



FACULTY ART SHOW



Three Teachers OF THE YEAR



Looking AHEAD



A WORD FROM THE DEAN

A few weeks ago, a groundbreaking ceremony for the new Nursing & Health Science building kicked off the centenary celebration of A&M-Commerce becoming a state institution. Two years ago we celebrated the 125th anniversary of our founding. I often wonder, what would Mayo think of the university he founded? Might he have foreseen the size of the student body growing from 234, in the year Mayo died, to the more than 13,000 of today? Might he have foreseen the tens of thousands of lives set on a path to success by the education received at the school? Might he have foreseen the ever growing body of original research the researchers and scholars at A&M-Commerce produce year after year? Clearly not, because no man is clairvoyant. But some people, and Mayo was one of those, plant trees that other men and women will sit under. That is the true sign of the visionary leader. No one knows what the future will bring, but we can make sure that it is a better and more meaningful future.

This is all the more true in dark times such as these when the purpose of higher education seems to have been forgotten and the legislature is debating brutal budget cuts that would seriously affect the capacity of many universities in Texas to continue to

provide the basic services they were set up for. Luckily, A&M-Commerce, through sound planning and because of our significant growth in the past years is in a better position than most universities. However, as most of you probably know, state funding remains a significant part of our budget, even if a much smaller part of what it was in the recent past. Indeed, the sources of operating funds for the university do not change: besides state funding, student tuition, which has been frozen for several years, and revenue from various commercial enterprises on campus, such as the bookstore, the cafeteria, etc., the only other source of funds are donations from our alumni and friends.

This is why we ask you to join us in planting trees that men and women of all paths of life will sit under and from there will be set on a path to a better and more meaningful life.



Sal Attardo

Dean, College of Humanities, Social Sciences and Arts

TABLE OF CONTENTS

- 4** Looking Ahead: Rosa Oh
- 7** Graduate Student Promotes Southern Women's History
- 8** Take a Journey with Music Education
- 10** Trade Up
- 13** Faculty Art Show

Editorial Content by Anna Hilman and Erin Galope
Design by Tatiana Chamorro

The Update is the newsletter of the College of Humanities, Social Sciences and Arts.





Recently, The Update had an opportunity to sit for a chat with successful alumna Rosa Oh, the immediate past chairwoman of the Greater Dallas Asian American Chamber of Commerce. Rosa is a proud graduate of ETSU and the CEO and CMO of The Oh Group, LLC., a Dallas-based advertising agency, with an impressive rosters and portfolio of Fortune 500 clients/work and is the Asian Agency on record for the Dallas Convention and Visitors Bureau (VisitDallas).

Rosa described the one-year appointment as the crowning accomplishment of her work with the Greater Dallas Asian American Chamber of Commerce, which has been dedicated to implementing a vision of shared work with other chambers of commerce and other ethnic chamber of commerce. Rosa described the 2016 Home Depot Asian Festival held in May and also Asian Heritage month that brings together many Asian countries to showcase their various cultures and heritages.

Rosa's involvement with the Greater Dallas Asian American Chamber of Commerce is not over, as she explained, since she is still on the executive committee

as the immediate past chairwoman, but she is already looking ahead, having received a United States Patent for her invention of a carrying device for large objects such as newsprint pads (a problem many art students and professional will relate to).

Rosa has founded another company called Strap and Tote, LLC to commercialize this invention. When asked to comment on how she felt toward her old alma mater, Rosa remarked that even though she'd been out of touch for many years, she was still grateful for the education and expertise she had acquired. She personally expresses gratitude to Mr. Noah Nelson, Vice President for Media Relations and Community Engagement, and other staff members for their support and partnership with the Greater Dallas Asian American Chamber of Commerce. Rosa had awarded Texas A&M University-Commerce the "Chairman Award" at the Awards Banquet, one of the chamber's signature event.

Photography by Sam Hsu.




“ The
certificate
program
concentrates
specifically
on local
history ”

PRESERVING THE PAST

In order to meet the growing need for trained public historians, the history department at A&M-Commerce now offers graduate students the chance to earn a certificate in public history. The certificate program concentrates specifically on local history and provides students with internship opportunities at local museums, archives, libraries and historical sites. “Overall, the goal is to train students on how history can be created for and utilized by public audiences, especially local audiences,” explained Department of History Head, Dr. William Kuracina.

Each student’s work will contribute to the creation of a digital Northeast Texas local history center, which will digitally house historical artifacts, displays, research and experiences. “This intersection of student and faculty research will make Northeast Texas local history, the department and the university available to global audiences,” said Dr. Kuracina. This unique opportunity allows our students to explore, interpret and preserve the rich local history of Northeast Texas and the home of A&M-Commerce.

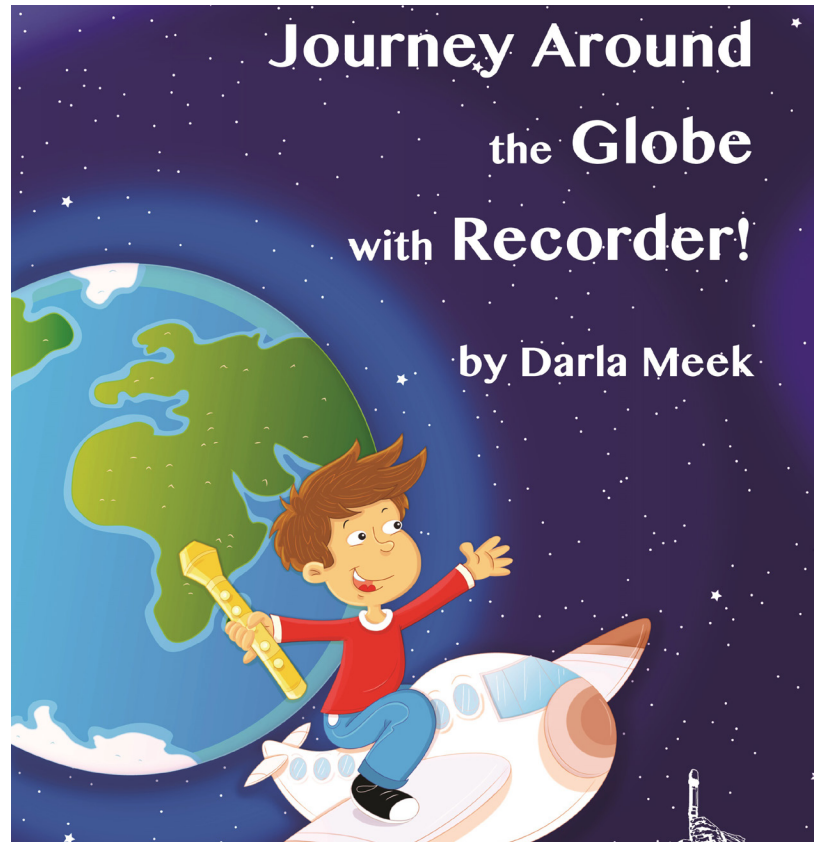


A portrait of Leah Ochoa, a woman with long brown hair, smiling. She is wearing a dark top and a necklace with large, colorful beads. The image is partially obscured by an orange geometric shape on the right side of the page.

“This is an important step in my journey to becoming the scholar that I want to be.”

GRADUATE STUDENT PROMOTES SOUTHERN WOMEN'S HISTORY

History master's student, Leah Ochoa, was invited by the Southern Association for Women Historians (SAWH), to serve as graduate representative of the SAWH Executive Council. SAWH is a national association that supports the study of Women's History and the work of women historians primarily focused in the American South, and is an affiliate partner of the Southern Historical Association. "My role in the organization is to help graduate students navigate the world of academia and connect with other scholars in the field in order to support and build the profession," said Ochoa. "I am thankful for this amazing opportunity to expand my research and be an active member of my field. This is an important step in my journey to becoming the scholar that I want to be."



“A really important step in celebrating diversity.”

Darla Meek

TAKE A JOURNEY WITH MUSIC EDUCATION

Darla Meek's book, "Journey Around the Globe with Recorder!" was released at the 2016 Texas Music Educators Association Conference in San Antonio. The method book for teaching soprano recorder in a classroom setting was published by Sweet Pipes, Inc. Combining musicianship, critical thinking and diverse cultural studies, the book features a series of 24 lessons with PowerPoint presentations, which introduce each note of the soprano recorder in sequence. The songs in the book come from a variety of cultures. "Through a guided study of music, children can learn to recognize similarities and differences between their own cultures and those of others," explained Meek. "This is a really important step in celebrating diversity." In addition to the songs, each lesson includes a game, listening activity, or dance from each culture. Meek's one-of-a-kind collection allows elementary music educators and their students to explore new regions and cultures together in the classroom and come to appreciate the diversity that exists within our own society.

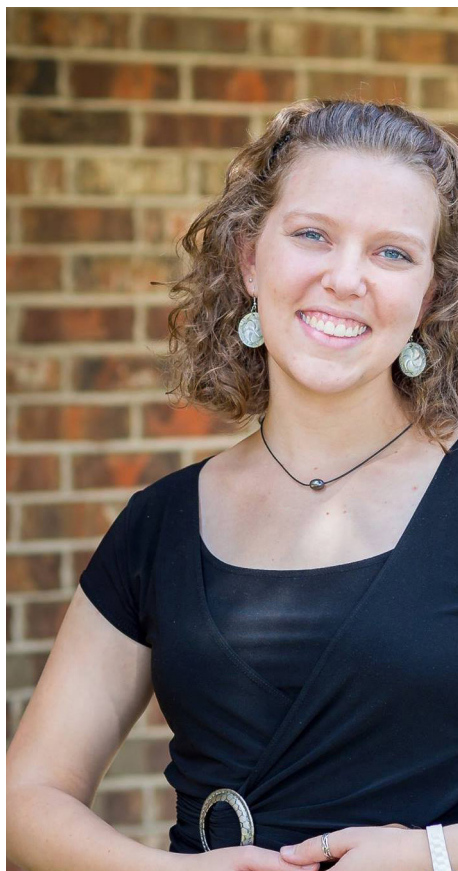
THREE TEACHERS OF THE YEAR

Producing an alumnus who received “Teacher of the Year” would be an accomplishment for any department. However, when the music department at Texas A&M University-Commerce generates not one, not two, but three “teachers of the year,” then that is cause for celebration.

I had a not-so-great music teacher that actually inspired me to become a music teacher.

Receiving “Teacher of the Year” for his entire district is a feat for any established educator. However, Kyle Causey managed to do it in only his third year of teaching. “I love seeing the light bulbs turn on when teaching students new ideas and concepts,” stated Causey. Kathryn To’afa, Cox Elementary’s “Teacher of the Year” stated, “I had a not-so-great music teacher

that actually inspired me to pursue a degree in music education. That sounds weird, right?” If it had not been for the instruction received at A&M-Commerce, she might have given up music altogether. And Abby Hampton, “Spotlight” teacher for Timber Ridge Elementary School, praises the staff and professors at A&M-Commerce for making her feel safe and giving her the courage to tackle any obstacle. “They pay me to do this?” exclaims Hampton. “I absolutely love doing what I do. Hampton’s involvement in the Pride Marching Band, Wind Ensemble and service sorority Tau Beta Sigma helped her grow in the knowledge of music.



America doesn't have
a jobs shortage

AMERICA HAS A SKILLS SHORTAGE.

WORLD WITHOUT TRADESMEN, UNWV TOOLS, 2011

STATISTICS



8%

Construction contributes 8% of the gross national product making it the second-largest industry in the nation.

CONSTRUCTION NEWS RECORD, OCTOBER 20, 2010



1 FOR EVERY 3

Only one skilled worker is entering the workforce for every three that are retiring or leaving the profession.

WORLD WITHOUT TRADESMEN, UNWV TOOLS, 2011



5%

of high school graduates consider a career in the trades.

STUDY BY THE DEPARTMENT OF DEFENSE EDUCATION ACTIVITY, 2010



91%

of parents want their child to attend college.

VOCATIONAL NEWS/TOOLS: WHERE JOBS GROW AND THE SOCIAL HANDICAP, 2010



51%

of American adults aged 18-35 are living with their parents.

2014 REAL SCHOOLS

PROBLEM STATEMENT

Years of waning popularity in skilled-labor careers have created a huge void in the labor market that continues to grow.

SKILLED TRADESMEN SHORTAGE, 2011

PURPOSE OF THE EXHIBITION

This exhibition focuses on developing a design-centric presentation of the merits of vocational careers to be presented to middle school and high school students, parents, and educators. The goal is to provide educators a means to propose vocational trades as viable and enviable career paths in lieu of the high level of job demand in the labor market.

RESEARCH THAT INFORMS THE SOLUTION

Research is vital in order to build a framework for a creative approach to a problem.¹

This framework illuminates context and inspires thinking. By determining a brand position, a brand personality, and a brand affiliation, you can define a target audience, a competitive category, and the most meaningful point of difference for a brand.²

1. IDENTIFY YOUR COMMUNICATION GOALS, 2011
2. JEFFREY M. LEE, THE BRAND POSITIONING, 2011

CURRENT PERCEPTION OF TRADES

- I don't know anything about vocational trades
- Vocational trades are low paying and menial
- Everyone should go to college regardless of where their aptitude lies

MARKET RESEARCH, DISTRIBUTION, 2011

WHAT WOULD WE LIKE THE AUDIENCE TO THINK?

- Vocational training may be a good career path
- It is on the same level as college and the military
- I would like to know more

BENEFITS OF VOCATIONAL TRADES

Financial

- Get paid to learn
- Skilled tradesmen earn good salaries
- Skilled trades provide an income that supports an independent lifestyle

Opportunity

- There is a high demand for skilled tradesmen, both male and female
- There will always be a need for skilled tradesmen and women
- Trade skills last forever
- There is opportunity for advancement in certifications
- Advancement to supervisor, project manager, inspector
- Move into new fields that interest you
- Ongoing education

Creativity

- Skilled tradesmen are problem-solvers
- Creating and/or fixing things requires creative thinking
- Skilled trades are "hands on" trades, so whatever you do, you can call your own

Variety

- Because skilled trades involve "project work," every day is different
- Skilled trades are not performed in traditional office settings
- Locations are often temporary, and sometimes outdoors
- Advances in technology bring new opportunities

CONSTRUCTION NEWS RECORD, 2011

The U.S. is failing to prepare millions of young people to lead successful lives because high schools focus too narrowly on a college-prep approach to education.

IDENTIFY YOUR COMMUNICATION GOALS, 2011



Donna Aldridge, class of 2015 is helping employers in the trades get the skilled labor that they seek by putting her thesis study into practice.

Donnas' design-centric thesis study: "Elevating The Perception Of Vocational Trades In Middle Schools And High Schools" was developed while obtaining her MFA degree in Art with an emphasis in Visual Communication at the downtown Dallas TAMUC location. From the 1950s through the early 1990s shop class was a common requirement of the high school curriculum, but now in most schools it has been replaced by college preparatory courses. High schools now stress a college education as the primary route to a successful life. For many, however,

college may not be the best career choice.

Dona's study developed a design-centric solution to introduce to middle school and high school students vocational trades as a viable career path. It seeks to provide educators, parents, and students, with a marketing strategy promoting trades as attractive and profitable careers, especially in view of the current high demand for skilled labor. By developing a cohesive marketing campaign that connects with youth on a personal level, it is her hope that this solution will encourage a restoration of vocational education to the public schools and elevate the stature of trades to the levels of respect and popularity enjoyed today by college and the military

Donnas' re-branding strategy for promoting vocational trades as a viable career path in high schools caught the eye of The Brandt Companies—the largest MEP (mechanical, electrical, plumbing) services contractor in the state of Texas. Brandt acquired Donnas' "Trade-Up" concept for recruiting purposes and retained Donna to oversee the program's implementation in the marketplace.

This outstanding example of design thinking and innovation in the marketplace is evidence of our students continued success in making a real difference in the business community.



DALLAS NEWS
Powered by The Dallas Morning News

ARTS

PERFORMING ARTS

VISUAL ARTS

CLASSICAL MUSIC

BOOKS

ARCHITECTURE



VISUAL ARTS FEB 7



Photographer Leigh Merrill wants to adjust your focus



Danielle Avram, Special Contributor ✉

DALLAS NEWS COVERS FACULTY MEMBER WORK

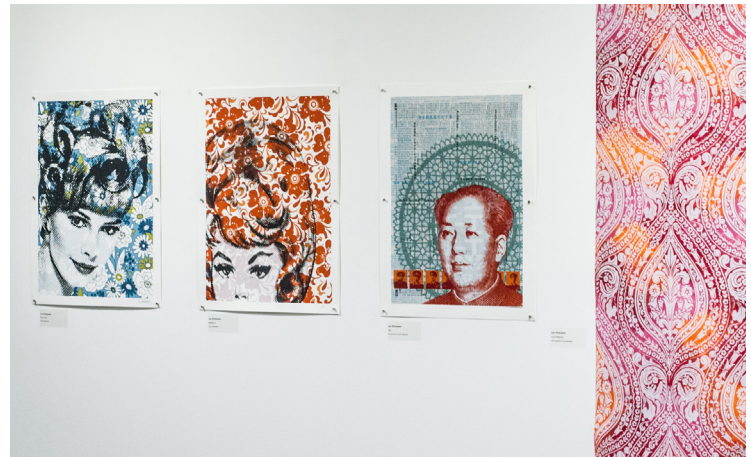
It's gratifying when the driven faculty and staff of Texas A&M University-Commerce are recognized by the world at large. The work of Leigh Merrill, Assistant Professor of Photography at the University, has been part of exhibitions internationally and throughout the United States. The Dallas Morning News recently featured a story on her and her work after a showing closer to home in Arlington. They praised her creation of composite images of spaces that don't exist in reality for their particular relevance in today's "world of alternative facts". We salute our talented, purpose-driven faculty as they bring creativity to the world as Leigh Merrill does.

You can check the article out at:

www.dallasnews.com/arts/visual-arts/2017/02/07/photographer-leigh-merrill-wants-adjust-focus

FACULTY ART SHOW

ART



The Department of Art's Visual Communication Faculty Exhibition featuring work from the faculty and adjuncts of the 2016-2017 academic year opened on March 2. Video, screen printing, packaging, logo design, poster and letterpress work highlighted the wide-ranging areas of visual communication the faculty represent.

**“ I’m not out
to change an
organization for a day
or a month. I’m out
to change the lives
of as many people as
possible.”**

-T. Boone Pickens

Help Us Grow

Texas A&M University-Commerce, formerly East Texas State University, has grown by 30% since 2008. This makes us one of the fastest growing universities in the country. The reasons are simple: our students are attracted by the quality of our academic programs, our small class sizes, the convenience of our multiple locations and online programs, and above all by the individual attention to the students which has earned us the nickname of the “university that cares.”

The College of Humanities, Social Sciences & Arts is one of the key players enabling this growth. We offer 65% of the core curriculum for the whole university, as well as more than fifty graduate and undergraduate programs.

You can help our students grow both academically and professionally by making a gift to the College of Humanities, Social Sciences & Arts. Your gift of any amount will impact our students’ lives.

Giving is easy! Return the form below or make a gift on our secure website at www.tamuc.edu/give. Also, you can call Heather Himes at 903-468-8182.

THEATRE

Dr. John Hanners Memorial Acting Scholarship
Supports Acting Scholarships

Watashia Jayroe Acting Scholarship
Supports Acting Scholarships

MUSIC

Alumni & Friends Music Scholarship
Supports Music Scholarships

Piano Excellence Fund
Supports Operations of Piano Program

ART

Art Excellence Fund
Supports Art Department Operations

Third Floor Photography Endowment
Supports Department Scholarships

POLITICAL SCIENCE

Political Science Scholarship Endowment
Supports Department Operations

Political Science Excellence Fund
Supports Department Scholarships

HISTORY

East Texas War & Memory
Supports Operations of the Department of History

History Excellence Fund
Supports Operations

LITERATURE & LANGUAGES

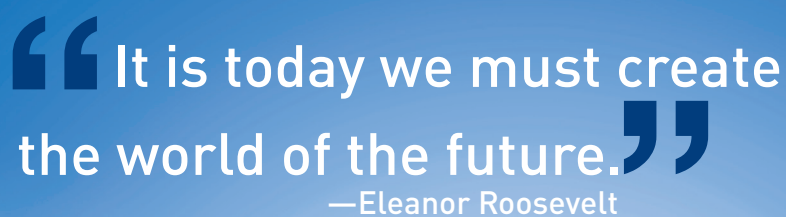
Fred Tarpley English Endowment
Supports Tarpley Scholarship

Mayo Review Excellence Fund
Supports the Mayo Review Literary Magazine

SOCIOLOGY & CRIMINAL JUSTICE

Sociology Excellence Fund
Supports Department Operations

Criminal Justice Excellence Fund
Supports Criminal Justice Scholarships



YES! I would like to make a contribution to Texas A&M University-Commerce to help deserving students in the College of Humanities, Social Sciences & Arts. My gift will continue the university's mission of changing lives.

- Credit Card: ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Please contact our office for information regarding bank drafts and matching gifts - 903-886-5712.



PO Box 3011
Commerce, TX
75429

CHANGE SERVICE REQUESTED

 tamucchssa

 chssatamuc

 chssatamuc

 lionsmedia

THE UPDATE
College of Humanities, Social Sciences & Arts

