



# Western News

For and about WMU faculty and staff

MARCH 10, 2011  
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## University award nominations sought

Nominations for the Distinguished Service, Distinguished Teaching and Emerging Scholar awards are being accepted through Friday, April 1. These are some of the most prestigious awards WMU bestows on faculty and staff members. Visit [www.wmich.edu/provost/announcements/awards/fac-staff.html](http://www.wmich.edu/provost/announcements/awards/fac-staff.html) for eligibility requirements, nomination criteria and nomination forms.

## Special opportunity open to advisors

In an effort to expand the campus knowledge base about the unique benefits students experience studying abroad, the Haenicke Institute will sponsor three academic advisors to participate in a short-term, faculty-led study abroad program this summer. The deadline to apply is Wednesday, March 30.

Advisors at the department or college level are eligible, but must be nominated by the dean of their respective colleges. The three advisors selected may choose from six overseas programs. Visit <http://international.wmich.edu/content/view/2386/2> for more information and an application form.

## Polar Plunge fundraiser scheduled

WMU community members will plunge into the icy waters of a makeshift glacial pool in Lawson Ice Arena Saturday, March 19, to raise money for Special Olympics Michigan. A registration fee of \$50 is required to plunge, and plungers are encouraged to seek pledges from family and friends.

Registration begins at 11 a.m., while the costume parade begins at noon. Participants will start taking the plunge at about 12:15 p.m. An award and post-plunge party will be held at 1 p.m. Visit [www.firstgiving.com/polarplunge/Event/KalamazooPolarPlunge2011](http://www.firstgiving.com/polarplunge/Event/KalamazooPolarPlunge2011) to pre-register or donate.

## Multi-unit center slates open houses

The Center for Academic Success Programs will be holding open houses from 3 to 6 p.m. Monday and Tuesday, March 14-15, in the center's new office space on the first floor of Ellsworth Hall. The events will give campus community members a chance to learn about the many academic services and student success programs the center offers.

## Register now for assessment event

Faculty and staff members should register by Friday, March 18, for Assessment in Action Day, being held Friday, March 25, in the Fetzer Center. Attendees will learn about WMU's assessment resources. Mary Allen, a well-known consultant, will deliver the keynote address and lead several workshops.

The day includes breakout sessions, lunch and a poster session. It will start with check-in at 8:30 a.m. followed by the keynote at 9 a.m. and end at 3:30 p.m. Write to [karen.stokeschapo@wmich.edu](mailto:karen.stokeschapo@wmich.edu) to register. Visit [www.wmich.edu/poapa/assessment/assessment-in-action.html](http://www.wmich.edu/poapa/assessment/assessment-in-action.html) for more details and the complete schedule.

## Archer, Johnston to lead WMU trustees in 2011



Archer



Johnston

Dennis W. Archer of Detroit and William D. Johnston of Portage, Mich., have been elected to serve for 2011 as chair and vice chair, respectively, of the WMU Board of Trustees.

The election took place at the board's Feb. 24 meeting. Archer replaces Trustee Larry Tolbert of Kalamazoo, who remains on the board.

Archer is chairman and CEO of the law firm Dennis W. Archer PLLC in Detroit and chairman emeritus of Dickinson Wright PLLC, also in Detroit. He was named to the board in 2005 and is a WMU alumnus. Archer has served in the past as a Michigan Supreme Court Justice and mayor of Detroit.

Johnston is chairman of Greenleaf Companies, which includes Greenleaf Trust, Greenleaf Hospitality Group and Catalyst Development Co., LLC. A WMU alumnus, he has served as a trustee since 2007. Johnston is chairman of Southwest Michigan First and serves on the boards of several area organizations.

The other officers elected during the annual meeting are WMU employees. They are Betty A. Kocher, secretary; Lowell P. Rinker, treasurer and assistant secretary; and Janice Van Der Kley, assistant treasurer.



Dana Debel of Ann Arbor was sworn in as a new WMU trustee during a special ceremony Feb. 24. Debel is director of state and local government affairs for Delta Air Lines. She will serve an eight-year term. (Photo by Mike Lanka)

## University releases detailed visual identity guidelines

An expansive and detailed set of identity guidelines for use in representing WMU visually has just been released by the Office of University Relations and is now available for campuswide use.

In development over a two-year period, the guidelines reflect the input of marketing and communication professionals across the campus. They are designed to help WMU personnel produce print materials with a consistent and professional look and feel.

Posted at [www.wmich.edu/ur](http://www.wmich.edu/ur) is a detailed 40-page publication that outlines the guidelines and is available as a PDF document.

The site also will serve as a location for PowerPoint templates and a range of other templates as they are developed.

"The basic elements of the guidelines draw heavily on our great traditions," notes President John M. Dunn in an introduction to the WMU Visual Identity Program publication. "Our treasured seal and signature combination has been

updated and will continue to represent WMU for formal use. In addition, we have assigned a new role for a very old mark—the 'W,' which has been a part of our history for nearly 100 years. That mark will now be the choice for daily and less formal uses."

The publication outlines when and how units should use the "W" and the University seal



Example of one acceptable way to combine WMU's new promotional mark and signature

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## International Festival helps bring the world together

The music, dance, food and fashions of 13 cultures representing five continents will be spotlighted during WMU's 2011 International Festival from 4 to 8 p.m. Sunday, March 20, in the Bernhard Center's East Ballroom.

The event features displays, cultural performances and a fashion show. Admission is free, and for a nominal fee, attendees may sample traditional foods prepared by international students in campus kitchens under the supervision of employees of WMU Dining Services.

International Festival annually attracts more than 2,000 students and community members. Attendees are able to "travel" around the world in a single evening while gaining an appreciation for the diversity of student cultures prevalent at WMU.



# Around campus and beyond

## Six movies examine religion and film

A series of six movies that examine religion and film starts today and runs through April 14. The films will be shown on consecutive Thursday nights and be followed by discussions. All of these programs are open to the public free of charge. Comparative religion faculty members and graduate students lead the discussions.

Each of the programs will be held from 7 to 9:30 p.m. The first features a screening of "Cabeza de Vaca" and will take place tonight in the Richmond Center. All other screenings take place in 2028 Brown Hall. Visit [www.wmich.edu/wmu/news/2011/03/013.shtml](http://www.wmich.edu/wmu/news/2011/03/013.shtml) for descriptions of the films in the series.

## Corporate revitalization is talk topic

Sheldon L. Stone will present "What is the New Normal?" at 5 p.m. Wednesday, March 23, in Schneider Hall as part of the Haworth College of Business Distinguished Speaker Series. Stone is a partner in Amherst Partners, LLC, an investment banking, turnaround and consulting management firm. Register to attend at [shawna.cassada@wmich.edu](mailto:shawna.cassada@wmich.edu) or (269) 387-6059.

## Trio to present high-energy concert

Project Trio, a Brooklyn-based ensemble known for fusing high-energy chamber music with hip-hop, rock and pop, will perform at 8:15 p.m. Sunday, March 13, in the Dalton Center Recital Hall.

Prior to its performance, the group will of-

fer a master class and beat-boxing workshop at 7 p.m. in 1120 Dalton Center. General admission for Project Trio's concert costs \$5 at the door and is free for current WMU students.

## Community to honor Greg Jennings

Greg Jennings, star receiver for the Super Bowl champion Green Bay Packers and a WMU alumnus, will be honored at a community homecoming celebration on campus from 6 to 7 p.m. Monday, March 14, in University Arena.

This free event will feature entertainment, a video salute, and remarks by Jennings, WMU head football Coach Bill Cubit and community leader Tim Terrentine.

## Frostic Reading Series features Eimers

Celebrated WMU poet Nancy Eimers, English, will read from her works at 8 p.m. Tuesday, March 15, in 105 Bernhard Center. The event is part of the Gwen Frostic Reading Series.

## China's economy focus of lecture

Thomas Rawski, an economics and history professor from the University of Pittsburgh, will give a historical perspective of the Chinese economy in a presentation from 3 to 4:30 p.m. Wednesday, March 16, in 2028 Brown Hall. The talk, "China's Economy: Historical Legacies and Modern Growth," is part of the Werner Sichel Lecture Series.

## Francophone fest set for March 16-20

A highlight of the 10th Francophone Film Festival of Kalamazoo, running Wednesday through Sunday, March 16-20, in the Little Theatre, will be the appearance of noted Algerian filmmaker Abdelkrim Bahloul.

Bahloul will be on hand to lead post-screening dialogues when his film "A Trip to Algiers" is premiered in the United States at 7 p.m. Saturday, March 19, and 4 p.m. Sunday, March 20.

Visit [www.wmich.edu/ffkzoo](http://www.wmich.edu/ffkzoo) for more information, including additional films being featured, screening times and admission prices.

## Fairy-tale economics to be discussed

Dorothy Noyes from Ohio State University will speak on "Fairy-tale Economics: Scarcity, Risk and Choice" at 7 p.m. Thursday, March 17, in 3025 Brown Hall. Her lecture will address how the Western fairy tale, which was initially formed in a world of scarcity, persists in industrial and capitalist societies.

## Civil War sesquicentennial examined

The 150th anniversary of the Civil War and its implications for American history are topics of the annual H. Nicholas Hamner Lecture, set for 6 p.m. Tuesday, March 22, in the Fetzer Center. David Blight from Yale's Gilder Lehrman Center for the Study of Slavery, Resistance and Abolition will deliver the lecture.

## Free dinner program explores Islamic law and America

"Sharia: Islamic Law and America" is the topic of a free talk and dinner at 5:30 p.m. Friday, March 18, in the Bernhard Center Ballroom. The talk is part of an annual dinner program at WMU that aims to improve understanding of Islam and Muslims.

This year's featured speaker is Sherman Abd al-Hakim Jackson, the Arthur F.



Jackson

Thurnau Professor of Near Eastern Studies, visiting professor of law and professor of Afro-American studies at the University of Michigan.

He will speak following a dinner featuring Middle Eastern cuisine. Online registration is required at [www.msa-wmu.org](http://www.msa-wmu.org) to attend the dinner and talk, which is being sponsored by WMU's Muslim Students and Arab Students associations.

## Exchange

**For sale by owner**—Beautifully updated home at 702 Draper St., Vicksburg, Mich., within walking distance of Sunset Lake beach. Four bedrooms, two bathrooms, and kitchen with hickory cabinets, side-by-side refrigerator, range, built-in microwave and dishwasher. Three large bedrooms with large closets plus laundry hook-up upstairs. New drywall and insulation, paint and flooring throughout, and high-efficiency gas furnace. Central air conditioning, glassed-in front porch, large wooded deck and oversized detached garage. Shaded yard with mature trees. \$95,000. Call (269) 998-5467.

## 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.

## Meet author, listen to panel as part of CHHS Book Read

Area residents are invited to join in reading "Strength in What Remains" by Tracy Kidder during the fourth College of Health and Human Services Book Read.

The Kalamazoo Public Library also is featuring the book in its Reading Together program from mid-February through mid-April. CHHS is collaborating with the library in the effort.

People can meet Kidder, a Pulitzer Prize winner, from 11 a.m. to 12:15 p.m. today in 1010 Health and Human Services Building.

The public also is invited to attend a panel discussion on the challenges of providing health care to people in poverty that is set for 12:30 to 1:45 p.m. Wednesday, March 16, in the same room and building.

## Chinese music to be performed

Hong Zhang, a nationally renowned mezzo-soprano and senior lecturer of Chinese at Binghamton University, will give a recital and lecture on "China's Ethnic Groups and Their Songs" at 7 p.m. Thursday, March 24, in Kalamazoo College's Dalton Dalton Theatre, 1200 Academy St.

Tickets are available at the door or in advance through the Confucius Institute. General admission tickets cost \$5 and tickets for WMU and K-College students with student IDs cost \$2.

For more information, contact the Confucius Institute at WMU by sending e-mail to [wmu-confucius@wmich.edu](mailto:wmu-confucius@wmich.edu) or calling (269) 387-3951.



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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. Spring semester publication dates are Jan. 13 and 27, Feb. 10 and 24, March 10 and 24, and April 21. Items may be submitted by mail, fax to (269) 387-8422 or e-mail to [jeanne.baron@wmich.edu](mailto:jeanne.baron@wmich.edu).

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WESTERN MICHIGAN UNIVERSITY

# University hosting public recruiting events for state government

Recruiters will be on the WMU campus next week as part of a major recruitment initiative by the Michigan Department of Human Services that ultimately is expected to add 500 professionals to the state's civil service roster.

The recruiters will hold one statewide event each day from Tuesday through Thursday, March 15-17. The aim is to identify interested and qualified candidates to work in children's protective, foster care, adoption, juvenile and home licensing services.

College graduates and current students may apply for positions if they have earned, or expect to earn by May or August, a bachelor's or master's degree in one of 10 areas.

The 10 areas are social work, sociology, psychology, family ecology, family studies, consumer/community services, counseling psychology, family and/or child development, criminal justice or guidance/school counseling.

All three local DHS events will take place in the Bernhard Center's East Ballroom.

- The first event is a panel presentation called "A Career in Child Welfare Services for the Social Sciences" set for 5 to 6:20 p.m. Tuesday, March 15. Seating is limited to 500 people, and pre-registration is required. After the presentation, interested candidates will have a chance to sign up to return for a one-hour session the following day.

- The March 16 event will run from 8 a.m. to 5 p.m. and is only open to people who registered to attend the panel presentation. During the one-hour sessions, groups of job applicants will complete a written exercise and application as well as a 10-minute behavioral-based interview.

- The March 17 event is just for applicants who were notified the previous day that they were selected to come back for a 30-minute behavioral-based interview. This second round of interviews also will

take place from 8 a.m. to 5 p.m., with the selected candidates needing to be on site only during the one-hour time slot they signed up to attend.

WMU has reserved Parking Structure No. 1 by Ellsworth Hall and metered spaces in lots 80, 48, 44, 68, 69 and part of lot 13 to accommodate the expected March 15 crowd. Parking Structure No. 1 has been reserved for the March 16 and 17 crowds. Members of the campus community are asked to avoid parking in reserved areas on the affected days.

Visit <https://spreadsheets.google.com/viewform?formkey=dEh4MWV3eWlyR0w3UVFjY2pHckZxNnc6MQ> to register and [www.michigan.gov/dhs/0,1607,7-124-5455\\_57934---,00.html](http://www.michigan.gov/dhs/0,1607,7-124-5455_57934---,00.html) for more detailed information. Questions about WMU's role in the initiative should be directed to Surangi M. Pradhan at [surangi.pradhan@wmich.edu](mailto:surangi.pradhan@wmich.edu) or (269) 387-2745.

## Trustees approve seven faculty, staff retirements

The retirements of three faculty and four staff members were approved by the WMU Board of Trustees at its Feb. 24 meeting.

Trustees also accepted the resignation of one faculty member.

All of the faculty members who are retiring are doing so with emeritus status. Their names, positions, years of continuous service and effective dates of retirement are: Roberta Allen, professor of business information systems, 32-1/2 years, effective April 30, 2012; William H. Fenn, professor of physician assistant, 25 years, effective Aug. 7, 2011; and (change in retirement date) G. Gwen Raaberg, professor of English, 22 years, effective June 30, 2011.

The staff members retiring are: Willie J. Harrell, carpenter in Facilities Management-maintenance services, 22 years, effective Jan. 31, 2011; Cynthia K. Johnson, custodian in Facilities Management-building custodial and support services, 19 years, effective Nov. 30, 2010; Mary Swartz, director of WMU-Traverse City, 13 years, effective June 30, 2011; and David A. Witt, coordinator of business media services in the Haworth College of Business, 34 years, effective Feb. 28, 2011.

The faculty member resigning is Zvi Biener, assistant professor of philosophy, effective Aug. 22, 2011.



Allen



Fenn



Raaberg



Swartz



Witt

## Annual Chavez day event set

Southwest Michigan will celebrate the life and work of civil rights leader Cesar E. Chavez with a scholarship fundraising dinner and program Saturday, March 26, in 157 Bernhard Center.



Andrade

The event will start at 6:30 p.m. and the cost is \$40. Reservations are required by Friday, March 18. The keynote speaker will be Dr. Juan Andrade Jr., president of the United States Hispanic Leadership Institute.

This is the fifth year that WMU's Division of Multicultural Affairs has teamed with the Southwest Michigan Cesar E. Chavez Day Committee and area businesses to sponsor a banquet on or around Chavez' March 31 birthday.

To register, call (269) 760-8138. For more information, contact Miguel Ramirez in WMU's Division of Multicultural Affairs at [miguel.ramirez@wmich.edu](mailto:miguel.ramirez@wmich.edu) or (269) 387-3329.

## Differential tuition plans OK'd

The WMU Board of Trustees has signed off on separate plans for the College of Fine Arts and Haworth College of Business to use differential tuition models this fall.

For students in the two colleges, the move will boost the cost of tuition, reduce the amount of fees assessed, and preserve and enhance the quality of the student experience.

The fine arts college plan will apply to all students beginning with their freshman year. The business college plan will only apply to students in their junior and senior years. Funding raised through the two plans will stay in the colleges, with 25 percent used for student financial aid.

## Somali pirates, high seas piracy to be discussed during talk

A March 21 talk on piracy will conclude WMU's local offerings in this year's "Great Decisions Foreign Policy Lecture Series."

Retired Navy Cap. Gordan VanHook will present "Pirates on the High Seas" at noon in the Fetzer Center's Putney Lecture Hall.

## Human Resources offers retirement seminar series

Human Resources will be offering six retirement-related programs in a 2011 seminar series designed exclusively for university employees. The programs will be conducted by Sanford Advisory Services, which provides administrative and consulting services for the WMU retirement plan to all employees.

Each seminar will focus on one aspect of retirement planning. All six will take place in the Bernhard Center and be presented at 9 a.m. and again at 4 p.m. to accommodate differing schedules. Employees may attend all of the seminars or any individual seminar.

The first program will be held Thursday,

VanHook, a nearly 30-year Navy veteran, led the crisis team that resolved the hijacking of the cargo carrier Maersk Alabama off the coast of Somalia in 2009.

His presentation will address maritime security and piracy.

March 31, and is titled "Asset Allocation and Market Update." It will explain asset allocation and diversification. Next up will be "Long-term Care Insurance and Life Insurance" Thursday, April 21, and "Medicare and Social Security Benefits" Tuesday, May 17.

The remaining three programs have been scheduled for this coming fall. "Estate Planning for the Middle Class" is set for Tuesday, Sept. 20, and will deal with such issues as wills, trusts, powers of attorney and patient advocates. "Identity Theft" is set for Wednesday, Oct. 12, and will offer tips to avoid identity theft. "Alzheimer's and Elder Care" is set for Thursday, Nov. 10, and will focus on caring for a spouse or parent with dementia or Alzheimer's.

Reservations are required and reminder notices will be sent. For more information or to register, call Sanford Advisory Services at (269) 488-6900. Direct questions to Richard Schaper, Human Resources.



## On Campus with Chris Wang



FULL OF CHEER  
(Photo by Deanne Puca)

Chris Wang is one of WMU's biggest fans. As head coach for the University's cheerleading team, he's on the sidelines from September to the end of March working with the 24-member squad.

The cheerleaders train three times a week to prepare their routines for the football, volleyball, and men's and women's basketball games. Once a year, the cheerleaders also perform a more than three-minute routine at halftime for the men's basketball team that goes all out and includes pyramids, back flips, and team members being thrown into the air.

"The first thing a lot of people think of (with cheering) is that it's all rah, rah and yelling," Wang says. "But there is a lot more to the athleticism of it. There's a lot of wear and tear on your body."

The season spans an eight-month period. Tryouts are held in late April or early May, and practices are held sporadically throughout the summer. The team also attends the Universal Cheerleaders Association College Camp in August.

"It's a hectic season," Wang says. "For me, it's the game atmosphere—being on the sidelines—that makes it all worth it."

A temporary WMU employee, Wang choreographs routines during the Cheer Team's evening practices, all the while holding down his job as ice events coordinator for Wings Stadium in Kalamazoo.

He was introduced to cheerleading in high school when he played football for Northville (Mich.) High School. He and his fellow players were encouraged to try out for the cheerleading squad, which needed additional members.

After football season concluded, they participated with the squad in competitions in such places as Disney World in Orlando, Fla.

Wang continued cheering in college and was on the WMU team for four years. After taking a year off following graduation, he returned to the University in 2006 as assistant cheerleading coach and in 2007 moved into the head coaching position.

The two-time WMU alumnus earned a master's degree in sports administration and a bachelor's degree in marketing.

Wang is a resident of Portage, Mich. His hobbies center on sports, including playing football and basketball. He also is an avid hockey fan.

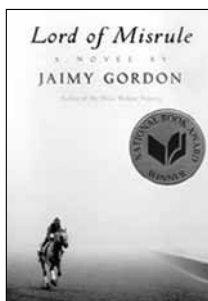
## Gordon is finalist for second major fiction award

An award-winning book by Jaimy Gordon, *English*, has just been named a finalist for the 2011 PEN/Faulkner Award for Fiction, the largest peer-juried fiction prize in the nation.

Gordon's "Lord of Misrule," which captured the National Book Award for fiction last fall, is among five finalists for the new award. The winner will be announced Tuesday, March 15, and all five finalists will be honored Saturday, May 7, at the Folger Shakespeare Library in Washington, D.C.

The winner of the 31st Annual PEN/Faulkner Award will receive \$15,000. The other four finalists will each receive \$5,000. Some 320 novels and short story collections published in 2010 by American authors were reviewed for the award.

Visit [http://www.penfaulkner.org/news/news/2011\\_PENFaulkner\\_Award\\_for\\_Fiction\\_Nominees\\_Announced](http://www.penfaulkner.org/news/news/2011_PENFaulkner_Award_for_Fiction_Nominees_Announced) for more about the PEN/Faulkner award nominees and event.



## Temporary sites identified for medical school offices

A communitywide facilities committee has decided on temporary locations for some WMU Medical School offices.

Founding Dean Hal Jenson and some initial staff members will operate out of space in the Bronson Upjohn Building, 301 John St., beginning in May. Since Jenson is arriving in late March, he will temporarily occupy an office in the Innovation Center on the Parkview Campus.

The office is in the same suite occupied by Interim Dean Jack Luderer and Sherrill Busboom, who also will be moving to the John Street location.



University Medical and Health Sciences Building (Photo by Neil Rankin)

In addition, a small number of "walk-up" offices will be used in the University Medical and Health Sciences Building at 1000 Oakland Drive. The building houses the Kalamazoo Center for Medical Studies and WMU's Unified Clinics.

## University releases detailed guidelines continued from page 1

and signature as well as which versions of these types of marks have been discontinued. It also presents an updated set of primary, secondary and metallic color palettes as well as suggested accent colors and information about how to use them. Also covered are typography, stationery and business-card design, electronic letterhead, use of background textures and development of individual unit promotional marks.

In addition, a set of 10 frequently asked questions is included to convey information about how units can transition to the new guidelines and address concerns about specific needs. Available artwork and

backgrounds shown in the publication may be obtained electronically by contacting David H. Smith, director of graphics and design, at [david.h.smith@wmich.edu](mailto:david.h.smith@wmich.edu) or (269) 387-8433.

The new guidelines replace a set of minimal guidelines in place since 1997. Earlier this semester, WMU's Senior Leadership Team and the Provost's Council reviewed the guidelines.

WESTERN MICHIGAN  
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Example of an outdated version of WMU's seal and signature that should no longer be used.

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