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WESTERN MICHIGAN UNIVERSITY

College of *Arts and Sciences*

e-News Issue 21: January 2015

Upcoming CAS events



Stay in touch!



Update your information



Anita Hill coming
to Kalamazoo
as part of Raise
Your Voice series



CAS News

- ▶ WMU nonprofit leadership program wins national award
- ▶ WMU adds augmented reality sandbox to museum
- ▶ Walker Institute hosts teach-in on police violence, racism and social justice

FACULTY Features

- ▶ Assistant professor Brian Gogan kicks off spring session for Anthony Ellis Scholarly Speakers Series
- ▶ Nicolas Witschi, American literature professor, elected executive secretary of the Western Literature Association

ALUMNI Profiles

- ▶ Sociology alumnus, Lloyd Dean '72 is recognized in 100 Most Influential People in Healthcare for 2014
- ▶ Kristi A. Katsma '92, economics grad, receives Pro Bono Spirit Award
- ▶ Psychology grad, Anthony Majewski '00 named Small Business Champion
- ▶ Political science alumna, Brooke Rowland '11 shines in the classroom, courtroom and on stage



Anita Hill

Public Lecture

**Responding to Gendered Violence
in Society, Law and on College
Campuses: From 1991 to Today**

Tuesday, Feb. 3, 7 p.m.
Chenery Auditorium
714 S. Westnedge Ave., Kalamazoo, MI



Sponsored by the Lee Honors College, the College of Arts and Sciences and the College of Fine Arts

WMU's nonprofit leadership program named best in nation

by Cheryl Roland
January 8, 2015 | WMU News



Students and faculty pose with the Sprint Program Excellence Award.

KALAMAZOO, Mich.—Western Michigan University's undergraduate program in nonprofit leadership has been named the single program in the nation that exemplifies overall best practices in nonprofit career preparation and growth.

Recognized for excellence

Two dozen WMU students were in attendance at a Salt Lake City, Utah, conference **Jan. 7** when the Nonprofit Leadership Alliance announced that WMU's nonprofit leadership program is this year's winner of the Sprint Program Excellence Award. The alliance is a national organization of more than 40 collaborating universities and nonprofit organizations.

Applications for the 2015 award were by invitation only and required creation of a video and PowerPoint as well as a live online presentation. Students in the WMU Nonprofit Leadership Student Association focused their application on recruitment, service learning, internships, the rigor of the WMU program, and involvement with the local community.

"The students did a great job with their video, presentation and responses to the questions from the award committee," noted **Janice Maatman**, WMU campus director for the nonprofit minor program in WMU's School of Public Affairs and Administration.

The video can be viewed at nlsawmu.org.

Among best practices championed by the WMU program, Maatman says, is the opportunity for students to actually award grants to meet community needs.

During the 2013-14 academic year, the School of Public Affairs and Administration allocated \$18,000 and the students raised an additional \$2,000 to re-grant \$20,000 to local nonprofits. Students studied community needs, set priorities, issued requests for proposals, analyzed 23 proposals, completed site visits and held a Nonprofit Celebration. For this year, the students have another \$13,000 from the school and have raised an additional \$2,000 so they can award \$15,000 to community organizations in spring 2015.

This is the second time the WMU program has been honored by its national professional organization for best practices in preparing the next generation of nonprofit sector leaders. In 2010, the program won the American Humanics Program Excellence Award, which is a forerunner to the Sprint Program Excellence Award.

About the program

WMU's Nonprofit Leadership program is designed to prepare students for entry-level professional positions in nonprofit organizations. In addition to traditional course work, this minor requires service to the University and community. The minor requires 18 credit hours of course work in such areas as communication, marketing and public relations, cultural competency and diversity, financial resource development and management, leadership and advocacy, legal and ethical decision making, program development, and volunteer and human resource management.

Successful completion of the minor means a student also earns a Certificate in Nonprofit Management and Leadership from the Nonprofit Leadership Alliance.

WMU's undergraduate minor in nonprofit leadership can be taken with any major from any college. The University also offers a concentration in nonprofit leadership within the Master of Public Administration program.

WMU Adds Augmented Reality Sandbox to Museum

DJ DeLong
Creative writing and history major

College of Arts and Sciences, Marketing and Communication
student employee



The Lloyd J. Schmalz Geology and Mineral Museum at Western Michigan University has recently added an augmented reality (AR) sandbox to its collection. The AR sandbox is a hands-on exhibit combining a real sandbox with virtual topography created by using a closed loop of a Microsoft Kinect 3D camera, powerful simulation and visualization software and a data projector. Kyle Chouinard, system administrator and programmer in WMU's Department of Geosciences created this innovative addition to the Schmalz Geology and Mineral Museum.

The AR sandbox allows users to create topography models by terraforming real sand, which is then augmented in real time by an elevation color map, topographic contour lines and simulated water. When asked what made the museum, Thomas Howe, the museum's curator, stated, "We feel that this type of exhibit offers an irresistible combination—the timeless tactile joy of sand in hand plus a dollop of whiz-bang tech to top it off."

Spatial visualization is required for understanding many geological concepts. The AR sandbox allows students to work on developing their spatial thinking skills. Howe said, "Incorporating 3D visualizations into teaching geology can remove barriers related to spatial thinking and may help improve spatial ability." Geology is among the most visual of the sciences, so students benefit immensely from the AR sandbox. It creates an engaging and interactive experience that has been shown to gain and hold students attention, which increases their motivation to learn. According to Howe, the museum is seeing more students from outside of the department stopping in and bringing their friends to play with the AR sandbox which has been added to an already impressive collection that includes fossil shark teeth, the Michigan Copper Boulder, an outdoor garden, a UV fluorescent display, local Mastodon fossils and world-class gem and mineral specimens.

The Department of Geosciences is celebrating its 50-year anniversary in the fall of 2015 by highlighting accomplishments and honoring its students, alumni, faculty and staff. Visit the [Department of Geosciences online](#) for upcoming news and events related to the celebration.



The Department of English **Anthony Ellis**

Scholarly Speakers Series

2014-2015

Brian Gogan

(Western Michigan University)



Brian Gogan is Assistant Professor in Rhetoric and Writing Studies in WMU's Department of English. His research interests include public writing, professional writing, letter writing, grant writing, critical theory, and Baudrillardian rhetoric. His work has appeared in *College Composition and Communication* and *Who Speaks for Writing: Stewardship for Writing Studies in the 21st Century*, and his current book project is *Jean Baudrillard: Rhetoric and Exchange*.

“Simulacra, Simulation, and Baudrillardian Rhetoric”

Thursday, Jan. 22, 7:00 p.m.

at the **WMU** Center for Humanities
2500 Knauss Hall



WESTERN MICHIGAN UNIVERSITY
College of Arts and Sciences
Department of English



Nicolas Witschi Elected Executive Secretary of WLA

After being a part of the organization for 21 years, Western Michigan University professor of English, Dr. Nicolas Witschi has been named executive secretary of the Western Literature Association. WLA has been a good place for Witschi for the last 20 years so he feels it's his turn to help the organization grow. His primary responsibilities are to serve as chair of WLA's executive committee, plan and lead the annual business meetings and anchor the organization in a way that is productive and supportive of the president. He will also help recruit the incoming president of WLA and work closely with the association's treasurer to focus on financial growth while thinking of new ways to consider how to build WLA.

When asked why he has chosen to remain so closely connected to WLA, Witschi noted that WLA is a "remarkable, most useful, supportive, friendly group of colleagues. WLA allowed me to understand areas of my field that I didn't know existed and expanded my research." While this is Witschi's first time holding this particular leadership role, he has held other offices. Witschi has been on the editorial board of the WLA's flagship journal, *Western American Literature* since 2003. In that capacity he helped plan issues and was a reader for the articles and essays in his field (late 19th-century American West, especially genre Westerns, California literature and nature writing). In 2005, Witschi was elected co-vice president and in 2007, he became co-president where he took on the role of organizing the 2008 annual meeting. As executive secretary Witschi "would love to see WLA get on stronger financial footing, continue to grow international membership (including the possibility of having satellite international meetings), develop new visual representation and develop more growth in long-range planning."

Founded in 1965, the Western Literature Association is a nonprofit, scholarly association that promotes the study of the diverse literature and cultures of the North American West, past and present.

Two Alumni Named Most Influential

Posted on Tuesday, December 2, 2014



Modern Healthcare has named the 100 Most Influential People in Healthcare for 2014, and two WMU alumni are on the list.

Anthony Tersigni (*Ed.D. '92; WMU Distinguished Alumnus 2011*), the President and CEO of Ascension Health in St. Louis, came in at #9. *Pictured at left.*

Lloyd Dean (*BS '72, Sociology; MA '78, Educational Leadership*),

President and CEO of Dignity Health in San Francisco,) came in at #21. *Pictured at right.*

This list, currently in its 13th year, was selected from some 15,000 nominations. Those nominations were narrowed to 300 candidates for which readers were invited to vote. Reader votes counted for 50% of the vote, the remaining 50% was determined by senior editors at Modern Healthcare

Laddy Award Winner

Posted on Thursday, December 18, 2014



Kristi Katsma (BS '92, Economics) of Dickinson Wright PLLC in Detroit has been awarded a Pro Bono Spirit award by the Legal Aid and Defender Association (LAD).

The fourth annual "Laddy" awards ceremony took place in mid-November in the historic Chief Judge's Courtroom at Theodore Levin U.S. Courthouse in Detroit.

Founded in 1909, LAD is the oldest and largest provider of free civil legal services to low-income residents of Michigan. It serves metropolitan Detroit through its offices in Macomb, Oakland, and Wayne counties. It also represents criminal defendants in Wayne County and the U.S. District Court for the Eastern District

of Michigan.

Katsma received her Juris Doctor from the University of Michigan Law School in 1995. She specializes in automotive litigation, banking and financial services, commercial transactions, mergers and acquisitions, and bankruptcy. Katsma is a member of Dickinson Wright, a full-service law firm with more than 135 years of experience and multiple Fortune 500 companies as clients.

Best Hatched, Small Business Champion

Posted on Wednesday, December 10, 2014

Anthony Majewski (BS '00, Psychology; Alumni Association Board) is an exemplary Bronco who just won several Best of MichBusiness awards for his business, Read With Max, LLC.

The Best of MichBusiness awards celebrate success in small business in the State of Michigan. "Read With Max" was selected for the Best Hatched Award for new businesses, and was named the 2014 Best of MichBusiness Small Business Champion of the Year.

"Read With Max" encourages young children to get excited about reading, and integrates music and videos to help make reading fun. The books also raise money for a variety of nonprofits. Majewski is also working on creating an animated TV show based on the book series, to be called "Max and Wrigley."

Known as a serial entrepreneur, and award winning children's book author, Majewski, is an experienced marketing professional with over ten years of business ownership, operational management, and corporate marketing experience. Majewski's achievements include founding Great Lakes Financial Advisors, and Co-Founder of CutieBuy, LLC. Majewski is also an advocate for Michigan new business development in Oakland and Macomb County.

Brooke Rowland Shines in the Classroom, Courtroom and on Stage

DJ DeLong
Creative writing and history major

College of Arts and Sciences, Marketing and Communication
student employee



Western Michigan University has many outstanding and successful alumni, but very few earn a degree at 18-years-old and graduate from law school at 21. It is an amazing accomplishment, but political science alumna, Brooke Rowland '11 did just that.

Rowland was a transfer student from Kalamazoo Valley Community College who had been homeschooled prior to attending KVCC. At 16, a time when most teenagers are looking forward to getting their drivers license, Rowland transferred to WMU and was already focused on her dream to go to law school. She graduated from WMU after studying public law and attended Georgetown Law School.

According to Rowland, WMU prepared her very well for success at law school. She said, "Forming strong relationships with professors and trying to get as much out of every class as possible greatly enhanced my educational experience and prepared me for the academic challenges at Georgetown." Rowland worked closely with the College of Arts and Sciences to take as many law-specific courses as possible. In addition to her academic preparation, Rowland was an intern for U.S. Representative Fred Upton during her junior year at WMU.

When discussing the law school application process Rowland said, "I spent a great deal of time researching the options and preparing a perfect application." Her advice for any student looking to pursue law school is to focus on grades, the LSAT score, letters of recommendation and a strong resumé and personal statement. "Shoot to as close to perfect as possible," she adds. Rowland hired private tutor, Rich Klarman, whom she highly recommends, to study for the LSAT and the MI Bar Exam. Rowland recognizes that law school is not for everyone and encourages students considering that path to "seriously evaluate whether the time and money is worth it."

While attending Georgetown, Rowland was deeply involved in moot court, an activity in which participants take part in simulated court proceedings, which includes drafting briefs or memorials and participating on oral arguments. She won the Best Brief Award at the Beaudry Moot Court Competition and was the Assistant Director for the Leahy Moot Court Competition. Rowland passed her exams and in December 2014 was officially sworn into the bar by Justice Markman.

Rowland's success does not stop at her academic and professional careers. She is an award-winning harpist and has received first prize at the Young Artist's Harp Seminary International Harp Competition. In addition to her musical talent, Rowland was Miss Michigan's Outstanding Teen, is the current Miss Greater Kalamazoo and will be running for Miss Michigan in June 2015, making her the only pageant titleholder in the Miss America system to simultaneously be an attorney.

Evident with her academic record, professional aspirations, musical talent and pageant history, Rowland learned the importance of effective time-management, a trait she says more students should try to perfect. "The main person affected by your choices in undergrad is you, not a client, not a boss," she added. Her advice to students at WMU is to study as hard as possible, get as much out of the classes as possible, form relationships with professors and get involved in useful activities outside of the classroom. "TV will be around when you're done with this phase of life. Do something more productive in this unique and narrow window," she said. Rowland is a perfect example to students of the possibilities that exist if they are determined and motivated to achieve their goals.