

**MTSU – COMMUNITY AND UNIVERSITY PARTNERSHIPS**  
**2013-2014 Strategic Partnerships, Public Service, Outreach (Selected New and Updated)**  
**April 30, 2014**

**ACT Math Prep, Clark. Description:**

ACT Math Prep workshops will be provided for juniors and seniors attending low performing, low socioeconomic high schools in Rutherford County. These schools are identified by examining TVASS and Tennessee Report Card data. Students are recruited by contacting school guidance counselors who will be asked to consult with their school's math teachers.

**Department:** 50 (University College). **Department Contact:**  
Joan Raines (615-898-5554)

**Objective:** Boost students mathematics knowledge base and help them prepare for their best possible score on the ACT math section. Help students avoid remedial courses in college. Review mathematics test content and provide test-taking techniques. Improve ACT scores in to the number of students that are eligible to meet college admission requirements.

**Baseline/Goal:** Increase the number of Rutherford County students qualified to meet admission requirements.

**Agriculture Education Spring Fling, Vaught. Description:**

The first MTSU Agricultural Education Spring Fling brought Pre-Kindergarten through 2nd Grade students from Rutherford and Cannon counties and Murfreesboro City Schools to the Tennessee Livestock Center to learn about some of the many different aspects of Agriculture in the state of Tennessee. Also Faculty Member - Jessica Carter from Agribusiness and Agriscience.

**Department:** 3 (Agribusiness and Agriscience)**Department Contact:**  
Alanna Vaught (615-898-2523)

**Partners:** Farm Bureau, Rutherford County Schools, Murfreesboro City Schools, and Cannon County Schools

**Persons:** 800  
**# of Students:** 5  
**# of Faculty:** 2

**Club MARVEL, Owens. Description:**

Club MARVEL (MARVEL Academy) is a collaborative between Middle Tennessee State University and the Murfreesboro City Schools designed to maximize each student's potential and foster a passion for lifelong learning through exposure to a variety of fields and disciplines. Its purpose is to generate and develop an excitement about a college campus, what it offers, and the vision it can create. The Saturday Academy will be held at Middle Tennessee State University. Children experience: aviation/airport; mathematics; astronomy; the arts; a working farm; the environment, chemistry. The target group is at-risk students in grades 4-6 from across the district.

**Department:** 37 (Academic Affairs)

**Department Contact:** Dr. Rosemary W. Owens (615-890-3442)

**Objective:** To maximize each student's potential and foster a passion for lifelong learning through exposure to a variety of fields and disciplines. To generate and develop an excitement about a college campus, what it offers, and the vision it can create.

**Partners:** Murfreesboro City Schools

**Baseline/Goal:** To maximize each student's potential and foster a passion for lifelong learning through exposure to a variety of fields and disciplines. To generate and develop an excitement about a college campus, what it offers, and the vision it can create. Students and parents who may not normally visit a college campus are able to experience the campus, faculty, students, and a variety of resources.

**Persons:** 90  
**# of Students:** 30  
**# of Faculty:** 22

**Community Adult Flute Choir, Little. Description:**

The ensembles bring together community members interested in making music together that need a musical outlet to perform with. The groups include adult flutists of all levels, high school and junior high flutists. Rehearsals bring members on the MTSU campus and give them the opportunity to collaborate with, interact with and to learn from MTSU music majors. **Department:**

27 (Music)

**Department Contact:** Deanna Little (615-898-2473)

**Objective:** Provide Murfreesboro and surrounding areas an opportunity to make music in an ensemble setting to become involved in the life and activities of MTSU and to make a connection with MTSU faculty through weekly rehearsals and public

performances. Increase knowledge of available flute ensemble literature, to sustain and improve life-long music making skills, and to enrich our creativity. To provide flutists the opportunity to play all members of the flute family; piccolo, C flute, alto, bass and contra bass flutes.

**Partner:** Rutherford and surrounding Counties

**Baseline/Goal:** Feedback from choir members.

Retention of all group members, as well as grow the groups each semester.

**# of Students:** 1

**# of Faculty:** 2

#### **Consolidated Utility District Staff Recruitment Plan, VanHein, Description:**

Develop a recruiting plan to increase diversity, a succession plan for leadership, and a training needs analysis for Consolidated Utility District of Rutherford County.

**Department:** 32 (Psychology). **Department Contact:**  
Judith VanHein (615-898-5752)

#### **Objective:**

Develop:A recruiting plan designed to increase diversity in hiring.

A succession plan for leadership positions within Consolidated Utility District (CUD).

A training and development plan to support the succession plan.

Partner: Consolidated Utility District of Rutherford County

**Persons:** 90

**# of Students:** 2

**# of Faculty:** 1

#### **Crime-scene App, Berryman. Description:**

MTSU's Forensic Institute for Research and Education, known as FIRE, worked with seasoned investigators across the country to find a system to guide first-responding law enforcement officers through an often chaotic and confusing situation. Now, instead of trying to juggle notepads,

cameras and video recorders, new officers can immediately document crime scenes — capturing text, photographs, video, audio, GPS, dates and times — with their smartphones.

**Department:** 35 (Sociology and Anthropology). **Department Contact:**  
Hugh Berryman (615-494-7896)

**Objective:** CASE, which stands for "Checklist App for Scene Examination," aims to serve as a "systematic guide for the new officer who first arrives at a scene," according to the grant application prepared by FIRE's director, Dr. Hugh Berryman, for the Department of Justice's Bureau of Justice Assistance. "Time, weather and the movement of essential personnel, such as EMTs and scene investigators, can alter the scene and destroy evidence. Early documentation of evidence can make a difference in bringing justice to both the guilty and the innocent." The officers who are first to arrive can use the CASE app to help protect evidence for their agency's crime scene unit to handle in more depth. The CASE app also automatically begins a 72-hour countdown when the crime scene documentation is completed. All data can be securely transferred to an external device, such as a police department computer, and after 72 hours, the data is automatically deleted from the phone, strategically considering the situational context of a first responder to provide a utility that promotes an unprecedented level of efficiency and education, at the time it matters most: on the crime scene."

**Partners:** Willow Tree Apps

#### **DigiGirlz Day, Iriarte-Gross. Description:**

An event for girls interested in a high-tech or STEM (science, technology, engineering or mathematics) careers.

Students learned about high-tech career choices, heard from senior executive speakers, toured technology laboratories and participated in hands-on activities.

**Department:** 7 (Chemistry). **Department Contact:**  
Judith Iriarte-Gross (615-904-8253)

**Objective:** Students will learn about high-tech career choices, hear from senior executive speakers, tour technology laboratories and participate in hands-on activities.

**Partners:** Microsoft, Nissan, Women in STEM Center

**Persons:** 100

**# of Faculty:** 1

**Family Health Literacy Nights, Crooks. Description:**

Dr. Crook's Health Psychology, EXL, class and Dr. Stuart Bernstein's Research Methods class provided health literacy training to students and their families in a public school. The project was designed to pilot test for a more comprehensive health literacy program in the schools. While the parents were receiving training, students participated in a read-aloud (students in the MTSU classes selected an age and literacy appropriate health-related book) and interactive activities related to content in the book. MTSU students administered pre/post assessments. Participants, Read To Succeed staff, and MTSU faculty and students shared a meal at the end of the program.

**Department:** 32 (Psychology). **Department Contact:**  
Catherine Crooks (615-898-5949)

**Objective:** Develop and implement family health literacy nights to improve skills in reading and understanding health information needed to make appropriate health decisions. Develop and pilot test two training sessions on health literacy nights similar to 'family literacy nights'. Provide an opportunity to educate students and families in Rutherford County about health and health literacy.

**Partners:** Rutherford County Schools, Read to Succeed

**Baseline/Goal:** Pre/post assessments were administered to determine the extent to which the program affected their knowledge of health-related information. One measure was the "newest vital sign test" (Weiss et al, 2005) which is a 6-question test used as a quick measurement of adults' ability to read nutrition labels. Rapid Estimate of Adult Literacy in Medicine (REALM), a validated instrument used to assess an adult's ability to read common medical words, was also used. Also, the Health Literacy Measurement Tools: Fact Sheet, January 2009, Agency for Healthcare Research and Quality, Rockville, MD.

**Persons:** 20  
**# of Students:** 15  
**# of Faculty:** 2

**Farm-City Event. Description:**

The main focus is on agricultural education in hopes that attendees will "take an understanding of what they're eating away with them."

**Department:** 3 (Agribusiness and Agriscience). **Department Contact:**  
Warren Gill (615-898-2523)

**Objective:** To enhance linkages between farm families and urban residents by providing educational programs and materials about the people who grow and raise their food.

**Partners:** Tennessee Soybean Association, Tyson Foods, the Tennessee Department of Agriculture, Farm Credit-Murfreesboro and Publix.

**Guide to Significant Trees on Campus at MTSU, Sadler. Description:**

The new "Guide to Trees at MT" will revise the existing map and include additional species. We are a horticultural campus that currently has over 100 different species of ornamental and native trees but we have never formally certified as a State Arboretum. We will update missing trees and GPS coordinates, as well as include additional species of significant trees on the campus. This will provide an updated resource that will be available for the MTSU Community, campus visitors, extension groups, and surrounding schools to use for a variety of purposes.

**Department:** 5 (Biology). **Department Contact:**  
Kim Sadler (615-904-8283)

**Community Need:** The template being developed will serve as the MTSU "Tree Application. The availability of tree information on campus will showcase MTSU grounds as not only "True Blue" but "True Green" as well.

**Objective:** Continue to inform MTSU and the broader community about the different species of native and ornamental trees on campus through a revision and expansion of a detailed map. Create awareness of the diversity of species on the campus and encourage the campus community and visitors to utilize the campus as a living laboratory. Provide historical and/or natural history footnotes about trees of interest, such as the establishment of the walnut grove in the commons between Cope and Peck Hall (walnuts were brought back from Mount Vernon and planted in the 1930's by the grounds keeper at that time).  
Certify the MTSU campus as a Level 1 Arboretum

through the Tennessee Urban Forestry Council which will place MTSU on the state registry.

**Partners:** MTSU Grounds and Services, Girl and Boy Scouts of America, 4-H Groups, Agricultural Extension  
**Persons:** 100  
**# of Students:** 20  
**# of Faculty:** 1

**Harmony House International Solar Decathlon, Gromley. Description:**

Team Music City, an interdisciplinary group from Vanderbilt University, Middle Tennessee State University and Habitat for Humanity of Greater Nashville, was selected to compete in the Solar Decathlon 2015, a U.S. Department of Energy event that challenges students to design and build a functioning, energy-efficient, solar-powered house.

**Department:** 16 (Engineering Technology). **Department Contact:**  
Thomas Gromley (615-494-8687)

**Objective:** Drawing from a variety of classes, students in construction management, interior design, electrical, mechanical and civil engineering will be involved in the planning, designing and building processes, which will lead to constructing a home that is greater than 600 square feet but less than 1,000 square feet in size. The home will be built on the Vanderbilt campus.

**Partners:** Vanderbilt University, Habitat for Humanity of Greater Nashville

**Baseline/Goal:** Lowering conventional energy consumption and costs means Habitat partner families will have more money for life's necessities.

**# of Students:** 20  
**# of Faculty:** 2

**Health Literacy with Burmese Refugees in Rutherford County, Bates. Description:**

Faculty

and students will contribute to the community by providing health literacy training and education to Burmese refugees who seek citizenship in the United States. This provides culturally relevant training for MTSU faculty and students, but also contributes to a healthy community of new citizens in the U.S.

**Department:** 20 (Health and Human Performance)

**Department Contact:** Denise Bates (615-898-2893)

**Objective:** Provide quarterly health literacy trainings (infectious disease, health and hygiene, and other topics of interest) to Burmese refugees residing in Rutherford County in 2014-2015. Develop and deliver at least 4 Health Literacy learning modules created by MTSU students in the first year. Qualitatively assess students' experiences with this program in relation to their perceived readiness to work on a community project/in a community agency upon graduation at first year completion of the project. Increase by 50% health literacy skills performance by refugee participants who participated in all 4 training sessions.

**Partners:** Community Servants Agency, St. Thomas Health Services Outreach, Rutherford County Public Health, MTSU Public Service Grant

**Baseline/Goal:** Evaluation of the project will be both formative and summative. All MTSU student participants will be asked to evaluate the processes of assessment, program development/design, implementation and evaluation.

**Persons:** 25  
**# of Students:** 10  
**# of Faculty:** 1

**I Am Proud to be a Nurse, Wilson. Description:**

On a 2010 trip to the University of Botswana to speak to nurse leaders about stress management and self-care, Wilson originated the "I Am Proud to Be a Nurse" campaign to improve the image of nurses in the African nation. "There were rumors of nurse-to-patient violence

in Botswana and they went viral" said Wilson. Funding the project with \$13,000 of her own money,

Wilson designed pins with the message "I Am Proud to Be a Nurse" and distributed the pins to every nurse in the country. Extra pins were sold for \$5 each to help recoup costs. The MTSU Student Nurses Association took up the cause and held bake sales and pin sales on-and off-campus. The project paid for itself by the summer of 2013 and resulted in seven publications in newsletters and journals, two national poster presentations and a national podium presentation. (You can read an archived story about the project here.)

**Department:** 28 (Nursing). **Department Contact:**  
Debra Wilson (615-898-5841)

**Objective:** Improve the image of nurses in Botswana.

**Partners:** MTSU Student Nurses Association

**Baseline/Goal:** The project paid for itself when the MTSU Student Nurses Association took up the cause. They held bake sales and sold pins both on and off campus.

**Persons:** 50  
**# of Students:** 25  
**# of Faculty:** 1

**2014 Invention Convention, Huddleston. Description:**

The 2014 Invention Convention marked the event's 22nd year and featured more than 200 one-of-a-kind inventions from 412 young geniuses from across the Midstate. The young inventors were public- and private-school students in the fourth, fifth and sixth grades in Coffee, DeKalb, Franklin, Robertson, Rutherford, Sumner, Davidson and Wilson counties. Each year, the youngsters create an invention fitting one of two categories: "Games" and "Make Our Lives Easier." Judges select winners in each category, and participants also create presentations as well as working models of their inventions to display to visitors. The event also features a guest speaker each year. Ms. Jamie O'Neal, Country Music songwriter and singer was the speaker for the 2014 Convention. Fifty-four different ribbons and trophies were awarded to various

inventions deemed worthy by several judges, each young inventor received a certificate of participation as well as the 2014 featured invention - the golf ball!

**Department:** 46 (Education). **Department Contact:**  
Dr. Tracey Huddleston (615-898-5500)

**Objective:** Children create an invention fitting one of two categories: "Games" and "Make Our Lives Easier."

**Partners:** State Farm Insurance

**Baseline/Goal:** Children create an invention fitting one of two categories: "Games" and "Make Our Lives Easier." Judges select winners in each category, and participants also create presentations as well as working models of their inventions to display to visitors.

**Persons:** 300  
**# of Students:** 12  
**# of Faculty:** 1

**Life at Wynnewood; Castalian Springs, Martin. Description:**

The project will create a museum exhibition and supplementary Common Core-based education materials related to the historical archaeology of the Wynnewood State Historic Area. Planned and developed primarily by MTSU Public History graduate students, the main interpretive focus of this exhibit will be the people who lived and worked at Wynnewood, including the Wynne family as well as the free and enslaved people associated with the site. The Wynnewood State Historic

Area, which is owned by the Tennessee Historical Commission and managed by Bledsoe's Lick Historical Association, is a National Historic Landmark in Sumner County, TN, that has recently been rehabilitated after being nearly destroyed by a tornado in 2008.

**Department:** 21 (History)

**Department Contact:** Brenden Martin (615-904-8097)

**Objective:** Fabricate and install an exhibit (and associated printed materials) that will interpret the archaeology of Wynnewood and Castalian Springs to a broad public audience. Partner with regional organizations to make the exhibit available to as many people as possible. Strengthen ties between MTSU and the larger region, especially in Sumner County. Create public programming, especially in the form of curriculum packages for elementary, middle, and secondary school teachers that make the exhibit accessible and understandable to students while simultaneously meeting the recently implemented Common Core standards. Provide an experiential learning project for graduate students in Public History so that they may learn best practices in exhibit development and museum education.

**Partners:** Tennessee Historical Commission, Wynnewood State Historic Area, Bledsoe's Lick Historical Association, MTSU's Dr. Kevin Smith and the Anthropology Department, MTSU History and Art Departments.

**Baseline/Goal:** Multi-layered evaluations will be conducted. The first step will consist of mock-up panels displayed on campus and at Wynnewood. Community members, BLHA board members, visitors, and Dr. Smith will be invited to evaluate all aspects of the mock panels to include content, language, and design. This will be scheduled before final fabrication of the 10 panels. Summative evaluation after the installation of the exhibit will consist of a questionnaire available for visitors as well as teachers who use the curriculum packet to receive direct feedback from target audiences. In the Spring semester, Dr. Martin's museum studies will follow-up by conducting additional evaluation in the form of visitor observations and exit interviews.

**# of Students:** 10  
**# of Faculty:** 2

**Linguistics Olympiad, Blackwell. Description:**

The MTSU Linguistics Olympiad is an academic competition for area middle and high school students with a special interest in the formal study of languages. A linguistics competition is a paper-pencil test consisting of problems requiring the analysis of a given set of linguistic data. New linguistics problems are created each year specifically for this competition. The competition attracts students with a love of language, logic, and cryptography. Since its inception in 2007, the competition has grown from 12 participants to almost 100 participants in 2013. The competition was founded by Aleka Blackwell, Associate Professor of Linguistics in the English department.

**Department:** 17 (English). **Department Contact:**

Dr. Aleka Blackwell (615-898-5960)

**Objective:** (i) to expose middle and high school students to some of the fascinating Intricacies of some of the world's languages (with a focus on cross-linguistic phenomena); (ii) to introduce the field of linguistics to middle and high school students Interested in the systematic study of English and/or foreign languages; (iii) to offer students a challenging, yet nurturing and fun, environment in which to compete individually or in teams of up to four students); (iv) to support middle and high school teachers of English and foreign languages in their efforts to motivate their students to excel; (v) to provide area middle and high school with an opportunity to compete in an academic competition geared to their interests; (vi) to provide area middle and high school students with an opportunity to build their academic resume and prepare for college entrance testing (by building their skills in logical deduction); (Vii) to provide MTSU undergraduate students pursuing the Minor in Linguistic Studies, as well as Literacy Studies and English Ph.D. students, with an opportunity to provide public service and to use their linguistics knowledge by preparing competition materials and by helping host the event; (Viii) to provide interested MTSU faculty with an opportunity to serve the community by creating and scoring competition materials and/or by creating presentations for participants or teachers; and (ix) to enhance participants' awareness of language as a reflection of cultural diversity.

**Partners:** Middle Tennessee Middle and High Schools

**Baseline/Goal:** Participants and their teachers complete a survey evaluating the quality of the competition (in terms of the difficulty and relevance of the problems), the quality of the "fun activities", and the general satisfaction with the competition. We have been making changes to the competition on an annual basis as a result of the comments we receive.

**Persons:** 90

**# of Students:** 5

**# of Faculty:** 2

**Milton Hershey's Cuba Film, Morris. Description:**

Professor Morris completed a film about what he considers a fascinating chapter in Cuban-American relations. In 1916, American industrialist Milton Hershey of chocolate fame built a massive sugar production operation in the island nation's heartland. "Hershey will do more than just turn profits. He will build a socially progressive empire unlike anything Cuba has ever known, shielded from the worst economic depression in modern history, and stay true to his most deeply held convictions." A highlight of the project for Dr. Morris was a chance to get to interview the descendants of

**Department:** Cubans  
who lived worked for Hershey in his company town.  
18 (Foreign Languages and Literatures). **Department Contact:**  
Richard Morris (615-898-2284)

**Objective:** Tell the story of a philanthropist who build a revolutionary relationship with his Cuban workforce.

**Partners:** Hershey-Derry Township Historical Society (Hershey, PA); and MTSU College of Liberal Arts, the Office of International Affairs, and the College of Graduate Studies, and  
the  
Department of Foreign Languages & Literatures.

**Persons:** 50

**# of Faculty:** 2

**Seigenthaler Federal Judiciary Project, Rawls. Description:**

The Federal Judicial Reporting Project team is writing about the activities of the Federal District Court

for the Middle District of Tennessee, including trial coverage and all of the work of the federal criminal

justice system, the bankruptcy court, and other federal agencies, including the United States

Attorney's office, the FBI, DEA, ATF, and ICE. The reporters, who are working as full-time,

professional

journalists, are operating out of the newsroom of The Tennessean newspaper, which is

publishing

their news and feature reporting, as well as photographs, and videos for the website.

**Department:** 23 (Journalism). **Department Contact:**

Wendell Rawls (615-898-2814)

**Partners:** The Nashville Tennessean, John Seigenthaler Chair of Excellence in First Amendment Studies  
**# of Students:** 6  
**# of Faculty:** 1

**Sulphur Dell, Smith. Description:**

Dr. Kevin Smith, a MTSU archaeologist helped to uncover ancient history at a future ball park in Nashville.

Crews first unearthed the prehistoric deposits, which could date back as far as 1150 AD, in the area that will one day become left field for the Nashville Sounds. Fire pits and broken pieces of ceramic pans uncovered at Sulphur Dell suggest that there was a large workshop there where mineral water was boiled to collect salt, a valuable trading commodity. This is the first discovery of its kind in the region. The ball park will be built over the archeological site, but not in a way that will

damage any remaining artifacts.

**Department:** 35 (Sociology and Anthropology). **Department Contact:**

Kevin Smith (615-898-5958)

**Objective:** Determine what historical treasures might be at the construction site of the new Nashville Sounds Baseball field ball field.

**Teaching College Bound Students to Study Smarter, Guttman. Description:**

A striking number of incoming college students experience difficulty in translating their high school study skills into success in college courses. This project aimed to introduce Middle Tennessee high school seniors to new ideas that will help them to 'study smarter', giving them a better chance to perform well in early college courses and ultimately graduate.

**Department:** 32 (Psychology)

**Department Contact:** Sharon Guttman (615-898-5288)

**Objective:** Present the "Study Smarter" lesson which contains interactive demonstrations, tips and techniques aimed at college-bound high school students. Sessions conducted in the schools.

**Partners:** Rutherford and Davidson County Schools

**Baseline/Goal:** Increase opportunities for successful completion of college.

**Travel Abroad - Chile in South America, Farone. Description:**

Bound for Chile in South America and joined in Miami, Fla., by two University of Puerto Rico grad students, the MTSU group worked with students at two Santiago high schools for one week and fellow researchers at the University of Santiago the next.

**Department:** 5 (Biology). **Department Contact:**

Anthony Farone (615-898-5343)

**Objective:** While in Chile, the group visited three biotech companies. They went to the U.S. Embassy in Santiago, Chile's capital city, for a panel discussion with Chilean scientists on the project in STEM education.

**Partners:** National Science Foundation

**Persons:** 20

**# of Students:** 7

**# of Faculty:** 3

**Tennessee State University and MTSU Memorandum to Collaborate on Research, Allen. Description:**

Tennessee State University and Middle Tennessee State University have entered into an agreement to develop strategic areas of research in data sciences. A joint institute will be created to ensure the implementation of the agreement.

**Department:** 47 (Graduate College). **Department Contact:**

Mike Alen (615-898-2182)

**Objective:** Engage in collaborative research, workforce training and education, and seek joint funding opportunities to support the partnership. TSU and MTSU will actively seek to participate in and enhance faculty and student research training programs, as well as provide access for each institution's students to education and training programs that are available at one institution but not at the other. The emphasis is in the area of engineering. The three-year agreement ensures that students from each institution have access to expert staff and state-of-the-art equipment and software; mentor and train select students from the other institution in appropriate aspect of their research in data sciences; and provide speakers for JIDS seminars.

**Partners:** Tennessee State University

**# of Students:** 25

**# of Faculty:** 5

**True Blue & Gold Turnbow Project, Turnbow. Description:**

MTSU head men's golf coach Whit Turnbow created a social media blizzard with a tweet, and the community's warm hearts are answering. Noticing a young man waiting for a school bus in the bitter 6-degree weather last Friday morning, Turnbow turned to Twitter. "Thinking about the kids who don't have a warm place to wait on the bus or a winter jacket; "If you know someone like this DM me and I will personally see to it that they get a new coat." "Twelve hours later, I had dozens and dozens of requests for jackets from all over the county, mainly from teachers," the coach explained. "I had so many requests that we thought we need to take this to another level." In less than 24 hours, that tweet had drawn more than 100 requests for coats for local children and thousands of dollars in donations to buy them.

**Partners:** Rutherford County Citizens

**Department:** 20 (Health and Human Performance). **Department Contact:**  
Rick Turnbow (615-898-5754)

**Persons:** 200  
**# of Students:** 5  
**# of Faculty:** 2

**Way of Hope, Buckner. Description:**

A group of MTSU students in the Jones College of Business has been working with the Way of Hope to develop a marketing plan to spread its message more effectively and generate needed financial support for a program that relies on the community's generosity. The student group Enactus

has supplied the center with a computer, software, printer, phone system and retooling of its website.

The student group, which was previously known as Students in Free Enterprise, or SIFE, focuses on putting entrepreneurship into action through community service. MTSU marketing instructor Laura Buckner serves as an adviser to the student group, which has a motto of "A head for business, a heart for the world." The Way of Hope project is an excellent opportunity for students to exemplify that motto, she said. "Students who are engaged in Enactus have an opportunity to utilize the skills that they learn in the

Jones College of Business to make the world a better place," Buckner said. "In this case, the students actually wrote the grant themselves, decided the budget of how to spend the money and will be tracking the success of the nonprofit in the future."

**Department:** 24 (Management and Marketing). **Department Contact:**  
Laura Buckner (615-898-2370)

**Objective:** Working with the Way of Hope to develop a marketing plan to spread its message more effectively and generate needed financial support for a program that relies on the community's generosity.

**Partners:** Coca-Cola, Area Churches

**Baseline/Goal:** Enactus has supplied the center with a computer, software, printer, phone system and retooling of its website.

**Persons:** 40  
**# of Students:** 10  
**# of Faculty:** 1

**Wetland Clean-up, Allen. Description:**

The Stormwater Program (MTSU and City of Murfreesboro) hosted and conducted this event and partnered with MTSU's Leadership and Service group (Jackie Victory) as part of the Alternative Spring Break Projects for Students to volunteer in the community.

**Department:** 38 (Business and Finance). **Department Contact:**  
Cynthia Allen (615-898-2660)

**Community Need:** The project was to clean up the wetland area that is part of Sinking Creek which is an impaired stream in the Stones River watershed. This area used to have more quantity and diversity of wildlife, but those numbers have been on the decline and we're hoping this cleanup event and subsequent others will improve the habitat for the wildlife that depend on that stream and wetland.

**Partners:** City of Murfreesboro, MTSU's Office of Environmental Health and Safety

**Baseline/Goal:** 2200 lbs of trash and debris was removed from the area.

**Persons:** 1  
**# of Students:** 26  
**# of Faculty:** 1

**Wilson County, TN, Expo Center Study, Arik. Description:**

The study was based in part on a survey given to 106 local businesses. Questions included whether the business would use the facility for any functions or events, how much the business

was willing to pay for hotel accommodations and a couple of others. "We surveyed local businesses to identify the demand for meeting space," Arik said. The study also used peer counties, those of similar size to Wilson County, to determine a baseline for the number of employees that the center



would have as well as projected costs and revenue.

**Department:** 45 (Business). **Department Contact:**  
Murat Arik (615-898-2300)

**Objective:** To identify the demand for meeting space.

Determine the cost of building and operating an expo center in Lebanon, TN.

Partners: Wilson County Government

**Persons:** 10

**# of Students:** 0

**# of Faculty:** 1