In order to be successful in today's world economy, businesses must expand their markets, and a primary direction of this expansion is into the international marketplace. Despite the obvious need, there has not been an organization in Stark County able to provide information to executives dealing with the complexities of foreign business and culture – until now.

Kent State University Stark Campus has established The International Business Resource Center, designed to provide information and assistance to local companies working with foreign representatives both in the U.S. and abroad.

The unique facets of business practices, customs, cultures, and languages of foreign countries are important parts of the program. Access to the considerable resources of the university, an extensive exchange program, and expert faculty will provide a wide range of support to local business through The International Business Resource Center.

Four major activities are planned for the Center:
Attention will be turned toward providing Stark County executives with the skills needed to enhance international business relationships.
The campus will survey local business representatives from multinational companies to determine the factors considered most important in dealing with specific foreign markets. This information will then be compiled by geographic location and made available to those preparing to deal with foreign markets.
Personal interviews with representatives of the companies who have successfully completed foreign assignments will be taped and edited in the Kent Stark TV Studio and made available as

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The Teleconference Center

As the sole provider of teleconference programs for executive development in Stark County, Kent Stark provides live, interactive seminars via satellite on subjects of vital interest to the business and professional community, educators and health care providers, as well as on topics of general interest for the public.

Through the Teleconference Center, internationally known consultants and theorists have been brought to Stark County at a fraction of their normal fees. This innovative, cost-effective medium can provide top-level executives with the latest international challenges and strategies. Recently, presenters such as Dr. William Ouchi, Ken Blanchard, Karl Albrecht, and Ron Zemke have been featured.

Kent Stark recently reinforced its strong commitment to teleconferencing by becoming the only college or university in Northeast Ohio to become a member of The National University
Teleconference Network (NUTN), a

prestigious organization of teleconference providers that includes major universities across the United States.

NUTN is a network of educators granting members immediate access to a large network and providing consultation on programming from concept to broadcast. Through NUTN, Kent Stark can receive teleconferencing programs involving professional development, curriculum enrichment, entertainment, and public affairs. NUTN also provides programs specifically designed to meet business and industry needs.

"Kent State University has provided leadership to Stark County in teleconference programming since 1986," Dr. William G. Bittle, Dean of Kent Stark, said. "We believe that teleconferencing is a unique and innovative delivery format which will play an increasingly important role in the years to come."
Welcome to Kinetics, a new publication from Kent State University Stark Campus. Kinetics is the study of dynamic motion, and we believe it accurately reflects the way our institution strives to respond to the many changing forces in our society. This publication will highlight some of this ‘dynamic motion’ for you, the community we serve.

We want to show you some of the exciting new things that we've been doing lately – for example, our Office of Special Programs has just inaugurated a major Center for International Business, and our Foreign Languages Department has begun an exciting new program of bringing television broadcasts from around the globe directly into the classroom via our new satellite dish. We'd like to show you the resources of our beautiful library, our constantly growing computer center, our TV studio, and many, many other things.

But even more important is the quality of education that comes from our roots, our traditions, and our maturity. We have a full-time faculty whose credentials and teaching experience are of University quality. As many of you know, Kent Stark is the oldest and the largest of Kent State’s seven regional campuses. In fact, here at Kent Stark the greater Canton community has one of the most comprehensive regional campuses in the state of Ohio that, over the last thirty years, has evolved into a mature and complex institution offering the finest instructional and cultural programming in the community.

I hope you enjoy reading Kinetics, and if you haven’t visited our campus recently, please do so. We’d be delighted to see you.

Sincerely,

William G. Bittle, Ph.D.
Dean, Kent State University Stark Campus

Foreign Languages:
An Award For Excellence

Based on its reputation for excellence, Kent Stark’s Foreign Language Department will receive more than $84,000 from an Academic Challenge Grant by the Ohio Board of Regents ending 1991.

Academic Challenge Grants are designed to provide incentives for colleges and universities to advance existing strong academic programs at the undergraduate and graduate levels. Through this program, Ohio colleges and universities have the opportunity to identify academic programs which can be further strengthened by additional targeted funding.

The study of foreign languages and other liberal arts is a strong component of the campus’ course offerings. Of all the Kent State Regional Campuses, Kent Stark is the only one to offer a comprehensive program that includes two full years of instruction in Spanish, French, and German with the support of a modern, state of the art foreign language lab. Next fall, Japanese will be added to the campus’ course offerings.

Two full time faculty members carry the responsibility of teaching the language courses: Dr. Inga Mullen and Professor Marylouise Bush. Dr. Mullen, who teaches French and German, has completed advanced study in France. In addition to her classes at Kent Stark, Dr. Mullen teaches graduate classes at the Kent Campus.

Professor Bush, who teaches Spanish, recently received a grant to support her involvement in translation of Spanish literature. Both Dr. Mullen and Professor Bush have received the Distinguished Teaching Award and are highly respected throughout the University system.

Dr. Mullen and Professor Bush have incorporated actual live broadcasts from around the world into their classroom instruction. Academic Challenge funds have been used to purchase and install a satellite dish capable of receiving televised programs from Europe, Canada and Mexico. Topics such as local history, political structure, geography, and economics are dealt with from that country’s own unique perspective. With these broadcasts, students can explore the non-verbal communication, individual and group behavior, and cultural values not always discernable through traditional instructional methods.

“Before, if I wanted to utilize these types of materials, I had to order them weeks in advance and then work the class schedule around when they would be available,” Dr. Mullen said. “Now I can use them whenever I need. I feel that the students are learning in a way not possible before.”

Professor Bush agreed. “Satellite programming has provided a channel to the world, creating an authentic foreign environment for classroom language practice.” In addition, some of the programs are taped for various high school foreign language instructors for use in their classrooms.

The addition of the satellite dish has also affected other academic areas at Kent Stark as well. With the installation of the satellite dish, Kent Stark has become the leader in teleconferencing in Stark County, making live, interactive seminars available to both the classroom and business executives.

Professor Bush makes a point in Spanish class.
Biology Professor Dr. George Klee can normally be found peering into microscopes in the science labs of Main Hall, but for the next year he will be investigating harvestmen arachnids (otherwise known as ‘daddy-long-legs’ spiders) at Karl Marx University (formerly Leipzig University) in East Germany.

“Harvestmen produce a secretion that repels ants, their primary predators,” Dr. Klee explained. “I will be doing research to determine what comprises that secretion so that it can be applied to other uses, specifically to be utilized in insect repellants.”

As part of the exchange program, Dr. Klee will stay for two semesters, Spring and Fall of 1988, and will also teach biology at the university.

Instead of teaching classes this semester as usual, Kent Stark Sociology and Social Work Professor Frederick Worrell has returned to Trent Polytechnic, a university in Nottingham, England, where he spent a year in 1982-83 as a Fulbright Exchange Professor in Sociology and Social Work.

Worrell received a sabbatical, or faculty improvement leave, for the Spring 1988 semester to research the British healthcare system as it specifically relates to the elderly and their unique problems.

“Of all the demographic groups in the U.S., the group comprised of those 65 and older will be growing the fastest in the next 10 to 20 years, and current methods for dealing with their healthcare needs will prove to be inadequate as their numbers increase. I want to see firsthand how other countries deal with the problem,” Professor Worrell stated.

Although the food and scenery were wonderful, Library Administration Professor Pat Murphy returned from her faculty exchange in Greece with a greater appreciation of Kent Stark.

“We are so lucky to have all the technological advances we have here, it makes library work so much more efficient,” Pat stated.

Murphy was only the second person in Library Science from the Kent State University system to participate in a faculty exchange when she went to Aristotle University of Thessaloniki last year. There she was the Visiting Director of the English Department Library, where her duties included supervising the Greek staff, cataloguing over 2,000 volumes, and implementing a circulation system.

In addition to her duties as Visiting Director, Murphy also was a guest lecturer in Library Science at Aristotle University.

Kent Stark will offer information to Stark County businesses on international markets.

Quarterly Executive Roundtables for Stark County business leaders will be developed to provide for an interactive exchange of information and expertise. In addition, the campus will host two full-day seminars focusing on international business opportunities.

Funding for the International Business Resource Center, set at $65,000 for two years, was granted by the Ohio Board of Regents under the Productivity Improvement Challenge Grant Program. This program was established to facilitate stronger ties between colleges and universities and business in Ohio.

“Establishing the International Business Resource Center was a natural step for us,” stated Director of Special Programs and Continuing Studies, Gregg L. Andrews. “We currently provide extensive contract and executive training to Stark County businesses, and we saw that there existed a need for greater expertise and familiarity in international business interactions. We believe that Kent State University is uniquely suited to meet those needs.”
Man-eating plants, graceful ballet dancers, stimulating lectures, art gallery exhibits and concerts are just a few of the varied cultural events featured at Kent Stark during this sixth season of the Artist/Lecture Series.

The man-eating plant refers to Audrey II, the carnivorous star of Little Shop of Horrors which was scheduled February 26 through March 20. The musical comedy, which featured a singing, five-foot tall plant, is just one of four theatrical plays staged by the Kent Stark Theatre this season.

The 1987-1988 Theatre Season began in September with Vincent a one-man play highlighting the tortured life of Vincent Van Gogh as seen through the eyes of his brother Theo. Theatre Director Phillip Robb did a marvelous portrayal of Theo and accurately presented his anguish and despair over the life and death of his brother.

Robby was well qualified to portray the demanding role of Theo. Five years ago he performed this show at the Players Guild of Canton, in what was the first time anyone besides its creator, Leonard Nimoy, had done the play. To prepare for the role, Robb had been in personal contact with Nimoy.

Harry Chapin fans were delighted with Lies & Legends, a musical that highlighted the bittersweet world of Chapin's ordinary people. For the first time at the Kent Stark Theatre, the audience and stage were reversed, with the audience seated at tables on the stage 'cabaret-style,' inviting them into the intimate world of song and dance.

Isn't it Romantic will premiere April 29 and run through May 8. A witty, contemporary play, Isn't it Romantic deals with the all-too-common dilemma of personal independence weighed against romantic fulfillment. An alternatingly touching, hilarious play, Isn't it Romantic will finish out an outstanding Theatre Season at Kent Stark.

Although the Theatre Department is an important part of the Artist/Lecture Series, it is by no means the only part. The Kent Stark Community Concert Band is comprised of both Kent Stark students, students from area colleges, and community musicians. Currently 60 members strong, the Kent Stark Community Concert Band gives two major concerts per year.

Other artists featured in the Artist/Lecture Series include the Canton Symphony Orchestra String Quartet, the KSU Marimba Ragtime Band, the KSU Wind Ensemble, the Canton Ballet Company, and many other talented performers.

The Artist/Lecture Series also features guest lecturers on subjects as varied as space exploration, water pollution control, and Ohio Prehistoric Anthropology, just to name a few. Gerhardt Zimmermann, Director of the Canton Symphony Orchestra was also a noted speaker during this year's Artist/Lecture Series season. There is generally no charge for these interesting and informative lectures.

For a complimentary copy of Kiosk, the season program, call the Office of Special Programs.