

Read these stories ONLY in the online edition of *Creighton University Magazine* ...

- Learn more about Creighton professor Jorge Zuniga, Ph.D., who leads the Mechanical Hand Project Group at Creighton.
- Physical Therapy Professor Kirk Peck, PT, Ph.D., discusses his work as a certified therapist in canine rehabilitation.
- Robert Townley, MD'55, professor of medicine and medical microbiology and immunology, says that the elderly are often ignored in the fight against asthma.
- Three-time All-American and National Player of the Year Doug McDermott talks about his whirlwind draft day, while two other Creighton students share how they ended up on the cover of *Sports Illustrated*.
- Meet Creighton's faculty authors in the new Master of Fine Arts in creative writing program, along with a Creighton cancer researcher who has written books on zombies and an alumna who was inspired to write by her Creighton English professor.
- Leonard Greenspoon, Ph.D., professor and Klutznick Chair in Jewish Civilization, had students in his honors class share their knowledge about the ancient world through projects using "modern" media.

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In the Garden

Students, alumni, faculty, staff and visitors are enjoying the newly illuminated Jesuit Gardens on Creighton's campus. Cheryl and Jerry McKay of Omaha, whose daughter Claire, BS'14, graduated from Creighton in May, provided the lighting for the peaceful setting, which includes the popular grotto area.



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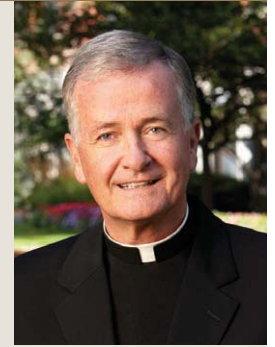
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Creighton University Magazine's Purpose

Creighton University Magazine, like the University itself, is committed to excellence and dedicated to the pursuit of truth in all its forms. The magazine will be comprehensive in nature. It will support the University's mission of education through thoughtful and compelling feature articles on a variety of topics. It will feature the brightest, the most stimulating, the most inspirational thinking that Creighton offers. The magazine also will promote Creighton, and its Jesuit, Catholic identity, to a broad public and serve as a vital link between the University and its constituents. The magazine will be guided by the core values of Creighton: the inalienable worth of each individual, respect for all of God's creation, a special concern for the poor, and the promotion of justice.

Message from the University President



As I begin my final academic year at Creighton, I am energized by the formidable momentum across the campus. I also recall my first days here as a college freshman, and the excitement, nervousness and anticipation I felt. Each year as we welcome a new class, I see the same emotions on our students' faces and it takes me back to 1969. I am thrilled for them because I know how life-changing their years at Creighton will be. You can learn more about the exceptional Class of 2018 inside this issue of *Creighton University Magazine*.

You'll be proud to know that Creighton again received a No. 1 Midwest ranking, for the 12th consecutive year, in *U.S. News & World Report's* "Best Colleges." The University also was the Best Master's University in the *Washington Monthly College Guide* and named among the 2015 "Best 379 Colleges" by *The Princeton Review*.

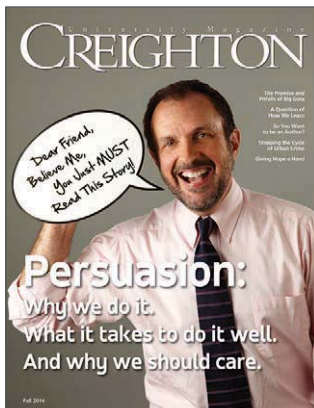
We recently honored seven professors many will remember. These faculty-mentors, after decades of dedicated service, are now emeriti members of the Creighton community: Don Doll, S.J., professor emeritus of photojournalism; W. Patrick Durow, Ph.D., assistant professor emeritus of education; M. Dennis Hamm, S.J., Ph.D., professor emeritus; Richard J. Hauser, S.J., professor emeritus of theology; Robert P. Heaney, BS'47, MD'51, John A. Creighton University Professor, emeritus; William Hutson, Ph.D., associate professor emeritus of theatre; and James E. Platz, Ph.D., professor emeritus of biology.

We have begun our second year in the BIG EAST Conference after a spectacular inaugural year. The entire University received outstanding exposure from a refreshed athletic brand and extensive coverage of men's basketball and standout Doug McDermott, BSBA'14. An integral part of our east-campus athletic/fitness/recreation corridor, the Championship Center for our student-athletes was completed and we are so thankful to our donors for their leadership and support.

I am pleased there are plans to increase collaboration among the six universities in the Wisconsin and the Chicago-Detroit Provinces of the Society of Jesus. The presidents of the universities (Creighton, Marquette, Detroit Mercy, Loyola Chicago, Xavier and John Carroll) are discussing areas for future collaboration, including sustainability, immersion opportunities and faculty development, which will benefit all of our students.

The holidays are approaching soon and I want to express my sincere best wishes for you and your families. We are so grateful for you — our alumni, parents and friends — and the many ways you are striving to make Creighton an even better university.

Timothy R. Lannon, S.J.
 President



Magazine Schedule Includes New Digital-Only Edition

Creighton University Magazine will be published three times during the 2014-15 academic year. In addition to this issue, a print edition will be mailed to the homes of alumni in May. A digital-only edition of the magazine will be published in February, aligning with Creighton's sustainability efforts. **Alumni will be notified via email when that issue is available.** To receive the notification, please make sure we have your latest email information on file. Please send your name, phone number, address and current email to alumninews@creighton.edu or call 800.282.5867. Those who update their information on or before Jan. 1, 2015, will be placed in a drawing for more than 100 Creighton prizes. Winners will be announced in the digital issue.

**Persuasion: Why we do it. What it takes to do it well.
And why we should care..... 14**

From the pulpit to legislative chambers to corporate offices, the ability to convince others to follow a cause, support a certain idea or purchase a specific product is a valuable skill. How do we best use rhetoric to capture an audience, sway the undecided and convert the opposition? Creighton faculty examine the art of persuasion.

The Promise and Pitfalls of Big Data..... 18

Big data has profound implications for consumers and a range of industries. While the use of large amounts of data may provide big promise, there are also pitfalls, such as the epic cyber attack at Target last year that resulted in millions of stolen credit card numbers. Creighton faculty take a look at the good and bad of big data.

A Question of How We Learn..... 22

Education has advanced peoples and civilizations since the dawn of humankind. So how do we, as humans, best learn? And what teaching methods help us achieve that goal? Creighton faculty and staff explore how the ancient philosophers viewed education and give insight into the learning process of today's students.

So You Want to be an Author? 26

There's no secret formula to becoming a best-selling author. Creighton's award-winning English faculty offer some common perspectives on the hurdles writers face. These faculty also teach in Creighton's new Master of Fine Arts in creative writing program.

Stopping the Cycle of Urban Crime 30

Dawn Irlbeck, Ph.D., and Rebecca Murray, Ph.D., of Creighton's Department of Sociology, Anthropology and Social Work, along with other faculty members, look at programs across the U.S. that have worked in reducing urban crime, and the need for empowerment and victim assistance.

Giving Hope a Hand 34

Through the Mechanical Hand Project Group, Jorge Zuniga, Ph.D., assistant professor of exercise science, is using 3-D printing technology to research and design low-cost mechanical hands for those who need them, particularly children. For Zuniga, who grew up on the poor streets of Santiago, Chile, this scientific pursuit is personal.

University News..... 6

Alumni News..... 36



14



18



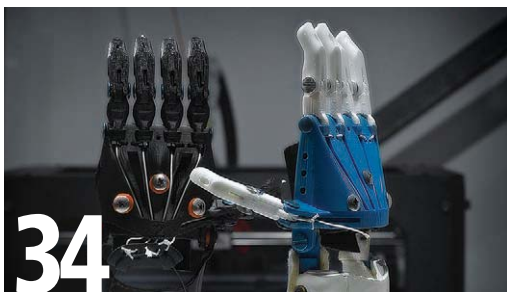
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26



30



34



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New Complex Designed with Community in Mind

A new healthcare facility at 24th and Cumming streets, designed to meet the needs of the community, will provide Creighton University health sciences students and medical residents a top-notch learning environment.

The University, its clinical partner CHI Health and other community partners recently announced the new Creighton University Medical Center (CUMC) University Campus, planned to open in late 2016. The 90,000-square-foot building will include 60 outpatient exam rooms for primary care and specialties such as women's health, behavioral health, cardiology, orthopedics and more.

The complex represents one half of what will be the co-located academic medical



center. Inpatient and trauma services now offered at the existing CUMC will relocate several miles southwest to the Bergan Mercy campus in 2017.

"This complex will feature care designed for people who need to see a doctor, but don't need a hospital," according to Kevin Nokels, president of CUMC and project director. "New to the community will be a freestanding emergency department that will

provide emergency care exactly like you would find in a hospital."

The \$35 million complex, funded by CHI Health, resulted from working closely with all stakeholders, including physicians, employees, northeast Omaha community partners and elected officials.

Site preparation will begin before the end of the year, with construction starting in the spring of 2015.

Smartphone Survey Rings Up National Attention

A research survey by a Creighton University business professor has garnered national media attention and fueled the debate on whether smartphones should be required to have antitheft technology.

William Duckworth, Ph.D., associate professor of statistics, data sciences and analytics, surveyed 1,200 smartphone users between the ages of 18 and 65 in February to determine their support of "kill switch" technology — a term commonly applied to remote-controlled antitheft technology designed to permanently disable phones when lost or stolen.

Duckworth's research showed that 99 percent of smartphone users feel that phone manufacturers and wireless carriers should give consumers the option to permanently disable their phones if they are stolen, and 83 percent believe that a kill switch would reduce mobile phone theft.

"I figured the number would be around 60 or 65 percent," Duckworth says, "but it turned out to be 99 percent. To me, any time that you get 99 percent agreement, that is pretty conclusive."

In 2012, Americans spent about \$580 million replacing 1.6 million stolen smartphones, according to *Consumer Reports*. (That nearly doubled to 3.1 million stolen smartphones in 2013.) Consumers spent another \$4.8 billion paying for premium cell phone insurance from wireless carriers. Duckworth's research suggests that kill switch technology could save consumers much of that cost.

"At least half of smartphone owners would reduce their insurance

coverage if a free kill switch reduced the prevalence of cell phone theft," says Duckworth.

A stolen phone can sell for as much as \$800 in the U.S. or abroad, according to Duckworth, and be worth more than a computer tablet or laptop. Rendering a phone useless within minutes of being lost or stolen would reduce the demand for stolen phones and the chance that cell phone users could be victims of related street crimes. It would also save them the substantial cost of phone replacement.

"Overall, it seems clear that Americans want the kill switch, and that industry-wide implementation of kill switch technology would improve public safety and save consumers billions of dollars," Duckworth says.

Duckworth's research has been reported in national and international media — including the Associated Press; National Public Radio; The Huffington Post; PC World; and MSNBC's "Consumer Man," Herb Weisbaum, one of the country's top consumer advocates.

In April, major cell phone manufacturers (including Apple, Google, Samsung, Motorola and Microsoft) — along with the five biggest U.S. carriers — announced through the wireless association CTIA a voluntary industry commitment to offer opt-in kill switch technology by 2015, at no cost to consumers.

Several bills requiring that the technology be installed in new phones have been introduced in Congress.



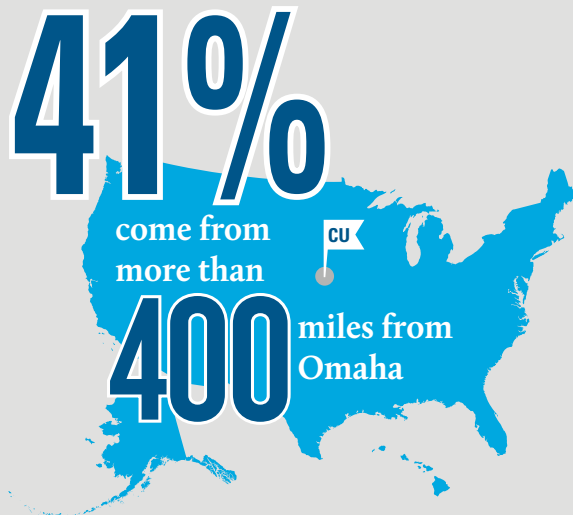
The Class of 2018: By the Numbers

1,023 NEW FRESHMEN IN THREE COLLEGES

College of Arts and Sciences
653

College of Nursing
104

Heider College of Business
266



2nd largest class in Creighton's history

38% ranked in top 10% of high school class

> 30 23% scored 30 or greater on the ACT

first-generation college students

18%

students of color

29%

involved in church/service organizations

80%

were in honors/leadership organizations

41%

involved in high school sports

78%

44% MALE **56%** FEMALE

32 INTERNATIONAL FRESHMEN

LARGEST MAJOR **209** BIOLOGY

Championship Center Honors Past, Sets Stage for Future

As 400 bandana-waving, kazoo-wielding guests joined the musical group Bill Scott and Friends in a rousing rendition of “The White and the Blue,” the Championship Center, Creighton’s \$13 million, 42,000-square-foot gift from loyal donors and friends and an integral piece of the University’s east campus athletic/fitness/recreation complex, opened its doors in June.

Serving primarily as the practice facility for men’s basketball, the center offers outstanding amenities for student-athletes in every sport, including a state-of-the-art athletic performance center with cutting-edge weight training and cardio equipment. An athletic training center features a hydrotherapy room with HydroWorx therapy pool, underwater treadmill and a polar-plunge pool for treatment and recovery.

Student-athletes and coaches will be able to view game film and play-by-play performances in a combination video/lecture room, complete with theater-style chairs and a big screen. An academic resource center features offices, tutoring areas, large-group and private study rooms, open-area study tables and countertops for laptop computer use.

Assistant coaches’ offices named for coaching legends Dana Altman, Tom Apke, Tony Barone, John “Red” McManus and



Creighton basketball player Devin Brooks joins Coach Greg McDermott and Bill (left) and John Scott in singing “When the Jays (Saints) Go Marching In” during the dedication of the Championship Center on June 12.

Eddie Sutton offer meeting space for recruits and their families, high school coaches and others.

The head basketball coach’s office overlooks D.J. Sokol Gymnasium and Kyle Korver, BA’03, Courts, named for the former Bluejay All-American who now plays for the Atlanta Hawks. Rivaling the quality of floors found in NBA practice facilities, the courts are designed to minimize bodily stress and reduce injuries.

Athletic Director Bruce Rasmussen says the new facility conveys Creighton’s

commitment to be nationally relevant with a number of sports, a feeling echoed by BIG EAST women’s basketball Player of the Year Marissa Janning.

“To any potential recruit, I would say that Creighton really does have some of the finest facilities available,” Janning said. “Together, the four buildings in the complex have nearly everything a student-athlete could want or need.”

More than 500 donors contributed to the Championship Center. Creighton honored all donors in June, thanking Rhonda and Howard Hawks, Wayne Ryan, Connie Ryan, Ruth and William Scott and the Scott Family Foundation for taking the lead on the project to accelerate the completion of the center, which had been slated for development in the University’s long-range master plan.

“Their significant commitments are helping our athletic program reach new heights,” Rasmussen said.

“Our gratitude actually extends back to before the building began to materialize,” said Creighton President Timothy R. Lannon, S.J. “A gift from the Peter Kiewit Foundation allowed Creighton to purchase the land where the facilities are located.”

Other buildings in the athletic complex include the Wayne and Eileen Ryan Athletic Center and D.J. Sokol Arena; Michael G. Morrison, S.J. Stadium; and the Rasmussen Fitness and Sports Center.

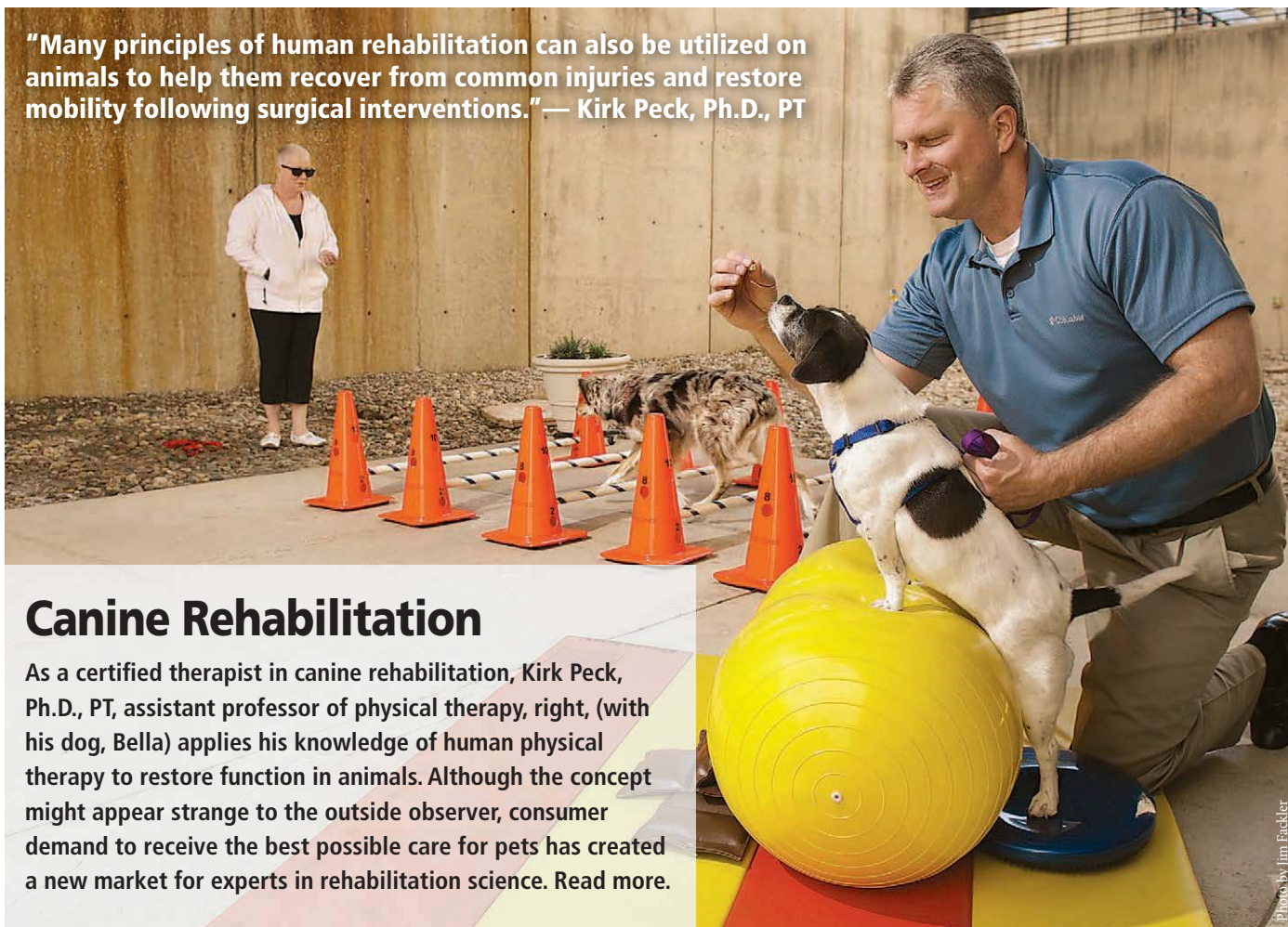


The Championship Center’s practice courts are named for former Bluejay All-American Kyle Korver, BA’03.

Photo by Ford Jacobsen

Photo by Ford Jacobsen

"Many principles of human rehabilitation can also be utilized on animals to help them recover from common injuries and restore mobility following surgical interventions."— Kirk Peck, Ph.D., PT



Canine Rehabilitation

As a certified therapist in canine rehabilitation, Kirk Peck, Ph.D., PT, assistant professor of physical therapy, right, (with his dog, Bella) applies his knowledge of human physical therapy to restore function in animals. Although the concept might appear strange to the outside observer, consumer demand to receive the best possible care for pets has created a new market for experts in rehabilitation science. Read more.

Photo by Jim Fackler

Web Extras

SI Spotlight Shines on Creighton

Creighton All-American Doug McDermott, BSBA'14, appeared on the cover of the March 17 edition of *Sports Illustrated*. McDermott finished his collegiate career with multiple national player-of-the-year honors.

The cover photo replicated a 1977 cover featuring a collegiate Larry Bird, who McDermott passed on the all-time NCAA scoring chart his senior year. (Of course, Bird, the former Indiana State All-American, went on to a Hall-of-Fame career with the Boston Celtics.)

McDermott, however, wasn't the only Creighton student featured on the cover.

Sports Illustrated also selected two members of the Creighton dance team to pose alongside McDermott, Kayleigh Begley (left) and Kelsey Saddoris.

Read more about their experience and McDermott's whirlwind draft day.



Photo by Ford Jacobsen



Asthma and the Elderly

Robert Townley, MD'55, professor of medicine and medical microbiology and immunology at Creighton, cautions that the rising rates of asthma nationwide and the aging of the U.S. population could result in more elderly suffering from asthma. Currently, 6 to 10 percent of seniors may have asthma, according to the American Academy of Allergy, Asthma & Immunology, and asthma-related deaths are highest among those 65 and older. Read more.

A Legacy of Justice: Remembering El Salvador's Jesuit Martyrs

Twenty-five years ago on Nov. 16, six Jesuits, their housekeeper and her daughter were murdered at the University of Central America (UCA) by a Salvadoran death squad. Creighton is commemorating the legacy of these peaceful martyrs throughout the year. This summer, nine alumni, faculty, staff and St. John's Church members traveled to El Salvador as part of a 46-member Ignatian Solidarity Network (ISN) delegation. The group studied the lives of those who were killed and sought to understand human rights issues facing El Salvador.

Creighton Magazine interviewed two Creighton community members who are actively involved in anniversary events: Roger Bergman, Ph.D., Justice and Peace Studies program director, and Jeff Peak, assistant director of the Creighton Center for Service and Justice (CCSJ), who was part of the ISN delegation.

What makes this tragedy relevant 25 years later?

Bergman: The assassinations at the UCA remind all of us in Jesuit higher education that we are not just another university competing for students, prestige and research dollars. The six Jesuits were killed because they made a commitment to truth, human rights and peace in the midst of a long civil war. And they did so as faithful Christians who responded to the needs of the poor majority of Salvadorans suffering severe repression at the hands of a government and military supported by U.S. tax dollars. Their witness is relevant 25 years later because other injustices today also demand the commitment of our best academic and human resources.

Peak: The vision of Ignacio Ellacuría, S.J., one of the martyrs, was that universities should be at the center of the fight to change unjust structures in the world. He and his companions paid a steep price for that vision. As we commemorate the anniversary of their deaths, it's important that universities, Creighton included, continue the vision of Fr. Ellacuría.

How do you hope Creighton's various commemorations will affect teaching and service and have an even wider impact?

Bergman: Most of our students were born after 1989, so very few know about the UCA martyrs in any depth. I hope retelling the story will cause them to think that perhaps a Jesuit education means more than a prestigious degree, that it is both a privilege and a responsibility.

Peak: Creighton students do things such as advocate for just, humane, comprehensive immigration reform and this has tangible implications for many of the families that I met in El Salvador. We have students advocating for economic justice for those in poverty, and this too can have global implications.

How do you share the significance of this event so it's meaningful to students?

Bergman: Since 2005, 15 Justice and Peace Studies (JPS) seniors have received the Ignacio Ellacuría, S.J., Outstanding Student Award from the JPS program and the Creighton Center for Service and Justice. The award calls attention to the continual need to commit our intellectual and leadership talents to the common good and solidarity with the poor, each in our own way and according to our individual



Brian Kokensparger, a faculty member in the Department of Journalism, Media and Computing in the College of Arts and Sciences, reflects on the violent deaths that occurred 25 years ago in El Salvador. The memorial rose garden was planted in the yard of the former Jesuit residence at the University of Central America by the husband of Elba Ramos, the housekeeper who was slain.

circumstances. Also, this fall I am teaching an in-depth seminar on the martyrs. Living with that story for one semester should allow each student ample reflection on what a Jesuit education means.

What was the most powerful aspect of the trip to El Salvador this summer?

Peak: I didn't need to join the ISN delegation to El Salvador to experience injustice. I can walk around campus and hear stories of injustice. I can walk off campus and hear stories of injustice. Because I went, though, I experienced a powerful reminder of the interconnectedness of the world. Martin Luther King Jr. was right when he said, "Injustice anywhere is a threat to justice everywhere."

I walked on holy ground in El Salvador and my work with Creighton students is now more deeply rooted than ever in the faith that does justice. Not every student knows the story of the Salvadoran martyrs, but hopefully as I recount my experiences from the trip, it will inspire another generation to want to live in a more just world.

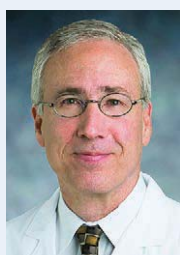
For more on Creighton's commemorative plans, visit creighton.edu/jesuitjustice.

health briefs

Urology Residency Nation's First in 10 Years

Creighton University and CHI Health Alegent Creighton Clinic have established a urology residency program at the School of Medicine. The Creighton program is the nation's first new urology residency in 10 years.

Urology is a competitive specialty, with 123 programs across the country producing



Siref

about 280 urologists a year. Currently, more urologists are retiring than are being trained and a shortage of urologists by 2020 is predicted.

The new residency program is the first Creighton has added since 2005 and becomes the 16th medical specialty or subspecialty residency or fellowship the University offers. The urology program was approved for one resident each year for the four-year program. Larry Siref, M.D., is directing the program and the first resident will match in January 2015.

New Health System Name Imagines Better Health

CHI Health is the new name for the regional health system formed by the combined CHI Nebraska and Alegent Creighton Health network. *Imagine Better Health* is CHI Health's new tagline.

Alegent Creighton Health was the name of the faith-based health care system



formed in 2012 when Creighton

University and Alegent Health finalized their clinical and academic partnership.

The newly named CHI Health is the largest healthcare network covering Nebraska, southwest Iowa and northern Kansas. It includes 15 acute-care hospitals, an academic medical center, Level 1 trauma center, two freestanding inpatient psychiatric facilities, a Commission on Accreditation of Rehabilitation Facilities-certified rehabilitation center, an American College of Surgeons-verified burn center

and two networks of multi-specialty clinics with nearly 200 locations.

The Creighton name remains attached to the academic medical center: CHI Health Creighton University Medical Center. Alegent Creighton Clinic (the physician practice group) now is CHI Health Alegent Creighton Clinic.

CHI Health is affiliated with Colorado-based Catholic Health Initiatives, one of the nation's largest faith-based nonprofit health systems.

Nursing Professors Cited in Simulation Study

College of Nursing professors Kim Hawkins, Ph.D., Maribeth Hercinger, Ph.D., Julie Manz, Ph.D., Martha Todd, Ph.D., and Mary Tracy, Ph.D., played a key role in a national simulation study commissioned by the National Council of State Boards of Nursing (NCSBN). They were recognized for developing the Creighton Competency Evaluation Instrument, which was used in the study to evaluate student performance.

The study provided substantial evidence that substituting high-quality simulation experiences for up to half of traditional clinical hours in nursing education produces comparable educational outcomes and graduates who are ready for clinical practice.

EMS Strengthens Ties With Saudi Arabia

Creighton's Emergency Medical Services (EMS) program, celebrating its 40th anniversary as well as 20 years since conferring its first bachelor's degree, is known around the globe.

"Creighton's program was among the first to be accredited," says Mike Miller, assistant professor and director of the EMS program. "Almost 600 EMS programs now seek accreditation from the Commission on Accreditation of Allied Health Education Programs. Creighton was No. 17."

Four years ago, Creighton began to nurture a connection with King Saud University (KSU) in Riyadh, Saudi Arabia, and the Prince Sultan bin Abdulaziz College of Emergency Medical Services, which was created to meet Saudi Arabia's growing need for trained EMS professionals.

EMS alumnus and former instructor

William Leggio, BSEMS'09, MS'10, EDD'13, teaches emergency medical technician (EMT), paramedic and critical care provider courses at KSU, directs the simulated education program and has helped develop the EMS Forum, an international gathering of EMS experts. This fall, KSU is sending 18 EMS students to Creighton for nine months for a clinical internship.

Over four decades, thousands of individuals have completed Creighton's certificate-level EMT course; paramedics



After giving a presentation at King Saud University in May, William Leggio, left, receives a gift from Khalid Fouada Neel, dean of Prince Sultan bin Abdulaziz College for Emergency Medical Services, center, and Badran Al-Omar, rector of King Saud University.

with advanced preparation number in the hundreds. Creighton has conferred 207 bachelor's-level and 22 associate-level degrees — for a total of 229 degrees.

CAD/CAM Technology Advances Dental Training

The new Wilwerding-Di Lorenzo Digital Technology Center brings cutting-edge computer-aided design and computer-aided manufacturing (CAD/CAM) technology to students in the School of Dentistry. CAD/CAM technology generates high-quality dental restorations, often in only one patient visit, and is increasingly used in dental practices.

The center was established with a lead gift from alumnus Arne Ness, DDS'77, in honor of his classmates and longtime faculty members Terry Wilwerding, DDS'77, and Scott Di Lorenzo, DDS'77.

Creighton Students Named Fulbright, Goldwater Scholars

Sponsored by the U.S. Department of State, the **Fulbright Program** was created by Congress in 1946 to help build international cooperation. It is the largest international exchange program in the country, offering opportunities for students, scholars and professionals to undertake graduate study, advanced research, university teaching and teaching in elementary and secondary schools. Approximately 7,500 grants are awarded annually for study in 155 countries. This past academic year, two Creighton students, who graduated in May, received the award.

The highly competitive **Goldwater Scholarship Program** was established in 1986 to provide a continuing source of scientists, mathematicians and engineers bound for research careers. Only 283 college sophomores and juniors received awards in 2014, including three from Creighton University, placing Creighton in an elite group of 25 private institutions to have produced seven or more scholars in the past five years, and the No. 1 producer of Goldwater scholars among Catholic universities for that time period.



◀ Mary Wade, BS'14, Rapid City, S.D., Fulbright

This mathematics and economics major learned firsthand about struggling economies and corruption in post-communist Balkan states through study at the American University in Blagoevgrad, Bulgaria. The former intern for the Federal Reserve Bank of Kansas City will return to Bulgaria in 2015, to begin graduate studies in economics and teach English to high school and university students. Wade is a member of Alpha Sigma Nu and Phi Beta Kappa national honor societies and was in the Honors Program.

Alexandrea Swanson, BA'14, Bellevue, Neb., ▶ Fulbright

The international relations and German major studied abroad twice during her undergraduate career — in Marburg, Germany, and Madrid, Spain — and maintains an interest in the United Nations. She was president of Pi Sigma Alpha, the national political science honor society and the only honor society for college students of political science and government in the United States. Swanson is spending 11 months teaching English to high school and university students in Europe.





◀ **Jennifer Hartjes, St. Paul, Minn., Goldwater**

Hartjes plans to pursue a doctorate in nutritional biochemistry, conduct research in molecular nutrition and teach on the university level. Her research at Creighton focused on the creation of dental materials that could help prevent the demineralization of tooth enamel. She is co-captain of the women's tennis team, a member of the Honors Program, a Center for Undergraduate Research and Science ambassador and a volunteer for Tennis Buddies, a Special Olympics program.



▲ **Emma Hoppe, Lincoln, Neb., Goldwater**

Her goal is to conduct research in autoimmunity and cancer therapies. At Creighton, Hoppe's research has focused on biological and molecular genetics as well as evolutionary genetics — projects that use protein tissue inhibitors of matrix metalloproteinase, important in embryogenesis and cancer metastasis. The biology major is in the Honors Program, is a senator in the College of Arts and Sciences and an advisor to the Campus Planning Committee.

▶ **Patrick Bruck, Manilla, Iowa, Goldwater**

The biology major plans to pursue a doctorate in microbiology and immunology and research infectious diseases and potential treatments. At Creighton, he researched the development of novel prophylactic HIV-1 treatments and antiretroviral drugs, examining their cytotoxicity, drug delivery and efficacy in preventing HIV-1. Bruck is treasurer of Phi Sigma Biological Honor Society and the Biology Club, and a member of the National Society of Collegiate Scholars, Magis Ambassadors and FACE AIDS.



Persuasion:

Why we do it.
What it takes to do it well.
And why we should care.

By Rosanne Bachman

A man with a beard and mustache, wearing a light pink long-sleeved shirt, a dark blue and red striped tie, and khaki pants, stands with one hand on his hip and the other holding a large speech bubble. He is smiling and looking towards the camera. The background is a plain, light grey.

Dear Friend,
Believe Me,
You Just **MUST**
Read This Story!

“As humans, we are hard-wired to persuade,” says Jeffrey Maciejewski, Ph.D., of Creighton’s Department of Journalism, Media and Computing. “We can’t help ourselves — it’s part of who we are. We’re a social people, and persuasion helps us to live in harmony. We continually try to move ourselves and others to action.”

Jeffrey Maciejewski, Ph.D., has spent the past several years exploring why we spend nearly all of our waking hours either persuading ourselves of one thing or another, or persuading each other. Persuasion, he says, is a stepping stone on the pathway to harmony.

“Inwardly, when we convince ourselves to think or act in a certain way, it harmonizes the operations of the mind. Reason and will are functioning together, and we are able to control our emotions and our passions. And outwardly, when we use the gift, it is expressive of God’s love — a tool that we have been given to get along with each other.”

Maciejewski says that being able to have an impact on others makes us feel good, because it makes us feel loved. There is validation in being able to influence another’s thoughts or actions.

“Just look at social media,” he says. “Teens, especially, seem to be preoccupied with building ‘followers’ and getting ‘likes’ on their social media comments, a huge cultural phenomenon. Perhaps people are just not feeling loved enough. Despite their personal relationships, they’re not feeling a sense of community and belonging. So, they turn to social media, and they get that cup filled.”

Maciejewski says that the enormous human capacity to love and to be loved motivates a large part of what we do on a continual basis. When we are successful in persuading someone of something, there is a part of us that gets filled a little. We feel gratified. In a world where nobody seems to listen, we have proof — we have “likes” — that prove that we have been heard.

Personality Counts

In a society where effectively persuading others can lead to increased sales, job promotions, social reform and political office, skills that can induce widespread action are highly prized.

“In business, we love and need action. That’s what it’s all about,” says Jennifer Metzler, director of the Creighton Business Institute. “Persuasive skills are a tremendous asset.”

Metzler has 30 years of experience analyzing needs, designing curriculum and developing experiential learning opportunities for adult learners and the companies for which they work. This year, the institute began training employees of

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”

Jeffrey Maciejewski, Ph.D.
Associate Professor
Journalism, Media and
Computing

one of Omaha’s Fortune 500 companies how to organize persuasive speeches that motivate people to action.

“We may be hard-wired to want to obtain buy-in from others,” Metzler says, “but only through education and training do we develop the techniques to do it well.

“Those who can persuade others draw on an understanding of basic human needs and an ability to understand how the other guy feels, to be open to his viewpoint and anticipate how he might react to certain arguments.”

When it comes to identifying qualities common to effective persuaders, Metzler places personality at the forefront.

“You need humility, empathy, sincerity and that truthful, honest approach. Having those core values within your personality are the most important part of the mix. Of course, you also need a healthy dose of passion.”

Behavioral scientists argue that it takes more than a pleasing personality to influence consumer behavior. When it comes to resonating with the masses, knowledge of predictable human behaviors can make the job of persuading easier.

Crafting messages based on how people are most likely to respond has morphed from an art into a science in recent years, fueled by the master of influence, Robert Cialdini, Ph.D., author of the best-selling book *Influence: The Psychology of Persuasion*.

Cialdini, who spoke at the Creighton Business Institute in May, is a psychologist and former professor who maintains that organizations can apply techniques that stack the odds in favor of messages being heard and actions being taken.

His oft-quoted six theories of influence include: reciprocity (people tend to repay favors); commitment and consistency (people’s actions tend to match their thoughts); social proof (people do things they see other people doing); authority (we tend to obey authority figures); liking (we are more likely to buy if we like the salesperson); and scarcity (having a limited time in which to act increases demand).

A speaker of national renown, Cialdini informs practitioners and students using examples of the successful application of his theories. To explain “social proof,” he recounts how he helped a major hotel chain “go green,” by convincing guests to reuse towels and save water.

When cards placed in hotel rooms carried the message, “75 percent of customers who stay in this hotel reuse their towels,” reuse of towels increased by 26 percent. And when the message was even more personalized — “75 percent of people who stayed in this room reused their towels” — reuse increased even more, to 33 percent.

Cialdini says it goes to show that people identify with and imitate other people (social proof).

Research, as well as the success of Cialdini’s book (*Influence* has been translated into 26 languages), would indicate that his theories have merit.

But just because something works, doesn’t mean that using it will always be ethical.

“Without ethics, persuasive techniques can be used in manipulative ways,” says Metzler. “For example, using Cialdini’s principle of scarcity, a marketer could say, ‘Get your tickets now, there are only 10 seats left,’ when in fact, there are 30 seats left. Scarcity becomes an effective tactic, albeit an unethical one.”

“Marketers should lead with ethical values and use persuasion techniques to achieve the greater good,” Cialdini says. “Teams thrive with an interdisciplinary mindset and ethical and moral courage that fosters creative, diverse and innovative thinking.”

Tipping the Scales

Perhaps nowhere are persuasion skills — or a lack of them — more evident than in the courtroom.

“If there is one distinguishing trait that effective litigators share it is an overall awareness of the situation,” says Creighton law professor Sean Watts. “The most persuasive people are hyper-aware, all of the time, socially aware and self-aware.

“In a legal sense, no one line of arguments works all the time. The best persuaders are nimble in their approach, continually evaluating a situation and constantly assessing what it calls for.”

Watts says that a major determinant of effectiveness is confidence. Attorneys who are easily intimidated are at a decided disadvantage in persuading judges, juries and other attorneys.

“Every individual has to figure out ways to compensate for a lack of confidence,” he says. “I determined early on that my own way to compensate was over-preparation. I always

Want to be more persuasive?



Be kind.

Ensure that your words are helpful and true. Persuasion skills are gifts that we have been given to strengthen our interconnectedness, and we can use them to better society as a whole. — Jeffrey Maciejewski



Establish a connection.

Be cognizant of body language that may govern how others respond to you. Let your goodness shine through. Warmth indicates trustworthiness. — Lee Budesheim



Put yourself in the other guy’s shoes.

Strive to understand. Be open to another’s views, and anticipate how he might react to your arguments. Look for common ground. Give credit where credit is due. — Jennifer Metzler



Be nimble. Pay attention.

The best persuaders are nimble in their approach, continually evaluating a situation and constantly assessing what it calls for. — Sean Watts

tried to be the best-prepared person in the room. For me, it increased confidence.”

It’s All in the Self-Talk

Human beings continually speak with themselves as they constitute thought, a concept regularly visited by the theologian and philosopher Thomas Aquinas, says Maciejewski. “Even as I am communicating with you now, I am having an internal conversation with myself, anticipating your response and then my response, and then your likely response, and so on.”

Watts says that internal dialogue begins long before an attorney enters the courtroom or the trial begins. “Even during the process of jury selection, able attorneys are going over their arguments in their heads, searching for the jurors most likely to respond positively to their persuasive arguments.”

Bringing Others Around

So why does it feel like second nature to us, to want to convince others of our own points of view? Three reasons, says Lee Budesheim, Ph.D., social psychologist and associate professor of psychology.

“First, as humans, we have a tremendous need to be accepted. One of our hallmarks as humans is that we exist in groups, and we have evolved to survive in our group by cooperating, helping our group to function well and thrive. We are motivated to form connections and be accepted, probably for safety, originally.

“As soon as we form these groups, however, we pit ourselves against other groups. One of the most profoundly negative things we do in groups is to ostracize or exclude others from our group. It’s socially painful. It hurts to be excluded, and the motivation to avoid that hurt is powerful. So, we need to be good at persuading others to let us belong.”

The second reason, according to Budesheim, is that humans have a significant need to be right.

“We possess a lot of brainpower, and our brains are constantly looking for cause and effect in the world,” Budesheim says. “We’re curious about why things happen, and we’re constantly trying to figure out what causes what. Developing an understanding of those connections gives us psychological power to control our lives and understand what is

going on. It's reassuring to us to know that we can figure things out.

"In some cases, it has been demonstrated that we would rather be right than feel good. Through a process of self-verification, we strive to verify that what we believe of ourselves is actually true. When we persuade others to come around to our way of thinking, we are verifying that what we believe is right. This need is so strong, that people with a low self-image can actually prefer to be around people who don't like them much, because those people reaffirm their negative self-image."

The third reason, according to Budesheim, is that humans are strongly motivated to serve their own interests, something that has also evolved out of an instinctive need to survive.

"If someone can persuade us that he or she is watching out for our best interests, it can be highly persuasive. One example I can think of is Adolf Hitler, who rose to power persuading huge numbers of people that he was their advocate. Early on, at least, people saw him as competent and impassioned. It was persuasive."

Persuasive People

Like Watts and Metzler, Budesheim says that persuasive people have personalities that work in their favor, but he sees the winning combination as warmth and confidence, working in tandem.

"Warmth indicates trustworthiness. People want to know, is this someone I can trust? And confidence is an indicator of competence, the ability and power to get things done. People who have both exude a kind of agreeableness and charisma," he says. "If you take a snapshot of them, you can even see it on their faces. They know how to win people over, and they can do it in just about any situation."

“

You need humility, empathy, sincerity and that truthful, honest approach. Having those core values within your personality are the most important part of the mix. Of course, you also need a healthy dose of passion.

”

Jennifer Metzler
Director
Creighton Business Institute

And it goes beyond their words.

"The social psychologist Dr. Amy Cuddy, of Harvard, has researched the way in which powerful people have larger, more open body postures, and people who do not assume that power have smaller, more closed body postures," Budesheim says. "By changing even our physical stance, we may be sending messages of power or weakness."

Handle with Care

How we talk to and influence one another is one of the great under-researched things of all time, according to Maciejewski, who says it is at the heart of all we do, and that the stakes are high.

"Different cultures and different traditions recognize it. The Buddhist psychologist Tara Brach refers to 'mindful speech' and how the Buddha taught that communication must be helpful and true. It holds many parallels to Aristotle and the links to human nature."

"Some people are drawn more naturally than others to tasks that require persuasion," says Watts. "Some are more inclined to persuade naturally; others are able to intuit how to do it. But as an educator, I have to believe that people can be taught many of the skills that lead to good persuasive ability."

"Absolutely, effective persuasion can be learned," says Metzler. "To persuade is to strengthen commitment, so in a pure business sense, persuasion is a crucial skill required in leading an organization."

"Any activity involving humans is usually a complex mix of thoughts, emotions and behaviors," says Budesheim, "but for humans to adapt a skill in forging social relationships, it has to be effective."

"The bottom line is, we employ persuasion because it works, and we continue to perfect it because we have great need for it."

Jeffrey Maciejewski, Ph.D., has researched Catholic communication, Catholic media ethics, human nature and persuasion. He is the author of *Thomas Aquinas on Persuasion: Action, Ends, and Natural Rhetoric*.

Sean Watts, Creighton law professor, served as a U.S. Army officer in assignments including tank platoon leader, tank company executive officer, military criminal defense counsel and professor of law at the Army JAG School and West Point.

Jennifer Metzler has more than 30 years of experience working with adult learners in a business environment. She is director of the Creighton Business Institute in the Heider College of Business.

T. Lee Budesheim, Ph.D., is a social psychologist who studies the social and cognitive processes underlying how we process information to form impressions of others. He has researched how voters count or discount physical appearance in forming judgments about female candidates.

The Promise & Pitfalls

By Anthony Flott

When Ravi Nath, Ph.D., went shopping at a Target store last December, the Creighton professor had no idea he'd also be buying clothing material in Beijing. He didn't, but someone did, using his credit card number to make the illegal purchase overseas.

Nath was a victim in one of the biggest retail cyber attacks in history when perhaps more than 100 million Target customers had their credit and debit card records compromised, as well as their names, mailing addresses, phone numbers and email addresses. The attack went undetected for 19 days. Hackers used malicious software — “malware” — to steal transaction data from the magnetic strips of credit and debit cards at point-of-sale (POS) systems.

For Nath, chair of the Department of Business Intelligence and Analytics in Creighton's Heider College of Business, the fix was easy enough — the charge was negated and he was issued a new card.

“It's not that I was concerned that I'm going to lose a lot of money, because my credit cards have protection,” says Nath, who also holds the Jack and Joan McGraw Endowed Chair in Information Technology Management. “I knew we'd be taken care of. It's more of a hassle because you have to cancel it and use a backup card. A lot of bill-paying was tied to it. It's just an inconvenience.”

More such inconveniences — and worse — appear on the way.

Soon after the Target breach was made public, Neiman Marcus revealed that about 1.1 million of its customers' cards were exposed during a data breach from July to October 2013. More recently, credit card breaches have been reported by Home Depot, Sally Beauty, Marriott, Holiday Inn and Sheraton.

According to ID protection company LifeLock, the Department of Justice estimates that approximately 16.6 million Americans were victims of identity theft in 2012, sustaining more than \$24 billion of economic losses. And it looks only to get worse. Reuters Media in January reported that the FBI warned U.S. retailers to prepare for more cyber attacks after discovering about 20 hacking cases in 2013.

It's not just the 16 digits on our Visa card that the bad guys are after, either. Our lives are being captured in bytes — “Big Data” — at an astonishing rate.

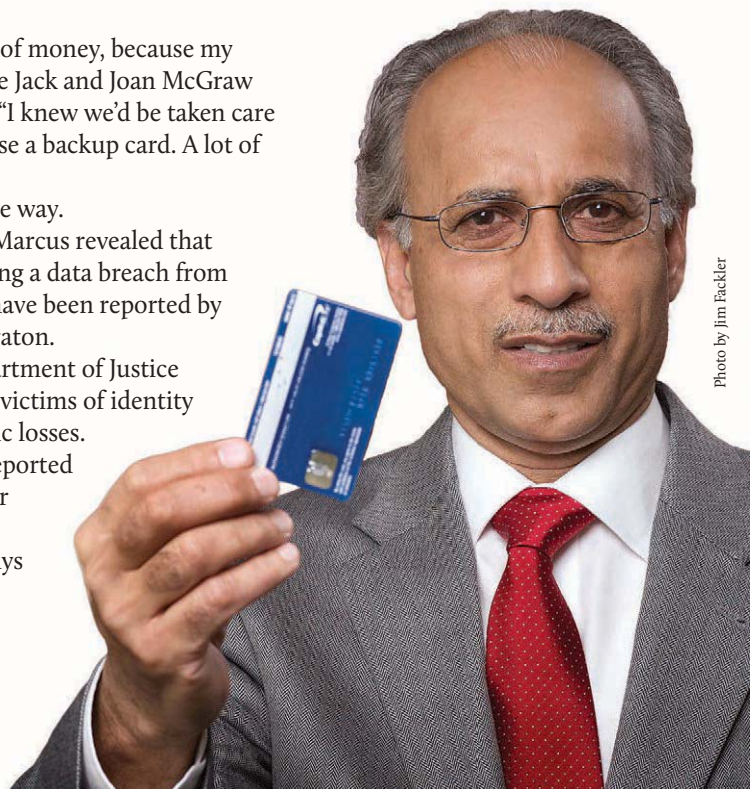


Photo by Jim Fackler

of BIG DATA

According to a report by management consulting firm McKinsey Global Institute, global enterprises stored more than seven exabytes of new data on disk drives in 2010 while consumers stored more than six exabytes on PCs and laptops. One exabyte of data is more than 4,000 times the amount of data stored in the U.S. Library of Congress.

Into these electronic warehouses go our Social Security, credit card and bank account numbers; a record of every phone call we make; the blood pressure readings from our last physical; our tax return figures; shoe size and book preferences; every inane video we “like” on Facebook; our address, mother’s maiden name and name of the first concert we ever attended; and our DNA and genealogical lineage.

Some of this is good news. If you’re vacationing in the Outback and get bitten by a snake, it’s possible that the hospital you’re whisked to could have your complete medical history available before you get into the ER. They’ll know what medicines you’re allergic to even if you’re unable to tell them.

But all this data can be used for nefarious ends, too, and not just by hackers. More than a few people take issue with Uncle Sam peeking at their big data.

“The hacking is coming from more places and it’s more sophisticated and there is more of it every day,” says John Wingender, Ph.D., chair of the Department of Economics and Finance. Among his research is studying how companies are financially affected by security breaches. “There’s no reason for me to think there will be less hacking next year. I’m

Ravi Nath, Ph.D., the Jack and Joan McGraw Endowed Chair in Information Technology Management, says consumers can take steps to protect their personal information. The Federal Trade Commission offers tips at consumer.ftc.gov/topics/privacy-identity.

going to guess there will be more hacking attempts.

“We’re in the early stages of finding out all about data, data collection, data mining, data breaches,” Wingender says. “It’s a whole new frontier.”

Bad News for the Bottom Line

So what’s the fallout for Target and other companies who leave themselves open to hackers?

Wingender and fellow Creighton faculty member Edward Morse, professor of law, and Vasant Raval, DBA, professor of accounting, studied how security breaches impacted a company’s stock market price. The trio studied data from breaches spanning a 10-year period across a range of industries. As would be expected, abnormal negative stock price returns followed a breach. And those negative returns persisted over several ensuing years.

That said, Wingender and company found that the source of a data breach might moderate the price decline — those companies that could have done more to avoid getting hacked were punished with steeper stock price drops.

Target’s fourth-quarter earnings report released in late February showed a 50 percent profit decline in the last three months of 2013 and a drop of more than one-third for the year. Target stock fell 9 percent in the two months following announcement of the data breach.

Was Target doing enough to protect its customers? The store has admitted it ignored early warning signs of the breach. But, Wingender says, Target in September 2013 also had received PCI Data Security Standard (PCI DSS) certification, indicating it had in place prevention, detection and response processes for payment card data.

That’s part of a growing trend in data protection.

16,600,000

U.S. victims of identity theft in 2012 sustaining **\$24 billion** of economic losses
Source: U.S. Department of Justice

“The biggest changes that are happening now are risk management in the cyber area,” Wingender says, which includes developing policies and protocols and installing software for managing risk against data breaches.

Yes, it’s a big expense. But the fallout from a breach can be far more. Target reported spending \$61 million on the data breach, that going toward investigations, credit-monitoring and identity-theft protection services to customers, increased staffing in call centers and legal expenses. Fortunately for the company, that was offset by a \$44 million insurance receivable.

Wingender would like to expand his study to see if companies who earn data security certification see a moderation in the financial hit they take after a breach. “I see that as a positive thing,” he says.

Trust Us

So Target’s stock prices might fall, but will shopping slow at its brick-and-mortar and online sites?

Cindy Corritore, Ph.D., professor of business intelligence and analytics, anticipates a short-term hit, but nothing long-lasting.

“People will still go to Target because they assume it won’t happen to them,” Corritore says. “Not only are we bad at assessing risk, but we’re also bad at remembering it.”

While Target’s breach affected in-store shoppers, it’s probably fair to say that most people associate data theft with online purchases. That’s where Corritore has focused research, studying the factors that impact online trust among university students. Users make quick judgments on whether to trust a site based on three factors, she says: credibility (honesty, expertise and reputation), ease of use and risk. A site only has about 5 to 10 seconds to win that trust.

“A fleeting first impression,” Corritore says.

The impact of misplaced trust can last a lot longer.

It’s for Your Own Good

Depending on his mood, Nath sometimes just says no when a clerk asks for his ZIP code or ID when using a credit card to make a purchase.

“I try not to give out any more information than I have to give out,” Nath says. “They say, ‘This is for your protection.’ I say, ‘Not quite.’”

Legally, stores can’t ask for such information if presented with a signed card. Nath says companies are trying to protect themselves just as much by asking you about ... you.

But what happens if a company already knows answers to questions you were never asked? Wingender experienced that recently when logging into a bank website. To verify his identity they asked him five questions — ones the bank had never asked him previously — and provided him with five answers to choose from, one of them correct. Like what car did he drive? What was his pet’s name?

He figures the bank mined databases such as the DMV or humane society and matched them to his record.

“I was shocked,” Wingender says. “They had the answers.”

Looking for Trends

Big data actually isn’t anything to fear, Nath says: “Big data by itself doesn’t have much value.”

Billions of bytes are meaningless — until they are analyzed. That means people looking for patterns and trends or trying to predict outcomes. And there’s far more data than there are analysts.

“There’s always a tendency on the part of businesses or anybody to say, ‘If I can capture it, collect it, let’s do it,’” Nath says. “With a lot of the data, my sense is even though they are collecting, they are not doing much with it. Not really analyzing

“Data brokers collect and store billions of data elements covering nearly every U.S. consumer.”

Federal Trade Commission report, released in May, calling for more transparency and accountability from data brokers, companies that obtain and share vast amounts of consumer information, typically without consumer knowledge. (More information: ftc.gov)

it to the fullest extent they can. There's a huge shortage of talent in that area. That's something the universities are working on."

Including Creighton, which in August began offering a master's level certificate in business analytics after delivering classes in the area for years.

"The job market is fabulous," Nath says. "Almost all companies are looking for people who have some understanding of business analytics."

Analyzing Big Data

Among those ahead of the analytics curve is Terry Clark, Ph.D., a professor of political science in the College of Arts and Sciences, who uses "fuzzy math" to study people.

He also directs Creighton's master's degree program in research design and analysis, which trains students in big data and the emerging field of data science. "In its four years," he says, "the program has placed a significant number of students in business and the U.S. intelligence community."

Recently, Clark has begun using math to analyze social networks in hopes of learning who's talking about human trafficking or even cyber attacks. He also proposes an analysis of social media data to help Creighton attract students. Specifically, he wants to search social network data to find out who's talking about the school, what they're saying and where they're at.

"You can get right down to a city block if you want to or zoom out to an entire state or entire country," Clark says.

All from data "scraped" off social networks posted for the world to see. "This is where it's big data," Clark says.

The problem is making sense of it. He compares all the data to a giant ball of yarn.

"And you won't be able to figure out one thread from another," he says. "This is the problem that the U.S. government and industry has actually had for decades, and in some cases 50 or more years. We have too much information."

Clark uses mathematical algorithms to help him unravel that data and get at only what interests him. Like who's talking about Creighton and what they're saying.

"This is so exciting because, to be honest with you, this is a moving target and the amount of work that has been done is staggeringly small. What has been done is either classified in government or it's proprietary in places like Yahoo and you're not going to get at it."

Once he gets all that information comes the big question: "The real issue is what do I want to do with it?"

Just a Little Bit

Big-ticket items on your bank statement are likely to catch your eye. Chances are you know if you bought a 72-inch LCD at Best Buy last week.

But what about a charge for \$5.78? You might skim right

over that when balancing your checkbook. It's a recent trend of hackers, says Wingender.

"Instead of taking all the money out of the bank," he says, "they take like \$4.26 or \$6.30 and even have some fake invoice that it's credited to. They do that once, twice, three times then, boom, they empty your account. That's a big change from where we were 10 years ago. We all have to be checking our accounts carefully."

But even if we don't, there's a chance the bad guys will get caught.

A few years ago, Clark says his credit card number found its way to someone in California. At the same time he was using his card to pump gas in Papillion, Neb., someone else was using his card to make a purchase at a Wal-Mart in California.

The bank's fraud unit discovered the anomaly. It put a hold on his card, called Clark and made sure he wasn't capable of bilocation. Within 36 hours, the charges had been reversed and Clark was issued a new card.

Technology had become an ally, not an enemy.

"There's no way that this is not primarily being done by computers," Clark says of fraud detection. "It's impossible to find fraud for humans without the assistance of a lot of stuff. For sure, without a computer it's a hopeless task."

"The prevalence of cyber technology has created virtual windows into our lives."

Weysan Dun, retired FBI agent, who spoke at Creighton this spring; it's estimated that the total cost of cybercrime was \$113 billion in 2013, he says.

Big Brother, Big Bother

You might not mind if your favorite department store tracks your purchases so it can offer you good deals on socks. But what's your comfort level once Uncle Sam starts tracking your big data?

Many people began asking themselves that in the summer of 2013 when it was revealed that the Foreign Intelligence Surveillance Court ordered Verizon to provide the National Security Agency (NSA) with a record of every Verizon customer's call history — every call made, the time and duration of the call, and other identifying information — for a three-month period. Later, it was claimed the NSA had direct access to data held by Google, Facebook, Apple and other tech companies.

What is and isn't being tracked — by the government or unfriendlies? Nath points out that phones and cars can be tracked via GPS and that insect-sized drones could be recording video of individuals in their backyard.

"We don't even know what is being done," Nath says. "It's the unknown that concerns me. If you want to be completely anonymous, you simply can't use technology at all. Throw away the computer, throw away your mobile phone and throw away your car. On the other hand, why should it bother you if you haven't done anything wrong? But that's a slippery slope."

Regulations restricting what the government can and can't collect, Nath says, are "simply not keeping up with the technology."

A Question of How We Learn

By Brian Kokensparger

Ayana Edmonds, a computer science major from Omaha, is pictured in the Reinert-Alumni Memorial Library. Says Edmonds, “I learn best by reading and then reflecting on, reciting and reviewing the material to make sure it sticks in my long-term memory.”

The scene is 5th century Athens. A man stands before a crowd of onlookers, pausing for effect. A murmur arises among the throng; with the raise of his hand, the crowd is drawn to silence. Finally, he speaks: “Is the pious loved by the gods because it is pious, or is it pious because it is loved by the gods?”

Attributed to Socrates, a character in Plato’s dialogue *Euthyphro*, this famous question endures, but mostly as a catalyst for more questions: Are there moral standards independent of a god’s will? Could a god’s freedom, therefore, be limited? Does morality exist as a separate entity unto itself (that is, separate from the gods)?

In a conference room some 25 centuries later, and halfway around the world, another wise person stands before a crowd of onlookers. She, too, poses a question: “If students engage in retrieval practice, will they retain that information for a longer period of time?”

The speaker is Maya Khanna, Ph.D., associate professor of psychology, and in her attempts to find the answer and present the results, other questions arise: Does it make a difference if the quizzes are graded or ungraded? How about if they are scheduled or surprise (pop) quizzes? What impact does a cumulative final exam have on overall content retention?

These scenes, depicting vastly different times and places, are remarkably similar in both presenters’ approaches: the sound pedagogical method of learning by posing and answering questions.

Though the former scene depicts a philosopher posing a question in the forum, and the latter a Creighton professor framing a question for a Scholarship of Teaching and Learning (SoTL) research study, the audience and the venue make no difference. Both presenters understand that there is power in pursuing a well-formed question, and

this power drives the educational process.

At Creighton, SoTL both formally (as its original embodiment in a Carnegie Foundation initiative) and informally (as it takes place in classrooms and faculty departmental discussions) touches every sector of the University, including those areas one may be surprised to discover.

The Socratic method is a storied pedagogical technique, surviving centuries of scrutiny.

“For my profession, for teaching philosophy, it’s still the most effective

The Socratic method evolved over centuries, in various flavors and nuances. One such manifestation embodied itself in Jesuit education, and therefore passed down to Creighton University.

teaching method,” says William Stephens, Ph.D., a professor in classical and Near Eastern studies and philosophy. “One thing that is valued is to try new methods, try new techniques, try new technologies in teaching and learning, but this old method works really well, and there’s a reason for it. It’s time-honored, because it’s been tested over and over again.”

The Socratic method evolved over centuries, in various flavors and nuances. One such manifestation embodied itself in Jesuit education, and therefore passed down to Creighton University. The official name was the *Ratio Atque Institutio Studiorum Societatis Iesu* (“The Official Plan for Jesuit Education”). Though not the only attempt to standardize curricula, the Jesuits collaborated to develop the *Ratio Studiorum* as a curriculum plan

in 1599, and even followed up with standardized testing to determine how closely they hit the mark.

“One of the things that the Jesuits learned, and have known all along, is that learning is slow. It takes time,” says Tom Simonds, S.J., an associate professor in the education department. “It also involves repetition, going over the same material multiple times, just as St. Ignatius has you do in the *Spiritual Exercises*.”

Before undertaking collaborative learning techniques (which in themselves can be highly effective), he still sees the first step to learning as an individual process.

“The students have to learn how they best learn, and they need solitude. They need time to be alone with that book, connect with the material. That’s another thing that comes out of the *Spiritual Exercises*.”

From this line of progression, one might think that scholarly research about teaching and learning is limited to Jesuits and professors in the humanities and education. This is not true. Even in

the natural sciences, a keen attention to how students learn returns dividends, sometimes on a national scale.

Gintaras Duda, Ph.D., associate professor of physics, employs problem-based learning as a pedagogical method to teach quantum physics, and gathers data to determine the efficacy of his approach. He is particularly interested in developing scientists as reflective practitioners.

“You look at the literature and you ask, ‘What are the students doing who are deeply and effectively learning?’ They are the students who are always sitting down, probing their understanding, asking themselves questions. This is how we learn.”

His research in SoTL focuses on how

best to facilitate this reflective process. In addition to numerous publications, his efforts were noticed regionally and then nationally as he received the National Professor of the Year award from the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education (CASE).

Couple these studies in traditional classroom environments with the explosion of online and distance courses, and we identify still more opportunities to frame solid questions and learn from the answers. Luckily, today's researchers have numerous online tools to help them.

Donna Ehrlich, Ph.D., and Jeff Ehrlich, Ed.D., who teach and consult, respectively, in the Interdisciplinary Ed.D. Program in Leadership, are investigating how leadership can be taught and learned in an entirely online program. One of their projects focuses on how storytelling can

Creighton faculty and staff who have participated in the Scholarship of Teaching and Learning program have done so because they care about what and how their students are learning, and hope to make the learning experience even better.

be used in the curriculum. In course discussion forums, their students tell stories about events in their lives where leadership skills (or lack thereof) came into play.

"The students enjoy the experience," says Donna Ehrlich. "But how do you know students learned anything? The plot of the story should change as the learning takes place. That is the focus of our SoTL research study."

Fr. Simonds has also studied learning in an online environment. He and Barbara Brock, Ed.D., professor of education, collaborated on a study focusing on the question about which resources (such as online discussions, video lectures and live conferencing sessions) they as instructors thought would be most helpful for student

learning and which methods the students reported were the most helpful.

"The key finding of our study was that older students indicated they found prerecorded videos of the professor lecturing helpful for their learning," Fr. Simonds says. "Younger students, on the other hand, saw these prerecorded videos as tasks to be checked off a list, and preferred the more interactive learning possible through posting and responding on a discussion board asynchronously."

None of these studies has been done in a vacuum, or without University support. Mary Ann Danielson, Ph.D., associate vice provost for Academic Excellence and Assessment, described the beginnings of Creighton's connection with the Carnegie teaching and learning initiatives.

"It began in the year 2000, when Creighton offered programming under a Carnegie Foundation grant," she says.

The first one was called "Campus Conversations." These conversations blossomed along with the Carnegie

Foundation, and new initiatives arose. In 2001, Amy Haddad, Ph.D., director of the Center for Health Policy and Ethics and holder of the Dr. C.C. and Mabel L. Criss Endowed Chair in the Health Sciences, applied for and was accepted as a prestigious Carnegie Scholar and landed in the middle of a movement.

She joined 30 other national Carnegie Scholars — representing a wide variety of disciplines and institutions — in a one-year residency at the Carnegie Foundation. During this whirlwind year, she collaborated with other scholars from around the country and also pursued an individual SoTL project.

"Our experiences as Carnegie Scholars took us out of our disciplinary silos," Haddad says. "I came back wanting to do the same thing here. That was also

the Carnegie Foundation's intent, for us to bring it back, start up this sort of movement — I really think of it as a movement."

A new question was framed: How do we sustain these fledgling efforts? The Carnegie response was to create clusters of institutions, all collaborating in their efforts to give life to this newest manifestation of a very old practice. Then Haddad assembled a group of mostly faculty members, the "Cognitive and Affective Learning Group," that culminated in a yearlong study called the "Life of the Mind Project."

"What most impressed me about the Carnegie approach was that teaching and learning were never separated in any of the discussions," Haddad says. "Some research methods only focus on teaching, but the Scholarship of Teaching and Learning focused on that place where the two intersect."

She was also deeply impressed by the intersections between the disciplines represented by her cohort of Carnegie Scholars. "I was struck by a revelation that people in completely different disciplines often have the same questions, maybe just in different clothes."

Since then, several Creighton faculty and staff members have participated formally in SoTL, and dozens more informally in scholarly research about how changes made in the classroom affect student learning. Studies that were historically conducted using simple observation are now conducted with brain scans and magnetic imaging equipment. This area of human cognition continues to dominate studies about the physiological processes that occur when students learn and teachers teach.

This is the primary area of research for Khanna, the psychology professor. Additionally, she has joined C. Timothy Dickel, Ed.D., professor of education, in analyzing data from a new iPad program conducted by the College of Arts and Sciences. They have focused on how to assess behavioral changes among students using iPads in relation to other forms of technology (such as laptop computers).

In researching cognitive learning

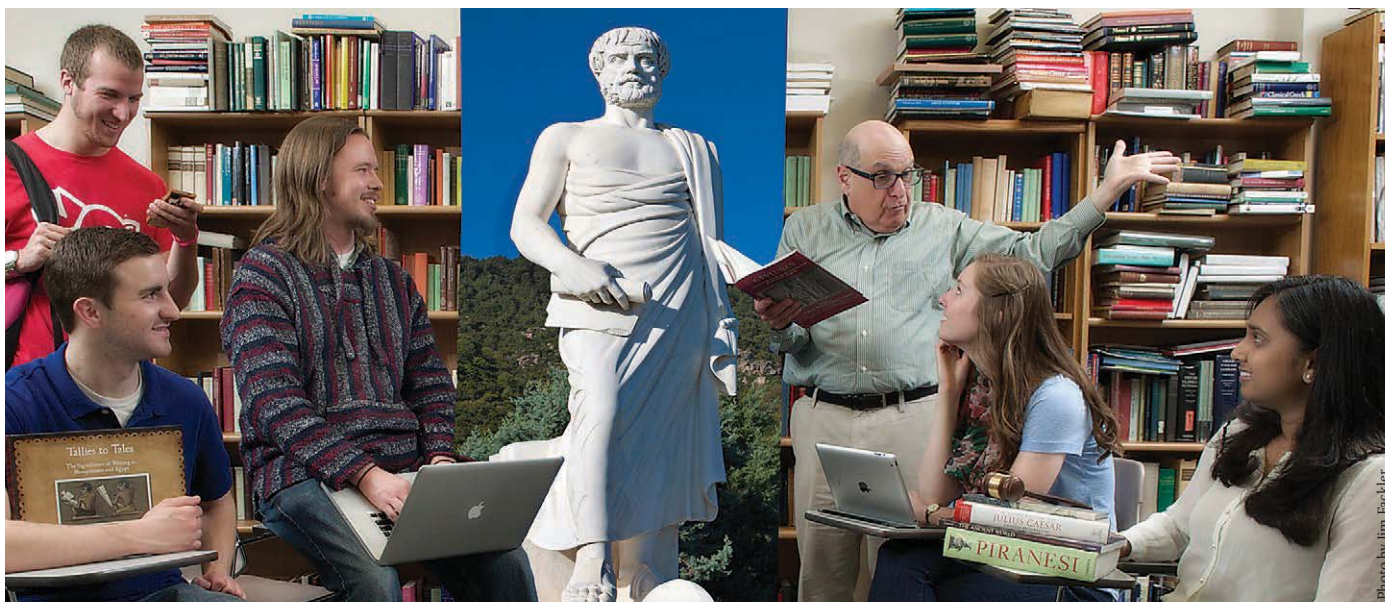


Photo by Jim Fackler

A whole new (ancient) world: Leonard Greenspoon, Ph.D., professor and Klutznick Chair in Jewish Civilization, had students in his honors class share their knowledge about the ancient world through projects using “modern” media. Submissions included a children’s book, YouTube video, superhero novel, video game and board game, among others. “Every project succeeded in combining authentic and reputable knowledge about the ancient world with at least one modern medium that is attractive and accessible to today’s general audiences,” Greenspoon says. Pictured above are Tim McDermott, Henry Bass, David Martin, Aristotle (banner), Greenspoon, Erin Rossiter and Manaswita (Manny) Tappata. [Read more.](#)

theory, Khanna is joined by Matthew Huss, Ph.D., professor of psychology, in researching cognitive issues in education. For example, Huss researches the question of how technology devices that students bring with them into the classroom affect cognitive load.

Both Khanna and Huss agree that though students claim to be good multitaskers, the students are actually engaging in the practice of task-switching, which requires more cognitive overhead and may therefore be a barrier to learning. Perhaps aided by his inquiry into cognitive load and learning, Huss was recognized as Nebraska’s Professor of the Year, joining Duda in a one-two punch success story for the importance of excellent teaching and research.

Teaching and learning are not just the bailiwick of academics, though. It is widely recognized that they occur in all other facets of students’ lives, including clinical settings and student life experiences.

Kathleen Flecky, OTD, associate

professor of occupational therapy, has been a recent rock star in the SoTL world, having served as a mentor during the last two IISSAM (International Institute for SoTL Scholars and Mentors) institutes, and pursuing scholarly research questions in the areas of student engagement, faculty-student partnerships and community-based service-learning. All were levied in a clinical classroom setting.

“I had this complex service-learning research question, and I was gearing it toward a kind of hybrid course: How do you do service-learning in a distance course?” she explains. Flecky believes that good SoTL research always arises out of a passion for the question. She points to current efforts by many of her peers, in all Creighton health science programs, who are doing great research about teaching and learning in clinical settings.

Joe Ecklund, Ph.D., director of academic success in the EDGE Program, is analyzing data collected through EDGE 130, a course offered in the spring semester to students who did not

meet their academic goals in previous semesters due to poor grades and attendance habits.

He gathered quantitative and qualitative data to try to determine what motivates students and to assess how specific teaching approaches and learning activities affect student motivational patterns. These results, though captured in a classroom course, could then be applied to similar student success initiatives and activities outside the classroom by practitioners throughout the University.

Today, when Creighton professors walk into their classrooms (or login to their courses), when physicians, nurses and other healthcare professionals walk into their clinics, when student support staff members walk into their “service centers,” will they be bringing the best methods available to those encounters? How do they know? And will those methods be equally effective tomorrow? Next year? In 10 years?

The only way to find out is to keep asking — and trying to answer — the right questions.

So You Want to be an Author?

By Robyn Eden

It's a thought that flits through the mind of everyone who has ever had a love affair with written language — whether it's writing the family's annual Christmas letter or dreams of winning a Pulitzer for the next great American novel. "You ought to write a book."

For many, the thought is fleeting. Writing a book, in one respect, is a lot like climbing Mount Everest: It's easy to think about, but hard to do.

But for 14 serious writers who came to Creighton last fall, getting their books written and published is a primary objective. They are the first students in Creighton's new Master of Fine Arts in creative writing degree program. The Master of Fine Arts is the terminal degree for creative writing students.

The MFA in creative writing program grew out of the University's established creative writing programs, which offer both undergraduate and graduate degrees as well as a certificate. Students have the benefit of being taught and mentored by award-winning authors and educators, including Brent Spencer, Ph.D., MFA; Susan Aizenberg, MFA; Mary Helen Stefaniak, MFA; and David Philip Mullins, MFA. They all have had their own unique journeys to becoming successful authors, and they offer some common perspectives on the hurdles writers face.



Brent Spencer, who heads the MFA program and is the acclaimed author of *The Lost Son, Are We Not Men?* and *Rattlesnake Daddy: A Son's Search for his Father*, says overcoming his own self doubts was a major obstacle to becoming a published author, one many writers face.

"I had to keep working and writing," he says. "It's like a rodeo. You have to stay on the horse for the full eight seconds. You have to finish what you start."

Susan Aizenberg, whose poetry collection, *Muse*, won a Nebraska Book Award, agrees. "When I was growing up, there weren't many role models for women poets," she says. "I didn't know that little girls from Brooklyn could be poets."

Aizenberg recalls being, for many years, too shy to share her writing. "It took a while to work up the courage to go to a creative writing class," she says. That writing class and the ones that followed gave her confidence and she began to publish her poems in small literary journals. Her latest collection, *Quiet City*, is scheduled to come out in January.

"There are a lot of people who have talent but don't have the discipline and perseverance," says Mary Helen Stefaniak, author of the prize-winning *Cailiffs of Baghdad, Georgia*. "People don't realize the steps you have to take."

She quotes best-selling author Jane Smiley, who cautions that you must be teachable and able to read your own material not as a reader, but a writer.

"Too many people think that if you have talent you will succeed," Stefaniak adds, "but there are a lot of talented people who don't know how to get past the difficult parts."

Writing, in Spencer's words, "is a boring process. It's maddening. And it's tiring." Often people don't realize that good writing means revision — lots and lots of revision.

"The first draft gives you the gift you can nurture and you are lucky if it does that," Stefaniak says. "So much of writing is problem-solving."

David Philip Mullins, who has won numerous awards for his short stories, including the collection *Greetings from Below*, agrees with his colleagues and warns that budding authors need to have thick skins and be able to handle rejection slips.

"No matter how good you are, the publications out there only accept a few stories a year, and they get thousands submitted." Rejections aren't personal, he counsels.

Creighton alumnus Ron Hansen, BA'70, MFA, the Gerard Manley Hopkins, S.J. Professor of the Arts and Humanities at Santa Clara University and author of several novels, including National Book Award finalist *Atticus*, believes the biggest mistake aspiring writers make is "choosing the wrong story, or no story, to tell."

"Too often aspiring writers take on subjects that are not can't-put-it-down narratives, that are of interest only to themselves," Hansen says, adding, "William Faulkner used to remind students, 'You are writing for strangers.' You have to give them a reason to buy your book or continue reading, and that doesn't come with just the exercise of a fine writing style."

Spencer agrees. "A common problem is that not enough is happening in the story — only artful writing," he says. "The writer's job is to disappear and all the reader sees are the characters. The characters have to be real and you have to live their lives."

"Too many aspiring writers think that they can become writers just by loving stories," Mullins says. "It's all about the minutia of the stories. You must love putting down words and tweaking them."

Mullins says a lot of writers get too impatient to see their work published. "You need to resist the urge to publish that first piece," he says. "Too often, writers expect publication and then don't get it, or they get their work published but realize later it's not their best work — and first impressions do count in the publishing business."

Mullins and his colleagues agree on what prevents most people from writing — or finishing — that book.

"Life stops most people," he says. "Working, getting the laundry done, playing with the kids. They try to squeeze writing in and if it can't be squeezed in they put it off."

Big mistake. Successful writers practice their craft every day, the authors explain. They build it into their schedules. They make it the top priority.

"You have to find the time," Spencer says. "Even if you are working two or three jobs."

Mullins also cites Faulkner, who said, "I write only when I am inspired, but I make sure I am inspired every day."

Besides writing as regularly and frequently as possible, what else should aspiring writers be doing? The Creighton authors answer as one: Read!

"Read everything! Devour it! Especially the kind of books you want to write," Spencer advises.

So, assuming you have the desire, the inspiration, the dedication, patience and the perseverance to finish that book, is there a chance you will see it published? Yes, the authors agree.

Hansen cites former book editor and director of the Iowa Writers' Workshop Jack Leggett, who said, "Publishing is a business that rewards survivors." Hansen says Leggett meant that the unpublished who persist in their craft and learn to improve eventually do accomplish their dream, and those who



Balancing family life with finding time to write, Ted Wheeler was drawn to Creighton's MFA program in hopes of having his novel, *The Uninitiated*, published.



Photo by Chad Greene

Students in Creighton's MFA in creative writing program are taught and mentored by award-winning authors and educators, including, from left, Brent Spencer, Mary Helen Stefaniak, Susan Aizenberg and David Philip Mullins. [Read more about these faculty members here.](#)

get published and stay at it may develop an audience over time.

In today's world, writers have to be more than writers. They have to be marketers. There are a lot of publishing options out there. There's the traditional agent who will shop your book on the market. There are a myriad of self-publishing and distribution outlets.

"It's important for a writer to be true to a vision and voice," Spencer says, "but it also helps to have a good sense of a book's potential audience when presenting it to an agent."

Publishers want to develop a brand, he says. They need to know you are not a one-shot wonder, so you always have to be looking ahead to the next project.

Getting the novel he has been working on for four years published is one reason that drew Ted Wheeler to Creighton's MFA program. Married and the father of two little girls, he knows Creighton's professors can help him navigate the publishing waters and find the right agent.

"You don't always know what you don't know," he says. "There are a lot of options, but there is a lot of competition."

The MFA program, he says, is for serious writers who want to write professionally or teach. Wheeler has already published 25 short stories in different journals and has won awards. The MFA writers form a community and help each other with editing and critiquing. Wheeler sees long-term advantages of the program.

"What I lacked was a community of writers. You need that network and connections. There is only so much you can learn in two years, and you have to have that supporting network throughout your productive life," Wheeler says.

He has a goal to finish his novel, *The Uninitiated*, this summer. It is a coming-of-age story about two boys set in

Omaha around World War I against a backdrop of machine politics and race riots.

Unlike other MFA programs in the area, Creighton's is a residential program, according to Aizenberg.

"In some programs, you only meet with the professors twice a year for 10 days or two weeks. Then you go home and work through correspondence," she explains. Creighton's MFA is the only full-time residential program in the area that develops a community of writers with weekly workshops, she says.

"Too many aspiring writers think that they can become writers just by loving stories. It's all about the minutia of the stories. You must love putting down words and tweaking them."

David Philip Mullins

Spencer says the MFA program was needed because "our undergraduate program has grown and become very successful. But we were seeing a lot of talented students moving on to get their MFA elsewhere. We needed to give them an option to stay here for more professional development."

Spencer and several of his colleagues are graduates of and have taught at the renowned Iowa Writers' Workshop. He envisions the Creighton MFA program becoming one of the best in the Midwest.

Hansen says he is a firm believer in the value of a residential MFA program.

"The friendships one makes in a creative writing workshop may last 40 years, as they have with me," he says. "Reading and commenting on the work of your classmates hones your abilities as a fiercely honest editor and critic of your own efforts."

Editor's note: We would be remiss if we didn't salute another talented writer, the author of this article, Robyn Eden, who retired this June after 27 years in Creighton University's Marketing and Communications Office. We wish her all the best!

From Physics Major to Award-Winning Author

How does a Creighton physics graduate living in Kitchener, Ontario, end up writing science fiction novels for young adults?

Erin Noteboom, BS'95, didn't consider a career as a writer when she graduated as a physics major from Creighton in 1995. She had earned a National Science Foundation Fellowship and in her words, "set off to do physics at Los Alamos." A major health scare a couple years later had her rethinking her direction in life.

She had always liked to write. At Creighton, she had worked with professor Brent Spencer on a poetry summer project. Her first book of poetry, *Ghost Maps*, was based on her conversations with a World War II veteran who had lost a leg at the Battle of the Bulge.

"He never wanted to talk about it," she says. "The book was about not talking about it." Noteboom, who writes fiction under her married name, Erin Bow, decided to write fiction when she reached her 30s.



"We had done seven cities in five days promoting *Ghost Maps*," she says. "As the plane took off, I saw its shadow on the ground. It reminded me of a fairy tale image of a fantasy world."

Her first novel, *Plain Kate*, was written in 2003. She got an agent in 2006, sold the book in 2008 and it appeared in 2010. The road to publication can be a long one, she says. "I had failed to write novels before. There are always one or two that you have to leave in the trunk," she says.

But for Noteboom, the road wasn't as bumpy as some authors experience. She had no trouble getting an agent. "I researched agents, picked the one I wanted, and got the one on the top of my list," she says. She received five bids for *Plain Kate*, and sold it for six figures.

It received the 2011 TD Canadian Children's Literary Award as the year's best work in Canadian children's literature. The *New York Times* Sunday Book Review said the novel "demonstrates a mature, haunting artistry." Noteboom dedicated the book to her young sister, who drowned, and the reviewer wrote: "That unassuageable longing is the wish at the heart of this outstanding novel." The book was also translated into French and Portuguese.

She has written two others, all aimed at the young adult, science fiction audience that are fans of the Harry Potter series made famous by J.K. Rowling. Her most recent, *Sorrow's Knot*, came out last November, published by Arthur A. Levine Books.

Noteboom, who keeps her hand in physics with a "half-time gig at the Perimeter Institute for Theoretical Physics," has this advice for aspiring writers.

"Do it. Even if people tell you not to. And finish your stuff. So many writers get halfway through and get stuck and never learn to write a whole story. Everybody gets stuck. You have to push your way through."

You also have to get used to living hanging by your fingernails, she says. It can be scary. Her next project is about "a science fiction boarding school hostage drama ... with goats."

"I don't know what the marketers are going to do with that," she says. "But I'm hopeful."



Calling Alumni Authors & Book Lovers

Alumni can share news of their latest novel or join together in a love of reading through the Alumni Association's "Alumni Book Club" — alumni.creighton.edu/book-club. Alumni authors can share the titles and brief descriptions of their books on the site by filling out a form at alumni.creighton.edu/alum-authors. The Book Club features a different book quarterly (those written by alumni and non-alumni), and provides for online discussion. **Happy reading!**



More Online

A Writer's Journey:

A childhood love for Raggedy Ann Stories and the encouragement of a Creighton English professor leads this former advertising copywriter for *Better Homes and Gardens* to write her first novel. **Read story here.**

Zombies Bring Family Together:

A Creighton cancer researcher and professor has written two books and begun a third, which, at the urging of her two sons, feature zombies. **Read story here.**

Reading Great Literature:

Paul Lakeland, the Aloysius P. Kelley, S.J. Professor of Catholic Studies and director of the Center for Catholic Studies at Fairfield University, discussed the transformative effects of reading great literature on Creighton's Catholic Comments podcast. **bit.ly/cu_CatholicComments**

(Catholic Comments is a weekly audio program produced by Creighton's Center for Catholic Thought and hosted by theology professors John O'Keefe, Ph.D., and Wendy Wright, Ph.D.)



stopping of the cycle of urban crime

By Benjamin Gleisser

Homicide rates have gone down, according to the most recent figures released by the Bureau of Justice Statistics. While this is good news for police and the general public, experts in the field of criminology, social justice and urban environments aren't exactly sure whether we should be celebrating.

"Typically during a recession, we see an uptick in crime, but we're not seeing that, and it's a little perplexing to people like us who study this stuff," says Rebecca Murray, Ph.D., chair of the Department of Sociology, Anthropology and Social Work at Creighton.

"My hope is that what we're seeing reflects an effort across the country to improve the relationship between police departments and community groups in poorer urban areas — something we didn't have in the 1990s, when there was a huge difference between those who policed areas of cities affected by high-crime rates and the ethnic minorities who lived there."

Dawn Irlbeck, Ph.D., a colleague of Murray's in the department, attributes the homicide-rate decline in several major cities to state and local programs that are aimed at providing economic assistance and greater educational opportunities to individuals in poorer areas.

When people feel they have worth, she says, such as through employment or ownership of property, they are more likely to take care of their neighborhoods and less likely to commit violent acts.

"You see lower crime rates in groups that have a 'collective efficacy,' where there's a lot of home ownership and people feel more invested in their community and look out for each other," says Irlbeck, author of the upcoming book *Racial Profiling and Vehicle Searches*.

The book reports the results of a first-of-its-kind federal study led by Irlbeck. The study examined traffic stop interactions between state troopers and minority and non-minority motorists, in order to better understand the factors that increase the likelihood of a vehicle search for minority motorists.

Irlbeck is also a co-author, with Murray, of the 2011 book *Mission-Based Policing: Advances in Police Theory and Practice*, which was nominated for the Outstanding Book Award by the Academy of Criminal Justice Sciences.

The book analyzes three types of policing:

- community-based policing, where police cooperate with neighborhood groups;
- problem-oriented policing, where police focus on eliminating social problems like gangs and drugs;
- and hotspot policing, where police target urban "hotspots" — a few buildings, intersections and street corners — that seem to generate the most criminal activity.

Programs That Have Worked

One of the roadblocks to finding a solution, the Creighton professors say, is the way we often view crime as Us vs. Them: black vs. white, police vs. criminals, police vs. people who live in a community.

Criminology researchers have noted that cities that have shown some success in decreasing crime have experimented with programs that blur the "Us-vs.-Them" line — where police work alongside community leaders to reach out to those who are at the greatest risk for potentially engaging in criminal behavior.

Some cities have achieved positive results by showing an increased police presence. Others have appealed straight to youthful offenders, asking them to give up their weapons in an effort to make their communities safer. The Creighton professors cite these programs as "doing it right."

➔ Boston: Operation Ceasefire

After 73 young men (under age 24) were killed in 1990, Boston sought ways to curb gun violence. Operation Ceasefire — also called the Boston Gun Project — focused on specific crime-prone neighborhoods and on gang-involved youths who police believed were responsible for many of Boston's youth homicides.

The program began in 1995 and was a collaboration between the Boston Police Department's Youth Violence Strike Force and community leaders. Both groups confronted gang members and let them know they'd be under intense scrutiny until the violence stopped. Within two years, the number of youth homicides dropped to 10, with one handgun-related youth homicide occurring in 1999 and 2000.

The Operation Ceasefire strategy has been replicated in other cities, including Los Angeles and Denver, which included a guns-for-tickets

Criminology researchers have noted that cities that have shown some success in decreasing crime have experimented with programs that blur the "Us-vs.-Them" line — where police work alongside community leaders to reach out to those who are at the greatest risk for potentially engaging in criminal behavior.

exchange program that the Denver Police Department ran in conjunction with the Denver Nuggets, Colorado Rockies and Denver Broncos professional sports teams.

Operation Ceasefire was an initial success because police made gang members listen to leaders in their community, who urged them to stop, says Irlbeck: "The gang members were then asked to spread the news to other gang members. This gave their message legitimacy. Gang activities decreased, and things started to get better."

➔ Newark and Philadelphia: Foot Patrol Experiments

In 1978, Newark increased foot patrol in various areas of the city in an effort to increase perceptions of neighborhood safety. Studies later indicated that the foot patrols had little effect on crime rates, yet they did reduce the fear of crime — residents saw their communities as safer and better places to live, and were more satisfied with police services.

Thirty years later, that experiment was replicated in Philadelphia: During the summer of 2009, 200 foot-patrol officers worked in 60 violent-crime hotspots and reported a total of 53 violent crimes had been prevented.

The Newark and Philadelphia trials suggest that community-based policing works, says Murray.

"Police have a role not only in crime prevention, but in community building," she says. "Ideally, police should live in the neighborhood they serve, so they get to know what the school system is like, who the business owners are and who might be the

The Statistics

According to the most recent reports *Homicide Trends in the United States (2011)* and *Criminal Victimization (2012)*:

49%

The homicide rate in the U.S. declined by 49 percent between 1992 and 2011. The 4.7 homicides per 100,000 residents in 2011 was the lowest level since 1963.

Young adults, ages 18 to 24, have the highest homicide rate of any age group. But from 2002 to 2011, homicides among this group also saw the greatest rate of decline — down 22 percent.

22%

49%

The rate of homicides involving a firearm decreased by 49 percent from 1992 to 2011.

Large cities — those with 100,000 or more residents — experienced the largest decline in homicide rates from 2002 to 2011, with a 23 percent decrease.

23%

3%

The rate of aggravated assaults increased about 3 percent from 2011 to 2012. Violent crime rates increased slightly in 2012 for blacks but remained stable for whites and Hispanics.

people most likely to be involved in crime. Plus, it reduces the likelihood of police brutality.”

Unfortunately, she adds, foot patrols are not cost efficient in large cities. Plus, police departments may have trouble finding officers who want to live in impoverished areas.

➔ New York City: More Cops on the Street

In the early 1990s, New York City expanded its police force by 33 percent and introduced a computerized system to track crimes and complaints. Officers began aggressively enforcing gun laws, drug offenses and petty crimes. The result: Urban crime fell by 75 percent. Misdemeanor arrests increased sharply, yet the number of serious crimes declined.

“New York City’s crime rate reduction surpassed the national average,” Murray says. “But you also have to ask the question: Were there more arrests because there were more police, or did the crime rate really go down?”

➔ Los Angeles: Gang Reduction Program

In 2006, the Urban Institute monitored a \$10 million, multi-year, federal initiative to reduce gang crime in Los Angeles, Milwaukee, North Miami Beach and Richmond, Va. The institute found the most significant reduction in crime levels occurred in Los Angeles, because its Gang Reduction and Youth Development program was supported citywide with local funding by community groups working together with the police department.

➔ Omaha: African-American Empowerment Network

Launched in 2006, the Empowerment Network is a collaboration of neighborhood groups, educational institutions, faith-based communities, government agencies and businesses.

The organization’s goal is to address poverty, economic and educational gaps, and quality of life disparities by generating business opportunities, creating strong families, educating children and rebuilding thriving neighborhoods.

Irlbeck credits the Empowerment Network’s summer jobs program with a substantial decrease in Omaha’s homicide rate in summer 2013.

“The program focused on putting hard-core guys with criminal records to work,” she says. “I heard a lot of anecdotal evidence about how good these guys felt working.

“When you have a job, you feel good about yourself. You feel proud to have walking-around money and your ability to pay your bills. Think of it: If you live in an area where there are no jobs and you want to be cool and be respected — if you can’t earn respect in a legitimate way, you’ll do it in an illegitimate way.”

The Key is Empowerment

Raneta Lawson Mack, professor of law at Creighton, believes teaching children lessons in self-respect is the key to helping them embrace a lawful, productive life.

“It’s so important to stress to everyone that, ‘You are valuable to society,’” she says. “High school students who aren’t cut out for college should have programs that teach job skills. And then having jobs available for them will help them see that there is an opportunity to break out of the cycle of crime, and out of the thinking that no matter what they do, they’ll always be a criminal.”

Mack is the author of *A Layperson’s Guide to Criminal Law* (1999) and *The Digital Divide: Standing at the Intersection of Race and Technology* (2001).



Photo by Jim Fackler

Dawn Irlbeck, Ph.D., left, and Rebecca Murray, Ph.D., are co-authors of the book *Mission-Based Policing: Advances in Police Theory and Practice*. The book analyzes three types of policing: community-based policing, problem-oriented policing and hotspot policing.

She recently wrote *The Report of Cybercrime Laws in the United States* for the International Association of Penal Law.

Kevin Graham, Ph.D., associate professor of philosophy, sees urban crime as more than a problem of police and lawbreakers. Graham is the author of *Beyond Redistribution: White Supremacy and Racial Justice* (2011), which argues that social justice occurs only when every member of society is able to help shape the social conditions under which he or she lives.

“One of the symptoms of urban crime is the loss of respect for human life,” Graham says. “In philosophy, we consider the sense of respect for the self as the flipside of respect for others. If that idea starts to break down, then bad things are going to happen. When there’s not a high priority placed on respecting humanity, then humanity is headed in a bad direction.”

Helping the Victims

In addition to studying criminal methodology and statistics, Creighton researchers are involved with helping those who are victimized by crime.

Irlbeck and Murray are collaborating on several key projects, including the Nebraska State Victim’s Assistance Academy — a comprehensive certificate program aimed at training professionals who interact with crime victims, such as counselors, physicians, hotline workers, law enforcement personnel and others.

The Creighton professors received a three-year federal grant in 2012 to create the academy. (The grant runs out in October and Murray is seeking private funding to continue the academy.) The first five-day academy was held in fall 2013 at Creighton, with 50 participants. A second academy was held this summer at the University of Nebraska at Kearney.

“We surveyed those first graduates of the program, and they say they received training here that they had not experienced anywhere else. It’s really made a difference in their ability to assist others,” Murray says.

Irlbeck and Murray are also analyzing data collected under the federally funded Byrne Criminal Justice Innovation Grant, a study of

how communities are affected by high-risk probationers who return to high-risk areas. And they are analyzing the effectiveness of juvenile detention in Douglas County (Neb.) as part of the Juvenile Detention Alternatives Initiative, a national project sponsored by the Annie E. Casey Foundation. The foundation’s mission is that all youth involved in the juvenile justice system have opportunities to develop into healthy, productive adults.

“The program is part of a national effort to examine the juvenile justice system,” Irlbeck says. “Sometimes, sticking a small-time thief in a hard-core environment just gives kids the potential to learn how to become better criminals.”

Researchers agree that the best way to combat crime is to convince youngsters that they can break the cycle of poverty and hopelessness that often leads to choosing a path of criminal behavior.

“Laws and programs can’t do everything,” Mack says. “People have to want to choose to do the right thing. That’s what early childhood education does — it helps kids understand early on and instills the idea that, ‘Yes, I’m going to do something positive with my life.’”

“We’ll never end crime 100 percent, but we can certainly cut into the percentage of those who are incarcerated.”

Giving Hope a Hand

By Robyn Eden

Creighton researchers and students use 3-D printing technology to develop low-cost mechanical hands

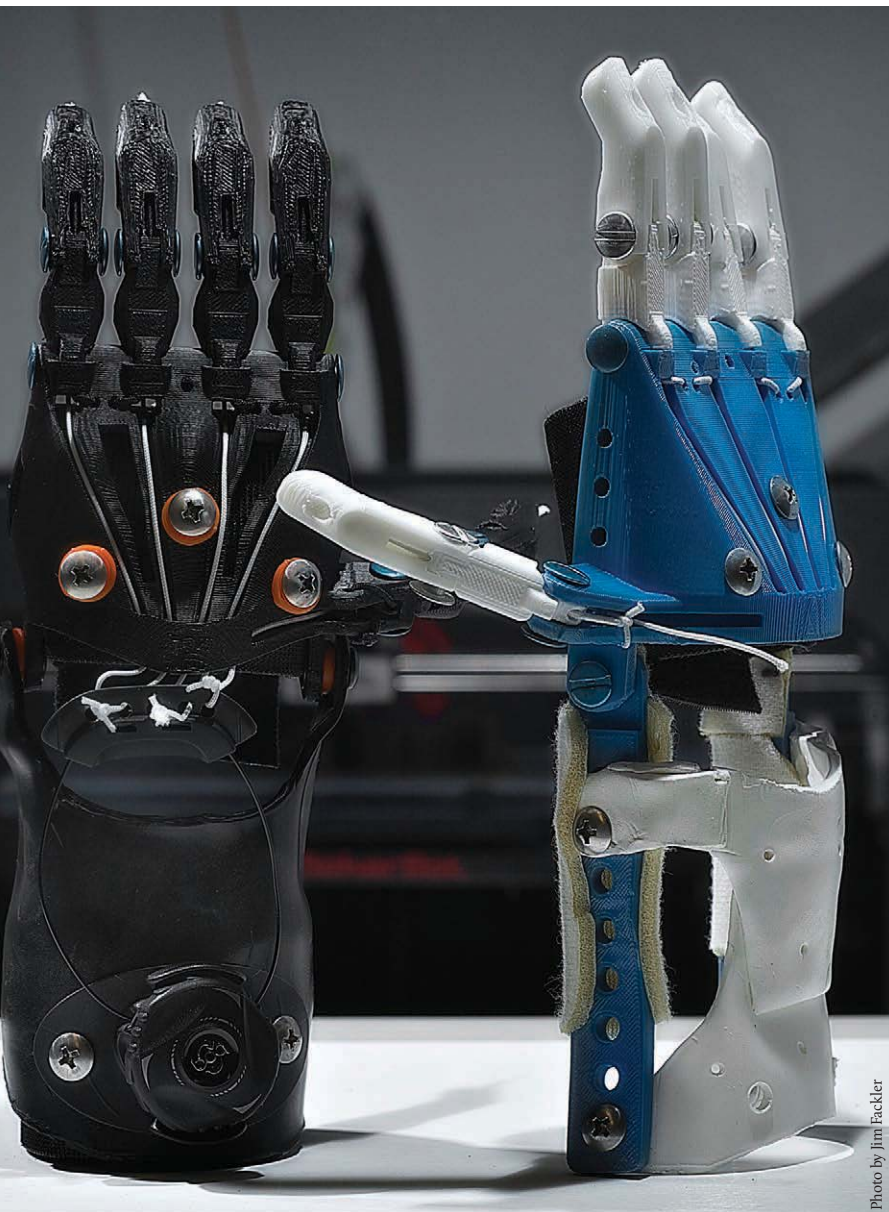


Photo by Jim Fackler

He heard the radio report during his morning commute to Creighton — a story about creating prosthetic hands using 3-D printer technology.

Jorge Zuniga, Ph.D., an assistant professor of exercise science, thought of his 4-year-old son, Jorgito, who loved to play ball — and then a childhood playmate in his native Chile who couldn't, because he was born without a hand.

Children like that should have a hand, Zuniga thought. And he was determined to give them one.

Thus was born the Mechanical Hand Project Group, a project that melds Creighton University's interdisciplinary approach to research and education with its service mission. The ultimate goal is to research and design mechanical hands for those who need them, particularly children, and to do it free or at minimal cost.

Students and faculty members from the departments of exercise science, occupational therapy, physical therapy, physics, and journalism, media and computing are involved, offering different perspectives and expertise.

They are drawn by Zuniga's passion and inspired by his vision.



Jorge Zuniga, Ph.D., models a mechanical hand created by the Mechanical Hand Project Group at Creighton. Read more about Zuniga.

“This technology will change things for people,” Zuniga says. “I want to take the knowledge from the laboratory and into homes, so people can start making these things themselves. I want to focus on the research and development so moms and dads of these children can make and fix the hands themselves.”

In the U.S., there are more than 32,000 children born annually without hands due to Amniotic Band Syndrome, a term covering a wide range of congenital abnormalities, Zuniga says. A child’s size and growth patterns affect their prosthetic needs, as does the family bank account.

The cost for a body-powered mechanical hand ranges from \$5,000 to \$11,000. For more sophisticated prostheses, ones that convert muscle impulses into movements, the cost jumps to anywhere from \$30,000 to \$50,000. Meanwhile, the cost of 3-D printers has decreased dramatically since 2010, dropping from \$20,000 to between \$1,500 and \$3,000, Zuniga says. The actual cost of the hand is less than \$100.

After hearing about the technology, Zuniga immediately began collaborating with pioneers in 3-D prosthetics. They included Ivan Owen of Bellingham, Wash., creator of Robohand; Andreas Bastian of Rice University, currently developing an open source 3-D printer for applications in tissue engineering and regenerative medicine; and Jon Schull, Ph.D., a professor in the School of Interactive Games and Media at the Rochester Institute of Technology. He has also consulted with orthopedic physicians at the Shriners Hospital for Children in Chicago.

Zuniga is particularly interested in developing different prototypes that will allow youngsters to participate in sports, “hands” that will withstand forceful impacts and turn at angles that allow them to pick up and throw a ball.

He sought support from his department head, Tom Baechle, Ed.D., and College of Arts and Sciences Interim Dean Bridget Keegan, Ph.D., who were eager to help.

“Dr. Zuniga’s passion is contagious and his dedication is inspirational,” Keegan says. “His work is directed at helping those most in need and making a real and tangible difference in the lives of children. His research is interdisciplinary, involving students from multiple departments. He shares his passion for scholarship and shows them how their research has a profound practical impact.”

In conjunction with designing mechanical hands, the team is looking at creating more cost-efficient splints. Alfred Bracciano, Ph.D., associate professor of occupational therapy, says the 3-D technology has the potential to alter the OT curriculum in this area.

“Splinting has historically been almost a trial-and-error process using the patient’s hand to mold the material to it,” Bracciano says. This can be costly, he explains, due to limitations of the materials and the need for refining splints/orthosis to ensure appropriate fit and function.

The new technology can accommodate individual characteristics of a person’s hand in essentially a virtual environment.

“We can manipulate and modify the splint before actually building and fitting it,” Bracciano says. Adjustments can be made while exploring the biomechanics and forces that will be placed on the orthotic structure as well as on the anatomical structure, he says.

Michael Cherney, Ph.D., physics professor and director of Creighton’s Energy Technology Program, printed the first prototypes of the mechanical hand. Tim Guthrie, professor in the Department of Journalism, Media and Computing and director of the graphic design program, is also involved. Guthrie had previously been doing 3-D modeling in an animation class he taught, and has used it in creating his own art projects.

Students like Marc Petrykowski, an exercise science major from St. Paul, Minn., are excited to be part of the project.

“I have a passion for engineering, and Dr. Zuniga encourages us to use our imagination and is always open to ideas and improvements,” he says. “Plus the smiles that we see on the children and their parents are priceless.”

Did You Know?

More than 32,000 people are born annually (in the U.S.) without hands, due to Amniotic Band Syndrome

The cost for a body-powered mechanical hand ranges from \$5,000 to \$11,000 and more sophisticated prostheses jump to \$30,000 to \$50,000

The cost to produce a prosthetic hand via 3-D printing is less than \$100



Keeping the Fire Alive

By Rosanne Bachman

Sara and Jason Beste let their passion for helping the impoverished and vulnerable in southeast Africa fuel their work as physicians with Partners in Health.

Creighton graduates Sara and Jason Beste know what it means to experience happiness in the midst of extreme challenge.

Jason Beste, BA'03, MD'08, says spring break service trips arranged through the Creighton Center for Service and Justice and a year on the Pine Ridge Indian Reservation inspired him to pursue medical school and a life of serving the marginalized.

While serving at Pine Ridge, Jason first read *Mountains Beyond Mountains*, about Partners in Health (PIH), an organization known for its social justice approach to healthcare and one with which he would later work. After a year at Pine Ridge, he returned to Omaha and medical school.

Sara (Franzen) Beste, MD'09, also felt called to a life working with vulnerable populations.

"I happened to be born into a middle-class American family, but just as easily could have been born into another corner of the world, into a life of poverty or oppression," Sara says. "While I can't change the fact that I was arbitrarily given



While walking in the remote village of Neno, Sara Beste encounters a group of local children and stops to sing the alphabet.

this particular life of blessing and opportunity, what I can do is to use my life, gifts and energy to bless others and work for justice.”

Sara and Jason met at Creighton medical school, and their shared passion for a life of medical service reinforced their individual decisions to pursue global health. After graduation, they went on to residencies in New York City — Jason in internal medicine at Montefiore’s Social Medicine Program, and Sara in pediatrics at the Children’s Hospital at Montefiore. They were married in 2009.

Midway through Jason’s final year of residency, he received an offer from PIH, to work in a rural village in Malawi, a small, landlocked country in southeast Africa. A year behind Jason in training, Sara was about to begin her final year of pediatric residency. The couple knew that life on different continents would mean loneliness and frustration, but they knew that Jason could not turn down the opportunity.

“Living seven time zones apart, with horrible Internet, and barely getting to see each other was not ideal, but we knew it was the right decision,” Sara says. When Sara graduated the following year, PIH offered her the opportunity to join Jason in Malawi as a pediatrician in the village of Neno.

“In Neno, most people live in mud huts, with only the clothes on their back, and often no shoes. Their diet consists mostly of a corn flour-based porridge, with little else,” Sara says.

The Bestes were three hours from the nearest airport, grocery store and referral hospital. Hospital supplies were limited. They often could not test for or treat the conditions they encountered.

In such a poor and remote district, Sara saw more children die in her first three months on the job than she had in three years of residency.

“People shouldn’t be dying from malaria, or diarrhea, or malnutrition or childbirth. They were dying mostly because they were poor and lived in a poor country. I would often look at these women sitting on the beds next to their dying children and think how unfair it all was.”

Such struggles, they say, were also balanced with instances of amazing recoveries and the feelings of intimacy they experienced with the people of their village. The personal and



Jason Beste examines a baby and his mother at an outreach clinic in a neighboring village, as a translator looks on.

raw nature of being a doctor in those circumstances made them “fall back in love with medicine,” feelings they had nearly lost during the tough years of residency.

“We often wondered who would feel drawn to this type of life,” Jason says. “It really made no sense. You’re far from family, not making much money, dealing with broken systems and seeing patients die daily despite all of your efforts. Yet, it feels right. It cannot be explained by logic.”

Despite seeing scores of emaciated people suffering from HIV and tuberculosis; numerous child deaths; working conditions that lacked nurses and medications; and being overwhelmed and far away from family, Sara had an epiphany of the meaning of consolation.

She wrote to a family member, “It just feels good ... and right ... it’s a weird thing to feel, this consolation, because our culture makes us think that only when all of our needs are met and we are comfortable and everything is going our way can we truly be ‘happy.’ I didn’t know that when I was the most homesick, hot, exhausted, lonely and depressed I’ve ever been, that I could also be happy.”



Jason Beste, BA’03, MD’08, and Sara (Franzen) Beste, MD’09, with Paul Farmer, M.D., founder of Partners in Health. The Bestes returned to Creighton in February to share their experiences working as physicians in a rural village in southeast Africa. Jason spent two years on assignment in Malawi and is currently pursuing an infectious disease fellowship and master’s degree in public health at the University of Washington. Sara joined him in Malawi for one year and is currently working on a pediatric global health fellowship through the University of Massachusetts that will take her back to Africa later this year.

Alum Items

56 George Blue Spruce, DDS, Surprise, Ariz., recently received lifetime achievement awards from the Henry Schein (Shills Memorial Fund) in Philadelphia and the Association of Federal Health Professionals, also known as the Association of Medical Surgeons of the United States, in Seattle.

67 Dr. Joseph P. Drozda Jr., ARTS, Chesterfield, Mo., was awarded the American College of Cardiology's Presidential Citation in recognition of his work in healthcare quality improvement in the national quality arena. Drozda continues to work as director of outcomes research at Mercy Health, a four-state health system headquartered in St. Louis, where his major efforts are in establishing a system of post-market medical device surveillance and research. This work won a Mercy Innovation Award and the 2014 Most Innovative Use Case Award from the Intelligent Health Association.

69 Dr. Christian R. Hirsch, MA, Kalamazoo, Mich., received the 2014 Lifetime Achievement Award from the National Council of Teachers of Mathematics (NCTM) in April. The award honors NCTM members who have exhibited a lifetime of achievement in mathematics education at the national level. Hirsch is currently professor of mathematics and distinguished faculty scholar at Western Michigan University in Kalamazoo.

71 Dr. John E. Tidwell, MA, Lawrence, Kan., received an honorary doctor of literature degree from Washburn University in Topeka, Kan., in May. Tidwell is a member of the University of Kansas English faculty.

73 Girard P. Miller, BA, Minneapolis, was elected chair of the board of the Cristo Rey School in Minneapolis.

79 Howard K. Schraeder, BSBA, Springfield, Ill.,

was promoted to electric division-superintendent of distribution and general service for the city of Springfield - City, Water, Light and Power.

83 Kenneth R. Ronzo, DDS, Rochester, N.Y., received a Master of Science in Multidisciplinary Studies from the Rochester Institute of Technology. Ronzo currently serves on the board of directors for the New York State Dental Association (seventh district).

86 John T. Kalange, DDS, Boise, Idaho, recently completed a validation process and received FDA 510K premarket approval to manufacture, market and distribute a proprietary orthodontic microimplant. Additionally, Kalange has received United States Patent and Trademark provisional patenting on the same device.

87 Mark R. Miller, BSPha, and Cynthia Rothfuss Miller, BSPha, Grand Island, Neb., are the owners of U-Save Pharmacy NW in Grand Island. **Robert J. Kmiecik, BS'84, JD,** Omaha, wrote and published the novel *Saved ... for Now*.

88 Denise Turner Riley, BSMth, Raleigh, N.C., has joined MetLife as a vice president in global information technology.

90 Lori Lenz Arp, BSBA, Clive, Iowa, was promoted to assistant secretary at EMC Insurance Companies in Des Moines, Iowa, acting as the reinsurance accounting supervisor for EMC Reinsurance.

92 Lorraine Dutton Gardner, BA, Springfield, Mo., is a doctoral student in the adult and lifelong learning program at the University of Arkansas. **Dr. Daniel Schulte, BA,** Phoenix, was elected 2014 president of the Arizona Psychological Association.

93 James M. Backes, BSPha '91, PharmD, Shawnee, Kan., was promoted to full professor with tenure at the University of Kansas



2014 Athletic Hall of Fame Inductees

- > **Rusty T. Komori II, BA'91 • Men's Tennis**
Leads Creighton in all-time singles wins for men's tennis at 81. Komori ranks No. 1 overall, No. 1 in singles and No. 8 in doubles victories. Team captain (1990, 1991).
- > **Korie Lebeda, BSBA'09 • Volleyball**
No. 1 in Creighton history with 5,281 career assists, and set a Missouri Valley Conference record by averaging 13.34 assists per set during her freshman year. Named to the All-Missouri Valley Conference Team three times.
- > **Laura Spanheimer Dechant, BS'05, DPT'08 • Women's Basketball**
Two-time Missouri Valley Conference Defensive Player of the Year (2003, 2004), ranks first in steals (369), seventh all-time in points scored (1,588) and eighth in games played (125).

Medical Center School of Pharmacy in Kansas City, Kan. **Veronica S. Young, PharmD,** San Antonio, has been named the inaugural director of inter-professional education and community engagement at the University of Texas College of Pharmacy in Austin, Texas.

94 Meaghan M. Shaughnessy, BA, Denver, joined Regis University as an assistant professor of business law this fall. Prior to her academic career, Shaughnessy practiced law at the Denver office of Arnold & Porter, LLP, a Washington, D.C.-based

law firm, from 2002-2010.

97 Michael J. Fleming, BA, Leawood, Kan., was recently named to the top 100 trial lawyers of 2014 by the National Trial Lawyers Association. **Deborah Hutter Goss, MD,** Rivervale, N.J., recently published the book *Catch Your Breath: Getting Back to Better Breathing*. **Laura Rodman Huaracha, BA,** Beach Park, Ill., is associate professor of communication and digital media at Carthage College in Kenosha, Wis. In 2013, she presented at four major conferences and had two photography pieces exhibited/published: "For Uncle John" in *Photographer's Forum* magazine and "The Rescue" at the Women Caucus of Art, Stories We Tell Exhibit at the Phoenix Gallery in New York.

98 Dan V. Manning, PharmD, Parker, Colo., was promoted to senior director and head of rare diseases medical science liaisons at Genzyme-A Sanofi Company, which is headquartered in Cambridge, Mass.

99 Ellen-Elizabeth B. Lee, BSBA, Takoma Park, Md.,

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2014 Alumni Merit Award Recipients

Creighton University congratulates these outstanding graduates who were recognized with Alumni Merit Awards during Alumni Homecoming Weekend. Read more about the recipients at alumni.creighton.edu.



COLLEGE OF ARTS
AND SCIENCES
James Van
Leeuwen, BA'96,
Ph.D.



COLLEGE OF
PROFESSIONAL
STUDIES
Rev. Moses Luba Loli,
BSEMS'08



SCHOOL OF LAW
John McKay, JD'82



HEIDER COLLEGE
OF BUSINESS
Nancy Felker,
BSBA'74, MBA'81



GRADUATE SCHOOL
Rev. Steven Boes,
MS'94



SCHOOL OF
MEDICINE
James Laumond,
MD'64



COLLEGE OF
NURSING
Karen Monsen,
BSN'78, Ph.D.



SCHOOL OF
DENTISTRY
Martin Halbur,
DDS'76



SCHOOL OF
PHARMACY
AND HEALTH
PROFESSIONS
Robert Greenwood,
BSPha'77

ALUMNI HOMECOMING WEEKEND 2015

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traditions

Aloha Spirit: Lu'au a Campus and Cultural Tradition

The food is fabulous (delectable favorites by noted chef Russell W. J. Siu, such as coconut-scented sweet potato mash, shichimi seared chicken and mahi mahi with ginger sauce); the entertainment is marvelous (every dance more beautifully and colorfully choreographed than the one before); and the logistics run like clockwork (picture a long line of laptops with techy students effortlessly checking in 1,000 guests).

But what makes this annual Creighton tradition so enjoyable is the “Aloha Spirit” of hospitality that host students grew up with and so effortlessly lavish on guests at the annual lu'au.

“Every direction you turn, people are relaxed and smiling,” says Michon Marcil Abts, BA'80, MS'87, who attended the 2014 event. “From the greeters, to the food servers, to the emcees and entertainers, there is a sense of graciousness and congeniality.”

The theme of this year's lu'au was “Na Pua Nani O Hawaii” — the Flowers of Hawaii. The 110 tables set up in the Kiewit Fitness Center held bouquets of anthurium, ginger and tropic fleurs.

“The students from Hawaii are proud of where they come from and want to spread the spirit of Aloha with their Creighton family,” says Maile Kagawa Lam, BS'74, MS'77, of Honolulu and whose three children graduated from Creighton. “While

the event allows students to share their culture through food and music, it is the planning and preparation that allow them to work together and strengthen their sense of ‘ohana’ — or family — with each other.”

In a letter to the club following the 2014 event, Hawaii Gov. Neil Abercrombie wrote, “As the Hui 'O Hawaii Club has grown, it has admirably broadened beyond providing a place for students from the islands to gather in support and camaraderie, to sharing the Aloha Spirit in all its graciousness with others in the university and the community. The cuisine of Chef Siu is an ideal vessel for sharing the beauty of our proudly diverse island culture.”

Since the club's founding in 1948, members have encouraged each other's success at a university 3,800 miles from home, helping one another acclimate to Nebraska winters, rigorous academics and mainland customs.

And in the past two decades alone, students from Hawaii have earned more than 800 Creighton degrees.

Do you have a Creighton tradition you would like us to feature? Send your ideas to Rick Davis at richarddavis@creighton.edu.



Photo by Jim Fackler

was promoted to vice president-senior portfolio manager community development finance (affordable housing) division at Capital One Bank in McLean, Va.

00 Jay P. Slagle, BSBA'89, MHS, Omaha, wrote and published the children's book *Jack and Noah's Big Day*.

01 Dr. Jennifer L. Eimers, MA, Marshall, Mo., has been named dean of graduate studies at Missouri Valley College in Marshall.

02 Jacob M. Steinkemper, JD, and **Molly Wickham Steinkemper, JD'03**, Omaha, have opened Steinkemper Law, PC, LLO, in Omaha. The law firm specializes in workers' compensation and personal injury. **Capt. Angela Morrison Swan, BA**, Litchfield Park, Ariz., received her Doctor of Philosophy in criminal justice from Capella University.

04 Andrew J. Consbruck, BS'01, DPT, and **Tammy J. Consbruck, OTD'03**, Gretna, Neb., opened Dynamic Physical Therapy in Gretna. **Dr. Jessica Garcia, BSEMS**, Corpus Christi, Texas, graduated from Christus Spohn Family Medicine Residency in Corpus Christi in January and started her palliative medicine and hospice fellowship in February at the University of Texas Health Science Center in San Antonio. **Douglas R. Lederer, MBA, JD**, Omaha, has joined the law firm of Carlson Burnett LLP in Omaha. Lederer works in the areas of estate planning, estate litigation, family law and juvenile law. **Benjamin T. Peterson, DDS**, Ontario, Ore., was named Ontario, Oregon's "Man of the Year" for his community service efforts.

07 David R. Conklin, JD, West Jordan, Utah, was elected as a shareholder of the law firm Kirton McConkie in Salt Lake City. Conklin is a member of the firm's intellectual property section.

08 Erin Swanson Russell, BA'02, MA, Omaha, received the Leader for Life Award from Creighton University at the annual fundraiser for women's athletics.

11 Brian M. Kurtz, PharmD, BSBS, Ypsilanti, Mich., traveled with a group of colleagues from the University of Michigan and medical team members from Henry Ford Medical Center in Detroit to operate a medical clinic in Migori, Kenya. Kurtz provided pharmacy-related services to the patients in the clinic and worked with a team of local Kenyan pharmacists to provide medication

expertise and community pharmacy services to patients in need of medications.

Weddings

04 Renee T. Lamoureux, BSBA, and Tyler Yost, May 18, 2013, living in Omaha.

07 Angela M. Boyer, BA'04, JD, and Brian M. Zimmer, Oct. 19, 2013, living in Lincoln, Neb. **Mylinh H. Trinh, MD**, and **Jonathan F. Aquino, BS'06**, March 1, 2014, living in Phoenix.

Births

99 Dr. Tin H. Tran, BS, and **Christine A. Tran, MSN'06**, Omaha, a son, Joseph Kelly, Dec. 27, 2013. John-Paul Vaughan and **Deborah Winarski Vaughan, BS**, Lockport, Ill., a son, John-Paul Robert, Aug. 2, 2013.

00 Gregory P. Armendariz, BS'98, MSC, and **Kristin Eickhorst Armendariz, BSEvs'98**, Papillion, Neb., a daughter, Abigail Grace, Feb. 10, 2013. David A. Wagenknecht and **Heather Miller Wagenknecht, BA**, Batavia, Ill., a son, Briggs Daniel, Aug. 12, 2013.

01 Nolan R. Harms, BS, and Amy Harms, Seward, Neb., a daughter, Nevaeh Grace, March 3, 2014.

04 Timothy E. Burk and Shay Graves Burk, BA, Hastings, Neb., twin daughters, Cora Elizabeth and Annabeth Joy, March 4, 2014. **John U. Campbell, BSAtS**, and **Molly McCartney Campbell, BA'06, JD'09**, San Antonio, a son, Warren Joseph, Feb. 18, 2014. Daniel H. Janulewicz and **Melinda "Lindi" Johannsen Janulewicz, BA**, Omaha, a daughter, Matilda "Tilly" Mae, Dec. 6, 2013.

06 Michael Beau Hamilton, DDS, and **Alison Hund Hamilton, BA'02**, Dallas, a daughter, Juliet Louise, Feb. 24, 2014.

07 Robert T. Terp, BSChm, and **Patricia A. Schwartz Terp, BS, MD'11**, Omaha, a son, Braeden Alan, Jan. 15, 2014.

08 Brian J. Blackford, BA'05, JD, and **Angela D. Jensen-Blackford, BA'05**, Omaha, a daughter, Aurora Lois, Jan. 2, 2014. Jeff Swetnam and **Erin Manion Swetnam, JD**, Superior, Colo., a son, Michael Jeffrey, Aug. 2, 2013.

09 James E. Hougas III, BSChm'05, MD, and Anne E. Hougas, Great Falls, Mont., twin daughters, Helen Josephine and

Margaret "Greta" June, Dec. 19, 2013. **Lawrence J. Johnson Jr., JD**, and **Amy Adams Johnson, JD'07**, West Des Moines, Iowa, a daughter, Madeline Lucy, Feb. 25, 2014.

13 Jake Miller and Ashley Shrader Miller, MA, Papillion, Neb., a son, Max, Dec. 21, 2013.

Deaths

39 Dorothy Kalamaja Irwin, SJN, Omaha, Feb. 23, 2014. **Ret. Col. James T. Kisgen, JD**, Northport, Ala., Jan. 4, 2014. **Elizabeth "Betty" Van Ackeren Maire, SJN**, Milwaukie, Ore., Jan. 25, 2014.

41 Clara Hesse Hale, SCN, Sequim, Wash., Feb. 6, 2014.

42 Leo W. Tucker, BA, Grosse Pointe Farms, Mich., Dec. 7, 2013.

43 William J. Morrissey, BSM'42, MD, Phoenix, Dec. 27, 2013.

46 Katherine McDewitt Armstrong, BusAdm, Omaha, Feb. 27, 2014. **Margaret "Marge" Davenport Evans, SCN**, Omaha, Feb. 13, 2014. **John D. Gaughan, BSC**, Las Vegas, March 12, 2014. **Melvin Tatelman, DDS**, Omaha, Dec. 30, 2013.

47 James D. Hunter, BSC, Tucson, Ariz., Jan. 22, 2014.

48 Richard M. Dustin, JD, Omaha, Dec. 24, 2013. **Dr. Richard E. Elston, ARTS**, Spokane, Wash., Dec. 25, 2013.

49 James M. Radcliffe Sr., BSC, Ruidoso, N.M., Nov. 21, 2013.

50 Dr. James M. Crampton, BSPha, Omaha, May 17, 2014. **Peter M. Graff, BSC**, McCook, Neb., Dec. 7, 2013. **Lawrence L. Hoffmann, BSC**, North Platte, Neb., Jan. 10, 2014. **William "Bill" F. Millea, BSC**, Omaha, Jan. 5, 2014.

51 Patricia Hinline Cline, SCN, Missoula, Mont., Nov. 29, 2013.

52 Geraldine Smith Eadie, BS, Modesto, Calif., Feb. 19, 2014. **John W. Quinn, BusAdm**, Omaha, Jan. 9, 2014. **Kenneth E. Shreves, JD**, Sun City, Ariz., Jan. 10, 2014. **Hon. John Verklan Jr., JD**, Crest Hill, Ill., Feb. 11, 2014.

53 Eugene C. Corcoran, BSC, Omaha, Dec. 18, 2013. **Alice Duesing Rausch, BSC**, Alpharetta, Ga., Dec. 22, 2013.

54 John S. Hoffman, BS, Huntley, Ill., Feb. 2, 2014. **Ruth Joanne Wakefield Jordan, SCN**, Omaha, March 7, 2014. **John F. Kelly, MD**, Fort Dodge, Iowa, Feb. 10, 2014. **John J. Thull, BSPha**, Paradise Valley, Ariz., Dec. 15, 2013.

In Remembrance

We remember Creighton University faculty and Jesuits who have recently died. *

Mary S. Byers
Former assistant professor of English; March 22, 2014

Richard Booth, M.D.
Professor emeritus of medicine; May 24, 2014

Mieczyslaw "Mitch" Cegielski, M.D.
Former clinical professor, School of Medicine; July 12, 2014

Dick Ott, S.J.
Chaplain, Creighton University Medical Center; July 15, 2014

Pat Malone, S.J.
Pastor of St. John's Church; July 22, 2014

Michael Proterra, S.J.
Former dean of the College of Arts and Sciences; Aug. 28, 2014

* Faculty and Jesuits who are Creighton alumni are listed in the Alumni Deaths section of *Creighton University Magazine*.



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55 Sr. M.V. Del Grande, MA, Louisville, Ky., March 7, 2014.

56 James F. LaBenz, BusAdm, Sun City, Ariz., Jan. 30, 2014. **Clarence J. Wilsey, BSPha,** Kearney, Neb., Jan. 25, 2014.

57 Everett N. Jones Jr., MD, Boise, Idaho, Dec. 20, 2013. **James L. Spellman Sr., BS'55, JD,** Des Moines, Iowa, Jan. 12, 2014.

59 Richard M. Cartwright, ARTS, Arlington, Neb., March 7, 2014. **Mary Courtney Markham, ARTS,** Harrison Township, Mich., March 13, 2014. **William J. Orester, JD,** Lincoln, Neb., Jan. 14, 2014. **David M. Rossiter, ARTS,** Omaha, Feb. 28, 2014. **John L. Siech, BSPha,** Tripoli, Iowa, Feb. 13, 2014. **Joe J. Tribulato, BSBA,** Van Nuys, Calif., Nov. 28, 2013. **James E. Wenzl, MD,** Oklahoma City, Jan. 9, 2014.

60 Eugene A. Merecki, MD, Cambridge, N.Y., Nov. 19, 2013. **John N. Moran, BSBA,** Omaha, Feb. 8, 2014. **Mary Bruning Morehouse, SJN,** Omaha, Jan. 17, 2014. **Geraldine Brady Weber, BA,** Red Bank, N.J., Feb. 2, 2014.

61 Ret. Lt. Col. Bernard E. Meurrens, BSBA, Prescott, Ariz., Dec. 25, 2013. **Carol Carroll**

Reilly, BusAdm, Shawnee, Kan., Feb. 3, 2014.

62 Dave A. Douma, DDS, Bozeman, Mont., Jan. 27, 2014. **Charlie I. Scudder Jr., JD,** Omaha, Jan. 2, 2014.

63 Gilbert C. Swanson Jr., ARTS, Longmont, Colo., Dec. 30, 2013. **Sr. Dorothea Turner, RSM, MSEdu,** Omaha, Jan. 20, 2014.

64 John A. Casillas, BA, Pueblo, Colo., Feb. 21, 2014. **Joseph B. Devin, MD,** La Jolla, Calif., Feb. 23, 2014. **E. Newton Kelley, DDS,** Ashland, Neb., Feb. 9, 2014. **Sr. M. Emily Peetz, OSU, MA,** Louisville, Ky., Jan. 2, 2014.

65 Dr. James M. Boland, BA'63, MSGuid, Puerto Vallarta, Mexico, Jan. 3, 2014. **John F. Shannon, BS'52, MA,** Avalon, Calif., Dec. 10, 2012.

66 Harry T. Ambrose, MBA, Williamsburg, Va., Feb. 20, 2014. **Mary Stafford Noonan, BSMT,** North Platte, Neb., March 25, 2014. **Helen Peter Pratkelis-Kelberer, BA,** South Bend, Neb., Feb. 2, 2014.

67 Richard P. Daly, BA, Denver, March 21, 2014. **Dwylan R. Gearhart, BA,** Council Bluffs, Iowa, Dec. 16, 2013. **Alfred M. Mick, MD,**

Portland, Ore., Jan. 18, 2014. **Thomas A. Tinley, BA'62, MA,** Chicago, Feb. 11, 2014.

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73 Kathleen Krohn Fitch, BSBA, Omaha, March 17, 2014. **Mark F. Hermanek, BSBA,** Omaha, March 4, 2014. **Sr. Agnesmarie Slight, MSEdu,** O'Neill, Neb., Jan. 13, 2014.

74 Steven J. McPherson, BSBA, Ashland, Neb., Feb. 7, 2014.

75 Charles T. "Chuck" Rush, ARTS'72, MD, Omaha, Feb. 24, 2014.

78 Edward T. Beitenman, BSBA, Las Vegas, March 2, 2014. **Christopher Lee, JD,** New London, N.H., Feb. 10, 2014.

82 William E. Robinson, BSMth, Omaha, March 2, 2014.

86 James W. Porter, DDS, Highlands Ranch, Colo., Jan. 2, 2014.

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13 Lexie W. Lamere, ARTS, South Sioux City, Neb., Jan. 3, 2014.

Is Altruism an Inherent Trait of Human Beings?

By Richard O'Brien, MS'58, MD'60
University Professor Emeritus

There is a good deal of evidence that human beings have an innate drive to help others who are in need. Is altruism a natural part of human existence?

That altruism is a common human drive is evidenced by its recognition and promotion by many religions. The importance of helping others is enshrined in religious traditions around the world. Life is believed to be a gift from God. It is therefore our duty to protect and to preserve this divine gift. Health is viewed as our natural state and is to be preserved.

Judaism teaches that we are stewards of and responsible for our own lives and those of others: Leviticus commands us "Love your neighbor as yourself." Christians are commanded to "Love one another." Jesus' numerous acts of healing are examples of this, as is the story of the good Samaritan. Islam teaches that we are to preserve and protect the "precious gift of life." Eastern religions also invoke the sanctity of life and the importance of protecting it.

Even secular (nonreligious) humanism may be cited, too, as acknowledging the value of life and health. Karl Marx points out that religion accepts suffering as part of human life and suggests that atheism frees mankind to fight suffering. Several of the former Soviet Socialist Republics declared health a basic human right.

There is also good reason to believe that this desire to help others antedates the modern Abrahamic religions. Perhaps the oldest examples of human caring for those suffering have been found in the Shanidar Cave in Iraq. Neanderthal skeletons have been found that show signs of injuries that

healed but must have left those who suffered them incapacitated, implying strongly that they were then cared for by others. And this apparently extended to concern and care about their afterlife because they were given ritual burials.

Religious or humanistic motives may be expressions of an innate biologic need to help others. Man evolved as a communal animal with the need to preserve the health and well-being of the community, which is dependent on the well-being of the individuals that comprise it. Thus, the drive to help others has evolutionary value, assuring the survival and flourishing of the human species. This is also manifest in other communal animals that assure species survival by cooperation and commitment to others of the species.

Richard Dawkins, in his book *The Selfish Gene*, and James Wilson, in *The Moral Sense*, both suggest that altruism or a desire to help others has value in preserving genes and cultures and, in consequence, the lives and health of human beings and members of other species. Dawkins cites a number of examples of cooperative behavior in animals other than humans.

This certainly exists in the great apes.

There are numerous reports of primates caring for each other. Apes have been observed removing foreign objects from others' eyes, removing splinters and consoling group members grieving the loss of an infant.

In response to the question of whether humans have an innate drive to help others, the answer is clearly yes, and this is also true of other animal species.

In humans, this drive may explain why some choose helping professions, why many individuals volunteer their time and services, why many engage in philanthropy and why the government supports programs to provide food, income, healthcare and other services to those in need.

Even though we can readily conclude that there is an innate human desire to help others in need, it must be acknowledged that not all humans possess this altruistic spirit. We are all familiar with people who are not so motivated and pursue their self-interest, often to the detriment of others. But fortunately, these people seem to be a minority and usually are easily identified.



About the author: O'Brien is a former dean of the School of Medicine and vice president for Health Sciences at Creighton.

He founded Creighton's Center for Health Policy and Ethics. He became university professor emeritus in 2011, but he remains an active member of the Creighton community. The content of this piece is significantly derived from his article "Choosing medicine: Motive, incentive, obligation," originally published in the journal *The Pharos of Alpha Omega Alpha* in 1995.

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