to offer any aspect of a quality music program — which many schools do not have — and that gives us an even greater advantage."

Requirements for a bachelor of arts in music will require 28 credits of core music classes, such as Music Theory, Music History and Music Ensembles. Nine credits of music electives are also required; electives include classes such as History of Jazz, American Music and MIDI (Musical Instrument Digital Interface) Applications.

Admission to the bachelor's in music degree program is conditional upon a successful live audition evaluated by members of the music faculty. The audition must consist of a performance of at least 10 minutes' length on the student's major instrument or voice, showing a grasp of a variety of styles.

SBU begins new study abroad program in New Zealand and Fiji this spring

By Katie DeMarco '06

A new study abroad program, scheduled to run from April - June in New Zealand and Fiji, will offer students a unique opportunity to experience and learn about international business.

Students will gain an appreciation for the importance of cultural differences while conducting business as well as learn how to behave and interact with others while living in a foreign country. Students will also have a once-in-a-lifetime opportunity to witness the breathtaking beauty that New Zealand and Fiji have to offer.

There will be four different one to

two week sessions that students can participate in beginning April 27, and culminating on June 11. Each of the four sessions will be the equivalent of three credits, and students can attend more than one. Graduate students in good academic standing may participate in any one or two of the four sessions, earning credit toward an MBA or MPL. Undergrads in good academic standing may be eligible for only the last two sessions because of scheduled final exams, and can earn credit in economics, marketing, management or political science.

Three of the sessions will be based at the Christchurch Polytechnic Institute of

See Abroad, page 4...

Calendar

Midterm Break

Saturday, Feb. 26 - Sunday, March 6

"Franciscan Intellectual Tradition"

presented by Fr. Dominic Monti, Ph.D.
5:15-7:15 p.m. Tuesday, March 8
University Club

Loretta Lynn in concert

7 p.m. Sunday, March 13
Reilly Center Arena

"Franciscan Life and Values"

presented by Sr. Mary Gurley Ed.D.
5:15- 7:15 p.m. Tuesday, March 15
University Club

SBU Army ROTC 63rd Annual Military Ball

5:30 p.m. March 19
Premier Banquet Center

"Teaching Franciscan Values in the Classroom"

5:15-7:15 p.m. Tuesday, March 22
University Club

Career Center Events

CAREERfest Advance Résumé Referral

Ends Feb. 25

* Résumés will be forwarded, in advance, to employers attending CAREERfest 2005.

On-Campus Recruiting Orientations

Feb. 4 - Feb. 25
in room 216 RC.

* You must attend an orientation before interviewing with a company!!

USA Teacher Recruitment Days

* Registration runs Feb. 18 - March 28 or until all spots are filled.

Résumés Due Today!

KPMG Auditing Intern

* Accounting majors desired.

Human Services Career Fair

5:30 - 7 p.m. Tuesday, March 8
University of Buffalo, Student Union

* All SBU students are welcome
free of charge

"Shutterbabe" author, war photographer to speak at SBU

By Anna Button '05

In celebration of Women's History Month, best-selling author, award-winning photographer and journalist Deborah Copaken Kogan will speak on her nationally bestselling book, "Shutterbabe: Adventures in Love and War," at 7:30 p.m., Tuesday, March 8, in Dresser Auditorium of the John J. Murphy Professional Building.

"Shutterbabe: Adventures in Love and War" is the candid and often witty story of the young Kogan and the battles she faced both in her career and personal life. Her book aims to convey the messages that "war should not be entered lightly; there can be no hope of universal peace without universal equality for women; what our children learn today will affect and shape our world tomorrow."

"Shutterbabe," published in 2001 by Random House, is soon to be a major motion picture adapted by Dreamworks and Darren Star, creator of HBO's hit series, "Sex and the City."

Fresh out of Harvard University, Kogan moved to Paris at the age of 22 in search of her first photojournalism assignment. Within weeks she was on a truck in Afghanistan in a convoy of what was then called rebel "freedom fighters." Kogan was the lone woman on that truck armed only with her camera equipment in what was the beginning of a career in which she's covered wars, traveled across the globe and witnessed the collapse of the Twin Towers.

Graduating from college in 1988, Kogan worked as a photojournalist until 1992. Her work has graced the pages of "Time," "Newsweek," "The New York Times" and "O, The Oprah Magazine," among many publications.

The next six years of her life were spent working in TV journalism, most recently as a producer for "Dateline NBC."

News makers

Dr. Alva V. Cellini, professor of modern languages, presented a paper titled "Framing Andean Women" at the 2005 International Conference on Arts and Humanities held in Hawaii in January. This cross-disciplinary academic conference was co-sponsored by the East West Council for Education, the Asia-Pacific Research Institute of Peking University and the University of Louisville.

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Constance Pierce, assistant professor of visual art, offered an invited lecture on "Imaging Journals: Visual Language for Self Discovery" at Alfred State University on Jan. 13. The presentation was part of Alfred's faculty and staff professional development week "Celebrating the Intentional Learner." Also, Pierce's solo exhibition "Lamentations of War" will open March 31 at The Henry Luce III Center for the Arts and Religion in Washington, D.C. The exhibition is in conjunction with The 2005 Southern Graphics Council International Conference entitled "Power in Print." Pierce was also recently invited to have a solo exhibition at Houghton College, which is scheduled to open in August. Last September, several of her monotype images were included in "History of Marian Art Through the Prism of Faith," a slide exhibition sponsored by the Diocese of Dallas and shown at The Cathedral of the Arts District: Virgin of Guadalupe Shrine.

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Dr. K. R. Sundararajan, professor of theology, has been invited to a conference on "Religion — Conflict and Peace" to take place April 11 at James Madison University in Harrisonburg, Va. Sundararajan will be one of the main speakers at the conference and will speak on the main theme of the conference from the perspective of Hinduism.

"BIS" continued ...

generated interest from Catholic News Service, producing a story that appeared in the Georgia Bulletin, the newspaper of the Archdiocese of Atlanta, and is running this week in The Catholic Exponent, newspaper of the Diocese of Youngstown, Ohio, among others.

"Abroad" continued ...

Technology on the south island of New Zealand. Students will develop a working knowledge of New Zealand business, politics, economics and law through seminars, presentations, student projects and a 12-day field trip. During the Fiji session, students will have the opportunity to examine business, management, political, legal, economic and marketing issues in Fiji through classes, presentations and a seven-day field trip.

Dates and locations for each of the four sessions are as follows: session one is scheduled to run from April 27-May 8 in New Zealand, session two is scheduled from May 9-May 17 in Fiji, session three is scheduled from May 18-May 29 in New Zealand and session four is scheduled to run from May 31-June 11 in New Zealand.

The fees include tuition, accommodations, travel, activities and most meals. Air travel expenses to the program are not included.

For more information contact: jjw@sbu.edu, swatson@sbu.edu or mcellimj@sbu.edu, or review the program's Web site at: http://web.sbu.edu/studyabroad/nz_fiji.

Friday Forum

**"A Student-Faculty Project of
Encyclopedic Proportions:
Local Celebrities in Western
New York and Pennsylvania"**

presented by Dr. John Mulryan
and students

Noon to 1:30 p.m.
University Club
Lunch \$2.50 each



ST. BONAVENTURE
UNIVERSITY

Valuing Knowledge, Integrity, Community

The next issue of *Inside Bona's* is slated for Thursday, March 10. To submit items, please e-mail to inside-bonas@sbu.edu by noon Tuesday, March 8. Questions may be directed to Christie Mendola, editor, at inside-bonas@sbu.edu or to Suzanne Wilcox English, director of media relations, 216 Francis Hall, at ext. 2376 or senglish@sbu.edu.