



CENTER FOR ACADEMIC SUCCESS PROGRAMS

UPCOMING EVENTS

Spring Staycation is a five day project, scheduled during WMU's Spring Break (March 3-7) focused on raising awareness and serving the greater Kalamazoo community. Each morning, students cover a topic and or social issue and then engage in associated service activities. This year, the topics are:

- Monday, March 3: Teen violence
- Tuesday, March 4: Health inequities



Staycation group working through a daily activity



Rasheeda Jenkins, senior, learning about sensory disorders

- Wednesday, March 5: Autism spectrum
 - Thursday, March 6: Mental illness
 - Friday, March 7: Reflecting on service
- There is no cost to participate. Free breakfast, lunch, and transportation will be provided daily. Students must participate each day during the week. To

register or for more information, contact csl_info@wmich.edu. A huge thank you to our sponsors that help make this event happen: Center for Academic Success Programs, First Year Experience Programs, and The Office of Diversity and Inclusion.

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COLLEGE OF ARTS AND SCIENCES

ITEMS OF ACADEMIC INTEREST

the College of Arts and Sciences generates nearly half of all WMU credit hours and provides a high quality liberal arts core for all of our students. Still, the nature and value of the liberal arts is not always clear, and has become the subject of an intense national discussion. For that reason, the Dean's Office would like to engage our community in furthering the conversation. Share articles and news stories on the liberal arts and its value by visiting our new Liberal Arts webpage, wmich.edu/arts-sciences/value-liberal-arts. We have listed several articles and reports about the value of the liberal arts, but our goal is for you to continue the conversation by sharing articles that you discover. Talk Thursdays will be devoted to taking our liberal arts discussion online. "Like" the [WMU CAS Facebook page](#) and follow @WMUCAS on Twitter to join in the conversation.

WMU's New Issues Poetry and Prose's anthology, *Poetry in Michigan/Michigan in Poetry*, was named a 2014 Michigan Notable Book. It was part of a flurry of good news for the literary press, which also received a \$10,000 grant from the National Endowment for the Arts. In addition, one of its authors, Khaled Mattawa, was elected chancellor of the Academy of American Poets – an honorary position previously held by W.H. Auden, John Ashbery and Elizabeth Bishop. *Poetry in Michigan/Michigan in Poetry* features the work of 90 Michigan poets, including former U.S. Poet Laureate Philip Levine, "Legends of the Fall" author Harrison and Thomas Lynch, whose essays inspired the HBO series "Six Feet Under." The anthology also includes 48 works of art by Michigan artists. For more details visit <http://goo.gl/GGtG1Y>.

Why do the liberal arts matter?



Liberal Arts dialogues taking place in person and online



News Issues Poetry and Prose's anthology, "Poetry in Michigan/Michigan in Poetry"

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Dr. Gregory Veeck during survey trip to China

FACULTY AND STAFF ACCOLADES

Dr. **Gregory Veeck** was awarded \$11,500 by the National Geographic Society Committee for Research and Exploration to support his most recent research project, "An Ecological Economic Multi-Scale Student of China's Grassland Resources." These funds will support more than six months of fieldwork in selected husbandry areas in western China and complement awards he received from the WMU Faculty Research and Creative Activity Award and the Ruth and Milton Scherer Fund. Veeck recently took a two month trip to western Sichuan and northwestern Yunnan Province to survey five counties located at different elevations with distinctive pastoral environments. He will return to China in the spring to continue surveying arid pasture environments in Gansu Province and

Ningxia Hui Autonomous Region. The multi-year project, designed by Veeck, is being conducted jointly with Dr. **Charles Emerson** (WMU Department of Geography) and professors Zhou Li and Fawen Yu of the Rural Development Institute of the Chinese Academy of Social Sciences. For more information on the project, visit wmich.edu/arts-sciences/national-geographic-society-award.

Dr. **Ronald Van Houten** (Department of Psychology) won the Patricia F. Waller Award for his paper, "Effects of High-Visibility Enforcement on Driver Compliance to Pedestrian Yield Right-of-Way Laws." This award, given by the Transportation Research Board of the National Academies, was established in 2004 in memory of Waller, a former Technical Activities Group Council chair and member of the Technical Activities Council. Van Houten was also recently quoted in the New York Times as a

traffic safety expert in the article "De Blasio's Vow to End Traffic Deaths Meets Reality of New York Streets." <http://nyti.ms/1fnDghQ>



Dr. Ron Van Houten



Sean Bashaw during ribbon cutting ceremony in Ghana

Department of Chemistry electronics shop supervisor **Sean Bashaw** has had a long-standing relationship with Global Host Project, a grassroots organization committed to development and volunteerism in Ghana. Recently, Sean and his wife **Connie Bashaw** (retired scholarship assistant, WMU Office of Financial Aid), helped raise funds to construct the first 10-seat public toilet facility in Duakor, off the Cape Coast of Africa. Sean collected monetary donations from WMU organizations, including the National Organization of Black Chemist and Chemical Engineers in order to begin construction on the new public lavatory. By creating this public lavatory, Sean hopes to

create a more sanitary environment for the people of Duakor and increase tourism to the Cape Coast. Though the installation of the public facility was a powerful advance, Sean does not plan to end his involvement for the improvement of Duakor. His next trip in the next two years will be to erect more sustainable public facilities. Sean says, "Every time we go, we will be doing something. I get a lot of satisfaction in going and seeing what has been accomplished. It's a rewarding experience and makes you appreciate what we have in the United States." For more information on Bashaw's experience, visit wmich.edu/arts-sciences/globally-engaged-ghana.

STUDENT AND ALUMNI ACCOLADES

Michael Betz (B.S. '77; M.A. '87, communication) was initially drawn to the technological side of film and media, but later realized it was more about communicating a story than anything else. Betz recalls his Introduction to Broadcasting course at WMU, where professor **Thomas Pagel** said to the class "Look around you. Out of the five people nearest you, one of you may get a job in the industry. Get used to that idea now." After being in the industry his entire career, Betz's advice

Continued on next page

to students is a little more positive, "Be persistent, and don't give up." Betz is now president of ImageStream – Creative Communications in Portage, MI, a corporate video production company with clients like Stryker, Pfizer, Zoetis, and Southwest Michigan First. They have produced award-winning video, audio, multimedia programs, and live events. In short, they help businesses communicate with employees and customers. For example, ImageStream documented a new ship owned by Celebrity Cruises (a division of Royal Caribbean) moving out for sea trials. The video produced by ImageStream then became available to media outlets like the Today Show, Good Morning America and others to use in stories and features. Today, Betz remains active with the WMU School of Communication as a member of their External Advisory Board. He is happy to have the association and remain connected to school and faculty, and is proud to see students in the school with a combination of great practical skills and solid theoretical understanding.

WMU has a close tie to *Vampire Academy*, a new film released in the U.S. on Feb. 7. *Vampire Academy* is a series of young adult fiction that includes *Vampire Academy*, *Frostbite*, *Shadow Kiss*, *Blood Promise*, and *Spirit Bound*. This New York Times and USA Today bestselling series was written by WMU alumna **Richelle Mead** ('01). The series has won honors from the American Library Association and been translated into 30 languages. It follows the war between two races of vampires, living and undead, by focusing on Rose Hathaway, a 17-year old half-vampire training to be a bodyguard for living vampires. Mead is a New York Times and USA Today bestselling author of urban fantasy books for both adults and teens. Originally from Michigan, Richelle now lives in Seattle, WA. Before becoming a writer, she received an M.A. in Comparative Religion from Western Michigan University. Mead was recently

selected the 2013 Alumni Achievement Award winner for the Department of Comparative Religion.



Richelle Mead ('01)



Tom Kolassa ('72)

Tom Kolassa ('72) has been elected to serve as chair of the Olivet College Board of Trustees. "I'm excited about all of the improvements Olivet College is making in accordance with our vision for 2020 and beyond," Kolassa said. "Some of my top priorities include increasing the college's endowment, as well as the percentage of alumni giving

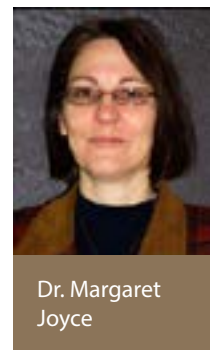
and enrollment. I anticipate continued improvements to the educational experience and campus culture for students as well, as we work to make Olivet one of the top colleges in the nation." Kolassa, who resides in Battle Creek, is a 1969 Olivet College graduate. While at Olivet he studied political science, and went on to earn a master's degree in political science from Western Michigan University in 1972.

COLLEGE OF ENGINEERING AND APPLIED SCIENCES

FACULTY AND STAFF ACCOLADES

Dr. Margaret

Joyce will receive a Special Recognition Award from IPC at the IPC APEX EXPO 2014 in March in recognition of her leadership in printed electronics and exemplary guidance in creating IPC's Educational Outreach. This award will be presented to Dr. Joyce at the IPC awards luncheon on Wednesday, March 26 at the Mandalay Bay Convention Center. Thousands of industry professionals from more than 50 countries attend this premier event featuring advanced and emerging technologies in printed board design and manufacturing, electronics assembly, test and printed electronics. The event provides exposure to new suppliers with new solutions and the chance to connect with colleagues from around the world.



Dr. Margaret Joyce

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WMU student group at the SAM Pilot Coating Facility

STUDENT AND ALUMNI ACCOLADES

2014 TAPPI Student Summit

A group of 35 WMU engineering students from paper engineering, chemical engineering, graphic and printing science and mechanical engineering all attended workshops and presentations at the 2014 TAPPI Student Summit. The group of students from WMU also dominated an engineering competition at the summit. In the end, most students were offered jobs, leaving only a few WMU freshman still looking for jobs next summer. Employers sought out **Kate Miller** (student recruitment and

outreach officer for paper engineering) to offer compliments on how well-prepared the WMU students were. Kate shared comments from Nicole, a mill manager from Voith, who said she can spot a Western student before she even looks at their resume based on their attire and confidence. Bob from Mica Corporation said the "WMU freshmen were comparable to the other schools' upperclassmen from a preparedness and course experience standpoint." **Phil Slesinski**, a WMU alumnus who was interviewing students for International Paper indicated that WMU students "absolutely stood out from the other schools."

The group was also able to experience industry field trips. They toured two RockTenn facilities (Board Plant and Box Converting Plant) as well as a SAM Pilot Coating facility that has only been open for a couple of months. Kate communicated how thankful she was for all the support from so many generous contributors, both financially and otherwise. She included a special thank you to the Paper Technology Foundation for the financial support. Miller stated that, "trips like these change lives; and it is so wonderful to be able to offer these experiences to our students."

COLLEGE OF FINE ARTS

FACULTY AND STAFF ACCOLADES

Kirsten Harvey, assistant professor of dance, and WMU alumna **Melanie George** (B.A., '94) have contributed chapters to *Jazz Dance: A History of the Roots and Branches*, an important book to the history, research, and documentation of jazz dance.



Kirsten Harvey, assistant professor of dance

In addition to Harvey and George, many seasoned practitioners and scholars trace the numerous histories of jazz dance and examine various aspects of the field, including trends, influences, training, race, aesthetics, international appeal, and its relationship to tap, rock, indie, black concert dance, and Latin dance.

Frostic School of Art professor of art, **Paul Solomon**, was honored with the WMU Distinguished Teaching Award in October 2013. In addition to teaching the popular course, Direct Encounter with the Arts, Solomon was an invited guest-artist-in-residence with Art Kibbutz NY in Eden Village, NY and delivered a paper about teaching, culture and technology at a conference in Budapest, Hungary. Solomon spent

the summer pursuing creative research in photography at the BAU Institute in Otranto, Italy, and in December 2013 exhibited *Boundaries of Eden: New Works by Paul Solomon* at Canvas Chicago. The online magazine *Brave New Art World* said, "armed with only an iPhone 4s panoramic camera feature, an impressive résumé, and some beautiful places around the world. The result is a kind of stressed landscape; some of it is lost, some of it distorted, some of it maintained, and perhaps the whole of it is something altogether different than what we imagine it to be."



Paul Solomon, Professor of Art, Frostic School of Art

STUDENT AND ALUMNI ACCOLADES

An original song by senior WMU musical theater performance student **Kevin J. Watson II** has been selected by a Tony Award-winning Broadway producer for a national songwriting contest. Watson's song, "Scared of Falling," was performed by Watson at the Davenport Songwriting Contest at the Actor's Studio in New York City. It is one of ten songs selected for the competition that comes with a \$500 cash prize and is judged by musical theater composer Ryan Scott Oliver and singer/actress Natalie Weiss.



Kevin J. Watson II, senior musical theatre performance major

UPCOMING EVENTS

The annual Frostic School of Art Student Exhibition will run from April 3-17 in the Monroe-Brown Gallery in the Richmond Center for Visual Arts. The exhibition will be juried by Lauren Rosati, a Brooklyn-based curator and writer who has worked with composers, curators,

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Roiled City by Paul Solomon

King Stag

THE UNIVERSITY THEATRE

by Carlo Gozzi

APRIL 3 - 13

WESTERN MICHIGAN UNIVERSITY

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For Tickets: 269-387-6222
www.wmutheatre.com

King Stag, Williams Theatre, April 3-13

artists, and writers on international projects. She currently is Curatorial Assistant in Modern and Contemporary Art at the National Academy Museum; a PhD student in Art History at the Graduate Center, CUNY; and Executive Director/Co-Curator of ((audience)), a New York-based non-profit that provides wide distribution and new contexts for works by emerging and established sound artists and composers.

The University Theatre presents *King Stag*, April 3-13, Williams Theatre. *King Stag* is a magically funny fable in which men transform into creatures and creatures transform into men. Through a sophisticated blend of live actors and puppets created and directed by guest artists from the Puppet Kitchen in NYC and Handspring (creators of *War Horse*) in South Africa, *King Stag* will challenge the boundaries of imagination and contemporary creativity. Transport the whole family into this world of powerful magicians, heart-sick lovers, whimsical servants, and a giant bear – all in pursuit

of true love. For ticket information call (269) 387-6222 or visit wmich.edu/theatre.

COLLEGE OF HEALTH AND HUMAN SERVICES

FACULTY AND STAFF ACCOLADES

With its February 2014 issue, the *Open Journal of Occupational Therapy (OJOT)* has successfully completed its first year of publication. Editor-in-chief and occupational therapy professor Dr. **Diane Durette** successfully led efforts to achieve a wide readership across 95 countries with 1,238 subscribers and 11,000 full text downloads to date. *OJOT* provides the occupational therapy profession with a peer-reviewed, open access journal that publishes high quality articles with a focus on applied research, practice, and education related to the profession of occupational therapy.



Dr. Diane Durette



Dr. Maureen Mickus

Occupational therapy associate professor Dr. **Maureen Mickus** has been appointed to serve as an ambassador by the National Alzheimer's Association. Through this appointment, she joins a select group of dedicated advocates who play a critical role in helping the Alzheimer's Association meet its federal legislative goals. The ambassador program is designed to enhance the association's federal legislative agenda by building relationships between ambassadors and members of Congress and their staff. Ambassadors are tasked with holding congressional representatives accountable on their commitments to fight Alzheimer's disease and have been instrumental in passing key legislation, including the historic National Alzheimer's Project Act.

On Feb. 16, Integrative Holistic Health and Wellness adjunct instructor **Richard Szwaja** delivered the keynote for WMU's Alpha Lambda Delta (ALD), an honor society for first year students who maintain a 3.5 or higher GPA and are in the top 20% of their class. The

WMU chapter is nationally recognized as one of the strongest ALD chapters, having twice earned the Order of the Torch award for the most outstanding chapter in the nation. Each institution is eligible for the award only once every four years. In the interim, the WMU chapter has earned the Maintaining the Flame award for continued excellence. Szwaja's keynote address was delivered to over 900 students and guests, and focused on the practice of self-knowing, presence and interconnection, and fostering spaces in which individuals can become their best selves.

UPCOMING EVENTS

Building Bridges: part of the Burian University-Community Lecture Series

On Tuesday, March 25, national education leader and accomplished humanitarian Dr. Eva L. Evans will present the Bill Burian University-Community Lecture "Building Bridges" at 6 p.m. at the WMU Fetzer Center. The lecture, which is free and open to the public, is a collaboration of the College of Health and Human Services, the University-Community Empowerment Center (U-CEC), and the WMU Academy of Lifelong Learning. It is a continuation of "A Call to Action: Poverty Reduction in Kalamazoo County," a five-week series of forums examining ways to reverse the negative impacts of poverty and its correlates on the well-being of individuals and families in our community.

In one of the last sermons he preached, the Rev. Dr. Martin Luther King Jr. promised to lead a poor people's campaign to force the nation to take action regarding the persistence of poverty and "to help bridge the gulf between the haves and the have-nots." The forums and the lecture are among the first of what will be many steps

that U-CEC will take in helping to build bridges to help make Dr. King's dream a reality. Dr. Evans has dedicated her career to developing best practices for providing opportunities to underserved populations. In her home community of Lansing and throughout Michigan, Dr. Evans has broken barriers and accomplished many firsts, including service as the first female deputy superintendent of Lansing Schools and chairperson of the Tri-County United Way. The impact of Dr. Evans' dedication and talent has also been experienced throughout the world, particularly through service with the Alpha Kappa Alpha Sorority in a variety of influential, key roles, including that of international president from 1994-1998. More information about the lecture and speaker is available at wmich.edu/hhs/about/lectures. Advanced registration will be appreciated and can be made at mywmu.com/burianlectures or by calling (269) 387-2663.



Dr. Eva L. Evans

COLLEGE OF AVIATION

ITEMS OF ACADEMIC INTEREST

The College of Aviation recently agreed to collaborate with Kellogg Community College to develop four 1000 level AVS courses as online offerings. The courses are:

- AVS1200 - Intro to Aviation
- AVS1210 - Aerodynamics & Performance
- AVS1220 - Introduction to Airframes & Systems
- AVS1225 - Introduction to Aircraft Powerplants

All are required courses in all three of the CoA majors. KCC would own the courses but CoA faculty will be subject matter experts, employed as adjunct faculty for KCC. The intent is to allow high school students enrolled in aviation exploration programs at the Calhoun Area Career Center, the Kalamazoo Air Zoo (through KRESA-EFE) and West Michigan Aviation Academy in Grand Rapids to dual enroll in their high schools and KCC. They would then complete these classes as part of their programs with the other three institutions. Credit obtained from KCC for the four courses would then transfer directly to the CoA for 9 credits of their major.

KCC will hire instructors for the classes, on CoA faculty recommendation, and the instructors will work closely with CoA faculty to ensure that course content mirrors that of the classroom courses offered to CoA students. The classes would also be offered to active military personnel who may be considering aviation education after discharge; they will be able to utilize their VA benefits to pay for the classes. In addition, students who are enrolled in the WMU/KCC dual enrollment program for the CoA would also be able to register for these classes at KCC.

COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT

ITEMS OF ACADEMIC INTEREST

In December 2013, the College of Education and Human Development completed phase two of the strategic planning process. The product of this work is a strategic plan that will help guide the college over the next several years. Beginning in January, the college initiated the implementation phase of the process. Five specific objectives have been prioritized for work over the next 16 months:

1. Clarify/Communicate College's Identity and Contributions
2. Culture/Engagement
3. Recruitment, Retention, and Enrollment
4. Outcome Assessment and Program Quality
5. Alternative Revenue Streams

For each of these prioritized objectives, two co-leaders have been identified and teams have been formed that include faculty and staff. By the end of February, an implementation plan for each of the objectives will be finalized and implementation will begin.

FACULTY AND STAFF ACCOLADES

Dr. **Beverly Vandiver**, professor of counselor education and counseling psychology, has been named a Fellow of the American Psychological Association's (APA) Society of Counseling Psychology. Dr. Vandiver was already a fellow of APA's Evaluation, Measurement and Statistics Division. Fellow status is an honor bestowed upon APA members who have shown evidence of unusual and outstanding contributions or performance in the field of psychology. Fellow status by APA indicates that a person's work has had a national impact on the field

of psychology beyond a local, state or regional level. A faculty member since 2013, Dr. Vandiver served as an Associate Professor at Penn State University before coming to WMU. She is an acknowledged expert on scale development, specifically in the area of racial identity. She received a bachelor's degree from Western Kentucky University, her master's degree from the University of Kentucky, and her doctorate from Ball State University. Three CoEHD faculty members have



Beverly Vandiver, professor of counselor education and counseling psychology

been awarded grants of \$2000 each from the first opening of the College of Education and Human Development Grant Program administered by the Tate Center. The first grant, awarded to associate professor Dr. **Jeffrey Jones** of TLES, is titled "Exploring Organizational Strategies and Participant Experience in the Young Adult Diversion Court" and will run through November 2014. The project serves to "initiate an applied study of organizational context, strategies, and participant

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experience in the Young Adult Diversion Court (YADC), using observations of planning meetings, court sessions, and youth programming, participant surveys, and interviews to determine how involvement affects participants' perceptions and outcomes," as described by Dr. Jones in his proposal. The second grant awarded is to TLES professor, Dr. **Tetyana Koshmanova**. The title of her grant is "Development of Critical Thinking, Entrepreneurship and Social Mobility of Faculty and Students in Ukraine" and will run through January 2015. "The ultimate goal of the larger project is to build the foundation and procedures for the development of Ukrainian students' dual enrollment programs at Western Michigan University," as described by Dr. Koshmanova in her proposal. The third grant awarded by the CoEHD Grant Program was to assistant professor Dr. **Angel Gullon-Revera** of FCS and is titled "Teaching Parents About the Use of Social Stories to Support Children With Behavioral and Emotional Challenges." The study will partner with local agencies to explore the effectiveness of using storytelling with children who have emotional and behavioral problems in order to equip parents with strategies to foster children's emotional recognition and understanding, and perspective taking.

STUDENT AND ALUMNI ACCOLADES

The result of the national certification for Health Education Specialists is out. Candidates from WMU's Community Health Education program distinguished themselves with flying colors. All WMU students who took the examination passed, compared to the national pass rate of 71.56%. Their average scores in the health education seven major areas of responsibilities and competencies exceed the cohort of national average scores. The Certified Health Education Specialist (CHES) examination conducted by



Malu Figueiredo Palma poses with scholarship certificate

the National Commission for Health Education Credentialing (NCHEC) is the gold standard for practicing health educators. It is conducted twice a year, in April and October. Candidates for the examination are expected to have completed a degree in health education from an accredited institution of higher education. The three health education faculty members of Drs. **Amos Aduroja**, **Robert Bensley**, and **Marianne Frauenknecht** were very pleased with the outcome of the examination. According to Dr. Bensley the coordinator of the program, "The health education program is fortunate to have students who find passion in improving the lives of others. Their high achievement is a testament to their academic fortitude and commitment."

Student **Malu Figueiredo Palma**, textile and apparel studies product development major, recently was awarded the Wil Conard Regent's University Fashion Design scholarship by the International Textile and Apparel Association. The national competitive

award is given annually to a fashion design student who demonstrates exceptional creative and design talent. Malu will use the \$5000 scholarship to study abroad at Regent's University in London.

ENROLLMENT MANAGEMENT

FACULTY AND STAFF ACCOLADES

Dr. **Christopher W. Tremblay**, associate provost for enrollment management, recently successfully defended his doctoral dissertation at the University of Michigan-Dearborn and will graduate with his Doctorate of Education (Ed.D.) in Educational Leadership in late April. Tremblay's dissertation research was entitled, "Graduate Coursework in College Counseling: An Exploratory Study of the Certificate Programs Training Pathway in the United States."

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This study revealed eight such programs in existence and seven different themes emerged from his study. Tremblay, a first-generation college graduate, is the first Tremblay family member to earn a doctorate degree. Tremblay looks forward to exploring avenues to publish his research.



Dr. Christopher W. Tremblay

Congratulations to **Scott Puckett** and **Michael Sisk** who were awarded a Technology Development Fund grant from the WMU Office of the Vice President for Research (OVPR) to commercialize the Mobile Counselor application. Mobile Counselor, an iPad app, is being used by WMU Admissions for recruitment efforts. Under the supervision of the Intellectual Property Management and Commercialization Office, Scott and Michael will develop a commercialized version of Mobile Counselor for licensing through OVPR. For more information on the Technology Development Fund, visit wmich.edu/research.

STUDENT AND ALUMNI ACCOLADES

Western Michigan University has a long-standing commitment to help students from vulnerable populations enroll and succeed. WMU was invited to present at the 2014 College Board Midwest Forum on the topic of "Creating Higher Education Opportunities for Unaccompanied Homeless Youth, Former Foster Youth, Undocumented (DACA) Students, and Victims of Human Trafficking." On Sunday, Feb. 9, four WMU students representing these populations traveled to Chicago for a one hour presentation to about 50 members of the College Board. The students, **Cayla Roberts**, **Carlos Daniels**, **Jorge Cortez**, and **Jessica McCormick**, discussed the challenges they have faced, the assistance they have received during their educational progress, and provided the audience with concrete examples of how these services can be improved. The presentation was well received; several attendees were moved to tears as they listened to the students. The WMU

community can take pride in the fact that our students are able to deliver such an important message in such a powerful manner. It is a reminder that the support we give our students really can transform their lives forever.

ASSESSMENT OF STUDENT LEARNING

The first year of college is full of curiosity, anticipation, fear, confusion and many other emotions. The [First Year Experience \(FYE\) Office](#) has partnered with the [TRiO Future Educator Success Program \(FESP\)](#) to assist all TRiO FESP first year students through this transition. Dr. **Toni Woolfork-Barnes**, director of FYE programs, and **Maleeka Love**, coordinator of First Year Seminar, have created a secure and supportive environment for our TRiO FESP staff and students. They have included all of the necessary components of a traditional FYE course and produced specific content relevant for future educators. They've also created student co-leader

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Scott Puckett, manager, Technology Projects, Enrollment Management



Michael Sisk, web analyst, Enrollment Management

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positions for juniors and seniors who have demonstrated extraordinary leadership skills. Student co-leaders like **Audreanna Shannon** provide incoming first year students with a peer who can relate to the joys and struggles of college. Co-leaders also gain experience providing student service.

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, are presenting a series of workshops on evaluation for CDC University, a professional development program for employees at the Centers for Disease Control and Prevention in Atlanta, GA. In 2013-14, the pair is scheduled to present two sessions each of Identifying Evaluation questions, Evaluation Data Interpretation, and Translating Evaluation Data into Action.

Dr. Daniela Schroeter, director of research, has been awarded a \$150,000 contract with the United States Department of Agriculture (USDA)



Dr. Daniela Schroeter

Foreign Agricultural Service (FAS) and United States Codex Office (USCO) to evaluate the effectiveness and efficiency of the international outreach program for Codex, to include outreach activities occurring since 2010. This one-year, mixed-methods, international evaluation involves EC staff and doctoral students of the IDPE to complete document reviews, expert consultations, site visits to Costa Rica, Kenya, and Japan, an online questionnaires of program participants, and face-to-face and telephone or Skype interviews with select key stakeholders and participants who responded to the survey.



Dr. Stephen Magura

Evaluation Center director Dr. **Stephen Magura**, with five coauthors, published "Efficacy of dual focus mutual aid for persons with mental illness and substance misuse" in the *Journal of Drug and Alcohol Dependence*.

Dr. Daniela Schroeter together with **Krystin Martens** (EC project manager and IDPE doctoral student) were awarded a \$24,000 contract for the external evaluation of the international "Social Literacy Training for Public Sector Staff" project carried out by INTEGRA, Human Resources Developing Institute, Slovenia, and WIN, Science Initiative Lower Austria. The evaluation is part of a larger grant funded by the

European Union (DG Education and Culture) Lifelong Learning Programme, particularly for Grundtvig multilateral projects, and involves partners in Slovenia, Germany, Slovakia, Italy, France, Austria, Greece, and the Czech Republic.

GRADUATE COLLEGE

ITEMS OF ACADEMIC INTEREST

No matter what their field, most graduate students will have to perform some type of research that involves statistical analysis when they enter the workforce. For many students, this proves to be one of the most challenging aspects of their graduate education. One-on-one consultation has been available from the Graduate College for some time; now we have something new to offer. The Graduate Center for Research and Retention now provides an E-learning course: Statistics Concepts Video Tutorial. This tutorial is available to all WMU students and faculty who want to gain an understanding and knowledge of basic statistics concepts. This tutorial is free, self-paced, and moves students from module to module in a logical order that builds skills sequentially. The tutorial was prepared by **Haolai (Lincoln) Jiang**, Ph.D. student with the WMU Department of Statistics. We acknowledge the expertise of Dr. **Magdalena Bugaj**, **David Nivala**, **John Mackenzie**, and **Bradley Morgan** in the preparation, design, and delivery of this important tutorial. Instructions for course registration:

1. Visit elearning.wmich.edu and enter Bronco ID and password to log in.
2. Click "Self Registration" on the upper right bar.
3. Find course "Statistics Concepts Video Tutorial" and register for the course by following the instructions.

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4. After registration, the course name should appear on the E-learning home page.

STUDENT AND ALUMNI ACCOLADES

All graduate students are automatically members of the Graduate Student Advisory Committee, which will soon change its name to Graduate Student Association to better reflect its mission to reach out to all members. If you would like to become more involved, the GSAC needs representatives on several university-wide committees. It's a leadership opportunity and a great place to meet other graduate students with similar interests. Most committees meet once a month during the school year, so it's not a huge time commitment, and it enhances a CV or résumé.

In order to represent your department, simply attend meetings of GSAC. To help decide how to allocate funding for Registered Student Organizations, join the Graduate Finance Advisory Committee. Join GSAC's Public Relations Committee to promote GSAC to the larger University community. GSAC's website committee helps with getting the word out to all grad students. If you are interested in publishing or writing, GSAC's Research and Publication Committee ensures the continued publication of the Hilltop Review: A Journal of Western Michigan University Graduate Student Research, which features graduate student research and artwork. To promote academic research among graduate students, join the Research Policies Council, and to participate in the award selection for the Graduate Research and Travel Awards, join the selection committees for those awards. The Higher Learning

Commission Steering Committee advocates for graduate student-centered programs, and the Graduate College Assessment Committee advocates for the improvement of graduate studies and Graduate College services. We also have a blog that always needs fresh voices. Interested students are encouraged to email gsac@wmich.edu to get involved.

This spring, the Graduate College continues to build its online and social media presence by featuring our own students and their accomplishments. Recently, social media specialist **Ilse Schweitzer VanDonkelaar** and web author **James Kison** have collaborated to produce a series of web videos in which our graduate students talk about why they chose to pursue graduate study at WMU, their own research, and their teaching experiences. Our

Continued on next page



Graduate Student Advisory Committee Executive Board Members

newest videos feature **Jamie Gomez** (master's student, anthropology), who discusses her research in dental anthropology, her visit to the Cleveland Museum of Natural History's Hamann-Todd collection, and her experience serving as a teaching assistant for three courses in anthropology. Also newly available are web videos featuring **Marcial Amaury Pineda** (master's student, educational technology) and **Tiantian Zhang** (Ph.D. student, biological sciences), who each discuss their experiences as international students, their research, and the reasons they chose to come to Western. Our web video collection will continue to grow this semester, as we are currently producing several new student testimonials. View their videos on the Graduate College's YouTube channel at youtube.com/WMUGraduateCollege.

UPCOMING EVENTS

Grad Talks is a graduate student symposium designed and sponsored by the Graduate Student Advisory Committee at WMU. This program is similar to and is inspired by TED Talks, and will feature students presenting their research ideas, book reviews, journal articles, theses, and dissertations for ten minutes each. This program is designed to give students a chance to be published digitally in video media and give them experience in presenting their research. Student presentations will be filmed and published on the Graduate Student Advisory Committee website for reference or future viewing. We welcome submissions from all disciplines. Presentations will take place from 4-6 p.m. every fourth Friday of each month in the fall and spring semester of each academic year, starting in February 2014. The first Grad Talks event will be held on Feb. 21 (instead of Feb. 28, which is Spirit Day). The Lee Honors College has graciously agreed to host our presentations in the lounge. All graduate students who are

registered at WMU full time or part time, at main campus, at any regional location or online [can apply to participate](#) in this program. Submissions will be reviewed by the Grad Talks committee and student will be notified by the third Friday of each month. Students will only be allowed to present one time during the academic year to give others a chance to participate. Presentations will be open to the public. Seats will also be reserved for graduate students and their guests who pre-register to attend.

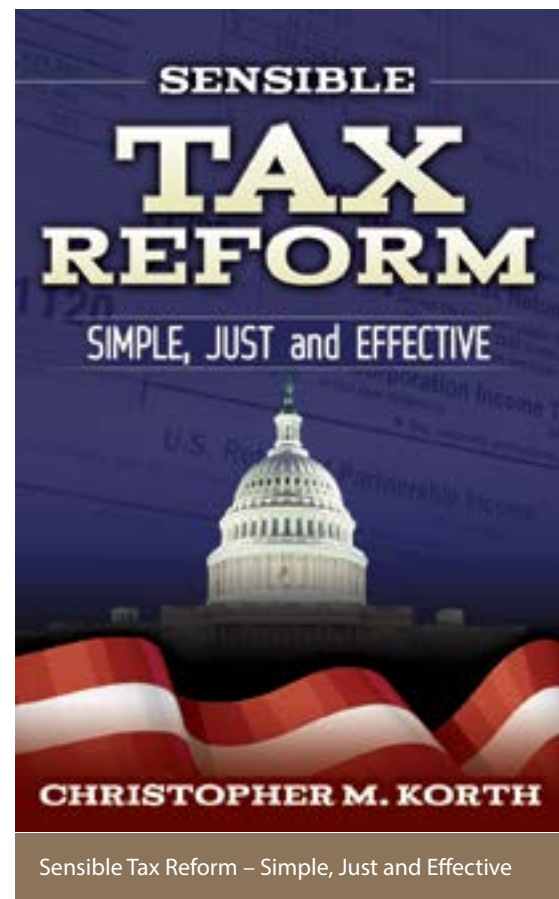
HAWORTH COLLEGE OF BUSINESS

ITEMS OF ACADEMIC INTEREST

A new center has been established as part of Western Michigan University's highly touted integrated supply management program that will enhance delivery of leading-edge education by providing practical solutions to industry problems. The WMU Center for Integrated Supply Management will offer an array of student learning experiences focusing on hands-on education and innovative research, which will further strengthen student and business relationships and help establish the program as a thought leader in supply chain management. In addition, an executive education program will provide internal training to companies and managers who want to further the development of supply chain professionals. In conjunction with the center, a new initiative – Bronco Force – will offer consulting services in supply chain to corporate clients. The program is designed to address difficulties supply chain managers face and, through faculty and student involvement, determine best methods to solve those problems in the workplace.

FACULTY AND STAFF ACCOLADES

Christopher M. Korth, professor of finance and commercial law, has written *Sensible Tax Reform – Simple, Just and Effective*, which was published in February by Morgan James Publishing Company of New York. The book proposes a unique and revolutionary reform of our federal Internal Revenue Code. The proposal would completely replace our existing 77,000 page tax code with a simple, just and effective federal tax system. It is designed to bridge the wide political and economic gap between conservatives and liberals by offering extensive benefits for the poor as well as the wealthy, businesses and families. Details of Korth's proposal can be found at sensibletaxreform.org. It is available in either printed or electronic versions from amazon.com.



Sensible Tax Reform – Simple, Just and Effective

In February, **Christine Robinson**, assistant director of advising, **Geralyn Heystek**, career center director and **Betsy Drummer**, director of advising, presented "The Phoenix Program: An Intrusive Retention Initiative for Measureable Success with Academically At-Risk Students" at the Student Outreach Strategies: Lighting the Way to Success Retention Conference. The Phoenix Program at the Haworth College of Business is a student outreach program using strategies that focus on retention of academically at-risk students. In the fall 2013 semester, the program focused on lighting the way to success for dismissed and readmitted pre-business students. Retention methods included student engagement, assessment using the Learning and Study Skills Assessment Inventory (LASSI), supervised study hours, one-on-one coaching, and career goal planning. The retention rate for fall was 89%. Retention rates for students readmitted in previous years before the Phoenix Program was significantly lower (78% in fall 2011 and 2012). Spring 2014 semester focuses on first year students on probation after the first semester. Two other strategies included changing student schedules and enrolling students in an academic recovery course in order to promote greater success moving forward. Results will be collected when grades post in April. High impact practices as related to retention will continue to be a high priority for the college of business.

Muhammad Razi, professor of business information systems, and **Bernard Han**, professor of business information systems, had their paper titled, "Consumption-based Supply-Chain: Healthcare Materials Management using Microsoft Dynamics GP and Binary Stream add-on Software" published in the *Journal of Integrated Enterprise Systems*.



Nancy Schullery

Nancy Schullery, professor emerita of business information systems, was recently named a fellow of the Association for Business Communication. This award recognizes extraordinary excellence in the discipline of business communication and its related areas of study. It is the most respected honor the association can award.

Roberta Schultz, professor of marketing, Charles H. Schwepker, Jr. and David J. Good had their article "Understanding the Impact of Quota Participation and Difficulty on Sales Performance" published in the *Journal of Selling and Major Account Management*.

Andrew Targowski, professor of business information systems, completed his third book in 2013. *History, Present and Future of Information Technology* was published (in Polish) by Łódź Politechnique Press. The book evaluates IT progress in the leading of this technology in countries such as the U.S., England, Russia, France, Poland, Japan, Italy, Holland, China and others. The time scope is from the discovery of ZERO in Europe (1000 A.D.) to the

future time of this current century. The book takes into account several hundred computers and related devices and about 1000 names of pioneers and leaders of Information Technology, called also Informatics or Information and Communication Technology in Europe. This book is one of the first of its kind in the literature since it is comprehensive in terms of IT – its applications, scientific approaches and practice in major countries which were involved in inventing and evolving this kind of technology. The book is being translated into English and perhaps later in other languages.

John Weitzel, master faculty specialist of marketing, together with Dobb Mayo, of Gazillion & One Advertising, and **Ed Mayo**, professor emeritus of marketing, received an Honorable Mention Award from *USA Today Sports Weekly* for a research presentation they made at the 2013 conference of the Society for American Baseball Research (SABR). The presentation, titled "The Outfield Sign: Past, Present, and Future," traced the evolution of outfield advertising in major league baseball stadiums from the 1880s to the present day.

In its earliest days, outfield signs were simply a way for baseball teams to raise additional revenues, and they were hand-painted on 8' x 12' sections of an outfield fence. Often, they contained so much copy they were impossible to read by spectators sitting three or four hundred feet away. Today, outfield fences are less cluttered with advertising, and the most visible ballpark advertising is located on super-bright 2000 square foot L.E.D. signs that surround the 11,000 square foot video screens that are the focal point of modern scoreboards. Ballpark advertising today does little more than project a sponsor's brand name. The "Outfield Sign" research presentation also raised questions about advertising's role in branding the stadium itself and the team that calls it home.

Weitzel and the Mayos had another presentation at the SABR conference titled, "Take Her Out to the Ballgame: Ladies at the Ballpark." This research presentation examined how professional baseball marketed itself to women in its earliest days so as to broaden the appeal of the sport to the emerging middle classes in the late 1800s. Professional baseball also hoped that the presence of women in the grandstands would help discourage the rowdy behavior of the male immigrant fans that were attracted to the "national pastime." Ladies Days would become baseball's first great promotion and were popular until the 1960s. Since that time, the authors observed, professional baseball has been tone deaf about how it has approached the female market -- citing Charlie Finley's "Hot Pants" promotions in the 1970s and more recent attempts to attract women with ballpark fashion shows and what are called "hair-nails-and-makeup" demonstrations.



Devrim Yaman

Devrim Yaman, professor of finance and commercial law, had her paper titled "Does the Sequence of Convertible Bonds Matter?" published in the *Journal of Finance, Accounting and Management*. Yaman presented this paper at the International Business Conference in December and at the International Academic Conference in January.



Jones with students Downs, Haines and Niemchick

STUDENT AND ALUMNI ACCOLADES

For the 15th year in a row, the southwest Michigan chapter of APICS – the Association for Operations Management – has recognized the Western Michigan University student chapter by awarding it platinum status. To be considered for platinum status, a student chapter must consistently demonstrate superior organizational and management skills. The award was presented at the organization's November meeting, held at the Fetzer Center on WMU's campus. **Ashley Moyle**, president of the student chapter and integrated supply management major, accepted the award. "Our connection with the parent chapter represents one of the greatest benefits of being part of APICS – it's the people you get to meet," says Moyle.

Three Western Michigan University students were among a small group of students from the nation's top supply chain management programs to win scholarships at the 14th annual ISM Indirect/Services Conference in Phoenix. Student honorees

- **Hanna Downs** of Novi, MI
- **Laura Haines** of Muskegon, MI
- **Chad Niemchick** of Hopkins, MI

Each winner received \$1,000 plus sponsored registration and travel allowance to attend the conference, which was held Dec. 5-6, 2013. "The ISM program's participation in the conference further validates the strength of our program and its students," says Ken Jones, director of executive education for the ISM program. "We are fortunate to have future supply chain management professionals like Hanna, Laura and Chad represent us at these events. They are an extremely accomplished group of individuals who will truly excel in their professional careers."

SURVEY: CLICK HERE TO TELL US WHAT YOU THINK ABOUT PRISM.

UPCOMING EVENTS

Melissa Gray, senior director of sustainability and leader in green initiatives for IT hosting company Rackspace, will be featured in the college's next Distinguished Speaker Series presentation. Her talk, "What We All Want from Work," will be at 3:30 p.m. on Thursday, March 13, in 2000 Schneider Hall.



Melissa Gray

OFFICE OF FACULTY DEVELOPMENT

ITEMS OF ACADEMIC INTEREST

Thanks go out to the more than 100 people who came to our first annual Teaching with Technology Symposium in the Fetzer Center on Feb. 19. Thank you also to keynote speaker, **Kevin Abbot**, and to all our presenters. We loved hearing the conversations continue into the lobby as you interacted with each other. If you were unable to come, [check our website](#) for materials from the presentations. This event will take place again early next February.

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 March 3-6, 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 for a full schedule and to learn more about all OFD programming.

One last round of Instructional Development Travel Grant applications will be accepted by the OFD until March 1 for board appointed faculty travel through June 30. This is for travel in the current fiscal year and available for up to \$1200. Conferences regarding pedagogy in content areas, developing online or hybrid courses, diversity in the classroom or assessment are eligible. Instructional Development Project

(\$5000) and Travel Grant applications for the 2014-15 fiscal year are due March 15. Applications may be emailed to faculty-development@wmich.edu, dropped off in Room 2029 UCC, or Mail Stop 5268. Call (269) 387-0732 with questions. Visit wmich.edu/facdev for more information.

OFFICE OF THE PROVOST

UPCOMING EVENTS

Join us for the fifth annual WMU Assessment in Action Day Conference scheduled for Friday, March 21, from 9 a.m. to 3 p.m. at the Fetzer Center. We will be offering a plenary session hosted by Dr. **Dave Reinhold** to address the state of assessment at WMU to start the day. There will also be three breakout

Continued on next page



Dr. Bob Leneway of ELRT, giving a table demonstration.

sessions focused on several different topics of interest on assessment of student learning including:

- Writing effective student learning outcomes (for both academic and student support units)
- Tips for assessing graduate student learning
- Tools for assessment that you might not know about
- How to move beyond the satisfaction survey
- A discussion on the big picture of how assessment, accreditation and compliance fit together at WMU
- A resource room to bring assessment-related questions, learn about TracDat and iWebfolio and more!

There will also be a luncheon and poster session to highlight the assessment work of the 2013-14 assessment fellows who have each received a grant to work on assessment-related projects for this academic year. And to round out the day, we will hold a town-hall style meeting where we will discuss how we as a university can move forward with our assessment efforts.

RSVP is required for the conference. To sign up, go to wapps.wmich.edu/workshops and log in with your Bronco NetID and password. Then, simply scroll to the middle of the page to find WMU Assessment in Action Day 2014. For more information and a complete conference schedule visit wmich.edu/assessment and click on the Assessment Calendar.

UNIVERSITY LIBRARIES

ITEMS OF ACADEMIC INTEREST

A visiting exhibit by WMU Libraries Rare Books and Special Collections of medieval manuscript facsimiles was held on Valentine's Day for the Society for Creative Anachronism. These high-



Illustrated manuscript facsimile from Waldo Library Special Collections and Rare Books Room

quality facsimiles are normally used by visitors to Special Collections for either instruction or research. The Val Day event allows the department to engage in community outreach, so that materials and knowledge relating to medieval history and literature can be shared with the wider public. On display were facsimiles of lavishly illustrated manuscripts of the *Apocalypse of John* (The Book of Revelation) from various regions of Western Europe. The selection represented manuscripts that were produced between the ninth and fifteenth centuries. The participants seemed to enjoy the fantastic and, in some cases, haunting imagery found in the manuscripts. There was the opportunity to talk to about WMU Rare Books and Special Collections, in general, and let people know that they could visit Waldo Library, Special Collections to explore more facsimiles, as well as rare books, original manuscripts and other materials.

The Friends of the University Libraries is pleased to join the Kalamazoo Book Arts Center (KBAC), the WMU Visiting Scholars and Artists Program, and the Gwen Frostic School of Art to host visiting artist Mary Heebner, who will present an exhibition, lecture, and workshop in early March.

An exhibit, *Mary Heebner and Simplemente Maria Press: A Selection of Artist's Books and the Paintings That Inspired Them* will be on display at the Kalamazoo Book Arts Center March 7-28. An opening reception will be held March 7, during Art Hop, from 6 to 9 p.m. More paintings and books are on display at the Special Collections Department of WMU's Waldo Library open weekdays 9 a.m. to 5 p.m.

A workshop, "Prototypes: At Play with Possibilities," with instructor Mary Heebner will take place Saturday, March 8, from 10 a.m. to 3 p.m. (with lunch break). The fee for the workshop is \$75.

Continued on next page

In this workshop at the Kalamazoo Book Arts Center, we will explore how content can inspire the structure of a book.

A lecture, "From Start to Finish: A Painter's Approach to the Book," will be held at the Richmond Center for the Visual Arts (Room 2008) on WMU's main campus on Monday, March 10, at 5:30 p.m., with a reception to follow in the lobby. Mary Heebner's work as a painter and book artist has often been inspired by her travels, including trips to Iceland, Chilean Patagonia, and Angkor Wat in Cambodia. In this lecture, Heebner will show a survey of her creative work and talk about its sources.

To accompany the Textbook Pilot Project (see [Prism, October 2013](#)) a guide has been put together for faculty to help find alternatives to textbooks – including open resources and services available through the libraries. Find the guide here: libguides.wmich.edu/textbooks. This helpful guide, researched and written by **Michele D. Behr**, associate professor, University Libraries, Off Campus Services can help instructors and faculty on and off campus.



Michelle Behr authors a faculty guide for textbook alternatives



Heebner lecture supported by Friends of University Libraries

University Libraries participated in the Teaching with Technology Symposium organized by Office of Faculty Development on February 19. **Carrie Leatherman**, **Michele Behr**, and **Paul Howell** staffed a table display that showcased citation management software, customized subject and class guides, streaming videos, research and plagiarism awareness tutorials, course reserves, and e-books. A guide to these technology tools is available

at libguides.wmich.edu/teachtech. Recently purchased library resources (available on the Libraries New Databases and Databases A-Z pages) include: The Linguistic Bibliography Online, a comprehensive research tool that includes coverage of non-Indo-European and endangered and extinct languages, and ProQuest Health and Medical Complete, which combines clinical research titles with consumer health and administration titles, and

Continued on next page

includes charts, diagrams, graphs, tables and photos. Engineering Case Studies Online is available on trial until April 4. It provides video documentation, simulations, research monographs, personal testimonies, and accident reports on various engineering failures such as the Challenger disaster and Three Mile Island. Access is available from the trial databases tab at libguides.wmich.edu/content.php?pid=209545&sid=1930793. Please fill out the feedback form on that page to tell us if this resource would be useful to your teaching or research.

The Archives (a WMU branch library) can fulfill unique needs for WMU departments. The Development Department is working with the Archives to provide content for Throwback Thursdays aimed at alumni and friends on Facebook - [facebook](https://www.facebook.com/wmicharchives).

com/mywmu. Interesting examples are a student snowball fight photo, commencement at East Hall, and even a [Twirp Week depiction](#). The Archives collects historical records of the University. Contact **Sharon Carlson** or **John Winchell** for additional information.

An annual project at University Libraries is to create a unique Valentine from an item in the resource collections. The goal is twofold: highlight the wide range of holdings in the WMU Libraries and send a thank you card to the community of donors and friends that support the University Libraries in its efforts to serve researchers of all types. "It is a great way for us to thank special people who help the Libraries," said **Regina Buckner**. This year it is designed around a 1911 postcard depicting a photo of a winged cherub seated on an anvil who is



Valentine highlights the unique holding of Archives and Regional History Collections

repairing broken hearts with blacksmith tools. "Uncle Niles wrote the message, 'Well Anna here's hoping you are the best girl in Howard City' on the back as the heart-warming sentiment", said **Lou Morgan**, communications coordinator. It is part of the Post Card Collections at the Archives and Regional History Collections housed in the new Charles C. and Lynn L. Zhang Legacy Collections Center. The illustration and the card exemplify the unique production technology of University Libraries' Digitization Center.



1938 image used for Throwback Thursday on MyWMU Facebook page

**SURVEY: CLICK HERE TO TELL US
WHAT YOU THINK ABOUT PRISM.**

FACULTY AND STAFF ACCOLADES

Professor and librarian **Kate Langan** has written a chapter in the edited volume *Virtually Embedded: The Librarian in an Online Environment* (Leonard & McCaffrey) coming out in February 2014 by the Association of Colleges and Research Libraries (ACRL). In her chapter, "Avoiding Curricular Combat Fatigue," Langan explores the use of Elearning as a method of "teaching the teacher," particularly part-time instructors, about information literacy. She applies social learning theory to the Elearning environment as a way to provide professional development opportunities for part-time instructors to learn more about information literacy. More information about the book chapter can be found in the WMU institutional repository, ScholarWorks at scholarworks.wmich.edu/library_pubs/33



Kate Langan writes about Elearning

PRISM

NEWSLETTER

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