Introducing the Scheller College of Business

DAN TREADAWAY
COMMUNICATIONS & MARKETING

Georgia Tech has announced a transformational gift from an alumnus that has resulted in the renaming of the Institute’s former College of Management.

Ernest “Ernie” Scheller Jr., a 1952 Industrial Management graduate, has made a commitment totaling $50 million, a majority of which has been fulfilled. The gift has already begun to dramatically strengthen the college’s faculty, student body and academic programs. When completed in 2013, it will amount to the single largest cash gift in Institute history.

In all, Scheller’s gift — along with others inspired to participate in a corresponding dollar-for-dollar challenge — will more than double the college’s endowment.

In recognition of and appreciation for the dramatic impact that Scheller’s generosity and leadership have had and will continue to have for many years to come, the College of Management has been renamed the Ernest Scheller Jr. College of Business. “Ernie Scheller’s generosity has not only had an immediate impact on the college via the dollar-for-dollar challenge, but that impact will also continue far into the future,” said College of Business Dean Steve Salbu. “We’ve used this gift to bring our PhD program up to a truly global standard and to grow the size and quality of our faculty during a time when our budgets were cut and our competition was retrenching. Adding nine endowed faculty chairs and professorships, 37 undergraduate scholarships and six graduate fellowships is transformational in and of itself as it dramatically enhances the college’s ability to attract top talent.”

Scheller is chairman emeritus of Pennsylvania-based Silberline Manufacturing Inc., a company his father founded in the 1940s that is today a key global supplier of high-quality pigments — primarily to the automobile industry — that tremendously enhance the visual appeal of coatings, paints, inks, plastics and textiles.

“Georgia Tech taught me the importance of perseverance and persistence,” Scheller said. “Over the years, I’ve applied those same principles to my support of Georgia Tech and its College of Business. In order to build a college that will rank among the world’s best business programs, you’ve got to have great leadership, a broad-based vision and a lot of determination. The college has been fortunate these past six years to enjoy such leadership under Dean Steve Salbu. By any barometer you could choose, the college has improved dramatically during Steve’s tenure. I have never been more optimistic about the future of Georgia Tech and Georgia Tech’s Faculty/Staff Newspaper • Vol. 37, No. 12 • June 11, 2012

Roundtable Fosters Conversation About Diversity, Culture

AMELIA FAYLIK
COMMUNICATIONS & MARKETING

A sense that the ball is being moved forward — this was what Charles Isbell Jr. was looking to get out of last Thursday’s Diversity Roundtable.

Isbell, a professor and senior associate dean in the School of Interactive Computing, has attended the annual event open to faculty and staff for the past few years.

“I think it’s important to participate in events like this because they encourage honesty, and it’s an opportunity to talk with others and be made aware of things you might not otherwise know,” Isbell said. “I like the idea of being part of something that will actually effect change, and it seems like the Office of Human Resources is really after positive change.”

This year’s event, themed “Unlikely Common Ground: The Importance of Civility and Human Connection in Achieving Inclusive Excellence,” brought members of the Georgia Tech community together to continue the ongoing discussion about creating a more inclusive culture.

$20 Million Alliance between Children’s, Tech Announced

COMMUNICATIONS & MARKETING

Children’s Healthcare of Atlanta and Georgia Tech have announced a $20 million joint investment, strengthening their research commitment to developing technological solutions for improving children’s health.

The expanded collaboration combines the proficiencies of both organizations with a common vision — to become the global leader in pediatric technologies.

“What brings us together is the power of combining the resources and strengths of two leading institutions,” said Georgia Tech President and CEO Rebecca Blank. “Our collaboration with Children’s at the Scheller College of Business will not only drive innovation and discoveries, but will also attract world-class students and faculty, thereby increasing the size and quality of our faculty, which is critical to our long-term success.”

“Georgia Tech’s focus on research and development makes it the perfect partner for Children’s,” said Children’s Healthcare of Atlanta President and CEO Donna Hyland. “By working together, we can bring new therapies and treatments to children and families more quickly, increasing the probability that children will have access to the best care possible.”

Since 2007, Tech and Children’s have collaborated on more than 130 pediatric research projects.

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CHILDREN’S, continued on page 3

www.whistle.gatech.edu
Kids Hone Musical Theater Skills at Camp

AMELIA PAYLIK
COMMUNICATIONS & MARKETING

"Who knows who Barbra Streisand is?" is a question that usually results in blank stares from most 10- to 15-year-olds — but that wasn’t the case with the group of kids sitting on the Ferst Center stage last Monday.

That’s because the group of 50 children were attending the Ferst Center for the Arts’ weeklong musical theater camp.

“The kids who attend this camp love to perform,” said Jenna Farmer, camp coordinator and marketing specialist for the Ferst Center. “The camp allows them to be on stage singing and dancing for an entire week in a professional theater setting, which is very exciting for a young performer, and they have a great time interacting with our talented teaching staff of professional actors and dancers.”

The Ferst Center created the camp three years ago to provide kids with an alternative to its 20-year-old, four-week drama camp.

“It was designed to be a shorter, one-week intensive camp that allows campers to focus their energy on one area of theater that we found was very popular during our drama camp,” Farmer added.

Camp activities included getting headshots taken by a professional photographer and attending a master class given by a local voice teacher. The rest of the week was filled with rehearsal for a final show held on Friday afternoon that was open to parents and friends.

The instructors who work with the campers are theater professionals from the Atlanta area who specialize in acting, dancing or voice.

Many of the campers are the children of Georgia Tech faculty and staff, such as Lynn Durham, assistant vice president and chief of staff to President G. P. "Bud" Peterson, and Dan Immergluck, a professor in the School of City and Regional Planning.

This was the second year that Durham’s daughter, Emily, participated in the camp. Emily had always been interested in the Ferst Center’s drama camp, but the time commitment never meshed with the family’s summer plans.

“It is truly amazing how much these kids accomplish in five days,” Durham said. “I love that the camp provides each child with a professional headshot, and as a Tech employee, you can’t beat the convenience of bringing them with you in the morning and taking them home with you in the afternoon.”

Immergluck’s daughters, Kate and Anna, are also returning campers. Kate learned about the camp from friends who had attended and recommended it.

“I would definitely recommend it to other parents,” Immergluck said. “Both girls are now more comfortable performing in front of an audience, and Kate won the lead role in her middle school musical last year — and I attribute that, in no small part, to her musical theater camp experience.”

Registration for the camp opens in late January at www.ferstcenter.gatech.edu/dramacamp, and the 30 openings usually fill up by mid-April. The cost of the camp is $250.

For more information about this camp, or the four-week Drama Camp that the Ferst Center offers, contact Farmer at jenna.farmer@arts.gatech.edu.

www.ferstcenter.gatech.edu

Throughout the summer, The Whistle is highlighting various Georgia Tech camps for kids and teens. In the next issue: Georgia Tech Tennis Camp.

ROUNDTABLE, continued from page 1

Close to 200 participants, including senior leaders, deans and school chairs, engaged in small group discussions focusing on questions such as “Where have you witnessed a specific act of intolerance and/or workplace incivility and failed to step up?” and “What are simple ways to create a more civil environment?”

Each table had an opportunity to share their collective ideas with the larger group. For example, several tables mentioned that they’d seen acts of intolerance and/or incivility between faculty and staff members but had not stepped up because of fear of retaliation. One of the common suggestions for creating a more civil environment was to require civility or sensitivity training for all employees.

“I think that training for all is a good idea,” Isbell said in an interview following the roundtable. “But we have to find a way to make it so that people understand the inherent value of this type of learning — and so it is not misinterpreted as a punishment. We need to find a way to make civility and ongoing development of interpersonal skills a strong part of the culture at Tech.”

Scott Morris, associate vice president of Human Resources, and Archie Ervin, vice president for institute diversity, were pleased with the feedback and ideas that resulted from the discussions.

“The Office of Human Resources’ signature roundtable format creates a comfortable environment for employees to talk about ways we can build better relationships that will make our work environment better,” Ervin said. “The Georgia Tech community will benefit from more conversations and exchanges among our employees like those we had at today’s event.”

Find out in the June 25 issue of The Whistle if Isbell got a sense that the ball is being moved forward when it comes to improving diversity in part two of this article.

www.diversity.gatech.edu

SCHELLER, continued from page 1

its College of Business, and I am eager to see the great things that will happen there in the coming years.”

An additional component of Scheller’s commitment is a dean’s discretionary endowment, which Salbu says “will give us a real boost when it comes to taking advantage of opportunities as they arise.”

“This is a transformational gift that will allow the college — which has grown from being a very strong regional player to being a competitor within the big leagues of business schools — to take and firmly keep our place in that competitive arena,” Salbu added.

In addition to supporting facilities and endowment, Scheller’s previous gifts to the College of Business have established a scholarship and a faculty chair focused on innovation, entrepreneurship and commercialization.

“Ernie Scheller has a distinguished track record of success in leading and growing one of the top family-owned businesses in the country,” President G. P. “Bud” Peterson said. “Ernie rightfully takes great pride in building upon his father’s legacy and passing on the fruits of his labors to succeeding generations. While his generosity has had an unprecedented impact on our College of Business, I believe that impact will ultimately inspire the larger Georgia Tech community to continue boldly envisioning a future of globally renowned excellence and quality.”

TRAINING

June 13

A course open to employees on CPR/AED/First Aid Training will be offered from 8:30 a.m. to 4 p.m. in room 321, Student Center. For more information, call 404-894-4122.

Fees are on a first-come, first-served basis. For more information, call 404-385-4142.

June 19

A course open to employees on CPR/AED/First Aid Training will be offered from 8:30 a.m. to 4 p.m. in room 321, Student Center. For more information, call 404-894-4122.

Fees are on a first-come, first-served basis. For more information, call 404-385-4142.

June 21

A defensive driving course will be offered at 8 a.m. in room 240, Campus Recreation Center. To register visit www.trains.gatech.edu
**Community Invited to Support Freshman Reading**

When it comes to the Freshman Reading Program, its success relies just as much on faculty and staff support as it does on student participation.

“Because this year’s book, *The Immortal Life of Henrietta Lacks* by Rebecca Skloot, covers so many areas relevant to the Tech community, we are hoping to engage a wide range of faculty and staff from those research- and teaching biomedicine, immunology and research ethics, to those thinking about the convergence of race and medicine, public policy and community involvement,” said Nirmal Trivedi, assistant director of the Center for Academic Success and Freshman Reading Program director.

All members of the campus community are encouraged to read the book and participate in the related reading groups, speaker series and student-led forums held during the academic year. These events are currently being planned and will be updated on the Academic Success website throughout the semester.

In addition to these activities, faculty members and English 110/1102 and GT 1000 instructors often integrate the book into their lesson plans. This is something that Beth Bullock Spencer, senior assistant director for the Center for Academic Success, has done in her GT 1000 classes since 2009.

“GT 1000 instructors often feel very pressed for time, but I’ve always had good luck using the Freshman Reading book as a foundation for out-of-class journal assignments,” Spencer said.

According to the book’s website, “Her name was Henrietta Lacks, but scientists know her as HeLa. She was a poor black tobacco farmer whose cells — taken without her knowledge in 1951 — became one of the most important tools in medicine, vital for developing the polio vaccine, cloning, gene mapping, in vitro fertilization and more.”

To get involved, contact Trivedi at nirmal.trivedi@gatech.edu.

**http://success.gatech.edu**
Crawford Challenges Students to Take Risks

AMELIA PAYLIK
COMMUNICATIONS & MARKETING

If you’ve seen the replica of Henry David Thoreau’s cabin or the other structures created by Hugh Crawford’s classes that have decorated campus over the years, it’s not hard to believe that he’s not a fan of “pre-packaged” classes.

“In my courses, I try to create a situation where students have to take an academic risk, by providing them with a problem and encouraging them, and giving them the freedom to come up with a creative way of solving it,” said Crawford, an associate professor in the School of Literature, Communication and Culture (LCC).

This approach has endeared Crawford to many students. In 2010, Crawford’s class embraced the challenge of building a scale replica of Thoreau’s cabin to the point that they continued working on the project months after the class had ended. Even students who weren’t in Crawford’s class asked to help with the project — which he welcomed.

This year, Crawford’s classes tackled projects such as replicating three historic structures (including a log cabin model of a German naturalist and author Bernd Heinrich’s home) and creating a life-sized skeleton of “Moby Dick” laser-cut from plywood.

Of course, encouraging students to take risks means that Crawford sometimes has to venture out onto a limb himself.

“I can remember waking up in a cold sweat just before we began working on the Thoreau replica,” he said. “I didn’t know if we would really be able to cut down trees, haul them and build this house. But I’ve learned that students are capable of doing almost anything if you support them — so I had faith.”

Recently, the Whistle had an opportunity to learn more about Crawford and his time at Tech.

What did you want to be when you were a child?

A veterinarian, but my undergraduate alma mater, Virginia Military Institute (VMI), didn’t offer a program in this area. So I became an English major. After earning my master’s degree, I spent a few years renovating houses — but was not a successful businessman — and decided to return to school.

What brought you to Georgia Tech?

I spent about 10 years teaching at VMI, and when LCC started a degree program in science, technology, and culture, I was asked to join the faculty at Tech.

Tell us about your current area of research.

My focus has always been on the cultural studies of science and technology. I look at how humans interact with objects (such as an ax) and the cultural and historical implications of these interactions.

In addition to the projects we talked about earlier, what do you do to keep students engaged?

I like to find ways to get students to engage with the community through their coursework. I’ve had students do everything from plant trees on campus to help build homes for the homeless to work in community gardens. I think this approach is important because many Tech students really want to find productive ways to serve their community, and linking service to pedagogy can produce positive results.

What is your greatest challenge related to teaching, and how do you deal with it?

Tech students are accustomed to receiving clear directions and being told what every project and test is going to be worth. So some students initially have a difficult time adapting to my approach to teaching. However, most eventually accept that that’s not the way I operate.

Where is your favorite place to have lunch?

I’ve got to say Junior’s, even though it’s not a longer. I would always order a cheeseburger and spicy fries. Even my kids grew up eating at Junior’s. It’s missed.

Tell us something about yourself that others might not know.

For seven years, I’ve run a TOPSoccer program for athletes with disabilities, and we play every Sunday. All of my sons played soccer, and I coached when they were little. So this is a way to stay involved at the club and to keep my family involved.