



Western NEWS

For and about WMU faculty and staff

FEBRUARY 17, 2005
volume 31, number 11

Board to elect officers Feb. 18

The election of officers for 2005 and the swearing in of one of its two new members top the agenda when the WMU Board of Trustees meets Friday, Feb. 18.

The meeting in Rooms 157-159 of the Bernhard Center will begin at 8 a.m. when Judge William Schma administers the oath of office to Trustee Larry Tolbert of Kalamazoo, who was appointed to the University's governing board last month by Gov. Jennifer Granholm. Trustee Dennis Archer, the board's second new member, will not be able to attend the Feb. 18 meeting and will be sworn in in April.

Following the briefswearing-in ceremony, the board will adjourn to a closed informal session before taking up its formal agenda in a public session expected to begin at about 9 a.m. Besides reports on gifts, grants and personnel moves, items on the agenda include an update on the Business Technology and Research Park, a report on the College of Education and a proposal to approve amendments to the constitution of the Western Student Association.

Urban edge is Sichel series topic

Economic development with an urban edge will be in the spotlight Wednesday, March 9, during the Werner Sichel 2004-05 Lecture-Seminar Series on Regional Economic Development: Current Issues.

The speaker will be Edward (Ned) Hill, senior research scholar in the Urban Center and professor in urban studies and public administration at Cleveland State University. His presentation, titled "Nine Rules for the Practice of Economic Development," is at 3 p.m. in Room 3508 Knauss.

Hill writes about economic development and urban public policy and is editor of *Economic Development Quarterly*, which is dedicated to publishing research on the development of the American economy. In spring 2001, he published Ohio's "Competitive Advantage: Manufacturing Productivity," a study of the manufacturing sector's continued importance to the economic health and well-being of the state's economy. He also is coordinating national research projects on the competitive advantage of urban land.

For more information, call Bassam Harik, chairperson of economics, at 7-4356.

Next *Western News* is March 10

Because of spring break, there will be a three-week period before the next issue of *Western News* is published March 10.

The deadline for submitting information for that issue is 5 p.m. Friday, March 4.

To stay abreast of what's happening on campus in the meantime, visit the University's online newspaper, WMUNews, which is updated each weekday and can be found at <www.wmich.edu/wmu/news>.

Berrah gets DOE funds for nanoscale work

A WMU physics professor will continue her research at Lawrence Berkeley National Laboratory using a new \$564,000 federal grant that will help her unravel the mysteries of nanosystems that are the bridge between gas-phase matter and solid-state matter.



Berrah

Nora Berrah will use the U.S. Department of Energy funding to conduct her research over the next three years at the Advanced Light Source, a research facility located at the Berkeley laboratory in California. Berrah has been working at that facility for a number of years and led a team of international scientists who developed a sophisticated experimental research post there.

Her new funding will allow her to lead a WMU-centered team of postdoctoral and graduate students as they use the Advanced Light Source photon beam as a probing agent in an effort to understand the electrical and magnetic properties present in a relatively new area of study—metal clusters and their ions. The properties of those clusters change as a function of cluster size, she says, and little is currently known about them.

"A fundamental understanding of those clusters," she says, "will ultimately allow us to manipulate their properties and make a system that can be tailored to our needs."

The clusters she is studying are aggregates of a few or several hundred atoms that form a system with a nanometer dimension. Understanding them, she says, will impact the development of molecular electronics that may use clusters to create highly functional miniature devices.

Berrah, a faculty member at WMU since 1991, has garnered more than \$3.7 million in external research funding during her time at the University and has attracted significant international acclaim. In addition to her current work at the Berkeley Advanced Light Source, she has been named to the scientific advisory committee for a new \$500 million research facility being built at Stanford University.

She is the co-team leader for all atomic and molecular research at that new accelerator facility, which she characterizes as a fourth generation light source in the form of a free electron laser. When the Stanford facility opens in 2008, she plans to continue her cluster research there because the new light source will allow her to measure in real time how clusters fragment, ionize and change properties.

"To understand nature, we have to understand it at nature's timescale," she says. "The new facility will offer the opportunity to make huge breakthroughs in science. We'll be able to understand how things assemble and disassemble and do science with a real-time resolution."

continued on page 4

Enrollment strategy to feature 'Three Rs' and return to basics

"Recruit, Renew, Retain" was the mantra shared with a crowd of more than 250 faculty and staff members Feb. 10, as University officials introduced a new vice provost for enrollment management and outlined WMU's new recruitment and retention strategy.

"You are the reason students choose Western Michigan University," President Judith I. Bailey told the crowd. "Each of us has a reason why we love Western and each of us has a responsibility to share

that enthusiasm with students. Today is all about renewing ourselves and reaching out to students."

Focused leadership and attention to both graduate and undergraduate enrollment is at the heart of the University's enrollment management strategy, she said.

John Beacon, who began as vice provost for enrollment management Feb. 1, laid out his philosophy and contrasted an enrollment management approach with

continued on page 4



GO REGISTRATION—

Course registration through GoWMU, the University's new intranet portal, became a reality Feb. 14. President Judith I. Bailey officially launched the new system Feb. 11 during a ceremony in the Bronco Mall. She was assisted by junior Erica Stout, right, who demonstrated GoWMU course registration on a wireless laptop computer. (Photo by Thom Myers)

Campus welcomes new faculty members

Muralidhar K. Ghantasala, mechanical and aeronautical engineering, came to WMU from Australia's Swinburne University, where he had served as a senior lecturer since 2000. A specialist in the area of micro electromechanical systems—MEMS—Ghantasala has published more than 80 research papers in international journals and proceedings from international conferences. His most recent work involves development of new processing technologies for MEMS devices. He also developed a postgraduate program in micro systems technology at Swinburne. He earned his doctoral degree in 1993 from the Indian Institute of Science in Bangalore, India.



Ghantasala

Michael W. McCardle, marketing, came to WMU from the University of Central Florida, where he completed his doctoral degree in 2004 with a marketing major and an economics minor. He also taught marketing strategy and integrated marketing communications at Central Florida. He earned a bachelor's degree in 1998 from Jacksonville State University and a master's degree in 1999 from the University of Alabama. He also has held a variety of sales positions, beginning in 1981, and for three years, was a special projects manager with a corporate housing and relocation service in Birmingham, Ala.



McCardle

Susan K. Nelson brings more than 30 years of nursing experience in a variety of roles to her new position in WMU's Bronson School of Nursing. She's a 2004 recipient of a master's degree in nursing from the family nurse practitioner program at Michigan State University. She has worked as a nursing educator, teaching students introductory- and intermediate-level nursing skills, and she has also worked in the areas of neonatal intensive care, emergency care, and adult and family nursing care. She earned her bachelor's degree in nursing from WMU in 2001.



Nelson

Robert S. Wall, blindness and low vision studies, came to WMU from Vanderbilt University, where he had served as a research faculty member and orientation and mobility instructor since 2000. He also has served in research design and consulting positions with the American Printing House for the Blind, the American Foundation for the Blind and the National Center for Accessible Media. A native of Canada, he earned a bachelor's degree in 1987 from the University of Manitoba, a master's degree in 1992 from the University of North Dakota and a doctoral degree in 1999 from Vanderbilt.



Wall

Editor's note: This is the ninth installment in the *Western News* series that offers brief profiles of new members of the WMU faculty. In each issue, several of the more than 80 first-year faculty members will be profiled.

Frostic series' Feb. 23 event will feature acclaimed playwright

Playwright OyamO, a prominent influence in the growing canon of African-American playwriting, will read from his work at 8 p.m. Wednesday, Feb. 23, in the Little Theatre as part of the Gwen Frostic Reading Series.

At noon earlier that day, OyamO will be interviewed live on WIDR, 89.1 FM, WMU's student-run radio station.

OyamO has been noted for paving the way for what is becoming a new theatrical genre with work that, according to some critics, has the capacity to disturb even the most complacent audience members. His critically acclaimed play "I Am a Man" was optioned by HBO, and TriStar Pictures has contracted him to work on "Ota Benga, the Pygmy in the Zoo."

OyamO's numerous awards include a Guggenheim Fellowship, an Ohio Arts Council Award, a McKnight Foundation Award, three fellowships from the National Endowment for the Arts, and numerous award nominations in Los Angeles; Chicago; and Washington, D.C.

He has taught at Princeton, the College of New Rochelle, Emory University and the University of Iowa Playwright's Workshop. He now teaches at the University of Michigan.

Next up in the Frostic series will be readings by poets Hugh Seidman and David Dodd Lee. That event is set for 8 p.m. Thursday, March 8.

Nwulu film honored at festival

A film by Paul Nwulu, communication, is being screened this month at the prestigious Pan African Film Festival in Los Angeles.

Nwulu's short film "Starting Over" is being shown on four separate occasions Feb. 11-21. Written by Nwulu, the 58-minute film tells the story of a young man who has everything going for him: He is loved by his parents, active in his father's church, engaged to the woman of his dreams, and has a good job waiting for him at his uncle's bank after he graduates from college, but then tests positive for HIV after a one-time fling.

Nwulu has been invited to attend the festival during two of the four scheduled showings. He will give a brief talk about the film and also take questions from the press and the public.

Established in 1992, the Pan African Film Festival is the largest film festival in the United States devoted to films about African Americans and African Diaspora. More information about the festival is available online at <www.paff.org>.

Shen share's expertise at Harvard

Jianping Shen, teaching, learning, and leadership, traveled to Harvard University Feb. 10-11 as an invited participant in a national symposium on teacher recruitment and retention.



Shen

The intentionally small gathering was designed to bring together a select group of leading experts in the study of teacher recruitment and retention. Symposium organizers say the goal of the event was to understand the

state of inquiry around the issues of teacher recruitment and retention, identify areas of consensus and gaps in knowledge on the topics, and create a network of experts to foster continued communications between the pre-eminent researchers in this field.

Shen has received two grants from the Spencer Foundation and one National Academy of Education/Spencer Foundation Postdoctoral Fellowship to study issues related to teacher retention. He has published widely in this area, and his work is widely cited.

Boyle is author of essay collection

"Mud Between My Toes," a novella of 25 humorous essays by Toby Boyle, information technology, has been released by PublishAmerica and is available through major online book retailers and selected Kalamazoo-area bookstores.

The book is described as a "menagerie of outrageous silliness" in the publisher's summary of the book.

"Toby Boyle dissects the peculiarities of life with a sharp, satirical scalpel," according to the summary. "No one is safe, from aliens to Yeti, automobiles to zoo sex, and everything in between. He may have an obsessive fascination with Julie Andrews, but that is just the tip of this hilarious iceberg."

Boyle is a systems programmer and part-time instructor at WMU. He earned a bachelor's degree in political science in 1984 and a Master of Fine Arts in creative writing in 1998, both from WMU.



volume 31
number 11

EDITOR: Cheryl P. Roland.

CONTRIBUTORS: Jeanne Baron, Thomas A. Myers and Mark E. Schwerin. GRAPHIC DESIGN: Tammy M. Boneburg.

WESTERN NEWS (USPS 362-210) is published by the Office of University Relations, Walwood Hall, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433, every other week when classes are in session. Periodicals postage paid at Kalamazoo, MI 49008-5165.

POSTMASTER: Send address changes to *Western News*, Office of University Relations, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433.

DEADLINE: Items to be considered for publication should be submitted to the Office of University Relations by 5 p.m. Friday the week preceding the publication date. Spring semester publication dates are Jan. 6, Jan. 20, Feb. 3, Feb. 17, March 10, March 24, and April 7. Items may be submitted by mail, fax (387-8422) or e-mail (cheryl.roland@wmich.edu).

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



Obituary



Bodine

The University recently learned of the death of **Gerald L. Bodine**, assistant professor emeritus of teacher education. He was 94.

Bodine, a Milwaukee native, retired from WMU in 1977. He came to the University in 1957 as an assistant professor and the coordinator of laboratory experiences.

Previously, he was an associate professor and education department chairperson at Kalamazoo College from 1951 to 1957 and served as that institution's registrar from 1952 to 1955. He also was an instructor at the Milwaukee Vocational and Adult Schools from 1937 to 1948 and an assistant principal in the Milwaukee Public Schools from 1934 to 1936.

Bodine was a member of several professional organizations, including the Association for Student Teaching, National Council for Social Studies and American Association of College Registrars and Admission Officers.

He earned a bachelor's degree from Wisconsin State College in 1937 and a master's degree from Northwestern University in 1941 and did doctoral work at Northwestern as well as studied in Europe in 1950.

'Her Story' is luncheon topic

WMU's Women's Network continues its brown-bag luncheon series, "Hear Her Story," with a presentation at noon Thursday, Feb. 24, in Room 159 of the Bernhard Center. The program features Carmen Cornieles, educational studies, and Dona Icabone, ombudsperson.

"Hear Her Story" features real women with real careers talking about their professional choices and experiences. Those attending are welcome to bring their own lunch or to purchase a meal in the Bernhard Center cafeteria or at one of the food vendors in the Bronco Mall.

Previous presenters in the series include President Judith Bailey; Provost Linda Delene; Athletic Director Kathy Beauregard; Vice Provost Eileen Evans; and Barbara Liggett, public administration.



TAKING THE TOUR—WMU's newest trustee, Larry Tolbert, right rear, and Vice President Bob Beam toured campus buildings Feb. 14 and stopped in the Bigelow Hall dining area for lunch as well as to say a quick "hello" to students like Holland, Mich., freshmen Catie Chamberlin, left, and Kristina Smith.

Service

The following employees are celebrating 40, 35, 30, 25, 20, 15, 10 and five years of service to the University during February.

40 years—Gerald Hardie, physics.

35 years—Frederick G. Schulz, Campus Facility Development.

30 years—Margaret J. Corbin, Davis dining services.

25 years—Daniel D. Miller, physical plant-maintenance services.

20 years—John P. McDevitt, public safety; Patricia K. Rice, physical plant-building custodial and support services; and Burnie J. Tabb, Customer Account Services.

15 years—Sheila Bair, University Libraries; Sherrill D. Busboom, physician assistant; Rebecca S. Cook, physical plant-maintenance services; Carla V. Joyner, physical plant-landscape services; and Malcolm R. Malott, human resources.

10 years—Sandra R. Bastian, information technology; Kathy Dziepak, Center for Disability Services; Stephanie L. Jones, Registrar's Office; and Susan A. Standish, sociology.

Five years—Brenda L. Chapman, Sincuse Health Center; Carrick D. Craig, Office of the Vice President for Legal Affairs and General Counsel; Charles Heynig, information technology; Kristin E. Kenz, College of Fine Arts; Jennifer L. McVey, Auxiliary Enterprises-General Administration; Michael E. Osborn, physical plant-maintenance services; David H. Schrader, College of Aviation; Mia L. Soule, business information systems; Robert E. Taylor, physical plant-building custodial and support services; Contrina D. Thomas, Davis dining services; and Amy M. Vorpapel, information technology.

Exchange

FOR SALE—The Evaluation Center has new toners and a fuser kit available at a discount price for an HP4500 color laser printer. Call Christine at 7-5895.

Nominations due for 2005 distinguished alum awards

The WMU Alumni Association is seeking nominations for its 2005 Distinguished Alumni Award.

The deadline for nominations is Friday, March 4.

Each year, a committee of Alumni Association Board of Directors members selects a maximum of three people to receive the award, which is the Alumni Association's most prestigious honor.

Those nominated must have: received at least one degree from WMU; achieved a high level within their chosen field of endeavor; participated in civic activities as well as activities supporting WMU; and given distinguished service to their profession, their community and/or WMU.

Nominations must include a completed nomination form and current resume or biographical sketch.

Guidelines and nomination forms are available online in the "Awards" section of the WMU Alumni Association Web site at <www.wmich.edu/alumni>. For more information, call the association at 7-8777.

Jobs

While a campuswide job freeze remains in effect, the following vacancies have been approved for posting as positions that are essential for the continued operation of the unit represented. All position authorizations must have the approval of a WMU vice president to be posted during the hiring freeze.

Vacancies are 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.

(R) Clerk (Repost), 10, Registrar's Office, 04/05-4582, 2/14-2/21/05

(N) Director, Student Academic and Institutional Research, 22, Office of Institutional Research, 04/05-4684, 2/14-2/21/05

(R) Principal Research Associate (term ends 4/4/2008), Q04, Evaluation Center, 04/08-4685, 2/14-2/21/05

(R) Administrative Assistant, 14, Office of the Provost and Vice President for Academic Affairs, 04/05-4687, 2/14-2/21/05

(R) Office Assistant, 11, Educational Studies, 04/05-4688, 2/14-2/21/05

(R) Senior Clerk, 11, WMU Bookstore, 04/05-4689, 2/14-2/21/05

(R) Coordinator, Alumni Relations (term ends 6/30/2007), 14, Office of Alumni Relations, 04/05-4690, 2/14-2/21/05

(R) Office Associate, 13, Student Financial Aid and Scholarships, 04/05-4691, 2/14-2/21/05

(R) HRIS Data Clerk, 12, Human Resources, 04/05-4692, 2/14-2/21/05

(R) Office Assistant (FTE .50, 20 hours per week), 11, Teaching, Learning and Leadership, 04/05-4693, 2/14-2/21/05

(R) Finance Assistant, 12, Accounts Payable, 04/05-4695, 2/14-2/21/05

N = New R = Replacement

WMU is an Equal Opportunity/Affirmative Action Employer.

Self-instructional unit becomes Individual Learning Programs

Beginning with Summer I registration Feb. 14, a popular academic program assumed a new name: Self Instructional Programs is now called Individual Learning Programs.

Except for the name, everything else about IL Programs remains the same. It continues to offer students the opportunity to take courses without limitations of time and place. Courses are developed and approved by University faculty and meet the same high standards as the traditional face-to-face courses. Some courses are paper based—called ILP, or Individual Learning-Paper—many of the courses are supplemented by the Web and are identified as ILW, or Individual Learning-Web. Others use videotape and e-mail. Students have approximately nine months to complete courses and may register at any time.

For additional information, visit the EUP Web site at: <<http://dde.wmich.edu/sip/index.html>> or e-mail <de-info@wmich.edu>.

On Campus with Chris Sligh



IN THE CAPTAIN'S CHAIR
(Photo by Jeanne Baron)

Being the director of a residence hall is a key campus job, but it isn't the easiest one to explain or perform. Chris Sligh, who directs Draper and Siedschlag halls, likens the post to serving as a cruise ship captain.

His primary responsibilities include providing programs that entertain and engage the 460 students who reside in his two halls, doing the student payroll, taking care of maintenance issues, and supervising the 11 resident assistants and one graduate assistant who handle the halls' day-to-day operations.

Sligh, who grew up in Saginaw, Mich., and is an avid Detroit Pistons fan, landed his director's job in 2000 after earning a master's degree in college student personnel at Ball State University.

"I really like the student interaction and the fact that every day is different," he says, adding that his biggest challenge comes when he has to hold students accountable for making poor decisions.

"The flip side is that I get to participate in their growth and development," Sligh says. "I feel kind of like an uncle. I've been here four and a half years and I've literally watched students grow up before my eyes."

One of the many other positive aspects of his job is working with the dozens of student volunteers who organize Draper's annual Senior Prom, which brings senior citizens to campus for a night of Big Band music and swing dancing.

"I really see the impact this event has on the community and the students," he says. "It bridges the generational gap and is almost magical."

In his free time, Sligh enjoys playing soccer and hanging out with his cat, Marshall. He's also active in his church, particularly with the choir.

Goalball tournament will attract top teams, needs volunteers

Area residents can see many of the world's top goalball teams in action at WMU this month or volunteer to help stage the annual tournament.

As in previous years, the best teams in the United States and Canada will take part in the 22nd Annual United States Association of Blind Athletes Midwest Regional Goalball Tournament Saturday and Sunday, Feb. 26-27, in the Student Recreation Center. Teams are expected from Arizona, California, Colorado, Tennessee, Ontario, Pennsylvania, New Jersey and Indiana, as well as several teams from Michigan. Competition runs 8 a.m. to 8 p.m. on Saturday. Games on Sunday will be the semi-final and final rounds and will run 8 a.m. to noon.

Among the competitors will be WMU students and graduates who represented the United States in the 2004 Paralympic Games in September in Athens, Greece. The U.S. women won the silver medal, while the U.S. men won the bronze in the highly competitive Paralympics. The WMU teams will be among the favorites at the tournament.

The tournament is one of the largest contests of its kind in the United States. A total of eight women's and 12 men's teams are expected. Admission is free.

Goalball is similar to hockey or soccer, but is played exclusively by visually impaired or blindfolded players. Teams of three athletes on each side of a volleyball-sized court launch a ball at speeds of more than 30 mph at the opposing side's goal. The athletes are blindfolded to put all players on an equal footing, and four bells encased in a basketball-sized ball help the athletes track its location.

People are welcome to watch or are invited to volunteer. As many as 50 to 60 volunteers—often WMU students—are needed. Volunteers do not need to know anything about goalball prior to volunteering and may choose from among three sessions: 7:30 a.m. to 2 p.m. Saturday or Sunday or 1:30 to 8 p.m. Saturday. Volunteers may work one, two or all three sessions.

To volunteer or for more information, call or e-mail Sherry Gordon at 7-3276 or <sdgordon@voyager.net>, or Paul Ponchillia, blindness and low vision studies, at 7-3449 or <paul.ponchillia@wmich.edu>.



HOLD THAT TIGER PARAPHERNALIA—Lance Parrish autographs fan-owned items during a Jan. 25 luncheon at the Fetzer Center for several members of the Detroit Tigers. Parrish, a former Tigers catcher and now the club's bullpen coach, was keynote speaker for the event, which drew more than 250 people. (Photo by David Peterson)

Berrah

continued from page 1

Berrah, a fellow of the American Physical Society since 1999, was named a WMU Distinguished Faculty Scholar in 2000. In 2002 at Berkeley, she received the David A. Shirley Award for Outstanding Achievement at the ALS. In addition to her research, Berrah serves her discipline as a member of the national Committee on the Status of Women in Physics, an advisory group that counsels physics departments at universities around the nation on how to create and sustain a working environment that is welcoming to women scientists.

Enrollment management

continued from page 1

the more traditional focus on admitting new students.

Enrollment management, he said, is a campuswide plan to recruit and retain students that is coordinated across reporting lines and recognizes students as customers. The focus needs to be as much on retention as on recruitment.

"We're losing one of every four students we admit," he noted, referring to first-year retention rates.

WMU's long-term plan will include clearly defined recruitment and retention goals, use of financial assistance to meet goals, carefully targeted communications that use a common theme, development of a prospect pool, and careful evaluation and tracking of efforts.

Gail Straus, senior consultant with the Chicago consulting firm Lipman Hearne, introduced what she called a back-to-basics plan that will focus on "the three Rs—Recruit, Renew, Retain." She told the audience that a campuswide committee has developed 18 solid strategies ready for immediate use.