



Western News

For and about WMU faculty and staff

FEBRUARY 21, 2013
Volume 39, Number 11

Trustees scheduled to meet Feb. 27

The next meeting of the WMU Board of Trustees will be at 1 p.m. Wednesday, Feb. 27, in 157-59 Bernhard Center. This will be the board's annual meeting, so election of new officers is on the agenda. Routine business will be on the remainder of the agenda, including recommendations for changes in academic programs, announcements of gifts and grants, and acceptance of the personnel report.

Employees asked to take email survey

All members of the campus community are urged to complete a short survey assessing WMU's email and collaboration software needs. The survey will be available online at <https://survey.wmich.edu/TakeSurvey.aspx?SurveyID=76MInpl> through Tuesday, Feb. 26.

The survey is part of an assessment project regarding the features and functionality of Webmail Plus and how it satisfies the University community's needs. Answering all questions is optional. Contact the Office of Information Technology at oit-pmo@wmich.edu for more information.

SRC slates daylong open house

University Recreation will host an open house for WMU employees and retirees as well as their spouses from 8 a.m. to 7 p.m. Wednesday, Feb. 27, in the Student Recreation Center. Attendees will be able to tour the center and use its facilities, as well as obtain information about SRC memberships and programs.

The open house will feature refreshments and complimentary items, and attendees may enter to win a door prize. For more information, contact Cindy VanderWoude, membership coordinator, at cindy.vanderwoude@wmich.edu or (269) 387-3115.

Safety training session scheduled

Provost Timothy Greene encourages faculty and staff who have not undergone safety training to do so. A training session is set for 2:30 to 4 p.m. Friday, Feb. 22, in 2020 Fetzer Center. To register, contact Sue Daniels at susan.daniels@wmich.edu or (269) 387-2383.

Conducted by Cam Vossen and Officer Andrew Bachmann, the session will cover both the updated "Active Shooter/Intruder Response" and the new "Recognizing and Preventing Campus Violence" programs. Those attending will learn about basic de-escalation tips, examples of WMU classroom incidents, intervention techniques and campus resources; be able to ask questions; and receive handout materials along with the "Shots Fired on Campus" and "Flashpoint on Campus" DVDs.

Following the session, all participants are encouraged to attend the "Fridays with Friends" faculty and staff mixer from 4 to 6 p.m. in the Fetzer Center lobby.

WMU launches brand ambassador program

The University is launching a program this month that is designed to give faculty and staff members the tools they need to act as champions for WMU both on campus and in their communities.

Behind the W: A Brand Ambassador's Program is a three-part series of employee workshops that will kick off Friday, Feb. 22, with Workshop No. 1, which focuses on "Understanding the WMU Identity." The session, which was piloted earlier this month, focuses on Bronco history, points of pride, the WMU brand promise and strategic planning.

"I learned things about WMU I never knew," said one 36-year member of the University staff who was part of the pilot workshop offering.

Each workshop is three hours long and can be taken alone or as part of the series. The topics of the second and third workshops are:

- "Understanding WMU Audiences and Ways to Communicate With Them," and
- "WMU Communication Guidelines and Standards."

The workshops are open to any faculty or staff member, and reservations may be made by going to: <https://wapps.wmich.edu/workshops/login.jsf>.

This brand building and employee development program was developed through a partnership involving the University's Integrated Marketing Team, Office of University Relations and Human Resources department. It builds on similar successful programs offered at Virginia Tech and Rutgers universities. Early last year, one of the Rutgers developers was invited to campus to share the benefits and structure of that institution's program.

Behind the W
Brand Ambassador Program

Prof's tweets net generous outpouring from Japan

Twitter messages requesting Japanese books to support WMU's new major in Japanese garnered thousands of donations, as well as dozens of heartwarming and heartrending letters.

Jeffrey Angles, world languages and literatures, was in Japan in early 2011 when he wrote a series of Twitter messages calling for the donations out of concern that there were too few Japanese-language holdings in Waldo Library to buttress the major in Japanese starting with the 2012 fall semester.



Angles receiving a shipment of books.
(Photo courtesy of Jeffrey Angles)

To Angles' surprise, his tweets went viral. Materials came pouring in by the boxful, before and after March 11, 2011, when Japan suffered the largest earthquake in recorded history.

"The response was overwhelming," Angles said. "At the time I wrote the tweets, I only had about 80 followers so I expected only a few friends to send books. But within moments, my tweet was retweeted hundreds of times, and the number of people following me skyrocketed. The first box of books arrived at my Tokyo apartment less than eight hours after the first tweet!"

Within three days, Angles had received so many boxes of books that it was practically impossible to move in the apartment. Over hundreds of hours, he opened every box, sorted the materials, and sold duplicate and unnecessary items to used bookstores,

then repacked the remaining books and sent them to WMU. About two weeks into the donation drive, Angles had to beg people to send their books directly to Kalamazoo.

Staff members in Waldo Library have spent the past two years working their way through all the donations that have come in. To date, they have processed 2,951 books, and there are still many more, mostly paperbacks, waiting to be processed. Among the donations, Angles has found treasures such as the complete works of famous authors, dictionaries, encyclopedias, popular novels, richly illustrated art history books, and complete sets of popular Japanese comic publications known as manga.

He said what has been most touching are the letters that came with the books. One woman sent a big collection with a note explaining that the books used to belong to her father who had passed away. Other letters came from students who explained that they wanted to send their favorite manga to students in America. "There were dozens and dozens of wonderful letters like that," Angles said. "The outpouring of kindness and generosity moved me deeply."

Among the donors were several people with Kalamazoo connections, including residents of Numazu, Kalamazoo's sister city located near Mount Fuji, who collected several dozen books.

"They were excited to be able to contribute to Kalamazoo, a city that they knew and

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Around campus and beyond

Jenson is next Keystone speaker

Hal Jenson, dean of the WMU School of Medicine, will discuss the school's progress at 8 a.m. Friday, Feb. 22, in 2150 Schneider Hall as part of the Keystone Community Bank Breakfast Speaker Series. The free event will begin with a continental breakfast at 7:30 a.m. Reservations are required by contacting Kayla Hunt at kayla.j.hunt@wmich.edu or (269) 387-6059.

Climate change series continues

The Lyceum Lecture Series' weekly Wednesday talks on climate change continue Feb. 27 with Duane Hampton, geosciences, speaking on "What's the Worst That Could Happen?" The series runs from noon to 1 p.m. in the Lee Honors College lounge through April 17. Attendees may bring a brown bag lunch. Paul Clements, political science, will talk March 13 on "The Ethics and Politics of Climate Change."

'Deadbeat' poet to give Frostic reading

The Gwen Frostic Reading Series event featuring poet and writer Jay Baron Nicorvo, English, that was canceled due to severe winter weather has been rescheduled for 8 p.m. Thursday, Feb. 28, in 208 Bernhard Center. Nicorvo will read from his debut poetry collection, "Deadbeat," and his other works.

GMAT preparation course offered

To improve test takers' chances of gaining admission to their chosen MBA programs, WMU-Grand Rapids Beltline is offering a comprehensive preparation course that covers each area of the test. This on-site, instructor-led course features class sessions on Friday March 1, 8 and 22 and Saturday March 2 and 9. Visit wmich.edu/offcampus/gmat.php for the cost and to register.

MSU economist to give Sichel lecture

Susan Linz, a Michigan State University economist, will present "Good Governance in Transition Economies: A Comparative Analysis" at 3 p.m. Wednesday, March 13, in 2028 Brown Hall as part of the Sichel Lecture Series.

Ecovillage topic of Emeriti Council talk

The Emeriti Council's next Wednesday II meeting will feature Sr. Virginia "Ginny" Jones discussing "Envisioning an Ecovillage in Southwest Michigan" at 2 p.m. Wednesday, March 13, in Walwood Hall's Emeriti Lounge. Jones is part of a group that for 15 years has been investigating what a local ecovillage would look like and what it would take to create it.

Food truck owner to speak at WMU

The owner and operator of a popular food truck business specializing in seasonal,

organic, unrefined and local foods will be the next speaker in the Entrepreneurship Forum sponsored by the Educational Community Credit Union. Bridgett Blough will speak at 8 a.m. Friday, March 8, in 2150 Schneider Hall.

Blough is a certified natural chef and founder of The Organic Gypsy, a food truck business serving the West Michigan community. Her presentation is free and open to the public and begins at 7:30 a.m. with breakfast, which will be catered by Blough. Reservations are required and can be made by contacting Kayla Hunt at kayla.j.hunt@wmich.edu or (269) 387-6059.

Rutgers philosopher to address ethics

Jonathan Schaffer from Rutgers University will examine the causal thinking infusing the law at noon Friday, March 15, in 1115 Moore Hall. His presentation is titled "Apt Causal Models for the Law" and is part of the WMU Center for the Study of Ethics in Society's spring season.

Schaffer will discuss how the law employs the intuitive conception of causation and how various legal theorists have used a theoretical framework to better understand its application. Thinking of legal doctrine through the lens of causal models reveals new problems, new suggestions and new ideas.

Institute to hold fundraiser, honor Lewis Walker

The Walker Institute for the Study of Race and Ethnic Relations will sponsor a dinner program next month to raise funds as well as to honor the man after whom the institute is named.

The event, titled *More Than Just Race: A Pathway to the Future*, is set for 6:30 to 8:30 p.m. Friday, March 15, in the Bernhard Center's North Ballroom. Reservations are requested by Wednesday, March 6.

The evening will feature a tribute to Lewis



Walker



Wilson

Walker, emeritus in sociology, who helped create the institute in 1990 and was the first African-American faculty member with

a doctoral degree hired by WMU. Walker joined the faculty in 1964 and retired in 1999 after serving more than 10 years as sociology chair.

The dinner program's featured speaker will be Harvard sociologist William Julius Wilson, a preeminent scholar on race, inequality and urban poverty. Wilson will discuss the reasons for the persistence of concentrated poverty in many inner city neighborhoods, and his views on a pathway to a better future.

Proceeds from the program will support the Walker Institute's mission to promote more equitable and inclusive communities through research, teaching and service. (For a recent example of the institute's work, read the freshmen survey story on Page 4.)

Visit mywmu.com/walkerinstitute to register online, become a dinner sponsor or obtain ticket prices and other details. For more information, contact Shaghil Husain at lwirer-info@wmich.edu or (269) 387-2155.

Jobs

Current job opportunities at WMU are announced daily on the Human Resources website at wmich.edu/hr/careers-at-wmu.html. Please note that applications must be submitted online by the stated deadline. Complete application procedures are included with each posting.

Translation program offered

Applications are now being accepted for the Summer Translation Program and will continue on a rolling basis. International students are strongly encouraged to apply as soon as possible.

The four-week program is for those learning Arabic, Japanese or Spanish who want to improve their translation skills while working on their language proficiency. Spanish is a new offering this year.

Enrollment is open to all college students; high school teachers, government officials and other professionals who rely on translation or foreign languages as part of their careers; and native speakers who want experience translating to English.

Organized by the Department of World Languages and Literatures, the program will take place on the main WMU campus in Kalamazoo and run from July 1 through July 25—the first four weeks of the University's summer II session. Tuition ranges from \$2,200 to \$2,800 and includes access to library, fitness, recreation and other WMU services.

The Summer Translation Program consists of two courses: Translation Practicum, a three-credit-hour class that meets four days a week, and Theory and Business of Translation, a two-credit-hour class that meets two days a week. The courses will run concurrently and be supplemented by presentations from distinguished guest speakers.

Visit wmich.edu/languages/summer-translation for more information about the Summer Translation Program and an online registration form. Direct questions to world languages and literatures at foreign-languages-info@wmich.edu or (269) 387-6243.



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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. Fall publication dates are **Jan. 10 and 24, Feb. 7 and 21, March 14 and 28, and April 11**. Items may be submitted to Jeanne Baron at jeanne.baron@wmich.edu, (269) 387-8422 or Campus Mail Stop 5433.

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WESTERN MICHIGAN UNIVERSITY

Save the date for 2013 diversity program

The dynamic spoken-word duo Kinetic Affect will perform at Kalamazoo County's 15th annual Respecting Differences program, "Expanding Ourselves, Embracing Differences," Tuesday and Wednesday, March 19-20.

Kinetic Affect, grounded in the experiences of members Gabriel Giron and Kirk Latimer, brings spoken-word poetry to a new level. The two call on audience members to challenge



Kinetic Affect (Photo courtesy of Kinetic Affect)

their own beliefs with an approach that is humorous, compassionate and lively.

The group will perform at 1:30 p.m. Tuesday, March 19, and again at 9 a.m. the following day, in the Kalamazoo Public Schools' Chenery Auditorium, 714 S. Westnedge Ave. in Kalamazoo. The performance is offered free of charge to the public and to employees of WMU and the other organizations sponsoring the 2013 Respecting Differences program.

Kinetic Affect will explore questions about diversity, acceptance and inclusion as they relate to the world and the workplace. The performance will also

help attendees realize how personal experiences affect the way one views the world and the importance of embracing each other's uniqueness. Giron and Latimer are passionate about the importance of self-reflection and the need to push boundaries. As Kinetic Affect, they have appeared on New York's Apollo stage, took part in an "America's Got Talent" taping and consulted for local organizations such as the W.K. Kellogg Foundation and United Way.

Go to wmich.edu/hr/development/differences.html for more information.



NO COLD FEET HERE,

AT FIRST—About 50 members of the campus and Kalamazoo communities raised nearly \$25,000 for Special Olympics Michigan during the sixth annual on-campus Polar Plunge Feb. 16 at Goldsworth Valley Pond. **Above left**, from left: Western Student Association



President Sean Nicholl and WMU President John M. Dunn get a helping hand from Linda Stewart, one of the Kalamazoo County dive team volunteers serving as safety workers for the event. **Below left**: WSA University Pride Committee members Christine Davenport, chair, and Derek Bloomer were among the large contingent of students who took the plunge. **Above right**: Alumnus Jason Babin, defensive end for the Jacksonville Jaguars, performed a perfect back-flip entry. (Photos by Mike Lanka)

Agreement extends WMU presence in metro Detroit

A collaboration between WMU and the Wayne County Community College District will expand WMU's growing presence in southeast Michigan.

WMU President John M. Dunn and WCCCD Chancellor Curtis L. Ivery met Feb. 6 in Detroit to sign an agreement that will allow WMU to offer advanced classes at the district's University Center in Harper Woods as early as May.

The initial WMU offerings will be courses that lead to a bachelor's degree in university studies as part of a "two-plus-two" arrangement. The program will see WCCCD students complete their associate degree and then transfer seamlessly to WMU for the final two years of study. The WMU courses will be a combination of online and face-to-face courses.

The agreement also provides WMU with a space to offer classes at WCCCD's Northwest campus, located on West Outer Drive in Detroit, as well as a space for advising students enrolled in other WMU online offerings.

The agreement must be approved by the

state, the Higher Learning Commission and WMU's faculty. Online courses would then begin in May, and face-to-face instruction would start in September.

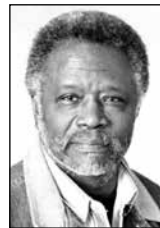
Future plans call for even more opportunities for traditional and nontraditional students to enroll in WMU degree programs at both the graduate and undergraduate levels. WMU opened a regional location in Royal Oak in 2010 to serve as a base of operations for its Detroit-area activities. WCCCD has five campuses and was established in 1967 to serve some 2.3 million people who live within the college's service district.

Obituaries

Editor's Note: Visit wmich.edu/news/obituaries for full obituaries.

Anne Devereaux Jordan, a former English instructor and noted contributor to the fields of children's literature and science fiction writing, died Saturday, Feb. 2. She was 69. Jordan taught at WMU from 1971 to 1973.

Leroy R. Ray Jr., emeritus in and a former director of Black Americana Studies, died Tuesday, Feb. 12. He was 82. Ray came to WMU in 1973 as BAS program director and remained in that post until retiring in 1996 after 23 years of service.



Ray

University Dames to disband, seeks member contact information

A longstanding WMU organization with a venerable tradition will celebrate its 100th anniversary in May, then disband.

The University Dames invites all members and former members as well as their guests to attend a celebratory luncheon program and final on-campus gathering Saturday, May 4. The featured speaker will be Sharon Carlson, director of WMU's Archives and Regional History Collections.

Invitations for the event will be mailed in late March. Call Jean Scott at (269) 343-2296 to be added to the invitation mailing list or to add someone else who may be interested in attending the gathering. Luncheon attendees are asked to bring photos, notices, recipes and other souvenirs of the past that can be included in a memorabilia display.

The University Dames, founded as an organization of WMU faculty members' wives, was later opened to all University women.

"It has been a fruitful and educational women's organization for a long time, enabling us to learn and socialize," says Marcella Kelemen, Dames publicity person. "But membership losses and changing times have necessitated calling it a day. We want to go out in grand fashion, so we hope to reach as many former Dames as possible. Remember, 'Once a Dame, always a Dame.'"

The University Dames is leaving a lasting legacy through its University Dames Endowed Scholarship, which is awarded to WMU graduate students, with preference given to female applicants.

International students get tax help

Information about a free tax-preparation system for international students and scholars is accessible online through the Haenicke Institute for Global Education. Visit <http://international.wmich.edu/content/view/1112/548/> for details.

Exchange

For sale—Condo in quiet Westnedge Hill subdivision. One bedroom, one bathroom, extra storage and laundry on-site. Attractive home with a large walkout, fenced patio and pool. Small pets allowed (none in the unit for the past 10 years). Photos available. Contact: layner311@gmail.com or (269) 381-2405.

Retirement Receptions

Kathy Rix, associate registrar, will be honored for her 17 years of service to the University during a retirement reception from 3:30 to 5:30 p.m. Wednesday, Feb. 27 in the President's Dining Room of the Bernhard Center.

Linda Ickes, Haworth College of Business, will be honored for her 14 years of service to the University during a retirement reception from 3 to 4:30 p.m. Tuesday, March 12, in the Dean's Conference Room in Schneider Hall.

On Campus with Chad Stratton



WIRED FOR WORK
(Photo by Jeanne Baron)

"I really enjoy coming to work every day," says Chad Stratton, a licensed electrician in WMU's Shop 4. "Everybody in the shop gets along really well, and when you show up to complete a work order, people are glad you're there."

Stratton, who joined Facilities Management's maintenance services division in 2006, adds that working at the University has allowed him to get to know not just his departmental colleges, but people across campus.

Previously, he had been an electrician with Local 131 of the International Brotherhood of Electrical Workers for 15 years. After doing a five-year apprenticeship through the union, he would be hired out to various companies on an on-call basis.

"Business slowed down and I saw an ad for an electrician at Western so I applied," Stratton says. "It's different here because you see people every day and get to know them and their families. We also run into a lot of students. They're a lot of fun and usually super to deal with."

Shop 4 is what Stratton calls a "do-it-now" shop because it's the first unit called when a problem is reported in its coverage area, which encompasses 32 buildings including the Sindecuse Health Center, the Seibert Administration Building, new Sangren Hall, Moore Hall, the Student Recreation Center and all athletics-related facilities.

Stratton says he's primarily called in when offices have heating- or power-related problems. In addition, he assists his shop's mechanics when equipment needs to be wired and is the electrician who works on the University's scoreboards and water pumps.

"Our goal is to get in and get the job done without interrupting the daily flow. If you don't know who we are, we've done our job," Stratton says. "Everybody in the shop worries about what's best for the University and the students. There's very good cooperation here. The carpenters, mechanics and plumbers are quick to show up to help."

Stratton lives in Alamo, Mich., and enjoys spending his free time out of doors and with family members, especially his son. Among his favorite activities are hunting, fishing, biking, hiking and riding quads. He also likes to attend WMU hockey games.

Institute surveys racial attitudes of select freshmen

A survey of incoming WMU freshmen shows these students have positive attitudes about diversity overall but little previous experience in diverse settings.

WMU's first survey documenting the views of freshmen was conducted by the Walker Institute for the Study of Race and Ethnic Relations and is available online at wmich.edu/walkerinstitute. It queried 2,146 students attending freshman orientation in 2011, a class that will be surveyed again before graduation to allow researchers to document any changes in attitudes.

Among the survey's major findings are:

- White students reported less experience with diversity than students of color.
- Students of color are more likely than whites to report being treated unfairly because of race or ethnicity.
- About half of all students reported hav-

ing felt insulted or threatened by someone of another race at least occasionally.

- Three in 10 students expressed agreement with the idea that discrimination against blacks and Hispanics has been eliminated, while 37 percent disagreed.

- A huge majority of students in all groups believe "most people" confer high status on whites and lower status on other groups.

"We found students were coming here hopeful and optimistic, but with not much experience on diversity issues," says Timothy Ready, Walker Institute director. "Their positive attitudes about race and ethnic diversity offer a great opportunity for the University to focus on activities that help increase students' knowledge and appreciation of diversity as well as their ability to thrive as professionals in our increasingly diverse communities."

Prof's tweets net generous outpouring from Japan

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loved," Angles said. "I can't imagine how surprised the people at the library must have been when they saw the enormous crates."

After the March 11 earthquake, he began receiving tweets and messages from people in northeastern Japan. "They wrote to me to tell me that their houses had been half-destroyed, and as they were cleaning up the chaos, they didn't know what to do with their books," he said. "They offered to send them to me so that they would be safe in Michigan. I cried the first time I received one of those messages, and they kept on coming."

Six months after returning to Kalamazoo, Angles received a large package from the disaster zone. The package was full of Japanese translations of famous European novels with a note that the books belonged to a man killed in the earthquake. "Each time I walk through the literature section of the library and see the black spines of that particular set of books, I feel overcome with sadness," Angles said.

"Thanks to all of our donors, WMU now has a magnificent collection of modern and contemporary Japanese literature, including many of Japan's most famous authors," he added. "We also have a huge collection of manga."

Employee gifts help WMU excel

Some 400 employees attended the Mardi Gras-themed U Make Western faculty and staff mixer in Miller Auditorium Feb. 12.

The event was a festive celebration of the contributions employees already make to



Fleck, left, gives his first donation to WMU to Thomas at the mixer. (Photo by Jeanne Baron)

WMU as well as an invitation to join the recently launched fundraising campaign that seeks to increase the annual rate of faculty and staff giving from 11 percent to 30 percent.

Coach P.J. Fleck was the mixer's featured speaker, and he took the opportunity to make his first donation to the University. Fleck, who temporarily left the digital world and wrote his first check of any kind in years, handed over the donation to James Thomas, vice president for development and alumni relations.

Thomas' office plans to make the mixer an annual event. Visit mywmu.com/employeegiving to learn more about giving to the University; to make a gift through payroll deduction, which provides the biggest bang for the buck; or to give in other ways.