Prism

Volume 67, December 2012

Western Michigan University's Newsletter for Academic Affairs

University Libraries

Items of Academic Interest

The WMU University Common Read project is bringing the family of Henrietta Lacks to campus for a Q & A session on Feb. 11, 2013, at 4:30 to 8 p.m., Kirsch Auditorium, Fetzer Center. This is a rare opportunity to talk to the people directly affected by this unique historical occurrence as covered in the book, "The Immortal Life of Henrietta Lacks." Her son and another family member provide the personal look into the life, times, and legacy of Henrietta Lacks to her family and science. The Lacks' will answer questions about their family and the far reaching effects of HeLa cells. Book signing in the Fetzer Center Lobby will immediately follow. This event is sponsored by: First Year Experience Programs, Office of Diversity and Inclusion, Office of the Provost and Vice President for Academic Affairs, and University Libraries.

Faculty and staff of the University Libraries presented the workshop, "Digital Visualization and Dissemination Tools," at the Nov. 16 OVPR Research and Dessert event to highlight research services the library offers. **Paul Howell** spoke about the capabilities of the "Digitization Center" to transform materials into digital formats for access, preservation, and enhanced research potential. The center houses specialized scanners and image capture equipment, and provides

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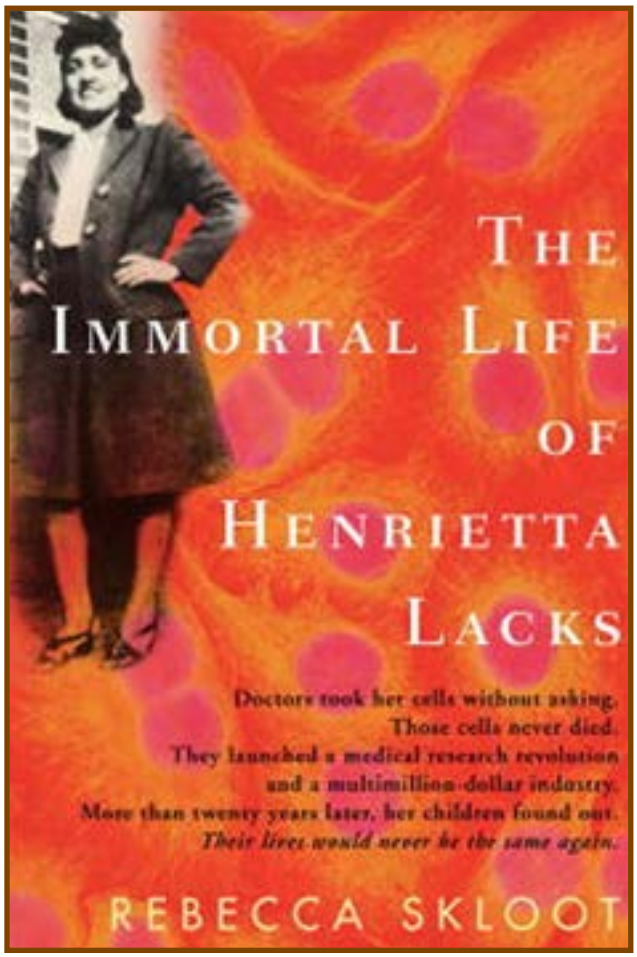

The Common Read book event - talk to the family about how they have been affected.

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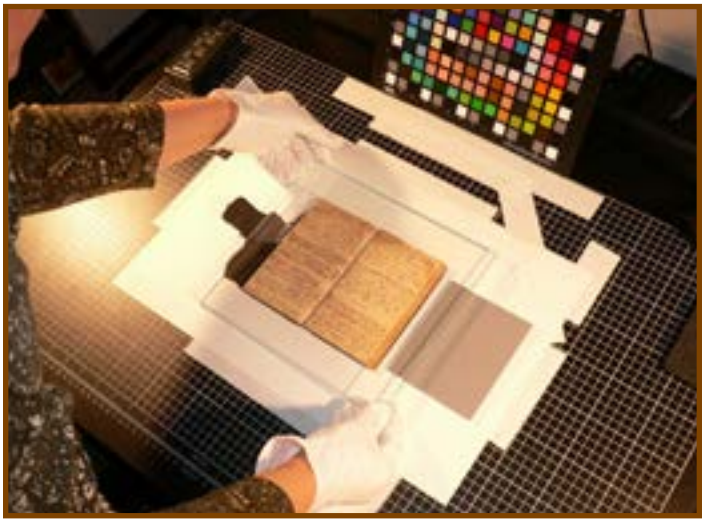
expertise in technology standards and best practices, digitization project management, copyright, and hosting options. The Center works closely with the libraries' technical services department and metadata cataloger, **Sheila Bair**, who described the role that appropriate descriptive metadata plays in making digital objects easily found by search engines such as Google. She and Special Collections Librarian **Susan Steuer** highlighted projects on which they have collaborated with WMU faculty to apply appropriate metadata to materials such as the 16th- century Cabeca de Vaca text and items from the World War II propaganda collection. **Jason Glatz** provided an overview of the University Libraries GIS mapping services that allow researchers to visualize spatial data for representation and analysis. He included examples of how he has assisted graduate and faulty researchers in applying GIS to census, political, and environmental data of various kinds. **Maira Bundza** rounded out the workshop with an overview of the capabilities of WMU's institutional repository, "ScholarWorks," for open-access dissemination of research online. Increasingly inclusion of research in institutional repositories is seen as a plus by funding agencies that require a result-dissemination plan. ScholarWorks@WMU now has over 5,520 papers with more than 166,400 downloads in the past year. There was a lively interchange throughout the session, and attendees reported that they found the workshop useful and interesting. For more information, please look under 'Services' on the WMU libraries website (www.wmich.edu/library) or contact the individuals listed above.



An example of the research services at University Libraries: expert digitization

Library services and user needs are undergoing many changes especially having greater access to resources online. The Technical Services Department of University Libraries continues to keep its staff current with best practices and trends through training webinars and workshops. The cataloging unit is presently completing training in new cataloging standards using the Resource Description and Access (RDA) Training Plan from the Library of Congress. RDA will assist in broadening the access to resources worldwide. Use of streaming video has increased at WMU: University Libraries subscribes to numbers of streaming video databases. Among these are "Films on Demand," "Ethnographic Video Online," and "VAST: Academic Video Online." Streaming video is becoming more popular now that VHS is no longer being supported in WMU classrooms. Between Sept. 1 and Nov. 30, 2012, streaming video usage nearly doubled what it was during the same period in 2011. Information on WMU streaming video collections is available at http://libguides.wmich.edu/video.

Zhang Legacy Collections Center construction showing the "topping out" tree

Completion of the Zhang Legacy Collections Center's steel skeleton late in December was celebrated with the "topping out" tree to signal the structure has reached its maximum height. The tradition of "topping out" descends from ancient Scandinavian religious practices of placing a tree on top of a new building to appease tree spirits. Steel and iron workers have adopted the tradition as their most cherished custom symbolizing growth and good luck. The custom commemorated a milestone in the construction of the Legacy Collections Center. The elevated roof on which the tree stands will house the compact shelving units and allow for space efficiency. At 30 feet high, the high density mobile shelving will stock collections from the University Archives, Regional History Collections, and University Libraries. Among these historical artifacts are community and regional collections like the "Kalamazoo Gazette" and the "Upjohn Company" papers. A reading room (the quiet-space) will have the capacity to seat 70 faculty, student, visiting, and area researchers. A loud-space, the "Oakland Drive Athenaeum," is planned for workshops,

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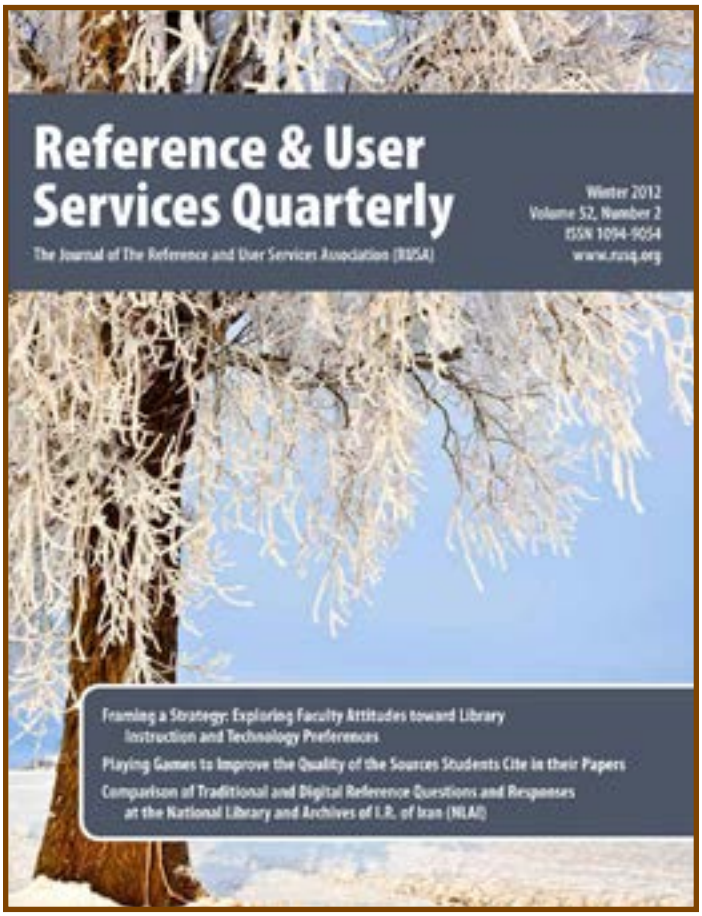
lectures, conferences, and group interaction. A campaign for the private funding of this community-gatherings space has begun. On the southeast side of the building, a geothermal heating and cooling system will utilize heat pumps to extract heat, to circulate cool air from the ground, and to control the special climatic needs of the building. The move-in date is slated for September 2013.

Faculty and Staff Accolades



Journal containing the results of a research study on WMU faculty

Professors Patricia Fravel Vander Meer, Maria A. Perez-Stable, and **Dianna E. Sachs** co-authored the article, "Framing a Strategy: Exploring Faculty Attitudes toward Library Instruction and Technology Preferences to Enhance Information Literacy," which was published in Reference and User Services Quarterly, winter, 2012. This article presents the results of a study of faculty members at Western Michigan University, conducted in 2011, to: (1) gauge current faculty perceptions about library research instruction; (2) determine how faculty are using technology for instruction; and (3) examine faculty insights regarding the integration of different technological formats into future library instruction. The three technologies most preferred were online videos, personal or WMU homepages, and discussion boards. Faculty in education and social sciences were found to be the heaviest users of technology. Looking toward the future, faculty expressed great interest in shorter, more targeted face-to-face library research instructional sessions and in asynchronous online instruction, such as tutorials and class guides. University Libraries has begun to reshape its information literacy program based on the study results. Read the full article at http://scholarworks.wmich.edu/library_pubs/23/.

John Winchell, WMU archives curator, served on the Lee Honors College Honors Thesis committee for **Emily Anderson**, Family and Consumer Sciences in the College of Education and Human Development. The title of her thesis was, "The History and Evolution of Athletic Uniforms and Equipment 1800s-Present: Basketball, Baseball, Football, and Hockey." Part of her thesis involved the preparation of an exhibit featuring artifacts from the WMU Archives.

John Winchell assists on thesis committee and exhibit featuring artifacts from the WMU Archives

College of Fine Arts

Items of Academic Interest

The collaborative international project entitled, "Trace + Gestures: Kalamazoo <> Granada," involved 10 students from the Frostic School of Art at WMU and 15 artists-in-residence at RAPACES of EspIRA in Nicaragua. This project explored notions of location, translation, cultural dialogues, and the traces that these may leave upon an individual, and the traces the individual leaves

behind. Students from the Frostic School of Art travelled to Granada, Nicaragua to generate projects with the Central American artists. The projects were done in collaboration with five groups of four to six artists in each group. Twenty-five artists (including our students from Frostic School of Art) participated with Patricia Belli of EspIRA, **Nichole Maury** (WMU professor of art), and **Patricia Villalobos Echeverría** (WMU professor of art). Final work was exhibited at the Palacio Nacional de la Cultura in Granada, Nicaragua in October 2012 and WMU's South Kohrman Hall in December 2012. This project received support from the Frostic School of Art and was funded by a College of Fine Arts Faculty Fellowship and the US Embassy of Nicaragua.

Trace Gestures

Faculty and Staff Accolades

Ed Roth, professor of music, along with **Erin E. Wegener**, MM, MT-BC, CBIS, and **Jeralyn J. Hunter**, PT, MS, published the article, "Music Therapy and TBI: Understanding the Effects of Rhythmic Auditory Stimulation on Subjects' Gait," in the current issue of ADVANCE magazine (occupational-therapy.advanceweb.com/Features/Articles/Music-Therapy-and-TBI.aspx).

Student and Alumni Accolades

Senior dance major **Kaitlyn Pollock** is the featured dancer on the cover of the American Dance Festival's course brochure for the summer 2013 session. Kaitlyn attended the prestigious festival last summer with partial scholarship support from WMU's Partner's in Dance (www.americandancefestival.org/2012school/deaninvitation.html).

Senior **Ronald Altman** had his paper, "Familial Angles: Shapes in Le Sacre du Printemps Influence Les Biches," accepted for inclusion in the "Sacre Celebration: Revising, Reflecting, Revisioning" conference. This Society of Dance History Scholars Special Topics conference will take place at York University, Toronto, April 18 - 20, 2013. Congratulations to Ron for being the first WMU dance major to have scholarly work accepted by this prestigious international organization. Ron will join **David Curwen**, associate professor, who will also present, "Jinsha, A Recipe for Interdisciplinary Work within the University," at the same conference.

College of Health and Human Services

Faculty and Staff Accolades

Dr. Ann Chapleau, assistant professor in the Department of Occupational Therapy

Dr. Ann Chapleau, assistant professor in the Department of Occupational Therapy, was the first author of "The Effectiveness of an Occupational Therapy Consultation Model in Community Mental Health," a research manuscript published online in Volume 28, Issue 4, 2012 of Occupational Therapy in Mental Health. The paper describes findings of a one-year study funded by Substance Abuse and Mental Health Services Administration and the U.S. Department of Housing and Urban Development to explore innovative approaches to reducing homelessness and improving clinical goal attainment among people with severe mental illness.

Barb Fish, left, and Jan Hahn presenting at the Gerontological Society of America Annual Meeting in San Diego, Calif. on Nov. 16-17, 2012

Dr. Janet Hahn, coordinator of the Center for Gerontology and assistant professor with the School of

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Interdisciplinary Health Programs, presented, "Balancing Person-Centered Geriatric Care with Regulations, Technology, and Gizmo Idolatry," at the WMU Medical Humanities Conference held in Kalamazoo in September 2012. With Barbara Fish of Heritage Community of Kalamazoo, Dr. Hahn also presented, "Applying Crucial Conversation Skills to Care Transitions" and "Effective Adaptation of Enhanced Fitness Exercise Intervention for A Senior Living Setting," at the annual meeting of the Gerontological Society of America in San Diego, Nov. 16-17, 2012.

Occupational Therapy Department faculty member, Lynne Hall, recognized for exceptional teaching at the 90th Anniversary Celebration of the Department

Ms. Lynne Hall, MS, OTR/L, class of '69, Occupational Therapy, has enjoyed a productive career as a pediatric occupational therapist, working in a variety of settings, including owning and operating a private clinic in our community. In addition to her active clinical work, Lynne has taught part-time courses for both the Department of Occupational Therapy (OT) and the Bachelor of Science in Interdisciplinary Health Services (BS-IHS) program at WMU. Her first course assignment was in 1972, followed by 40 years of teaching primarily through the Distance Education program, now known as Extended University Programs. At the 90th Anniversary Celebration of the Department of OT on Nov. 29, 2012, Lynne was recognized for her exceptional, creative online teaching and for having the longest, uninterrupted history of any part-time instructor. Her students have consistently rated her teaching effectiveness very highly, as she continues to promote active learning, using very creative and meaningful learning experiences online. Lynne was offering quality online education for students while others were still discussing what a quality online experience would look like. She taught Human Growth, Development, and Aging online for more than six years, following that course from OT to BS-IHS. She continues to teach five sections of this course a year despite the fact that she is retired and winters in Florida. This past year Lynne took on the task of developing an online master shell that new part-time instructors can use to build the class. For this generosity and commitment to excellence in education, Lynne is truly a prized member of the WMU teaching faculty.

School of Interdisciplinary Health Programs faculty member **Mark St. Martin** and Integrative Holistic Health and Wellness Program **Professor Rich Oxhandler** presented at the Students in Transition Conference in Philadelphia in October 2012. The presentation, "One-credit class: Lowers Stress and Enhances Performance and Well-being," was based on research the presenters have conducted regarding a one-credit meditation class Oxhandler teaches. The research indicated that the class had positive and significant effects on lowering stress levels and improving students' sense of well-being after only one semester.

School of Social Work Professor Yvonne Unrau

WMU School of Social Work Professor **Yvonne Unrau** was appointed by Director of the Michigan Department of Human Services Maura Corrigan to be the state's representative to the Kalamazoo County Department of Human Services Board for a three-year term, 2012-2015. At the first meeting, Dr. Unrau was elected to chair the board.

Student and Alumni Accolades

Last holiday season physician assistant (PA) students participated in an "Adopt a Family" program sponsored by Catholic Charities of Greater Kalamazoo. The students' "family" consisted of a mother and father with two young daughters. Students collected clothing, non-perishable foods, personal care products, gifts, and cash for a shopping spree. The project was very successful, and the recipient family was extremely appreciative. The PA students hope to participate in this event again next year and for holiday seasons to come.

WMU PA students with donations for their "Adopted Family"

In 2012, Governor Rick Snyder appointed Interdisciplinary Health Sciences doctoral student **Anne Riddering** to the Michigan Council for Rehabilitation Services. Riddering is a rehabilitation supervisor and staff occupational therapist at Henry Ford Health System's Center for Vision Rehabilitation and Research. Housed within the Michigan Department of Human Services, the 17-member Michigan Council for Rehabilitation Services reviews and evaluates Michigan's rehabilitation programs and services and advises the department director and governor in partnership with Michigan Rehabilitation Services and the Michigan Department of Licensing and Regulatory Affairs' Bureau of Services for Blind Persons. "These individuals bring vital experiences to their posts, and I am confident they will effectively work to ensure Michiganders with disabilities have access to the resources and opportunities they need to achieve independence and employment," said Governor Snyder.

Upcoming Events

Brian K. Gibbs, Ph.D., will present for the Burian Lecture held on Feb. 20 - 21

On Feb. 20 - 21, the College of Health and Human Services (CHHS) will examine health disparities and ways to advance health equity with a Bill Burian University-Community Lecture (http://www.wmich.edu/hhs/lectures/) and a conference presented by the CHHS Committee on Diversity and Inclusion (http://www.wmich.edu/hhs/about/diversity-inclusion/). Brian K. Gibbs, Ph.D., will present the Burian Lecture titled, "Health Inequality: Barriers, Challenges, and Solutions," on Wednesday, Feb. 20 at 5:30 p.m. at the WMU Fetzer Center. He will also keynote at the conference, Diversity and Inclusion: Preparing Ourselves to Advance Health Equity, on Thursday, Feb. 21, from 8 a.m. to 4:30 p.m. at the Health and Human Services Building. Both events are free and open to the public. Dr. Gibbs is a public health practitioner and former occupational therapist with 30 years of experience in health disparities reduction. He is currently an assistant professor in the Department of General Internal Medicine at Johns Hopkins School of Medicine. There, he recently served as Associate Dean for Diversity and Cultural Competence with responsibility for all matters of cultural diversity for Johns Hopkins Medicine. While a senior research scientist in the Department of Health Policy and Management at the Harvard School of Public Health, Dr. Gibbs founded and directed the Program to Eliminate Health Disparities. He has also served as a co-investigator and administrator for two NIH-National Center for Minority Health and Health Disparities Centers of Excellence and co-authored the Commonwealth Fund's State Policy Agenda to Eliminate Health Disparities in Massachusetts. Advanced reservations for the Burian Lecture only are not required, but are appreciated at www.mywmu.com/burianlectures or (269) 387-2663. Information and registration for the conference can be found online at www.mywmu.com/healthequity. Conference registration is required by Feb. 13, and includes an option of reservation for the lecture.

College of Education and Human Development

Faculty and Staff Accolades

Dr. Suzan Ayers

Dr. Suzan Ayers, associate professor of physical education teacher education, has been named Chair of the 21st-Century Student Initiative. This university-wide committee focuses on helping instructors and advisors better serve our millennial learners.

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Dr. Adam Manley

Dr. Adam Manley, assistant professor in Career and Technical Education (CTE), recently received The Outstanding Career and Technical Education Research Journal Article Award. This is an award granted by the Association of CTE Research (ACTER). The journal is the top research journal in the CTE field. It is an honor bestowed to one individual each year.

Student and Alumni Accolades

Mr. Izumi Musashi, Mr. Jiangang Xia, and **Mr. Xingyuan Gao**, doctoral students in educational leadership, have one journal article and two book chapters in press, and three papers accepted for presentation at the 2013 American Educational Research Association (AERA) Annual Meeting:

Izumi, M., Shen, J., Xia, J. (in press). Determinants of graduation rate of public alternative schools. Education and Urban Society.

Xia, J., Shen, J. & Cooley, V.E. (in press). Coherent curriculum. In J. Shen & V. E. Cooley (Eds.), A resource book for improving principals' learning-centered leadership. New York, NY: Peter Lang Publishing.

Gao, X., Xia, J., Shen, J., Ma, X. (in press). Participation in and reflection on a quality improvement system: Perspectives from practitioners. In Shen, J., Ma, X. et al., Quality rating and improvement system for early care and education: Development, implementation, evaluation and learning. New York, NY: Peter Lang.

Xia, J. (accepted). Is educational evaluation a profession yet in China? A brief review. Paper to be presented at the 2013 annual meeting of the American Education Research Association, April 27 · May 1, 2013, San Francisco, California.

Xia, J., Izumi, M., & Shen, J. (accepted). What influences teacher job satisfaction in public alternative schools? A multi-level study using SASS 2007-08. Paper to be presented at the 2013 annual meeting of the American Education Research Association, April 27 · May 1, 2013, San Francisco, California.

Gao, X., Shen, J., & Xia, J. (accepted). Is there an association between data-informed school-level improvement efforts and data-informed instruction at the classroom level? A test of the theory "school as a loosely coupled organization". Paper to be presented at the 2013 annual meeting of the American Education Research Association, April 27 · May 1, 2013, San Francisco, California.

Upcoming Events

Dr. Susan Piazza

Dr. Patricia A. Edwards

Dr. Susan V. Piazza, associate professor of literacy studies, will be featured with Dr. Patricia A. Edwards, Distinguished Professor of Teacher Education from MSU, in the upcoming Global Conversations in Literacy Research (GCLR) webinar on Feb. 17, 2013, at 7 p.m. EST. Their presentation is titled, "The Impact of Family on Literacy Development: Convergence, Controversy, and Instructional Implications." The GCLR project is hosted by Georgia State University and is an open access internet project that connects global audiences with each other and provides a venue to exchange ideas on international issues in literacy. It uses new and emergent technologies to reshape how literacy research can be shared globally, and it acknowledges that diverse, multiple, and global perspectives are vital resources for changing consciousness around literacy research and practice. For more information on this and other open access seminars visit http://globalconversationsinliteracy.wordpress.com/.

Evaluation Center

Faculty and Staff Accolades

Dr. Daniela Schroeter, director of research at The Evaluation Center, and **Dr. Lori Wingate**, assistant director of the center, gave a workshop on data interpretation for CDC University, a professional development program for employees at the Centers for Disease Control in Prevention in Atlanta, Ga. The pair is scheduled to deliver three more day-long workshops at CDC University this year.

Kelly Robertson, project manager at The Evaluation Center, spearheaded the Ellsworth Hefty Holiday Food

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Drive. Exceeding the goal of 400 pounds, Ellsworth Hall staff and students donated 451 pounds of food for Kalamazoo Loaves and Fishes.

The Evaluation Center's food drive donation

Dr. Stephen Magura, director of The Evaluation Center, and **Jason T. Burkhardt**, project manager, published their paper, "Novel Electronic Refreshers for Cardiopulmonary Resuscitation: A Randomized Controlled Trial," in BMC Emergency Medicine. Dr. Magura also published an article in Substance Use and Misuse titled, "Failure of Intervention or Failure of Evaluation: A Meta-evaluation of the National Youth Anti-Drug Media Campaign Evaluation."

Graduate College

Items of Academic Interest

Did you know that as a benefits-eligible employee at Western Michigan University you are able to attend graduate school at no cost? Interest from staff members in attending graduate college is increasing, evidenced by the quickly filled appointment schedule on Friday, Jan. 4, and Monday Jan. 7. A series of one-on-one advising appointments for employees interested in graduate school was set up by Human Resources with **Tony Dennis**, director of Graduate Student Recruitment and Retention for the Graduate College, giving information on how to apply to graduate school, how to register, and how to contact departments for graduate advising. He had a full day of appointments on Friday, Jan. 4, and Monday, Jan. 7. Many employees of WMU already have their bachelor's degrees but are interested in taking advantage of the excellent benefit of free tuition for graduate classes. Some who are unsure of what path to take or program to enter may often find it helpful to be admitted with Non-Degree Seeking status because they can get admitted very quickly and take up to nine credits without going through the process of being admitted to a regular program. This can be can be a good way to "get your feet wet" by taking a class or two in different areas or getting started in a program. If you have missed the scheduled advising sessions, Tony will be happy to meet with you and discuss your educational opportunities. If enough people express interest, it is possible that Human Resources will schedule another day of appointments, or you can meet individually with Tony in the Graduate College. Please call Tony at 7-8214 for more information.

Those who are familiar with the Graduate College Research and Travel Grant application process will welcome the workshop, "Preparing Competitive Research and Travel Grant Applications," held on Wednesday, Jan. 9, from 2:30 to 5 p.m. in the Walwood Commons in Walwood Hall on East Campus. Under the direction of **Dr. Marianne DiPierro**, director of the Graduate Center for Research and Retention, some of the requirements for application have changed, so Dr. DiPierro is disseminating information about the changes and how to complete a competitive application in this workshop. The deadlines for applications for the Research and Travel Grants are Jan. 16, 2013, and Friday, March 15, 2013. Normally there are grant cycles in September and November as well, so there may be other workshops for this purpose later in the year. The workshop on Jan. 9, covers several key considerations. The first is how to follow the specific directions for your grant proposal. This is often a stumbling block for applicants who may not understand respective application requirements. Students will ensure that they have prepared a competitive proposal while including all critical components of good writing. In addition, attendees will learn to avoid common errors in proposal development. Some key considerations to winning the research award are the likelihood that the project will result in a paper publishable in a peer-reviewed journal,

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the significance of the project, the student's role as principal investigator, and in the case of travel awards, the extent of the student's participation in the research involved, the significance of the presentation, and the selectivity and reputation of the conference at which it is to be presented. All awards are made based on the reasonableness of the request and resources as well. For more information contact Dr. Marianne DiPierro at (269) 387-8249, or visit our website at www.wmich.edu/grad.

The Graduate College's Graduate Center for Research and Retention at WMU invites all graduate students to attend a working session on an overview of SPSS titled "Introduction of Statistical Concepts in SPSS." It will be conducted by **Mr. Lincoln Jiang**, doctoral student in Western Michigan University's Department of Statistics and doctoral associate in the Graduate Center for Research and Retention. The workshop will take place Wednesday, Jan. 16, from 9 a.m. to noon in the Computer Laboratory, Room 1416, College of Health and Human Services. Students will learn to create a simple data set for analysis, enter different types of data into an SPSS file for analysis, import an Excel file into SPSS for analysis, and explore options for displaying and analyzing the data set. Attendees must register in advance at the Graduate College website and view a video tutorial, also on our website at www.wmich.edu/grad, before attending the workshop. This workshop is designed to review and reinforce your previous knowledge, and is not intended to supplant a formal course in introductory statistics. For more information, please contact **Dr. Marianne Di Pierro**, director of the Graduate Center for Research and Retention, at (269) 387-8249.

Faculty and Staff Accolades

Two WMU faculty members have been selected as Graduate College Faculty Fellows. **Louann Bierlein-Palmer**, professor in the educational leadership program, and **Jon Adams**, associate professor in English and an affiliated faculty member with gender and women's studies, were chosen after an extensive interview process. The fellows will work collaboratively with Dean **Susan Stapleton**, the current staff of the Graduate College, and various other constituents across campus. Dr. Adams will work in the focus area of student and faculty engagement and success. He will engage with the Graduate College Ambassadors to help ensure that both on and off-campus graduate students feel connected to WMU and informed about the role of the Graduate College in their education and the services that are available to them through Western. Adams will also work with orientation and mentoring programs for graduate students and faculty. Dr. Bierlein-Palmer will work in the focus area of graduate admissions and enrollment, aiding in assessment of the admissions process, and helping to identify best practices not only for admissions but also for enrollment management. The Graduate College is excited to welcome Dr. Bierlein-Palmer and Dr. Adams to our staff for the next year.

Louann Bierlein-Palmer

Jon Adams

Upcoming Events

The Graduate College's Graduate Center for Research and Retention at WMU invites all graduate students to attend a presentation on "Writing Ethically and Well: Plagiarism, Patchwriting, and the Thesis/Dissertation." This important subject will be explored in the workshop held on Thursday, Jan. 17, from 6 to 8:30 p.m. in Walwood Commons, Walwood Hall, led by **Dr. Edward J. Eckel**, WMU associate professor. Dr. Eckel is also the engineering and applied sciences librarian with University Libraries. After attending this workshop, participants will be able to articulate how institutional academic definitions of plagiarism differ from their own personal understanding of plagiarism. They will also understand the consequences of engaging in plagiarism at the graduate level. By comparing and contrasting different levels of skill in paraphrasing, students will comprehend the different levels from synthesis to patchwriting to plagiarism and apply a range of strategies for using sources ethically in their own writing. It is suggested that students bring their writing handbook of choice. Registration is required for this workshop at www.wmich.edu/grad. For more information please contact **Dr. Marianne Di Pierro** of the Graduate Center for Research and Retention at (269) 387-8249 or marianne.dipierro@wmich.edu.

Haworth College of Business

Faculty and Staff Accolades

Caroline Ray, employer relations coordinator in the Haworth College of Business Career Center, graduated on Dec. 15 with a Master of Arts in Counselor Education with concentrations in college counseling and clinical mental health counseling. **Stacey Markin**, director of marketing and communications, and **Renee Pearl**, engagement manager, presented a session titled, "Telling Stories and Engaging Donors," at the CASE V and VI Conference in Chicago, Ill., to more than 200 fellow marketing, alumni relations, and development professionals. **Dr. Jennifer Palthe**, associate professor of management, had her paper titled, "Integrating Human Rights in Business Education: Embracing the Social Dimension of Sustainability," published in the Journal of Education for Business, 88: 117-124, 2013. **Dr. Karen Lancendorfer**, associate professor of marketing, was selected as a winner to be in the Bronco Spotlight as Advisor of the Month for the month of November. She was nominated because of her leadership and dedication to the WMU campus community. Bronco Spotlight is a monthly student/RSO recognition program created by the Student Activities & Leadership Programs (SALP) office that recognized outstanding student leaders, student organizations, and advisors.

Thomas N. Edmonds, faculty specialist in the Department of Finance and Commercial Law, was interviewed by Al Jones in relation to the Bermo Enterprises bankruptcy. The article can be found at www.mlive.com/business/west-michigan/index.ssf/2012/11/why_does_bankrupcty_work_for_c.html.

Norman Hawker, professor of finance and commercial law, was featured on WWMT 3 regarding right-to-work legislation in Michigan. The following is found on www.wwmt.com: "What will the impact from Right To Work be for people in West Michigan not in a union? Western Michigan business professor Norman Hawker says he's fearing the worst. 'This will cause wages to fall across the board in the state...Michigan consumers will have less money to spend, meaning that ultimately the economy here will fall back farther,' says Hawker. He says unions helped prop up all wages up across the board, and where economic development groups have cheered Right To Work, saying it will attract new business, Hawker is skeptical. 'If you're an economic development group, of course you're going to support right to work because it will be money in your members' pockets,' says Hawker. But labor attorney, Kevin McCarthy, who represents area companies, says he has seen it happen. 'The manufacturing clients I've seen that were unionized, tended to relocate, if they were going to relocate, to southern states, or right to work states,' says McCarthy. But overall they see it as a big step for a state that has been known for its unions. 'For Michigan to have a right to work statute is really a strong slap in the face for organized labor as a whole,' says McCarthy."

Student and Alumni Accolades

Three Western Michigan University undergraduate students are among those from a small group of the nation's top supply chain management programs who received scholarships and were recognized at the 13th annual Institute for Supply Management Services Conference in Phoenix, Ariz. All three are seniors majoring in integrated supply management. Student honorees included: **Dylan Green, Ross Hughes,** and **David Lipowski.** A total of 16 students from such institutions as WMU, Arizona State University, Michigan State University, Rutgers University, and the University of San Diego received $1,000 plus a travel allowance to attend the conference on Dec. 6-7.

A team of nine Western Michigan University advertising and promotion majors took first place in EdVenture Partner's Jobs for America's Graduates (JAG) Scholastic Achievement Award Challenge as part of their capstone coursework in Fall 2012. WMU was one of only two teams chosen nationally to present their recommendations in Washington, D.C. in December to a panel of JAG's top executives and board members, including JAG's CEO. In this particular challenge, structured similarly to EdVenture Partners' National Case Study competition, student teams were tasked with a number of analytical questions regarding JAG's brand positioning, communication strategies, and other strategic marketing tactics. This year's "Bridge Media" team included the following HCOB graduates: **Paige Moyer, Aaron Coney, Rachel Dudley, Jon Burns, Joe Taylor, Becca Wilson, Kristin Robarge, Ashleigh Cipta,** and **Jenna Grodecki.** "We have had the honor of having Western Michigan University students develop marketing communication campaigns for our clients in the past, and their results always impress," said Tony Sgro, founder and CEO of EdVenture Partners, a consultancy that develops industry-education partnerships on over 1,000 campuses in North America. "The WMU JAG team created a bold, integrated marketing campaign that hit

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the high notes by revealing a fresh and creative digital, social media, and public relations strategy that will be used by JAG to generate additional awareness and support for its nationally-based at-risk-youth campaign." The team's advisor is **Dr. JoAnn Atkin** who uses this, and other national advertising and promotion competitions, as the advertising and promotion major student's capstone project in MKTG 4810: Integrated Marketing Communications Campaigns. "Our students are always well-prepared and deliver professional presentations," says Dr. Atkin. "I'm very proud of this team. Their hard work and dedication all semester long was rewarded by the overwhelming positive feedback from the judges."

From left to right: Becca Wilson, Joe Taylor, Jon Burns, Paige Moyer, and Rachel Dudley

Upcoming Events

A forensic toxicologist and founder of a local oral fluid drug testing lab was the first speaker in the spring Entrepreneurship Forum at Western Michigan University. Bridget Lorenz Lemberg, founder and lab director of Forensic Fluids Laboratories spoke at 8 a.m. Friday, Jan. 11, in 2150 Schneider Hall. Lemberg is a forensic toxicologist with more than 20 years of toxicology and pharmacology experience. She is the sole founder of Forensic Fluids, the only oral fluid testing laboratory in Michigan, and now employs more than 20 people. Located in the former Gibson Guitar factory in Kalamazoo, the company has nearly doubled its original physical space since opening and has posted strong annual revenues each year. A leader in oral fluid drug testing, Forensic Fluids' scientific testing equipment separates the company from its competitors. The liquid chromatography technology used is the most sensitive confirmation method available and can positively identify and quantify more than 200 compounds. The company's quick turnaround time for test results has attracted clients from government agencies, corporations, and small businesses throughout the U.S. and Canada. Forensic Fluids has won numerous awards for sales growth, innovative processes, customer service excellence, entrepreneurial leadership, and use of cutting-edge technology. In 2009, Forensic Fluids was the recipient of a Michigan Top 50 Companies to Watch award. In 2010, 2011, and 2012, Inc. Magazine listed Forensic Fluids on its annual ranking of the fastest-growing private companies in the U.S. The Entrepreneurship Forum is free and open to the public and begins with breakfast at 7:30 a.m. Reservations are required and can be made by contacting Kayla Hunt at (269) 387-6059 or kayla.j.hunt@wmich.edu. Free parking is available in the nearby Fetzer Center parking lot.

Kalamazoo College head volleyball coach and newly published author, Jeanne Hess, is the January speaker for the Keystone Community Bank Breakfast Speaker Series. Hess will speak at 8 a.m. on Friday, Jan. 25, at Schneider Hall, home of the Haworth College of Business, in room 2150. Her presentation is titled, "Sportuality and our Community." Hess's book, "Sportuality: Finding Joy in the Games," is an examination of sports at all levels, focusing on how sporting life reflects our cultural beliefs. Whether an athlete or a fan, Hess says people can bring the joy of athletics to everyday pursuits. The 2012 volleyball season at Kalamazoo College marked the 29th year with Hess as head coach. She has led the team to five Michigan Intercollegiate Athletic Association championships and five National Collegiate Athletic Association appearances. Reaching 500 wins in 2011, Hess now ranks in the top 30 NCAA Division III coaches for career victories. The event, which is free and open to the public, begins with breakfast at 7:30 a.m. Reservations are required and can be made by contacting Kayla Hunt at (269) 387-6059 or kayla.j.hunt@wmich.edu. Free parking is available in the Fetzer Center parking lot.

The Michigan Small Business & Technology Development Center located in Schneider Hall will be holding workshops for new and existing entrepreneurs and small business owners. The Venture Plan Eight-Week Workshop is designed for new entrepreneurs starting a business and will be held on Tuesday evenings from 5 to 8 p.m. starting on Jan. 15. The orientation for this workshop will be held on Tuesday, Jan. 8, from 5 to 7 p.m. The Venture Forward Eight-Week Workshop is designed for existing small business owners and will be held on Tuesday mornings from 8 to 11 a.m. starting on Jan. 22. The orientation for this workshop will be held on Tuesday, Jan. 15, from 8 to 10 a.m. The Starting

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a Business/Writing a Business Plan workshop will be held on Tuesday, Jan. 29, from 5 to 8 p.m. This is where participants will learn the fundamentals of starting and owning a small business in Michigan along with how to write a comprehensive business plan and prepare financial statements. More information on these and other events held by the Michigan Small Business & Technology Development Center can be found either on their website at www.misbtdc.net or by calling 387-6004.

College of Arts and Sciences

Items of Academic Interest

Faculty and visiting scholars interact during the Explorations of China Reception.

Dr. Benjamin Ofori-Amoah, Geography Chair; Dr. Wei-Chao Huang, Economics Professor; and Dr. Alex Enyedi, Dean, College of Arts and Sciences.

More than 30 College of Arts and Sciences (CAS) faculty and visiting scholars joined together in the International Room of Friedmann Hall to share their research, stories, and travel experiences in China. Explorations of China, a reception for CAS scholars with a focus on China, was designed to encourage interdepartmental discussions between faculty to create opportunities for collaboration and support. This inaugural reception was sponsored by the CAS International Committee and the CAS Research, Scholarly and Creative Activities Committee.

Faculty and Staff Accolades

Students using Core Math Tools.

Dr. Christian Hirsch

The National Science Foundation is featuring a mathematics software design and development effort based at Western Michigan University. The Core Math Tools Project is a transformative tool that levels the playing field for all students by providing ready access to mathematical and statistical software. After almost 10 years of cycles of research, development, and classroom testing, the effort is being featured as an NSF Highlight. Information regarding the software will be distributed to the media, other federal agencies, and Congress and will be promoted in NSF publications and other outlets. **Dr. Christian Hirsch**, WMU professor of mathematics and math curriculum innovator, is the principal investigator on the project. According to Hirsch, the outcome of the work enables school districts to overcome long-standing financial constraints and provides equitable access to state-of-the art mathematics learning tools. Teachers and students can access the software in any location with internet access, including mathematics classrooms, school and local libraries, and in private homes. The software can be downloaded at no cost to a school or

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home computer and is self-updating whenever connected to the internet. "The tools are already influencing the nature of mathematics teaching and learning and mathematics teacher preparation nationally," Hirsch says. Core Math Tools is a suite of Java-based software tools that include general purpose tools--a spreadsheet, a computer algebra system (CAS), interactive (dynamic) geometry, data analysis, and simulation tools--together with more topic-focused Custom Apps and Advanced Apps for triangle congruence and similarity, data modeling, linear programming, 3D visualization, contour mapping, and more. Core Math Tools is unique in providing a single linked tool set that supports the full range of contemporary high school mathematics. The design promotes the important mathematical and scientific practice of selecting and strategically using software tools.

Dr. Karim Essani

Virologist and biological sciences professor **Dr. Karim Essani's** manuscript, "The Tanapoxvirus 15L Protein Is a Virus-encoded Neuregulin that Promotes Viral Replication in Human Endothelial Cells," was accepted for publication in the Journal of Virology.

Student and Alumni Accolades

Biomedical Sciences alumnus Dr. James Olson '84.

Scientists are exploring the use of a tiny molecule to light up brain tumors so neurosurgeons can distinguish cancer from normal tissue. This Tumor Paint research is led by WMU alumnus **James Olson** '84, a clinical researcher at Fred Hutchinson Cancer Research Center and a pediatric oncologist at Seattle Children's Hospital. Olson's team developed Tumor Paint by re-engineering scorpion venom (chlorotoxin), which naturally targets brain cancer cells, by tagging it with a molecule that acts like a flashlight, causing brain tumors to "light up" during surgery so the margins can be seen more easily. The goal is to help surgeons remove as much cancer as possible while safely leaving normal brain tissue intact-- ultimately saving lives while also reducing problems caused by surgical removal of normal tissue in critical areas. Tumor Paint is not yet in human use but is being developed by Blaze Bioscience, a Seattle biotech founded by Olson and Heather Franklin, president and CEO. The potential of Tumor Paint is not limited to brain tumors; it has been found in preclinical studies to light up prostate, colon, breast, and other cancers. It is anticipated that human trials in cancer patients will begin next year. Another potential use for Tumor Paint is early detection of various forms of skin cancer. Olson and colleagues have demonstrated that it can light up non-pigmented skin cancers, which are sometimes difficult to detect and pose a greater threat to the patient if they are not detected early. To learn more about the Fred Hutchinson Cancer Research Center, Dr. Olson, and his research please visit http://www.fhcrc.org/en/news/releases/2012/11/tumor-paint-research-featured-short-film.html.

Students from Sue Ellen Christian's Journalism 3100 class with WMU alumnus Chris Killian.

Presidential elections provide countless opportunities to engage in meaningful classroom discussions. WMU journalism associate professor **Sue Ellen Christian** took a unique approach to providing real-world experience to her class Journalism 3100: News reporting using new media class by reaching out to WMU alumnus, **Chris Killian**. Freelance writer Killian made it his mission to show the election from the perspective of those who matter most--the people impacted by the results. Killian wanted to tell people's stories in hopes that we would learn from one another. Knowing that he could not visit all 50 states, he decided to focus on stories from the swing states, places deemed equally divided in the political debate. He wanted to give everyone, from every side, a voice. Killian's plan to travel to swing states and use social media to share stories gave Christian the unique opportunity to provide her students with a memorable, real-life experience. As Killian traveled thousands of miles to nine swing states, students in Christian's class used social media to connect with him. Christian noted that Killian "showed

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the entrepreneurship that I try to teach in my classes. In class, we talked about how in the current digital media landscape students have to think creatively and market their skills using social media. [Killian] was a wonderful example of that." When Killian's adventure ended, he returned to WMU to meet the students he had been contacting via Skype during his travels. "It made the textbooks and teaching come alive for students to see journalism in action--especially by someone young and from WMU," said Christian. Journalism student, **Elisia Alonso**, says that her interactions with Killian "gave me reassurance that the journalism field is where I'd like to be. His ambition to take on the world, one story at a time, encouraged me to never stop pursuing my dreams."

College of Engineering and Applied Sciences

Student and Alumni Accolades

Farhad Abasahl

Civil and construction engineering graduate student **Farhad Abasahl** was awarded a $2000 Michigan Student Section scholarship from the Institute of Transportation Engineers (ITE). This is the second award Farhad has received for this ITE competition. The ITE sponsors a student paper competition each year as well for graduate and undergraduate students who submit a technical paper; previously Farhad also won the $500 1st place award for his paper, "Key Elements of Safety in Modern Roundabouts."

Upcoming Events

Rodolphe Gelin

Engineers Week (Eweek) is Feb. 17-23, 2013. The 34th Annual Engineers Week Dinner will be held on Tuesday, Feb. 19, 2013 at the Fetzer Center. Rodolphe Gelin, Director of Research at Aldebaran Robotics, will be presenting "Robots for Everybody: Developing Useful Robot Human Interactions." The schedule of events is as follows: Social Hour at 5:30-6:30pm; Dinner/Awards at 6:30-7:30pm; and Speaker at 7:30-8:30pm.

Assessment of Student Learning

Left: Senior Bryan Ford is demonstrating the touch screen kiosk design project. Other design team members not pictured are Michael Guzior and Alan Pfeiffer.

Touch screen kiosks at universities often provide targeted services to both visitors and students. The kiosks within the lobby of the CEAS had not, as of yet, provided these services. Seniors **Bryan Ford**, **Michael Guzior**, and **Alan Pfeiffer** took on the challenge of creating a graphical interface using Windows Presentation Foundation, an IDE within Visual Studio, to provide new student and visitor services as their senior project. The main services included a campus map, contact info for staff, and campus events. The kiosks will help provide answers to common questions asked by visitors and students new to the campus.

L-R: Seniors Michael Biro, Millet Mello, and Ross Snyder with their project Robo-Bronco.

The project that received the most votes at the Innovation Day event was created by WMU juniors **Juliana Dias**, **Cassio Farias**, and **Leticia Rosolem**. Their

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project was called, "Antifalling Headphones." Robo-Bronco, first developed in 1999 to serve as a recruitment tool for Western Michigan University, needed extensive updating in mechanical and interface systems. Existing mechanical constraints were addressed and redesigned to bring the technology up to date. Additional ranges of motion were introduced in the legs, giving the robot more humanoid qualities. The overall structural design was lightened, improving stability by lowering the center of gravity. Programming and interface were improved through the addition of an Arduino microcontroller.

Extensive research on humanoid robotics, 3D modeling, and testing of new modifications done by Seniors **Michael Biro**, **Millet Mello**, and **Ross Snyder** brought Robo-Bronco new life as WMU's robotics case study and publicity robot.

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