Surge seen in international enrollment

International enrollment increases are a reflection of national trends identified in an annual report released Nov. 12 by the Institute of International Education with support from the U.S. Department of State’s Bureau of Educational and Cultural Affairs. The latest IIE report, “Open Doors 2012,” focuses on data collected for the 2011-12 and 2010-11 academic years.

It shows that the number of international students at U.S. colleges and universities increased by 6 percent to a record high of 764,495 in 2011-12 while the number of U.S. students studying abroad increased by 1 percent to a record total of 273,996 in 2010-11.

Rassam Hank, interim vice provost of the Haenicke Institute for Global Education, says students coming from five countries have been pivotal to WMU’s increase in international enrollment this fall. The University welcomed 71 new students from China (269 total), 60 from Saudi Arabia (333 total), 41 from Japan (93 total), 26 from Brazil (31 total) and 16 from Iraq (23 total).

Hank anticipates increasing enrollment of students from Brazil will continue through WMU’s participation as one of 14 U.S. higher education institutions recently selected to participate in IIE’s 2013 Brazil initiative, part of IIE’s International Academic Partnership Program.

International enrollment also will benefit from scholarship programs offered through... continued on page 4
Students schedule informative event

Learn about oppression and how to combat it during The Wall of Oppression program Thursday, Nov. 29, at the West Campus Promenade flagpoles. The event will feature a quilt made by WMU students and community members that will be on display from 1 to 7:30 p.m. Periodically during that time, representatives from student and community groups will share resources and talk about how they combat oppression. The formal program will begin at 6:30 p.m. with a keynote talk followed by an opportunity for attendees to physically knock down a wall of oppression.

Faculty members are encouraged to consider incorporating the event into their class schedules. For more information, contact Roshona Porter at roshona.porter@wmich.edu or (269) 387-6640.

War on science author to speak

Science and political author Chris Mooney will present a talk at 6 p.m. Thursday, Nov. 29. Mooney, a senior correspondent for the American Prospect Magazine, wrote the New York Times bestselling book “The Republic War on Science” and more recently “The Republican Brain: The Science of Why They Deny Science and Reality.”

He will look at the future of science policy under newly re-elected President Barack Obama and discuss some of the unanswered questions regarding science policy in the United States after 2012, including climate change legislation.

Special education is focus of talk

Two local leaders in special education will present the next Keystone Community Bank Breakfast Speaker Series talk. They are Laurie Montgomery, Kalamazoo Regional Educational Service Agency assistant superintendent for special education, and Angela Telfer, the director of KRESA WoodsEdge Learning Center.

Montgomery and Telfer will speak at 8 a.m. Friday, Nov. 30, in the Dean’s Conference Room (2150) in Schneider Hall. Their presentation is titled “The WoodsEdge Story: A Phenomenal First for Special Education in the United States.” The free event begins with breakfast at 7:30 a.m. Reservations are required and may be made at kayla.j.hunt@wmich.edu or (269) 387-6059.

Open enrollment period under way for health benefits, FSAs

The open enrollment period for health care benefits and flexible spending accounts will be available for WMU retirees, benefits-eligible faculty and staff members, and students who are members of the American Association of University Professors; American Federation of State, County and Municipal Employees; Michigan State Employees Association; and Police Officers Association. Faculty members are encouraged to consider incorporating the event into their class schedules. For more information, contact Roshona Porter at roshona.porter@wmich.edu or (269) 387-6640.

Employees who wish to participate in an FSA in 2013 must enroll or re-enroll during this year’s open-enrollment period. FSAs offer an opportunity to use pre-tax dollars to pay for dependent-care expenses or qualified medical expenses that are not covered by health care benefits. Current as well as new participants must submit an FSA enrollment form to Human Resources and in print from the Human Resources office, 1300 Seiber Administration Building.

Sociologist cited for teaching prowess

Ronald Kramer, sociology, received the Larry T. Reynolds Award for Outstanding Teaching of Sociology at the annual meeting of the Michigan Sociological Association Oct. 27 at Calvin College in Grand Rapids.

The award honors Kramer for more than 30 years of teaching sociology and criminology at WMU. A faculty member since 1978, he received the WMU Alumni Association Teaching Excellence Award in 1981 and co-chairs the Interdisciplinary Humanities Study Group on Climate Change in the University Center for the Humanities.

Kramer is an active scholar who focuses his research on corporate and state crime, crime prevention and control strategies, and the sociological history of the sport of baseball.

Administrator receives national award

Mark Deloney, director of student financial aid and scholarships, has received the 2012 Distinguished Service Leadership Award from the National Association for the Education of Homeless Children and Youth.

Deloney, one of the principals in developing WMU’s Srira Scholars program for former foster care youth, was presented with the accolade Oct. 28 during the organization’s annual conference in Albuquerque, N.M. This is the first time the award has gone to a higher education professional.

Deloney was lauded in a series of nomination letters from around the country for serving as a liaison between the world of collegiate financial aid officers and advocates for homeless youth. Since 2010, he has been collaborating with housing programs to provide the students they work with access to and opportunities in higher education.

Prof lauded for classroom innovation

Ann Veeck, marketing, received the 2012 Marketing Management Association Teaching Innovation Award. The national award recognizes innovative approaches to classroom instruction.

Veeck was selected from among three finalists during the association’s 2012 Fall Educators’ Conference for her social media analysis materials and teaching concept “Learning Tools to Effectively Monitor Social Media: A Social Media Marketing Research Project.”

All three finalists presented their innovations at the conference, which was held Sept. 4-9 in Minneapolis.

Veeck, who has been a WMU faculty member since 1999, received the award for developing techniques for incorporating social media analysis into undergraduate market research classes. She points out that students are expert at using social media for their personal use, but need to develop professional skills to effectively analyze consumer feedback via social websites.
A decade-old, Web-based healthy child nutrition project based at WMU is now reaching more than one million clients who participate in the federal Women, Infants, and Children—WIC—program across 20 states. The project, wichealth.org, originated with the work of Robert Bensley, human performance and health education. Bensley’s program has proven to be a huge success, with nearly 85 percent of its users stating a preference for using the website for nutrition education over other offerings available at a WIC clinic.

The project started with Bensley’s development of a model for harnessing the power of the Internet to impact behavior change within the WIC population. The resulting Web system was launched as a partnership between WMU and its partner WIC states. The program served 5,844 clients in 2002 and is growing exponentially, averaging 37,000 new clients per month, including some 417,000 clients during the past year. It uses interactive technology to direct clients to more than 1,000 tailored Web links, including videos, interactive sites, educational Web pages and recipe lists. Twenty-four lessons, in both English and Spanish, focus on behaviors such as feeding a picky eater and increasing fruit and vegetable consumption. “Virtual educators” in the form of interactive video hosts mimic a nutritional counseling session in guiding clients toward making healthy choices. Through “smart system” technology, the program continually assesses clients’ readiness to change behaviors and predicts the path most likely to help them succeed. New aspects on the horizon include text messaging, video meetings and live counseling sessions using webcams for clients needing advice and help with breastfeeding issues.

Bensley says the program has a typical client cost of less than $2 per transaction. “Compared to the cost of individualized education in the WIC clinic,” says Bensley, “$1.96 per client is a great use of taxpayer funds, especially when nine out of 10 users are telling us they truly believe they can make changes based on what they learned.”

Writing contest launched

The Lee Honors College has partnered with the Department of English and its Third Coast Writing Project to create the Best Midwestern High School Writing contest. Jan. 15 is the deadline to enter the contest, which is open to students from Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin. Creative, non-fiction and journalistic writing will be accepted. The competition is the brainchild of Charles and Lynn Zhang, who pledged financial support to launch what will become an annual program.

Visit wmich.edu/honors/writing to learn more about the contest, including entry requirements, monetary prizes for writers and classroom benefits for teacher nominators.

University to induct 72 longtime employees into 25 Year Club

A total of 72 people who began their service to WMU in 1987 will be inducted into the 25 Year Club during a gala honoring longtime employees set for Tuesday, Nov. 27.

The annual gala, held in the University’s Bernhard Center, honors employees who have built their careers at WMU. With the new class of inductees in place, the club includes 447 active employees and 694 retired employees for a total of 1,141 members.

The 2012 inductees are: Valerie Armstrong, building custodial and support services; Roger T. Arndt, Extended University Programs; Sean M. Bashow, chemistry; Terry R. Bettiga, maintenance services; Timothy J. Bowers, landscape services; Christina Bradshaw, Center for Disability Services; Arlene K. Buchanan, building custodial and support services; Jam R. Bartsch, maintenance services; David A. Barnes, finance and law management; John E. Campos, music; Hugh O. Carpenter, maintenance services; Shelly Carpenter, GEAR UP Learning Centers; Brian E. C randall, public safety; Nancy E. Cretsinger, provost’s office; Sandra L. Custer, Sindecuse Health Center; Robert F. D’Amelio, intercollegiate athletics; James R. Daniels, theatre; Patty J. Delouch, gender and women’s studies; Jim P. DeMello, finance and law management; Betty D. Dennis, Extended University Programs; Teri Dunithan, Logistical Services; Elain e Gaudio, president’s office; Raghvirda R. Gejji, electrical and computer engineering; Bonnie S. Ghorm (retired) WMU-Battle Creek; Deborah J. Hallock, building custodial and support services; Margaret J. Hamilton (retired), College of Fine Arts-advising; Kimberly S. Hemingway, intercollegiate athletics; Diana Hernandez, multicultural affairs; Patricia M. Holton, environmental safety and emergency management; Timothy M. Holye, landscape services; Tonya L. Hudson, building custodial and support services; Joseph J. Hulebus, information technology; Dale S. Jansen, information technology; Katherine Joolin, English; Victoria Kennedy, maintenance services; William R. Kern, economics; Renata A. Knific, music; Thomas Knific, music; Julie M. Lenczycik, projects and construction; David E. Little, music; David M. Lyth, industrial and manufacturing engineering; Donna Marks, government affairs; Angela M. Miller, accounting; Robyn A. Miller, Davis Dining Service; Jacqueline R. Mills, cashiering; Mark A. Mundo, Bernhard Center Dining Service; Thomas A. Myers, electronic communication; Rosalie J. Nelsen, development and alumni relations; Julie A. Nemer, College of Fine Arts-advising; Louise Ollie, Valley 2 Dining Service; Johnny L. Paige, Bernhard Center; Barbara J. Peacock, psychology; Elaine L. Phillips, physician assistant; Nancy P. Pyne, Bernhard Center Dining Service; Roman J. Rabiej, mechanical and aeronautical engineering; Cheryl F. Roland, university relations; Lois J. Shelton, building custodial and support services; Valerie K. Simmons, building custodial and support services; Rebecca S. Solomon, Haenicke Institute; Richard Spates, psychology; Kathleen K. Springsteen, Office of the Vice Provost for Institutional Effectiveness; Dan L. St. Clair, maintenance services; Nicholas Stokar, landscape services; Daniel A. Stone, intercollegiate athletics; Matthew J. Tomcak, information technology; Bruce J. Uchi mura, music; Camela S. Vossen, emergency management; Linda C. Walker, Extended University Programs; Selena D. Walker, building custodial and support services; Laurie A. White, information technology; Darlene R. Zackery, building custodial and support services; and Allen Zagarell, anthropology.

WMU HONORS VETERANS—With the traditional Nov. 11 date for Veterans Day falling on Sunday this year, WMU and its Army ROTC and military sciences department scheduled a round of activities that began Nov. 8 and will end with a salute to veterans during the Nov. 17 football game. The activities included a Veterans Day Dining-in event (pictured) to give thanks and show appreciation to local veterans as well as a University-wide moment of silence and a Veterans Day Celebration and 5K Run. In addition, veterans were honored during the Nov. 9 hockey game. (Photo by Mike Lankard)
Nov. 16 event to conclude United Way campaign

Members of the WMU community are invited to join President John M. Dunn as he marks the end of the campus United Way campaign.

The celebration will take place from 4 to 6 p.m. Friday, Nov. 16, in the lobby of the Fetzer Center and in conjunction with the Friday With Friends mixer. Dunn will acknowledge campaign organizers and contributors, light refreshments will be served, and a raffle will award prizes.

Donors are encouraged to do so now. For information on making a gift, contact wmich-united-way@wmich.edu.

Community reacts well to mixing of chemistry, dance

Two chemistry professors tried on their laboratory coats for ballroom attire to participate in a Culture and Chemistry program Nov. 9 at the Kalamazoo Institute of Arts.

James Gusinski and Elke Schoffers performed showcase dances with their partners and also taught a Salsa lesson during the program, which carried the theme “Elements of Dance.”

The program was organized by the Kalamazoo chapter of the American Chemical Society and drew 179 people, including 63 local chemists, students from WMU and Kalamazoo College, local ballroom dancers and spectators.

The event is the first in what organizers hope will be a series of Culture and Chemistry programs that bring the public together with local chemists and students to have fun, forge ties and learn about the connections between chemistry and culture. Visit wmich.edu/acs for more information and pictures from the event.

Upturn in international enrollment continues from page 1

For the Open Doors International Scholars Survey covering the fiscal year July 1, 2011, to June 30, 2012, WMU also reported hosting or employing 94 international scholars.