University advertising earns national honors

"What's behind the 'W'?" The answer is gold—as a little bronze and some special merit thrown in for good measure.

Ads featuring the giant "W" and produced for WMU by the Image Group of Holland, Mich., snagged some of the top awards in a recent national competition that focuses on higher education marketing.

The WMU materials won top honors—gold—in two categories of the 24th annual Admissions Marketing Reports Admissions Advertising Awards. WMU also captured one third-place bronze award and three awards of merit.

The WMU ads won against major universities from around the nation in a category reserved for schools with 20,000 or more students.

The projects winning gold were the 2008-09 admissions viewbook and 2008 admissions radio campaign. The bronze went to a 30-second "Grab the Reins" television spot frequently aired during NCAA events.

The University picked up merit awards for the entire "Grab the Reins" advertising campaign, which included billboard, radio

Dunn shares his views on state funding for higher education

WMU President John M. Dunn shared some of his fiscal perspectives when he testified Feb. 27 during a public hearing held on campus as part of Michigan's 2010 budget process.

Dunn spoke along with other public university officials when the Michigan House Appropriations Subcommittee on Higher Education traveled to WMU for the hearing.

"After six years of "doing more with fewer resources," Dunn said a tuition freeze and further cuts to WMU's state appropriation would severely impair the University's ability to provide more Michigan residents with a college degree—the one sure way to reduce unemployment."

"The issue is jobs," Dunn testified. "Among those with bachelor's degrees, unemployment for Michigan residents is 3.6 percent."

"The issue is jobs," Dunn testified. "Among those with bachelor's degrees, unemployment for Michigan residents is 3.6 percent."

He said WMU is an exceptional buy and has established a track record of doing more with fewer resources, maintaining access and continuing to offer top-notch programs.

"We can mitigate or moderate tuition increases! You bet," Dunn said. But he noted that the new budget proposals are beyond the pale. The governor's proposed 3 percent budget cut and her call for a tuition freeze this year would put WMU's 2009-10 budget $14 million out of balance and in real dollars, put WMU's state support back at 1998 levels.

Dunn pledged that the University would do what it needed to do to maintain quality, maintain and increase need-based financial aid, reduce administrative costs, continue curricular review, and focus on sustainability as a way to both contain costs and preserve the learning environment.
Around Campus

International eco-feminist to speak
Eco-feminist and conservationist Van-
dana Shiva will speak at 7 p.m. tonight in
the Bernhard Center East Balloon. The event
features displays, cultural perfor-
mances and a fashion show. Admission is free, and
international cuisines are available for a nominal fee.

2007 Chavez dinner, program set
Southwest Michigan will celebrate the
life and work of Cesar E. Chavez with a scholarship fund-raising dinner
at 6:30 p.m. Saturday, March 28, in the
Fetter Center. The event costs $40, and reservations are required by Monday,
March 25. The keynote speaker will be
Baldemar Velasquez, president and
founder of the Farm Labor Organizing,
Committee, AFL-CIO. To register, call (269) 539-5189.

New Japanese film to be shown
WMU’s Soga Japan Center will have a free, public showing of the 2009 film
“Zen” from 6:15 to 8:25 p.m. Thursday,
March 26, in 2208 Dunbar, thanks to support
from the Zen Production Com-
mitee and the Consulate General of Japan in Detroit. The film tells the story of
Dogen, the founder of Zen Buddhism.
Because of some mature content, it may be
inappropriate for children.

Leadership expert to present talk
Sally Helgesen, an internationally ac-
claimed author, speaker and leadership consultant, will present “Leading in 24/7:
Five Key Trends Transforming Organiza-
tions” from noon to 1 p.m. Wednesday,
March 25, in 2006 Dunbar. The talk will
cover what the identified trends will mean for leaders in the years ahead.

WMUK ‘Short Drive’ fundraiser seeking $175,000
WMUK is once again shortening its spring
pledge drive, which begins Saturday, March 28, and will end when $175,000 is raised.
The public radio station will reduce on-air
pledge hours by more than 55 percent
during the 20th International
Festival from 4 to 8 p.m. Sunday, March 22,
in the Bernhard Center East Balloon. The event features displays, cultural perfor-
mances and a fashion show. Admission is free, and international cuisines are available for a nominal fee.

To promote its broadcasts in high defini-
tion, the station’s spring drive will feature drawings for 10 free HD3 radios. All those who pledge or donate will be entered into
drawings, along with those who call in
and request entry. Complete details and rules for the drawings are available on the WMUK
Web site.

Survey participation important
WMU is participating in the American
Council on Education’s Internationalization Laboratory, a program aimed at strengthening
the undergraduate curriculum’s interna-
tional education components.
A critical component of the assessment is
an online survey, which all faculty and staff
are urged to complete. It will be available
through Thursday, March 26, and takes
less than 10 minutes to complete. Go to
http://international.wmich.edu/content/
/view/1385/165 for internationalization
project details and a link to the survey.

Jobs
Current job opportunities at WMU are announced daily on the Human Resources
Web site at www.wmich.edu/hr/careers-
ats-wmu.htm. Please note that applications
must be submitted online by the stated
deadline. Complete application procedures
are included with each posting.

Emeritus helping stop climate change
Kenneth A. Dahlberg, emeritus in polit-
cal science and environmental studies, has been serving this past year on the Agri-
culture, Forestry and Waste Workgroup of
the Governor’s Climate Action Council. The council was formed in 2007 to
develop a comprehensive climate change action plan for Michigan
with recommendations for reducing greenhouse
gas emissions.

Dahlberg was able to get a policy option promoting local and
regional food systems included as one of the recommendations in the final report, which is
posted at www.miclimatechange.us.

Dahlberg, a WMU Distinguished Faculty
Scholar, received the Alexander Cople Medal, the
most prestigious award of the 10,000 mem-
er American Translators Association. The
price was presented at a
ceremony at the ATA’s annual confer-
ence late last year.

German prof receives national award
Peter Krawutschke, foreign languages, has received the Alexander Cople Medal, the
most prestigious award of the 10,000 mem-
er American Translators Association. The
price was presented at a
ceremony at the ATA’s annual confer-
ence late last year.

Krawutschke was cited for “having single-handedly delivered enormous good” for the fields, and
practitioners, of translation and inter-
preting.

A faculty member since 1967, he was the
president from 1995 to 1997 and currently
is the organization’s treasurer.

He also serves as president of the American Foundation for Translation and Interpretation, which
he founded in 1997; just finished a term as a
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Xiong came to WMU in 1989 and focuses his research on Chinese
history and archaeology, especially the Sui
Tang period with an emphasis on urban,
social and cultural history.

The Institute for Chinese Studies at Ox-
ford University in England invited him to
present a Feb. 24 lecture on “Liu Zhiji and
Medieval Chinese Historiography.” Xiong
has presented around the world and is an on-
going participant in numerous excavations of early Chinese sites under the auspices of
the Chinese Academy of Social Sciences’
Institute of Archaeology.

Xiong is an expert in the life and work of Cesar E. Chavez with a scholarship fund-raising dinner
at 6:30 p.m. Saturday, March 28, in the
Fetter Center. The event costs $40, and reservations are required by Monday,
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Grant will support child poverty ‘reality check’

A W.K. Kellogg Foundation grant to WMU will focus on child poverty in the Kalamazoo and Battle Creek, Mich., areas and support the educational, research and service mission of WMU’s Walker Institute for the Study of Race and Ethnic Relations. The $98,500 grant will boost the institute’s efforts to become a nationally prominent center for applied research on equitable and inclusive communities and on reducing racial and ethnic disparities.

It also will help the institute further develop its capacity to carry out its educational and service missions by increasing opportunities for service learning at WMU and reaching out through teaching, community forums, and print and electronic media.

“Much of the grant will support our collaboration with the Kalamazoo County Poverty Reduction Initiative to implement the ‘One Community’ model in Kalamazoo and Battle Creek,” says Timothy Ready, Walker Institute director. “Through it, we will produce and disseminate information that will provide a ‘reality check’ about the high ideals that are the foundation for our community and civic life.”

In 2007, U.S. Census data showed 39 percent of children in Kalamazoo were poor, placing the city above the 95th percentile nationally for child poverty. Nearly one-third of all children in Battle Creek also were poor, much above the state and national averages.

For Kalamazoo and Battle Creek, poverty among white children was much higher than average. Also, more than 60 percent of black children were poor, putting the towns near the top of the list of cities with the highest African-American child poverty rates.

The Walker Institute will be tracking trends in poverty-related quality-of-life indicators for children in both communities and assess what is working well and what else might be done to reduce poverty and gaps disparities by race and class.

Service

The following faculty and staff members are recognized for 30, 20, 15, 10 and five years of service during March.

30 Years—Terri J. Culver, accounting; Suzanne M. Davenport, Faculty Senate; Carol A. Norg, Career and Student Employment Services; and Jewell M. Street, Lutheran Church, 504 S. Westnedge Ave.

20 Years—Sherry Y. Fuller, multicultural affairs; David A. Gilmore, interpersonal relations; Jeff Hanson, Center for Disability Services; and Craig E. Wolford, accounting.

15 Years—James W. Barton, Development Office.

10 Years—Sheila Atherton, accounts receivable; Jeffrey J. Benton, physical plant building, custodial and support services; Anita K. Dean, College of Aviation; Robert E. Hunt II, Development Office; Emily L. Kilian, Sindecuse Health Center; James C. MacMillan, physical plant-maintenance services; Kelly Michelle Randol, physical plant-maintenance services; and Elinor R. Zantje, dining services-Davis.

5 Years—Pamela Jean Jones, College of Aviation.

Andreadis named acting dean

During their Feb. 4 board meeting, WMU trustees approved the appointment of Nichol- las Andreadis, counselor education and counselor psychology, as acting dean of the Lee Honors College, effective Jan. 5-June 30.

Trustees also named Leigh Arden Ford director of the School of Communication, effective July 1, and Diana Hernandez director of the Division of Multicultural Affairs, effective Dec. 8, 2008.

Andreadis, who joined the faculty in 1999, had been serving as interim associate dean of the Lee Honors College since 2007. At the time of his new appointment, he also was coordinating the master’s program in human resource development as well as teaching for the doctoral program in interdisciplinary evaluation and for the doctoral program in interdisciplinary health studies.

Fort St. Joseph to be theme of Kalamazoo’s annual living history show

The effort to find and excavate Fort St. Joseph will be the theme for the 34th annual Kalamazoo Living History Show Saturday and Sunday, March 21-22, in the Kalama- zoo County Expo Center at the Kalamazoo County Fairgrounds.

Several members of the campus community will be making presentations during the event, which is the largest juried show in the Midwest that’s devoted to living history and accoutrements.

Among those making presentations will be José António Brândão, history; Michael S. Nasserany, anthropology; Stephen Kettner, information technology; and LisaMarie Malischke, Andrew Beaupré, Amanda Brooks, and Emily Powell, anthropology graduate students.

WMU researchers are sharing some of the work that has elevated them to national and international prominence as well as earned them WMU’s coveted Distinguished Faculty Scholar Award.

• William W. Coburn, biological sciences and director of the Millinison Institute, will discuss “Religion, Science and Hysteria: The Peculiar Case of the Royal Society and Dr. Rees” at 4 p.m. Wednesday, March 18, in the Fetter Center’s Putney Auditorium.

• Dr. Yuri S. Ledyaev, mathematics, will deliver an address titled “Seeing is Believing? On Visualization in Mathematics” at 4 p.m. Wednesday, March 18, in the Gilmore Theatre Atrium Lobby.


The Distinguished Faculty Scholar award is the highest honor the University bestows on its faculty members. McGuire earned the distinction in 2007, and Coburn and Ledyaev in 2008.

The award recognizes those whose work is widely recognized beyond the University and constitutes a significant body of achievement, most of which has been accomplished while a faculty member at WMU.

Reception set for MacNellis

A retirement reception honoring Gail MacNellis, College of Fine Arts, for 36 years of service has been scheduled for 4 to 6 p.m. Thursday, March 19, in the Gilmore Theatre Atrium Lobby.

Distinguished scholars making campus presentations

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Obituary

John M. Fisher, emeritus in paper and printing science and engineering, died March 10 in Kalamazoo. He was 87.

Fisher came to WMU in 1969 and retired in 1986 after 17 years of service to the University. He taught process engineering and instrumentation courses as well as taught and organized summer short courses and seminars for industry professionals.

Fisher received the WMU Paper Technology Founda-
Two appointed to WMU governing board

She earned a bachelor’s degree in fine arts from Edinboro University of Pennsylvania in 1977 and a master’s degree in social work from WMU in 1994. She recently began divinity degree work at the Dominican Center in Grand Rapids, Mich.

Hettinger is the former president and COO of Battle Creek Unlimited, a major economic-development organization. He retired in December 2008 after nearly 30 years as head of the organization.

In 1978, Hettinger joined Battle Creek Unlimited as marketing director. He was named president and CEO one year later and is credited with attracting nearly 100 companies and 9,400 jobs to Battle Creek’s Fort Custer Industrial Park during his tenure.

For his work in economic development, Hettinger received letters of commendation from two U.S. presidents—Bill Clinton and George W. Bush—and in 1995 was selected by then Gov. John Engler as the state’s Economic Developer of the Year.

Hettinger earned both bachelor’s and master’s degrees in political science from WMU in 1971 and 1973, respectively, and has done doctoral work in public administration at the University of Missouri. WMU granted him an honorary Doctor of Public Service degree in 2007.

University advertising honored

WMU has been working with the Image Group since September 2007 to help raise the University’s profile and develop a look, feel and attitude that best communicates its core strengths. Image Group conceived and executed the recruitment materials built around a “What’s Behind the W?” theme and the more broadly used “Grab the Reins” campaign.

“Image Group has used humor and some unconventional approaches, but what they’ve really done is help us embrace our traditions and convey the quality of our offerings and the pride that comes with being a Bronco,” says Greg Rosine, WMU’s vice president for advancement and legislative affairs.

Go to www.wmich.edu/branding to see a collection of the University’s award-winning advertising and recruitment materials, as well as new signage and graphic identity elements designed for print and electronic uses.

On Campus with Jerry Fulbright Sr.

His life has had a couple bumps in the road, but concrete finisher Jerry Fulbright Sr. in physical plant-landscape services has managed to carve out a varied career at WMU that spans more than three decades.

Fulbright started at WMU in 1969 as a teenager doing custodial work under a program that trained young people for future jobs. But at an early age, he had a family on the way and responsibilities to plan for, so he left the University to take a position with a landscaping company, moved to a railroad job, then worked in Arkansas for a year.

The family returned to Kalamazoo in 1978 and Fulbright returned to WMU’s staff. He served brief stints in both the dining and custodial areas before switching to groundskeeping, where he primarily worked until receiving more training and joining the pavement services area.

As the only full-time concrete finisher on staff, it’s Fulbright’s job to finish concrete platforms, and repair and replace cracked sidewalks and other concrete surfaces across campus. With the thawing and freezing of ice and snow, Michigan’s harsh winters are destructive to outdoor concrete. “But our biggest enemy is salt,” Fulbright says. “It destroys concrete and really doesn’t take a long time to do it.”

Consequently, his busiest time is spring, when he’s sent out to repair drains, curbs and gutters. Working around students and automobile traffic is a major obstacle, he notes, adding that keeping students safe is a major priority.

Staying safe hit close to home a few years ago, when a physical therapist with the Sindecuse Health Center urged him to check out the frequent headaches he mentioned he’d been having for years. Fulbright did, and doctors found a 20-year-old, fist-size tumor. “It had matured to the point where I had a very short amount of time for them to get it out,” he says. “If I hadn’t spoken about it, I wouldn’t be here today.”

Fulbright lives in Cooper Township with his wife, Tammy. He has two grown children, including a son, Jerry Jr., who works at WMU, and two stepchildren, including a stepdaughter who is a WMU alumna.

An inventor, Fulbright has built a hydropower system on his property to energize his home and holds a patent for a dump truck container-support system that dispenses salt and other materials.

Black psychology pioneer to meet with faculty, students

Joseph L. White, a pioneer in the field of black psychology, will present a public talk and meet with WMU students and faculty members during a visit to Kalamazoo Wednesday through Friday, March 25-27.

White is an emeritus in psychology and psychiatry at the University of California, Irvine. His public talk on “African American Psychological Strengths as a Vehicle for Surviving, Thriving and Optimal Living” will be at 6 p.m. Thursday, March 26, in 208 Bernhard Center. Several of White’s books will be available for purchase during the evening.

He also will have a conversation with African-American faculty members at 10 a.m. Wednesday, March 25, in the Bernhard Center’s MLK Room and a discussion with graduate students and faculty members at 10:30 a.m. Thursday, March 26, in 208 Bernhard Center. During the latter event, White will address “Browning of America: Implications for Counseling, Psychotherapy and Psychological Training.” Those affiliated with the College of Education and departments of Psychology and of Counselor Education and Counseling Psychology are especially encouraged to attend.

For more information, contact Evelyn B. Winfield at evelyn.winfield@wmich.edu.

PAVING THE WAY

(Photos by Deanne Molinari)

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