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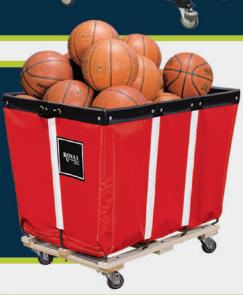








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# **Combined Security Solutions Provide Comprehensive Security**

Protecting students and staff in campus settings has become a national priority in the United States, with nearly half a billion dollars in grant money provided to school districts to upgrade their security since the adoption of the STOP School Violence Act of 2018. Colleges and universities are making the most of technology to prepare for potential emergencies—or prevent them altogether.



# Sustainable Practices and LEED Certification at Samford University

Located just outside of Birmingham, Alabama, Samford University's 180-acre campus is home to more than 50 Georgian-Colonial buildings and has been cited by multiple sources as one of the most beautiful campuses in America. Now, Samford is breaking new ground as a shining example of what it means to commit to sustainability through multiple initiatives, from implementing a program of regenerative agriculture to building a new, LEED-certified recreation, wellness and athletic complex.



### The SportsArt Revolution

With offices around the world and its products in 80 countries, SportsArt provides superlative technology and equipment that empowers communities to create healthy bodies and a healthy environment. Along the way, it's shaking up the status quo on college campuses, where students are demanding more environmentally friendly options for just about everything—including how they work out.







# COLUMNS



SPOTLIGHT / ON OUR COVER

A Novel Approach to Assessingand Treating Traumatic Brain Injury

Nicole Cruse, assistant professor of Communication Disorders at Sacred Heart University, researches effective treatments for people with traumatic brain injuries (TBI). With the help of a group of computer-science students, she is creating an entirely new way of assessing TBI clients: with a purpose-built video game app.

### **PRODUCT SPOTLIGHT**

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# Editor's Letter

**MARCH 2024** 



As you embark on another exciting semester, I am delighted to welcome you back to the pages of *Private University Products and News* magazine. With each edition, we strive to keep you informed about the latest developments, initiatives, and happenings within our vibrant community.

In this issue, we delve into some crucial aspects of campus life that directly impact your students' well-being and the overall environment. First and foremost, we address the paramount issue of security. The safety and security of your students, faculty, and staff remain your top priority, and we know you are dedicated to providing a secure and welcoming environment for all. In "University Security Takes Center Stage: Four Things to Consider" on page?, we share insights into the measures that can be taken to ensure a safe campus environment, highlighting the importance of collaboration and vigilance in maintaining security protocols.

In addition to security, we are thrilled to provide an inside look at the construction of a new, 165,000-square-foot fitness-and-wellness center at Birmingham, Alabama's Samford University. This state-of-the-art facility will serve as a hub for promoting holistic well-being throughout the campus community. From cutting-edge fitness equipment to serene spaces for relaxation and rejuvenation, the center is poised to become a vital resource for enhancing physical and mental health on campus.

Furthermore, we are proud to spotlight a student-led initiative aimed at promoting sustainability and health consciousness through the introduction of green fitness equipment. Spearheaded by passionate students, this innovative project not only demonstrates a commitment to environmental stewardship but also underscores the power of student-driven change on university campuses. Through their dedication and ingenuity, students continue to inspire us all to think creatively and act responsibly.

As we look ahead to the spring, there is an undeniable sense of excitement in the air. From academic conferences and cultural events to outdoor festivals and athletic competitions, your campus is abuzz with activity and anticipation. With the arrival of warmer weather, your picturesque surroundings come to life, offering a breathtaking backdrop for visitors and members to explore and enjoy.

I extend my heartfelt gratitude to our contributors, staff, and readers for their unwavering support and enthusiasm. As we embrace the opportunities and challenges that lie ahead, let us continue to work together in pursuit of our shared vision for a brighter, healthier future.

Warm regards,

Ed Bauer, Publisher Private University Products and News Magazine ed@pupnmag.com



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

Chris Gannuscio
Business Development Manager

Amanda Love Day Regional Marketing Director

> Rosalind Fournier Copyeditor

Jake Rasmussen
Creative Director

Cynthia Mwenja, PhD Staff Writer

Brad Kamcheff David Vinson, PhD Contributing Writers

Circulation circulation@pupnmag.com



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# A Novel Approach to Assessing and Treating Traumatic Brain Injury

BY CYNTHIA MWENJA, PhD

Nicole Cruse, assistant professor of Communication Disorders at Sacred Heart University, researches effective treatments for people who have traumatic brain injuries (TBI). Her goal is always to translate her research findings into meaningful treatments for this population. Her admirable projects include social media research and the establishment of a TBI support group, but one current project is truly revolutionary: Cruse aims to create an entirely new way of assessing TBI clients, through their interactions with a purpose-built video game app.

# "Atypical" Path to Communication Disorders Research

Unlike most of her peers in communication disorders, Cruse earned a bachelor's degree in English classical literature, then continued her studies with a master's degree in literature, with linguistics electives. In one linguistics class, the professor showed a video of patients with aphasia—defined by Oxford Languages as "loss of ability to understand or express speech." Cruse had always been deeply invested in storytelling, and she had not known that people could suddenly lose the ability to tell a story—to participate in this very human way of showing who they are.

Cruse remembers being "consumed" by this new realization; she couldn't let it go. To better understand people with aphasia, she decided to transition to a second master's degree in linguistics, with a cognitive science certificate. She was subsequently accepted to the University of Connecticut's IGERT Fellowship program funded by the NSF, where she would earn a Ph.D. in Speech Language and Hearing Sciences with a

concentration in cognitive neuroscience and neurogenic disorders. She persevered and loved the challenges, ultimately changing her research agenda from aphasia to TBI, which was her advisor's focus.

### **Traumatic Brain Injury**

Cruse says that individuals with TBI often have trouble navigating the world, and they can also experience issues with telling stories. Even though they can talk, they may struggle to communicate meaning; they can be easily derailed and have trouble finding their way back to the point they had been trying to make. These issues can cause problems communicating with family members or with others in the workplace, so people with even mild TBI can have trouble maintaining jobs or relationships. Around 97 percent of people with TBI have executive dysfunction, as well, which causes them to struggle with structuring their days and adapting to unplanned circumstances. If a stressful event happens, people with TBI can have challenges prioritizing what will be helpful to address the issue in the moment. Because so many of the

challenges that this population faces have to do with communication, helping them communicate better is a big part of their treatment, Cruse states.

As Ciara Leydon, chair and professor of Communication Disorders at Sacred Heart, points out, TBI can affect any part of the brain. As a result, this population has complex needs and many possible deficits. Leydon also notes that Cruse approaches TBI treatment from the standpoint of cognitive neuroscience; her insights offer a different and complementary approach within a department focused on functional communication. Leydon admires the way that Cruse uses cognitive science to think about how people are actually functioning in the real world, calling this move an "uncommon bridge."

### **Translational Research**

Cruse feels strongly about the importance of translational research; she doesn't want to answer questions that won't help real people. In one collaborative project, Cruse is working with a colleague who is a clinical



speech pathologist to develop a support group for people with TBI. Leydon affirms that this sort of translational work aligns with the department's mission to serve the community. Further, the initiative offers communication disorders students opportunities to develop their skills working in the group setting, while clients will receive this effective and needed service in Sacred Heart's clinic, which is free of charge. Leydon also notes that involvement with the clients in the group will offer Cruse insights to inform all of her projects.

In another project which yielded helpful real-world data, Cruse worked with graduate student Helena Sabo last fall to conduct a detailed analysis of over 4,000 posts in a TBI caregivers' group. As Sabo points out, this analysis is helping them to understand what information and support that people are looking for; the results will help the researchers know what information to provide to people with TBI and how best to make an impact on their care.

This term, Sabo, Cruse, and graduate assistant Iva Barun are assessing the standardized tests which are used to analyze executive function in TBI clients. The tests currently in use have been around since the 1980s and can be badly outdated—some tests have the client working with clock faces and images of rotary phones. As Sabo states, functional activities—such as checking the weather to choose appropriate clothing—are not addressed in current assessment instruments. Other issues can crop up when the traditional tests are administered, Sabo points out. For example, some clients are unable to draw; that limitation nullifies some tests. Sabo still believes the current tests are reliable and give valid results, and they do offer insights into a client's executive and cognitive function. Seeing a client perform on this sort of test, however, is very different from seeing them function in real-life situations.

Cruse points to other limitations of the standard tests: they are done in quiet, controlled settings, and they can have a *continued...* 

Cruse feels strongly about the importance of translational research; she doesn't want to answer questions that won't help real people.

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high level of error due to the subjectivity of the reporter. Speech language pathologists also often have big caseloads, and they may only have time to conduct an assessment when a patient is not at their best. What clients want to know from their assessment results is whether they can go back to work, but the current assessments don't really answer questions about what people can do in the real world, Cruse says. To really test executive function, an assessment needs to be replicable and also include some of the uncertainty that people experience in everyday situations.

### **A Novel Assessment Approach**

To Cruse, the solution for replicable, realistic assessment became obvious. "Why not use video games?" she remembers thinking. This approach hasn't been used for TBI assessment—Leydon calls it "completely novel"—but people can do everything in video games that they can do in real life. Sabo notes that the goal of communication

disorder therapy is always functionality, and she appreciates the true functionality that an assessment game can support. It took some time for Cruse to find individuals in computer science who were interested in making games that would do this type of translational work. Once she located people with expertise in computer science who were willing to work with her across disciplinary lines, Cruse developed two versions of the game; she then connected with Jordan Tewell, assistant professor of Computer Science and Engineering at Sacred Heart.

Last summer, Tewell had been looking at fellow faculty profiles, and he saw that Cruse was doing work with video games. He saw a good opportunity for his engineering students to work with a professor in a different discipline to develop a "serious game"—a type of video game that is used in the medical industry, often to train professionals. He approached Cruse to propose a

collaboration. "I can help you develop your dream game," he told her. Right now, Cruse and Tewell are co-teaching a class of seven students who are working on developing Cruse's game for course credit. Like Leydon, Tewell uses the word "novel" to describe Cruse's idea—he confirms that he and his students researched the field, and "there's nothing like it out there."

Tewell states that the collaboration has been a good experience, though he notes that learning to talk to someone from a different academic background can pose challenges. To bridge the gaps, Cruse created a glossary for the computer science students so that they could understand the terms she uses. She also works directly with the students in weekly meetings so that she can provide feedback on their work. Tewell appreciates that collaborations like this can get students thinking about jobs they may not be aware of, such as the overlap among the medical field, computer

science, and game design. Sabo also values the collaboration between disciplines and sees this project as potentially life changing. "[This is] great research that can change the face of medicine," she says.

Cruse says the game will provide better, more efficient assessment for individuals with TBI, and those assessments will be easier, cost less, and take less time. Once the game is fully developed and rigorously tested, clients will download it as an app, and then they can be assigned specific assessments within the game by their clinician. For example, they might be asked to find items at the grocery store within a given budget; such a task would assess their memory, attention, and decision-making skills. The game-development class is creating content for a grocery store, a dry cleaner, and other common spaces where people might run errands. Through observing how clients interact with the game's scenarios, researchers can continued...

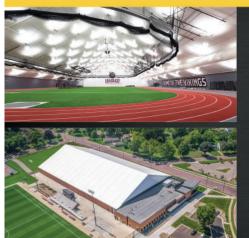












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get real-time information. They can also compare the client's performance over time to get meaningful long-term data.

Leydon states that Cruse has identified a true need in the community as well as the scientific field to better assess and treat TBI. She points out that the key aspect with gaming is that it can provide dynamic assessment in which the clinicians can "watch processes that people will need to use in their everyday lives." The observers can see the client solve a problem and make sure that it was a good solution.

After the game is developed, Cruse says, the next step is to gather a focus group to get feedback. Once the game has been fully vetted by focus groups and beta-testers, then the collaborators must prove its validity through rigorous testing. When the game works and is reliable, it could potentially be adapted for other populations, too. After Cruse's game is released, it will help clinicians to better personalize not only assessment but treatment, as well. Additionally, since speech language pathology treatment is not covered by insurance after the allotted time runs out, this game can provide a vital, low-cost resource for clients on an ongoing basis.

Cruse's inspiration to revolutionize TBI assessment and treatment through a video game is truly remarkable, and her ability to work across disciplinary lines to bring her vision to reality is inspiring. Cruse's commitment to translating her clinical insights to real-world practice will have long-lasting, positive affects for people with TBI.



ABOUT THE AUTHOR: Dr. Cynthia Mwenja teaches Composition and Rhetoric at the

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# **Combined Security Solutions Provide Comprehensive Security**

BY BRAD KAMCHEFF

Protecting students and staff in campus settings has become a national priority in the United States, with nearly half a billion dollars in grant money provided to school districts to upgrade their security since the adoption of the STOP School Violence Act of 2018.

The investment in school security, involving both the K-12 and the higher education market, has been considerable to say the least, as security professionals work to fortify on-campus security. This has included installing surveillance systems that can monitor outdoor common areas and parking lots, securing building entrances with mantraps coupled with intercoms for reliable two-way communication, replacing college dormitory keys with keycards, and implementing campus-wide access control systems that can be used to manage building access for faculty and students.

As school security continues to improve, so does the diversification of solutions implemented, integrated, and leveraged with existing systems. Access control systems,

emergency towers, and intercoms can all be seamlessly integrated with surveillance to provide a comprehensive, layered school security program.

### Enhanced Communication at Entry Points

Many campuses have moved away from an open front door environment where visitors and delivery personnel could freely walk into the lobby. Administrators can now incorporate locked entrances where people can only enter the building after initially being vetted by the front desk staff.

Implementing two-way intercom systems at the entrance provides an important first layer of protection and can enable front desk personnel to not only talk to someone who would like to enter, but also clearly see the person when the system includes an integrated IP video camera.

The ability to see, hear, and talk to the person is invaluable to staff and school security. Faculty can quickly determine if the person is who they say they are, check credentials using the video camera, and see if the person is agitated or carrying a weapon.

It is important to ensure that teaching staff have access to security tools and can easily communicate with the appropriate people. In the event of an emergency, school staff can trigger a lockdown event while alerting school personnel and law enforcement. When an intercom system is installed in classrooms and lecture halls, it enables a professor to reliably call for help without having to worry about a poor cellular phone signal.

A panic button on an intercom station in the room can be pre-programmed to contact on-campus security if a student or teacher experiences a medical issue or if a person in class poses a threat to themselves or others.

Many intercoms also come equipped with paging capabilities. This means that

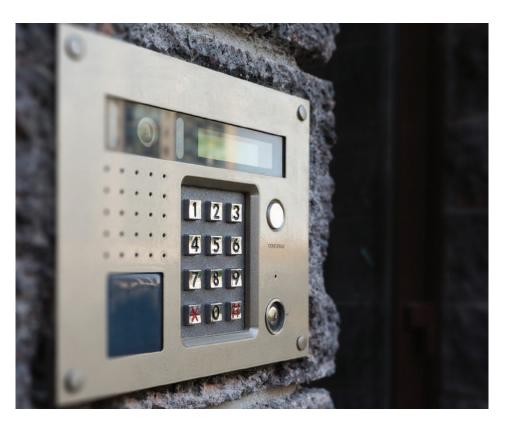
an intercom station can be used to send direct communication into classrooms, hallways, or lecture halls if a threatening situation unfolds, such as a major weather event or an active-shooter occurrence.

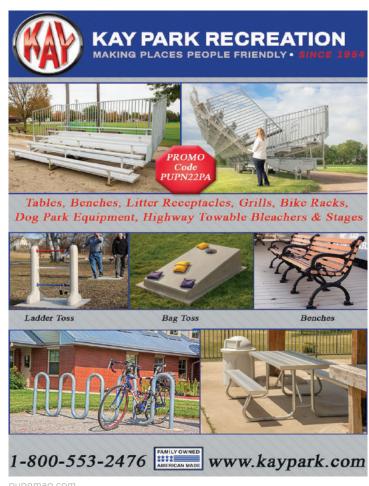
Pre-programmed and recorded messages can give students and staff directions on what to do next, such as shelter in place, relocate to a secured location, or evacuate the premises immediately, improving school operations. These messages can also be set to be repeated every few minutes, ensuring the message is heard and that everyone within an educational building on campus receives the same consistent information.

# Better Management of Staff, Students, Visitors

It is important to know who is visiting your school. It is equally important to implement an access-control program for staff and students too.

Access control enables staff or security to easily track who is coming and going and provide secure access at authorized entrance points. In the event continued....







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of a school employee being terminated, a school district can quickly deactivate the access control credential to remove access privileges without interrupting access for other staff members.

Visitors, meanwhile, can be provided with a badge that allows them to access certain areas

or wings within a building. An access-control credential can also be pre-programmed for a set duration, so that when a visitor does not swipe out by a certain time, an administrator can be alerted.

Overall, intercoms and access-control systems can provide valuable data on all

individuals, whether they are an employee, delivery person, or visitor.

An integrated video intercom system can automatically record the interaction between a visitor outside pressing a button to request access and the person responsible for granting access. The access-control component, which requires a person to present a badge to a reader to enter an area, can also record access-point data, showing exactly where they went in the building.

### **Dormitory Use**

Perhaps the biggest change with security technology being used on college campuses is taking place within college dormitories, where traditional locks and keysets are being replaced with electronic locks and an all-in-one keycard that can be used to enter a student's dorm room. The same keycard can also allow access to eat in the campus dining hall or check out a book in the library.

While dormitory access has become more secure over the past decade, one thing that hasn't changed is the need for students or visitors to have a secure and reliable method to communicate with the front desk staff at a residence hall.

Due to additional school security measures, many residence hall doors remain locked 24/7. This can make it difficult for a visitor to interact with anyone in the building unless the front desk is fully staffed or that individual has the proper access-control credential to enter through the front door.

An IP intercom station can be placed on the exterior of a dormitory or within a vestibule area, ensuring that visitors have a way to contact the resident assistant on duty or someone in the security office should they need to request access into the building.

For students, the added benefit of an intercom system outside their dormitory is the ability to easily reach campus support staff should they arrive at their residence hall and find their keycard is missing or not functional.

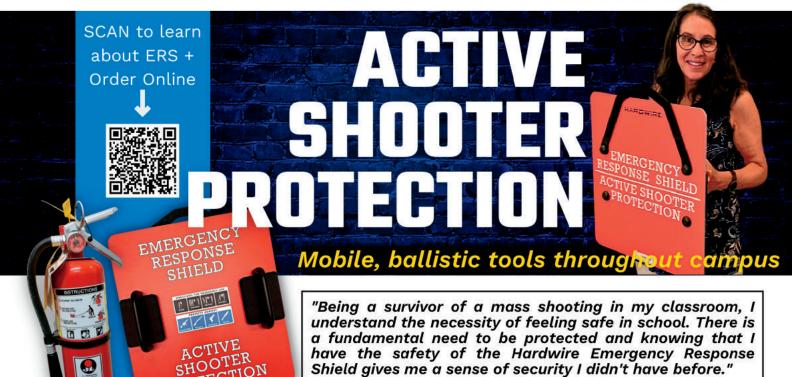
A two-way video and audio intercom system also provides an additional layer of school security for staff, by providing visual verification of the visitor. Dormitory staff can use a two-way video intercom system to confirm a person's identity, whether the person is a food delivery driver or an individual whose access to a particular building has been restricted.



continued...



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PROTECTION

In recent years, the escalating threat of gun violence has become an alarming concern for educational institutions across the United States. With mass shootings on the rise, it is imperative for private higher educational institutions to proactively address the safety of their staff and students. Recognizing the urgency of the situation, a comprehensive and immediate solution is essential. One such solution gaining traction is implementation of Emergency Response Shields (ERS), a proactive measure designed to protect against active shooter incidents on campus.

### **Ensuring Immediate Protection:**

Just as fire safety protocols have been ingrained into the infrastructure of public buildings, a similar approach is crucial for addressing active shooter scenarios in private educational institutions. The ERS serves as the "Fire Extinguisher for Gunfire," offering immediate protection against assault rifles, shotguns, handguns, as well as blades and blunt force weapons. By empowering faculty and staff with this advanced tool, private higher educational institutions can bridge the gap between an incident occurring and the arrival of first responders.

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### Aligning with Best Practices:

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> The ERS aligns seamlessly with established safety protocols recommended by authoritative bodies such as the Department of Homeland Security's Active Shooter Preparedness Program (Run, Hide, Fight) and the Advanced Law Enforcement Rapid Response Training (ALERRT) principles (Avoid, Deny, Defend). This integration ensures that the use of defensive measures is in accordance with nationally recognized standards, maximizing the effectiveness of emergency response strategies.

### Derived from Military-Grade Technology:

The technology behind Emergency Response Shields is derived from armor technologies initially developed for Department of Defense Programs and extensively fielded on United States military vehicles. These advancements have been integrated into federal law enforcement body armor, assuring a high level of protection for educational institutions against potential threats.

### Creating a Secure Learning Environment:

Beyond the immediate safety benefits, the implementation of ERS has shown to contribute significantly to mental health and well-being within educational communities. As students and staff feel empowered and protected, a renewed sense of security and confidence permeates the campus environment. The visible presence of protective measures can also act as a deterrent, dissuading potential attackers from targeting wellprepared and armored educational institutions.

In the face of increasing threats, private higher educational institutions must prioritize the safety and security of their campuses. Emergency Response Shields offer a proactive and effective solution, aligning with established safety protocols and utilizing cutting-edge military-grade technology. By investing in these defensive measures, institutions can foster a secure learning environment, providing both students and staff with the confidence that their safety is a top priority.



This can help to quickly determine if the person is who they say they are or check identification credentials using the video camera.

### **Securing Parking Lots and Outdoor Spaces**

Security in parking lots often presents one of the biggest challenges for campus and school security.

For colleges and universities, this is especially true because parking facilities, whether surface parking lots or parking garages, are often vast in size and can be located quite a distance away from educational buildings on campus.

Emergency parking towers, equipped with intercom systems, can be strategically placed throughout parking lots and parking garages, providing an additional layer of school security, especially in emergency situations. If a student does not feel safe walking to their vehicle after a class late at night, an emergency parking tower can be quickly used to directly speak with on-campus security staff or to request an escort.

Including a video intercom allows campus



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Questions? Contact us at info@americanslipmeter.com or 941-681-2431 and school security staff to see the student requesting assistance. This can provide critical identification when staff arrive on-site.

As these towers are tall and equipped with a light beacon on top, they are easy to locate even at night. Additionally, these well-lit towers can act as a crime deterrent by presenting a secured and monitored environment to would-be criminals. Since emergency towers are hardwired, each tower provides a secure and highly reliable method of communication even in areas where cell phone coverage may be spotty.

Many parking garages are also maze-like structures, which can make it difficult for a person to clearly communicate their specific location. Intercoms with built-in mapping mean that the specific location of a wall box is shared with security personnel when an emergency-communication button is pushed. This helps to ensure that responders are dispatched to the correct location.

When a video intercom system is located

inside a parking garage, it allows a campus or school security officer to clearly hear and speak with the individual who is calling about an emergency. An optional overhead camera can provide a bird's-eye view of the area around the person in distress as compared to the identifying view of the intercom.

Intercoms, emergency towers/wall boxes, and access control systems help enhance campus and school security, manage building access, and provide a valuable means of communication in the event of an emergency.

The reality is that educational institutions are prone to unexpected events. The addition of these solutions will strengthen the efficacy of any comprehensive school security system and can help protect students, faculty, and visitors during emergencies.

University security has made significant advancements over the past few decades thanks to continuous investments in technology. Ensuring the safety of individuals on a college campus remains an ongoing

concern that necessitates regular reviews of the technologies deployed and the maintenance of best practices in building safety and access policies.

ABOUT THE AUTHOR: Brad Kamcheff
has been with Aiphone for over 30 years.
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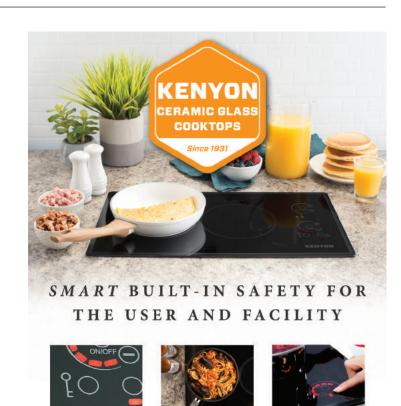




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# Sustainable Practices and LEED Certification

### AT SAMFORD UNIVERSITY

BY DAVID VINSON, PhD

Located approximately five miles south of the vibrant metropolitan area of Birmingham, Alabama, Samford University is Alabama's top-ranked private university. Its alumni include more than 60 members of the U.S. Congress, two U.S. Supreme Court justices, and a Secretary of State, in addition to recipients of the Pulitzer and Nobel Peace prizes. This is a remarkable output given the modest size of Samford's student body (currently 5,700+), and it serves as a testament to the university's long-standing culture of preparing its students for success following graduation.

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Its 180-acre campus is home to more than 50 Georgian-Colonial buildings and has been cited by multiple sources as one of the most beautiful campuses in America. Samford is also committed to advancing sustainability by identifying areas for improvement, collaborating across campus to support green initiatives, programs, and progress, and providing leadership and guidance for sustainability efforts.

In November of 2022, Samford's Office of Sustainability partnered with its local environmental commission in the Birmingham suburb of Homewood to host its annual Green Skies initiative. The Green Skies initiative is an ongoing project to rebuild Homewood's tree canopy. Volunteers planted hundreds of tree seedlings and other vegetation with the goals of improving stream bank erosion and increasing tree diversity. The program aligns with Samford's sustainability mission, which benefits the environment and functions as an educational tool for college and visiting high school students. The Green Skies initiative allows for Samford to be recognized by the Alabama Forestry Commission as a Tree Campus USA university, a distinction it has earned by meeting five core standards for effective campus forest management: the establishment of a tree advisory committee, evidence of a campus tree care plan, dedicated expenditures for its campus tree program, an Arbor Day observance, and sponsorship of student service-learning projects. Samford has even developed a plan for repurposing and integrating into new facilities wood that been removed due to construction.

The university's Office of Sustainability also offers grants to members of the community who aspire to grow awareness for sustainability and cultivate a sustainable culture on campus. In 2023, a grant was awarded to Dr. Clara Darling, a professor in the Department of Nutrition, to develop Samford's Wellness Garden. Students who participated in the project gained invaluable knowledge about stewardship of their environments. Students learned how to take care of soil by adopting regenerative techniques such as planting flowers that provide food for natural pollinators. A growing practice essential to conservation and sustainable practices in farming, regenerative agriculture teaches students sustainability principles on a small scale, which then empowers them to understand environmental stewardship on a much larger scale.

### **LEED Certification of Samford's Campus Recreation, Wellness and Athletic Complex**

Samford's commitment to extending its sustainability efforts is perhaps most evident in the renovation and construction of its new Campus Recreation, Wellness and Athletic Complex. The university is pursuing Leadership in Energy and Environmental Design (LEED) certification, a globally recognized symbol of sustainability achievement, energy efficiency, and environmental stewardship. The \$65 million venture is the largest capital project in Samford's history, one inspired by campus-wide recognition

continued....



that students look to the university to provide opportunities to lead a healthy lifestyle. The project will provide ideal options for physical fitness, recreation, counseling, and health services, all of which can facilitate student development in mind, body, and spirit. Expected to be completed prior to the start of the Fall 2024 semester, the complex includes investments in four separate buildings totaling 165,000 square feet. Students will enjoy completely redesigned basketball courts, a new multi-use court, studios for fitness classes, an e-sports studio, dance studios, state-of-the-art weight and cardio machines, a multi-purpose workout area, a coffee house, a 24-hour convenience store, and lounge areas. Student-athletes will benefit from a fully refurbished facility with new training spaces for teams. The complex will likewise encompass a 20,000 square feet recreation and event space, a suspended indoor track, sound and staging to host campus events, a catering kitchen, covered outdoor athletic space, as well as a covered balcony that overlooks Samford football's home of Bobby Bowden Field, located in F. Page Seibert Stadium. It is an enormous undertaking, and the historic project will not only enhance student wellness and life on campus but also aid in student recruitment and retention.

Achieving LEED certification for its Recreation, Wellness and Athletic Complex is an utmost priority at Samford, one signaling the university's dedication to creating a more sustainable campus. That Samford's mission also aligns with the city of Birmingham's Green New Deal campaign—which aims to develop a people-driven, justice-first climate action plan for the region—illustrates how a small, private university can positively impact its surrounding communities. The new complex will be among the first set of buildings on campus to earn LEED certification. Accordingly, Samford has integrated multiple sustainability features including open vegetated spaces (as opposed to standard roofing and parking materials), exterior fixtures that reduce light pollution, low-flow plumbing fixtures, and more efficient, enhanced indoor air mechanical systems and controls.

### Samford's Infrastructure Initiatives

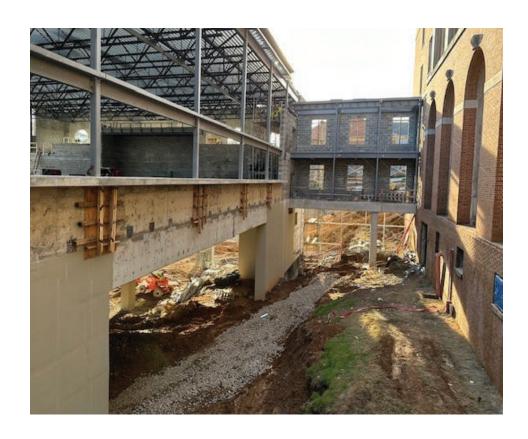
The Recreation, Wellness and Athletic Complex is by no means the only example of Samford's adoption of green practices in the construction and improvement of its buildings. A plan for new residence halls, first presented in the Samford Horizons campus master plan, will implement similar practices ranging from energy saving equipment to green waste management. Samford has entered a multi-year, multi-phased partnership with Johnson Controls, Inc., a global leader in the manufacture and promotion of energy-efficient technologies. In support of the campus master plan, Samford and JCI have created a comprehensive campus infrastructure improvement program to improve the instructional



atmosphere. Through this program, Samford will implement necessary infrastructure and efficiency improvements across campus. The university has already rebuilt its chill water plant, modified much of its lighting campuswide to LED, replaced plumbing fixtures to reduce water consumption, and installed over 1,000 energy-efficient windows. The overarching goal is to generate significant energy savings while reducing the university's carbon footprint by more than 15,000 tons. Complementary strategies include decreasing water consumption on campus by more than 20 million gallons and promoting financial stability by using directed savings to fully fund the initiatives. The plan is expected to generate more than \$1.65 million in savings annually.

### The Stewardship of All Resources

Samford's picturesque campus is an essential component of university life, one that impacts students, faculty, and staff alike. The Office of continued....





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P.O. Box 7038 • Akron, Ohio 44306 800-321-2381 • Fax 330-773-3254 info@mussonrubber.com • www.mussonrubber.com Sustainability emphasizes that efficient maintenance of Samford's buildings, facilities, and grounds is foundational to the campus community's well-being. The university's dedication to sustainability is an extension of this philosophy. In its stewardship of all available resources, Samford has embraced sustainable development to address the needs of the present without compromising the ability of future generations to meet their own needs. Samford understands that environmental stewardship gives each of us a meaningful role in guiding nature in a positive direction, and further, that environmental stewardship is a fundamental, ethical responsibility of university leadership. Its implementation of regenerative agriculture, student outreach programs, Green Skies initiative, and certainly its commitment to developing LEED-certified buildings all illustrate why Samford rightly stands as a model for other institutions as they may endeavor to transform their campuses into healthy and sustainable environments.



**ABOUT THE AUTHOR:** David Vinson, PUPN staff writer, has a PhD in English with specializations in transatlantic literature and cultural studies. He is a committed scholar, teacher,

husband, and dad. If you ever meet David, avoid the subject of soccer. His fandom borders on the truly obnoxious.

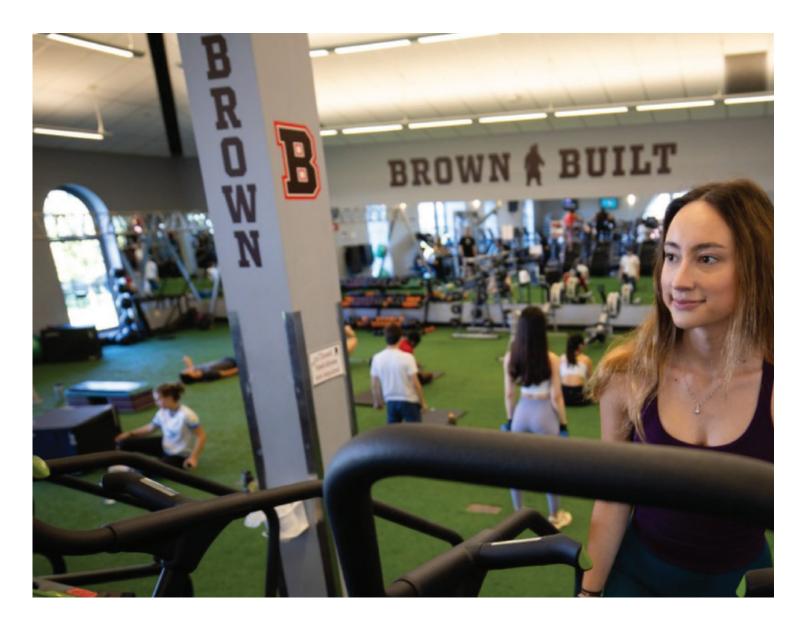


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# The SportsArt Revolution

BY DAVID VINSON, PHD

With offices around the world servicing 80 countries, SportsArt provides superlative technology and equipment that empowers fitness, medical, performance and residential communities to create healthy bodies and a healthy environment. SportsArt stands among the largest single-brand manufacturers in the world, serving as a shining industry example of how to foster positive environmental and social change with products that are inclusive, durable, energy efficient and cost effective.

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Ruben Mejia (Executive Vice-President, Americas at SportsArt) stresses that SportsArt has always been ahead of the curve. "We've worn our values on our sleeve since the company's inception," Mejia says. "Sustainability has always been a guiding principle it's part of our DNA. We cherish our values and are thankful that sustainability is now mainstream." Partly what makes SportsArt so special is its commitment to galvanizing others to join its mission of sustainability. "We maintain that it's our duty to create a network of like-minded partners. Frankly, I'd love it if our competition would join us in this project."

SportsArt now offers more than 150 exercise equipment products that have collectively reshaped and elevated current industry standards. Its status as a global industry leader is a consequence of decades of hard work, in addition to the rather simple but perhaps all-too-rare practice of welcoming new ideas. "We listen to our customers' wants and needs, and our design teams listen to one another," Mejia explains. "This is why we're confident in what we do and why we're so proud of our products." Mejia is quick to applaud the impact of students in higher education, as well: "Students are driving this movement of sustainability. They care about the environment and want exercise and rehabilitation equipment that aligns with their values. It's not at all uncommon for students to reach out to us."

Mejia isn't exaggerating. Consider the story of Elina Pipa, a junior at Brown University, and her role in coordinating with SportsArt to bring its sustainable, energy-generating equipment to campus at Brown's Nelson Fitness Center.

### **Brown University's Nelson Fitness Center**

During her enrollment in a Climate Solutions course at Brown University, Pipa researched and developed a policy brief that identified a specific climate problem and solution. Her goal was to bring the kind of exercise equipment equal to the task of making a tangible and sustainable impact on her campus. Mejia offers a glowing account of Pipa: "She's a brilliant young woman, and her project was extremely thorough. It was persuasive and set in motion the process of bringing our equipment to Brown."

Pipa identified Brown University's Nelson Fitness Center as the ideal setting for the project, and it speaks volumes of SportsArt's reputation that Pipa identified the company as the ideal equipment provider. Thanks to Pipa's proposal, the Nelson Fitness Center has been piloting the use of SportsArt's ECO-POWR™ equipment. SportsArt collaborated with Brown University to determine which equipment best suited its students' needs and values. "We want students to be able to compare our equipment to what they're accustomed to, and to show them that not only are the biomechanics similar to what they already have, but that ours save and even generate electricity." For now, the Center offers six pieces of energy-generating equipment: two G690 Verde Treadmills, two G778 Steppers, the G866 front-drive elliptical, and the E876-16

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elliptical, which is equipped with a 16-inch entertainment touchscreen. Mejia is particularly excited to talk about the G778 Stepper: "It harnesses the energy of human movement and converts it to clean, usable electricity," he explains. In fact, SportsArt's ECO-POWR™ premium cardio equipment turns any campus recreation center into a green fitness solution. Combining user-friendly controls, reliable durability, and unmatched sustainability, equipment in this line converts up to 74 percent of user-generated energy into clean, renewable electricity.

The pilot at the Nelson Fitness Center is currently underway. Student feedback has proven stellar, and conversations about refreshing the project with additional units is ongoing. "All parties involved agree that Brown should bring in more units. We're excited to see what happens next."

### Student Outreach at SportsArt

SportsArt welcomes the opportunity to collaborate with more students like Pipa, those who are invested in the same goals of sustainability as the company. "We're ready to work with students on all kinds of projects,"

Mejia stresses, "and we're doing all we can to get the word out. Student outreach has taught us that students love our products."

On the first day of 2024, SportsArt used its website to introduce a brand-awareness campaign called Campus Challenge. The goal is not simply to market to college students but to empower them as decision makers. "Students have strong opinions about what they want in fitness and rehabilitation equipment. They should play a role in determining which equipment meets their standards of quality, sustainability, and durability." SportsArt's Campus Challenge invites students from across the country to accept the challenge of making their campus more sustainable. Students are asked to post a simple video on TikTok on behalf of their university and to explain what they'll do to motivate others on campus to step up to the planet's environmental challenges. Such is SportsArt's commitment to influencing positive change on campuses across the country that three entries will be selected to win prizes totaling \$140,000 in SportsArt's ECO-POWR™ sustainable fitness equipment for their campus rec centers.

SportsArt's consumer-oriented educational model is consistent with its commitment to building campus communities that value fitness and sustainability. SportsArt provides on its website a variety of educational resources, all of which inform students and others about green fitness; similarly, the resources work to demonstrate how the equipment makes an ecological and economic impact, whether in a single facility or, more broadly, across campus. Among the resources is "The Ultimate Sustainable Gym Checklist," which includes a list of items in multiple categories that users can follow to upgrade their fitness spaces into the greenest gyms possible. SportsArt understands that a green planet can't be built overnight but must instead be managed by gradual change, one workout at a time.

### **SportsArt and Student Recruitment**

Common practice among prospective students is a tour of the campus, which invariably includes a look at its campus recreation and fitness facilities. These facilities have widespread, often instant appeal, serving continued...

Students are asked to post a simple video on TikTok on behalf of their university and to explain what they'll do to motivate others on campus to step up to the planet's environmental challenges.



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not simply as hubs for exercise and fun but as spaces to socialize and relax. When students see they have a green component as well, they take note. "Campus-rec professionals recognize that students come to college ready to make a change," Mejia says. "They want to play a role in something bigger. Facilities that invest in our equipment are aware of its value. Imagine you're a student. You're seeing a gym for the first time, and the tour guide says, 'Okay, we have equipment that helps to offset carbon footprint. We have equipment that generates power as you use it.' This is when the name of SportsArt comes up. The role we play in student recruitment and retention is one we're proud of." Because SportsArt offers equipment that can generate electricity as it's being used, the need to buy electricity is reduced, so the number of fossil fuels burned is also reduced. It is precisely this kind of information that allows students to see how they can make a difference in their community while also contributing to the larger effort of creating a healthier planet.

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# Inclusivity and Accessibility at SportsArt

As an industry leader in the green fitness, SportsArt's ECO-POWR™ technology has revolutionized how students and other users think about cardio workouts. The built-in technology embraces the connection between our individual actions and their impact on the environment, and it does so by turning workouts into clean, renewable energy. Just as the technology allows for better workouts, it also motivates users with meaningful impact

metrics such as watts generated, as much as 220 wH of electricity per workout hour. For students, such a metric is a visible reminder how they can improve their fitness while serving environmental needs.

Mejia is especially proud of SportsArt's success in creating brand inclusivity. This is a core philosophy of the company—to embrace inclusivity and accessibility with its technology. "We need to rethink the traditional gym, and it doesn't take much to bring in others who want to exercise. Let's get continued...



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everybody working out. Let's have a space for everyone." Several SportsArt products offer motorized ride assistance, and SportsArt trainers set facilities apart by offering distinctive moving paths and multiple workout options within the footprint of single machines. Users who require technology for rehabilitative purposes enjoy SportsArt's ICARE technology-intelligent control providing movement that is neither always assistive nor always resistive. It is designed with an "assist as needed" approach in mind, not unlike what a therapist provides physically and intuitively while gait training a patient. Students in need of rehabilitation benefit immensely from ICARE, and the technology frees clinicians from hours of strenuous manual lifting while also improving the users' access to assistive technology.

The values of SportsArt align with that of a generation of students who demand more.

They are deeply invested in inclusivity and accessibility, and they have grown up with an elevated consciousness about the needs of our planet. They are not satisfied with the status quo in their lives or on their college campuses. SportsArt is proud to be a part of helping them to break barriers and improve the planet through innovation that doesn't require compromise, and SportsArt's revolutionary equipment plays an important role in that.



ABOUT THE AUTHOR: David Vinson, PUPN staff writer, has a PhD in English with specializations in transatlantic literature and

cultural studies. He is a committed scholar, teacher, husband, and dad. If you ever meet David, avoid the subject of soccer. His fandom borders on the truly obnoxious.

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# **Product Spotlight**

### The Viking 2024 Catalog is Now Available!

Viking Electronics Inc. announces the release of its brand new 2024 Product Catalog. The catalog features many new innovations, as well as Viking's core products – such as emergency phones, door entry systems, paging amplifiers, mass notification systems, hot line phones, and more. The catalog is a comprehensive "go-to" resource - offering countless ideas and custom solutions for "Access Control" to "Zone Paging" and everything in between.

"So many of our customers rely on the Viking catalog because there's an economical solution on every page." - Mike Busby, Marketing and Sales Manager for Viking Electronics Inc.

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# **Product Spotlight**

### Extron Newly Expanded Guide to Designing Esports Systems

Extron is pleased to announce the immediate availability of the third edition of the Esports Systems Design Guide. Due to the diversity and customized nature of esports systems, designing them demands a tailored approach to meet the specific needs of each space. Whether you are well-versed in esports environment development or just exploring your options, starting with a purpose-built AV system is critical. This newest edition steps you through popular design examples, AV system infrastructure, product selection, and important design considerations. The Esports Systems Design Guide will help you deliver an experience that thrills both players and spectators alike.

"Whether your project includes building or upgrading an esports facility, we have the must-read resource for you," says Casey Hall, Chief Marketing Officer for Extron. "This new edition of our Esports Systems Design Guide discusses distinct AV requirements and provides several examples of actual systems using Extron technologies."

Many Extron technologies and product categories are ideal for esports environments. The versatile product lines can completely equip multipurpose, temporary, or dedicated spaces to ensure exciting and fast-paced action. The AV platforms include standard cabling, twisted pair, fiber, and network applications. Audio, control, and videowall processors further compliment esports designs. Extron engineers and technicians are ready to help with creation of a comprehensive system to meet the evolving demands and future gaming requirements for the esports competition.

For more information on Extron and the newly expanded guide to designing Esports System visit www.extron.com/article/esports





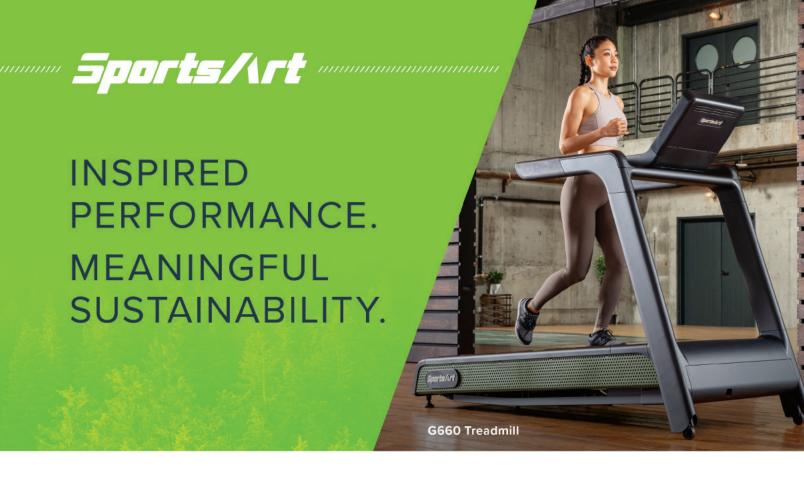
# ANP Lighting Wins the 2023 Product Innovation Award for Sequoia Series

The Sequoia Series of outdoor lighting fixtures by ANP Lighting has won the 2023 Product Innovation Award (PIA) as announced by Architectural Products. It is the third win in four years for ANP Lighting, previously awarded in 2022 for its SiteLine Series and in 2019 for its EQ Series.

The PIAs competition celebrates the incredible design and technical achievements made in solid-state lighting solutions. Now in its 13th year, the annual competition received a record number of entries in 2023, making this year's win an even greater accomplishment. Earning this prestigious award recognizes the hard work, dedication, and commitment to excellence demonstrated by the Sequoia Series team.

Pastoral by design, the Sequoia Series of exterior luminaires and mountings are anything but elementary in performance and craftsmanship. The ultra-realistic wood grain finish is achieved by using an intensive five-step pretreatment process to maximize paint adhesion, followed by an electrostatic paint application and intricate hand-detailing. Enhanced by the matte black tiered base cover, this exquisite, yet durable finish will last a lifetime. The complementary lantern-style pendants feature state-of-the-art optics that can be specified with your choice of lumens, color temperatures, and controls.

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# **Bard Early College to Offer Virtual Courses Specifically** for Florida High School Students

Bard College, located in Annandale-on-Hudson, NY, is taking the unusual step of not only making some college-level courses available to high-school students but specifically choosing subjects that have been under attack in Florida high schools.

Starting this month, Bard, through its multicampus Bard Early College network, will offer three tuition-free virtual college courses to high school students in Florida. Participating students who complete the program will receive three transferable college credits from Bard, as well as a Bard College transcript. The subjects, to be taught via Zoom by Bard faculty outside of regular school hours, include Introduction to Psychology, Introduction to African-American History, and Introduction to Gender Studies. There will be two 1.5-hour sessions per week from October 2023 to December 2023.

"Bard Early College is a pioneer with a twenty-year track record in providing high

school students across the United States with access to college-level education," said Dumaine Williams, Vice President for Early College at Bard. "These virtual courses, offered exclusively to students in Florida, cover educational topics that are under threat or actively blocked in the state, and Bard Early College aims to make these subjects available to the students who wish to study them."

The courses are designed to engage students' interest in diverse subjects across the liberal arts and sciences while also building confidence and fluency in college skills that translate across disciplinary lines, including textual analysis, argumentation and discussion, and college writing. To participate, students must be enrolled in a Florida public high school, in or entering grades 11-12, and must have the written authorization of their parents or legal guardians.

Bard has a long history of bringing a rigorous academic program to young people through the Bard Early Colleges and has awarded over 4,000 associate degrees to students across the Bard Early College network. More than 3,000 students are currently enrolled on nine degree-granting campuses across six states. More than 95 percent of Bard High School Early College students, the majority of whom are first-generation college students and Pell eligible, graduate from high school with at least one year of tuition-free college credit from Bard and a high school diploma. For more information about Bard Early College, visit bard.edu/earlycollege.

About Bard Early College Bard Early College is a division of Bard

College, a leading non-profit college of the liberal arts and sciences. Bard is renowned for innovation in the public interest, leading nationally recognized undergraduate programs for nontraditional students, including those who are incarcerated, adult learners, and students in urban high school systems.

# The Fisher Center at Bard College Hosts 20th Anniversary Concert and Celebration for New Maya Lin Performing Arts Studio

Over the course of its first 20 years, the Fisher Center has become a leading incubator of major performing arts productions

The Fisher Center at Bard concludes its immensely successful 20th anniversary season: Breaking Ground with a concert and celebration for its new 25,000-square-foot performing arts studio building designed by Maya Lin. The event, on Saturday, October 21, will feature a special concert at 5 p.ml. in the Sosnoff Theater, with longtime Fisher Center collaborator Ms. Lisa Fischer and her band Grand Baton, alongside Bard's own The Orchestra Now conducted by James Bagwell, and a rare performance of Béla Bartók's The Wooden Prince conducted by Leon Botstein. Concertgoers who purchase premium tickets will also enjoy an intimate cocktail reception with Maya Lin. Proceeds from the event will support the Fisher Center's work.

Over the course of its first 20 years, the Fisher Center has become a leading incubator of major performing arts productions, such as Daniel Fish's Tony Award-winning production of Rodgers and Hammerstein's Oklahoma!; Pam Tanowitz's Four Quartets; and, most recently, as part of Bard SummerScape 2023, Justin Peck's Illinois. The institution gives precedence to artistic research and education,

and the new building will offer artists at all stages of their careers vastly expanded room to explore as they build works from the ground up. It will function as a laboratory for the performing arts, where students and professional artists work side by side, informing one other's practices and sharing their discoveries and works in progress with audiences from the Bard community and the public.

The completed building will contain four state-of-the-art studios for artist residencies, rehearsals, informal performances, and dance and theater classes, connected by gathering hubs. These spaces will provide a home for Fisher Center LAB, the center's acclaimed residency and commissioning program for professional artists.

Covered by a sloping, grass-covered roof and responding to the Hudson Valley landscape, the spiral-shaped construction—designed by Lin in collaboration with architects Bialosky and Partners and theater and acoustic consultants Charcoalblue—will appear to emerge from the meadow, encircling a grassy courtyard for outdoor convenings. Once completed, the new building will expand the Fisher Center's footprint beyond the walls of Frank Gehry's stunning landmark to become a cultural campus that comprises both the Gehry and Lin buildings.

Maya Lin's practice, encompassing art, architecture, and landscape, has made her one of the world's most sought-after artists. Her recent commissions include the Neilson Library at Smith College, the Museum of Chinese in America in Manhattan, and the Civil Rights Memorial in Montgomery, Alabama. She was recently chosen to design a public art installation for the Obama Presidential Center in Chicago. In 1981, Lin, then a 21-year-old architecture student, won the design competition for the Vietnam Veterans Memorial in Washington, DC, which remains one of the most visited public memorials in the world. She is also well known to Hudson Valley residents for Wavefield, her spectacular earthwork at Storm King Art Center.

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