



# Western News

For and about WMU faculty and staff

NOVEMBER 17, 2011

Volume 38, Number 6

## Test scheduled for WMU Alert system

A campuswide test of the WMU Alert emergency notification system will take place beginning at about 2:30 p.m. Friday, Nov. 18. All faculty, staff and students who have registered a phone number in the system should receive a phone call from (269) 387-0911 with a brief test message, which will be activated if they speak when answering their phones.

Those not already registered, or who need to change their registered numbers, should login to GoWMU and click WMU Alert. Phones registered after Nov. 16 will not be included in Friday's test.

## MLK-support applications due Friday

The deadline to apply for funding grants as well as publicity assistance to support projects planned for the 2012 Martin Luther King Jr. Celebration is 5 p.m. Friday, Nov. 18. Programs can be funded up to \$500.

This year's celebration is set for Friday, Jan. 13. An annual event, it is held in cooperation with the Northside Ministerial Alliance, Kalamazoo College and city of Kalamazoo. For more information, call the Office of Diversity and Inclusion at (269) 387-6313.

## Campus United Way update slated

Results of this year's campus United Way campaign will be announced during a free event at 4 p.m. Friday, Nov. 18, in 210 Bernhard Center. Speakers will include President John M. Dunn and Ron Kitchens, chief executive officer of Southwest Michigan First. Light refreshments will be served.

## Survey takers eligible to win prizes

Bronco Net ID holders who take a Dining Services survey through Sunday, Nov. 27, or transportation survey through Friday, Dec. 2, will have a chance to win prizes. Take the dining survey at [www.wmich.edu/dining/survey](http://www.wmich.edu/dining/survey), and the transportation survey at [www.wmich.edu/broncotransit/survey](http://www.wmich.edu/broncotransit/survey).

## Students organize charity fundraiser

Communication students have organized a fundraiser with the Bronco hockey team from 4 to 7 p.m. Sunday, Dec. 4, in Lawson Ice Arena. All proceeds will go to Ministry with Community. In addition to open ice-skating with hockey players, Buster Bronco will be on hand to take pictures with attendees. There also will be games, coloring, face painting and refreshments. Admission is \$5. Skates may be rented for \$1.

## Early deadline for next Western News

This is the next to the last issue of *Western News* before the annual holiday closure. The final fall issue will be distributed Dec. 1. Due to the upcoming Thanksgiving holiday, the deadline to submit items for that final issue is 5 p.m. Wednesday, Nov. 23. *Western News* will resume its regular publication schedule Thursday, Jan. 12, after the start of the spring semester.

## OT receives monumental \$2 million gift

President John M. Dunn announced Nov. 9 the receipt of a \$2 million gift from Kalamazoo residents Frederic "Fred" W. Sammons and Barbara A. Rider, emerita in occupational therapy.

The gift, the largest ever to a U.S. occupational therapy program, will help shape the future of WMU's nearly 90-year-old OT program—the oldest and most highly ranked such degree program in Michigan.



Taking part in the OT gift announcement were, from left, Sammons, Dunn and Rider. (Photo by Mike Lanka)

It is the largest cash gift from individual donors for the College of Health and Human Services and ties for 10th on WMU's all-time list of cash gifts in the University's 108-year history.

The gift will provide:

- \$1.5 million for the Frederic W. Sammons Endowed Chair in Occupational Therapy.
- \$250,000 for innovative projects in the OT department, such as development of the *Open Journal of Occupational Therapy*, which will be the first open-access, online journal in the profession to publish peer-reviewed articles that focus on applied research, practice and education.
- \$250,000 for the Barbara A. Rider Endowed Distinguished Professorship in Occupational Therapy.

Sammons and Rider serve as members of the Dean's Advisory Council for CHHS. Both are longtime supporters of the University.

Sammons, an occupational therapist, founded Sammons Preston Inc., the largest worldwide distributor of rehabilitation equipment and supplies. Rider is a past chair of WMU's occupational therapy department who retired in 1991.

## State research universities establish business network

A collaboration involving WMU and Michigan's four other research universities will create the first statewide university network in the country to provide a critical new tool for business growth and attraction.

The Michigan Corporate Relations Network, or M-CRN, was announced Nov. 10 in Lansing. It will create partnerships that will connect state industry to critical university assets in a way that will help the Michigan economy grow and prosper.

A total of six of the 15 public universities in the state make up the network. In addition to WMU, they are Michigan State University, Michigan Technological University, Wayne State University and the University of Michigan's campuses in Ann Arbor and Dearborn.

The campuses were chosen because of their broad research and geographic footprint. Collectively, they represent more than \$1.8 billion of research expenditures, which amounted to 98 percent of the academic

research done in Michigan in 2009, and 99 percent of all patent activity among state universities.



"Michigan is one of the top states in the nation for research and development with more than \$16 billion in industrial R&D and close to \$2 billion in university research," says Michael Finney, head of the Michigan Economic Development Corp. "Companies like Google, Facebook and Dell were born on college campuses, and we want to keep helping our leading universities turn the latest developments into jobs."

At WMU, the M-CRN will be housed in the Haworth College of Business and will work in collaboration with the Small Business and Technology Development Center, which also is housed in the business college.

## New geological survey project set to map Calhoun County

Just weeks after being designated by the state as the home to the Michigan Geological Survey, WMU will launch its first major geological mapping project in neighboring Calhoun County.

The Michigan Legislature recently transferred mapping and natural resource assessment functions to WMU's Department of Geological Sciences from the Michigan Department of Environmental Quality Office of Geological Survey.

Alan Kehew, geosciences and director of the survey at WMU, will lead the four-year Calhoun County project. Kehew says this will be the first time the county will be mapped at a detailed scale.

"We're very excited about this work because the information yielded by these projects will lay the foundation for future land-use planning and economic development for the area," Kehew notes.

The four-year Calhoun County effort will be funded through two programs administered by the U.S. Geological Survey. Both programs—STATEMAP and the Great Lakes Geologic Mapping Coalition—provide funds to state geological surveys to make maps that benefit the state.

# Around campus and beyond

## Bamboo flute player to visit campus

Michael "Chikuzen" Gould, a Grand Master of the Japanese bamboo flute, will give a concert and speak about the ancient instrument at 2 p.m. Friday, Nov. 18, in the Dalton Center Recital Hall.

## Fashion show benefits local charity

The fall runway fashion show by the WMU chapter of the Merchandising Opportunities Design Association will take place Friday and Saturday, Nov. 18-19, in the Bernhard Center's East Ballroom. A portion of the proceeds will benefit the Kalamazoo Gospel Mission. Visit [www.modawmu.info](http://www.modawmu.info) for ticket prices, show times and other details.

## Opera workshop presents concert

Members of the WMU Opera Workshop will perform duets from some of the world's most renowned operas at 8:15 p.m. Tuesday, Nov. 22, in the Dalton Center Recital Hall. The workshop cast will be joined by WMU voice students.

## Paying for health care is talk topic

John Goddeeris from Michigan State University will weigh in on the health care funding debate when he speaks at 3 p.m. Wednesday, Nov. 30, in 2028 Brown Hall. His presentation is titled "Payment Reform and Bending the Cost Curve."

## Student choreographers to perform

Dance students will perform their original works in seven upcoming

Orchesis Dance Concerts Wednesday through Sunday, Nov. 30-Dec. 4, in the Dalton Center. Tickets are available online at [www.millerauditorium.com](http://www.millerauditorium.com) and at the door. Visit [www.wmich.edu/wmu/news/2011/11/045.html](http://www.wmich.edu/wmu/news/2011/11/045.html) for the performance schedule and other details.

## Broadway sensation comes to Miller

The University Theatre will close out its fall season with "Late Night Broadway," an intimate cabaret-style show featuring Broadway star and "song and dance man" Michael Gruber as well as graduating musical theatre students.

Productions take place Thursday through Saturday, Dec. 1-3, in Williams Theatre. Visit [www.wmutheatre.com](http://www.wmutheatre.com) to purchase tickets.

## Scholar to address gender identity

Anne Fausto-Sterling from Brown University will speak on "How Does a Child 'Know' It is Male or Female: From Pre-symbolic to Symbolic Embodiment" at 7 p.m. Thursday, Dec. 1, in the Fetzer Center's Kirsch Auditorium. An Association for the Advancement of Science Fellow, she is the author of the award-winning book "Sexing the Body."

## Fetzer sets annual lunch with Santa

A festive buffet lunch with Santa is set for 11 a.m. to 1:30 p.m. Sunday, Dec. 4, in the Fetzer Center. Reservations are required. Visit [www.wmich.edu/fetzer/santa](http://www.wmich.edu/fetzer/santa) for cost and other details.

## Leading translation prize awarded

Jeffrey M. Angles, foreign languages, has received the Landon Translation Award, America's most prestigious national prize for



Angles

the translation of poetry. Angles won this year's award for "Forest of Eyes: Selected Poems of Tada Chimako," published in 2010 by the University of California Press.

This is the first time a translation from Japanese was recognized with the award, which goes to the previous year's best book translated from any language into English. "Forest of Eyes" was selected by the celebrated poet and translator Charles Martin from among 32 finalists translated from 17 languages.

Angles accepted his award during the Academy of American Poets' annual Poets Forum Oct. 20-22 in New York City. His winning book is the first full-length retrospective of the work of Tada Chimako (1930-2003), a major Japanese poet known for her use of mythological images and beautiful writing.

## National association honors researcher

Nickola W. Nelson, speech pathology and audiology, has received a 2011 Honors of the Association Award from the American Speech-Language-



Nelson

Hearing Association in recognition of her distinguished contributions to communication sciences and disorders.

The award, ASHA's highest distinction, will be presented Friday, Nov. 18, during the organization's annual convention in San Diego. It goes to ASHA members known worldwide for a lifetime of innovative clinical practice, insightful and rigorous research, outstanding teaching, creative administration, effective legislative activity, or other professional contributions.

Nelson, who serves as director of WMU's doctoral program in interdisciplinary health sciences, focuses her research on school-age language and literacy disorders and has produced six books, dozens of book chapters and articles, and seven tests in child language.

## Communicator pens 'post-racial' book

Mark P. Orbe, communication, has written a book that examines public perceptions of President Barack Obama's communication



Orbe

style, race matters and the role of the media in 21st century politics.

Titled "Communication Realities in a 'Post-Racial' Society: What the U.S. Public Really Thinks About Barack Obama," the text was published in November by Lexington Books.

The first book of its kind, it draws from a large national qualitative data set generated by 333 diverse participants from 12 different U.S. states across six regions and provides comprehensive, in-depth coverage of the similarities and differences that exist among diverse groups of everyday U.S. Americans.

A WMU faculty member since 1997, Orbe is an expert in interpersonal communication, communication and diversity, and intercultural communication.

## Talk focuses on success from coach's perspective

Men's head basketball coach Steve Hawkins will talk about what constitutes



Hawkins

true success as it pertains to basketball on Friday, Dec. 2, as part of the Keystone Community Bank Breakfast Series.

The talk, titled "A New Way to Look at Success," begins with breakfast at 7:30 a.m. in the Dean's

Conference Room of Schneider Hall. Reservations are required by calling the dean's office at (269) 387-5050.

Hawkins is beginning his ninth season as head coach and 11th season at WMU. He has positioned the Broncos as one of the best teams in the Mid-American Conference and led WMU to a level of success unparalleled in school history.

The Broncos have appeared in four of seven postseasons since Hawkins' arrival in Kalamazoo and have rattled off 10 consecutive top-three MAC West finishes. Hawkins has been voted the top rookie head coach by Basketball Times as well as Coach of the Year by the Basketball Coaches Association of Michigan.

## Retirement reception

Eileen B. Evans, English and vice provost for institutional effectiveness, will be honored for 30 years of service during a retirement reception from 4 to 6 p.m. Friday, Dec. 2, in the Multicultural Center in the Trimpe Building. A short program will begin at 4:30 p.m.

## Jobs

Current job opportunities at WMU are announced daily on the Human Resources Web site at [www.wmich.edu/hr/careers-at-wmu.html](http://www.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.



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WESTERN NEWS (USPS 362-210) is published by the Office of University Relations, Walwood Hall, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433, every other week during the fall and spring semesters and Summer I session. Periodicals postage paid at Kalamazoo, MI 49008-5165.

POSTMASTER: Send address changes to Western News, Office of University Relations, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433.

**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. 8 and 22, Oct. 6 and 20, Nov. 3 and 17, and Dec. 1.** Items may be submitted to Jeanne Baron at [jeanne.baron@wmich.edu](mailto:jeanne.baron@wmich.edu), (269) 387-8422 or Campus Mail Stop 5433.

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WESTERN MICHIGAN UNIVERSITY



# Study Abroad implements Internet-based application system

Study Abroad has a new online student application system—Broncos Abroad.

The system will manage all study abroad program information and provide a greatly improved online application and approval environment for WMU faculty, staff and students. It is based on the Studio Abroad program designed by the Terra Dotta company that is being used by study abroad offices in more than 140 colleges and universities across the country.

The WMU version was implemented with support from the Office of Information Technology and is integrated with the University's Banner student information system.

Jane Blyth Warren, Study Abroad, says the system will make it easier for students to find information on study abroad programs and to apply for their chosen programs.

"It will also help us better support students while they're abroad by having information about where students are living and traveling so we can quickly make contact in the event of a crisis situation," Blyth Warren says.

Starting with applicants for short-term summer and semester-long or academic-year programs that begin in fall 2012, Broncos Abroad will provide support such as:

- Registration and tracking of student, staff and faculty travel for credit and noncredit



programs, courses and activities.

- An enhanced searchable database of all WMU and non-WMU approved off-campus programs.
- Easy access to budget information for individual programs.
- A user "dashboard" allowing students to track the processing of

their applications.

- Improved online ability for faculty directors to monitor their program's enrollment and to obtain immediate email confirmation for each application that is submitted.
- A more user-friendly faculty recommendation area that allows faculty to login anytime

to review all requests for recommendations and students to include personal information and notes with their requests.

- An enhanced email function that improves the ability of select faculty and staff members to communicate via a single message with all students enrolled in a program.
- More options for including pre-departure information in the student application process.
- Significantly improved study abroad data and reporting functions.
- The provision of digital records, greatly reducing data-entry and paper and printer toner use.

## SHOW STOPPER—A

solo photographic show by John M. Carney, emeritus in art, is running through Saturday, Dec. 17, in New York City's Brenda Taylor Gallery, 505 W. 28th St. "Night Light: The Aesthetics of Time By Events in Space" explores the traces of human and astronomical illumination left on landscapes, primarily out West. Carney, of Schoolcraft, Mich., uses hour-long exposures on hand-built, large-format cameras to capture movement in the form of calligraphic marks of light. A former art department chair, he founded the bachelor's and master's of fine arts programs in photography, co-established the Design Center and retired in 2000 after 34 years of service.



Carney



"Lunar Eclipse," copyright John M. Carney

## Haenicke Memorial Garden earns national award

WMU's Haenicke Memorial Garden was recently recognized for outstanding landscape design and construction by the national Professional Grounds Management Society.



The University received an Honor Award for the garden in the Small Site category of the PGMS 2011 Green Star Awards competition, the results of which were announced in late October.

Located near Waldo Library, the memorial garden was designed and planted in fall 2009 in honor of former WMU President Dieter H. Haenicke. Conifers, which were a favorite of Haenicke, were planted in the garden to add color throughout the winter.

The garden also consists of lighting as well as benches, on which visitors can relax.

"This is a great honor to receive," says Tim Holysz, director of landscape services. "It not only recognizes the efforts put in by our staff, but also Western Michigan University's commitment toward enriching its students', staff's and visitors' lives through green spaces."

Other projects receiving PGMS awards included the Biltmore Estate Historic Gardens.

## Research resources event slated

Discussion on funding and other resources for faculty research will be featured at the Research and Dessert open house from 1 to 4 p.m. Friday, Nov. 18, in the Fetzer Center.

Visit <http://WMU-Research-And-Dessert-2011.questionpro.com> to register.

Faculty members will be able to learn about funding opportunities and strategies, connect with WMU colleagues, and share ideas.

The event will include resource stations and mini-workshops on a variety of topics. Door prizes that support scholarship will be awarded at 4 p.m. Prizes include trips to funding agencies and sponsors and an iPad2.

## 25 Year Club inductees for 2011

A total of 51 people who began their service to WMU in 1986 will be inducted into WMU's 25 Year Club during a reception, dinner and program beginning at 5:30 p.m. Wednesday, Nov. 30, in the Bernhard Center's East Ballroom.

The annual gala event honors employees who have built their careers at the University.

With the new class of inductees in place, the club now has 1,086 members. Of these, 408 are active employees and 678 are retirees.

The new inductees are:

Douglas T. Alrick, information technology; Ariel L.H. Anderson, teaching, learning and educational studies; Raja G. Aravamuthan, paper engineering, chemical engineering and imaging; David A. Barnes, geosciences; Pradipkumar N. Bhatt, Sincuse Health Center; Carol J. Black, student financial aid and scholarships; Randolph Bortolussi, power plant; Ellen H. Brinkley,

English; Daryl E. Buczkowski, information technology; Frances A. Buell, landscape services;

Shirley J. Campbell, University Libraries; Robert D. Champion, maintenance services; Melanie L. Chapin-Lechner, building custodial and support services; Sung G. Chung, physics; Deborah M. Coder, maintenance services; Doreen Cooks, Burnham Dining Service; John William Disbro, landscape services; Lauretta R. Eisenbach, anthropology; Paul Farber, teaching, learning and educational studies; Duane R. Hampton, geosciences;

Sashanta James, student financial aid and scholarships; Jeffery A. Johns, maintenance services; Lucile M. Johnson, building custodial and support services; Alan Kehew, geosciences; Judith A. Kirk, University Libraries; Edward Kluk, information technology; Nancy A. Kroes, information technology; Hanjoon Lee (retired), marketing; James A. Leja, blindness and low vision studies;

Frederick F. MacDonald, social work; Gracie K. Mae, Bernhard Center Dining Service; Parviz Merati, mechanical and aeronautical engineering; Patricia A. Moore, intercollegiate athletics; Todd K. Mossman, Human Resources; Russell P. Northey, power plant; Lonnie L. Page, building custodial and support services; Carol J. Patterson, Logistical Services; Leonard J. Peirce, information technology; John Racine, information technology; Robert F. Reck, marketing; Elizabeth Richardson, multicultural affairs; Mark T. Robinson, Valley II Dining Service; Cynthia Running-Johnson, foreign languages;

Terri Ann Stoken, landscape services; Stacy L. Vallier, intercollegiate athletics; Cindy A. VanderWoude, University Recreation; Cindy A. Walton, building custodial and support services; Chad Wheeler, building custodial and support services; Paul T. Wilson, special education and literacy studies; Steve M. Wolfenbarger, school of music; and Linda J. Young-Woolf, landscape services.

## On Campus with Deb Goostrey



SUGAR, SPICE AND EVERYTHING NICE  
(Photo by Jeanne Baron)

It's a tall order to keep the 6-year-old Health and Human Services Building functioning smoothly and looking as fresh as the day it opened. But that's what Deb Goostrey focuses on every day as building services coordinator.

Goostrey works for the HHS dean, serving the college as the back-up person for budget and personnel matters and the manager of its main facility, a 200,000-square-foot structure housing some 100 offices, 13 classrooms, a computer center, a library, and numerous labs, study rooms and hallways.

"Primarily, I'm responsible for keeping students safe and the building looking good," she says. "I coordinate with the maintenance, custodial, public safety, parking and landscaping units and serve as the emergency response team leader for the building."

In addition, Goostrey applies her creativity to improving the building's aesthetics through additions of art and lighting; assigns offices, phones, keys and security access; helps people move in and out of offices; and works with an outside firm to maintain the indoor garden unique to the building's atrium.

She also manages the 12 student workers who staff the facility's information booth. The students help her with the logistics of staging events, such as receptions and the recent gift announcements for the occupational therapy department and new medical school.

"I love my job. We have a great bunch of students in the college, and I get to interact with a lot of them. You miss them when they're gone, but it's great seeing them grow up here," she says. "The most challenging part of my job is preserving the building. Everybody knows I'm a big advocate of keeping it nice. Our students have a responsible, professional attitude. They have pride in the building, and it shows."

Goostrey came to WMU in 1972 to study business, but soon landed a full-time post in the Registrar's Office. She left after a couple of years to practice and teach cosmetology as well as raise two children, then returned in 2002 as an office assistant in the community health services school. Three years and two promotions later, she was hired to manage the newly opened HHS building.

A 2009 recipient of WMU's annual Make a Difference Award, Goostrey participates in the Holtyn One-to-One wellness program and serves as a Wellness Champion. She lives in Gobles, Mich., with her husband, who owns an electrical contracting company. The couple like to travel and between them, have four grown children. Goostrey attends Centerpoint Church and enjoys reading as well as sewing, knitting and crocheting.

## Anonymous online program helps students live healthier

WMU has launched an interactive, Internet-based program that consolidates University health resources into a single location and tailors those resources based on the intent of individual students to change their health-related behaviors.

Launched as a technology research project, Bronco HealthAdvisor was unveiled Nov. 9 during WMU's Health and Wellness Expo. It provides a secure and anonymous environment in which any WMU student can begin exploring what may become a wide range of health-related modules.

The program is initially focusing on sexual health through spring 2012. During this pilot period, the Bronco HealthAdvisor project team will determine the program's effec-

tiveness as a behavior-change and resource-referral system as well as its potential commercialization for use at other colleges and universities across the country.

Bronco HealthAdvisor is the result of a two-year collaboration between the eHealth Innovations Group in the WMU Department of Human Performance and Health Education and the Office of Health Promotion and Education in the University's Sindecuse Health Center.

The eHealth Innovations Group is spearheaded by Robert J. Bensley, emeritus in human performance and health education who continues to teach and conduct research.



An Internet-based nutrition behavior-change system originally developed by that group and other relevant Web service prod-

ucts created by the group were adapted to help produce Bronco HealthAdvisor.

Cari Robertson, health promotion and education, and her staff provided the expertise needed to develop

lesson content for the pilot topic based on the most common barriers to college students making healthy sexual choices. The office's nationally-certified Sexual Health Peer Educators carefully selected the necessary resource materials.

Now, Sindecuse is encouraging students to participate in the pilot research project by completing the first online module.

Visit [www.broncohealthadvisor.org](http://www.broncohealthadvisor.org) to directly login to Bronco HealthAdvisor.

## Campus input sought for accreditation-focused visit

Preparations are under way for a 2012 focused visit by the Higher Learning Commission, WMU's regional accrediting body, to review the University's strategic planning process.

The focused visit, to take place March 19-20, will engage two peer reviewers from the commission in a dialogue about WMU's progress in university-level planning since the HLC's comprehensive visit to WMU in October 2010.

"Although WMU has had strategic planning documents in place for many years, the Higher Learning Commission's work and observations served as a catalyst for us to more fully involve the entire campus community and integrate our planning efforts into a single, seamless document," says WMU President John M. Dunn. "We believe the finished product is a comprehensive planning document that will provide a road map to successfully guide our University for many years to come."

In preparation for the focused visit, a campuswide steering committee chaired by fine arts Dean Margaret Merrion has been formed and invites questions and comments regarding the focused visit. Visit [www.wmich.edu/hlc](http://www.wmich.edu/hlc) for a membership list and additional information.

## Series to feature three alumni

Three alumni will be the next authors featured in the fall Gwen Frostic Reading Series at 8 p.m. Thursday, Dec. 1, in 157-158 Bernhard Center.

Reading from their works will be Elizabeth Knapp, winner of the 2010 De Novo Prize for Poetry; Melinda Moustakis, winner of two 2010 Flannery O'Connor Awards for Short Fiction; and Jason Skipper, author of the novel "Hustle."