Pushing the boundaries of creativity to market Summer Session

by Ken Hupp

They’ve been the rage on social media outlets like YouTube and Facebook. The short, promotional videos incorporating humor, technology, topical references and youthful, vibrant energy to make taking classes during summer “cool,” are back -- a sure sign that summer session at the University of Hawai‘i at Hilo is right around the corner.

“Our goal from the beginning has been to reach potential students by taking this message to the places they frequent and using the various tools they use to communicate,” explained CCECS Program Coordinator Dori Yamada.

“And of course, a little humor doesn’t hurt either.”

CCECS began their campaign to promote summer session last year after the Board of Regents approved a reduced tuition rate sought by Chancellor Don Straney to encourage students to make greater use of summer classes in their academic planning. Yamada and her creative team of Kimo Apaka and Darrell Gabonia produced a series of humorous vignettes featuring fellow students in various campus and off-

Applied learning experiences for every UH Hilo student

University of Hawai‘i at Hilo’s new Strategic Plan for 2011-2015 places strong emphasis on providing applied learning experiences for every student. This is expressed in the university’s new 2020 Vision Statement, “E lava i kea‘o amālama, a e ‘oi mau ka na‘auao,” which translates, “Those who take their learnings and apply them increase their knowledge.”

The Strategic Plan sets us on a course of working together across disciplines and diverse perspectives to prepare students to thrive, compete, innovate and lead in their professional and personal lives. One of the ways to accomplish this is to engage every student in applied learning that links theory with practice, connects to the distinctive natural and cultural environments of Hawai‘i, and promotes skilled participation in a global society.

Applied learning can include activities such as internships and practica with local businesses and agencies, greater student involvement in faculty research, and artistic and creative endeavors. Students can also gain applied learning experiences through service learning, student employment, and participating in student leadership organizations on campus such as the UH Hilo Student Association, the Student Activities Council and the Board of Student Publications.

To work toward the vision and implementation of applied learning experiences for every student at
rate for the Western Undergraduate Exchange (WUE) and Pacific Island students of $282 per credit, while non-resident undergraduates will be charged $350 per credit. Graduate students will pay $458 per credit regardless of residency.

For a tentative course listing and basic information, visit http://hilo.hawaii.edu/depts/summer/ or email ccecs@hawaii.edu. Students who haven’t registered for a UH Hilo credit course within the last six months can submit an application form at http://hilo.hawaii.edu/forms/summer.php. International students will need to submit additional forms.

(Editor’s note: Ken Hupp is a public information officer.)

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**UH Hilo awarded NSA grant to promote mathematical sciences**

UH Hilo and Sam Houston State University in Texas have been awarded a National Security Agency (NSA) grant in excess of $60,000 to provide undergraduate math research training and experience. UH Hilo received nearly $40,000.

The award comes on top of a $1.5 million National Science Foundation (NSF) grant the two institutions received last year for the “Pacific Undergraduate Research Experience in Mathematics” (PURE Math) program. UH Hilo’s share of that five-year award totals $707,718.

“This the first time that the University has received NSA funding, which is very exciting,” said Principal Investigator and UH Hilo Assistant Mathematics Professor Roberto Pelayo. “We view the awarding of this grant as their recognition of UH Hilo’s research potential in Math and other scientific fields.”

The program, which is housed at UH Hilo, seeks to increase the number of native Pacific Islanders earning degrees in the mathematical sciences while pursuing careers in the mathematical sciences while providing valuable mentoring experiences to junior faculty by training them in directing undergraduate research.

PURE Math consists of a five-week Interns program and an eight-week Residents program, which will be conducted over five summers. An estimated 114 STEM undergraduates and several junior faculty members who wish to engage students in research are expected to be served over the course of the program.

Last year’s inaugural sessions included mathematics students from the Federated States of Micronesia and Guam. Pelayo is now looking to build on the success of that first year.

For more information about the PURE Math program, email pure@hawaii.edu or go online at http://www2.hawaii.edu/~pure.
Applied Learning  
Continued from page 1

UH Hilo, we first need to have a better understanding of what applied learning is, how it currently takes place on campus, the desire for more applied learning activities, and how to measure it. For that reason a survey was developed by UH Hilo’s Applied Learning (AL) Committee to get a better handle on these issues. The majority of respondents (88%) were either UH Hilo instructional faculty or faculty specialists, with the remainder in staff roles.

Eighty-five percent of respondents to the survey agreed with a draft definition of Applied Learning as follows: “Applied Learning Experiences (ALE’s) engage students in real world situations requiring them to put into action the knowledge and skills they are developing through academic coursework. These experiences help students connect academic learning to the real world, enabling them to obtain and enhance the knowledge and skills required for employment, further education, and active participation in local communities.” Respondents suggested improvement to the draft definition, which the AL Committee will review.

Some examples of current applied learning activities include Performing Arts students producing and performing in a show as a “capstone” experience that integrates what they have learned, university students’ working as “consultants” for community agencies to address a community problem or goal, or as assistant teachers for K-12 classes. Applied learning also occurs through project-based internships focused on tropical ecology, evolution, natural resource management, and environment education and outreach.

Offering enhanced applied learning opportunities for students is not without its challenges. Survey respondents noted the need for appropriate training for faculty and staff to ensure that the experiences will be of high quality. Also noted was the need to create enough internship opportunities on the island of Hawai‘i. I look forward to working with the AL Committee to address the challenges in the months ahead.

To read the summary report of the survey, visit my blog at http://hilo.hawaii.edu/blog/chancellor/. Questions on creating and pursuing applied learning opportunities at UH Hilo should be directed to Norm Stahl, executive coordinator of Student Success Partnerships and chair of UH Hilo’s Applied Learning Committee, 933-3115 or nstahl@hawaii.edu.

Implementing the strategic plan – progress so far and next steps

by The Strategic Plan Progress Review Team (PRT)

Aloha! This is our first article to keep the University community up-to-date on how implementation of the strategic plan is going. To refresh, UH Hilo’s 2011-2015 strategic plan was approved by the UH System Board of Regents in January 2012 and is available for download at http://hilo.hawaii.edu/strategicplan. This plan was developed by the University, for the University and will be our common guide for the coming years.

Now that we have a strategic plan document, we need to do something with it. Just as developing the document itself was a process, so is implementation. Implementation is one of the most complex parts of strategic planning because it means moving away from the words and putting them into action. This takes conscious, deliberate effort.

At UH Hilo, implementation of the strategic plan is being led by the Chancellor and the Vice Chancellors. They are encouraging significant input from all areas under their units (Academic Affairs, Administrative Affairs, Research and Economic Development, and Student Affairs – and the Office of the Chancellor) so that the implementation process is collaborative, and ideas for putting the plan into action come from the entire University. This will culminate in five unit implementation plans to be finalized and submitted to the Chancellor by the end of June 2012.

That’s the long game, but where are we now? Since the beginning of the fall 2011 semester, the Chancellor and the VCs have been working with their units to brainstorm how they could contribute toward the plan. The Chancellor requested concise progress reports from each of the major units to report on the process they were taking to develop their unit implementation plan, progress so far against any of the strategic actions, and any challenges they faced.

The Chancellor received all of the reports by the end of January 2012. The unit leaders then briefed the Chancellor’s Executive Committee on their progress at the beginning of February.

At the time of writing, we, as the Progress Review Team, are currently reviewing the unit progress reports. We will be assessing the reports and writing to the Chancellor with any advice or comments. We will be looking for things like ensuring that units are encouraging ALL of their faculty and staff, along with students and community members where relevant, to take part in implementation planning. We will also be looking for early indicators or opportunities for potential collaboration across units to maximize the impact of the strategic plan.

We’ll be keeping you up-to-date on progress with implementation of the strategic plan over the coming year and would welcome your questions or comments at any time. Please don’t hesitate to contact any member of the team (see http://hilo.hawaii.edu/strategicplan/implementation for the full membership) or email uhhplan@hawaii.edu.
Hats off to...

Chris Frueh, Professor, Psychology, was recently appointed Associated Editor for Journal of Anxiety Disorders, The Bulletin of the Menninger Clinic, and Psychological Injury and Law.

Bryan Kim, Professor, Psychology, was awarded the Fellow status by the Society of Counseling Psychology.

Natalie Beam, Head of Access Services, Library, was awarded the STARS Atlas Systems Mentoring Award of $1,250 to help support travel to the American Library Association Conference in Anaheim, CA in June.

Armando García-Ortega, Assistant Professor, Fisheries & Aquaculture, co-wrote “Expression and activity of trypsin and pepsin during larval development of the spotted rose snapper Lutjanus guttatus,” which was published in the scientific journal Comparative Biochemistry and Physiology Part B 161 (2012) 9-16.

Julie Mowrer, Instructor, English Language Institute, presented a workshop, “Bringing Reading to Life,” at the Hawai’i Teachers of English as a Second Language conference, 2012, Bridging the Gap, held last month on O’ahu. The interactive workshop focused on effective classroom strategies for teaching reading to non-native learners.

Michael Marshall, Professor, Art, was invited to present 26 new works created during fall 2011 at the Skoto Gallery, New York, NY. The solo exhibition of monoprints and large mixed media runs until the end of March 2012. Additionally, Marshall accepted a Special Message from Governor Neil Abercrombie on behalf of the UH Hilo Art Department and supporting organizations for presentation of the “Poetry and Blues Project.”

Misaki Takabayashi, Associate Professor, Marine Science, co-wrote a manuscript published in the peer-reviewed journal, Coral Reefs. The paper compares the genetic diversity in the free-living strains of the single-celled algae zooxanthellae that are better known as coral’s symbiotic partners between Hawai’i and Florida.

John Cusick, Assistant Professor, Biology, was first author on “Identification of PLSCR1 as a protein that interacts with RELT family members” in the March Molecular and Cellular Biochemistry. The work identified the anti-leukemic protein, PLSCR1, as a protein that binds and co-localizes to a family of Tumor Necrosis Factor Receptors that are expressed at high levels in lymphocytes and other hematopoietic tissues.

Todd Belt, Associate Professor, Political Science, will have his chapter, “Viral Videos: Reinforcing Stereotypes of Female Candidates for President,” appear in the book Gendering the Presidency, University Press of Kentucky.

Mahavir Chougule, Assistant Professor, Department of Pharmaceutical Sciences, received the 2012 The American Association for Cancer Research Minority-Serving Institution Faculty Scholar in Cancer Research award given to full-time faculty of minority-serving institutions, including native Hawaiian-serving institutions. The award was presented at the AACR 103rd Annual Meeting in Chicago.

Anthony Wright, Associate Professor, Department of Pharmaceutical Sciences, co-wrote “A New Diketopiperazine, Cyclo-(4-S-hydroxy-R-proline-R-isoleucine), from an Australian Specimen of the Sponge Stelletta sp.,” published in Marine Drugs, a journal on the research, development and production of drugs from the sea. He also co-wrote “Correlation Between Natural Products Production and Pressure from Local Environmental Stressors,” a paper in press at The Journal of Marine Science: Research and Development.
Introducing the Strategic Plan Progress Review Team

by Siân Millard

Chancellor Straney recently appointed an eight member Progress Review Team (PRT) to help monitor and communicate progress against our new 2011-2015 strategic plan to the university and broader community. The team will essentially act as an independent ‘watchdog’ (independent overseers) on behalf of the university to ensure the Chancellor and Vice-Chancellor’s keep on track in leading the implementation efforts, as well as supporting them through each stage. To promote continuity and share knowledge, some members of the team also served on the Strategic Planning Committee. Members of the team and their representative areas are:

- Kelly Burke, previous Chair of the Strategic Planning Committee (PRT Co-Chair)
- Lo-Li Chih, APT staff
- Alohalani Housman, Hanakahi Council
- Barry Mark, Community, previous member of the Strategic Planning Committee
- Fiona McCormack, Faculty Congress
- Kelly Oaks, E&M staff (PRT Co-Chair)
- Tammy Tanaka, Clerical staff
- Maka Valdez, Student

Gail Makuakane-Lundin, chancellor’s executive assistant, supports the team as an ex officio and provides liaison to the Chancellor. The team will be publishing their meeting agendas and minutes on the strategic planning website (at http://hilo.hawaii.edu/strategicplan) to support transparency in the implementation process.

For more information about the PRT and/or strategic plan implementation please visit http://hilo.hawaii.edu/strategicplan/implementation. If you have any questions about or suggestions for the PRT please contact Gail Makuakane-Lundin at uhhplan@hawaii.edu. (Editor’s note: Siân Millard is strategic planning coordinator.)

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Summer Session/Marine Science featured in March telecasts

Focus on UH Hilo this month highlights the University’s plans for summer session and noteworthy accomplishments of marine science students. The show, which was previously shown Channel 55, now airs on Friday evening at 8 p.m. on Oceanic Digital Channel 355.

The March 2 show includes Dori Yamada, program coordinator, College of Continuing Education and Community Service (CCECS) and Darrell Gabonia, a member of her creative marketing team. They’ll discuss the campaign to market the 2012 Summer Session and preview course offerings.

Dr. Misaki Takabayashi, chair and associate professor, Marine Science, appears on the March 16 program to talk about a wide variety of topics ranging from student research to student participation in various national and international conferences and symposia.

Focus on UH Hilo highlights UH Hilo programs, up and coming developments and the University’s partnerships with various community organizations. Anyone interested in participating in the program should contact UH Hilo’s Marketing and Alumni Office at 974-7501 or 974-7643.

Ka Lono Hanakahi is published by the Office of University Relations during the academic year for faculty and staff of the University of Hawai‘i at Hilo. News and submissions are welcome with priority given to current faculty and staff members. Deadlines are on the fifteenth of each month for the following first of the month publication. Contact Alyson Kagugawa-Leong, Director Media Relations, (808) 974-7642 or alyson@hawaii.edu.
Following in the footsteps of a Hilo pioneer

by Margaret Shiba

This is the story of two young girls, born seventy years apart, in different parts of the world, to families of different races. Raised in rural surroundings, each nurtured the dream of getting an education and traveling far from home. They never met, yet their lives became permanently intertwined when the first Kay Ikeda Kaneshima Endowed Excellence Scholarship in Japanese Studies was awarded to Rachel Hazeltine in 2011-2012.

Rachel is a junior at UH Hilo who is majoring in Japanese Studies and Linguistics. She grew up on a farm in northern California, where she was an active member of 4-H, learning about agriculture and taking care of livestock. While still in high school, she had an opportunity to participate in a 4-H exchange with Japan, where she studied Japanese and did homestays with Japanese families. Her interest in Japan led her to UH Hilo after two years at Woodland Community College, and in the fall of 2011, she was one of five UH Hilo students selected for a prestigious exchange program with Nanzan University in Nagoya, Japan. Rachel was part of a binational student team which researched and made a presentation on food safety issues, sustainable agriculture and local food practices.

One of Rachel’s Japanese Studies professors, Dr. Yoshiko Fukushima, commented that Rachel is an extremely accomplished writer and was one of the best students in her Japanese Literature and Japanese Film classes. After graduation from UH Hilo in 2013, Rachel hopes to continue her studies in Japan and possibly teach Japanese.

The scholarship from which Rachel is benefiting was made possible by a generous gift to UH Hilo in 2011 from the estate of Kay Ikeda Kaneshima, facilitated by her brother, Dr. Hitoshi Ikeda, a retired professor of education at UH Hilo and San Diego State University. Kay Ikeda was born near Hilo at Kaumana Five Miles in 1923, the daughter of Japanese immigrants from Kumamoto who worked as independent sugar cane growers. At a time when the majority of young people left school by ninth grade, Kay defied tradition by earning a diploma from Hilo High School with the class of 1940 and completing 9 years of Japanese language school.

After graduation, Kay moved to O‘ahu to enroll in the Cannon School of Business, which led to a 25-year career as Executive Secretary to the High Commissioner of Okinawa. Kay used her overseas opportunity to undertake the study of Ikenobo Ikebana in Tokyo, Kyoto, and Naha. She traveled extensively throughout East Asia and was the recipient of the Foreign Minister of Japan Award in Tokyo in 1955 and the Okinawa Chamber of Commerce Award in Naha in 1969.

Upon her return from Asia in 1984, Kay taught ikebana throughout East Hawai‘i, as well as at UH Hilo’s College of Continuing Education and Community Service. Her home in Hilo featured framed displays of her “bunka shishu” (embroidery painting) and calligraphy, as well as a special tea ceremony room which also was a classroom and a place to display her collection of awards and ikebana vases.

Kay passed away in 2010 at the age of 87. Shortly before she died, she and Dr. Ikeda discussed the idea of using her estate to establish several new projects at UH Hilo.

Dr. Fukushima stated, “The Japanese Studies Program at UH Hilo, which now boasts 60 majors, responds to UH Hilo’s mission of multiculturalism and promotion of cultural diversity while complementing a strong interest in the local ethnic community of Hilo and the Big Island. It is a privilege to perpetuate the multicultural legacy of Kay Ikeda Kaneshima.”

In addition to funding a scholarship endowment for Japanese studies, the Kaneshima bequest funded another scholarship endowment for an Education major, and a children’s literature book fund. As a result, Kay Ikeda Kaneshima’s memory will remain alive far into the future, and talented students like Rachel Hazeltine will be able to follow in her footsteps along the path she forged from Kaumana Five Miles to the rest of the world.

(Editor’s note: Margaret Shiba is senior director of Development.)
The Brothers Cazimero highlights 8th Annual Girls’ Day Diva Festival

The UH Hilo Performing Arts Center presents the 8th Annual Girls’ Day Diva Festival on Sunday, March 4, beginning at 2 p.m. in the Campus Center Dining Hall.

“Start the afternoon at 2 p.m. with food samplings generously donated by local restaurants Abundant Life Natural Foods, Big Island Delights, Crivello’s Place, Freddy’s Restaurant, Kaleo’s Bar & Grill, Ken’s House of Pancakes, Kuhio Grill & Restaurant Encore, Manono Mini Mart, Millie’s Deli & Snack Shop, Ponds Hilo and Sodexo,” said Jan Higashi, event chair. “There’s also a silent auction and door prizes with items donated by women-owned/operated businesses.

“The event culminates in the Performing Arts Center at 4 p.m. with a concert featuring The Brothers Cazimero.”

Consummate performers who have made their indelible imprint on the face of contemporary Hawaiian music, The Brothers Cazimero’s talent and longevity over the past 30 years have placed them in a league of their own, untouched by any other performer in the history of Hawaiian music. Armed with an acoustic bass and a 12-string guitar, Robert and Roland Cazimero bring to the stage the songs, chants, and dances of their ancestors to honor those musicians, composers, teachers, and elders who paved the way for what they are able to accomplish in Hawaiian music today.

The Girls’ Day Diva Festival is supported by sponsorship from local businesses on two levels: ‘Super Stars’: Business Services Hawai’i, Creative Arts Hawai’i, GW Construction, Hawai’i Forklift Service, Inc., Hirayama Brothers Electric, Ken’s House of Pancakes, Naniloa Volcanoes Resort, and ‘Shining Star’: Ginoza Realty, Inc. The proceeds of the event benefit the UH Hilo Performing Arts Center Scholarship Fund and the Performing Arts Center’s programs.

Tickets are reserved seating and priced at $40. Box Office hours are Tuesday – Friday, 9 a.m. – 1 p.m. For more information and to purchase tickets, call 974-7310 or order online at: Artscenter.uhh.hawaii.edu.

UH Hilo, Chef Alan Wong present Bee-Coming Sustainable March 10

The University community is invited to meet and talk story with Chef Alan Wong on Saturday, March 10 from 11-1 p.m. when he and UH Hilo present Bee-Coming Sustainable at the UH Hilo Ag Farm in Panaewa.

“Chef Alan will be here to promote his Adopt-a-Beehive program, a partnership he initiated with UH Hilo,” said Dr. Lorna Tsutsumi, UH Hilo professor of entomology. “The event will feature van tours to the apiary to see the beehives, a walk through the bee garden, and demonstrations of honey extraction, frame construction, bee products and skep making by UH Hilo students.” Recipe cards and honey food samples will also be available.

The official launch of “Adopt-a-Beehive with Alan Wong” was held on August 3, 2011 to bring awareness and educate people about the plight of the honey bees and their importance to sustainability around the world. Since then, the program has been selected by Honolulu Magazine as one of the unique Christmas gift suggestions for foodies. Honey from the beehives was served at the APEC (Asian-Pacific Economic Cooperation) Leaders’ Dinner in November 2011, and the program was featured on the cover of edible Hawaiian Islands, which was awarded the 2011 James Beard Foundation Publication of the Year.

“Generous contributions to this program have helped with our program needs for our beekeeping classes as well as funding three educational scholarships to advanced beekeeping students this semester,” Tsutsumi explained.

To learn more about the program, visit: www.uhfoundation.org/AdoptABeehive or www.alanwongs.com.
Campus Events

March

2  Last day to withdraw from courses with “W”  
   Focus on UH Hilo, 8 p.m., Channel 355

3  20th Annual Hawaiian Family affAIR, 9 a.m., CC Plaza

4  8th Annual Girls’ Day Diva Festival, 2 p.m., CCDR, 4 p.m., PAC

10 Bee-coming Sustainable, 11 a.m., Ag Farm
   First Person: Seeing America, 7:30 p.m., PAC, Admission

16 Focus on UH Hilo, 8 p.m., Channel 355

26 Holiday: Prince Kuhio Day

26-30 Spring Recess

UH Hilo’s Na Pua No‘eau presents its 20th Annual Hawaiian Family affAIR “E Ola Mau: Perpetuating our families through health and wellness” on Saturday, March 3 beginning at 9 a.m. on the Campus Center Plaza. The event is a free community event that focuses on the education, health and well-being of the island.

Activities include exhibit booths, health screening, healthy keiki contests, arts and craft booths, make and take workshops, an onsite 3D contest, live entertainment, food booths and more.

For more information or special accommodations, call 974-7678.