First Singapore MBAs given in July 22 commencement event

After 15 months of intensive study, 20 students in the University of Michigan MBA program received their degrees July 22.

Twenty Southeast Asian professionals were part of the inaugural class of WMU's Haworth College of Business Singapore master of business administration program. Employed by international companies such as Hewlett-Packard, Citibank, Westinghouse Electric and the Royal Bank of Canada, the students had attended intensive 10-day courses with WMU faculty since May 2000. A dozen business school faculty members traveled to Singapore to teach this first group, with pre-course work and follow-up conducted via the Internet.

"We're really delighted with the initial success of this program," says Dean James W. Schmocker, Haworth College of Business. "The caliber of the students has been impressive, and the members of this first class will make excellent alumni. We don't have a set graduation, certainly, but overall we're quite pleased."

In the Singapore MBA market, WMU faces tough competition from U.S. competitors such as the University of Pennsylvania's Wharton School of Business and the University of Chicago, as well as local universities such as the National University of Singapore. The Haworth College of Business program is set apart by competitive pricing, small class sizes, and a long-term commitment to Singapore, according to Schmocker.

"A lot of these programs come and go very quickly," he notes. "We have made it clear that we intend to stay in Singapore for the long haul. It is, after all, the business school of the future. And in the meantime, there are a multitude of benefits for this University and for the Singapore students we serve. We could scarcely resist the match."

Game day traffic changed

New traffic and pedestrian routing along Stadium Drive has been implemented to increase safety on days of home football games. Due to safety concerns expressed by Annatral officials, pedestrian crossing of railroad tracks along Stadium Drive will be restricted to crossing gates at Oliver Street and the intersection of Stadium Drive and West Michigan Avenue. Until a permanent fence is installed by the Michigan Department of Transportation, WMU will put up temporary fencing for the 2001-02 football season on the west side of the railroad tracks to encourage fans to cross at the designated intersections.

To increase the safety of pedestrians after they have crossed Stadium Drive, the MDOT has issued the University a permit to close one lane of northeastbound Stadium Drive three hours before game time from Oliver Street to Eddies Lane. This will allow pedestrians to cross the railroad tracks before the games and walk safely down Stadium Drive to Waldo Stadium. These changes are effective immediately.

The first game of the season is the CommUniverCity game against Illinois State for Set 7:30 p.m. tonight—Aug. 30. Other home games are scheduled for the following Saturdays: Sept. 22, Oct. 6, Oct. 13 and Nov. 17.

WMU unveils $125 million capital campaign

The University today announced the largest fund-raising effort in its school's history, with the goal of raising $125 million in time for WMU's 100th anniversary celebration in 2003.

"Partnering for Success: The Centennial Campaign for Western Michigan University" is comprehensive, addressing support for students, faculty and programs, as well as equipment needs and several new building projects.

Partnering for Success

The Centennial Campaign for Western Michigan University

Making the announcement at a morning news conference were President Elson S. Floyd and William U. Parfet, chairman and chief executive officer of MPI Research, who will chair the campaign. As the WMU vice president for development, also spoke at the event. The goal is more than double the $62 million raised in the University's last campaign, successfully completed in 1992. Parfet also chaired the previous effort, which exceeded its original goal by more than $7 million.

"This University is here today," said Floyd, "because of a partner- ship between you and WMU. Today, among some 30 initiatives, a major campaign is under way to be home for a new teachers college in 1903, Kalamazoo won the nod from the State Board of Education with a commitment to provide 20 acres of land, pay one-half of teachers' salaries, develop the campus infrastructure and contribute $40,000 for new buildings.

"In the years since our founding," continued Floyd, "we have expanded to serve communities to include many communities and businesses throughout the state, the nation, and the world." In recent months, WMU has opened a new graduate studies center in downtown Grand Rapids, initiated an MBA program in Singapore, and, earlier this week, broke ground for a new University facility on the campus of Lake Michigan College in Benton Harbor.

"Western Michigan University is on a roll," said Parfet. "You can just feel the energy. I agreed to help lead this campaign because I'm convinced that an investment in this University will pay solid dividends to our communities, state and nation. Armed with the appropriate resources, there is no limit to the contributions that this University can make."

Floyd described the growth of WMU, from a regional two-year teachers college with an initial enrollment of 117 to a major university of more than 25,000 students. One year ago, the Carnegie Foundation for the Advancement of Teaching classified WMU as a "doctoral-research-extensive" university. Only four Michigan universities are included in this highest classification.

"The centennial campaign is divided into five broad areas: Support for students—$14 million to fund scholarships, fellowships and "experiential learning," such as internships in business, government and the arts.

Support for faculty—$13 million to enhance faculty programs, including endowed faculty positions intended to attract and retain top teachers and researchers in key fields where WMU has a developing national reputation.

Programs and activities—$15.25 million for such initiatives as visiting artists and scholars programs, which annually bring experts and artists of international renown to the campus.

Equipment—$30.7 million for equipment needs, the first major building project of the campaign, especially in engineering and the sciences, but also including health and human services, the performing arts and many other areas.

Facilities—$52.5 million for projects that include major new buildings for: engineering and athletics, both already under construction; health and human services, announced earlier this month; and a new building for the Department of Art, plans for which will be unveiled later.

Earlier this summer, WMU announced a second consecutive record year for private gifts, with $18.4 million received during the fiscal year that ended June 30.

"I am very pleased to announce," said Parfet, "that we have already raised more than $10 million, or 60 percent of our campaign goal. This is a great start, but we still need to pursue our goal vigorously if we want to succeed in time for Western's 100th anniversary celebration.

Following the news conference announcement of the campaign, Floyd and Parfet adjourned to a private luncheon in WMU's Gilmore Theatre Complex, where they repeated their message to about 150 alumni and donors. Joining them at the luncheon program were WMU Foundation President James S. Brady and Edward and Ruth Heining, retired WMU faculty members and co-chairs of the University's Centennial Celebration Committee.

"This is only the beginning," remarked Parfet. "During the next two years, we will carry this important message to alumni and friends throughout the country."

LMC ground broken for WMU-Southwest

Ground was broken on the Lake Michi- gan College campus Aug. 27 for a new building to house WMU-Southwest, marking the first time a Michigan university has chosen to build an instructional facility on a community college campus.

The $8.4 million building, designed by Marshall/ Bankley Associates of Kalamazoo, is being con- structed on LMC's Naper Avenue campus near the main entrance, and is expected to be completed and open for classes in fall 2002.

The 45,000-square-foot building is being built as part of a unique partnership that will expand higher educa- tion opportunities for Southwest Michigan resi- dents by allowing them to take their first two years of classes at LMC, complete their bachelor's degree at WMU and even move on to graduate programs without ever leaving the area.

The project will be paid for with $6.3 million in state funds approved when Gov. John Engler signed a capital outlay bill July 19. The remaining $2.1 million will come LMC ground broken for WMU-Southwest

State funds approved when Gov. John Engler signed a capital outlay bill July 19. The remaining $2.1 million will come from a fund-raising effort already under way at WMU.

"Western Michigan University has been committed to the citizens in Benton, Cass... Continued on page 4
Lecture series will focus on role of risk and its economic effects

What does gambling, farming and going without life or health insurance have in common? They are all risks that have an undeniable impact on the economy. But how does risk affect our economic growth? That is the question the Economics of Risk and Finance Seminar Series at Western Michigan University will explore this semester.

The series will feature presentations on the concepts of risk and return, the role of risk in insurance and the economy, and the mathematical and psychological aspects of risk perception. The topics will be addressed in six seminars, each featuring a different expert in the field. The series will begin on Thursday, Oct. 10, at 3:30 p.m. in 3508 Knauss.

Kagel, the University Chaired Professor of Economics at Brigham Young University, will be the keynote speaker. His presentation, "The Economics of Risk," will cover the basic concepts of risk and uncertainty and their implications for economic behavior.

The series will conclude on Thursday, Dec. 5, with a presentation by John H. Kagel, the University Chaired Professor of Economics at Brigham Young University, on "The Economics of Risk and Finance." His presentation, "The Economics of Risk," will cover the basic concepts of risk and uncertainty and their implications for economic behavior.

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The following vacancies are 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 then contact a human resource services staff member for assistance in securing these positions.

Employees may call the Applicant Information Service at 7-3669 for the weekly Job Opportunity Program postings, seven days a week, 24 hours a day from a Touch Tone phone.

On Campus with Kathy Corder

There’s not much Kathy Corder doesn’t know—or can’t find out about WMU—at least as far as academic statistics go. Corder, director of academic planning and institutional data, is the University’s “go to” person when administrators from across the campus need to quantify the University experience.

This week, with fall semester getting under way, attention will turn to full enrollment numbers. Corder will be working with the Registrar’s Office to arrive at a final tally, but that’s just one of the more high-profile responsibilities of her job.

From her first-floor Seiberth Administration Building office that overlooks the heart of the University’s campus, Corder oversees a staff of five that heeds a dual mandate of collecting and analyzing data and answering thousands of questions put to them annually. Corder and her staff are responsible for overseeing the collection and release of data about the University to federal and state governmental agencies; overseeing collection of data and completion of about 100 surveys each year from groups like U.S. News & World Report, Peterson’s and the American Association of University Professors, assisting faculty in collecting data for research funding proposals, collecting data for the annual “Facts Book,” and overseeing data collection for accreditation surveys.

Corder, an Illinois native and a graduate of Southern Illinois University Edwardsville, comes to WMU with 15 years as a member in political science. Before joining the WMU staff, she spent 10 years managing the Social Science Computing Facility at Washington University in St. Louis. She began her career as a data analyst in the Office of the Provost, where her technical and social science skills were recognized as being the ideal combination for her current position.

She still supports her fellow colleagues in the Registrar’s Office, as well as staff members from such offices as admissions, budgets and human resources.

“It is a very interesting job, different from office to office, as we do them and learn how the University functions and how it collects important data,” she says. “We work hard to maintain good working relationships with all the various offices.”

When not on the job, Corder and her husband enjoy cooking, planning parties and seeing their two children.
and Van Buren counties for more than 85 years," said WMU President Elson S. Floyd. "Our partnership with LMC and this wonderful new facility will allow us to expand that commitment, increase the number of our academic offerings and deepen our involvement in the community. We are grateful to Gov. Engler and the Legislature for approving state funding for this work, and we owe a special note of thanks to Sen. Harry Gast for his steadfast support for this important project.

Gast, chairman of the state Senate Appropriations Committee, was one of several Michigan legislators who attended the groundbreaking, along with U.S. Rep. Fred Upton. Gast spearheaded efforts to fund the proposed partnership and has praised the effort as a model that assures cooperation in education and can serve as an example for the rest of the state and nation.

LMC President Richard Pappas pointed to that model as an effort that will make the most of both institutions' resources.

"We are proud to be working with Western Michigan University to bring this resource to the community. The partnership that we are building is a natural extension of the educational opportunities we currently offer at Lake Michigan College," said Pappas. "This type of innovation in thinking about delivering educational services leverages the strengths both colleges bring to this project."

The new WMU-Southwest facility will have a face of two-tone brick and insulating glass. In two wings will be joined by a two-story rotunda that will provide a gathering place for students on the main floor and a computer lab on the second floor. It also will feature two science education laboratories; 12 classrooms, including an interactive video classroom; two conference rooms; and two designated student study areas.

During the groundbreaking, both Gast and Upton praised the cooperation and enthusiasm that resulted in the new partnership. Gast noted that the "whole community was behind it," and Upton expressed the vision that launched the initiative.

"As the representatives of not only Berrien County, but also Kalamazoo County and all of Southwest Michigan, I have seen firsthand the wonderful leadership exhibited by so many at Western Michigan," Upton said. "To capture the spirit and enthusiasm that is there in Kalamazoo and transfer it to the twin cities, the rest of Berrien County and a little bit of Van Buren is terrific."

Preliminary HHS building plans outlined

The University unveiled preliminary plans Aug. 20 for a new, 185,000-square-foot building to house all of the College of Health and Human Services' academic programs in one location.

The long-awaited building moved a step closer to reality this summer when Gov. John Engler signed a capital outlay bill July 19 authorizing state funding for the estimated $48.2 million total cost of the construction project. The University will raise a quarter of the building cost as a match to the state funds provided and will do so through private fund raising.

At an event to formally acknowledge the signing of a state bill authorizing the building's construction, University officials showed an artist's depictions of the way the building will look and discussed its scope and potential impact. Also attending the event were area legislators, leaders in the health and human services community, city officials and economic development leaders, as well as University and college administrators, faculty and staff. The celebration was intended to thank the Legislature and those in the community who were instrumental in securing funding for the building.

"We are deeply grateful to Gov. Engler and the Legislature for the support of this important project," said President Elson S. Floyd. "Many have been steadfast in their support of this important facility, but I especially want to thank Senate Appropriations Committee Chairman Harry Gast for the role he played. This is a project that, when completed, will have a significant impact not only on the Kalamazoo community and its economy but also on the state and region."

The four-story building will be constructed on WMU's Old Orchard Campus and is modeled on the state transferred to WMU from the Kalamazoo Psychiatric Hospital in 1998. Building plans have been under development since 2000, just after the governor signed an earlier capital outlay bill authorizing WMU to begin the planning process.

The new building will be located just south and west of the existing EWD Building on the site of a former hospital building that was torn down more than 30 years ago. The SmithGroup of Detroit is the architectural firm designing the building. In addition to locating the new facility on a previous building site, building and construction plans are being developed to minimize impact on the landscape. No new drive is being planned to access the building from Oakland Drive. Road access will come from rerouting existing roads, with Oliver Street serving as the likely major entry point. The current parklike setting along Oakland Drive will be preserved.

"The SmithGroup's main focus has been to plan and design the building in a way that respects the landscape," said Dean Janet P. Pfohlmoss, College of Health and Human Services. "The architects have been very sensitive to the site. They wanted to preserve the trees on the site, as have we."

Webwatch

Several new Web sites were added during the summer and several others underwent major changes. Here are a few of the "new and improved" Web sites at WMU:

• Plans for WMU's upcoming centennial celebration will be detailed at <www.wmich.edu/celebration>.
• Updates on campus construction, including projects for engineering, health and human services and athletics, are at <www.wmich.edu/construction>.
• News and project updates from information technology, including Wireless Western, can be found in FT NewsLink, at <www.wmich.edu/fois/newslink>.
• Online registration for the third annual Homecoming Concert Classic WalkRun, Oct. 13, is at <www.wmich.edu/homecoming>.
• The Homecoming Web site has been updated for 2001 and more event information is added each week at <www.wmich.edu/homecoming>.
• An all-new faculty experts guide is online and can be found on the Web at <www.experts.wmich.edu>.
• New WMU computer wallpaper images are available for computer users at <www.wmich.edu/wmwallpaper>.