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ROBINSON CENTER MARKS 15TH ANNIVERSARY

The Robinson Community Learning Center’s 15th anniversary celebration takes place from 5:30 to 7:30 p.m. Friday, Feb. 19. Rev. Edward A. (Monsk) Malloy, C.S.C., will offer an opening prayer. Speakers include President Rev. John J. Jenkins, C.S.C., and Lora Nanni, vice president of University Relations. Awards will be presented to volunteers, youth and adult learners and community partners. Entertainment will include a presentation by the Robinson Shakespeare Company and music by Echoes, a Notre Dame a cappella group. The event is free and open to the public, and refreshments will be served.

ALUMNI TRANSSCRIPTS AND DIPLOMA REPLACEMENTS ONLINE

Thanks to collaboration between the Office of the Registrar and the Alumni Association, transcripts and diploma replacements can now be authenticated and ordered online. Alumni can place their order through myNotreDame (mynotredame.nd.edu).

PEOPLE

PEACE SCHOLAR TO STUDY “HIDDEN” COSTS OF WAR

Tanisha Fazal, associate professor of political science and peace studies, has been awarded a research grant from the Harry Frank Guggenheim Foundation to investigate the human and financial costs of war. Those costs are escalating, she says, despite a reduced fatality count.

“Human fatalities on the battlefield have declined in recent years. Large numbers of better medical care in conflict zones,” said Fazal. “The U.S. has fewer coffins returning home but many more severely wounded soldiers, many of whom require long-term medical and psychological care.”

Fazal plans to assess whether U.S. government agencies have accounted for this increase and examine how rising costs affect public support for military deployment.

PSYCHOLOGIST HONORED

David Watson, the Andrew J. and Dorothy K. O’Neill Professor of Psychology, focused on the structure of affect. The instrument they created — the PANAS (Positive and Negative Affect Schedule) — has been used in thousands of studies. More recently, he has helped integrate normal and abnormal psychology and championed a dimensional approach to psychology.

ALUMNI ASSOCIATION ANNOUNCES AWARDS

The Alumni Association has announced the recipients of three of its annual awards. Dr. Peter J. Daly, ’82 and Rev. Thomas Steirn, C.S.C., ’80, ’85 M.Div., ’94 Ph.D., both will receive the Dr. Thomas A. Dooley Award, which is conferred on graduates who have exhibited outstanding service to humankind.

The William D. Reynolds Award, which is given to an alumnus or alumna doing exceptional work with youth for the betterment of the quality of life, will be presented to Karen Guenter, ’79 MSA.

Gita Pullapilly ’99 will be honored with the Rev. Anthony J. Lauck Award, which is given to a graduate for outstanding accomplishments or achievements as a practicing artist.

CAMPUS NEWS

GRANT WILL SUPPORT STEM TEACHERS

A major grant from the Indiana Commission for Higher Education will extend the state’s support for Notre Dame’s innovative development of high school teachers in the STEM disciplines. The $370,972 grant was announced Jan. 6 for teacher support through the Advanced Placement Training and Incentive Program for Indiana (AP-TIP), part of the Notre Dame Center for STEM Education in the Institute for Educational Initiatives.

UNIVERSITY LAUNCHES CATHOLIC PREACHING INITIATIVE

The University’s John S. Marten Program for Homiletics and Liturgics has embarked on a unique project specifically designed to strengthen Catholic preaching. The Rev. William A. Toolehy, C.S.C., Notre Dame Preaching Academy, a five-year initiative funded by the Lilly Endowment of Indianapolis, has enrolled its first cohort of 23 priest-participants from Notre Dame’s founding religious order, the Congregation of Holy Cross, as well as from the archdioceses of Indianapolis and Louisville, Kentucky, and the Diocese of Fort Wayne-South Bend, Indiana.

The new program will make use of an online learning and discussion course, numerous group discussions, coaching from homiletics experts, and even assessments from some of the hundreds of people to whom the priests preach each week.

“The greatest strength is the collaborative nature of this endeavor,” said Rev. Michael E. Connors, C.S.C., director of the Marten Program. “Preachers will self-assess and design their own goals for improvement; peer-learning groups will both support and critique each other; congregations will offer their input; and homiletic experts will teach priests in what life-giving preaching looks like.”

OFFICE OF SUMMER SESSION RECEIVES NAASS AWARD

The University has received the “Creative and Innovative Award for Most Outstanding Administrative Program” by the North American Association of Summer Sessions, for the Office of the Registrar’s replacement of paper forms with e-forms in 2014 and 2015.

The award was presented to Chuck Harley, University Registrar, and Kara Turner, assistant registrar, Summer Session Operations at the organization’s annual conference in Montreal.

Previously, paper forms were walked across campus to several departments for approval signatures. The new mobile-friendly e-forms can be initiated, processed, approved and tracked online.

Visiting students or degree-seeking students who changed their plans, can initiate a Summer Session Discontinuation eForm by going to their dashboard from wherever they are located.

“With the new e-form, the students were better aware of refund dates, drop dates and course withdrawal dates,” says Chuck Harley, University registrar.

“Departments such as Student Accounts and Financial Aid were informed in a timelier manner and had more information regarding student intentions. The quicker processing time allowed for better compliance with reporting to the National Student Clearinghouse (a national online resource offering student degree verification, enrollment verification and student educational outcomes research) as well.”

COFFEE TASTING

Kristian Las-Walker, administrative assistant in the Menloose College of Business, takes a sip with Bob Marley during a Jan. 14 coffee-tasting event in Grace Hall’s Café de Grácia.

The event introduced Marley Coffee, a premium coffee brand now available through the office refreshment programs provided by Notre Dame Vending.

Marley Coffee was founded by Bob Marley, son of late Jamaican reggae musician Bob Marley. According to Chris Abayasinghe, director of Food Services, “Marley Coffee ties back to the social values that Notre Dame holds, namely sustainable farming practices, water recycling methods and fair trade practices.”

Comments or questions regarding NDWorks? Contact NDWorks Managing Editor Carol A. Bradley, 631-0445 (bradley.7@nd.edu), or Cicidi Sanders, editor and program director for internal communications, 631-7031 (csander6@nd.edu). For questions regarding The Week @ ND or the University calendar, contact Electronic Media Coordinator Jennifer Laben, 631-4763 (laben.5@nd.edu). NDWorks is published 12 times a year, 2015-16 publication dates are June 23, July 23, Aug. 27, Sept. 24, Oct. 29, Nov. 3, Jan. 7, Jan. 28, Feb. 25, March 24, April 21 and May 16.
Spider web research shows promise for noninvasive genetic sampling

Webs are natural DNA traps

BY GENE STOWE, FOR THE COLLEGE OF SCIENCE

Using web samples from black widow spiders fed with crickets, researchers at Notre Dame have successfully used DNA samples to identify both the spider and the species of its prey. Such noninvasive sampling to obtain genetic information could have practical implications in several fields including conservation research and pest management.

As an environmental science student at Notre Dame, Charles Cong Yang Xu said he had the idea of uncovering the DNA of spiders while he was studying environmental DNA of fish in the lab of David Lodge, the Ludmilla E. Stephen J. and Robert T. Galla Professor of Biological Sciences. Xu found a novel and promising noninvasive source of spider and insect DNA through extracting the DNA from spider webs. Using web samples from spiders placed at Potawatomi Zoo in South Bend, he then amplified and sequenced mitochondrial DNA from spider web samples, which identified both the spider and the species of the prey. Spider and prey DNA remained detectable at least 88 days after living organisms were no longer present on the web. “Sticky spider webs may serve as a natural DNA sampling device for DNA from the spider and from what it’s been eating,” Xu said.

Noninvasive genetic sampling such as this enables biomonitoring without the need to directly observe or disturb target organisms. The results from this study can lead to practical applications in conservation research, pest management, biogeography studies and biodiversity assessments.

“Sticky spider webs are natural DNA samplers, trapping nearby insects and other things blowing in the wind,” Xu said. “We see potential for broad environmental monitoring because spiders build webs in so many places.”

An alumna from the class of 2014, Xu is the lead author on the paper. Co-authors are Ivy J. Yen and Cameron R. Turner at Notre Dame and Dean Beamont at Potawatomi Zoo. Their paper, “Spider web DNA: A new spin on noninvasive genetics of predator and prey,” has been recently published in PLoS One.

Promoting bystander intervention

GENE STOWE, FOR NDWORKS

Green Dot, a national program that promotes bystander intervention in the fight against sexual assault and violence on campus, unites the array of other initiatives to address the problem in a way that builds a safe culture by enlisting everyone—staff, faculty and students—to do their part for the cause.

Increasing the display of the symbol—a custodian’s pin, a dining hall poster, a classroom mention or email signature line—fosters a sense of safety and support that attracts more participation in an upward spiral of community solidarity. Green Dot also uses red dots for choices that harm others by word or action and foster a culture of violence that Green Dot resists.

“Everybody has some part in it,” says Christine Caron Gebhardt, co-chair of the Committee on Sexual Assault Prevention (CSAP) and director of the Gender Relations Center. “Nobody has to do everything, but everybody has to do something. It helps people to realize that you have to send a cultural message as a campus that violence is not OK—that students, faculty and staff are supporting that.

“A custodian may not ever talk to a student about bystander intervention, but he or she can wear a green dot to help keep violence prevention visible to them. The message is that this is about all of us. The students begin to realize that there is a culture that is supporting them and encouraging them to look out for one another.”

The approach, created at the University of Kentucky in 2008, was launched at Notre Dame this fall, after CSAP decided it offered a needed common language and broad access. Already, more than 40 people from a cross-section of the campus community, from ROTC, Student Activities, Campus Ministry and Residential Life to the Graduate School, Counseling Center and libraries as well as colleges and centers such as Mendoza and Kroc, are engaged in spreading the word.

Twenty-one people took 40 hours of training in May to become Green Dot facilitators. Thousands of students and hundreds of faculty and staff have heard overview speeches, which can be tailored from 20 to 90 minutes to fit a group’s needs. Some committee members visit campus units to introduce the program while others give overview speeches to those who ask, and a six-hour bystander training is also available. A social media campaign supports the outreach to students.

The program provides an umbrella for organizations that support victims, provides resources or focus on prevention or intervention.

“All of those are important, but we have to have a common language, a common vision, a way in which we can unite as a community,” Gebhardt says. “This binds it all together. It gives it a vision that people can be invited to do, and they can engage at the level they’re comfortable with. It’s an amazing way in which different people across campus are coming together. It’s Notre Dame’s message and not one department’s message.”

To learn more, visit greendot.nd.edu.

Fostering a sense of safety and support

Driehaus winner named

Architect Scott Merrill’s Seaside Chapel, Seaside, Florida.

Merrill named 2016 Driehaus Prize Laureate

Scott Merrill, an architect known for his originality and creative application of architectural precedents, has been named the recipient of the 2016 Richard H. Driehaus Prize at the University of Notre Dame. Merrill, the 14th Driehaus Prize laureate, will be awarded the $200,000 prize and a bronze miniature of the Choragic Monument of Lysikrates during a March ceremony in Chicago.

“Scott Merrill has demonstrated how the principles of classicism can be used as a foundation for designing buildings that respond to and express regional character while employing the richness of precedents found throughout the ages, including our own,” says Michael Lykoudis, Driehaus Prize jury chair and Francis and Kathleen Rooney Dean of the School of Architecture. “His applications of architectural forms from various times and places to modern settings are used to reinforce the values of community, beauty and sustainability without sacrificing economy.”

In conjunction with the Driehaus Prize, Eusebio Leal Spengler, city historian of Havana, Cuba, will receive the $50,000 Henry Hope Reed Award, given annually to an individual working outside the practice of architecture who has supported the cultivation of the traditional city, in architecture and art.

Leal’s innovative leadership saved the historic center of Old Havana, a UNESCO World Heritage Site. Leal, Havana city historian, transformed the Office of the Historian from a conventional cultural agency to a financially autonomous model of management that not only generates the funds needed to undertake complex restoration projects, but also provides support for the local community.

“Eusebio Leal’s work in Havana has not only helped save what is one of the most stunningly beautiful cities in the world, and in particular the Western Hemisphere, but also by example, it has highlighted the importance of an architectural and urban culture that maintains a spirit of conservation and investment opposed to consumption and waste,” says Lykoudis.
Decoding our shopping secrets

Customer analytics benefit retailers — and customers

BY GEFF GLOECKLER, MCOB

Fifteen years ago, the Kroger Company introduced the Plus loyalty program to shoppers in its grocery stores across the United States. On the surface, the program was simple: Sign up for a card and receive discounts on various products throughout the store. It was an easy way to keep customers loyal to the chain. But for Kroger, the program offered a treasure trove of customer-specific data, providing information about what shoppers buy and when. Kroger was then able to use this information to target coupons and promotions to particular customers.

Today, an estimated 90 percent of Kroger shoppers use the card. It’s a huge investment, but it seems to pay off for the largest supermarket chain in the country, as well as for its customers. In a nutshell, Kroger’s customers are more loyal because they save money on items they care about, among other benefits. But Kroger appears to be in the minority when it comes to investing in customer analytics. From considering that retailing is the most likely industry to profit from such information. “While retailers seem to benefit tremendously from using analytics, many don’t seem to realize its value,” says Frank Germann, an assistant professor of marketing, who specializes in marketing strategy and customer analytics. “The big retailers get it, but many smaller ones haven’t seen the potential.”

This subject is the focus of new research titled “Do Retailers Benefit from Deploying Customer Analytics?” conducted by Germann, Gary Lilien, a marketing professor at Penn State, as well as Lars Fielder and Matthias Kraus, both consultants at McKinsey & Co. The study was published in the December 2014 issue of The Journal of Retailing.

With the sponsorship of McKinsey & Co., Germann and his team surveyed 418 high-ranking managers and executives worldwide from eight industries, asking them about their company’s spending on customer analytics, as well as their views and experiences on the value of such data on the bottom line.

The study found that increasing a company’s investment in analytics translated into performance gains in each of the industries. According to the data, on a one-to-seven rating scale representing the use of analytics, an increase of one rating point — from four to five, for instance — accounts for a 0.28 unit increase in a company’s overall performance across all industries. On the low end of the scale was the banking and securities industry, which realized an uptick of 0.18. Retailing was at the top with a gain of 0.66, distinctly followed by media entertainment and information with a gain of 0.32.

While retailing is the industry with the most to gain from studying its customers, Germann found that, among respondents, retailers are below average when it comes to actually investing in analytics. “Our results clearly suggest that retailers are making a mistake,” Germann says.

Why aren’t more retailers investing in customer data? Germann believes it’s because the results aren’t guaranteed. “In retailing, the margins are very small,” he says. “Any investment that they make needs to produce a positive return. Otherwise they can’t afford it. I think because the margins are so small, many feel uncertain in investing in analytics because they aren’t sure that they’ll actually get that positive return.”

From Germann’s perspective, this mindset is shortsighted and could even lead to failure for many retailers. “I wouldn’t be surprised if using analytics in the retailing space will become increasingly prevalent to the point where it will be a prerequisite to play,” he says. “If you don’t do it, you’re not going to be able to survive because it’s going to play such a big role.”

Germann notes the use of customer analytics data may be even more useful to online retailers. “They can essentially customize their website so that two shoppers will encounter different layouts and items based on their past browsing behavior and what the online retailer infers about their respective preferences,” he says. “Overall, I think analytics is here to stay,” he says. “A lot of retailers don’t yet understand that it has such tremendous performance implications. I’m hoping with this study we’re going to convince retailers that it’s really an area they need to look into and invest in.”

That gummy bear is calling your name

Constantly falling prey to unplanned grocery purchases? A new marketing study reveals why

BY MICHAEL HARDY, MCOB

We all have our own style when it comes to grocery shopping. Some of us bring a detailed shopping list and follow it to the letter. Others have a rough idea of what we need to buy, but are willing to consider other items if they see on sale or simply look appealing. And some incorrigible impulse buyers simply arrive at the grocery store without any plan at all.

Of course, even the best-laid plans can be ruined by the prospect of a bag of gourmet popcorn or a sale on Starbucks Pumpkin Spice Frappuccinos.

To examine the behavior patterns of grocery shoppers over the course of a trip, the Mendoza associate marketing professor and co-authors Jeffrey Looman of the University of Pittsburgh and Karen Melville Stilley of Market Rise Consulting recently set out to track a few shoppers as they completed their weekly grocery trips. Their paper, “The Role of Within-Trip Dynamics in Unplanned Versus Planned Purchase Behavior,” was published in the May 2015 edition of The Journal of Marketing.

“...there had been other research that looked at the difference between the types of people who buy more unplanned stuff versus those who stick to their list,” Gilbride says. “In this study, though, we wanted to look at a particular person and ask, does their purchasing pattern change within a trip?”

First, the researchers interviewed a group of shoppers about what they planned to buy on their trip, and how much they planned to spend. Then each shopper was given a barcode scanner and asked to scan each item as or before they put it into the cart. As the researchers expected, many shoppers ended up buying items that weren’t on their list. Why? That’s where it gets complicated.

The researchers found that the longer shoppers stayed at the grocery store, the more likely they were to buy unplanned items. Within that general trend, though, shoppers tended to fall into two categories. People with smaller budgets who bought an unplanned item, say, a gallon of ice cream, tended to compensate by immediately buying a planned item, say, a package of diapers. This behavior is consistent with “self-regulation theory,” which hypothesizes that shoppers make buying decisions over the course of a trip with the overall goal of staying within their target budget. On the other hand, the researchers found that those with larger budgets tended to follow up unplanned purchases with even more unplanned purchases. This behavior is more consistent with “cuing theory,” according to which seeing certain items they want to buy “cues” a shopper to remember other items they might have forgotten to put on their lists.

What are the implications of the study’s findings for shoppers? “Be mindful that the longer you shop, the more likely you are to make unplanned purchases,” Gilbride says. “We just get tired. What we know from psychology, though, is that if we can give ourselves a pep talk every now and again, and remind ourselves of our budget, then we can get back to our goals.”

In the near future, Gilbride says, grocery stores will have smartphone apps to allow shoppers to create shopping lists and then keep track of their purchases. Although that could help consumers stay within their budgets, it also could benefit retailers by allowing them to track their customers’ habits.

“So if I see that you bought an unplanned bag of pretzels,” Gilbride says, “I’d probably send you a message to say, ‘Did you also need chips or salsa, or whatever?’”

Gilbride says there’s nothing inherently bad about making unplanned purchases — in fact, shoppers seem to anticipate them. “Research has shown that if you ask people how much money they plan to spend in a shopping trip, they have one number, and then if you ask them to add up the prices of all the things they plan to buy, there’s a lower number. So there’s sort of a budget for unplanned items. The interesting thing is that people plan on making unplanned purchases.”

From the Mendoza College of Business
Wellbeing at Work Program: improving worker's lives

A sense of mission — and time to recharge — makes for happier employees

BY MICHAEL HARDY, MCOB

In the 1990s, when Matt Bloom was working long hours as a business consultant for Arthur Young, and later at Lehman Brothers, he used to dread coming home to find a message on his answering machine: "I remember being so fearful of checking my machine when I saw the light blinking, because I was afraid it was going to be my boss saying I have to come in, or that something's wrong. I remember pushing that button and hearing his voice, and my heart sinking."

He wasn't alone. Most of his colleagues, despite their comfortable salaries, seemed just as unhappy at their jobs as he was. "I was surprised how many people viewed work as a negative experience," says Bloom, now an associate professor. "It seemed rare to bump into anyone who said, 'I love my work.'" Bloom ended up leaving the corporate world to earn a Ph.D. in human resource studies at Cornell University. In 1996, he joined the Mendoza College of Business, where he's taught ever since. But he had experience as a consultant with him. Did work really have to be so miserable?

To find out, he launched the Wellbeing at Work Program in 2004, which focuses on studying people in the "helping professions" — teachers, human rights attorneys, humanitarian workers, even members of the clergy. "These are very challenging jobs — working in war zones, working with people who are dying, educators working in very under-resourced schools," he says. Yet the people Bloom met seemed remarkably happy. When he asked why, they often cited intangibles such as "meaning," "purpose" or "spirituality."

Bloom then took his findings and applied them to the workplace world at large. What's missing from most jobs, he came to believe, was precisely that sense of mission that the teachers and ministers he'd met had talked about: "In economics literature, in management literature, there are almost no studies whatsoever on the transcendent or spiritual or religious aspects of work. But then you look at polls, and something like 80 percent of people around the world claim that religion or spirituality is an important part of their lives. If you consider that most of those people work, it's like we don't know anything about the interplay between these two really important parts of life for most people."

It's easy to understand how someone might find a sense of mission in working for Doctors Without Borders or setting up a soup kitchen. But how is the average worker supposed to find transcendence in the modern corporate workplace?

Bloom says it all begins with employees recognizing the humanity of their employers. "They have to understand that the whole person comes into the workplace," he says. "They're not just an accountant, they're not just an engineer. They're not just the job that they fulfill. They come with their non-work life, their religious or spiritual dimension. And those are at play in the workplace, whether the employer recognizes them or not.

If they want the best from their employees, managers have to help them tap into the fundamental human desire for meaning, he says, citing Whole Foods and Zappos as companies that recognize the importance on corporate values that employees can rally around. "When people can connect their core values to the work they do, they find more meaning in the work they do. They also unleash capacities for creativity and performance.

Although his research shows that employees who feel emotionally invested in their company tend to be better at their jobs, Bloom says that he considers workplace well-being an end in itself, not just a means for companies to become more productive. "My colleagues and I regard well-being as an intrinsic good. Its implications for performance are happier people better performers? — does not substantiate its value. Human well-being has intrinsic worth. And our public policy and our economic measurements seem to completely overlook that dimension." Bloom endorses the idea of establishing a national measure of happiness in America, as Great Britain did in 2010, to supplement dry economic statistics like GDP.

During the past decade, Bloom's research has received growing national attention. The Templeton Religion Trust and the Lilly Endowment Inc. have provided grants totaling almost $5 million to fund his research on workplace happiness, especially in relation to the clergy. "(See box.) He's also an increasingly in-demand speaker. Earlier this year, he gave the keynote address at the annual meeting of Volunteers of America.

When asked what specific steps businesses could take to improve their workers' lives, Bloom cites the importance of allowing employees to take a break from work at night so they don't live in fear of a late-night phone call from the boss, as he did as a young consultant. As the director of the Wellbeing at Work Program, Bloom has a rule that his students and researchers don't have to answer emails in the evening. He also makes a point of taking his vacation days each year as a way of encouraging those at the research program to do the same.

"You have to allow people to disconnect from work — a 24/7 job is just not sustainable," he says. "It's hard to do that in a society where technology makes us so accessible, but our research suggests that people need some disengagement. They need to completely forget about work, and they need real vacations. Polls show that unused vacation is increasing every year because people don't feel like they can take vacations."

Bloom's next major project is a longitudinal study that will follow corporate America over a period of years to focus on well-being. He said that although corporate America has made some strides in valuing worker happiness, "he's dismayed by how many people he meets who still say they hate their job. "We live in a very prosperous country, and yet all the data that we have suggest that most people aren't happy in their work, don't find meaning in it," he says. "That continues to surprise and trouble me."

Marissa Gebhard: The buddy system

MCOB club adviser since 1999

BY SALLY ANNE FLECKER, MCOB

To understand why Marissa Gebhard (MNA '10) loves being the club adviser for the Notre Dame Business Buddies Club, you don't need to look much further than Lucas.

Best Buddies pairs Notre Dame students with adults in the community who have developmental disabilities. Lucas, who has been in the program for 16 years, lives independently with some support in a house several blocks from campus. He lives and breathes blue and gold and loves the opportunity to attend Notre Dame basketball games. He worked as a dishwasher at the University Club until its closing in 2007. Change is hard for Lucas; he was heartbroken when his job ceased to be. "Best Buddies was a source of stabilization for Lucas," says Gebhard. "It was one thing that was still consistent in his life. He still had a connection to Notre Dame."

Gebhard, associate director of marketing and communications at the College of Science, has been the club adviser since 1999. "I mentor and guide the students as they develop lasting friendships with people who can seem so different from themselves on the surface, but who are really just like them," she says. In fact, getting to know the students is another plus for her. "I love Notre Dame students. They've so talented and committed to service. They keep you invigorated," says Gebhard, who was recognized as club adviser of the year at Notre Dame in 2002. "Through this adviser role, I'm able to stay in touch with students after they graduate, and it really adds a great dimension to my life. I enjoy hearing about everything they've accomplished in their careers and lives."
**University Press announces publication of Father Griffin essays**

On March 30, 2016, Notre Dame Press will publish The Pocket-Size God: Essays from Notre Dame Magazine by Rev. Robert F. Griffin, C.S.C. With his cocker spaniel, Darby O’Gill, Father Griffin (1925–1999) was a beloved member of the Notre Dame community. An University chaplain for 30 years, Father Griffin counseled, advised, and listened to students, the wounded, the afflicted and the lonely. He was also known widely for his weekly article in Our Sunday Visitor magazine titled “Everyday Spirituality,” and for his column in the Notre Dame student newspaper, The Observer, titled “Letters to a Lonely God.” His essays appeared in three collections: “I Never Said I Didn’t Love You” (1977), “The Continuing Conversation” (1985), and “In the Kingdom of the Lonely God” (2003). This new volume, The Pocket-Size God ($25), contains essays Griffin wrote for Notre Dame Magazine between 1972 and 1994. The pieces take up his vocation at Notre Dame, his pastoral work at parishes in New York City, the problems endured by his family and friends, his attempt to parent children not his own and the Church’s effort to resolve after the reforms of Vatican II and the upheavals in American life in the late 20th century. He also discusses larger social issues that he struggled with, including sexuality, declining attendance at Mass, poverty and intolerance.

**‘Let us march forward in love’**

Walk the Walk Week encourages commitment to diversity and inclusion

**BY SUE LISTER, MEDIA RELATIONS**

It was midnight on Monday, Jan. 18, Martin Luther King Jr. Day. The snow and wind chill made for formidable conditions, but that didn’t deter some 1,000 students, faculty, staff and guests from gathering in the Main Building for a candlelight prayer service to begin the University’s Walk the Walk Week observance. The service included song and remarks by students and administrators. Eric Love, director of staff diversity and inclusion challenged, "To truly be a community of love and respect, Notre Dame must not just talk the talk, but walk the walk." We must not just learn and talk about the problems of our time, but we must contribute to the solutions and assist those in need," Love said.

After praying the intercession “Let us march forward in love,” those in attendance departed the Main Building in silence, leaving their candles at the Sacred Heart of Jesus statue. Later in the day, more than 2,500 gathered at the Joyce Center to hear University President Rev. John I. Jenkins, C.S.C., encourage the Notre Dame community to continue to "walk the walk" of King. "Marches suggest a journey of purpose we take together," he said. "As Dr. King said, 'If you can't walk, then crawl. But whatever you do, you have to keep moving forward.' And so... let us march together. Let’s each of us commit to walking the walk. Inspired by Dr. King, we invoke the power of God, the strength of Christ and the intercession of Notre Dame, Our Lady, as we walk the walk of this purpose we take together, let us keep moving forward."

That evening, during Mass at the Basilica of the Sacred Heart, Rev. Pete McCormick, C.S.C., encouraged longermtime commitment to matters of diversity and inclusion. "If we are not careful, this Walk the Walk Week is just one big moment. To prevent such a tragedy from happening, we must commit ourselves to revealing the importance of living lives that seek to offer more than awareness, but real action toward revealing the glory or the Lord so that all of us may see it together. And in that moment we will proclaim, free at last, free at last. Thank God Almighty, we are free at last.”

For video, photos and more news from the Walk the Walk Week, visit diversity.nd.edu.

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**‘The Revenant’: Part make-believe, part history**

Historian Jon T. Coleman wrote the book on the real Hugh Glass

**BY BRITTANY COLLINS, MEDIA RELATIONS**

“There was no way to make the character ‘real’ or acceptable to the viewing audience,” Coleman said. “But in a way, that’s the most historical part: The Hugh Glass legend was part art from the beginning.”

Coleman has studied mountain men, those fur trappers and explorers who lived in the wilderness, and their place in building the concept of the Wild West. The suffering of men like Glass was a tale held on a pedestal to show American exceptionalism. “People like Glass helped Americans define the nation as different and exceptional. They wanted the nation to sprout from the soil and be ingrained in people. This naturalizing process, however, wasn’t pleasant. People close to nature — working people — suffered.”

At the same time, far from accepting such tales as gospel, readers in Glass’ day questioned all the stories from the West. “The mountain men were seen as shifty liars even as people celebrated them as environmental Americans,” Coleman says. “That’s how cultural appropriation worked. They needed men like Glass to establish American exceptionalism, but they also wanted to quarantine them on the frontier. No one wanted Glass to come back.”

Coleman’s research and teaching at Notre Dame focus on early American history and the American West. He is also the author of “Vicious: Wolves and Men in America” (Yale University Press, 2004), winner of the W. J. T. Turrentine Jackson Award from the Western History Association and the John H. Dunning Prize from the American Historical Association.
Remembering Brother Frank Gorch, C.S.C.

BY CAROL C. BRADLEY, NDWORKS

A Notre Dame Fire Department legend

Gorch, Brother Frank, longtime firefighter Notre Dame-Navy game in October, Presidential Team Irish Award at the Department was honored with a Firehouse. The Notre Dame Fire Department and its relationship to the C.S.C.

It’s a relationship that dates to the earliest years of the University. The first fire company on campus was a small group of Holy Cross Brothers whose main duties were listed in 1846 as “to procure buckets, axes and other tools during a fire.” Their “fire engine” was a piece of pumping equipment that was located in a shed adjacent to the campus dog kennel.

The current firehouse was constructed in 1945, during the 50-year tenure of Fire Chief Brother Borromeo Malley — a time that also saw the arrival of the department’s first motorized ladder truck and fire engine. Typically, eight brothers were assigned to live in the firehouse and serve as firefighters in addition to their other assigned jobs.

Born in Manistee, Mich., in 1922, Brother Gorch entered Sacred Heart Novitiate in 1947, making his First Profession of vows in 1948 and Final Vows in 1951. He lived long enough to celebrate 65 years of religious profession in 2013. He was the last in a long line of dedicated Holy Cross Brothers to live in the firehouse.

Notre Dame Seamon, Provincial Superior Rev. Austin I. Collins, C.S.C., and I were excited to have the opportunity to honor Brother Gorch and the C.S.C. It was recognition for him, but also demonstrates how the Office of Campus Safety and Notre Dame Fire Department are honored to carry on the tradition that was established and built by the brothers and the C.S.C. over the years and passed on to us.” Just two weeks after the celebration, on the afternoon of the Nov. 14 Notre Dame-Wake Forest game, when they knew he was close to the end, firefighters and the C.S.C. community gathered around Brother Frank’s bed at Holy Cross House. It was just before the 3:30 p.m. kickoff, says Mary Weigle, NDFD senior administrative assistant.

Assistant Chief Tim Hoopner had downloaded the Notre Dame Victory March to his phone, “and he held it up to Brother’s ear,” she says.

“I was on his other side holding his hand. Just as the song was ending, a big tear welled up and rolled down his cheek. I wiped it away, and it wasn’t a minute and he was gone.”

A Notre Dame Fire Department legend

BROTHER FRANCIS GORCH, C.S.C. 1922 - 2015

Brother Francis (Frank) had a long history of service to the University. From 1948 to 1952, he was assigned to Holy Cross Seminary, where he was the Commission- er, which meant serving seven community houses with daily delivery of Notre Dame buns, made twice-a-week trips into town for special purchases and picked up the laundry for each house. In 1952, Brother Gorch was assigned to the Provincial House as director of maintenance. In 1953, he moved for the first time to the Notre Dame Fire House, while assisting with maintenance at the community infirmary.

He served as assistant manage- er at the Notre Dame Bookstore, worked in the Treasurer’s Office and served at Sacred Heart Church, providing altar hosts for the celebration of the Eucharist. While performing these tasks during the day, Brother Gorch spent his evening prefecting in Badin, Zahn and Breen-Phillips residence halls, until he moved into the firehouse in 1966.

From 1966 until his retirement from the University in 1999, he also worked in LaFortune Student Center as its director and over- seen. In recognition of his hard work and service to the University and its students, the game room in the basement of LaFortune is named the Gorch Game Room.

SERVICE ANNIVERSARIES

The University congratulates those employees celebrating significant service anniversaries in February:

30 Years
Debbie K. Bernhard, Hesburgh Libraries
Phillip G. Corpuzon, Mendota College of Business
Kevin J. Dubbechi, User Services, OIT
Kathleen A. Rand, TRG Programs
Patti J. Strauch, Mathematics
Richard B. Strebinger, Aerospace and Mechanical Engineering
Holly Webb, Food Services Support Facility

25 Years
Jerome J. Krulewicz, Security
Diane Sabaj, Rodl Sports and Rec Center

20 Years
Vicki L. Armour, Waddick’s
Bludhers L. Casey and Mary T. Graumwald, Custodial Services
Beverly R. Harbon, Morris Inn
Michael A. Land, Food Services Support Facility

15 Years
Peter F. Horvath, Law School
Shelvin Mathews, Customer IT Solutions

10 Years
Jarell D. Bayer, Joyce Center Technical Services
Mary Bogod, Eck Tennis Pavilion
Julia A. Bruckert, Customer IT Solutions
Marc D. Bourdell, Fighting Irish Initiative
Lynn M. Hubert, Development
Lynne Johnson, Food Services, North Dining Hall
Mary Weigle, Fire Protection

NEW EMPLOYEES

The University welcomes the following employees who began work in December:

Manuela Castl Yragel, Management
Maria V. Dahn, Paul N. Miller, Brendon M. Owens and Aubrey Shelton, OIT
Brigette M. Kinney, Engagement Information, Development
Tamara N. Mason, Aerospace and Mechanical Engineering

Heather E. Price, Center for the Study of Religion and Society
Katherine G. Rutledge, Center for Theology, Science and Human Flourishing
Cory Thompson, Transportation Services
Pay attention to avoid slip-and-fall accidents

Injuries increase with buildup of ice and snow

BY GENE STOWE, FOR NDWORKS

With the onset of wintry weather, the Wellness Center has noted an uptick in the number of accidents related to snow and ice.

Surprisingly, a common accident this winter has been people falling between cars as they step out of their vehicles, says Kirk Flickinger, a general safety specialist with the Office of Risk Management and Safety.

The University has increased resources this winter to help ensure that entrances are clear by the beginning of the workday, but individuals can also do their part to stay safe.

When arriving to work by car, please give snowplow operators plenty of room. If they are actively removing snow, park in an area that has already been plowed so that Landscape Services can continue to remove as much snow as is possible.

First, choose the right footwear for winter weather. Choose footwear that will grip well on snow-covered surfaces, at least for the walk from the parking lot to the workplace. Next, avoid distractions on the walk. “I would advise not sending a text message, for example, while you are walking on campus in snowy weather. Leave that for another time, and focus on walking safely from point A to point B,” Flickinger says.

Finally, don’t carry so much that your load obscures your vision or hinders your balance. Even in snow, it might be safer to make two trips.

If you’re injured on campus, inform your supervisor, who can make arrangements for you to be seen at the Wellness Center. For a more serious injury, contact Notre Dame Security Police at 631-5555 for assistance and/or transport to an approved medical facility. All injuries require a Supervisor’s First Report of Injury/ILLNESS form be completed. For information on the University’s Workers Compensation program, visit riskmanagement.nd.edu/workers-compensation.

Finding out it’s not as easy as it looks

Senior Auxiliary Operations staffers try their hand at cake decorating

BY COLLEEN O’CONNOR, FOR NDWORKS

With patience (and maybe some amusement) bakery staff at the Center for Culinary Excellence demonstrated, assisted and stood by as David Harr, associate vice president for Auxiliary Operations, and his senior staff engaged in a friendly competition to see who could produce the best decorated cake, as determined by a “celebrity judge.”

Seeking out a team-building opportunity that would move everyone out of their comfort zone, the cake decorating competition was the idea of Chris Abayasinghe, director of Food Services.

Four teams of three were assembled, with each of the team members given a specific task: frost the cake, decorate the sides of the cake and decorate the top of the cake. Two-layer cakes, chocolate and vanilla iced, and several brightly colored bags of decorating frosting were placed at four adjacent work areas. Aprons, white hats and all the basic tools were provided, including spatulas, cake plates, a variety of color decorating tips, and couples for changing the tips.

Air bubbles aside, four creatively decorated cakes were produced that demonstrated a variety of AF levels and techniques, including basket weave, stars, rosettes and fleurs-de-lis. It did not take long to declare the cake pictured at right created by the team of David Warda, manager of retail operations for the Hammes Notre Dame Bookstore, Lisa Yates, Auxiliary Operations HACCP Consultant, and Lisa Butt, senior administrative assistant. Abayasinghe, director of Food Services, with baker Holly Webb.

Who was the celebrity judge? Student Body President Brian Rickert.

All agreed that, as a team-building exercise, it was a lot of fun, but just as importantly, it brought new appreciation for the work of Notre Dame’s professional bakers.

More help with snow removal

 Contractors provide additional assistance

BY GENE STOWE, FOR NDWORKS

A pilot program this winter is accelerating snow removal on campus by adding a third-party contractor who will assist Building Services workers whenever accumulation is over 1 inch, even when the work starts at 2 a.m.

“The goal is to complete the clearing by 7:15 a.m. The support addresses a longstanding problem where Building Services employees were enlisted to handle the grueling task at the same time they were most needed to clean up tracked-in snow, ice, debris and salt inside buildings,” explains Abayasinghe.

“For years, we’ve had difficulty balancing the snow removal in a timely manner and keeping the buildings clean,” says Building Services Director Chris Hatfield. “It’s bad. You really need extra labor to do it right and get the work done. Most people arrive at campus for an 8-5 workday. They want the place to be clear when they get here.”

Landscape Services manages the bulk of snow removal with snow equipment, getting as close to the buildings as they can on the sidewalks, driveways and approaches. Hatfield says, Building Services is responsible for removing the remainder with shovels, snow blowers and salt. That includes steep ramps at service entrances to six residence halls as well as other outside stairwells and ramps.

In the past, clearing for some buildings was delayed until well into the morning after an overnight snow as a Building Services task force crisscrossed the campus to handle the work. “Our staff do a lot of hand shoveling,” Hatfield says. “It’s hard work to be outside in the cold and wind shoveling snow, and some have suffered injury from strains, slips and falls.”

“We decided to change our approach this year. We have hired a contractor for a snow removal assistance program. One thing this gives us is weekend coverage, which we’ve never had before.”

The pilot program is being conducted within the existing Building Services budget, and officials will compare injury rates to previous years to assess its effectiveness. Hatfield says that prevention of even a single costly on-the-job injury by making the campus safer would make an ongoing program valuable.

The contractor is Great Lakes Property Maintenance, which has helped for years with trash cleanup after football, basketball and hockey games. “They know a lot of the buildings,” Hatfield says. “They know their way around campus.”

Buildings that do not have overnight Building Services staff will be priority for the contractor.

The program started with a 9-inch snow in November, and Great Lakes helped with a handful of snows in January.

“They’re not doing all the shoveling, but they’re sure helping,” Hatfield says. “It’s big morale booster. It helps improve the service to the campus, and it helps reduce injuries,” both for Building Services workers and for others walking into the buildings. “The campus is better cleared in a timely fashion for when the risk is highest, early in the morning when people are coming to work. I think it’s worth it.”
Tips for a more sustainable holiday

BY DANA BAKIRTJY, OFFICE OF SUSTAINABILITY

Valentine’s Day is an excellent opportunity to reflect on Pope Francis’ call in his latest encyclical Laudato Si’ to act on the “culture of consumerism.”

Pope Francis repeatedly challenges followers to individual action, saying, “Our efforts at education will be followed by individual action, saying, “Our efforts at education will be followers to individual action, saying, “Our efforts at education will be...”

Choose chocolates consciously.

Ensure that you’re supporting the most responsible confectioners by buying organic, local or shade-grown chocolate. And if you can, resist the convenience of that frilly heart-shaped box with all those individual paper wrappers tucked into a plastic mold. Instead, go for a battery of pesticides, over a third of which are listed as “extremely” toxic by the World Health Organization. Look for organic flowers, or grow a long-lasting potted plant instead.

Give experiences, not things.

Instead of giving your valentine a present that will be discarded within a month, help remedy the “throwaway culture” by planning an activity instead. Plan a hike or a picnic at your favorite nature spot, take a cooking or dance class, get tickets to a nearby show or movie or go out to dinner at a local restaurant.
South Bend Youth Symphony Orchestras
Concert and Gala
Sunday, Feb. 28, 4 p.m., $15
Presenting series to include the world premiere of the new work by Swiss composer Santiago Mengoni and the American premiere of Ottorino Respighi’s ‘Paisiello’. The concert features music by Beethoven, Mendelssohn, and Respighi. The evening culminates with a reception and silent auction.

Trinity Irish Dance Company
Winter Concert
Department of Music
Saturday, Feb. 20; 5 and 7:30 p.m.; $15
Presenting series to include the world premiere of a new work by Irish composer Paul Mealor and the American premiere of a new work by American composer Michael Daugherty. The concert features music by Tchaikovsky, Beethoven, and Chopin. The evening culminates with a reception and silent auction.

Third Coast Percussion
Department of Music
Concert
Saturday, Jan. 30; 7:30 p.m.; $15
Fourth season in residence by Third Coast Percussion, an ensemble of four percussionists who are dedicated to the performance of contemporary music. The concert features music by Steve Reich, John Zorn, and Pauline Oliveros.

Arturo O’Farrill Octet
Presenting Series
Saturday, Feb. 27; 7:30 p.m.; $34
Presenting series to include the world premiere of a new work by Irish composer Paul Mealor and the American premiere of a new work by American composer Michael Daugherty. The concert features music by Tchaikovsky, Beethoven, and Chopin. The evening culminates with a reception and silent auction.

Trinity Irish Dance Company
Easter Rising Centenary Tribute to Ireland
Sunday, March 27; 7:30 p.m.; $15
Presenting series to include the world premiere of a new work by Irish composer Paul Mealor and the American premiere of a new work by American composer Michael Daugherty. The concert features music by Tchaikovsky, Beethoven, and Chopin. The evening culminates with a reception and silent auction.

Axeom Brass
Department of Music
Concert
Friday, Feb. 19; 7:30 p.m.; $15
Presenting series to include the world premiere of a new work by Irish composer Paul Mealor and the American premiere of a new work by American composer Michael Daugherty. The concert features music by Tchaikovsky, Beethoven, and Chopin. The evening culminates with a reception and silent auction.
The Ultimate List of Mexico (2015) Screenplay Film Festival/Nanovic Institute Film Series Thursday, Feb. 4, 4:30 p.m. Directed by Wim Wenders and Julião Salgado Rated PG-13, 109 minutes, DCP English, French and Portuguese with English subtitles Filmaker Julião Salgado’s home country is Portugal. For the last 40 years, the photographer Sebastião Salgado has been traveling through the continents, in the footsteps of an ever-changing humanity. He has witnessed some of the major events of our recent history international conflicts, starvation and exodus. He is now embarking on the discovery of pristine territories, of wild animals and wild flowers, of grandiose landscapes as part of a huge photographic project, which is a tribute to the beauty of the world. Sebastião Salgado’s life and work are revealed to us by his son, Julião, who went with him on this journey, and by Wim Wenders, himself a photographer. Free admission.

The Look of Silence (2015) Screenplay Film Festival Friday, Feb. 5, 6:30 p.m. Directed by Joshua Oppenheimer Not Rated, 103 minutes, DCP Indonesian with English subtitles Through the eyes of the brother of a kidnapped A gold deposit valued at billions of a cockerel running for election and an a fascinating mélange of time and At the Browning Friday, Feb. 19; 8:00 p.m. and 9:30 p.m. with studio heads who insisted on a different way of living and falls artistic project, which is a tribute to the power of the people. the mythical book Hitchcock/ Trauffaut — this film illustrates the secrets behind the mise-en-scène Hollywood for a week to excavate the creations of abuse in the Catholic Church, reputations, their own may prove more and revenge. Merteuil incites Valmont to Spanish with English subtitles Acclaimed filmmaker Patricio Guzmán, an Andean woman able to communicate with water spirits, uses her powers to prevent a mining corporation from destroying the body of water where she lives. Her mesa woman sells it at an auction. By Brian Friel. A pair of comic one-acts brings to vivid life in the spare, Dream.” See its lovers and lunatics who have been the creative center of love and passion, and go乃s the mysterious role of black-key market opportunist Harry Lime — and thus begins this legendary tale of lie, deception and murder. Thanks to brilli-ant performances by Joseph Cotten, Billa-Val, Alida Valli and Orson Welles, an event that became a landmark, and the cows local celebrities... until the Israeli army takes note and declares that the farm is an illegal security threat. Free admission.

Mediterranea (2015) Screenplay Film Festival Saturday, Feb. 6, 6:30 p.m. Directed by Jonas Carnaginos with Noudous Seihan, Alassane Sy Not Rated, 111 minutes, DCP English, French, Italian and Arabic with English subtitles This remarkably timely film charts the death-defying struggle of African migrants as they risk everything to start a new life in Europe. Ayia (first-time actress Koudou Seihan in a revelatory performance) and Abas (Alassane Sy) are close friends from Burkina Faso determined to make it to Italy in order to find work and provide for their families back home. But even after surviving the harrowing journey— desert bandsits, a treacherous sea voyage, arrest—nothing can prepare the two men for the hostility and violence that awaits them. Free admission.

The Man with a Movie Camera (1929) Screenplay Film Festival Tuesday, Feb. 9, 7:30 p.m. Directed by Dziga Vertov Not Rated, 80 minutes, DCP Russian with English subtitles A new life in Europe. Ayiva (first-time actor) and grants as they risk everything to start a new life in Europe. Ayia (first-time actress Koudou Seihan in a revelatory performance) and Abas (Alassane Sy) are close friends from Burkina Faso determined to make it to Italy in order to find work and provide for their families back home. But even after surviving the harrowing journey— desert bandsits, a treacherous sea voyage, arrest—nothing can prepare the two men for the hostility and violence that awaits them. Free admission.

The Third Man (1949) Screenplay Film Festival Thursday, Feb. 11, 7:30 p.m. Directed by Carol Reed With Orson Welles, Joseph Cotten, Alida Valli Not Rated, 104 minutes, DCP Pulp novelist Harry Martins travels to shadowy, postwar Vienna only to find himself investigating the mysterious death of an old friend, black-market opportunist Harry Lime — and thus begins this legendary tale of lies, deception and murder. Thanks to brilli-ant performances by Joseph Cotten, Billa-Val, Alida Valli and Orson Welles, an event that became a landmark, and the cows local celebrities... until the Israeli army takes note and declares that the farm is an illegal security threat. Free admission.

The Lady from Shanghai (1947) Screenplay Film Festival Thursday, Feb. 11, 7:30 p.m. Directed by Orson Welles With Orson Welles, Rita Hayworth, Everett Sloane Not Rated, 87 minutes, DCP After an Irish sailor (Orson Welles) rescues a beautiful blonde (Rita Hayw ourth) from a gang of thugs in Central Park, he is invited on a strange yacht cruise on a course for dec...
MLK Day: A time for reflection

Walk the Walk

At midnight on Monday, Jan. 18, students, faculty, staff and guests gathered in the Main Building for a candlelight prayer service, led by Rev. John I. Jenkins, C.S.C., to begin Walk the Walk Week, a time for reflection on the values central both to the legacy of Martin Luther King Jr. and the mission of Notre Dame. The week included a series of events to spark dialogue about how to make the University more welcoming and inclusive.