



Western NEWS

For and about WMU faculty and staff

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Stryker is next BTR Park partner

One of the nation's leading firms in the life sciences and advanced engineering arena is set to add its name and presence to the University's Business Technology and Research Park, when it becomes the 26th corporate partner to take up residence there late this spring.

Stryker's Interventional Pain Business Unit will occupy about 5,000 square feet in the Granite Park I building later this spring. The BTR Park location will be used for research and development, sales, marketing and administration, and about 20 Stryker employees will be based there.

Stryker's commitment to the park completes occupancy in the Granite Park I building, which opened in 2003. The building currently is occupied by Blue Granite, an information technology firm, and DLZ, a national engineering firm. The Kalleward Group of Kalamazoo is the contractor responsible for building out the new Stryker space.

Now is time to get new ID cards

Faculty, staff and retirees who have not already gotten a new photo-ID card are encouraged to get one soon at the temporary card-processing center in Lawson Arena.

The ID card center at Lawson is open 8 a.m. to 5 p.m. Mondays through Thursdays and 8 a.m. to 4 p.m. Fridays, through the end of May. In June, the card center returns to its normal home in the Bernhard Center and will be open on a reduced summer schedule.

Beginning May 2, only new cards work in card-swipe readers across the campus. Those members of the University community who use their existing card for building access or for services in the libraries, dining halls, recreation center and elsewhere will need their new cards immediately.

"Even for people who aren't using their old ID card, this is still the best time to get a new one," says Bob Coffman, public safety, who manages the card center. "There's plenty of free parking around Lawson, and most people are in and out with their new card in less than five minutes."

Visual arts center to get under way

Construction of the new James W. and Lois I. Richmond Center for Visual Arts will get under way following a formal ground-breaking at 4 p.m. Thursday, May 12.

The long-planned facility will be located on the Fountain Plaza between the Dalton Center and the Miller Auditorium parking ramp and will be connected to both by enclosed walkways. The new building, which will take about 18 months to complete, will be used primarily as exhibition space and will be connected to Kohrman Hall, which eventually will be renovated to house classroom and studio space.

Bailey's April message to campus audience followed by assignment of budget targets

Following up on a message delivered to the campus community April 21, WMU President Judith I. Bailey began the process this week of asking senior leadership to make the difficult budget decisions in their areas that will help address a projected \$20 million deficit facing the University.

The Board of Trustees supports the president's decision to address the \$20 million deficit over a two-year period—2005-06 and 2006-07. The \$10 million target reduction for 2005-06 represents 3.65 percent of WMU's total 2004-05 general fund budget of \$274 million.

For 2005-06, Bailey said, current projections show the additional loss of an estimated 3 percent in state funding and an enrollment decline of another 4 percent—despite a projected increase to the fall entering class. The University also is faced with additional expenses of \$13 million.

Over the past two years, the University has suffered a loss of \$16.8 million in state appropriations and a \$9.4 million loss in tuition due to enrollment declines, which Bailey has characterized as the equivalent financially of a near "perfect storm."

In a memo to vice presidents and senior

administrators dated May 2, Bailey asked each to begin the process of developing reduction plans tailored to the vision and mission of the institution, and mindful of the need to support enrollment efforts.

"Importantly, because it is our people that make us a great university," she wrote, "I ask that you use vacant positions to realize savings whenever possible."

Each of the recipients of the May 2 memo was also given a figure that represented their area's share of the budget reduction goal, and each was asked to provide the president with preliminary reduction plans by June 1 and final plans by June 20.

Bailey outlined the challenges facing WMU to a packed audience at the Dalton Center April 21. She emphasized the importance of continuing the campus commitment to being a graduate-intensive research university and told the audience that "working together," the campus community can continue to build the quality and reputation of WMU.

Speaking to more than 400 people, the president described in detail the financial realities of cuts in state funding and enrollment decline. She outlined several specific

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Trustees approve new flat-rate tuition policy for fall 2005

Acting at its April 22 meeting, the University's Board of Trustees approved a flat-rate tuition plan designed to simplify the tuition structure, encourage students to move more quickly toward graduation and reduce the total cost of a WMU degree.

The plan will take effect with the beginning of the fall 2005 semester. Trustees did not set tuition rates for the 2005-06 academic year and are expected to wait until a clearer picture emerges from state budget talks about the level of state support the University can expect for the coming year.

"For both new and continuing students, there are real advantages to this new flat-rate tuition policy," says WMU President Judith I. Bailey. "Every student who graduates in

four years rather than five will save more than \$10,000 on the total cost of earning a degree. We're providing an incentive for students to earn their degrees quickly and become part of the state's work force, and we're recommitting our University to the goal of increasing the number of college graduates in Michigan."

Letters are being sent to students and their families with details on the new tuition policy. A Web site also has been established to offer answers to frequently asked questions about the change. The Web site address is <www.wmich.edu/flatrate>.

Under the new plan, which is similar to plans used at six other universities in Michigan as well as elsewhere around the

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CHEMISTRY GROUND-BREAKING—Digging in to launch the campus' new chemistry building April 22 were, from left, Trustees Peter Aseritis and Larry Tolbert, student Curtis Deer, Trustee Sarah DeNooyer, Arts and Sciences Dean Thomas Kent, President Judith Bailey and Chemistry Chairperson Michael Barcelona. (Photo by Neil Rankin.)

Woolfork-Barnes to lead First-Year Experience on campus

A new University program aimed at first-year college students has a new director at the helm and is gearing up to welcome its first group of participants.

The First-Year Experience program will debut this summer with a pilot group of about



Woolfork-Barnes

630 incoming freshmen and continue through the 2005-06 academic year. FYE is expected to grow in future years to include significantly more students.

Toni Woolfork-Barnes was named the program's permanent director April 1, replacing Bronco Days orientation coordinator Lori Bennett, who had been serving as interim director.

FYE seeks to strengthen new students' academic performance during their initial year at WMU and ease their transition into campus life and college-level learning.

Research shows that the foundation for excellence in undergraduate collegiate life is usually established during the first year. Nationally, first-year programs have been shown to be central to retaining students, reducing time-to-degree completion rates, sustaining individual learning, and contributing to meaningful and productive individual lives beyond college.

Woolfork-Barnes says the research reveals that if students decide to leave college, they tend to do so in the first year.

"Although there are many theories as to why students leave, the overriding reason students stay is because they find success and satisfaction in learning," she says. "The key, then, to persistence is when universities like ours provide the highest quality educational experience possible for students."

FYE allows WMU to specifically tailor some first-year course work and to create small groups of about 21 students each who will progress together through their first year of studies. These groups, called sections, will be led by faculty facilitators who have volunteered for the program. The facilitators also will serve as mentors for the new students in their sections and be assigned an upper-class student assistant.

FYE is geared to academics, but also focuses on personal and social needs.

"We're really looking at the needs of the

whole student," Woolfork-Barnes explains. "For instance, lots of students may not know anyone when they get here. This program gives them a chance to get acquainted with faculty and their peers in and out of the classroom."

Still, Woolfork-Barnes notes, academics will always be in the forefront.

FYE will begin with online placement testing before participating freshmen arrive on campus in June for one of WMU's 12 one-day orientation sessions. Participants will then return to campus in August to move into their residence halls early and take part in the University's new Fall Welcome program.

The Fall Welcome is a comprehensive week-long orientation to WMU that is grounded in the University's previous two-day summer orientation and Bronco Days orientation week. It occurs just before the beginning of fall classes and is open to all incoming freshmen.

Once classes start, participants in each FYE section will attend four co-curricular activities during both the fall and spring semesters, plus take three classes together during those semesters. In addition to an FYE course each semester, the students will take two of WMU's general education courses, one of them being English. Throughout this first academic year, the participants' faculty facilitators and student assistants also will be providing ongoing mentoring.

Woolfork-Barnes came to WMU in 1978 as a student. She earned a bachelor's degree in 1982, a master's degree in 1984 and a doctor of education in educational leadership with an emphasis in human resource development in 1993.

She joined the University's Upward Bound program in 1984 as assistant director, and after a stint as director of the King-Chavez-Parks Program, served as Upward Bound director for 13 years. She also worked with the Science and Mathematics Program Improvement project for six years as a research associate and has been an adjunct faculty member since 1993.

Medievalists mark four decades of annual congress this weekend

For four decades, they've streamed to Kalamazoo to debate the merits of Beowulf, the Crusades, chivalry and to honor such icons of the Middle Ages as Chaucer, St. Augustine and Hildegard von Bingen.

This May 5-8, when 3,000 medieval scholars from around the globe come to WMU's acclaimed International Congress on Medieval Studies, they'll also be celebrating the 40th time the campus and the community have opened their arms to modern-day pilgrims who travel to Kalamazoo to debate the finer points of lives lived long ago.

During 626 sessions over four days, conference participants will have the opportunity to select from among more than 1,800 scholarly papers to hear and consider. Paper titles in this year's catalog include such topics as "Islamic Intellectual Tradition and its Interface with Western Thought."

For more information about the event, go to <www.wmich.edu/medieval/congress/40congress>.

Lindquist set for marketing honor

Jay D. Lindquist, marketing, will receive the Harold and Muriel Berkman Distinguished Service Award from the Academy of Marketing Science when the group holds its annual conference May 25-28 in Tampa.



Lindquist

Lindquist, who has been attending the annual conferences since 1979, has presented 23 papers and participated in three special sessions

at the event over the years.

He has served the organization as president, member of the board of governors, and director of international programs. He also has been a member of the editorial review board for the *Journal of the Academy of Marketing Science*, serving in that capacity for 18 years and editing a special issue on retail management with a colleague.

For the past seven years, Lindquist has been responsible for the development and oversight of the World Marketing Congress, which has been held in Malta; Cardiff, Wales; Perth, Australia; and Muenster, Germany.

Hazel tapped for new role on state's AARP executive council

Debra Lindstrom Hazel, occupational therapy, has been appointed to the eight-member Michigan Executive Council of the American Association of Retired Persons-Michigan.



Hazel

Hazel was appointed by AARP State President George Rowan.

The executive council provides strategic leadership to the 1.5 million-member organization.

Hazel has been appointed executive volunteer for livable communities. In that capacity, she will focus on such issues as affordable and safe senior housing, mobility and independent living.

AARP is a nonprofit, nonpartisan organization that helps people aged 50 and older have independence, choice and control in ways that are beneficial and affordable.

Roth is teaching in Australia

Edward Roth, music, is teaching and undertaking a variety of other activities "down under" during a four-month stay in Australia.

Roth is teaching undergraduate courses in music therapy at the University of Queensland in Brisbane.

He also will provide a workshop on neurological music therapy to the Queensland Music Therapy Association during which he will present the basic neuroscience of auditory perception as it relates to music perception and subsequent brain and behavior functioning. In addition, he will present techniques for motor, cognitive and speech/language rehabilitation for patients with Parkinson's disease, stroke, traumatic brain injuries and cerebral palsy.

At the Royal Children's Hospital, also in Brisbane, Roth is supervising and providing clinical mentorship to music therapists.



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WESTERN MICHIGAN UNIVERSITY

Obituaries

University retiree **James E. Amos** died April 11 in Kalamazoo. He was 75.

Amos retired from WMU in 1992 as supervisor of custodial services after more than 22 years of service. An active community volunteer, he was best known as the host of a live, weekly television program called "Amos in the Evening," which aired on Kalamazoo Community Access.

He also was active with Kalamazoo Senior Services, the Kalamazoo Nature Center, Tillers International and the Gallery Art Center. He was a member of the Kalamazoo Rotary and was active with the United Methodist Church.



Moulton

Helmi K. Moulton, emerita in art, died April 7 in Las Vegas. She was 87.

Moulton retired from WMU in 1988, after 28 years of service. She taught the Department of Art's textile design classes and was

an expert in weaving.

Moulton exhibited her work widely as an invited artist in state, regional and national shows. Her work also appeared in American Home magazine, and she mounted several one-person exhibits around the nation.

Originally from the Marquette, Mich., area, she earned a bachelor's degree from Central Michigan University in 1960 and a

master's degree from Wayne State University in 1963. She was a member of the Michigan Academy of Science, Arts and Letters and the American Craftsmen's Council.



Everett

University officials have learned of the death in Florida last fall of **Frederick Everett**, emeritus in accountancy. He was 87.

Everett retired in 1982, after 22 years as a WMU faculty member. During his tenure, he served for 10 years on the *Western Herald* board and was an advisor to Beta Alpha Psi, the accounting honor society.

He was an active member of the Fourth Marine Division Association and the Civil War Round Table. A certified public accountant, he earned a bachelor's degree from the University of Northern Iowa in 1939 and a master's degree from the University of Iowa in 1952.

William C. Gross, health, physical education and recreation, died April 7 in Greenville, Mich. He was 49.

A faculty member since 1987, Gross was an associate professor at the time of his death. He was a school and community health specialist who was active as a volunteer both on and off the campus. Gross and students he worked with organized the

"Ultimate Tailgate" for four years as an effort to promote alcohol awareness and personal responsibility.

He was active professionally in a variety of organizations, serving as vice president of the health division of the Michigan and Midwest Associations for Health, Physical Education, Recreation and Dance. He also was a member of the American School Health Association.

Prior to joining the WMU faculty, Gross taught at Fort Hayes State University in Kansas. He earned two degrees at Temple University and master's and doctoral degrees from Indiana University.



Hall

Rex E. Hall, emeritus in engineering technology, died Feb. 24 in Kalamazoo. He was 77.

Hall retired from the University in 1986, after being a member of the engineering faculty for 25 years.

He taught metalworking and industrial education courses. He was an active member and officer with the American Society of Tool and Manufacturing Engineers.

A native of Ennis, Texas, Hall earned his bachelor's and master's degrees from Texas A & M. Before joining the WMU faculty, he taught at Texas A & M, Arlington State College and Kansas State University.

Human Resources

Job applicants must submit formal employment applications

Effective June 6, applicants for externally posted staff positions will be required to submit a Staff Employment Application to be considered for University employment.

Applicants will be required to submit additional documentation that may be noted on the vacancy posting as well, and no applications will be accepted after the posting deadline.

Employees should note that internal applicants for University positions must complete a Job Opportunity Transfer Application and include a resume to be considered for a position.

Exchange

LICENSED DAY CARE IN MAT-TAWAN—Easy access off I-94 and Red Arrow Hwy. Accepting children 2-1/2 years and up. Full- and Part-time or on drop-in basis. 6 a.m.-6 p.m. Member of the Michigan Child and Adult Care Food Program. Call 668-5182 for more information.

FOR SALE—1999 Honda Shadow 600 VLX, under 3,500 miles. Black, very nice, has sport windshield and saddlebags. \$4,000 or best offer. Call 217-0506.

FOR RENT—Richland village townhouse. Contemporary, three-level townhouse 20 minutes from both Kalamazoo and Battle Creek. Loft floor plan, 2,200 sq. ft., living room, dining area, kitchen, three bedrooms, 2.5 baths, family room, sun porch, air, washer/dryer, garage and carport. Elegant living and entertaining for \$1,100 per month. Call (259) 629-4133.

Holiday schedules available

Holiday schedules for 2005-06 are now available on the human resources Web site as a PDF file.

A link to the schedule can be found on the HR home page at <www.wmich.edu/hr>. Supervisors are asked to print and post a copy of the holiday schedule.

Performance reviews due in June

Supervisors across campus are reminded that human resources must receive Performance Management forms for all Staff Compensation System employees by Friday, June 3.

The forms are available online at <www.wmich.edu/hr/forms.htm> as either a Word document or a PDF file.

Business dean candidates visit, make public presentations

Two of the three candidates for the position of dean of the Haworth College of Business will be on campus next week to meet campus community members and make public presentations.

Their public presentations will be held at 4 p.m. in Brown Auditorium of Schneider Hall. The candidates and the dates of their presentations are:

- Monday, May 9, **Susan E. Moeller**, professor of finance at Eastern Michigan University; and
- Wednesday, May 11, **Michael A. Mazzeo**, associate dean for undergraduate studies and associate professor of finance at the Eli Broad School of Business at Michigan State University.

On May 4, the third candidate made his public presentation. He is **Robert Baer**, dean and professor of marketing in the Foster College of Business Administration at Bradley University.

A previously announced candidate, Bruce Bublitz of the University of Texas at San Antonio, has withdrawn his name from consideration.

The candidates were selected after a national search, which was launched last year to replace Dr. James Schmotter, who led the college from 1997 to 2004. For more information about each of the candidates, go online to <www.wmich.edu/wmu/news>.

Jobs

The following vacancy is posted through the Job Opportunity Program by human resources. 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.

Employees may call the Applicant Information Service at 7-3669 to hear the weekly job postings 24 hours a day, seven days a week from any TouchTone phone.

Those interested in faculty positions should submit a letter of application to the appropriate Dean or Chairperson.

(R) **Dean (repost)**, Z2, Extended University Programs, 04/05-4441, 5/2-5/9/05

R = Replacement

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On Campus with David H. Smith



THE 'RIGHT' BRAIN FOR THE JOB
(Photo by Cheryl Roland)

For 36 years, Dave Smith has worked to blend the "right brain/left brain" parts of his job, and he's pretty sure he's found the right balance.

"I've had just two jobs in my life," says Smith, WMU's director of graphics and design. "That's probably because I've known since junior college that this is exactly what I want to do. I love the process of developing a project from beginning to end and having multiple projects in multiple stages."

He revels in melding the management and technical sides of his job with the creative aspect, as he directs the University's efforts to find the right look for products ranging from event invitations and commencement programs to campus banners, magazine pages and even a presidential backdrop. Smith came to WMU from Wittenberg University in 1978 to direct what was then a one-man band with the title "director of publications." Today, he supervises a staff that includes two graphic designers and the University's Webmaster.

"It's been amazing to have witnessed the massive change in technology during that time," he notes. "but it all comes down to having a product ready at a given time and knowing the resources that can make that happen."

Smith brings an added flair to his role in graphics and print. A theatre lover and a longtime dance professional who teaches and is active in the local and state arts communities, he occasionally serves as an adjunct faculty member in the Department of Dance. Smith finds similarities in the two sides of his life.

"It's all about presentation," he says. "The flair for the theatrical can be integrated into print, Web and billboards."

Smith and his wife of 34 years, Lucile, are Battle Creek natives who now live in Kalamazoo. He earned an associate's degree in data processing from Kellogg Community College, a bachelor's degree in advertising from Michigan State University and an MBA from WMU.

Flat-rate tuition

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nation, undergraduates will pay the same rate for a course load that ranges from 12 to 16 credit hours per semester. The rate will be set at the cost of 15 credit hours, which is in line with the state's definition of a full-time student. For graduate students, the charge would be the same for students taking 9 to 12 credit hours, and the rate would be set at the cost of 10 credits under the current structure. (Note: the graduate tuition block was previously reported at 10-12 credit hours, with the cost set at 11 credit hours.)

Students taking fewer hours than those in the prescribed block would be charged by the credit hour. Students who take more than the block's maximum would be charged the flat rate plus a per-credit fee for the number of credits exceeding the block range.

The new policy also includes elimination of a number of fees enacted for the 2004-05 academic year that have made it difficult for both students and University officials to accurately estimate costs and revenue. Those fees range from \$40 to \$150 per class. The fees eliminated include the remedial fee, course repeat fee and the intensive college and professional college fees for many 3000- and 4000-level courses. Among factors the board used in making its decision were figures showing the costs for a typical undergraduate under the current plan taking 13 credit hours per semester for five years compared with the costs for an undergraduate taking 16 credits per semester under the flat rate. Under the flat-rate plan, the student paid less overall in tuition, less in overall living expenses, less in enrollment fees and less in class fees, for an overall savings of \$10,330.

Budget

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near-term and longer-term strategies "for continuing to move ahead" despite the economic challenges.

Among the short-term solutions are a comprehensive approach to enrollment management, which includes increasing student retention through such initiatives as the First-Year Experience.

Long-term solutions outlined by the president include a careful review of academics to develop a more focused array of programs, especially at the graduate level. She also called for an evaluation of credit requirements for all degree programs, reiterated her 2004 challenge to double research funding and said she will seek the counsel of others who have faced similar budget issues.

"We can neither just cut nor just grow our way out of this budget dilemma," Bailey told the crowd. "Despite how difficult this may be, we must both cut expenses and increase enrollment simultaneously in order to keep the University moving forward."

Children's Place now enrolling students for summer programs

The Children's Place Learning Center at WMU is now enrolling school-age children for its 2005 Summer Program, which begins the week after Kalamazoo County public schools close for the summer and continues to the start of the next public-school year.

School-age children participate in the Campus Kids summer theme camp. Children must have completed kindergarten to be eligible. More information and the complete schedule of weekly summer activities can be found on the Web at www.wmich.edu/childrensplace.

Those who sign up by Friday, May 13, will receive one-half off the standard enrollment fee of \$40. Weekly rates are \$120 for WMU students, \$150 for WMU faculty and staff, and \$170 for the general public.

Toddler and pre-school openings are also available, but are filling fast. Call the Children's Place Learning Center at 7-2277.



FINISHING FINALS—
President Bailey joined faculty and staff volunteers April 22nd for the ninth annual Finals Finish at the Student Recreation Center. Among students she met were, from left, finance major David Davignon, secondary education major John Crowell and marketing major Kevin Hodson. (Photo by Tammy M. Boneburg)