



# Western NEWS

For and about WMU faculty and staff

SEPTEMBER 7, 2006  
volume 33, number 1

## WMU cited in two 'best' listings

WMU has again been recognized in two national college rankings released in August. For the eighth year in a row, the University was included on *U.S. News & World Report's* list of the nation's top-100 public universities and for the second year in a row, *Princeton Review* named WMU one of the Best Midwestern Colleges.

The *Princeton Review* selection is based on information provided by institutions as well as student opinion gathered independently. The *U.S. News* list is based on more than a dozen criteria, including academic reputation, retention and graduation rates, student/faculty ratios, class size, faculty resources and student test scores.

## Nondiscrimination policy revised

There's new official language that lays out WMU's nondiscrimination policy, and offices and individuals on campus are asked to use the new wording whenever they advertise, write funding proposals or update their Web sites.

The WMU Board of Trustees approved the new wording at its April meeting. The current version can be found in the University's official writing style guide at [www.wmich.edu/wmu/writing/](http://www.wmich.edu/wmu/writing/).

## Bronco Bash set to rock campus

More than 25,000 students and other members of the University community are expected to jam the West Campus Prom-



enade east of Haenicke Hall for Bronco Bash 2006, "A Refreshing

Blast," from 3 to 9 p.m. Friday, Sept. 8. This year's bash kicks off with a performance by the WMU Pep Band, followed by four popular local bands.

Now in its 26th year, Bronco Bash is a huge celebration welcoming students to the campus and to Kalamazoo. It features games, music and nearly 400 booths, where students can peruse the wares of area merchants and get information about WMU departments, student organizations and local volunteer opportunities. Festivities also include a food court and novelty entertainment activities.

## Faculty/staff publication returns

The *Western News* resumes publication today after being on hiatus during the Summer II Session. Publication dates and the deadline for submissions are always included in the *Western News* information that appears at the bottom left corner of page 2. The publication dates for fall are: Sept. 7, Sept. 21, Oct. 5, Oct. 19, Nov. 2, Nov. 16, Nov. 30 and Dec. 7.

## Brand research and marketing effort to be unveiled

A campuswide research and marketing initiative will be introduced to the WMU community at today's meeting of the Faculty Senate.

During the meeting, set for 5 p.m. in the Fetzer Center, plans and a timeline for a research effort that will lead to development of a new campuswide communications plan will be presented by the principals of SimpsonScarborough.

The company, a nationally known firm with offices in New York, Ohio, Virginia and Washington, D.C., was chosen following a selection process that began in early spring and concluded in June.

"We've asked SimpsonScarborough to help us launch a campuswide effort aimed at developing a clear and well-defined profile—a brand—that can serve as the

centerpiece for campus communications in the years to come," says Greg Rosine, senior vice president for university advancement and legislative affairs, who led the selection process and is spearheading the launch of the new initiative.

Rosine says the effort will revolve around data gathered from important constituent groups such as current and prospective students, parents, alumni, and faculty and staff. The data will inform a series of campuswide discussions and ultimately be used to develop a key set of messages around which the University will build its marketing and communications efforts.

"We've waited until this week to formally begin because the involvement of the entire University community is critical to the success of this work," Rosine says.

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## Diether Haenicke returns to take helm at WMU



Haenicke

Diether H. Haenicke, who served from 1985 to 1998 as WMU's fifth president, was unanimously appointed interim president at a special meeting of the WMU Board of Trustees Aug. 15.

He succeeds Judith I. Bailey, who had served as president since 2003. Planning is under way for a national search for a new president, and the board is expected to announce more details of the search process later this month.

Haenicke was academic vice president and provost at both Wayne State and Ohio State universities. During his more than 40 years in higher education, he has served at every level of academic leadership. His major fields of study are German and comparative literature, history and philosophy.

Following his tenure as WMU president, Haenicke returned to the faculty and officially retired in 2004 as president emeritus. Since 2000, he has written a popular weekly column published in the *Kalamazoo Gazette*. A book containing about 100 of his earliest *Gazette* columns was published in 2003.

## IT services upgraded to filter out more obnoxious e-mail messages

There's no more wading through Nigerian banking scams, offers involving Russian husbands, PayPal account checks or Viagra ads just to get your e-mail.

Welcome to a world nearly free of spam.

Among a number of other upgrades and changes, WMU launched its first campuswide anti-virus and anti-spam system this fall. In earlier times, information technology staff members did their best to filter and stop troublesome e-mail at the server level, but in recent years, the massive volume of spam and the increasing resourcefulness of spammers have made that job much tougher.

To protect University systems and faculty, staff and student users, WMU invested in a virus and spam detection system, tested it over the summer and implemented it for the entire University community just in time for the start of the fall semester.

"Our user community has been pretty

smart about not getting pulled into most of these scams, but the spam and viruses are still a problem," says Vice President Viji Murali. "The most obvious change for end users is that they're going to actually get to see the real e-mail they need to see, without having to wade through zillions of these spams."



Initially, the anti-spam software will be programmed to automatically and permanently remove any piece of mail identified with 90 percent certainty as spam. In testing, IT officials carefully tracked the removed messages to make sure that there are no errors—that is, valid e-mail mistakenly identified as spam. Later in the project, the system will be adjusted to automatically remove spam at the 80 percent certainty mark, with suspected spam of less than 80 percent certainty directed to a spam folder that users can check on a regular basis.

Murali notes that IT staff will be monitor-

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# Around Campus

## Spirit Day fires up weekend

Faculty, staff, students, alumni and friends are encouraged to wear brown and gold or Bronco gear Friday, Sept. 8, for Bronco Spirit Day. This month's spirit day kicks off a big weekend of school spirit with Bronco Bash on Friday and CommUniverCity Night Football on Saturday.

The WMU Bookstore and Campus-Trends are having a sale Friday and Saturday, Sept. 8-9, with 20 percent off regular prices on all WMU clothing and souvenirs at the Bernhard Center locations and booths in Waldo Stadium at CommUniverCity.

## Richmond Center group forms

A community support group is organizing for the new Richmond Center for Visual Arts in the School of Art. All interested campus community members and the public are invited to attend either of two introductory meetings at 5:30 p.m. Monday or Tuesday, Sept. 11-12, in the Dalton Center Lecture Hall. A reception will follow. At the introductory meetings, benefactor James Richmond will offer opening remarks.

## GSAC staging family picnic

RSVPs are due by Monday, Sept. 11, for the Graduate Student Advisory Committee picnic from 2 to 5 p.m. Saturday, Sept. 16, at the Goldsworth

Valley gazebo. The event will feature free food, games and music as a way of welcoming to campus new and returning graduate students and their families. RSVP details are available online at [www.wmich.edu/gsac](http://www.wmich.edu/gsac).

## Komen Foundation event slated

WMU will play host to the Susan G. Komen Breast Cancer Foundation national community educational tour from 9 a.m. to 3 p.m. Wednesday, Sept. 20, in the parking lot in front of Sangren Hall. The public is welcome at the event, which will feature a huge pink trailer that converts into an interactive learning center. For details, contact Linda Lumley by sending e-mail to [linda.lumley@wmich.edu](mailto:linda.lumley@wmich.edu) or calling 387-2995.

## Study Abroad Fair open to all

The campus community and public are invited to "Experience the World" by attending the Haenicke Institute's 2006 Study Abroad Fair from 4 to 7 p.m. Wed., Sept. 20, in the Bernhard Center's South Ballroom.

During the free event, attendees will be able to speak with WMU faculty and students involved in study abroad, representatives of non-WMU sponsored programs, and helpful University staff from the Haenicke Institute, Sindecuse Health Center and Office of Financial Aid and Scholarships.

## AbuBakr elected to national post

The new vice president of the Pulp and Paper Research and Education Alliance is Said AbuBakr, chair of paper engineering, chemical engineering and imaging. AbuBakr, a faculty member since 2001, was elected during the PPREA's 12th annual meeting in June.



AbuBakr

The alliance includes 10 universities from around the nation

with strong ties and programs supporting the paper industry as well as the U.S. Department of Agriculture's Forest Products Laboratory.

## Croteau named APA fellow

James M. Croteau, counselor education and counseling psychology, has been named a fellow of the American Psychological



Croteau

Association's Society for the Psychological Study of Lesbian, Gay and Bisexual Issues. Croteau already was a fellow of APA's Society for Counseling Psychology.

Croteau, a faculty member since 1990, received the new designation in August at the APA's annual conference for his outstanding contributions to LGB issues in psychology.

## Dennis cited by pilots group

For the second consecutive year, Tony Dennis, Graduate College, has been honored by the Organization of Black Airline



Dennis

Pilots for helping to build a more diversified work force in the airline industry.

Dennis, who just completed a term on OBAP's board of directors, received the group's 2006 Distinguished Service Award in August for his service to the board, volunteerism, and work in innovative youth programming. He has been a WMU employee since 1993.

## Heller book 2006 summer pick

A cooperative of independent booksellers has chosen a children's book written by Janet Heller, an adjunct professor since



Heller

1999, as one of its picks for summer 2006. The book, "How the Moon Regained Her Shape," was selected as a Book Sense Pick, a monthly and seasonal selection of eclectic new books chosen by independent booksellers.

The work includes some basic astronomy and tells a tale influenced by Native American customs and rituals that explains why the moon changes her shape. Heller, who teaches classes in English and women's studies, penned the book in 1992. It is the third children's book she has written, and the first one published.



CZECH ICONS HONORED IN PRAGUE—WMU awarded honorary doctorates July 3 to Vaclav Havel, former president of the Czech Republic, and Arnost Lustig, Holocaust novelist. (Photo courtesy of the Haenicke Institute)



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WMU is an equal opportunity/employer/affirmative action institution.

## Jobs

The following vacancy is currently being posted through the Job Opportunity Program by the Human Resource Services Department. Interested benefits-eligible employees should submit a job opportunity transfer application during the posting period and may contact a human resource services staff member for assistance in securing this position.

Employees may call the Applicant Information Service at 387-3669 to hear the weekly Job Opportunity Program postings, seven days a week, 24 hours a day, from a Touch Tone phone. Current posting information is also available online at <http://www.wmich.edu/hr/job.htm>.

**(R) Administrative Assistant Senior, Department of Geosciences, 06/07-5223, 08/31-09/11/06**

R=Replacement

WMU is an Equal Opportunity/Affirmative Action Employer.



## A message to the campus from Interim President Haenicke

Dear Colleagues:

Little did I expect to be addressing you as president of this University again. I consider it a great privilege to do so, and I look forward to the important work of the coming months.

Enrollment and retention will be the two issues upon which we must focus in the near term. There is not a single person at the University who will not be expected to play a role in making this campus a place that is attractive and welcoming to students and an environment that is both civil and challenging. My personal focus will be on doing whatever it takes to regain our position as a school with a growing and happy student body. When we are successful on that front, our financial difficulties will not be as serious as they are today.

Two major initiatives—one on branding and a second on Web redevelopment—will help us address the enrollment and retention issues. Both have been in the works for many months and were awaiting only the start of the semester and the return to campus of many of our University community members to formally begin. Both will have the highest priority and my support.

The branding initiative will be introduced in detail at this evening's meeting of the Faculty Senate. On Friday morning, a Web site will be available that will carry the Faculty Senate presentation and further details about the effort.

The branding work will be focused on research to determine perceptions about the University among our most critical constituents. It also will involve in-depth internal discussions designed to help us define and better convey the key messages that describe the quality of this wonderful institution. Faculty, staff and students from across the University will be involved in this lengthy process. I urge you to take every opportunity to become involved and voice your views.

In the coming weeks, the Web redevelopment work will formally begin. Again, this work will be done by tapping the expertise, opinions and hard work of those who know this University and its needs best—the students, faculty and staff.

Please be ready to take an active part in both initiatives and be prepared to lend your support. Our enrollment figures in coming years will depend on the success of these critical efforts.

Warmest regards,



Diether H. Haenicke

## Numerous appointments fill key administrative vacancies

A wide range of appointments have been made during the past few months.



Washington

• Earlie Washington has been named dean of the College of Health and Human Services, effective June 19. Washington will serve in the post while the national dean search continues. She has been a member of the faculty and director of the School of Social Work since 2000.



Woods

• W. Wilson "Bill" Woods Jr. has been named interim dean of the Haenicke Institute for Global Education, effective July 31 pending approval by the Board of Trustees. Woods, an affiliate history professor, has directed operations for the University's initiatives in the international higher education arena since 1986.



Gilchrist

• James Gilchrist has been named vice provost for academic operation, effective July 1. Gilchrist, a faculty member since 1980, had served since 2005 as director of student academic and

institutional research. He also has served as associate dean of the College of Arts and Sciences and in other high-profile posts.



Branson

• Tracy Branson has been named associate vice president for development, effective April 3. A professional fund-raiser, Branson has nearly 20 years of higher education management experience. Most recently, she was

vice president for institutional advancement at McMurray College.



Harik

• Bassam Harik has been named vice provost for budget and personnel, effective July 31 pending approval of the Board of Trustees. Harik, who joined the faculty in 1979, has served as chair of the Department of Economics and since 2004, as associate dean of the College of Arts and Sciences.

### Exchange

**Fore sale**—Westnedge Hill home w/ lots of character. Beautiful oak woodwork throughout, including floors, doors and trim. Sun room. Breakfast nook. Formal dining room. Three bedrooms. Central air. Private backyard w/ deck and two-car garage. Call 383-3772.

## PSSO elects new leadership

Carrie A. Soule, student financial aid and scholarships, has been elected president of the Professional Support Staff Organization for the 2006-07 year, which began July 1.

Other officers elected are: vice president, Janet Liebendorfer, electrical and computer engineering; secretary, Dori LaChance, registrar's office; and treasurer, Nancy Johnson, investments and endowment management.

In addition to the officers, five members-at-large were elected to the group's executive board. They are: Nancy Arneson, Environmental Studies Program; Celeste Glascock, human resources; Sally Laws, customer account services; Michelle Loe-deman, collections coordinator, customer account services; and Vicky Meinema, accounting services.

For information about the PSSO, visit its Web site at [www.wmich.edu/pssso](http://www.wmich.edu/pssso).

## Obituaries

**Alba F. "Polly" Pollard** died Aug. 30. She was 92.

Pollard was a financial aid officer in the Office of Student Financial Aid and Scholarships from 1973 until her retirement from WMU in 1984.

She was born in Detroit and was a longtime Kalamazoo area resident, holding membership in St. Catherine of Sienna Catholic Church. Services were held at St. Catherine's Sept. 1.



Renstrom

**Peter Renstrom**, political science, died Sept. 4 in Kalamazoo. He was 63.

Renstrom, who joined the faculty in 1969, was an expert on constitutional law and U.S. elections and taught courses in the American judicial process, criminal justice, civil liberties and civil rights.

He was honored by the College of Arts and Sciences in 2002 for his role in preparing students in his department's public law concentration for professional roles in government and the law. He had coached WMU's successful mock trial team since 2000.

Renstrom was the author or co-author of 10 books on constitutional law, including the 1993 edition of "The Constitutional Law Deskbook," which he wrote with retired WMU Professor Ralph C. Chandler and retired federal Judge Richard A. Enslen.

On campus, Renstrom was active in the Faculty Senate and the WMU chapter of the American Association of University Professors. In the community, he had a long history as a campaign consultant for local races and served on a number of boards, including the Kalamazoo County Board of Commissioners and Board of Public Works.

Renstrom earned a bachelor's degree from Macalester College in 1965, and his master's and doctoral degrees from Michigan State University in 1968 and 1962, respectively.

**Additional summer obituaries** are available online at [www.wmich.edu/wmu/news/obituaries](http://www.wmich.edu/wmu/news/obituaries).

# On Campus with James Wiseman



GROCERY GURU  
(Photo by Jeanne Baron)

Fresh produce, thicker ketchup, palatable peanut butter—the list goes on and on. But Jim Wiseman knows what to look for and where.

“The food industry is an unusual field. It’s not like buying nuts and bolts,” says Wiseman, purchasing agent in WMU Dining Services. “Fresh items are grown year round somewhere in the world. We get it from there to here at the right price, so I guess you could say our job has become a logistical nightmare.”

Wiseman came to WMU in 1981, armed with a business degree and sales experience at a food company. His main role now is helping feed more than 4,000 students by procuring high-quality, reliably consistent ingredients for the University’s dining and catering units.

Aided by a finance assistant, Wiseman sets up contracts with some two dozen food distributors, making sure WMU’s six-week menu cycle never skips a beat—in the residence halls or campus cafés. He also writes and processes bids, issues purchase orders on a weekly basis, buys equipment, and assists in doing surveys to determine what students like and don’t like.

“The most enjoyable part of our work is satisfaction in a job well done,” Wiseman says. “The most challenging part right now is controlling costs, given the high cost of fuel and petroleum-based products like plastic cups.”

Student tastes keep changing, he adds, prompting WMU to expand eatery hours and menus and last year, to introduce a meal plan for off-campus students.

“I started out regularly purchasing 500 ingredients and that’s increased to 1,500,” he says. “There are more options for students to eat as well and as healthy as they want to.”

Wiseman, a New England transplant, is a self-proclaimed golf addict whose favorite “vacation” was traveling to Scotland and playing on the courses there. When not golfing, he says he spends as much time as he can with his daughter, who started graduate school at WMU this fall.

## BRAND

“We’ve had faculty and staff involvement from the very start of the firm selection process, and we’re developing advisory teams to ensure broad campus representation and participation. Now it’s time for everyone at WMU to be aware of and ready to become part of this undertaking.”

The SimpsonScarborough team has already been on campus to conduct in-depth interviews with a number of staff and faculty members directly involved in student recruitment efforts.

This month, they will be working with faculty research experts in marketing, and the University’s Evaluation Center and Kercher Center to finalize the survey tools and focus group plans that will be used to collect data. They expect to begin data collection in October.

“We’ve been working hard over the past 18 months to build a strong enrollment manage-

ment team and put other key resources in place,” Rosine notes. “The competition in higher education is fierce, but our University has incredible attributes to offer. This research and the Web redevelopment work we’re undertaking will provide the information we need and the tools we can use to catapult WMU forward.”

Beginning Friday, Sept. 8, a Web site will be available that will be devoted to news about the branding initiative. The site, which will be found at [www.wmich.edu/branding](http://www.wmich.edu/branding), will include the Faculty Senate presentation and links to all news and events involving the work.

The University’s long-planned Web redevelopment work also is set to begin later this month. A campuswide team will work with mStoner, a national firm that conducted a review of WMU’s Web presence last year.

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## WMU symposium to focus on U.S./Canadian ‘shared waters’

A September symposium and photo exhibit at WMU will focus on U.S.-Canadian relations and protection of the natural resource that serves as the critical tie between the two nations—the Great Lakes.

WMU’s Canadian Studies Committee will present “Shared Waters: A Symposium on the Great Lakes” along with the companion photographic exhibit, “The Great Lakes Close Up: Spirit and Science,” Thursday and Friday, Sept. 14-15, at the Fetzer Center and Waldo Library.

“The Great Lakes make up 95 percent of the freshwater in the United States and 84 percent in North America,” notes symposium coordinator Lynne Heasley, history and environmental studies. “Therefore, it’s no wonder that the symposium has generated tremendous excitement across campus, with five WMU colleges and 15 academic units sponsoring speakers and sessions.”

For details about the symposium and all its related events, visit the Web site at <http://international.wmich.edu/canadianstudies> or call the Canadian Studies Program office at 387-4666, the program’s chair at 387-4666 or Heasley at 387-2778.

## SPAM

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ing the system carefully over the next few weeks to ensure prompt delivery of e-mail is maintained while incoming mail is subjected to the extra screening. Such problems should be reported to IT by notifying the Help Desk at 387-HELP or [helpdesk@wmich.edu](mailto:helpdesk@wmich.edu).

WHAT CAN BROWN DO FOR YOU?—Renovation of Brown Hall got off to a “green” start this summer when teams from Habitat for Humanity in Kalamazoo and Battle Creek combed through the site in search of materials that could be salvaged and resold to support future Habitat homes in both communities. The long-planned renovation of Brown, a nearly 40-year-old classroom building, is being financed largely through state funding. The project gave WMU the opportunity to have Habitat for Humanity salvage materials the organization can sell in its ReStore operations in Kalamazoo and Battle Creek. Items Habitat saved from becoming landfill fodder included interior doors, cabinets, cubicles, and bathroom and lighting fixtures. (Photo by Mike Lanka)



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