Wayfinding to be meeting topic

A public meeting from 9 to 11 a.m. Wednesday, Oct. 29, in 204 Bernhard Center will give attendees a chance to be involved in a Universitywide effort to make the campus easier to navigate for visitors as well as WMU students and employees.

The meeting will report findings to date by Cloud Gehshan, a consulting firm that has been working with a campuswide committee charged with improving campus wayfinding. The work is aimed at making it easier for visitors to find and navigate the different areas of the campus and to make both pedestrian and vehicle travel easier.

Cloud Gehshan has done its research and analysis, identifying a number of wayfinding issues and potential solutions. For the Oct. 29 meeting, they will be accompanied by representatives from Westfield & Co., a digital wayfinding firm that will expand the conversation to look at specialized apps and other electronic tools to help people navigate the campus.

Changes made to Student Code

A resolution agreement reached last year between WMU and the U.S. Department of Education’s Office of Civil Rights has led to modifications of the WMU Student Code. It is important that all students and faculty and staff members are aware of these changes.

The changes grew out of the OCR’s review of University policies triggered by a complaint that was resolved. The changes to the Code involve policies governing disruptive behavior, voluntary and involuntary assessments, interim suspensions and the University’s response to direct threats and imminent danger.

The Student code is available online as a downloadable document at wmic.edu/conduct/code, and the new policy language can be found in these parts of the document: Article IV, Section B, Item No. 5 and Article V, Sections C and D.

TV spot refreshes ‘Go West’ theme

Television viewers across the state are seeing the new “Go West” commercial released earlier this month. The 30-second promotional TV spot expands on the “Go West” advertising campaign. The ad is airing on all major Michigan markets from October through December, and a similar ad will air again in spring 2015.

Locally, it can be seen on WWMT’s 11 p.m. news show as well as on WXMI, WZZM and various cable networks. The spot showcases students on campus, highlighting a variety of programs and activities.

It reinforces the idea that “Go West” is not a directional command but rather a state of mind. A former student posted on Facebook, “This looks like a Nike commercial. AWESOME!” Watch the commercial at wmic.edu/universityrelations/branding/television.

Dunn sets direction for this academic year

WMU must continue to be bold and brave to meet the challenges and opportunities of the new academic year, President John M. Dunn said in his 2014 “State of the University” address Oct. 10.

Dunn began his speech (visit wmic.edu/president/convocation 2014 for the full text) by highlighting five successes from last year: WMU’s medical and law school affiliations, move to a tobacco-free campus, award-winning sustainability efforts, and East Campus renewal project.

...we have achieved the changes I just described because so many on this campus and in this community—you—have come together to push our goals forward. This year of change has set a pattern of momentum that we need to leverage. Now is not the time to rest on our laurels,” he said.

“We were bold and brave enough to change and sure of the vision before us. We knew where our learner-centered, discovery-driven and globally engaged University needed to go next. When we gather here next year—and the year after—I expect to stand at this podium and celebrate with you the successful completion of even more initiatives that will keep us moving toward a future that is rich with promise.”

Dunn added that the future holds both challenges and opportunities, but noted that the ingredients for success were in place for moving WMU to one of only 90 universities in the nation with both a medical school and a law school.

Annual homecoming week starts Oct. 20

A host of exciting activities are taking place on and off campus during homecoming week Monday through Sunday, Oct. 20-26, and Family Weekend, Friday through Sunday, Oct. 24-26.

Shops and restaurants in downtown Kalamazoo are getting into the spirit by putting up window displays for homecoming week, and some 70 businesses are providing discounts to students and holders of WMU’s free Concierge Card.

Students will be celebrating homecoming week by joining with the Kalamazoo community to try and break a world record, in addition to their traditional activities. Those interested should gather from 7 to 9 p.m. Tuesday, Oct. 21, at Kanley Track and break the record for the most people wearing sunglasses in the dark. The existing record of 1,675 people was set in Grand Rapids. WMU’s event symbolically demonstrates that people can achieve more when they work together and will include live entertainment as well as food. The first 2,000 participants are getting into the spirit by putting up window displays for homecoming week, and some 70 businesses are providing discounts to students and holders of WMU’s free Concierge Card.

Trustees approve name for new residence halls

The University's new state-of-the-art residence halls will be known as Western Heights, after the student-suggested name won unanimous approval from University trustees Sept. 30.

The two-building complex is under construction and slated for completion in time to house fall 2015's incoming students. It is located in the Center Residential Neighborhood overlooking Goldwater Valley.

Western Heights will be home to about 750 students and is targeted at new students. The design for its residence halls, the first of their type in Michigan, is intended to build multiple levels of community engagement and facilitate academic success. Each living area is arranged into houses of 30-35 students on each floor with a kitchen and study area, plus centrally private bathrooms maintained by staff members.

The complex has air conditioning, third-floor laundry areas, furnished bedrooms, built-in closets, and campus safety and convenience features. Central community spaces on four levels feature laundry and study areas, an open-air terrace, plus entertainment and game rooms. For a closer video look at Western Heights, visit wmic.edu/housing/westernheights.
New ranking is another Sustainability Day triumph

WMU has plenty to celebrate as it observes National Campus Sustainability Day today and tomorrow, Oct. 16-17. In addition to the numerous national accolades and high rankings earned earlier this year, bestchoicschools.com last week named WMU one of the nation’s top 50 most affordable, eco-friendly colleges. WMU is the top-ranking college in Michigan, coming in at No. 13 on the higher education website’s list of affordable schools that are “recognized leaders in energy conservation and sustainability.” The new Best Choice Schools list is based on broad recognition for sustainability efforts and annual tuition and fees or cost of attendance of less than $25,000.

Other ranked schools range from Berea College at No. 1 to Oregon State University at No. 50. Two other Michigan schools are also listed, Central Michigan University at No. 9 and Grand Valley State University at No. 37.

Helping WMU celebrate this year’s Sustainability Day is Judy Wicks, whose focus is on building a compassionate, sustainable and locally based economy. Wicks will deliver a keynote address for the celebration at 7:30 p.m. today in 1910 Sangren Hall. Her talk, “Building a New Economy: What’s Love Got To Do With It?” is one of a series of campus appearances. Wicks wrote the book “Good Morning, Beautiful Business: The Unexpected Journey of an Activist Entrepreneur and Local Economy Pioneer” and founded Philadelphia’s landmark White Dog Cafe, which became well known for its commitment to food leadership and environmental stewardship.

Learning center offers backup child care to students, employees

The Children’s Place Learning Center is offering backup child care for the children of WMU students and employees. This is not a drop-in service, and children must be pre-registered.

Conveniently located on West campus, Children’s Place is an NAEYC-accredited center that partners with the College of Education and Human Development to provide a high-quality educational experience. It is open 7 a.m. until 6 p.m., Monday through Friday, except for University holidays, a recess period in December and two staff training days. In addition to child care for children 18 months through 9 years of age, the center offers special programs for children of set ages. They include:

• The Pre-kindergarten and Great Start Readiness Program.

Then WMU’s James Croteau, counselor education and counseling psychology, and Kalamazoo Valley Community College’s Denise Miller, will present “At the Intersections: An Interactive Presentation on Race, Religion, Sexual Orientation and Gender Identity” from 7 to 8:30 p.m. Tuesday, Nov. 4.

Scholar Scare fundraiser slated

Instead of packing away your Halloween costumes, join in the Scholar Scare, a fun Halloween-themed 5K race and 1K fun run Saturday, Nov. 1. The 1K fun run, designed especially for children, begins at 9:30 a.m. while the 5K race begins at 10 a.m. There will be an awards ceremony after the race that includes prizes for best costume as well as chip-timed winners in various age categories.

The Lee Honors College has organized this event to help provide scholarships for its Study in the States and Study Abroad student enrichment programs. Register at tiniurl.com/scholarscare.
‘Life of Pi’ author to visit

International best-selling author Yann Martel will present “Healing Journeys: Crossing the Pacific, Dealing with Trauma,” at 7 p.m. Thursday, Oct. 23, in Miller Auditorium.

Martel wrote the book ‘Life of Pi,’ which is WMU’s selection for the 2014-15 University Common Read. His free talk will be followed by a book signing and kicks off the University Center for the Humanities 2014-15 Healing Arts Speaker Series.

During the presentation, Martel will detail some of the events in his life that led him to write ‘Life of Pi.’ He also will explore the healing art of storytelling and its importance in overcoming or coping with trauma, among other topics.

Visit wmich.edu/humanities to learn about the other presentations. Visit http://libguides.wmich.edu and click University Common Read to learn more about ‘Life of Pi’ and reading kits being made available.

WMU drawing high-ranking health professionals for talks

It will be deja vu all over again when nine high-ranking alumni of the College of Health and Human Services visit campus for a public forum from 1 to 2:30 p.m. Friday, Oct. 24, in 1010 HHS Building.

Their visit comes on the heels of an “all-star” panel of medical innovators who were at the WMU Homer Stryker M.D. School of Medicine Oct. 7. Discussing federal assistance to quicken the pace at which cures and medical therapies reach patients.

The upcoming forum, “Transforming Public Policy and Public Health: The Power of Inter-professionalism,” will include alumni who represent agencies within the U.S. Department of Health and Human Services and Centers for Disease Control and Prevention and be moderated by Amy Curtis, interdisciplinarity health studies.

The Oct. 7 event was convened by U.S. Rep. Fred Upton, chairman of the House Energy and Commerce Committee. Panel members included the director of the National Institutes of Health, a top Food and Drug Administration official, the chief executive of Stryker Corp., Pfizer’s vice president of worldwide policy and the WMU medical school’s dean.

Trading room brings Wall Street to campus

A major gift that has created the Greenleaf Trust Trading Room is bringing the hustle and bustle of Wall Street to the Haworth College of Business.

The room, located in the main corridor of Schneider Hall, lets students experience the excitement of a Wall Street trading floor, with stock prices scrolling across an electronic ticker, Bloomberg and Morningstar terminals providing real-time data on market movements, and world news updates appearing on large screens in the front of the room.

The business college will host a grand opening celebration at 1 p.m. Monday, Oct. 27, allowing campus and community members to tour the facility as well as learn more about it. Those interested in attending should RSVP at (269) 387-4059.

Students can participate in hands-on learning in the trading room, using the hardware and software commonly used by finance professionals. Many classes will call it home, including the Student Managed Investment Fund, which has served as a large cap manager of a portion of WMU Foundation Funds since 2009. The fund is managed by a select group of business students and has more than doubled in the past five years, reaching a current value of $1 million.

Trustees approve retirements of 15 faculty, staff

The retirements of four faculty members and 11 staff members were approved by the WMU Board of Trustees at its Sept. 30 meeting. They also granted one sabbatical leave.

All of the faculty members who are retiring are doing so with emeritus status. Their names, positions, years of continuous service and effective dates of retirement are: Betty J. Parker, marketing, 19 years, effective July 31, 2015; Christopher J. Schumich, geosciences, 37 years, effective April 30, 2015; Fred Stikins, engineering design, manufacturing and management systems, 36 years, effective Aug. 31, 2015; and Brian L. Wilson, music, 40 years, effective April 30, 2015.

The staff members retiring are: Janice P. Anderson, Faculty Senate, 16 years, effective Sept. 30; Roger T. Arnul, Extended University Programs, 27 years, effective Sept. 30; Joseph A. Fee, Unified Clinics, 10 years, effective Aug. 31; Dena S. Frier, West Hills Athletic Club, 14 years, effective Oct. 1; Raymond L. Newson, projects and construction services, 12 years, effective June 30; Tracey S. Overkamp, maintenance services, 18 years, effective Oct. 24; Barbara J. Peacock, psychology, 27 years, effective Aug. 31; Ieva M. Sverns, Sindecuse Health Center, 25 years, effective Oct. 29; Alison K. Thor, University Libraries, 25 years, effective Sept. 30; James G. Wiseman, Dining Services, 33 years, effective Sept. 12; and Linda J. Young, building custodial and support services, 15 years, effective Sept. 14.

The faculty member resigning is: Holly J. Nibert, Spanish, effective Aug. 17.

A sabbatical leave also was granted to David Colson, music, effective spring 2015.

Obituaries

Caryl P. Freeman, associate professor emeritus of business information systems at Western Michigan University, died Sept. 30 at Rose Arbor in Kalamazoo. She was 86. Freeman joined the WMU faculty in 1976 and retired in 1987 after 11 years of service.

Curtis Curtis-Smith, professor emeritus of music, died Oct. 10 at his home in Kalamazoo. He was 73. Curtis-Smith joined the faculty in 1968 and retired in 2011 after 43 years of service.

An internationally known contemporary composer and pianist, he remained involved with the music school after retirement as an instructor and Composer in Residence. Memorial service details are pending.

Archie E. Watson, assistant professor emeritus of education and professional development, died Feb. 25. He was 81. Watson joined the WMU faculty in 1970 and retired in 1995 after 25 years of service.

Archie Watson

A rendering of the trading room
Associate Head Baseball Coach Blaine McFerrin has one of those jobs that doesn’t feel like work. Recruiting and training with pitchers on the WMU team, he loves helping young athletes.

That doesn’t mean he’s not busy—he is and year round, except for a lull in November and December as the team readies for spring training.

An athlete himself, McFerrin played baseball, football and wrestling in high school before settling for just football and baseball in college and eventually just baseball, which was always his passion. He played baseball and attended Kentuck Wesleyan College and then Indiana University-Purdue University Fort Wayne, where he earned his bachelor’s degree in secondary education and his master’s degree in school administration, both Indiana University degrees. An elbow surgery on his pitching arm took him out of the game as a player, but it also launched his career as a coach.

His coach at the time was current WMU Head Baseball Coach Billy Gernon who also recruited him several years later to work with the Broncos. Prior to coming to WMU, he coached at the University of Michigan and Georgia State University. It was at these two colleges that his teams won regular season tournaments and secured championship rings.

McFerrin displays them proudly in his WMU office that is located in a box overlooking the east end zone of Waldo Stadium and West Campus.

“We are all teachers, and we get to do baseball as our job,” he says. “You are working with 18 to 22-year-olds, and they are going through so many transitions in their lives. We get to help these young men be responsible young adults.”

During the off-season, he and other coaches travel the Midwest recruiting high school students, primarily in Michigan, Indiana, Illinois, Wisconsin, Canada and Ohio. The coaches look for great baseball players but also students with a strong work ethic.

“The talent part is easy for us, but finding the right fit for our program is much more detailed. We want winners not only on the field but in the classroom and ultimately in the community. Our No. 1 responsibility is to graduate players and a close second is to win,” McFerrin says, adding that the team routinely has a combined 3.0 grade point average.

A resident of Kalamazoo, McFerrin and his wife, Carrie, have an infant son, Sullivan “Sully” Blaze, and a dog, Duke.