

Excel RESEARCH & CREATIVITY@ENMU

MAY 2019

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Dr. Marshall Swafford

Dr. Marshall Swafford seeks to improve agricultural education throughout New Mexico.

Dr. Swafford received funding from a USDA grant (\$149,137) to increase under-represented students' access to college through enrollment in dual credit agriculture courses. During that time, enrollment increased by over 40%. Swafford recently received USDA funding (\$299,998) in collaboration with NM State University to support an induction program for beginning agriculture teachers in New Mexico. Swafford states, "Since teacher development does not stop at college graduation, induction programs like this one are designed to provide continuing education and additional professional support to beginning teachers in an attempt to mitigate the teacher attrition issues plaguing the profession."



Dr. Chelsea Starr

Dr. Chelsea Starr provides research experiences for sociology students through service learning projects.

Dr. Starr, whose research interests include content analysis involving politics and religion, is an assistant professor of Sociology. To develop research interests and skills in her undergraduate students, she engages them in service learning projects with local charities, including United Way. Students complete survey research, then make a professional presentation to the director of the organization involved in the research. These projects provide a practical, hands-on research experience that has a local impact. "If I were a student going into this field, that would excite me into attending ENMU," says Starr.



Dr. Imran Mazid

Dr. Imran Mazid examines digital audience behavior in social media conversations.

Dr. Mazid's research focuses on computational social science methods, strategic public relations, campaigns management, social media analytics, and computer-aided content analysis. While collaborating with scholars from other universities, Dr. Mazid brings a unique skillset to the research by integrating advanced computational data analytics techniques with social scientific approaches to analyzing large datasets and real-time social media conversations to examine digital audience behavior. His recent research explores the connection between digital content strategies, viral content design, and social media engagement.

Mission Statement

Creative activities and research are critical to informing our teaching, empowering our students, and enriching our region. **Excel: Research and Creativity at ENMU** highlights the diversity of scholarly endeavors at ENMU.

Scholarship Round-up

College of Business

Dr. Pattarapong Burusnukul, Dr. Deborah Corbin, and Dr. Matthew Haney are collaborating on a research study entitled: *Perceived Values of Secondhand Merchandise: White-shirt Experiment*. This study explores influences of the stigma towards secondhand merchandise on consumer perceptions, determines the perceived monetary value of such products and differences based on product-source knowledge, and describes how clothing attributes relate to value perceptions. The aim of this study is to understand purchase intent and value of second-hand merchandise, specifically white button-down shirts, with two distinct populations: 1) Those made aware that the merchandise was purchased at a thrift store and 2) Those led to believe the shirts are new. "I originally became interested in this project, because I personally shop at thrift stores," says Burusnukul. "While I'm there I see the abundance of merchandise that can be purchased, and doing so would be personally and economically beneficial." Findings will provide convincing evidence that consumers from all economic backgrounds can become educated and responsible shoppers by drawing materialistic inspiration and portraying admirable style through treasures found at secondhand outlets.

Faculty Exchange

Mark Viner, Assistant Professor of Educational Technology, and **Jessica Gerlach**, Assistant Professor of Art, participated in the CONAHEC Faculty Exchange program, which pairs professors in similar fields of interest on an exchange program to each other's university.

Dr. Viner was paired with Ivonne Lujano from the Universidad Autónoma del Estado de México, located in Toluca, Mexico. Lujano and Viner developed a curriculum for online web literacy to instruct students of both cultures to recognize the validity of online materials. During his stay in Toluca, Dr. Viner worked with Lujano's students on developing fake websites to be evaluated by his students at ENMU.

Ms. Gerlach was paired with Ana Isabel Pérez Gavilán A. from the School of Plastic Arts at Universidad Autónoma de Coahuila, Arteaga. Gerlach and Gavilán paired students from their classes to collaborate on a research and design project. The students created graphic design posters with Mexican art motifs, in particular traditional Navajo weaving and Saltillo Sarape blankets. Gerlach and Gavilán are continuing their collaboration by working on *Connecting Threads*, a bi-national exhibition of student-designed posters.



College of Education & Technology

Two faculty members in the College of Education and Technology take a historical perspective in their recent scholarly pursuits. **Dr. Jayson Evaniuck** evaluated the papers of noted education philosopher and educator Harry S. Broudy at the University of Illinois culminating in a paper in press titled, *Harry Broudy: Champion of the Educationists*. "Throughout history, teaching and teacher education have faced numerous attacks persisting even today. In a profession which often forgets previous ideas and articulations, it would behoove us to revisit thoughtful earlier defenses of the profession," says Evaniuck. **Dr. Alan Garrett** is currently working on a retrospective consideration of Arthur E. Wise's *Legislated Learning: The Bureaucratization of the American Classroom*, A.L. Threlkeld and curriculum development in public schools, and John Dewey and American public education during World War I. "These studies are important because teaching isn't something that has been recently developed," says Garrett. "Teaching practices have stemmed all the way back to before World War I."

College of Fine Arts

Dustin Seifert serves as instructor, Director of Bands, and Chair of the Department of Music at ENMU. He is an active clinician, guest conductor, and adjudicator throughout the region, state, and nation. He has conducted honor bands in Alaska, Iowa, Mississippi, New Mexico, Ohio, Oklahoma, and Texas. "These groups are fantastic to work with," Seifert notes, "and feature the best students from the participating high schools. Honor bands are a great way to bring ENMU to students and allow the students to see if they would like to attend the University after they graduate." **Dr. Jason Paulk** is likewise a conductor in the Department of Music, where he serves as Director of Choral Activities and Professor of Music. His most recent published work is a book titled *Handel's Messiah: Warm-ups for Successful Performance*, in collaboration with Ryan Kelly. Paulk states "My co-author and I created warm-ups for every choral movement in Handel's Messiah to enable singers to perform them in a historically informed manner." During a 2018 sabbatical, Dr. Paulk completed the narrative for another textbook entitled *A Choral Style Guide with Warm-ups for Successful Performance*.

College of Liberal Arts & Sciences

Borderlands literature and science fiction are two areas of focus of scholarly activity within the Department of Languages and Literature. **Dr. Micah Donohue**, Assistant Professor of English, is currently writing a book about US-Mexican borderlands science fiction. The book focuses on several borderlands authors and filmmakers, including Alex Rivera, director of the award-winning *Sleep Dealer* (2008) and the Guest of Honor at the 43rd annual Jack Williamson Lectureship at ENMU. "Eastern New Mexico University has one of the largest science fiction University archives in the United States," says Donohue, "and I hope that my work can connect with that." **Dr. Mary Ayala**, Professor of Spanish and dean of CLAS, served as dramaturg for *Las Arañas*, a play written by ENMU alumnus Leonard Madrid that focuses heavily on the folklore and magical realism common to border regions and Latinx communities. Dr. Ayala and **Jon Barr**, Associate Professor of Digital Filmmaking, co-presented '*Las Arañas*' by Leonard Madrid: *Bringing New Mexico Gothic to the Stage*' at the Southwest Council of Latin American Studies in San Miguel de Allende, Mexico.

Alumni Highlights



Courtney Floyd completed her B.A. (English, 2011) and M.A. (English, 2013) at Eastern New Mexico University. Currently, she is a Ph.D. Candidate in English at the University of Oregon, where she will defend her dissertation, *Printing the Other Victorians: Nineteenth-Century Fictions of Embodiment and Identity*, this May. Her published work (*Nineteenth-Century Literature*, *Victorian Review*) focuses on questions of embodiment as they arise in relation to information and communication technologies such as the newspaper, the archive, and the telegraph. Courtney is also a published fiction writer and the creator and co-host of *Victorian Scribblers*, a podcast about the lives and work of the nineteenth-century writers time forgot.



Simone Laurenz (2018) graduated with a B.B.A. with an emphasis in hospitality management. She is currently employed as Entertainment and Enrichment Coordinator with American Cruise Lines.



Daniel Gallegos (2017) graduated with a B.S. in Wildlife and Fisheries Sciences. He is currently a Fish Biologist at Mora National Fish Hatchery, where he assists in the conservation of native Gila Trout.



Caitlin Knorr (2012) graduated with a B.F.A. She opened her first solo exhibition, *Fabula Animalis*, in 2017. Her artwork "gives animals that are facing habitat loss a visual story."



Cristy Martinez (2017) graduated with a M.A. in Counseling. In her position at Family Counseling Services in Lubbock, TX, she provides counseling to survivors of sex trafficking.

Department Showcase



Dr. Heather L. Smith, Assistant Professor of Anthropology, is an active researcher whose research interests include human adaptation and dispersals at the end of the last ice age, during the Pleistocene-Holocene transition. One current research focus is on the cultural transmission and adaptive significance of Paleoindian fluted-point technology throughout the Southwest. She is also interested in gaining a perspective of technological change through time within the region by comparing technology such as Folsom and other late-Paleoindian point forms to Clovis. This project incorporates new morphological and spatial analyses of archaeological materials from the Blackwater Draw site, application of 3D methodologies, and a collaborative project investigating the geoarchaeology at Paleoindian sites located throughout the greater Southwest.

The Department of Anthropology and Archaeology at ENMU is the home of the Clovis type-site Blackwater Draw. Under the direction of department faculty, several current student thesis projects involve analyses of materials and spatial data from the Blackwater Draw site. Their research goals involve establishing the range of morphological variation in Folsom point technology, developing a spatial dataset documenting excavations and occupations of the locality using ArcGIS, and new investigations of changes in lithic technological organization using previously unexamined assemblages from the site. In addition to the Blackwater Draw site, faculty and students are involved in research at various locations throughout New Mexico. New excavations at Blackwater Draw will be conducted this summer as part of the 2019 ENMU Field School exploring ancient human adaptation in Eastern New Mexico.

Impact of ENMU Scholarship

In the Department of Biology, Drs. Darren Pollock, Ivana Mali, and Jesse Filbrun have active projects exploring the ecology of understudied regional species and communities. Dr. Pollock is investigating the taxonomy, distribution, and feeding preferences of predatory “robber flies.” He has curated about 16,000 specimens and has one of the largest collections of robber fly predator-prey associations in the world. Dr. Mali leads a research program focused on a state threatened freshwater turtle species, Rio Grande cooter. The Mali Lab established a long-term monitoring program to study survivorship, growth rates, diet, reproduction, and basking activity of the turtles on the Black River. Dr. Filbrun recently established a long-term drifting fish egg and larvae survey in the Pecos River. His goal for this monitoring program is to measure the pace and extent of fish assemblage responses to environmental change in our region.

Limnology students measuring water transparency of Lake Sumner, a reservoir of the Pecos River.



Limnology students with a flathead catfish (*Pylodictis olivaris*) sampled using a backpack electrofisher during a fish community survey in the Pecos River (Fort Sumner, NM).



A female *Microstylum galactodes* surveys the landscape for prey opportunities (Kenna, NM).



Juvenile *Pseudemys gorzugi* on the Black River, NM.

Editor's Note

Eastern New Mexico University (ENMU) is a regional, comprehensive university located in rural New Mexico. We are driven by our mission of providing high quality academic programs to ensure that our students succeed and excel. We recognize that creative and research activities are critical components of excellence in teaching and we take pride in the level of engagement of our students in all aspects of the scholarly activities of our faculty. This can be seen in the title, mission, and content of this publication. This inaugural issue has come to fruition due to the efforts of a group of dedicated faculty, staff, and students. In developing this publication, I called together some of the most productive and creative members of the University. It is not surprising, therefore, that some of these individuals are featured prominently in this issue. Publication of this magazine will occur semi-annually, in May and December, under the leadership of this talented editorial board.

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