WMU combines foresight, action to lead the way in meeting needs

One of the characteristics of a great university is its ability to anticipate and adapt to the ever-changing needs of the students, state, and nation it serves. Western Michigan University has demonstrated that ability throughout its long history.

When world wars and demographic shifts created gaps in the nation's health education system, WMU was there. When officials across the country pleaded for public school reform, WMU was there. When the technological revolution intensified the need for novel ways of doing business, WMU was there. Again and again, the University has answered the call, filling a variety of educational voids and addressing the diverse needs of students and the public.

The sixth institution in the nation to employ Touch-Tone® telephone registration, WMU has acted with similar vision in areas that are less technologically demanding. Paying close attention to the changing needs of its students as well as of American business and industry, it has adjusted to today's demands in numerous meaningful ways, including:

- One of the nation's most flexible and comprehensive "weekend colleges," allowing hundreds of full-time workers to obtain new skills and training by attending degree classes in the evening and on weekends.
- Housing the University Libraries, which, with more than three million items, has the largest holdings in West Michigan and is widely available to patrons throughout the region.
- Constructing the University Computing Center, which provides WMU and the region with a major access point to the information superhighway.
- Addressing important societal issues in the classroom, such as creating one of the country's first courses to examine how AIDS affects society and different academic disciplines.

Understanding the future significance of global interdependence and the technological revolution, WMU embarked on a successful decades-long effort to be a key player in preparing the United States for the twenty-first century. Some of the more notable outcomes of this effort are its distinction as:

- The only university in Southwest Michigan with satellite uplink and full studio production facilities, enabling WMU and the region to be major players in the worldwide telecommunications marketplace.
- The only university in Southwest Michigan with the nation's only four-year aviation curriculum at a public university, as designated by the Carnegie Foundation.
- The only university in Southwest Michigan with a satellite uplink and full studio production facilities, enabling WMU and the region to be major players in the worldwide telecommunications marketplace.
- The University's only four-year Doctoral I university, as designated by the Carnegie Foundation.
- The only university in Southwest Michigan with full-time workers to obtain new skills and training by attending degree classes in the evening and on weekends.
- Expanding and enhancing the Division of Continuing Education, which now operates the second largest extension program in Michigan and brings needed degree programs to prospective positions throughout the University in the forefront of some of the most dramatic and innovative changes in higher education.

University-wide Activities

Steps being taken to expand and relocate Western Michigan University's aviation programs will help the United States maintain an ample supply of pilots in the wake of military downsizing while increasing the number of opportunities in aviation.

The University's ambitious effort took off November 10 when the U.S. Congress approved legislation authorizing the Department of Defense to award WMU a $6 million grant to expand its School of Aviation Sciences and move it to the W. K. Kellogg Airport in Battle Creek. The award, the largest single grant to WMU in its history, is part of Congress' 1994 defense department appropriations, much of which is aimed at preparing the department for the post-Cold War era.

Historically, the military has supplied most of the pilots for the airline industry. With the pending reduction in the size of the military, though, fewer pilots will be available and new pilot training programs must be developed.

"This grant will help us to develop the most innovative, forward-looking collegiate aviation program in the nation in greatly expanded and enhanced facilities at the W. K. Kellogg Airport," President Diether H. Haenicke said. "We are very grateful for the outstanding bi-partisan support of many people, including U.S. Reps. Fred Upton, Bill Ford, and David Bonior and U.S. Sen. Donald Riegle as well as Gov. John Engler, who endorsed this project as a key economic development initiative for the Michigan delegation."

WMU has a fifty-year tradition in aviation education, having established its first program in 1939. Currently it has the only four-year aviation curriculum at a public university in Michigan, offering majors in aeronautical engineering, aircraft maintenance engineering technology, aviation flight science, and aviation technology and operations. Last December the School of Aviation Sciences was created within the College of Engineering and Applied Sciences and all but the aeronautical engineering program brought under its wing.

Continued on page 4
To have a successful 1993-94 season, Western Michigan University hockey Coach Bill Wilkinson thought the Broncos would have to do a lot of scoring to make up for the number of goals he figured his young defense would be giving up each game.

Well, the coach isn’t always right. Within the first few weeks of the season, Wilkinson realized that the 1993-94 Broncos not only had the speed and offensive prowess he had expected, but also a definite style—hard-nosed, bump-and-grind defense. WMU wasn’t winning games 7-5 and 8-6, but 3-2 and 2-1.

That defensive style and the team’s “bunch box crew” mentality gave WMU its second-ever bid to the National Collegiate Athletic Association national tournament and its first bid since the 1985-86 season. It also gave WMU its second consecutive tournament win (20-12-3), the third such season in the last four years, and an upper-division finish in the Central Collegiate Hockey Association race (16-10-2) with fourth place, one point out of third and two out of second.

We started the year putting twenty-year patches on our jerseys to commemorate our essential affiliates as a varsity program and (playing in the NCAA tournament) was a fantastic way to end that celebration,” Wilkinson says. “We’re a relatively young program compared to most in the country, but we’re back on the national hockey map. It’s where we want to consistently be in the future.”

WMU met the University of Wisconsin-Madison of the Western Collegiate Hockey Association in the first round of the NCAA tournament in the NCAA East Regional at the Knickerbocker Arena in Albany, New York, on March 25. The Broncos lost 6-3 to the Badgers. At the regional, Wilkinson was named one of the three finalists for the Spencer Penrose “national coach of the year” award.

At the CCHA Championship on March 18-20, WMU beat Miami University 4-3 in the quarterfinal game, but lost to the University of Michigan 6-3 in the semifinal match.

Senior defenseman Brent Brekke, ’94, was named the CCHA’s “defensive defender” of the year, giving WMU its third consecutive year with a team member receiving one of the league’s top honors. Chris Brooks, ’96, was named Rookie of the Year in the 1993 and Pat Ferschweiler, B.S., ’93, was named Defensive Forward of the Year in 1992.

“These kids were the kind on put their hard hats each day, grabbed their lunch boxes, and came to work each day ready to get the job done,” Wilkinson says.

“The old saying is ‘the best offense is a good defense,’ and if you want an example of that, look at this Western Michigan hockey team. Who would have thought back in September that I’d be able to say that?” Wilkinson loses four seniors from the 1993-94 squad.

Computerized kiosk making life easier for students, visitors

Whether linking up with satellites or connecting with students, Western Michigan University is among the state’s technological frontiers.

One of WMU’s latest initiatives, an Interactive Multi-Media Kiosk, may not seem like a giant leap forward, but its making life a little easier for many members of the University community.

Through the kiosk, students, faculty, staff, and campus visitors can quickly locate a building, review the history of the University, find a student organization, or discover an upcoming campus event they otherwise might have missed. Even users who aren’t members of the “Nintendo generation” find this computerized information source a convenient, always-available handy tool.

Paul Lagnado, director of the Office of Student Life, came up with idea about a year ago as a way to help eliminate certain kinds of paperwork as well as to provide one-stop information shopping. Lagnado organized a team of students to develop a prototype, which is located in the Fauquier Student Services Building, and plans call for additional kiosks to be up and running on campus as funds permit.

The project has even captured the interest of Apple Computer, which has donated equipment and software.
Medallion scholars program celebrates ten years

In 1984 fifteen Michigan high school seniors came to campus to compete for one of Western Michigan University’s first six Medallion Scholarships. This past February, nearly 1,800 seniors from Michigan and ten other states were on campus vying for one of these awards. Since the medallion program began a decade ago, it has become part of the biggest scholarship competition of its kind in the state and provides some of the largest merit scholarships in American public higher education. Western Michigan University offers this leadership competition during a time of shrinking financial aid as a way of helping talented students obtain a college education.

During the last ten years, more than 5,200 top high school seniors have competed and some $10 million in scholarships has been awarded.

"Not only is ours the largest scholarship competition in the state," said Stanley E. Henderson, director of enrollment management and admissions, "but it’s also the most comprehensive in the state because of our tiered approach.

The Medallion Scholarships, valued at $25,000 or more over four years, are the top awards offered. Also available are $16,000, $12,000, $8,000, and $4,800 awards. Each participant who competes in the competition and decides to attend WMU receives some sort of scholarship. The total merit-based scholarship pool is valued at more than $1 million.

In 1984 the Medallion Scholarships, then valued at $20,000, went to six Michigan high-school seniors. To addition to increasing in value to $25,000 over the past ten years, these top awards have grown in number to twenty-one. To date, 122 students have won Medallion Scholarships totaling some $2.5 million.

Only the cream of the crop of a given year’s high school seniors is being selected for a medallion scholarship. The selection committee considers grades, courses, test scores, and performance in the on-campus competition, as well as leadership, recommendations, and, in some cases, personal interviews.

Although part of the same on-campus competition takes place annually for Higher Education Innovation Scholarships, this program is targeted toward talented ethnic minorities who have been admitted and have at least a 3.5 grade point average. Each student who competes and decides to attend WMU receives at least a $4,800 scholarship. This year, ten students received HEIS awards worth $16,000 each.
WMU combines foresight, action to lead the way in meeting needs

Among the most active and involved of WMU's academic units is the College of Arts and Sciences, which participates in hundreds of regional, state, and national projects in each of its disciplines. A few examples of its far-reaching activities are:

- Housing the most powerful supercomputer of its kind in Michigan, enabling the University to share faculty expertise and computer resources with academic and corporate researchers around the world.
- Providing several important academic programs not otherwise available, such as an internationally known graph theory program and Michigan's only Doctor of Public Administration degree and its only master's program in Medieval Studies.
- Earning a $6 million grant from the National Science Foundation for a multi-university effort to revamp high school mathematics and the way it's taught in this nation.
- Putting the University's expertise to work for the public through projects such as the Groundwater Education in Michigan project, which seeks to balance the need for clean water with the need for economic development and to provide a data base local governments can use to make decisions about zoning, development, and water contamination.
- Establishing the Institute for Race and Ethnic relations institute, as well as several other study centers that help solve some of today's most pressing problems.

Long a bastion of business acumen, the Haselwoger College of Business is one of the most modern and well-equipped business colleges in the nation. Housed in Schneider Hall, it's giving new force in preparing tomorrow's leaders for the economic and managerial challenges ahead.

- It continues to broaden its scope with an emphasis on international business and the streamlining of its highly regarded master of business administration degree, building on and surpassing successes such as:
  - Offering Michigan's first master of business administration degree via satellite, enabling WMU to provide needed training to individuals and companies across the state.
  - Bringing up-to-the-minute information and training to the business community through timely projects, such as sponsoring events to help area businesses take advantage of increasingly global business climates, such as in China, Mexico, and the Pacific Rim nations.
  - Sharing its expertise and resources through business and industry partnerships and internships.

Among the most significant current partnerships is the team of IBM, the business college, and WMU's College of Engineering and Applied Sciences, which has resulted in establishment of the IBM Computer Integrated Manufacturing Laboratory. Through computer simulation, students learn the importance of cooperation between business and engineering staffs when developing, manufacturing, and marketing a product using computer systems available in industry.

Some of the most interesting activities currently being pursued in the College of Education are in response to this nation's concern about the quality and competitiveness of its schools. The college has earned repeated recognition for its efforts in developing, testing, and implementing new education strategies. This recognition can be seen in its:

- Receiving a $5.2 million grant from the U.S. Department of Education, which will enable the college to serve as a focal point for U.S. efforts to help public and private school systems develop methods for evaluating the effectiveness of teachers, administrators, and schools.

WMU combines foresight, action to lead the way in meeting needs

Responding to the need for sustenance of the spirit as well as the mind, WMU's College of Fine Arts is every bit as impressive and valued as the University's other degree-granting units.

- The first fine arts degree-granting unit at a public university in Michigan, this academic unit touches hundreds of thousands of people each year. The college's commitment to excellence and its national reputation in arts education are enhanced by the quality of life in Southwest Michigan as well as bringing attention to WMU, as evidenced by:
  - All four of the college's departments being accredited and in some cases, offering one of the few accredited programs of their kind in the state or the Midwest.
  - Performance groups receiving numerous prestigious invitations, such as the University Jazz Orchestra to perform at Carnegie Hall; a dance faculty member to tour with the American Ballet Theatre; Western's Brass Quintet to present a concert tour in China; and the Western Jazz Quartet to perform in Canada, France, and South America.

The Department of Theatre being one of only a handful of departments in the nation to be repeatedly selected to attend a regional American College Theatre Festival, with its production of Quilters selected in an ACT national competition to perform at the Kennedy Center.

- WMU being the only school in the nation to produce a program like the Michigan Youth Arts Festival, a spectacular three-day event featuring hundreds of the state's most talented high school artists in dance, music, art, theater, creative writing, and film/video.

- Academic recognition by peers, such as the School of Music being selected to host an International Trumpet Guild Conference and two faculty members serving as co-editors of the national journal, Music Theory Studies.

- The Gold Company, a student vocal jazz ensemble, being named Outstanding Performance Award winner by Downbeach magazine for the last ten consecutive years.

The College of Health and Human Services has been a leader in bringing needed services and educational programs to the area. As the first university to offer an internationally recognized college, it stepped to the fore when it founded the first speech clinic in Michigan, and carried on a second of its kind in the country, and began offering one of only five occupational therapy programs approved nationally by the American Medical Association. Since then, its accomplishments have included:

- Becoming the second site in the nation to offer degree programs to professionals delivering critically needed rehabilitative services to blind veterans.

- Developing a bachelor's program in employee assistance, at the request of and with the financial backing of the United Auto Workers union. The first program of its kind in the nation, it's designed for working professionals and focuses on counseling, networking, teleconferencing, and interactive video.

- Providing clinical services to thousands of clients each year while at the same time giving needed public educational instruction to students. This work will be broadened and even more accessible when most of the college's clinics are relocated to a new campus building being constructed in a joint venture with Michigan State University.

- Devoting years of effort to getting a baccalaureate program in nursing off the ground after a private Kalamazoo institution closed, leaving West Michigan without such a program (see story on page 5).
Southwest Michigan soon may have needed baccalaureate program

Funding paves way for establishing school of nursing

Pledges totaling more than $5 million have paved the way for Western Michigan University to offer Southwest Michigan a much needed baccalaureate degree program in nursing, it was announced in December.

"Now, after more than thirty months of fund-raising efforts, we can proceed with curriculum development, internal and external program reviews, and faculty and student recruitment," President Diether H. Haenicke said.

"We have the unique advantage of being able to develop our curriculum from scratch," Haenicke continued. "We will not be encumbered by past traditions. We will bring the best minds in the country together to develop concepts for an innovative model for the future of nursing education. This is truly an exciting opportunity for WMU." Dr. Nancy S. Barrett, provost and vice president for academic affairs, notes that although "baccalaureate degree nurses play key roles in the provision of health care and public health services, only 16 percent of the nurses in Southwest Michigan have a bachelor's degree as compared to a U.S. average of 33 percent."

Currently, Southwest Michigan has one nursing diploma program at the Bronson School of Nursing in Kalamazoo and one associate degree program at each of five area community colleges. WMU intends to work with these institutions to enable their graduates to enter and complete WMU's bachelor's program and expand their career options.

Barrett said the $5 million in initial pledges, made by the Irving S. Gilmore Foundation of Kalamazoo, the W. K. Kellogg Foundation of Battle Creek, and Borgess Medical Center and Bronson Methodist Hospital of Kalamazoo, makes the program self-sustaining for at least the first five years.

"We'll need to raise additional funds to preserve program quality, but we are confident that we can be successful because several foundations and federal agencies have told us that they will consider committing donations for additional funding once our program is up and running," she said.

"Additionally, we already have an endowment for nursing scholarships of approximately $1.4 million, thanks to the generosity of the late Theodore Perig, a lifelong resident of Kalamazoo. He established the scholarship endowment fund at WMU in memory of his wife, Hazel, and to affirm his personal commitment to helping others."

Dr. Janet L. Pisaneschi, dean of the College of Health and Human Services, where the proposed school of nursing will be administratively housed, hopes the University will be able to begin accepting applications for its proposed program in the fall of 1994 and begin offering classes in January 1995.

Dr. Margaret M. Murphy, a nationally recognized nursing education consultant who has been working with the college since 1991 to develop a school of nursing, was named interim director of the proposed school in January. Among other activities, Murphy will spearhead the University's efforts in curriculum development and faculty and student recruitment.

Since 1979 Murphy has been a principal or co-investigator for a half dozen major research projects sponsored by the University of Wisconsin at Milwaukee or by the National Commission on Nursing. She has a bachelor's degree in nursing, a master's degree in community health nursing/gerontology, and a doctoral degree in education.

Pisaneschi said the nursing curriculum will be developed with local, regional, and national health care needs in mind. "It will be problem-focused and locally sensitive, and it will incorporate the trend toward the promotion of healthy lifestyles," she said. "The program will take advantage of the diversity of health care training opportunities in the nine counties of Southwest Michigan with special emphasis on learning experiences in community-based and primary care settings in addition to the more usual hospital-based clinical experiences." 

Aviation programs soaring to new heights

Today the school serves 550 students and occupies about 27,000 square feet of space at the Kalamazoo/Battle Creek International Airport, which cannot accommodate any future program expansion because of space limitations. When it moves to the W. K. Kellogg Airport, the school will immediately occupy about 60,000 square feet of completely remodeled space.

"I am delighted that, by working with other members of our delegation, we were able to gain funding for this important project, which helps put Michigan in the forefront of training for the high-skill jobs of the future," said Ford, who is chairman of the U.S. House Education and Labor Committee. Engler added that the project will "provide an economic stimulus for the Battle Creek community as well as assuring that graduates of the School of Aviation Sciences have developed skills that will last well into the twenty-first century."

The grant enables WMU to relocate the school by January 1995. Plans also call for the later establishment of an aviation academy to train airline pilots as a self-supporting enterprise. An international aspect has already been added to the project, with officials from WMU and the Japan Aviation Academy in Yamashiki, Japan, signing a letter of cooperation in December that enables Japanese students to study aviation maintenance at WMU.

The training provided by the School of Aviation Sciences will be enhanced by a $38,770 grant from the W. K. Kellogg Foundation to design a state-of-the-art collegiate curriculum. During the first year of curriculum development, WMU will assess both industry needs and "ab initio" flight education programs, as well as build a new curriculum and develop a strategy for attracting minority students to aviation industry careers. Delta Airlines Capt. Perry Jones, president of the Organization of Black Airline Pilots, praised WMU for its minority recruitment efforts in aviation during a recent visit to campus. The second year will be devoted to developing a course of flight instruction that will lead to pilot certification by the Joint Aviation Authority, which is the European equivalent of the FAA.

According to Joseph H. Dunlap, director of the School of Aviation Sciences, the new curriculum will be based on the "ab initio" or "from the beginning" method of aviation training used in Europe and Asia. Such training, regarded as the most efficient and lowest in cost, is concentrated in an eighteen-to twenty-four-month period. "This is where the future is in aviation training, and it's currently not being done anywhere in this country," Dunlap said. Most college aviation programs spread aviation training over the entire four years of an academic program, he notes. With WMU's new curriculum and new courses, the aviation training will be concentrated during the last two years of the four-year program and should lead to students attaining peak skill levels at the time they complete their degrees.

The total cost of expanding and relocating the School of Aviation Sciences is estimated at $36.5 million. The University is continuing its search for $5 million more in federal funds and expects to make up the $25.8 million difference between the total cost and federal support through several Battle Creek sources as part of a unique public-private partnership.

Haenicke has expressed his "deepest appreciation" to Battle Creek individuals and groups, which provided early support for the expansion and relocation project. "Their generosity was essential in the planning included the city of Battle Creek and its economic development arm, Battle Creek Unlimited; the Kellogg Company; and the W. K. Kellogg Foundation. The project will eventually create 300 jobs in the area and add up to $66 million annually to the economy of the Kalamazoo-Battle Creek region, according to a consultant. It represents the completion of efforts to convert Fort Custer, where the airport is located, from military to civilian use and take advantage of the airport's $10,000-foot runway, which is the second longest in Michigan."
Wayne D. Claffin, BA '73, retired after 31 years of teaching at St. Clair County Community College, Port Huron, MI.

Terence C. Morgan, B.A. '59, recently retired as a career education specialist in education, paraprofessional; Donna Izzi, B.S. '71, a paraprofessional; and Virginia Beach, Virginia, are WMU alumni well represented in education.

Michael F. Neushauser, BS '77, recently served as assistant director for the Northwest Arkansas Community College.

John E. Schmidt, BS '94, was recently honored for her long-term dedication to the Madison Community College and continuing development of our campus for the Madison Community College, Wisconsin.

Robert R. Tucker, BBA '94, MBA '95, a practicing trial attorney with Tucker, Johnson, & Murphy, Plano, TX, was recently named director of the Westminster Christian School, Westminster, CO.

David J. Bless, BA '90, MA '94, in August was appointed as the head basketball coach at Lourdes Academy in Minneapolis, MN.

Renea J. Warden, B.A. '93, from left, (front row) Renea Jakobson, BA '77, (back row) Virginia Beach, Virginia, are WMU alumni well represented in education.

Gail Dunham, BS '82, MA '75, is currently a vice president of the Western Michigan Public Education Foundation.

Darrell A. Lindman, BA '75, in January was elected to the board of directors and to the office of president of the Lansing Java firm of Powell & Company, PC, Lansing, MI.

Daniel R. Catton, BBA '76, in September was elected to the board of directors of Loomis, Barrett & Miller Bank, Michigan, NA., Kalamazoo, MI.

Katharine Purcell Greely, MA '74, 50th reunion class member, recently received the Me- dallion of Excellence Award from the National Association of State Boards of Education Foundation.

Peter D. Kuk, MS '76, was recently promoted to president of the Kalamazoo Meridian, MI.

Bill Burns, BBA '77, in January 1994 retired as supervisor of the 6th Police district division, Kent County, MI.

Susan Kreg Feldman, MA '77, recently served as assistant curator at the Indianapolis Museum of Art.

Judy Kalos-Timmer Lommers, BS '73, MS '84, a former director of the southeastern Michigan Community Bank in Detroit, MI.

Susan Wysocki Laar, M.T. '97, in August joined the staff of Centreville, MI.

Michael F. Neushauser, BS '77, recently served as assistant director for the Northwest Arkansas Community College.

Frank J. Boney, B.B.A. '77, in September was appointed assistant vice president for external relations at the University of Cincinnati, Cincinnati, OH.

John W. H. Yates, B.S. '06, recently received the Me- dallion of Excellence Award from the National Association of State Boards of Education Foundation.
Alumni honor Bill Morrison by creating endowment

Bill Morrison made a lasting impression on thousands of Western Michigan University students. Now, those former students and other friends are contributing to create a lasting memorial to Morrison.

The William F. Morrison Endowment will benefit the Department of Fine Arts and Commercial Law through a variety of complement ary activities and scholarships. Morrison served as chairperson of the department for eighteen years and still teaches on a regular basis, despite his official retirement in 1985. Morrison began teaching at WMU in 1959 but he had a colorful career and his famous yellow bow tie long before arriving on campus. He was elected to the board of the first school he had been a student in and was the youngest person ever to earn a state seat in Iowa—and he practiced law in that state for more than twenty years before coming to Kalama zoo. He met his wife, Elizabeth, while an undergraduate college student, and adopted his trademark yellow bow tie a few years later during his first term in the Iowa legislature. He has stayed with both his family and school through the various teams throughout the year.

We would like to see the spirit committee or the administrative management team send an update newsletter to the alumni. We would be willing to pay to have the newsletter sent. The content would keep the alumni updated on the current state of the various teams throughout the year.

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