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First Bilateral Hand Transplant in the Region Performed at the Hospital of the University of Pennsylvania

For the first time in the Delaware Valley Region, a patient has undergone a complex and intricate bilateral hand transplant that could significantly enhance the quality-of-life for persons with multiple limb loss. The procedure was performed by Penn's Hand Transplant Program (*Almanac* December 21, 2010)—which operates under the leadership of the Penn Transplant Institute and in collaboration with Gift of Life Donor Program, the nonprofit organ and tissue donor program which serves the eastern half of Pennsylvania, southern New Jersey and Delaware. The highly-trained team's first bilateral hand transplant was performed in September. At this time, the patient—a young woman in her 20s—is progressing well and both the patient and donor family wish to remain anonymous.

Working closely with their partners at Gift of Life Donor Program, a team of 30 members—12 surgeons, three anesthesiologists and 15 nurses—performed the 11-and-one-half hour procedure, which is Penn's first venture into the emerging field of Vascularized Composite Allotransplantation (VCA). The team included experts in solid organ transplantation, orthopaedic surgery, plastic surgery, reconstructive microsurgery, and anesthesia.

"At Penn, we have the level of surgical and academic expertise required to not only offer complicated VCA procedures, but also the capabilities to help establish the standards for this emerging field," said L. Scott Levin, director of

the Penn Hand Transplant Program, chairman of the department of orthopaedic surgery (*Almanac* September 9, 2009), the Paul. B. Magnuson Professor of Bone and Joint Surgery, and professor of surgery (division of plastic surgery).

"As a top academic medical center, we have the range of expertise required to perform these complex procedures involving multiple, interacting structures and systems in the body," added Benjamin Chang, co-director of Penn's Hand Transplant Program, program director and associate chief of the division of plastic surgery and associate professor of clinical surgery. "We will continue our three-pronged mission of striving for clinical, educational and research excellence in VCA which will help many amputees."

Double hand transplantation is a complex procedure that involves surgical and non-surgical components. First, the proposed recipient must undergo extensive medical screenings and evaluations before surgery. During the surgery, the hands and forearms from a donor are attached which includes connecting bone, blood vessels, nerves, muscles, tendons and skin. First, the forearm bones—the radius and ulna—are connected with steel plates and screws. Next, the arteries and veins are attached via delicate microvascular surgical techniques. Once blood flow is established through the reconnected blood vessels, surgeons repair each muscle individually and rejoin tendons to muscles, one-by-one. After the muscles and tendons

are completed, surgeons reattach nerves before the final careful closing of the skin occurs.

After surgery, hand transplant patients are prescribed daily immunosuppressant medications to prevent their bodies from rejecting the new limbs, which are then followed-up by months, perhaps years of rigorous physical therapy to regain hand function and use. Physicians expect that patients compliant with follow-up care will see significant improvement in function within the first year after the initial surgery.

In contrast to the requirements of identifying a solid organ donor, selecting a donor for hand transplants involves additional matching criteria such as gender, ethnicity, race, skin color and tone, and size. These procedures raise difficult and novel ethical challenges. Respect for donors and their families and careful selection of recipients along with commitment to informed consent are essential.

"For 37 years, Gift of Life Donor Program has partnered with the transplant centers throughout this region to bring innovative transplant procedures to patients in need," said Richard Hasz, vice president of clinical services for Gift of Life. "As with all types of transplant, surgeries such as this one could not take place without the generosity of a donor and a donor family. We thank them for their selflessness and for their gift that made this surgery possible."

"Reconstructive VCA surgeries are the new frontier of surgical transplantation and the results are very promising," said Abraham Shaked, director of Penn's Transplant Institute, vice chairman of the department of surgery, and the Eldridge L. Eliason Professor of Surgery. "Our decades of experience in solid organ transplantation can successfully be applied to Vascularized Composite Allotransplantation and we're prepared to continue moving ahead with the major advancement in the care of patients in need of limb transplantation."

For now, the Penn Hand Transplant Program will only perform bilateral transplants, particularly treating quadramembral amputees. "Someone who has had both arms and legs amputated is completely and totally dependent," said Dr. Levin. The most basic functions of life are virtually impossible to perform such as locomotion, eating, personal grooming and hygiene. It's our goal at Penn Medicine for our multi-disciplinary team to work seamlessly together in the field of VCA so we can successfully treat these patients—from victims of trauma or infection, to war veterans—and give them their lives back."

New Endowed Chairs at Penn Nursing

Four professors at the University of Pennsylvania School of Nursing, Julie A. Fairman, Barbara J. Riegel, Martha A.Q. Curley, and Eun-Ok Im, have been appointed as endowed chairs.



Julie Fairman

Dr. Fairman has been appointed as the Nightingale Professor in Nursing. She is a nurse historian whose work on the history of 20th century healthcare has yielded a consistent stream of funding and whose work on the history of critical care earned her awards from the American Association of the History of Nursing. Dr. Fairman's research addresses the relationship between gender, nursing and technology and the history of the social construction of professional boundaries.

The Nightingale Professor in Nursing Chair honors all nurses who served their country during times of war, and is dedicated to the memory of those who died.

Dr. Riegel has been appointed as the Edith Clemmer Steinbright Chair of Gerontology. Dr. Riegel's scholarship focuses on the growing epidemic of heart failure which remains the most common cardiac diagnosis in elders and one of the major reasons for hospital readmissions. Dr. Riegel's work has advanced knowledge about the management of patients with heart failure and has contributed to the national guidelines that have changed the care provided to more than one million Americans.

The Edith Clemmer Steinbright Chair of Gerontology was established by Marilyn Steinbright in memory of her mother, Edith, who "made a dif-

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Barbara Riegel



Martha Curley



Eun-Ok Im

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SENATE From the Senate Office

The following agenda is published in accordance with the Faculty Senate Rules. Any member of the standing faculty may attend SEC meetings and observe. Questions may be directed to Sue White, executive assistant to the Senate Office either by telephone at (215) 898-6943, or by email at senate@pobox.upenn.edu

Faculty Senate Executive Committee Agenda Wednesday, November 16, 2011 Room 205, Colledge Hall, 3–5 p.m.

1. Approval of the Minutes of October 5, 2011 (2 minutes)
2. Chair's Report (5 minutes)
3. Past-Chair's Report on Academic Planning and Budget & Capital Council (3 minutes)
4. Discussion with Penn's Executive Vice President Craig Carnaroli (45 minutes)
University Response to the Economic Climate
5. Ballot: Nominating Committee Chair (5 minutes)
6. Discussion of questions for the December SEC speakers:
President Amy Gutmann and Vice Provost for Education Andy Binns (10 minutes)
7. Discussion on the academic calendar (15 minutes)
Vice Provost for Education Andy Binns
8. Discussion and response to the presentation on the
Penn Action Plan for Faculty Diversity and Excellence (30 minutes)
9. New Business

Coverage of Trustees' November Stated Meeting

At the University of Pennsylvania Board of Trustees' Stated Meeting on November 4, a Memorial Resolution was passed for G. Morris Dorrance (*Almanac* September 6, 2011) who died in August at age 88. There were also Resolutions of Appreciation for Paul S. Levy and Susan C. Taylor, as well as one for L. John Clark who was designated an Emeritus Trustee. William W.M. Cheung and M. Claire Lomax were elected as Term Trustees and Marc F. McMorris was reelected as a Term Trustee.

President Amy Gutmann noted that while Penn has already exceeded the \$3.5 billion goal of the Making History Campaign, it will use the remaining 14 months of the Campaign to reach the remaining goals. She announced that Penn was recently listed as #9 among the top ten universities in the world by *QSWorld*, having climbed up from #11 in the past two years' rankings.

Dr. Gutmann spoke about Penn Park—a complicated and difficult project—like making “a silk purse out of a sow's ear.” That area has been transformed from an ugly parking lot into a green oasis (*Almanac* September 20, 2011).

The Trustees approved the resolution to appoint Stephen J. MacCarthy as Vice President for University Communications (*Almanac* September 6, 2011).

Provost Vincent Price spoke about two of Penn's entities that have recently celebrated their 10th anniversary: CURF and the Botswana Program.

EVP Craig Carnaroli summarized the University's and Health System's financial condition for the three months ended September 30, 2011. He said the total operating revenue for the consolidated University increased from \$1.4 billion to \$1.53 billion, an 8% increase over the same period last year. However, there was a decline in the net assets from non-operating activities due to the downturn in the equity markets. The Health System had a strong first quarter with an excess of revenues over expenses from operations, 26% higher than last year.

Dr. Larry Jameson gave his first Penn Medicine Report since assuming his new duties as the dean of the School of Medicine and EVP for UPHS some four months ago. He noted that

there have been several key appointments there recently including the director of the Abramson Cancer Center (*Almanac* October 18, 2011).

A new doctoral program in the School of Dental Medicine was approved to combine a doctor of science in dentistry “DScD” with a clinical dental specialty.

The Budget & Finance Committee presented 10 resolutions which all passed.

- Since more than 50% of HUP is more than 40 years old and many of the rooms are doubles, and the Penn Tower parking garage is aging, the Trustees approved the authorization of \$102 million for the South Pavilion Extension (SPE) onto the Perelman Center for Advanced Medicine, to be designed by Rafael Vinoly commencing this winter for occupancy winter/spring 2014. They also approved a replacement parking garage, \$48 million, on the former Pennsylvania Hall site, which meets some of the Trustees' obligations to the Philadelphia Industrial Development Commission from which Penn acquired the land in 2004.

- Interior renovations in Mayer Hall, \$8.7 million, its first renovation since its original construction in 1964.

- Fagin Hall phase 5 renovations, \$5.5 million, for the School of Nursing—Penn's sixth largest school.

- Silverman Hall renovations, \$5.4 million, to support the Law School's educational experience.

- Vance Hall basement classroom renovations, \$2.92 million, for the Wharton School.

- Neural Behavioral Science Building design development phase, \$2.87 million, for SAS, to house psychology and biology and biological basis of behavior (BBB); it will require the demolition of the Mudd and Kaplan Buildings.

- Palestra Hutchinson Gym infill building phase 1—the design and preconstruction services, \$2.4 million.

- Chemistry 1973 Building lighting conversion energy reduction project, \$1.765 million, for energy efficient fixtures to reduce utility expenses.

- Levy Tennis Pavilion renovation, phase 1, \$1.125 million.

Death

Dr. Schnaufer, Pediatrics

Dr. Louise Schnaufer, professor emerita of pediatric surgery in the School of Medicine, passed away October 14 at age 86.

Born in Maryland, Dr. Schnaufer earned a bachelor's degree in zoology in 1947 from Wellesley College and a medical degree from the former Women's Medical College of Pennsylvania (MCP) in 1951. She completed her internship and residency at Union Memorial Hospital in Baltimore, where she was also the hospital's first female chief surgical resident.

Also a pediatric surgeon at The Children's Hospital of Philadelphia (CHOP), Dr. Schnaufer was appointed to the Penn faculty in 1971 as an assistant professor. She was promoted to associate professor in 1976 and then full professor in 1989. She was accorded emerita status in 2000 and retired two years later.

In 1993, Dr. Schnaufer was honored with the surgical residents' faculty teaching award, and that same year her alma mater, MCP, presented her with its alumnae achievement award. She was also a recipient of the American Academy of Pediatrics' Arnold M. Salzberg Award, which recognizes outstanding mentorship of pediatric surgical trainees. CHOP established the Louise Schnaufer Endowed Fellowship in Pediatric Surgery in 1995.

Prior to her tenure at Penn, Dr. Schnaufer was on staff at Johns Hopkins University Hospital, where she helped establish its first pediatric surgical unit in 1963.

Dr. Schnaufer is survived by several cousins. Donations may be sent to the Dr. Louise Schnaufer Endowed Fund, Lockbox 1352, Box 8500, Philadelphia, PA 19178-1352.

To Report A Death

Almanac appreciates being informed of the deaths of current and former faculty and staff members, students and other members of the University community. Call (215) 898-5274 or email almanac@upenn.edu

Endowed Chairs at Penn Nursing

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ference to the people of Greater Philadelphia...by providing support to hospitals, social services and nursing institutions that the children, the aged, the sick and the disadvantaged might be served.”

Dr. Curley has been appointed the Ellen and Robert Kapito Professor in Nursing Science. Dr. Curley's innovative research focuses on interventional studies to support parent needs and priorities in the pediatric intensive care unit, instrument development studies to provide clinicians with better tools to assess patient status and risk, and multi-site clinical trials to generate new knowledge in the care of critically-ill pediatric patients.

The Ellen and Robert Kapito Professor in Nursing Science was founded as part of Penn Nursing's *Where Science Leads* Campaign to recognize faculty excellence and to provide support to faculty research.

Dr. Im has been appointed the Marjorie O. Rendell Endowed Professor in Healthy Nursing Transitions. Dr. Im's research adopts Internet and computer technologies to eliminate gender and ethnic disparities in women's health. She is internationally known as a methodologist and theorist in international cross-cultural women's health research.

The Marjorie O. Rendell Endowed Professor in Healthy Nursing Transitions was established by Carol E. Ware through the Marian S. Ware 2006 and 2003 Charitable Lead Annuity Trusts in honor of Judge Marjorie O. Rendell's service as chair of Penn Nursing's Board of Overseers.

Penn Power Down Challenge: Energy Conservation Fair Tomorrow, November 9

As part of the University of Pennsylvania's ongoing efforts to promote energy conservation practices, the Penn Green Campus Partnership is sponsoring activities and competitions to engage the campus community throughout the month of November, including an energy conservation fair for renters and homeowners. This year the Power Down Challenge, an annual series of energy awareness programs, has expanded to all residences and select administrative and classroom buildings. Eleven Penn college houses and six mixed-use buildings will compete to achieve the largest reduction in electrical consumption over the course of a three-week period that began November 1.

Energy Conservation Fair: November 9

Members of the campus community also have the opportunity to learn more about the University's energy conservation efforts and how they can reduce their utility costs at home at the energy fair from 11 a.m. to 2 p.m., tomorrow, November 9, in front of the Penn Bookstore at 36th and Walnut streets.

The fair will feature representatives from:

- Energy conservation consultants, including EnergyWorks, the Energy Coordinating Agency of Philadelphia (ECA), and Keystone HELP, who will provide information on energy audits, winterization strategies, energy-efficient home improvements, and financing for many of these options;
- PECO's Smart Ideas program, which offers guidance, tools & rebates to residential customers;
- The Pennsylvania Public Utility Commission, which will offer guidance on how consumers can make independent and informed utility choices;
- Penn Home Ownership Services with information on Penn's Enhanced Forgivable Loan program, which can be used to pay for home retrofits that help cut home utility expenses (*Almanac* October 25, 2011).

While at the fair, employees can talk with staff Eco-Reps about the environmentally sustainable projects they've undertaken on campus in their offices.

All attendees can also enter a drawing for a

free e-reader from the Penn Bookstore—an eco-friendly, paper-saving way to access newspapers, magazines, novels, or non-fiction.

Green Campus Partnership

The Green Campus Partnership is working with the entire Penn community to implement energy conservation initiatives designed to reduce the University's carbon emissions, as outlined in Penn's Climate Action Plan. "Reducing energy consumption is the most direct method of reducing the University's carbon footprint," said Anne Papageorge, Vice President of Facilities and Real Estate Services, who works with other University leadership to oversee the Green Campus Partnership. "Over 86 percent of carbon produced by Penn is from building energy usage."

Visit the Green Campus Partnership website at www.upenn.edu/sustainability for more energy news and initiatives, conservation tips and posters, the Power Down pledge, and more sustainability programming at Penn.



ICA's New Curator: Anthony Elms



Anthony Elms

The Institute of Contemporary Art at the University of Pennsylvania announced that Anthony Elms will be joining the ICA as Associate Curator. He has worked as an independent curator and writer, and he was assistant director of Gallery 400 at the University of Illinois at Chicago for six years. He edits and is the curator of

White Walls, an alternative space for artists' publication projects founded in the 1970s. Mr. Elms is just completing work as part of the organizational team behind this year's *Performa* visual art performance biennial in New York.

"It is common to think of museums like the ICA as non-collecting, but that isn't true," Mr. Elms said. "They do not have art objects, but they collect histories and experiences with the artists that have exhibited. In that sense, I could not be happier to join a museum with the distinguished and energetic collection of the ICA."

"I am looking forward to having Anthony's vision, and his passion for publications, enrich the work of our stellar curatorial team," said Robert Chaney, Interim Director.

"We met Anthony when he co-curated the *Sun Ra* exhibition that ICA hosted, organized by Hyde Park Art Center," added Senior Curator Ingrid Schaffner. "This is a wonderful outcome to our first collaboration."

His recent projects include *Blast Counterblast*; *More Alive Than Those Who Made Them*; *Glenn Ligon / A People on the Cover*, and *Unicorn Basking in the Light of Three Glowing Suns*. He was a co-curator of *Pathways to Unknown Worlds: Sun Ra, El Saturn and Chicago's Afro-Futurist Underground 1954-1968*, which enjoyed enormous success when it traveled to ICA in 2009. His writings have appeared in *Afterall*, *Art Asia Pacific*, *Art Papers*, *Artforum*, *May Revue*, *Modern Painters*, *New Art Examiner*, and *Time Out Chicago*, and he has also written essays for numerous catalogues. He received a BFA in painting from Michigan State University and an MFA from the University of Chicago, and he continues to exhibit as an artist.

Penn Vet's Executive Director of Finance and Administration: Robert Schieri



Robert Schieri

The University of Pennsylvania School of Veterinary Medicine (Penn Vet) has named Robert J. Schieri executive director of finance and administration.

"I am pleased and delighted by Robert's appointment," said Joan C. Hendricks, the Gilbert S. Kahn Dean of Penn Vet. "His experience and leadership skills

will be invaluable to Penn Vet as we continue to lead in our mission of veterinary excellence. It is clear he will become an integral member of the School's administration."

As executive director of finance and administration for Penn Vet, Mr. Schieri is charged with ensuring that Penn Vet can meet its strategic objectives and fulfill its underlying mission, through financial, operational and strategic leadership efforts. In addition to overseeing all of Penn Vet's business functions, he will also directly supervise the facilities and IT departments.

"I feel quite fortunate to be a part of Penn Vet," said Mr. Schieri. "I'm impressed by the passion and dedication of the staff and leadership. It makes Penn Vet very special and unique."

Most recently, Mr. Schieri has served as chief financial officer at the University of Medicine and Dentistry of New Jersey's School of Osteopathic Medicine. In that role, he provided key leadership in the business planning and financial structure for a proposed \$50 million satellite branch campus and the acquisition of a new electronic health record. A graduate of Drexel University, Mr. Schieri has an MBA; he has also worked for the University of Pennsylvania Health System and Hospital.

Mr. Schieri and family live with two 15-year-old shelter cats, Ginger and Pepper. Growing up, Mr. Schieri had everything from dogs and rabbits to turtles and a raccoon.

Safe Driving During Holidays

The University of Pennsylvania Division of Public Safety, in conjunction with the Pennsylvania Department of Transportation and Street Smarts, will host a press conference and community event on Tuesday, November 15 at 1 p.m. at 36th and Walnut streets about safe driving practices and offer tips for staying ticket-free and safe during the holiday season.

In addition, the public can view the DUI Victims' Moving Memorial, a 30-foot trailer featuring a hand-painted interior with a garden scene that lists the names of more than 1,000 victims of driving-under-the-influence-related crashes in Pennsylvania. Last year, the number of alcohol-related vehicular deaths was 459.

Business Services' Associate Director: Brian Manthe

Brian Manthe has been appointed as the new associate director of operations in Business Services. Mr. Manthe will oversee the operations and management of Penn Parking and the Penn Ice Rink, including the coordination of special events, capital projects and maintenance.

He came to Penn last month from the Veterans Medical Center, where he was the business manager for the Mental Health Services Division. Prior to that, he served as the commanding officer and director of naval science departments at the University of Pennsylvania and Villanova University.

He completed 30 years of active service with the United States Marines, retiring at the rank of colonel. He received his BA in economics from the University of Virginia. He earned his MS in administration from Central Michigan University, and his MA in national security and strategic studies from the Naval War College.



Brian Manthe

COUNCIL: State of the University

The following presentation was given at the University Council meeting on October 26.

John Zeller

Thank you, Dr. Gutmann. It is indeed a pleasure to be able to give this update. I'm going to begin with something slightly different and that is, why do you even do a campaign beyond the obvious, which is to raise a lot more money?

Clearly you begin with raising necessary resources, but you'll see as you go down through the elements, there are lots of underlying reasons to do a campaign that has very long lasting results on the institution.

Why Do a Campaign?

- Raises necessary resources
- Focuses institutional priorities
- Presents structure for soliciting "stretch" gifts
- Offers multiple opportunities for engaging volunteers
- Brings excitement, purpose, and ownership to alumni, parents, and friends
- Creates urgency
- Develops shared goals and priorities that necessitate collaboration

The last thing is that your development and alumni relations program will be significantly better at the end of a campaign than it was in the beginning. For Penn we have had a very high performing operation for years, but I do think the campaign has allowed us to do some things. It really has improved our outreach and I will speak to that in just a minute.

As Dr. Gutmann said, we have achieved the \$3.5 billion number; we are actually closer to \$3.52 billion now. I'll talk a little bit about the impact of that number, but one of the things I do want to say is that Penn is very unique, and I would say extraordinary in the sense that of the \$3.52 billion that has been committed, nearly \$3 billion, about \$2.967, we'll hit \$3 billion probably in the next three weeks, of cash has already been received. That's 85% of the commitments, so this is not one of those campaigns where you wonder where the money is. We've actually received a large percentage of it, probably the highest in the country. Of that, almost \$1 billion has been added to the endowment against \$1.6 plus billion in commitments. So our goals when we entered this campaign were extraordinary. Half of this campaign was to go to endowment; we are at 92%. \$625 million was to go to faculty support; we are at about 85%, so there is work to be done there, same with undergraduate and graduate aid, but we have an extraordinary story to tell.

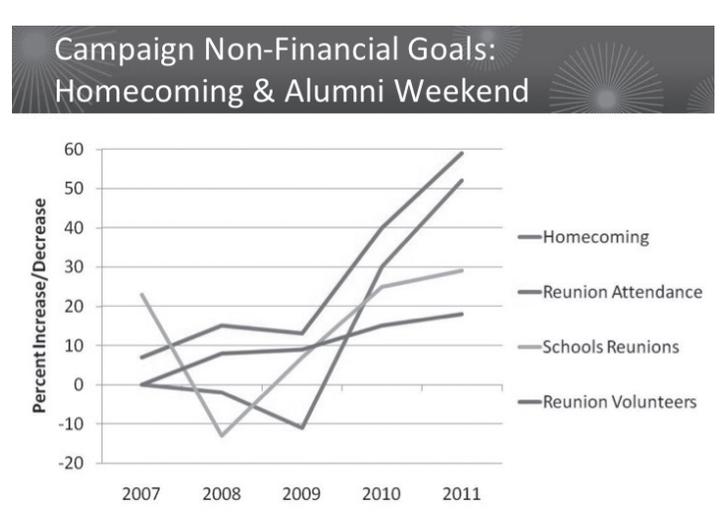
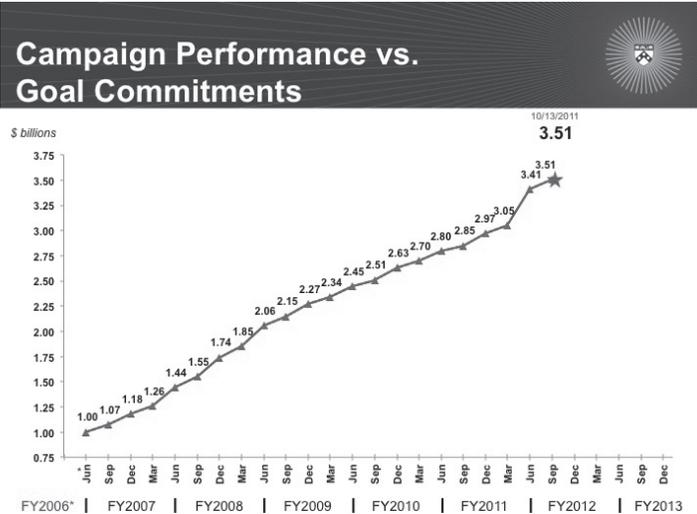
ni and friends around the world, really playing to the Penn Compact, engaging at the local, national and international level.

So what has been the impact of the Campaign? These are some key indicators of how we performed from a fundraising standpoint: before the Campaign launch and where we are through the first five years. Prior to the campaign launch in FY06, July 1 of 2005 was our silent phase, we were averaging about \$48 million in faculty. That's now moved up to \$60 million. Undergraduate student financial aid, \$24 million—that's moved to almost \$44 million. Graduate and professional aid, \$23 million to \$33 million. Capital from \$38 million to \$55 million—and these are averages on an annual basis. Endowment has gone from \$127 million over that five-year average to \$218 million yearly. So the impact of strategically focusing our energies on key priorities has really paid off remarkably.

You have heard Dr. Gutmann talk about the largest gift in Penn's history from Raymond and Ruth Perelman, and our leadership giving as a whole, we look at our trustees and our overseers—our most dedicated volunteers—it amounts to almost \$1.5 billion in terms of support, so clearly we are blessed with great engaged volunteers. Our annual performance in almost every priority is up as I've just reflected. We raised more money already than all our prior campaigns ever, put together, which I think is a great tribute to our deans, volunteers and staff. Almost 600 donors contributing \$1 million or more, nearly 209,000 donors to this campaign so far—and it's comprehensive and we have engaged people at every level.

So let me just quickly go through a few metrics related to why we are spending time on non-financial goals.

- Strengthen campus and regional activities that engage alumni, students, parents, and friends and provide increased access to Penn's vast academic resources.
- Build on the success of alumni class and affinity group programming, creating new ways for alumni to connect with each other.
- Expand career networking opportunities for alumni and students.
- Grow the number of alumni who support Penn's commitment to educational excellence through their annual gifts.
- Increase the number of individuals who create lasting legacies at Penn through their planned gifts and Harrison Society participation.
- Deepen student awareness and involvement in the full range of development and alumni relations activities.



So that is a segue into, yes, there are three elements to this campaign—the \$3.5 billion, which we have achieved, the dollars raised for our priorities, which amounts to about \$1.7 billion of that total. Left to raise is about \$300 million worth of very key and strategic gifts that are represented across all of the schools and centers. Dean Kinane from the dental school would be more than happy to tell you that although he is enjoying great success in the Campaign, there are many things left to do, and that is the story for all of the schools and centers. And last, are our non-financial objectives. When we launched this campaign, we basically created this three-legged stool and this really distinguishes Penn from almost every other campaign in the country, where we were going to use the seven-year period for very strategic outreach and engagement of all of our alum-

Many institutions talk about non-financial goals, engaging their alumni—and obviously we have as well, but I think we have executed it flawlessly.

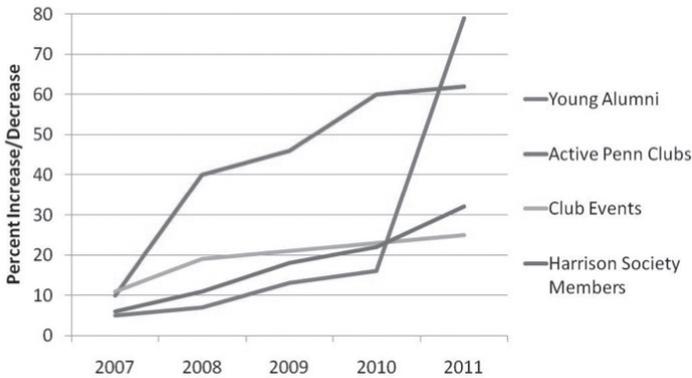
So these are just some charts (see above) and it looks a little bit like spaghetti, so I apologize for that—but all you have to look at is the trajectory. These are our signature activities, homecoming, reunions, school reunions and reunion volunteers, all growing tremendously over the life of the campaign.

This is active Penn clubs (see next page). Look at how the young alumni activities have gone up—this is the future. We have spent a great deal of time focusing on our young alumni who have graduated within the last ten years. And for those of you who are students sitting around the table, we look forward to working with you as well.

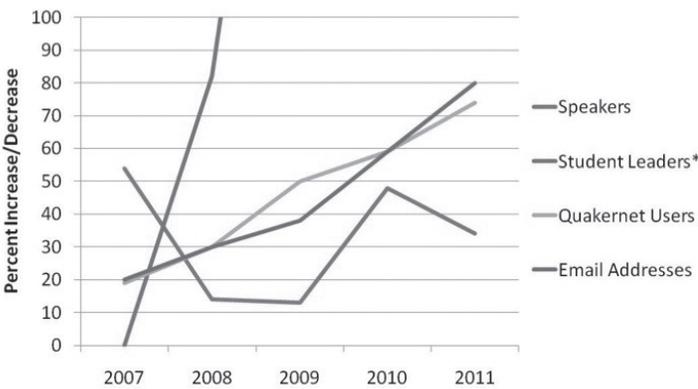
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Campaign Non-Financial Goals: Young Alumni, Clubs and Harrison Society

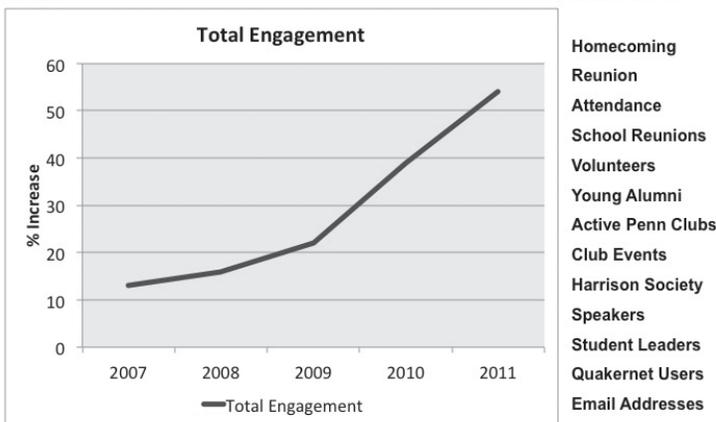


Campaign Non-Financial Goals: Speakers, Students and Electronic Channels



* = 279% increase from 2007-2011

Campaign Non-Financial Goals: Total Engagement Increase



- Homecoming
- Reunion
- Attendance
- School Reunions
- Volunteers
- Young Alumni
- Active Penn Clubs
- Club Events
- Harrison Society
- Speakers
- Student Leaders
- Quakernet Users
- Email Addresses

Dr. Gutmann

By the way, if I could just interrupt for a moment, John. One of the ways we figured out, finally, in engaging young alumni is instead of having meetings over dinner, they start at 10 o'clock at a bar and go until 2. Hundreds of young alumni come out, isn't that right? They love it, they get together. It is a great way of getting together after work.

John Zeller

We have also learned, no snail mail, no email. It's all done on Facebook, texting and Twitter.

Then we have focused specifically on identifying student leadership and working very closely with representatives of the students across the institution. That growth has been almost 300%, we couldn't even put a chart together that would really reflect it. We have been just delighted with that.

The speakers are really more a function of timing, but the activities that we have with our faculty and showcasing them around the country and around the world has had a remarkable return as well.

So let me just summarize, all you have to do is look at the trajectory. All of the activities are on the right-hand side (see table bottom left). This is what the return is. We have a \$3.5 billion result to date with 14 months left to go.

We have also had a remarkable success in our non-financial objectives:

- yPenn
- Office Hours
- Salon Series
- Quaker Exchange
- Penn Spectrum
- Engaging Minds
- Excellence to Eminence Tour
- Penn To You
- Penn Traditions
- Penn Cares
- Penn Quotient
- PRLC/FACTS
- Alumni Weekend
- Homecoming & Arts
- Penn Alumni Winter Meeting
- GAN Clubs Conference
- Penn Alumni Blog
- Family Programs
- SIGs
- Class Elections
- Alumni Yellow Pages
- TCPW Networking Receptions
- Social Media
- Gazette Circulation
- Alumni Directory
- Alumni Relations Group

So this is just a quick list of all the things we've put together over the course of the last five or six years. They have really been designed to reach out and engage alumni of all ages and around the world.

So what are the next 12-14 months? Well, it's got to be a focus on those priorities, faculty support, undergraduate, graduate and professional aid and some of our key capital projects left to be raised. There is an urgency. We have 14 months. The clock is ticking, so we are focused on that. But at the same time it is very exciting. We are on a positive trajectory and our engagement has never been higher. I look forward to returning to this body and reporting on all the significant successes that we will enjoy in the next 14 months.

Q&A

When asked to elaborate on the priorities for which funds are still being raised, Mr. Zeller replied that there are four of them: faculty support, where \$450 million of the \$623 million goal has been raised; undergraduate financial aid with a goal of \$350 million, which is almost at 90%; graduate aid, whose goal was \$323 million; and capital projects: particularly the college house and the neural and behavioral sciences building.

Ed. Note: The portion of the State of the University given by Vice Provost for Faculty Lynn Lees pertaining to the Action Plan for Faculty Diversity and Excellence appeared in last week's issue.

Volunteer Opportunities

Dear Penn Community,

Your generosity during the holiday season has made a huge difference in the lives of many members of our community. We look forward to working with you again this year as we strive to make a difference in the lives of our many deserving neighbors.

—Isabel Mapp, Associate Director, Netter Center for Community Partnerships

Holiday Food Drive: Now through November 16

Let's take a bite out of hunger! In the season of *Thanks and Giving*, please contribute to the Annual Food Drive at the University coordinated by Penn VIPS. We are collecting *non-perishable foods* (cans and boxed foods) as well as *turkeys*. Donations will re-stock the pantry at Carroll Park Community Council as well as help many deserving families in the area.

Please take donated items to one of our conveniently located drop sites listed below:

President's Office	100 College Hall	Brenda Gonzalez	(215) 898-0447
Provost's Office	353B 3401 Walnut Street	Susan Curran	(215) 898-6841
Museum Reception Desk	Kress Gallery	Bonnie Crossfield	(215) 898-4001
Af-Am Resource Center	3537 Locust Walk	Rob Carter	(215) 898-0104
Human Resources	538A 3401 Walnut Street	Syreeta Gary	(215) 898-6018
SAS	120 Claire Fagin Hall	Stephanie Jones	(215) 898-7867
Van Pelt-Dietrich Library	Human Resources Office	Zakiya Blake	(215) 898-8109
Netter Center	133 S. 36th Street-Rm. 507	Isabel Mapp	(215) 898-2020
ISC	265C 3401 Walnut Street	Doris Pate	(215) 573-6803
Wharton	1000 SH-DH	Jennifer O'Keefe	(215) 898-1092
School of Nursing	202 Claire Fagin Hall	Donna Milici	(215) 573-0747
ISC	203A Sansom West	Kathie Ritchie	(215) 573-3561
SAS External Affairs	3615 Market Street, Floor 2	Juliana Walker	(215) 746-8250
Compliance & Privacy	3819 Chestnut Street	Holly Miller	(215) 614-1907
LIFE	4508 Chestnut Street	Cherry Sturdivant	(215) 573-7202
Research Services	P-221 Franklin Building	Lauren Oshana	(215) 573-6710

Coat Drive November 21 through December 8

Does your gently used winter coat still have some serviceable miles on it? Warm coats in good condition, for both children and adults, are needed by a number of charitable organizations in the Philadelphia area. The Linguistics Department is working with the Penn Volunteers in Public Service, Center for Community Partnerships office in organizing a Winter Coat Drive. If you have a coat (or coats) to contribute to our drive, you are welcome to donate them at any of the locations listed below.

Linguistics	619 Williams Hall	Amy Forsyth	(215) 898-6046
CCP	133 South 36th/5th Floor	Isabel Mapp	(215) 898-2020
Museum Reception	Kress Gallery	Bonnie Crossfield	(215) 898-4001

We do not have the facilities or funds to clean donated items. Freshly laundered (or recently cleaned) items are especially appreciated. Bring in your gently used coats to be donated to area shelters. Contact Isabel Mapp at (215) 898-2020 or send an email: sammapp@pobox.upenn.edu or Amy Forsyth at (215) 898-6046 or aforsyth@babel.ling.upenn.edu for additional information and/or to make a donation.

One Step Ahead

Security & Privacy
Made Simple

Another tip in a series provided by the Offices of Information Systems & Computing and Audit, Compliance & Privacy.

Vulnerabilities of Smart Phones

Today's smart phones (such as the iPhone, Android, Blackberry, etc.) include a variety of features that have made them indispensable to their owners. The ability to list nearby restaurants, instantly read reviews of the store you are standing in, or simply map your current location and quickly get directions, are just a few. All three of these examples rely on Global Positioning System (GPS) capabilities that are built in to many phones which allow it to be tracked to within a few dozen feet of its actual location. Additional GPS-related services include:

- personal security, such as improving 911 response, or voluntarily monitoring and tracking;
- device security, including tracking the location of a lost or stolen device;
- interactive tourism and gaming;
- opt-in targeted discounts and coupons.

Unfortunately, the benefits of GPS introduce new vulnerabilities as well. Vulnerabilities that may be exploited by malicious hackers, jilted lovers or greedy corporations for the purpose of spying on you and documenting your activities, or invading your privacy for the purpose of targeting you for a product or some other marketing material.

To help preserve your privacy and personal security, we suggest the following:

- Protect your device with a passcode that only you know.
- Only install mobile applications from trusted sources.
- Be judicious about enabling location-based services on your phone and carefully consider the implications to your personal privacy. Turn these services off when not in use.
- Avoid clicking on unsolicited attachments or links delivered to your phone via email or SMS (text messages).
- Keep your mobile device software up-to-date and monitor what applications are installed. Check your bill monthly.
- Review your cellular carrier's privacy policy.

If you have concerns about GPS and your smart phone talk to your cellular provider. For additional suggestions on how to improve your privacy, contact your Local Support Provider or security@isc.upenn.edu

For additional tips, see the One Step Ahead link on the Information Security website: www.upenn.edu/computing/security/

Did You Know?

"Did You Know" is a monthly series that includes valuable tips to help you get the most out of the benefits and services offered by the Division of Human Resources.

Commitment to Excellence

The Commitment to Excellence Program—a component of the Models of Excellence Program—offers Penn leaders a way to recognize exceptional faculty and staff contributions during unprecedented situations.

How do you know what an "unprecedented situation" is? Well, consider some of our previous honorees. The first ever Commitment to Excellence award went to the Penn Vet team for their extraordinary efforts to conquer a virulent salmonella outbreak at the New Bolton Center (*Almanac* September 28, 2004). Another award went to a group of staff members from various Penn departments who quickly banded together to help New Orleans college students who had been displaced by Hurricane Katrina (*Almanac* May 2, 2006).

While the Commitment to Excellence award is tied to the overall Models of Excellence program, the nomination process is somewhat different since such extraordinary circumstances don't happen every day. There's no nomination deadline, and the award can include both faculty and staff. In addition, the nomination has to be made by senior leaders at Penn—but you can help bring these inspiring stories to the attention of senior leaders and encourage them to submit a nomination.

For complete details and a list of previous Commitment to Excellence Award winners, visit the Human Resources website at www.hr.upenn.edu/quality/models/commitmentexcellence.aspx

6 www.upenn.edu/almanac

Get Fit with a Fall 5K: November 18

Cooler temperatures have arrived, making it the perfect time to enjoy the outdoors. So join the Penn Walking Program for a 5K walk (3.1 miles) around campus on Friday, November 18.

Walkers of all levels are encouraged to participate. We'll even have volunteer walkers placed throughout the group to help keep a steady pace and make sure no one is left behind. The walk will likely take an hour or less of your time (depending on your pace), making it an ideal workout for your lunch break.

If you're already a member of the Penn Walking Program, you're encouraged to wear your "I'm a Penn Walker" t-shirt and bring your pedometer. You'll also be able to register for the program and receive a free t-shirt, welcome packet, and pedometer.

So throw on some sneakers and start walking! For more details and to register, visit the Human Resources online course catalog at www.hr.upenn.edu/coursecatalog and choose "Health Promotions" from the Browse by Category menu.

—Division of Human Resources

LRSM Science Cafes

The Laboratory for Research on the Structure of Matter, the materials science laboratory at Penn, has started a series of Science Cafes based on materials science at two locations: One at Stoney's British Pub, Wilmington, DE and the other at the Dark Horse Pub in Headhouse Square, Philadelphia. These informative talks, for the general public, are given by Penn faculty and other area scientists from academia and industry, and take place monthly at 8 p.m. on Monday evenings.

Anyone interested in attending or checking this year's program should go to www.lrsml.upenn.edu or Facebook: *LRSM/The Laboratory for Research on the Structure of Matter*. This program is free so come, have dinner first, or enjoy a refreshment during the talk and interact with the speaker. Send questions to outreach@lrsml.upenn.edu or call (215) 573-4759.

—Andrew McGhie, Associate Director, LRSM

ALMANAC November 8, 2011

Update

November AT PENN

CONFERENCE

11 *Driving Economic Development and Building Access to the Global Market*; roundtable with comments from ambassadors from 11 African and Caribbean countries; 9 a.m.; Penn Museum; RSVP: (610) 637-9284; Info.: <http://penn.museum/> (Museum)

FILMS

10 *Brother Towns*; screening and conversation with filmmaker Charles Thompson; 2:30 p.m.; rm. 500, Annenberg School (Provost's Office; Annenberg; Anthropology; GSE).

14 *Wounded: Sovereign*; screening, dinner & discussion with filmmaker Tamika Guishard; 8 p.m.; Multi Purpose Room, Du Bois College House; RSVP: ycoleman@gse.upenn.edu by 11/11 (Politics and Cultural Pluralism Residential Program; Natives@Penn).

MEETING

10 WPPSA; 12:30 p.m.; Brachfeld Room, Houston Hall (WPPSA).

MUSIC

12 *Oumou Sangare*; Malian music concert with opportunity to tour African galleries; galleries open

6 p.m., concert 8 p.m.; Penn Museum; \$40, \$20/ students with PennCard; Info.: <http://penn.museum/> (Museum)

AirSculpture; UK based electronic music group; 8 p.m.; Sanctuary, St. Mary's Church (The Gatherings).

TALKS

10 *Greek-Speaking Italians*; Angelyn Balodimos Bartolomei, North Park University; 6 p.m.; rm. 402, Cohen Hall (Penn Language Center).

14 *Rules to Live By: On the Value of Studying Social Norms from a Communication Perspective*; Itzik Yanovitzky, Rutgers University; 4:30 p.m.; rm. 109, Annenberg School (Annenberg).

16 *Eric and Beth Schlager Lecture on Real Estate Entrepreneurship*; Jeff Blau, Related Companies; noon; rm. 350, Steinberg Hall-Dietrich Hall (Wharton).

SPECIAL EVENTS

9 *Master of Applied Positive Psychology Information Session*; 5:30-7 p.m.; G60, Jon M. Huntsman Hall (LPS).

11 *Veteran's Day Event: Re-Making Sense: Expression Through Art*; visual arts presentation and select readings; noon; Penn Bookstore (Veteran's Upward Bound; Affirmative Action).

15 *Penn Employee Undergraduate Programs Luncheon*; noon; Classroom C, 3440 Market St. (LPS).

Thanksgiving Break Special Checks

Dear Students, Faculty and Staff:

Thanksgiving Break 2011 (5 p.m. Wednesday, November 23, 2011, through 7 p.m. Sunday, November 27, 2011) is approaching quickly. Traditionally, this is a time of lower occupancy and greater opportunity for crime. Therefore, we need to be more safety and security conscious.

In order to reduce the opportunity for crime (criminal mischief, burglaries, etc.), the Division of Public Safety is again offering to conduct Special Checks of Residential Properties during the timeframe 5 p.m. Monday, November 21 to 7 p.m. Sunday, November 27. Students, faculty and staff who live within the following geographical boundaries—Schuylkill River to 43rd Street and Baltimore Avenue to Market Street—may list their residence with the Penn Police Department for Special Checks during the period it will be vacant.

Penn Police officers will periodically check the exterior of the property for signs of criminal activity or security breaches. If any are discovered, the officers will take appropriate action with subsequent notification to the listed occupant. If you would like to list your residence for Special Checks during Thanksgiving Break, you may do so via the web or in person. Visit <https://secure.www.upenn.edu/publicsafety/forms/propertycheck/> to register for your Special Property Check. Additionally, to register in person pick up an application at the Penn Police Headquarters, 4040 Chestnut Street. You need to complete and return the application prior to vacating the premise.

Wishing you delicious food and quiet moments with family and friends,

—Patricia Brennan, Director of Special Services for the Division of Public Safety

The University of Pennsylvania Police Department Community Crime Report

About the Crime Report: Below are all Crimes Against Persons and Crimes Against Society from the campus report for **October 24-30, 2011**. Also reported were 8 other crimes (all thefts). Full reports are available at: www.upenn.edu/almanac/volumes/v58/n11/creport.html. Prior weeks' reports are also online. —Ed.

This summary is prepared by the Division of Public Safety and includes all criminal incidents reported and made known to the University Police Department between the dates of **October 24-30, 2011**. The University Police actively patrol from Market Street to Baltimore Avenue and from the Schuylkill River to 43rd Street in conjunction with the Philadelphia Police. In this effort to provide you with a thorough and accurate report on public safety concerns, we hope that your increased awareness will lessen the opportunity for crime. For any concerns or suggestions regarding this report, please call the Division of Public Safety at (215) 898-4482.

10/24/11	4:37 PM	100 S 36th St	Disorderly male arrested
10/26/11	8:51 PM	3700 Walnut St	Male in possession of narcotics/Arrest
10/26/11	11:15 PM	3744 Spruce St	Male arrested after shoving police
10/29/11	2:38 AM	3935 Walnut St	Male in possession of pellet pistol/Arrest
10/29/11	10:58 PM	4200 Market St	Male wanted on warrant/Arrest

18th District Report

Below are all Crimes Against Persons from the 18th District: 6 incidents with 4 arrests (including 3 robberies and 3 aggravated assaults) were reported between **October 24-30, 2011** by the 18th District covering the Schuylkill River to 49th Street & Market Street to Woodland Avenue.

10/24/11	11:10 AM	4931 Catharine St	Aggravated Assault/Arrest
10/25/11	12:00 AM	923 S 49th St	Robbery
10/25/11	7:35 PM	4000 Woodland Ave	Robbery
10/27/11	2:40 AM	5100 Ludlow St	Aggravated Assault/Arrest
10/27/11	10:30 PM	4725 Chester Ave	Robbery/Arrest
10/30/11	9:52 PM	4910 Walton Ave	Aggravated Assault/Arrest

AT PENN Deadlines

The November AT PENN calendar is online at www.upenn.edu/almanac. The deadline for the December AT PENN calendar is *today, November 8*.

During the academic year, the deadline for the weekly Update is each Monday for the following week's issue. Events are subject to change.



Penn's Way

A Workplace Charitable Campaign
See www.upenn.edu/pennsway

Penn's Way 2012 Raffle Drawings

Week Six: November 14 Drawing (for week of November 7-11)

Lucky Strike Bowling Lounge: Bowling party for up to eight people

Philadelphia Museum of Art: Two guest passes

Dante & Luigi's Restaurant: \$50 gift certificate

Business Services/Morris Arboretum: One family membership

Eastern State Penitentiary: Two tickets for historic prison tour

Business Services: Penn Photography Book

Business Services/Penn Ice Rink: Coupon book for 10 free admissions

Week Four Winners

(for week of October 24-28)

Mid-Point Grand Prize "Weekend Getaway" valued at approx. \$600: Crowne Plaza Philadelphia Downtown: Two night stay for two "Bed & Breakfast" package plus two tickets to a performance at the Wilma Theatre—David Harris, HUP

Four Corners Management: \$50 gift certificate—Evelyn Ortiz, Student Financial Services

A.T. Chadwick & Co: \$25 Starbucks gift card—Adrian DeFelice, Critical Care Associates NJ

National Constitution Center: Two tickets—Grace Lee Lu, Development & Alumni Relations

Business Services: Penn Photography Book—Jill Lentz, Corporate HUP

Business Services/Penn Ice Rink: Coupon book for 10 free admissions—Loa Traxler, Penn Museum

Almanac

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The University of Pennsylvania's journal of record, opinion and news is published Tuesdays during the academic year, and as needed during summer and holiday breaks. Its electronic editions on the Internet (accessible through the Penn web) include HTML, Acrobat and mobile versions of the print edition, and interim information may be posted in electronic-only form. Guidelines for readers and contributors are available on request and online.

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Chuck Bednarik Statue to Be Unveiled at Franklin Field Prior to Penn-Cornell Football Game on November 19

The funding is completed, and the work is very nearly done. The Chuck Bednarik statue will soon be a reality.

The University of Pennsylvania has announced the formal dedication of the Chuck Bednarik statue on Saturday, November 19, prior to the Quakers' football game against Cornell that kicks off at 1 p.m. The larger-than-life statue will be located inside Gate 2 on the north side of Franklin Field, and will be complemented by a collage honoring the historical significance of the Philadelphia Eagles during their time playing at Franklin Field.

The Bednarik statue will honor "Concrete Charlie," who played college football for four years at Franklin Field for the Quakers before embarking on a storied professional career at the same stadium for the Philadelphia Eagles.

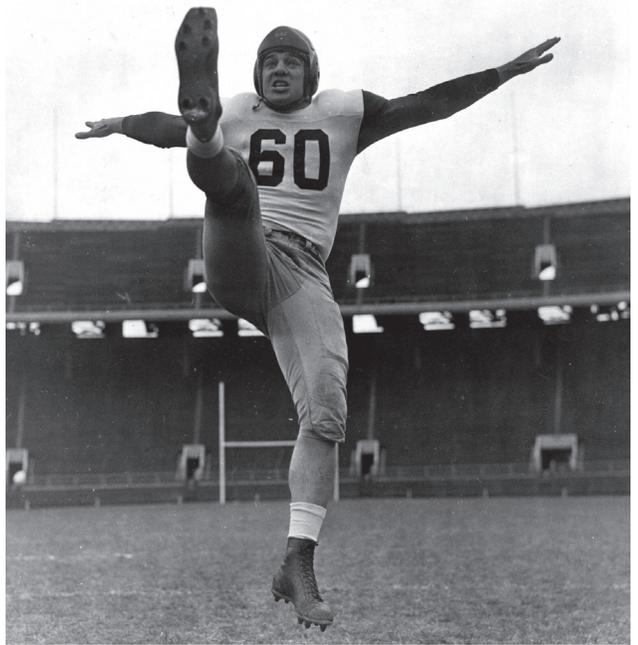
The Bednarik statue is being done by Brian Hanlon of Hanlon Sculpture Studio in Toms River, New Jersey. Dubbed "New Jersey's Sculptor," Mr. Hanlon has works all over the world including the recent Shaquille O'Neal statue at Louisiana State University (LSU). Hanlon Sculpture Studio is the official sculptor of the Basketball Hall of Fame in Springfield, Massachusetts.

"I am absolutely honored to sculpt the greatest warrior, maybe next to Smokin' Joe Frazier, in Philadelphia sports history," said Mr. Hanlon. "I think it's great that Chuck's statue will be placed at the site of his college and NFL careers. Franklin Field is the most sacred, historic athletic venue in Philadelphia."

The process to get a Bednarik statue done has been swift. In 2010, a group of Philadelphia businessmen approached the University of Pennsylvania with the aim of installing a statue of Penn's greatest all-time player and their hero, Chuck Bednarik, at Franklin Field. Since then, nearly \$100,000 has been raised toward the project, bolstered by stories from Philadelphia-area media outlets as well as outlets in the Lehigh Valley where Mr. Bednarik continues to reside in Coopersburg. Among the prominent names involved with the project are the president of NFL Films, Steve Sabol; former Eagles and St. Louis Rams head coach Dick Vermeil; former Eagles players Ron Jaworski and Eddie Khayat; Bucks County State Rep. Paul Clymer; former Governor Tom Ridge; Dominic Toscani, founder of Paris Business Forms, Inc.; and Mr. Bednarik's son-in-law, Ken Safarowic.

Philadelphia Football Facts

- Franklin Field is recognized by the NCAA as the country's oldest football stadium having been dedicated in 1895.
- John Heisman, namesake of the Heisman Trophy, which is awarded annually to the most outstanding player in college football, played for the Quakers from 1890-1891. He returned to Penn as head coach from 1920-1922.
- Unveiled in 1895, Franklin Field was the site of the country's first scoreboard.
- In 1911 the Penn Quakers became the first football team in the United States to use numbers on their jerseys.
- Quaker Quarterback Bert Bell (1914-1919) went on to become co-founder, co-owner, and coach of the Philadelphia Eagles. He served as the NFL Commissioner from 1946-1959 and is a member of the Pro Football Hall of Fame.
- Philadelphia sports radio station WIP broadcast the first-ever radio broadcast of a football game from Franklin Field in 1922.
- The first Philadelphia NFL team was the Frankford Yellow Jackets, which played in the league from 1924-1931.
- Franklin Field became the first National Football League Stadium to use artificial turf when it installed AstroTurf in 1969.
- Franklin Field was the site of the first televised football game in 1939.
- The Philadelphia Eagles played at Franklin Field from 1958-1970.
- The 1960 NFL Championship Game was held at Franklin Field. The Philadelphia Eagles beat the Green Bay Packers 17-13.
- As a neutral site located between the US Military Academy in West Point, NY and the US Naval Academy in Annapolis, MD, Franklin Field has been home to the annual Army-Navy Football game for 18 of the 83 years the game has been played in Philadelphia since the rivalry began.
- ESPN's *College Gameday* covered the Harvard-Penn football game on November 17, 2002, marking the first time the show visited an Ivy League campus.
- Al Bagnoli, head coach since 1992, has led the Penn Quakers to a record seven outright Ivy League Titles during his tenure.



Chuck Bednarik, Class of 1949, (above) is considered Penn's finest athlete. He played 12 seasons with the Philadelphia Eagles (below) and was inducted into the Pro Football Hall of Fame in 1969. His larger-than-life statue will be located inside Gate 2 on the north side of Franklin Field.



Photos courtesy of Penn Athletics Communications