



Western News

For and about WMU faculty and staff

NOVEMBER 15, 2012
Volume 39, Number 6

Dining survey prizes include HD TV

Bronco NetID holders who take a Dining Services survey through Sunday, Nov. 18, will have a chance to win prizes. Visit wmich.edu/dining/survey to participate.

Email system improvements made

Webmail Plus, the University's email system, was recently updated. The update fixed performance problems users had been experiencing and added several new features.

The update includes improvements in areas such as conducting advanced searches as well as auto-searching for addresses, and several improvements have been made regarding the calendar function.

New Webmail Plus features include the combining of documents and briefcase, with briefcase document control now allowing users to track document revisions in a collaborative environment. Also, users can now send composed messages at a future time and date and apply filters to outgoing mail.

Visit wmich.edu/helpdesk/email for more information about Webmail Plus.

Fetzer sets annual lunch with Santa

The Fetzer Center's annual lunch with Santa is set for 11 a.m. to 1:30 p.m. Sunday, Dec. 2. Avoid the long lines at the mall by bringing your children to meet with Santa and take as many special holiday photos as you wish.

Also, enjoy a family lunch, with reduced rates for kids. Note that the last seating will be at 1:30 p.m., and reservations are required. To make a reservation or obtain more information, visit wmich.edu/fetzer/santa or call (269) 387-3232.

Financial advisors visiting campus

Employees may schedule private consultations with financial advisors on select days during January and February.

To make an appointment to meet with a TIAA-CREF advisor in 207 Bernhard Center on Jan. 8, 9 or 10 or Feb. 12, 13 or 14, visit tiaa-cref.org and click Advice and Planning, then Advice, or call (800) 732-8353.

To make an appointment to meet with a Fidelity Investments advisor in 215 Bernhard Center on Jan. 29 or 30 or Feb. 26 or 27, visit fidelity.com/atwork/reservations or call (248) 504-9736 with questions.

Western News about to go on hiatus

The next issue of *Western News* will be distributed on Nov. 29. This will be the last issue for the fall semester. *Western News* will resume its regular publication schedule Jan. 10.

The deadline to submit items for the Nov. 29 issue is 5 p.m. Friday, Nov. 23. Due to the Thanksgiving recess Thursday and Friday, those planning to submit material for that issue are encouraged to do so prior to the deadline if possible.

Surge seen in international enrollment

Editor's note: *The Brazil initiative referenced in this story will be highlighted in a separate story planned for the Nov. 29 issue of Western News.*

The University has seen double-digit growth in international student enrollment as well as a large boost in the number of WMU students studying abroad.

International student enrollment grew by 12.9 percent this fall compared to 2011-12, resulting in 1,575 students from 95 countries studying on campus. Meanwhile, the largest number of WMU students in a decade—588—are studying abroad.

Much of the increase in international student enrollment stems from growing enrollment in WMU's Center for English Language and Culture for International Students, the University's intensive English language learning program, and efforts to expand overseas partnerships.

CELCIS enrollment grew nearly 60 percent to 254 full-time students in fall 2012, up from 159 students last year. Historically, more than 90 percent of those who graduate from the center's programs become degree-seeking students at WMU.

In addition, CELCIS continues to expand its scope, developing customized programs for WMU partner institutions such as Ritsumeikan University in Japan and Kyung Hee University in South Korea. It customized programs for nine partners last year, enrolling 121 students. In 2010-11, 74 students were enrolled from six partners.

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.

Bassam Harik, 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).

Harik 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

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Office for Sustainability shows off its new home

A grand opening for the Office for Sustainability's new home Nov. 8 drew more than 100 campus and community members to the old University Bookstore building at the corner of Howard Street and West Michigan Avenue.

The event featured a project showcase, formal remarks by WMU officials and students, and a catered reception that was created in part with locally sourced food.

Harold Glasser, executive director for campus sustainability, told the crowd that WMU has made tremendous strides toward building a campus culture of sustainability, but has only begun the journey. That sentiment was echoed by President John M. Dunn, who said the University and local community have collectively made a huge difference.

"We've moved to a new state, a new expectation, but the bar is going to continue to...go up and up because the expectation is for all of us to be good stewards of our environment, to be responsive, to be thoughtful and to think in multiple directions about other things that we can do."

The new home for the sustainability office incorporates materials from other campus locations, including the old Sangren Hall and upholstery shop. Where new materials or products were needed, an effort was made to obtain them locally.

The building has been renovated to stimulate and advance collaboration. It features work, meeting, conference, breakout and retreat spaces. It also is beginning to house existing campus sustainability initiatives such as the Farm Stand and the Bike Stable, a bicycle repair cooperative. Also, a new electric car charging station has been located in the parking lot, bringing WMU's nationally recognized electric vehicle charging infrastructure to 21 stations.



Left photo: Glasser.
Right photo: Bike fixing demonstration. (Photos by Jeanne Baron)



Around campus and beyond

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 resource information 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 Republican 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 began Nov. 12 and will continue through 5 p.m. Friday, Dec. 7.

Open enrollment for health care benefits is available for WMU retirees, benefits-eligible nonbargaining employees, and employees 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.

During open enrollment, employees and retirees have the option of adding eligible dependents to their health care coverage.

Elections made during 2012 are effective Jan. 1, 2013. Visit wmich.edu/hr/openenrollment to review the detailed information mailed to employees and retirees.



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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 **Sept. 6 and 20, Oct. 4 and 18, Nov. 1, 15 and 29**. 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

Sociologist cited for teaching prowess

Ronald Kramer, sociology, received the Larry T. Reynolds Award for Outstanding Teaching of Sociology at the annual



Kramer

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 Delorey, director of student financial aid and scholarships, has received the 2012 Distinguished Service and Leadership



Delorey

Award from the National Association for the Education of Homeless Children and Youth.

Delorey, one of the principals in developing WMU's Seita 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.

Delorey 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 homeless advocates 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. 19-21 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.



Veeck



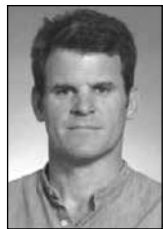
PARADE OF BROWN, GOLD— Sunseeker, WMU's solar race car, was among the many WMU-themed units appearing in the Nov. 10 Kalamazoo Holiday Parade. (Photo by Mike Lanka)

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.

Web-based program serving more than one million people in 20 states

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.



Bensley

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. 10 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.

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 Universitywide 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 Lanka)



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. Bashaw, 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; Jerry R. Burhans, maintenance services; David A. Burnie, finance and commercial law;

John E. Campos, music; Hugh O. Carpenter, maintenance services; Shelly Carpenter, GEAR UP Learning Centers; Brian E. Crandall, 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. Deloach, gender and women's studies; Jim P. DeMello, finance and commercial law; Betty D. Dennis, Extended University Programs; Teri Dunithan, Logistical Services; Elaine Gaudio, president's office; Raghvendra R. Gejji, electrical and computer engineering; Bonnie S. Gorham (retired) WMU-Battle Creek;

Deborah J. Hallock, building custodial and support services; Margaret J. Hamilton (retired), College of Fine Arts-advising; Kimberlee S. Hemingway, intercollegiate athletics; Diana Hernandez, multicultural affairs; Patricia M. Holton, environmental safety and emergency management; Timothy M. Holysz, landscape services; Tonia L. Hudson, building custodial and support services; Joseph J. Hulsebus, information technology;

Dale S. Jansen, information technology; Katherine Joslin, English; Victoria Kennedy, maintenance services; William S. Kern, economics; Renata A. Knific, music; Thomas Knific, music; Julie M. Lenczycki, projects and construction; David E. Little, music; David M. Lyth, industrial and manufacturing engineering;

Donna Marks, government affairs; Angela M. Miller, accounting; Robin 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. Nemire, 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 P. Roland, university relations;

Loisjean A. Shelton, building custodial and support services; Valerie K. Simmons, building custodial and support services; Rebecca S. Solomon, Haenicke Institute; C. Richard Spates, psychology; Kathleen K. Springsteen, Office of the Vice Provost for Institutional Effectiveness; Dan L. St. Clair, maintenance services; Nicholas Stoken, landscape services; Jeffrey A. Stone, intercollegiate athletics;

Matthew J. Tomczak, information technology; Bruce J. Uchimura, 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.

Obituaries



Sandberg

John E. Sandberg, emeritus in education and former dean of what is now the College of Education and Human Development, died Oct. 24. He was 83.

Sandberg came to WMU as dean in 1971 and served in that role until 1983. He retired at the end of 1985 after 14 years of service, and for a time, remained active in teacher evaluation research at the University.

Robert E. Shamu, emeritus in physics and former physics chair, died Oct. 26. He was 79.

Shamu retired in 2004 after more than 37 years of service. Memorial gifts may be made to the physics department, Hospice Care of Southwest Michigan, or the WMU Foundation, for the Robert E. Shamu Physics Memorial Fund. Visit langelands.com to make a memorial guestbook entry.



Shamu

On Campus with Shari Glaser



IT TAKES ONE TO KNOW ONE
(Photo by Deanne Puca)

Family members are more engaged than ever in students' college experiences, and the fine line between providing information and encouraging independence is handled by WMU's Office of Parent and Family Programs.

Director Shari Glaser is no stranger to the issues many families and students face when preparing for college. She has a daughter studying music and theatre at WMU and a son, a high school senior, who plans to attend WMU in the fall and study engineering.

"In this day and age, parents and family members are an integral part of the college experience," she says. "They've been incredibly involved in the education of their students up to this point. College students still need their families, but the parental role changes to one of coach and mentor."

Glaser is the point of contact with the University for family members who have questions or concerns. She is also responsible for educating families about the differences between parenting high school students and parenting college students.

The annual WMU Family Weekend event, the "WMU Parent and Family Guide" and email updates sent through the "WMU Family Connection" are tools the office uses to keep family members informed.

Glaser is also off-site administrator for the Children's Place Learning Center on campus.

"For those of us who have 17- and 18-year-olds, you know you just don't ride off into the sunset the day they are out the door. The transition from high school to college for both students and families is not instantaneous, but rather a process," she says. "Our goal is to help parents and families prepare their children during the high school years to be more independent in college."

Glaser joined the University in 1994 in catering, then worked in the Office of the President and moved into her current role when the Office of Parent and Family Programs opened at the end of 2006.

She is married to Greg Rosine, vice president of government affairs and university relations. The two live in Kalamazoo, enjoy sailing and are both certified sailors.

Glaser also is a runner, participating in nine marathons so far, and likes to knit. A student herself at WMU, she will receive her master's degree in communication in April.

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 Buster Bronco will make an appearance.

Faculty and staff members who contribute any amount to the campaign will be entered into the grand-prize drawing. Prizes include:

- a pair of seats in the President's Box for

the last home football game;

- a \$100 gift certificate for Millennium Restaurant Group (Martell's, Epic Bistro, The Union, Fieldstone Grill); and

- two tickets to the Gold Company's annual performance at Miller Auditorium on Feb. 9.

Although this year's campaign will officially end Nov. 16, the president's office will continue to collect donations of any amount. Employees and retirees who have not already turned in their pledge cards are encouraged to do so now. For information on making a gift, contact wmu-united-way@wmich.edu.

Community reacts well to mixing of chemistry, dance

Two chemistry professors traded in 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.



Dancers included, from left: Gusinski and his dance partner Jenny Grunberg, a Kalamazoo dentist, and Schoffers with her dance partner Art Downey, a professional dance instructor. (Photo by Denis Billen)

Upturn in international enrollment

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the government of Iraq, Harik says. That country has earmarked funds to send 10,000 students abroad between 2008 and 2018. He also reports that a new dual-degree agreement with Anadolu University in Eskiehir, Turkey, will bring AU undergraduates majoring in civil and industrial engineering to WMU for two years, allowing them to earn a degree from both AU and WMU.

New study abroad opportunities for WMU students in Argentina and 20 short-term, faculty-led courses have helped boost study abroad enrollment this year by 88 students compared to 2010-11.

The top five countries attracting WMU students followed national trends: Czech Republic (78), Germany (56), United Kingdom (52), Spain (51) and China (33). WMU's exchange programs with institutions in Germany, Japan, France and the Netherlands continue to be popular with students. Twenty faculty-led programs are planned for the 2013 summer I and summer II sessions.

The University awarded nearly \$500,000 in student scholarships for study abroad last year, with \$400,000 coming from WMU sources. The President's Grant for Study Abroad and the Haenicke Institute's Scholarship for Study Abroad have been particularly influential in spurring the growth in study abroad enrollment.

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.