From the Department Head:

As Sociology Department completes another rewarding academic year, we take this opportunity to reflect back on our many achievements and to look forward to the opportunities that lie ahead for our undergraduates, graduate students, alumni, faculty and staff. We began the academic year by welcoming two new faculty members, Dr. Chad Malone and Dr. Micah Roos. I also joined the department this past year as Department Head—following Dr. Duane Gill’s highly successful six-year term as Head. Other exciting events from last fall included the induction of one of our most accomplished alumni Dr. Bradford Gray into the OSU College of Arts & Sciences Alumni Hall of Fame. In October, Sociology’s undergraduate Applied Sociology team also made the news, tying for first place at the Judith Little Problem Solving Competition at the 2015 Applied & Clinical Sociology conference (see p.3). The team’s mentor, Dahlia Molloy, is one of Sociology’s finest instructors and among the university’s top academic advisors. Her achievements were recognized last fall with the College of Arts & Sciences 2015 Outstanding Advisor Award. Other recognitions going to Sociology faculty and graduate students this year include Dr. Bin Liang, who received in Fall 2015 the OSU Tulsa President’s Outstanding Faculty Award for Research; Dr. Beth Caniglia and her co-author Thomas Burns who received the 2016 Gerald L. Young Book Award; and Sociology graduate student, Srijana Karki, who received the OSU 2016 Women’s Faculty Council Research Award. Many other achievements were recognized at the spring 2016 Sociology Awards Ceremony, including undergraduate and graduate student scholarships and the Outstanding Professor Award for teaching excellence. I invite you to peruse the full list of these awards on pages 12-13.

Among the many highlights of the spring 2016 semester were the graduate student presentations in February during OSU’s Research Week and the Inaugural Bradford Gray Lectureship series with guest speaker Kai Erikson. Then in April the department welcomed alum Jim Troxel back to campus to discuss his work in community and organizational development and to share with students and faculty some of his insights on career paths for Sociologists. And, as always, Sociology faculty and graduate students have been extremely active this year in teaching, research and outreach. Published

Continued on page 2
The OSU Sociology Department’s history is long and proud. The first courses in Sociology were offered at OSU in 1894, four years after the institution was founded as a land grant school and thirteen years before Oklahoma Territory was admitted to statehood. The Department of Sociology was formally organized in 1936 and the master’s degree was first offered in 1952. In 1964, the state’s first Ph.D. program in Sociology was established at OSU and since that time has been the premier Sociology Ph.D. program in Oklahoma.

The Carnegie Foundation classifies Oklahoma State University as a Higher Research Activity Doctoral University, and our faculty contribute to this ranking. The faculty take great pride in teaching and research and are dedicated to serving the students and communities of the state of Oklahoma. They are nationally and internationally known for their research in the areas of environmental sociology, communities, disaster relief, criminology, social inequality and social psychology. Our masters and doctoral programs have for decades provided advanced training in sociological theory, quantitative and qualitative research methods, and in multiple substantive areas of research for decades. Graduates have gone on to careers in academia, government, non-profits, and other fields.

As another academic year draws to a close, we look back on these outstanding accomplishments while also looking forward to an exciting future. Our graduates, like our faculty, continue to address some of the most pressing social, environmental, economic, educational and community issues facing the world today—from understanding how people develop trust, acquire knowledge and understanding climate change and political economies to enhancing approaches to disaster relief and understanding health disparities, access to food, and criminal justice systems around the world. I invite you to take time to learn more about the recent happenings in Sociology in the following pages and on our Departmental website (http://sociology.okstate.edu/) where you will find a wealth of information about our faculty, students, alumni and programs!

Sharon R. Bird, Ph.D.
Professor and Head
Undergraduate Students Win Top Honors in Competition

The Oklahoma State University Department of Sociology tied for top honors at the Association for Applied & Clinical Sociology (AACS) conference held Oct. 8-10, 2015, in Montgomery, Alabama. Sociology majors Casey Crook, Marissa Foore and Jawaan Neighbors competed in the Judith Little Problem Solving Competition, which requires that each competing team work together to develop and present a solution to a programmatic issue or to an issue presented by a client (a local agency). The OSU team tied for top honors by utilizing sociological theory and methods to collect and analyze data and to communicate their findings and solutions to their clients.

“OSU sociology’s undergraduate students are truly impressive,” OSU sociology department head Dr. Sharon Bird said. “Casey, Marissa and Jawaan did an awesome job of representing OSU sociology on this national stage. Their success speaks to the dedication of the entire department, and especially to the years of hard work of the OSU sociology team’s mentor and advisor, Dahlia Molloy.”

This is the second year an OSU sociology team has competed in the event. The 2014 team came close to taking home the top prize, so this year’s win was especially meaningful. Students who attend the AACS conference also participate in networking opportunities, including connecting with OSU alumni and important contributors to the field.

Dahlia Molloy Awarded “Outstanding Advisor” in College of Arts & Sciences

Each year, Oklahoma State recognizes faculty and staff for their distinguished contributions to advancing scholarship within the university. This year, Dahlia Molloy was recognized by the College of Arts & Sciences for her tremendous efforts as an academic advisor.

Congratulations to Dahlia Molloy (pictured with Dr. Sharon Bird, head of the Department of Sociology) on receiving the outstanding advisor award for Arts & Sciences. This is not Dahlia’s first time winning the award, proof of her hard work and dedication to our students.
Inaugural Bradford Gray Lecture Series

Featuring: Kai Erikson

“The Sociological Perspective: A Look at Disasters of Our Time, From Buffalo Creek to Katrina”

On February 17, 2016 the sociology department welcomed Kai Erikson, Professor Emeritus at Yale University, as the inaugural speaker for the Bradford Gray Lecture Series. Dr. Erikson, whose life’s work has focused on understanding the social, economic, and psychological impacts of disaster and how communities recover from them, presented sociological sketches that highlighted his many years of research on this important and timely topic. As Oklahomans are well aware, the dimensions of devastation following disasters, whether natural or man-made, are multiple and complex. Tornadoes, floods and earthquakes all affect Oklahoma communities.

Coinciding with Research Week 2016 here at OSU. Dr. Erikson spoke to a full house of students and faculty about the value that studying sociology has brought to his life and career, and the potential held by sociologists to impact the world. “It’s not that we seek to simply change the world, and then look for things needing to be changed. It’s that we seek to understand the world, and in doing so, needed changes and the paths to do so are revealed,” explains Dr. Erikson. Discussing the wide-reaching breadth of sociological knowledge, he noted “We’re the field in which strange thoughts come from... We aren’t talking about a revolution, but a whole change in the climate of knowledge.”

His lecture, titled “The Sociological Perspective: A Look at Disasters of Our Time, from Buffalo Creek to Katrina,” offered valuable insight into his successful career in disaster research. When asked about his experiences with devastated communities, he offered advice for future researchers, “I walk into a place considered to be the ‘expert’, yet I know less about that space than a three year old child living there. But, what I am an expert on is asking questions.” He ended the engagement with an inspirational mandate, to go into the world with curiosity and a sociological imagination. The department would like to extend a big “thank you” to Brad Gray for making opportunities like this possible.
Bradford Gray Inducted into A&S Hall of Fame

On September 11, 2015, 25 alumni were honored at the OSU College of Arts & Sciences 2015 Distinguished Alumni awards dinner. For the first time, an alum from each of the college’s 24 departments was honored as a 2015 A&S Distinguished Alumni. Three of those alumni were also inducted into the college’s Hall of Fame, including sociology alum Bradford Gray.

Bradford H. Gray, Ph.D., graduated from OSU with a bachelor's degree in business (1964) and a Master's degree in sociology (1966). He moved to Washington D.C. as a member of the inaugural class of U.S. Office of Education Fellows, before receiving his doctorate in sociology from Yale University in 1973.

He is a Senior Fellow at the Urban Institute in Washington D.C., editor emeritus of leading health journal The Milbank Quarterly, and a senior adviser to the Harkness Fellowship Program at the Commonwealth Fund in New York.

Previously he has served as founding director of the Division of Health and Science Policy at the New York Academy of Medicine and as director of the Institute for Social and Policy Studies at Yale University, where he was also a professor in the Department of Epidemiology and Public Health.

With more than 100 publications, including two books: Human Subjects in Medical Experimentation and The Profit Motive and Patient Care: The Changing Accountability of Doctors and Hospitals, he has been an elected Fellow of both The Hastings Center (a leading bioethics think tank) and Academy Health (the professional association of health services researchers). He is also an elected member of the Institute of Medicine of the National Academy of Sciences.
Recognizing Faculty Scholarship

Our faculty are engaged in a diverse, and wide-reaching array of sociological research. Throughout the academic year, in addition of presenting research papers at regional, national and international conferences, faculty share their work with the rest of the department through our fall and spring colloquium series.

During the fall 2015, Dr. Bin Lian began the series by presenting his work with the Tulsa drug and DUI court. An article based on this research, conducted with Dr. David Knottnerus (OSU emeritus) and Dr. Mike Long (now at the University of Northumbria), entitled, “A Theoretical Model of Drug/DUI Courts: An Application of Structural Ritualization Theory,” is forthcoming in the American Journal of Criminal Justice.

Also during the fall 2015 semester, Dr. Tammy Mix presented her research on local food markets and building resilient communities and Dr. Riley Dunlap wrapped up the department’s fall colloquium series on November 11th with his talk, “How Climate Change Became Controversial: An Analysis of the Denial Counter-Movement”.

The fall colloquia were followed in the spring semester with the annual Research Week events in February, during which Sociology graduate students presented their research to faculty and guests from among OSU’s academic community. Next was Dr. Micah Roos, who spoke to a packed room about his research on “Indicators of Scientific Literacy.” The final presentation for the spring 2016 colloquia had two speakers: Vera Li on “A Study of Chinese Criminal Judgments from the Perspective of Discourse Semantics” and Jianchun Zhu on “Comprehensive Use of Agriculture Wastes in Shaanxi Province, China”.

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A Focus
The Fulbright Experience: Dr. Duane Gill

Dr. Duane Gill, a Professor of Sociology at Oklahoma State University, has been working over the past year as a Visiting Research Chair in the Faculty of Native Studies at the University of Alberta, which he notes has been “a decisive phase in my professional and personal journey to be a positive force for Indigenous People.” Working under a Fulbright award, Gill’s research seeks to explore how social science can improve understanding of Indigenous Peoples in our contemporary global society.

A continuation of his quest, which initially began in 2011 when he lead a research team to assess sociocultural impacts of the Enbridge Northern Gateway Pipeline project on the Giga’at First Nation, Gill acknowledges this opportunity as an ongoing refinement of perspectives about Indigenous People and their cultures, as well as a means for developing of contacts to guide the journey.

During his time at the University of Alberta, Gill benefitted from many faculty sponsored workshops, lectures, and events that focused on issues of identity, treaty rights, poverty, and missing and murdered aboriginal women and girls. “Particularly noteworthy were the Indigenous Foucault and AMIQAAQ 2015 symposia. Throughout these events I observed a form of ‘radical indigeneity’ that emphasized decolonization, and assertion of Indigenous identity and rights.”

By developing relationships with the faculty members, Gill was granted insights that helped him to gain a better understanding of various Treaties that created First Nation designations, as well as the history and status of Métis. Additionally, he notes the importance of these relationships for potential contacts in future research projects. “For example, I attended a workshop held by a First Nation in Alberta, a meeting of Treaty 8 Chiefs, and other meetings with representatives of First Nations. During these various meetings, I discussed my research interests and experiences and explored opportunities to conduct research with First Nations.”

He also attended the annual meeting of the Canadian Risk and Hazard Network (CRHNet) where he gave two presentations. “The unique combination of disaster professionals, researchers, and responders,” notes Dr. Gill, “mirrors the annual Natural Hazards Workshop in the U.S., which I have found to be professionally rewarding.” His experiences with the CRHNet allowed him to network with Canadian specialists in risks, hazards and disasters and may provide opportunities to increase understanding of the similar challenges to risks, hazards, and disasters faced by both nations.

This was Gill’s second Fulbright experience, the first being at the University of Bahrain in the late 1990s. While he considers the first experience to be more life-changing as of now, he suggests the opportunities to continue to work with First Nations and Canadian scholars that have been facilitated by his most recent Fulbright experience may prove to be the most rewarding and life-changing in the long run. “Regardless, both Fulbright experiences have been some of the most enriching in my personal and professional life.”
New Faculty and Ph.D.

Sharon Bird, Department Head

Sharon Bird earned a B.A. in Public Administration and a M.S. in sociology, both from the University of Oklahoma. She earned a Ph.D. in sociology from Washington State University. Her current research focuses on organizational change in higher education. Since about 2002, she has been working on a series of related projects about enhancing the recruitment, retention and promotion of women and other underrepresented faculty in science, technology, engineering and mathematics or “STEM.” Her work in this area is multidisciplinary, involving groups of researchers and administrators who are all interested in transforming institutions of higher education in ways that make them more conducive to the successes of people of many different backgrounds and disciplines of thought.

“Sociology influences pretty much every waking hour of every day for me. The sociological imagination, once you have it, never goes away.

Chad Malone, Assistant Professor

Chad Malone holds Bachelor’s degrees in Commerce & Business Administration, Political Science, and Sociology. He received an M.A. in sociology from the University of Toledo and a Ph.D. in Sociology from The Ohio State University. His current research focuses on U.S. state-level imprisonments, police strength, crack/powder cocaine laws, and concealed carry laws. You can find his work in Research in Social Stratification & Mobility, Social Science Research, and The Sociological Quarterly.

“Sociology has helped me to understand the difference between problems that are global, national, local, and personal in nature. Obviously, the latter two types of problems are well within my sphere of influence while the former two tend to fall farther outside of it. As such, sociology has allowed me to better understand and prioritize my life so that I can affect the most amount of change in the least amount of time.”

Micah Roos, Assistant Professor

Micah Roos received his B.A. from North Carolina State University, his M.A. from East Carolina University, and his Ph.D. from University of North Carolina. His research is focused on measurement in sociology and the sociology of knowledge. Specifically, his work examines the process of creation and validation of scales to measure a variety of the abstract concepts that are studied, from attitudes to beliefs, preferences, facts, values, and norms. He was attracted to Oklahoma State by the department
structure, the emphasis on research and teaching, and the courses he would be teaching (statistics, advanced methods, theory.)

“Everything looks like data to me now. Except datasets, those just look like cases.”

Jamie Du, Ph.D. Student

Jamie Du received her Bachelor’s degree from Beijing Normal University, her Master’s degree from Minzu University of China, and is now in her first year of the Ph.D. program at OSU. Her area of interest in research is environmental sociology. Specifically, she’s interested in the attitude of the public toward environmental issues and studies in the field of environmental justice.

“I want to change the way humans treat nature. We’ve exploited nature, and now we are experiencing environmental deterioration. People are suffering from air pollution, water pollution, and climate change. If the world can be reconstructed into a fresh, new and balanced one, it would be great.”

Zac Carlisle, Ph.D. Student

Zac Carlisle received his Bachelor’s and Master’s degree at the University of Nebraska – Omaha. His research is broadly focused on the sociology of sport; more specifically, he is exploring the synergistic relationship between the contemporary Western construct of sport through a social psychological lens. He is also interested in the sociological relationship between race, gender construction, and the effect that these factors have on NCAA athletes and their athletic experiences, as well as the various ways that linguistic frameworks affect and shape sports team fandom.

“Studying Sociology has impacted my life in a myriad of ways, because the discipline has helped me to see and understand the social forces that impact my daily life in a clear and distinct way.”

Grisha Rawal, Ph.D. Student

Grisha Rawal received her Bachelor’s degree in sociology and Master’s degree in Gerontology from University of Central Oklahoma. She is currently focusing on research in the areas of environmental sociology, emphasizing environmental justice and inequality, and social psychology.

“I think as humans we have been socialized to think in patterns, and when we see other people not conforming to our beliefs and actions we judge them harshly. I would like the world be more open-minded, by considering other people’s perspectives, their life situations, and their struggles before making harsh judgements. It would lead to less war and more understanding.”
Gary Steward earned his Ph.D. in sociology at OSU in 1999. Recalling memories from his time at Oklahoma State, he valued the relationships that were forged with faculty, staff, and his peers. He even fondly remembered the countless hours of research, note-taking, and preparation for exams, especially the prelims and comprehensives. “In some ways, the journey was more satisfying and memorable than the granting of the degree.” His advice to current students, “there is something incredibly wonderful and satisfying about the journey and the relationships that you will forge with your peers, enjoy it. It’s truly a once in a lifetime opportunity.”

Dr. Steward holds the position of Associate Vice President for Institutional Effectiveness at University of Central Oklahoma, where he works with the university president and other vice presidents to implement strategic plans, facilities, and budgets. Although he has been in full-time academic administration since 2005, Dr. Steward has continued to teach 12 to 15 hours per year in the classroom. The majority of his research is collaborative with another colleague on campus, and focuses on the broad topic of death and dying. His latest research project examines the crematory controversy in Bethany, Oklahoma, and expects to have a manuscript published in a few months. He has also written a workbook on sociology and funeral services, which is scheduled for publication at the end of April.

“There is something incredibly wonderful and satisfying about the journey and the relationships that you will forge with your peers — enjoy it. It’s truly a once in a lifetime opportunity.”

Keep in Touch with OSU
Are you an alumni with news to share? Let us know and you might be featured in a future newsletter! You can contact us through email at deborah.s.sweet@okstate.edu Or by calling us at (405) 744-6105.
Chris Messer earned his Ph.D. in sociology at OSU in 2008. Recalling his time at Oklahoma State, “I felt very connected to many of the faculty there at the time, they played a role in shaping my career in university teaching and scholarship. My graduate student cohort also provided me with many enduring memories, including how close we were and the classes we shared.” His advice to current students, “The faculty members there are a great resource and should be used as much as possible. They have extremely valuable insight and can contribute in so many ways to your own professional development.”

As an Associate Professor at Colorado State University-Pueblo, he enjoys the autonomy most. “I’m in a wonderful line of work where I get to teach university students in courses I have created and engage in the type of research I’m most passionate about.” His most recent research project involves an environmentally contaminated neighborhood in the city of Pueblo, CO, investigating how communities respond to regulatory efforts at addressing existing environmental and health hazards. Working closely with former OSU professor, Tom Shriver, and former OSU graduate student, Alison Adams, he is also continuing to write on similar projects from Blackwell, OK and Canon City, CO.

“The faculty members there are a great resource and should be used as much as possible. They have extremely valuable insight and can contribute in so many ways to your own professional development.”

Follow Us on Facebook

Keep up to date with all the most recent news and events from the department by liking us on our Facebook page:

www.facebook.com/OKStateSociology/
The O.D. Duncan Outstanding Graduate Student Award is given each year to a graduate student who has exemplified excellence in the areas of research, teaching, campus involvement and Sociological practice. Congratulations to this year’s winner of the O.D. Duncan Outstanding Graduate Student Award, Mark Beaven.

The Richard Dodder Scholarship, which recognizes outstanding applied practice of sociology through teaching, research or community involvement, was awarded to Srijana Karki. Congratulations!

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<th>GRADUATE STUDENT AWARDS</th>
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<tr>
<td>Amy Herrington</td>
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<td>Srijana Karki</td>
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<td>Dakota Raynes</td>
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<td>Julie Schweitzer</td>
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<th>GRADUATE STUDENT PUBLICATIONS</th>
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Each year, votes are cast to distinguish a professor in the Department of Sociology for teaching excellence. Congratulations to this year’s winner of the Outstanding Professor Award, Stephen Perkins.

Undergraduate Awards 2015-2016

Undergraduate Student Awards

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<th>Name</th>
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<tr>
<td>Marissa Foore</td>
<td>O.D. Duncan Award</td>
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<td>Jordan Crosslin</td>
<td>Richard Dodder Award</td>
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<td>Katherine Henry</td>
<td>Mabel Dixon Looper Award</td>
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<td>Ashton Long</td>
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<tr>
<td>Sarah Dixon</td>
<td>Benjamin Gregory Wood Award</td>
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<td>Macalah Mussatto</td>
<td>Benjamin Gregory Wood Award</td>
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<tr>
<td>Emilee Hart</td>
<td>Outstanding Senior Award</td>
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Dr. Stephen Perkins with Sociology Club President Bailey Dollar.
Hot Off the Press: OSU

**Environmental Sociology: The Ecology of Late Modernity**

By Thomas J. Burns and Beth Schaefer Caniglia
(Mercury Academic, April 2016)

Environmental Sociology: The Ecology of Late Modernity’s primary focus is on environmental problems associated with modernity. Increases in the size and concentration of populations, economies of scale, advanced technological capabilities, and related issues have contributed to large ecological imbalances. In turn, air and water pollution, deforestation, global climate change, and rises in environment-based diseases in plant, animal, and human life have resulted. The book addresses these issues in a style that is ideal for advanced undergraduate and graduate level classes in a number of disciplines, including sociology, environmental studies, political science, political economy, geography and international relations. Burns and Caniglia take a decidedly optimistic approach, examining in detail solutions stemming from major institutions and local communities, as well as individual lifestyle changes that can bring us closer in line with the natural environment.

*Dr. Burns and Caniglia’s Environmental Sociology was awarded the Gerald L. Young Book Award by the International Conference of the Society for Human Ecology for work “Exemplifying the highest standards of scholarly work in the field of Human Ecology.”*

**Ordered Regression Models: Parallel, Partial, and Non-Parallel Alternatives**

By Andrew S. Fullerton, Jun Xu
(CRC Press, April 2016)

Dr. Andrew Fullerton and Dr. Jun Xu present in Ordered Regression Models: Parallel, Partial, and Non-Parallel Alternatives comprehensive coverage of the three major classes of ordered regression models (cumulative, stage, and adjacent) as well as variations based on the application of the parallel regression assumption. The book usefully highlights several ways to interpret and present results by using empirical examples from the social and behavioral sciences to illustrate different ordered regression models.

**The Death Penalty in China: Policy, Practice, and Reform**

Edited by Bin Liang and Hong Lu
(Columbia University Press, December 2015)

This volume features experts from around the world and focuses on changes in the theory and policy of China’s death penalty from the Mao era (1949–1979) through the Deng era (1980–1997) up to the present. Contributors examine the character of
China’s death penalty practices and the incremental changes that indicate reform. They then compare the Chinese experience to other countries throughout Asia and the world.

*Andrew Scobell, coauthor of China’s Search for Security, writes that “The Death Penalty in China is required reading for anyone desiring to keep abreast of China’s evolving legal landscape, criminal justice reform, and perplexing human rights environment.”

**Indigenous Adolescent Development: Psychological, Social and Historical Contexts**

By Les B. Whitbeck, Kelley J. Sittner and Melissa L. Walls

(Rutgers: Psychology Press, October 2015)

This volume explores the first four waves of a longitudinal diagnostic study of Indigenous adolescents and their families. The first study of its kind, it calls attention to culturally specific risk factors that affect Indigenous (American Indian and Canadian First Nations) adolescent development and describe the historical and social contexts in which Indigenous adolescents come of age. It provides unique information on ethical research and development within Indigenous communities, psychiatric diagnosis at early and mid-adolescence, and suggestions for putting the findings into action through empirically-based interventions.

**Climate Change and Society: Sociological Perspectives**

Edited by Riley E. Dunlap and Robert J. Brulle (Oxford University Press, September 2015)

Climate Change and Society is a comprehensive volume that shifts the climate change debate away from a narrow natural science perspective to a more inclusive social science perspective that provides multidisciplinary analyses of the inherently societal dimensions of climate change. The collection offers insights for future engagement with the social forces driving climate change and hampering mitigation.

*Recognized by Past President of the American Sociological Association, Erik Olin Wright, as a superb overview of our knowledge of the social causes and consequences of climate change, and of the social obstacles to an effective response. It is essential reading.*
On April 6, Jim Troxel, OSU Sociology Alum from 1968, gave an informative and motivating lecture titled “What You Can Do with a Sociology Degree: One Alum’s Experience.” Faculty and students gathered to hear the broad array of career opportunities available for sociologists, and the ways in which sociological knowledge and methods can be applied in a wide range of fields.

Born and raised in Oklahoma City, Jim earned his Bachelor’s degree in sociology from Oklahoma State University in 1968. Following graduation, he moved to Chicago where he became a facilitation and training expert specializing in the fields of citizen and employee participation, strategic planning, change management, organizational learning, and systematic change. His career in community and organizational development and leadership training spans over 45 years and a dozen countries.

Additionally, Jim received a graduate degree from De Paul University in Chicago where he served as an adjunct faculty for 20 years. As a board member of the Institute of Cultural Affairs, his mission is to build a just and equitable society in harmony with planet earth through empowering the cultural dimensions of the social processes. He is also facilitating Cowboy Technology Angels, a group of OSU alumni who have invested in business spinouts from the university’s research.

Sociology student Jesse Wannebo and her daughter, 10-year-old future Sociologist Eden Wannebo, enjoyed learning about future career opportunities in the field of Sociology.