

Mizzou Weekly

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A new presence



The University of Missouri's new videoconferencing system - called TelePresence - can make it seem like colleagues from across the state are sitting across the conference table from you. Located in Ellis Library at MU, TelePresence can save money in travel expenses and lost time spent traveling to conferences. Rob Hill photo

Campus connections

New teleconferencing system saves time and money

In August, MU unveiled its new teleconferencing center in 106A Ellis Library, thanks to generous gifts from Gary Forsee, University of Missouri System president, Cisco Systems Inc. and AT&T.

The new TelePresence room allows students, faculty and staff to connect with peers at other UM System campuses in St. Louis, Kansas City and Rolla, thus reducing travel time and related expenses, as well as reducing the campus' carbon footprint.

"At last checking, the number of hours the rooms were in use during the business day was about 47 percent," says Terry Robb, director of information technology. He estimates that if three-fourths of the people who use the center had to travel to one of the campuses for a meeting instead of using TelePresence, theoretically it could save about \$100,000 a month in travel costs and lost time traveling.

The state-of-the-art videoconferencing technology creates an in-person meeting experience over the network among geographically dispersed users by imitating a physical conference room.

Robb says the major difference between this technology and the older videoconferencing systems is that TelePresence uses three 65-inch high-definition screens on each campus, CD-quality audio, prepositioned cameras and microphones, and similar physical environments such as furniture, lighting and paint schemes. There also is an external monitor for laptop hookups for sharing spreadsheets or PowerPoint presentations.

“Because it is full size, the people on the other campuses appear to be sitting across the table from you,” he says. “That’s the beauty of it.”

The systems are sized to handle about 18 persons in each room. UM System has conducted one Board of Curators meeting using the four centers and fed it out to the Web. The meeting went perfectly.

“The curators loved it,” Robb says. “We were biting our nails a bit because it was newly installed, but it went flawlessly and saved people a heck of a lot of travel.”

Scheduling a TelePresence conference is as easy as scheduling any other meeting. At least two TelePresence sites must be included to set up a meeting, Robb says.

“Go to the Outlook Global Address List and enter TelePresence MU Ellis Library 106A,” he says. “Add other UM sites as if they were another human being attending the meeting. The e-mail server automatically communicates with TelePresence and reserves the room and the system for you. When you arrive at Ellis, go to the phone sitting on the table in front of the system, find your meeting on the phone screen, press one button and you are connected.”

MoreNet at 3212 LeMone Industrial Blvd. has a smaller TelePresence system, Robb says. “It is a one-screen model and interoperates with our three-screen telepresences.”

The older videoconferencing sites around campus will remain intact. They are small systems that use a communications protocol that TelePresence currently does not handle. Robb says the Division of IT soon will connect the older video system to TelePresence to enable full videoconferencing.

“We have to add a gateway device between older systems and TelePresence to translate the video in each direction,” he says. “The quality, naturally, won’t be TelePresence quality, but the systems will interoperate.”

The audio integration is performed by the same gateway, Robb says. Telephone users will be able to call into a TelePresence conference to hear the audio and interact with the conferees through the speakers. “Today, we have a speakerphone in the room for this purpose,” Robb says. “Once we add the gateway, the speakerphone can be retired.”

Using TelePresence is free; however, fees are applied when using audio conferencing to connect to nonTelePresence users. Technician charges are added for after-hours conferences.

With questions about the new teleconferencing center, call the Division of IT at 882-5000.

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New program to accelerate job growth and start-ups

Investing in innovation

University committed to helping solve state's economic challenges

Gary Forsee, president of the University of Missouri System, announced last Friday that the University will establish a new three-year, \$5 million Enterprise Investment Program to create more jobs across Missouri.

In his annual State of the University speech to the Board of Curators meeting in Kansas City, Forsee underscored the university's continued commitment to "being part of the solution" to the state's economic challenges.

"This new fund is designed to help fund start-up companies in Missouri that can move the discoveries of our faculty from the laboratory to the marketplace," Forsee said. "This will create more high-quality jobs, build the state's tax revenues and cultivate new revenue streams for the University."

He said that he anticipates the new Enterprise Investment Program will leverage the University's expertise in areas that include, but are not limited to, the life sciences, nano science, information technology, engineering, medicine and medical devices, and energy.

"It is imperative that we transform our Missouri economy so we are embracing the high-tech industries of the 21st century," said David Kerr, director of the Missouri Department of Economic Development. "An initiative such as the Enterprise Investment Program will merge the best minds in the University System with entrepreneurs at start-up companies across our state, which will create quality jobs for Missourians in the cutting-edge industries of the future."

Forsee said an outside advisory panel representing, for example, key technology, science and business sectors will be formed to review funding applications and recommend funding awards. This panel's review process, which will include evaluation of business plans and proposed use of the funds, is slated to begin this summer. The University hopes to make its first awards this fall.

Eligible start-up companies — including those that operate out of university incubators across the state — must obtain an investment, whether raised or invested directly by the founder or founders, at a level that shows a commitment to the company's success. Additional consideration will be given to start-ups with funding available from Small Business Investigative Grants and Small Technology Transfer Grants or matching funds from other sources.

Though not all of the requirements have been finalized, firms that wish to apply for these funds must meet a series of minimum standards, including:

- They must have licensed a University of Missouri technology;
- They must be located and licensed to do business in Missouri, and maintain employees and assets in Missouri;
- They must be committed to commercializing University of Missouri-owned intellectual property;
- They must agree to grant the University an equity interest in the venture with a fair market value equivalent to the amount of the University's financial investment;
- They must agree to provide the university with annual financial statements, quarterly progress reports and other appropriate information reasonably requested by the University; and
- They must accept funding installments based on achievement of agreed-upon milestones.

Despite the financial challenges facing the University during the current recession, Forsee said the University's continued investment in moving innovation into the marketplace will play an important role in building the state's economy.

“As the state’s largest public research university, we believe we are an engine for growth in Missouri,” he said. “We are committed to investing in our economic development program across the state.”

The University’s economic development program has risen to a major strategic priority in recent years. The UM System supports 10 research parks, incubators and business accelerators across the state.

Last year the University received more than \$308 million in externally sponsored research funding. Faculty research currently generates more than \$10 million a year in licensing income — with plans under way to increase licensing revenue to \$50 million by 2014.

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University Bookstore begins on-demand printing

Rush of Espresso

New machine is one of 14 in the United States

University Bookstore took a shot of publishing caffeine with the purchase of an Espresso Book Machine. Delivered in September 2009, the machine — named one of *Time* magazine's best inventions of the year — allows the bookstore to print paperback books in full color on demand. It's one of only 14 in the United States, five of which are on university campuses.

The Espresso Book Machine represents a shift in the publishing industry that has increased printing accessibility for everyone, from aspiring creative writers who want to self-publish their work to universities interested in launching their own series of public domain classics.

And that's exactly what's happening at University Bookstore.

The bookstore is introducing a new line of books called University Classics that offer student-designed cover art and faculty forwards for public domain literature. These versions are often considerably cheaper than those offered by national publishing companies.

"If I needed one of these books from Penguin, it would cost me \$17," says Heather Tearney, coordinator of Mizzou Media. "I can print the same book for \$7."

The \$10 price difference is attributed to savings from transportation costs and eliminating the hard return on investment publishers require after running thousands of copies of an edition.

"My first customer for this machine came to me with a book she really only wanted one copy of. She approached a publishing company that said it needed \$14,000 to run a first edition. I could print her exactly what she wanted for less than \$8," Tearney said.

The benefits of the book machine extend further than cost. Because this machine can print a digitized book on demand, waiting for out-of-stock textbooks may soon be a thing of the past. Libraries now have the capability to print custom anthologies — including rare and fragile historical documents — for patrons. The library doesn't have the book you want to check out? You won't have to wait for an inter-library loan anymore; chances are they can print you a copy on the book machine from Google Books.

The \$75,000 acquisition ran consistently through its first book rush of 2010, printing about 915 copies of about 86 titles.

Users can bring in PDF files of what they want to print, or use basic design templates and color schemes found on Mizzou Media's Web site to create their published work from scratch. Granted no copyright laws are violated, Mizzou Media will use the book machine to print a cover and inside pages, merge the two together, align and trim the pages to size and glue the book together. The entire process is completely automated and takes five minutes per book for those with digital content. If a book is scanned from Google Books or other image-based systems, it could take up to 20 minutes for a finished product.

"The EBM improves processes through shared resources, saves students money and provides another service to our customers — three things we are trying to accomplish every day," says Michelle Froese, public relations manager for Student Auxiliary Services.

Froese says it's a way to elevate MU students and faculty by providing an outlet for publishing their work. "And am I thrilled that we started using the EBM before Harvard? You bet."

While the book machine is hard at work in the Lower Level of the new University Bookstore, it's also working for the economy of Missouri. The machine is assembled by hand at a manufacturing plant in Lebanon, Mo.

Just like an ATM, the EBM capitalizes on immediacy. Though the Internet may be revolutionizing the way individuals consume print products, this new machine could be the technology that ensures the survival of physical books in the next generation.

For more information on how to put the Espresso Book Machine to work for you, visit the Mizzou Media section of <http://www.mubookstore.com> (<http://www.mubookstore.com>).

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MU works to expand medical education in the state

Stemming a shortage

Meeting Missouri's needs for more physicians

Responding to a shortage of physicians in Missouri, MU's School of Medicine will build on its successful medical education partnership with CoxHealth and St. John's health systems in Springfield.

The organizations are developing a plan that would increase enrollment at the School of Medicine and expand educational opportunities for MU medical students at hospitals and clinics in southwest Missouri.

The need is there. Missouri's Department of Health and Senior Services has designated 108 of the state's 114 counties as underserved in terms of physicians.

Missouri also ranks among the top 20 states in the number of people 65 and older who will require medical care as they age. While the number of elderly is expected to double by 2030, the number of physicians who care for patients with multiple chronic illnesses is expected to decline.

To address the need for more physicians, the Association of American Medical Colleges has called on medical schools to increase class size by 30 percent.

MU is well positioned to meet Missouri's need for physicians because its medical school has a model curriculum and a rural-track program that encourages physicians to practice in Missouri.

MU's medical school already has a strong record of collaborating with the Springfield hospitals to educate physicians. Since 2005, more than 75 MU medical students have received training at southwest Missouri health facilities through the school's rural track program. That program encourages physicians to complete part of their clinical education in underserved areas and then to practice in Missouri.

"Over the next year, our organizations will work together to identify precisely what resources and strategies we need to increase class size to produce more physicians and improve care for patients throughout Missouri," says Linda Headrick, senior associate dean for education and faculty development at the School of Medicine.

Today, more Missouri physicians have received their medical degree from MU than from any other university.

More than 175 MU medical school alumni reside in Springfield and Greene County alone. Thousands of other MU medical school alumni help serve rural and underserved communities throughout the state.

For MU to educate more physicians to meet the health care needs of Missouri, the MU School of Medicine will require additional funding for faculty and facilities. Each of the past two years, Mizzou has received more than 1,200 applicants to medical school, but it has the capacity to accept only 96 new medical students annually.

At MU and most other medical schools, students complete four years of education to receive a medical degree and become a physician.

Students primarily spend the first two years learning foundational aspects of medicine from a variety of biomedical scientists and physician educators.

Students spend much of the final two years of medical school in patient-care facilities such as hospitals and clinics. This clinical component of medical student education involves directly interacting with patients under the supervision of physicians practicing in a variety of specialties.

MU medical students also have the opportunity to complete part of their clinical education at hospitals and clinics throughout rural Missouri, including CoxHealth and St. John's hospitals and clinics. As a result, MU medical students receive clinical education in a variety of settings that represent the diverse health care needs of Missouri.

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UM System announces Missouri Regional Life Sciences Summit

Forging partnerships

Summit to bring together researchers from across the Midwest

The first-of-its kind [Missouri Regional Life Sciences Summit \(http://missourisummits.com\)](http://missourisummits.com) will take place March 8–9, 2010, at the University of Missouri–Kansas City. The theme of the summit is “Animal to Human Health Collaborations: Regional Partnerships for Innovation.”

With the Animal Health Corridor stretching from Manhattan, Kan., to Columbia and a concentration of basic plant sciences and agricultural development from Columbia to St. Louis, the Missouri-Kansas region is a world leader in applied biosciences and innovation, says Robert Duncan, vice chancellor for research. Led by MU in collaboration with the Kansas City Area Development Council and the University of Missouri System, the summit will identify innovations that could foster private sector investments, job creation and commercialization.

“The goal is to accelerate the movement of new ideas from the lab to the marketplace,” says MU Chancellor and Summit Chair Brady J. Deaton. “Our region must emerge as a world leader in bioscience research and job creation; the economy depends on it.”

Designed for the scientific and business communities, the summit will:

- Establish new partnerships for research innovation;
- Identify regulatory changes, legislation and institutional streamlining that will accelerate the transfer of knowledge from the laboratory to businesses;
- Generate ideas for product and service development that will guide private sector investment and demonstrate the need for a supportive government infrastructure;
- Provide insight about ways to collaborate with university researchers and other partners to transfer new technologies; and
- Share new information on how to leverage the assets of universities, financial markets and business investment to create companies and jobs that will strengthen the economic foundations of the region.

Representatives and speakers attending the summit hail from several institutions, including Kansas State University, Washington University, Bayer HealthCare, the University of Kansas, Kansas City Area Life Sciences Institute, Stowers Institute for Medical Research, University of Missouri-St. Louis, the Kauffman Foundation and the Midwest Research Institute.

Two-day registration costs \$100 for faculty and \$20 for students. Single-day registration costs \$75 and \$15, respectively.

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Photos document "MU - Then and Now"

Gary Smith retired from MU in 2000 as the longtime admissions director and registrar after working on campus for 33 years. About a year later, "after I caught my breath," Smith says, he was walking on campus, looking around him and thinking of all the changes he had seen over the years.

What once had been shabby areas of storefronts and boarding houses gradually were transformed into an impeccably groomed campus that consistently wins national awards for its landscaping and its thoughtful strategic planning that includes greenbelts and public areas.

"I thought, my god, look at the campus today; look at how much it's changed," Smith recalls. That epiphany started him thinking about putting together a photo exhibit that would compare the old with the new and showcase all the progress that has been made. Working with Campus Facilities and other MU departments, Smith developed an exhibit called "[MU — Then and Now](http://www.cf.missouri.edu/cfadmin/comm/presentations/then_now/index.html) (http://www.cf.missouri.edu/cfadmin/comm/presentations/then_now/index.html)."

It's a nostalgic tribute to the old and a proud pat on the back for the new at Mizzou. Smith has used the exhibit when he travels the state and the country speaking to alumni groups. And for old campus veterans, the photos jog the memory and provide a "remember when?" moment.

For instance, there's Carnahan Quad south of Jesse Hall, that just 15 years ago was a ragtag collection of shops, apartment houses and gravel parking lots. Or Kuhlman Court, a one-time residential neighborhood between University Bookstore and Ellis Library, that has been converted to a park-like setting. There is even an old photo of dairy cattle grazing on the east lawn of Eckles Hall.

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