Introducing the 2015—2016 GPSA Executive Board

GPSA E-Board elections were held April 6—10. For the first time in GPSA history, graduate and professional students were able to vote online, or could also cast their ballot the old fashion way in the Graduate Student Commons. We’d like to thank the Elections Committee: Chair Ariel Rosen, MBA Program; Cody Martin, Health Care Administration and Policy and Katie Baustian, Department of Anthropology. We are still in search of a highly motivated student to serve as the 2015—2016 GPSA Secretary—Read more on page 4.

Incoming GPSA President Surbhi Sharma is currently a Ph.D. student working in Dr. Martin R. Schiller’s laboratory in the School of Life Sciences. Her dissertation research focuses on predicting the novel C-termini mimimotifs in the human proteome. Previously, Surbhi served as the School of Life Sciences’ GPSA representative and held a seat on both the Sponsorship and Publications committees.

GPSA Vice President Meghan Pierce began her studies at UNLV in 2003. After completing a B.A. in psychology, she then went on to complete a M.S. in Clinical Mental Health Counseling and a M.A. in Psychology. Currently, she is working on her Ph.D. in Experimental Psychology with an emphasis in neuroscience. Her research examines the neuroendocrine and genetic correlates of stress, specifically markers of the HPA axis in various populations of veterans, females, and psychopathology. Meghan has held positions as the GPSA Secretary and Treasurer.

GPSA Treasurer Terri Thomas began her studies at UNLV in 2011 as a bachelor’s student in the School of Social Work. Terri is currently working on her M.S.W. in the area of macro and community practice, as well as a Nonprofit Management Certification from the Pubic Administration Department. Terri is utilizing her skills in her work as a Family Support Services Specialist at the Center for Academic and Outreach. Terri has served for the past two years as the School of Social Work GPSA Representative. As a member of the GPSA Council, Terri has served on the GPSA Sponsorship Committee, the GPSA Awards Committee and as the graduate student Commencement Marshal.

In appreciation: GPSA 2014—2015 E-Board and Council

A special thank you for the service of the outgoing GPSA E-Board: President Sharon Young, Vice President Michael Alires, GPSA Secretary Kirk Talib-Deen and GPSA Treasurer Meghan Pierce; GPSA Council members; GPSA Faculty Advisors: Graduate College Dean Kate Korgan and Peter Gray and GPSA Manager Rebecca Boulton.
Congratulations to the 2015 –2016 Graduate College Fellowship Recipients

♦ Barrick Graduate Fellowship: Emma Ross, Psychology
♦ Barrick Graduate Fellowship: Christina Vanden Bosch der Nederlanden, Psychology
♦ UNLV Foundation Board of Trustees: Cheryl Anderson, Anthropology
♦ UNLV Foundation Board of Trustees: Andrew Murtishaw, Psychology
♦ President’s UNLV Foundation Graduate Research Fellowship: Ian Baldwin, History
♦ President’s UNLV Foundation Graduate Research Fellowship: Erica Marti, Civil & Environmental Engineering and Construction
♦ President’s UNLV Foundation Graduate Research Fellowship: Celeste Giordano, Anthropology
♦ Hermsen Fellowship: Kathryn Lantz, Life Sciences
♦ Hermsen Fellowship: Michael Treat, Life Sciences

Join with the Graduate College in the Fight against Poverty: May 21st Red Nose Day

Join the Graduate College by wearing a #rednose on Thursday, May 21st. You can pick one up in the Graduate College or at any Walgreens and help lift children out of poverty! To learn more about this event go to: www.rednoseday.com

Graduate College Dean Kate Korgan has challenged you – “Okay, grad students, here’s a CHALLENGE from me to you….If 50 or more of you reply to this post and join us for #rednose day to fight childhood poverty, I’ll wear my #rednose all day, all over campus, on both May 20th and 21st! Are you in with your #UNLVGradRednose or not?!?” “Like” on the Graduate College FaceBook

Graduation Deadlines for Summer 2015

Sunday, June 1, 2015—Final day to apply and submit application for graduation through MyUNLV account. Please note: A $75 graduation and commencement fee will be placed on your student account (one fee per degree/certificate) beginning the first day of registration for the semester in which you have applied to graduate, or, if registration has already opened, your fee will be applied within two business days.

Saturday, July 24, 2015—Last day to take comprehensive exam, or to defend your thesis or dissertation.

Friday, July 31, 2015—Last day to submit the final, properly formatted hard copy of your thesis or dissertation to the Graduate College for final format review. All final exam results and final documents must be submitted to the Graduate College by this date.

Thursday, August 13, 2015—Last day to submit thesis/dissertation format revisions to the Graduate College. All final, properly formatted hard-copies of theses, dissertations, and doctoral projects printed on watermarked bond paper are due by this date.

Monday, August 17, 2015—Last day for electronic submission of final thesis/dissertation (with formatting pre-approved by the Graduate College) to ProQuest.
Get Involved in Student Government
2015—2016 Vacancy for GPSA Secretary Position

Interested in serving on the 2015 - 2016 GPSA Executive Board? We are taking applications for the secretary's position. The GPSA Secretary is chair of the Publication Committee and also holds a seat on a Graduate College Committee. The Secretary is responsible for preparing and posting the agenda/minutes for each monthly Council and weekly Executive Board meetings and sends them to the representatives. The Secretary is responsible for keeping roll call at the GPSA Council meetings, which determines each representative’s eligibility for their semester stipend. Candidates must be in good academic standing and admitted to a graduate or professional program. If all duties are fulfilled a $350.00 stipend for each academic semester is awarded, including summer.

Please complete the online application available on the GPSA website and submit it to the GPSA office, located in the Graduate Student Commons, Lied Library room 2141 or email to gpsa@unlv.edu. A faculty letter of support is required as well and including your enrollment status and academic standing. Your CV/resume is not required to be included in the application, but is highly recommended. The application deadline is June 1, 2015. E-Board vacancies are made by an appointment by the GPSA Executive Board utilizing an interview process. After the application deadline date, applicants will be contacted to set up an interview appointment.

UNLV Libraries Offer Much More Than Books
by Theresa Farmer, Department of Foreign Languages GPSA Representative

In addition to access to books and periodicals, UNLV's libraries offer many services for the UNLV community. At the Lied Library, the Media Lab provides specialized software, computers, cameras and a large format printer for students and faculty to work on their multimedia projects. Also it is possible to check out laptops and projectors at the Media Services Desk. A Rebel Card is required to use the computers and equipment, which are available on a first come first served basis.

The other branches of the University Libraries offer specialized services for their patrons. In addition to many databases and indexes, the Architecture Studies Library provides access to on-line journals about landscaping, architecture, interior decoration and other related subjects for architecture students and faculty to aid in their research. The Curriculum Materials Library offers a Teacher Prep Room, which houses laminators, spiral binding machine and die cut presses. There is also a computer classroom and media viewing room. The Music Library maintains CDs and other audio visual materials as resources for music students and faculty. Shadow Lane Library is on-line branch with a mission to support the needs of student and faculty at the School of Dental Medicine and the Biotechnology Center.—off campus access to databases and materials are restricted to approved users.
Inspiration, Innovation, Impact:  
A Celebration of Graduate Student Research held March 20th

The second Inspiration, Innovation, Impact Reception was held March 20th, the evening before the annual GPSA Research Forum in the Student Union Ballroom. The event was hosted by the Graduate College and the GPSA. With 150 members of the campus community in attendance, guests were able to get a preview of the research work that student would be presenting the following day at the Forum. Guests walked around to view the posters as presenters shared their research. Graduate students from the Music Department, Ryan Harrison Caleb Pickering and Luigi Ng, played the marimbas in the background.

GPSA Vice President Michael Alires was the MC for the event and both Graduate College Dean Kate Korgan and Vice Provost for Academic Affairs Carl Reiber made remarks. Graduate students selected to present at the reception were finalists in the Rebel Grad Slam held in Fall 2014.

- “Why Don’t They Eat?”: Presentation by Master’s student, Kaiyang Wu, College of Hotel Administration; Advisors: Dr. Carola Raab, Hotel Administration and with the Lee Business School, Dr. Gregory Moody
- “Got the Beat?: Hierarchical Time Perception”: Presentation by Ph.D. student, Jessica Nave-Blodgett, from the Department of Psychology; Advisors: Joel Snyder and Erin Hannon
- “Mining the C-termini of the human proteome for its functions”: Presentation by Ph.D. student, Surbhi Sharma, from the School of Life Sciences; Advisor: Dr. Martin R. Schiller
- “Moving Across the Landscape: Human-Animal Relationships at the Dawn of Agriculture on Cyprus”: Presentation by Katelyn DiBenedetto, Department of Anthropology; Advisor: Dr. Alan Simmons
- “Obesity in Fruit Flies”: Presentation by Ph.D. student, Christopher Hardy, School of Life Sciences; Advisor: Dr. Allen Gibbs
- Cordelia Anderson, a doctoral student in the Department of Music, performed during the event signing several operatic pieces.

The research reception provided an excellent opportunity for the graduate scholars, and hence, the university to showcase and share the wide variety of research happening campus-wide with the Las Vegas community. It was an excellent evening of celebrating the wide scope of graduate student research here at UNLV. Next year’s reception will be held March 10, 2016.
Annual Graduate & Professional Student
March 21st Research Forum—Largest Participants to Date!

The Graduate & Professional Student Association and Graduate College jointly host the Graduate & Professional Student Research Forum each spring, which showcases excellence in research conducted at the graduate/professional level. The event provides an opportunity for graduate and professional students to share their research. This year’s forum was held Saturday, March 21, 2015. It was the largest Forum to-date, with 20 poster and oral sessions running concurrently, 190 student participants, 45 faculty judges and 30 volunteers. For students new to presenting research, this proves an excellent opportunity to practice in a professional setting.

Almost half of the GPSA’s annual budget goes back to students in form of sponsorship support for research and academic travel. Over the past 5 years more than $1.3 million requested, have funded approximately $650,000 to over 1,000 students. This year alone, with the help of the Graduate College who generously contributed $50,000 to support graduate and professional student scholarly activities, the GPSA has been able to provide approximately $150,000 in sponsorship funding to more than 250 students. A stipulation in receiving GPSA sponsorship funding is participation in the Research Forum. GPSA Sponsorship funding is available to graduate and professional students in every college and school at UNLV.

For those who were unable to attend the forum and are interested in the research that was presented, a book of abstracts is available in the Graduate Student Commons, LLB 2141, and on the GPSA website: http://www.unlv.edu/gpsa/sponsorship-awards.

The GPSA extends tremendous gratitude to the supportive faculty who served as judges and provided important feedback to presenters. We would also like to extend our congratulations to all the award-winners! A list of students recognized for outstanding presentations is available on the GPSA website: http://www.unlv.edu/gpsa/sponsorship-awards. Mark your calendars next year’s Research Forum is scheduled for March 11, 2016. Look for some exciting new additions to the structure of the event.

Congratulations 2015 Graduates!

May 16th is Spring Commencement at the Thomas & Mack Center. The two ceremonies are at 9:00am and 2:00pm. Check the Commencement website for more information http://www.unlv.edu/commencement
Lenovo’s Vice President and General Manager, Ajit Sivadasan, brings marketing further into the technology age.

The MBA Executive Insight Speakers Series put technology center stage on March 18th in the Greenspun Hall. The Lee Business School has previously showcased several Executives from Fortune 500 companies, including International Trade Compliance, Emerson Electric, and SunGard Data Systems. This month Lee Business School’s Dean, Brent Hathaway, welcomed the Vice President and General Manager of Lenovo, Ajit Sivadasan, to speak about the impact of big data. Sivadasan confirmed that big data is exploding, but there is a huge gap between the amount of data we accumulate and what we can analyze and use to gain customers and build relationships. He emphasized “digital engagement,” the inclusion of digital, mobile, and social powers to create customer loyalty. Lenovo began as a strictly computer company, but their data-driven approach allowed them to expand and compete with the likes of Apple and Samsung in many areas (particularly tablets). Although Sivadasan stressed that Lenovo could not outspend these big companies, they increased their own market share by segmenting customer data to create a unique experience for each visitor to their site. Segmenting customers into high value, researchers, investigators, and low value groups and targeting these groups differently raised the effectiveness of Lenovo’s marketing campaigns significantly. Lenovo tracked their marketing campaigns with real-time “customer-journey” mapping that allows the company to pivot/adapt rather quickly, unlike their larger competitors. At the end of the presentation, Sivadasan gave away one free Lenovo tablet to the person in the audience who tweeted @Lenovo the most, illustrating the real-time benefits of social media. He left the audience with advice to “watch out for big data hype,” “start by asking questions,” “invest in the right people,” and “don’t be afraid to fail.” Although I did not win the Lenovo tablet, I did gain a newfound appreciation for the powers of marketing with the right data analysis.

Will Data Save Marketing?

By Ariel Rosen, MBA Program, GPSA Representative

Many of the classroom spaces on campus offer some technology. As a graduate assistant and a traditional instructor, the challenges of incorporating technology in my pedagogy can sometimes be a disconcerting task; however, technological support is always readily available. Specialists in IT, are just a phone call away, 702-895-0777 or Help Desks’ are located in the Student Union (second floor) and in the Classroom Building Complex (CBC) Building B 1st floor, room 133 The technology technicians are not only knowledgeable in most software programs (i.e. Microsoft Office, Adobe software, etc.), but are there to help with classroom technology or media equipment. If you are an instructor and your room is in need of AV equipment, you can call to ask for service, 702-895-0701 or pickup the equipment in CBC Building B133. For added convenience, the Office of Instructional Technology (OIT) is capable for Desktop Streaming from a remote location.

Four committees, Chaired by Dr. Lori Temple, govern the decisions and processes of OIT. These groups always welcome new proposals that may enhance the IT experience on campus. OIT is responsible for 50 computer labs on campus that house a total of 1500 computers for academic use. New this past year, students can also use Lynda.com to access instructional tutorial online videos on a wide variety of academic software.

Different Computer labs have specialized software. Plotters, large printers for printing posters, are available in designated labs as well, the Graduate Student Commons being one. Check OIT’s website to see where Computer Labs are located and what resources they have available.
New Web Page added to the GPSA Website:  
http://www.unlv.edu/gpsa/getinvolved

New on the GPSA website is a Government Relations webpage. One of the most important functions of the GPSA is advocating for students. This past March 2nd, 2015, all NSHE campuses rallied to promote higher education at the NV State Capitol Building in Carson City, NV. Both GPSA Treasurer and Chair of the Government Relations Committee Meghan Pierce and GPSA Vice President Michael Alires travelled to northern Nevada to lend their voices of support, by meeting with legislators and the Board.

With the 78th Legislative Session underway there is no better time to get involved and promote graduate and professional student education at UNLV. This year will be a pivotal year if the Legislature increases funding for higher education in Nevada. Listed below (and included on the website) are several possible ways to have your voice heard:

- Contact your legislator(s) how pursuing a graduate and professional education at UNLV has impacted your life and community. The NV Legislature is asking for your opinion on Legislative Bills.
- Subscribe to and track BDRs (Bill Draft Request) using Personalized Legislative Tracking (PLT).
- Bill Draft Requests (BDRs) impacting Higher Education. These legislative bills are for information purposes only. This listing is not an indication of support or opposition for the following bills.
  - BDR 15-75 Summary: “Authorizes possession of a weapon in a vehicle that is on the property of certain educational entities or child care facilities in certain circumstances.”
  - BDR 34-258 Summary: “Revises provisions relating to the Governor Guinn Millennium Scholarship.”
  - BDR 20-242 Summary: “Revises provisions governing concealed firearms.”
  - BDR 34-200 Summary: “Revises provisions relating to the Governor Guinn Millennium Scholarship.”
  - BDR 34-509 Summary: “Revises provisions relating to higher education.”
- Nevada legislative meetings are available to view: http://www.leg.state.nv.us/Granicus/. Feedback, best received are short messages in response to Internet or news coverage, is encouraged and can be sent to your legislator. 78th NV State Legislative Bill Information.
- Your vote matters. Register to “Vote Nevada”
- Stay up-to-date with the Nevada System of Higher Education (NSHE) and receive press releases and Board of Regents meeting agendas via e-mail.
- Familiarize yourself with the Nevada Student Alliance (NSA). This organization is composed of the leadership from the NSHE student governments. NSA meets on a regular basis to discuss issues that impact higher education.

We want to hear from you! Please go to the GPSA Government Relations webpage and link to complete the student testimonial form. This short informational form asks for your personal account of how graduate/professional education has impacted your life. How has your graduate / professional education impacted your life? With this information the GPSA leadership can share your experiences with Nevada State Legislators, Board of Regents, UNLV Administrators and the Graduate College.
Noteworthy UNLV Dates

**Today**
Open seats exist for GPSA's Summer Council. Representatives are needed for: School of Dental Medicine, College of Fine Arts, College of Community Health, School of Law and the School of Nursing.

**Tomorrow**
Spread the word that representatives are needed for summer.

**May 4 - 8**
Bagels and Coffee in the Graduate Student Commons, LLB 2141

**May 4**
GPSA Council Meeting in the Student Union room 208AB/C @ 2:00-3:30pm

**May 11**
If graduating this May this is the last day for electronic submission of final thesis/dissertation (with formatting pre-approved by the Graduate College) to ProQuest.

**May 16**
UNLV Commencement—Thomas & Mack Center; Ceremonies 9:00am and 2:00pm

**June 1**
GPSA Council Meeting, 10am, Graduate Student Commons, LLB 2141

**July 6**
GPSA Council Meeting, 10am, Graduate Student Commons, LLB 2141

**August 3**
GPSA Council Meeting, 10am, Graduate Student Commons, LLB 2141

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**UNLV Graduate & Professional Student Government**

Strengthens your voice

Provides professional development opportunities

Hosts networking activities and events

Supports your research

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Follow GPSA on:

GPSA newsletter archives are available: http://gpsa.unlv.edu/newsletter/

Visit the GPSA at:
http://gpsa.unlv.edu/

Information and dates of UNLV student activities can be found at:
http://activities.unlv.edu/

Attend UNLV athletic events for free, more information:
http://www.unlvtickets.com/students/

This newsletter is brought to you by the Publications Committee: Chair Kirk Talib-Deen, Theresa Farmer and Ariel Rosen