

# SUU encourages creativity



## Center aims to teach students how to be adaptive in business world

By Cathy Wentz

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**CEDAR CITY** — Southern Utah University faculty members met Tuesday for a forum in which they learned about efforts to enhance creativity in their students with the goal of turning out graduates who are prepared to be innovative in the business world.

A key component in that effort will be through participation in the SUU Center for Creativity and Innovation.

Dan Bammes, host for the NPR-KUER Morning Edition, moderated a panel of six university faculty members who answered questions posed by him and, later, by other faculty members. The panel consisted of Danielle Dubrasky, associate professor of creative writing; Greg Powell, associate professor of management; Matt Edwards, professional-in-residence for construction management; Shalini Kesar, assistant professor of information systems; John Taylor, assistant professor of biology; and Kyle Bishop, assistant professor of English.

Provost Brad Cook said education is going through a time of incredible flux, now more than any other time.

### ONLINE EXCLUSIVE



More pictures from the SUU Faculty Convocation are available at [TheSpectrum.com/photos](http://TheSpectrum.com/photos).



**TOP:** SUU Center for Creativity and Innovation Director Todd Petersen speaks at the SUU Faculty Convocation on Tuesday. **ABOVE:** SUU Professional-in-Residence for Construction Management Matt Edwards speaks at the convocation. **PHOTOS BY KINA WILDE / DAILY NEWS**

"And one of our gifts to our students, hopefully, is to have the skills to prepare for that kind of change — the skill of adaptation that is so critical for the world today," he said.

Todd Petersen, director of the center, introduced the concept of the center for

creativity at SUU to the faculty. He said his participation in establishing the center has shown him that creativity is a big issue internationally for developing a strong economy. He also said the responsibility

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for fostering creativity belongs with industry and all levels of education.

Tyler Stillman, assistant professor of marketing in the SUU School of Business, said he thinks the creativity center will help prepare his students for the realities of the business world.

"I think it's going to help students meet the challenges that they'll face in a difficult economy," Stillman said.

Petersen said the job of the center is to look for ways to "patch creativity into the curriculum," find out where it exists and amplify it. He also said that in a few weeks the university would have a similar forum with a different group of people, and then in another few weeks, they plan to invite students into the conversation. The creativity center also has plans for finding ways to bring people known for their innovation into the line-up for the convocation series.

Bammes made some introductory comments before he started posing questions to the panel.

"Creativity is inherently subversive, and it always challenges the status quo," Bammes said.

He also said courage is required on the part of the



SUU Provost Brad Cook speaks at the SUU Faculty Convocation on Tuesday. KINA WILDE / DAILY NEWS

innovators and within the creativity infrastructure. He said if the university is going to encourage innovation, it must provide a safe place for creativity.

Petersen said later that the Center for Creativity and Innovation has been in place for a year, but is

operational beginning this school year. The center is working in partnership with the Lincoln Center Institute in New York City, a partnership established with the assistance of Raymond Grant, distinguished fellow for creative engagement.