University research plays broad role in higher education and in society

Over the past decade, the University has continued to be successful in the federal arena. In 1994, lead to the creation of centers focusing on educating at-risk children, friction and wear phenomena in industrial equipment, and the body's biological response to environmental pollutants. Among other important WMU-sponsored support programs are two specifically targeted toward nourishing the inquiring minds of students. The Undergraduate Research and Creative Activities Award, established in 1988 and administered by the Lee Honors College, provides a stipend for undergraduate students to undertake research or creative projects in cooperation with faculty advisors. Continued on page 6
Quality, student-oriented initiatives play role

WMU shatters several key enrollment records

Western Michigan University's fall 1995 enrollment of 26,537 students, up a total of 3.4 percent from last fall, shattered enrollment records in several key categories, including beginning freshmen, the number of African American students, minority students, and doctoral students.

"We are delighted with this news," said President Diether H. Haenicke. "This success is clearly reflected in this growth—as is the hard work of both staff and faculty committed to our students' success.

The number of new degree-seeking freshmen rose 17.5 percent, signaling the dramatic reversal of a three-year trend of declining enrollments. This was the largest percentage increase in beginning freshmen of any school in Michigan and the largest class of beginning freshmen at WMU since 1989.

"Enrollment numbers for minorities are particularly encouraging this year," Haenicke said. "The number of African Americans in the beginning freshman class rose a total of 32 percent, with the number of African Americans jumping by 49 percent, Hispanics by 34 percent, and Native Americans by 36 percent. When all graduate and undergraduate students were counted, 12.5 percent more minorities were on campus this fall, accounting for one-tenth of WMU's total student body. WMU also saw a 6.5 percent increase in the number of its international enrollment, the students from minority countries and comprised 6.5 percent of the University's total student body. WMU's percentage of international enrollment increased from 17.5 percent, signaling the dramatic reversal of a three-year trend of declining enrollments.

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Thanks partially to Pharmacia & Upjohn Foundation gift

Building project to make part of campus a mecca for science instruction, research

The Pharmacia & Upjohn Foundation of Kalamazoo has pledged a million-dollar gift to Western Michigan University in support of the sciences, in terms of both appropriation and fundraising.

Officials announced the gift October 27 during groundbreaking ceremonies that marked the official start of a project to transform WMU's West Campus into a mecca for science instruction and research.

The three-year project includes construction of a sophisti- cated new Science Research Pavilion, and a com- plete retrofit of Wood Hall, funded entirely through state appropriation. In conjunction with this state-funded building project, the University is actively seeking to expand private support for the sciences in terms of both gifts and grants.

A ceremonial groundbreaking took place October 27 to mark the official start of a project to expand WMU’s University’s science teaching and research facilities. The project’s central feature is the new Science Research Pavilion, which will house multi-disciplinary research laboratories, to be constructed at the west end of the pedestrian mall between Wood Hall and Everett Tower. This new structure will create a formal gateway from the west to the center of campus—and to scientific knowledge.

It is designed as two wings connected by a glass-encased area, and will consist of three stories plus a mechanical "penthouse." Although it will have fewer levels than the six-story Everett Tower, it will be taller due to the requirements of the rooms it contains.

Currently, the first floor will include teaching labora- tories and research and support spaces. The second and third levels are intended to house flexible "generic laboratory modules." These areas, the "penthouse," will include mechanical equipment such as exhaust systems for the structure's fume hoods. A bridge at the second level will connect the building with the third level of Wood Hall.

Wood Hall, the largest classroom structure on campus when it was completed in 1930, will now have its interior gutted and modernized to fit today's needs for science teaching and research. The building's basic external structure will not change, but a dramatic new central entry will be created through the north facade. The entry will lead to a three-story atrium with an open stair wall connecting all three levels. The atrium will overlook the interior courtyard.

Wood's first two levels will have classrooms and teaching laboratories. All will accommodate new audiovisual and computer technologies. The third floor will consist of faculty offices and graduate student work stations in an open office landscape plan. Each depart- ment housed in the building will be contiguous and linked vertically by existing stairways.

The massive science facilities project will also include an expansion of greenhouse facilities and landscaping of Wood's south-side parking lot.

The new Wood Hall is scheduled to be completed by June 1997—in time for departments to move in and be ready for fall 1997 classes. Work on the Science Research Pavilion is scheduled to begin in spring 1996. Occupancy of the facility's laboratories is slated for fall 1998.

This architect's drawing shows the Science Quadrangle that will be created when Western Michigan University completes its science facilities upgrade. The quadrangle will be bordered by a new, completely enclosed Main Mall (upper right), Rood Hall (foreground), and Everett Tower. The Science Research Pavilion will house multi-disciplinary research laboratories.

Awards programs showcase top researchers, teachers

Pritchard has been a faculty member since 1968, chairing the Department of Philosophy from 1975 to 1986, and from 1985 to the present. Described as one of the leading philosophers of "deontological ethics," he has served as director of WMU's Center for the Study of Ethics in Science. In 1986, he received the prestigious Upjohn Foundation Research Publication Award from the U.S. Naval Re- search Laboratory in Washington, D.C. He has helped to promote faculty members for superior teaching skills and professional expertise. A WMU Alumni Association committee selects recipients from nominations by WMU students, and departmental colleagues.

He specializes in the theory of differential equations and has had a major impact on this area of mathematics. A faculty member since 1986, he has received six WMU Faculty Research Fellowships, three National Science Foundation (NSF) grants, and the prestigious Research Publication Award from the U.S. Naval Re- search Laboratory in Washington, D.C. He has helped organize several conferences on differential equations both here and abroad and his scholarly reputation has earned him invitations to speak at conferences around the world.
In recent years, WMU's colleges are bursting with useful and innovative ideas.

**College of Engineering and Applied Sciences**

The most spectacular goal in grant funding at WMU can be claimed by the College of Engineering and Applied Sciences, which has garnered more than $99 million in research grants during the past two years. This massive amount is the result of a wide range of research projects that are currently underway in the college. For example, the College of Engineering and Applied Sciences has received a grant of $2.1 million to study the effects of solar power on the global economy. They are also working with the U.S. Department of Energy to develop new energy-efficient technologies.

**College of Fine Arts**

For faculty in the College of Fine Arts, “research” most often means the exploration of new ideas and ways of expressing these ideas through various forms of creative work. For example, the Department of Art at WMU has received a grant of $1.5 million to support a new program that will allow students to study abroad in Italy and France.

## Continued on p. 6

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**Non-college facilities conduct large body of research**

A large body of important research is conducted in Western Michigan University facilities that aren’t part of any college. For example, the Institute for Social Research has received a grant of $1.2 million to conduct a study of the impact of social media on the behavior of young people.

For instance, a recent grant for nearly $50,000 from the Office of the Department of Education will enable WMU's University Libraries to be linked to the collections of other major libraries. This will allow researchers to access materials that were previously unavailable to them.

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**The Westerner**

February 1996

Western Michigan University

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**WMU’s colleges are bursting with useful and innovative ideas**

A growing emphasis in the WMU College of Business was the focus of a recent funding opportunity corresponding to the needs of today’s economy at home and around the world. The college is supporting student research projects and matching market scenarios for areas corresponding to the needs of today’s economy at home and around the world.

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WMU's colleges are bursting with products and ideas

Choreographed works by dance faculty have been showcased at international dance events while art faculty exhibitions have been shown from Germany to Hawaii.

College of Health and Human Services

The College of Health and Human Services is the largest of WMU's colleges in terms of enrollment. The college has a history of attracting more than $4 million in research grants each year, primarily from the National Institutes of Health. The college offers 14 research centers and institutes, which provide research opportunities for students and faculty alike. The college is home to 1,500 full-time faculty members, including 119 full-time research faculty and 548 part-time faculty members.

College of Arts and Sciences

The College of Arts and Sciences is the oldest and largest of WMU's colleges, offering more than 70 undergraduate programs and 30 graduate programs. The college is home to 13 research centers and institutes, which provide research opportunities for students and faculty alike. The college is home to 700 full-time faculty members, including 50 full-time research faculty and 350 part-time faculty members.

College of Business

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Don’t forget your reunion

The Classes of 1946, 1951, and 1956 are invited to return to campus June 7 and 8 for the Western Michigan University Alumni Association’s Reunion Weekend.

In April, members of these three classes will be mailed an invitation and a registration form with complete details.

Be sure and check us out, because the college on the Hilltop has made some dramatic changes!

WMU research plays broad role

Continued from page 1

“Basic research and creative activities are moving into a prominent role in undergraduate programs all over the country,” Dr. Joseph G. Reish, Lee Honors College dean.

Reish points to the success of the National Undergraduate Research Conference as one example of how popular undergraduate research has become among young academics. This annual conference attracted more than 1,300 students from forty states to Kalamazoo when WMU acted as host to the proceedings in 1994.

At the graduate level, the vice president for research funds the Research Fellows program. Now in its fifth year, the program provides up to forty-five fellowships that provide the financial backing for new researchers to work on special topics with faculty mentors. The results of their investigations have been published in refereed journals or presented at professional conferences.

In addition, the Graduate College has made supporting original research—the mainstay of today’s masters and doctoral dissertations—one of its focal points. The college supports graduate students across campus by providing them with fellowships, assistantships, and providing special funds to cover extraordinary research costs as well as travel costs associated with presenting research. Special seminars and presenting research findings and on writing theses and dissertations also promote development of these promising young researchers.

“Academic institutions are distinguished by their faculty, students, and alumni as well as by the extent to which they serve society. As such, such institutions is measured in terms of excellence in teaching and research,” Thompson says.

We established an institutional vision for the future and opened new horizons in developing our research stature and making the research enterprise flourish.”

By Jeanne Baron, M.A. ’90, and Cheryl Roland

By Cheryl Reisbott

As a social worker with the Adult Services Division for the Department of Human Services in Muskegon, Moyer retired three years ago as a member of the Council on Aging. In April, she was elected president of the Michigan Association of Councils on Aging.

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Volunteer spirit on campus is impressive

The value of this activity is important for the future of volunteers for not-for-profit agencies. I was a staff member for the Michigan United Fund (now United Way) during 1962-68 and was aware of the fine work of the Kalamazoo Community Chest (now United Way).

Community service focus was delightful

As a December '94 graduate of WMU, I have received my first publication of the Westerner! It was delightful to see that the Westerner dedicated to community service has added more enthusiasm for my feelings about the other community service. It is great to see so many people wanting to help other communities.

In April I was honored (as a media specialist) by the Manistie Community Partnership Program. Manistie is a small community in the Upper Peninsula. The grant, sponsored by a federal government that focuses on grassroots prevention for substance abuse. I remember hearing in college that "you'll never use what you learn in college for a job in real life." Well, whatever says that is not thinking hard enough. I have used much of the lessons I learned during my career at WMU, both in and out of the classroom.

I would like to thank WMU for my education and I look forward to another issue of the Westerner. Please keep me informed of ways that I may still be of service to WMU as an alumna.

Heidi E. Teller, B.S. '94

WMU was caring ‘Mother Hen’ in 1930s

What a reminder of my college days—the columns, the tuition, the hiring of the first president. (Remembering those days) leads me to the “Mother Hen” theory of Western Michigan University.

My college life was far different than college life now. I started at Cass County Normal School in 1929 and afterward taught for three years at $30 a month. My salary is now $12,300. The $810 I saved provided the funds to get a life certificate from Western in 1933. In 1938 I received a bachelor of science degree in rural education from Western after many summer schools and correspondence courses.

My classmates were older, like I, than the college age—most were working to get their life certificate. The enrollment was about 600 in the summer, with a large Rural Education Department. With the numbers crowded, the students got more individual attention.

The tuition was only about $20 a term, and I limped myself to about $34 a day for food—nothing or a cookie for breakfast and at the cafeteria, a 94¢ sandwich for lunch and a 64¢ supper. A Miss Evans taught health, and my soon-emaciated appearance led her to inform the Health Department, which called me in. Concerned. When the banks closed in March 1933, I was told by the cafeteria that I could charge my food for the month. (Thankfully, my campus job allowed me to eat.)

Western again in December 1933 showed they were watching, I had $39 left, my life certificate was being granted, but I had to quit college. I was taking a class from the head of the Tests and Measurement Department. He announced before the whole class that he was going to get a new cafeteria—that I was too good a student to quit now.

I couldn't see my way clear to do this. I went home to my family in Manistee and worked at the Manistee Furniture Factory. In September 1934, I started my lifetime job—(thirty-six years at $1,000 a year, teaching lower elementary in Jackson, Michigan). P.S. I wrote these several times but couldn't shorten the "tender loving care" of Western in the thirties.

Lucy Smith Fetch, B.A. '39

University, Haenicke make a lot of news this fall

President Diether Haenicke inepisode of ABC-TV’s ‘Home Improvement’

‘Tool Time’ merged with “school time” during the November 28 episode of Home Improvement. ABC’s smash television situation comedy starring Tim Allen, who graduated from Western Michigan University in 1976 with a bachelor of science degree in communication, not only was WMU referenced heavily during the episode, but President Diether H. Haenicke made a cameo appearance as well.

On “Home Improvement,” Allen plays Tim Taylor, the tool-toting star of a popular home improvement show on cable television called “Tool Time.” Some of the sitcom’s funniest moments stem from Taylor’s overzealous engineering projects, such as souping up his lawn mower and revamping the kitchen mixer to give it more power.

In the November 28 episode, WMU awarded an honorary doctor of engineering degree to Taylor. The story line centered around Taylor receiving a letter informing him of the honor and the reaction of others to it. The show concluded with the entire family returning to a fictional WMU campus for a commencement ceremony in which the real President Haenicke presented the award.

Mr. Allen is full of vivid memories of this institution,” Haenicke said after returning from three days of taping in California in mid-October. “We had many good occasions to talk about his experiences here as a student. He remembers some of his professors in the communication department very fondly and very accurately—although quite humorously.”

As for Haenicke’s non-televising appearance, “If you blink, you’ll miss it,” the president said. But Allen viewers certainly didn’t miss it, or the script’s references to WMU and the many authentic visual representations of the University. The morning after the show aired, Haenicke discovered 178 electronic mail messages waiting for him—sent by alumni as far away as Alaska and Florida.

M. Jamie Jeremy, director of the Office of Alumni Relations, said the “Home Improvement” staff used items furnished by her office to give the episode a strong WMU feel. For instance, the walls of the “Sangren Hall” auditorium where the commencement ceremony was scripted to take place are adorned with photos of WMU’s actual past presidents, along with the University seal.

In addition, the diploma covers shown were the real thing and the doctoral hood presented to Taylor was a duplicate of one that could be presented during a WMU commencement, emblazoned with portions of WMU’s and the University seal.

“Great national exposure for the University,” said Jeremy, who proposed the idea of Haenicke appearing on the show in part “to give the show’s staff more realism.”

“This would not have happened without Tim Allen’s strong loyalty to this institution.”

He was expected to appear in nearly 200 episodes over eight years. The last show scheduled was May 1998. He has appeared on ABC since 1991.

Pattern from a youn-ger generation of college presidents. Not only was it the first time that a college president appeared on a sit-com to date, it was the first time that a president appeared on a sit-com to date.

Haenicke was at the University of Michigan where he received a B.S. in mechanical engineering in 1959, and a Ph.D. in mechanical engineering in 1962 from the University of Michigan. He was president of the University of Southern California from 1993 to 1998, and served as interim president of the University of California, Los Angeles from 1998 to 2000.

He was also president of the Accreditation Board for Engineering and Technology, Inc. from 1998 to 2000. He served as president of the American Council on Education from 1998 to 2000.

Haenicke was named president of the University of Michigan in 1993. He was named a Fellow of the American Society for Engineering Education in 1994, and a Fellow of the American Academy of Arts and Sciences in 1995.

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