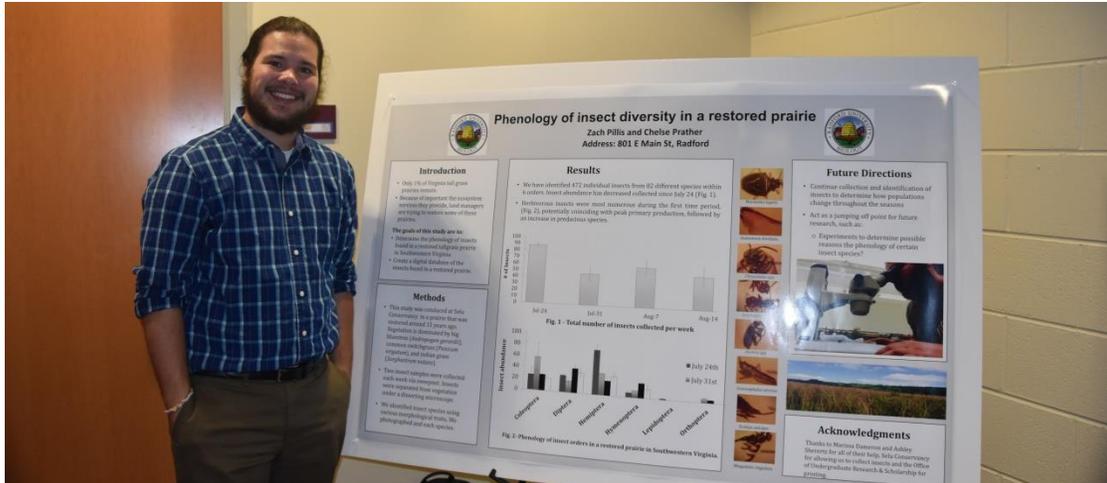


FROM THE DEAN'S DESK – September 21, 2015

THE RADFORD UNIVERSITY COLLEGE OF SCIENCE AND TECHNOLOGY NEWSLETTER



Zach Pills with his poster presentation during the 2015 Summer Research Celebration

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CSAT STUDENTS FEATURED PROMINENTLY AT SUMMER RESEARCH CELEBRATION

Summer research activities were highlighted during a celebration and forum on Wednesday, September 16th from 11am until 5pm in the Bonnie Hurlburt Student Center Auditorium sponsored by the Office of Undergraduate Research and Scholarship (OURS).

Seventeen of the twenty-three RU undergraduate students featured are members of the College of Science and Technology in the areas of biology, physics, chemistry, geology, geospatial science and mathematics.

Jessica Wood, a senior, began the day with her presentation about her work creating a “non-human vs. Human bone identification database.” Much of her research included was analyzing the distinct bone sizes and shapes and categorizing many of the most common for use by investigators and law enforcement officials.



Jessica Wood

Charles Folsom, a senior, presented elements of the work his research team conducted to help improve chemotherapy drugs in the treatment of colon cancer with the study of “Mutagenic characterization of the bacterial loop of E. coli b- glucuronidase.”



Charles Folsom

David Foley presented his comparative study of the digital evidence of bone repair which can be used to help investigators determine if child abuse took place in cases of infant death.

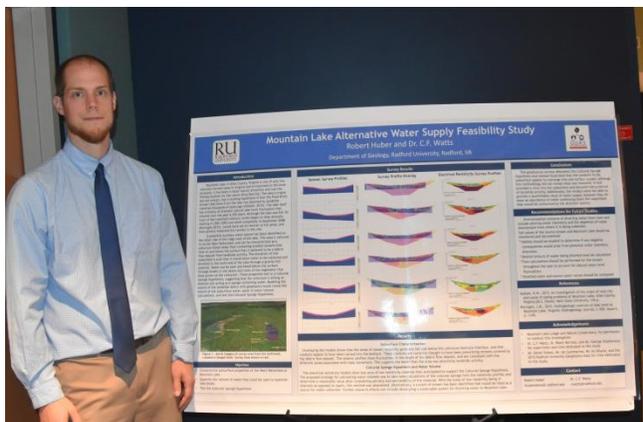
Renee Jessee was enthusiastic about her study titled “behavior and physiological correlates of snake feeding performance based on ingestion ratio.” Her findings were surprising in how search time didn’t interrupt with the eating of their prey.

Ashley Sheretz had a tedious task during the summer collecting almost four thousand insects and identifying them into numerous species and orders during her trip to Texas as a part of the Survey of Insect Diversity in Coastal Tallgrass Prairies. She shared her work during the poster session of the celebration.

Back in Radford, senior Jean-Francois Racinet studied the “development and testing of scanning tunneling microscope for use in ultra-high vacuum.” He was able to achieve atomic resolution and resolve images of atoms on the surface of a system of atoms.



Renee Jessee

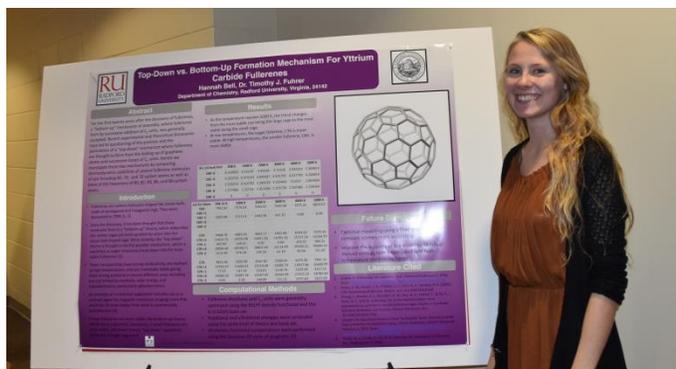


Robert Huber

Robert Huber presented a *Mountain Lake alternative water supply feasibility study* during the poster session. He found that due to construction around the lake, its natural water supply was cut off. The board members of Mountain Lake said they cannot move water from the nearby lakes due to water chemistry levels.

Zack Pillis created a poster to share his research on “phenology of insect diversity in a restored prairie.” He discovered that when the floral count is really high so is the insect count; as well as the number of predators who eat those small insects.

Hannah Bell studied “top-down vs. bottom-up formation mechanism for yttrium Carbide fullerenes” She found that the lower temperature was most stable and would start processing bottom-up. High temperatures were less stable and would start processing from top-down.



Hannah Bell

RARE SHOWCASE

The Radford Amazonian Research Expedition program was featured with students presenting their research as well as participating in a question and answer session about their experience.

Emily Guise tested the “antibacterial properties of Amazonian medicinal plants.” She found that only one tree had medicinal uses against bacteria, which does not mean that other trees do not provide the same medical uses.



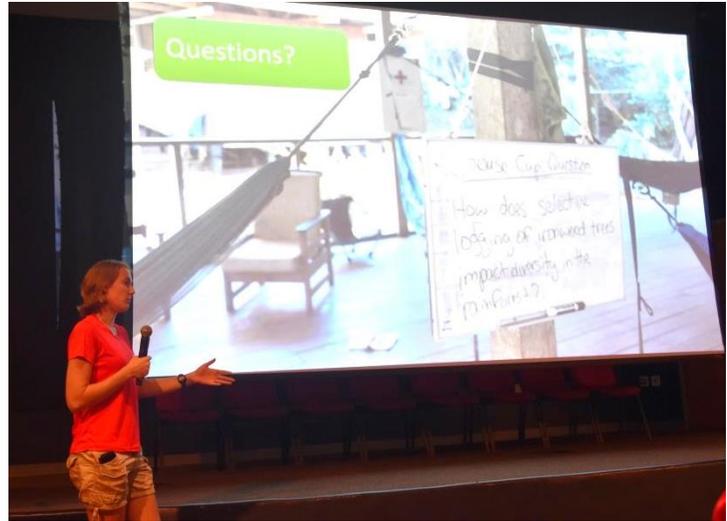
Hanna Mitchell

Diego Kendall studied “the biogeography of nutrient preference in tropical wasp species” He found certain wasps that were unique due to certain characteristics based on eyes, tails, and body shape.

Hanna Mitchell used mathematics to develop an integrative genomic phylogeny of fungus Hanna said her research is still on going and hoping to finish the database soon.

Sarah Hebert Studied the “presence of chytridiomycosis infection in Amazonian frogs” Sarah has always been interested in frogs, which prompted her to perform this study and to better understand the lack of present chytridiomycosis in the Amazon.

Michelle Maurer, a Nursing major, studied variation in healing patterns of insect-induced wounds. While her study is inconclusive at this point, she plans to continue the work to learn why certain participants healed faster than others.



Sarah Hebert



Shane Brandes

Following the RARE presentations, Shane Brandes discussed “sex based differences in parental care in response to predation risk in Eastern Bluebirds(*Sialia sialis*)” Shane is still in the process of recording his data but predicts that female bluebirds comfort and take care of their young bluebird males.

Lindsey Lesure studied “characterization and binding of amino acid mutants F365Y and F365W of E. Coli β - glucuronidase. Her goals are to determine the importance of residue 365 and binding of Z77 inhibitor.

Cassie Bonavita presented the “examination of intestinal Bacteria in Mosquitoes on the Amazon Rainforest in relation to Various Arboviruses, Specifically Dengue Fever” This is ongoing research that Cassie hopes to continue in her graduate studies.



Cassie Bonavita

Story and photos by Olivia Lopez

DRS. CLIFF AND DONNA BOYD HONORED AT ANNUAL VIRGINIA FORENSIC SCIENCE ACADEMY MEETING

On Thursday, September 3, Drs. Cliff and Donna Boyd, Co-Directors of the RU Forensic Science Institute, received special recognition at the 42nd annual meeting of the Virginia Forensic Science Academy, held at Virginia Beach. The Virginia Forensic Science Academy is an elite academy offering rigorous forensic science instruction through the Virginia Department of Forensic Science for law enforcement agency representatives across the Commonwealth. The Academy Alumni Association Executive Board voted to award the Boyds Honorary Membership in the Forensic Science Academy, based on recommendations by state and local law enforcement officers. This recognition was also approved by the active membership of the Academy. This is the highest award given to civilians by this preeminent law enforcement association, and was given to the Boyds “in recognition of their contributions to the Forensic Science Academy and the advancement of crime scene investigation.”



“Dr. Cliff Boyd and Dr. Donna Boyd have been teaming up to teach the Forensic Archaeology and Forensic Anthropology portions of the Virginia Forensic Science Academy for nearly 15 years” stated Jeff Dwyer, Training Manager for the VA Division of Forensic Science in Richmond. “The Forensic Science Academy trains law enforcement personnel how to properly locate, recognize, document and collect items of physical evidence utilizing a systematic approach to crime scene investigation.”

The Boyds have been teaching short workshops in forensic anthropology and archaeology 2-3 times a year at the Virginia Department of Forensic Science in Richmond since 2003. In addition, they have taught several workshops on human skeletal analysis and crime scene documentation for law enforcement and search and recovery personnel at Radford University. They have also assisted the Virginia Office of the Chief Medical Examiner, Western District (Roanoke) and law enforcement agencies across the Commonwealth in crime scene investigation and the analysis of human remains from forensic cases since 1999.



Dr. Cliff Boyd and Dr. Donna Boyd

Mr. Dwyer added “Despite their busy schedules, they have always been “eager” to share their expertise with the academy students. The Virginia Forensic Science Academy and hundreds of Virginia law enforcement personnel have benefitted from their instruction through our program over the years.”

COLLEGE OF SCIENCE AND TECHNOLOGY ALUMNI PARTICIPATE IN CAREER PREP CONFERENCE

More than 250 Radford University students enhanced their career prospects on Saturday, September 12, 2015 during the first RU Career PREP Conference: A student professional development event. The program featured alumni speakers and panels to help showcase the success that RU graduates have experienced to help current students better understand strategies for mapping their own career paths.

The day began in Bondurant Auditorium with a keynote address by Priya Ramesh, Director, External Communications, IBM Cloud. Recognized as one of Top Rank Marketing's "25 Women Who Rocked Social Media in 2013," Priya Ramesh challenges the status quo to optimize the corporate communications function for global brands, including Microsoft, HP, Ford Motor Company, AARP, Charles Schwab, Air New Zealand and Bridgestone Americas. Her expertise in influencer relations and viral video marketing for Network Solutions (now Web.com) was recognized as one of Mashable's "Top Seven Twitter Marketing Campaigns" in 2011.

After a rousing start, students proceeded to the College of Business and Economics building for sessions pertaining to their career interests. Two workshops featured College of Science and

Technology Alumni: the Information Technology/Cyber Security panel and the Scientific Research and Geosciences panel. More than 100 students attended those two panels over the course of the afternoon to meet the alumni and learn from their career experiences.



Scientific Research and Geosciences Panel featuring (L to R) Kiersten Newtoff, Steven Harvey, Brendan Fisher, and Daniel Hansen.



Information Technology and Cyber Security Panel featuring (L to R) Keith Perry, Rob Mancini, Tracy Fowle, and Keith McCammon.

Serving on the Information Technology/Cyber Security Panel were Keith Perry, Vice President and CIO, Carillion; Rob Mancini, CIO, CTO, VP of I.T. for Dixon Hughes Goodman (BBA '93); Tracy Fowl, Senior Associate, Booz Allen Hamilton (BBA '90); and Keith McCammon, Co-Founder and Director of Detection Operations, Red Canary, Kyrus Technology ('99). Mr. McCammon also took the opportunity to arrive a day early to speak with several I.T. classes on Friday.

Serving on the Scientific Research and Geosciences panel were Steven Harvey, Director of Manufacturing, Techlab ('95); Kiersten Newtoff, NASA Goddard Space Flight Center ('12); Brendan Fisher, Vice President, Crux Engineering Group (MS '98); and Daniel Hansen, Associate, Balzer and Associates (BS '04).

Advice given to the students included “work hard, show you can stick to a job, improve writing and oral communication skills, and be interdisciplinary to broaden your skills.”



Keith McCammon speaking to an RU Information Technology class

One of the key elements of each presentation was to make connections that can help you advance in your career. This was the focus and the day concluded with a Networking Reception in the COBE Multipurpose Room where conversations continued and students had an opportunity to meet alumni from other panels outside the ones pertaining to their specific areas of study.

The event was sponsored by the Career Center, College of Business and Economics, College of Humanities and Behavioral Sciences, and College of Science and Technology

GEOLOGY STUDENTS PARTICIPATE IN FIELD TRIP

Saturday, September 12, students and faculty members from the Department of Geology participated in a “New Student Field Trip” to help welcome the newest majors and to build camaraderie within their cohort.

“For the majority of students, this was their first big geology field trip, and we wanted to introduce them to the excellent geology here in SWVA” said Dr. Jon Tso, Chair of the Geology Department. “We did some teaching of basic principles, and what geologists look for when they do field work.”

The trip touched on many aspects of geology: how the rocks were deposited, where participants looked at how the rocks provide clues as to their ancient



Nineteen new geology majors and six faculty at the “black shales” in Giles County, VA

environments of deposition; what kinds of ancient forms of life can be found; how the rocks were deformed during the building of the Appalachian Mountains; and how erosion has affected the landscape. Dr. Tso added “It was cloudy, but we got up to the East River Mountain overlook to view the Valley and Ridge to Appalachian Plateau transitions.” The group also explored how the landscape has affected the human settlement of this area and included a discussion of why RU community members are known as Highlanders. Students were also introduced to how people have used the rocks for economic development such as a coal seam and some black shale – the kind that is “fracked” elsewhere. Finally they touched on environmental challenges including an exposed cave and a landslide locality in Narrows, and the black shales that pose a radon risk and acid drainage problem.

Each faculty member got to lead at least one stop, giving each of us a chance to speak to his/her field of specialization to allow students to see the wide range of possibilities of their new major.



RADFORD UNIVERSITY FACULTY TO SERVE AS DELEGATES TO INTERNATIONAL CONFERENCE

Two College of Science and Technology faculty members will be a part of the Radford University team of delegates in October at the Appalachians/Carpathians International Conference hosted by the Transylvania University of Braşov, Faculty of Letters.

Dr. Rick Roth, Chair, Department of Geospatial Science, and Dr. Christine Small, Chair, Department of Biology, will join Dr. Theresa Burriss, Chair, Appalachian Studies/Director, Appalachian Regional & Rural Studies Center, and Christopher Miller, Assistant Professor and Archivist as the Radford University delegation.



The Campus of Transylvania University of Brasov - <http://www.unitbv.ro/en/home.aspx>

The conference, a biennial event, will bring more than twenty-four U.S. scholars to the city of Braşov, Romania over a three-day period. An equal number of Romanian and European scholars are expected to present their research at the conference, which is officially entitled: Appalachians/Carpathians: Researching, Documenting, and Preserving Highland Traditions.

“The conference will allow participants to share their expertise on life and culture in two very separate but similar mountain regions,” stated Dr. Georgeta Moarcas, one of the conference organizers who also teaches in the Faculty of Letters. “By comparing histories, literature, and community development in the Appalachians and Carpathians, we hope to find common ground between our two regions as well as promote collaborative strategies for protecting and preserving highland traditions.”

The keynote speaker of the event is author Dr. John Akeroyd, who works with the Adept Foundation based in Saschiz, Mures, Romania. His keynote address: Transylvania: Biodiversity, Living Tradition and Future Prosperity, will link cultural preservation in the Carpathians to landscape protection, an idea that has also been promoted in the Appalachians. Also attending the conference is film-maker Agota Juhasz, who will present the film Mountain Hay Meadows: Hotspots of Biodiversity and Traditional Culture.

Program committee Co-chair, Dr. Cristian Pralea, who holds a doctorate in American Studies from Bowling Green State University, stated there were several reasons Transylvania University was selected as the location for the 2015 conference. “Since 2013, the Faculty of Letters at Transylvania University has organized a lecture series entitled ‘Transatlantic Mountain Cultures,’” said Pralea, “The event brings

Appalachian and Carpathian scholars together via Skype. The university's close proximity to the filming locations of Cold Mountain and the TV mini-series Hatfields and McCoys was also a factor in the selection process. The mountains near Braşov are remarkably similar to those found in Appalachia."

Dr. Donald E. Davis, one of the American organizers of the event, stated that the conference in Braşov was modeled after Appalachian Studies Conferences held annually in the United States. "At those meetings, individuals from the humanities, natural and social sciences come together to discuss mountain life and culture as well as the environmental problems that sometimes threaten local communities," noted Davis. "In America, a different university in the Appalachians is chosen to host the annual event, a pattern that ensures representation across the entire region."

UPCOMING EVENTS IN THE COLLEGE OF SCIENCE AND TECHNOLOGY

The Department of Information Technology will host an Open House in the ARTIS Lab in celebration of the new Conference Room on Wednesday, September 23, 2015 from 1pm – 3pm in Davis Hall 132.

The department of Mathematics and Statistics will host a talk by RU Alumnus Billy Myers of Procter and Gamble entitled: The Role of Statistics, Analytics and Quantitative Analysis in Industry. His talk will discuss why skills in the area of statistics, analytics and quantitative analysis have become so important to the success of many businesses in the 21st century. The talk will be held at 4pm on Monday, October 5th in Walker Hall room 295.

The RU CSAT Advisory Council will meet on Friday, October 16 in Davis Hall during the annual Homecoming Weekend.

To include other upcoming guests to campus and special events, contact David Horton, rhorton@radford.edu.

DEPARTMENT OF INFORMATION TECHNOLOGY UNVEILS “THE RED CHAIR” IN THE ARTIS LAB

Women in technology-related fields are typically underrepresented. On Thursday, September 17, the RU Women in Computing Club and the Department of Information Technology continued to take steps to remedy this with an event entitled “Sit with me” held in the ARTIS Lab in Davis Hall. The theme of this program is “Sometimes you have to sit to take a stand” and invites both women and men to validate and recognize the important role women play in creating future technology by taking a small but symbolic action: sit in a red chair and share your story.



Nancy Artis

The group started the event with a welcome by Department of Information Technology Chair, Dr. Jeff Pittges and with an unveiling of the chair by the President of the Women in Computing Club Jess Astacio and guest of honor Ms. Nancy Artis '73. Ms. Artis talked with the group about learning to influence people by developing skills in reasoning and encouragement, being humble, and collaborating. “Don’t ever give up” she added. “Go for the hard stuff.”

Other special guests were Amy Lett BS '00, from Eastman Chemical and Lorna Gardner from Northrup Grumman who both shared their experiences as women in careers traditionally dominated by men.

Pull up a chair and listen to stories from others; men, women, technical and non-technical, as they sit in the red chair.

Sit With Me was created by members of the National Center for Women & Information Technology, a non-profit coalition that works to increase diversity in computing and IT, with creative direction from marketing and branding firm BBMG.

Learn more at: <http://sitwithme.org/>



Students were able to take a piece of the event with them and show their support to others via a t-shirt message.

RADFORD UNIVERSITY HOSTS “100 GIRLS OF CODE” EVENT ON SEPTEMBER 19

Radford University Department of Information Technology hosted a “100 Girls of Code” event as a part of a massive campaign to get young women to participate in computer programming via “Girls Day of Code” on September 19, 2015. The RU Department of Information Technology has partnered with the “100 Girls of Code” organization to host coding-focused events for young women led by female programmers who are not only experts in their fields and academically -trained, but most importantly, they are “girls of code” themselves.

"The Radford University Department of Information Technology is dedicated to increasing the participation of women in computer science and the 100 Girls of Code events are a wonderful opportunity for young women to experience the joy of coding and the thrill of solving fun, challenging problems" stated Dr. Jeff Pittges, Chair of the Department.



Current RU students, alumni, and other volunteers helped make the Radford Girls Day of Code event a success.

computer engineering at a young age. The organization seeks to inspire more female participation in STEM by providing young women an opportunity to create and gain confidence in what they create.

100 Girls of Code is an initiative of the Tennessee Code Academy that began in 2014 to spark interest in computer programming among young women ages 10 to 18. The initiative has grown into a nationwide program, with 20 chapters across the United States. Self-guided activities and webcasts are also available for individuals interested in participating but who are unable to make the event.

In addition to the event at Radford University, events are being organized in several locations throughout the U.S., with events also planned in Costa Rica and Ireland. The program has already enlisted hundreds of young women from all over the world who have committed to participate in self-guided activities at home or in small groups. Groups or individuals interested in participating are encouraged to go to:

<http://www.100girlsofcode.com/new-river-valley-va.html> .



From scratch to HTML, the participants learned that coding can be a lot of fun.

RADFORD UNIVERSITY AT THE VIRGINIA SCIENCE FESTIVAL – SEPTEMBER 26 – OCTOBER 24



Science and Technology from across the Commonwealth will be celebrated at the Virginia Science Festival from September 26th through October 24th. The goal of the Virginia Science Festival is to fascinate families from all corners of the State and provide hands-on, interactive inspiration at a time when science-based careers offer the most opportunity for future employment, social and financial advancement.

Radford University CSAT faculty and students will be featured in a variety of sessions throughout the month on the RU campus and at Virginia Tech.

On Saturday, September 26th in the Moss Center for Arts and Technology at Virginia Tech, Radford University displays will be located primarily on the

balcony of the facility. Exhibits include:

Human Anatomy - Radford University Department of Biology

It's human anatomy up-close and personal. Do you dare to touch a real human brain and heart? Can you assemble a skeleton from a bunch of bones?

Cryptology: The Science of Information Disguise - Radford University Department of Mathematics and Statistics

Crack codes and encrypt your secret message with the Navajo Code Talker simulation.

www.radford.edu/npsigmon/cryptobook.html

ROACHZILLA: Bugs and Beyond - Radford University Department of Biology

See and touch Madagascar Hissing Cockroaches. These are treated with royal jelly that accelerates their growth, so they are BIG.

www.ru-eco-phylab.weebly.com/roachzilla.html

SNAKES - Radford University Department of Biology

Learn more about snakes in the Appalachian region.

Radford Amazonian Research Expedition (RARE)

Learn more about the amazing research journey that thirteen students and two faculty took to Peru.

www.radford.edu/rainforest

Trees Are Amazing! Mapping and Coring Trees - Radford University Department of Geospatial Science

See how a phone can map trees. Learn about technology to 3D scan and core a tree!

www.radford.edu/content/csathome/geospatial-science.html

Arctic Blast! Microclimate & Arctic Bird Behavior - Radford University Departments of Physics and Biology

See how students used simple sensors and controllers in environmental research on the survival of Arctic migratory birds.

Forensic Anthropology: What do your bones say? - Radford University's Department of Anthropological Sciences and Forensic Science Institute

Find out what we can learn from a human skeleton from assessment of age and sex, to pathology and trauma.

www.radford.edu/content/csat/home/anthropological-sciences.html



Dr. Sara O'Brien and Dr. Rhett Herman will present ARTIC BLAST at the Virginia Science Festival

On October 17, as a part of the RU Homecoming and Family Weekend Celebration, the Radford University Campus will once again be a satellite location for the Virginia Science Festival and will feature:

10 a.m. – 4 p.m. Greenhouse Tours

Reed Hall, First Floor - Sponsored by the Biology Department

Sometimes you have to stop and smell the roses. Enjoy a tour of RU's Greenhouse, which maintains a diverse living collection that demonstrates ecological concepts and culturally important plants throughout the world.

<http://www.radford.edu/content/greenhouse/home.html>

10 a.m. – 2 p.m. Demos by the Department of Anthropological Studies and the RU Forensic Science Institute

Preston Hall Annex & Reed Hall 106 - Sponsored by the Department of Anthropological Studies and the RU Forensic Science Institute

10 a.m. – 3 p.m. Table Top Trebuchet Demonstration

Reed Hall Lawn - Sponsored by the Math Department

Come and observe a floating arm trebuchet launch small, soft projectile after using math and trigonometry to determine where the objects will land.

<http://www.radford.edu/content/csat/home/math.html>

1 p.m. – 7 p.m. Planetarium Shows

Reed/Curie Hall, Room B43 – Sponsored by the Department of Physics

Show times are 1 p.m., 3 p.m., 5 p.m. and 7 p.m.

Pick up free tickets to the show at the Hurlburt Student Center Information Desk. Space is limited.

<http://www.radford.edu/content/csat/home/ru-planetarium.html>

For more information, please visit <http://virginiasciencefestival.org/>.

RU PLANETARIUM

The RU Planetarium has two shows currently available each week.

Tuesday/Thursday: Sept 15-October 15: "Journey to the Stars"



This full-dome show features extraordinary images from telescopes on the ground and in space and stunning, never-before-seen visualizations of physics-based simulations. Journey to the Stars takes you through space and time to experience the life and death of the stars in our night sky, including our own Sun. Tour familiar stellar formations, explore new celestial mysteries, and discover the fascinating,

unfolding story that connects us all to the stars. Those who come along for the journey may never see the night sky in the same way again.

Journey to the Stars was produced by the American Museum of Natural History with the cooperation of NASA and more than 40 leading scientists from the United States and abroad. The 25-minute show is narrated by Academy Award winner Whoopi Goldberg.

Saturday mornings, Sept 12-October 17: "Earth's Wild Ride"

Imagine Earth were a distant place you once called home but could never visit again. Set on the surface of the Moon in the year 2081, a grandfather and his grandchildren watch a solar eclipse from scenic cliffs overlooking their moon colony. Conversation leads to contrasts between the moon, the only home the grandchildren know, and the Earth, where the grandfather had spent most of his life.

As they watch the Moon's shadow move across Earth, the grandfather tells stories of crashing asteroids, erupting volcanoes, roaring dinosaurs, electrifying lightning, raging rivers and booming thunder. Each experience begins with a telescope view of the dynamic Earth in stark contrast with the unchanging lunar landscape.

Adventure and appreciation for home fill this 20-minute journey back to the Earth. Earth's Wild Ride was produced in collaboration with Rice University, through NASA's Immersive Earth Project.



DAIM LAUNCHES CAMPAIGN TO HELP RECRUIT CHARTER COHORT CLASS

In an effort to help people better understand the upcoming Data and Information Management Master of Science degree program that will be launching in the fall of 2016, the Department of Information Technology has created a series of very short essays that capture the essence of this rapidly emerging area. These pieces are the cornerstone of an information campaign to help recruit the first class of students to the program. Appearing weekly in the Radford University Student Newspaper “The Tartan,” the pieces will be used in many other messages across social media to help reach our potential students. The first message is about data delivery.

We need to get the right data to the right people at the right time . . .

Data has the potential to improve people's lives by identifying infections 24 hours sooner and diagnosing illnesses months before a patient experiences the first symptoms. Delivering the right data to a doctor minutes before the doctor meets with a patient can help the doctor ask the right questions, order the right tests, and prevent or treat a health problem. However, traditional technology cannot manage, process, and protect data effectively to make it helpful. The Data and Information Management (DAIM) Master's Degree program is one solution to this challenge. Students will learn theory and apply fundamental concepts and principles to solve real-world problems while preparing for a career in information technology. Graduates will live on the cutting edge leading the next generation of information management.

Launching in the fall of 2016, the RU MS in Data and Information Management (DAIM) will combine traditional classroom learning with practical experience, resulting in a curriculum that challenges students to solve real problems for real clients. Class discussions build a strong theoretical foundation reinforced with hands-on projects enabling students to engage with faculty and industry partners in the ARTIS lab, an advanced, high-tech collaborative workspace.

By blending theory and practice, students master the latest technology including Hadoop, Spark, and Hive.

Learn more at www.radford.edu/daim

Each message will highlight different aspects of the program and some of the corporate partners who will be facilitating student learning. A first for the Department and the College, this type of sponsored content could be a cornerstone of program marketing that helps establish brand identity and mission among potential students, an essential element of the current recruiting process.