WITH A MAJOR INVESTMENT, ST. ELIZABETH HEALTHCARE PARTNERS WITH NKU // PAGE 32

CAMPUS LEGENDS, RUMORS, AND MYTHS—DEBUNKED! (AND VERIFIED) // PAGE 26

KENTUCKY’S HIGHER-ED FUNDING SYSTEM IS BROKEN. HERE’S HOW TO FIX IT. // PAGE 22

AGGRESSIVE. DETERMINED. RELENTLESS.
MEET THE NEW NKU COACH JOHN BRANNEN // PAGE 16
During summer practices, the new Norse men’s basketball coach John Brannen shared with his team plenty of choice words. These weren’t moments of anger; they were directives on a playing style Brannen calls, “94 feet both ways.”

The renovation and expansion of the Northern Kentucky University Campus Recreation Center is finally complete. Here are just a few highlights of this LEED Silver facility.

Kentucky’s antiquated approach to funding higher education is undermining NKU’s future. But there’s a way to fix it.

Urban Legends
Are the Lucas Administrative Center elevators haunted? Is a lost secretary wandering the tunnels beneath campus? Was NKU’s original mascot too scary for children? Find out in this tale of “Urban Legends, Rumors, Myths, and Misunderstandings.”

Support your Norse! Look for this giving icon throughout the magazine for ways to support the NKU departments and programs you care about, or log on now to givenow.nku.edu. Thank you!

NKU Fine Arts major Devan Horton spreads cheer and pink powder at a photo shoot for the School of the Arts.

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NKU Athletics 13

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The renovation and expansion of the Northern Kentucky University Campus Recreation Center is finally complete. Here are just a few highlights of this LEED Silver facility.
Welcome to the newly redesigned NKU Magazine, a publication that we’re proud to share with you as a way to stay connected with Northern Kentucky University and the ways our students and graduates make a positive and lasting impact on our region, the Commonwealth, and the nation.

For example, in September, our University received an $8 million investment from St. Elizabeth Healthcare. This gift—the second largest in the history of our University—will support the Health Innovation Center (HIC), which will open in 2018. The $8 million investment directly supports the design and construction of the St. Elizabeth Healthcare Simulation Center, including a two-story comprehensive virtual care environment that will provide students with an active learning experience and training across the continuum of care. You can read about the partnership—and about Garren Colvin, the NKU alumnus and St. Elizabeth Healthcare CEO who helped make it happen—on page 32.

There is something special happening at NKU. Our academic programs are growing. We are working to make it easier than ever for students from all backgrounds to attend and succeed here.

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The new Health Innovation Center is just one example of how every student at NKU can find his or her spark and discover a path to lifelong success. That’s a message that I, along with numerous faculty and staff leaders, have taken across Kentucky and Greater Cincinnati this fall as we embarked upon the second annual “Road to NKU” tour.

On this tour I personally met with thousands of Kentucky high school students. Deans and faculty members traveled with me to discuss academic programs and opportunities. Athletics officials told students about NKU’s growing Division I program. Student leaders spoke about how they’ve found a home at this University.

There is something special happening at NKU. Our academic programs are growing. We are working to make it easier than ever for students from all backgrounds to attend and succeed here. And, as you’ll see in this issue’s cover story about John Brannen, our new men’s basketball coach, our athletics programs are on the rise.

Please take a look at the men’s and women’s basketball schedule on page 15 and mark your calendars. I hope to see you at BB&T Arena for one of our many home and regional games as we begin competition in The Horizon League, our new home for NCAA Division I sports.

Best wishes for a happy and healthy holiday season.

Go Norse!

Geoffrey S. Mearns
President
Northern Kentucky University’s evolution from an educational branch of the University of Kentucky into a major university in its own right is a tale of promise and humble beginnings. Could the handful of students and instructors attending classes in a Covington bus station in 1946 have ever imagined what the next six-and-a-half decades would bring? Today, NKU serves more than 15,000 students, employs more than 2,000 faculty and staff, and is one of the fastest growing institutions of higher learning in the state.

Northern Kentucky University: A Panoramic History showcases the evolution of NKU, revealing the history, events, and individuals involved in the transformation. Offering side-by-side comparisons of past milestones and recent advancements, and featuring engaging historical photographs alongside full-color panoramic images by photographer Thomas R. Schiff, A Panoramic History illustrates the University’s rapid evolution. Accompanying the images are accounts from professors and alumni, including Professor Emeritus James C. Claypool, the first full-time employee of the college. This lavishly illustrated volume is an inviting window into the storied past and the future of an institution ready to ignite the potential of Kentucky’s bright stars.

Northern Kentucky University: A Panoramic History is available at your favorite bookstore or on amazon.com.

Calendar alert! Check out the Norse in their first season with the Horizon League.
UPCOMING EVENTS

DECEMBER 1
Giving Tuesday
We have a holiday dedicated to giving thanks. There are two dates dedicated to consumer discounts. Finally, there’s a date dedicated to charitable giving. Please keep NKU in mind if you take part in this new, global tradition. Stay tuned to NKU’s Facebook page for updates at facebook.com/nkuedu.

FEBRUARY 5 & 6
Homecoming & the NKU Alumni Awards Celebration. Stay tuned for updates at homecoming.nku.edu.

FEBRUARY 18–28
"Once in a Lifetime" by George S. Kaufman and Moss Hart, Corbett Theatre. Indulge in this wickedly funny tale of three on the skids vaudeville trouper who head to Hollywood and pose as voice experts. For more info, visit artsnc.edu/departments/theatre.html.

FEBRUARY 26–28
95th Annual Syrian Shrine Circus, BB&T Arena. With three rings of affordable, family fun, the Syrian Shrine Circus will thrill fans of all ages. See aerial acts, Shine Circus Clowns, and animal attractions including tigers and elephants. For more info, visit thebbtarena.com.

THROUGH APRIL 5
Six at Six Lecture Series
The Six at Six season begins with an insider’s view of the 2016 presidential campaign. For more info, visit engagement.nku.edu.

THROUGH APRIL
Haile Digital Planetarium, NKU
NKU’s Haile Digital Planetarium is open to the public every Monday through April! For more info, visit artsnc.edu/departments/pget/planetarium.html.

THE DISCOVERY SERIES

The Discovery Series, a new speaker series hosted by the College of Arts & Sciences, will bring the world to NKU through the eyes of journalists, explorers, and humanitarians affiliated with the National Geographic Society. Upcoming speakers include Wade Davis, ethnographer, writer, photographer, film-maker and author of the 1985 best-selling book, The Serpent and the Rainbow. For more info, visit nku.edu/discoverparties.html.

SAIL TO VICTORY

When NKU unveiled a new design for John L. Griffin Court in BB&T Arena this past August, the nautical-Norse-themed layout received attention from coast to coast. The new design features a Norse ship watermarked in a golden hue, with the NKU Norse wordmark in the middle of the ship’s sail at center court. The court was designed by Ohio-based creative agency LaineGabriel. Check out the new design at one of the many upcoming Norse basketball home games! nkunorse.com.

GET READY FOR HOMECOMING

Save the date for Northern Kentucky University’s biggest and best Homecoming weekend ever! NKU Homecoming 2016 kicks off with the inspiring Alumni Award Celebration, where we recognize distinguished graduates who have used their education to make NKU and the world a better place. The weekend continues with a Norse men’s basketball showdown with the Horizon League rival Milwaukee Panthers, during which we’ll crown a new Homecoming king and queen! Round out the weekend with one of the many celebrations that will make Homecoming 2016 a family-friendly event not to be missed. Stay tuned for updates at homecoming.nku.edu.

INTRODUCING THE NKU MAGAZINE APP!

We’re thrilled to announce that NKU Magazine has partnered with Adobe to bring you an interactive reading experience for the iPad and, soon, the iPhone. Far more than a “flip-book” of the print edition, the NKU Magazine app allows you to engage with your favorite stories at the swipe of a finger! Watch videos, browse vivid photos and graphics, access exclusive content, and share stories on Facebook, Twitter, Pinterest, and more! Download the app from the iTunes store today—for free!

nkumagazine.com

THEATRE & DANCE

NKU’s Theatre & Dance performances are consistently hailed by critics as some of the most entertaining and well-produced shows in the entire Cincinnati region. From Lynn Ahrens’ and Stephen Flaherty’s whimsical and family-friendly production of “Seussical,” to George Bernard Shaw’s classic “Pygmalion,” to innovative contemporary tap and jazz dance productions debuting in “DANCE ’16,” NKU’s Theatre & Dance productions offer something for everyone. Visit artsnc.edu for more info.

THE WHITE HOUSE

How’s this for a bucket-list challenge: over the course of nine years, NKU assistant professor of photography Matthew Albritton crisscrossed the nation to photograph the birthplace of every U.S. President. Albritton captured this image, titled “Bird,” at the John F. Kennedy Birthplace, in Brookline, Mass. Albritton is currently working on a book about the project. Check out his series here: photomatoe.com/presidents-blog.

THIS HOUSE TO VICTORY

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Goddard focuses on harm reduction as the most effective approach to treating drug addiction. These and other programs should be part of a more complex approach to treating drug addiction, according to the Kentucky Office of Drug Control Policy. Overdose deaths in the Commonwealth in 2013, 230 were heroin related. Goddard’s interest in drug and alcohol addiction treatment started in the early ‘90s while working on a course topic for a London study abroad program. She began comparing Great Britain’s view of addiction versus those held in the U.S. and found a large difference in how addiction is framed. When it comes to drug addiction, the biggest difference between America and many other countries is how addiction is framed,” Goddard explains. “In most of the industrialized world, drug and alcohol problems are primarily viewed as public health problems. In America, addiction is often considered a law-and-order issue.” An NKU study found that people are open to changes in policy when presented with certain facts. A survey conducted by the Addiction Research Foundation found that people who use drugs are more accepting of harm reduction programs in comparison to abstinence-focused treatment programs. Though proven in other countries, those approaches remain controversial in the United States. This is a timely issue in Kentucky, where heroin abuse is growing and NKU research looks at alternatives in treating drug abuse. A campus-prepared naloxone kit was recently added to the list of items students may receive at the Health Center. Though proven in other countries, those approaches remain controversial in the United States. This is a timely issue in Kentucky, where heroin abuse is growing and NKU research looks at alternatives in treating drug abuse. A campus-prepared naloxone kit was recently added to the list of items students may receive at the Health Center.

NKU research looks at alternatives in treating drug abuse // By Michelle Debevec

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NEW HORIZON FOR MEN’S SOCCER

**WOMEN’S SOCCER ON THE RISE**

Enter its final year of the NCAA Division I transition, the NKU men’s soccer team opened the 2015 regular season on August 28 at Cincinnati. When the Norse took the pitch that day, a young squad embarked upon its toughest schedule to date as the newest member of the Horizon League.

“We had a lot of freshmen last year who are now sophomores and they have been focused,” head coach John Balsa says. “We’ve deliberately upgraded the schedule so the guys know exactly what is expected of them and where we want to be. We want to compete in the Horizon League. It’s a different style. It’s a big, strong, physical, typical Midwest conference.”

While the team may be young, it is not short on talent. Despite its typical midwest conference.”

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“Going into my fourth year, I’ve been around many good players and many good teams, but I think this team collectively is the best I’ve been involved with,” Colton says. “In the past where we may have had some weak links, we seem to have filled those up and we’re going to be strong.”

With so many changes over the last few years, including NCAA classification, conference affiliation and administration, the future is bright for the soccer program.

“It’s a very exciting time to be here and see everything that has happened,” Colton says. “Fans are starting to believe that we are ready to compete with the likes of Kentucky, and beating them early in the season proves that we are there.” —Brady Payne

Northern Kentucky University is broadcasting 21 contests this fall on the Horizon League Network on ESPN3. Events from volleyball, soccer, and basketball are streaming live on the ESPN3 online service.

“ESPN has been the premier outlet for sports coverage now for decades,” says women’s soccer head coach Bob Sheehan. “With nearly our entire schedule set to be broadcast on ESPN3, we will be able to provide our student-athletes with national exposure throughout the whole season. This will also continue to elevate Norse athletics on a national level.”

Due to the Horizon League’s agreement with ESPN, The Worldwide Leader in Sports hosts the league’s digital network on its ESPN3 platform. With the digital network’s availability in nearly 82 percent of the approximately 116.3 million homes, Norse Nation is on display all across the country. —Brady Payne

For 19 seasons, including NKU’s first year of women’s soccer in 1997, seven conference titles, transitioning to Division I, and joining a new conference in 2013, head coach Bob Sheehan has been at the helm of the program.

“When I first started here, my very first game, there was a grass field, an asphalt track, and if I recall there were maybe three workers,” Sheehan remembers. “But when I pulled up for our exhibition game this season, there was an ESPN truck and probably 25 or 30 people working the game. They were blowing up a giant mascot and setting up for a big tailgate. It was just a fun, exciting day.”

Sheehan uses those memories to instill pride and passion in his student-athletes on the field.

“I said to my players, ‘Even though you weren’t here then, take pride in this because this is pretty special. To be here and to be a part of the growth that the University, Athletic Department, and our program is undergoing is phenomenal. You’re going to play on national TV today.’ It’s pretty amazing.”

With enthusiasm surrounding the program at an all-time high, Sheehan feeds off the energy and channels it into confidence and success on the field in its first season in the Horizon League and a rigorous 2015 schedule.

The team has faced top programs throughout its season, including its first ever Big Ten opponent when the Norse traveled to Illinois. NKU embarked on this year’s campaign with 23 returning players that led the Norse to their most successful Division I season in program history last season. —Mollie Pawel

**MEET MICHELLE McMULLEN**

**NKU’s new Director of Alumni Programs & Councils**

The first thing you should know about Northern Kentucky University’s new Director of Alumni Programs and Councils. NKU alumna Michelle McMullen, is that she has “been grinning from ear to ear” since being promoted to the Director of Alumni Programs and Councils, NKU alumni Michelle McMullen, had been 100 percent Norse—on staff, as a fan, and as a student and alumna who earned her Master of Public Administration degree in May 2015.

As Director of Alumni Programs and Councils, Michelle manages the day-to-day and strategic activities of the NKU Alumni Association, alumni councils, and related programs—and works to engage an NKU alumni population of more than 60,000 strong. “In our ever-changing environment, one thing is constant,” she says—“our alumni.

“They have the power to make a lasting impact on the lives of our students and our University. It’s our duty to provide alumni with opportunities to utilize their experiences and ideas and love of NKU to help us continue to grow.”

If you have your own ideas to share, or if you’re interested in serving on an alumni council, Michelle can be reached at mmcmullen@nku.edu or at (859) 572-6810. —Brent Donaldson

[ PEOPLE ]

**MEET MICHELLE McMULLEN**

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The next four things you should know? Michelle is a veteran of the U.S. Air Force, was deployed to numerous natural disasters working for the Red Cross, is a certified whitewater oarsman, and a sure shot with a compound bow.

Michelle honed the two latter skills during her eight years embedded in the rugged landscape of Great Falls, Montana. But ever since she joined NKU in 2010 as Annual Fund Director, Michelle has been 100 percent Norse—on staff, as a fan, and as a student and alumna who earned her Master of Public Administration degree in May 2013.

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[ NEWS ]

**COMMUNITY BALANCE INTEGRITY PASSION OPPORTUNITY FAMILY RESPECT**

Support our Norse Athletics programs by visiting givens.nku.edu.

Have you ever wondered what it really means to be an NKU athlete? This summer, the NKU Athletic Communications Department sought to shed some light on the subject with the video series, “Play Like a Norse.”

The head coach and one player from each of NKU’s varsity sports was asked to use one word to describe NKU athletics. “Excuse me?” they chose that word, and what being a Norse means to them. Remarkably, no athlete or coach gave the same word.

Many of the responses and reasoning behind them went much deeper than simply athletics. To see what our coaches and athletes had to say, you can watch the videos on the athletic department’s official YouTube channel, NKU Norse.

[ ATHLETICS ]

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Instead of Jacksonville University, NKU will play Cleveland State.

From a Wright State perspective, this addition has many positives. "I'd like to welcome Northern Kentucky University to the Horizon League," says Wright State University Director of Athletics Bob Grant. "From a Wright State perspective, this addition has many positives. Most importantly, it will allow for less missed class time and less travel for our student-athletes. NKU will immediately become the closest conference foe and my hope is that their proximity will afford our fans and alumni more of an opportunity to see the Raiders on the road."

"The potential missing element is parity, which we won't know until the teams play a few times," Cobbs says. "For a rivalry to be heated on both sides, you need the suspense of an uncertain outcome; otherwise the competition becomes more one-sided as an aspirational rivalry."

"There you go, Wright State. You better bring it. See you soon.

12 STEPS TO RIVALRY

Both Cobbs and Tyler have zerosed in on 12 elements that make a rivalry. NKU and Wright State can claim five of the 12: competition for personnel, geography, frequency, cultural similarity, and cultural difference.

DEFINING MOMENT

COMPETITION FOR PERSONNEL

HISTORICAL PARITY

GEOGRAPHY

RELATIVE DOMINANCE

FREQUENCY

STAR FACTORS

RECENT PARITY

CULTURAL SIMILARITY

TANGIBLE OBJECT

UNFAIRNESS

Norse and Raiders square off five times in varsity sports in the 2014-15 season. Includes a shared Viking heritage.

NORSE BASKETBALL HOME SCHEDULES

Men’s Basketball

<table>
<thead>
<tr>
<th>DATE</th>
<th>OPPONENT</th>
<th>TIME</th>
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<tr>
<td>11/17/2015</td>
<td>Tiffin</td>
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<td>Morehead State</td>
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<td>Xavier (Cincinnati, OH)</td>
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<td>Norfolk St</td>
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Women’s Basketball

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THE NEW COACH IS FRUSTRATED.
He slaps his hands and the noise echoes off the empty arena seats. He has a few choice words for his point guard. But this isn’t a moment of anger; this is a teaching moment.

Then again, there are a lot of teaching moments, the New Coach says. This particular moment occurred on a sweltering, 90-degree day in July, when the NKU basketball squad was only able to practice a few days a week, and the learning curve seemed higher than the roof of BB&T Arena. The New Coach is introducing his offense. The players are learning a new system and new vocabulary, and incorporating new teammates and preparing for their debut season in a new conference.

Everything, it seems, is new. And—at this moment—quiet. “Listen to me!” the New Coach shouts. “When I don’t say a word, it gets really quiet in here. We’ve got to talk!”

It will be a while before this team is “94 feet, both ways,” as the coaches call their style of play—a frenetic but controlled attack on both the offensive and defensive ends.

But in those moments, the earliest practices when the team is learning—when they are reversing the ball quickly, fighting through screens instead of taking the easy way out, when they are communicating with each other on defense—things come together well. The team begins clapping for one another as they see the potential of what could be.

When the players force a turnover on defense during a scrimmage they scream in excitement.

The New Coach smiles. 94 feet. Both ways.
John Brannen still looks like a baller: 6-foot-7, trim, clean-cut with an easy smile. “This is the fun stuff,” he says, showing that same style as he walks over after practice. “Being out on the court—this is what it’s all about.”

He has one word for his brother’s mentality: “Relentless.”

Brannen coached at Alabama for six years, and served as associate head coach for two. He worked with perimeter players, and the Crimson Tide had three 20-win seasons during that time. When Grant was let go in 2015, Brannen knew his time in Alabama was over. His thoughts turned to possible head coaching positions. “He had experience at all levels of college basketball rising from an assistant at mid-major programs to an associate head coach at the highest level at Alabama. He enjoyed success at each of those levels. What made him stand out from all other candidates was his knowledge of Northern Kentucky University, his vision for our program, his commitment to developing young men, both athletically and academically—and the fact that he was coming home to Northern Kentucky.”

Brannen didn’t take long putting together his staff: hiring David Ragland, Ronald Nored, and Sean Dwyer as assistant coaches and former Norse standout Tony Rack as director of basketball operations.

NORTHERN KENTUCKY UNIVERSITY’S new head men’s basketball coach is a teacher wrapped in a basketball player’s body. At 41, John Brannen still looks like a baller: 6-foot-7, trim, clean-cut with an easy smile.

“This is the fun stuff,” he says, showing that same style as he walks over after practice. “Being out on the court—this is what it’s all about.”

His early practice in July went for a little more than an hour, and in some cases it wasn’t pretty. One fast break drill produced six turnovers in three minutes. But that wasn’t the point. Brannen says. “The point at that particular moment was to learn.”

“Now if you see us doing those same things in a few months, you’re going to see a different side of me as a coach,” he says. “But all of this was ready to compete. I knew this was the right job.”

Coming home is just the icing on the cake. Each day in the summer while growing up, Brannen and his brother Grant would shoot 300 jumpers—and Grant would have to do chores. And that was my summer.”

He has one word for his brother’s mentality: “Relentless.”

“HE EATS, SLEEPS, AND BREATHES BASKETBALL.”

—GRANT BRANNEN, JOHN’S BROTHER

IN HIGH SCHOOL, JOHN BRANNEN STARRED at Newport Central Catholic, finishing his prep career in 1992 as the school’s all-time leading scorer with nearly 1,900 points (in 2007, he would be inducted into the school’s Hall of Fame). He started his collegiate career at Morehead State before transferring to play for Coach Billy Donovan at Marshall, and he scored 1,008 points in two seasons—while earning honors as a Rhodes Scholarship finalist as a senior—before playing two years as a pro in Belgium.

“I always knew I wanted to be a coach,” Brannen says. “He eats, sleeps and breathes basketball.”

“HE EATS, SLEEPS, AND BREATHES BASKETBALL.”

—GRANT BRANNEN, JOHN’S BROTHER

“He eats, sleeps, and breathes basketball.”

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Northern Kentucky...
“WE KNOW THAT TO HAVE SUCCESS, WE NEED TO UNDERSTAND OUR CORE VALUES: TRUST, TOUGHNESS, AND SACRIFICE.” —COACH JOHN BRANNEN

with us. One time, we were sprinting up court, stopping, and taking an entry pass in the post. He wanted us to be physical. So Coach Brannen took off down the court to show them, ‘He was not running as fast as us,’ Bilups recalls, ‘and I was thinking he wasn’t even going to try it.’

But he did. Brannen sprinted, then stopped in front of Bilups. Then Coach tripped. And then he fell.

“He just seemed to trip over air,” Jalen laughs. ‘None of us knew what to do.”

Brannen looked up at Jalen. ‘Come on, J.B.—don’t just stand there,” the Coach said. ‘Help me up.”

“We all just broke up laughing,” Jalen says. ‘We’re all getting to know each other. And it’s working.”

BILLUPS IS EXCITED ABOUT THE STYLE of play Brannen brings to the table. While it looks chaotic on the court, there is method to the madness.

“We weren’t used to this type of intensity before,” Bilups says. “See, I’m a runner; not a half-court guy. So I think I’m really going to benefit from this. We want to run baseline to baseline, and that style fits me better than any other. From the start I really liked Coach and the way we are doing things.”

Brannen has told several players they need to look no farther than his old Virginia Commonwealth teams to see the possibilities of what could be. And the Coach has instant credibility—players know he has a blueprint, that he has helped other programs build themselves up and win.

“It’s consistent, up-tempo, in-your-face defense and attacking offense,” says junior guard Dean Danos. “It’s kind of like the way Louisville plays, too. The crowd will feed off of that and it should be really fun.”

Danos, who is nursing his left knee back to health after having microfracture surgery in May, says the transition has been as smooth as it could have been. He expects to be back in playing shape by the start of the season.

“I’m beyond excited—kind of consumed by it, actually,” Danos says. “He’s teaching us to do each other, but all of our guys are open to learning a new system. They’re buying in. With communication and trust you get better every day.”

NKU, which returns 12 players this year, signed Brannen to a four-year contract, which will take the Norse through their third NCAA tournament-eligible season in Division I. The 2015–16 season will be NKU’s fourth and final reclassification season after making the jump from Division II.

The players and coaches know it will be a long road to success. But they also know to trust their new man.

“There’s nothing he won’t be prepared for,” Grant says. “He’s handled scheduling, player development, scouting—everything of a college program. Northern Kentucky got a gem.”

FAST-FORWARD TO THE MIDDLE of an unusually hot September day, and Brannen is yelling at his team as they go through a sluggish practice. They’ve just had two consecutive days off—something that rarely happens, and he thinks it’s good for them. Bilups has led a spirited round of lifting, and gets a pat on the back from his coach. Other players don’t fare as well. One gets thrown out of practice.

Danos is back on the court, able to run, but still unable to participate in contact drills. It’s his first day back, and he’s progressing right on schedule, he says. He’ll be ready to go all-out in October.

The team, as a whole, has progressed too. Brannen says. ‘They’ve gotten sharper. They’ve adjusted to communicating better on the court. They are learning about angles and screens and the coaches actually bring out a rope to show the straight line between them and the opposing team’s basketball. It’s always about defense. 94 feet. Both ways.

At one point, Brannen stops practice, and tells his team about effort. “The job of a coach is to get you to do what you don’t want to do, so you can achieve what you want to achieve,” he says. Brannen says the team has gotten better over the summer at giving a consistent effort, understanding how hard they need to play every day, and understanding how important it is to defend.

“We have progressed well,” Brannen says. “We know that to have success, we need to understand our core values: trust, toughness, and sacrifice. We need to have a defensive mindset, and we need to handle adverse situations. This team already cares for each other. If we can do the things, we’ll be fine.”

How it all translates to wins and losses is not something Brannen can gauge. But he has seen it all before. He knows what it takes to build a program.

“This doesn’t surprise me—already thought (Bilups would) be a head coach,” says Gee, his old boss. “He’s got a motor; he’s just a tireless worker and a natural leader of men. I will tell you one thing: It’s going to happen there. It’s just a matter of time. You don’t allow the present-day circumstances to impact the destiny. It’s a journey, and he’s going to get it done.

“There’s nothing he won’t be prepared for,” Grant says. “He’s handled scheduling, player development, scouting—everything of a college program. Northern Kentucky got a gem.”
A MODEL APPROACH

Kentucky’s antiquated approach to funding higher education is undermining NKU’s future. But there’s a way to fix it. / By Ian Aldrich

From the moment student Jarrod West first visited the Northern Kentucky University campus, he knew he’d found the right school. He joined the Alpha Tau Omega fraternity, signed on with the Freshman Service Leadership Committee, and got involved in the Student Government Association. Over the last three years, the senior economics major has become a Norse Leadership Society member, chaired the student government’s Community Relations department under recently retired vice president Joseph Wind.

“I like to think I would have been successful wherever I went to college, but simple math dictates that the larger the university the more students who are vying for opportunities,” says West, who hopes to go to law school. “I don’t think I would have gotten near the amount of opportunities I received here.”

West’s time at NKU has come at a period of accelerated growth and transition for the University. The number of bachelor’s degrees conferred is up 84 percent since 1999—the fastest growth among the state’s six comprehensive universities (GRAPH 1). In addition to opening the College of Informatics in 2005, NKU recently broke ground on a $97 million Health Innovation Center (HIC). Slated to open in 2018, the HIC will offer best-in-class translational educational experiences to healthcare leaders and providers of the future.

But that rapid growth has been met with diminished state support. At the same time that NKU is gaining national recognition and producing a record number of graduates, the University has received an increasingly limited amount of public funding. “The term ‘funding model’ connotes some kind of rational mechanization,” Mearns says. “That’s not what we have. There is instead an approach that’s grounded in historic numbers and driven by geographic politics.”

Student Jarrod West is aware of what his University is up against. He says it’s a topic that comes up frequently among his friends and he worries that the University will actually droped.”

Education, told the Lexington Herald-Leader in May 2015. “At NKU the shrinking state support has affected every corner of the University. Last year alone, the University implemented across-the-board budget cuts of five percent, resulting in $2.5 million in cuts to operating budgets across the country, not even a rebounding economy has been able to prompt Kentucky legislators to begin to restore university funding. From 2014 to 2015, an overwhelming majority of states increased higher education funding per student by 27.6 percent since the recession. “When this funding is cut, colleges and universities look to make up the difference with higher tuition levels, cuts to educational or other services, or both,” the study says. “The risk if we continue on the course we’ve been on, it’s putting enormous pressure on tuition, and it’s starting to see that the proportion of young people choosing to go to college has actually dropped.” Robert L. King, president of the Kentucky Council on Postsecondary Education, told the Lexington Herald-Leader in May 2015. “At NKU, the shrinking state support has affected every corner of the University. Last year alone, the University implemented across-the-board budget cuts of five percent, resulting in $2.5 million in cuts to operating budgets, the elimination of 35 staff and 14 faculty positions. In addition, staff and faculty had to forego any meaningful raises over the last few years. “It’s affecting morale,” says Mearns.
who in June declined a pay increase and directed his $25,000 bonus towards the Mearns’ Proud Family Scholarship Fund, which provides scholarships for first-generation students.

President Mearns worries that as NKU faces cuts and increased costs *(GRAPHS 3)*, the University runs the risk of compromising what’s built and continues to build. Consider, for example, the school’s booming College of Informatics and its forthcoming Health Innovation Center. Mearns says that under current conditions he may not have sufficient resources to hire the faculty and staff they require.

“We’re at risk of having this beautiful Health Innovation Center that’s the product of extraordinary capital investment, but without the capacity to hire the people to teach and learn, and conduct research in that facility,” he says. Similarly, in the past seven years the number of students who major in a College of Informatics discipline has doubled. “But as a result of the lack of state funding,” Mearns says, “we’ve not been able to meet the people in the faculty. We may have to constrain enrollment in programs that are in high demand by employers who are seeking graduates in these disciplines. If we’re not able to turn out a sufficient number of students in those disciplines simply because we don’t have the resources to serve a growing student population, it’s not just a consequence for us, it’s a consequence for the community we serve.”

Over the last two years Mearns has been increasingly vocal about the need for the state to change its funding approach, which he says “defies logic and common sense,” and move to what he calls a rational, objective approach based on measured performance and outcomes such as enrollment, courses completed, and degrees conferred.

“I think it should be based on outcomes, but I’ll take an enrollment-based model,” Mearns says. “I just want something that represents an actual, objective model.”

To paint a picture of how the current funding approach works, the NKU president presents a scenario. “If we were to decide not to enroll 2,200 new freshmen this year, do you know what would happen to state funding? Absolutely nothing,” Mearns says. “When you pose that as an example, you have to be able to see that the current system is broken.”

To push this message, Mearns spent the summer meeting with representatives of the Northern Kentucky delegation. As the legislature prepares for its upcoming budget session, Mearns is creating what he calls an “advocacy campaign” to step up the messaging. He’s asked students, faculty, staff, and other NKU supporters to let state officials know the status quo can’t continue.

Jarrod West plans to lend his support. With other executive members of the student government, he’ll be leading student senators and others down to Frankfort to lobby legislators and share their stories about what’s happening.

“We have a lot of great people who are working to make this happen,” he says. “We’re certainly not going to let this fail by the wayside without a fight. It’s just a matter of working to convince our legislators to change things. If it doesn’t happen, it sure won’t be for lack of trying.”

Have an opinion about Kentucky’s state funding model that you’d like to share with your legislative representative? Learn how to do that here: get.nku.edu/contactlegislator.html.

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**MEET ADAM CASWELL**

This past August, Adam Caswell joined NKU as Assistant Vice President for Government, Corporate, and Foundation Engagement—a position in which Caswell serves as the University’s primary liaison to regional, state, and federal government agencies, as well as to corporations and foundations. A 2009 graduate of NKU, Caswell formerly served as Vice President of Public Affairs and Communications at the Northern Kentucky Chamber of Commerce, where he was the primary liaison to local, state, and federal agencies on behalf of the region’s business community. Here, Caswell talks about his new role at his alma mater, the challenges of Kentucky’s state funding model, and his brief travels on a very different career path. —Brent Donaldson

WHEN YOU WERE STUDYING AT NKU, WHAT DID YOU THINK YOU WOULD BE DOING AFTER GRADUATION? WERE YOU WORKING TOWARD A SPECIFIC CAREER? I still vividly remember walking in the swanshell of Founders Hall during my first semester at NKU and seeing the ad on the wall for an internship in Frankfurt to work with the state legislature. That moment led to two internships in the state capital, and spurred a focus on a career in government relations, public policy, and economic development.

HOW DID YOUR EXPERIENCE HERE AS A STUDENT SHAPE OR INFLUENCE YOU—SPECIFICALLY IN REGARD TO YOUR CURRENT ROLE? Simply put, without NKU I would not be where I am. This is a unique institution where many folks share my story—the story of a place where faculty, staff, and peers go above and beyond to help students meet their potential.

HOW DID YOUR EXPERIENCE AT THE CHAMBER PREPARE YOU FOR YOUR CURRENT ROLE? At the Chamber we had to find the intersection of interest amongst a membership of over 1,500 businesses, ranging from Fortune 500s to corner mom and pop shops. It wasn’t always easy, but the ability to communicate clearly and build coalitions is the same approach it will take to capitalize on opportunities for NKU.

WHAT DO YOU LIKE TO DO IN YOUR SPARE TIME? WHAT ARE YOUR INTERESTS OUTSIDE OF WORK? As the father of a toddler daughter (Everly), my spare time usually is spent taking walks to the park or visiting the zoo with her. Other interests include backpacking at Red River Gorge, cycling, and CrossFit.

WHAT IS SOMETHING UNUSUAL OR UNIQUE ABOUT YOURSELF THAT MOST PEOPLE MIGHT NOT KNOW? After graduating from high school, I thought I wanted to become a chef and attended culinary school at Johnson & Wales University in Providence, R.I.
RUMORS, MYTHS & MISUNDERSTANDINGS

BEHIND THE SCENES: NKU’s Original Mascot

**THE LEGEND:** NKU’s former mascot—a dragon named “Hey U”—was replaced because it was deemed to be too scary for children.

**THE VERDICT:** True?

**THE BACKSTORY:** Just look at the innocent mug of Hey U—the seven-foot green dragon that held the rank of NKU’s mascot from 1992–2005—and ask yourself: how could this rumor possibly be true? To our eyes, Hey U is more Barney than Smaug, so we rifled through the archives and talked to former Director of Athletics Jane Meier to sort things out.

“I like being able to make people laugh,” Hey U said in an interview with The Northerner in 2003. “That’s a good thing that comes along with it, plus I can dance and look stupid, because no one knows who is in the costume.”

For 13 years, Hey U was a fairly popular character around NKU, and even had its own bobblehead night in 2003. But change came two years later when administration and look stupid, because no one knows who is in the costume.

“But then we just wanted to update our logos,” Meier says. “We really had no imagery when I arrived around 1978. So we were just updating it again, plus the costume really was falling apart.”

Meier confirms the ragged state of the costume and the problem people had moving around in it.

“But then we just wanted to update our logos,” Meier says. “We really had no imagery when I arrived around 1978. So we were just updating it again, plus the costume really was falling apart.”

It was not because it was too scary, she says. Ironically, Hey U’s replacement, a towering, mustachioed, blond behemoth Norseman named Victor E. Viking, was identified by ESPN last year as one of the scariest mascots in the entire country.

Despite this dubious recognition, Victor E. Viking went on to overwhelming popularity, winning the 2013 Atlantic Sun Conference Mascot of the Year contest. Victor is now celebrating his 10th birthday, so when you see him, don’t be scared. Wish him well. He’s only 10.

—Ryan Clark

**HOOP DREAMS**

**THE LEGEND:** In the late 1980s/early 1990s, there was an offer to bring to Northern Kentucky a professional basketball team whose home base would be NKU.

**THE VERDICT:** True?

**THE BACKSTORY:** Even in 1990, this idea was floating about. At the time, the Kentucky legislature was considering building a Northern Kentucky arena on the river in Covington and Newport and having NKU play its basketball games there. FOX Sports radio personality Andy Furman started a self-proclaimed crusade on WLW SportsTalk, which he hosted at the time, to convince businessmen and politicians to go all out and build an NBA-worthy arena to house both NKU and a relocated pro team.

“I’ve always wanted to see a pro basketball team in Cincinnati, and I still do, and this seemed to be the best way to do it at the time,” Furman told us when we reached out to him for this story. “We had a lot of people involved, big-time business people, including some people in Kentucky I like college basketball. I just don’t think it’s as great as NBA basketball.”

Other members of the community weren’t thrilled with the idea. In a 1990 issue of Cincinnati Magazine, writer Albert Pyle chastised the Kentucky state government for dangling the possibility of an arena and NBA team as trade for supporting the governor’s educational reforms and revenue enhancements.

“But the people of Northern Kentucky have been depiladed and threcd out too often by the rest of the state to swallow just any kure without checking it out,” Pyle wrote in the piece. “They looked long and hard at that offer and they figured it out it wasn’t worth a dime.”

Over the years, the idea of Northern Kentucky supporting a professional basketball team has gotten a fair amount of attention, but the arena funding never came through—until 15 years later, when NKU’s on-campus arena was built.

As of yet, no NBA team has agreed to come to Northern Kentucky and play at the BB&T Arena.

—Ryan Clark

**LOCK UP**

**THE LEGEND:** NKU’s original academic buildings were designed with a dual purpose: to serve as academic structures for students, and to allow the buildings to be repurposed as a prison if the University ever had to shut down.

**THE VERDICT:** Not even close.

**THE BACKSTORY:** When architects Harley Fisk and Addison Clipson set out to create a design concept for Northern Kentucky University, their minds weren’t on a prison. They aspired to build a megastructure reminiscent of the old fortified towns situated on high grounds throughout Europe.

Fisk and Clipson are, quite literally, the architects of NKU’s Highland Heights campus. They are credited with designing Nunn Hall, Regents Hall (then called the Science Building), Steely Library, and the Fine Arts Center.

From the beginning, they had to plan on a budget. Concrete was less expensive than bricks, buildings were clustered to preserve limited open space, and tunnels were built to create maximum efficiency between structures.

But when NKU first opened with all of that concrete and those tunnels, it led some to wondering: Would NKU make a suitable prison? We asked Rodney Ballard (’04), who has spent nearly 40 years in criminal justice, most recently as director of detention for the Lexington-Fayette County Government Division of Community Corrections.

“Jail is a microcosm of society,” Ballard says. “I don’t have a clue why anyone would think that,” Ballard says. “Could it be retrofitted to a prison? Yes, probably. But it would cost more than just building a new one.”

Ballard says for starters, a prison would have never been placed in such a high-growth area. Prisons generally are built where there are no jobs and land is cheap, he said.

Then there’s the obvious reason this comparison is so absurd: the building’s functional purpose. Jails have to be built to prevent inmates from breaking through walls, and Ballard says two thirds of regular concrete walls are hollow.

Other telltale signs NKU wasn’t built with a prison in mind:

- Multi-story buildings with lots of elevators and large windows that would have to be barred.
- Concrete walls are hollow.
- ”It just wouldn’t make sense,” Ballard says.—Chris Cole
**TILLIE TAKES A LIFT**

**The Legend:** The ghost of a former custodian is a frequent traveler in the Lucas Administrative Center elevator.

**The Verdict:** Undetermined

**The Backstory:** You’re on the elevator in NKU’s Lucas Administrative Center (AC) riding to one of the building’s upper floors. The elevator begins its ascent only to make an unscheduled stop on the fourth floor. The doors slowly open, the doors slowly close.

No one gets on and no one gets off.

**THE VERDICT:** False

**THE BACKSTORY:** There are so many legends about the NKU tunnels that we didn’t know where to start. Among them: the tunnels used to house a nuclear reactor that powered the University; the tunnels were purposely built to withstand a nuclear attack; a staff secretary has been wandering the tunnels, lost, for years.

There is a tunnel system below campus. And you could theoretically get around campus through them. But they don’t exactly hit every building and they aren’t all that easy to navigate.

The tunnels were never meant to be a shelter and they were never entirely shut down due to security concerns—because they were never meant to be open to the public in the first place.

“IT was never meant for campus circulation by the general population,” said Mary Paula Schuh, director of Campus and Space Planning. “But it was meant for service.”

The original tunnel started around Steely Library at what was then the power plant and central receiving. In the early days, tunnel was used for all deliveries. Soda and snacks for vending machines and UPS and FedEx deliveries would come to central receiving, where workers would then deliver the goods throughout campus. Food deliveries followed the same route from central receiving to the University Center when UC served as the main campus food court. Today, custodial workers still use the tunnels to gather and remove trash and recycling.

“Sometimes it’s still a route for deliveries because that’s the best way to get deliveries in and out, but not always,” Schuh said. There is a section that runs under the sidewalk connecting the Business Academic Center to MEP and UC, but it’s so full of pipes that you can’t walk through it easily.

Tunnels also connect numerous other buildings on campus, and some staff members and faculty members use them to go from place to place. But that is generally frowned upon due to safety concerns. “We try to do everything we can to discourage it,” Schuh said. Just ask the secretaries if you ever see them.

—Tom Rimantaitis

**TUNNEL TO THE TRUTH**

**The Legend:** The start system of tunnels that sit below NKU were shut down to the public out of security concerns.

**The Verdict:** False

**The Backstory:** There are so many legends about the NKU tunnels that we didn’t know where to start. Among them: the tunnels used to house a nuclear reactor that powered the University; the tunnels were purposely built to withstand a nuclear attack; a staff secretary has been wandering the tunnels, lost, for years.

There is a tunnel system below campus. And you could theoretically get around campus through them. But they don’t exactly hit every building and they aren’t all that easy to navigate.

The tunnels were never meant to be a shelter and they were never entirely shut down due to security concerns—because they were never meant to be open to the public in the first place.

“IT was never meant for campus circulation by the general population,” said Mary Paula Schuh, director of Campus and Space Planning. “But it was meant for service.”

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**THE PHANTOM OF THE FINE ARTS CENTER**

**The Legend:** For an entire semester, a student lived 24/7 in the Fine Arts Center.

**The Verdict:** False

**The Backstory:** Matt Langford is known for many things today, including the metal sculptures that dot Northern Kentucky public spaces. But 30 years ago he was just another college student trying to get by.

After dropping out of NKU his sophomore year to care for his ill mother, Langford returned a few years later with a full-time job and an apartment. When a housing subsidy didn’t come through, however, he knew he had a tough choice to make.

“At a certain point, I realized it was me, my car, and NKU,” Langford said. “So I thought maybe with a little bit of ingenuity, I could hang out at NKU and push the envelope. I can say without a doubt that I have slept in every possible corner of that art building.”

Langford calls his “residency” at the FAC a cat-and-mouse game; he knew the patrol schedule of campus police and timed his arrivals and departures accordingly. He also figured out how to get into every locked door in the building, including studio spaces.

That was when he discovered sculpture. “While I was there,” he thought, “I could do as well be productive.”

The arrangement worked until his senior year, when photography professor Larry Anderson discovered him sleeping in a corner of the building. “He said, ‘I think it’s time you check out of Hotel Langford.’ All it took was one witty comment from an art professor who I respected to shame me into stepping out into a more responsible life,” Langford said.

He went on to become a sculptor for Hasbro, helping create iconic toys during the 1990s. Today, Langford’s work can also be seen at the Manhattan Art and Antiquities in New York City, at the Boone County Library, and just outside the north lobby of Nunn Hall, where his statue of Abraham Lincoln stands guard over students, 24/7.

—Amanda Naglevison

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The renovation and expansion of the Northern Kentucky University Campus Recreation Center—a student-led initiative that dates back 10 years—is finally complete. The project more than doubled the amount of recreational space available on NKU’s campus, resulting in a bright, modern, 169,000 square-foot, state-of-the-art recreation facility open to students, faculty and staff, alumni, and the NKU community.

Here are just a few highlights of this LEED Silver facility. Interested in joining? Check out the bottom right corner for membership information.

—Brent Donaldson

SAUNA

RACQUETBALL COURTS

LOCKERS

SQUARE FEET OF BOULDERING SPACE

SQUARE FEET OF WEIGHT/FITNESS SPACE

PIECES OF CARDIO EQUIPMENT

MULTI ACTIVITY COURT FOR INDOOR SOCCER & FLOOR HOCKEY

GEOTHERMAL WELLS THAT ARE 400 FEET DEEP

MULTI-PURPOSE ROOMS

MEMBERSHIP RATES

NKU ALUMNI
Individual: $276
Supplemental + Individual: $366
Family: $396

CORPORATE & COMMUNITY
Individual: $495
Supplemental + Individual: $695
Family: $815

Monthly rates are also available. For more info, visit nkurec.com, or call (859) 982-9732.
Northern Kentucky University alumnus and CEO of St. Elizabeth Healthcare Garren Colvin (’96) sees big changes on the horizon. In an industry that relies upon technology as much as healthcare, patient outcomes can be influenced by the training that healthcare professionals receive as much as they can by the technology and medicine those professionals utilize to provide care.

That’s why the $8 million gift from St. Elizabeth Healthcare to support Northern Kentucky University’s new Health Innovation Center (HIC) is such a game changer. Colvin says. The $8 million investment directly supports the design and construction of simulation facilities, including a two-story comprehensive virtual care environment that will provide students with an active learning experience and training across the continuum of care. This simulation area will be named the St. Elizabeth Healthcare Simulation Center.

“I think it will really impact regional healthcare because [the HIC] will supply this region with the professionals—both in nursing and clinically—that will meet the needs of the community from a healthcare perspective,” Colvin says. “And it will be flexible and technical enough to adapt to a changing environment. I think it will make a huge, positive impact.”

NKU President Geoffrey S. Mearns heralded the partnership as a major step forward toward the future health and wellness of the entire Cincinnati region. “This generous investment will benefit our students, faculty, and the community for years to come,” Mearns said when the partnership was announced this past September. “Today we celebrate our partnership with St. Elizabeth Healthcare and this new step we take together to lead with excellence and leave a lasting impact upon healthcare in our region, the Commonwealth, and the nation.”

The Health Innovation Center will include simulation space, clinical skills suites, nursing skills suites, imaging suites, and classroom and collaborative spaces. It will also provide cutting-edge simulation equipment to help students learn real-world skills in a safe environment. The center will be outfitted with video recording capabilities to aid in the learning experience.

“The ongoing education and training of our staff and clinicians is of utmost importance to us,” says Colvin, who holds a master’s degree in business administration from NKU. “From our partnership with the Mayo Clinic to this investment in the Health Innovation Center at NKU, we are dedicated to providing best-in-class healthcare to our region. I believe this Center will be a model to be emulated across the country.”

The $8 million gift is the first to the Health Innovation Center and the second-largest gift in NKU’s 48-year history. The HIC will offer a new, cross-functional educational experience where students and faculty from various colleges and disciplines will address population health management issues and seek new solutions to the health and wellness challenges we face today. A committee of business and healthcare leaders from across the region has been contributing to the plans for the Center since 2014.

The Health Innovation Center is expected to open in 2018.
WELCOME TO NOLLYLAND

Dr. Ngozi Victoria Uti creates the “Netflix of Nigeria”

In 1997 Ngozi Victoria Uti stepped off a plane into the Detroit Metropolitan Airport wearing a sharp suit and clutching a small suitcase. It had already been a long flight from Lagos, Nigeria, and she still hadn’t reached her destination. In Uti’s purse was her entire fortune of $465 in traveler’s checks.

“That was everything I had with which to build a new life,” Uti says. “It was daunting, but I knew I could make it.”

Prior to her journey to the U.S., Uti had attended a highly regarded boarding school in Lagos, Ghana, as well as in Uti’s homeland of Nigeria. Though their paths may have crossed in Nigeria during the 1990s, Reynolds’ and Uti’s first connection took place online.

“I found him!” Uti remembers. “I was trying to find content for my personal website and was looking for things Nigerian. Imagine my surprise when I found Jonathan’s personal website talking about his travels, life, and research in Nigeria. I sent him an email. One thing led to another, and now we are happily married with two beautiful children: William, 11, and Ojie, 9.”

At the time they met, Reynolds was teaching at Livingstone College in North Carolina, about an hour north of Charlotte. When Reynolds was offered a position teaching history at NKU in 1999, he and Uti packed up and moved to the Northern Kentucky region together.

“I followed my heart!” Uti says. “We came to make a new life. I enrolled at NKU to continue my studies in computer science, and it worked out perfectly.” Uti went on to become NKU’s top computer science graduate student in 2002.

“Vick is brilliant,” says Dr. Richard Fox, who fondly remembers his time both teaching Uti as a student at NKU and afterward as teaching assistant in computer science. “In the world of technology, Vick is known at $3 billion.”

“I knew that Nigeria’s movie industry was booming,” Uti says. “It had become the second-largest film industry in the world by the time I finished my Ph.D. in 2011. When I first saw a Roku streaming device and Netflix, I immediately knew that I could create something like that for Nigerian Movies.” Uti registered the company in 2011. NollyLand has experienced rapid growth since it launched in May of 2014, with more than 160,000 users around the world.

NollyLand currently employs nearly two-dozen staff in the U.S. and Nigeria.

When Uti arrived in the United States she promptly enrolled in computer science at the University of North Carolina at Charlotte. Outside of her host family, she knew almost no one. No one, that is, until she read about a young historian named Jonathan Reynolds, a Ph.D. in African history who had spent years traveling and working in Niger and Ghana, as well as in Uti’s homeland of Nigeria. Though their paths may have crossed in Nigeria during the 1990s, Reynolds’ and Uti’s first connection took place online.

NollyLand has experienced rapid growth with its app on mobile devices. NollyLand currently offers 465 movies, 1,600 TV shows, and more than 25,000 hours of content. NollyLand was created to make a new life, as well as to solve the problem of how to make great, consistent beers that will blow your mind out of the taproom of the future and the knowledge to solve the problem, and then find her own unique solution. She often works in isolation with little to no guidance, and NollyLand is a great example of this.

Today, NollyLand offers more than 4,500 hours of streaming video to over 160,000 users around the globe. And Ngozi Victoria Uti is just getting started.

“My plan is for NollyLand to take over the vast and growing entertainment market—currently worth in the neighborhood of $4 billion. As of 2015, there are only over 500 TV shows, and 43,000 hours of content. With NollyLand, I immediately knew that I could create something like that for Nigerian Movies.”

The Netflix-Style versus the Movie-Style

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A FULL SPICE RACK

Richard Dubé has nothing against sliced white bread. In fact, Dubé, an internationally acclaimed brewmaster whose background in microbiology and biochemistry was the key to success is clear. “The family, the background, the knowledge to solve the problem, and then find her own unique solution. She often works in isolation with little to no guidance, and NollyLand is a great example of this.”

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A French Canadian by birth, Dubé brought his deep understanding of technology and entertainment to NollyLand, which has enabled the company to continue its rapid growth. NollyLand currently has 75,000 users and is growing at a rate of 30% per month.

NollyLand’s team is composed of 25 staff members, including 10 engineers, 6 accountants, 4 business developers, and 5 marketing professionals.

A FULL SPICE RACK

Braxton Brewing’s Richard Dubé defines the art of craft beer

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Throughout the past few months we’ve been working hard on a redesign of NKU Magazine—a top-to-bottom makeover both in print and for the new NKU Magazine app. One element we did not change, however, was the Mystery Photo!—a feature that asks you to share your stories and memories about the images we include here every issue. Your feedback ensures that NKU’s Schlacter University Archives gives all of our students and alumni the recognition they deserve. Now, on to this issue’s Mystery Photo! For this edition, we’ve reached into the not-too-distant past to ask you: Who are these spirited Norse fans and where are they now? For what occasion are they showing their NKU pride? Did this celebration precede a Norse Athletics event? Who competed and who emerged victorious? Most importantly, did the young man in the back ever recover from taking that viking horn to the nose? Email your answers to nkumagazine@nku.edu.