

TU

MAGAZINE FALL 2023

Together As One

TU'S 15TH PRESIDENT, DR. MARK GINSBERG,
HAS ALWAYS PUT STUDENTS FIRST.



12 AI IS HERE. HOW
WILL IT CHANGE TU?

20 ELEMENTARY TEACHER AND HER
STUDENT FORMED A LIFELONG BOND

24 NURSE TRAVELS THE
WORLD CARING FOR OTHERS



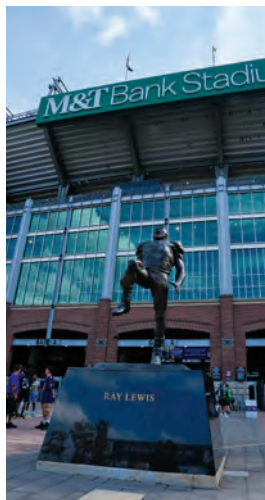
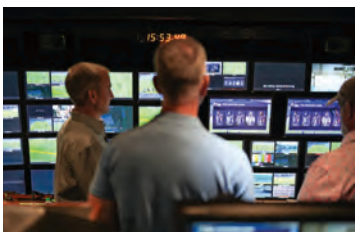
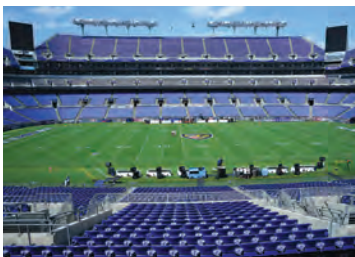
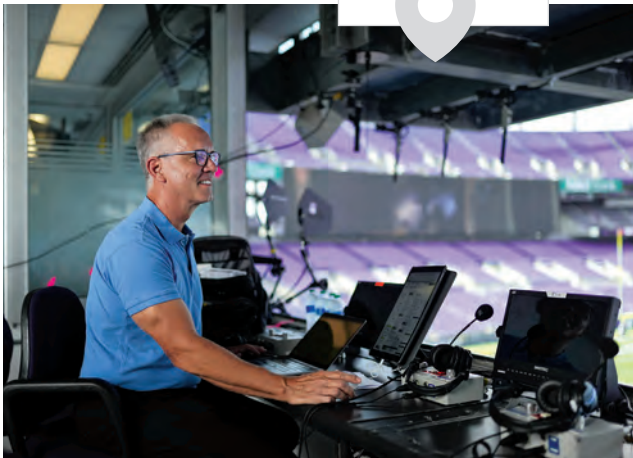
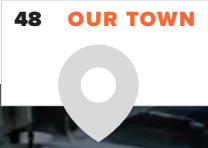
Feature | 24

Mission: Possible

Jenny Steffens '17 proves it's never too late to find your purpose and make a difference.

Contents

02 President's Letter	31 #TUproud
03 Treasures	32 My Town
04 Campus News	33 Alumni News
06 Office Hours	34 Alumni Events
07 Coffee With...	36 Class Notes
08 Moving On Up	42 Rearview Mirror
09 Research	43 In My Queue
10 Athletics	44 From Towson, With Love
12 Features	45 Philanthropy
	48 OUR TOWN



FEATURES

12

Education 4.0

The state of generative AI on campus and how it may evolve.



20

The 'Wonderful Gift' of Friendship

Jean Herbert '82 saw something special in Esther Lim '92.



28

Welcome to Our Neighborhood

Mark Ginsberg is TU's 15th president.



ON THE COVER



New TU President Mark Ginsberg has done a lot of things throughout his illustrious career. He's been a professor, clinician, dean and provost, but rarely has he been a model. Following our cover shoot at the University Union, we can report that he's a natural. Ginsberg chatted with many of the 12

students who helped out during the session, and often it appeared that he was so into the conversations that he forgot he was being photographed. "Dr. Ginsberg's outgoing personality worked perfectly for this cover, which is why we opted not to do a standard portrait," says Director of Photographic Services Lauren Castellana '13, '23. "His relaxed attitude shines through in the photo."

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TU TOWSON UNIVERSITY™

President's Letter

Fellow TU Tigers,

In the months since my appointment as president of Towson University, and during the transition process leading to my joining our university, I was very impressed by the people of TU I met and the passion for the university expressed by our students, staff, faculty and friends of TU. I am pleased to have celebrated with you a number of important recent milestones and major accolades including welcoming this fall the largest incoming freshman class in TU history; the successful culmination of RISE, the Campaign for Towson University; and recent recognitions as one of the best public universities in the country.

I want to thank Interim President Melanie Perreault for her outstanding leadership of Towson University. As provost, and interim president, she has served with distinction. I look forward to continuing to work in close collaboration with her as together we lead TU into the next era.

My knowledge of TU, and greater Baltimore, goes far beyond these last several months. My wife, Elaine Anderson, and I moved to Maryland in 1981, and it quickly became our forever home. Throughout the more than four decades of our living and working in the region, I've witnessed Towson University's incredible growth. I am sure many alumni share my experience of watching with pride as beautiful new facilities were built, academic programming evolved, recognitions piled up and athletic championships were won. Over time, we've watched TU transform from a local treasure to a national powerhouse.

As it grows, this university has become known for providing students with access to an excellent education and the opportunity for career and life success. Each year, thousands of young people, from all walks of life, join our university community and relish in all it has to offer. Here, they succeed. They go on to become leaders in their professions—continuing the standard of greatness the world now expects from Towson University graduates.



Today, TU is an engine for innovation, workforce development and economic growth—an institution that is changing Maryland every day for the better. Its historic success and current momentum made it an easy decision for me to join TU as your president. Now, I look forward to building upon these achievements as we together plan for a future that continues the very best of what is, finds the very best of what could be and takes TU from great to even greater.

We all will share in our success. Whether you are faculty, staff, a student or an alum, you are not only a constituent of this university. Rather, you are essential to TU's every triumph we will achieve, and working together as one, I know that our university will continue to soar to new heights.

I hope you enjoy this issue of TU Magazine, which spotlights many people and programs that make this institution so incredibly special. From academics to athletics, philanthropy, business engagement and student opportunities, to how we tackle the great challenges that face our world—Towson University is sure to make you proud.

How we define the next era for TU will be up to all of us. I look forward to meeting and working with you in the years ahead to make Towson University the very best it can be—for the Tigers of yesterday, today and tomorrow.

MARK R. GINSBERG, PH.D.
PRESIDENT



TREASURES

Timeless Design

Graphic design professor Nahid Tootoonchi has been fascinated by pen and ink since she was a child.

"I was interested in black and white even before I knew how to write," she says. "When I was younger, my sister dropped the inkwell I was using onto the carpet. The pen nib went through her skin, and she still has a couple of small tattoos from that."

Tootoonchi teaches a variety of classes in the Department of Art + Design, Art History, Art Education, but her students know of her deep love for typography. She earned an undergraduate degree in graphic design from Southampton College of Art (England) and a master's in communication art from the School of the Art Institute of Chicago, spending most of her career creating digitally.

"I tried calligraphy for about a year when I was doing my master's degree," Tootoonchi says.

"But I stopped until I became interested in poster design in Iran, around 2007 or 2008. It is famous internationally within the design community, and I was really intrigued by how they use calligraphy, typography and their ancient art effects in designing for the 21st century."

Earlier this year, she took a workshop in Morocco with a master calligrapher to explore the use of the letterforms as a medium for her artwork, calling practicing calligraphy a "lifetime learning process." One she finds very meditative.

"While writing, your pen, your hand, your body join, and you have no choice but to concentrate on that simple movement," she says. "You think about the content to determine how you want to write it. That's very important. When I was in Marrakech, we worked on a poem by Rumi that says,

'We are the body, the holder but our being is from her/him.' The work must have many different layers behind the poetry to truly convey the meaning."

Tootoonchi practices a 14th-century Persian style called Nastaliq, using organic inks written with a bamboo pen on handmade paper.

"Let's say you're writing the word silent," Tootoonchi says. "The stroke of one of the letters may be drawn much longer to convey its meaning. In the English alphabet, letters sit side by side to create a word. In Farsi, sometimes letters stack on top of one another to create a word, and letters must connect to read easily. The shape of a letter changes if it's used in the beginning, middle or at the end of a word, so there is a lot of potential for being playful, becoming an art form."

Campus News



STEM Excellence

The Hill-Lopes Scholars Program won a 2023 Inspiring Programs in STEM Award from INSIGHT Into Diversity magazine, the largest and oldest diversity and inclusion publication in higher education.



We're Honored

Wall Street Journal rankings released in early September place TU No. 1 among all public universities in Maryland and second to only Johns Hopkins among all universities—public or private—in the state. TU ranks 50th in the nation among public institutions.



Shining Star

Master of Arts in Dance Education graduate student Kendra Welborn received a 2023 University System of Maryland Board of Regents Student Excellence Scholarship for innovation and creative activity—the highest award the board grants for exemplary student achievement.

Making TU His Business



Aneil Mishra became the dean of the College of Business & Economics on July 5, following his role as the dean of the School of Management at the University of Michigan-Flint. His previous posts include serving as the Thomas D. Arthur Distinguished Professor of Leadership at the College of Business at East Carolina University and associate dean for academic affairs at North Carolina Central University.



In With the Old and New

The construction on campus is ramping up and winding down. A three-year construction and renovation project is transforming Smith Hall into the modern home of TU communications, media arts and teaching excellence. The older east wing of the building will be demolished and replaced with a new addition extending northeast toward the Lecture Hall. Elsewhere, TU's state-of-the-art hub for health care research and practice is less than a year from completion. The 240,000-square-foot College of Health Professions Building (pictured) will bring almost all of the college's programs under one roof with access to hands-on research and simulation labs, patient exam rooms and more.

BY THE NUMBERS

16
alumni in the first graduating class (1866)

1,162
TU alums work for their alma mater

3,005
students graduated in May 2023

118,119
alums are Maryland residents

191,000+
people make up our TU alum community



Loss of a Legend

Julius Chapman—who as TU's first dean of minority affairs recruited and mentored Black students while helping to establish the Black Student Union, the Black Faculty and Administrators Association and the Black Cultural Center—died on Oct. 24.

“Dr. Chapman’s leadership laid a foundation for the transformation to the inclusive university that has become a hallmark of TU’s student life and academic enterprise,” says Melanie Perreault, TU’s provost and executive vice president for academic and student affairs. “Our work continues every day to build upon and honor his legacy for generations to come.”

In 2021, the lawn between the Media Center and Stephens Hall was dedicated the Dr. Julius Chapman Quadrangle. In prior years, a bust and a bench overlooking Van Bokkelen Hall, where his office was located, were dedicated in his honor. At Homecoming in 2022, the National Pan-Hellenic Council (NPHC) Tribute Walkway was built in Chapman Quad, funded by TU’s historically Black fraternities and sororities and their supporters.

When Chapman started at TU in 1968, Black student enrollment was less than 1% of the total student population. Today, more than 63% of first-year students identify as an underrepresented racial or ethnic minority, and TU graduates more Black students than any university in Maryland.



RISE Campaign Eclipses \$100 Million Goal

The largest campaign in TU’s history closed on June 30, exceeding its goal with more than \$102 million raised in gifts and commitments, creating pathways for growth and engaged learning. Gifts to the RISE campaign supported many areas of TU, including diversity, equity and inclusion efforts; state-of-the-art infrastructure and construction; scholarships and new student support services and programs.

“This historic achievement was possible because of deeply committed volunteers, incredibly generous donors and the collective dedication of our faculty and staff,” says Brian DeFilippis, vice president for university advancement.

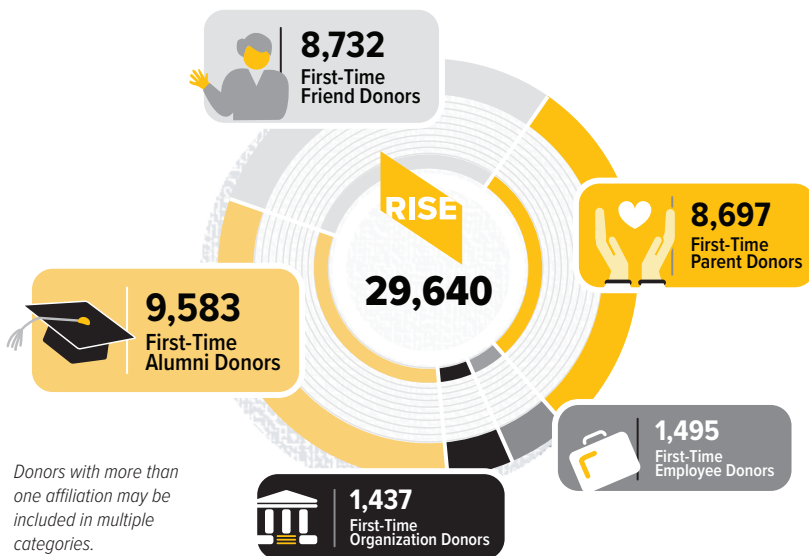
Here are a few of the ways donor generosity is shaping the future of Towson University:

- Opening in 2024, the 320,000-square-foot College of Health Professions Building will feature cutting-edge simulation and skills labs, patient exam rooms, lecture halls and research labs.
- The new Soistman Family Athletics Academic Achievement Center

Gifts supported diversity, equity and inclusion efforts; state-of-the-art infrastructure and construction; scholarships and new student support services and programs.

offers student-athletes the support they need to be successful in the classroom and on the field.

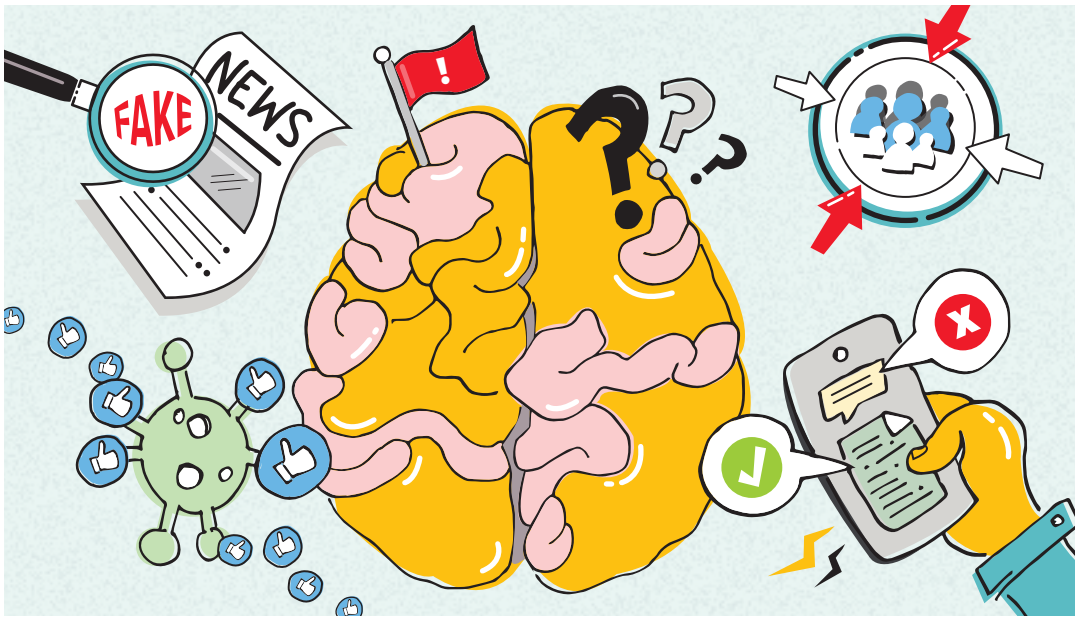
- The Hill-Lopes Scholars Program offers professional development, research experiences and mentorship for women in STEM.
- 202 new scholarships were established to benefit TU students.
- The Towson University Foundation endowment grew from \$57.3 million in 2015 to more than \$91 million.
- TU continues as the top provider of health professionals in Maryland and will award 16 new nursing scholarships.
- The Murray Jazz Residency continues to offer students hands-on, small group learning opportunities.
- The Dr. Nancy Grasmick Leadership Institute was unveiled and offers transformational outcomes for leaders in all industries.
- The first endowed professorship (awarded to Sidd Kaza, Maryland E-Nnovation Endowed Professor of Cybersecurity) was established.
- The Institute for Well-Being re-opened Sept. 6. The Hearing and Balance Center, Hussman Center for Adults with Autism, Occupational Therapy Center and Speech and Language Center are enjoying enhanced layouts with more room to grow and innovate for TU and the community.



Donors with more than one affiliation may be included in multiple categories.

Record-setting RISE

TU’s RISE campaign was historic in more ways than one. For the first time, a TU capital campaign raised more than \$100 million. The number of overall donors and the number of first-time donors also set records. “One of the most exciting things that happened during the campaign was seeing people raise their hands and say, ‘TU matters to me,’” says Brian DeFilippis, vice president for university advancement. “We are particularly grateful to our first-time donors, because they took the step and made the decision to give from their hearts.”



🕒 OFFICE HOURS

Mis- and Disinformation

Assistant University Librarian for Development & Communications Joyce Garczynski talks about mis- and disinformation: what it is, where you find it and how you can combat it.

The term fake news is problematic in that it's defined differently by different audiences. Some people use it synonymously with mis- and disinformation and talk especially about the mal-intent and manipulative nature of information. Others use it to refer to information that is contrary to their point of view. When you have a term that can be used in multiple ways like that, it becomes essentially meaningless.

The distinction between misinformation and disinformation has to do with intent. If someone's misinformed, there isn't that intent behind the incorrect information. It's almost accidental. Whereas disinformation has the intent to manipulate or cause harm.

We live in a world where we're incentivized to take shortcuts. If we had to evaluate every piece of information that came our way, we wouldn't be able to function. The problem comes when we overuse those shortcuts.

We're also cognitively biased in the sense that we want information that agrees with our point of view. We pick and choose our sources, and we don't necessarily evaluate information that comes from people who are like minded. So we keep having this one-sided diet of information. We spread it to further like-minded people using social media, for example, and that's how it catches on.

So what do we do about it?

For the most part, what we're seeing are technology and political solutions. It's not uncommon to see tech executives brought to testify before Congress. To a very much lesser extent, we're seeing educational solutions proposed. That's what my research looks at: who are considered experts when it comes

to mis- and disinformation in a national newspaper article. I've coded who's quoted in each news story in a national newspaper about disinformation or fake news since November 2016 all the way through the end of 2022. I looked at their gender and what solutions they propose.

I found that overwhelmingly they are tech executives, they are politicians and coming in third are professors or academics. And what I found is educators' voices are not represented in the national media. Of about 750 quotes, teachers and librarians represented a little over 1%.

“As librarians, our bread and butter is teaching students how to evaluate the information they find.”

As librarians, our bread and butter is teaching students how to evaluate the information they find and prepare them for this information ecosystem that they're in.

A lot of times students come to Towson University with these assumptions about information, shortcuts they've been taught: If it's a .com, it's bad. If it's a .org or a .gov, it's good. I try to disrupt that notion. You can't judge the quality of information based on its domain.

I encourage them through an exercise where they look at different search methods to ask why the author created the information. What does the author have to gain if the reader believes what they're saying? And I tell journalism students, “This is of critical importance to you because you lend your credibility to your sources. If you are citing something that isn't credible, you become not credible and that hurts your reputation.” It helps our students identify with the need to really think about the sources they cite because it becomes personal.

I teach a mass communication 101 course about the role of influencers in purchasing decisions. Students can often readily recall when they've seen a product in their social media feeds that was less than what an influencer claimed it to be. I then use that conversation to get them thinking about other areas where information credibility may not be all it initially seems, such as politics and health.

I also encourage them to look at advertisements. A lot of times students assume, “Oh, it has ads, it's bad.” And I say, “Well, no, you've got to look at where the ads go because national brands aren't going to risk their reputation on something that's not legitimate.”

You also want to look at where the links go because our brains assume a link goes back to that original source.

And the problem is nefarious websites load their stories with links to appear credible, but when you hover over those links, they go to the site's store, for example, where they're trying to sell you their miracle cure.

I'm hopeful that as librarians continue to successfully teach students how to identify credible information, the national conversation will shift to recognize education as an effective solution to our ongoing mis- and disinformation challenges.



Coffee With... Boyd Bradshaw

We met TU's vice president for enrollment management on the August morning students began arriving on campus for the fall semester.

LOCATION:

Hannah's Cafe in Towson

IN HIS CUP:

Cold brew

ADDICTION LEVEL:

"If I need it and it's in front of me, I'll drink it, but I don't go out of my way for it."

Q: You are TU's inaugural vice president for enrollment management. What does the position entail?

A: It's an honor to be first. TU has had wonderful enrollment growth the past decade or two, but with the pandemic and the changing landscape of higher education, enrollment strategy is more crucial than ever. My job is to create that campus-wide strategy. As a result, TU created my position and a new Division of Enrollment Management. The division includes admissions; financial

aid; the registrar; academic advising, retention and completion office; and the tutoring and learning center. These are key offices that help attract, retain and graduate students. Enrollment management is all about student success and making sure we are providing the necessary resources to recruit and graduate students.

Q: Why is admitting a diverse class important to the success of the university?

A: When you talk about diversity, it's about inclusivity. It means being welcoming to all. The experiences students have on a college campus are lifetime experiences, so what we want to do is bring as many students from different backgrounds to campus so they can learn from one another. In addition, the faculty and staff embrace diversity and are really engaged with the students inside and outside the classroom. It's part of the whole college experience and is life changing for many students.

Q: TU became a member of the American Talent Initiative this year. What is that, and how will it impact our enrollment?

A: The American Talent Initiative seeks to substantially expand access and opportunity for talented low- and moderate-income students at the nation's colleges and universities with the highest graduation rates. It's why we're honored to be named one of 28 "high-flier" institutions in the American Talent Initiative, recognized by Bloomberg Philanthropies for leadership in expanding access and opportunities for

talented students from low- and moderate-income backgrounds. That work is more important than ever in the wake of the recent Supreme Court decision on affirmative action.

Q: We're welcoming a freshman class of more than 3,000. What strategies did we use to achieve that?

A: I am so proud of my team for this accomplishment. It's about establishing realistic goals, finding the right opportunities and executing a plan. We are targeting new groups of students for enrollment. Baltimore City has become an expanded focus beyond Baltimore County. The launch of the TU4Balt program this summer provided additional services and financial aid to Baltimore City students living on campus. The other piece is outside Maryland. We looked at our neighboring states, and we targeted and added some additional scholarship dollars. That has helped us grow our out-of-state enrollment. Our move to R2 (Carnegie Classification: High Research Activity) has helped. I believe graduate programs attract undergraduate students because it's all about reputation. We had more visitors this year. Once a student visits the campus, the likelihood of them enrolling doubles. So, a lot of effort was getting students on campus. The beauty of our campus is a huge asset to our enrollment success.

For more from our visit with Bradshaw, visit towson.edu/coffeewithboyd.



Moving On Up



TU has sparked countless innovators. These are their stories.

Glenn Stearns '87

Founder, Kind Lending

Perhaps you know Glenn Stearns from "Undercover Billionaire," the reality TV show on which he turned \$100 into a \$1 million barbecue business. Or maybe the name Stearns Lending rings a bell; he founded the company, which became a billion-dollar behemoth.

But there's much more to Stearns than just big numbers. His wild success was hardly preordained. Born to alcoholic parents, his childhood was a struggle. He was diagnosed with dyslexia, failed fourth grade and became a teenage father.

But things started to turn around for him at TU, where he earned a bachelor's degree in economics. He started Stearns Lending and has been a titan in the industry ever since. This year, he pledged \$500,000 to establish the Stearns Second Chance Scholarship Program at TU.

"There's a saying, 'When the student is ready, the teacher will appear,'" he says. "It's about finding hungry people that say, 'I'm ready.' And when you're ready, there should be people around who say, 'Let me help you.' I want to be one of those people."

1963

BORN IN SILVER SPRING, MARYLAND.

1978



BECAME A FATHER AT AGE 14.

"It was probably the best thing that ever happened to me, but at the time it didn't feel that way. I had disappointed a lot of people."

1984

ENROLLED AT TU.

"I had never thought about going to college. In my family, no one had ever gone. It was never talked about."

1989

FOUNDED STEARNS LENDING AT 25.

"After we graduated, my buddy and I went to California. I was sitting by the ocean near these beautiful homes. I thought, 'I want to make something of myself.' I walked up to a man in his yard and said, 'What did it take to get this house?' The guy said, 'I'm the gardener. I think the man's in real estate.' I said, 'I want to get into real estate.'"

2013

DIAGNOSED WITH CANCER. (HE'S NOW CANCER-FREE.)

"I was having dinner in Virginia with my wife, Dick Cheney, Lynne Cheney and their daughter Liz at their home. Dick was explaining how he had a brand-new heart and felt great. I said, 'Dick, I feel like crap.' He says, 'I want you to go to my doctor.' So I went. When the vice president sends you in, you get special treatment. Within a few hours they found cancer on my tongue. All I thought about was my little girls. That became my focus."

2010



STEARNS LENDING HIT \$1 BILLION IN MONTHLY FUNDED LOAN VOLUME. THAT EVENTUALLY GREW TO \$3 BILLION PER MONTH.

"We got to know the industry, and we took advantage when it was the right time."

2003

MARRIED LOS ANGELES TV ANCHOR MINDY BURBANO. THEY HAVE TWO OF HIS SIX CHILDREN TOGETHER.

2014

SOLD STEARNS LENDING.

"When I found out that I had cancer, I wanted to focus on my family."

2017



BOUGHT A BOAT AND TRAVELED AROUND THE WORLD.

2018

CANCER RECURRED BUT WENT INTO REMISSION.

2019



STARRED IN "UNDERCOVER BILLIONAIRE" ON THE DISCOVERY CHANNEL. TRAVELED TO ERIE, PENNSYLVANIA, AND STARTED UNDERDOG BBQ, WHICH IS STILL SMOKING MEATS TODAY.

"I did that show because I really wanted my kids to see their hard-working, strong dad. What they had seen was me sick with cancer."

2023



PUBLISHED "INTEGRITY" AND WAS TU'S COMMENCEMENT SPEAKER.

"I lead with my flaws. People see the material possessions and assume I have the perfect life. I don't. Life is never perfect; it's gritty and sometimes it is really hard. There's a recipe to success. I surround myself with people who are smarter than me, work hard, keep my word and finish what I start. I encourage others to do the same, and just maybe they'll achieve things they've only dreamed of. I love seeing when that happens."

2020

OPENED KIND LENDING, NOW THE FIFTH-LARGEST WHOLESALER IN THE COUNTRY.

"I wanted to show them what it takes to build a business and how you treat people."

Breaking new ground, complementing
current knowledge and leading to
solutions for the public good

RESEARCH

Feeding the Body Politic: British Satire in An Age of Revolution

As TU seeks designation as a high research activity institution, TU Magazine will each issue bring readers a story of high-impact research. This edition we spoke with art history professor Nancy Siegel about exploring American history through the depiction of foods in 18th- and 19th-century popular culture.

Abstract— Siegel’s research into political satire, identities erased from food history, American botany and culinary activism will culminate in an international exhibition titled *Curious Tastes* and the book “Political Appetites: Revolution, Taste, and Culinary Activism in the Early American Republic.” The research discussed here is her examination of politically charged recipes and how satirical prints using food iconography exposed consumption and corruption in the British Empire ahead of the American Revolution. There is a related, multi-part documentary tentatively scheduled for 2025–26 to coincide with the 250th anniversary of the signing of the Declaration of Independence.

A Conversation with Nancy Siegel

Q: Your last project was about 19th-century American landscape painting. What changed your focus?

A: For a lot of academics, we find our next great project in footnotes. While finishing a book on Thomas Cole, considered the father of the Hudson River School of painting, I was looking at a piece of British pottery that featured one of his prints. I wondered, “What would somebody eat out of this?” It was the same time the French government decided not to support American troops in Iraq in 2003. And a member of Congress decided that french fries must be called freedom fries in federal cafeterias. This was such a strange notion, but I wondered: Is there a connection between politics, food and visual culture?

Q: Why was food used to make a point in the satirical prints?

A: Imagine a cartoon depicting King George III placing a fleet of ships in an oven to be baked like gingerbread. Visual metaphors like this linked political figures and events to food and commodities, forming the basis for a distinct genre of 18th- and early 19th-century satirical prints made by British artists sympathetic to

American colonists during the Revolution.

The culinary iconography in these prints spoke to the conditions and events that ultimately dismantled the British Empire: non-importation movements in the American colonies, food riots in London and the surrounding countryside, complex trade embargoes, protests over taxation and revolution.

Q: How were women involved in political action through food?

A: Prior to the American Revolution, non-importation movements—in which colonists refused to drink imported tea or wear imported cloth—became a way for women, in particular, to become politically active. For example, at the Boston Tea Party, members of the Sons of Liberty wore stereotyped costumes of Indigenous people to hide their identities, but in the next year in Edenton, North Carolina, 51 women signed a pact not to drink imported tea. They sent their petition to George III and they didn’t cover up their identities. Their actions were lampooned in a widely disseminated engraving depicting women as foregoing their motherly duties and adopting

the stance of men. Likewise, I have hundreds of recipes for things like Election Cake, Washington Pie and Franklin Buns. Developing such recipes were ways in which women became participants in the democratic process. Because they couldn’t vote. They couldn’t own property. So they took to the kitchen and created these incredible recipes.

Q: How do you share your research with the public?

A: I travel around the world conducting historical cooking demonstrations and lecturing. I’m always in the kitchen making some new recipe—trying to truss a hare according to an 18th-century direction or refining a recipe for Federal Cake. Two years ago, the Wadsworth Atheneum in Connecticut had an exhibition focused on the Aaron Burr and Alexander Hamilton duel. I recreated that duel in culinary form. It was Federal Cake versus Republican Cake. We voted with nutmegs, because Connecticut is the Nutmeg State, to see who would win the duel this time. It was fun, but it also made a poignant point about these recipes that were developed by women to demonstrate an awareness of political structures.

For more Q&A with Nancy Siegel and to see examples of British satirical prints, visit towson.edu/culinaryhistory.



Fun and Games

★ TRACK

Cristal Cuervo has already had a busy year. After full indoor and outdoor track seasons, the rising junior hopped a flight to San Salvador, El Salvador, to represent another team in competition: her home country of Panama.

She competed at the 2023 Central American and Caribbean Games at Jorge “El Mágico” González National Stadium, where they held the athletics events. Cuervo ran in the second heat of the 200m dash, clocking her third-fastest time last season (23.83). She placed ninth overall, missing the finals by one spot.

The games—the oldest regional, multidisciplinary event in the world—have been held every four years since 1926. Athletes from 36 countries compete in 38 sports over the course of two weeks. Host countries within the Central America and the Caribbean Sea basin region

vary. This year’s games were supposed to be held in Panama City before the pandemic forced organizers to find a new location.

Cuervo has represented Panama since she was 12, when a coach for the national team instilled a love of the sport in her. This is the second time she has competed at the games. Cuervo placed fifth in the 200m (23.95) and 400m (55.57) last year.

In her downtime at the games last summer, Cuervo paid close attention to her fellow competitors.

“This was one of my biggest major competitions,” she says. “Among others, there was a world record holder at the time competing. There were big, big people out there. I was able to watch them do what they do, break records, qualify to the Olympics... You saw the how and why of what they were doing. I learned a lot.”

One of those things was to have more confidence.

“Don’t be afraid to show who you are,” the business administration major says. “Even if nobody knows who you are, do what you do best—run and have fun.”

TU track and field coach Consandria Walker-Hall has noticed a change.

“Competing this summer helped improve her mindset,” she says. “[That improvement] does prepare you for when you get to the bigger stage because it could be worlds next time or she could have the opportunity to go to the Olympics. And that’s another level of pressure she was exposed to this summer on a smaller scale.”

This past collegiate season, Cuervo quickly moved in front of the competition. After stellar indoor and outdoor regular seasons, she helped the Tigers win ECAC

Championships for the first time in program history by placing first in the 200m dash in a school and Panama record time of 23.29 and third in the 100m dash with a PR of 11.75. Cuervo also qualified for the NCAA East Preliminary Round in the 200m dash, running a 23.64.

Cuervo’s goals align with the ones Walker-Hall holds for her: to qualify for NCAA Nationals, indoor and outdoor. The coach believes continually improving her mindset will help Cuervo push to the next level.

“That’s what she needs to handle some of the things in training we need for her to, so she can be at her best on competition days,” Walker-Hall says. “The goal is to get to nationals. She is more than capable of doing it. It’s just a matter of ‘does she believe it,’ and if she does, she can go out there and do it.”



HANNAH MCKEON '24

earned preseason All-CAA honors as well as a spot on the National Field Hockey Coaches Association (NFCHA) Division I Watchlist.



NIA CHRISTOPHER '24

scored a goal and had an assist in women's soccer's Aug. 17 win over LaSalle to become the program leader in game winning goals.



JESUS GIBBS '24

has been selected to the Reese's Senior Bowl Watch List for the second straight year. The defensive lineman was All-CAA Second Team last season.



BRAD RILEY '24

was Towson's top finisher in the season-opening Doc Gimmler Tournament and was one of 18 golfers to shoot under par for the final 18 holes.

New Face on the Sidelines

Kristen Carr, a two-time gold medalist for Team USA, is TU's new women's lacrosse head coach. She signed a five-year contract and began on Aug. 1. The Baltimore native, who goes by Cookie, has made assistant coaching stops at North Carolina, Delaware, Stanford, Ohio State and Johns Hopkins since an All-American playing career at UNC. She replaces Sonia LaMonica, who left after 13 seasons to become the head coach at the University of Virginia.



Cookie Carr



GYMNASTICS

Putting Student in Student-Athlete

Nineteen gymnasts earned Women's Collegiate Gymnastics Association (WCGA) Scholastic All-American honors. Student-athletes with at least a 3.5 GPA cumulatively or for the 2022-23 school year qualify for WCGA All-America. Lauren Bolen, Clara Hong and Grace Vaillancourt were recognized for maintaining 4.0 GPAs.

VOLLEYBALL

First to the Party

Unanimously picked to finish first in the CAA coaches' preseason poll for the third consecutive year, TU volleyball featured four Tigers named to the preseason conference honors list. Victoria Barrett and Nina Cajic were named to the Preseason All-CAA Team, while Zyare Abdul-Rahim and Aayinde Smith earned Honorable Mention recognition.

SOCCER

On the World Stage

Sport management majors Nia Christopher (Bermuda) and Robbie Green (British Virgin Islands) stepped on international soccer pitches this fall, playing for their home countries. Christopher competed in the Road to the W Gold Cup, and Green (above) competed in the CONCACAF Nation's League.

BASEBALL

Red Rover, Red Rover

The Houston Astros selected TU pitcher Ethan Pecko with the 194th overall pick in the sixth round of the Major League Baseball (MLB) First-Year Player Draft in July. He is the 19th Tiger drafted in MLB and the first since Cleveland selected Richie Palacios in 2018.



Prompt:

2-d newspaper drawing of a robotic tiger with an open mouth on solid white background.

Generate

- hokusa
- hokusa - Google Search
- hokusai great wave
- hokusai great wave cookie monster
- hokusa 3d designs
- hokusai great wave - Resume browsing
- hokusa patreon - Google Search
- hokusai wave
- hokusai fgo





TU FACULTY, STAFF SHARE THE STATE OF GENERATIVE ARTIFICIAL INTELLIGENCE ON CAMPUS AND HOW THAT MAY EVOLVE.

BY MEGAN BRADSHAW | ILLUSTRATIONS BY DAVID CALKINS '93, '22

The interviews for this article were transcribed by artificial intelligence (AI). Email autocomplete, customer service chatbots, talk-to-text services, virtual assistants like Siri and Alexa, autonomous vehicles, entertainment streaming recommendations, iPhone Face ID, banking fraud detection, personalized ads and navigation apps are all powered by AI.

It could be argued artificial intelligence has already taken over.

Generative AI—systems capable of creating a variety of media in response to queries—has stepped center stage in the last six months. It is extending humans' ability to solve complex problems, automate tasks, streamline workflows and even generate art. In higher education, AI tools are already used to crunch admissions numbers, resolve accessibility issues and sift through large amounts of research data to identify patterns and build models.

Leaders in every industry are sharply divided about the strength of its potential and pitfalls. At TU, faculty

and staff recognize both and have already begun to prepare for the next evolution of education by investigating and including AI applications in their classwork, assignments and professional development.

That preparation can hardly happen fast enough.

HOW TO TRAIN YOUR ROBOT

The origins of deep neural network and artificial intelligence date back to the 1950s according to Yifan Guo, an assistant professor in computer information and sciences in TU's Fisher College of Science & Mathematics. "But later their progress is significantly impeded by the limitations in hardware capabilities, the scarcity of labeled data sources and the maturation rate of AI algorithms," he says. "There wasn't a series of AI frameworks that could handle all those problems until 2012 or 2013. Since then, deep learning has grown exponentially."

The first chatbot was developed in the mid-1960s at MIT but professional

skepticism stalled progress until the 1980s. It wasn't until the mid-2010s that generative adversarial networks, a type of neural network that powers generative AI's production abilities, were developed. From there, the field exploded.

These tools used to require specialized technical skill to operate. Now, most iterations give everyday users a box to type a question or prompt and receive a response formulated by a large language model—an algorithm that reviews an enormous amount of human-generated data to predict and produce text. ChatGPT-4, for example, was fed around 570 GB of data, which equals about 300 billion words from all over the internet.

When asked to create a three-sentence introductory paragraph for this story that included one positive and one negative aspect of AI, ChatGPT produced:

"Generative Artificial Intelligence, or GAI, has emerged as a revolutionary technology with both transformative

This image was created using Adobe Photoshop and Adobe Stock. The prompt is included in the image. The Snapchat filter on the mobile phone was created by David Calkins '93, '22.





The image on the right was created in Adobe Photoshop, manipulating the sign text and adding an AI-generated human. The original image (left) was sourced from Getty Images.

potential and inherent challenges. On the positive side, GAI offers unparalleled creativity and innovation, empowering machines to produce art, music, and literature that rival human creations. However, this remarkable capability also raises concerns about the ethical implications of AI-generated content, as it becomes increasingly difficult to distinguish between genuine human expression and machine-generated fabrications, potentially leading to issues of misinformation and trustworthiness.”

While somewhat stilted and totally lacking in emotional depth, the above paragraph is serviceable. So where does that leave colleges and universities, who are in the business of educating and producing scientists, philosophers and, yes, even writers?

IT'S ALREADY AMONG US

Anytime you say “Hey Alexa...” or “OK Google...” you’re using generative AI. Students at Georgia Tech have been saying “Hey Jill...” since fall 2015.

The 300 students in a master’s-level AI class posted around 10,000

messages a semester on the course’s online message board—too many even for the eight human teaching assistants assigned to the course. The professor found many of the questions were repetitive, so he and a team built an AI teaching assistant, populating it with tens of thousands of questions and answers from previous semesters and calling it Jill Watson. It had a 97% accuracy rate, and most students didn’t realize they were talking to artificial intelligence, despite the allusion to IBM’s supercomputer Watson.

AI’s use in higher education is set to grow by 40% between 2021 and 2027, and the education market for it is anticipated to reach \$80 billion worldwide by 2030.

Mairin Barney, assistant director for faculty outreach at TU’s Writing Center, conducted a faculty survey last spring to take members’ pulses on AI. Results from a small sample size were mixed, but a common fear was students committing academic integrity violations by using AI.

Part of what prompted the survey was faculty members contacting the Writing Center during fall 2022 with

questions: What should I do differently in my spring classes to account for this? How worried do I need to be?

"Our general line of advice is, 'Don't freak out. The best way to make sure your students are doing their own work is to support them in the writing process,'" Barney says. "[The choice whether to use AI in the classroom] is a very personal decision every professor has to make for themselves, and the Writing Center can support either of their choices."

Sam Collins, Jennifer Ballengee and Kelly Elkins are Faculty Academic Center of Excellence at Towson (FACET) fellows who've taken on the task of informing colleagues of developments and best practices for AI in higher ed.

The trio are cautious about the idea of a blanket campus AI policy.

"There's several reasons for that," Collins says. "One is certainly academic freedom. We're all doing different things in different ways, and a blanket approach is not really going to work for everyone. But No. 2, whatever policy the university makes in a field undergoing really strong growth is going to have to be flexible. Strong policies that prohibit the use of AI may not have the intended effect. The more interesting question for us is how are we going to live with it?"

Some TU faculty members are already grappling with that.

"I teach business communication: how to appeal to an audience, how to write to an audience, how to think about the questions they're going to answer for an audience. I'll teach that forever," says Chris Thacker, a lecturer in the business excellence program in the College of Business & Economics.

But he does see generative AI as a potentially valuable reflection tool for students. He started using it early last spring and has plans to incorporate it this fall.

"One assignment requires students to submit their entry-level resumes to

the AI. The objective is to help them envision their career paths five and then 10 years down the line," Thacker explains. "We analyze the job opportunities the AI recommends, which are based on job descriptions in the relevant field. This exercise encourages students to broaden their perspectives on the field."

"In addition to the AI-based career exploration, we also conduct an analytical report to enhance students' skills in information evaluation. This semester, the focus is on real estate. The assignment challenges students to select the ideal home for a family

"[AI] comes with challenges and risks. We need to learn to make it work for us. That's the attitude I encourage."

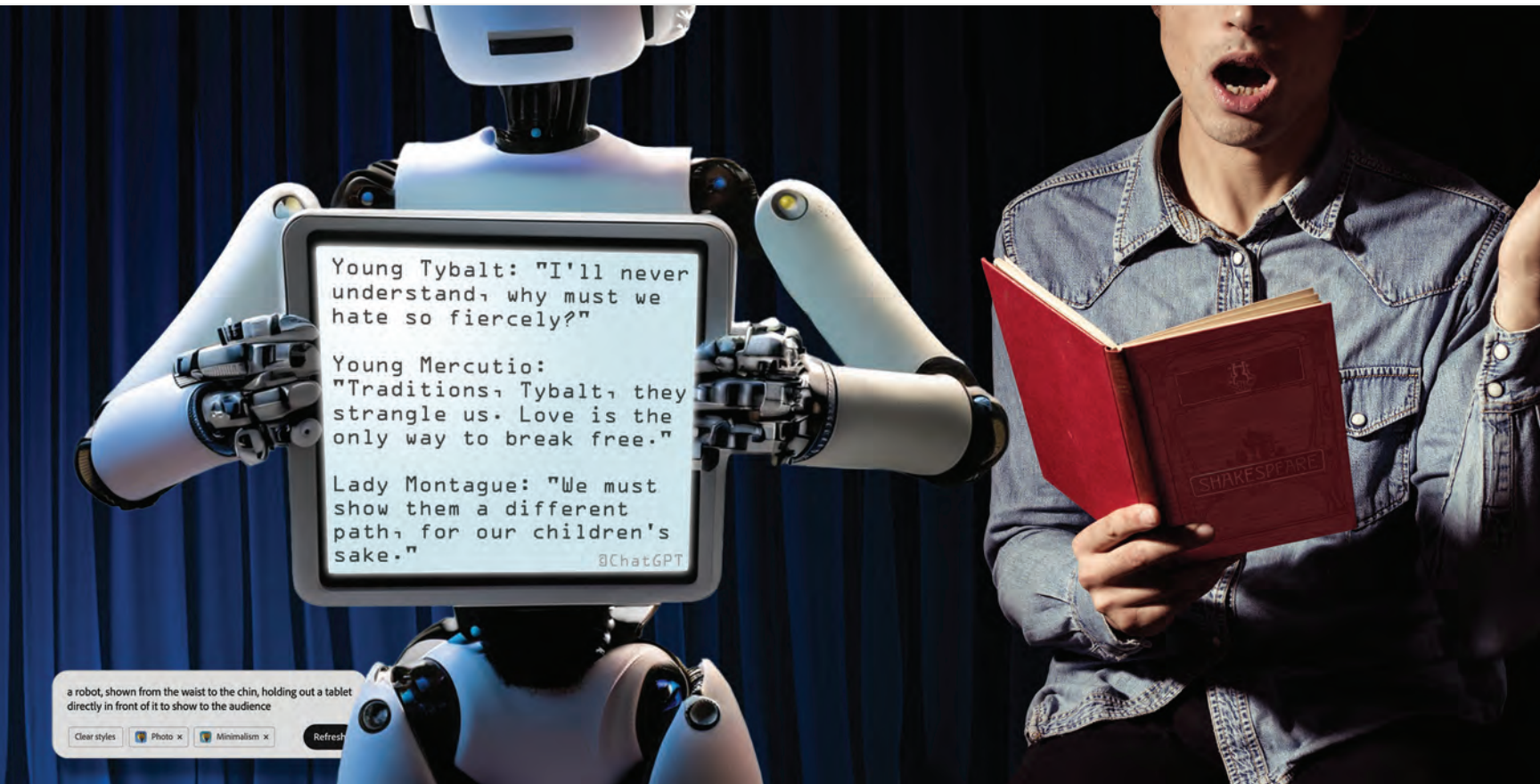
—LIYAN SONG

based on specific criteria and then persuade the family to make the purchase," he says. "While students have always enjoyed these types of assignments, the incorporation of AI adds a new layer. It provides a simulated audience to whom they can pose questions, allowing them to reflect on both their work and the AI's responses to improve the overall quality of their work."

Nhung Hendy is another CBE professor who has accepted the growth of AI in higher education.

"In all three HR classes I teach, I require reports as the main project," the management professor says. "In one, students provide written and oral debates. In the other two, they also run a simulation in which they play the role of an HR director. They make decisions concerning hiring, performance, benefits and training. I tell them, 'You can come up with a strategy for employee retention based on the textbook and our class discussion, reading the literature or play with ChatGPT and see which one is more efficient and effective.'"

Liyan Song, professor and director of the educational technology master's program in TU's College of Education, takes a similar approach.



This image was created using Adobe Firefly (robot), ChatGPT (teleprompter text), Adobe Photoshop (book cover) and Getty Images (person). The prompt used is included in the image.

“One thing I learned working in the field of technology is you can’t tell people whether they should or should not use technology,” she says. “You have to help them realize what technology can or cannot do, so they can make their own decisions.”

“I asked my students to experiment with ChatGPT. They were to ask about one topic they’re familiar with and one topic they weren’t. We discussed our findings in class. I felt like it was a meaningful way to help them understand what it can do and the limitations. I haven’t really used generative AI in a more systematic way in my classes yet. But it’s something I plan to do.”

Song’s students are teachers, so she is keenly aware of the challenges and opportunities inherent in helping them integrate AI into their

classrooms when it evolves so frequently.

“Keeping up with the current trends has always been a challenge,” she says. “Generative AI is just one of those trends. We need to understand the issues related to it. At the same time, we need to educate our students about it. When they understand the issues, they can bring it to their own classrooms to teach to their students.”

“I see this more as an opportunity than a threat,” Song continues. “It comes with challenges and risks. We need to learn to make it work for us. That’s the attitude I encourage.”

Joyce Garczynski works with many students as assistant university librarian for communication and digital scholarship at Cook Library.

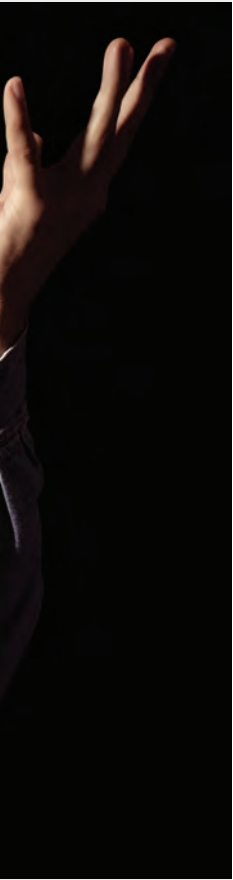
“What I’ve seen with the mass comm faculty I’ve worked with is a lot of, ‘Let’s evaluate the output and see if

we can detect some of the biases that go with it. This isn’t going anywhere, so how can we teach you to be responsible users of it?’ she says. “There’s a lot of fear with this technology that there’s going to be academic integrity violations. And when AI doesn’t know, it makes stuff up. I don’t think we’re doing our students a service if we say, ‘This technology is bad, let’s ignore it.’ We need to train our students to be responsible users of this technology.”

GREAT POWER BRINGS GREAT RESPONSIBILITY

As AI speeds toward its future, questions are being asked about who owns the information the large language models consume.

Mark Burchick has a unique perspective to share as an electronic



media and film staff member and an MFA student in the studio art program in the College of Fine Arts & Communication.

"I'm primarily a filmmaker," Burchick says. "Once AI image-making came into the conversation, I became enamored with, 'What does this allow me to do in my practice?'"

After some initial excitement, learning how the technologies were created gave him pause.

"How many copyrighted materials have been swept into large language models?" Burchick says. "When we create an AI image, we are seeing as the internet sees. The images created show the biases of the internet and the data set. If you are not concerned about these things and you're using these technologies, you're doing it wrong. These are important tools, but they need to be used with those concerns in place because real lives are being affected by using the technology."

Biased information included in data sets sometimes means asking the same question two different ways produces two different answers.

"If you ask for a paragraph about the Baltimore riots, you will get a very different paragraph than if you ask about the Baltimore uprising," Garczynski says. "The technology's only as good as the data it's fed. What we see is we live in a biased information ecosystem. Certain voices have more privilege, and it's easier for them to create lots of information. Other voices don't have that ability to widely circulate their perspective. And what ends up happening is the base these technologies learn from ends up being biased from the very beginning, so their output ends up biased as well."

"I, FOR ONE, WELCOME OUR NEW ROBOT OVERLORDS..."

"With the information I can access, I can run things 900 to 1,200 times better than any human." Actor David Warner uttered that line as Master Control Program in the 1982 movie "TRON."

It seems the future is now.

A recent study using U.S. Census

data found 60% of workers today are employed in occupations that did not exist in 1940, implying that more than 85% of employment growth and creation over the last 80 years has been driven by technology. The labor market seems poised for another shakeup. A 2022 Future of Jobs Report from the World Economic Forum predicted 85 million jobs would be lost by 2025 but 97 million would be created—a net increase of 12 million.

People tend to focus more on the former than the latter. That's led to a great deal of fear and uncertainty in the workplace.

"Workers are afraid computers can do their jobs," says Hendy, the CBE

"If you are not concerned about [internet bias] and you're using these technologies, you're doing it wrong." — MARK BURCHICK

professor. "People like routine, but we have to embrace change, especially to make our jobs easier. We have to recognize the fact AI makes better decisions because of the level of data it's analyzed. How can a human compete with a thousand data points as the basis for a decision? And I'm being very conservative. There are millions of data points that may be available."

Hendy's advice is simple but not easy: Be brave and try new things, be innovative and be humble enough to learn the new technology.

Sasha Pustovit, assistant professor of management in CBE, takes it a step further, reminding students workplaces will still be populated by people.

"Generative AI works by learning from the past, but we are always going to have new problems, and that's where you need people," she says. "All the skills humans have but computers and AI don't are going to be at a premium. In addition to critical thinking, it will be emotional intelligence. Empathy is cited by some as the top skill managers should have. That's something we should really develop and make our strength."



This image was created using Adobe Firefly (human), ChatGPT (background text) and Adobe Photoshop. The prompt used is included in the image.

TU's Career Center has been preparing students for life after graduation for 60 years. Even with the advent of generative AI, that isn't going to change.

"Our career coaches give students a personalized experience," says Glenda Henkel, associate director of career education. "So we urge students to make appointments and really build relationships with them."

Generative AI can help students prepare for their career coach appointments. Prompts can help them narrow their discussion topics ahead of time by finding possible opportunities to review: Based on my resume, generate a list of 10 nonprofit agencies in the Towson area where I might be qualified to do a spring internship in marketing or public relations.

AI could supplement career coach advice if students do their career research at times, perhaps 3 a.m., when career coaches aren't available. Henkel says generative AI could also

aid interview prep outside of coaches' availability.

"Students could write a prompt such as, 'I have an accounting internship interview. Here's the job description. Generate 10 questions I might anticipate in this interview,'" she says. "It can also help them with questions that can be hard to research beforehand, such as determining a company's culture or diversity."

The Career Center has several platforms students can use to prepare for internships and their professional lives. One is called Forage. It hosts work simulations from cutting-edge global Fortune 500 companies. Students can participate in the simulations, which can take between eight and 20 hours to complete, and if they desire, they can send their results to personnel at the company where they "worked" for feedback.

She notes students and recent graduates have been encountering AI in the

hiring process for at least the last year or so, particularly during resume screening.

"I've talked to a couple of students who've encountered it at the first level of interviewing. It was an AI interview, so they did not interview with a real person," Henkel says. "They were given questions and they had to record their answers, which were reviewed and scored before they were ever put in touch with any human."

Henkel and her colleagues have been pursuing professional development to help students stay ahead of the hiring trends, and they are continuing to brainstorm ways to modify their services as it is needed. She advises students to keep on an even keel.

"No matter what anybody feels about technology, be open minded about embracing it and understanding how it can be used ethically and effectively," she says. "It's a matter of your mindset. AI is in the door whether you

want it to be or not, but looking at it as a helper and not an intruder is important.”

A BRAVE NEW WORLD

How does higher education prepare graduates for what comes next?

TU’s emphasis on small classes and faculty mentorship has the university well positioned for the future.

“TU needs to continue to do what it does really well, which is have opportunities for students to interact really closely with faculty in small classroom

Despite AI’s inherent risks and downsides and murky future in higher education, TU faculty and staff are readying themselves to prepare TU graduates for what’s next.

settings and through faculty members’ unique approach toward assessing student learning,” says Elkins, FACET faculty fellow and chemistry professor.

Thacker agrees.

“CBE is emphasizing critical thinking, creative problem-solving and programming languages like Python,” he says. “Students need to excel in these areas, be adaptive and capable of processing large amounts of information to make informed and timely decisions.”

Despite AI’s inherent risks and rewards and its murky future in higher education, TU faculty and staff are readying themselves to prepare TU graduates for the future.

“Technologies that give people skill sets they didn’t have before are going to invite a lot more people into the conversation,” Burchick says. “People who can articulate their visions in ways they previously couldn’t are going to change our creative landscape in exciting ways.”

Whether we develop skill sets through AI or the old-fashioned way,

people will still be at the forefront of the workplace.

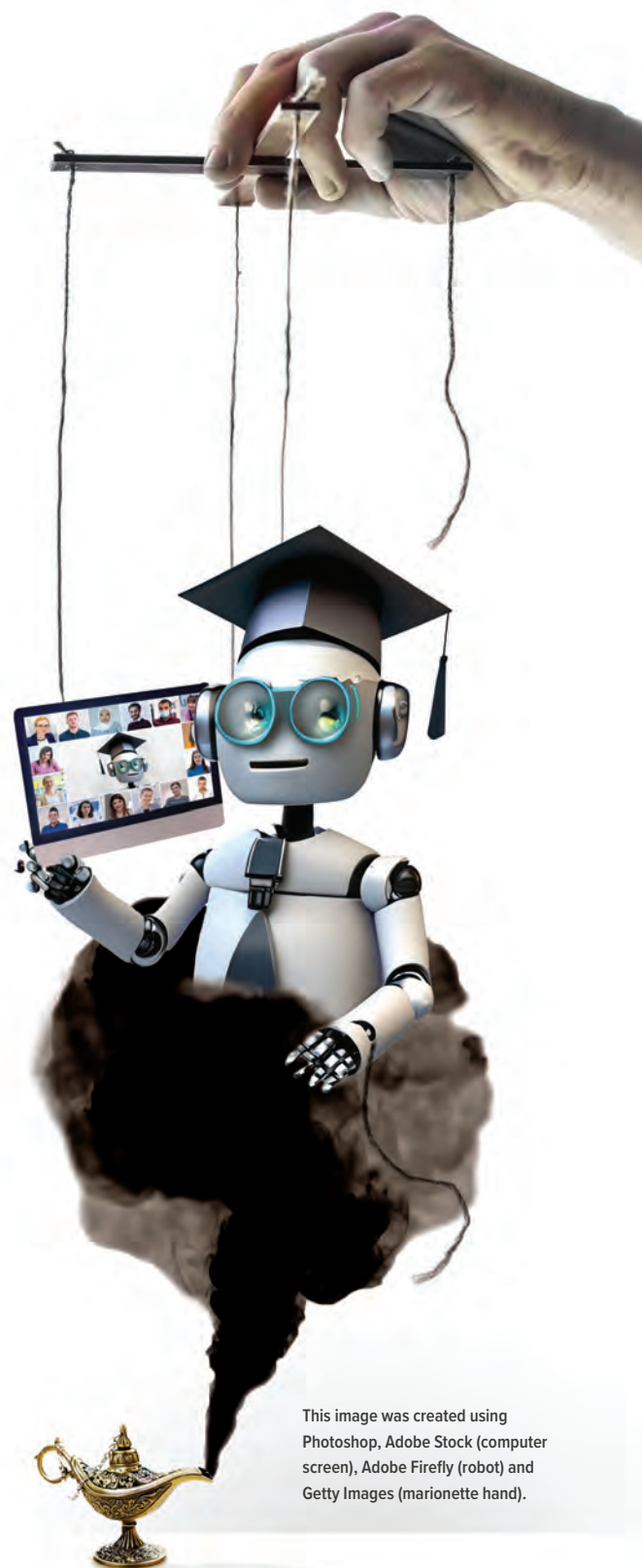
“We still have control,” Pustovit reiterates. “There’s a really great opportunity for AI to make our work easier so we can focus more on the interpersonal aspects. This can really benefit workers, but we need to stay proactive and develop the skill sets we need to take advantage of this AI revolution.”

Some faculty see potential for change in instruction and assessment methods.

“Maybe it will get people to rethink their teaching and encourage some more creative and inclusive modes of assessment, like multimedia assessment, podcast, video or a mind map,” says Ballengee, FACET fellow and English professor. “There are so many ways that can incorporate what students are hoping to do in their careers. We can think differently about what’s relevant and valuable and why we’re teaching what we are.”

Regardless, the consensus seems to be: It’s here. It’s staying. Let’s find ways to work with it.

“The genie is out of the bottle with technology, so it’s essential to equip students with the skills to adapt,” Thacker says. “Innovation has always faced criticism; for example, the invention of the eraser was once controversial among educators because of its impact on the act of writing and invention. Yet we adapted. The same will happen with AI, a powerful tool that presents challenges similar to those we’ve overcome in the past.” **TU**



This image was created using Photoshop, Adobe Stock (computer screen), Adobe Firefly (robot) and Getty Images (marionette hand).



Photo: Lauren Castellana '13, '23

The 'Wonderful Gift' of Friendship

JEAN HERBERT '82 AND ESTHER LIM '92 FORMED A BOND
THAT TRANSCENDED LANGUAGE. BY MIKE UNGER

On May 23, 1983, Esther Lim took a seat in Jean Herbert's seventh grade classroom. Neither of them knew how to approach the other. Lim '92, who had immigrated to the United States with her parents and three siblings four days earlier, did not speak a word of English. Herbert '82, who was a long-term substitute science teacher in Joppa, Maryland, did not know any Korean.

That day changed both of their lives forever.

Lim was terrified. The only Asian at the school, she couldn't comprehend her teachers, read the blackboard or make heads or tails of the textbooks. In most of her classes she was essentially a ghost. She sat quietly, ignored while the world moved around her.

"I was basically a bench warmer," says Lim, 52, an attorney and past president of the 110,000-member D.C. Bar. "It was a blessing in my life that Mrs. Herbert was at Magnolia Middle School at a time when I couldn't speak or understand a word of English. She still saw me."

Herbert had no experience teaching English, or any other language for that matter. But looking at the scared, shy Lim, her instincts took over.

"She was just so precious," Herbert says. "I was determined that she was not going to just sit there. So I got a map and helped her understand how she came to the United States. She couldn't speak English so I couldn't have her writing things, so I tried to do visual things with her."

The two are sitting at the kitchen table in Herbert's home in Fallston, Maryland on a picturesque September afternoon. It's the same table, in the same house, where over the course of several years, Herbert taught Lim—and her family—English. As they look at old photographs, recalling memories from four decades of their unlikely friendship, their hands occasionally touch. Their bond is obvious.

"She did her best from the very beginning. She was so eager to please," says Herbert, 86. "She endeared herself to me. I thought, 'I wish I had more time with her.' There was something about Esther. She had a thirst to learn. You don't always see that in students, especially at that age."

Many didn't see it in Lim; others didn't bother looking. But to Jean Herbert, it couldn't have been clearer.



Herbert was born to teach. From the time she was 5 or 6, it was all she wanted to do.

"When we used to play school, I was the teacher," she says. "I just loved getting somebody to complete the assignment that I gave. I always had the natural desire."

But her father passed away when she was 14, and she devoted the subsequent years to helping her mother. Soon she had her own family; she and her late husband, Richard, have three sons.

It wasn't until she was in her 40s that Herbert seriously considered attending college.

"My children were grown. I was free to do something with my life," she says. "I did not want to sit home and play bridge. I wanted to do something meaningful. I felt like this was the time."

She started her journey at Harford Community College before transferring to TU. There, she encountered classmates a generation younger, including two special ones: her sons Jon and David '82. (She never attended classes with them.)

"Towson was just wonderful," she says. "The teachers would challenge your thinking."

After Herbert graduated with a bachelor's degree in elementary education, she landed a long-term substituting job at Magnolia Middle. Lim's path to that same school was vastly different. She grew up near Haeundae Beach in South Korea. Her father was a pastor, and money was scant. The family didn't have running water or indoor plumbing, and often, Lim says, they didn't know where their next meal would come from.

In search of a better life, her father moved the family to Maryland, where he established a church in Edgewood. Why there, of all places? "It was God's will," he said.

Three days after they arrived, he announced to his four children that they would be going to school the next day. The thought of starting school on Monday morning paralyzed Lim.

"I was so shocked," Lim recalls. "I remember saying, 'But we don't speak any English, how can we start school?' He said, 'That's how you're going to learn.'"

After those final three weeks of school in spring 1983, Herbert called Lim's father, the only member of the family who spoke English. She wanted to encourage him to get Esther English tutoring over the summer, so she would enter eighth grade with at least a basic understanding of the language.

"I told him, 'This is precious time. You need to find somebody to help her learn English,'" Herbert says. "He said, 'Do you teach?' So help me to this day, I don't know where the voice came from, but somebody inside me said, 'I think I can do it.'"

But the conversation wasn't over.

"Before I could finish, he said, 'I have three other children. And a wife,'" Herbert recalls. Her stint as a (group) English tutor was about to begin.



That summer Lim's father would drive his wife and Esther, her two sisters and one brother to Herbert's house for English lessons three times a week. Herbert never mentioned money, but occasionally, on his own volition, Lim's father would mow the Herberts' lawn or work in the yard during the lessons. The labor was his form of payment.

There were no textbooks. Rather, in preparation for the lessons, Herbert would cut out photos from magazines like *Good Housekeeping*, *Family Circle* and *Woman's Day*. The original cut and paste, Lim jokes.

"We started with very simple things, like, this is a girl," Herbert says. Each of her students would then repeat the statement. "We're going to make up a sentence about this girl. I'm going to do it first, and then I want you to repeat it. We'd go around the table."

After the family mastered a concept, Herbert would broaden the topic. Let's think of something the girl likes to do, she'd say. She likes to cook. After the lesson, Herbert assigned homework that sounds simple but seemed monumental to Lim.

"I remember this particular picture of a girl in a living room, and there was a dog on the rug," Lim says. "I thought, 'How am I going to write three sentences?' It was such a tall order at the time. At the next lesson, you bring your three sentences, and she would grade them and correct them. If you did a good job, you got to pick out a sticker. That was the reward system. I remember getting the first scratch and sniff sticker. That was really special."

At the end of the summer the Herberts invited the Lims over for a cookout. Richard served his signature Italian sausage and sauce, and Jean made an ice cream cake.

"It was the first time that we'd been invited to an American home for a homemade dinner," Lim says. "My brother, Daniel, said, 'Mrs. Herbert, we could make a lot of money selling this ice cream cake in Korea.'"

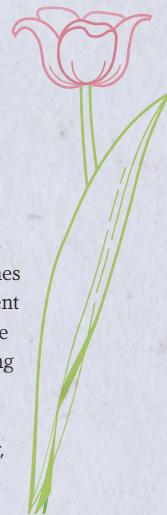
The Lims continued going to Herbert's house for lessons for several summers and on Saturdays during the school year. Soon, Esther and Jean became

Above: The Herberts attended Lim's high school graduation. Upper right: The Lim family in South Korea. Right: Lim with Herbert's mother, Dora.





“I can’t imagine our life in America without Mrs. Herbert.”



ways was similar to the sciences in how you were taught to think.”

Today, Lim is a partner and chief diversity and inclusion officer at a Washington law firm and teaches at the Howard University School of Law. Herbert went on to teach for 25 years, most of them at Churchville Elementary School in Harford County, before retiring at age 70. In 2022, Lim wrote a piece about Herbert for the Profiles in Diversity Journal, which found its way to a producer on NBC’s “Today” show. Last year, the iconic morning show aired a segment about her friendship with Herbert. For the piece, correspondent Donna Farizan interviewed the pair at Herbert’s house. (Herbert baked the NBC crew cookies.) At the end, Farizan announced the establishment of a scholarship at TU in Herbert’s name to award \$2,500 annually to a full-time undergraduate student in the College of Education interested in teaching English language learners. The award follows the student for up to four years of enrollment.

The surprise brought tears to Herbert’s and Lim’s eyes, which isn’t a rarity when they get together. They’ve been by one another’s side through life’s triumphs and tragedies. When Lim got married 18 years ago, women who were influential in her life presented a calla lily as Lim walked down the aisle. The flowers were gathered and tied as her wedding bouquet by her mother. Herbert gave Lim the first one. After Herbert’s husband of 66 years passed away this year, Lim, her two children, her sister and husband visited and brought Herbert’s favorite meal—Maryland crab cakes. They broke bread. They cried. They laughed.

“I can’t imagine our life in America without Mrs. Herbert,” says Lim, who still can’t bring herself to call her former teacher Jean. “She was my teacher, but she is also one of my closest friends.”

“Meeting her was a wonderful gift. I love her,” Herbert says. “How can you not be grateful for people who bring that into your life?” **TU**

TO MAKE A GIFT TO HONOR HERBERT OR YOUR OWN FAVORITE TEACHER, VISIT towson.edu/giving AND SELECT THE JEAN HERBERT SCHOLARSHIP FUND.



friends. When Esther’s older sister Mary ‘90 enrolled at TU, she couldn’t afford to live on campus. So Jean called her mother, Dora, who lived near Towson, and asked how she felt about having a roommate. When Esther started at TU a year later, she moved in as well.

Once, the sisters unwittingly blocked Dora’s car in the driveway. She wasn’t happy.

“In the house on the refrigerator there was a small marker and eraser board where we could leave each other messages,” Lim says. “Gram had written a note: ‘Mary and Esther, you are in the doghouse.’ I remember Mary and I looking at each other and saying, ‘Do you know what that means? Did she get a dog?’ When she got home, we asked her what it meant, and she burst out laughing. She couldn’t even stay mad at us. She was our American grandmother. She loved us like her grandchildren.”

Lim was a computer science and math double major at TU, but she had a hunch that she didn’t want to spend her life coding in front of screens. So she started taking classes outside her majors—sociology, anthropology, economics—to gain new perspectives on what might interest her. Pre-law was one.

“It was a lot of fun, the analytical thinking, the reasoning,” she says. “The logic in some



Lim and her sister, Mary ‘90, during their college years at TU.



MISSION: POSSIBLE

JENNY STEFFENS '17 PROVES IT'S NEVER TOO LATE TO FIND YOUR PURPOSE AND MAKE A DIFFERENCE.

BY CHANDLER VICCHIO '24

In 2010, Jenny Steffens '17 wrote a story for an Annapolis hospital publication about an oral maxillofacial surgeon who did mission trips in his free time. As a freelance writer and editor, Steffens was used to interviewing medical professionals, but what she didn't realize at the time was she was about to become one herself.

The next year, that same surgeon embarked on a surgical trip to Bangladesh, and he invited her to go along as a non-medical volunteer. Although Steffens wasn't sure how she would contribute, she was eager to help and decided to go as part of the nine-member team.

Over the course of the 10-day cleft lip and palate mission during which 70 surgeries were performed, Steffens spent time unpacking supplies, stocking the operating rooms, cleaning instruments and watching every minute of the detailed surgeries. She also transported patients to and from the OR and recovery room, sat with patients' family members and brought parents back to see their children after surgery.

Witnessing how a simple operation could correct a major disfigurement and instantly change a child's life was deeply

meaningful for her. She also saw how simple gestures of kindness could provide immeasurable comfort.

Sitting with a young mother who began crying when her baby was taken in for surgery, Steffens pulled out a photo of her own children, showed it to the woman and pointed to herself. Despite not knowing each other's language, the woman, clearly moved by the gesture, smiled.

"She understood that I was saying, 'I'm a mom too, and these are my kids,'" Steffens says. "She gave me this big hug and held on to me."

Throughout the week Steffens put in 12- to 14-hour days, watching as fear melted into joy when mothers saw their children's repaired lips for the first time.

"Despite being physically exhausted, I felt emotionally renewed and energized," she says. "This work was truly making a difference in people's lives, and that was what I was missing in my work at that time."

After assisting on the mission, she knew that her professional life was about to change. She just didn't know how.



When Steffens returned home, she immediately signed up for an anatomy and physiology class at Howard County Community College. It was the first college class she had taken in over a decade. She didn't know whether she'd become a nurse, physician assistant or something else—she only knew that she desperately wanted to pursue a career in the medical profession.

Although the mission trip to Bangladesh was the final impetus, an inkling had been building in Steffens for several years. When her son, A.J., was born two months premature in 2006, he spent 35 days in the neonatal intensive care unit (NICU) at Shady Grove Adventist Hospital in Rockville, Maryland. Steffens was inspired by the incredible work of the NICU nurses, and as she became more involved in her son's care, she thought maybe she could be a nurse herself.

But with a newborn and 3-year-old at home, her family couldn't afford for her to quit her job, so she continued writing

and editing—often interviewing doctors and nurses she admired about the important work they were doing.

When Steffens returned to the classroom at age 40 in January 2012, she started slowly, maintaining her full-time job and taking one class at night with labs on weekends.

"I had all those self-doubts," Steffens says. "Do I like science? Can I pass these courses? Am I smart enough to do it?"

After four or five semesters, she had enough credits under her belt and a desire to keep going that gave her the confidence to quit her job, finish her prerequisites and apply to physician assistant programs.

She was one of 36 candidates out of more than 400 applicants accepted to the, at the time, joint Towson University-CCBC Essex physician assistant studies program. Her two-year cohort spent the first year in the classroom and the second year on a series of clinical rotations—requiring long hours in which Steffens

juggled the stresses of a demanding program with the challenges of motherhood.

"I embraced the saying, 'It takes a village to raise a child,'" she says. Her parents and neighbors stepped in to support Steffens and her husband, Doug, to get the kids to school, drop them off at sports practices and help them with homework when the rotations were tough.

"It wasn't easy," Steffens says. "And I couldn't have done it without the support of my family."

Throughout her academic journey, Steffens kept a photo on her desk—a snapshot of her assisting the surgeon in Bangladesh—as inspiration. She also remembered how much she loved the hands-on nature of surgery and how tangible the outcomes could be.

"I must have looked at that picture thousands of times when I doubted myself, when the classes were hard and when I felt like a terrible mother because I was going back to school with two kids at home and missing events in their lives," she says.

She also repeated to herself a motto that kept her motivated: You're never too old to reinvent yourself.

"Even if I'm mid-40s when I start this career," she remembers thinking, "I can give a good 20 years to this profession before I'm retirement age, and who knows if I'll want to retire."

It took nearly six years from her first anatomy class, but Steffens graduated from TU in 2017 with a Master of Science in physician assistant studies. Today, she is the lead inpatient surgical physician assistant at MedStar Harbor Hospital in Baltimore, where she assists in general, GYN, vascular, spine and orthopedic surgeries. She also sees consults in the emergency department and takes care of surgical patients.

But what's just as incredible as the job Steffens gets paid to do is the medical work she does for free.

Over the past five years, Steffens has volunteered for seven medical missions with six nonprofit organizations, bringing much-needed health care and supplies to people in Uganda, Haiti, Peru, Honduras, Senegal, Vietnam and Zambia. Each mission varies in size (anywhere from 10 to 30 health professionals) and scope. Some focus on primary, vision and dental care while others are surgical: cleft lip and palate, gynecologic, orthopedic, burn scar contracture release, hand and plastics.

In addition to donating time, volunteers purchase their own flights and pay a fee to the sponsoring organization—usually a couple thousand dollars—to cover food, lodging, transportation and interpreters, as well as offset the cost of supplies needed for the mission.

But no matter the size of the donation each time, Steffens says she always gets more out of it than she gives.

During her medical trip to villages in Uganda in October 2018, many mornings there were between 500 and 700 people lined up waiting to be evaluated and treated. Steffens often saw 40 to 50 patients in a day. Conditions treated included ringworm, scabies, malaria, gastroesophageal reflux disease and back pain, among others.

The team also saw many patients with albinism—a rare, genetic condition that causes lack of pigment in skin that makes them prone to sunburn, skin wounds and infections.

One day Steffens was assigned with a nurse and interpreter to do a home visit for a girl with albinism who had a leg wound and no way to get to the clinic. Steffens met the mom and her teenage daughter in their modest hut, and after cleaning and wrapping the girl's leg, the mom wouldn't let the group leave.

"She went out in her back yard and picked us an avocado from her avocado tree that was literally the size of an eggplant," Steffens says. "It made guacamole for days."

Over the past five years, Steffens has volunteered for seven medical missions with six nonprofit organizations.



2010

Worked as a freelance writer and editor, interviewing medical professionals

2011

Took a surgical trip to Bangladesh as a non-medical volunteer

2012

Returned to the classroom and was later accepted to the Towson University-CCBC Essex physician assistant program

2017

Graduated from TU with a master's in physician assistant studies

2018

Treated a teenage girl with albinism who had a leg wound on a medical trip to Uganda

2019

Shared a memorable trip to Peru with her daughter, Ellen, who is now studying nursing

2022

Traveled to Vietnam as part of a 28-person team that performed 74 life-changing surgeries

(From left to right, clockwise)
Steffens with a cleft lip patient
during her first surgical mission trip
to Bangladesh in December 2011.

Steffens (right) and her daughter,
Ellen, visit Machu Picchu
following their medical mission
to Peru in July 2019.

Steffens (third from left) and her
fellow team members complete
a successful day of surgeries
in Zambia in April 2023.



This probably would have fed her family for a week and yet she gave it to us. It was her way of thanking us and a gift we needed to accept.”

Sometimes volunteers are met with gratitude before a mission even begins. Last year in Vietnam, patients and families lined up to welcome Steffens’ 28-person team as it arrived at the hospital for the first day of triage. Steffens almost cried walking through the line of people who were cheering and clapping. “They’re just so appreciative it gives you goosebumps,” she says.

In the week that followed, the team performed 74 life-changing surgeries on patients with severe burn scars—many from cooking accidents, kerosene explosions and intentional acid attacks—as well as cleft lips, cleft palates and other congenital deformities.

In some cases, surgeries do far more than simply correct disfigurements. In countries where many people believe a deformity indicates wrongdoing in a past life, an operation can be the difference between a child being accepted or shunned, receiving an education or being hidden away.

A medical and vision trip to Peru in 2019 had many memorable moments for Steffens. She communicated with a deaf patient using American Sign Language—a topic she has always been interested in and learned through continuing education courses. She also helped several elderly patients suffering from complex medical issues. But what made the mission extra special was that Steffens’ daughter, Ellen, 16 years old at the time, was on it with her.

“Ellen spoke Spanish, helped triage patients and would play with the kids while parents waited to be seen. I think that was life-changing for her,” says Steffens, noting that Ellen is now a college junior studying nursing outside of Boston.

While mission trips are filled with long hours, lots of patients and a ton of work, Steffens almost always extends her stay by a few days to have a little fun exploring each country. She went gorilla trekking in Uganda and visited Machu Picchu with Ellen in Peru. After Zambia, Steffens traveled to Zimbabwe to swim atop Victoria Falls and then to Botswana for a safari in Chobe National Park.

Steffens’ volunteer work isn’t limited to international mission trips. Back home at MedStar Harbor Hospital, she is a preceptor for 2nd-year PA students, supervising their general surgery rotations, in addition to volunteering every year at the hospital’s free, community drive-through flu vaccine clinic. She also created a lecture about her passion for medical volunteering that she has presented to TU students in the physician assistant studies program. In September, she shared the presentation at the annual Maryland Academy of

Physician Assistants CME (Continuing Medical Education) Conference in Ocean City, Maryland.

Steffens believes any type of volunteering can do the soul good and often tells people, “If you’ve thought about it, or if you’re on the fence, just take the leap of faith and do it, because you will be so rewarded in the end.”

These days, that rewarding feeling is an itch Steffens scratches twice a year through her mission trips. Although she loves her job tremendously, she admits there are moments it can be stressful and hard, as was the case during COVID.

“We have patients that can be very demanding or don’t appreciate what you do,” she says. “I’ve been spit at, I’ve been swung at, and I’ve been called some not-so-nice names.”

When Steffens starts to feel burnt out from working at home, she knows practicing medicine overseas is the antidote that will renew her faith in humanity. The satisfaction she feels comes partly from helping people who cannot repay her (except with genuine gratitude) and from forming friendships with other volunteers across the country.

“I’ve met some incredible human beings on these trips,” she says. “We are all there for the same purpose, and it’s just amazing what a group of like-minded individuals with a common goal can accomplish.”

Steffens’ next surgical trip is to Kenya alongside volunteers from Seattle, Detroit, Chicago and Boston. During the mission the team expects to complete 50 to 70 general and gynecologic surgeries.

Including her two trips to Bangladesh as a non-medical volunteer, this will be Steffens’ 10th mission.

She’s already applied to a surgical mission in Guatemala and has been accepted to a medical mission in India as potential trips in 2024, but where she goes doesn’t matter all that much to Steffens, as long as she can help people and make a meaningful difference in their lives.

“I’ll go wherever,” she says. “I wish I could do it more. If I won the Mega Millions, I’d do 12 trips a year and call that a life.” **TU**

WELCOME TO **OUR** Neighborhood

New TU President **Mark Ginsberg** brings his relational leadership style to Towson.

 BY MIKE UNGER

 BY LAUREN CASTELLANA '13, '23

Nestled on a shelf in Mark Ginsberg's office, alongside books like "The Innovative University" and "The Wiley-Blackwell Handbook of Family Psychology," is a hardcover copy of "You Are Special." If the title doesn't ring a bell, the author certainly will: It's written by Fred Rogers.

Ginsberg, a professor, clinician, dean, provost—and now the 15th president of Towson University—has spent much of his decorated 40-year career as a psychologist and educator. In 1998, as he was preparing to become the CEO of the National Association for the Education of Young Children (NAEYC), he met Mr. Rogers at the organization's annual conference. The iconic television personality invited Ginsberg to his neighborhood in Pittsburgh, where he gave him a miniature replica of the cable car on his set. It still sits proudly on his office bookshelf.

"He was a dear man and a dear friend," says Ginsberg, who assumed TU's presidency on Oct. 30. "He was exactly who you saw on TV. Fred Rogers was the gentlest, nicest, most unpretentious man you could ever imagine."

Many would say the same of Ginsberg. At George Mason University

in Fairfax, Virginia, where he served as dean of the College of Education and Human Development for a decade before becoming provost, he'd drop by the student union for informal conversations with students over lunch. It's a practice he plans to continue at TU. He's as passionate discussing the changing nature of higher education as he is last night's Orioles game. When people address him as Dr. Ginsberg, he often replies, "Call me Mark."

"He's visible, he's approachable and he rarely says no to a student," says Rose Pascarell, vice president for university life at Mason. "Mark used to be the sole dean who would show up at every single family event during orientation. He would go from table to table to meet family after family regardless of whether their kids were in the College of Education or not. He's an incredibly relational leader."

Ginsberg didn't plan to leave Mason, but the opportunity to lead TU proved too enticing for him to pass up. He's said TU will be the last stop in his career.

"I wasn't looking for a new job," he says. "This is the only job that interested me, and I expressed interest in it because of what the university is about. I've known Towson to be a place

that provides access to excellence. I've always believed, and now come to fully understand, that Towson provides access to opportunity to literally thousands of young people who might not otherwise have had the opportunity, because of its culture, its understanding of how to promote success and its ability to create a welcoming environment for students from all walks of life."

Ginsberg was raised in New City, about 30 miles north of New York City. He earned a bachelor's degree in psychology from the State University of New York at Cortland in 1975. It was there that his interest in psychology was piqued.

"I remember sitting in an undergraduate class and just being enamored by what I was learning, courses on personality theory and human development, even courses on learning," he says. "When I was a junior in college, I took abnormal psychology, which is basically the psychology of behavior and emotions that help to understand mental disorders. The professor in that course mentored me and offered me the opportunity to have a clinical internship working in a school with young kids in a supervised setting."



It was through those experiences, and being with mentors who had formative and very generative influences on my career and my life, that led me to want to go into the field.”

His next stop was in State College, Pennsylvania, where he earned his master’s degree and doctorate from Penn State. In Happy Valley, he met a fellow graduate student named Elaine Anderson. Their first date was to a Nittany Lions–Nebraska football game.

“Mark is a big sports fan,” says Elaine, a Nebraska native who, along with the company, enjoyed the Cornhuskers’ win that day. The two have been married for 44 years, have two grown sons and three grandchildren. “He’s an analytical fan. I think he enjoys the coaching piece of it because he learns from them about different elements of leadership.”

After completing a fellowship in clinical psychology at the Yale University School of Medicine, Ginsberg accepted his first academic position at the University of Rochester in upstate New York. He loved the gig, but when Elaine took a professorship at the University of Maryland, he ultimately joined her there. They have lived in Takoma Park for the past four decades.

Ginsberg’s first job in this region was as a senior member of the leadership team of the American Psychological Association. Over the ensuing years, he served as the executive director of the American Association for Marriage and Family Therapy and the NAEYC. He also taught at Johns Hopkins University, where he led a clinic and saw patients at the Johns Hopkins Hospital and later served as an academic department chair on the Homewood campus. His positions have always involved leadership or management, which he says prepared him well for higher ed administration.

“I’ve learned about the importance of clarity and transparency,” he says. “I’ve learned about the importance of relationships, of respecting others. I’ve learned about the importance of bringing groups together. I often tell this to groups that I lead: I very much want people to feel welcome and invited to express their point of view, to disagree on issues without feeling unwelcome or being disagreeable. And through all the groups that I’ve had the privilege of

leading, that is a conceptual frame that I've always wanted: to be in a group that was diverse from every perspective, including diversity of thought."

In 2010, Ginsberg got a call from a former Hopkins colleague, who informed him that George Mason's College of Education and Human Development was looking for an out-of-the-box candidate to be its next dean. Thanks, but no thanks, Ginsberg said. He was happy at NAEYC.

Two weeks later the friend called again and convinced Ginsberg to meet him and to talk about the position.

That's when Ginsberg met then-George Mason President Alan Merten and former Mason Provost Peter Sterns. The rest is history: He joined the university and both men became influential mentors and models for him.

Ginsberg is recounting this story in mid-September in his office on the fifth floor of Merten Hall. As the days ticked down on his tenure at Mason, he reflected on

his accomplishments—which include building a student support architecture yielding a first-year retention rate of 87% and a six-year graduation rate of over 70%—and the relationships he made at the school.

"I'm really proud that during the era that I've been here, we grew the university to become the first and only in the history of the Commonwealth of Virginia to have more than 40,000 students," he says. "Last spring, we graduated the largest class ever in the history of Virginia. But what I'm really proud of, aside from all those benchmarks, is what it's like to be on the Mason campus, the commitment to the success of students, the success

of our faculty and staff, the vibrancy of the culture, the connectedness of the people."

At Mason, Ginsberg was deeply involved in helping the school become the youngest university in America to achieve R1 status. The designation is given by the Carnegie Classification of Institutions of Higher Education to universities with the highest levels of research activity. At TU, he is charged with leading the university to R2 status as a high research activity institution.

"I think it makes a statement to the world that the institution is committed to the generation of knowledge as well

as the education of students," he says. "Towson is on the edge of becoming an R2. Having looked at all the benchmarks and all the performance metrics, I have great confidence that it will occur. I don't think the plan will be to declare victory, but it will be to think about how to leverage that to continue to grow the culture of a university that's committed to knowledge,

that's committed to innovation and cutting-edge research, that's committed to engaging students in laboratories and other settings where work is taking place that is solving some of the grand challenges of our time. It'll be a benchmark, but it's not going to be an ending. It will be a new beginning."

Throughout his tenure at Mason as dean and later as provost, Ginsberg has continued teaching. It's a passion, his wife says, that keeps him grounded and connected.

"He really enjoys interacting with people," Elaine says. "He's very much a relationship person, and I think you have to be that way if you're going to be a clinical psychologist. He really

“What I intend to do at Towson is to engender an environment where people are engaged together.”



Ginsberg and his wife, Elaine Anderson, on vacation in Norway.

likes the interaction with the students. He's always saying how he feels like he learns things from them."

In his first days, weeks and months at TU, Ginsberg says his top priority will be listening.

"I always say that there's a difference between listening, hearing and understanding," he says. "I'm now hearing what Towson is about, but the part that I have to get to is really understanding what Towson is and what Towson aspires to be. I want to try to connect directly with students, with faculty and staff, with the greater Towson community, with the greater Baltimore community, with the other units of the University System of Maryland and to be very relationally focused and very directly connected to what Towson is and what Towson can become."

Mark and Elaine are excited to integrate themselves into the Towson community. When his recently broken foot is fully healed, Mark plans to workout regularly at Burdick Hall. You'll also see both him and Elaine

at performances at the Center for the Arts and at Tiger sporting events—they're especially excited about lacrosse, which their sons, Andrew and Robert, played in college. During one of his first visits to campus, Mark stopped by the bookstore and bought plenty of TU gear for their grandchildren.

For more than 40 years, Maryland has been their home. Now, Towson is their neighborhood.

"My approach has always been to engage and involve and to invite participation of others," Ginsberg says. "And what I intend to do at Towson is to engender an environment where people are engaged together. I talk about being together as one as a university. Knowing that together as one doesn't mean there's one perspective or one point of view but there's a common sense of mission and purpose. A common vision." **TU**

DR. GINSBERG WOULD LOVE TO HEAR FROM YOU. TO INTERACT WITH HIM, VISIT towson.edu/presidentconnect.



#TU proud

Mural Mania

This new mural on an exterior wall of the University Union has quickly become one of campus' most Instagram-worthy spots. Assistant Director of Brand Marketing Erica N. Green '09, '15 approached TU Creative Director David Calkins '93, '22 with the idea in January. She wanted to create something visual and geometric to build TU pride and reflect the building's energy. Calkins then created drawings in Adobe Illustrator of this tiger and another that's inside, which were transferred onto vinyl for installation. The mural reveal in August was one of TU's most-liked Instagram posts ever. Add to the record by tagging TU in your mural photos using—what else?—#TUproud.



MY TOWN

Lauren D. Lewis '06 Boston

FAVORITE RESTAURANT

Grace by Nia

MUSEUMS

The Museum of Fine Arts (MFA),
the Isabella Stewart Gardner Museum

PASTRY SHOP

Modern Pastry Shop

BOOK SET IN BOSTON

"Make Way For Ducklings" by Robert McCloskey

OUTDOOR SPACES

Franklin Park Zoo, Arboretum

Washington, D.C., native Lauren D. Lewis is a self-described city girl. Born in the nation's capital with detours to Atlanta and Miami, her current stint in the Cradle of Liberty is her third. She works for the Advent School as the director of enrollment management.

After earning her bachelor's in sociology at TU in 2006, Lewis became a social worker with a variety of constituents: truant high school students, HIV/AIDS patients and nursing home residents. When she needed a change, her stepmother, who also works in independent schools admissions, suggested Lewis return to her alma mater, the Barrie School in Silver Spring, Maryland.

"I started as an admission administrative assistant, and I haven't looked back," she says. "It's been an amazing journey. It's 16 years and eight schools in.

I thought it was going to be a two-year stint and then do something else. (Since the Barrie School position) I've worked at independent schools, boarding and day schools, and pre-K through 12th grade."

While her heart belongs in the South End, Lewis now lives in the suburb of Quincy.

"Boston is a walkable city. I can go in one direction, and I can go into Southie. I can go in another direction and go into the downtown area to Beacon Hill," she says. "In Quincy, you need a car. I would say it's a little bit more laid back in the South Shore area. Boston is a little bit more upbeat, fast paced."

Lewis lauds the city's history, culture, food and diversity and takes visitors to places that embody those attributes.

"I like to go to the **Yellow Door Taqueria** and get sweet and spicy wings with a spicy passion fruit

margarita with a spicy rim," she says. "The new-ish **MLK statue** called The Embrace is in the **Boston Common**, and nearby **Copley Plaza** and **Newberry Street** are great for shopping. For hiking, the **Blue Hills Reservation state park** gives you nature within the city. The **Seaport** has great food and shopping. And if you want to go into the ocean, there's the **South Shore**, the **North Shore** or **Cape Cod**."

Lewis advises visitors to dive as deeply into the city as they desire. And to make sure they visit when the weather is nice.

"Boston is what you make it. If you want a city lifestyle but you also want to be immersed in nature and culture and history, then definitely visit," she says. "I feel like Boston really comes alive in the summer and early fall—that's the time to get a 360-degree view of the city."



"Boston is what you make it. If you want a city lifestyle but you also want to be immersed in nature and culture and history, then definitely visit."

Alumni News



Scholarship Applications

The TU Alumni Association offers four scholarships annually, worth up to \$1,000 each. Current and incoming students must apply by Jan. 5 to be considered for the fall 2024 semester. [Learn more at alumni.towson.edu/scholarships](https://www.towson.edu/scholarships).



Upcoming Events

- 12/9** Longwood Gardens Holiday Lights
 - 12/20-21** Commencement Volunteering
 - 1/18** Oyster Shucking & Tasting TBD Skiing Day Trip
 - 3/22 and 3/23** Spring Training Crab Feast & O's Game
- View more and register:**
alumni.towson.edu/events



2023 Alumni Association Grants

Congratulations to this year's recipients:

Professional Development

- Michaela Hepp '22*
- Yuyi Zhu '17, '21*

Community

- Mary Unglesbee '01*
- Madiha Patel '14*
- Madison Paige '21*

Read more:

alumni.towson.edu/2023grants



Celebrating TU's Best and Brightest

On Oct. 5, eight impressive alumni were honored by the TU Alumni Association at the 2023 Distinguished Alumni & Deans' Recognition Awards banquet. The annual event, held during Homecoming week, pays tribute to Towson University's most accomplished Tigers, recognizing them for extraordinary professional achievements throughout their remarkable careers. We are #TUproud to share this year's recipients:

Distinguished Alumni Award:

Carol Beatty '75, College of Liberal Arts

Distinguished Young Alumni Award:

Gabby Gaudet '13, College of Fine Arts & Communication

Deans' Recognition Awards:

Gregory Resh '01, College of Business & Economics
 Douglas Elmendorf '12, College of Education
 Michelle Mitchener '10, College of Fine Arts & Communication
 Cindi Lamb Wiley '94, '07, College of Health Professions
 Brendan Curran '07, College of Liberal Arts
 Hisham Valiuddin '11, Jess & Mildred Fisher College of Science & Mathematics

2023-24 TU Alumni Association Board of Directors

President

Jonas Jacobson '90

Vice Presidents

Courtney Cox '12, '14
 Tiana Wells-Lawson '98
 Brandon Wharton '17

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 John Dragunas '97
 Dennis Ferrell '74
 Susan Hall '96
 Migara Jayawardena '93
 Christine Johnson '06
 Yesim Karaman '11
 Jordan Montoya '14
 Joseph O'Rourke '11
 Mia Romeo '19
 Tom Slemp '14
 Bill Steka '77
 Jun Tao '09

Tigers Give Back

During the Volunteer Appreciation Cookout April 29, we thanked generous Tigers who have given their time and talents to TU in a number of ways throughout the year. Some alumni have graciously volunteered as mentors, board members, alliance leaders or classroom speakers. Others have participated in quarterly service projects, assisted with Commencement or welcomed accepted students with personalized postcards. At the spring cookout, we recognized Ashena Sparrow '18 with the 2023 Volunteer of the Year Award. Sparrow is an all-star Commencement volunteer who participates regularly in the annual postcard program and has assisted on service projects like our Maryland Food Bank and First Fruits Farm events. Sparrow's joyful disposition and giving nature exemplify the true Tiger spirit.





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3



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BOUNTIFUL SUMMER: Tigers, friends and family members came together Aug. 5 to harvest nutritious vegetables at First Fruits Farm in Freeland, Maryland. The event marked our largest volunteer turnout to date, and together our group picked over 13,000 pounds of corn to be distributed to families in need.

1. Casey Crawford '20, Ashley Mousseau '20 and Zac Robinson '20
2. More than 50 alumni and guests helped with the harvest.
3. Serge '76 and Carol Harrison
4. Shaconda Haynie and Jeremy Boettinger '11



1



2



3



4

CELEBRATING TOP TIGERS: On May 4, we honored 16 outstanding young alumni who have positively impacted their workplaces or communities at this year's Top Tigers in Their 20s and Senior Celebration. The annual event, held in conjunction with senior week, also applauded the graduating class of 2023.

1. Award recipients gathered for a group photo.
2. Aris Hines '19 and Latoya Washington
3. Gage Whirley, Julianne Weidman '16, Alison McCartney, Jacob Loewner '15 and Ashley Dillen
4. Megan Cronhardt '15 and then-Interim President Melanie Perreault



ALUMNI CRAB FEAST: More than 100 alumni and guests enjoyed an evening of delicious food and great company at the crab feast held in South Campus Pavilion Aug. 19. Attendees were treated to an all-you-can-eat spread that included Maryland's favorite crustaceans and a buffet of popular cookout cuisine.

1. Troy Koger '22 and Rachel Coates
2. Julie Thomas, Asia Powell '14, Stephenie Caldwell and Erin Caldwell '21
3. Judy Kistner
4. Mare McCall, Lori Armstrong and Joan Cox '91



WELCOME HOME: It was a rain and shine event for Homecoming 2023. Despite a dismal start to the day, fog and drizzle quickly turned to afternoon sun and smiles across campus Oct. 7.

1. Members of TU's Lambda Beta Chapter of Alpha Kappa Alpha explored the Goh Zone together.
2. Courtney Slempp '12 and Jenna Mills '09, '16 distributed T-shirts and other giveaways to tailgaters via the Alumni Swag Wagon.
3. Former TU roommates reunited and reminisced.
4. Recent alumni proudly repped the black and gold.

Class Notes

SEND US YOUR NEWS!

We'd like to hear about your personal and professional lives.

SEND MAIL TO:

Alumni Relations, Towson University,
8000 York Rd. Towson, MD 21252-0001

EMAIL:

alumni@towson.edu


WEB:


alumni.towson.edu/classnotes

 **Tiger Connect:**
alumni.towson.edu

 **Facebook:**
Towson University Alumni Association

 **Twitter:**
@towsonualumni

 **Instagram:**
@towsonalum

 **Tag your posts:**
#TowsonUAlum

1950s

JIM ADDY '55 retired as adjunct professor of United States history after 34 years of teaching at CCBC Essex, 66 years in Maryland education institutions and 10 years as mayor of Harpers Ferry, West Virginia. At Essex, he received a citation as outstanding professor of social sciences.

1970s

EDDIE APPLEFELD '70 is promotions director of WCBM Radio in Baltimore, providing entertainment



features for the station and for Facebook and Instagram. He also writes a restaurant column for the Baltimore Post Examiner and hosts Eddie's Corner on YouTube.

STEVE MURFIN '77 recently retired from almost three decades of coaching baseball at several levels. He was head baseball coach at Blake High School in Silver Spring, Maryland, for 19 years. The school retired his No. 3 and placed him in the Blake Athletics Ring of Honor, and he was voted into the Roy Hobbs Baseball Hall of Fame, the Cooperstown of amateur adult baseball.

RANDY GRAY '79 wrote and published "The Adventures of Brooks and Rip," his first youth fiction book. Gray grew up in Baltimore in the 1960s and idolized sports figures from the Orioles and Colts.

The title character in the book, a 12-year-old boy, is named after O's legend Brooks Robinson; his loyal dog Rip is named after the Birds' "Ironman" Cal Ripken Jr.

1980s

BILL MONTGOMERY '84 a retired colonel in the U.S. Army, started a new veteran-focused radio station and podcast at Harford Community College's WHFC 91.1 FM.

KAREN HENRY '87 was appointed director of public works for Anne Arundel County. She is the first female director in the county's history. The Department of Public Works provides services to



ensure safe drinking water; to enhance wastewater treatment; to efficiently recycle, collect trash and dispose of waste; to maintain, manage and operate the county's road and bridge network; and maintain a high quality of life for residents and visitors.

1990s

KELLY MASON '91 has successfully run Morningside Senior Living, one of the only women-owned and -operated senior living companies in the country for 25 years, with communities that routinely win Best Assisted Living awards. She has two teenagers and enjoys spending time outside.

Mason also works with animal rescue groups and supports multiple organizations that empower disadvantaged women.

LANCE JOHNSON '93 was inducted in the 2023 Maryland Soccer Hall of



Fame on May 12. He was inducted into the Tiger Hall of Fame in 2003. Johnson was a four-year starter at sweeper. A team co-captain as a junior and a senior, he was a key performer for Towson's three consecutive East Coast Conference championship teams.

RICHARD HOLLEY '96 received the 2023 Eastern Province Council of Kappa Alpha Psi Fraternity, Inc. Senior Kappa Impact Award, Small Chapter Impact Award. It is given to members who have demonstrated outstanding support and contributions to senior Kappas at the province and chapter levels as well as in the community.

KATHLEEN PEDERSEN '97 was recently admitted to the Minnesota State Bar



Association, the oldest professional association for attorneys in the state.

BENJAMIN SCHMITT '98 was elected president of Howard County Education Association (HCEA). After 25 years as an elementary art teacher, he left the classroom to take office on Aug. 1.



PAUL STEFANO '96

The Voice

Paul Stefano might not be the proverbial “Voice of God,” but he has certainly been blessed with one heck of a voice. A professional voice actor, Stefano has been heard in video games, audiobooks and TV and radio commercials. His pipes have been played on YouTube more than 25 million times—and counting.

Growing up in the Philadelphia area, Stefano sounded like a normal kid until around age 15, when his voice changed. People noticed.

“I started doing the morning announcements at my high school, and people started telling me that I needed to do something [professionally] with my voice,” he says.

Stefano, 49, was a DJ at WTMD and worked at the campus television station during his four years at TU. He earned a bachelor’s degree in mass communication.

“I was trained at Towson to be a broadcast journalist,” he says. “So knowing how to address the microphone, how to change the variations without either overmodulating or blowing out the mic—that helped tremendously.”

Still, success in the voice acting world did not come quickly. He worked as a financial adviser and in sales until he started

dabbling in voice acting about eight years ago. Five years ago, he quit his corporate job and jumped in full-time.

Stefano records out of a sound studio in the bedroom of the house he shares with his wife, Jennifer, and their three children in Lutherville. Just like an athlete or a musician, he warms-up his muscles before performing, running through a series of scales and exercises designed to loosen his vocal folds. He’s recorded commercials for Hess, done corporate training videos for Samsung and Hyundai and been a featured voice in a video that plays at the top of the Burj Khalifa in Dubai. Tourists who dare to virtually jump off the skyscraper—a challenge that’s been featured on “The Amazing Race”—hear his voice as the mission commander.

Athletics are also a big part of his career. He serves as a public address announcer for games at the Naval Academy, University of Maryland, and occasionally TU. Becoming a full-time announcer for a pro team like the Orioles or Ravens is Stefano’s ultimate dream, but until then, he’s happy where his voice has landed him.

“I think if everybody could do what they love, the world would be a better place,” he says. “Not everybody has that option, but right now I do.”

LESLIE KREBS-WHITE '99 of Westminster, Maryland, is the new Title IX coordinator at McDaniel College. She has more than 20 years of experience in both higher education and the legal system.

2000s

CRAIG COLLINS-YOUNG '04 was named to the steering committee of the Irish American Baseball Society, which celebrates the contributions of Irish Americans to amateur and professional baseball. It also supports youth baseball in Ireland and America.

ERIN MAYNARD '07 was recognized as a Health Care Hero—Nurse Practitioner of the Year by Maryland's The Daily Record. The awards honor individuals and organizations who have made an impact on the quality of health care in Maryland. She is a nurse practitioner at the Recovery Centers of America at Bracebridge Hall.

ERIN MCMULLEN '07 was hired to be the new chief of staff for the Maryland Department of Health.

LAURIE BERGLIE '08 has published four equestrian fiction novels to date. The



latest, "All On," hit the shelves in September 2022. "Where the Bluegrass Grows," "Kicking On" and "Taking Off" were published between 2016 and 2019.

2010s

KRISTEN LOWENWIRTH FARRELL '10 published her first children's book, "Sweet Sounds of the Night." The story sparks the imagination of young children up to age 6 to make nighttime noises fun.

DANIEL RENZ '10 received the 2023 Methodist University Distinguished Young Alumni Award. It is presented to a Methodist University graduate who earned their degree within the last 10 years for outstanding voluntary or other public service. Renz earned a Master of Justice Administration degree in December 2014. He is also one of the first recipients of the University of Maryland Applied Research Laboratory for Intelligence and Security's Global Counter-Insider Threat Professional certification.

DOMINIQUE S. BERRY '11 has joined the Institute for Defense Analyses (IDA) as a senior administrative specialist in the Operational Evaluation Division of IDA's Systems and Analyses Center.

BLYTHE MAYNARD '11 was named interim chief executive officer of Recovery Centers of America at Bracebridge Hall. Maynard will continue to serve as director of admissions. She will lead the facility's team of addiction professionals as they provide evidence-based substance use disorder treatment.

JESSA COULTER '12 was named executive director of the Annapolis Immigration Justice Network. She has more than a decade of experience working with nonprofits and spent six of those years living and working in Central America.

BIANCA PINNOCK '12 was recognized in Best Lawyers: Ones to Watch in America 2024 for her work in family law and family law: arbitration and mediation.

EDWARD SLEDGE JR. '13 released a documentary short film, "Joined by Fate," through his production company Sledge House Media, during the Washington, D.C. based LightReel Film Festival and at a private screening in June 2023. The short film has garnered several best documentary short film awards and official

selections during its film festival run.



JASON STRUNK '15 received his DMA in choral conducting with a cognate in musicology from the Frost School of Music at the University of Miami (FL) in May 2023. He is the performing arts department chair and the director of choral and vocal studies at the Georgetown Day School of Washington, D.C.

HUNTER HAINES '17 was recognized in Best Lawyers: Ones to Watch in America 2024 for his work in corporate law and mergers and acquisitions law.

JESSICA RAY '17 MPT "MotorWeek" associate producer and online content creator, is part of

public media news outlet Current's first cohort of Rising Stars in Public Media. Cohort members work in a variety of roles at public TV and radio stations and national organizations in 14 states and the District of Columbia. The selections were made from among 238 nominations.

BRANDON K. WHARTON '17 joined the Baltimore law firm of Gallagher Evelius & Jones LLP as an associate. Wharton's practice focuses on commercial litigation, education law, employment law and investigations. He is vice president on the TU Alumni Association Board of Directors.

JENNIE (HOWELL) DE LA CRUZ '18 is a dive lead and natural resources technician II for the Samish Indian Nation Department of Natural Resources in Washington

"Nothing at Blake (High School) was more important than the many lives we positively changed through teaching, setting and achieving goals, working hard and taking responsibility for your actions."

STEVE MURFIN '77

In Memoriam

Alumni

Ruth S. Lisansky '44
May 7, 2023

**Ruth E. (Snell)
Culbertson '48**
Aug. 6, 2023

**Jeanne H. (Hyatt)
Weaver '49**
July 17, 2023

Iris B. (Butler) Gray '50
March 28, 2023

**Dorothy S. (Schaeffer)
Anderson '52**
Aug. 30, 2023

**Leonard L.
Bernhardt '52**
July 9, 2023

**Mary Adele
Griesacker '52**
June 27, 2023

James A. Gede Sr. '53
June 27, 2023

Leo C. McDonagh Jr. '53
March 17, 2023

John R. Lyston '54
Aug. 8, 2023

Dennis J. Psoras '54
May 11, 2023

**Laurel D.
McLaughlin '55**
Aug. 3, 2022

William C. Santman '56
April 17, 2023

**Mildred M. (Newcomb)
Ennis '56**
May 17, 2023

**Edward J.
Schwiegerath '56**
March 7, 2023

Bernard L. Silbert '56
2023

**Nancy A. (Brown)
Akehurst '57**
April 12, 2023

**Dorothy E. (Conery)
Brown '58**
Feb. 20, 2023

**Janice G. (Griffith)
Oesterle '58**
May 23, 2023

**Ruth (Hellman)
Greenfeld '59**
April 1, 2023

Irene Tanner '59
May 31, 2023

**Dorothy H. Kaufmann
Hill '60**
April 27, 2023

Edward V. Tildon '60
July 6, 2022

Richard L. Evans '61
June 23, 2023

**Ilene P. (Pickus)
Sunderland '61**
Sept. 7, 2023

**Joan T. (Coleman)
Barnhill '62**
May 1, 2023

**Phyllis L. (Lonegro)
Suhr '62**
March 13, 2023

David R. Hopkins '63
May 1, 2023

**Sherman E.
Silverman '63**
May 6, 2023

Gary S. Unfried '63
June 20, 2023

**Norma K. (Kroh)
Chipley '66**
June 20, 2023

**Adell J. (Browning)
Milne '67**
May 25, 2023

**Edwina L. (Dressel)
Patton '67**
Sept. 15, 2023

**Diane C. (Douglas)
Quinn '67**
May 17, 2023

R. Francis Shives III '68
June 29, 2023

Richard L. Harmon '69
July 21, 2023

Gary K. Vaughan '69
Dec. 23, 2022

Daisy R. Jones '70
June 19, 2023

James R. LeFavre '70
March 21, 2023

**Marjorie M. (Murphy)
Pittinger '70**
Aug. 28, 2023

Julia Ann Schumann '70
Feb. 14, 2023

Stephen K. VanKirk '70
July 1, 2022

Laura C. (Hill) Layton '71
Aug. 18, 2023

**Geraldine H. (Houston)
Rider '71**
Aug. 31, 2023

Larry F. Sobotka '71
May 17, 2023

Gary D. Taber '71
Nov. 14, 2022

Betty L. Carlson '72
Dec. 28, 2022

Roger Clippinger '72
May 3, 2023

**Stephen J.
Greenwalt '72**
June 25, 2023

Jean D. Hess '72
March 29, 2023

Ora D. Macdonald '72
June 6, 2023

**Catherine Mary (Picco)
Walberg '72**
July 17, 2023

**Ellen L. (Schnider)
Wess '72**
July 1, 2023

Craig L. White '72
April 13, 2023

Edward L. Bury '73
Aug. 10, 2023

John M. Kendall '73
March 1, 2023

**Carolyn C. (Kapraun)
Vasold '73**
Aug. 3, 2023

**Robert E. Chmielewski
'74, '83**
April 6, 2023

Frederick L. Nelson '74
Feb. 6, 2023

**Thomas M. Carolan
Jr. '75**
July 9, 2023

Cevia H. Rosol '75
Dec. 28, 2022

Michael K. Bamford '76
April 21, 2023

Stephen C. Beall '76
May 31, 2023

Wylynn L. Hoffman '76
September 2022

**Judith C. (Solomon)
Miller '76**
Aug. 2, 2023

**Paula A. (Grogg)
Winik '76**
June 7, 2023

Joseph S. Lemmon '77
May 17, 2023

Patricia L. Ward '77
Feb. 3, 2023

**Mary Elizabeth
Wildberger '77**
July 11, 2023

**Judith A. (Updegraff)
Harris '78**
March 28, 2023

**Barbara W. (Winters)
Lambert '78**
Aug. 28, 2023

Karl I. Lanocha '78
May 2, 2023

**Jeanne W. (Whitney)
McGuire '78**
March 12, 2023

Donald Vindivich '78
June 13, 2023

Luisa C. Duca '79
April 4, 2023

Montgomery J. Phair '79
Feb. 16, 2023

William S. Adolph '80
March 30, 2023

**Rochelle J. (Williams)
Hagans '80**
July 14, 2023

Lloyd M. Tucker '80
April 23, 2023

**Bonnie J. (Tucker)
Warrington '80**
March 6, 2023

William A. Hicks '81
Dec. 1, 2022

**Gretchen W. (Weaver)
Marcus '81**
May 19, 2023

John A. Reuter '81
Aug. 1, 2023

Margaret Serp '81
March 5, 2023

William A. Valis '81
April 8, 2023

Kimberly F. Lawhorne '82
June 14, 2023

Robert C. Abell '83
July 3, 2023

William A. Laleker '83
March 26, 2023

Rose Provenzano '83
July 7, 2023

Ruth G. Turner '83
March 27, 2023

**Kimberly A. Lodor-
Joest '84**
April 10, 2023

Susan Joy Cooney '85
March 18, 2023

**Bonnie Mullen
Langhorne '85**
May 2023

**Kathryn T. (Trimyer)
Baker '86**
May 20, 2023

**Stephanie B. (Bozynlinski)
Flaherty '88**
May 9, 2023

Jill Frank '88
March 30, 2023

Emily Walton '88
May 6, 2023

Carole Ziegler '88
March 10, 2023

Lisa A. Elliott '89
July 6, 2023

Joan M. Wright '90
April 24, 2023

John David Bauerle '91
Aug. 16, 2023

John A. Vesper IV '92
June 22, 2023

Andrew W. Osmeyer '93
Sept. 8, 2023

Kathryn D. Povleski '93
Aug. 30, 2023

Gary E. Engelman '94
March 31, 2023

Douglas Reedy '96
July 2023

Dorit Schwartz '00
May 5, 2023

Keri A. (Boston) Rantin '03
Aug. 13, 2023

Michelle L. (Simon) Cox '04
Aug. 19, 2022

George M. Petruzzo '06
May 5, 2023

Timothy A. Seitz '06
April 7, 2023

Kelli F. Owens '07
June 2, 2023

Kate E. Callens '13, '16
August 2023

Charles G. Gilbert '14
2023

Max W. Rosenstein '17
May 7, 2023

Michael A. Santini '17
June 4, 2023

Kwasi E. Aboagye '19
July 2023

David P. Leech '19
March 17, 2023

**Christopher N.
Schmidt '20, '23**
July 17, 2023

Faculty & Staff

W. Douglas Ashby
April 1, 2023

Timothy I. Brooks
June 25, 2023

**Kristian J.
Castro '09**
2023

Julius Chapman
Oct. 24, 2023

Dean R. Esslinger
Sept. 5, 2023

Jacqueline L. Gratz
April 26, 2023

Arthur L. Holt
April 19, 2023

**Robin M.
Kummer '81, '87**
Feb. 17, 2023

Karl G. Larew
May 18, 2023

Barry W. Moore
April 26, 2023

C. Trent Owings
May 22, 2023

Roger Poirier
July 28, 2023

Donald A. Wesley
July 12, 2023



BILLY FANSHAWE '14

Entrepreneurship Straight Up

Billy Fanshawe, founder of the vodka brand Lytos, is an object lesson in good things coming to those who wait. At TU a combination of early classes, a landscaping job and going out with friends sparked a business idea, but it wasn't until he was 26 that he finally developed it.

"I had a list I made in college, and the idea I kept coming back to was vodka with electrolytes," Fanshawe says. "In January 2019, I started developing a formula and barely left my room for about three or four weeks."

Unlike other vodkas, Lytos has a taste, Fanshawe notes. It has a pH level of 9.5, which makes it a smoother drinking experience than other brands, and the added electrolytes may help minimize any hangovers, should someone overdo it.

It took Fanshawe almost two years to get government approvals. Lytos launched on Nov. 16, 2020—during a resurgence of COVID-19—and after nearly another three years, he has almost 500 accounts.

"I'm past the phase where I think I'm going to go bankrupt every week," he laughs.

"We have some very supportive customers who really drive this. Our growth is slow, and some of that is because you're not going to see us on television or radio. You'll find us in the liquor store doing a tasting or at a bar doing an event."

The former mass communication major turned CEO has an office in the Incubator at the StarTU at the Armory.

"I've been here for two years. This building and everything Patrick McQuown (TU's executive director of entrepreneurship who oversees the StarTU) has done for me has been a tremendous blessing," Fanshawe says. "I had a great experience as a student. I have great relationships from this place. The investment Towson made in this building and bringing their alumni back is fantastic. I absolutely love it here."

One of Fanshawe's long-term goals for Lytos is to expand toward the South, all the way to Florida. But he is a Marylander at heart.

"I take a lot of pride that it's a Maryland product and a Maryland brand," he says. "And I'm hoping my story will introduce others to entrepreneurship. This is a great place to start a business."

"This building and everything Patrick McQuown (TU's executive director of entrepreneurship who oversees the StarTU) has done for me has been a tremendous blessing. I had a great experience as a student. I have great relationships from this place. The investment Towson made in this building and bringing their alumni back is fantastic. I absolutely love it here."

state. She performs underwater transect



surveys and retrieves and deploys pH and temperature sensors in local kelp forests to monitor long-term changes.

JUSTIN FISHER '18 was hired as an adjunct professor at a local community college where he teaches GED and pre-GED classes from social studies to math. He is also a real estate agent with Long & Foster.

CHELSEA MCCLURE '19 and Julia Brandeberry developed a professional development program for

pre-service teachers to aid in cultivating effective guardian–teacher relationships that included simulated interactions and a two-day learning summit where in-service



teachers mentored program participants.

WILLIAM YESKE '19 released “Damn the Valley,” a non-fiction military memoir about a combat deployment with the 82nd Airborne to Afghanistan where the battalion experienced a 52% casualty rate in the Argandab River Valley in 2010.

“The biggest thing that the Army always identifies every single year is that we’re doing a poor job reaching out to our veterans and retirees in the community because they’re just different ages. They have different ways to learn. Our hope is somebody listening to the program will not only pick up resources, but will get some confidence to maybe try some of those resources to help them.”

BILL MONTGOMERY '84



DAMIEN DIGGS '98

Working for Justice

Damien Diggs has been a prosecutor since he was 17 years old. A class called Practical Law taught a high-school-level synthesis of law school courses and used a mock robbery trial as the final exam.

“It goes to show you the importance of exposure in high school to various professions, because being the prosecutor in that mock trial affirmed my career path,” he says. “Prior to that, I was going to become a pilot. All the men in my family are Air Force, and I was going to go into the family business. But once I took that class, that was it.”

In May 2023, Diggs, who was nominated by President Biden and supported by Texas senators Ted Cruz and John Cornyn (both Republicans), became the first Black U.S. attorney in East Texas, a district comprised of 43 of the state’s 254 counties.

“I had an uncle named William Diggs, a historian in Charles County who traced our family’s lineage back to slavery at a plantation in Maryland,” Diggs says. “When I think about that to where I am now, it is astonishing. I’m the first in my family to go to college, let alone law school. I want to make my family and my country proud.”

Diggs learned early during his time at TU the importance of a professional network. He credits professor Jack Fruchtman’s use of the Socratic Method for preparing him for law school. And his first internship in the legal profession was with Baltimore lawyer John Wendell Gordon, whom he met through his fraternity, Kappa Alpha Psi. Diggs’ clerkship with D.C. judge Rhonda Reid Winston turned into a mentorship, and a colleague from his days at Hogan & Hartson (now Hogan Lovells) hired him as the D.C. U.S. Attorney General’s Office’s second assistant in 2012.

Diggs transferred as an assistant U.S. attorney to the Dallas-based Northern District of Texas in 2018, where he worked as a line prosecutor and then deputy chief of the office’s violent crime section.

“I am a middle-of-the-line prosecutor. I call balls balls and strikes strikes,” Diggs says. “I’m here to make sure we are getting justice for victims, keeping our community safe and adhering and upholding the rule of law at all times.”

Rearview Mirror

FROM THE DESK OF FELICITY KNOX '94, Library Associate to Special Collections and University Archives



ASK AN ARCHIVIST

Hey Felicity...

Q: Who has been our longest-serving school leader?

A: When the Maryland State Normal School (MSNS) opened its doors in January 1866, McFadden Alexander Newell had been named principal just three months earlier. Newell's primary duty was instructing the students in the most current teaching practices, but he was also in charge of recruiting and hiring staff and recruiting students. He served as the superintendent of public instruction for the entire state. Ultimately, he was the person shaping education in Maryland for more than 20 years. He remained with MSNS until 1890, serving as school leader for more than 24 years.

Have a question for Felicity? Email her at fknox@towson.edu.

WHAT'S NEW

Celebrating Women's Studies

Fifty years ago, TU established the second women's studies department in the country. To celebrate that milestone, Special Collections and University Archives has been creating a new digital collection to showcase some of the material we hold as well as offer a space for recent oral histories created by past and present members of the department.



PAST



1963

For almost 40 years, since the first men's varsity game in 1926, the mascot for the school had been the Knights. After a year of pushing for change by students, in 1963 the student body agreed the mascot for the school would be a tiger, seen here in the Homecoming parade.



1986

Sgt. Stripes served as the mascot during the 1980s.



2002

This fearsome fellow was the mascot from the 1990s until 2003 when the tiger got an official name. His new moniker, Doc, honored Donald "Doc" Minnegan, who had been a physical education instructor and coach at Towson from 1928 until 1973. Minnegan started many of the sports programs we have on campus today.

PRESENT

In My Queue

BARRY WORTHINGTON, CLASS OF 2010

Steven Spielberg's iconic movie "Jaws" changed the swimming habits of millions of beachgoers around the world. It had an even more profound effect on then-6-year-old Barry Worthington.

"I already liked storytelling, but after I watched a very censored version of 'Jaws' on TV, I knew what I wanted to do with the rest of my life," says Worthington, 35, who's been making films ever since. "Our family had a VHS camera, and to teach myself how to make movies, I would take my action figures and try to make my own version of 'Jaws.' My parents would take me to the Baltimore aquarium, and I would film the sharks and think, 'This is how Spielberg did it.'"

After earning a bachelor's degree in electronic media and film, he founded Limitless Films, which has produced creative shorts and projects for corporate and nonprofit clients. He's now working on his first feature-length film.



In 2010...

For a directed study project during his senior year at TU, Worthington made "River Haven," a sci-fi movie about a monster in the woods. It was his first work that was accepted into a film festival after he graduated college. Here's some of what he was watching back then.



Lost

The night I graduated from TU, my family and I watched the finale. It was such a big deal. It was nice because it felt like getting closure for my time at school and the show I had been watching for so many years.



The Office

It's really neat because a lot of my students are currently watching it. There's an age difference between me and my students, and yet we're able to reference it.



The Dark Knight

I'm a huge Christopher Nolan fan, and I'm a huge Batman fan. It's a film that has a perfect balance of what you were expecting knowing the story of Batman but in a more grounded universe that Nolan was trying to portray.



Black Swan

My wife and I had just started dating, and I think this was the second movie we saw together. I liked that it was sort of a supernatural story grounded in a gritty drama—or the other way around.

In 2023...

In addition to making movies, Worthington has taught in TU's electronic media and film department since 2014. "You want to make movies wherever you are, even if it's your hometown," he says. "Having my own students who believe that is really cool." Here are a few things he's watched lately.



Barbie

The film blends serious issues and humor, which is right up my alley. It brilliantly makes important issues like gender roles and mental health accessible to a range of people who may already know a lot about those topics and to others who may be becoming aware of them for the first time.



Language Lessons

This is a lesser-known film with a low budget produced during the pandemic. I love Mark Duplass, who cowrote the film. It's two people talking on their webcams to each other. I love movies that go outside the box, and this one did while telling an intimate story about a friendship.



The Super Mario Bros. Movie

I love Mario and video games and found this film blended so many aspects of the games very well, even down to the musical score. As I discuss in my classes, video games have a unique challenge in their adaptation to film because a player has some say in the outcome.



Westworld

The original movie was directed by Michael Crichton. He had a background in many different fields and was a director and filmmaker in addition to being a writer. I like the TV show too, but I appreciate what was accomplished in a film around 90 minutes long.

From Towson, With Love

At TU, thousands of romances have blossomed in dorm rooms, dining halls and at dance parties—no swiping right necessary. Tell us about yours by emailing munger@towson.edu or tweeting using the hashtag #JUSTTHETUOFUS.



Kathy Combs Fairley

CLASS OF 1998, PSYCHOLOGY

We met during fall semester 1994, in the bowling alley at the recreation center. We were there to join the TU bowling team. We were really good friends and our group used to go to nightclubs all the time. His girlfriend never wanted to go, and I didn't have a boyfriend, so we ended up dancing together. Second semester, I got a job in the recreation center at the snack shop, working the early morning shift. Several times a week, he would stop by after his first class to get a chili cheese dog from me.

Sophomore year, he was single, and our friendship developed into something more. He started writing me sweet notes and sending them to my TU mailbox. He asked me out, and I said, "No, I don't want to ruin the friendship." He asked me again, and I said no again. Then he said if I wanted more, I was supposed to let him know. Later in the semester, I

had gotten sick, and he took such good care of me. It was so sweet. So I did ask him out after that. We went to the Inner Harbor for dinner at Shenanigans and the aquarium to look at the seals outside. That night, I saw my first shooting star and knew it was a sign.

He was a funny guy and kind to everybody. And he treated me right. We talked about getting engaged, so I knew it was coming. He proposed before one of my evening classes. He

gave me an artificial rose, and it opened like a ring box. The ring was in there, and he got down on a knee. He'd already asked my dad, and, of course, I said yes. And then I was like, "Are you crazy? I can't go to class now. I'm all excited." Now I had this huge rock. I was scared to walk around campus with it.

We got married at Fallston United Methodist Church on May 22, 1999. Our reception was at Martin's East. Before the reception, we stopped next door at a bowling alley. Because we met in the bowling alley, we went in our wedding attire and took pictures.

We will be celebrating 25 years in May. We light up when we see each other. We have two children, Delaney who is a sophomore at Salisbury University, and Parker who is a sophomore in high school.

Chris Fairley

CLASS OF 1999, POLITICAL SCIENCE

We were very good friends at first. Our personalities are very similar in some ways and very different in others. We balance each other. She's much more patient than I am. I'm more of a Type A: When I get something on my mind, it's go, go, go. But when it comes to our core values and our senses of humor, they're very similar. I knew we were right for one another. It just took her a little longer to get there.

I asked her out twice, and the second time I did tell her, "I'm not asking you again." And I was serious. It took her maybe a month to ask me out. It was in her dorm room, and she had some candles lit and was playing some nice, soft music. What I should have done is said no. But I didn't. I jumped at the opportunity, and I'm very lucky I did.

We had talked about getting married, and we'd gone ring shopping. I knew what cuts she liked, what size. I did ask her father first. We both had class that night—I think our classes started at six, and it was 4:30 in the afternoon—and I just couldn't wait. I proposed and she said yes. And the rest is history.

We had about 125, 130 people at our wedding. It was just a perfect day. The weather was beautiful. Everything went great with the wedding and at the reception. And they always say it's good to have little rain on your wedding day. When we were on our way to the airport that evening, it rained, so that was nice. We honeymooned in St. Thomas for a week, and that was wonderful as well.

We complement each other incredibly well. We are Ravens season ticket holders, and we go to all the home games and at least one away game each year. Last year was Tampa. This year we're doing Arizona. We like to travel. At the beginning of August, we spent a week at Turks and Caicos. We're very fortunate: We're healthy; we have two smart, healthy children; and we still enjoy each other.

Philanthropy



Tall-Wiedefeld

Society Tailgates

The Tall-Wiedefeld Society (TWS) hosted its first Society & Friends Homecoming Tailgate on Oct. 7. More than 300 friends stopped by to say hello, join the society and learn more about the power of our members, who support positive change through philanthropy and education. And, of course, there was food and drink.

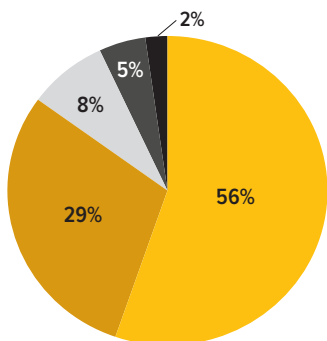
The TWS recognizes the collective giving power of women and our ability to make a difference.

Learn more at towson.edu/womensgiving or email tws@towson.edu.

The TWS planning team welcomed visitors to the first Tall-Wiedefeld tailgate.

Rising High

The extraordinary success of our RISE campaign is historic. Never in TU's history have so many come together to give so much. So where does the \$102 million that was raised during the campaign go? We are proud that nearly \$57 million goes directly to TU operations and programs that support and enhance the student experience at TU.



Capital projects	\$56,724,649.15
Endowment	\$30,125,714.74
Unrestricted	\$7,884,759.31
Non-endowed scholarships	\$4,908,053.71
Operating/programming	\$2,403,215.70

TOTAL: \$102,046,392.61

New Lab Dedicated

The William Michael Hogan Memorial Laboratory was dedicated on Sept. 29 in the College of Liberal Arts. It honors the memory of Michael, who disappeared in May 2005. Michael's parents, Mike Hogan and Sandy Hopkins, were inspired by the dedication and compassion of a team of Towson University faculty and students, under the leadership of Dr. Dana Kollmann, who led the search and recovery effort for their son's remains in May 2010. The naming of the laboratory in Michael's memory recognizes Sandy and Buddy Hopkins' generous bequest to enhance the endowment that was established in 2011 to honor him. The endowment supports the activities of the archaeology/forensics lab and the experiential learning that allows students to witness the humanitarian impact of their work.

To make a gift to the William Michael Hogan and Dr. Dana Kollmann Compassion Fund for Forensic Science, please use this QR code.





John B. Yingling and wife, Sharon.

♥ GIVING

Field of Dreams

John Yingling's introduction to athletics began at age 10.

"Every summer my parents sent me to sports camps in Maine and New Hampshire," he says. "Throughout elementary and high school, that's how I spent my summers." He was exposed to all kinds of sports and loved them all. "I won the boxing trophy and baseball trophy one year," he recalls. A member of TU's first football team in 1968, his passion for sports continues to this day, as does his generosity to TU.

On Oct. 7, during TU's Homecoming celebration, his love for sports and TU came full circle with the dedication of the John B. Yingling '71 & Family Practice Field. Located on the west side of the South Campus Athletic Fields, Yingling Field provides additional practice space for TU Athletics' six field sports. The evening before the field dedication, he was honored at the Athletics Hall of Fame banquet.

For more than three decades, Yingling and his family have been exceptionally generous to TU, beginning with his first gift of \$25 in 1989. Since then, Yingling has committed more than \$1 million in support of projects and programs at TU, with more than \$900,000 going to the South Campus Fields and Athletics Capital Projects, a portion of which has directly supported upgrades for the women's competition field and the practice fields. He also helped establish

the Alpha Omega Lambda fraternity's Joseph Ferrante '77 Memorial Scholarship at TU. He has been a generous donor to and actively fundraised for the scholarship.

After transferring to TU in 1968—which he calls "the best move I ever made"—and graduating in 1971, Yingling joined the family business, becoming president of Crawford Yingling Insurance in Westminster in 1983. Now retired, his son Benjamin runs the day-to-day operation of what is a fourth-generation family business.

For more than three decades, Yingling and his family have been exceptionally generous to TU.

The Yinglings' support doesn't stop with athletics. In 2022, John endowed a scholarship in the Fisher College of Science & Mathematics to honor his wife, Sharon Hafner Yingling '71. The first scholarship was awarded during the 2022–23 academic year. John and Sharon met at TU.

"I knew her at Westminster High School—she was 'a brain' and I was 'a jock,'" he says, smiling. He saw her walking down the street in Towson on her way to class. "I snuck up beside her and stopped a bus on York Road so we could cross the street." The rest is history—they celebrated 51 years of marriage in September.

Suzy Ganz

Suzy Ganz's journey as an entrepreneur has given her a sense of purpose, fulfillment and accomplishment. For the CEO and chairman of the apparel branding company Lion Brothers, it has always been about having a vision and leading a talented team.

"I love it because I'm able to help shape the mission, culture and values of an organization, be part of a continuous learning journey and importantly, put vision into practice to create meaningful impact."

WHEN DID YOU FIRST DISCOVER YOUR ENTREPRENEURIAL SPIRIT?

It was shaped by my parents who had their own business and practice. My father was an investment manager, and my mother was a speech pathologist. I learned that each of us can create value and change lives. They gave me the confidence to pursue excellence, take thoughtful risks and make a meaningful contribution.

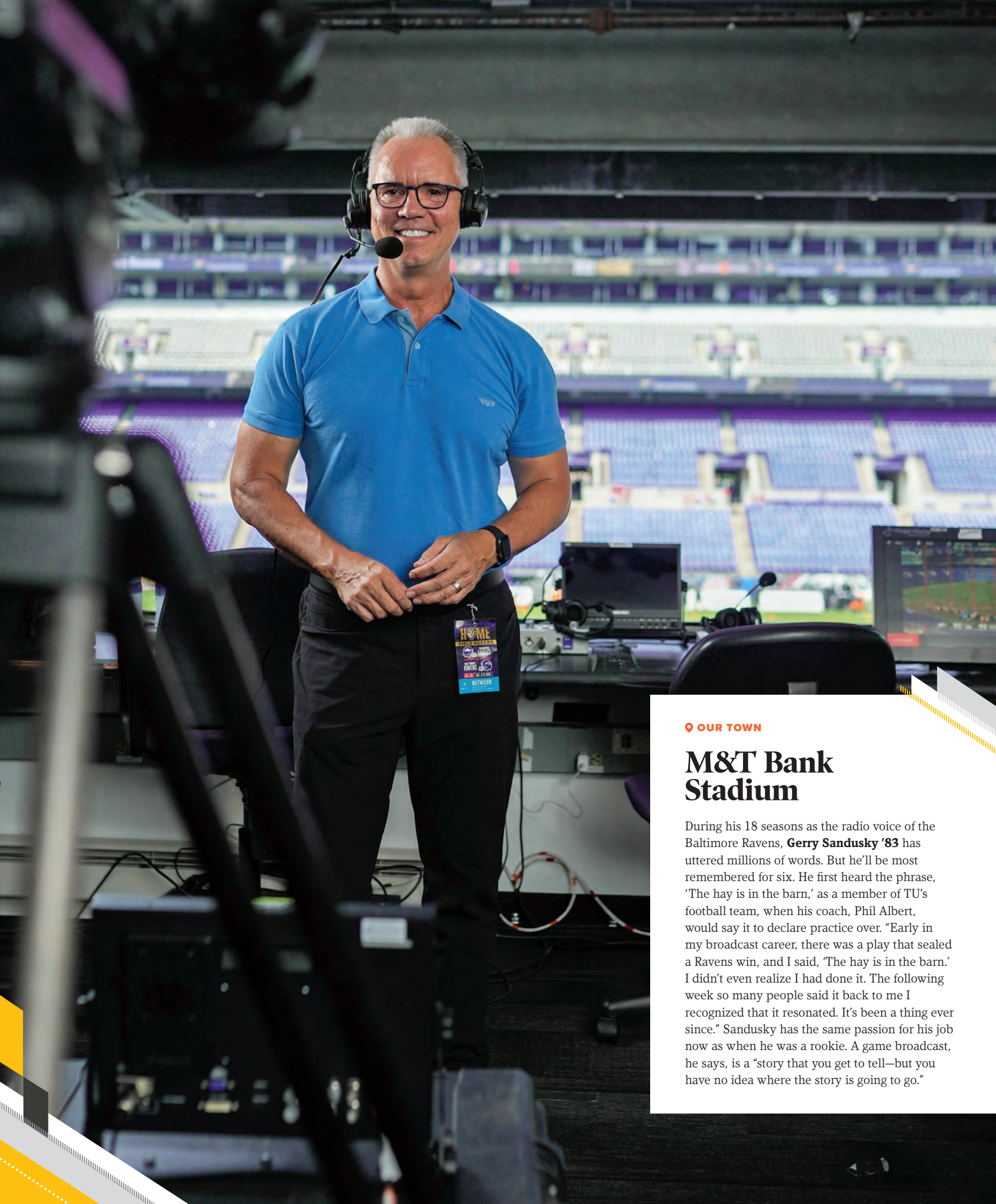
YOU HAVE GIVEN GENEROUSLY TO LAUNCH PROGRAMMING AT THE STARTUP AT THE ARMORY. WHY DID YOU CHOOSE TU AS A BENEFICIARY OF YOUR GIFT?

TU has always been a remarkable institution that blends the academic and theoretical with practice, so it is a natural extension to support entrepreneurship at Towson. With a community of talented students, StarTUup is a place for students and faculty to take their research and ideas and test them in the commercial world.

IF YOU COULD IMPART ONE PIECE OF ADVICE TO YOUNG ENTREPRENEURS, WHAT WOULD IT BE?

Entrepreneurship is a journey. Very few entrepreneurs get their first business concept right. Find great mentors or advisers who can broaden your world, allow you to unpack your thoughts and feelings and are unafraid to tell you the truth when you ask the hard questions.





OUR TOWN

M&T Bank Stadium

During his 18 seasons as the radio voice of the Baltimore Ravens, **Gerry Sandusky '83** has uttered millions of words. But he'll be most remembered for six. He first heard the phrase, 'The hay is in the barn,' as a member of TU's football team, when his coach, Phil Albert, would say it to declare practice over. "Early in my broadcast career, there was a play that sealed a Ravens win, and I said, 'The hay is in the barn.' I didn't even realize I had done it. The following week so many people said it back to me I recognized that it resonated. It's been a thing ever since." Sandusky has the same passion for his job now as when he was a rookie. A game broadcast, he says, is a "story that you get to tell—but you have no idea where the story is going to go."

Plan Today, For Your Tomorrow

Interested in helping TU students reach their highest potential? You can include a bequest to the Towson University Foundation in your will, like Earl Killian did.

You can fund your donation with:

- Cash
- Appreciated Securities
- Tangible Property
- Life Insurance

Are you ready to take the next step?

- Seek the advice of your financial or legal advisor
- Make your desired changes
- Include TU's legal name—
Towson University Foundation

If you have questions, please contact:

Kathleen Hider

DIRECTOR OF PLANNED GIVING & MAJOR GIFTS

PHONE | 410-704-6287

EMAIL | khider@towson.edu



Earl
Killian

Earl's Story

The early years of TU Athletics were shaped by Earl Killian.

Earl came to Towson in 1950, coached basketball for 13 seasons and baseball for 24, winning two Mason-Dixon Conference championships. He also coached wrestling and served as athletic director and director of intramural sports before retiring from TU in 1973.

He golfed weekly well into his 90s before he passed away in September 2022 at 102.

Earl's love for TU Athletics ran deep.

His generosity did as well.

As part of his estate, Earl left a bequest to establish scholarships for baseball and general athletics. His legacy will live on at TU.

towson.edu/giving



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TWO WAYS TO SAVE THROUGH THE TU ALUMNI ASSOCIATION

1 ALUMNI ADMISSION NOMINATION PROGRAM

TU alumni can waive the application fee for one undergraduate student per year through the Alumni Admission Nomination Program. The deadline is Nov. 15 for early action and Feb. 1 for regular fall admission.

Learn more and apply at alumni.towson.edu/admissionwaiver.

2 ALUMNI ASSOCIATION SCHOLARSHIPS

The alumni association offers four scholarships per year open to incoming freshmen and current students. The deadline for fall 2024 consideration is Jan. 5.

Learn more about each scholarship and apply at alumni.towson.edu/scholarships.

**IF YOU HAVE QUESTIONS ABOUT THE WAIVER, NOMINATION PROCESS OR SCHOLARSHIPS,
CONTACT THE OFFICE OF ALUMNI RELATIONS AT [410-704-2234](tel:410-704-2234) OR ALUMNI@TOWSON.EDU.**