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- CONTACT INFORMATION Department of Statistics Phone: (515) 294-7766
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Ames, IA 50011-1210 USA WWW: <http://ulrike.public.iastate.edu/>
- RESEARCH INTERESTS Statistics Education, Reliability, Robust Statistics
- EMPLOYMENT **Iowa State University, Department of Statistics**, Ames, IA USA
- Assistant Professor** August 2009 – present
- Lecturer** August 2005 – August 2009
Technical University of Dortmund, Department of Statistics Germany
- Research Assistant** June 2001 – January 2005
Technical University of Dortmund, Germany
- EDUCATION
- Ph.D., Department of Statistics, 06/2005
- Thesis Topic: *Robustness Concepts of Sliced Inverse Regression*
 - Adviser: Ursula Gather
- M.S.*, Department of Statistics, 12/2000
- Thesis Topic: *Weibull confidence interval procedures with few or zero failures under type I censoring.*
 - Adviser: W.Q. Meeker
- *Biometrics Concentration, minor in Theoretical Medicine
- PUBLICATIONS **Genschel, U.**, Meeker, W. Q., (2010). A Comparison of Maximum Likelihood and Median Rank Regression for Weibull Analysis. *Quality Engineering*. Vol. 22(4):234–253. *Invited with Discussion.*
- Genschel, U.**, Meeker, W. Q., (2010). Rejoinder to A Comparison of Maximum Likelihood and Median Rank Regression for Weibull Analysis. *Quality Engineering*. Vol. 22(4):287–294.
- Matvienko, O., Alekel, D.L., **Genschel, U.**, Ritland, L.M., Van Loan, M., Koehler, K., (2009). Appetitive Hormones, but Not Isoflavone Tablets, Influence Overall and Central Adiposity in Healthy Postmenopausal Women. *Menopause*. Vol. 17(3):594–601.
- Stewart, J.W., Alekel, D.L., Ritland, L.M., Van Loan, M., Gertz, E., **Genschel, U.**, (2009). Serum 25-hydroxyvitamin D is related to indicators of overall physical fitness in healthy postmenopausal women. *Menopause*. Vol. 6(6):1093–101.
- Deardorff, B.L., Alekel, D.L., Ritland, L.M., Hanson, L.N., **Genschel, U.**, Reddy, M.B. (2008). Association of oxidative stress, iron, and centralized fat mass in healthy postmenopausal women. *Journal of Women's Health*. Vol. 18(6):795–801.

Ritland, L.M., Alekel, D.L., Matvienko, O., Hanson, K.B., Stewart, J.W., Hanson, L.N., Reddy, M.B., Van Loan, M., **Genschel, U.** (2008). Centrally located body fat is related to appetitive hormones in healthy postmenopausal women. *European Journal of Endocrinology*. Vol. 158:889–897.

Perry, C.D., Alekel, D.L., Ritland, L.M., Bhupathiraju, S.N., Stewart, J.W., Hanson, L.N., Matvienko, O.A., Kohut, M.L., Reddy, M.B., Van Loan, M.D., **Genschel, U.** (2008). Relationship of centrally-located body fat to acute phase proteins and proinflammatory cytokines in healthy postmenopausal women. *Menopause*. Vol. 15(4):619–627.

Bhupathiraju, S.N., Alekel, D.L., Stewart, J.W., Hanson, L.N., Shedd, K.M, Reddy, M.B., Hanson, K.B., Van Loan, M.D, **Genschel, U.**, Koehler, K.J. (2007). Relationship of Circulating Total Homocysteine and C-Reactive Protein to Trabecular Bone in Postmenopausal Women. *J Clin Densitom*. 10(4):395–403.

Genschel, U. (2005). Robustness Concepts for Sliced Inverse Regression. *Ph.D. Thesis*. Department of Statistics, University of Dortmund.

Genschel, U. (2000). Weibull confidence interval procedures with few or zero failures under type I censoring. *Masters Thesis*. Department of Statistics, University of Dortmund.

SUBMITTED

Meehan, K.J., **Genschel, U.**, Alekel, D.L., Van Loan, M.D., Kurzer, M.S. (2010). Urinary Isoflavone Variability in Postmenopausal Women during a Three-Year Isoflavone Intervention Study. *Submitted to the Journal of Nutrition*

BOOKS

Genschel, U., Becker, C. (2004). *Schließende Statistik*. Springer-Verlag, Berlin.

A textbook on inferential statistics associated with the internet educational project EMILeA-stat, sponsored by the German Federal Ministry of Education and Research: <http://www.emilea.de> (project web page)

CONFERENCE PROCEEDINGS

Newell, J., **Genschel, U.**, Ni, Z., (2010). Modeling the Diffusion “S” Curve to Declines in Media Use. In *Proceedings of the AEJMC Annual Conference*. Denver, 2010. (*refereed, contributed*)

Hofmann, H., **Genschel, U.**, Wrolstadt, D.S., (2010). Introducing large data sets into the classroom - a graphical user interface for teaching with data bases. In *Proceedings of the ICOTS Conference*. Ljubljana, 2010. (*contributed*)

Genschel, U., Paris Scholz, S., Gather, U. (2003). Features of an Internet-Based Learning Package for Advanced Statistics. In *Proceedings of the Conference of the International Statistical Institute*. Berlin, 2003. (*contributed*)

Genschel, U., Gather, U., Busch, A. (2002). EMILeA-stat: Structural and Didactic Aspects of Teaching Statistics through an Internet-based, Multi-medial Environment. In *Proceedings in Computational Statistics COMPSTAT 2002*. Physica-Verlag, Heidelberg, 339-342. (*contributed*)

- BOOK REVIEWS **Genschel, U.** (2009). The Role of Statistics in Business and Industry by Hahn, G.J. and Doganaksoy, N. *The American Statistician*. Vol. 63(3):287.
- PRESENTATIONS *Accessing Large Databases in the Classroom*. Conference of the American Statistical Association (JSM), July 31 – August 5, 2010, Vancouver, Canada.
- Accessing Large Databases in the Classroom*. International Conference on Teaching Statistics (ICOTS), July 11 – July 16, 2010, Ljubljana, Slovenia.
- Engaging Learners with Formative Assessment Activities*. Part of the Spring 2010 CELT Event Series, February 25, 2010, Iowa State University.
- Sliced Inverse Regression under Data Contamination*. Departmental Seminar, Iowa State University, December 3, 2008.
- A comparison of Maximum Likelihood Estimation and Median Rank Regression for Weibull Estimation*. Conference of the American Statistical Association (JSM), July 29 – August 2, 2007, Salt Lake City, USA.
- Sliced Inverse Regression under Data contamination*. Conference of the American Statistical Association (JSM), August 6 – 10, 2006, Seattle, USA.
- Weibull Confidence Bounds with Few or Zero Failures*. Conference of the American Statistical Association (JSM), August 7 – 11, 2005, Minneapolis, USA.
- A Breakdown Point Concept for Sliced Inverse Regression*. Workshop on Robustness for High-dimensional Data (RobHD) sponsored by the ESF (European Science Foundation) Network, May 5-8, 2004, Vorau, Austria.
- Features of an internet-based learning package for advanced statistics*. Conference of the International Statistical Institute (ISI), August 13-20, 2003, Berlin, Germany.
- How to introduce hypothesis testing in EMILeA-stat*. EMILeA-stat workshop, October 30-31, 2002, Oldenburg, Germany.
- EMILeA-stat: Structural and didactic aspects of teaching statistics through an internet-based, multi-medial environment*. Conference on Computational Statistics (COMP-STAT), August 24-28, 2002, Berlin, Germany.
- Multiple choice tests as a self-evaluation tool within EMILeA-stat*. EMILeA-stat Workshop, June 19-21, 2002, Oldenburg, Germany.

POSTER
PRESENTATIONS

Bernhard, J., **Genschel, U.**, Froelich, A., *The Use of TurningPoint (Clicker) Technology for Formative Assessment in Introductory Statistics*. Conference of the American Statistical Association (JSM), July 31 – August 5, 2010, Vancouver, Canada. (*presented by A. Froelich*)

Genschel, U., Froelich, A., Mueller, K. *The Use of TurningPoint (Clicker) Technology for Formative Assessment in Introductory Statistics*. United States Conference on Teaching Statistics (USCOTS), June 25-27, 2009, Ohio State University, Columbus, USA.

A Sensitivity Analysis for Sliced Inverse Regression. Ninth Meeting of New Researchers in Statistics and Probability, August 1-5, 2006, University of Washington, Seattle, USA.

A Sensitivity Analysis for Sliced Inverse Regression. Workshop on Diagnostics Robustness Exploration and Modelling (DREaM) sponsored by the ESF (European Science Foundation) Network, March 30-April 2, 2005, Open University, Milton Keynes, UK.

AWARDS

Invitation to *Become a CATALST for Change Workshop*, June 28-29, 2010, University of Minnesota

Wakonse Fellow, named by Center of Excellence in Learning and Teaching, Iowa State University, in 2009

Faculty Learning Community for Large Class Enhancement Award 2007-2008 by the Center for Excellence in Learning and Teaching and College of Liberal Arts and Sciences, Iowa State University.

Honorable Mention Outstanding Presentation Award – Section on Physical and Engineering Sciences by the American Statistical Association for presentation in Minneapolis at the JSM 2005.

FUNDING

Genschel, U., Carriquiry, A., Dougherty, B., Kliemann, W., Johnston, E., *Exploring the STEM Gender Gap: Introductory College Mathematics and Statistics Instruction and its Association with Self-Efficacy*, NSF, (\$521,424). Pending.

Wilson, A., **Genschel, U.**, *Strengthening Quantitative Literacy Using Case-Based Learning*, Miller Faculty Fellowship, Iowa State University, (\$9,671.60). July 1, 2010 to June 30, 2011.

Froelich, A.G., **Genschel, U.**, *Formative Assessments to Aid in Statistical Thinking, Literacy and Practice in Introductory Statistics*, Miller Faculty Fellowship, Iowa State University, (\$23,743). July 1, 2008 to June 30, 2009.

TEACHING

- Stat 104 – Introduction to Statistics (**2 times**)
- Stat 226 – Introduction to Business Statistics I & coordination (**8**)
- Stat 326 – Introduction to Business Statistics II & coordination (**7**)
- Stat 528 – Applied Business Statistics (**3**)
- Stat 330 – Probability and Statistics for Computer Science (**2**)
- Stat 401 – Statistical Methods for Research Workers (**1**)

GRADUATE
STUDENT
ADVISING

Ph.D.

- Laura Hildreth (co-advising with Fred Lorenz)

M.S.

- Ralph Culver (co-advising with Alyson Wilson)
- Josh Bernhard (co-advising with Amy Froelich)
- Takisha Harrison (co-advising with Heike Hofmann)
- Bryan Stanfill
- Amy Borgen

PROGRAM OF
STUDY
COMMITTEES

- M.S. Statistics: 6
- Ph.D. Statistics: 1
- Ph.D. Non-Statistics: 2

SERVICE

Departmental Service

- Undergraduate advisor of Statistics
- Faculty advisor to Undergraduate Statistics Club (2009/10 – 2011)
- Mentor for Summer 2009 Alliance Program
- Question Writer for M.S. qualifying Exam (1)
- Social Committee (06-07), Undergraduate Committee (05-10), Committee on Curriculum & Instruction (09-10), Search Committee (09-10),
- Liaison to College of Business (08-09)

Refereeing

- Journal of Computational and Graphical Statistics (1)

Profession

- serving on ACCE (Advisory Committee on Continuing Education) Evaluation Subcommittee, 2010-2011

CONSULTING

2010: for Jay Newell, Greeley School of Journalism

2005-present: for SIRBL (Soy Isoflavones in Reducing Bone Loss) project; PI Dr. D. Lee Alekel, Department of Food Science and Human Nutrition, ISU (jointly with Dr. K. Koehler)

2002-2004: Henkel Chemical Corp., Düsseldorf, Germany (jointly with Dr. T. Ziebach, Dr. U. Gather)