FIGHTING THE RISING TIDE OF DIABETES: NEW MEDICAL APPROACHES TO THE TREATMENT
DR. JUNE JOHNSON, PROFESSOR OF PHARMACY PRACTICE HEARVY INGHAM HALL 134
Diabetes affects more than 29 million Americans, with 1 in 3 children born today projected to
develop diabetes in their lifetime. Clinical research has resulted in the availability of many new
therapies to help patients better manage their diabetes and avoid long-term complications such
as nerve, eye, and kidney damage. This interactive session will enable the audience to:
understand the scope of this growing epidemic, recognize who may be at increased risk for
diabetes, describe the common signs and symptoms, and recognize the newer medications
available to manage diabetes.

THE WORLD AWAITS…ARE YOU READY?              ALIBER HALL 101
DR. JEFFREY KAPPEN, PROFESSOR OF INTERNATIONAL BUSINESS
196 Countries - 6,500 Languages - 7.2 Billion People…Some experts argue that the world is
shrinking as societies become more interconnected through global business, media and travel.
Others argue that conflict and difference continue to define relations on the world stage. This
session from the International Business faculty provides an introduction to the study of
globalization through the lenses of prominent thinkers and then challenges participants to reflect
on how these processes will impact their lives and careers in the 21st century.

CONFLICT OR COMMONALITY? UNDERSTANDING DISAGREEMENT IN AMERICAN POLITICS
DR. JOANNA MOSSER, PROFESSOR OF POLITICS MEREDITH HALL 235
ASSOCIATE DEAN OF THE COLLEGE OF ARTS AND SCIENCES
At first glance, the American public seems deeply divided on a range of issues—immigration,
same-sex marriage, the criminal status of marijuana use, the welfare state, the distribution of
access to health care, and the balance between personal freedoms and the fight against
terrorism. In this discussion-based seminar, we use the tools and wisdom of political theory to
understand why and how we disagree about these issues—and, as we head into a presidential
election year, to identify lesser-recognized points of continuity and commonality that unite us
across partisan lines.

ONLY A RECORD OR A RECONSTRUCTION? FALLIBILITY OF HUMAN MEMORY
DR. OLGA LAZAREVA, PROFESSOR OF PSYCHOLOGY OLIN HALL 206
How accurate are human memories? Although many people tend to trust the accuracy of their
memories, research shows that human memories can be highly unreliable. We will discuss
processes underlying ability (or inability) to recall previously remembered information, factors
that affect the accuracy of memories, and practical implications of memory research, particularly
with respect to eyewitness identification. We will also examine how findings in memory research
can be used to improve study habits and memory retention.
STUDENT LEADERSHIP AT DRAKE: ADMIRE TRAITS AND FATAL FLAWS
DR. TOM WESTBROOK, PROFESSOR OF EDUCATION
MEREDITH HALL 236
Leadership has gained prominence as a desired quality on college campuses and the good news is that every student can develop proven action-oriented measures to enhance their credibility and effectiveness to bolster positive social change on campus. What are the qualities Drake students most look for in the individuals they would willingly follow? Are there fundamental characteristics that define effective leadership? What are the fatal flaws that derail otherwise successful student leaders? The goal of the session is to assist incoming students to become more effective leaders at Drake.

BEWARE THE "EGOSYSTEM": SMART PUBLIC RELATIONS STRATEGY
MEREDITH HALL 106
JENNIFER GLOVER KONFRST, PROFESSOR OF PUBLIC RELATIONS
Every organization has a story to tell, and publics with whom they want to connect. But the model for effectively engaging with audiences is shifting as social media platforms evolve. Smart public relations practice engages audiences in mobilization and advocacy, allowing them to tell brand stories for us. We'll discuss these ideas, and evaluate how our favorite brands are handling the evolution.

WHAT YOU WANT TO BE IN LIFE: EXISTENTIAL QUESTIONS FOR COLLEGE STUDENTS
DR. LEAH KALMANSON, PROFESSOR OF PHILOSOPHY
MEDBURY HALL 221
How will you choose your college? How will you choose your major? Perhaps you feel that you already have a purpose in life, or perhaps you feel that the future is yours to decide, but either way the college experience raises a lot of existential questions. This short class will examine some of the answers to such questions that philosophers, both historical and contemporary, have developed. We will focus on creating a personalized "existential toolkit" of reflections, readings, and other philosophical resources to see you through the next four years.