

## UNIVERSITY LIBRARIES

### UPCOMING EVENTS

University Libraries celebrates the life of Rev. Dr. Martin Luther King Jr. with a display and banners in Waldo Library. The display case in the Rare Book Room contains 5 books that feature Dr. King. They are of varied formats: a graphic novel titled "March: Book One" by John Lewis and Andrew Aydin, 2013; a biography, "Meet Martin Luther King, Jr." by James T. de Kay, 1969; and a first edition "In Search of Our Mothers' Gardens" by Alice Walker, 1967, that contains a chapter dedicated to Dr. King; and a poetry book, "The Forerunners: Black Poets in America," edited by Woodie King, Jr., 1975.



Martin Luther King, Jr. display in Waldo Rare Book Room



Special banners in Waldo Library for MLK celebration and Black History Month

The display is available for viewing when the Rare Book Room is open, 9 a.m. - 5 p.m., Monday - Friday on the third floor of Waldo Library. Banners hanging in the Waldo Library atrium pay

tribute to Dr. King, and to what equality means to the young people of today. The tribute to Dr. King will be on display through February, which is Black History Month.

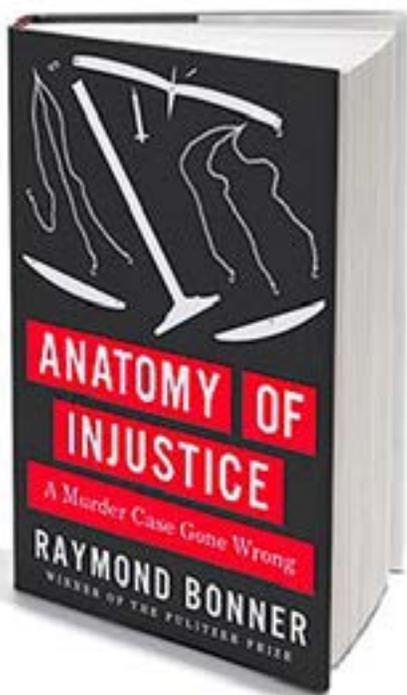
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The University Common Read 2013-14 committee sponsored the second annual Reading With Friends event on Feb. 5, 2014 in the Meader Room of Waldo Library. Three members of the WMU community, **Shari Glaser**, Parent and Family Programs, **Walter Burt**, Education Leadership, Research, and Technology, and **George Brown**, College of Fine Arts, shared selected passages from this year's book "Anatomy of Injustice: A Murder Case Gone Wrong" by Raymond Bonner with students, faculty, and staff.

Next year's book selection will be announced in early spring. The 2014-15 University Common Read program will kick-off with New Student Orientation the first week in June. For more information, visit the [University Libraries Common Read website](#). Questions may be directed to co-chair **Miranda Howard**, professor of University Libraries, at [miranda.howard@wmich.edu](mailto:miranda.howard@wmich.edu) or (269) 387-5166.



WMU Common Read book this year

## Research and Writing Clinics

*Additional help for research and writing projects are offered Spring Semester 2014.*

**January 28, February 18, March 11, and April 1**

Waldo Library: 3-7 pm



Four Research Clinics this semester for students at Waldo

Supplemental help for research and writing projects are offered spring semester 2014: Research and writing clinics at Waldo Library will give students individual help with their projects and papers. They will be on four different Tuesday nights, 3 to 7 p.m. on Jan. 28, Feb. 18, March 11, and April 1 in Waldo Library.

The Writing Center personnel and University Librarians and staff will give advice and help search for resources in an individual consultation format. Whether a student is just beginning a research project, trying to narrow or define a topic, find books and articles, better organize a paper, or properly cite sources as a project is being finished, help is here. (Actually, this type of help

is available every day at the Libraries: Waldo Central Reference Desk, Waldo Science Reference Desk, Education Library Desk, and Music Library Desk - come with research questions.) These special clinic nights help highlight the research services that the Libraries and the Writing Center offer for students to succeed. Bring a copy of the research assignment and research questions. Information and printable flier here: [wmich.edu/library/about/news](http://wmich.edu/library/about/news)



Family united after 92 years - Kalamazoo Gazette photo

## ITEMS OF ACADEMIC INTEREST

WMU Archives and Regional History Collections unite family through the Zhang Legacy Collection Center building project.

**Mickey Rutz**, construction administrator in WMU Facility Management, was the “go to” person for the construction of the new Zhang Legacy Collections Center. During the project, Rutz took on dual roles when he also became a user of the services of the WMU Archives and Regional History Collections. Dr. **Sharon Carlson**, director of the Center, became intrigued when Rutz discussed a family mystery involving his grandmother, Betty Rutz,

who had been adopted when she was just seven days old. Carlson pursued the 90-plus-year mystery which resulted in Betty Rutz reuniting with her family. See the Nov. 12 MLive story: [tinyurl.com/lcnrpn9](https://www.tinyurl.com/lcnrpn9)

“When you track down a mystery, especially one that’s 92-years in the making, it’s very gratifying,” said Carlson. The fact that Betty Rutz still had living half-siblings who wanted to meet her made the search totally worthwhile. “She had a couple of things going for her; she had been given at least a name. With that name, we were able to trace her mother, who had been a student at Kalamazoo College and a student for a very brief time at Western,” said Carlson.

This is a good example of the positive overlap of WMU records in

the Archives, databases of information in the Regional History Collections, community involvement of WMU, and what a trained archivist can accomplish.

At OVPR’s Research and Dessert event, University Libraries representatives engaged with members of WMU about data management and its long-term preservation. Funding agencies and scholarly publishers increasingly require access to the research data that underlie results. Data are preserved in discipline-specific data repositories and are indexed and cited as adjuncts to scholarly publications and increasingly in their own right.

**Jason Glatz** and **Carrie Leatherman** provided information and

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### What is Data Management?

Funding agencies and scholarly publishers are increasingly requiring access to the research data that underlie results.

Research data have value in their own right. They are increasingly indexed and cited as adjuncts to scholarly publications or independently.

Providing and citing data:

- enables easy reuse and verification
- allows the impact of data to be tracked
- creates a scholarly structure that recognizes and rewards data producers

Many data sets have value beyond their original research but in order to be discoverable and useful data must be managed

### Librarian Liaison



Carrie Leatherman

A section of the data management guide by Carrie Leatherman

best practices for data management during the research data collection phase and after a project is completed. An online guide is available at [libguides.wmich.edu/data-management](http://libguides.wmich.edu/data-management). Carrie is keen to learn more from WMU researchers about their current data management practices and challenges. Please contact her at [carrie.leatherman@wmich.edu](mailto:carrie.leatherman@wmich.edu) or 7-5142.

University Libraries recently purchased Data Citation Index, a searchable database of data studies and data sets from a range of international data repositories including NCBI and ICPSR. This database is on the Web of Science platform and can be located on the Databases A-Z list on the University Libraries Webpage. Other recently purchased library resources include Europa World Plus, covering political, geographic and economic information for more than 250 countries and territories worldwide; "Handbook of Green Chemistry"; "Ethnographic Video Online," Vol. 2.

University Libraries staff members **Keith Kelley** and **Geri Rinna** and faculty member Carrie Leatherman published an article in the October issue of "Computers in Libraries," which is based on their study. The article, "Is It Really Time to Replace your ILS with a Next-Generation Option?" reports on how other U.S. academic libraries have been planning for "next-generation"

library systems. The goal was to gather data about what other libraries have been doing while planning for a switch over of systems. The team wanted to gain more perspective as Western's University Libraries itself takes steps to replace its ILS - a software system that stores library services and resources.

An ILS is generally considered "next-generation" if it can manage library resources regardless of the location or format (i.e., electronic versus print). The extensive investigation has helped University Libraries plan its ILS selection and replacement process. The choice of a new system that ultimately suits users' needs is vital to the academic enterprise. Patrons use the ILS every day, often without realizing it. For example, every time library users access an article database through the library website, employ a search tool (including the library catalog) found on the library home page, request an item through the interlibrary loan service, or check out any materials, they are using the library's automated system. Behind the scenes the staff works tirelessly to provide users seamless access to its collections. An ILS manages subscriptions to journals and databases, and makes detailed records of library materials in order that users might

*Continued on next page*



Leatherman, Kelly, and Rinna research academic libraries and publish article on their future systems

identify and locate them better.

Kelley, Leatherman, and Rinna also discuss these behind-the-scenes functions in their article. They discuss various aspects of the functions that libraries should consider when planning their ILS replacement, including the cost of a new system, effects on staff structure and workflow, and ultimately the impact on library users.

## FACULTY/STAFF ACCOLADES



Kate Langan moderates national webinar and present in May

Professor **Kate Langan** convened individuals for an online discussion forum on threshold concepts of information literacy standards: "Teaching the art of the academic dialogue, a conversation about threshold concepts." Hosted by ACRL and attended by over 100 librarians from around the country, Professor Langan urged her colleagues to reconsider how to assess the process of learning and the acquisition of knowledge by looking beyond skills-based lessons. Instead, she suggests that librarians should focus on fostering students in the development of their

academic voice. Here is a link to the presentation (audio of the presentation will be posted at a later date): [tinyurl.com/k4jbkgz](http://tinyurl.com/k4jbkgz). Langan will also present this topic at the LOEX (Library Orientation Exchange) Conference in Grand Rapids in May 2014.

A new article is published on Institutional Repositories by WMU ScholarWorks Librarian **Maira Bundza**. "The Choice Is Yours! Researchers Assign Subject Metadata to Their Own Materials in Institutional Repositories" appears in *Cataloging & Classification Quarterly*, Dec. 2013, DOI: 10.1080/01639374.2013.852439. The article discusses the pros and cons of researchers/faculty submitting their own data that elucidate their articles, books, and other publications when they self-submit material into an institutional repository.



Maira Bundza article published on researchers metadata

**Sharon Carlson** has been appointed to the Academy of Certified Archivists Role Delineation Task Force to examine knowledge and skills necessary for archival work. The task force will look at the domains associated with archival work and make recommendations for updating the archival certification examination. It is a national independent, nonprofit certifying organization of professional archivists. Individual members qualify for certification by meeting a series of defined professional standards, thus maintaining consistent high standards.



Dr. Sharon Carlson on task force.

## COLLEGE OF ARTS AND SCIENCES

### ITEMS OF ACADEMIC INTEREST

The Haenicke Institute for Global Education and the College of Arts and Sciences are pleased to announce the transfer of the Global and International Studies program to the College of Arts and Sciences. Following a period of significant growth in the Haenicke Institute, all aspects of the administration of the GIS program now reside in the college, including advising, scheduling and curricular development and assessment. The institute and the college will work together to ensure a smooth transition and to provide students with a quality interdisciplinary education. Dr. **Cathryn Bailey**, associate dean, will serve as the GIS interim director during the transition with Dr. **Laura Hastings**, assistant professor of political science, providing additional leadership as the GIS assistant director.

New Issues' anthology Poetry in Michigan/Michigan in Poetry has just been named a 2014 Michigan Notable Book. The Michigan Notable Book Award is given to the top 20 Michigan-related books each year, as decided by a committee of booksellers, librarians, and reviewers through the Library of Michigan. In April, New Issues will be formally recognized at an event, "Night for Notables," in Lansing. New Issues Poetry & Prose has also just received a \$10,000 grant from the National Endowment for the Arts. This grant will help support the printing and promotion of New Issues' Green Rose Series. 2014 titles in this series include Ralph Angel's "Your Moon," Lisa Williams's "Gazelle in the House," and

Judy Halebsky's "Tree Line." The grant also allows New Issues to pursue multi-media approaches to promoting this series. Western Michigan University has earned the distinction of housing one of only four university-affiliated presses to earn an NEA this year for literature, and one of only two publishing poetry.

### FACULTY/STAFF ACCOLADES

**Jeffrey Angles**, an associate professor of Japanese studies in the Western Michigan University Department of World Languages and Literatures published a translation of a groundbreaking psychological text from Japan entitled *Hikikomori: Adolescence without End*, written by psychiatrist Tamaki Saitō. Within just a few months of the book's publication from the University of Minnesota Press, this book has earned notoriety around the world from those interested in psychology, psychiatry, sociology and Japanese studies.

*Hikikomori* refers to adolescents or young adults who withdraw into their homes, severing almost all ties with the outside world and nervously remain inside with minimal connections to the outside world. Saitō, the Lacanian psychotherapist who wrote the Japanese version of the book, has estimated that there may be as many as one million young hikikomori living in a prolonged state of withdrawal in Japan. When the book was first published in Japan in 1998, it became a media sensation there, drawing massive amounts of media attention to the issue of social withdrawal. This controversial and important book is sparking debates about the current categories of medical diagnoses, including the question of universal psychiatric diagnoses.

Reviews of *Hikikomori: Adolescence without End* appear in a wide variety of journals, including the Times Higher Education Supplement, The New Inquiry and Mechademia. The publication was also discussed as part of an hour-long broadcast by the BBC on the issue of social withdrawal in Japan.



Cover of *Hikikomori: Adolescence without End*



Paul Hildenbrand, Myla Edmond, WMU President John Dunn, Joanne Beverage, Dorilee Schieble and Bruce Carpenter.

On Wednesday, December 4, Western Michigan University held its semiannual Make a Difference Reception. Out of eleven awardees, five have ties to the College of Arts and Sciences as alumni and employees. Winners include:

- **Joanne Beverage**, Department of English
- **Bruce Carpenter** ('74, chemistry), Department of Chemistry
- **Myla Edmond**, dean's office
- **Paul Hildenbrand** ('86, public relations), Haworth College of Business
- **Dorilee Schieble**, Department of History

For biographies of each winner, visit [wmich.edu/arts-sciences/make-difference-fall2013](http://wmich.edu/arts-sciences/make-difference-fall2013).

Associate professor of biological sciences **Renee Schwartz** has a new publication. Lederman, J., Lederman, N., Bartos, S., Bartels, S., Antink Meyer, A., & Schwartz, R. (2014). Meaningful Assessment of Learners' Understandings About Scientific Inquiry: The Views About Scientific Inquiry (VASI) Questionnaire. *Journal of Research in Science Teaching*, 51(1), 65-83.

### STUDENT/ALUMNI ACCOLADES

An early graduation ceremony for a Western Michigan University student won Grand Rapids' "Most Inspiring Story of 2013." Readers cast the most votes for the story about **Chris Boes**, who battled brain cancer as he worked hard to

complete his studies and graduate from WMU. When it looked as if his health might prevent him from attending the December graduation ceremony, his professors and university administrators held a private ceremony Nov. 25, complete with cap and gown, a brass quartet and remarks by dignitaries. For the full story, visit [tinyurl.com/mzxaxm4](http://tinyurl.com/mzxaxm4).



Dr. Tim Greene, Kevin Knutson, Dr. John Dunn, Chris Boes, Dr. Ashlyn Kuersten and Dr. Alexander Enyedi



Ed Gordon '82 at WMU.

Communication and political science graduate **Ed Gordon** ('82) returned to campus on Monday, Dec. 2, to mark the 50th anniversary of Dr. Martin Luther King, Jr.'s visit to Western Michigan University. Gordon, an Emmy-award-winning journalist, has been the host and contributor of various news programs, including BET News, BET Tonight, NPR's News and Notes and most recently, Weekly with Ed Gordon.

Gordon returned to WMU to help facilitate conversations surrounding race relations as the campus community remembered King's visit to WMU. The event began with attendees listening to an audio tape featuring excerpts from the speech that King delivered at WMU, just four months after he gave his famous "I Have a Dream" speech. The excerpts focused on King's acknowledgment that change was sweeping the entire world. His message of interconnectedness was clear and poignant. For the full story visit [wmich.edu/arts-sciences/ed-gordon](http://wmich.edu/arts-sciences/ed-gordon).

Journalism alumna **Lucia M. Rios** ('02) has always dreamt of writing a book, and she is now one step closer to that goal as the winner of the National Disability Institute's third annual My American Dream Video Contest.

Rios, a community access specialist at Holland's Disability Network-Lakeshore and a freelance journalist, was one of five national finalists in the video contest encouraging persons with disabilities to highlight their American dreams, to show that working toward your dreams is something all Americans share.

Rios's video received the most votes on the contest website, making her the grand prize winner of \$1,000, a digital tablet of her choice, and sessions with a mentor to help her move toward her dream. Rios, who has spina bifida, shared in her video her dream of writing a book about the disability experience and her life as a person with a disability. While at WMU, Rios majored in journalism. "Writing is something that was always important to me," she says. "I found my voice through writing." To view Rios's video, visit [dream.realeconomicimpact.org](http://dream.realeconomicimpact.org).

Biological sciences graduate student **Maarten Vonhof** recently had one paper published and another one accepted. Buchalski, M. R., G. Chaverri, and M. J. Vonhof. 2014. When genes move farther than offspring: gene flow by male gamete dispersal in the highly philopatric bat species *Thyroptera tricolor*. *Molecular Ecology* 23:464-480. Miller-Butterworth, C. M., M. J. Vonhof, J. Rosenstern, G. G. Turner, and A. L. Russell. In press. Genetic structure of little brown bats (*Myotis lucifugus*) correlates with spread of white-nose syndrome among hibernacula. *Journal of Heredity*.



Lucia Rios '02 accepting the My American Dream Video Contest first-place prize.



WMU doctoral student Rex Taibu pictured with Dr. Raymond Serway, prominent physics textbook author.

Mallinson Institute of Science Education doctoral student **Rex Taibu** recently gave a talk during the Winter 2014 Meeting of the American Association of Physics Teachers. Taibu's presentation was entitled, "Textbook Presentations of Weight: Conceptual and Associated Terminological Ambiguities."

#### UPCOMING EVENTS

The Islam in Global Perspectives speaker series calls together experts from a range of scholarly and activist backgrounds to examine how people use Islam as a globalized moral, legal, and cultural system in situations of plurality, minoritization and social change. The goal of the series is to spark campus and community-wide discussion on themes critical to understanding contemporary Muslim cultures and societies, as well as to foster a network of scholars, activists and leaders who are located in and around Michigan.

All lectures are free and open to the public. They will take place on Thursdays from 6 to 7:30 p.m. at the WMU Multicultural Center in Trimpe Hall, 1081 Knollwood Hall. Parking is free to all in lots 39 and 100. Light refreshments will be provided. For any questions, please contact Alisa Perkins. For more details visit [wmich.edu/religion/islam-speaker-series-overview](http://wmich.edu/religion/islam-speaker-series-overview).

### CENTER FOR ACADEMIC SUCCESS PROGRAMS

#### ITEMS OF ACADEMIC INTEREST

The Office of Service-Learning spent the months of October and November reaching out to university chairs and professors with a list of 27 questions regarding student participation in service-learning and experiential learning. After making a change in the data collection strategy, the response rate this year was over 95%. They were very pleased with the participation and with the results of the survey.

During the 2012-12 academic year, WMU students serviced more than 1,055,000 experiential learning hours and more than 16,000 service-learning hours. Using Michigan's remuneration rate of \$20.61 for volunteer hours, students contributed well over \$21 million to the economy, most of it locally. These numbers have dramatically increased since last year and we expect these numbers to continue to grow in the future.

#### UPCOMING EVENTS

Student veterans are encouraged to attend the Boots 2 Suits-Career Fair Basic Training for Military Veterans on Thursday, Feb. 6 from 11 a.m. to 1:30 p.m. in Schneider Hall, room 2150. Student veterans will gain insight from industry professionals and talk with hiring professionals about what they look for in candidates and get detailed professional advice in preparation for the Feb. 13 Career Fair. Resume critique will also be available.

Join us as WMU honors its veterans at the Veterans Appreciation men's basketball game against Central Michigan at 2 p.m. on Saturday, Feb. 1 at University Arena. Entrance to the game is free for students with a valid WMU student ID.

## COLLEGE OF ENGINEERING AND APPLIED SCIENCES

### ITEMS OF ACADEMIC INTEREST

If you are a Western Michigan University student interested in engineering, science, and Hispanic culture, you should check out WMU's new organization: Society of Hispanic Professional Engineers, Student Chapter. The society's main objectives are to promote the advancement of Hispanic engineers and scientists in employment and education and to develop and participate in programs that promote the understanding of Hispanic culture.

About 30 students attended an introductory meeting in October at the College of Engineering. The executive board includes four engineering students: **Marylin Glass** (president), **Lorena Pena** (vice-president), **Milton Soto** (treasurer) and **Nathan Ortiz** (secretary); and three faculty members: Dr. **Laila Cure**, Dr. **Diana Prieto** and Dr. **Jorge Rodriguez**.

Interested students are encouraged to register with the National SHPE Chapter. Registration with the National Chapter is required to be a member of the organization at WMU. The College of Engineering and Applied Sciences has agreed to cover 50% of the registration fee for the first 30 students who register. After reaching a minimum of ten registered students, the society will apply for national recognition. We're hoping to become an official SHPE student chapter by spring 2014.



### FACULTY/STAFF ACCOLADES

Michigan crash data shows that over the past decade (2002-2011), while overall fatalities decreased by more than 30% for all drivers, they only decreased by 7.8% for elderly drivers. Over the past several years, The Michigan Department of Transportation (MDOT) in coordination with the Governors Traffic Safety Advisory Commission (GTSAC) has implemented several engineering countermeasures and programs aimed at addressing the needs of older drivers. Many of these improvements and programs will benefit general population as well.

MDOT has awarded a two-year \$295,582 research contract to WMU transportation researchers to evaluate the effectiveness of five engineering improvements: Clearview Font on Guide Signs (freeway and non-freeway); Box Span Signal Installation; Pedestrian Countdown Signal Installation; Fluorescent Yellow Sheeting; and Lane Use Arrows on Diagrammatic Signing. The research will develop Crash Modification Factors (CMF) and Safety Performance Functions (SPFs) for older drivers as they relate to these improvements. The results are expected to have a direct impact on the level of funding and what infrastructure improvements should be continued and/or initiated. Dr. **Valerian Kwizile** leads the research as the Principal Investigator (PI) and Dr. **Jun-Seok Oh** is the Co-PI. The research team also includes Dr. **Ron Van Houten** (Psychology) and Dr. **Diana Prieto** (IME).

### STUDENT/ALUMNI ACCOLADES

Each year, the Flexible Packaging Association hosts the Student Flexible Packaging Design Challenge, a prestigious competition in the flexible packaging industry. Students are asked to create a flexible package solution which addresses a current packaging issue. The winning student receives a substantial scholarship.

**Kaylee Flannery**, a junior in the Graphic and Printing Science program was this year's winner. This is the third year in a row a WMU student has won this prestigious award. Kaylee shared that, "an idea, inspired by Judy Northey in the Parkview Café, led me to take the existing plastic coin wrapper and improve the consumer convenience by adding a perforated strip down the package. This flexible package design eases the use for consumers by allowing a single strip to be removed in one swift motion as opposed to tearing, ripping, pulling, twisting, and hitting the package."

Congratulations to Kaylee on winning the challenge and receiving the scholarship award and kudos to Judy for being Kaylee's inspiration.



Kaylee Flannery



Jonathan Giove, Sam Ramrattan, Chantalle Morency and Isaac Williams; Back left to right: Joseph Gray and Larry Glosch, II

Western Michigan University is one of only 19 universities in the world certified with the Foundry Educational Foundation. Pictured are the WMU delegates and Dr. **Sam Ramrattan**, who attended the College in Industry conference. Students **Joseph Gray**, **Larry Glosch, II** and **Jonathan Giove** received scholarships at the event.

Over 300 industry executives, student delegates, key professors and university administrators were in attendance at this year's FEF College Industry Conference, held recently in Chicago. Companies at the conference have a unique opportunity to meet the top engineering students in the country. There is a career information session that allows a company to interview

or to acquaint future industry leaders with their products and services. Over \$30,000 in special scholarships and grants are available to undergraduate and graduate students.

Institute of Transportation Engineers award recipients have been selected. Congratulations to **Bryce Wegner** and **Matt Clark**. Both were chosen as recipients of the \$2000 ITE Michigan scholarship. ITE Michigan has provided student assistance for students at Michigan State University, Wayne State University, Michigan Technological University and Western Michigan University since 1989.



L-R: Bryce Wegner and Matt Clark

## COLLEGE OF FINE ARTS

### FACULTY/STAFF ACCOLADES

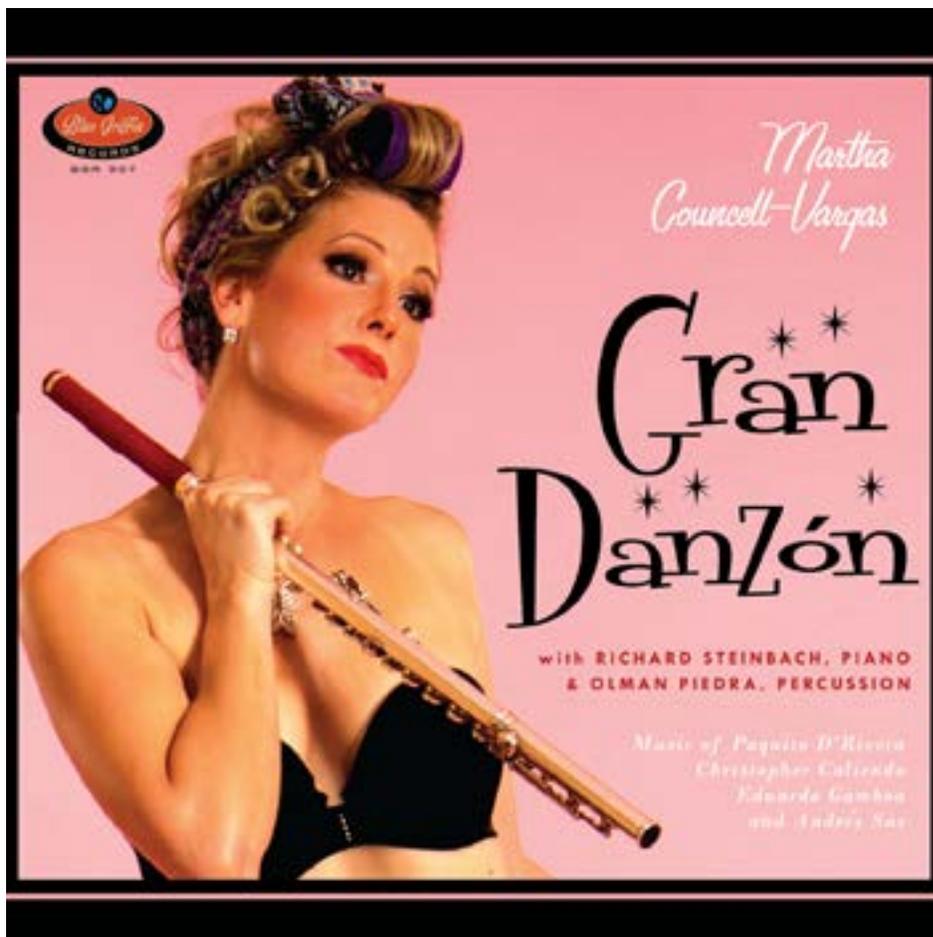
Frostic School of Art professor **Caroline Gore** presents ...resonance..., a solo exhibition of new drawings at the Arts Council of Greater Kalamazoo. The works included in ...resonance... possess a tautness between imagined constructions and emotive suggestion and were selected from over 100 drawings produced between 2009 and 2013. The exhibition will move to the Urban Institute of Contemporary Arts in Grand Rapids, along with ...mercurial silence... an exhibition of work produced during Gore's recent sabbatical during academic year 2012-13.

School of Music professor **Martha Councell-Vargas** released her CD, "Gran Danzón," an album celebrating music of the Americas. Councell-Vargas is joined by pianist Richard Steinbach and percussionist Olman Piedra, and presents works by Andres Sas, Eduardo Gamboa, Christopher Caliendo and Paquito D'Rivera.

**Nina Nelson**, professor of dance, has been elected to a two-year term as a member of the Arts Council of Greater Kalamazoo Board of Directors.

### STUDENT/ALUMNI ACCOLADES

Sophomore Theatre major Tyler Siems was awarded a highly competitive Broadway management internship at the end of last fall, in addition to a University Theatre Guild sponsorship to help cover the costs of the internship.



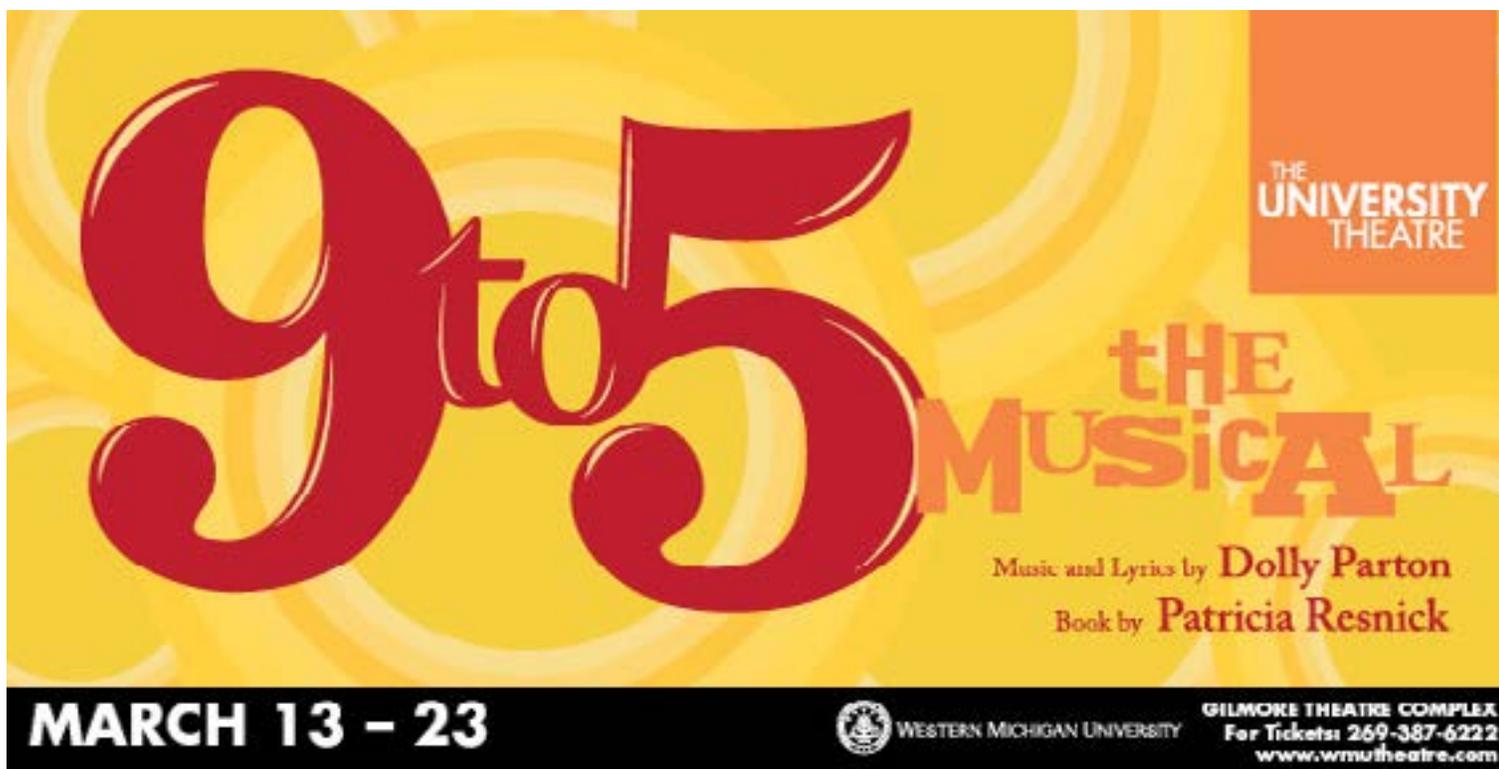
Newly released CD by School of Music professor Martha Councell-Vargas

Tyler is spending this semester in New York City, interning for 321 Theatrical Management ([321mgt.com](http://321mgt.com)), a top general management firm. 321 Theatrical Management currently manages "Wicked" and "Peter and the Starcatcher" on Broadway and is bringing the new musical "If/Then" with Idina Menzel to Broadway this spring.

More information on the University Theatre Guild available at [wmich.edu/theatre/the-university-guild](http://wmich.edu/theatre/the-university-guild).



Tyler Siems, theatre studies/arts management major, Department of Theatre



THE UNIVERSITY THEATRE

**9 to 5**  
THE MUSICAL

Music and Lyrics by **Dolly Parton**  
Book by **Patricia Resnick**

**MARCH 13 - 23**

WESTERN MICHIGAN UNIVERSITY GILMORE THEATRE COMPLEX  
For Tickets: 269-387-6222  
www.wmutheatre.com

The University Theatre presents 9 to 5, March 13 - 23. For tickets: [wmutheatre.com](http://wmutheatre.com)

## UPCOMING EVENTS

Tired of working 9 to 5? Take the night off and indulge yourself in the songs of Dolly Parton with the hilarious musical hit 9 to 5. Follow three unlikely friends as they team up to get even with their "sexist, egotistical, lying" boss by singing and dancing their way to revenge in the workplace! "...a hilarious but dark satire of sexism in the workplace, laced with edgy jokes and outright subversion--a comedy classic." --Entertainment Weekly

The Monroe-Brown Gallery in the Richmond Center for Visual Arts presents a collection work by **Barbara Ellmann** which is presented as an open book, without words. The exhibition is meant to be "read" via visual or overall aesthetic language, so many narratives will arise from viewer response to, and exchange with, the works.

On many levels, Ellmann's work is about the ways in which democratic communities and interactions might

emerge. Her paintings are discreet works, but they are displayed in grids, in galleries and on her studio walls. It is in these communities that their qualities are revealed. Parallel to the dynamics of human social groups, the character of each grid can be altered with a single change in its constituents. The exhibition's emphasis on viewer subjectivity is indicative of Ellmann's merit as an aesthetic educator, and the profound influence her concerns and principles as painter and as instructor have had on one another. In order to fully explore opportunities for collaboration and the transaction of ideas, viewers will be able to interact with an installation of contextual materials. Visitors will be invited to submit a digital rearrangement of PICTURE IT, one of the grids installed in the exhibition itself. At intervals, Ellmann will select a submission to be reflected on the gallery wall, and all submissions will be available to view online, producing a record of visitor subjectivity.

This exhibition runs from Feb. 20 to March 21, and is in collaboration with Kalamazoo RESA's Education for the Arts (EFA) program and the WMU Frostic School of Art's Art Education Program.

## COLLEGE OF HEALTH AND HUMAN SERVICES

### ITEMS OF ACADEMIC INTEREST

On Jan. 15, the Center for Fostering Success (CFS) was named one of 15 local, state and national youth and family serving initiatives making a critical difference in the lives of youth in foster care by the Center for the Study of Social Policy (CSSP), a national organization based in Washington DC. The 15 exemplary programs were selected from more than 130 nominees and were chosen after a rigorous review that included a detailed written application, extensive site visits and

*Continued on next page*

interviews with youth, families, and staff.

Consistent with the mission of Western Michigan University, the work of CFS is guided by the learning needs of students from foster care. This student-centered focus is data driven, and applied research and evaluation activities are utilized to inform teaching and service efforts. CFS's aim is to build intellectual inquiry, investigation, and discovery into the transition of young people from foster care to higher-education programs. Further, CFS provides leadership in student services, training and research on topics and matters related to foster care.

As an exemplary program, CFS will provide CSSP and the child welfare field with on the ground examples of policies, training, and programs that operationalize the Youth Thrive protective and promotive factors, which are built around five research-informed factors: youth resilience, social connections and concrete support in times of need, knowledge of adolescent development, cognitive and social-emotional competence in youth.

CFS was thrilled to be named an exemplary initiative along with Michigan State University's FAME Program. The two organizations have worked together in the past and are excited to partner to improve the outcomes for students from foster care. For more information about CFS, visit [wmich.edu/fosteringsuccess](http://wmich.edu/fosteringsuccess) or email [yvonne.unrau@wmich.edu](mailto:yvonne.unrau@wmich.edu), [chris.harris@wmich.edu](mailto:chris.harris@wmich.edu), or [maddy.day@wmich.edu](mailto:maddy.day@wmich.edu)

College of Health and Human Services faculty members **Maureen Mickus** (occupational therapy) and **Denise Bowen** (physician assistant) have developed a new study abroad course designed to promote tolerance and understanding of diverse cultures and understanding of the importance of community health. This "Both Sides of the Fence" study abroad program involves a unique student cultural exchange and service-learning

opportunity in Michigan and the Mexican state of Guanajuato. The experience will provide students with in-depth insight into the Mexican immigrant experience here in Michigan, the reasons underlying migration, and its effects on the communities in Mexico.

First, students from Mexico and from WMU will visit migrant farmworker camps in Michigan and participate in classes together, exploring issues of migration, cultural influences and community health. Students and faculty members will then travel to the ancient colonial region of Guanajuato for four weeks. Western students will be paired with Mexican students and placed with families in small communities affected by migration. The pairs will provide community service under the direction of the Community Foundation of the Bajío, a Mexican non-profit organization.

The first session of this six-credit study abroad course is scheduled for June and July 2014. WMU graduate students, undergraduate juniors, and students with senior standing and good academic standing (GPA of 3.0) are eligible. Basic Spanish proficiency is also required. Interested students should email [denise.bowen@wmich.edu](mailto:denise.bowen@wmich.edu) or [maureen.mickus@wmich.edu](mailto:maureen.mickus@wmich.edu).

The Fetzer Institute of Kalamazoo generously provided the seed money for this project, supporting course development and funding substantial endowments for student participants.

#### FACULTY/STAFF ACCOLADES

WMU School of Social Work associate professor Dr. **Barbara Barton** has been selected by the Michigan Campus Compact to receive the 2014 Michigan Campus Compact Faculty/Staff Community Service-Learning Award. This is a significant biennial award that MiCC bestows on faculty and staff at member campuses. Dr. Barton will be honored at the 2014 Civic Engagement Institute Awards Ceremony and Strolling



Dr. Barbara Barton

Dinner on Feb. 3, 2014 at Grand Valley State University's Pew Campus in Grand Rapids.

Western's Office of Service-Learning coordinated a selection committee and collected community partner input for the award. Out of a large number of nominees, Dr. Barton's work rose to the top, designating her as the person at WMU who made the most outstanding contributions in the area of community service-learning during the past two years. Dr. Barton has been teaching service-learning courses for many years. Her commitment to her students and partners is clear in comments from both students and partners that offer the highest praise, and her joy in teaching and learning is apparent in all that she does. Working closely with the service-learning office, she identifies projects that will create opportunities for her students to engage with the community and provide assistance with community-identified needs. Through her efforts, students and community partners collaborate and empower one another to create change and improve the quality of life for those in both the on-campus and off-campus communities.

*Continued on next page*

WMU Office of Service-Learning Director **Shawn Tenney** states, "Dr. Barton's students, the University, and the Office of Service-Learning are grateful for her contributions to academic service-learning and her commitment to civic engagement. Many students and community members have benefited from her work and commitment to teaching and learning."

Speech Pathology and Audiology associate professors Dr. **Greg Flamme** and Dr. **Steve Tasko** have received



Dr. Greg Flamme

a \$1.6 million Injury Prevention, Physiological and Environmental Health Award (IPPEHA) from the Department of Defense, Defense Health Program, Military Operational Medicine Joint Program Committee 5, led through an investigator with the US Army Aeromedical Research Laboratory (USAARL). This local contract is aimed at increasing understanding of the role of the middle ear on auditory injury from impulse noise. Dr. Flamme will serve as local PI and Dr. Tasko as Co-PI on this four-year project.



Sandra Glista

MFS-clinical specialist, **Sandra Glista** participated in two presentations at the 2013 American Speech-Language-Hearing Association's national convention: Glista, S., Eagly, R., Pollens, R., Cullen, L., & Ganzfried. (2013, November). Narrative aphasia therapy: A mother's story. Poster presented at the annual meeting of the American Speech-Language-Hearing Association, Chicago, IL; and Bernstein-Ellis, E., McCall, D., Holland, A., Dow-Richards, C., Glista, S., Gomory, A., Patterson, J., Szabo, G. (2013, November). Aphasia, the Internet, & Social Media: Powerful tools for advocacy, education, & community building. Oral seminar



Dr. Steve Tasko

presented at the annual meeting of the American Speech-Language Association, Chicago, IL.



Helen Sharp

Speech Pathology and Audiology associate professor **Helen Sharp** was elected to serve as president of the American Cleft Palate-Craniofacial Association in 2013 and took office in January 2014. The American Cleft Palate-Craniofacial Association is an association of professionals representing over 30 disciplines with members in more than 70 countries who aspire to optimize the care of individuals and families affected by cleft lip, cleft palate, and other craniofacial conditions. The association promotes interprofessional collaboration, sets practice standards, and disseminates evidence-based research and education to professionals and the public. Dr. Sharp also recently published the following: Sharp, HM. Ethics and Health Policy - Then and Now. *Cleft Palate-Craniofacial Journal*. Volume 51(1): 2-4.



Dr. Tiffany Lee

Specialty Program in Alcohol and Drug Abuse assistant professor Dr. **Tiffany Lee** recently published: Lee, T. K. (2013). Integrating a developmental model of supervision with the adaptive supervision in counselor training model. In G. R. Walz, & J. C. Bleuer (Eds.), *Ideas and research you can use: VISTAS 2013* (pp. 1-14). The publication can be found at [tinyurl.com/mu7ymce](http://tinyurl.com/mu7ymce).

### STUDENT/ALUMNI ACCOLADES

**Shelley Aurand** received her commission as an army nurse on Dec. 13 in the WMU Bernhard Center and graduated with her Bachelor of Science in Nursing from the Bronson School of Nursing on Dec. 14. Unlike other commissioned graduates, she will not go directly into active duty. Instead, she will continue her education to become a psychiatric and mental health nurse practitioner.

Ms. Aurand was one of only five cadets in the nation selected by the US Army Recruiting Command's Nurse Practitioner Health Professions Scholarship Board for a program that allows nursing cadets to delay active duty and pursue a graduate degree full-time. According to Military Science Professor Lieutenant Colonel **Decker B. Hains**, this selection is very well deserved.

"During her time at Western and with Army ROTC," he states, "Shelley has consistently demonstrated her intellect, fortitude, professionalism, and passion for the Army Nurse Corps and health care." In addition to maintaining a 3.45 GPA in the challenging nursing program, Ms. Aurand participated in many other activities. She volunteered with the

Battle Creek Veterans Administration Medical Center, providing recreational activities for veterans with mental health illness. She was also selected to attend the 2013 Nurse Summer Training Program, completing over 150 hours in the emergency department at Evans Army Community Hospital in Fort Carson, Colorado. There, she earned high praise for expertly working with critically acute and psychiatric clients. In addition, she volunteered as captain of the ROTC Ranger Challenge and intramural basketball teams; served as cadet public affairs officer; and assisted in recruiting potential nurse cadets.

We congratulate this stellar alumna, wishing her the best in her graduate studies and in her future of treating soldiers and their family members who experience mental health challenges.

Interdisciplinary Health Sciences doctoral students **Laura Froeschke** and **Lolly Bergerstock-Oyler** were both rewarded with positive results from their grant writing comprehensive examination proposals. Froeschke was awarded a \$26,000 doctoral fellowship from the American Heart Association for her dissertation research: "Using Mixed Methods Textual Analysis to Develop a Tool for Evaluating Health Literacy Demands of Stroke Education Materials." This application was one of four out of 17 that received funding. Bergerstock-Oyler was awarded a \$1 million endowment from Lilly for her proposal to improve employment opportunities for graduates at Anderson University, where she is a faculty member. In addition, Bergerstock-Oyler was named program director of Anderson University's social work program



Shelley Aurand

WMU physician assistant students were again active in community service late last year. They participated in the "Adopt a Family" program sponsored by the Catholic Charities Diocese of Kalamazoo, collecting monetary donations for clothing, non-perishable foods, personal care products, and Christmas gifts for a mother, grandmother and four-year-old twins. PA students and faculty also participated in the annual Run Through the Lights 5K run/walk in downtown Kalamazoo. A record number of about 1,500 runners registered for the 2013 event, which is hosted by Gazelle Sports and the Kalamazoo Area Runners annually. Donations of non-perishable food items and monetary contributions were accepted and went to Kalamazoo Loaves and Fishes. Both events were successful and rewarding to students and those who benefitted from related contributions. PA students and faculty hope to participate in these events again in 2014.



Physician Assistant students with donations for their "Adopted Family."

WMU School of Social Work MSW candidates were the only student panel selected to present at the peer reviewed conference sponsored by the Association of Behavioral Sciences

and Medical Education (ABSAME) in October 2013. Their presentation, "Social Work's Holistic Approach to Humanizing Care and Reducing Health Disparities; Geriatrics, Trauma informed Systems, Housing Disparities, and Literacy through Cultural Humility and Transformative Complicity," was based on University of Michigan Joint Doctoral Program in Social Work and Social Science faculty member Dr. Robert M. Ortega's paradigm of cultural humility and WMU School of Social Work assistant professor Dr. **Roxanna Duntley-Matos's** paradigm of transformative complicity.

Dr. Duntley-Matos also mentored the students in research abstract development, presentations, and journal submissions. The following students presented on the following topics: **Cindy Newberry**, housing disparities; **Marrit Shiery**, geriatric care; **Sarah Beu**, health literacy; and **Elizabeth Brass**, trauma informed systems. These panelists were also invited to submit their co-authored papers to ABSAME's journal "The Annals". In addition, panelists participated in an interview with Dr.

*Continued on next page*



Left to right: Dr. Roxanna Duntley-Matos, Cindy Newberry, Elizabeth Brass, Dr. Sandra Bertman and Sarah Beu.

Stan Cohen, author of "My Time with Einstein" (2012) and recipient of the Lifetime Achievement Award from Nova Southeastern University. They also shared valuable time with Dr. Sandra Bertman, distinguished professor of thanatology and arts at the National Center for Death Education and author of "Grief and the Healing Arts; Creativity as Therapy".

## DEVELOPMENT AND ALUMNI RELATIONS

### ITEMS OF ACADEMIC INTEREST

Thanks to an anonymous donor, WMU has started the WMU Climate Change Fund. This new endowed scholarship will benefit graduate students involved in researching the connections between environmental and climate changes. The new endowment will be a valuable resource for projects in our local community, state, country and other parts of the world. The scholarship will be housed in the College of Arts and Sciences, but is open to any graduate student working on a project dealing with climate change.

The College of Arts and Sciences established International Study Scholarships a few years ago to help students study abroad. The scholarships are made possible through private gifts. Selected CAS students can receive up to \$1,000 to make their study abroad experience possible. One donor in particular has made possible 40 of these scholarships in the last three years, including 10 this past December. More information can be found at [wmich.edu/arts-sciences/scholarships/international-scholarship](http://wmich.edu/arts-sciences/scholarships/international-scholarship).

A new program, Students Advancing Biological Research and Engagement (SABRE), spearheaded by Dr. **Kathryn Docherty** and Dr. **Sharon Gill**, will give a handful of top undergraduate Biology students the opportunity to work one-on-one throughout the summer with a faculty mentor. The students will also volunteer in the local community and instruct local K-12 students in science-related areas. Read more about the summer 2014 student research candidates at [MyWMU.com/sabre](http://MyWMU.com/sabre).

## ENROLLMENT MANAGEMENT

### ITEMS OF ACADEMIC INTEREST

WMU and the Office of Financial Aid has been recognized for its outstanding and creative efforts in presenting financial literacy efforts to students and parents through "Xtreme Reality." This announcement was made by U.S. Secretary of Education Arne Duncan during the general session of Federal Student Aid Conference in Las Vegas. WMU was one of four schools nationally recognized: Kansas State, Ohio State, and the University of Oregon.

### UPCOMING EVENTS

In the Office of Admissions, recruiting students is a year round, ongoing effort. However, there are specific times of the year when recruitment and yield activities are at their respective peaks. During the semester, admission representatives travel for 10 to 12 weeks making personal visits in Michigan high schools, participating in college fairs, and conducting information visits at community colleges. We also extend recruiting outreach to Illinois, Wisconsin, Indiana and Ohio. Recruitment visits promote awareness of WMU and provide interaction with high school and community college administrators,

students and families. Recruitment activities continue through the spring semester.

At the same time, initiatives designed to yield admitted students to WMU are in full swing, both on- and off-campus. Focused yield communication initiatives advise students of important deadlines and walk them through critical enrollment steps such as financial aid, orientation, and housing processes. The Admitted Student Programs provide venues for face-to-face interactions with students and families who are in the final stages of making their college decisions. It is extremely rewarding when students decide on WMU following personal conversations with WMU representatives at these events.

This year's Spring 2014 Admitted Student events are as follows:

- 2014 Medallion Scholarship Competition  
Jan. 25 and Feb. 1 - WMU Bernhard Center
- 2014 Admitted Student Events  
Feb. 4 and March 12 - WMU Bernhard Center  
Feb. 6 - Romulus, MI  
Feb. 11 - Oak Brook, IL  
Feb. 13 - Troy, MI  
Feb. 20 - Grand Rapids, MI
- Multicultural Leaders Scholarship Competition  
Feb. 22 - WMU Bernhard Center

The Office of Admissions enjoys and appreciates the support and collaboration of many WMU colleagues. It takes the entire university to recruit and enroll students, and we are grateful for the efforts of everyone engaged in this critical work.

TRAGEDY JOBS AFRAID  
 CAUSES SHELTER  
 CHHS BUSINESS INSURANCE  
 HUNGRY WARMTH  
 IMPORTANT CORPORATIONS  
 LOVE INSECURITY GLOBAL  
 PEOPLE INEQUALITY  
 INDIVIDUAL MEDICINE COLD  
 WMMU UNITED STATES PRODUCTS AUTOMOBILE  
 HOMELESS  
 POLICY  
 PUBLIC  
 STARVING  
 SCARED  
 EFFECTS MARGINALIZED  
 PROCESS

# Academy of Lifelong Learning

# Kalamazoo

# Poverty Reduction

## EXTENDED UNIVERSITY PROGRAMS

### UPCOMING EVENTS

Western Michigan University will offer a free five-week seminar in January and February that is designed to help reduce poverty in Kalamazoo County. Members of the public are invited to attend the "A Call to Action: Poverty Reduction in Kalamazoo County" seminar and learn about the problems associated with poverty in the community and how they can aid in reducing the disproportionate number of residents who live at or below the poverty level. All five seminar classes will feature a moderator and panel of experts who will address a particular topic, including education, income security, affordable housing, mental and physical health, and legal issues and criminal justice.

They will be presented from 5:30 to 7:30 p.m. Tuesdays between Jan. 28 and Feb. 25 in Room 4010 of the College of Health and Human Services. Registration is required, and free parking is available in lot 104.

"A Call to Action" is a collaboration between two WMU organizations: the new University-Community Empowerment Center, established in October 2013 by the College of Health and Human Services, and the Academy of Lifelong Learning, a member-run organization administered by Extended University Programs. To register for "A Call to Action" or obtain a list of participating panel members, visit [wmich.edu/extended/reducepoverty](http://wmich.edu/extended/reducepoverty) or call (269) 387-4200.

### FACULTY/STAFF ACCOLADES

WMU-Southwest and Extended University Programs wishes to extend sincere thanks to **Kay Miller**, assistant director at WMU-Southwest, for her ten years of service. Kay retired from the university at the end of December. During her tenure she was very active in community outreach as she participated with Lake Michigan College's Alumni Association and served as its president last year. She also served on the board for Cornerstone Alliance's Women's Business Center as she worked to promote woman business owners and assist them in developing their businesses for long term success. Congratulations to Kay on her retirement as she leaves WMU to enjoy more time with her four grandchildren and winters in Florida with her husband Larry.



Kay Miller



Prospective students meet with Graduate College staff.

## GRADUATE COLLEGE

### ITEMS OF ACADEMIC INTEREST

In December, the Graduate College hosted a group of 14 students from universities around the country who were investigating graduate programs at WMU. The prospective students had dinner with current graduate students and met with Graduate College staff. They attended a panel discussion with faculty, including Dr. **Sam Ramrattan**, industrial and manufacturing engineering, Dr. **Beverly Vandiver**, counselor education and counseling psychology, and Mr. **Tony Dennis** of the Graduate College. They discussed graduate school expectations and saw presentations focused on navigating the admissions process, faculty expectations, the impact of research, and the importance of having a passion for their research interest. They toured campus, laboratories, and clinics, then met with graduate advisors in their departments before venturing downtown for one of Kalamazoo's Art Hops.

They left with a positive view of Western Michigan University, its campus, faculty, students, and the Kalamazoo community. After the visit, most indicated that WMU was their first choice for pursuing graduate work.

The prospective students came from Delaware State University, Xavier University, Dillard University, Tennessee State University, Tuskegee University, and San Jose State University, illustrating the strength and broad reach of WMU's reputation as a graduate school.

### FACULTY/STAFF ACCOLADES

The Graduate College is proud to announce the addition of Dr. **Julie Apker**, associate professor in the School of Communication, as a Graduate Faculty Fellow for 2014. Dr. Apker joined the faculty of WMU in 2001 after receiving her M.A. and Ph.D. in Communication Studies at the University of Kansas. In addition to teaching undergraduate and graduate courses in Organization Communication, she conducts

research in organizational and health communication. Her areas of specialty include physician communication patterns and strategies that may affect patient safety, the development and negotiation of caregiver roles that affect bedside care delivery and caregiver identity, and communicative and organizational stressors that contribute to quality of work life, job satisfaction, and retention for health care workers. She also focuses on supportive communication that helps minimize or prevent job-related stressors and enhances team dynamics. She uses qualitative research methods including focus groups, interviews, and observations.

As a faculty fellow, Dr. Apker will create online training modules for new graduate students as well as graduate assistants who are doing research, service, or teaching. She will also facilitate the once-yearly face-to-face Graduate Assistant Training, usually held in Brown Hall at the beginning of fall semester. Her duties also include supporting the Graduate College Ambassadors as they interact with current and prospective students and serve on numerous committees.



New Faculty Fellow Julie Apker



Returning Faculty Fellow Louann Bierlein-Palmer

Additionally, Dr. **Louann Bierlein-Palmer**, professor in Educational Leadership, will continue her duties as Graduate Faculty Fellow for the 2014 year. She has already made great progress in recruiting efforts through the creation of the "one-page" handouts from every department outlining key information on each graduate program. Dr. Bierlein-Palmer also helped redesign the Graduate College website and the Graduate College brochure.

Please join us in welcoming these outstanding faculty members to the Graduate College team.

### STUDENT/ALUMNI ACCOLADES

The Graduate Student Research Grant was established to support graduate students engaged in independent scholarly research, scientific inquiry, inventive technology, and original artistic activity. The grants are intended to help students pay extraordinary or unusual costs incurred in research projects. The winners for the December cycle of grants are **Elian Aljadeff-Abergel**, Psychology; **Abotalib Fara**, Hydrogeology; **Eric Harvey**, Psychology; and **Racha El-Kadiri**, Geosciences. The next deadline for 2014 is March 17.

The Graduate Student Travel Grant was established to support graduate students engaged in independent scholarly research, scientific inquiry, inventive technology, and original artistic activity. The grants support graduate student travel to meetings or events sponsored by professional organizations for the purpose of reporting the results of research, exhibiting or performing creative works, or otherwise disseminating results of their scholarly activity. The winners and their programs are **Ramon S. Barthelemy**, Mallinson Institute for Science Education; **Matthew L. Clark**, Transportation Engineering; **Alden J. Edson**, Mathematics Education; **Krista L. Hinz**, Psychology; **Catherine L. Kothari**, Interdisciplinary Health

Sciences; **Cameron J. Manche**, Geosciences; and **Baochun (JoJo) Zhou**, Counselor Education and Supervision. The next deadline in the 2013-14 award cycle is Monday, March 17.

For more information on the Graduate Research and Travel Grants, please visit our website at [wmich.edu/grad/funding](http://wmich.edu/grad/funding) or contact Dr. **Marianne Di Pierro**, Director, Graduate Center for Research and Retention, at (269) 387-8249.

### HAWORTH COLLEGE OF BUSINESS

#### ITEMS OF ACADEMIC INTEREST

On Nov. 2, 2013, a group of more than 300 first-year business students participated in a community service project at Fort Custer National Cemetery in Augusta, MI, where they cleaned the headstones of more than 5,000 graves as part of the cemetery's preparations for Veterans Day. The project took place as part of the business college's First Year Experience activities. The group represented 14 sections of the college's FYE 2100 course, and 11 instructors led students in the project.



The group of first-year business students at Fort Custer National Cemetery.

The integrated supply management program was featured in the December issue of popular press industry trade journal, *InboundLogistics*.

The Princeton Review has named Western Michigan University's Haworth College of Business to its list of "The Best 295 Business Schools" for 2014. The Princeton Review selected the college of business based on a high regard for its academic programs and the company's review of institutional data, says Robert Franek, Princeton Review senior vice president of publishing. The company also considered student opinions on an 80-question survey examining such things as academics, student body and campus life.

"We recommend the Haworth College of Business as one of the best institutions a student could attend to earn a business school degree," Franek says. "The college is proud to once again make the list and to be recognized for its MBA program," says Dr. **Satish Deshpande**, the college's associate dean for operations and graduate programs. "The quality of our curriculum, which is informed by industry experience, draws high-quality students to our program year after year," Deshpande says.

#### FACULTY/STAFF ACCOLADES

**Karen M. Lancendorfer**, associate professor of marketing, has been elected president of the American Academy of Advertising. Lancendorfer will serve a three-year term, moving from president-elect in 2014 to president in 2015 and past president for 2016. She was elected following the organization's annual conference in the spring and had just completed a one-year term as vice president. Karen M. Lancendorfer, associate professor of marketing, along with MBA student **Mohammed Hariz Mohammed Shazalli** presented their peer-reviewed paper, "Domino's Pizza U.S.A. and KFC Malaysia's Use of Online Image Repair Strategies in Food Tampering Crises," at the 2013 Global American Academy of Advertising Conference held in Honolulu, Hawaii.



Karen Lancendorfer

**Robert Landeros**, chair of the Department of Management, has been nominated for the Grand Rapids Business Journal's annual Newsmaker of the Year Award. Landeros is nominated in the category of education. The winners in ten separate categories will be recognized as industry newsmakers. From those winners, a Newsmaker of the Year will be selected. Additionally, the Impact Award will be given to the person or project selected by the Journal's editorial department to have demonstrated the most potential for long-term economic impact in the region.



Robert Landeros

**Paul Hildenbrand**, community college recruiter and advisor, received a semi-annual Make-a-Difference award from the University for his foundational work in recruiting and advising transfer students.



Paul Hildenbrand

**Sime Curkovic**, professor of management, and **Ken Jones**, director of executive education for the integrated supply management program, were keynote speakers for the Southwest APICS (Association of Operations Management) and Institute of Supply Management Greater Grand Rapids Chapter Meeting held Nov. 19, 2013 at the Fetzer Center. Their speech was titled "Center for Integrated Supply Management."

### STUDENT/ALUMNI ACCOLADES

A team of two Western Michigan University students earned the Rookie of the Year award at this year's International Collegiate Sales Competition, a tournament-style series of role-play challenges, hosted by Florida State University. Seniors **Cody Schievink**, of Grand Rapids,



Cody Schievink and Lauren Steele

MI, and **Lauren Steele**, of Livonia, MI, both sales and business marketing majors, were awarded \$250 for being named the top rookies. During the competition, teams participated in four rounds of selling challenges, including a business-to-consumer challenge, business-to-business role-plays, selling to an international company and selling via a web conferencing tool. The goals of each round ranged from getting a second appointment to making a sale, but judges scored teams on their approach to the challenge, the presentation, overcoming objections, gaining commitment and communication skills in addition to specific requirements of the role-play.

A student team representing Western Michigan University's sales and business marketing program took first place overall, besting 37 other schools at the Russ Berrie Institute National Sales Challenge, hosted by William Patterson University. Senior **Brian Curlett**, from Shelby Township, MI, also was the event's overall individual champion.

Curlett will be invited to the 2014 event to give the welcome address to next year's competing students. Curlett and fellow senior **Kayla Reinhackel**, from Dexter, MI, assisted by team

alternate, junior **Alexa DeVos**, of Byron Center, MI, competed in two events -- speed selling and role-play. The speed-selling competition consists of students giving a two-minute "elevator pitch" about why a sales organization

*Continued on next page*



Alexa DeVos, Kayla Reinhackel and Brian Curlett

would want to hire them. The role-play competition gives the students a scenario in which they meet with a buyer and sell the payroll services of ADP, a firm specializing in payroll and business solutions, to the fictitious "Frozen Treats" chain of yogurt shops.

The overall team score was calculated by combining the scores of the two students in these two events. Curlett finished second in the speed selling category while also taking the "Viewers' Choice" award based on the voting of the other competitors, coaches and sponsors who witnessed the speed-selling finals.

Two Western Michigan University students have earned top honors in a national sales competition, jointly securing more than \$10,000 in scholarships and landing WMU a second-place finish. **Greta Lorr**, a senior sales and business marketing student from Jackson, MI, took second place overall in the 2013 State Farm Marketing and Sales Competition held at the University of Central Missouri

in November. In addition, Lorr placed second in the sales role-play category.

**Aaron Anuszkiewicz**, a junior sales and business marketing student, also from Jackson, took third place overall and earned first place in the marketing presentation category.

The State Farm Marketing and Sales Competition brings together high-performing marketing and sales students for a competition consisting of two primary components: an integrated marketing communications plan presentation and two sales role-plays based on scenarios involving the sale of auto insurance to fictional young adult buyers. After the role-plays, the top four students compete in a final round. Overall winners for the event were determined by combining each student's scores.

## UPCOMING EVENTS

**Melissa Gray**, (B.S. '96) senior director of sustainability at Rackspace, will be speaking as a part of the 2013-14 Distinguished Speaker Series hosted by the Haworth College of Business. Her talk will take place Thursday, March 13 at 3:30 p.m. in Brown Auditorium in Schneider Hall.

## OFFICE OF FACULTY DEVELOPMENT

### UPCOMING EVENTS

For the first time, the Office of Faculty Development will be hosting four full days of Cool Tools workshops during Spring Break. Three workshops will take place each day from March 3 to March 6, in the University Computing Center, room 2033. Workshops will cover a variety of teaching focused topics including Effective In-Class Discussions, Tips for Writing IDP and IDT Grants, Textbook Alternatives, Prezi in the Classroom, Bridging the E-learning Gap, and many more. Visit [wmich.edu/facdev](http://wmich.edu/facdev) for a full schedule and to learn more about all OFD programming.

On Feb. 19, 2014 from 1 to 4 p.m., the Office of Faculty Development, Extended University Programs, and the Office of Information Technology will be hosting a Teaching with Technology Symposium at the Fetzer Center. The event will feature posters presentations, technology demonstrations, mini-workshops, a technology petting zoo, and a keynote presentation from Kevin Abbott, project director for the Broncoland game. Let us know you're coming by registering through our website at [wmich.edu/facdev](http://wmich.edu/facdev).



Greta Lorr and Aaron Anuszkiewicz

## OFFICE OF THE PROVOST

### UPCOMING EVENTS

Western Michigan University faculty, staff and graduate teaching assistants are invited to attend the fifth annual Assessment in Action Day Conference on Friday, March 21 at the Fetzer Center. The conference, sponsored by the Office of Assessment and Undergraduate Studies, is free of charge, but registration is required. RSVP with **Karen Stokes Chapo** at [karen.stokeschapo@wmich.edu](mailto:karen.stokeschapo@wmich.edu) if you are interested in attending the conference.

The conference includes:

- Keynote address and presentation of the University Assessment Steering Committee Assessment Excellence Individual and Unit Awards.
- Breakout sessions geared toward department, program and college/division level assessment of student learning.
- Focused sessions for academic departments, student support units and the assessment of graduate students. (Though each session is targeted toward a certain audience, all are invited to attend the sessions that are of interest to them. For those new to assessment, guidance will be provided on how to start this process.)
- Opportunities to find out more about the assessment resources at WMU.
- Luncheon and networking opportunities.
- Dessert and poster session highlighting the work of the 2013-2014 Assessment Fellows.

Please visit the Assessment Calendar for more details and the complete schedule - [wmich.edu/assessment](http://wmich.edu/assessment). Contact Karen Stokes Chapo with questions.

# PRISM

## NEWSLETTER

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### PRODUCTION:

Sandy Wachowski, Husky Graphics

Accredited by The Higher Learning Commission and a member of the North Central Association.

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