



# the Collage

Kutztown University's College of Liberal Arts & Sciences

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## Faculty highlight

Nutrition facts list not only the ingredients in the foods you eat, but the percentage of different types of molecules. They tell you how many carbohydrates, how much fat, and how much vitamin C is in your food. Did you ever wonder who determined those values and how they got those numbers?

Analytical chemistry is the study of the instruments and methods used to separate, identify, and quantify matter. To the common person, it's magic; being able to create a mixture and then separate each ingredient back to its original state. To Dr. Betts of

classes to keep his students engaged in the material he is teaching. He says, "I try to do a demonstration every day," in his Intro to Forensics course. He uses animations, induces chemical separations under document cameras in class, and even created his own crime scene in his basement to portray different types of blood spatter. He adds, "I just try to have fun in class while teaching scientific fundamental technique."

Betts also collaborates with students and faculty on various research projects. One of the current projects he's involved with is determining whether the pesticides used to combat the spotted lantern fly are making their way into the bee population. He's also overseeing a student research project focusing on measuring the iso-alpha-acids that are used to make beer bitter.



Dr. Betts | Chemistry

got a teaching job at Kutztown. 27 years later, he still loves coming to work every day. "What makes any other place better than Kutztown? This is my dream job," he says. "This is the kind of place I wanted to end up working at."

**"I just try to have fun in class while teaching scientific fundamental technique."**

the Chemistry Department, it's what he teaches his students every day.

Betts currently teaches Analytical Chemistry and Intro to Forensic Science. In these classes, students learn hands-on techniques to identify and quantify matter. For example, in his analytical class, students learn to determine how much ethanol is in mouthwash. While in his forensics class, students measure the alcohol levels in blood. He teaches them the techniques used to determine these values, then he lets them do it.

In addition to hands-on work, Betts likes to use demonstrations in certain

Betts comments, "I like to do research with other people. It broadens your knowledge base the more you interact with other people in the sciences."

Betts started his professional career at a motor oil company analyzing the components of motor oil. However, throughout his undergraduate experience, he thought about teaching. While in industry, he always considered how he would teach what he was doing. After being promoted to a managerial position, he saw that he was getting further away from the chemistry. He returned to school, got his PhD in Analytical Chemistry, and eventually

Dr. Betts received the Outstanding Faculty Award at the Dean's Scholars' Reception at the end of March. Accepting the award, he didn't know how to react. He says that he comes to work every day and does his job, just like anyone else. The award means a lot to him, but he's not quite sure what he did to deserve it.

In the eyes of his students and fellow faculty, Dr. Betts shows his passion for teaching chemistry. He says, "I care about students' success... I want to help them succeed by putting [forth] my best effort in my classes."

It's what Dr. Betts does every day that made him the recipient of the Outstanding Faculty Award. He's made an impact on the students and faculty here at KU. This prize simply points out what he's been doing all along; making a difference in other people's lives.



Jackie Brusch | Alumna

One of the greatest parts about coming to Kutztown University is being able to connect with alumni. As the writer and editor of *The Collage*, I had the pleasure of speaking to a former writer of the newsletter, Jackie Brusch. Brusch is an English/Professional Writing Alumna who graduated in 2011. Today, she is the senior manager of global content marketing at Worldwide Clinical Trials, a contract research organization that supports pharmaceutical companies with their clinical trials. She shared her story of how her KU experience led her to a successful career today.

Brusch came to KU specifically for the Professional Writing Program. After high school, she had no clue what she wanted to do or where she was going to end up, but writing was something she had always enjoyed. As she goes on to explain further, her comments resonate with me. She says, "Once I had an understanding of what the program was about and that I could shape it into the type of career I wanted, that's when I fell in love with it and realized it was the right [fit] for me."

With the Professional Writing Program, students are required to take several core courses exploring various types of writing including Journalism, Copy and Line Editing, Creative Writing, and Writing for the Workplace. Students then choose writing electives they would like to take, such as Desktop Publishing, Magazine Writing, and Investigative Journalism to create their own path.

Brusch particularly liked Copy and Line Editing with Professor Voccola. She found that editing written material was something she excelled in and loved. Like me, Brusch also enjoyed taking Desktop Publishing and Advanced Desktop Publishing with Dr. O'Brien, where the focus is on the design side of writing.

Utilizing the skills Brusch learned from Copy and Line Editing and the Desktop Publishing courses, Brusch took on the position as the writer and editor of *The Collage* for the Dean's Office in The College of Liberal Arts and Sciences. She wrote and designed a 6-page newsletter issued each semester.

**"Design was something I was always interested in, but I really liked writing as well, so I paired the two."**

Brusch says her favorite thing about working in the Dean's office was that she was able to combine her writing and design skills. She says, "I come from a family of designers and [design] was something I was always interested in, but I really liked writing as well, so I paired the two." I come from a family of designers as well and combining my writing with design is my favorite aspect of the position.

In addition to the work at the Dean's Office, Brusch created her own internship at the Disability Services Office. She says, "The office didn't have an intern... I went in and said I want to intern here and this is what I think I can do for you." Brusch suggested making flyers to advertise the services of the office from the perspective of Kutztown students. They thought it was a good idea, and that's where she completed her internship experience.

After graduation, she did freelance work editing novels until she found her first full-time job as a content marketing

## Alumni highlight

specialist for a small construction company. Although she did not have a degree in marketing, she had most of the skills required for the position, and was able to learn more skills while working for them. This is when her career started to blossom. She learned more about the marketing field and moved on to marketing positions in healthcare, which has always been one of her interests.

Brusch had such success at Kutztown because she got involved, worked hard,

and took advantage of opportunities. She was the chief copy editor of *Shoofly Literary Magazine*, president of the Phoenix Group, and member of the Delta Alpha Phi Honors Society, in addition to her role at the Dean's Office and her internship at the Disability Services Office.

She utilized her time well at KU and today she is a successful PW alumna doing what she really loves. She would not have found her path without her experiences at Kutztown. "You do a lot of growing up in college, do a lot of soul searching... for me, I figured out who I was."

Listening to Jackie's story put a smile on my face. She said she was honored to speak with me, and my smile only grew. I realized how similar our paths were and hearing about the journey of her success gave me hope for my future. I have discovered who I am at Kutztown and I have grown as a writer and designer. I hope someday to get a call from *The Collage* writer so I can tell my story.