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## College of Arts and Sciences E-News Issue 7: November 2013

College of Arts and Sciences

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# College of Arts and Sciences

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# Upjohn Center takes top international honor for map product

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by Jeanne Baron

October 16, 2013 | WMU News



This section of map from the GeoChange series shows part of Michigan's Leelanau Peninsula.

KALAMAZOO—A cutting-edge center at Western Michigan University has been honored for developing 2013's most outstanding map product or service in North and South America.

The W.E. Upjohn Center for the Study of Geographical Change received the award from the International Map Industry Association (Americas) during its annual conference **Sept. 10** in Cambridge, Mass. The association selected the center as the winner of its **gold award for Best Digital Map Product** of the year **as well as its Americas Award for the year's overall most outstanding map product or service.**

In earning the overall award, the Upjohn Center bested public and private organizations including the National Geographic Society and U.S. Geological Survey.

In addition, the center's map product was runner-up for the three-region International Map Industry Association's 2013 global award. WMU celebrated those achievements during an **Oct. 11** reception in the center's offices in Welborn Hall.

## Many special features

The Upjohn Center was recognized for its Authoritative U.S. Topos map initiative, which includes a Topographic Maps series and a hybrid sub-series called GeoChange maps. The hyper-accurately geo-referenced maps in the two series can be used with GPS-enabled mobile devices and software based on Apple's iOS and Google's Android.

Each map is self-contained in the tablet or smartphone, so no wireless connection is required. This means the maps can be used in wilderness areas and on large water bodies out of range of cell towers. They can also be used for navigation and location finding, because a blue dot displays the user's location on the maps and moves across the maps as the user moves.



*From left: Marilyn Johnson, Kevin Agema, Katy Moharter, Gregory Anderson, Margaret-Rose Spyker, Caitlin Prior and David Dickason*

"Our maps seem simple, but are very sophisticated," says Dr. David Dickason, WMU professor emeritus of geography and the Upjohn Center's founder and first director.

"They are incredibly accurate, easy to use and quick.

Information added to a map can be emailed back to base or transferred by Wi-Fi, and can be used immediately with Google Earth."

Professional and student staff members in the center began the Authoritative U.S. Topos map initiative in 2007 and have put years of effort into scanning, georeferencing, image processing and related work necessary to bring its maps to market.

Available so far are some 35,000 maps of U.S. places, primarily Michigan and the East and West coasts. In addition, the center is beginning to release maps of various Asian countries.

## Invaluable for making comparisons

The Topographic Maps series consists of digitized and georeferenced versions of the U.S. Geological Survey's most recent fully quality-assured maps, the bulk of which were produced 25 to 35 years ago.

The GeoChange maps series combines those enhanced USGS topographic maps with digital aerial images of the same areas covered in the topographic maps. Readers see through the maps transparently to the aerial images, most of which were taken in 2011 to 2013, so it is easy to see where changes such as road construction, river diversions and urban sprawl have occurred.

"Maps like the ones from the USGS and other agencies are scientific documents. Comparing maps of the same area over time is like viewing multiple X-rays or MRIs of the human body. It's useful to show the state of the earth similarly. Digital maps are essential tools to monitor, study and predict what happens next, and where," Dickason says.

"Environmentalists can use our GeoChange maps to monitor the health of watersheds, cities can monitor their roads and services, and researchers can study why people's health varies so greatly



from neighborhood to neighborhood. Law enforcement will also find the maps useful during power outages and emergencies."

## **Variety of potential users**

Importantly, Dickason notes, users of the Upjohn Center's maps can collect information in the field and attach this information as well as photos to any points on the maps that they choose. This capability will be a boon to businesses, government agencies and researchers.

But casual users will also find the capability valuable for personal uses, such as tracing family histories and recording vacation travels.

"For the first time," Dickason says, "it's possible to experience the Gettysburg or Antietam Civil War battlefields, or Glacier and Yosemite national parks using comprehensively detailed maps as guides to rediscover history or nature excitingly in the field."

Maps cost between 99 cents and \$1.99 in the topographic series and \$2.99 in the GeoChange series. They can be downloaded with [Avenza Inc.'s](#) free PDF Maps app, which is available from Apple's App Store and comes with built-in tools to customize maps as well as to add and export data. Once downloaded, PDF Maps has its own map store, where individual maps from the Upjohn Center and many other vendors may be purchased.

**For more information**, visit [wmich.edu/ucgc](http://wmich.edu/ucgc) or contact the Upjohn Center at [cgc-upjohncenter@wmich.edu](mailto:cgc-upjohncenter@wmich.edu) or (269) 387-3364.

# Werner Sichel Lecture Series

Western Michigan University celebrates the [50th anniversary](#) of the Werner Sichel Lecture Series! The theme for this year's Sichel Series is "Award-Winning Economists Speak on Contemporary Economic Issues" and is being organized by Dr. Jean Kimmel, professor of economics. The series began Oct. 16 with a presentation by Duke University's Dr. Erica Field. Upcoming lectures are listed below.

All lectures take place in 2028 Brown Hall, 3 to 4:30 p.m.

Wednesday, Dec. 4

**[Nancy Folbre](#)**

University of Massachusetts-Amherst

"The Once (But No Longer) Golden Age of Human Capital"

Wednesday, Jan. 22

**[Avner Greif](#)**

Stanford University

"Economic Development from a Historical Perspective: The Origin and Nature of Good Institutions"

Wednesday, Feb. 26

**[David Kreps](#)**

Stanford University School of Business

"The Economics and Psychology of Worker Motivation"

Wednesday, March 26

**[Michael Piore](#)**

"Efficient and Effective Economic Regulation in a Confusing Technological Environment"

Wednesday, April 9

**[David Card](#)**

"Economics of Immigration Reform"

The Sichel Series is organized by the WMU [Department of Economics](#) and named in honor of Sichel, a longtime WMU economics professor, who retired in 2004. The series is annually cosponsored by the College of Arts and Sciences and the W.E. Upjohn Institute for Employment Research. The lectures

# Spanish Language and Culture Experience for WMU Employees



Western Michigan University faculty and staff interested in Spanish culture are encouraged to participate in Western Michigan University's [Spanish Language and Culture Experience](#)! In collaboration with the Department of Spanish and the International Education Council of the Faculty Senate, the Haenicke Institute has established an international professional development workshop in Spain for the summer II semester (July 11-27, 2014). Twelve grants of up to \$1000 are available to qualified WMU employees.

Participants will receive 30 hours of classroom instruction at the University of Cantabria, located in the beautiful coastal city of Santander, Spain. Those who successfully finish the program will receive a certificate of completion. If you are interested in a life-changing, professional development experience like no other, plan to attend the following information sessions:

Wednesday, Nov. 20, 12:10 p.m., 2033 Brown Hall

Wednesday, Jan. 22, 5:10 p.m., 2033 Brown Hall

Visit the [2013 WMU Spanish Employee Experience](#) to see how last year's participants were impacted. For questions, please contact [Mercedes Tasende](#), faculty director or [Jane Blythe](#), director of study abroad and global program development.

## Comprehensive CAS Enrollment Management Plan Unveiled



When Dr. Edwin Martini accepted the challenge to be the CAS dean focused on WMU's "learner centered" pillar, he knew he had some tough work ahead of him. By far the largest college at the University, CAS serves thousands of students in majors across the entire campus, generates over half of WMU's annual credit hours, and delivers the overwhelming majority of the general education curriculum. "As the foundational college at WMU, on which the pillars of a learner centered, discovery driven, globally engaged education rest," writes Martini, "CAS must actively craft a plan for its future."

The [2013-18 College of Arts and Sciences Enrollment Management Plan](#) is a proactive approach, according to Martini, one with four clear, realizable goals that can be measured in meaningful outcomes. "The plan is focused on areas in which we have greater college and department-level control, or in which we could exert a greater degree of control," explains Martini. The goals include:

- Optimizing enrollment and credit hour production
- Enhancing student retention and success
- Developing and supporting customized recruiting and yield activities for particular units
- Maintaining and developing innovative programs with an emphasis on synergy across key programs and units

Martini is especially pleased with how the program directly supports the [CAS Strategic Plan](#) to “strengthen the value, impact and relevance of the college in the face of resource challenges. The four goals of this plan stem directly from our strategic planning process and are designed to support and enhance our mission, vision, and core values,” explains Martini.

The College of Arts and Sciences Enrollment Management Plan is a product of numerous face-to-face meetings with each of CAS’s 26 units and the College’s experienced advisors, resulting in generous, transformative feedback and a plan with many stakeholders. In addition, its development has been based on a systematic analysis of enrollment, recruitment and retention data, and an examination of best practices at other universities. According to Christopher Tremblay, associate provost for enrollment management at Western Michigan University, “this roadmap is an outstanding example of specificity in goals, measurement outcomes and a commitment to the recruitment and retention of our students.”

“Being proactive and creative about enrollment management is good for the college and good for Western. Most of all, though, it’s good for students, a way of honoring our commitment to help them be successful Broncos,” said CAS Dean Alexander Enyedi. “We understand that the future of WMU rests on providing students with a strong and vibrant liberal arts core,” he added “and we are committed to doing everything in our power to achieve that vision.”

## Prof wins \$500,000 NSF grant to study ethics of cyberwarfare

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by Mark Schwerin  
October 29, 2013 | WMU News



KALAMAZOO—A Western Michigan University professor has been awarded a **\$500,000 grant from the National Science Foundation** to study ethical issues associated with cyberwarfare.

**Dr. Fritz Allhoff**, associate professor of philosophy, received the grant as part of "Safeguarding Cyberspace with Ethical Rules for Cyberwarfare," a collaborative project with California Polytechnic State University, San Luis Obispo and the Naval Postgraduate School.



## About the research

As part of the research team, Allhoff and his colleagues will seek to address the ethics of cyberwarfare, an issue sometimes ignored by policymakers and defense organizations. Allhoff says there is a growing amount of literature on cyberspace technology and strategy, but more study of the ethics of cyberwarfare is needed as a means of guiding law and policy.

"New technologies tend to get into play before the ethics have been thought out," Allhoff says. "One of our goals on this project is to try to stay in front of the ethical issues in cyberwarfare, hoping to promote dialogue and policy that is ethically informed."

Cyberwarfare poses problems to standard legal frameworks governing armed conflict, Allhoff says, including the assumption that warfare, by definition, involves physical attack. Since military cybertargets are harder to penetrate, cyberwarfare is often directed at civilian computer networks.

"A big part of what we're doing is trying to figure out how to understand traditional concepts in just-war theory and how they map onto the debate in cyberwarfare," Allhoff says. "When troops amass at your border and start firing missiles, things like force, aggression and self-defense are easy to understand. But what if the enemy shuts down your banking system? Can you fire at its capital city? These sorts of questions haven't yet been worked through."

The grant team will host a series of workshops, the first coming this May at Stanford Law School. A book proposal is in late stages of review at Oxford University Press, which will also constitute a key deliverable on the grant. They have also been invited to participate at an event sponsored by NATO Cooperative Cyber Defence in Tallinn, Estonia. And they will write a final report for submission to the National Science Foundation that will be made widely available.

## Fritz Allhoff

Allhoff has a lengthy involvement in the study of thorny ethical issues. He is the author of the recently released "Terrorism, Ticking Time Bombs and Torture: A Philosophical Analysis," published by the University of Chicago Press, in which he demonstrates the weakness of the case against torture under any circumstances. In addition to his duties as an associate professor of philosophy, Allhoff is a senior research fellow at the Center for Applied Philosophy and Public Ethics at the Australian National University. He also is coauthor of "What Is Nanotechnology and Why Does It Matter?" published by Wiley-Blackwell.

# Three from WMU Creative Writing Program win literary awards

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by Mark Schwerin

October 4, 2013 | WMU News



KALAMAZOO—Two graduates and one student of Western Michigan University's Creative Writing Program have pocketed important literary awards that will result in the publication of their works.

The award winners and their awards are:

- **Brandon Krieg**, who is earning a doctoral degree in poetry, has won the New Rivers Press' 2012 Many Voices Project prize for poetry. The press will publish his collection of poems, "Invasives," in October 2014.
- **Dustin M. Hoffman**, a recent graduate of the fiction doctoral program, won Burning River Press' chapbook contest for fiction. His collection of linked stories, titled "Secrets of the Wild," will be published in July 2014.
- **Laura Donnelly**, a graduate of the poetry doctoral program, won the Cider Press Review 2013 Editor's Prize. She will receive a \$1,000 cash award and a publishing contract for her manuscript, "Watershed," which will be available in August 2014.

## Brandon Krieg

Krieg has been garnering high praise for "Invasives."

"In his first full-length collection, Brandon Krieg displays a vision that is both sprawling and exacting," Judge Katrina Vandenberg writes. " ... A wholly original voice, and a Whitmanesque response to our natural world in the digital age."

Krieg grew up in Tualatin, Ore., and attended Cornell University and The University of Washington as well as WMU. He is the author of a chapbook, "Source to Mouth," published by New Michigan Press, and his poems have appeared in *Conjunctions*, *The Iowa Review*, *Antioch Review* and many other journals. He is a founding editor of *The Winter Anthology* and an associate editor of *Poetry Northwest*. He lives in Kalamazoo with his wife, Colleen O'Brien.

## Dustin M. Hoffman

Hoffman's story collection features a silverback gorilla named Kevin and the owner of a struggling alternator repair shop. Hoffman spent 10 years painting houses in Michigan before getting his master of fine arts degree in fiction from Bowling Green State University and his doctoral degree in creative writing from WMU. His stories have appeared in Black Warrior Review, Phoebe, Puerto del Sol, Witness, Quarterly West, Palooka, Copper Nickel, Gargoyle, Fifth Wednesday Journal, Indiana Review, and elsewhere. He lives in Kalamazoo and is a visiting assistant professor at Albion College.

## **Laura Donnelly**

Donnelly received a master's degree from Purdue University in addition to her WMU doctoral degree. Her poems have appeared in Cimarron Review, CutBank, DIAGRAM, Flyway and Poetry East, among other journals. Her chapbook, "Nocturne—Schumann's Letters," was published by Finishing Line Press. She was a finalist for the Brittingham and Pollak Prizes, the Orlando Prize and the St. Lawrence Book Award. She is an assistant professor at State University of New York-Oswego.

## **About the program**

Founded in 1981, Western Michigan University's graduate program in creative writing offers master's and doctoral degrees in fiction, poetry and playwriting. Students have won grants from the National Endowment for the Arts, the Flannery O'Connor Award, the Eudora Welty Prize, Pushcart Prizes and the Rona Jaffe Writer's award, while one was a finalist for the National Book Award.

# WMU Alumni Named to Executive Council



The Network of Schools of Public Policy, Affairs, and Administration has named two Western Michigan University graduates, one of which is a WMU director, to its Executive Council. WMU alumna, associate professor and director of the School of Public Affairs and Administration, Dr. Barbara Liggett '83 '86 and dean of the School of Public Affairs at American University, Dr. Barbara Romzek '72 were elected to three-year terms on NASPAA's Executive Council.

Dr. Liggett joined the faculty at WMU in 1992, after leadership positions at WMU since 1980 that include associate vice president of Human Resources, executive advisor to the President, and associate to the vice president of Business and Finance. Her current research and consultation work focuses on ethical decision-making in public and nonprofit organizations. She has served as director of WMU's School of Public Affairs and Administration since 2010, after a one-year interim director position. Dr. Liggett is a Senior Professional in Human Resources, the highest certification signifying demonstrated strategic mastery of human resources.



Dr. Romzek, a political science graduate, held various academic leadership positions prior to joining American University that include department chairperson, association dean, interim dean and interim senior vice provost. She is a Fellow of the National Academy of Public Administration and currently serves on the Board of the Public Management Research Association. Her research encompasses the complex work settings of NASA, Congress and the U.S. Air Force, as well as state agencies, local governments and nonprofit agencies. Building upon her research on formal accountability, Dr. Romzek's recent work focuses on informal accountability in collaborative work settings. Dr. Romzek is the recipient of WMU's Department of Political Science [2013 College of Arts and Sciences Alumni Achievement Award](#).

NASPAA is the global standard in public service education. It is the membership association of over 280 schools of public policy, public affairs, public administration and public and nonprofit management. NASPAA is located throughout the United States and in 13 countries around the world. It is also the recognized accreditor of master's degree programs in fields of public affairs, administration and nonprofit management. NASPAA's mission is to promote excellence in education and training for public service and to promote the idea of public service.

# Biological Sciences Student Earns ASM Undergraduate Research Fellowship



The American Society for Microbiology selected Western Michigan University's Olivia Walser as a 2013 award recipient of the ASM Undergraduate Research Fellowship. Walser will receive a \$4,000 stipend, a two-year ASM student membership and travel expenses to the ASM Capstone Institute and the ASM general meeting. Walser was one of 21 undergraduate students chosen from an applicant pool of 138. The fellowship targets highly competitive students interested in graduate careers in microbiology. Fellows conduct full-time summer research with an ASM mentor and have the opportunity to present their results at the general meeting in Boston, MA.

Walser's mentor is Dr. Silvia Rossbach, WMU professor of biological sciences. Their research project is titled Investigating Inositol Catabolism in *Sinorhizobium meliloti*. Walser is president of the WMU BioClub and has received numerous awards from WMU, including the College of Arts and Sciences Undergraduate Research and Creative Activities Award, Office of the Vice President for Research Undergraduate Research Excellence Award and the Merrill Wiseman Award in Microbiology.