



A NOTE FROM THE PROVOST

The Power of Automation



"What you are doing is not good. You and these people who come to you will only wear yourselves out. The work is too heavy for you; you cannot handle it alone" (Exod 18:17-18)

I've always loved this biblical text. Jethro, the father-in-law of Moses, paid our hero a visit and warned him that it was time to work smarter not harder, and to achieve better results in the process.

Over a decade ago, the McKinsey Quarterly ([April 2011](#)) opined that the cost of higher education was too high and that the only way to reduce it was to boost the productivity of our work in higher education. Nothing has changed in the intervening years. Productivity has been and remains the holy grail for lower education costs.

The language of "productivity," when applied to education and student learning, elicits different responses from different constituencies. Educators are wary that this agenda will sacrifice academic quality on the altar of economics. On the other hand, social policy experts tend to celebrate anything that creates more access to education. Both sides have valid concerns. There is no question that academic excellence and low cost are conflicting values in the strategic equations of higher education.

How can a University simultaneously achieve *higher productivity* and *better learning outcomes*? Inevitably, the solutions depend, to some extent or other, on *automation*. What is automation, and why is it fundamental to higher productivity?

Some of us remember what it was like to write term papers or articles in the era before computers and printers. We had to laboriously write out the manuscript by paper and pen and then either type it ourselves or pay a typist to produce it. Each page had to be carefully planned for footnotes, and if any changes were made to the manuscript after typing, the whole piece had to be typed again. Also, because most of us didn't have the money for a typist, our papers were covered with dots of a thick white paint--called "liquid paper"--which we used to cover our typing errors. In those days, one spent almost as much time writing and typing the paper as reading and thinking about what to say.

Technology has changed all of this. We can write and edit and and print our documents, again and again, about as much and as many times as we like. Messages on the screen alert us to our spelling and grammatical errors. The entire paper automatically adjusts to the edits we make on the documents. Honestly, it's like magic in comparison to the past. In fact, when I first experienced a computer word processor, it really felt like magic.

What is automation? Basically, automation is like magic...because it takes hours of mindless work that we'd otherwise have to do and completes it in a few seconds. The basic and proven effects are that, through automation, we're able to devote less and less mental energy to the mundane and more and more to the things only humans can do.

Lots of mundane activities at Eastern could be

but are not yet automated. This is in part because we don't yet understand how the automation technologies work, and in part because--even when we understand them--we're so busy doing what should be automated that we never get around to the actual automations. If automation is actually important for achieving better quality at lower costs, then these are challenges that we'll need to collectively face together. The first step is to believe in the power of automation. Other things will come after that.

Automation per se is not a critical point of disagreement in higher education. Just about everyone knows that it's important and that we need it. The critical point of disagreement is about the extent of its application. How far into the educational experience, in terms of teaching and learning, should the automations reach? Can we automate instruction in math? Can reading and writing instruction be conducted through automations? And what about subject areas like sociology, biology, history, and studio art? Can these subject areas be mastered by students who are taught through rich-media technologies rather than through scheduled, face-to-face teaching events?

These are critical questions. At this point, Eastern University is strategically leaning into the power of automation while evaluating, thoughtfully, the potential benefits and challenges it presents. But it's fair to say that Eastern is on the "automation train" at this point, and we are looking for as many ways as possible, through technology, to lower our employee workloads and to reduce the costs of higher education. This and related priorities are in keeping with our current strategic plan: *Inspire, Innovate, Impact*.

Yours, in pursuit of innovations that help us work smarter, not harder. Kent

AUGUST SHOUT OUT

Shout Out to...

Alexa Temparali!



Alexa Temparali started as an Instructional Designer for the Center for Teaching, Learning and Technology about a year ago, but it seems like she has been part of the Eastern fabric for much longer! Alexa studied Education at West Chester University and then received her M.S. in Learning Technologies from Drexel University. She came to us with experience in online higher education and K-12 special education, a unique combination that has translated into a desire for universal design in all of our programs.

For the past year, Alexa has taken the lead in overseeing much of Eastern's cutting-edge flex course development, including the online B.A. in Psychology. You can often find her leading Lunch-and-Learn or faculty development sessions on such topics as creating engaging online lectures, building community in the classroom, and designing course activities with a variety of learners in mind. Regardless of the topic, she'll probably incorporate her cats, Misty and Roasty, into the discussion!

Alexa is a creative, organized, and passionate Instructional Designer and, despite her mere toleration of llamas and her clear preference to cats, we are thrilled to have her on board!

Let the wise listen and add to their learning, and let the discerning get guidance— (Proverbs 1:5)

LIBRARY NEWS

Ethnic Diversity Source

is a new database offered to you from Warner Library.

This full-text database is a dedicated resource covering the culture, traditions, social

treatment, and lived experiences of different ethnic groups in America, from African to Latinx Americans to Asian and Native Americans, among others. It provides full text from a growing list of sources including peer-reviewed journals, magazines, e-books, biographies, and primary source documents.



Ethnic Diversity Source covers culture, traditions, social treatment and lived experiences of:

- African Americans
- Arab Americans
- Asian Americans
- European Americans
- Jewish Americans
- Latinx Americans
- Native Americans
- Multiracial Americans

Locate this database at [Warner Library's database homepage](#).

Read the full Library Journal review of the database [at this link](#).

Meet Thomas O'Dennis!



Thomas is our New Public Service Support Evening/ Weekend Supervisor at the Warner Library. He is from the lovely city of Philadelphia but currently resides in Delaware County with his family. Thomas is a graduate of Villanova University and enjoys reading and cheering on all Philly Sports Teams. Come say "Hello"; he can't wait to meet and assist you at the Library!

ENROLLMENT NEWS

Together, GPS and Traditional Undergraduate Admissions produced the highest number of enrollments in the history of the University! Marketing, Enrollment, and Communications are pictured right celebrating this big win. Associate Vice President Kelly Goddard could not be more proud of the Marketing and Enrollment division for bringing



in over 1500 new students so far this Fall. She says, "It has been such an honor to work with them and our colleagues across the university during this exciting season of growth and innovation!"



In addition to our 1500+ new students, the Eastern community also welcomed Reid Thomas Rossi (see left) to the world on September 6th. Congratulations to Admissions Event Coordinator and Operations Specialist KT Mallory and husband Eric Rossi!

STAFF SPOTLIGHT

We shine the spotlight on...

Jaclyn Favaroso!

GPS Enrollment Counselor

Jaclyn Favaroso first came to Eastern for her undergraduate degree and double majored in Youth Ministry and Missiology & Anthropology. When it came time to look for a job after graduation, Eastern just made sense to her! Jaclyn was so excited to serve the EU community in an area where she had never been involved. She started out as the



Administrative Manager for the PhD in Organizational Leadership and absolutely loved her time there over the last few years. When she heard about the new Enrollment Counselor opening, Jaclyn thought it would be a great fit for her to grow her skills and serve the University well. She loves Eastern, because it is a place where everyone is able to grow authentically within a very supportive community.

In her free time, Jaclyn watches the movie *Goodfellas* (at least once a week) and likes to construct intricate charcuterie boards. She was a three sport athlete in high school and played softball for fifteen years. You may have spotted her on campus, as pictured above in a golf cart, but her favorite mode of transportation is her electric scooter!

RJ Foy!

Digital Marketing Strategist



The Marketing team recently hired a new Digital Marketing Strategist, RJ Foy, and they are so glad he's here! RJ is working on optimizing our digital ads (Google, Facebook, Instagram, etc.) to extend our reach in the digital world. If you see RJ on campus, say "hi" and introduce yourself!

UNIVERSITY PUBLICATIONS

[NEWS @ THE HUB](#)

(Registrar/Financial Aid/Student Accts)

[Biology Newsletter](#)
(2021-2022)

[Library Connections](#)
(Warner Library)



VERSE OF THE MONTH

Wait for the Lord;
be strong, and let your
heart take courage;
wait for the Lord!

PSALM 27:14

FACULTY SPOTLIGHT

We shine the spotlight on...

Jeff James!

Assistant Professor of Marketing

Jeff James teaches a variety of marketing topics, including consumer behavior, digital marketing, marketing research, among others. Jeff has an extensive background as a marketing leader in corporate environments (Microsoft, HarperCollins Publishers) and startups (Mythology, Target Audience Insights). At Microsoft, he held a number of marketing roles in B2C and B2B environments, including serving as Director of Relationship Marketing for Microsoft's U.S. Enterprise division and Group Manager of Industry Marketing at MSN. At HarperCollins, he served as Vice President of Marketing and founding publisher of the HarperCollins Leadership imprint. Jeff developed and applied the Ten Pillars of Meaningful Marketing at Mythology for clients such as Aetna, Cisco, Computer Associates, and the International Justice Mission, and he most recently led the development of Target Audience Insights, a market research and AI-enabled content optimization service for content publishers and creators.



Passionate about the elevation and inclusion of all people in our diverse and ever-changing world, Jeff co-founded the economic development non-profit Create West Virginia in his native state to help stimulate entrepreneurship and the innovation economy. His dissertation research focuses on the intersection of diversity and innovation, and he has written a book and speaks frequently on DEI topics.

He has four daughters, lives with his wife Soni in Philadelphia, and is a lifelong Sixers fan from the days of Dr. J., Darryl Dawkins, and World B. Free.

David Smith!

Assistant Professor of Business and Leadership



David Smith's teaching focuses on Business Technology. His extensive career in IT has provided him with the experience required to ensure students walk away from his courses with an understanding of the content and application so they are equipped to provide real solutions to business problems. He has worked with domestic and multinational organizations with global responsibility to assist them with implementing IT solutions that were right sized to meet the business need.

Outside of academia, David serves as the Senior Pastor of Church of the Redeemer Baptist in Philadelphia, PA. He is the founder and owner of Cortez IT, a boutique consulting firm that specializes in assisting its clients with IT strategy and governance serving organizations like The Commonwealth of PA, Highmark Insurance and The Pennsylvania State University. Prior to Cortez IT, David founded the nonprofit organization - Winning Wealth Services - to provide financial literacy training to underserved populations. Through partnerships with organizations like The Vanguard Group and Habitat for Humanities, Winning Wealth has assisted over 10,000 individuals with improved personal financial management practices.

David earned his Master of Business Administration (MBA) from The Pennsylvania State University, his Master of Divinity (M.Div) from Palmer Theological Seminary and is currently pursuing a Doctorate in Ministry (D.Min) from the same.

Please join us in welcoming David and Jeff to Eastern!

CBL NEWS

The MBA program in Eastern's College of Business and Leadership is welcoming close to 350 new students this fall, and the CBL staff team has worked relentlessly not only to launch the new flexed MBA in the fall of 2021, but also to serve our rapidly growing number of students with excellence!

Thanks to **Jesse Whiteman**, the Director of Operations, who seamlessly managed the complex implementation of the new MBA and continues to meticulously oversee our inner workings; **Deb Weiser**, the Executive Assistant to the Dean, who consistently uses her wealth of knowledge on CBL and Eastern to anticipate the College's needs; **Karen Thompson** and **Stacey Mooney**, our Academic Service Managers, who compassionately offer continuous care, advising, and support to an ever-increasing number of online students; **Sue Ryeom**, our Academic Quality Specialist, who gracefully troubleshoots students' technology needs in our tech-heavy program, among many other responsibilities; and **Madison DiLaura**, our Operations Specialist, who conscientiously provides the careful logistical support we need to make sure all our programs run smoothly.

This team makes it possible to offer our students an accessible, affordable, and *excellent* business education!



CTLT NEWS

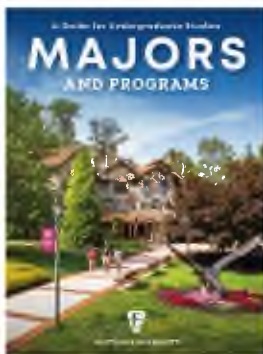
CTLT and the College of Education and Behavioral Science (CEBS) have purchased a software platform, [GoReact](#), that allows students to practice, record, and receive formative feedback on their presentations, performances, counseling sessions, teaching demonstrations, or other skills demonstrated on video.

Over the next academic year, CTLT and CEBS will pilot the software and can offer the platform for no charge to instructors and their students. Please contact Susan Edgar-Smith, sedgarsm@eastern.edu, if you are interested in using the software for instruction.

More details about GoReact:

Instructors can give students time-stamped feedback synced to precise moments in their videos. In addition, instructors can create markers for quick skills-based feedback in written or audio form. Similarly, students can evaluate their own performance using these same time-coded markers and add comments shared with their peers and/or their instructor. **GoReact** is designed to streamline observation and assessment while giving personalized and skill-by-skill feedback quickly and effectively in a virtual environment. A huge benefit is that **GoReact** is integrated into Brightspace for ease of grading, with an option to create rubrics.

MARKETING



Undergraduate Admissions Print Pieces: This summer, our team diligently worked to revise and craft all of our undergraduate print pieces. We are excited for prospective students to receive these materials in several mailing campaigns, during campus visits, and through admissions counselors as they travel to schools and fairs this fall!



Move-In Day: To celebrate the incoming class of 2026, we pushed out a variety of content on social media that both welcomed our new Eagles and provided some interesting stats about the growth of the University. Watch our video (left), view photos [here](#), and check out some fun facts about the Class of 2026 [here](#)!

Celebrating Over 5,000 Students!: Enrolling over 5,000 students and growing by 52% has been quite a feat for the University, and our team has loved every second of getting the word out on social media, web, and via local media! Our 52% Growth post on LinkedIn has had one of our highest engagement rates for that platform so far. Celebrate the growth with us on [Instagram](#), [LinkedIn](#), and [Facebook](#)!

