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John F Loase* (john.loase@concordia-ny.edu), Concordia College, 171 White Plains Rd., Bronxville, NY 10708. *The Positive Influence Generation(Our College Students)*. Preliminary report.

Loase has spent 23 years in interdisciplinary study of sigfluence, his new word for significant, long-term, positive influence. Sigfluence has been scrutinized through the perspectives of Statistics, Statistical Modeling, Data Mining, Psychology, Linguistics, and several other disciplines. The validation of the survey took nearly fifteen years and was described in Loase's sixth book, *Theory and Measurement of Sigfluence* (University Press of America, 2000). In a recent three year study of 542 undergraduates Loase used data mining, all levels of statistics, and qualitative methods (Triad Methodology) to explore the attitudes of our current college students toward money and sigfluence. To Loase's surprise and delight, our college students appear more motivated by sigfluence than money (*The Positive Influence Generation*, Hamilton Books, 2007). They report very high levels of Need and Potential to effect long-term, positive influence. However, they asked for a partnership with their professors to identify avenues by which they can fulfill this potential. Part of the lecture will include an open forum on how we professors could partner a new era with our students. (Received May 19, 2008)