College of Ed, KPS form teaching alliance

WMU is joining forces with the Kalamazoo Public Schools in a broad-based effort to find new and innovative ways to improve education districtwide.

"The formal partnership, announced jointly by school district and University officials and administrators at a Feb. 9 news conference, is being called CITE—the Center for Instructional Technology, Excellence, and Innovation." said President Elson S. Floyd of the agreement. "So it is with great pleasure that our University expands on the partnerships we have already created with our public schools and in so doing, helps teachers become the very best educators they can be while helping all students become better learners."

The collaborative has five basic goals:
- Develop and provide professional development for KPS teachers and administrators and WMU faculty.
- Improve teaching and learning in WMU classrooms and in KPS professional education programs.
- Coordinate, integrate, monitor and evaluate collaborative ventures between WMU and KPS.
- Generate and focus resources targeted at at-risk students.
- Conduct classroom-relevant research designed to improve teaching and learning for all children.

"There is a wealth of information and research that we can tap into. If we take this opportunity, WMU faculty can bring that to us. We also believe our schoolteachers have much to offer teacher educators. When teachers learn, students achieve. There's no better way to meet the future demands of the classroom than to make sure we, as staff, are learning."

The collaborative will be governed by a board made up of representatives from across the community. Organizers say their intentions will be vital to the initiative's success.

WMU's initial contributions to the collaborative will be three tenure-track positions, doctoral-level research assistants and appropriate administrative support. The three professors will be brought to WMU for the express purpose of serving the collaborative, ensuring that they contribute directly and consistently to improving education from pre-school through 12th grade.

KPS plans to contribute a physical facility to house the collaborative, most likely a renovated school, plus a full-time coordinator of professional development, secretarial support staff, technology and KPS 'teachers in residence.'

"The partnership will let WMU faculty researchers and KPS teachers apply theory and test the latest innovations in learning," said President Floyd. "School-university partnerships lead to reciprocal staff development, benefiting both teachers and teacher educators. Ultimately, future teachers and school students are the beneficiaries."

Another benefit of the cooperative is that the University and school district will be much better poised to solicit grant funding for new, innovative education initiatives, England says. Founda-
tions and government agencies often want a mechanism already in place to carry out research projects before approving funding.

"This collaborative will become a springboard for obtaining grant monies to fund new education initiatives that will have far-reaching effects," England says.

Ford research looks at 'McDonaldization' of customer service

If your last visit to see a doctor felt more like a trip to McDonald's, then you are not alone.

In fact, according to a WMU researcher, customers today are finding the service they expect not only from their doctors, but their dentists, hairdressers and auto mechanics as well, is not the kind of service they are receiving.

"Research has shown that organizations are moving toward process-driven management as customers are asking for faster and more efficient service that attempts to address the customer's needs faster and more efficiently," said Wendy Zabawa Ford, communication and an expert on customer service. "Customers have very high expectations for personalized service that goes beyond smiles and greetings, while the trend in corporations is to streamline the process and make customer interactions faster and more efficient."

Ford published her month in the Journal of Applied Communication Research, Ford compared customer expectations of service as a variety of jobs from cashiers to nurses. She found that the more professional the occupation of the service provider was, the more customers expect personalized service.

"Personalized service is tailored service, or service that attempts to address the
Novelist to read from his work Feb. 19
Nicholas Delbanco, the author of 12 novels, including the recent “What Remains,” will read from his work on campus Monday, Feb. 19. Delbanco will read at 8:30 p.m. in 3512 Kraus Hall. A reception will follow in the lobby of Kraus Hall and books will be available for sale at Athena Bookstore.

In all, Delbanco has written 19 books, including novels, two collections of short stories, and the nonfiction work, “The Lost Suitcase: Reflections on the Literary Life.” Among his novels are “In the Name of Mercy,” “Oblores” and “What Remains,” in which Delbanco tells the story of one family’s attempt to put down roots in the aftermath of World War II. He also is the recipient of many literary awards, including a Guggenheim Fellowship and two National Endowment for the Arts Creative Writing Fellowships.

Delbanco, who is the Robert Frost Professor of English Literature and Language and the Director of the Master of Fine Arts Program in Writing at the University of Michigan, has taught at Columbia and Iowa universities, as well as at Bennington, Skidmore, Trinity and Williams colleges. In 1977, he co-founded the Bennington Writing Workshops with the late John Gardner.

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College of Ed seeks nominees for awards

Nominations are now being sought for the College of Education Annual Awards. The awards are designed to honor faculty, staff and students who have distinguished themselves through extraordinary service to the college, University and community through teaching, research, lea- dership and professional activities.

Awards will be presented at a special recognition celebration on Friday, April 20.

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Talk to focus on public policy and families

How the well-being of families and children is affected by such public policies as the Family and Medical Leave Act will be the focus of a panel discussion by an expert visiting the campus Wednesday, Feb. 21.

Kathryn Ross Phillips, a research associate at the Institute of the Urban Institute, will discuss “Working for Families? Unpaid Leave and the Family and Medical Leave Act” at 3 p.m. in 3508 Kraus Hall. Her presentation is part of the Werner Stichel Lecture Series, "The Evolution of Work, Family and Society.”

HONORED AT CONVOCATION—

Among the highlights of the Feb. 1 Academic Convocation at the Fetzer Center were presentations of major University awards to faculty and staff. Winners, their presenters and President Floyd gathered just before the event. From left: Alyce M. Dickinson, psychology, and Alexander J. Enyedi, biological sciences, winners of the Alumni Teaching Excellence Awards; Martha B. Warfield, multicultural affairs, winner of the Staff Excellence Award; Martha Rhodes, an author and a director of Four Way Books, winner of the Community Connections Award and the Rising Star Award.

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Student affairs boosts area’s retention, outreach efforts

Two new staff members have been named in the Division of Student Affairs.

Jodie G. Palmer has been named to a new assistant director position in the Center for Student Learning and Development. The Center includes the Multicultural Affairs and Sharon Seabrook Russell has been named to the recently created position of director of business operations in the Office of the Vice President for Student Affairs.

In her new position, Palmer will be overseeing a variety of training and educational initiatives to help students succeed at WMU. She also serves on the WMU Housing and Student Life Council.

Russell came to WMU as the Department of Theatre’s business manager and previously taught at Bennington College and was the National Director of the National Association of Schools of the Arts. She also serves on the WMU Housing and Student Life Council.

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Kruspap named director of Conference and Seminars

Janet Kruspa has been named director of Conferences and Seminars in the Division of Continuing Education. The office provides a variety of programs planning and management services at reasonable rates to clients on campus as well as around the world.

Kruspa came to WMU from the Arts Council of Greater Kalamazoo, where she was a contracted manager of special events and conferences.

The office provides a variety of programs planning and management services at reasonable rates to clients on campus as well as around the world.

Kruspa has been named director of Conferences and Seminars in the Division of Continuing Education. The office provides a variety of programs planning and management services at reasonable rates to clients on campus as well as around the world.
Customer service

unique needs of individual customers," says Ford. "It is service that is characterized by the service provider having a customer orientation, sharing information, showing that they are mentally and physically involved in the interaction, and providing a level of social support."

In other words, these professionals are expected to spend time listening and understanding the customers' needs.

In two surveys of Western Michigan customers, Ford found that customers have higher expectations of those service providers with whom they expect to do repeat business.

It seems, however, that corporate America isn't paying attention.

"The corporate model tends to see service interactions as needing to be brief, impersonal encounters rather than long-term relationships," she says. "This trend has been referred to as 'McDonaldization,' where professions like doctors and mechanics have become institutionalized and the corporation dictates how the service is practiced by the individuals."

So the same time that customers expect more communication from their physicians, health care workers are under pressure to process as many patients as possible and spend a minimum amount of time with each one.

Expectations of customers are simply no less in line with current trends in the service industry," she says. "We shouldn't be surprised that customer dissatisfaction with service from professionals who operate under the corporate model is on the rise."

Ford points out that according to the Bureau of Labor Statistics, more than 80 percent of U.S. workers are employed in service industries and that service interactions are a significant part of consumer daily routines. As a result of this dependence on service, customers have higher expectations of the kind of service provided by all service workers, including those with whom they would normally have brief encounters, such as fast food employees, convenience store clerks and toll booth cashiers.

Consumers want these workers to be quick and efficient, as well as courteous and friendly. However, says Ford, they should not be expected to be perfect.

"We've found that there is a certain social expectation for these service providers as well," Ford said. "People expect them to be friendly, but they have set implicit limits on the social conversations with these service providers and are disinclined with providers who exceed those limits."

Expo to help women, minorities do more public sector business

Human Resources

Lunch & Learn session will focus on teaching 'Verbal Judo' as the gentle art of persuasion

The Employee Assistance Program is again offering the popular Lunch & Learn session on "Verbal Judo" Wednesday, Feb. 21, from noon to 1 p.m. in the Faculty Dining Room of the Bernhard Center.

Jordo embraces the principles of balance, leverage and self-defense. These same principles can be used in your personal interactions at home or work. Join Detective Carol Dedow, public safety, as she shares techniques that can help you deal with an upset person. These tools will help you defuse verbal confrontations and potential violence and, instead, generate voluntary compliance. This effective and gentle art of persuasion is a life skill that you'll call on over and over again.

Plan to attend the Feb. 21 session. Arrive on time to claim a seat. You're welcome to bring your lunch.

Continued from page 1

R = Replacement

May be considered for 40, 20, 15, 10 and five years of service to the University.

40 years—E. Thomas Lawson, comparative religion.

20 years—Lewis D. Baint, Development Office.

15 years—Dorothy T. Atwell, information services; Bessie W. Jones, student financial aid and scholarships; Patricia McNally, College of Education; and Daniel Tinkler, Power Plant.

10 years—Linda D. Baer, Development Office; Jeffrey M. Carr, physical plant-building custodial and support services; Doris A. Evans, Development Office; Rita K. Keller, Student Activities and Leadership; Annie Mott, teaching, learning and leadership; Jan M. Prange, physical plant-landscape services; Michael A. Secondi, physical plant-maintenance services; and Alice Wheatley, Valley food dining services.

Five years—Scott Austin, aviation; Adrienne L. Bradley, admissions and orientation; Dorothy M. Connelly, Institute of Cistercian Studies; Beren Dronen, Physical Plant; Michael J. Fleckenstein, physical plant-maintenance services; Christopher D. Jackson, biological sciences; Jack R. Jahn, University libraries; Darrell J. Jenkins, physical plant-landscape services; Robert D. Moon, physical plant-building custodial and support services; and Sharon K. Wagner, Registrar's Office.

Nominations for staff service awards due this month

Nominations are now being accepted for the winter 01 semiannual awards.

Nominations of non-faculty staff members will be accepted for consideration for the semiannual awards.

The SSEA program is designed to recognize University personnel who perform in true service excellence, far-out-performing normal job expectations.

Two major changes to the program were announced last fall and are now in effect. Beginning with the Winter 01 awards, a staff member must first win a semiannual award to be eligible for an annual award.

SSEAs in the $500 to $1,000 range are awarded in the spring and winter, with up to 12 winners selected to receive a $100 prize. The winners of those semiannual awards will be the only employees eligible to win an annual award— with a $1,000 prize—during the spring. In addition, prize amounts are being adjusted so winners receive $100 for a semiannual award, $1,000 for an annual award, after taxes, not before taxes.

Next is the most important thing ever to nominate outstanding University employees for awards. Tell the rest of the University community about those fine coworkers who often go unnoticed—and let them be publicly recognized for their excellence.

Annual and semiannual nominations will be considered solely on the basis of the nomination content. Nominations should include as much information as possible to describe the excellence exhibited by the nominee.

Nominations may be submitted through an e-mail message to <kitty.scheffers@wmich.edu>, or by using a nomination form that can be obtained from Human Resources and Physical Plant.

Winners for the Winter 01 semiannual round will be announced in March.
Calendar

The master calendar maintained by the Office of University Relations for use in Western News is available through WMU's home page on the World Wide Web. Select WMU News and then look for Calendar of Events. You can also link directly to the calendar at www.wmich.edu/wmu/news/events/

February

2.15 Thursday
Lecture: "Looking for Food and Against Privilege: Whites Against Racism, Men Against Sexism and Straights Against Heterosexism." Dr. Harry Brod, University of Northern Iowa, 209 Bernhard Center, 7 p.m.

2.21 Wednesday continued
Lecture: Werner Sichel Lecture—Seminar Series, "Working for Families! Unpaid Leave and the Family and Medical Leave Act." Katherine Ros Phillips, research associate, the Urban Institute, 3528 Knauss Hall, 3 p.m.

2.22 Thursday
*Women's basketball vs. Akron, University Arena, 7 p.m.
*Performance, "Cab Calloway's Legacy of Swing," Miller Auditorium, 8:30 p.m.
*Lecture, "German Theological and Ecclesiastical Responses to National Socialism," A. James Reimer, Conrad Grebel College, University of Waterloo, Ontario, 3508 Knauss Hall, 7:30 p.m.

2.23 Friday
*Men's basketball vs. Miami, University Arena, 2 p.m.
*Performance, American Indian Dance Theatre, Miller Auditorium, Winter semester recess begins (through March 5).

2.24 Saturday
*Women's basketball vs. Eastern Michigan, University Arena, 2 p.m.
*Performance, Kalamazoo Concert Band, "Music for a Celebration," Miller Auditorium, 8 p.m.

February

2.16 Friday
*Hockey vs. Michigan State, Lawson Arena, 7 p.m.
*Film showings, "Almost Famous" (through Feb. 18), Western Film Society, Campus Cinema, The Little Theatre: Friday and Saturday Feb. 16-17, 7:30 p.m. and Sunday, Feb. 18, 2:30 p.m.; double feature with "Steven Chances," Friday and Saturday, Feb. 16-17, 9:30 p.m. and Sunday, Feb. 18, 6 p.m.

2.17 Saturday
*Dalton Series Concert (also Feb. 17), "eight blackbird," with Wellesley College, 7:30 p.m.
*Medallion Scholarship competition registration, Bernhard Center lobby, 2 p.m.
*Calvin's Men Against Sexism and Straights Against Heterosexism, "Dr. Harry Brod, University of Northern Iowa, 7 p.m.
*Film showings, "Almost Famous" (through Feb. 18), Western Film Society, Campus Cinema, The Little Theatre: Friday and Saturday Feb. 16-17, 7:30 p.m. and Sunday, Feb. 18, 2:30 p.m.; double feature with "Steven Chances," Friday and Saturday, Feb. 16-17, 9:30 p.m. and Sunday, Feb. 18, 6 p.m.

2.18 Sunday
Concert, University Symphonic Band conducted by Robert Spradling, with saxophone soloist Trent Kynaston, Miller Auditorium, 8 p.m.

2.19 Monday
*Film showings, "Almost Famous" (through Feb. 18), Western Film Society, Campus Cinema, The Little Theatre: Friday and Saturday Feb. 16-17, 7:30 p.m. and Sunday, Feb. 18, 2:30 p.m.; double feature with "Steven Chances," Friday and Saturday, Feb. 16-17, 9:30 p.m. and Sunday, Feb. 18, 6 p.m.

2.20 Tuesday
Medallion Scholarship competition registration, Bernhard Center lobby, 8:30 a.m.

2.21 Wednesday
Concert, Bison Boosters—Trombone. Lawson Auditorium, 7:30 p.m.

2.22 Thursday
*Women's basketball vs. Northern Illinois, University Arena, 1 p.m.
*Men's basketball vs. Ball State, University Arena, 3 p.m.
*Concert, Boleslaw Symphony Orchestra, Miller Auditorium, 8 p.m.

2.23 Friday
Men's tennis vs. Wisconsin, West Hills Athletic Club, 11 a.m.
*Women's basketball vs. Western Michigan, University Arena, 2 p.m.
*Men's basketball vs. Ball State, University Arena, 3 p.m.
*Performance, guest jazz artists, John Jellicoe, Kalamazoo Concert Band, "Music for a Celebration," Miller Auditorium, 8 p.m.

2.24 Saturday
Men's tennis vs. Wisconsin, West Hills Athletic Club, 11 a.m.
*Women's basketball vs. Northern Illinois, University Arena, 1 p.m.
*Men's basketball vs. Ball State, University Arena, 3 p.m.
*Concert, Boleslaw Symphony Orchestra, Miller Auditorium, 8 p.m.

2.25 Sunday
Men's tennis vs. Michigan State, West Hills Athletic Club, 11 a.m.

2.26 Monday
Winter semester recess begins (through March 5).

2.27 Tuesday
*Women's basketball vs. Eastern Michigan, University Arena, 7 p.m.

March

3.1 Thursday
Deadline for submissions for Third Coast Writer's Conference.


3.2 March
*Hockey vs. Notre Dame, Lawson Arena, 7 p.m.

3.3 Saturday
*Men's basketball vs. Eastern Michigan, University Arena, 2 p.m.

3.4 Monday
Winter semester recess ends.

3.5 Monday
Women's basketball vs. University of Detroit Mercy, University Arena, 7 p.m.

3.6 Tuesday
Slide lecture, artist-in-residence James Nakagawa, 1213 Sangren, 7 p.m.; reception follows.

3.7 Wednesday
Slide lecture, artist-in-residence Luis Jimenez, 1213 Sangren, 7 p.m.; reception follows.

3.8 Thursday
Exhibition (and March 9, 12-16) Annual Art Student Graduate Exhibit, Space Gallery, Knauss Hall, weekdays, 10 a.m. - 4 p.m.

*Admission charged

Sabbatical awards to 33 faculty members

A total of 33 University faculty members were granted sabbatical leaves Dec. 8 by the Board of Trustees.

In addition, trustees granted an administrative leave to Daniel J. Farrell, who recently stepped down as chairperson of the Department of Management, effective Aug. 6, 2001, through Dec. 9, 2001.

Sabbatical leaves for the entire 2001-2002 academic year: Stacy Awe's, economics; Kuriakose K. Athappilly, business information systems; Steven B. Bertman, chemistry; David A. Burnie, finance and commercial law; Clement Burns, physics; Sydney J. Dybek, English; John W. Gurney, electrical and computer engineering; Janos L. Grannert, electrical and computer engineering; Diane B. Hamilton, nursing; Carolyn J. Harris, foreign languages and literatures; Tresia Hennery, art; Jil C. Larson, English; Molly Lyndec-richia, foreign languages and literatures; Larry A. Mallick, industrial and manufacturing engineering; Regina Fais Nelson, teaching, learning and leadership; Lisa Powell, physics; Neil R. Petersons, family and consumer sciences; Jocelyn D. Steinke, English; Grace C. Tiffany, English; Laura R. Van Zoest, mathematics and statistics; and Qizi Zhu, mathematics and statistics.

Sabbatical leaves for these faculty members also were approved: Curtis Cartis-Saunders, music, for fall 2001; Scott A. Henson and Galen E. Rike, Univer-sity libraries, for spring and summer 2001.