Five questions for Meg Campbell[1]

[2]

With the exception of grading, Margaret “Meg” Campbell loves nearly everything about her job as a professor of marketing at the Leeds School of Business at the University of Colorado Boulder – the teaching; interacting with students who, she says, keep you young in a way that other jobs don’t; the research; and having the gift of time to reflect on the issues she studies – consumers and why they do what they do in the marketplace.

Campbell double majored in psychology and economics as an undergraduate at Stanford. She worked in the lab of a “fabulous social psychologist,” Lee Ross, and he encouraged her to get a Ph.D. in psychology. “But I was torn because I was fascinated with business and the business world, and with the speed of business as opposed to what I perceived as a slower trajectory of work in academia.” She decided to work and during that time realized what she really wanted was that slower trajectory where there is time to contemplate. “What’s difficult in the business world is there’s a lot of time used for putting out fires and less time for reflection than I think is ideal for making good decisions.” Another Stanford professor, James March, opened Campbell’s eyes to the possibility of business academia as a career path. There she could combine the same research skills she would as a psychologist with her interests in marketing.

Before coming to CU in 2000, Campbell was on the faculty at UCLA.

“L.A. is a great city, especially before you have children; it’s less of a great city after you have children,” she says. A change in lifestyle was needed and she wanted to be at a university known for its research. “This opportunity came up and it seemed perfect in terms of enabling me to have the kind of research environment I wanted and an active student body, and have a place to live with my family that was a little bit more conducive to sanity.”

1. Some of your research focuses on the success or failure of using celebrities as the faces of brands or products. What has your research found?

Our most recent research adds to our understanding of the way consumers process the role of celebrity endorsements. Celebrities, like all people, have both positive and negative parts of who they are. Brands use celebrities for a couple of reasons. One is attention. Consumers are more likely to pay attention if Peyton Manning is the endorser than if Joe Blow the model is in the ad. Another reason that brands use celebrities is to borrow their associations. In essence, the brand uses a celebrity spokesperson to transfer to itself the meaning the celebrity has built in consumers’ minds. The idea is that people will learn something about the brand and the personality of the brand because of who is chosen as the celebrity endorser. Companies look for a celebrity who has the association and traits they want and then hire that person. What they don’t do is pay attention to all of a person’s traits. Companies act as if only desirable traits will transfer to the brand. Our research questioned whether there was any difference in the way positive and negative traits transfer, and our hypothesis was that, for a variety of reasons, negative traits are more likely to transfer. And that’s what our research showed. Negative information can be very potent.

As an example, Madonna was hired to be an endorser for Pepsi. She’s sexy and powerful. She’s got these positive associations, but on the flip side, she has negative interpretations. Some see her as sexy in a positive way and others see her negatively as lewd or licentious. Importantly, the same person can see her as both. What Pepsi found is that they got the controversial, licentious kind of transfer rather than the positive, sexy transfer they had been hoping for.

An example of a person who has worked well as a spokesperson is Michael Jordan, because he doesn’t tend to have dominant negative traits. He’s been an amazing spokesperson over the years for a variety of brands.

2. Denver Broncos quarterback Peyton Manning, according to a report by Nielsen Co., is the most popular sports marketing and endorsement figure among fathers. Do consumers really buy Papa John’s Pizza or DirecTV, for instance, because he’s connected with the brand?

There are a lot of factors going on in terms of why people buy the brands they buy. They don’t buy because of a celebrity, but the evidence shows that celebrity endorsements can be effective in increasing sales. Part of it is because the consumer is more likely to pay attention. That notion of attracting attention to a brand is a very powerful aspect of

why celebrity endorsements can work. It starts you thinking about Papa John's Pizza. The endorsement gets the product into the consideration set, or a brand that people think about when they are given a choice. It's really powerful if Manning helps you think about Papa John's as a viable pizza brand. Consumers don't say, "Peyton is there so I'm going to buy that pizza," but they are more likely to think of Papa John's on the way home when they are late for dinner and thinking about picking up a pizza. The association of Manning and Papa John's is more likely to have a positive effect that drives decisions.

3. You often hear the phrase "sex sells." Are there other ways to attract a consumer to a product such as sex or humor?

There is a class of techniques that marketers use that many people put under the term "borrowed interest." The idea is that companies want to borrow interests that people have in order to gain interest in their message. Borrowing interest in Peyton Manning gets us to pay more attention. So do babies and dogs, sex and humor. Anything that is inherently interesting to us as consumers can be attached to a message. The risk of doing that – and it's a very big risk – is that people pay attention to what they had the interest for but not the brand. You've been at a party where people say, "I saw the funniest ad on TV last night but I don't remember who it was for." That's a bad ad. The brand was trying to borrow the interest by setting up a funny situation that the consumer was interested in, but the consumer didn't process the message. It's a real art to successfully borrow interest and make it work for your brand. It works much better if there's a clear relationship, for instance, sex selling Victoria's Secret garments. Unless people are offended, the connection is easier to remember. Consumers will say, "I'll look sexy if I buy Victoria's Secret products."

Humans are sense-makers. Sometimes we're good at trying to make sense of the market place. But if you are a marketer and you make it hard for consumers to make sense of it, it will decrease the memory for your brand.

4. What would you suggest people do to become better-educated consumers and cut through the marketing "hype"?

Overall, try to be conscious of what's going on. Some of my research focuses on persuasion knowledge, a term for the idea that all of us, as consumers and in other human roles, have learned things over a lifetime about the way marketers or other people try to persuade us. The evidence shows that if you actively think about what people are doing to try to persuade you, then you very often will make better choices. You won't always resist being persuaded because sometimes you are actually happy to be persuaded. If I go to a sporting goods store and don't know which set of weights to buy, I may value the information a salesperson provides and his attempt to influence me toward one or the other. But if you are making a very important decision, like buying a car, you should take a friend. The evidence is clear that an observer can be more objective and apply persuasion knowledge more cleanly than we can in the heat of the moment. Stepping back with the help of a friend – or just stepping back mentally – can help people make decisions they are happier with.

5. What does your current research on consumers entail?

I'm doing some work on how to help consumers pursue goals successfully in a variety of domains. I want to understand how consumers think about progressing toward their goals in order to help them do that more effectively. There are a variety of consumption goals, things like completing a college education, buying a car that gets me to work on time, achieving financial security or saving for a vacation. Smaller goals might be maintaining a healthy weight or exercising more regularly.

Caleb Warren, a former doctoral student here, and I are looking at how people determine the movement toward their goals. People often make mistakes in terms of monitoring the effects of their behaviors on long-term goal success, so this is an area where we think our research can help improve consumers' goal pursuit.

Regents chair to faculty: Help us recruit brightest students[3]

Regent Michael Carrigan, Chair

Today's students are unlikely to remember the old phone company ads that encouraged consumers to "Reach out and touch someone," but that philosophy will soon be used by the Board of Regents in recruiting the best, brightest students to University of Colorado campuses. And the board chair would like faculty members to join in.

Speaking to the Faculty Council at its Jan. 24 meeting at 1800 Grant St. in Denver, Board of Regents Chair Michael Carrigan talked about his desire to have regents place phone calls to top Colorado students who have applied to CU but have not yet committed to attending. Carrigan has mentioned the idea at board meetings in recent years, and took steps toward launching the effort after discussion at last month's board retreat.

He also said he'd like to have faculty members place calls as well.

"A few minutes of all of our time can make a real difference to these students," Carrigan said, noting that he has heard of cases where personal phone calls from someone at the university have helped convince students to attend CU. Members of the CU-Boulder community already have taken on such phone campaigns.

Carrigan asked for the help of the council and of Faculty Assemblies at the campus level to put together lists of prospective faculty members who would be willing to take part.

"I've made 10 calls in 15 or 20 minutes, and I think they make a real, lasting impact," Carrigan said. "The next thing we want to do is figure out liaisons for the campuses."

Council member Jerry Peterson said he'd like to see similar efforts used to bolster retention of the university's top current students, too. "The expectation of higher excellence as an atmosphere on the campus needs to be developed," he said.

Carrigan said efforts such as these amount to much-needed marketing for the university, which can be at a disadvantage compared to marketing spending of for-profit universities.

"Wouldn't it be wonderful if we can get a grant to do (increased) marketing for all our institutions?" Carrigan said. "We want to make the most of our limited marketing dollars."

Carrigan pointed to a CU logo pin on his jacket lapel: "Why don't we have every staff and faculty member wear one of these wherever they go? It's a symbol of the branding effort that President Benson brought in.

"We are the third-largest employer in the state of Colorado. We need our faculty to write op-ed pieces for newspapers. When you're out in the community, at events or at church, let people know: 'I'm a member of the faculty of CU.' Make sure people know that. You are your own best advocates."

Also at last week's Faculty Council meeting, members voted to table a proposed resolution submitted by the council's Budget Committee that asked the Board of Regents to establish a pool for faculty and exempt professional raises next year, and another pool to make up for lost ground during recent years when no raises were given.

Council members said that while they want Faculty Council Chair Melinda Piket-May to express the faculty's desire for consideration of raises at the regents' February meeting, they didn't feel the proposed resolution as written was the best way to do so. Piket-May noted that efforts by a shared governance budget task force and the council's ad hoc salary equity committee will continue to gather data that can be used in making quantitative requests to university leadership.

From Allen to Zumba: Free symposium promises inspired career development[5]

Brenda Allen, Ph.D., professor of communication and associate vice chancellor of diversity and inclusion at the University of Colorado Denver | Anschutz Medical Campus, this year's Elizabeth Gee Award winner.

The Faculty Council Women's Committee proudly presents the professional development event of the year for CU women: the 11th annual CU Women Succeeding Symposium[7], set for Feb. 21-22 at the University of Colorado Boulder.

The symposium, free and open to all CU faculty and staff who register, features Brenda Allen[8], Ph.D., professor of communication and associate vice chancellor of diversity and inclusion at the University of Colorado Denver | Anschutz Medical Campus, this year's Elizabeth Gee Award winner.

The symposium opens at 5 p.m. Thursday, Feb. 21, with hors d'ouvres and the Third Annual Network Café, offering opportunities to engage and network with participants from other campuses and departments. Attendees also will kick up their heels and have fun with a short Zumba class arranged by the Anschutz Health and Wellness Center. Participants will be able to enjoy dessert and continue networking during an informational poster session.

Friday's activity opens with Chancellor Philip P. DiStefano's welcome, breakfast and Allen's presentation of her stirring and world-famous EmpowHERment keynote address. Registrants will then attend workshops of their choice. The workshops, offering something of interest for everyone, are organized into the following "tracks":
Optimizing workplace interactions Building a financial framework Empowering professional relationships Balancing work/life/mind/body Enhancing professional skills
Lunch and the Gee Award lecture, an inspiring journey led by Allen, will be followed by additional workshop breakout sessions.

A complete schedule of events can be found on the symposium website at https://www.cu.edu/FacultyCouncil/womens-symposium/schedule.html[9]. Click on the "Register" button on the left side of the page to register for the event: Vacancies are filling rapidly, so don't delay. Registration closes Feb. 8.

This year, Faculty Council and Staff Council also are partnering to present an anti-workplace bullying workshop, "From Observation to Engagement: Developing Peer Strategies for Addressing Workplace Bullying," which will be presented by expert Loraleigh Keashly from Wayne State University. The workshop will be from 1 p.m. to 4 p.m. Feb. 21 at the University Memorial Center. To participate, please register at http://www.surveymonkey.com/s/February-21[10]. Only a limited number of spots are available.

Building an integrated wellness program[11]

[12]

When the University of Colorado Health and Welfare Trust (Trust) formed three years ago to help improve the way the university and its fellow Trust employers deliver health care to their employees, a fundamental concept of the Trust was building an integrated wellness program as part of our health plans.

Be Colorado launched in the fall of 2011 with health screenings, a health assessment and digital health coaching, and asked employees to start the Be Colorado Wellness Journey. This past fall we increased participation in the health screenings by nearly 50 percent, and feedback from employees thus far can be summed up as: great start, but we want more.

The Trust and its Be Colorado team hear you loudly and clearly, and we have new tools and programs we know will meet your needs and help you achieve your wellness goals. Last week, we relaunched the Be Colorado website – www.becolorado.org[13], and it is filled with content about nutrition and physical activity, and emotional, social, and financial wellness. It also offers an events calendar featuring wellness opportunities across all the campuses and all Trust employers.

We have lined up an impressive array of wellness experts from our university and the university hospital community to provide fresh content on a regular basis, and we have created a forum that enables you to reach out and find others with similar challenges and successes, to share, to learn and to engage. We hope you will help us build the new site into a robust and welcoming online wellness community. We will continue to develop the site into a one-stop shop for all things wellness across the university and all Trust employers.

Last week we mentioned the annual health assessment, digital health coaching and a new mission discovery tool. These great tools will be available early next week so check your email and the Be Colorado website to learn how to access the tools. Participation last year in the health assessment neared 15 percent, and we hope to double participation at the university this year. Take time to use this tool to gauge your progress from last year or to have a good sense of where you can make positive changes.

The mission discovery tool adds an exciting new element to the mix. Researchers understand very clearly that modifying habits, behaviors and routines are no easy tasks. Most people know what they need to do but struggle with the “how.” How will I find time? How can I afford to? How will I find the willpower? The mission discovery tool is built on a research- and evidence-based concept that people will more likely figure out the how when they take a few minutes to think about and create a personal life mission.

Some employees have said they want the wellness program to go beyond health screenings and an online questionnaire like the health assessment, and we agree. That’s why we are finalizing the development of Be Colorado. Move., an incentivized movement program that will pay you to meet baseline and proven movement goals – 30 minutes of moderate to intense movement, 12 times a month. Look for more details in the coming months and start talking to your friends and colleagues.

Research shows that not only do success rates for longitudinal behavior changes start with small steps, but a social support network also helps in the success. Take time to participate in the small steps – do the mission discovery tool; take the health assessment; engage at www.becolorado.org[13]. And get excited for Be Colorado. Move., the next step in how the Trust is investing in our wellness.

For more information about Be Colorado and wellness opportunities across the Trust, or to help us spread the good word and become a Be Colorado Wellness Champion, go to www.becolorado.org[13] or email questions@becolorado.org[14].

Groundbreaking on CU Denver’s signature building set for this morning[15]

[16]
University and city leaders will plunge shovels into earth today, marking the start of construction on a signature building in CU Denver's 40-year history downtown.

Academic Building 1[17], the first structure on the Auraria Campus owned and operated by CU Denver, has been a long time coming and today's event will befit the historical significance. Attendees at the by-invitation groundbreaking include city and business leaders, as well as representatives from university leadership, the CU Foundation and Student Government Association (SGA).

Speakers will include Chancellor Don Elliman, President Bruce Benson, Board of Regents Chairman Michael Carrigan, Denver Mayor Michael Hancock and SGA Vice President Natalia Gayou. They will hail a building that will define the

university, meet our long-term needs and add a new landmark to the cityscape.

The 128,000-square-foot building at the corner of Larimer Street and Speer Boulevard will be completed by August 2014. During construction, signs that celebrate CU Denver's 40-year downtown heritage will surround the site.

Academic Building 1 will include space for student affairs, student disability and financial services, admissions, registrar, a cafe, classrooms and the College of Liberal Arts and Sciences. It will serve as both a "one-stop-shop" for students and a welcoming place for alumni to reconnect with their university. It will be a signature building in the CU Denver neighborhood that connects Auraria to the city's downtown.

The project includes renovation and backfill to the spaces being vacated when faculty and staff move into the new building. Backfill projects are expected to be finished by fall 2015.

After the groundbreaking ceremony, a special Spirit Thursday event [18]will take place at 11 a.m. in North Classroom Atrium C & D. The Academic Building 1 renderings will be on display and free pizza will be served. Students are encouraged to wear their CU Denver colors, enjoy lunch, and learn about the exciting activities on their urban campus. For more information about the Spirit Thursday, contact the Office of Student Life at 303-556-3399.

All of the momentous developments signal an even stronger identity for the CU Denver community, which starts its next 40 years in the Mile High City with a bold statement.

Successful fundraising effort leads to CWHR Endowed Chair[19]

Judith G. Regensteiner, Ph.D., School of Medicine professor and CWHR director

Thanks to more than $2 million in private support — including a $1 million lead gift — the Center for Women's Health Research (CWHR) at the University of Colorado Anschutz Medical Campus has successfully completed an 18-month effort to endow a chair for the center's directorship. The inaugural holder of the Judith and Joseph Wagner Endowed Chair in Women's Health Research is Judith G. Regensteiner, Ph.D., School of Medicine professor and CWHR director.

With this chair — the first of its kind at the University of Colorado and one of few in the nation directed toward women's health research — the CWHR has helped to ensure the future of women's health research and sex difference research at the Anschutz Medical Campus.

"It is an extraordinary honor to hold this chair, and it has been inspiring to see the community show such partnership and support for our mission," says Regensteiner, who is nationally recognized as a leading advocate for women's health research and whose internationally regarded research focuses on the effects of diabetes on the cardiovascular system. "We are confident that CWHR will return the favor — as a foundation for groundbreaking research that will help improve treatment of many diseases, beginning with cardiovascular disease and diabetes in women."

The endowed chair also is a mark of prestige for the CWHR as the center seeks to grow its profile and impact regionally and nationally. Regensteiner co-founded CWHR in 2004 with colleagues Joann Lindenfeld, M.D., and Lorna Moore, Ph.D., with the goal of increasing the body of knowledge about the impacts of cardiovascular disease and diabetes on women. The three-part mission of the CWHR is to conduct key research on women's health and sex differences, mentor the next generation of researchers in women's health and sex differences, and educate the public and health care providers.

More than 30 advisory board members and other individuals from the Denver community made gifts to the chair, led by Judith and Joseph Wagner, who committed $1 million to the effort — half of which was a matching grant to spur added community support.

“This center has been built upon the contributions from influential women and men throughout the region — gifts of time, ideas and resources,” says Judith Wagner, who was the founding chair of the CWHR advisory board. “With Judy Regensteiner’s leadership, we know the work accomplished by the center will ultimately save lives.”

Many unanswered questions remain regarding the differences of men and women in terms of prevention, diagnosis and treatment of many different diseases. Medical research rarely addressed these issues until relatively recently; until the early 1990s, women were systematically excluded from many clinical trials, for fear it would harm their reproductive capabilities.

Currently, 24 junior researchers are affiliated with the CWHR and are mentored by its senior faculty as well as other faculty at the university. As an interdisciplinary group, these junior faculty specialize in endocrinology, cardiology, pediatrics or gerontology, and women’s health and/or sex difference research is an integral aspect of their various projects. The CWHR also has received significant grant funding including $2.5 million, five-year training grant from the Office of Women’s Health Research at the National Institutes of Health.

Each fall, CWHR also hosts a highly successful community luncheon, with high-profile speakers including restaurateur Alice Waters and radio host Mother Love. The next luncheon (Sept. 26) will feature a speaker on the topic of sleep disorders. Other CWHR educational events seek to educate health care providers as well as community members.

GOCA121 opens ‘CERAMICA: Contemporary Clay’ exhibit[21]

[22]

The UCCS Galleries of Contemporary Art will present a new exhibit surveying the practices of regional contemporary ceramic art and artists beginning Feb. 8 in the downtown gallery, GOCA121, centrally located in the Plaza of the Rockies at 121 S. Tejon Street Suite 100.

“CERAMICA: Contemporary Clay” is the first major contemporary ceramics exhibit in more than a decade in Colorado Springs. CERAMICA features five artists, Corie Cole, Del Harrow, Jerry Morris, Elaine K. Ng and Mark Wong. The exhibit opens with a public reception from 5 p.m. to 9 p.m. Friday, Feb. 8 and includes artist talks starting at 6 p.m.

CERAMICA exhibit hours are from noon to 5 p.m. Wednesday through Saturday or by appointment through April 12. All events are free and open to the public.

About the artists

Corie Cole employs humor, cognitive dissonance and the absurd to jar the viewer out of customary ways of thinking about politics, and to critique the power of the individual and the figurehead. Cole completed her MFA at Arizona State University in 2008 where her thesis work focused on the social and political implications of globalization and outsourcing. Cole works out of a backyard ceramics studio in Colorado Springs. For more information, visit www.coriecole.com[23].

Del Harrow is a sculptor who works with ceramics and other materials as a way of investigating objects through “successive experiments with strategies for placement, arrangement, and organization.” Harrow’s installations reference both “art historical compositions and vernacular spaces: game fields, farms, domestic interiors, forests. These spaces share abstract forms: planes, mesh-works, surfaces, and hierarchies.” Del Harrow was featured in the recent “Overthrown” ceramics-focused exhibit at the Denver Art Museum and has exhibited and been awarded residencies worldwide, including at the Archie Bray Institute in Montana. Harrow currently teaches at Colorado State University, Fort Collins. For more information, visit www.delharrow.net[24]

Jerry Morris creates complex installations involving multiple clay and mixed-media components which when combined have tremendous impact on the viewer. Morris is creating an entirely new site-specific work for this exhibit. Morris received his BFA from the University of Colorado Boulder and was recently awarded a residency at Anderson Ranch Arts Center, where he created the installation for the CERAMICA exhibit. For more information, visit www.jerrywaynemorris.com[25]

Elaine K. Ng's work "explores ideas of impermanence, transition, and the uncomfortable space between destinations- those moments after leaving what once was, before arriving at what will be." Ng's site-specific installations employ a spare but lush visual lexicon, communicating incredibly evocative ideas using simple clay, string and fibers. Ng is currently completing her MFA at Cranbrook Institute of Arts, Bloomfield Hills, Mich. For more information, visit www.elaineknq.com[26].

Mark Wong's conceptual "1,000 Crane Platters" project highlights his penchant for dimensional and output challenges with clay, a twist on his own cultural tradition of folding and dispersing 1,000 origami cranes. An installation of 1,000 hand-thrown clay platters will cover the walls from floor to ceiling and even wrap around into the adjoining Cultural Office of the Pikes Peak Region space. At the close of the exhibit, the 1,000 ceramic platters will be dispersed to collectors all over the world.

New study reveals possible 'road map' for continued warming of planet[27]

Lasers are used to measure water stable isotopes and atmospheric gas bubbles in the ice cores from Greenland, shown here, to better understand past variations in climate. Photo courtesy Tyler Jones, University of Colorado

A new study by an international team of scientists analyzing ice cores from the Greenland ice sheet going back in time more than 100,000 years indicates the last interglacial period may be a good analog for where the planet is headed in terms of increasing greenhouse gases and rising temperatures.

The new results from the NEEM deep ice core drilling project led by the University of Copenhagen and involving the University of Colorado Boulder show that between 130,000 and 115,000 years ago during the Eemian interglacial period, the climate in north Greenland rose to about 14 degrees Fahrenheit warmer than today. Despite the strong warming signal during the Eemian -- a period when the seas were roughly 15 to 25 feet higher than today -- the surface of the north Greenland ice sheet near the NEEM facility was only a few hundred yards lower than it is today, an indication to scientists it contributed less than half of the total sea rise at the time.

The NEEM project involves 300 scientists and students from 14 countries and is led by Professor Dorthe Dahl-Jensen, director of the University of Copenhagen's Centre of Ice and Climate. CU-Boulder geological sciences professor and ice core expert Jim White is the lead U.S. investigator on the project. The National Science Foundation's Division of Polar Programs funded the U.S. portion of the effort.

The new Nature findings showed that about 128,000 years ago, the surface elevation of ice near the NEEM site was more than 650 feet higher than present but the ice was starting to thin by about 2 inches per year. Between about 122,000 and 115,000 years ago, Greenland's surface elevation remained stable at roughly 425 feet below the present level. Calculations indicate Greenland's ice sheet volume was reduced by no more than 25 percent between 128,000 years ago and 122,000 years ago, said White.

A paper on the subject was published in the Jan. 24 issue of Nature.

"When we calculated how much ice melt from Greenland was contributing to global sea rise in the Eemian, we knew a large part of the sea rise back then must have come from Antarctica," said White, director of CU-Boulder's Institute of Arctic and Alpine Research. "A lot of us had been leaning in that direction for some time, but we now have evidence that confirms that the West Antarctic ice sheet was a dynamic and crucial player in global sea rise during the last

interglacial period."

Dahl-Jensen said the loss of ice mass on the Greenland ice sheet in the early part of the Eemian was likely similar to changes seen there by climate scientists in the past 10 years. Other studies have shown the temperatures above Greenland have been rising five times faster than the average global temperatures in recent years, and that Greenland has been losing more than 200 million tons of ice annually since 2003. The Greenland ice loss study was led by former CU-Boulder scientist Isabella Velicogna, who is currently a faculty member at the University of California, Irvine.

The intense melt in the vicinity of NEEM during the warm Eemian period was seen in the ice cores as layers of re-frozen meltwater. Such melt events during the last glacial period were rare by comparison, showing that the surface temperatures at the NEEM site were in a cold, nearly constant state back then. But on July 12, 2012, satellite images from NASA indicated 97 percent of Greenland's ice sheet surface had thawed as a result of warming temperatures.

"We were quite shocked by the warm surface temperatures observed at the NEEM ice camp in July 2012," said Dahl-Jensen. "It was raining at the top of the Greenland ice sheet, and just as during the Eemian period, meltwater formed subsurface ice layers. While this was an extreme event, the present warming over Greenland makes surface melt more likely, and the predicted warming over Greenland in the next 50-100 years will very likely be so strong that we will potentially have Eemian-like climate conditions."

The Greenland ice core layers -- formed over millennia by compressed snow -- are being studied in detail using a suite of measurements, including stable water isotope analysis that reveals information about temperature and greenhouse gas levels and moisture changes back in time. Lasers are used to measure the water stable isotopes and atmospheric gas bubbles trapped in the ice cores to better understand past variations in climate on an annual basis -- similar in some ways to a tree-ring record.

The results from the Nature study provide scientists with a "road map" of sorts to show where a warming Earth is headed in the future, said White. Of the nine hottest years on Earth on record, eight have come since the year 2000. In 2007 the Intergovernmental Panel on Climate Change concluded that temperatures on Earth could climb by as much as 11 degrees F by 2100.

Increasing amounts of carbon dioxide in the atmosphere from sources like vehicle exhaust and industrial pollution -- which have risen from about 280 parts per million at the onset of the Industrial Revolution to 391 parts per million today -- are helping to raise temperatures on Earth, with no end in sight, said White.

"Unfortunately, we have reached a point where there is so much carbon dioxide in the atmosphere it's going to be difficult for us to further limit our impact on the planet," White said. "Our kids and grandkids are definitely going to look back and shake their heads at the inaction of this country's generation. We are burning the lion's share of oil and natural gas to benefit our lifestyle, and punting the responsibility for it."

In the past, Earth's journey into and out of glacial periods is thought to be due in large part to variations in its orbit, tilt and rotation that change the amount of solar energy delivered to the planet, he said. But the anthropogenic warming on Earth today could override such episodic changes, perhaps even staving off an ice age, White said.

While three previous ice cores drilled in Greenland in the last 20 years recovered ice from the Eemian, the deepest layers were compressed and folded, making the data difficult to interpret. Although there was some folding of the lowest ice layers in the NEEM core, sophisticated ice-penetrating radar helped scientists sort out and interpret the individual layers to paint an accurate picture of the warming of Earth's Northern Hemisphere as it emerged from the previous ice age, White said.

In addition to White, other CU-Boulder co-authors on the NEEM paper include INSTAAR scientist Bruce Vaughn and graduate student Tyler Jones of INSTAAR and CU-Boulder's Environmental Studies Program.

"It's a challenge being on the ice sheet, because we are out of our comfort zones and are working long, physical hours in an environment that is extremely cold and where the sun never sets," Jones said. "Being a member of the research team allowed me to understand the ice core recovery process and the science behind it in terms of learning

more about past climates and the implications for future climate change."

Other nations involved in NEEM include Belgium, Canada, France, Germany, Iceland, Japan, Korea, the Netherlands, Sweden, Switzerland and the United Kingdom. Other U.S. institutions involved in the effort include Oregon State University, Penn State, the University of California, San Diego and Dartmouth College.

Benefits, challenges of making health care safer and better[29]

Safety and quality seem like obvious goals for health care education. But improving the way budding doctors and nurses are taught, bringing those professions together in the classroom and clinical settings, and measuring the results, turns out to be a challenge.

That's the conclusion of a new study[30] that reviews an initiative called Retooling for Quality and Safety, sponsored by the Josiah Macy Jr. Foundation and the Institute for Healthcare Improvement.

The study's authors include the University of Colorado's Amy Barton, PhD, RN, and Wendy Madigosky, M.D., representing two of the health profession schools on the university's Anschutz Medical Campus.

It was hard to find enough teachers or the right mix of students from different health care professions, the study says. Beyond that, it was difficult to show that the changes mattered "to connect education innovations to demonstrable improvements in patient care."

The retooling initiative involved six universities including CU in the 2009-10 academic year. It supported new learning activities, most of which involved medical and nursing students.

"Our research represents some of the tough initial work in this effort," says Madigosky, an associate professor of family medicine at the CU School of Medicine.

"While these findings are an important start, there is more work and evaluation to come," adds Barton, an associate dean for clinical and community affairs at the University of Colorado College of Nursing.

Professional organizations representing medicine, nursing, pharmacy, dentistry and public health recently began a formal collaboration to identify the core skills needed in health care and to incorporate them into health professions education. The emphasis on quality, especially through interprofessional education, has been growing in healthcare and has been a priority at CU.

The CU School of Dental Medicine recently was given the Outstanding Innovation Award[31] by the Academic Dental Education Association for its support of interprofessional education courses.

In their paper, published in Health Affairs, Barton, Madigosky and their co-authors set out to evaluate how the first steps of the retooling project had gone.

They found that the six participating schools did a good job of bringing interprofessional education into the curriculum. But they also discovered that there was a "lack of critical mass" of faculty members ready to teach about improving care.

Also, it was hard to figure out of the programs were working or – the ultimate goal -- benefitting patients.

"The paucity of robust evaluation strategies for such programs suggests a future research agenda that deserves to be funded," the Health Affairs paper says.

Service Excellence Award includes $1,000 for staff member at each campus[32]

University of Colorado Staff Council (UCSC) is seeking nominations of classified staff and professional exempt employees for the annual Service Excellence Award. The award is presented to one qualified individual from each campus (and system administration) and includes a $1,000 cash award. Winners will be honored at the All Staff Council Conference on April 12.

The award recognizes individuals who have provided outstanding volunteer service to their campus, community and the university as a whole through involvement in staff issues, committee work, teamwork, professional development of peers, and community relations. Any active, certified, classified staff or professional exempt employee of the university, excluding current members of UCSC, is eligible for the award.

Nominations must be received by Friday, March 8, and must include a complete nomination describing service outside regular job duties, a description of the nominee's job responsibilities, and two letters of support – one from the nominator and one from a staff member, faculty member or administrator.

For a nomination form and more specifics on needed documentation, visit https://www.cu.edu/content/2011serviceexcellenceaward[33].

Nominations should be submitted to the appropriate campus representative:

Boulder: Dana Drummond, 303- 492-6030, Dana.Drummond@colorado.edu[34]

Colorado Springs: Rhea Taylor, 719-255-3505, rtaylor@uccs.edu[35]

Denver | Anschutz Medical Campus: Deserae Frisk, 303-315-4989, Deserae.Frisk@ucdenver.edu[36]

System: Leo Balaban, 303-860-5678, Leonid.Balaban@cu.edu[37]

Blood drive returning to UMC[38]

Boulder Campus Staff Council[39] has announced its next blood drive.

Donations will be collected from 10 a.m. to 3:30 p.m. Feb. 12, 13, 19 and 20 in the University Memorial Center Rooms 382-386.

To schedule an appointment, go to www.bonfils.org[40] and reference site code 0248 when searching for donation location, or call the Bonfils Appointment Center, 303-363-2300. Walk-ins also are welcome.

The need for donations is constant. Bonfils Blood Center requires thousands of blood donors weekly to meet Colorado's needs and to be prepared for unexpected events. All blood types are needed. New blood donors are invited to join the Bonfils family.

Questions: Call Bonfils' Donor Relations department at 303-363-2202 or 800-365-0006, option 1.

Conference to examine 'Dynamics of Inclusion'[41]

[42]

How does inclusion work? What fosters an inclusive dynamic? What are dynamic approaches to broadening inclusive practices in your community, school, culture or nation?

For the Fourth Annual Undergraduate Conference on Diversity, presented by the Program for Writing and Rhetoric at the University of Colorado Boulder, undergraduates are welcomed to submit papers and presentations of any genre — narrative, analysis, multimedia — from any discipline.

Submit proposals now to present at the conference on Feb. 21. Possible topics include but are not limited to: race/ethnicity; social/economic/environmental justice; liminal cultural spaces; immigration; culture/arts; gender/sexuality; ability/access; religion/spirituality.

Send 100-word abstracts as attachments to: james.f.walker@colorado.edu[43]. Click here[44] to download the flyer.

Nominations requested for Faculty Community Service Award[45]

The Office of Academic Affairs is accepting nominations for the annual Faculty Community Service Award, which is sponsored by an endowment from the Chase Corp. through the CU Foundation.

The endowment provides a $10,000 award annually to a full-time University of Colorado faculty member who has provided exceptional educational, humanitarian, civic or other service in the community in addition to his or her university responsibilities and for no additional remuneration.

Any university employee or student may submit a nomination. Each nomination packet must include:
a letter of nomination that speaks specifically to the award criteria stated above; two supporting letters from people within the university community who have direct knowledge of the nature and benefit of the community service; two supporting letters from people outside the university who have direct knowledge of the nature and benefit of the community service; and a copy of the faculty nominee's current curriculum vitae.
Additional information relevant to the criteria in support of the nomination may be included.

Submit your complete electronic nomination packet as a single PDF to AcademicAffairs@cu.edu[46].

A systemwide advisory committee will review the nominations and submit its recommendation to President Bruce D. Benson.

Previous winners are not eligible to apply.

Questions: AcademicAffairs@cu.edu[46] or 303-860-5674. For more information, visit http://www.cu.edu/chase[47].

Nominations must be received by March 1.

BDW postgrad program offers night courses to faculty, staff[48]

The BDW postgraduate program, part of the ATLAS Institute at the University of Colorado Boulder, is now offering technical night courses to CU faculty, staff and students.

BDW at Night provides an accessible means for the public to take courses from our innovative postgraduate program. Taught by our faculty of award-winning professionals, these courses are open to the CU community.

Course offerings:
Full-Stack Development & Node.js Ruby 1 Ruby 2 Wordpress
For more information on the courses, see: http://bdw.colorado.edu/courses[49]

If you have additional questions, or would like to register, contact us at bdw.info@colorado.edu[50].

Brad Udall appointed director of newly named Getches-Wilkinson Center[51]

Brad Udall (Photo: Glenn Asakawa/University of Colorado)

Brad Udall has been hired as director of the Getches-Wilkinson Center for Natural Resources, Energy and Environment, formerly the Natural Resources Law Center. Udall currently is the director of the CU-Boulder–NOAA Western Water Assessment and brings a very successful career in natural resources policy to the helm of the Getches-Wilkinson Center. He will start as director of the center on April 1.

The center's new name honors David Getches, who died shortly after stepping down as dean last year, and Charles Wilkinson, who is a legendary scholar, teacher and leader in natural resources policy and American Indian law as well as Getches' longtime collaborator.

"We conducted a nationwide search and we found the ideal candidate in our backyard," said William Boyd, associate professor, who led the search committee effort. "Brad is the whole package — a natural leader, a pragmatic and creative thinker, and someone who is deeply committed to solving our most pressing natural resources, energy and environmental problems."

Said Udall, "I am honored by the opportunity to work with such tremendous faculty members, an important legacy, and a center that bears the name of two giants in the field, David Getches and Charles Wilkinson."

The center will host its annual Clyde Martz Conference on Aug. 15-16, focusing on the landmark California v. Arizona case and interstate water transfers. The center also will host its annual Schultz Lecture this fall and a new Martz Symposium in 2014. Finally, in collaboration with the Silicon Flatirons Center, the Getches-Wilkinson Center will host a conference on April 23 of this year comparing the prospects for dynamic markets in electric power, water and the wireless spectrum.

CU Denver leaders help build Habitat for Humanity home[53]

[54]
A dozen members of the University of Colorado Denver | Anschutz Medical Campus leadership team donned hard hats and wielded hammers, paint brushes and tape measures to help build a Habitat for Humanity home Jan. 17 in northeast Denver.

The afternoon of construction work was part of the CU in the Community campaign[55], which encourages faculty and staff to spend a half-day of their work week volunteering in the community. The featured partner of this year's campaign, which continues through February, is Habitat for Humanity of Metro Denver[56]. Before putting the leadership team to work, Habitat representative Jeanne Fischetti thanked them for the university's involvement with Habitat projects this winter. "It means a lot to us for you to spread the word about our need for volunteers, especially during the cold winter months."

Habitat for Humanity of Metro Denver is a home ownership program that builds and sells homes to low-income families in need of affordable shelter. The residents are required to contribute 200 hours of work on their own home and other Habitat builds.

Genia Larson, director of the Office of Outreach and Events, said the university already has enjoyed a partnership with Habitat for Humanity of Metro Denver. Students from the Experiential Learning Center[57] frequently volunteer, and graduate students in the School of Public Affairs are regular contributors to the nonprofit. Also, a group of graduate students recently participated in a Habitat for Humanity neighborhood revitalization initiative project in northeast Denver. The students helped Habitat determine if Globeville would be the right neighborhood in which to launch the project.

"We have some nice connections to Habitat for Humanity and this (CU in the Community campaign) was a great way to build on an existing relationship," Larson said. "Also, Habitat builds homes in Denver and Aurora, so this touches both of the communities our campuses are in."

The leadership team, representing both campuses, painted, caulked, measured, cut and nailed siding. A family is expected to take up residence in the home by mid-March.

Vice President for Health Affairs and Vice Chancellor of the Anschutz Medical Campus **Lilly Marks** said providing a home for those in need is what community is all about. "It's such a direct contribution to people's lives," she said. "This is a tangible way to make a difference."

Chancellor **Don Elliman** said, "This is a terrific way to show we care a great deal about the community we live in."

Larson got the idea of making Habitat for Humanity of Metro Denver this year's featured partner of CU in the Community when she chatted with Fischetti as part of the Denver Community Leadership Forum[58], operated by the School of Public Affairs. "Habitat really struggles in the winter to get volunteers, so this was a perfect partnership filling mutual needs," Larson said.

A team of students from the Experiential Learning Center chose to spend the recent winter break by staying in Denver and volunteering on Habitat construction projects. Said Fischetti, "For them to stay in their community and make an impact here (when students typically choose to travel elsewhere for projects) that was real exciting for us."

Teske included among influential education policy scholars[59]

[60]
Dean **Paul Teske**, School of Public Affairs at CU Denver, is included for the second year in a ranking of the most influential American scholars in the education policy arena.

The acknowledgement has been posted online in the Rick Hess Straight Up (RHSU) blog. Hess is at the American Enterprise Institute and has based his ranking on academic work and citations, as well as media/blog presence. At No. 96, Teske is ranked with two colleagues at Stanford and one scholar from the University of Pennsylvania.

Hess explained the 2013 rankings are "designed to recognize those university-based academics who are contributing most substantially to public debates about K-12 and higher education. The rankings offer a useful, if imperfect, gauge

of the public impact edu-scholars had in 2012, both due to short-term activity and longer-term contributions. The rubric reflects both a scholar's body of academic work – encompassing books, articles and the degree to which these are cited – and their 2012 footprint on the public discourse."

Teske was named a University of Colorado Distinguished Professor by the Board of Regents in 2008.

Dropping names...[61]

Franklin

Barton

Schwartz

Jeff Franklin, professor in English and the associate dean for Undergraduate Curriculum and Student Affairs at the College of Liberal Arts and Sciences at CU Denver, published three essays in 2012 in international, peer-reviewed outlets. "The Four Noble Truths of Buddhism in Victorian England, 1870-1900" appeared in Victorian Review (Canada), "The Influences of Buddhism and Comparative Religion on Matthew Arnold" was published in Literature Compass (global, online), and "The Evolution of Occult Spirituality in Victorian England and the Representative Case of Edward Bulwer-Lytton" appeared as a chapter in The Ashgate Companion to Spiritualism and the Occult in the Nineteenth Century (England). Each was a submission invited by the editor. Franklin also participated in four conference panels, one at the Victorian Interdisciplinary Studies Association conference, two at the annual meeting of the Council of Colleges of Arts and Sciences, and one as an invited speaker on the poetry of James Applewhite at the East Carolina University annual Literary Homecoming. His two essays currently in press are "Buddhism and Modern Existential Nihilism: Jean-Paul Sartre Meets Nagarjuna," in the Journal of Religion and Literature, and "The Economics of Immortality: The Demi-Immortal Oriental, Enlightenment Vitalism, and Political Economy in Dracula" in Cahiers victoriens & édouardiens. … **Amy Barton**, professor and associate dean for Clinical and Community Affairs, and the Daniel and Janet Mordecai Chair in Rural Health at the College of Nursing at the University of Colorado Denver, gave the welcome address at the National Nursing Centers Consortium (NNCC) member conference Nov. 28 in Philadelphia. Barton chairs the board of the NNCC, which includes members from schools of nursing at the University of California San Francisco, Vanderbilt and Texas Tech, among others. The conference focused on innovations in funding, clinical best practices and workforce development as part of the NNCC mission advancing nurse-led health care through policy, consultation, programs and applied research to reduce health disparities and meet people's primary care and wellness needs. More than 125 clinics in the United States are members of NNCC. … **Erica Schwartz**, assistant professor, Executive Director of Sheridan Health Services, and director of the College of Nursing's Midwifery Practices (University Nurse Midwives & The Center for Midwifery), and co-director of PROMISE within the School of Medicine (SOM) OB/GYN Department, was honored with the Extraordinary Service Award at the SOM Annual Medical Staff Dinner at Denver's Ritz Carlton hotel.

In memoriam[65]

Names of current and former University of Colorado faculty and staff who have died in recent weeks. List compiled by

Payroll & Benefit Services.

CU-Boulder
David Chiszar, 69, faculty (retired), Jan. 4, 2013 John Downing, 71, faculty (retired), Jan. 13, 2012 Mary Gregory, 68, classified staff (retired), Dec. 3, 2012 James Johnson, 75, classified staff (retired), Dec. 4, 2012 Arthur Phelps, 89, professor adjoint, JILA, Dec. 14, 2012 Charles Roitz, 77, faculty emeritus (retired), Dec. 6, 2012 Martha Tapia, 53, custodian, housing-administration, Jan. 11, 2013 Jose Vazquez, 48, classified staff (retired), Jan. 9, 2013 Clarence Wickersham, 89, classified staff (retired), Dec. 6, 2012
UCCS
James Mapes, 89, classified staff (retired), Dec. 16, 2012
CU Denver
Jake York, 40, associate professor, CLAS-English, Dec. 17, 2012
Anschutz Medical Campus
John Hutton, 64, professor, School of Medicine-Barbara Davis Center, Dec. 19, 2012 Gail Harrison, 57, associate professor, School of Medicine-MED-Oncology, Jan. 4, 2013 Clive Solomons, 81, faculty (retired), Dec. 8, 2012 Pauline Sweeney, 86, classified staff (retired), Dec. 6, 2012

Links
[1] https://connections.cu.edu/stories/five-questions-meg-campbell[2] https://connections.cu.edu/news/five-questions-for-meg-campbell/5q-campbell-1[3] https://connections.cu.edu/stories/regents-chair-faculty-help-us-recruit-brightest-students[4] https://www.cu.edu/regents/current/carrigan.html[5] https://connections.cu.edu/stories/allen-zumba-free-symposium-promises-inspired-career-development[6] https://connections.cu.edu/news/from-allen-to-zumba-free-symposium-promises-inspired-career-development/fc-women-allen[7] https://www.cu.edu/FacultyCouncil/womens-symposium/index.html[8] https://connections.cu.edu/people/allen-to-receive-gee-award-deliver-keynote-at-cu-women-succeeding-symposium[9] https://www.cu.edu/FacultyCouncil/womens-symposium/schedule.html[10] http://www.surveymonkey.com/s/February-21[11] https://connections.cu.edu/stories/building-integrated-wellness-program[12] http://www.becolorado.org[13] http://www.becolorado.org/[14] mailto:questions@becolorado.org[15] https://connections.cu.edu/stories/groundbreaking-cu-denver%E2%80%99s-signature-building-set-morning[16] https://connections.cu.edu/file/ucd-bldgpng[17] http://www.ucdenver.edu/about/denver/Pages/Academic-Building-1.aspx[18] http://www.ucdenver.edu/Calendar/Lists/Events/DispFormLite.aspx?List=5e2bbce6-1abe-477b-9f55-ba2eb0ed38ac&ID=2285&Source=http%3a//www.ucdenver.edu/Calendar/Pages/Dept_StudentLife_AllEvents.aspx&Web=8402c06c-578c-47bf-b35c-46b18363df38[19] https://connections.cu.edu/stories/successful-fundraising-effort-leads-cwhr-endowed-chair[20] https://connections.cu.edu/file/cuf-endowedchairpng[21] https://connections.cu.edu/stories/goca121-opens-%E2%80%98ceramica-contemporary-clay%E2%80%99-exhibit[22] https://connections.cu.edu/file/uccs-art1png[23] http://www.coriecole.com/[24] http://www.delharrow.net/[25] http://www.jerrywaynemorris.com/[26] http://www.elainekng.com/[27] https://connections.cu.edu/stories/new-study-reveals-possible-%E2%80%98road-map%E2%80%99-continued-warming-planet[28] https://connections.cu.edu/file/ucbroadmap-ppng[29] https://connections.cu.edu/stories/benefits-challenges-making-health-care-safer-and-better[30]

[31]
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tp://www.ucdenver.edu/academics/colleges/dentalmedicine/AboutUs/communications/Pages/Communications.aspx[32] https://connections.cu.edu/stories/service-excellence-award-includes-1000-staff-member-each-campus[33] https://www.cu.edu/content/2011serviceexcellenceaward[34] mailto:Dana.Drummond@colorado.edu[35] mailto:rtaylor@uccs.edu[36] mailto:Deserae.Frisk@ucdenver.edu[37] mailto:Leonid.Balaban@cu.edu[38] https://connections.cu.edu/stories/blood-drive-returning-umc[39] http://www.colorado.edu/staffcouncil/[40] http://www.bonfils.org[41] https://connections.cu.edu/stories/conference-examine-%E2%80%98dynamics-inclusion%E2%80%99[42] https://connections.cu.edu/file/dynamics-inclusion2png[43]

mailto:james.f.walker@colorado.edu[44]
http://www.colorado.edu/PWR/Documents/DYNAMICS_FLIER%202013.pdf[45]
https://connections.cu.edu/stories/nominations-requested-faculty-community-service-award[46]
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https://connections.cu.edu/people/brad-udall-appointed-director-newly-named-getches-wilkinson-center[52]
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http://www.ucdenver.edu/academics/colleges/SPA/BuechnerInstitute/Centers/DCLF/Pages/default.aspx[59]
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https://connections.cu.edu/file/pdnfranklinpng[63] https://connections.cu.edu/file/pdnbartonpng-0[64]
https://connections.cu.edu/file/pdnschwartzpng[65] https://connections.cu.edu/people/memoriam