CSB/SJU Cyber Presence Takes an e-Leap

Visits to the CSB/SJU Web site spiked dramatically last year by more than 10,000 hits per day. Hits averaged 61,900 daily in 2002, compared with 51,781 in 2001, for an increase of 10,119, according to Mary Lenzmeier, IT Services trainer and CSB/SJU Web coordinator. Visits for the entire year totaled 22,593,812 in 2002, an increase of 3,693,733 over 18,900,079 in 2001.

The increase is impressive, exceeding normal growth rates, she said.

While it is not possible to pinpoint precisely whether hits are from internal or external Web browsers, Lenzmeier said analyses of page selections made by visitors as well as usage over time help indicate trends.

Clearly, campus users rely on the Web site for information. Inside CSB/SJU, the default Web site page for the campus community, heads the top 10 list of documents, with 2,549,206 visits in 2002.

The remaining top 10 list and total annual visits are listed as follows: CSB/SJU home page, 913,309; CSB/SJU student links, 294,902; Clemens and Alcuin Libraries, 165,106; News, Events and Sports, 149,676; Bulletin Board, 123,177; CSB/SJU — search, 90,721; Admission and Financial Aid, 65,652; Events Calendar, 49,785; and SJU Sports, 47,805.

Since internal users have an automatic link to Inside CSB/SJU, the CSB/SJU home page is likely used both by internal and external visitors. Student links and Bulletin Board attract primarily internal users, while the remaining top documents likely include a mix of internal and external users.

Over time, usage generally reflects the academic year, with visits in the spring peaking above 450,000 monthly in March and April, dipping to approximately 250,000 in June and July, and approximately doubling to more than 500,000 in (See e-Leap, Back Page)

SJU Alumnus Announces $5 million SJU Gift

Dan Whalen, a 1970 SJU alumnus and vice chair of the Board of Regents, and his wife Katharine, recently announced a $5 million gift to Saint John’s University. The gift is the largest in the University’s 146-year history. Whalen, a St. Cloud native, is the founder and retired chief executive officer of Whalen and Company, Oakland, Calif. Details on the gift will appear in the February issue of Community.

When asked to comment on the gift, Whalen said, “I’ve been lucky. My good fortune includes the help I received as a student. I want to try to do for you, what others did for me. I think of Saint John’s professors like Stephen Humphrey, Joseph Farry and Ed Henry. Each reached out to me. Each made me feel special. Each stretched my horizon. They helped me to dare myself to do more, and be more, than I had imagined.”

“Dan and Katharine are remarkably kind and generous people,” noted Br. Dietrich Reinhart, SJU president. “Over the years they have supported numerous projects at Saint John’s University, including the Annual Fund, faculty development, a dean’s fund, The Saint John’s Bible, and scholarships for Bosnian students, to name a few. We are deeply grateful to them for this latest commitment to Saint John’s, which represents the largest gift in our history. It truly reflects a deep love and gratitude for the people and place that have helped define Dan’s life, and it will help strengthen our foundations as we embark on an ambitious vision for the future.”
Hasselberg Discusses Trade at Beijing Business Forum

John M. Hasselberg, associate professor of management, was invited to Beijing on Nov. 26 to present as a foreign keynote speaker in the program "Series Dialogues between U.S. & Chinese Business Executives and Scholars on Cross-Border Business Development and Management." He presented "International Trade and Culture: What you see IS what you get" as a part of the "Zero Distance Dialogue between U.S. and Chinese Business Executives and Scholars."

He also was one of three Americans to present at an evening "Forum on International Management: Talk to the Top Executives and Experts from the USA." The organizer of the program was the State Economic Research Center of the State Economic and Trade Commission, whose director, Dr. Wang Zhongming, was also a panel participant. The other Chinese participants were Mr. David Qi, executive director, general manager of International Business Division of Oxford-Cambridge International Group, and Mr. Wu Kesong, vice chairman of board of Haier Group. The other participants from the U.S. were Dr. Karen Gulliver, professor and director of Master of International Management Program of the University of St. Thomas, and Mr. Victor Tsui, vice president, Cardiac Rhythm Management, Asia Pacific, Medtronic International, Ltd. Leading invited participants in the follow-up discussions were Mr. Wang Ping, deputy director of Economic Development Research Center, State Council of P.R. China; Mr. He Caiqing, chairman of Chinese Entrepreneurs’ Century Forum; Mr. Lei Fengyun, director of Program Development Department, China International Expertise Exchange Foundation, State Administration of Foreign Experts Affairs; Mr. Zhang Houyi, director of Private Enterprise Development Research Center, Chinese Academy of Social Sciences; Mr. Sun Weiyan, vice president of China Research Association on Multinational Corporations; Mr. Wang Fuming, director of WTO Training and Research Center, University of International Business and Economics; Mr. Zhao Fujun, vice president for Overseas Business, Haier Group; Mr. Ji Guangqiang, director of Corporative Culture Center of Haier Group. The first panel was held at the TsingHua University ZiGuang International Communication Center, Beijing, and the second at the Diao Yu Tai State Guest House.

The purpose for this program was to examine some of the challenges China faces as it expands economically from export trade to beginning to do its own foreign direct investment into manufacturing, production and distribution facilities in other countries. This reflects a new phase on China’s development pathway, similar to that in other developed countries’ economic histories, as it moves “up market” and begins to project its economic and trade experience into new markets and to deepen direct investment and involvement in those markets. Thus understanding relationships between political, cultural and social elements of trade has become much more important to China as it plans for continued growth and development. It was a fascinating dialogue in which to be privileged to participate and closely supported his ongoing interests in the ethical and cultural dimensions of international strategic management choice.

Campus News

Media Spotlight Shines on Gagliardi, SJU Football Team

The SJU football team and head coach John Gagliardi were the focus of much media attention in November and December during the team’s recent playoff run. On Nov. 26, after defeating Linfield 21-14 in the national quarterfinals, Gagliardi became only the second coach in college football history to win 400 career games. Gagliardi is only nine wins away from the all-time collegiate win record, currently held by former Grambling coach Eddie Robinson. Gagliardi and the SJU football team have recently been featured in Sports Illustrated, USA Today, and daily newspapers in St. Cloud, Minneapolis, St. Paul, Portland, San Antonio, Dallas, as well as various regional and local television stations. SJU finished the 2002 season with a 12-2 overall record and advanced to the national semifinals for the third consecutive season.

The Welcome Mat

We welcome the following staff to the CSB/SJU community:

Mary Forsberg, SJU Institutional Advancement
Jeremy Scoegura, SJU Business Office

Farewell to Friends

Alice Aronson, Custodial Services
Elizabeth Cruz, Prep School
Elizabeth Kirchoff, SJU President’s Office
Shaun Sommerer, Abbey Development

John Hasselberg (left) participates with Qian Yifei, a Chinese international business consultant, and Victor Tsui, a vice president at Medtronic, at an evening forum in Beijing.
It's Celebrate Winter Month

By Molly Orcutt, CSB Health Advocate

Editor's note: Each month the Healthy Learning Community and the Partners for Healthy Learning promote a health theme to the CSB and SJU campuses. These groups are involved in the promotion of physical, intellectual, emotional, social, occupational and spiritual health. To learn more about the Healthy Learning Community and the Partners for Healthy Learning, please visit the Web site at http://www.CSBSju.edu/extendings/projects.htm

For some, winter is truly something to celebrate. Yet, for many of us, winter brings on a case of cabin fever and the winter blues. Indeed, eating more and desiring more sleep is common during the winter. In addition, some individuals may experience difficulty concentrating, headaches, anxiety, depression, irritability and a loss of energy. Some researchers have found that this phenomenon is caused by a decrease in the number of daylight hours. They believe that when our chances of getting some time in the sun become dim, our body's internal clock is disrupted. So, how can we stop winter from disrupting our quest for a healthier lifestyle?

Activities that can help make winter more enjoyable include:

- Walk outdoors on sunny days. Don’t forget to bundle up!
- Exercise regularly. Exercise helps alleviate stress and anxiety, and improves feelings of self-worth.
- Increase the amount of light in the home and office.
- If possible, take a vacation in a warm, sunny place.
- Make time each day to do something that renews the spirit.
- Set a date to meet a friend or a colleague for lunch to provide a needed break from work which results in a more refreshed, creative and productive afternoon.
- Try something new; for example, go bowling, learn to knit, or take a class.


Faculty/Staff news

Richard Bohr, professor of history, gave a speech titled “The Practical Effects of WTO [World Trade Organization] Accession on Doing Business in China,” at the Nov. 21 China Practicum conference organized by the Minnesota Trade Office and the University of St. Thomas. The conference was attended by 40 Minnesota business representatives eager to increase exports to and investments in China.

Gary Prevost and Bob Weber, both professors of political science, traveled to Havana, Cuba in November to attend an international seminar titled “Interamerican Relations Since September 11, 2001.” They presented a paper, “After Fast Track: Can the Free Trade Area of the Americas Quiet its Critics?”

Prevost recently published an edited volume (with Carlos Oliva) titled Neoliberalism and NeoPanamericanism: The View from Latin America. Included in the volume, published by Palgrave Publishers, is an article co-authored by Prevost and Weber entitled “The Prospects for the Free Trade Area of the Americas in the Bush Administration.”

Theresa Vann, Joseph S. Micalef Curator of the Malta Study Center, Hill Monastic Manuscript Library, presented a paper titled “Fourteenth- and Fifteenth-Century Exchanges between the Hospitallers of Rhodes and their European Priories” at the International Medieval Congress, University of Leeds, in Leeds, England, July 2002. In November she was invited to the American University of Sharjah (United Arab Emirates) to give a public lecture and class seminars on the Christian Reconquest of Spain during the 13th century. These seminars were part of the AUS’s required class titled Andalusian Symbiosis.

Richard Bresnahan, SJU potter in residence, and Matthew Welch, curator of Japanese and Korean art at the Minneapolis Institute of Art, addressed the Friends of the Minneapolis Institute of Art on Jan. 9, to discuss the making of their collaborative book, Body of Clay, Soul of Fire: Richard Bresnahan and the Saint John’s Pottery.

Ozzie Mayers, professor of English, presented a paper at the Midwest Modern Language Association Conference, held Nov. 8-10 in Minneapolis. His presentation, “Consuming Bodies, an Ironic Survival Strategy,” explored the ways Jamaica Kincaid’s The

Campus News

Keep Current With Bulletin Board

Visit the Bulletin Board today at http://www.csbsju.edu/bulletin board/ and share your events or items of interest with the rest of the CSB/SJU community. And don’t forget, the Bulletin Board can be bookmarked for easy reference to ensure you receive the latest information about campus events and activities.

It is easy to submit information to the Bulletin Board. Faculty, staff and student organizations can post information about events and activities to the Bulletin Board 24 hours a day. Submitted items are posted the next day.

CSB 3 SJU
**COMMUNITY**

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**Autobiography of My Mother** uses cultural linguistics and self-mutilation to dramatize the complexities of the colonizing experience. Also, his book review of David Deitcher’s *Dear Friends: American Photographs of Men Together, 1840-1918* will appear in the next issue of the *Journal of Men’s Studies*.

**Louis Johnston**, professor of economics, appeared on MPR’s Midday program from 11 a.m. to noon Dec. 9. Dr. Sung Won Sohn (chief economist at Wells Fargo) and Johnston discussed the current U.S. economic situation, especially the recent resignation of the treasury secretary.

**Jeanne Cook**, associate professor of communication, attended the National Communication Association annual convention in New Orleans from Nov. 20-24, and gave a presentation, “Creating a global classroom via an interactive website.” She also participated in panel presentations on “Technology in Action,” “Teaching Communication in China” and “Communication in action through cross-cultural instruction.”

**Erin Szabo**, assistant professor of communication, presented two papers at the National Communication Association annual convention in New Orleans in November. The first paper, “A Comparison of the Elaboration Likelihood Model and the Heuristic Systematic Model: Where do we go from here?” was given a top paper award by the Social Cognition Division. The second paper, “Inoculation, Normative Appeals and Self-Efficacy: Strategies to Promote Resistance to Pre-Adolescent Smoking?” received a top three paper award from the Students at Risk Division.


**Donald Turk**, assistant professor of communication, served as chairperson of a panel and presented a paper, “Assessing Teaching About Research: The Role of Participant Debriefing in Experimental Social Science,” at the National Communication Association annual convention in November in New Orleans.

**John Gagliardi**, SJU football coach, had a one-page feature story in the Dec. 16 issue of *Sports Illustrated*. The story, titled “Hitting 400,” is written by Austin Murphy and has two color photos.

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**Deadline for the February issue is January 24. To share your information and story ideas, simply e-mail them directly to Community at: community@csbsju.edu.**

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**Photographs of Men Together, 1840-1918**

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**E-Leap, Continued from Front Page**

September, October and November.

The popularity of specific entry pages within the Web site is one of the more telling ways to estimate external usage, Lenzmeier said. Since the home page is the most common entry page to the Web site, direct entry to other pages within the site indicates either that specific URLs were used, or, more likely, that the pages were bookmarked.

The obscurity of some of the top entry pages also indicates niche audiences, Lenzmeier said. For example, aside from the home page and Inside CSB/SJU, the top entry page is Latin Language and Literature, with 126,900 annual visits. Other top entry pages and their annual visits are as follows: the Libraries’ Internet Theology Resources, by School of Theology Major, 37,485; the Libraries’ Church History and Historical, 36,134; Study Skills Guide, Academic Advising, 35,963; and Time Management Techniques, Academic Advising, 29,307.

Lenzmeier said she knows many of the visits to the time management and study guides are external because, as Web coordinator, she receives e-mail from users when they can’t find those specific pages. “People like the help guides,” she said. The popularity of SJU football also attracts visitors to the Web site in high numbers, and they use the technology in sometimes surprising ways. During the summer installation of the artificial turf at Clemens Field, a mini-Web camera was set up in the press box to capture the action (or inaction) on the field. Visitors logged on to watch the installation, a virtual equivalent of watching the grass grow. Lenzmeier said on the rare occasion when the mini-Web cam wasn’t operating, she got telephone calls about it.

Visits to the SJU sports page peak during football season, and more than 2,400 football fans per game also take advantage of the Web site’s audio broadcasts of the games.

While the Web site plays a vital and increasing role in internal campus communication, Lenzmeier said that, as the number of off-campus visits grows, it can provide increasing information about the campuses, their events and activities, as well as the resources they offer to a larger audience.

The qualities of the CSB/SJU Web site will ensure that that audience continues to grow and that visitors experience a virtual version of Benedictine hospitality.

“Pages with good content and design are more likely to attract visitors and be revisited,” she said.