## Talking about Research: Faculty Share How and Why They Do It

VICTOR ROGERS
INSTITUTE COMMUNICATIONS

Researchers spend a significant portion of their lives becoming experts in their field. As a result, many of them welcome the opportunity to speak to fellow researchers at workshops and conferences. But when it comes to speaking to lay audiences — particularly the popular press — many researchers put on the brakes because they are afraid of being misunderstood or misquoted. But, what are the benefits to overcoming this fear and communicating with a broader audience?

Professor Kim Cobb of the School of Earth and Atmospheric Sciences notes that benefits do accrue with time but may not be obvious to most researchers.

"The problem is, most of the benefits may not be of direct benefit to [the researchers]. They are missing opportunities to inspire the next generation of scientists in their field, to garner public support for federal research funding, or to educate voters and policymakers about science that could inform public policy."

Jud Ready, deputy director of Georgia Tech's Institute for Materials, said, "The benefits [of speaking to non-technical audiences] outweigh the detriments to a large degree."

Ready pointed out that for researchers who want to license research, appearing in the popular

# Police Offer New App, Host Safety Day

KRISTEN BAILEY AND RACHAEL POCKLINGTON
INSTITUTE COMMUNICATIONS

Next week, the Georgia Tech Police Department (GTPD) will spend time with members of the community on Tech Walk for the department's annual Campus Safety Day.

The event takes place Tuesday, Sept. 8, from 10 a.m. to 2 p.m. Guests from around campus and the Atlanta area will also be in attendance for the event. There will be demonstrations by GTPD's K-9 unit, and officers will be on hand with many of the resources and equipment they use daily in their work. A simulator will let attendees feel the impairment and effects of driving under the influence and texting while driving.

"Community policing is one of our top priorities, and this event is a great way for our officers to talk with members of the community about their safety concerns," said Chief Robert Connolly.

In the meantime, Tech police have been at work continuing to add new resources to help the campus community stay safe.

During the past year, GTPD worked with the Student Government Association to implement the use of a new safety app. The app, LiveSafe, is available for iPhone and Android phones and provides a quick and convenient way to communicate with campus police. The free app includes an anonymous mechanism for sharing crime tips,

## INSTITUTE, ADDRESSED

Photos by Rob Felt

President G.P. "Bud" Peterson delivered his annual Institute Address last week to a capacity crowd in the Clough Undergraduate Learning Commons. He and First Lady Val Peterson took time to talk with students and other attendees after the event. For those who missed it, topics discussed and other materials from the address are available online at **www.c.gatech.edu/address2015**.

## Computing Dean Gets Second Term

SUSIE IVY
INSTITUTE COMMUNICATIONS

After five years of serving as dean of the College of Computing, Zvi Galil has agreed to five more beginning Sept. 1.

As required by the Georgia Tech Faculty Handbook, a performance review of academic deans occurs at the fifth year of service. Last spring, Provost Rafael L. Bras appointed a committee to evaluate the progress of the programs under the leadership of Galil, as

**Zvi Galil**

well as to review his professional contributions and performance as the leader and administrator for the College of Computing.

"The committee commended Dean Galil's creative and forward-thinking leadership in launching the OMS-CS as well as his strong commitment to undergraduate

# NEWS BRIEFS

## School of History, Technology, and Society Changes Name

The School is now known as the School of History and Sociology. "The new name reflects the full range of what we do," said Steven Usselman, professor and school chair.

**www.c.gatech.edu/hsoc**

## Heightened Traffic to Coincide with Thursday Football Kickoff

Tech football, Falcons football, and a visit from Vice President Joe Biden on Sept. 3 could create traffic snarls in the metro area. The Institute will maintain normal operating hours, but supervisors are asked to be flexible if employees need to depart early or telework.

**www.c.gatech.edu/sept3traffic**

# EVENTS

## HEALTH & WELLNESS

### September 7
The Body Image Committee hosts a free beginner yoga class from noon to 1 p.m. in the Peachtree Room, Student Center. Mats will be provided.
healthpromotion.gatech.edu

### September 16
The Office of Human Resources hosts a Freedom From Smoking session from noon to 1 p.m. in Room 319, Student Center. The class will provide support and skills to assist those who want to stop smoking. Registration is required at
c.gatech.edu/smoking-sept16

### Through November 30
The Campus Recreation Center hosts weekly group run/walks following the campus Pi Mile course. The group meets in the CRC lobby on Mondays at 7:45 a.m. and Wednesdays at 5:30 p.m. Learn more and register at
c.gatech.edu/grouprunwalk

## SEMINARS & LECTURES

### September 9
The Sam Nunn School of International Affairs and the School of Nuclear and Radiological Engineering host a discussion on the drivers behind the Iran Nuclear Agreement and implications for it moving forward. The discussion takes place from 4 to 6 p.m. in Room 144, Clough Commons.

### September 9
The Georgia Tech Library hosts a session on conducting effective patent searches from 6 to 7 p.m. in the Homer Rice Center, Second Floor East, Library. Register to attend at
c.gatech.edu/patents-sept2015

### September 10
Francisco J. Ayala, Donald Bren Professor of Biological Sciences and Professor of Philosophy at the University of California, Irvine, gives a Frontiers in Science lecture titled "Can One Believe in Evolution and God?" The lecture takes place at 6 p.m. in Room 144, Clough Undergraduate Learning Commons.
biology.gatech.edu

# Staff Council Hosts Nomination Info Sessions

DEBBIE DORSEY
STAFF COUNCIL

After a successful year with its first group of elected representatives, some members of the Staff Council will soon rotate off to make room for new membership.

The Staff Council is seeking nominations to fill six upcoming vacancies. Staff members can nominate themselves or others to serve a three-year term. Openings exist for staff whose job titles are classified as Administrative and Professional, Skilled Trades, or Information Technology in the Job Classification and Compensation System.

Those interested can learn more about the Staff Council and the nomination process at one of several upcoming information sessions.
- Thursday, Sept. 10, 6 a.m., Facilities Break Room
- Thursday, Sept. 10, 3 p.m., Student Center Theater
- Monday, Sept. 14, noon, Room 117, Student Services (Flag) Building
- Wednesday, Sept. 23, noon, Georgia Tech Research Institute

The Staff Council creates a voice for staff at Georgia Tech by advising leadership in areas such as:
- Campus physical environment
- Communications
- Compensation and benefits
- Employee engagement
- Employee health and well-being

Nominations will be accepted beginning September 28 through October 10. To learn more about the Staff Council, visit www.staffcouncil.gatech.edu. Nomination forms and complete details on the election process will soon be available there as well.

press is one way to make connections with those who control the purse strings.

"Many venture capitalists and industry funding decision-makers attend technical conferences and read technical journals," he said. "But they can't attend every conference or read every single journal, so much work is missed. There is a better chance for your work to get recognized immediately if it gets highlighted by the popular press."

Cobb reinforced the importance of engaging with the public to secure financial support.

"In an era when public funding for science is on the decrease and private funding for scientific research is increasing, being able to succinctly and convincingly pitch an idea to potential private donors and foundations is a wonderful asset," she said.

Another benefit is in creating an alternative network of professionals — professionals who work in the communication sphere, Cobb said. "The media greatly value the skillsets honed through frequent public engagement, so you are more likely to be called on for press opportunities."

### Getting Over the First Hurdle
Cobb admits to, at first, being reluctant about engaging the public, having witnessed vicious attacks leveled at some of the more outspoken climate scientists about a decade ago.

"Those attacks continue today, but they are clearly diluted through the constant din of an increasing number of climate scientists willing to speak out on their research. I felt a strong moral obligation to counter the fear tactics of the climate skeptic community by engaging the public in the conversation about climate," said Cobb. "The first time I gave a public lecture on climate change science almost 10 years ago, I was very afraid that I would be cut down after my talk. Instead, I was surrounded by people saying things like: 'I had no idea it was so bad' and 'This is the first time I have understood the science behind climate change.' I was hooked."

For those researchers whose nerves keep them from getting over that first hurdle like Cobb did, Joey Asher says the best way to deal with nerves is to practice.

An adjunct lecturer in the Scheller College of Business and president of Speechworks, a personal coaching business, Asher says, "If you're going to give a presentation to the public, practice it out loud from beginning to end without stopping — like it's a play. Then do it again and again until you're comfortable you can deliver it without thinking too much."

Asher suggests the same approach when speaking to the media.

"You just practice answering questions," he said. "Write down all the questions you think you might get and practice answering them. You can actually ask the reporters for the questions in advance, and they'll often oblige. But if they don't, you can usually guess what questions they will ask."

Ready supplements Asher's advice with the recommendation of making real-world connections.

"I use analogies a lot," he said. "Through my use of analogies, I can take an uncommon subject like nanotubes and relate it to a common subject."

Ready also advises colleagues to not let fear of being misquoted stop them from speaking to the press. He said they should, though, be mindful they might not always have the option to review the story prior to publication, which is why it is so important to speak simply.

In any case, he said, "Most people recognize that an error in a story is not the fault of the researcher, but is usually a misunderstanding by the reporter."

*Institute Communications provides one-hour media training sessions for Georgia Tech faculty and staff members who interact with reporters. To schedule a media training session, contact the Institute Communications client manager for your department: www.c.gatech.edu/mediatraining.*

education and excellence in research," said Bras. "It was my pleasure to offer him reappointment, and I am pleased he enthusiastically accepted."

The review lauded Galil for leading the College of Computing through a surge in undergraduate enrollments in computer science as well as through the recent changing landscape in higher education, including experiments in online delivery at Tech and peer institutions.

The report noted that Dean Galil's focus on the OMS-CS, "clearly establishes Georgia Tech as an early leader in this brand of online education," with current enrollment at 2,845 students as of fall 2015, and attracting about $4 million in funding from AT&T.

Made evident by Galil's creation of the Division of Computing Instruction (DCI), and the effort to boost response rates and scores in the Course Instructor Opinion Survey (CIOS), the committee recognized a commitment to high quality educational instruction and continued assessment of teaching quality.

"I'm thrilled and honored to continue as the John P. Imlay Jr. Dean of Computing at Georgia Tech. Five years ago, I pledged to help lead the College of Computing into the highest tier of computer science departments in the world, and today I'm more committed than ever to this goal," Galil said. "We have accomplished tremendous things over those five years in education, in research, and in fostering the kind of global 'GT Computing' community that truly distinguishes this College from our peers. I'm grateful to Provost Bras and the review committee for this vote of confidence, and I'm thankful to everyone in the College of Computing for their support."

Chaired by Paul Goldbart, dean of the College of Sciences, the committee included the following College of Computing faculty members: Richard Vuduc (associate professor, School of Computational Science and Engineering), Kishore Ramachandran (professor, Computer Science), Merrick Furst (professor, Computer Science), Henrik Christensen (professor, Interactive Computing), and Annie Anton (professor and school chair, Interactive Computing).

The review was completed through the committee's own in-depth assessment along with additional feedback from the College of Computing faculty and staff, a self-assessment from Galil, interviews with he College of Computing Advisory Board, and a peer evaluation from Georgia Tech's other academic deans.

# HIDDEN GEORGIA TECH | UNDER THE WEST STANDS

Bobby Dodd Stadium has a storied history that includes heart-stopping football games as well as legendary rock concerts. Since the beginning, Bobby Dodd has been a work in progress, and the stands have never been completely torn down and rebuilt.

Instead, the stands have been added to and remodeled in stages over time. In fact, the original West Stands are still underneath the current stands.

In 1913, John W. Grant funded the concrete stands that opened in 1915. The stadium has gradually grown around them since then.

Bobby Dodd will be back in action for the 2015 season with Tech's home opener against Alcorn State on Thursday, Sept. 3, at 7:30 p.m.





Photos by Rob Felt. Written by Victor Rogers.





(1) Today, the space underneath Bobby Dodd Stadium's West Stands is used for storing game day supplies, such as cushioned seatbacks. (2) The original steps and stands, made of concrete and brick, are still intact beneath today's structure. (3) At the time of construction, keeping the concrete stands — and building over them — was less disruptive than moving them. The underside of today's stands is seen above. (4) The renovated West Stands are larger than the original stands, which ended at the brick wall pictured here. Today's stands continue beyond the cinder block. (5) Seat numbers are still visible on the original West Stands. Sections of the old stands were carved out to accommodate large beams supporting the new stands.
See additional photos at **www.c.gatech.edu/weststands**.

*Hidden Georgia Tech is a photo essay series highlighting places on campus that may go largely unnoticed but are sometimes hidden in plain sight. If you know of a place worth exploring, email **editor@comm.gatech.edu**.*



## EVENTS

**September 17**
The Center for the Enhancement of Teaching and Learning hosts "Teaching Your Small Class for All It's Worth." The interactive workshop will explore techniques for teaching classes of 50 students or fewer, from 11 a.m. to 1 p.m. in the Wilby Room, Library. Register at **cetl.gatech.edu/faculty/reg**

## MISCELLANEOUS

**September 1**
The Scheller College of Business hosts an information session about its full-time and evening MBA programs, from 6 to 8 p.m. in Room 101, Scheller College of Business. Register to attend at **c.gatech.edu/sept1mba**

**September 2**
The Georgia Tech Farmers Market returns to campus for the fall semester, Thursdays from 11 a.m. to 2 p.m. on Tech Walk. **facebook.com/gtfarmersmarket**

**September 3**
Georgia Tech Football opens its season against Alcorn State at Bobby Dodd Stadium at 7:30 p.m. **ramblinwreck.com**

**September 7**
Campus closes to observe the Labor Day holiday.

**September 8**
The Georgia Tech Police Department hosts its annual Campus Safety Day from 10 a.m. to 2 p.m. on Tech Walk. Representatives from Georgia Tech, MARTA, and the Atlanta Police Department will be in attendance, with many of the tools and technology used in their work. **police.gatech.edu**

**September 9**
Leslie Zinn, Tech alumna and Arden's Garden CEO, speaks at the IMPACT Speaker Series session from 4:30 to 6 p.m. in LeCraw Auditorium, Scheller College of Business. **ile.gatech.edu/impact**

**September 9–12**
Georgia Tech hosts the International Conference on Bioinformatics, Computational Biology, and Health Informatics and the Workshop on Algorithms in Bioinformatics at the Global Learning Center. **c.gatech.edu/bcb-wabi**

**September 10**
The Women's Resource Center hosts a reception for new female faculty and staff from 3:30 to 5 p.m. at the Clough Commons Rooftop Garden. In the event of rain, the reception will take place in the Atrium of the Klaus Advanced Computing Building. **womenscenter.gatech.edu**

*For a more comprehensive listing of events, or to add your own, visit **calendar.gatech.edu**.*

# Johnson Returns to Alma Mater to Help Students Get Healthy

KRISTEN BAILEY
INSTITUTE COMMUNICATIONS

During Amber Johnson's first stint at Georgia Tech, she was not the healthiest eater — but few college students are.

The Tech alumna, now a nutritionist for Dining Services and Health Promotion, finds herself meeting with students nearly every day, giving them tips on how to fuel their college experience differently than she once did.

Johnson connects with students wherever they may need her: walking with them through the serving lines in dining halls, fielding emails from them and parents about allergies and dietary restrictions, meeting with them in her office for individual consultations, or manning a table to provide more information about her services.

"College is a great time because you're catching students at a fork in the road," she said. "For most of them, this is the first time they're responsible for themselves and their food."

Johnson started her career at Georgia Tech as a chemical engineering student, but was drawn to the logic of chemistry and biochemistry and switched majors after her first year. She earned her bachelor of science in chemistry in 1999. As her career progressed after graduation, she found herself spending more time in labs and less time working with people. She eventually made the decision to go back to school, earning her master's in

nutrition from Georgia State University.

Johnson found her way back to Georgia Tech in 2013, where her science background goes a long way in relating to current students. Plus, as an alumna, she has firsthand experience with life as a Yellow Jacket and the stress levels that can entail.

"When I talk with students, I can explain the science behind the answers, and they appreciate the logical explanation," she said.

Now a mother of two, Johnson not only tries to help Tech students learn more about their diets, but also does the same for her young daughters.

"I try not to be the food police," she said. "We eat a lot of veggies, but we still do

dessert. They know Yogli Mogli."

When she's not planning meals for students or her family, you may spot Johnson running around campus or working out in the mornings at the Campus Recreation Center.

Johnson's ultimate goal is to help students get their health and wellness on track so they can focus on other things.

"Seeing students who felt crummy before and now feel great is really rewarding," she said. "When you get your health figured out, everything else can happen more easily."

Though Johnson's individual consultations are only available to students, she can refer Tech employees to outside services or do presentations for faculty and staff groups. She says that everyone can benefit from meeting with a nutritionist or dietitian, even if just once. She offered a few tips on what to think about ahead of time for those who decide to go:

• What do you usually eat in a typical day?
• What are your health goals?
• What is keeping you from reaching those goals?
• Don't be nervous!

"You have to be ready and willing to talk about what roadblocks or barriers you have in reaching those goals," she said. "Our job is to help you get through the maze and around those blocks."

For those who want to learn more, Johnson is teaching a five-week class with the Student Center (open to students, faculty, and staff) called "Eating Healthy on a Budget." Registration and more information is available at **www.c.gatech.edu/eatonabudget**.

Johnson and her husband, Steven (a 1996 chemical engineering graduate), and their two daughters at Georgia Tech's 2014 Homecoming football game.
Photo Courtesy of Amber Johnson

including text, photo, and video. Users can also elect to receive alerts and notifications from GTPD through the app and to share their location with selected friends or family members when they are on the go.

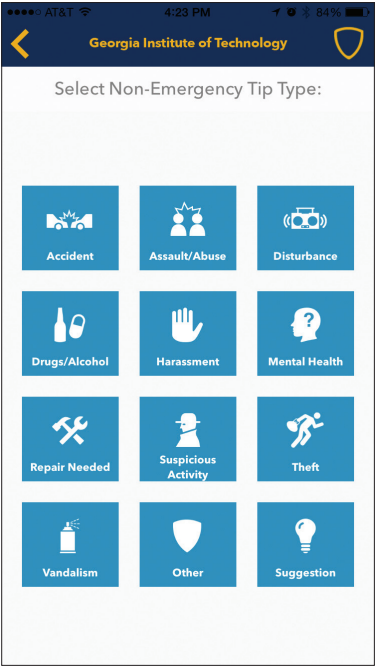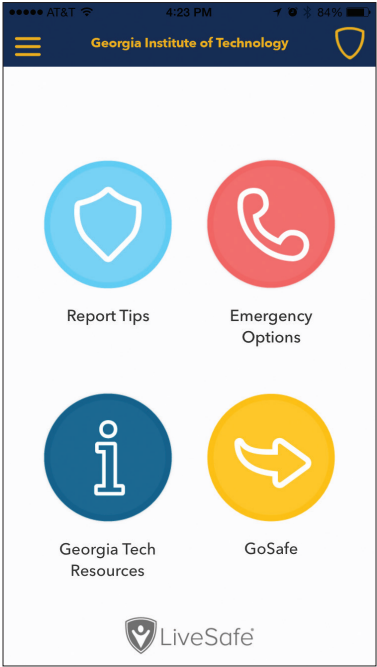Randy Barrone, GTPD captain, noted how different the app is from one offered previously.

"It's much quicker to get started using it," he said. "You just download it, put in your name and email, and confirm your email address."

The app has numerous other features and also centralizes campus resource information, making it easy for those with questions about a wide range of issues to get the help they need.

"It gives you a quick way to contact us, even anonymously, and it puts everything in one place," Barrone said.

Other local universities and entities use LiveSafe, so users can switch communities in the app. For example, if you attended a Hawks game, you could switch your organization to Philips Arena and see safety information for that facility while attending the event.

Students, faculty, and staff can download the free app from the App Store or Google Play, then sign up with their Georgia Tech email address and search for "Georgia Tech," once logged in, to connect with GTPD.

LiveSafe is free to download and gives users an anonymous way to communicate with GTPD and access campus resource information.
Photos Courtesy of LiveSafe

### Security Alerts

If a safety situation arises that requires community notification, Georgia Tech provides two types of alerts.

The first is the Georgia Tech Emergency Notification System (GTENS) alert, which is issued by the Office of Emergency Preparedness when members of the campus community should take immediate action. These alerts are triggered by situations such as evacuations, severe weather, or other threatening scenarios.

The second type is a Clery Act alert. These are email alerts distributed as timely warning of

crimes that represent an ongoing threat to the safety of students or employees. Clery alerts are sent as soon as possible after a crime has been committed and are characterized by a bracketed subject line, red headline, and subsequent bullet points.

Because Clery alerts are meant to inform of an ongoing threat, if an incident occurs and the perpetrator is immediately apprehended or identified, an alert will likely not be sent because the threat no longer exists.

GTPD has drawn a boundary for its Clery alerts that extends beyond campus borders. With many students living just off

campus, this additional coverage is meant to keep the community better informed about crime in nearby areas. For this reason, many Clery alerts are related to incidents that take place off campus.

"In order to give timely warning to those in the area, alerts are generated using the best and most complete information police have at the time of an incident," Connolly said. "The real intent of the alert is to make people aware of the situation, so we don't always have a thorough description of the perpetrator."

When possible, GTPD will supplement descriptions with footage from campus surveillance systems, if images are available.

Victims of crime can help GTPD by:
• Noting the perpetrator's height, size, race, clothing, and any distinguishing marks.
• Noting the color, make, and model, if a vehicle is involved.
• Noting the perpetrator's direction of travel upon escape.
• Finding their way to safety and contacting the GTPD immediately (404-894-2500).

Campus community members are also encouraged to submit information to GTPD if they have any information on a crime that has been committed, is in progress, or is being planned. Crime tips can be sent to **crimetips@police.gatech.edu**.