



# Western News

MARCH 31, 2016  
Volume 42, Number 13

For and about WMU faculty and staff

## Time to nominate grad students

Department and program chairs as well as graduate directors and advisors are invited to nominate outstanding graduate students by Monday, May 16, for the 2016 Graduate Student Teaching Intensive, set for 9 a.m. to 4 p.m. July 25-29 in Sangren Hall. More information and the nomination form are available at [wmich.edu/facultydevelopment/graduate/teachingintensive](http://wmich.edu/facultydevelopment/graduate/teachingintensive).

## Employees of all ages invited to event

A Sanford Advisory Services workshop for WMU employees called “Retirement Planning Tips: Benchmarking Retirement Readiness” is set for 12:10 to 12:50 p.m. Tuesday, April 5, in 105-107 Bernhard Center. The event can serve as a general “check-up” on retirement planning roadmaps for employees of all ages and at all career stages. Register at [enrollment@sanfordadvisory.com](mailto:enrollment@sanfordadvisory.com).

Included will be a tutorial on how to enroll in a 403(b) or 457(b) supplemental retirement plan using WMU’s Salary Reduction Agreement form. The plans are offered through TIAA and Fidelity for those who want to make pre-tax retirement contributions through payroll deduction.

## Campaign progress to be celebrated

Progress to date in the Broncos4Broncos Campus Campaign will be celebrated from 4 to 6 p.m. Monday, April 18, in Heritage Hall. Appetizers, beer and wine will be served, and the department or office with the highest level of participation will be awarded a \$250 check from Meemic Insurance to donate to the scholarship or fund of its choice.

## Lavender graduation registration open

All graduating students are encouraged to participate in the 2016 Lavender Graduation from 6 to 8 p.m. Wednesday, April 20. The event celebrates lesbian, bisexual, gay, transgender and ally graduating students and honors award recipients for their contributions to LGBT inclusion at WMU. Register at [bit.ly/229JX1J](http://bit.ly/229JX1J). For more information, visit [wmich.edu/lgbt](http://wmich.edu/lgbt) or call (269) 387-2133.

## Departments urged to apply for grants

Applications for the 2016-17 Visiting Scholars and Artists Program are due by 5 p.m. Wednesday, April 20. Departments that have not recently been awarded a grant are encouraged to apply. Applications and instructions are available at [wmich.edu/facultydevelopment/awards](http://wmich.edu/facultydevelopment/awards).

## Volunteers sought for Color Run

WMU hopes to fill 200 volunteer spots for Kalamazoo’s Color Run 5K race Saturday, April 23. As a nonprofit sponsor for the event, the Student Recreation Center receives additional dollars for facility improvements annually for volunteer participation. To volunteer, visit [bit.ly/kzooolorrun16](http://bit.ly/kzooolorrun16).

## Talk explores meshing generations at work

Kalamazoo County’s 18th annual Respecting Differences program will delve into the intergenerational nature of today’s workforce during a talk by Scott Zimmer from BridgeWorks.

Zimmer will speak on “Bridging the Generational Divide” at 9:30 a.m. and again at 2 p.m. Wednesday, April 13, in Chenery Auditorium, 714 S. Westnedge Ave. in Kalamazoo. An



Zimmer

American Sign Language translator will be at both sessions of the free, public talks.

It used to be that older workers were bosses and younger ones took orders. Now, roles are all over the map and rules are being rewritten. In addition, Zimmer says four distinct generations are working together shoulder to shoulder in the labor force, with each generation having a unique set of attitudes, values and work styles. As a result, he says organizations are struggling to manage productivity and morale while maintaining high standards of quality and service in a challenging economy.

In his Kalamazoo presentation, he will explain who today’s four generations of workers are and identify the stereotypes that keep members of these generations from understanding each other. He also will provide tools to convert intergenerational diversity from an obstacle into an opportunity, as well as identify key trends associated with the future of the workplace.

A Gen Xer, Zimmer grew up in the 1980s and 1990s—sandwiched between the idealistic Boomers and innovative Millennials. During his 12 years of public speaking, he has developed a uniquely personable style in which data as well as insight and humor are used to foster an environment in which every generation feels valued and understood.

WMU employees should have received a “ticket” postcard in campus mail. They should bring the ticket to whichever session of “Bridging the Generational Divide” they attend.

## Trustees set WMU’s strategic direction for next five years

Acting at its March 23 meeting, the WMU Board of Trustees approved a strategic plan that will set the University’s fundamental direction over the next five years. The plan is available at [wmich.edu/strategic](http://wmich.edu/strategic).

Trustees unanimously adopted *The Gold Standard 2020*, a five-year strategic plan designed to build on a three-year strategic planning period that has just concluded. The updated plan retains the core tenets of the earlier document—identifying the University as a learner centered, discovery driven and globally engaged institution.

The *Gold Standard 2020* has been in development since July 2015, guided by a campuswide transition team whose job it was to review the results of the original three-year plan, identify parts of the original plan that needed to be retained, and identify new challenges and opportunities that should be included moving forward.

“Our charge was to transition, transform and transcend that initial strategic plan and develop an updated plan in a way that was meaningful and provided an end product that would serve this University well,” said Jody A. Brylinsky, associate provost for institutional effectiveness, who led the transition process and outlined for the board some of the key elements of the new plan. “We started with a look at the past and

then worked closely with senior leadership to focus on the challenges, aspirations and assumptions going forward.”

### Strategic plan goals

The updated plan, Brylinsky noted, has five overarching goals that will be pursued through a set of measurable objectives and

strategies outlined for each goal.

The objectives and strategies

identified will be prioritized and appropriately resourced as part of the plan’s implementation in the coming weeks.

Listed as the five goals are:

- Ensure a distinctive and supportive learning experience that fosters success.
- Promote innovative learning, discovery and service.
- Progress as a Carnegie-classified higher research doctoral university that advances new knowledge and value-added discovery.
- Promote a diverse, equitable and inclusive University culture to ensure social sustainability and accessibility.
- Advance economic and environmental sustainability practices and policies.

The plan also embraces the principles of enterprise risk management as a critical tool to identify and address challenges along the way that could prevent the University from successfully accomplishing its long-term goals.

The Gold Standard ||| 2020

Western Michigan University Strategic Plan

Continued on page 4

# Around campus and beyond

## Guided tour of Spain canceled

Due to a lack of preregistrations, development and alumni relations has canceled its planned summer trip to Spain.

## Cool Tools program rescheduled

The Cool Tools workshop, titled "Information Literacy," has been rescheduled to 2 to 4 p.m. Thursday, April 7, in 2033 University Computing Center. For more information, visit [wmich.edu/faculty-development/programs](http://wmich.edu/faculty-development/programs).

## Political scientist giving two talks

David Samuels from the University of Minnesota, co-editor of *Comparative Political Studies*, will speak about "Inequality and Democratic Survival" at 3:30 p.m. Tuesday, April 5, in 3301 Friedmann Hall. Samuels also will speak on "Changing Brazil—A Glass Half Full?" at 7 p.m. the same day in the Fetzer Center's Putney Auditorium.

## International students host festival

The music, dance, food and fashions of 19 cultures, including for the first time the Native American community, will be showcased during the 27th Annual International Festival from 4 to 8 p.m. Sunday, April 3, on the second floor of the Bernhard Center. Admission is free, and for a nominal fee, attendees

may sample traditional foods. Complete details are available at [wmich.edu/news/2016/03/30854](http://wmich.edu/news/2016/03/30854).

## Event makes shredding materials easy

Students and faculty and staff members are encouraged to participate in a free campuswide shredding event Tuesday, April 12, to ensure all professional and personal documents are properly destroyed and recycled.

The campus Gramm-Leach-Bliley Act Committee is hosting the event with Data Guardian from 10 a.m. to 2 p.m. in Lot 41 near Sangren Hall. New this year, CDs, DVDs and floppy disks will be accepted. More information is provided at [wmich.edu/news/2016/03/31212](http://wmich.edu/news/2016/03/31212).

## APA schedules awards luncheon

Register by Thursday, April 14, at [bit.ly/21Taxu4](http://bit.ly/21Taxu4) for the Administrative Professional Association's 2016 spring luncheon and awards ceremony. The event is set for noon to 1:30 p.m. Wednesday, April 20, in the Fetzer Center. It will celebrate the winners of the group's annual awards: Jenna Gehl Jones, Outstanding New Professional Award; Erika Carr, Outstanding Professional Award; and Michelle Loedeman, Tony Griffin Service Award. Admission is \$5 for active, dues-paying APA members and \$10 for others.

## National organization honors advisor

Anthony Helms, director of academic advising for the Lee Honors College, has been named Advisor of the Year by the national Alpha Lambda Delta honor society.



Helms

Helms has served as the advisor for WMU's ALD chapter since 2013 and is a newly-elected professional member-at-large on the national council.

ALD recognizes students' academic success in their first year at a college or university. Under Helms' leadership, the University's chapter won the prestigious Order of the Torch award in 2015, two Maintaining the Flame awards in 2014 and 2013, and the Delta silver-level award for total membership percentage increase in 2014. In addition, he has been a consistent presence at the national leadership conferences, both attending and presenting.

The chapter has increased its overall membership by nearly 100 students per year since Helms became advisor, and it engages in an impressive array of Web and social media activities.

## Icons honored for lifetime of work

Meeting on March 4, the Michigan Science Teachers Association honored the lifelong contributions of two WMU icons who were the force behind the statewide



Mallinson

organization for science teachers and science education advocates on campus.

Jacqueline B. Mallinson and the late George G. Mallinson received the George G. Mallinson

Lifetime Achievement

Award at the MSTAs annual award ceremony in Lansing. First awarded in 2001, the award is intended to be MSTAs highest honor. It recognizes "significant contributions to science education," including leadership at the local, state and national levels, improvements to science curricula and extensive writing in the field.

Jackie Mallinson, who taught at WMU for 21 years as an associate professor of science education, is the author of more than 300 professional articles and reviews and the co-author of 12 textbooks.

The MSTAs Board of Directors noted that she established a national reputation in her field by participating in the original design and evaluation of tests for the Educational Testing Service and by serving as co-director, instructor and evaluator for more than 30 National Science Foundation institutes and programs.

She also reviewed and edited hundreds of papers for the *Journal of School Science and Mathematics*, helping to propel that publication to national prominence. Her peers recognized her in 1962 by electing her as a Fellow of the American Association for the Advancement of Science.

George Mallinson, who died in 1994, was lauded for being the first dean of the WMU Graduate College, establishing one of the nation's first doctoral degrees in science education and founding both WMU's Mallinson Institute for Science Education and the Science and Mathematics Program Improvement initiative, known as SAMPI.

## Garrison Keillor coming to Miller Auditorium

WMUK will welcome Garrison Keillor to Miller Auditorium in a live solo event at 7:30 p.m. Wednesday, April 27.

A limited number of specially priced "WMUK Ticket Packages" and "WMUK Meet and Greet Ticket Packages" are now available by calling (269) 387-2300 or visiting the Miller Auditorium Box Office.

Keillor is the entertaining writer, humorist and speaker who is probably best known for



Keillor

his popular radio show "A Prairie Home Companion."

The show attracts some 17 million listeners on more than 900 public radio stations weekly. Keillor also is a best-selling author of many books.

## Retirement events

Charles "Chuck" Boos will be honored for his 40 years of service at a reception from 3 to 5 p.m. today in the Oaklands.

Educational leadership, research and technology will recognize three of its own during an open house from 4:30 to 7 p.m. Thursday, April 14, in the Fetzer Center. Their names and employment details are: **Robert Leneway**, 19 years, retiring May 1; **Charles Warfield**, 41 years, retired in 2013; and **Donald Thompson**, 25 years, retired in 2014. For more information about the three, visit [wmich.edu/leadership](http://wmich.edu/leadership).

**Tim Holysz**, landscape services, will be recognized for his 29 years of service during a reception from 1 to 4 p.m. Wednesday, April 27, in the Fetzer Center. Remarks will be made at 1:30 p.m.

## Jobs

Current job opportunities at WMU are announced daily on the Human Resources website at [wmich.edu/hr/jobs](http://wmich.edu/hr/jobs). Please note that applications must be submitted online by the stated deadline. Complete application procedures are included with each posting.

## Western News

Volume 42 Number 13

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WESTERN NEWS (USPS 362-210) is published by the Office of University Relations, Walwood Hall, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433, every other week during the fall and spring semesters and Summer I session. Periodicals postage paid at Kalamazoo, MI 49008-5165.

POSTMASTER: Send address changes to *Western News*, Office of University Relations, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433.

**DEADLINE:** Items to be considered for publication should be submitted to the Office of University Relations by 5 p.m. Friday the week preceding publication. Publication dates for the spring semester are **Jan. 14 and 28, Feb. 11 and 25, March 17 and 31, and April 14**. Items may be submitted to Jeanne Baron via: email, [jeanne.baron@wmich.edu](mailto:jeanne.baron@wmich.edu); mail, Campus Mail Stop 5433; phone, (269) 387-8433; or fax, (269) 387-8422.

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## Fourteen staff members to be feted at reception

The 14 recipients of WMU Make a Difference awards for spring 2016 will be recognized during a reception at 2 p.m. Tuesday, April 12, in 157 Bernhard Center.

They are:

- Katherine Bates, Student Activities and Leadership Programs
- Andrea Bau, College of Education and Human Development
- Lauren Carney, College of Arts and Sciences
- Earl Conner, building custodial and support services
- Judy Custer, Haworth College of Business
- Adam Limban, Bronco Express services
- Nicole Lockwood-Womack, teacher and administrator certification
- Buffy Nespodzany, Career and Student Employment Services
- Kenneth Schaefer, admissions
- Darcey Stevens, family and consumer sciences
- Kim Tembreull, psychology
- Stacy Thinnies, intercollegiate athletics
- Cindy Town, institutional equity
- Travis Wendt, information technology

The Make a Difference awards program is a campuswide peer-to-peer program that recognizes staff members for their outstanding accomplishments and daily investment of energy and creativity.

Up to 15 staffers may be selected in each of two semiannual award periods. Semiannual winners are eligible for one of four annual awards that carry a prize of \$1,200, before taxes.

## Institute kicks off forums with Michael Moore

Michael Moore will visit Kalamazoo next month to discuss the Flint, Michigan, water crisis; disinvestment in low-income communities; and how we get to a future that works better for everyone. He also will reflect on his career as a citizen filmmaker.



Moore

Moore will present “It Only Hurts when I Laugh” at 7:30 p.m. Wednesday, April 6, in Miller Auditorium. The event is free and open to the public, with seating on a first-come, first-served basis. It is being sponsored by WMU’s Walker Institute for the Study of Race and Ethnic Relations, in collaboration with the Lee Honors College, School of Communication and other entities at the University.

Tim Ready, director of the Walker Institute, says Moore’s appearance is the kick-off event for a series of upcoming community forums and scholarly discussions being sponsored by the Walker Institute.

The series, “Growing Together or Pulling Apart? Making Public Policies that Work for Everyone,” will begin later in April with a presentation on “Building a Sustainable Michigan: Social and Environmental Aspects of the Challenge.” It will continue through April 2017 and cover topics including immigration, criminal justice reform, housing segregation by race and class, equality of opportunity, and poverty and education.

For more information, visit [wmich.edu/walkerinstitute/](http://wmich.edu/walkerinstitute/) or contact Ready at (269) 387-2141.

## PRO Services advances endowed professor effort

A local business executive and his company have donated \$25,000 toward an industrywide effort to raise money to fund an endowed professorship in chemical and paper engineering.

Mike VandeMaele, chief executive officer and founder of PRO Services and a board member of the WMU Paper Technology Foundation, recently executed a \$25,000 gift agreement to help fund the Dr. Raymond L. Janes Endowed Professorship. Janes, who died in 2009, was a longtime faculty member and chair of the former Department of Paper and Printing Science and Engineering.

So far, about two-thirds of the \$1.5 million needed to establish the professorship has been raised. To contribute to the professorship, scholarships and other activities supported by the WMU Paper Technology Foundation, contact the foundation by calling (269) 276-3964 or visiting its office at 4651 Campus Drive in Kalamazoo.



VandeMaele



Janes

**Students headed to Kennedy Center**—A work performed by 13 dance students has been selected in regional competition to be showcased at the Kennedy Center for the Performing Arts in Washington, D.C., during the American College Dance Association national festival there in June. Carolyn Pavlik, dance, choreographed the work. Titled “The illusion has been just a dream,” it was one of only three works out of 48 selected to go on to the national festival when the ACDA held its East-Central Regional Conference at WMU March 5-8. Pavlik’s winning dance was inspired by Charles Manson and his followers and explores ideas of manipulation and control, retribution and regret. This is the fourth time WMU has been invited to the national festival. (Photo courtesy of the dance department)



## Tigers night tickets on sale

WMU Night at Comerica Park is set for 7:08 p.m. Wednesday, June 22, when the Detroit Tigers take on the Seattle Mariners.

The first 2,500 people who purchase a ticket to the game through [mywmu.com/tigers](http://mywmu.com/tigers) will receive a limited edition WMU-Tigers baseball hat in the University’s brown and gold colors. In addition, \$5 of the cost of each ticket sold on the site will go to the WMU Legacy Scholarship Fund.

Also, WMU will host a pre-game Bronco Stampede at 5:30 p.m. in Party Plaza 3. The stampede package includes Upper Box In-field seats and a picnic buffet, but is limited to the first 300 purchasers.

A variety of Tigers night ticket prices and pregame event packages are available. Those who purchase game tickets or the stampede package through [mywmu.com](http://mywmu.com) by Sunday, May 1, will be automatically entered into a raffle in which they have a chance to win prizes such as a baseball autographed by Miguel Cabrera.

## Speech path slates open house

The Department of Speech Pathology and Audiology will hold an open house for prospective graduate students from noon to 4 p.m. Friday, April 1.

It will take place in 4010 of the College of Health and Human Services building.

The open house will include informational sessions, tours and a reception with faculty members. For a complete schedule of events, visit [bit.ly/1VPXj5](http://bit.ly/1VPXj5).

## One-day blood drive set for CMU-WMU challenge

Students have set Thursday, April 7, for the Bronco Blood Bash, a blood drive to establish a new state record for donations during a single, university drive and the only local drive planned for this year’s CMU-WMU blood collection challenge.

The event will take place from 11 a.m. to 4:45 p.m. in the Bernhard Center Ballroom on the WMU campus. All members of the University and Greater Kalamazoo communities are invited to participate.

According to the Facebook page for WMU’s student Red Cross Club, this is the

19th year of the friendly CMU vs. WMU challenge, and WMU hopes to keep up its three consecutive years of dominance in the competition by collecting more than 403 units of blood during Bronco Blood Bash.

By collecting that many units, the club would beat the University of Michigan’s current record for blood collection in the state as well as have a chance to end the year as the university to have brought out the largest number of donors to a Michigan blood drive during 2016.

Everyone who tries to donate blood April 7 will receive a free hero T-shirt. Walk-ins are welcome; however, making an appointment will result in faster processing.

To make an appointment, go to the American Red Cross website at [redcrossblood.org](http://redcrossblood.org) and type donorsassemble (all one word) in the search box, call (800) 733-2767, or download and use the Blood Donor App.

## Obituary—[wmich.edu/news/obituaries](http://wmich.edu/news/obituaries)

**Malcolm Robertson**, emeritus in psychology, died Feb. 28. He was 90. Robertson joined the staff in 1961 and retired in 1998 after 37 years of service.

## On Campus with Will Posthumus



EVERYTHING'S A PRODUCTION  
(Photo by Deanne Puca)

Will Posthumus came to WMU in 2005 as a student-athlete playing baseball and studying communication. Both his academic and professional careers led Posthumus around the country, working for teams in the NFL, NBA, NHL and Major League Baseball until he returned to the University and intercollegiate athletics this past fall as assistant athletic director for broadcasting and multimedia.

In the newly created post, he's responsible for programming and producing the in-game experience at all athletic events held in Lawson Ice Arena, Waldo Stadium and University Arena. This includes live broadcasts to outside markets as well as game and interactive experiences for fans and utilizes a new broadcast production trailer outfitted with high-definition equipment capable of generating ESPN-quality broadcasts.

With a staff of one part-time intern and more than 30 student workers for event broadcasts, Posthumus wants to build on the responsibilities of his job to provide more practical real-world work experiences for students and greater exposure for WMU's sports.

"We're responsible for three main things: enhancing the experience for fans of WMU athletics at each of our events, providing a home-field advantage for our student athletes, and creating value for the ticket holders, partners and alumni who support this great institution," he says. "I like to tell my crew that it's the marketing and ticket sales departments' job to get people to buy a ticket to an event, but it's up to us to make sure that those people come back again regardless of the score at the end of the game."

But at the same time, Posthumus notes, the media world is undergoing a major shift.

"We're getting further away from traditional print, radio and television mediums and trending toward streaming and social video platforms," he says. "We want to make sure we're caught up if not beyond that point with our athletic programs. The partnership we now have with ESPN is built on this concept, and it's great exposure for the University."

A Portage native, Posthumus left WMU after suffering an injury his freshman year. He transferred to Arizona State University and after graduating, got a job with the Arizona Diamondbacks, then worked successively as a producer for the Detroit Red Wings, Pistons and Tigers. In 2014, he began overseeing content for all television programming for the Miami Dolphins, and he won an Emmy Award in 2015 for producing a behind-the-scenes documentary on the team's trip to play a game in London.

With his family still in the local area, Posthumus has remained connected to job opportunities here, which led him to return to WMU. He and his fiancée, Lainey Williams, met in Detroit. The couple live in downtown Kalamazoo and plan a June 2017 wedding.

## Office warns that spring is season for student employment scams

After spring break, most college students get serious about making work plans for the summer months.

But not all summer job offerings come from reputable employers, warns Lynn Kelly-Albertson, WMU executive director of professional and career development.

"Most opportunities are legitimate and can give you experience and money, and build your skills. However, this is the season for scams," Kelly-Albertson says. "A good rule to keep in mind is: 'If a job opportunity sounds too good to be true, it probably is.'"

She adds that although WMU's Career and Student Employment Services screens em-

ployers before listing them in BroncoJOBS, the University's comprehensive database of jobs, even CSES may occasionally miss a scammer.

"We've compiled a list of 'red flags' to look for to help students identify fictitious or disreputable employers," Kelly-Albertson says. "We urge students to review them before accepting any job offer."

Continued from page 1

### Trustees set WMU's strategic direction for next five years

#### Moving ahead, looking back

Brylinsky noted that *The Gold Standard 2020* has five goals, 24 objectives and 100 high-impact strategies—not a lot of components considering that WMU is a large and complex University.

"The next steps are for individual units across campus to align their division strategic plans with the new effort, appoint a steering committee that will prioritize elements of the plan and develop accountability measures that will show progress toward the plan's goals," Brylinsky said.

"Then the plan will be implemented through the individual units on campus, as each begins work toward achieving the ob-

jectives related to its role at the University." Approval by the Board of Trustees means the plan is now being implemented and can be shared with WMU's accrediting agency, the Higher Learning Commission.

Development of the updated strategic plan benefited from the feedback of nearly 1,500 faculty and staff members, students and community members. Once the document's basic elements were drafted, an additional 31 groups made up of 400 people from across the campus met to review and respond to the draft. Those groups ranged from a variety of offices and departments as well as faculty and staff members from individual units to WMU's senior leadership team.

Students who have questions or concerns may call CSES at (269) 387-2745 or stop by its office in Ellsworth Hall.

### State Geographic Bee is April 1

For the ninth straight year, WMU is hosting the Michigan State Geographic Bee.

This year's event is being coordinated by Lisa DeChano-Cook, geography, and will be held Friday, April 1, in the Fetzer Center's Kirsch Auditorium.

Students will be vying for a trip to Washington, D.C. to compete in the National Geographic Bee championship. For more information, visit [wmich.edu/news/2016/03/31165](http://wmich.edu/news/2016/03/31165).

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MARCH 31, 2016

Volume 42, Number 13

[wmich.edu/westernnews](http://wmich.edu/westernnews)