



# PRISM

The Western Michigan University Newsletter for Academic Affairs

## Items of Academic Interest

### HAWORTH COLLEGE OF BUSINESS

The second Haworth College of Business Distinguished Speaker Series presentation of the fall semester occurred Thursday, October 14, 2004. More than 250 people, of whom more than half were students, heard Alec Gores' very personal presentation of his progress from a WMU graduate 25 years ago to a very successful M&A entrepreneur. Thank you to all of the faculty and staff who continue to support the DSS so well!

A Western Michigan University alumna, who is a senior vice president with DaimlerChrysler, spoke about marketing, muscle cars and Mopar when she was on campus Wednesday, Sept. 8, in the first Distinguished Speaker Series presentation. Cortez joined Chrysler Corp. in 1976 after earning her marketing degree from WMU. After five years in sales, she spent 17 years in divisional and corporate finance before returning to marketing in 1998. She assumed her current position as senior vice president for global service and parts in 2001. In her talk, she will describe the task of establishing a market for the Mopar product line.

### COLLEGE OF EDUCATION

#### College of Education Co-Sponsors Second Annual WMU Emeriti Council Forum

The College of Education is pleased to co-sponsor the second WMU Emeriti Council Forum. Dr. Robert Kaufman, chair of the Council's Forum Committee, writes "The topic chosen for the new event 'Universities and Corporations' will consider the immense development and change associated with both institutions since World War II. The interrelationships direct and indirect provide an array of challenges for higher education."

While working on this project, one becomes aware of a growing volume of serious professional literature in this area. Some works date from the mid-1980's but the stream continues through the 90's and to the present day. There were no less than six volumes last year and two more so far this year. The authors vary from the former president of Harvard to a dean of a for-profit higher educational institution. The titles too offer some insight into the concern expressed in these works, (e.g., College for Sale; Academic Capitalism; Shakespeare, Einstein and the Bottom Line; and Education, Policy and Ethics).

The larger research universities have experienced the most severe impact but the authors make it clear that all tertiary educational institutions have been part of this evolution now generally described as 'higher education in a corporate culture'. That development poses a fundamental ethical dilemma: Higher education sees its purpose as promoting the common good; corporations take their purpose as promoting private good. How will these contrary goals affect higher education in the long term? That is the focus of our conference.

Two scholars have been invited to make presentations. Dr. Samuel M. Hines, Jr. is dean of the School of Humanities and Social Sciences at the College of Charleston. Dean Hines has authored several papers on this topic and has experience with commissions dealing with these challenges. He is a long time member of the governing board at the Association of American Colleges and Universities. Currently he is director of a large grant for the study of higher education and entrepreneurship.

Dr. Eric Gould is professor of English and department chair, University of Denver. He is the author of *University in a Corporate Culture* (2003). His undergraduate work was done in New Zealand and he received his doctorate from the University of London. These two classic European experiences in higher education are contrast with his 30 years of practice in the U.S. system. He is in an excellent position to identify the extent of and the stimulus for change in the two systems of higher education.

The forum will take place in the Fetzer Center and the Haworth College of Business. A session on "Evolving Human Relations in Higher Education" will be held on Thursday, November 11, from 3:00 – 5:00 p.m., at the Fetzer Center. On Friday November 12, two sessions are planned: "Globalization and International Programs in Higher Education" and "Universities and Corporations," at 10:00 a.m. to 12:00 noon, and 2:15 – 4:15 p.m., respectively, at Schneider Hall. (see also page 6 and 7)

#### Teaching, Learning, and Leadership Pilots iWebFolio

The Elementary Education unit in the Department of Teaching, Learning, and Leadership is piloting iWebFolio in some courses this fall. The culmination of a year's work by a committee on portfolio assessment comprised of **Drs. Josephine Barry Davis, Allison Downey, Esther Gray, Barbara Harris and Paul Vellom**, the use of iWebFolio in teacher education courses is part of the College of Education's lead role in implementing the program at WMU. The

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## Items of Academic Interest Continued...

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iWebFolio for each student will be developmental in nature and reflect the 7 entry-level teacher standards for the State of Michigan.

The Reading Unit in the Department of Teaching, Learning, and Leadership houses the Dorothy J. McGinnis Reading Center and Clinic. The center and clinic has developed and refined its library thanks to a \$10,000 gift from a College of Education alumnus. This gift has allowed purchases of thousands of award-winning books, as well as other books of interest to readers. To be spread out over ten years, this gift allows the clinic staff to stock and build its library. The library has every book logged into its computer by topic, genre, author, illustrator, and content. Graduate students and teachers from area schools can put together text sets and books of all levels and interests for their students and learners being tutored in the clinic. This library has opened up a whole new world of reading and exciting places for all readers, not just struggling readers. The library also houses a professional library for area teachers.

## GRADUATE COLLEGE

**Lt. Governor Cherry's Commission on Higher Education**  
Dr. William Wiener recently testified before the Cherry Commission on Higher Education. Wiener presented a plan for increasing the number of students of color who attend and graduate from our universities. Governor Granholm recently created the Lieutenant Governor's Commission on Higher Education and Economic Growth which is chaired by Lt. Governor John D. Cherry, Jr. The purpose of the commission is to explore ways Michigan might strengthen the commitment to educational and economic growth. "The Commission on Higher Education and Economic Growth is dedicated to discovering how Michigan can ensure that the state's colleges and universities are providing Michigan's residents with the general and specific skills necessary to embrace the jobs of the 21st century," says Lt. Governor Cherry. Adults in Michigan hold 22% of any kind of degrees. This rate of 22% places Michigan 4% below the national average. There are only fourteen states below Michigan in both education attainment and economic growth.

### **Alliance for Graduate Education and the Professorate (AGEP)**

In its FY 2003-2008 GPRA Strategic Plan, the National Science Foundation set, as a strategic goal, "a diverse, competitive and globally-engaged U.S. workforce of scientists, engineers, technologists and well-prepared citizens." In order to help meet this challenge, four leading academic institutions in the state of Michigan have been funded by NSF to form a new partnership, the *Michigan AGEP Alliance* (MAA). The new alliance includes the University of Michigan, Michigan State University, Wayne State University, and Western Michigan University. WMU will receive \$697,000 over a five-year period to recruit, retain, and graduate students of color in the fields of science, technology, engineering, and math. The program will begin this semester and will include recruitment and support activities.

## COLLEGE OF HEALTH AND HUMAN SERVICES

The College of Health and Human Services is for the first time offering an undergraduate minor in Holistic Health Care. The 18 credit hour undergraduate minor curriculum considers the principle of "holism" both within health care as well as across other disciplines and fields and is structured to meet the needs of undergraduate students who are majoring in a health care field and desire specialized study in holistic health, and undergraduate students majoring in non-health care fields, who are interested in considering the application of holistic theories.

## CENTER FOR TEACHING AND LEARNING

The Center for Teaching and Learning is launching its cutting edge digital video library on teaching and learning which provides faculty streaming video sequences of best practices and interviews with WMU faculty who have distinguished themselves as experts in topics such as teaching large classes, collaborative learning, and using technology. This system, which is the first in the country, permits faculty to access from anywhere in the world indexed materials on key aspects of teaching and learning.

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## Faculty Accolades

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## COLLEGE OF FINE ARTS

Professor of Art **Al LaVergne's** large outdoor fabricated steel sculpture, "Miss Rose's Bar," was dedicated on September 17 in front of the Tourism Commission Office in Lafayette, Louisiana. The sculpture commemorates the civil rights struggle of the 60's.

Assistant Professor of Theatre **Micha Espinosa** presented at numerous international conferences, including The World Voice Congress in Santiago, Chile; The Voice and Speech Trainers Association Conference in Philadelphia, PA.; and The American Theatre Higher Education Conference in Toronto, Canada. She also had the pleasure of vocal coaching/dialect designing for the Hampton Shakespeare Festival.

Trumpet Professor **Scott Thornburg** was featured soloist with the Kalamazoo Symphony Orchestra on its season opening gala concert in Miller Auditorium, October 1, 2004. Thornburg and the orchestra, under the direction of Maestro Raymond Harvey, performed Tomasi's "Trumpet Concerto."

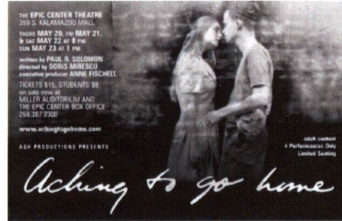
"Siena," the eagerly awaited sequel to **Tom Knifc's** award winning solo CD "Home Bass" was released in concert at the Dalton Center Recital Hall, Sunday, September 26. The CD features a host of celebrated artists, many of whom performed in this concert. Featured in performance were pianist Fred Hersch, guitarist Gene Bertoncini, singer Sunny Wilkinson, violinist Renata Artman Knifc, saxophonist Trent Kynaston, pianist Steve Zegree and drummer Tim Froncek. The CD also features saxophonist Billy Drewes, percussionist Jamey Haddad, guitarist John Abercrombie, and pianists Andy

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## Faculty Accolades Continued...

LaVerne and Sir Roland Hanna. "Siena" is inspired by the Medieval Tuscan city of the same name, where Knific did advanced music studies. The lyrical and ancient beauty of this city is reflected in Knific's original composition which is also the title track. Knific also penned "The Baron," a tribute to his father, who is a bassist. Other selections include originals of Bertocini, LaVerne, Abercrombie, Hanna, and stunning standards sung by Wilkinson. Siena is released by Sea Breeze Records (SB-3069) and distributed worldwide.

"Aching To Go Home" is the work of first time playwright and producer **Paul Solomon**, associate professor in the School of Art. The premiere of the production was in May 2004 at the Epic Center in Kalamazoo. Artists who collaborated in the production joined Solomon at Lee Honors College Tuesday, October 19, to discuss the collaborative process. Fifteen-minute excerpts from a DVD of the performance were screened. Discussion included the collaborative process from the perspective of actors, designers and the writer/producer; the research process was conducted in Israel, Austria, France, Belgium and the United States. The fundraising process was also discussed.



## COLLEGE OF ARTS AND SCIENCES

**Chansheng He**, Ph.D., associate professor in the Department of Geography reported that he visited several Chinese institutions during the period of July 22 through Aug. 29, 2004.

He was invited and funded by the Chinese Academy of Sciences (CAS) and the Qinghai provincial government and visited the CAS Institute of Geographic Sciences and Natural Resources Research (IGSNRR) and Institute of Soil and Water Conservation, July 23-30 and Aug. 24-28, 2004. Jiangxi Normal University, Aug. 12-15. Lanzhou University, Aug. 22, 2004. The Institute for Water Resources and Hydropower of Qinghai Province, Aug. 15-23. He gave lectures on large watershed modeling and water resources management at each institutions. Accompanied by the host institutions, he took field trips to The CAS Changwu Rainfed Agricultural Experiment Station in Shaanxi Province, headwater of the Yellow River (up to 5,000 m above sea level), Kunglun Mountain Pass, Xiangride Desert Experiment Station, and Qinghai Lake in Qinghai Province. Two collaborative projects are underway to model the hydrologic systems of the Yellow River in northern China and Poyang Lake in southern China.

## HAWORTH COLLEGE OF BUSINESS

**Onur Arugasian** (FCL), **Douglas Cook** (University of Alabama) and **Robert Kieschnick** (University of Texas at Dallas) had their paper, "Monitoring as a Motivation for IPO

Underpricing," published in the October 2004 issue of *Journal of Finance* 59, 2403-2420.

**David A. Burnie**, associate dean and **Sheldon A. Langsam**, Acty had their paper, "How SOX Affects Investing through Credit Rating Agencies," published in *The Journal of Corporate Accounting & Finance*, September/October 2004, pp. 49 – 56.

**Jim Eckert**, Mktg and co-authors **Lloyd Rinehart** and **Matthew Myers** from the University of Tennessee – Knoxville, had their article "Supplier Relationships: The Impact on Security" published in *Supply Chain Management Review*.

**Judy Swisher**, FCL and co-author **Tim Cairney** had their article "The Role of the Options Market in the Dissemination of Private Information," published in the September/October issue of *Journal of Business, Finance and Accounting*.

**David J. Flanagan**, Mgmt, **Jerry Kreuze**, Acty, **Sheldon Langsam**, Acty & **Ola Marie Smith**, Acty had their article "Merger and Acquisition Opportunities," published in *The Internal Auditor*, 61:4; pp. 55-59, (2004).

**Bernard Han**, BIS and **Tom Rienzo**, BIS have jointly presented an innovative teaching proposal to W.K. Kellogg Foundation. W.K. Kellogg Foundation accepted this proposal and twenty used laptops (Dell Pentium III) were donated to the CIS program in support of a new teaching pedagogy to enhance the teaching and learning of BUS 270 – Information and Communication Infrastructure. Mr. Rienzo will utilize these laptops to create an information and communication environment representative of real-world businesses.

**David Burnie**, associate dean was quoted in the July 12 issue of *MiBiz Michigan Business Network Special Report* in the article "Curricula remain fluid as institutions shift gears to meet the ever-changing needs of the business community."

**Norm Hawker**, FCL was quoted in the July/August issue of *Enterprise* in the article "Sarbanes-Oxley: Honesty IS the BEST Policy."

## COLLEGE OF EDUCATION

**Dr. Phyllis Belt-Beyan**, assistant professor, Department of Teaching, Learning, and Leadership (Reading and Literacy Unit), has written a book entitled *The Emergence of African American Literacy Traditions*. The book captures African American literacy traditions and the impact of intrinsic motivation, and the impact of language arts, reading, writing, speaking, listening, and a framework to develop and sustain literacy in 19<sup>th</sup> century America.



## Faculty Accolades Continued...

**Dr. Robert Brinkerhoff's** recent book *High Impact Learning* (Perseus 2001) was awarded the 2004 Award of Excellence for Outstanding Instructional Communication by the International Society for Performance Improvement (ISPI). Brinkerhoff was presented his award and honored at a special ceremony at the ISPI International Conference in Tampa, Florida. Brinkerhoff, a professor in the Counselor Education and Counseling Psychology department, has authored 13 other books on the topic of education and training effectiveness and evaluation and several dozen chapters and articles.



**Dr. Gunilla Holm**, professor, Department of Educational Studies, presented her published work *Empowering Urban Girls through Education: The Problem of Voice at the Multiple Marginalities Conference*, University of Helsinki, Finland (2004).

**Dr. Shaila Rao**, assistant professor, Department of Educational Studies, published *Faculty Attitudes and Students with Disabilities in Higher Education: A Literature Review* in the *College Student Journal* (2004).



**Dr. Charles Warfield**, associate professor, Department of Teaching, Learning, and Leadership (Educational Leadership Unit), and his wife, Dr. Martha Warfield, assistant vice president for the Division of Multicultural Affairs, were featured in the *Kalamazoo Gazette*. The editorial "Charles, Martha Warfield set Positive Examples." The article notes the contributions of Charles and Martha at WMU, in the

Kalamazoo community, and beyond. The Warfields contributions have increased multi-cultural awareness. Warfield, a faculty member since 1972, has been instrumental in the development of the Educational Leadership program in WMU's College of Education.

## COLLEGE OF ENGINEERING

When she's not involved in teaching or doing research, **Dr. Colleen Phillips**, an assistant professor in the Department of Industrial and Manufacturing Engineering, serves as an advisor to WMU's student chapter of the Society of Women Engineers (SWE - pronounced Swee). With her guidance the group has become extremely involved in outreach activities.

SWE recently began its second year as sponsor for a FIRST Lego League (FLL) team at Portage Central Middle School. SWE members are assisting a dozen 10-to 14-year-olds in designing and building a small robot that can complete nine tasks. The robot must be able to shoot baskets, serve dinner at a small table, push chairs in at a table, climb stairs, retrieve eye glasses, move a CD into storage, and change a sign based on the sign's color. "That final task involves artificial intelligence," Phillips said.



SWE President Carla Siler (left) reviews the FIRST Lego League robot-building tasks with Portage Central Middle School students at the team's first meeting in September. They are examining the competition board.

Pfizer Inc. and Eaton Corporation have provided funds for the FLL competition robot.

SWE has many other activities planned. Three years ago, SWE began offering an annual Saturday workshop in February so that over 100 upper elementary school Girl Scouts could earn a "Making it Matter" engineering badge. Because of the popularity of the workshop, Phillips said that SWE might offer two sessions this year.

"We turned people away last year," she said.

Several of last year's popular activities are also being repeated this year. These include a "Tea and Engineering" workshop for young girls and their mothers held last year at Kalamazoo Public School's

Woodward School for Technology and Research.



"Tea & Engineering" was offered last year at Woodward Elementary.

Last year the first annual "Engineer for a Day" challenge pitted area high school teams against each other in a daylong event in which the teams were challenged to solve several physics-type problems.

While predominantly female, this year's SWE membership includes four guys. Membership in the student chapter is free, but to qualify for scholarships and conferences, students must be official members, which costs \$20 per year.

Phillips earned her bachelor's, master's and Ph.D. degrees at Purdue University. Her Ph.D. is in industrial engineering; her educational specialty and area of expertise is human factors and artificial intelligence. She came to WMU in 1999 from Louisiana Tech.

# Student Accolades

## COLLEGE OF EDUCATION

**Dr. James Croteau**, professor, Department of Counselor Education and Counseling Psychology, along with **Julianne Lark**, CECP alumni, and **Melissa Lidderdale**, CECP doctoral student have authored or co-authored several chapters in the book, *Deconstructing Heterosexism in the Counseling Professions: A Narrative Approach*, scheduled for publication in early 2005. Until recently, the lives and issues of Lesbian, Gay, and Bisexual (LGB) people have been rendered largely invisible in the larger society and in the counseling professions. LGB-affirmative counseling professionals are no longer without voice; however, the stories of navigating sexual orientation as counseling professionals have not been told or explored in any systematic way. *Deconstructing Heterosexism in the Counseling Professions* uses the personal narratives of lesbian, gay, bisexual, and heterosexual counseling psychologists and counselor educators in order to deconstruct the heterosexist discourse in the counseling professions, envision a discourse of sexual orientation equity, and make practical suggestions for addressing sexual orientation in professional life. The narrative approach encompasses a diversity of stories and experiences including an emphasis on racial and cultural contexts. These narratives and their analyses serve as a means for the individual and collective self-examination that is needed to move LGB affirmative practice, training, and scholarship from the margins to the center of what it means to be a counseling professional.



**Melissa Lidderdale**, doctoral candidate, Department of Counselor Education and Counseling Psychology, also received the College of Education's Rising Star Award (Doctoral Student) in April of 2004.

**Family and Consumer Sciences Faculty Provide Support for Students:** **Dr. Maija Petersons**, professor of dietetics, has generously funded a graduate scholarship benefiting future full-time FCS students who pursue a degree in dietetics. This scholarship is intended to support students during their graduate internship. Dr. Petersons commented, "Resources are even more challenging for dietetics interns because they do not have the time to work outside of the internship." We look forward to awarding the first student the Maija Petersons Endowed Scholarship in the fall semester 2005.



Additionally, **Dr. Carl Woloszyk**, recently retired professor of Career and Technical Education, has also endowed a

scholarship for graduate students in the CTE Master of Arts program. When asked why he made this kind gift to the department, Woloszyk said, "We need to reward practitioners who secure a graduate degree in Career and Technical Education, and this is a way to recognize them for their effort and professionalism in continuing their education."

Agriculture alumni and **Drs. Max and Beverly Benne** have established a scholarship for students in memory of Dr. Lee O. Baker, who served as chairperson of the former Agriculture Department at WMU. This scholarship will benefit a junior or senior who is studying in dietetics or food service administration. We look forward to announcing the first awardees in 2005. Dr. Benne stated, "Lee Baker was a dynamic leader of agriculture who recruited many superior students to the program. These graduates have lead illustrious careers in the food and agriculture business areas."

Our thanks and congratulations go to Drs. Petersons, Woloszyk and Benne for leaving a permanent legacy to future FCS/CTE students.

## COLLEGE OF ENGINEERING

As part of their commitment to expanding the knowledge of both employees and customers, Armstrong International has endowed a scholarship at Western Michigan University to help support students that intend to pursue energy management as a potential career choice. Energy management is an option within the chemical engineering program at WMU and many mechanical engineers, through proper choice of electives, can also pursue appropriate courses. The one-year awards are typically made to juniors, but are renewable for a second year. The Armstrong International Scholarship recipients for the 2004 - 2005 academic year are:

**Ali Fadhel**, senior in Chemical Engineering  
**Melinda Marsh**, senior in Chemical Engineering  
**Charles Combs**, senior in Chemical Engineering  
**Edward Johnson**, junior in Chemical Engineering



Front Row: Dean Michael Atkins, Edward Johnson, Melinda Marsh, David Armstrong, CEO of Armstrong International  
Second Row: Ali Fadhel, Chuck Combs, Will Grindall of Armstrong.

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## Student Accolades Continued...

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### COLLEGE OF FINE ARTS

The Gold Company Sextet departs for Europe on October 24, 2004 for appearances at "Polyfollia 2004 -The International Showcase for Choir Singing" in St. Lo, France. They are the only vocal jazz and American ensemble invited to be the festival's guests at this year's event. Prior to their performances at Polyfollia, the ensemble will spend a few days performing in the schools of Belgium. Their visit to Belgium includes appearances in Namur, Dinant, and Hannut. This is the third Gold Company trip to Belgium to work in the schools.

Members of the Gold Company Sextet are vocalists **Justin Avery** (Traverse City, MI), **Joseph Beutel** (Fort Wayne, IN), **Timothy Buchholz** (Stevens Point, WI), **Kathryn Campbell** (Wyoming, MI),

**Nayanna Holley** (Los Angeles, CA), **Johnaye Kendrick** (San Diego, CA), the rhythm section included **David Izard** (Summit, NJ), **Matthew Warnock** (Sault Ste. Marie, Ontario, Canada), **Matt Heredia** (Grand Rapids, MI), **Jevin**



**Hunter**, (Detroit, MI). More information on Polyfollia can be found at the following address ([www.polyfollia.org](http://www.polyfollia.org)).

A group of School of Art undergraduate and graduate students are being invited to exhibit, along with students from CMU, MSU, UofM, and Wayne State, in an exhibition space at the Michigan State University College of Law, from January 31 to May 1, 2006. The exhibition will be comprised of approximately 50 paintings, photographs, and collages from the five participating universities.

The Bronco Marching Band, directed by David Montgomery, performed pre-game and at half-time of a football game at Covert High School on Friday night, September 24. This appearance continues the Bronco Marching Band's tradition of outreach to area schools to promote music, Western Michigan University, and the bands in the School of Music.

### COLLEGE OF HEALTH AND HUMAN SERVICES

The Blindness and Low Vision Studies Department recently learned that not a single WMU Rehabilitation Teaching graduate has failed the national certification examination through the Academy for Certification of Vision Rehabilitation Professionals (ACRVEP) since the test's inception in 2000.

Speech pathology master's student **Jenny Devereaux** has received the Kensel Giddings Award in Aphasia Education for the 2004-2005 academic year. Devereaux will work with **Sandra Glista**, master faculty specialist in the Department of Speech Pathology and Audiology, to develop and conduct an evaluation and assessment for the Conversation Partner Project in affiliation with Senior Services of Kalamazoo.

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## Upcoming Events

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### COLLEGE OF ENGINEERING

#### Seniors present their projects at Senior Engineering Design Conference

An automated visual inspection system, a cemetery database system, the redesign of a repackaging area, and a military vehicle seat absorption system are among the projects that will be presented at the 35th Conference on Senior Engineering Design Projects at Western Michigan University.

The conference will be held Tuesday, November 30, from 9 a.m. to 3:30 p.m. at the Parkview Campus. It is sponsored by WMU's College of Engineering and Applied Sciences and is open to the public free of charge.

One hundred and six seniors in Construction Engineering, Computer Science, Electrical and Computer Engineering, Industrial and Manufacturing Engineering, Mechanical and Aeronautical Engineering and Paper Science and Engineering will present the results of 39 projects they have completed to solve problems facing business and industry.

More information is available from Cathleen Smith at (269) 276-3244.

### COLLEGE OF EDUCATION

#### Thursday and Friday, November 11 and 12 WMU Emeriti Council Forum

Purpose: In recognition of growth, complexity and change in universities and in corporations since World War II, a discussion of their mutual relationship is appropriate at a time when Western Michigan University is preparing to formalize its search for private source funding.

The Forum is designed to stimulate discussion and analysis of corporate culture as it intersects with American universities. Two themes will be highlighted: first, the American system of higher education will be compared to the European classical model for universities. Another theme will note contrasting goals: The university seeks the common good; corporations seek private good. Both elements pose long-term questions of direction, ethics and philosophy for the university.

Also, the rise of corporate globalization in commerce has challenges for much of the curriculum. Obviously, there are direct impacts on economics, business and technology but there are also calls for a more sophisticated understanding of humanities including language, ethnicity, religion, the arts and culture generally. Global commerce reaches for global knowledge.

Western Michigan University has a history of involvement with corporations and corporate culture. It plans now to expand fund raising efforts from private sources for research and education.

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## Events Continued...

These proposals too will be discussed.

The forum will also treat some of the immediate and practical problems facing students, faculty, staff, and officers. Interested Faculty have encouraged selected students to work on papers related to the Forum topics. The proceedings of the forum will be published including an evaluation of the forum and its content as an instrument of learning. The major themes, international curricula, and human relations will be considered.

### Thursday, November 11

**2:15-5:00 p.m., 2000 Schneider Hall, College of Business** – Welcome to the Forum, President Judith Bailey

“Universities and Corporations,” Moderator: Dr. Robert Kaufman, Emeritus in Political Science, WMU

“The Entrepreneurial University: Prospects and Problems,” Dr. Sam Hines, Dean, School of Humanities and Social Science, College of Charleston

“Commercialization of the University,” Dr. Jack Luderer, Vice President for Research, WMU

“The Business Technology and Research Park: A Partnership with Purpose,” Dr. Michael Atkins, Dean, College of Engineering and Applied Sciences, WMU

“Cultural Contradictions and Ethical Dilemmas: The University in a Corporate Culture,” Dr. Eric Gould, Professor of English, University of Denver

### 3:00-5:00 p.m. Fetzer Center, Kirsch Auditorium

“Evolving Human Relations in Higher Education,” Moderator: Dr. Thomas VanValey, Chair, Sociology, WMU

“The Entrepreneurial University: Rewards and Risks,” Dr. Samuel Hines, Dean, School of Humanities and Social Sciences, College of Charleston

“Rewards and Risks of Corporate Funding for University Research,” Dr. Jack Luderer, Vice President for Research, WMU

“Human Relations Trends and Issues,” Laureen Summerville, Director of Human Resources Services, WMU, and Dr. Jon Neill, Professor, Economics, WMU

### Friday, November 12

**10:00 a.m.-12:00 noon, 2000 Schneider Hall, College of Business** “Globalization and International Programs in Higher Education,” Moderator: Dr. James Butterfield, Professor, Political Science, WMU

“Ethical Challenges in the New European University,” Dr. Eric Gould, Professor of English, University of Denver

“Commodification of International Higher Education,” Dr. Howard Dooley, Executive Director, Office of International Programs, WMU

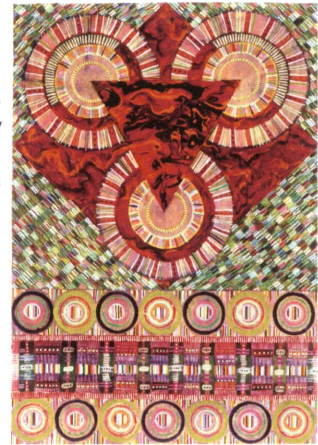
“Developments in International Programs at WMU,” Dr. Ronald Davis, Associate Vice President for Academic Affairs and Director, Diether H. Haenicke Institute for International and Area Studies, WMU

2:15 – 4:15 p.m., Brown Auditorium, **Schneider Hall**  
“Universities and Corporations,” WMU Emeriti Council Forum

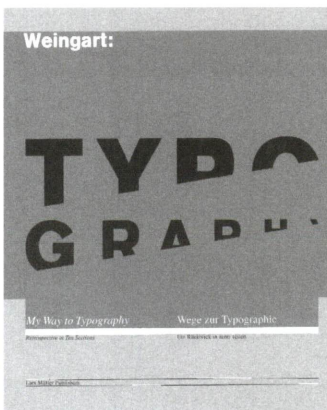
## COLLEGE OF FINE ARTS

George Faison, Tony award winning choreographer of “The Wiz,” will be in residence in the Department of Dance from October 23 through October 31, 2004. He will present a public lecture entitled “My Life in Theater” at 4:00 p.m. on October 29 in Dance Studio A of the Dalton Center. He will also conduct an open rehearsal for his dance “Suite Otis” from 7:30-9:00 on Thursday, October 28 in Dance Studio A. Seating is limited for both presentations. Call the Department of Dance at 387-5830 for reservations.

The College of Fine Arts “Journey of the Spirit: Exploring Beauty” series continues with an exhibition entitled “Pivot Points.” The large traveling exhibition of paintings and poetry are on display in Gallery II, Sangren Hall, and the School of Art hall showcases from October 11 through November 8. Poems can be read as well as heard in the gallery. Curated by faculty at Virginia Commonwealth University, the show traces abstract painting and poetry through three generations of students and teachers. It highlights the mentored relationship and how it plays a significant role in the development of the younger artist. This is further expanded when the younger artist becomes the teacher of the next generation and colleague to the first. Gallery II hours are Monday through Friday, 10:00 a.m. to 5:00 p.m.



The School of Art and College of Fine Arts were pleased to host Swiss graphic designer Wolfgang Weingart from the Basel School of Design for a week of activities presenting seminars, critiques and small lectures with students in the graphic design program. He gave a public evening lecture, “My Way to Typography,” on Thursday, October 21, at 7:00 p.m. in 2304 Sangren Hall. There is an exhibit of his posters in the Sangren Hall showcases from through November 5. Viewing hours are Monday through Friday, 7:00 a.m. to 10:00 p.m. The WMU Visiting Scholars and Artists Committee co-sponsored these events.



## Events Continued...

The Department of Theatre will present the production *SETTLING SOPHIA* in the Multi-Media Room of the Dalton Center, October 28-30, 2004 and November 4-6, 2004, at 8 p.m., and on Sunday, October 31 at 2 p.m. In the quiet, rural North Carolina town of Sophia, everyone knows the secret about one woman's identity except the woman herself. Issues of racism and self-definition are examined as she must make a life-altering decision about her future.

The School of Art and College of Fine Arts is presenting videos by Jawshing Arthur Liou of Bloomington, Indiana, in Gallery II, Sangren Hall, from November 11 to 23. There will be a lecture on his work Thursday, November 11, at 7:00 p.m. in 1213 Sangren Hall, followed by a question and answer session in the gallery.

The Department of Theatre will present *OTHELLO* in Shaw Theatre, November 11-13 and 18-20, 2004 at 8 p.m., and Sunday, November 14, at 2 p.m. In this classic Shakespearean tragedy, the title character is a Moorish war hero whose life is ruined by deceit and betrayal at the hands of the evil Iago.

### LEE HONORS COLLEGE

No items submitted for this issue.

### COLLEGE OF AVIATION

No items submitted for this issue.

## What We're Reading

### HAWORTH COLLEGE OF BUSINESS

*How Full is Your Bucket?* by Tom Rath and Donald Clifton. Positive strategies for work and life. Recommended by Ed Edwards.

*Execution - The Discipline of Getting Things Done* by Larry Bossidy and Ram Charan. Recommended by Ed Edwards.

*Against All Enemies!* by Richard Clark. Clark served on the White House staff of Presidents Reagan, Bush Sr., Clinton & Bush Jr. He was the National Security Advisor for both of the latter. The 1st chapter on what happened inside the White House on September 11 was especially fascinating. Highly recommended by Chris Korth.

### Prism Newsletter

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