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A partnership among Keystone College, King's College, Luzerne County Community College, Misericordia University, Penn State Wilkes-Barre, University of Scranton, & Wilkes University

PROCEEDINGS OF THE FIRST ANNUAL JUSC FACULTY RESEARCH SYMPOSIUM

APRIL 18, 2008

**Sponsored by C. Reynold Verret, Ph.D., Provost,
Wilkes University**

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Agenda
First Annual JUSC Faculty Research Symposium

I. Welcome

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Thomas Baldino, Ph.D., Chairman Academic Advisory Council, JUSC
C. Reynold Verrault, Ph.D., Provost, Wilkes University

II. Poster Presentations

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“College Students’ Conceptions of the Interactional Processes through which Romantic Relationships Affect Friendships”

KarenBeth H. Bohan, Sheila K. Lang, and Kenneth Pidock, Wilkes University
Gary Decker, MD, Chief of Infectious Disease, WBGH
Daniel Kosinski, Manager, Microbiology Lab of Mercy Hospital
“A surveillance study to determine the prevalence of community acquired Methicillin-resistant Staphylococcus aureus (CA_MRSA) in Northeastern Pennsylvania”

III. Panel A

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“The Symbolic Politics of Immigration Language: Illegals, Anchor Babies and Amnesty”

John N. Mellon, Misericordia University, and Rep. Neal P. Goodman, Pennsylvania House of Representatives
“The State of the Pennsylvania Gaming Act—A Deming’s Points for Quality Case Study”

John M. Sumansky, Misericordia University, and Chris Guinoo, University of Miami
“Spatial Demand for Higher Education: A One-College Example Using Geocoding Methodologies”

Terry Clemente, Penn State Wilkes-Barre
“Service Learning Initiatives in Upper-Level Undergraduate Business Courses”

Justin Matus, Wilkes University, and Robert D. Kuschke, University of Missouri-St. Louis
“Determinants of Class Participation: A Preliminary investigation”

IV. Lunch

Speakers: Teri Ooms, Executive Director, JUSC
Ken Okrepkie, Vice President, GVTA/NPTI

V. Panel B

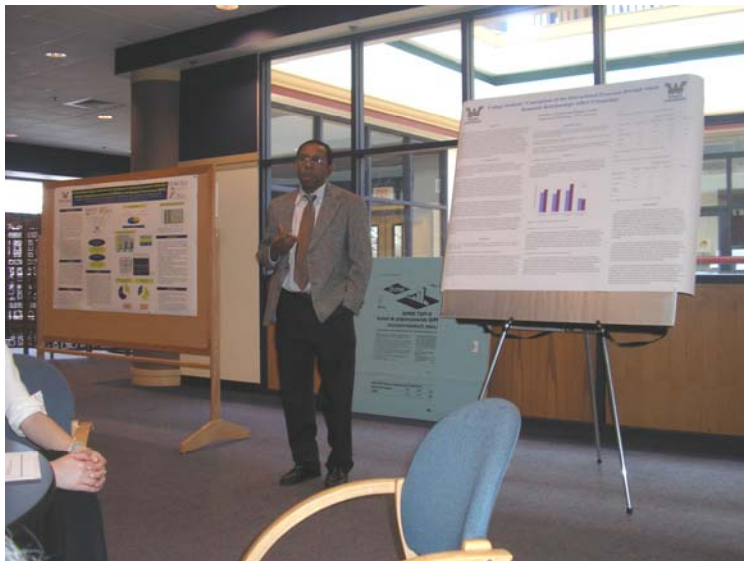
Thomas J. Baldino, and John Hepp IV, Wilkes University
Robert P. Wolensky, University of Wisconsin-Stevens Point and
King's College
“Toward a Theory of Urban Political Development”

Richard Crew, Misericordia University
“The Economic and Business Realities of Reality Television”

Ruth C. Hughes, Alison McKeachie, and Marleen A. Troy, Wilkes
University
“Partnering to Promote Small Business Environmental Sustainability”

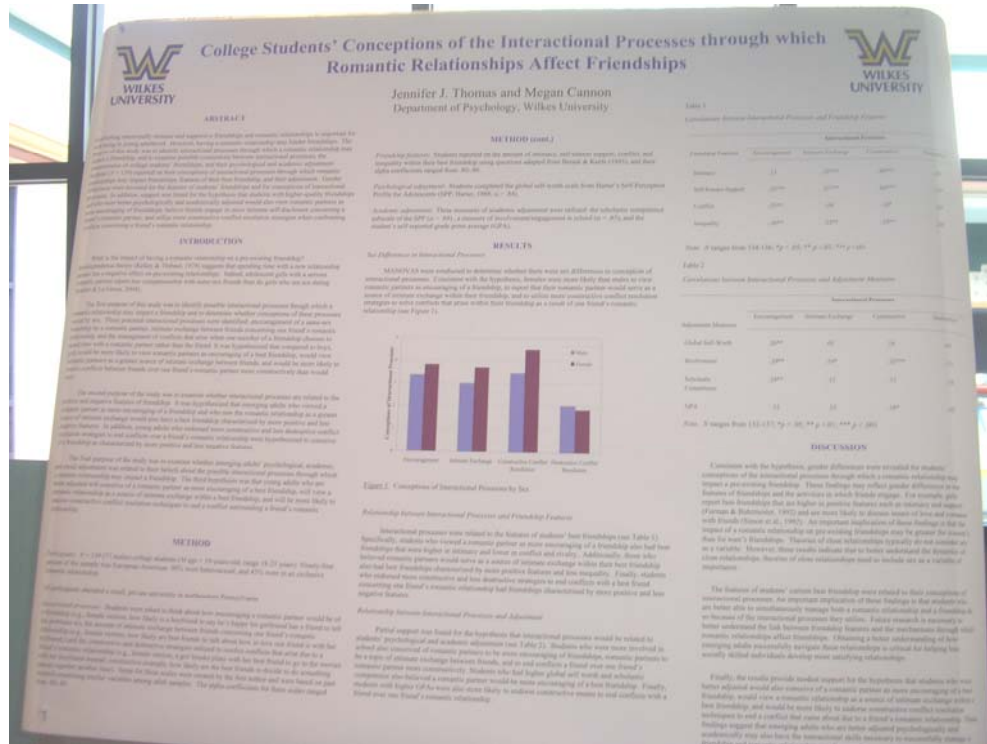
Ebonie L. Cunningham Stringer, Wilkes University
“Keeping the Faith: How Incarcerated African American Mothers Use
Religion and Spirituality to Cope with Imprisonment”

John N. Mellon, Misericordia University
“Emergency Plan Advertisements for the Residents of a Borough”



“College Students’ Conceptions of the Interactional Processes through which Romantic Relationships Affect Friendships”

Presented by: Jennifer Thomas and Megan Cannon, Wilkes University



Establishing emotionally intimate and supportive friendships and romantic relationships is important for well-being in young adulthood. However, having a romantic relationship may hinder friendships. The purpose of this study was to identify interactional processes through which a romantic relationship may impact a friendship, and to examine possible connections between interactional processes, the characteristics of college students’ friendships, and their psychological and academic adjustment. Students (N = 139) reported on their conceptions of interactional processes through which romantic relationships may impact friendships, features of their best friendship, and their adjustment. Gender differences were revealed for the features of students’ friendships and for conceptions of interactional processes. In addition, support was found for the hypothesis that students with higher-quality friendships and who were better psychologically and academically adjusted would also view romantic partners as more encouraging of friendships, believe friends engage in more intimate self-disclosure concerning a friend’s romantic partner, and utilize more constructive conflict resolution strategies when confronting conflicts concerning a friend’s romantic relationship.

“A Surveillance Study to Determine the Prevalence of Community Acquired Methicillin-Resistant Staphylococcus Aureus (CA MRSA) in Northeastern Pennsylvania”

Presented by: KarenBeth H. Bohan, Sheila K. Lang, and Kenneth Pidcock, Wilkes University, Gary Decker, MD, Chief of Infectious Disease, WBGH, Daniel Kosinski, Manager, Microbiology Lab of Mercy Hospital



A surveillance study to determine the prevalence of community-acquired methicillin-resistant *Staphylococcus aureus* (CA-MRSA) in Northeastern Pennsylvania (NEPA)

KarenBeth H. Bohan, Pharm.D., BCPS¹; Sheila K. Kang, Pharm.D.¹; Kenneth Pidcock, PhD.²; Gary Decker, M.D.³; Daniel Kosinski, B.S.⁴

¹ School of Pharmacy at Wilkes University, Wilkes-Barre, PA; ² School of Biology and Health Sciences at Wilkes University, Wilkes-Barre, PA; ³ Wyoming Valley Health Care System, Wilkes-Barre, PA; ⁴ Mercy Health Partners, Scranton, PA



Background

Since the late 1960's, infections caused by CA-MRSA have become increasingly common in the United States. Unique clinical and microbiological features have distinguished CA-MRSA from HA-MRSA. CA-MRSA isolates are often non-multidrug resistant and the *mecA* gene presents itself on a type IV staphylococcal cassette chromosome (SCCmec type IV). CA-MRSA often house the Panton Valentine Leukocidin (PVL) gene known to be a virulence factor associated with more severe infections and they generally lack risk factors associated with HA-MRSA (recent hospitalization, nursing home residence, dialysis, or underlying comorbidities).

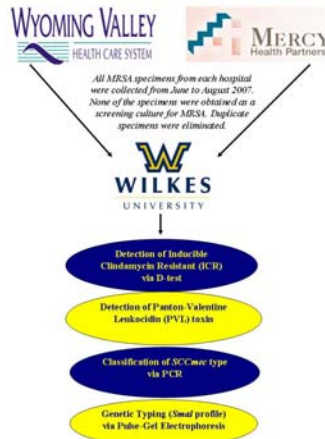
Over the past 5 years, a predominant CA-MRSA clone, USA300, has emerged within communities across the country and has been associated with 65-75% of *S. aureus* infections.^{1,2} More recent reports indicate areas of high prevalence may experience more CA-MRSA strains (USA300) infiltrating into the healthcare setting and may be responsible for nosocomial MRSA infections (bloodstream infections, infective endocarditis, surgical site infections, and ventilator-associated pneumonia).³

Purpose

Based on local resistance patterns, we have noticed an increased incidence of suspected CA-MRSA infections within our communities. In addition, several CA-MRSA infections in NEPA have resulted in severe and fatal outcomes. As a result, we sought to measure the true prevalence of this pathogen within our area. Findings from this study will be used to improve patient outcomes by earlier recognition of the potential for CA-MRSA and the provision of appropriate empiric antimicrobial therapy, as well as provide evidence to emphasize the need for proper prevention and control.

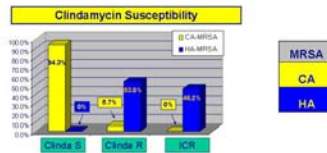
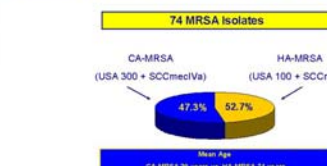
Methods

From June 2007 to August 2007, consecutive positive MRSA specimens were collected from two hospital systems in NEPA. The isolates were analyzed to identify inducible-clindamycin resistance (ICR) by D-test, Panton-Valentine Leukocidin (PVL), SCCmec sequences by PCR, and *SmaI* profile by PFGE.

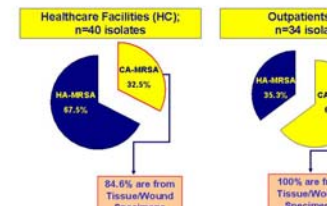
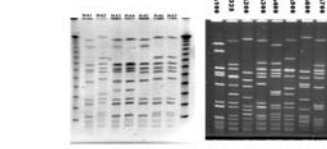


Results

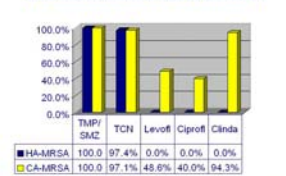
Of the 74 MRSA specimens analyzed at this time, 39 (52.7%) were HA-MRSA (USA100, SCCmec-II) and 35 (47.3%) were CA-MRSA (USA300, SCCmec-IVa) with an average patient age of 74 and 39, respectively. PVL sequences were present in all but one (97.1%) of CA-MRSA and in 2 (5.1%) of HA-MRSA. Thirteen (32.9%) of the 40 isolates from patients residing in healthcare facilities (HC) were CA-MRSA. Most (84.6%) of the CA-MRSA from HC were from infected tissue or wound (TW) specimens. Twenty-two (84.7%) of the 34 isolates from outpatients (O) were CA-MRSA. All (100%) of the CA-MRSA from O isolates were from TW specimens. ICR was not present in any of the CA-MRSA but 2 (5.7%) specimens were resistant to clindamycin. ICR was present in 18 (46.2%) of HA-MRSA and the rest were resistant.



MRSA Type	PVL (+)
CA	97.1%
HA	5.1%



Antimicrobial Susceptibility Differences



Implications

- CA-MRSA (USA 300) is the most prevalent clone of MRSA in outpatients and is also a common cause of MRSA infections in patients residing in healthcare facilities in NEPA.
- Almost all CA-MRSA isolates contained the PVL gene that may be responsible for increased severity of infections and necrotizing pneumonia, which is consistent with previously published data.
- The presence of a tissue or wound infection increases the likelihood of CA-MRSA.
- TMP/SMZ and TCN are almost always effective for CA-MRSA in contrast to levofloxacin and ciprofloxacin, which are much less active.
- Since ICR was not present in any CA-MRSA clone, clindamycin remains an effective antimicrobial for the treatment of known CA-MRSA infections but clindamycin should not be utilized for HA-MRSA infections.
- Clindamycin is likely to be effective when the etiology of an outpatient skin infection may be CA-MRSA or beta-hemolytic streptococci.

References

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- King MD, Humphrey BJ, Wang YF, et al. Emergence of Community-acquired methicillin-resistant *Staphylococcus aureus* USA300 clone as the predominant cause of skin and soft-tissue infections. *Ann Intern Med* 2006;144:209-17.
- Chambers HF. Why is community MRSA (CA-MRSA) spreading across the world and how will it change clinical practice? Symposium on new issues related to MRSA: what every clinician needs to know. Presented at the 47th Annual Interscience Conference on Antimicrobial Agents and Chemotherapy meeting, Chicago, September 16, 2007.

Panel A

“The Symbolic Politics of Immigration Language: Illegals, Anchor Babies and Amnesty”

Presented by: Stephanie L. Bressler, University of Scranton

Dr. Bressler applied the work of Murray Edelman on political symbolism to show how the language of immigration has not been neutral, but as George Lakoff and Sam Ferguson of the Rockridge Institute suggest, has framed the immigration debate and constrained it to a narrow set of issues. In particular, Bressler provided a thought-provoking analysis of how symbolic language such as “illegals, anchor babies and amnesty” and legislative titles such as the SAVE Act have reinforced perceptions of threats to group security, maintained the divisiveness of the immigration debate, and prevented a broader debate of social and economic concerns.

While political scientist William E. Hudson posits that increasing economic inequality challenges the survival of American democracy, Edelman suggests that public officials use language and symbols to justify inequality and distract people in order to maintain political stability and support for the political system. Edelman hypothesizes that the perceptions people have of what is happening in the realm of politics and government are responsible for creating psychological reactions of threat and reassurance, and that these perceptions are shaped by public officials through the use of political symbols. Edelman proposes that language should be viewed as “always an intrinsic part of some particular social situation; it is never an independent instrument or simply a tool for description.”

Edelman states that “security” is perhaps the most important symbol since perceived threats to security engage people in news of public affairs, while reassurance of security induces the public to follow leaders and accept sacrifice. For example, “national security” and “social security” are potent symbols that are frequently used to both arouse and reassure people.

Security threats are persuasive symbols, as they create great public reaction. For example, descriptive labels such as criminal, terrorist and “illegal alien” are especially powerful as they symbolize personalized threats to security. The symbols influence political beliefs because often the language is not perceived as political at all. Through structuring and categorizing, groups become named, compared, and judged. This naming contributes to defining specific groups as enemies. According to Edelman, this process also implies an in-group whose interests conflict with and are threatened by those of the “enemies.” Belonging to the in-group (i.e., being an American citizen) symbolizes a type of politicization or sense of political influence for those who otherwise feel powerless, thus engendering loyalty to a system that sometimes disadvantages them.

According to Lakoff and Ferguson, the “immigration problem” focuses on the immigrants themselves rather than the foreign and trade policies that might have contributed to people fleeing their countries to seek economic survival in the United States. Lakoff and Ferguson suggest that the problem is more specifically framed as an “illegal” immigration problem. With some public officials and news outlets referring to undocumented immigrants as “illegal aliens” or just “illegals,” immigrants are perceived as criminals deserving punishment by the system. The label “alien” accentuates the immigrants’ otherness, furthering setting them apart from those who consider themselves “legal” Americans bound to the system.

Bressler discussed the illegal framing underlying efforts by Hazleton to regulate undocumented immigration. During the March 2007 bench trial conducted to hear the lawsuit against the Hazleton ordinances, Dr. Stephen Yale-Loehr, an expert witness, characterized the city’s frequent assertion that “illegal is illegal” as simplistic and masking the complicated procedure in determining whether an immigrant is permitted to stay in this country. Dr. Yale-Loehr testified that often immigrants are in various stages of becoming legal either through the tedious process of naturalization or the process of maintaining proper documentation from the country of their origin. According to Yale-Loehr, not having legal status does not always mean that someone cannot stay or even work in this country. But the simplistic differentiation between illegal and legal serves to separate the “enemies” from those who consider themselves part of the in-group and a system that confers a particular status on its members compensating for the disadvantages they might otherwise experience.

While the label “illegal” dehumanizes undocumented immigrants so that the public advocates that harsh measures be taken against them, the term “anchor baby,” is used to justify the insensitive attitudes taken towards children born in the United States to undocumented parents. These children are considered American citizens, but this label objectifies them as anchors for families who might want to pursue legal status in this country. This labeling rationalizes the lack of compassion towards these children and engenders policies that make it difficult for families to access needed services to which their children are entitled.

The use of the term “amnesty” in the immigration debate is also intended to fit into the illegal frame. Rather than viewing “amnesty” as an earned pathway to legalization, critics view “amnesty” as an undeserved reward for breaking the law. Opposition to “amnesty” keeps the debate focused on “illegals” and the need to control them, while it reinforces the special status of citizens and the belief that people’s efforts, rather than economic or social structures, are responsible for their success or lack of it.

Because the immigration debate’s focus on “illegals” is maintained, the public is continually threatened and then reassured that there is a ready target for their frustration and an “other” that reinforces their in-group status. As suggested by Witold J. Walczak of the Pennsylvania American Civil Liberties Union, the lead attorney representing plaintiffs in the lawsuit against the Hazleton ordinances, “illegals” provide a scapegoat for the public to blame for all their problems. The availability of this

scapegoat distracts the public from questioning public policies that sometimes fail to adequately address their social and economic needs. The language used to discuss the immigration problem thus both constrains the debate while it insures continued support for the system.

“The State of the Pennsylvania Gaming Act—A Deming’s Points for Quality Case Study”

Presented by: John N. Mellon, Misericordia University, and Rep. Neal P. Goodman, Pennsylvania House of Representatives

Mellon and Goodman provided an analysis of Pennsylvania’s State Gaming Act, and how planning, organizing, and leadership can be incorporated through the gaming board.

The stated powers and duties of the Gaming Board members are representative of the W. Edwards Deming, Ph.D., Fourteen Points for Quality. Deming has long been recognized as a leader in promoting quality and process improvement in business, industrial and service organizations. Deming’s principles form the basis of his philosophical approach to quality improvement. They provide specific instructions that Deming believed vital to an organization’s movement toward providing a quality product or service to its customers. He believed that a piecemeal approach was not sufficient to create transformation.

As such, the following are Deming’s Fourteen Points for Quality, which apply or will be applied to the overall State of Pennsylvania Gaming Act (July 2004), as discussed with Pennsylvania State Rep. Neal P. Goodman, of the 123rd Legislative District.

1. Create constancy of purpose toward improvement of product and service with the aim to become competitive to stay in business and to provide jobs.
2. Adopt the new philosophy.
3. Cease dependence of inspection to achieve quality.
4. End the practice of awarding business on the basis of price tag.
5. Improve constantly and forever the system of production and service to improve quality and productivity- thus constantly decreasing costs.
6. Institute training on the job.
7. Institute leadership.
8. Drive out fear.
9. Break down barriers between departments.
10. Eliminate slogans, exhortations and targets for the workforce.

11. Eliminate work standards (quotas),
12. Remove barriers that rob employees of the right to pride of workmanship,
13. Institute a vigorous program of education and self-improvement.
14. Put everyone in the company to work to accomplish transformation.

To date, the Gaming Board has utilized and achieved the following three of Deming's fourteen points:

1. Create Constancy of Purpose – Deming calls for a long-term view, a clear purpose and a core set of values.

The goal of the gaming bill is to provide to the residents of Pennsylvania the opportunity of slot machine gaming similar to the neighboring states of New Jersey and Delaware.

2. Adopt the New Philosophy – Deming argues that companies must respond to new challenges of a dramatically changed world.

This is the single point that applies most directly to this project. For over three decades, the Commonwealth of Pennsylvania considered legalizing gaming. As of July 2004, the Pennsylvania Gaming Act provides for real property tax relief and other programs to the Commonwealth's residents and homeowners.

3. Improve Constantly and Forever the System of Production and Service - Deming points out that quality improvement is not a one-time effort and is not limited to problem solving. The real task is to look for ways to improve the process itself.

The powers and duties of the Pennsylvania Gaming Board include: A. Issue or renew slot machine licenses; B. Prescribe financial controls and internal control requirements for licenses; C. Promulgate regulations; and D. Provide audit protocols.

Gaming Board members "job descriptions" provide a high level of communication with the licensees, which frees the staff of a great deal of lost work time waiting for directional communications. This then allows employees of the Pennsylvania Gaming Board, administration and staff to dedicate time, energy, and money toward improving productivity.

The Gaming Board must control and evaluate the conclusion of utilizing Deming's points. In doing so, it should use a "qualified majority vote" (consisting of at least one gubernatorial appointee and all four legislative appointees), which would be required for all Board action, except action to suspend or revoke a license, impose

administrative penalties, or take enforcement action, where a simple majority vote would suffice.

In addition to Deming's fourteen point methodology, Mellon and Goodman examined other alternative quality process models, including the Shewhart Cycle for Learning and Improvement and the IDEALISM Model. It should be noted, however, that neither model was used for their analysis.

The Shewhart Cycle contains four continuous steps: plan, do, study and act. These steps (commonly referred to as the PDSA cycle), ultimately lead to total quality improvement. The cycle draws its structure from the notion that constant evaluation of management practices, as well as the willingness of management to adopt and disregard unsupported ideas, are keys to a successful enterprise's evolution. .

The IDEALISM Model serves as a roadmap for initiating, planning, and implementing improvement actions. This model is named for the five phases it describes: initiating, diagnosing, establishing, acting, and learning. It originated from a model for software process improvement, but recognizing that the model had great potential outside of the process arena, the SEISM revised the IDEALSM Model for broader application.

Mellon and Goodman provided insight into two other states - Delaware and New Jersey – and explained how their processes may be compared with some of the same of Deming's points that Pennsylvania utilized.

Delaware utilized the following points: 1. Create Constancy of Purpose; 2. Adopt the New Philosophy; and 5. Improve Constantly and Forever the System of Production and Service. Mellon and Goodman's findings pertaining to the state of Delaware are detailed below:

1. Create Constancy of Purpose-- Deming calls for a long-term view, have a clear purpose and a core set of values, which Delaware had set forth. In 1994 the Delaware Legislature voted in favor of legalizing slot machines at racetracks in an effort to salvage the state's horse racing industry.

2. Adopt the New Philosophy- Deming argues that companies must respond to new challenges of a dramatically changed world. Delaware law allocates slots revenue according to a formula: 35% goes to the state, 48% is returned to the racetracks, 11% goes to purses, and 6% goes to slot machine vendors. A portion of the revenue is also allocated to gambling addiction programs. Daniel Wolfensberger, Dover's director of economic development, said video slots have provided new jobs and stimulated the surrounding area's development. Dover Downs had fewer than 50 employees before the state legalized video slots. The track, resort and casino now employ more than 850 people. The new revenue stream has enabled legislators to reduce Delaware's income tax six times since 1996 – the first year of slots operations.

5. Improve Constantly and Forever the System of Production and Service – Deming points out that quality improvement is not a one-time effort and is not limited to problem solving. But the real task is to look for ways to improve the process itself. The New Jersey Casino Control Commission is the panel charged with regulating state casinos. It is comprised of five members who are appointed by the Governor and confirmed by the State Senate. Commissioners serve staggered, five-year terms and may only be removed for cause. By law, no more than three commissioners can be of the same political party, a requirement that insures the panel's political balance

New Jersey also utilized points one, two and five with the following results:

1. Create Constancy of Purpose – Deming calls for a long-term view, a clear purpose and a core set of values, which New Jersey had set forth. New Jersey's goal was to create statewide programs. In fiscal year 2004, 1% of the state's casino revenue was allocated to economic planning (development and security), 4% was allocated to transportation programs, 7% was allocated to educational, cultural, and intellectual development, and 88% was allocated to physical and mental health services.
2. Adopt the New Philosophy – Deming argues that companies must respond to new challenges of a dramatically changed world. When casino gaming was legalized in 1976 through voter referendum, the New Jersey Legislature established the Casino Control Act, which provided for rigorous and thorough regulation of the casino industry. The responsibility of regulation rests with the Division of Gaming Enforcement (DGE) and the Casino Control Commission (CCC). This system allows for checks and balances and assures the fair and appropriate regulation of the casino gaming industry in Atlantic City. The DGE is the industry's investigative and enforcement body, while the CCC is a quasi-judicial body. On July 19, 2004, New Jersey adopted the Suspicious Transaction Reporting by Casino Licensees.
4. Improve Constantly and Forever the System of Production and Service – Deming points out that quality improvement is not a one-time effort and is not limited to problem solving. But the real task is to look for ways to improve the process itself. The New Jersey Casino Control Commission is the panel charged with regulating state casinos. It is comprised of five members who are appointed by the Governor and confirmed by the State Senate. Commissioners serve staggered, five-year terms and may only be removed for cause. By law, no more than three commissioners can be of the same political party, a requirement that insures the panel's political balance.

“Spatial Demand for Higher Education: A One-College Example Using Geocoding Methodologies”

Presented by: John M. Sumansky, Misericordia University, and Chris Guinoo, University of Miami



Sumansky and Guinoo outlined a practical, cost-effective, real-time method of applying geocoding technologies to calculate the geographic distances to a campus of any category of prospective students and/or enrollees.

Based on the theoretical work of Johann H. Christaller, Walter vonThunen and others, several factors, which negatively sloped special demand for higher education at a local university, were explored. The authors extend the theoretical discussion to the development of a practical, cost-effective, real-time method of applying geocoding technologies to calculate the geographic distances of students from their homes to campus. Such data made it possible to estimate spatial demand gradients in real time and over time. Such estimations lend themselves to measuring the responsiveness of students (inquiries, applications, admittances, enrollments) to changes in the geographic allocation of admissions and marketing resources. These measures are especially useful when schools attempt to extend their marketing reach beyond customary geographic areas. Extensions of this methodology may include correlations of rates of student interest in an institution with socio-economic characteristics of their geographic locations for the purpose of estimating potential student populations.

To test the proposition that the distance-attendance gradient is negatively sloped, Sumansky and Guinoo calculated the distance from the homes of approximately 1,400 students of a northeastern Pennsylvania university to the campus for 2007.

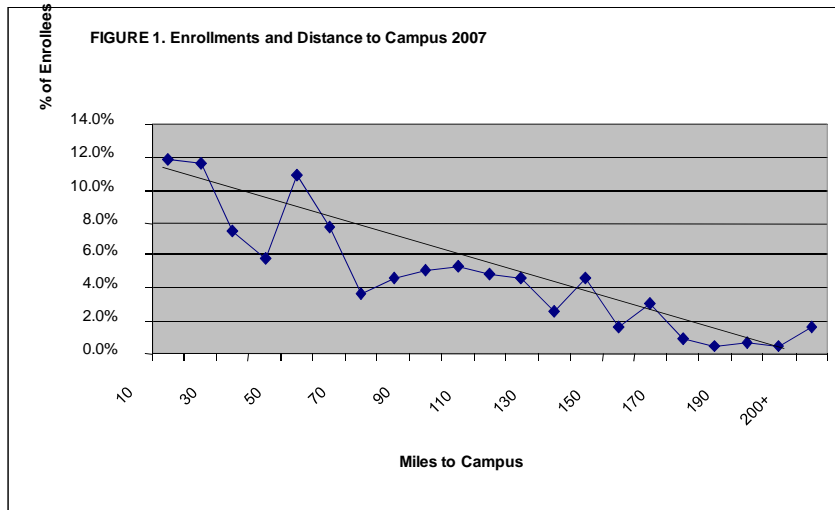
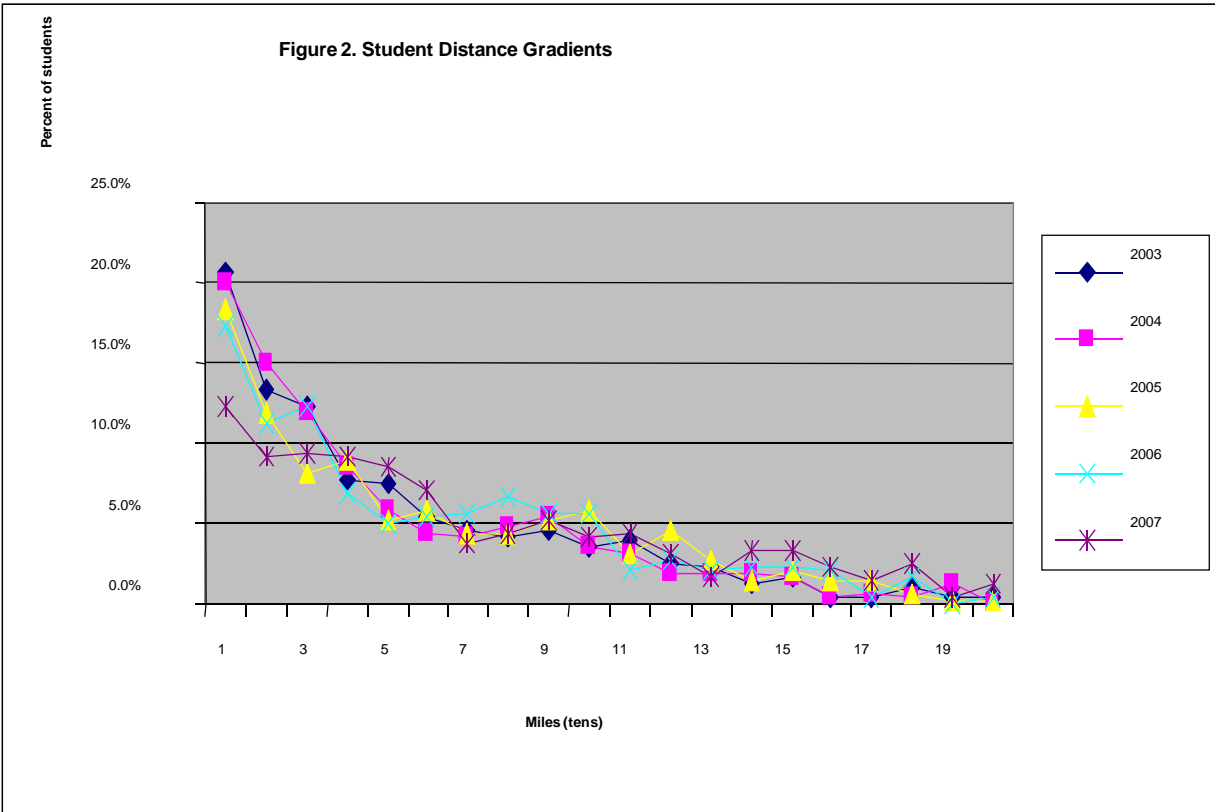


Figure 1 shows that enrollments at the university fell as the distance between campus to home increases.

Analysis was then conducted on whether there was any change in the slope of the gradients over time, and if there had been any change in the geographic home of the students over time.

In doing so, Sumansky and Guinoo processed student addresses for each of five years, and generated distance gradients for each year. If the re-allocations were effective, slopes of the distance gradients flattened out - a relatively higher proportion of students came from more distant locations - as shown in Figure 2 below.



The researchers made the following observations. The study outlined the reasons behind spatial demand curves, which slope downward to the right. It also provided a methodology that can produce the data necessary for analysis of distance gradients over time. The methodology relied on new access to services that quickly and efficiently translate student addresses into longitude and latitude coordinates; such calculations may be made as marketing and admissions resources are deployed; marketing and admissions managers may use the data to assess the effectiveness of both admissions and marketing.

Not all schools are likely to have identically sloped distance gradients. Schools that are more national or international likely have flatter gradients. A school such as West Point, which has state quotas, typically has a flat gradient – as distance does not matter.

Even within individual colleges, gradients differ for students of various majors. Some majors may have markets that reach further out, indicating those that compete better at greater distances than others. They have the power to attract students who will jump over gradients of intervening educational opportunities. Disaggregation of student (or applicant) data might suggest more effective geographic allocation of marketing and admission resources - even by major.

If one could obtain distance data on schools in a region of the country, the points where the gradients overlap could indicate where prospective students are geographically indifferent between any two institutions. Points at which these gradients intersect would define the most heavily contested student markets.



“Service Learning Initiatives in Upper-Level Undergraduate Business Courses”

Presented by: Terry Clemente, Penn State Wilkes-Barre

Ms. Clemente reviewed four service learning projects undertaken by her classes between 2003 and 2008. A synopsis of each project follows.

The Downtown College Town initiative began in 2003 as a community learning project conducted by Clemente. Student-led focus groups were held at five schools, including: College Misericordia; King’s College; Luzerne County Community College; Penn State Wilkes-Barre; and Penn State Wilkes-Barre. One of the key discoveries was that students sought to utilize a single card to purchase goods and services in downtown Wilkes-Barre.

With this in mind, in the 2005-2006 school year, Clemente deployed a class of students to further investigate the concept of a Business/Merchant and Campus Partnership for the Greater Wilkes-Barre Area.

Students investigated another college town, Bethlehem, Pennsylvania, which currently utilizes this type of program. Students also conducted interviews and research of downtown Wilkes-Barre merchants. After the analysis, students utilized Bethlehem’s best practices to make recommendations for the Wilkes-Barre region. Their recommendations were offered for both the short and long term. Short-term recommendations for Wilkes-Barre merchants included:

- Be appealing TO STUDENTS
- Increase hours of operation
- Establish a competitive advantage
- Join associations
- Employ college students
- Recruit specialty shops from the area

Long-term recommendations for merchants included:

- Continue investigation of “swipe cards”
- Research computer upgrade viability
- Create a “College Town” web site with special promotions
- Develop a retail strategic plan - pay attention to attractive window displays, signage, lighting, outdoor seating, cleanliness, interior music and visual merchandising
- Establish a “sense of place”

During the 2006-2007 school year, Clemente’s class reviewed and made recommendations to the group hosting the *Party on the Square*, which became an additional component of the Downtown College Town initiative.

As such, the students created a comprehensive plan for the event's organizers to utilize for the 2007 party. The comprehensive plan included the following components:

- Pre-event plan
- Plan for reaching vendors and sponsors
- Plan for reaching students on five college campuses
- Event plan
- Evaluation

In 2007, Clemente then directed her class to conduct a marketing project for the new R/C Movies 14, in downtown Wilkes-Barre. Students utilized specific marketing research objectives by reviewing and understanding consumer cinema-going behavior; understanding consumer needs and wants; and understanding consumer purchase behavior.

Students in Clemente's spring 2008 class conducted research for the Wilkes-Barre YMCA focusing on increasing family memberships. Students designed an IMC plan and created a survey tool to measure customer satisfaction. Upon completion, students presented their findings and recommendations to YMCA management.

In her conclusion, Clemente stressed that each institution should consider:

- Collaborating on community-based projects
- Forming a "Community-Based Learning" special interest group
- Establishing an Academic Resource Center in downtown area, which serves students, faculty, and businesses
- Exploring the possibilities of using new, virtual technologies to teach, fostering a global business environment (like Second Life).
- Helping students that want to stay in the area to work and live

“Determinants of Class Participation: A Preliminary Investigation”

Presented by: Justin Matus, Wilkes University and Robert D. Kuschke, University of Missouri-St. Louis

The purpose of this study was to develop an instrument to measure student inclination or tendency to participate in class. Researchers Matus and Kuschke performed a convenience sample of 168 undergraduate students enrolled in a northeastern U.S. mid-size regional university who completed a self-administered questionnaire. The questionnaire included five demographic items, 21 items measured on a five-point Likert scale, and one open ended question. Students were instructed to answer the survey questions in a generic context, rather than answering the questions against the backdrop of a particular class and/or teacher they had that day. Respondents were assured of anonymity and no individual identifying information was collected.

“Class participation” was self-defined by questionnaire respondents. Factor analysis was then performed using principal component extraction with Varimax rotation. Six factors were extracted with a total explained variance of 66%. Four items were recoded and two other items were dropped from the analysis. Nineteen remaining items resulted in a Chronbach’s alpha reliability estimate of .806. The Likert technique presents a set of attitude statements. Subjects are asked to express agreement or disagreement of a five-point scale. Each degree of agreement is given a numerical value from one to five. Thus a total numerical value can be calculated from all the responses. Chronbach’s alpha reliability estimate is another validity assessment.

Matus and Kuschke contemplated whether they were actually measuring what they had originally sought to measure, and if student inclination to participate in class can actually be measured. They determined that anything can be measured, including the inclination to participate. In the researchers’ judgment, this instrument could be gainfully used either in whole or in parts (factor 1, for example) in a classroom setting to form an initial baseline measurement from which a teacher could begin to develop adaptive strategies based upon his findings.

For example, on the first day of class, a teacher could measure a class of students with this instrument and construct for each student a summative scale score (a class participation score). Three weeks later, the teacher would give a chapter exam and, based exam scores, could then develop a grid quadrant. The teacher could then at least begin to understand and prioritize his strategy (ies), with particular emphasis on those students in quadrant IV (low test score/low participation score), as well as those in quadrant III (low test score/high participation score). The teacher could recognize that for students in quadrant III, participation itself was not the problem and perhaps their low test scores were a result of poor concept understanding or resources. Students in Quadrant IV, on the other hand, might simply be best served by targeted encouragement to participate more often, or use of creative avenues toward increased

participation, such as writing down their questions during class and turning them in at the end of the class period.

The instrument the researchers willingly stipulated is in the developmental stage. Accordingly, many of the items in the instrument may seem redundant, yet the researchers pointed out that in developing those items, it was more prudent to include the items rather than exclude them during the investigation's preliminary stages. The Likert scale's 21 items were developed collaboratively by the researchers, who collectively have 25 years of classroom teaching experience and represent various disciplines (including science education, business technology and business strategy).

Utilizing SPSS 15.0 software, the researchers analyzed their findings. The following variables were considered:

- Analysis included descriptive statistics, frequency distributions, factor analysis and reliability analysis.
- The average age of respondents was 20.82 years.
- 62% of the respondents were male and 38 percent were female.
- The sample population was comprised of approximately 28% freshman, 2.5% sophomores, 47% juniors, and 22% seniors.
- 59.5% of the sample population were Business Administration majors, 27.4% were Accounting majors, 7.7% were Entrepreneurship majors, and 5.4% were considered "other."

The table below shows mean responses for the 21 Likert scale items. The highest mean response was item 18, which read, "My participation level depends on my interest in the class," which had a score of 3.98 on 5 point scale (1 = strongly disagree; 5 = strongly agree). Item 17, which read, "Compared to other students I participate less" received the lowest mean response score of 2.26. Surprisingly, item 5, which read, "I don't mind when a teacher calls on me, even if my hand is not up" received a mean response score of 3.36.

Item #	Statement	Mean Response
1	I view myself as a strong class participator	3.57
2	My teachers would say I am a strong class participator	3.54
3	I participate more when the class size is small	3.76
4	I would like to participate more often in class but am hesitant to do so	3.36
5	I don't mind when my teacher calls on me, even if my hand is not up	3.36
6	I feel that participating in class helps me learn	3.68
7	I feel my level of class participation is an accurate reflection of my abilities	2.95
8	I feel class participation is best defined as answering questions in class	3.15
9	I feel class participation is best defined as asking questions in class	3.23
10	I feel class participation is best defined as paying attention in class	3.60
11	Class participation has a direct effect on my grade	3.40
12	Class participation is a key to earning a higher grade	3.53
13	I feel class participation should not be a factor in determining a final grade	3.10
14	I feel class participation can not be accurately measured	3.50
15	Compared to other students I participate more	3.29
16	Compared to other students I participate equally	3.17
17	Compared to other students I participate less	2.26
18	My participation level depends on my interest in the class	3.98
19	My participation level depends on my interest in the instructor	3.60
20	If I know the answer to a question I always raise my hand	3.11
21	If I know the answer to a question I rarely raise my hand	2.49

Scale = 1- Strongly Disagree 2- Disagree 3- Not Sure 4- Agree 5- Strongly Agree

A factor analysis was then performed using principal component extraction with Varimax rotation. Initial inspection of the first-run factor analysis results indicated several variables with negative correlations across eight factors extracted. A reliability analysis was also performed indicating which items should be dropped from the analysis. Upon recoding items 6, 7, 17 and 21 (1 = 5; 5 = 1), and dropping items 4 and 14, the researchers performed a final reliability analysis and factor analysis. The 19 remaining items resulted in a Chronbach's alpha reliability estimate of .806, a reliability level generally considered acceptable and well above the .70 level suggested by Jum C. Nunnally (1967).

Table 2 displays the rotated component matrix, while Table 3 displays the 6 extracted components with their respective Eigen (any of the possible values of a quantity derived from a differential or integral equation having solutions that satisfy) values and variance percentages. Results of the open-ended question were not analyzed for this portion of the study.

Table 2

• **Rotated Component Matrix(a)**

	Component					
	1	2	3	4	5	6
• q1	.831	.233	.075	.066	.096	-.078
• q15	.792	.179	-.034	.148	.129	-.189
• q2	.773	.285	.018	.007	.108	-.115
• q17	.697	.103	-.090	.067	.198	.282
• q5	.462	.344	.237	-.269	-.019	.195
• q11	.140	.824	-.043	-.025	.046	.017
• q12	.166	.796	.066	.047	.194	.176
• q7	.284	.693	.136	-.074	-.101	-.120
• q6	.233	.685	.276	-.001	.193	.063
• q13	.247	.531	-.024	.024	.239	-.330
• q9	-.034	.120	.850	-.109	.119	.025
• q8	-.088	.246	.737	.113	.016	-.111
• q10	.277	-.267	.568	.262	-.194	.118
• q19	.005	-.015	-.005	.879	.102	-.037
• q18	.142	-.046	.114	.824	-.018	.119
• q20	.120	.136	.112	.057	.873	-.062
• q21	.470	.153	-.095	.040	.692	-.013
• q16	-.054	-.088	-.002	-.032	-.052	.789
• q3	.013	.268	-.024	.353	.005	.499

• Extraction Method: Principal Component Analysis.
 • Rotation Method: Varimax with Kaiser Normalization.
 • a. Rotation converged in 6 iterations.

• **Table 2**

Table 3

<u>Component</u>		<u>Initial Eigen values</u>	
	<i>Total</i>	<i>% of Variance</i>	<i>Cumulative %</i>
1	5.157	5.157	27.143
2	2.008	2.008	37.713
3	1.869	1.869	47.548
4	1.359	1.359	54.699
5	1.263	1.263	61.347
6	1.019	1.019	66.710

Upon review and analysis, the researchers concluded that they can measure classroom participation of undergraduate students, and that the measurement instrument could be gainfully used in whole or in parts in order to form a baseline measurement from which a teacher could then begin to develop adaptive strategies, based upon his findings. The authors also recognized that class participation is similar to learning styles and that there is not a “one size fits all” approach. During their study, the researchers said it was apparent that while students recognized the value of class participation, they believed it was unfair to actually attach a grade to such participation.

Lunch Presentation by: Teri Ooms, Executive Director, JUSC

Teri Ooms provided a PowerPoint presentation on the origins, focus, and work of Joint Urban Studies Center (JUSC). The Center which is a partnership among seven regional institutions of higher education is located in Wilkes-Barre. Established in 2004 the Center is a research-based think tank that works with local governments, nonprofits, and for profit organizations by providing essential research that includes implementation plans. The Center is not an implementer.

Ooms highlighted some of the Center's accomplishments. JUSC publishes an annual Lackawanna Luzerne Counties Indicators Report which tracks over 100 indicators in healthcare, education, jobs and the economy, public safety, housing, government, civic engagement, quality of life, and social services. In year three of publication the report has successfully benchmarked each respective indicator and tracked their progress or decline to date.

As a result of this publication the Center has incorporated four task forces combined of stakeholders in the region on housing, land use, infrastructure, and transportation, jobs and economy, and education and workforce development. Each task force has set goals and meets quarterly to work on implementation of each of their objectives. JUSC provides additional research and support to assist the members in the process.

JUSC has also worked with local government and the business sector on various research projects throughout its four year history.

Ooms detailed the internship opportunities currently available for students. To date there have been over 70 interns employed. As another objective noted in the mission statement of the institution, faculty scholars are utilized on projects that the JUSC undertakes.

Presentation by: Ken Okrepkie, Vice President, GVTA/NPTI

Ken Okrepkie detailed the objectives of the Great Valley Technology Alliance (GVTA) and the Northeast Pennsylvania Technology Institute. GVTA is a regional public-private partnership designed to facilitate the development of a knowledge-based, technology-focused economy for Northeastern Pennsylvania. It is an initiative sponsored by 13 Northeastern Pennsylvania colleges, universities, economic development groups, private foundations, and industry.

Since its establishment over four years ago the GVTA has been actively involved in forging partnerships between public and private entities and higher education institutions.

GVTA offers several programs that include:

- Great Valley Business Plan Competition
- Great Valley Breakfast Forum Series

- GVTA Computer Contest
- Entrepreneurship Institute
- POWER!
- Great Valley PA Angel Network
- NoTIE

The Northeastern Pennsylvania Technology Institute is a member owned and governed organization that

- Being recognized as a center of collaboration, applied research, education, and communication
- Serve as a common ground where research, training, and employment needs and opportunities are communicated through formal and informal interactions
- Combine the resources of the area's higher educational institutions and knowledge-based industries to provide and capture new funding for research, process development, and knowledge exchange
- Leverage the region's research and development talent around the generation of ideas that stimulate the creation and distribution of knowledge

Current members include East Stroudsburg University, Johnson College, Keystone College, King's College, Lackawanna College, Luzerne County Community College, Marywood University, Misericordia University, and Pennsylvania State University, University of Scranton, Wilkes University and the Great Valley Technology Alliance.

NPTI sponsors two programs STARS (Strategic Teams Accelerating Regional Stimuli) and the (KIZ) Keystone Innovation Zones.

STARS is a cluster development strategy aimed at the region's business and academic strengths. The first four teams were created to address Homeland Security, Life Sciences, Healthcare and Nanotechnology. STARS teams identify projects that move the industry forward through applied research, technology transfer or collaboration.

Keystone Innovation Zones (KIZ) is part of the Commonwealth of Pennsylvania's economic stimulus package; the KIZ is intended to spur economic development through collaboration between colleges and the businesses around them. NPTI is the designated coordinator for Luzerne and Lackawanna County KIZ's.

Panel B

“Toward A Theory of Urban Political Development”

Presented by: Thomas J. Baldino and John H. Hepp IV, Wilkes University, and Robert P. Wolensky, University of Wisconsin-Stevens Point and King’s College

Baldino, Hepp and Wolensky provided insight into how each discipline evaluates and understands social and political development of communities throughout the U.S. Throughout history, communities have experienced successes and failures in a variety of areas; however, one stable element in case each is the manner in which they are governed. The researchers focused on how communities determine their form of government. They explained that after the Civil War, decentralization of the federal government began and provided opportunities for the states to determine how to govern. As such, residents demanded more capacity from local government and pushed for establishment of a system that would give them greater local control.

The study examines the seven forms of city government instituted over time in Wilkes-Barre, Pennsylvania - a third class city. The first form of government instituted in Wilkes-Barre from 1806 to 1913 was adopted through mandated state legislation. This form of government provided communities with no direct role in organizing municipal government. After a 1957 change in Pennsylvania’s constitution, home rule and a strong mayor/weak city council were instituted. Another change in state’s constitution in 1968 established full home rule, which gave the public a choice in how their municipalities and county governments were run. Wilkes-Barre determined to change its charter and government structure to the strong city manager form of government. In 1972, it changed again to the strong mayor form of government. Wilkes-Barre remains one of the only cities that has adopted all three forms of government in such a short period of time. Not surprisingly, another change Wilkes-Barre took effect in 2008, when the number of city council members will be reduced from seven to five, and ward-based elections will be reinstated.

The researchers provided a view of Wilkes-Barre’s social, political and economic development and highlighted how the Republican party influenced and controlled city politics until the early 1960’s. At the time, Republicans were promoting a study commission to determine the best form of government, which they proposed would include a weak mayor and a weak council through a city manager form of government.

In the early 1960’s, Democrats gained control of city government. Some attribute this to the fact that there was an increased decline of wealthy citizens (mostly Republicans) who left the city for the suburbs, or that the Republican party became divided over the issue of employing a city manager form of government. Democrats in control wanted to implement a strong mayor and weak council form of government and they determined that they would fight for this system, no matter the study commission’s outcome. After some backroom dealings between Democrats and Republicans, the study commission determined that the weak mayor and weak council with a strong city

manger would prevail. With the referendum on the ballot in 1966, voters strongly supported it and won with a 5-1 margin. The then Democratic mayor determined to not seek a third term. After nearly eight years of not controlling city government, Republicans gained such control and began city manager search.

Between 1968 and 1972, three city managers were selected and all three resigned due to their inability to work with the mayor and council. There was conflict from the moment each was confirmed as city manager.

Democrats regained control of Wilkes-Barre's city government in 1975 and maintain a stronghold today. While most of the city's council members and mayors have been Democrats, the road to their present day leadership was not easy. During their nearly three decades of control, city Democrats have endured internal discord between the mayor and council, and eventually forced Wilkes-Barre into massive debt totaling \$11 million before the 2002 election. Prior to this election, the city looked to the state to bail it out on a specific downtown development project. The state refused to help and, as a result, city policymaking declined.

When current Mayor Tom Leighton was elected, city Democrats were determined to focus on downtown development, economic expansion, neighborhood integrity and leadership qualities. Also at this time, a citizens' group petitioned city council to revise the charter by placing two questions before the voters. One of the questions pertained to the size of the current, seven-member city council. The citizens' group sought to reduce city council to five members, in accordance with population declines – which dropped from 50,000 residents in 1976 to 43,123 residents in 2000. In an effort to provide broader representation, the citizens' group also sought ward representation, rather than the current at large representation.

While voters approved both measures, dissidents took their case to District Court, where District Court appealed the vote due to low voter turnout. The case went further to the Pennsylvania Supreme Court, which overturned the lower court's decision. In compliance with this ruling, city council then appointed a committee to redraw the city's ward boundaries. This committee was primarily staffed by Democrats, who, upon public pressure, again redrew ward boundaries. In January 2008, the new government structure was implemented.

Democratic control of city government remains to this day. Renewed enthusiasm and development have occurred and a concerted effort between the city and local colleges and universities has been instituted to help revive the once dismal downtown. Redevelopment has also begun with the construction of two portals at the Susquehanna Riverfront and development of the once vacant Sterling Hotel.

The researchers said that whether Democrats remain in power cannot be determined at this time, as the task of redirecting Wilkes-Barre' economic and social future remains in question.

“The Economic and Business Realities of Reality Television”

Presented by: Richard Crew, Misericordia University



Crew's study examined reality television from an economic and business perspective. It tracked business reasons behind the initiation of reality television in the 1950's, economic reasons for its growth and success from the 1980's forward, and the reason why there is an international element in almost all of today's new reality programs. His study concluded that television is moving toward a two-tiered system through which 1) in the near future, broadcast and cable networks will primarily offer lower cost reality shows, sports, and game shows; and 2) premium pay services, like HBO, will continue to offer scripted drama and comedy.

Crew examined reality television's effect on business decisions and, more specifically, on major broadcast television networks who are considering adding to or changing their network's programming.

Executives found increased viewership by a younger demographic in 2004, due to new reality shows. Ratings had also gone up. This demographic was difficult to capture prior to 2004, due to the types of programming that appealed to a different demographic.

History reveals that as early as the 1950's, there were two primary types of television shows – sitcoms and dramas. Due to high volumes of viewers (there were only three networks at this time) and high advertising dollars, networks had no reason to change their programming. With the launch of new networks that included premium pay channels, the dynamics changed.

Although reality television had been in existence in the 1940's, its popularity didn't escalate until the 1980's, when Fox developed a reality network that produced cheap reality programming, and which could compete in a competitive environment of network, cable, and independent broadcasting. This led to more networks developing this type of format, which appealed to a younger demographic. The lower production costs of reality programming appealed to network officials.

Television economics typically favor inexpensive programming. Those in the 18-49 age demographic – a demographic prized by advertisers – enjoy the reality television format. The researchers found that these viewers like original stories with characters that have not been dreamed up by a writer. Major networks also favor the reality format, as scripting and writing costs are minimal.

With channels such as HBO continuing to provide scripted programs that are not as cost effective as reality television, viewers may now choose between the two major types of programming.

The researchers found that economic and business trends point to the fact that reality programming is much more than a fad. Compared with traditional scripted programming, reality television is regularly delivering shows that appeal to younger, more upscale audiences; production of such programming can cost about half the cost of scripted programming. All signs point to reality television's long and dominant run in the future of U.S. broadcast and cable networks.

“Partnering to Promote Small Business Environmental Sustainability”

Presented by: Ruth C. Hughes¹, and Marleen A. Troy², Wilkes University and Alison McKeachie³, Lehigh University

Hughes, McKeachie, and Troy developed the concept of partnering with small business and school faculty in the environmental sciences area to encourage and provide insight into creating an environmental engineering sustainability policy and practice for business.

Environmental practices are valuable for business, as they provide efficiency, marketing opportunities, competitive differentiation, and enhance the business's reputation. From an academic standpoint, such collaboration provides students with value in the career market, and encourages use of interdisciplinary skills and real world skills.

Sustainability is valuable to the business community in that it encourages the reduction of waste and pollution, makes business more competitive, and provides the business with a “green” image.

Students were placed on teams, reviewed case studies, corresponded with clients, went on site visits, conducted site audits, data analysis and research, and then completed a final report and presentation.

Specific businesses examined included those in manufacturing, retail and service. Students presented to clients their findings, as well as an implementation plan.

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Keeping the Faith: How Incarcerated African American Mothers Use Religion and Spirituality to Cope with Imprisonment”

Presented by: Ebonie L. Cunningham Stringer, Wilkes University

Previous studies have investigated whether religion aids in rehabilitation and acclimation to prison environments among incarcerated populations. However, few studies have investigated whether and how religion and spirituality assist incarcerated persons as they attempt to make sense of their imprisonment and cope with the strains and stresses associated with fulfilling family roles. Further, previous research has not adequately investigated intersections of race, gender, religion, spirituality, and family roles.

Cunningham’s study was based on focus groups conducted with fifteen African American mothers in a Midwestern maximum-security prison. Findings gave voice to this marginalized group, and suggested that these mothers use religion and spirituality to make sense of their incarceration and cope with the strains of being both mothers and prisoners.

Cunningham’s findings have implications for prison policy and further research on incarcerated African American mothers.

“Emergency Plan Advertisements for the Residents of a Borough”

Presented by: John N. Mellon, Misericordia University



Mellon utilized students in his Advertising and Sales Promotion class to conduct research for and present a finished project to the Borough of Luzerne, in Luzerne County, Pennsylvania. This service learning project incorporated theory and practical applications of advertising and promotion as part of an integrated marketing communications strategy for businesses, non-profit organizations and government agencies. Relationship-building and ethical issues were also addressed.

The main objectives of providing this service learning experience were to:

- Develop media materials to educate and inform the borough as to what to do in the case of an emergency; and
- Describe and construct media elements of a product or service advertising plan that is representative of a business, non-profit organization or government agency.

As such, students were charged with interviewing the Borough of Luzerne and the County of Luzerne Emergency Medical Services representatives (EMS); a sampling borough residents; and a sampling of borough council members. Interviews provided students a clear understanding of an emergency plan from the perspectives of the borough itself, Luzerne County, and borough residents. Each group of students determined how specific emergency management information should be displayed within a brochure, flyer, billboard, or radio announcement to best educate and inform borough residents on what to do in an emergency situation. Students also constructed a complete emergency plan brochure, flyer, billboard and radio announcement.

Upon completion of this project, students presented their media materials to professionals who provided critiques. Final materials were then presented to the Borough of Luzerne.



A partnership among Keystone College, King's College, Luzerne County Community College, Misericordia University, Penn State Wilkes-Barre, University of Scranton, & Wilkes University

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