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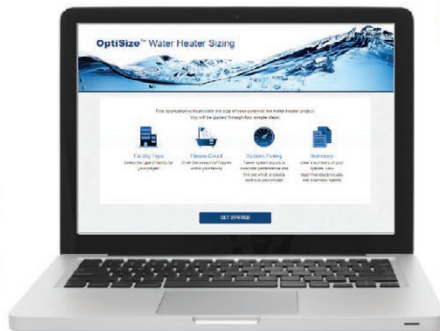
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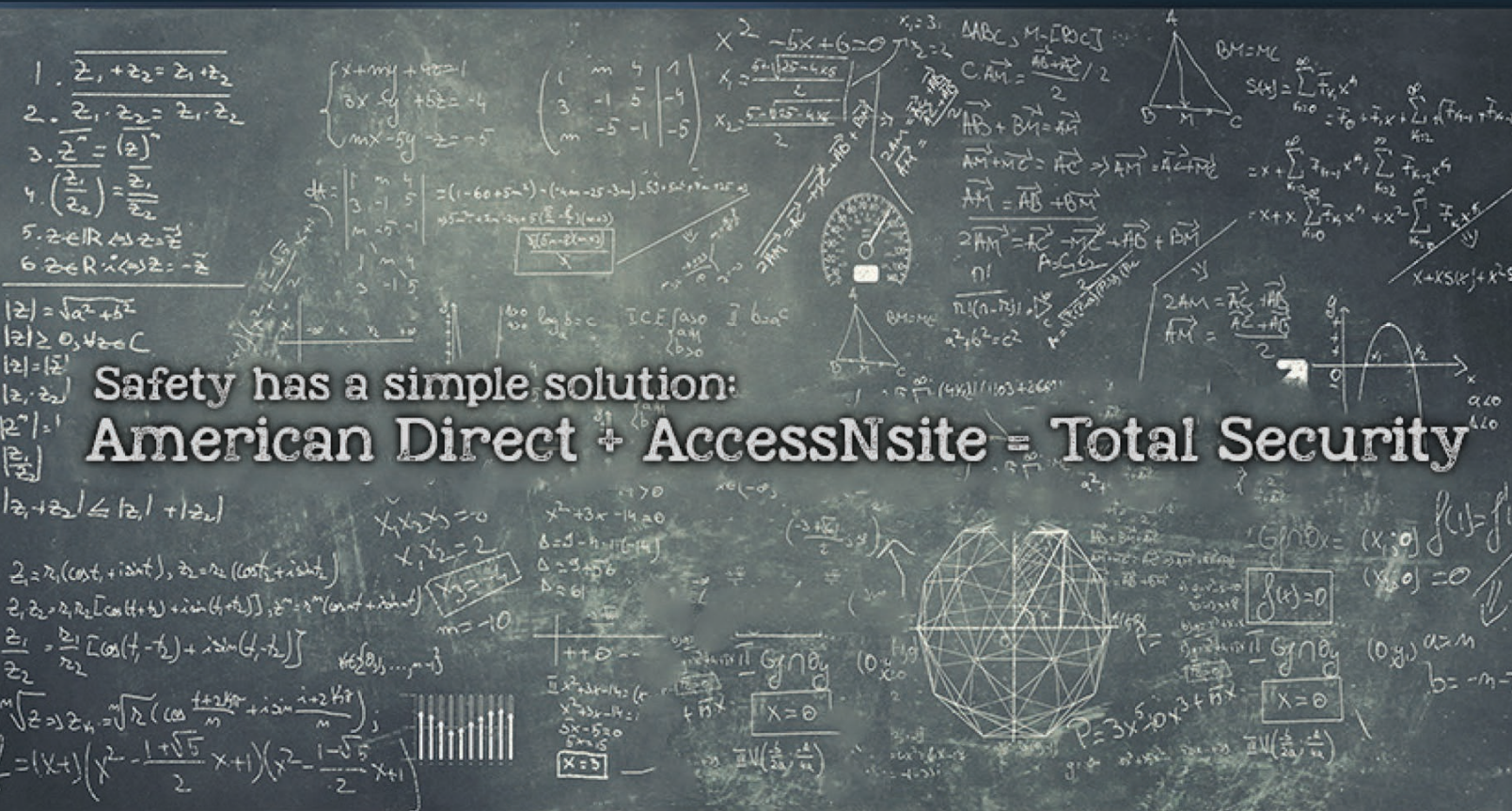


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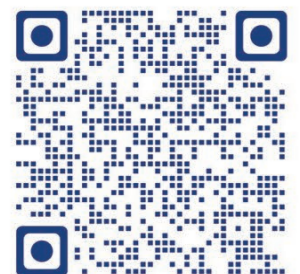
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Bringing the Future to Higher Education with Innovative Technology

Ernest Cline's *Ready Player One* (also adapted into a 2018 film by Steven Spielberg) is set in the year 2045, and it joins a long list of stories that depict a future overrun by ecological disaster and economic disparity. Cline's creative strength, however, is not his social commentary. Rather, what sets *Ready Player One* apart is how Cline uses familiar tropes of dystopian fiction to tell a wildly engaging adventure story, one that takes place in a virtual utopia called the OASIS. This endlessly open virtual "reality" serves as refuge for its millions of players, providing escapist fun as distraction from the inequities of the real world.



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Cover and above photo courtesy of the University of Chicago

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EDITOR'S LETTER

Happy New Year!

Yes, we made it through all the challenges that 2021 brought. This year has been unique, bringing some changes we could not have imagined when it began. Throughout the year, though, the value of private colleges shone bright. Your facilities reflect the value you place on enriching the complete person.

This issue of PUPN is unique in that we highlight elite companies which deliver products and services to help you achieve your goals of providing second-to-none facilities and amenities for your student body, faculty, and staff. These companies reflect your goals and philosophies of providing top-notch products and services, and they are familiar with the private college uniqueness that sets you apart from all other segments of education. Because we know that maintenance of your facilities and keeping current with innovative technologies are always on the forefront of your "to-do" lists, we also cover these vital, perennial topics in this issue.

Outside of the focus of this issue, I would like to wish every one of you a Happy New Year! The wonderful thing about this time of year is that we get to start afresh. We can re-set our courses to achieve the goals we want to accomplish, and those new opportunities are true gifts. I look forward with excitement to the new things that 2022 will bring to all of us. Wonders we could have never thought of await us, and I am eager for each one.

As you read this, your students are likely coming back to campus, and you are starting a new journey once again. You are considering projects that you will begin and complete over the year as you continue to improve your campuses in ways both big and small. That continual process of improvement is another thing that brings me wonder—you all somehow find ways to make perfect even better.

Thank you for allowing us to help bring you trusted sources of information to help you with your mission.

May the joys of the holiday season be with you all year long—

Ed Bauer

Publisher/Editor-in-Chief

Private University Products and News Magazine

ed@pupnmag.com



Ed Bauer

Publisher/Editor-in-Chief
ed@pupnmag.com

Lawrence Provenzano
Associate Publisher

Hilary Moreno
Creative Director

Lisa Gibbs, EdD
Cynthia Mwenja, PhD
Staff Writers

Robert F. Goodfellow
David Vinson, PhD
Michael Wilson
Contributing Writers

Cassidy Clevenger
Circulation
circulation@pupnmag.com



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A Full Load: Teaching, Research, and Clinical Practice in Pathology at UChicago

by Cynthia Mwenja, PhD

Aliya Husain, Professor of Pathology and Director of the Thoracic Pathology Fellowship at University of Chicago Medicine, melds her exemplary work in teaching, mentorship, research, and clinical practice to advance the field of pathology on each of these fronts. She has published a wide variety of research on heart and lung pathologies; according to her website, she is a “surgical pathologist with subspecialty boards in pediatric pathology. Her diagnostic expertise includes thoracic pathology with focus on heart and lung transplantation (in both adults and children), interstitial lung disease, and malignant mesothelioma.”

After earning her medical degree from King Edward Medical College in Lahore, Pakistan, Husain completed residencies at the Loyola University Medical Center in Illinois and the University of South Florida. She subsequently finished a fellowship in surgical pathology at Loyola and an internal medicine internship at Mayo Hospital in Lahore, Pakistan before beginning her work at UChicago.

Since its establishment in 1927, UChicago Medicine has grown to become a system of multiple schools, hospitals, outpatient facilities, and community clinics. Husain embodies the ideals of UChicago’s Department of Pathology, as presented on their website: “physicians and scientists work in close collaboration, merging the latest scientific findings with specialized diagnostic services in order to empower healthcare providers to better care for patients. Simultaneously, our training programs and educational resources prepare the next generation of world-renowned pathologists.”

Teaching and Mentorship

As a Professor of Pathology, Husain’s teaching responsibilities include instructing second year

medical students regarding clinical pathophysiology and therapeutics; this class, called ClinicoPathoPhysiology and Therapeutics (CPP&T), combines instruction in features of pathologies and their clinical presentations. According to Husain, in this four-month intensive course, students learn about “disease processes of common diseases.” Once students finish the course, they take their medical exams and begin clinical rotations. UChicago Medicine’s entire student cohort—around ninety to ninety-five students in each year of the medical program—all take this class; Husain has been running the pathology portion of the course for twenty years, teaching students how to examine patients in clinic during this last big course of their academic instruction at UChicago Medicine.

For the past sixteen years, Husain has also directed the Thoracic Pathology Fellow each year. After four years of pathology training, the student who is chosen to be the Fellow comes for a one-year sub-specialty training in thoracic pathology under Husain’s guidance. The job description for the position indicates the scope of the position: “The fellow provides initial assessment of urgent biopsies, reviews

all material with faculty and clinicians and presents at the weekly interdisciplinary chest oncology conference. The fellow also participates in other conferences as scheduled and in teaching residents and medical students. The fellow will be responsible for two or more collaborative translational research projects that are expected to be presented at national meetings.” Previous Fellows now work in a wide range of positions, many of them in academic settings similar to Husain’s.

Brittany Cody, MD, the current Thoracic Surgical Pathology Fellow at University of Chicago Medicine, says that “it is an honor to train” with Husain. Not only is Husain a peerless mentor, Cody says, but she is also “a fantastic human being, a kind and caring person who has a nurturing personality.” As the Fellow, Cody develops the workup of information for each patient, then she and Husain discuss the plan that Cody drafts. Cody appreciates the time Husain takes to sit down at the microscope together, giving time for Cody to ask questions. Cody says that Husain often adds information—“pearls of wisdom that people can’t find in a book”—to enrich Cody’s understanding of each situation. The



PHOTO COURTESY UNIVERSITY OF CHICAGO

fellowship experience, Cody says, prepares students to work in a variety of settings that combine academics and clinical practice; in her career, she is considering focusing on lung diseases that are not tumors, such as emphysema or interstitial lung disease.

One of Husain's previous Fellows, Kamran M. Mirza, M.D., Ph.D., Associate Professor of Pathology, Medical Education, and Applied Health Sciences at Loyola University Chicago Stritch School of Medicine and Parkinson School of Health Sciences and Public Health, says that Husain has been an "incomparable mentor and teacher who has been instrumental" in his career path. He admires the ways that she continues to stay current with information in their shared field. She is "so knowledgeable and such an expert—yet so humble; she continues to learn." He hopes

to emulate Husain's example of "rising to the challenge and reinventing yourself" as Husain has done in her work at UChicago. Not only is Mirza inspired by her example of becoming an international expert in malignant mesothelioma, he also says that "working with her is a delight." He aims to have the same sense of sincerity that she exhibits, and he uses the lessons he learned from her in his current daily work. Additionally, Mirza appreciates the fact that Husain had responded to him when he contacted her during his graduate studies. "Despite being famous," he says, "she lovingly took me under her wing."

Clinical Work

In her clinical work, Husain focuses on heart and lung pathologies, along with identifying pathologies in pediatric

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patients. In her previous work at Loyola Chicago, Husain developed a specialty in pediatric pathology. Board exams in this area were established in 1991, and Husain passed them in 1992. Husain is also board certified in anatomic and clinical pathology. As a pathologist, Husain makes diagnoses after examining the patients and seeing their biopsies. Husain's clinical duties also include looking at biopsies for heart and lung transplants.

Because UChicago medicine is a referral hub for malignant mesothelioma, an aggressive cancer that often affects the lungs and is commonly caused by exposure to asbestos, Husain has become an expert in the pathology of this condition. She works with oncologists and surgeons to make diagnoses and recommendations for individual patients in her clinical practice. Husain says that all cancers are now treated by teams of experts, including

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oncologists, surgeons, radiation therapists, nurses, social workers, and—of course—pathologists. These teams—referred to as “tumor boards”—meet weekly for each case. Husain reports that she knew little about this condition before beginning work at UChicago, but she developed expertise in the field to better serve the needs of the patients referred to the medical center.

According to the American Cancer Society, the rates of malignant mesothelioma in the United States remain fairly stable, though the diagnosis is still increasing in other parts of the world, probably because asbestos is still widely used in India and in many African countries. The American Cancer website states that this type of cancer can take twenty to fifty years to develop, and the risk of developing this cancer does not decrease after exposure to asbestos stops. While the median survival rate currently remains less than two years, Husain says, the doctors at UChicago are now better able to treat their patients overall than they could previously, and outcomes are better; with each passing decade, cure rates have increased.

Research

The continued challenges of treating malignant mesothelioma spur a great deal of Husain’s research agenda, in which she is looking at molecular genetic changes to identify potential targets for newer therapies. Husain is the lead researcher for a paper which provides guidelines for making a diagnosis of malignant mesothelioma; she and the other researchers who contribute to the paper update the guidance every three or four years. Since there are only around three thousand cases of malignant mesothelioma each year in the United States, many physicians have not encountered the disease before. Prior to beginning work in her current position, Husain says, she was one of those physicians who had not seen a case, but she gained expertise through her work at UChicago. Cody says that UChicago doctors run many clinical trials related to the mesothelioma program.



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According to her website, Husain is “currently studying genetic mutations in lung cancer, and antibody-mediated rejection in heart and lung transplant.” Husain says that, overall, lung cancer rates in the United States are going down. Campaigns against smoking have been effective, and smoking is a major risk factor for lung cancers.

According to her website, Husain is “currently studying genetic mutations in lung cancer, and antibody-mediated rejection in heart and lung transplant.” Husain says that, overall, lung cancer rates in the United States are going down. Campaigns against smoking have been effective, and smoking is a major risk factor for lung cancers. Cancer researchers refer to the Surveillance, Epidemiology, and End Results (SEER) Program data compiled by the National Cancer Institute of the National Institutes of Health. This registry publishes data every year about cases, projections, and other cancer statistics. Despite the success of non-smoking campaigns in reducing lung cancers, however, heart disease is still the leading cause of death in the United States, since smoking is only one of several potential causes. Husain vigorously contributes to advancing

knowledge in the field; as the Elsevier author website states, “She is author of more than nine book chapters and more than fifty publications. She is also author of *Thoracic Pathology*, a volume in the *High Yield Pathology* series.”

As busy as Husain is, Cody says, she is easygoing and flexible, with a commitment to “make it work,” whatever the challenge in front of her. Mirza says that Husain “brings excellence and doesn’t bring the ego.” These qualities help Husain to sustain her high standard of work, despite the full load she carries in teaching, research, and clinical practice.



ABOUT THE AUTHOR:

Dr. Cynthia Mwenja teaches Composition and Rhetoric at the University of Montevallo.



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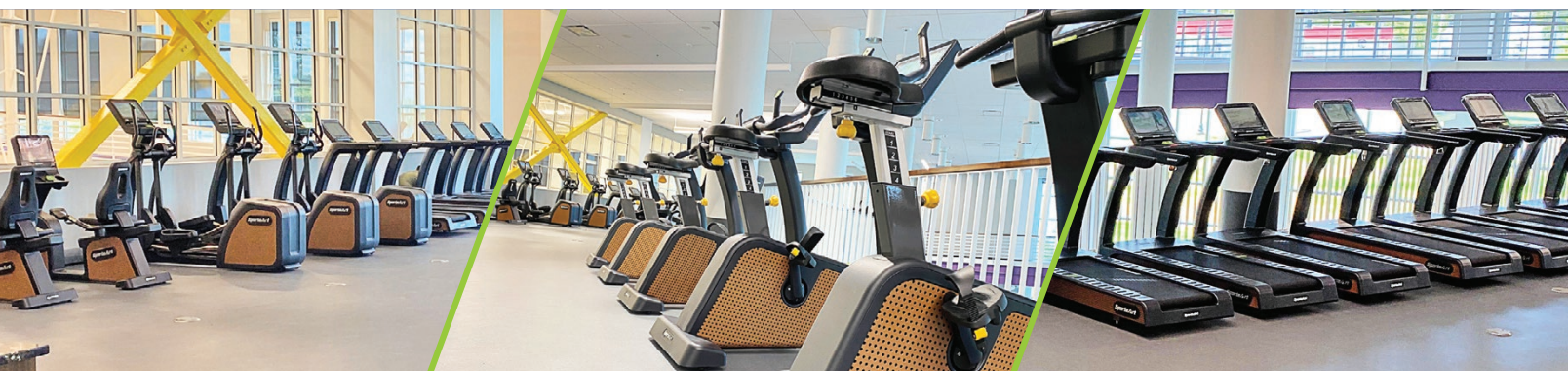


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MAINTENANCE AND TECHNOLOGY

by Michael Wilson

Do You Need a Consultant When Purchasing Cleaning Supplies?

Purchasing cleaning products to operate a private college or university is not the simple process it used to be. The situation is much more complicated today, mainly because purchasers can select from thousands of cleaning products at a variety of price points; some products are more environmentally conscious than others, and some are designed to improve worker productivity or offer superior performance benefits. Trade publications such as *PUPN* can help decision-makers at private colleges and universities know what products are available, which might best serve institutional needs, and introduce products that could best benefit each school. While *PUPN* and similar trade publications can play a vital role in helping steer readers through the cleaning supply maze and confusion, procurement difficulties can still arise.

For those whose role is to be in charge of building services and the purchasing of cleaning products, tools, and equipment, selecting a distributor to manage all this information well and provide customized solutions—while staying within budget and accomplishing campus goals as to cleaning and environmental concerns—can be a great help. Administrators of private colleges

and universities want more than supplies from a janitorial distributor, including the following:

- To have help uncovering their cleaning needs
- To discuss cleaning challenges and needs with their distributor
- To have the distributor identify product options that can address those needs
- To have the distributor evaluate current products, suggesting those that have proven value and others that may need to be replaced
- To allow the distributor to help their customers narrow the alternatives and select the most cost effective cleaning product options
- To watch the working relationship to grow over time
- To benefit from distributor-provided training and after-sale support

Some astute janitorial distributors are taking note of what their customers want. Consequently, they are making change to their traditional marketing role with clients and becoming

“consultants,” advising their clients on cleaning solutions, products, and equipment and help their customers address all of these issues.

Consultative Selling

Consultative selling evolved after World War II and reached its zenith in the 1960s and 1970s. Then, for a variety of reasons, the concept faltered. However, it has seen a rebirth in the past ten to fifteen years. One of the key reasons for its rebirth was the fact that in the past twenty years or so, the number of distributors in the professional cleaning industry has dwindled dramatically. Some have gone out of business entirely, while others merged with other distributors or were purchased by other companies. Those distributors that remain and are meeting the needs of today’s end-customer realized that a new marketing approach was necessary.

A working definition of consultative selling is “an exchange of information in which the salesperson uncovers and develops a true understanding of a facility’s needs [as it pertains to cleaning and maintenance] and helps them

select products and tools that will address those needs.” The word “uncovers” is very important in this definition. In many ways, this work is the essence of consultative selling. Administrators benefit from what can be termed “hand holding” guidance to help uncover what their cleaning needs are, what their goals are when it comes to cleaning, and most specifically, what types of cleaning products are available that will better serve those needs.

In the 1960s and earlier, there were only a handful of chemical manufacturers in the janitorial industry that were marketing products in the U.S. Now there are scores from all over the world. For instance, the “Buyers Guide” on the ISSA (the worldwide cleaning association) website allows prospective buyers to search for manufacturers of floor finish. Now, there are around 170 manufacturers of floor finish, no longer five or six. Assuming that each company is making five different types of floor finish, consumers have more than 800 brands of floor finish to investigate to determine which are sustainable, which

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Some janitorial distributors now have access to software databases, apps, and online dashboards that can help their clients evaluate many of these brands and select those that best meet specific needs and criteria. These technologies allow the distributor—with their customer at their side—to see and compare hundreds of products.

are not, which are most cost effective, which perform most effectively, and which will work best in the specific institutional setting. Such research can be a major hurdle to tackle.

Private college and university administrators typically do not have the time to analyze all of these products, so help in making buying decisions is often needed. Fortunately, some janitorial distributors now have access to software databases, apps, and online dashboards that can help their clients evaluate many of these brands and select those that best meet specific needs and criteria. These technologies allow the distributor—with their customer at their side—to see and compare hundreds of products. These technologies provide the added information necessary for school administrators to make thoughtful decisions when making product selections.

Health

Ultimately, the consultative selling approach can be very beneficial for private colleges and universities. One of the best things about this

approach is that it can eliminate the purchase of cleaning products that either are not effective or do not protect the health of those who use a facility. While one of the goals of cleaning is to keep a facility looking its best, the key goal of cleaning is to make sure everyone using that facility stays healthy. When it comes to making these decisions, private college and university administrators are advised not to go it alone, but rather to leverage the knowledge base and technological tools available through a distributor; these resources can facilitate thoughtful cleaning product and equipment decisions.



ABOUT THE AUTHOR: Michael Wilson is Vice President of Marketing for AFFLINK

(AFFLINK.com), developers of the ELEVATE process, an online system that allows users to learn about and select products that will help operate their facilities in a greener, more sustainable, healthier, and more cost-effective manner.



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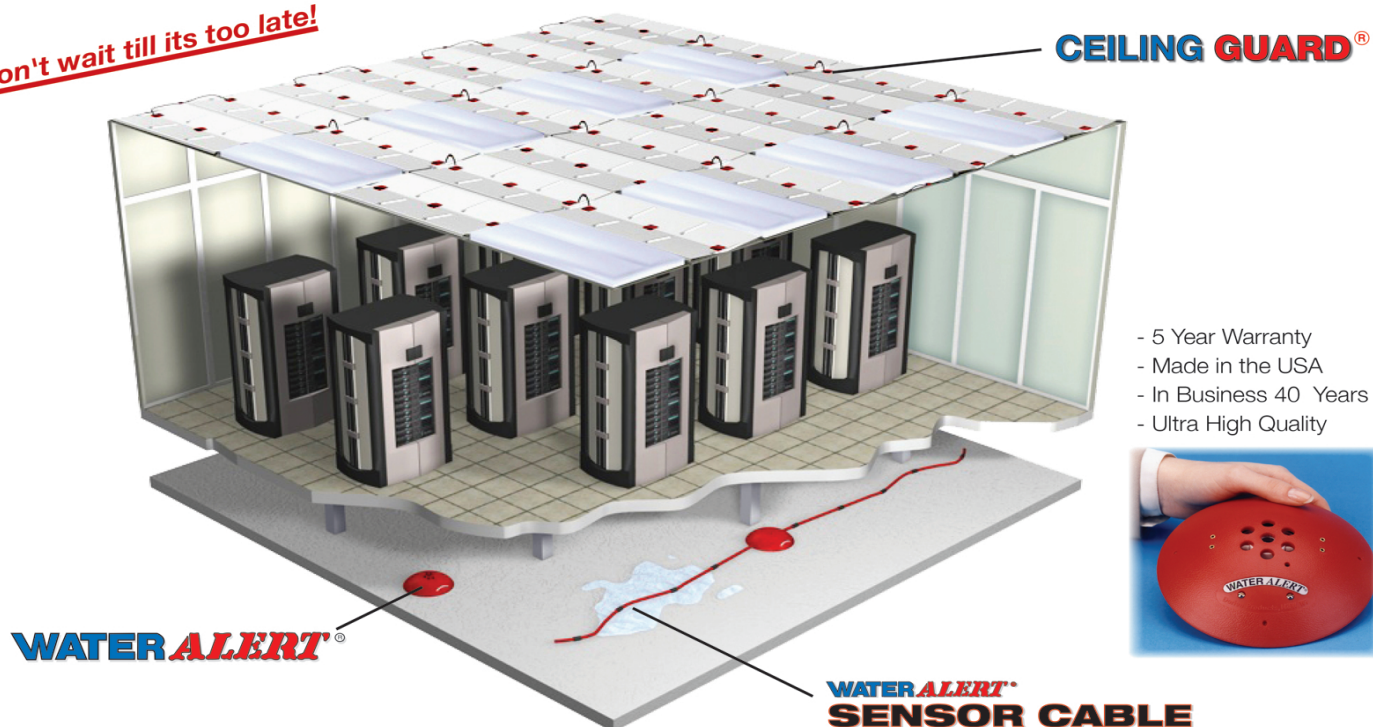


The current COVID-19 pandemic has highlighted the need for indoor air quality. With respect to HVAC systems, experts have stressed increasing outdoor ventilation air, using hospital-quality air filtration, and employing portable air cleaners and germicidal UVC lights. Maintaining Indoor Air Quality (IAQ) is a complex and long-standing challenge that can have roots in many other problems. The size, type, and age of the building, the climate, and the vast array of available mechanical systems are just part of the picture, and solving for good IAQ takes constant work; it's not a "one and done" situation.

As the pandemic stretches on, prudent planners will think about developing effective long term air quality strategies for their facilities. A sound IAQ strategy can not only help keep occupants safe, improve cognitive functions, and reduce absenteeism, but it can also provide a path toward sustainability, lower operating costs, and a more environmentally-friendly footprint. To make informed decisions about IAQ, planners must understand some of the basic tenants.

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Common Indoor Air Quality Problems

Airborne contaminants indoors either originate within the building or are drawn in from the outdoors. If pollutant sources are not controlled, indoor air problems can develop, even if the HVAC system is properly designed, operated, and maintained. Sources of indoor air contamination include underground sources (e.g., radon, pesticides), along with a variety of indoor sources (e.g., equipment, furnishings, and cleaning supplies). Concentration levels of air pollutants can vary greatly by time and location within a building and even a single room. Pollutants can be emitted from point sources, such as kitchen facilities, or from area sources, such as newly painted surfaces. Pollutants can also vary with time, such as only when floor stripping is done.

IAQ problems that generally get the most attention are those that involve lots of complaints. Issues can be exacerbated by

allergic reactions and health issues, which often involve outdoor contaminants that are being entrained into the building with outdoor ventilation air. One of the most common issues involves vehicle emissions. Vehicle exhaust can be problematic when buildings are located in urban areas or near heavily traveled roads.

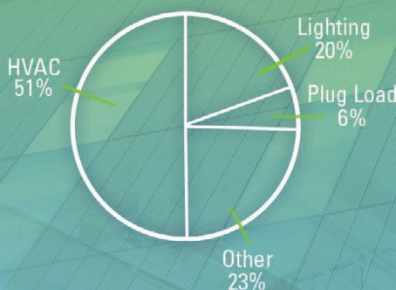
Outside ventilation air is used to dilute airborne contaminants, but outdoor air can sometimes be more problematic than indoor air. With today's low-VOC emitting building materials, furniture, and cleaning chemicals, and with the absence of indoor smoking, airborne particle and odor contaminants are much more apt to enter a building through the fresh air intakes. To cope with these issues, designers have found that air cleaning systems can be incorporated into the HVAC systems to not only clean the incoming fresh air, but also to keep indoor air at contaminant levels below outdoor levels.

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Cost Savings

Even though good IAQ has real, tangible benefits, IAQ plans are still largely cost driven. So where are potential savings for facilities that implement these applications? Energy costs present the largest opportunity. HVAC accounts for about 40% of the energy used in U.S. commercial buildings, making HVAC fan energy a good target for cost reductions and savings on a facility's annual operating budget. In new buildings, according to the U.S. Department of Energy, adopting energy-efficient design and technologies—in HVAC and other areas—can cut energy costs by as much as 50%, and in existing buildings, renovations that replace older systems with more efficient technology can yield savings of up to 30%. With respect to only IAQ and the air filtration component of an HVAC system, significant operational savings can be found through:

- Reduced fan horsepower from lower static pressure
- Reduced ventilation air requirements
- Reduced maintenance and disposal costs from longer service intervals

Addressing air filtration alone can reduce a building's total energy footprint by 5-10%. Historically, increasing filter efficiency has meant increasing energy and operating costs because it takes more fan horsepower to push air through denser, more efficient filter media. The denser the filter media, the higher the static pressure resistance. With a lower static pressure, less fan energy is required to move air through the HVAC system. Lower static pressure corresponds directly to energy savings.

Polarized-media air cleaners offer relatively low resistance. In some cases, there can be mid-life pressure drop savings of up to one and half inches versus passive, mechanical filters. This difference allows fans to be designed and selected with lower horsepower requirements and potentially less operational energy consumption.

Maintenance costs present yet another area for savings and include labor, ordering, handling, storage, and filter disposal costs in addition to materials. High efficiency air cleaning systems such as the Dynamic V8 Air Cleaning System offer very high dust-holding capacities and can extend

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change-out intervals from every several months to every several years. Although cost controls may typically steer designers toward lower front-cost options, particularly in regards to air filtration, sustainability initiatives are highlighting a broader goal. Increasingly, sustainability initiatives have been trumping cost initiatives. In some cases, a high efficiency filtration system can pay for itself in fewer than two years, since fan horsepower and system static pressure greatly impact energy consumption; filter replacement costs and length of maintenance intervals influence ongoing operational costs, as well. These costs can be evaluated to determine the life cycle costs.

Good IAQ improves health, well-being, and performance. Planners should take this opportunity to develop an IAQ strategy that will enable them to improve campus IAQ while reducing energy consumption and lowering operating costs at the same time.



ABOUT THE AUTHOR: Robert F. Goodfellow, CAFS, is Vice President of Marketing with Dynamic Air Quality Solutions and an indoor air quality professional with over thirty years' experience in the HVACR industry. Dynamic Air Quality Solutions has been designing and manufacturing air cleaning systems for over 35 years and is known for high-efficiency particulate and gas phase air filtration with low pressure drop. Its products have been used in hundreds of high-impact applications. Contact him at rgoodfellow@DynamicAQS.com or visit www.DynamicAQS.com to learn more.

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The focus should be the recovery or collection tanks, anywhere the dirty water and solutions are collected. The bins of sweepers, the wheels of vacuums, extractors and pressure washers, even wet mop buckets. As a side note, vacuum filter bags should be changed more frequently or even switched out to HEPA filtration which will reduce the amount of airborne particulates spread in the air.



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BRINGING THE FUTURE TO HIGHER EDUCATION WITH **INNOVATIVE TECHNOLOGY**

by David Vinson, PhD

Ernest Cline's *Ready Player One* (also adapted into a 2018 film by Steven Spielberg) is set in the year 2045, and it joins a long list of stories that depict a future overrun by ecological disaster and economic disparity. Cline's creative strength, however, is not his social commentary. Rather, what sets *Ready Player One* apart is how Cline uses familiar tropes of dystopian fiction to tell a wildly engaging adventure story, one that takes place in a virtual utopia called the OASIS. This endlessly open virtual "reality" serves as refuge for its millions of players, providing escapist fun as distraction from the inequities of the real world.

Wade Watts—the story’s teenage protagonist—has devoted his life to unlocking the puzzles hidden within the digital landscape of the OASIS, and at the heart of the story is Wade’s race against other devoted players to unlock the most obscure and difficult puzzles. The first to locate three hidden keys will inherit the immense fortune of the deceased creator, in addition to control of the entire OASIS.

For students, higher education offers no grand prize akin to immediate fortune or global power—although great memories, new lifelong friends, and access to knowledge and training that prepares them for a competitive job market aren’t too shabby, either. In fact, private universities and colleges around the country are even using innovative technologies one would recognize in Ready Player One. Virtual reality (VR), for instance, can now be used to transform how we think about teaching, learning, and interacting with one another on and off campus.

The Challenges and Rich Potential of Virtual Reality in the Classroom

VR is a three-dimensional, multisensory, and interactive computer-mediated simulation. For the user, the experience is not unlike inhabiting and acting within an external environment. Of course, tapping into the potential of VR as an educational tool poses multiple challenges. For programmers and developers, the task of creating a virtual, usable world is daunting, and doing so demands considerable skill and dedication. For educators and students alike, the feasibility of using VR in the classroom remains somewhat of a mystery, a work-in-progress in terms of maximizing the technology’s potential. Moreover, in a practical sense, not only would a classroom need access to VR technology, but the room itself would need space designated for “play zones” where the equipment could be used safely. Educators and students would need training for how to use the equipment, and educators would need

to plan learning outcomes in conjunction with IT specialists, programmers, and developers to make new virtual experiences pedagogically productive.

Innovation is neither easy nor straightforward, but collaboration between educators and people in industry is entirely doable—and the more collaborative we are, the clearer the path will become for using VR technology to fulfill university course outcomes. The possibilities are exciting and endless from a pedagogical perspective, and the enthusiasm that courses designed with VR technology in mind would generate among the student body is easily imagined. One can also imagine the efficacy of classroom-based VR as a recruitment tool for potential students, the majority of whom are already accustomed to using technology for learning purposes and who would leap at the opportunity to become more familiar with VR technology.


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VR as a Recruitment Tool for Gen Z Students

Today's traditional college-age learners are members of Generation Z, or Gen Z. As Gen Z students mature, so will their expectations for learning experiences that provide them with a skill set essential to thriving in the future job market. Extended reality (XR), immersive technologies encompassing VR as well as augmented reality (AR), holds promise as a learning tool to satisfy Gen Z—and beyond—on their own terms. Moreover, given Gen Z's documented affinity for gaming as well as their desire for acquiring problem-solving and practical skills, VR provides a confluence of experiential learning and engagement.

Current market demand for immersive learning in K-12 can illuminate the expectations of future learners bound for higher education. While only 5% of K-12 teachers surveyed in 2016 by Project Tomorrow used augmented reality or VR tools, Futuresource Consulting predicted in 2018 that 15% of U.S. schools would have a VR kit by 2021. Private



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universities and colleges must take such data seriously to keep up with the evolving expectations of Gen Z students. Moreover, research already illustrates that VR in the classroom can be used to spark students' interest both before and after concepts are introduced. A recent study by Parong and Mayer ("Learning Science in Immersive Virtual Reality") shows that 81% of students who used VR in the classroom felt more motivated to understand the material treated in VR, were more interested in the material, and found the lesson more engaging overall than traditional, lecture-based methods.

Enhancing Learning Spaces with Innovative Technology

VR technology is just one way of using innovative technology to transform how students learn and collaborate. We know that students value aesthetics and comfort in learning spaces, but they also value access to innovative learning spaces that meet their evolving needs. The essential ingredient to such spaces is variety—that is, providing students with options not even they have necessarily considered. Consider the possibilities, for instance, of learning spaces equipped with unique software and moveable furniture, two features that empower students to collaborate and learn as they see fit. Similarly, ideal learning spaces should offer ample seating, wall-mounted displays for group work, large interactive touchscreen technologies, web cameras and microphones for web conferencing, multiple outlets and charging stations, as well as laptop checkout stations that contain software otherwise unavailable to students. The broader objective is to create zones of learning where students can work independently, in small or large groups, and where they can share their work to dedicated monitors or even project onto a single large monitor.

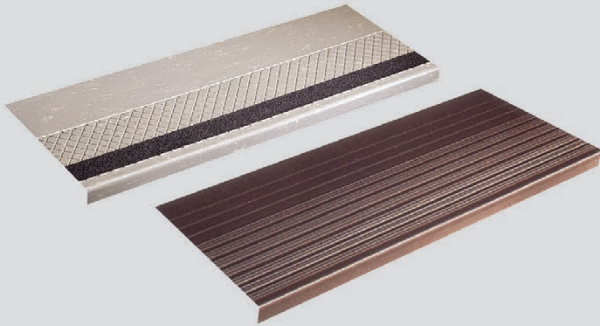
Innovative software technologies provide further ways of enhancing learning spaces. A few exciting examples include browser-based video conferencing, a shared whiteboard space that allows users to exchange and annotate content in real time, multi-camera support for capturing different angles in large gatherings, converting voice to text with real time transcription, saving and recording work on cloud servers, and sharing, mirroring, and casting devices or applications wirelessly.

Innovative Technologies and the Importance of Place

As private universities and colleges continue to adjust to the ongoing impact of the pandemic, there is a growing emphasis on the importance of place for students, faculty, and staff, all of whom are reacclimating to campus life. Enhancing this sense of place by investing in innovative technologies can transform the campus experience for everyone, and continual planning and assessment of innovative technologies are integral to improving learning outcomes as well as increasing constituent

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engagement. We have an opportunity to integrate technology while also strengthening the social experience.

A key lesson, too, is that innovative technology brings talented people from disparate fields together, educators and students alike. If used to its potential, innovative technology encourages creativity, risk-taking, and collaboration. The effect is to generate further innovation, and this culture of innovation is precisely the goal in private institutions of higher education. After all, higher education is, at its core, a space where knowledge both proliferates and is made, day after day.



ABOUT THE AUTHOR: Dr. David Vinson has a PhD in English with specializations in transatlantic literature and cultural studies. He is a committed scholar, teacher, and dad. If you ever meet David, avoid the subject of soccer. His fandom borders on the truly obnoxious.

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BRAND EVOLUTION

by David Hanna, Director of Marketing, NAC Products, Inc.

NEW LOOK, SAME QUALITY PRODUCTS

National Applied Construction (NAC) Products, Inc. NAC Products, Inc., the company that introduced the flooring industry to ECB® and crack isolation membrane technology, has unveiled a refreshed brand image with an updated logo and new website at the same domain www.NACproducts.com.

The refreshed brand identity reflects the evolution of the organization, founded in 1983 by Tom Duve. The original logo featured a dual-purpose acronym: known industry wide as “National Applied Construction,” NAC also stands for the names of Tom’s Children: Nick, Andy, and Christie. These family principles continue under the leadership of Tom’s son-in-law and current president of NAC Brian Petit.

“We decided to execute a complete brand overhaul that would slightly alter the logo, transform our red and blue color scheme to a warmer black and green design that will stand out from our competitors and improve our website to be more intuitive and customer friendly,” says NAC President, Brian Petit. “We’ve preserved the traditions of family values and American manufacturing, which are alive and present in everything we produce and it’s very exciting to bring this new and fresh look to everything we are doing at NAC.”

With pride and a commitment to quality, NAC has always manufactured its membranes in the United States, utilizing domestically sourced raw materials. For nearly 40 years, NAC has delivered exceptional value in high

performance products for customers and the flooring industry throughout the world.

THE ORIGINAL CRACK MEMBRANE

As the developer of ECB, the first crack isolation membrane in 1986, NAC revolutionized the way decorative floors were installed by providing architects, designers and contractors greater flexibility in tile layout and flooring design.

Fast forward to 2005 and the ANSI Committee approved the A118.12 Crack Isolation Standard and in 2006, the method was added to the Tile Council of North America Handbook, solidifying crack isolation membranes as a proven solution.

That innovation was the beginning of an extraordinary line of NAC membrane

solutions that expanded into water-proofing and sound abatement and has provided flooring distributors another product offering to protect their customers' flooring investment.

"The manufacturing and quality of our membrane products remains unchanged," says Petit. The transformation of our packaging design was a big undertaking, and we want to present a warmer color scheme that will stand out from our competitors."

CRACK ISOLATION, WATER-PROOFING AND SOUND CONTROL

The NAC line of membranes have been rigorously tested over the years and have continued to meet and exceed industry standards, A118.10 for water-proofing, A118.12 for crack isolation and A118.13 for sound abatement membranes.

In addition, all NAC sheet membranes, NAC TAC II primer and Sub-Seal® liquid waterproofing membrane, have been tested and certified Clean Air GOLD, by the independent laboratory, Intertek, and conform to California Department of Public Health (CDPH) Standard Method v1.2.

The "Pass" disposition indicates the products did not exceed the VOC limit for the private office, school classroom and single-family residence scenarios. The emissions testing was performed over a period of 14 days and based on the most stringent modeling scenario.

"This is an important achievement for NAC and our product offerings as more and more projects are being specified with products that contain no VOCs," said Petit. "Making products that are environmentally friendly has always been our goal and we are proud that our products hold up under rigorous testing and provide peace of mind for the flooring investment."



THE FUTURE

The redesigned nacproducts.com website features improved functionality and e-commerce capabilities to provide a more customer friendly experience. The website is still the destination for educational materials and support documents for all NAC products.

Growing our distribution network is of continued importance as we look to provide more coverage and access to our products on a local level.

"We know the success of NAC is directly tied to the success of our distributors," adds Petit. "We have introduced new starter options as we look to expand our distribution network, including a simplified onboarding process to get our products on distributors shelves quickly."

Add in the exceptional customer service and timely technical support provided by NAC, and the opportunity to become a distributor is a clear win-win.

NAC membranes have exhibited exceptional performance over the years and stood the test of time protecting millions of square feet of flooring installations. Our membrane systems, backed by a lifetime fracture-free performance warranty, are available for commercial and residential installations. For more information and to learn more about NAC, visit www.nacproducts.com.



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Over our history, ClearSpan has worked on thousands of projects across dozens of industries, providing custom and turnkey building solutions that are both unique and functional. We've become renowned for our versatile structures, which have earned the nickname "Buildings of 1,000 Uses." When purchasing a structure from ClearSpan, our customers can rest assured that they will receive the exceptional service that ClearSpan is known for. Our Building Specialists have years of experience working within the industry, so they can offer invaluable advice and suggestions throughout the entire building process, ensuring that customers get a structure that is ideal for their operation.

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Dorlen Products, a water leak detection company, has manufactured surface water leak detection equipment since 1975. Our water leak specialists are dedicated to selling the highest quality, lowest maintenance leak sensors available today. Our leak sensing systems are rugged yet sensitive to detect even a thin film of water, and without false activations. Water Alert leak detection equipment is designed to maximize protection by offering continuous monitoring 24/7. Our water line leak detection equipment identifies small leaks such as condensate water overflow, chiller water leaks, plumbing line cracks, heating/cooling piping leaks, outside seepage, and more, all prior to an occurrence of damage and downtime. The water detector alarm features vary by model.

DYNAMIC AIR QUALITY SOLUTIONS www.DynamicAQS.com

It is increasingly understood that indoor air quality (IAQ) impacts learning. Dynamic Air Quality Solutions manufactures high-efficiency air cleaning systems that improve IAQ, save energy and reduce operating costs. Dynamic Air Cleaners remove odors and VOCs in addition to ultrafine particles. The Dynamic V8® Air Cleaning System delivers MERV 15 performance and offers media change-out intervals measured in YEARS instead of months. Dynamic Activated Carbon Matrix™ (ACM) Systems allow for precise control of gas phase contaminants without the energy penalty and high maintenance costs. Dynamic Sterile Sweep™ UVC Systems provide high output UVC for the inactivation of biological contaminants. Dynamic Air Quality Solutions is a proud partner of ASHRAE headquarters renewal project.

INSPIRED TEC www.inspiredtec.com

We all want to believe that our indoor air is clean and healthy, and yet research tells us that indoor air pollution is a serious environmental health concern. The EPA reports that air inside buildings is five times more polluted than the air outside, and that polluted air causes 50% of all illnesses. This is an alarming reality since we spend 90% of our time indoors. Inspired TEC has a solution. Photocatalytic Oxidation is the newest generation of Proactive Air & Surface Purification, and it combats pathogens in the following ways: Flocculation, Molecular Dissociation, and Cluster Ions. Our online video library demonstrates multiple uses for PCO technology in some of our newest venues.

KALWALL® CORPORATION www.kalwall.com

Kalwall has provided museum-quality daylighting™ to building occupants all over the world for more than 60 years. Company founder Robert R. Keller, Sr. invented the original translucent sandwich panel in 1955, and no other company has dedicated more years, resources, creativity, and innovation into the science and art of daylighting. Kalwall is the most highly insulating, diffuse light-transmitting, structural sandwich panel in the world. Lightweight, shatterproof, and rapidly installed, Kalwall has unrivaled structural integrity that is far superior in performance and value to products that superficially may appear similar. Kalwall can function as part of the walls or roof of any building, or be an entire freestanding structure. Typical product applications include Wall, Window Wall and Curtain Wall Systems, Window Replacement energy upgrades, Skylights, Pre-engineered and Custom Skyroofs®, Clearspan™ Systems, as well as Canopies+Walkways.

CONSTRUCTION/HVAC SPOTLIGHT

HOPE'S® WINDOWS, INC. www.hopeswindows.com

Hope's custom steel and bronze windows and doors have graced the campuses of prestigious educational institutions in the U.S. for over 100 years—beginning with the company's first order for Cornell University in 1912. The unmatched strength of solid hot-rolled steel can sustain incredible structural load requirements, allowing Hope's to realize the precise design requirements desired for monumental openings in virtually unlimited scale and shape. Hope's manages this while also maintaining minimal sightlines and maximum glass area. Hope's prides itself on a long-standing commitment to safety and certification, subjecting its products to more third-party testing than any other steel window manufacturer. Whether newly constructed, retrofitted, or preserved for historical integrity, every window and door is built to last for a century or longer, and with minimal maintenance. Unmatched strength and performance, quality craftsmanship, environmental sustainability, and efficiency are just some of the features that make Hope's Windows an ideal long-term investment.

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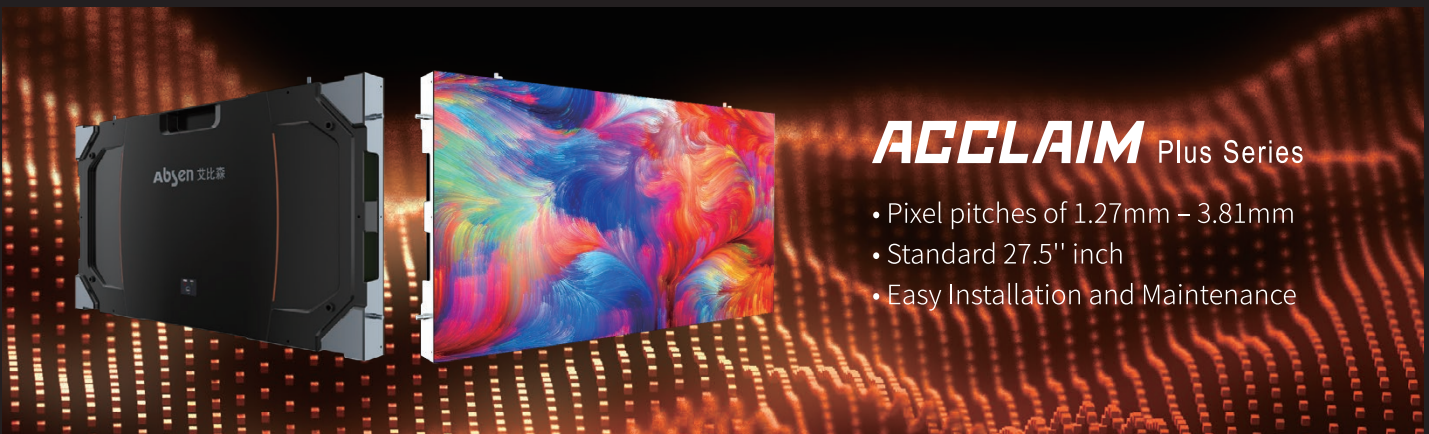
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FURNITURE SPOTLIGHT

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www.biofit.com

BioFit Engineered Products is a globally renowned designer and manufacturer of LEED-compliant ergonomic seating, GREENGUARD-certified cafeteria tables, book trucks, carts, and specialty products. Headquartered in Bowling Green, Ohio, we've been a furnishing innovator for over 75 years and provide solutions today for some of the most recognized names in science, healthcare, technology, industry, education, business and more. Our products are made to order with user well-being, performance and reliability at the forefront. Thanks to the modular construction of our seating, we can meet nearly any specification, and with our "mychair" online configurator, website visitors can create and request a quote for a model to fit their unique workplace, task and budgetary requirements.

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LABORATORIES SPOTLIGHT

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www.kaypark.com

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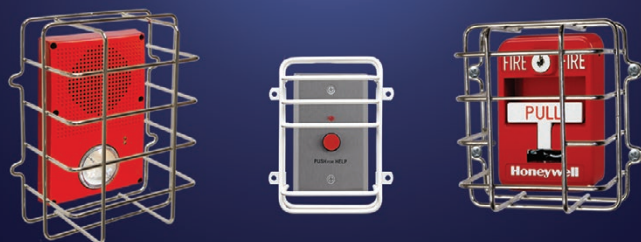
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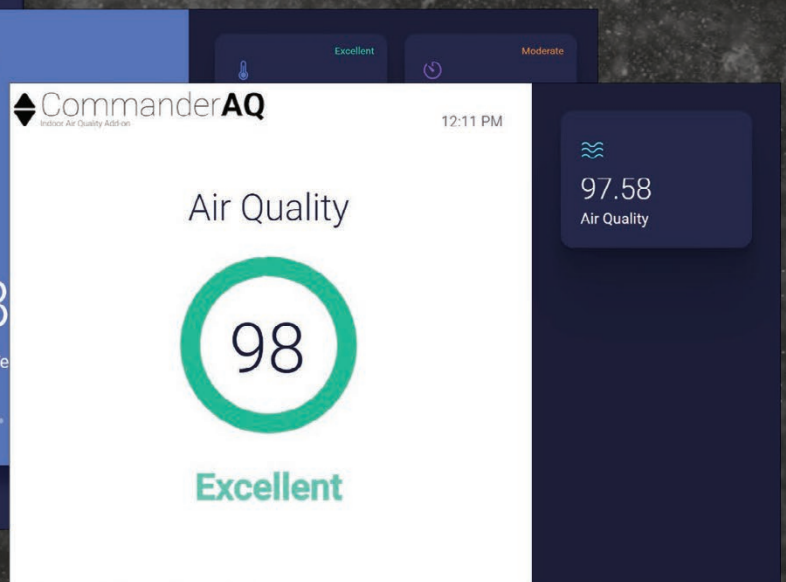


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MC's Gore Arts Complex to Open in 2022, Serve as Artistic Link to Clinton Community

From the moment Mississippi College obtained the old Clinton Junior High School building in 2010, Dr. Samuel M. Gore, the "Founding Father" of the MC Art Department, knew how to maximize the new facility. While establishing the art department in the 1950s and nurturing its growth by recruiting remarkable faculty and students into the program, the internationally renowned Christian artist recognized the need for enhanced space that would allow students the necessary room to flex their creative muscles.

from a generous charitable foundation, the renovation and design of the school building, originally constructed in the 1940s, will be done by CDFL and Alliant Construction. Reconstruction began immediately after Thanksgiving and is expected to be completed by the fall academic term. "The Gore Arts Complex and its community space will give people a new and inspiring reason to visit our campus," says Dr. Blake Thompson, president of MC. "This facility represents the latest chapter in MC's long legacy of excellence in art programs and commitment to faith. It's so

at MC, but also rejuvenate a beloved part of the town's rich history. "People who grew up going to that school like I did will be excited to see it having a new life," Gearhart says. "They are preserving a lot of the building's old architecture, restoring the old wood floors, the old terrazzo floors, keeping the old storage cubbyholes in place, the old coat racks. A lot of people will remember the old school plays, eighth-grade graduation, school talent shows in the old auditorium, Halloween carnivals, things like that. It's exciting to see those memories refreshed."

The Gore Arts Complex will include specific studios for drawing, painting, sculpture, papermaking, pastels, and woodworking. It will feature an outdoor, covered kiln courtyard for firing ceramics that was high on Gore's list of priorities. "Dad's passion was seeing a wonderful new facility for sculpture and clay artwork to be developed and to see the potential for bronze casting," Gearhart says.

The complex is planned to encompass more than just a facility for fine arts, Miley says.

"It's called the Gore Arts Complex—arts with an s—because it will also incorporate music and theater," he says. "Musicians will be able to perform in the band hall, and there will be a theater in the auditorium." The auditorium can also be used for large classes or as a gathering space for MC or members of the Clinton community.

And, of course, the work of Gore's skilled hands will be evident throughout the complex. "Dr. Gore left us a lot of sculptures, a lot of paintings, all housed in the Gore Gallery right now," Miley says. "It would be a great tribute to Dr. Gore and his ministry if we could display several artworks in the new complex; it would reinforce the mission of our department."

Gearhart says she is pleased that a sculpture from a member of the well-known Lassetter family will also adorn the complex, further linking the renovated facility to the city of Clinton. Featuring the internal mechanisms of a piano, the work was completed by the late Rev. Dr. Stuart Lassetter when he was a student at MC. Stuart Lassetter's father,

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For Gore, there was little question the junior high building could one day be renovated to serve that very purpose. "I believe Dr. Gore's imprint is on everything in our department, and it will be forever," says Dr. Randolph B. Miley, professor and chair of art at MC. "He spent his whole life building what we've got now and dreaming about possibilities for the future. We think about him all the time. His work is evident in the department and in the gallery."

Gore died in 2019, but the facility he envisioned will become a reality when MC officially dedicates the renovated school building as the Gore Arts Complex in 2022. Funded in part by a \$1 million gift

fitting that this facility, where new generations of artists will learn, be named in memory of Dr. Samuel Gore," Thompson continues; "Dr. Gore lived to share the story of Christ and tell that story through art. There is no better example for future artists to follow. Dr. Gore transformed lives through his art and his teaching, and MC will continue that legacy in this building that bears his name."

Gore's daughter, Dr. Judy Gearhart, fondly remembers attending classes in the former school building when she was growing up in Clinton. The MC graduate, artist, and former professor at the University of Mississippi Medical Center says she is delighted the project will not only add to her father's legacy

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the late J.M. “Prof” Lassetter, was an MC alum, charter member of the 50 Year Club, and longtime superintendent of Clinton Consolidated School. Lassetter Drive on the MC campus was named in his honor.

Stuart’s daughter, Carrie Lassetter Reeves, an MC graduate and art professor at the Christian University, was one of Gore’s former students who, after his death, helped complete the third disciple in his Christ in Gethsemane sculpture on the MC campus. “It seems so fitting that Dad’s vision is coming true with this facility, but that it’s also carrying on the Lassetter legacy as well,” Gearhart said. “I’m just always excited to see things that are such a part of the history of Clinton to be preserved in such a good way.”

While final plans for the Art Department are still pending, Miley said graphic design will stay in the Aven Fine Arts Building, and printmaking and interior design will remain in Farr Hall. All other fine arts programs will

move to the new complex. He described the announcement of the Gore Arts Complex as being among “the most amazing” in his career. “I have to pinch myself to believe this is really happening,” he said. “We’ve talked about having a new place for fine arts since the late 1970s ... the potential of this building is remarkable, because it will have a multidisciplinary effect. With the new auditorium, we’ll have the opportunity to do outreach to the community with art. Once we get things running, I think the ideas are just going to start generating quickly. And it will attract more artists here to study.”

Gearhart said she hopes the Gore Arts Complex will be a lasting reminder to faculty, students, and visitors of her father’s dedication to the University, the community, and the Creator. “I hope they can grasp his love and passion for education in the arts,” she said. “His heart was always to glorify God through the arts, and he loved MC, he loved

his students, and he was absolutely passionate about art education. To see an entire art complex that makes that possible is a vision that he wanted everybody to share. I hope that it’s something the whole community can get behind and support through donations, participation and encouraging the arts.”

MC welcomes gifts to the Gore Arts Complex in memory of Dr. Samuel Gore, in honor of an artist or future artist, or to support the MC arts program. For more information on giving opportunities, visit www.mc.edu/gorecomplex.

ABOUT THE AUTHOR: Mississippi College is a private Baptist college in Clinton, Mississippi. Founded in 1826, MC is the second-oldest Baptist-affiliated college in the United States and the oldest college in Mississippi.

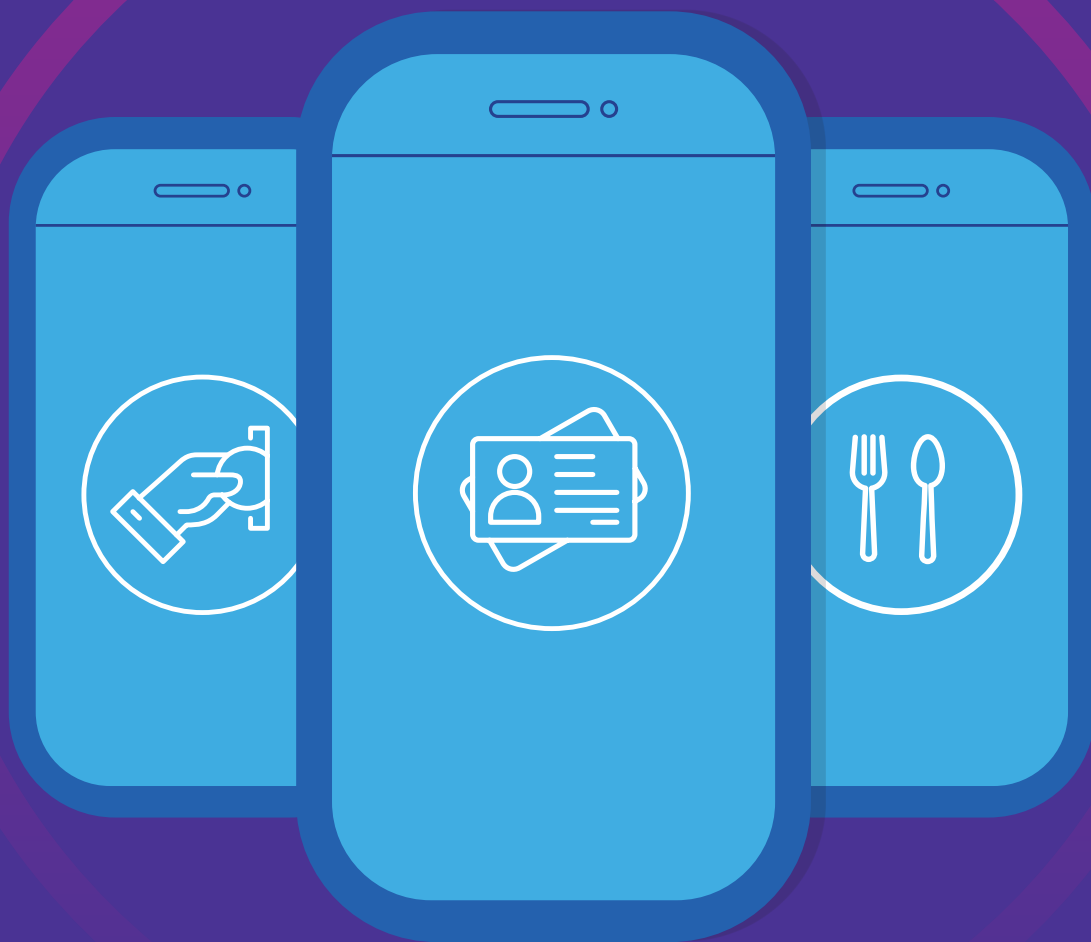
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