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Inquiry, Fall 2009

Office of Vice President for Research

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INQUIRY

OFFICE OF VICE PRESIDENT FOR RESEARCH

KOHLER NEW ASSOCIATE VICE PRESIDENT FOR RESEARCH

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OVPR MISSION

THE OFFICE OF THE VICE PRESIDENT FOR RESEARCH EXISTS TO SUPPORT THE EXTERNAL FUNDING INITIATIVES OF WMU FACULTY, STUDENTS, AND STAFF; TO ASSURE COMPLIANCE WITH ALL APPROPRIATE FEDERAL AND STATE REGULATIONS; AND TO ADVANCE THE OVERALL RESEARCH AGENDA OF THE UNIVERSITY.
WWW.WMICH.EDU/RESEARCH

Dr. Paula Kohler was appointed associate vice president for research at WMU in May.

Kohler, professor of special education and literacy studies, brings funded research experience to the position and a background in business administration, educational leadership, vocational education and special education.

She will be responsible for the Office of the Vice President for Research until the search for a replacement of former interim VP, Dr. Leonard Ginsberg, is complete. Ginsberg returns to faculty this fall following a brief sabbatical (see spring issue of INQUIRY for story on Ginsberg's retirement as VP).

"WMU is very fortunate Dr. Kohler agreed to lead our research endeavors," says Dr. Timothy Greene, provost. "She has many outstanding leadership skills that will serve the University well."

A WMU faculty member since 1999, Kohler served as interim chair, then chair, in the Department of Special Education and Literacy Studies from 2005-2007. She has served as principle investigator and director of several major education-related research projects and

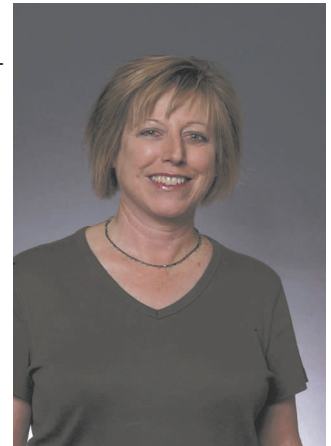
centers funded by the National Science Foundation and the U.S. Department of Education.

With her wealth of research experiences and national funding successes, Kohler brings a vital research record to the research office. In addition to assuming her duties as associate VP, she will continue to work on her funded research projects.

Kohler is widely recognized for her research regarding effective transition practices for youth with disabilities, including effective transition programs, transition-related competencies, career and technical education experiences, and work-based education.

"I am excited to embark on this new administrative task," remarks Kohler. "I am confident we can offer important resources, information, and support services to our outstanding faculty here at WMU."

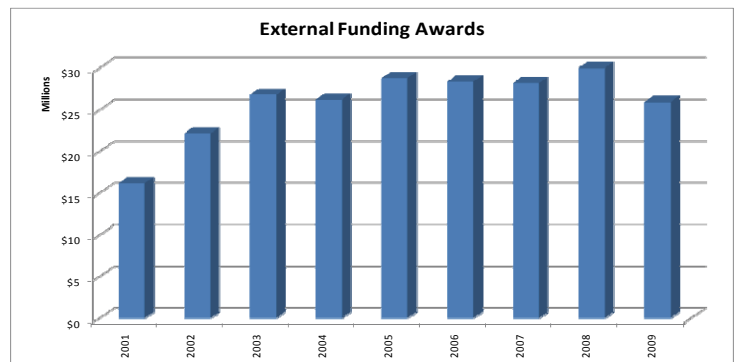
OVPR remains committed to assist faculty with all aspects of funding and research compliance.



RESEARCH EXPENDITURES FOR 2008-2009

This past fiscal year has been an active year with faculty submitting and receiving external awards.

Overall, new awards for faculty were down slightly this past year. The nationally recognized measure of external funding reached over \$25M, as illustrated in the side graph.

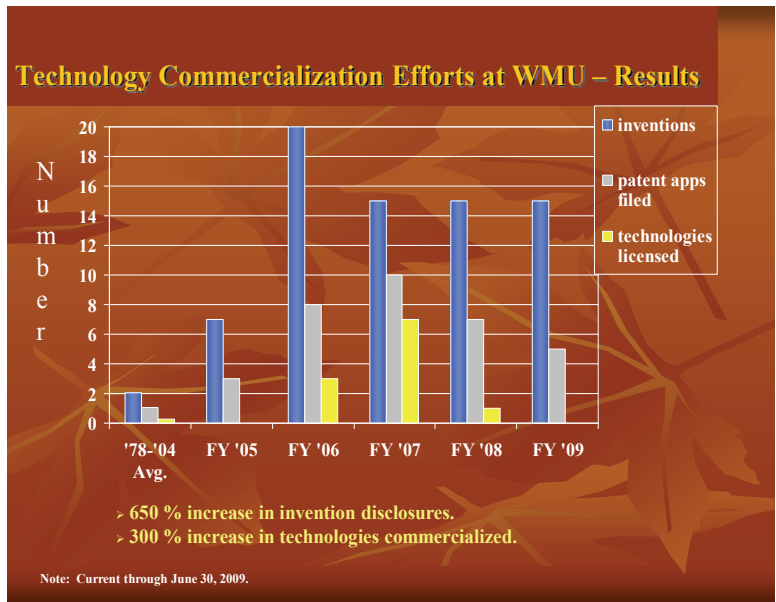


YEARLY SUMMARY OF TECHNOLOGY TRANSFER AND COMMERCIALIZATION AT WMU

A substantial amount of research conducted at WMU results in new findings and discoveries that can benefit society.

The transfer of these discoveries to the commercial sector is coordinated through the Intellectual Property (IP) Management & Commercialization Office ("technology transfer").

To better understand IP issues and the commercialization process at WMU, researchers need to contact the director, Dr. Michael Sharer, early in the process (michael.sharer@wmich.edu).



CENTER FOR INNOVATION AND ENTREPRENEURSHIP ESTABLISHED WITH MIIIE GRANT

Dr. Jay R. Hoinville was hired a year ago as "Entrepreneur-In-Residence" as part of a Michigan Initiative for Innovation and Entrepreneurship (MIIIE) grant to WMU to create the "Haworth College of Business Center for Entrepreneurial Studies and Innovation."

Hired to help Dr. Michael Sharer, Director of Intellectual Property Management and Commercialization in OVPR, manage and commercialize the University's portfolio of software inventions, Hoinville has reviewed all of the active software-related intellectual property and met with the inventors to discuss commercialization options. He has found that WMU's software-related IP varies from being an idea full of potential to being fully functioning prototypes.

Where the IP consists mostly of an idea, he has worked with researchers, such as Professor Robert Bensley or Professors Ala Al-Fuqaha and Dionysios Kountanis, to conceptualize a product and to develop a business plan. Where a software prototype exists, he has been working with researchers, like Professor Richard Spates and Professor David Meade, to refine the product, write a business plan, and help create a spin-out company.

Currently, Hoinville is working closely with Spates to create and run a company to market Spate's two software products for the treatment of depression and Post Traumatic Stress Dysfunction (PTSD).

"The quality of WMU's intellectual property that I have worked with during the past year is remarkably high and it is a shame that each invention cannot be spun out as a separate business."

PATTEN AWARDED AN INNOVATION AWARD

Dr. John Patten, chair of manufacturing engineering, was recognized with an innovation award at the 2009 Annual Conference of the Society of Manufacturing Engineers this past spring in Philadelphia.

He was recognized for developing an innovative micro-laser-assisted machining process.

Called μ -LAM, the process uses a laser coupled to a cutting tool to heat and thermally soften material to be machined, with the laser beam passing through the transparent diamond-cutting tool. It is effective for machining non-ferrous materials that are hard and brittle, such as ceramics and semiconductors.

Patten directs the Manufacturing Research Center and is one of WMU's best-known renewable energy advocates. He has created a plug-in hybrid car out of his Toyota Prius and was instrumental in getting the wind turbine installed on the Parkview Campus.

More about Patten's research on wind turbines is featured in the 2008 research magazine, *Focus on Research*. In addition, the spring 2009 INQUIRY has a story on Patten's plug-in hybrid car (see INQUIRY online at OVPR website).

ACKERSON'S CANCER STUDY NATIONALLY NOTED

Dr. Kelly Ackerson's work on why women fail to get cancer screenings is drawing the attention of scientific journals and Web sites as well as international news sites.

Ackerson, WMU assistant professor of nursing, conducted the research with Dr. Stephanie Preston, assistant professor of psychology at the University of Michigan. Their findings are published in the June issue of the United Kingdom-based *Journal of Advanced Nursing* and have been picked up by other science publications and Web sites, including scienceblog.com, researchgate.net, bio-medicine.org, *Science Daily* and *Senior Journal*. A story about their research also was picked up by United Press International.

The researchers found that fear plays a major role in whether women decide to go for cancer screening or not, but healthcare providers underestimate how much women need to know and wrongly assume that they will ask for information if they want it.

Ackerson and Preston reviewed 19 studies that between them explored the attitudes of 5,991 women toward breast and cervical cancer screening. The studies, which covered the period 1994 to 2008, included women of all ages, from 14 year-olds to women in their 80s.

"Our review showed that fear could motivate women to either seek screening or to avoid screening," Ackerson says. "Some

women complied because they feared the disease and saw screening as routine care, but other women feared medical examinations, healthcare providers, tests and procedures and didn't seek screening if their health was good."

Information also was a problem. "Lack of information was a big barrier," Ackerson says. "It was clear from our

review that very few women understood that cervical smear testing aims to identify abnormal cells before they become malignant and that breast screening can detect cancer in the early stages when treatment is most effective."

Women also had misconceptions about breast and cervical cancer and who is at risk. Ackerson and Preston conclude that nurses should promote screening and educate women about it. They also encourage running public health messages to boost screening numbers.



DEADLINES FOR INTERNAL FUNDING SUPPORT

WMU through the OVPR provides internal funding for faculty scholarship. Application deadlines and details on submission of materials are available online at the OVPR homepage. Funding opportunities include:

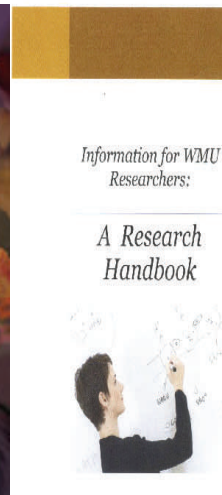
- The Faculty Research Travel Fund provides monies for travel. Apply within 30 days post travel.
- The Faculty Research and Creative Activities Award (FRACAA) provides up to \$10,000 for research projects. FRACAA 2009-2010 application forms and guidelines are available online, starting October 9, 2009. *Deadline for submission is December 4, 2009.* (See workshop schedule, page 4.)
- The Support for Faculty Scholars Award (SFSA) supports creative activities and research up to \$2,000. *Deadline for submission: September 30, 2009, and January 29, 2010.* (See workshop schedule, page 4.)
- The Research Development Award Program (RDA) program is a year-long program to prepare junior faculty to achieve external funding. *Deadline, February 12, 2010.*
- The Undergraduate Research Excellence Award supports undergraduates working under externally-funded faculty. *Deadline: September 22 and January 22.*
- PPP&E funds up to \$500 for the support of Final Preparation and Publication of Papers and Creative Works once research and creative activities are completed. Application and review are ongoing during the year.

RESEARCH PUBLICATIONS DESIGNED TO PROMOTE AND ENCOURAGE UNIVERSITY RESEARCH

The 2008 Western Michigan University Magazine, *Focus on Research*, is available online through University Relations. The 2009-2010 research magazine is currently in production, so look for that periodical in the early spring.

Researchers benefit from the important information contained in the *Information for WMU Researchers: A Research Handbook*. This booklet details the mission of OVPR and assists faculty in understanding research protocol, policies, grant writing, and development. Any suggestions for inclusion or questions about the booklet should be forwarded to Dr. Paula Kohler or to the chair of the Research Policies Council, Dr. Steven Ziebarth.

To view these publications electronically: go to the OVPR website (www.wmich.edu/research), and click on news and events for the Research Handbook. To access the research magazine, go to University Relations website (www.wmich.edu/ur/) and select WMU Magazine.



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OVPR Research Officer Constituency Areas

Wil Emmert:: Evaluation Center, CAS (Dean's Office, Math, Statistics, Geosciences, Geography, Physics, Mallinson Institute for Science Education), Environmental Studies, Aviation.

Gina Betcher: CAS (Humanities), CFA, COE, TGC, International Studies, HIGE.

Mary Anne Sydlik: CAS (Biology, Chemistry, Psychology, Sociology), LHC, CHHS.

Barb Wygant: CAS (Political Science, Public Administration), CAES, HCOB, Nano Research

A complete list of constituency areas will be posted in September. Check our website: (www.wmich.edu/research).

INTERNAL GRANT WORKSHOP SCHEDULE CONFIRMED

OVPR offers workshops on various topics related to funding searches, grant administration, proposal writing and development, and research compliance.

Interested faculty and staff are encouraged to check the OVPR website calendar for details and last minute changes, but what follows is a partial listing of the workshop schedule for internal funding opportunities.

Check the OVPR website for a complete listing of time, location, and presenters on the topics of choice.

September 18, 10-11:30 a.m. — Support for Faculty Scholars Award (SFSA) Workshop, Bernhard Center, Brown & Gold Room 242.

October 9, 1:30-3 p.m. — Faculty Research and Creative Activities Award (FRACAA) Workshop, Bernhard Center, Brown & Gold Room 242.

October 15, 2-3:30 p.m.— FRACAA Workshop, Parkview Campus, Dean's Conference Room.

October 23, 10-11:30 a.m. — FRACAA Workshop, Bernhard Center, Brown & Gold Room 242.

Reserve the fall workshop dates on your calendar.

Contact Walt Worthy, Faculty Development Officer, with questions at 387-8282 or email him at walter.worthy@wmich.edu.

VP FOR RESEARCH POSITION OPEN

The position for WMU's chief research officer, vice president for research, is open for interested internal applicants.

The vice president for research, as a senior administrative officer, works closely with the provost and vice president for academic affairs to establish and implement the University's research agenda and to promote interdisciplinary projects.

Western Michigan University has a rich research tradition that offers its faculty and researchers opportunities to impact communities in and around Kalamazoo, nationally and internationally.