The concept of hands-on learning in higher education will soar to new heights, thanks to the Feb. 4 arrival by air of an unusual classroom/laboratory for the College of Aviation.

The new classroom is a Boeing 747-100B that was recently retired by Northwest Airlines and donated to the University for use in preparing future pilots and maintenance personnel, who are the airline's employees. The move represents the first known gift of a 747 to any college or university.

"The plane's final flight from Phoenix to Battle Creek ended its 94,000 miles of travel—some 10 years in the air. While in service to Northwest, the plane was used for international travel to locations around the world, served as a military transport during Operation Desert Storm, brought relief to Central American victims of Hurricane Mitch in 1998 and, occasionally, served as a presidential aircraft for Air Force One for presidential trips.

"Western Michigan University has been the departure point for many Northwest Airlines careers," according to Bill Wade, Northwest vice president for line maintenance operations, who was at the College of Aviation to present the aircraft to University personnel. "It's a pleasure to know that this aircraft, which safely and reliably carried passengers all over the world, will now be a valuable educational tool in the state of Michigan—home to more than 11,000 of our employees."

Underscoring Wade's point was the appearance at a Battle Creek news conference by Capt. Chris Blendermann, a 757 captain for Northwest and a 1977 graduate of the University of Wisconsin at Whitewater. The aircraft, built in 1970, is the 757 747 built by Boeing and was retired by Northwest in October. WMU will use the plane in all of its aviation programs, giving aircraft maintenance and flight majors a hands-on laboratory in which to learn.

"Creating public-private partnerships is becoming a hallmark of our University," says President Elson S. Floyd, "Just last fall, we forged our first domestic airline partnership with Northwest Airlink’s Mesaba Airlines to put our graduates on the fast track to careers as pilots. Now we are entering one of the most important new relationships in the college's history by partnering with one of the nation's premier domestic airlines."

Ingredients of the partnership are still being finalized, according to Floyd. They will include the development of maintenance internships with Northwest for WMU students as well as the development of continuing education and professional development programming for Northwest personnel. In addition, Northwest has committed to lending its name and resources to assist WMU in student recruitment efforts.

The first part of the partnership agreement between Northwest and WMU brought the classic 747 aircraft to the University's state-of-the-art aviation training facilities and will make it possible for students in its maintenance technology and maintenance management degree programs to learn about airplane and systems maintenance on a plane that has features common to those currently in production and use. Flight majors will be able to become familiar with the cockpit; practice flight procedures in a static, but realistic, setting; and have the opportunity to become familiar with the aircraft's systems.

The college has already established a working group, comprised of flight and maintenance faculty, college operations personnel, and staff members of the college’s International Pilot Training Center. That group has been charged with developing specific plans for transforming the 747 into a laboratory and research tool that can be used across the college’s programs.

University aviation officials emphasize that the key advantage to having the plane on site is the opportunity students will have to actually experience and work with a plane that is identical in size and airframe to models currently in production. "This is the real deal," notes Mark Serbinski, the college's operations manager. "We used to teach students about fire safety procedures for a plane like this on paper. Now we'll actually take them into the plane and have them run through those procedures in a real setting."

Tom Grossman, coordinator of flight instruction, and David Thomas of the college's international program agree that the 747 will give flight students an invaluable sense of familiarity with the type of aircraft they'll be flying in the future. "When discussing systems, it will be immensely valuable to have an aircraft with these systems right at our doorstep," says Thomas.

The 747-100 is regarded as a major technological achievement of the 20th century. Its debut was identified in 1999 as one of the most important events of the past 100 years and was commemorated with a U.S. Postal Service stamp. Only two other aviation achievements were so honored in the "Celebrate the Century" postal program—the Wright brothers' first flight and Charles Lindbergh’s 1927 Atlantic crossing. The plane is widely regarded as having revolutionized aviation by making intercontinental travel affordable.
Weber named ‘Woman of the Year’ by Kalamazoo women’s festival organizers

On the heels of being named one of the area’s most notable figures in K-12 education for the century, Gayl Werme, development, will be the new leader of a local women’s group next month.

A long-time community volunteer and former WMU trustee, Werme has been named Woman of the Year by the Kalamazoo Area Women’s Festival. Award criteria include excellence in career accomplishments, civic involvement, volunteer service, honors and awards and formal and continuing education. The award will be presented at the Festival on Saturday, March 19.

“Gayl is a compassionate champion for improving health and the Association of Life Without the community she serves,” said Susan Ushler, vice president at Bronson Healthcare Group, in her letter nominating Werme for the award. “As a steward of our community, she has been a leader, a teacher and a mentor to many. Her warmth and willingness to share knowledge and expertise exemplifies the characteristics one would expect in a role model for all business women.”

Werme recently was recognized by the Kalamaazoo Gazette as a notable figure in education in the last century. She served on the WMU Board of Trustees from 1982 to 1985 and is a former trustee and president of the WMU Board of Education. She serves as a trustee and vice president for the Kalamazoo Regional Educational Service Agency, and also currently is on the Bronson Healthcare Group board of directors and the Kalamazoo Symphony Society board. She is a governor of the Portage County Youth for Christ. She has been a client of the WMU Community Volunteers.

Staff Service Excellence Award

Nominations for the Winter 2000 round of the semiannual Staff Service Excellence Awards are due Friday, Feb. 19.

Up to 12 individuals, selected from those nominated, will receive a prize of $100 (level, and a certificate of appreciation.

Nominations should include as much detail as possible explaining how the nominee has performed in true excellence. The April. The annual awards include a $1,000 Wiley-Antrobus Prize, a luncheon to honor recipients and a certificate of appreciation.

Nominations for the annual Staff Service Excellence Awards will be sought in April in the annual Staff Service Excellence Awards.

Expo V: Project to focus on blues from past to present

Blues music past and present will be center stage during a mini-festival on campus Friday and Saturday, Feb. 18-19.

In Expo V, a combination of thought-provoking lectures with exciting live performances to both educate and entertain local audiences. Events will run from 7 to 11:30 p.m. both days at the Dalton Center Recital Hall and they are free and open to the public.

Though it originated in the deep South in the early 20th century, blues music is a forefather of much of the music people listen to today, says Benjamin C. Wilson. Black Americans study and coordinate the annual festival. In fact, modern music is deeply rooted in blues.

One reason I’m doing this is to teach younger people there’s nothing under the sun, Wilson says. “I want them to know that there would be no Tupac if there was no Sun Ra, no Dr. Dre without Huddie Ledbetter. All modern music today builds off the blues.”

Presented by WMU’s Black America Studies Program, the festival will feature lectures and presentations by Gloria Gibson and Horace Bown. Gibson, associate vice chancellor of multicultural affairs at the University of Arizona, will address “The Role of the Blues Woman during the Harlem Renaissance Era” on Saturday.

Bown, professor in the Department of Music and Dance at the University of Massachusetts-Amherst, will speak both Friday and Saturday while demonstrating on his piano. His topic Friday is “The Influence of the Mother of Classical Blues (Ma Rainey): A Blues Call.” On Saturday he will speak on “The Importance of Blues to All African-American Music.”

African-American musics, meanwhile, will take listeners on a blues music journey from its raw, rural form to its more modern and complex forms. The Burning Blues Band, slated to perform Friday night, will give listeners a dose of more upbeat blues. On Saturday, Priscilla McClenand and the In the Pocket Band will perform blues music’s slickest, modern forms, with “some danceable soul.”

The festival also includes a Saturday afternoon blues workshop. Performing artists, Hall has been working with Rich in a music theatre workshop class. Rich also is working with department acting classes as well as conducting a workshop for the Kalamazoo Public Schools through the music theatre unit of Education for the Arts.

To make a nomination, send a memo or e-mail message to Kitty Scheffers in University Relations, c/o Wmich.edu, or call Human Resources at 7-3620 to obtain a nomination form. Nominations will be accepted through March 31. Nominations for the annual Staff Service Excellence Awards will be sought in April in the annual Staff Service Excellence Awards.

Final seminar on Turkey is set for Saturday, Feb. 19

A seminar series leading up to a WMU-sponsored tour of Turkey concludes on Saturday, Feb. 19, 10:15 a.m., with a panel discussion on “Turkey: Historical Foundations.”

Marlene Brehm, tourism and consumer sciences, a tour co-coordinator, will begin the seminar with a discussion on “Textiles and Apparel in Turkey: Historical Foundations to Modern Industry.” The seminar begins at 10:15 a.m. in the Rec Hall Ballroom.

Other sessions, speakers and times include “Turkish Educational System and How It is Changing” by Tuverse Gock, director of women’s studies programs at the University of Michigan, at 11 a.m., “Food and Wine in Turkey” by Prof. Cigdem S. Gock, director of women’s studies programs at the University of Michigan, at 11 a.m., “Food and Wine in Turkey: Advice and Highlights,” panel discussion at 11:30 a.m., and “Final seminar on Turkey is set for Saturday, Feb. 19” at 12:30 p.m.

Program of women’s events highlighted in sport

The contributions female athletes have made to sport will be highlighted Wednesday, Feb. 23, during WMU’s eighth annual observance of National Girls and Women in Sport Day.

We want to note the achievements of area women through a collaborative effort involving student affairs units on campus and the local high school athletic community,” says Debra S. Berkley, chairperson of health, physical education and recreation, and one of the event organizers.

“Usually when people think about these accomplishments, they think about athletic awards, but women contribute in so many dimensions when you take into account the contributions made to the development of future leaders, from administrators, trainers, boosters and others.”

National Girls and Women in Sport Day was organized by the Women’s Sports Foundation in 1987 and is observed nationally on Feb. 23.

This year’s local celebration will feature a soccer skills clinic at the Student Recreation Center for middle school girls and a private honor award reception for 31 outstanding high school athletes selected by the Department of Health, Physical Education and Recreation.

For more details on these events, check out the News page on the WMU Web site at www.wmich.edu/WMU/news/.

It is my privilege to stand before you today as the sixth president of Western Michigan University. It has been a superb 18 months for my family and me, and I thank all of you for welcoming us with open arms and warm hearts into your University community—a community which we now consider ours. Your passion and commitment to Western steadfastly positions us to move forward for what will clearly be an eventful time in the life of our University.

Second, I pause to recognize and to congratulate my colleagues who have won the distinguished awards in teaching, research and service. It is through your dedication, commitment and intellect that our University will continue to reach new heights. The emblematic reflections of your contributions permeate the entire faculty and staff.

And so, to Elizabeth and to Ron and to Frank and to Jim and to George and to Dennis, please accept our thanks for all that you have done and for the inspiration that you provide to each and every one of us, each and every day.

Now it gives me great pleasure to provide my first report on the State of the University. As I prepared for my remarks today, I thought of this not so much as an inaugural occasion to highlight some of the things we’ve been engaged in as a University, but an opportunity to really paint a strategic blueprint, if you will, that shows where we are going, describes the raison d’être of our University and charts a road map for the future. That is, if these were my final words, where have we been and where are we going? It is important for us to think constantly about the role and the placement of our University in the state, the nation and the global workplace of which we all are a part.

In my installation address last April, I said that we would be “Moving Forward Together.” Today I am delighted to say that we have done precisely that. This has indeed been “A Time of Accomplishment” for all of us, built on the solid foundation of my predecessors. I am grateful for their leadership.

Before beginning his address, President Floyd asked the audience to join him in a moment of silence to reflect on the life and contributions of Russell Seibert, vice president emeritus of academic affairs, who died Feb. 6. “It is because of his leadership and direction for our University that we actually moved from being a teachers college to a multipurpose university,” Floyd said of Seibert, who served the University from 1936 until his retirement in 1973.

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share on the other. Both alternatives are unacceptable. Our universities must become dynamic learning communities that are student-centered and built on a strong foundation of scholarship, teaching, research and public service. We must be at the forefront of change.

It is extremely important for us to initiate and revitalize meaningful partnerships with the private sector and with elementary and secondary schools, community colleges, and other public and independent higher education institutions. The commitment to undergraduate and graduate instruction must be expressly stated within an overall environment of cutting-edge research.

The links between research and student learning and between education and career opportunities must be visible yet seamless. Improving teaching and educational quality, while keeping college affordable and accessible, will require not only strong leadership from the president, but a forward-thinking faculty that is willing to engage in a cultural transformation which will redefine excellence for the 21st century and for its leaders.

In order to get there, leadership—primarily faculty leadership—must be willing to prioritize resources from areas of lowest priority to areas of highest priority. The allocation process must be done in a systematic fashion with a genuine focus on centrality of mission, role and institutional purpose.

It is impossible for us to hoard all the information in the voluminous quantities in which it exists. Thus, we must shed ourselves of looking at our curriculum in vertical ways, but assume a horizontal approach in the delivery of our curriculum, using multidisciplinary paradigms to define our University. Our College of Arts and Sciences under Elise Jorgens has done precisely this through the establishment of our Environmental Institute, and I applaud the work that Chuck Ide and Jay Means have done to make this institute a reality.

Thus, today I authorize seven new faculty positions, under the auspices of the provost, for those departments within the University that are willing to embrace this bold new world by hiring faculty with an interdisciplinary focus—faculty who understand and value collaboration across disciplines and throughout the University. We are blessed to have the caliber of students studying at our University that we have here. Everyday there is a classroom where one of you will inspire a student to do great things in life or in this world.

Everyday there is a new discovery that will help to improve the human condition in a meaningful way.

Everyday there is an idea or a thought that will change the way in which we look at life, ourselves and the world we are part of. That is the essence of being a faculty. And we have a world class group of faculty around our University that reflects these values, and I ask that we continue to concentrate on the intellectual environment at Western.

Research funding and private giving

Research growth continues

Let’s talk a little bit about funding.

The work of the faculty through scholarship and creative activities has led to research sponsored programs growing to $83.5 million in 1998-99. This is more than double the level that it was last year.

We have seen this growth continue this academic year with $26.5 million recorded in the first six months. That amount is 2.5 times the total for all of 1988-89.

Included in this funding are the following projects:

- A $51 million grant, secured by Michael Atkins and the College of Engineering and
The work that you are doing and the relationships that we are building are gaining us more national attention than ever before.

and reward teaching and research in equivalent ways. The myth that great researchers cannot be good teachers needs to be put aside.

An active research agenda promotes and enhances the classroom experience. That is who and what we are, and we will continue to focus on the environment that is occurring within our classrooms.

We will continue to depend on our College of Education to help us address and solve some of the most vexing issues facing our nation. As the fourth largest producer of teachers in the nation, we can and must have much to say in that regard.

Excellence, creativity are all around us
The excellence of our institution is manifested in many ways, not solely in purely academic research endeavors.

Our College of Fine Arts has many superb programs that have helped to build our reputation nationally and around the world. One only has to look at the Jazz Studies program where we have won more Downbeat Magazine awards in the past 10 years than any other collegiate program as I am constantly reminded by Steve Zegeer.

And the Theatre Department's recent production of "The Native Son," under the direction of our guest artist, winner of regional collegiate theatre competitions last month in Milwaukee. If all goes according to plan, they will be able to perform at the Kennedy Center in Washington, D.C., in upcoming national competitions.

One can also look at the Lee Honors College and graduating senior Sara Woodward, who is studying in Beijing, China. Sara is our University's first Truman Scholar, one of only 65 in the nation out of some 700 candidates.

Further, we can also take great pride in our Medieval Institute and its annual enclaves of medievalists who come from around the world to Kalamazoo each year. In fact, many of my closest friends are medievalists and that was the genesis of my introduction to Western over a decade ago.

And finally, there is our English Department, which has one of the finest creative writing programs in the nation.

These are but a few examples of the creativity and excellence that is all around us.

Private giving reaches new levels
We can also take pride in the fact that private giving to the University is reaching record levels.

Total gifts to the University were over $13 million last year and we have already reached nearly $11 million in the first six months of this fiscal year.

We include among these gifts:

- The largest cash gift ever made to the University by a living individual. This gift of $2.5 million will be used for two endowments—$2 million for study abroad and $500,000 for the Institute for the Study of Race and Ethnic Relations. With the agreement of the donors in April, I will recommend to the Board of Trustees that we name the institute the Lewis Walker Institute for the Study of Race and Ethnic Relations.
- A $1.5 million gift from an anonymous donor to establish an endowed chair in the name of Dr. Bernardine Lacey, founding director of the Multicultural Center.
- A $14 million pledge for the development of our College of Engineering and Applied Sciences by Southwest Michigan First, with the Irving S. Gilmore Foundation, National City Corp., Borgess Health Alliance and the Kalamazoo Foundation being principal investors.
- $4 million from the Bronson Healthcare Group pledged to our school of nursing, now the Bronson School of Nursing, with its emphasis on community-based nursing.
- An anonymous gift of $600,000 for disabled students.

And finally, I would like to note that the WMU Foundation awarded a record 23 Medalion Scholarships to top high school seniors in the class of 1999. These recipients had a collective grade point average of 3.99 and an average ACT score of 31 out of a possible 36.

We have wonderful institutional benefactors who continue to give of their largess in support of our University.

Forging public-private partnerships
This is one of the key institutional strategies that we have engaged in over the past year and a half. Its goals are very simple and threefold:

1. to increase the resources that we can make available to the faculty, staff and students;
2. to enhance the quality of education and training that our students receive so that they can better prepare for the world in which they must live and work; and
3. to derive maximum benefit from the investment that the people and the state of Michigan have made in us.

The list of our partners who've engaged in these types of collaborative efforts in the last year have included the likes of IBM, British Airways, Aer Lingus, Mesaba Airlines, Texomamix, Moldflow, Genesis Corp., Johnson Controls, Proctor and Gamble, and Flowserve, to name just a few.

Our most recent partnership, which was just announced on Friday [Feb. 4], is with Northwest Airlines. The first part of this new partnership was a donation of a 747 to our College of Aviation. This aircraft, which is only the 747 to be given to a collegiate program, will be used in teaching and research.

And, while we are still working out the final details of this collaborative partnership, there are aspects of this relationship that will focus on continuing education and professional development programming for Northwest personnel and it is quite likely that Northwest will create internships for our students.

Status and reputation
The work that you are doing and the relationships that we are building are gaining us more national attention than ever before.

That, I am convinced, is one reason why we recently catapulted into the top 100 listing of national public universities, according to U.S. News & World Report.

I would like to thank our Office of University Relations, headed by Matt Kurz, for the work they do daily to promote the scholarship and research that you produce, which in turn elevates the reputation and status of our University.

Over the past year, we have had news stories in a variety of national media, including: the Chronicle of Higher Education, the Wall Street Journal, the New York Times, Forbes Magazine, the BBC, ARC Network Radio, CBS News.com and the Chicago Tribune.

My thanks also go to each and every one of you for taking time away from your work, activities and home life to attend to the media and university relations in the promotion of our University.

Growth in enrollment
Enrollment continues to grow at the University. We are no longer one of those "well kept secrets," and you only have to ask Dean of Admissions John Fraire to find out why. Last year, for the first time in our history, we closed admissions and we closed admissions in May.

This fall we have welcomed to campus our biggest freshman class ever, an increase of some 18 percent over last year's record enrollment. We also had nearly a 9 percent gain in graduate enrollment. Transfer enrollments were also up.

The result was that fall's total enrollment was nearly 28,000—5 percent increase over last year.

This is no accident. It has come about because of the efforts of our students, the faculty, and the staff. It was the result of your dedication due to your involvement in the admissions process and the fine work of our admissions office. My compliments to all of you for accomplishing so much. I was informed by our dean of admissions last week that, based on current applicants to the University and our admissions profile, our fall 2000 class could exceed 29,000. But I must admit, this is a delightful problem to have.

State relations
With this impressive record of accomplishment, we had an excellent foundation upon which to build legislative- and executive-level support in Lansing.

Thanks to the fine efforts of John Breneman, associate vice president for legislative affairs, we accomplished our two primary objectives during the last legislative session:

- recognition as one of the five research-oriented universities in the state, and
- allocation of increased funding of 5 percent to our base budget, plus another 2 percent toward technology and infrastructure.

There are many who helped us to achieve this success and who deserve our thanks. I will start here by recognizing the contributions that many of you made to make this legislative accomplishment a reality. In particular, I would like to thank the leadership in the Faculty Senate and the American Association of University Professors.

To Ray Alie and his colleagues and to Ariel Anderson and her colleagues and her leadership group: I give my sincere thanks and gratitude and heartfelt appreciation for your support of our agenda. To the Administrative/Professional Association, Michele McLaughlin; and the Professional Support Staff Organization, first Deb White and now Pearl DeVries; I applaud you for embracing our agenda and standing in support of it.

To the Alumni Legislative Network: your letters made a significant difference.

With this success in the political arena, we were able to provide the faculty a much needed and deserved contract pay adjustment under a new contract. We still must work on staff salaries—that must be engaged in—and we will make this a focus of our ongoing efforts.

We have also gained the governor's support
One of the very tangible by-products of working together with the community and its leaders has been the increased support for our activities, agenda and aspirations.

Where are we going?
As you can see, we have indeed accomplished much, but there is still much more for us to do.

While we will continue to focus on each of the areas that I have already described and discussed, we will also focus on four additional areas:

- Technology
- Planning
- The capital campaign
- Our centennial celebration

Technology
Addressing the ubiquitous needs of an increasing impatient society is one of the things that institutions are encountering constantly. I can look at our Haworth College of Business as an example of a college that understands the notion of centrality of mission—focusing on making sure that the undergraduate experience is as strong and of the highest quality it can possibly be while at the same time, trying to infuse digital technologies into the very core of that curriculum.

One of our highest priorities in the year ahead will be the infusion of digital technologies in all that we do. There is nothing that we hear and read more about today than the impact digital technology is making on the world around us.

Today, some 81 percent of teenagers use the Internet regularly. And we know that by the year 2005, about 90 percent of U.S. households will have Internet access. It is clear that technology is a fundamental part of the very fabric of modern life.

And nowhere is that impact more profound than it is in higher education. From their first virtual tour of our campus to personal job-search home pages when they graduate, students have shown us repeatedly that they have a high degree of comfort with technology and they expect it to be a part of their lives when they are university students.

With this in mind, I have charged our new vice president for information technology, Viji Murali, with ensuring that the faculty and staff have the equipment, the training and the support that all of you need to successfully integrate digital technology into your teaching, research and work.

I have also asked that each dean assess the technology needs of their respective college with respect to infrastructure and curriculum, and then determine how best to put technology into our classrooms and the hands of our students. I let me be clear. We must move our technology agenda forward. The $300,000 allocated to the Computer Policy Committee, chaired by Dean Johnson, for Teaching and Learning with Technology Grants is only the start. I see more Web-based courses and entire degrees delivered through digital formats. I ask that you embrace this vision with me.

Planning
Another key priority will be completing the campus master plan and strategic planning processes. Both are well under way and should be finalized by the end of this academic year.

I would like to thank Vice President Bob Beam for leading the campus master planning process. It has been an open and inclusive process that has brought in our neighbors in the community as well as our students, faculty and staff.

Also, Provost Light and his colleagues deserve our thanks and support for the very thoughtful and thorough way in which they have approached the strategic planning process within the University. Just last week, he provided the Board of Trustees with an update on a number of key elements of the planning process, and we look forward to learning much about that process in the coming months.

Capital campaign
Let's talk a little bit about the capital campaign.

The strategic and campus planning process is essential for us as we begin the strategic planning aspects for our centennial capital campaign. Our campaign consultants have been conducting a feasibility study to determine those types of areas in which we should be focusing our time, efforts and attention and more importantly, those projects that investors in the University would be willing to embrace.

We expect to really kick off this campaign over the summer months and we will talk much more about that over the coming time.

Centennial celebration
Another key priority for us in the months ahead will be planning for our centennial celebration and the formulation of our Centennial Committee.

We have been quite fortunate to have an ad hoc committee of emeriti, along with Sharon Carlson from archives, working on the historical aspects of the centennial.

Several months ago, they proposed a University-wide committee and a number of other actions that will be implemented for the fall semester.

If you have an interest in being part of this celebration and this committee, please let your dean know.

Strong, blessed institution
In conclusion, I would like to say that by working together as we have done, we can and will accomplish much in the years ahead.

We are an immensely strong institution. An institution that is blessed with having first-rate faculty members who understand the importance of the classroom experience, understand the importance of research and also understand the ways in which we can give back to the communities that we serve; faculty who engage in research that is beyond our state, to a certain extent, and that focuses on what's happening globally, while making sure that it is research that will have a practical application to add value and quality to each and every one of our lives.

And so I thank you for being a part of our University community. We are poised well, and I appreciate greatly the leadership, the advice and the counsel that you've provided.

And so it is in this rich tradition that I serve as president, and I appreciate everything that our colleagues have done and will continue to do and the support their families have provided them.

Good evening.
WMU students who have demonstrated a strong commitment to volunteer service can compete for cash awards, valued at $500 each, for the 2000-2001 academic year. The awards are part of the ninth annual Volunteer Service Contest being sponsored by student financial aid and scholarships.

To be eligible, entrants must currently be registered at WMU and at least one credit hour of classes must have been enrolled between Jan. 1, 1998 and Jan. 1, 2000. Applications will be evaluated on the basis of the impact of the student’s volunteer work as well as the changes that resulted from this work and the amount of time spent performing this work. Applicants are encouraged to submit photos, brochures and other materials that support and verify their application information.

Application forms are available from student financial aid and scholarships and Student Volunteer Services and should be returned to student financial aid and scholarship offices. Contact either office for more information.

Zest for Life

Zest for Life has launched a new program called Zest Outreach to take health and exercise information into departments across campus.

Departments may request sessions on such topics as the Student Recreation Center and personal fitness, stress management, test taking, fitness testing, stress relief, back care, safety, wellness facts and fitness into campus life. Research ideas or questions also can be addressed.

To schedule an appointment for the Zest for Life team to visit your department, call Tammy at 7-3543.

Service

The following employees are recognized for 30, 35, 30, 25, 10, and 5 years of service to the University for February.

30 years—Gerald Hardie, physics. 30 years—Frederick G. Schultz, campus facility development.

25 years—Margaret J. Corbin, Davis dining service.

20 years—Shane G. Boston, University libraries; and Daniel M. Miller, physical plant building maintenance services.

15 years—John P. McDevitt, public safety; Katherine McLain, Henry-Hoekje-Bigelow dining service; Patricia K. Ricke, physical plant building custodial and support services; Gilbert Ruiz, physical plant building custodial and support services; and Burndie J. Tabb, customer accounts services.

10 years—Carla V. Joyner, Valley #2 dining service; Malcolm R. Malott, information technology; and Rebecca S. Maddough, Henry-Hoekje-Bigelow dining service.

Five years—Sandra R. Bastian, telecommunications; Dale Burns, telecommunications; Beth Seibert, registration service; Stephanie L. Jones, registrar’s office; Susan A. Standish, teaching, learning and leadership; and Christopher W. Tremblay, admissions and orientation.

Compensation 2000 update: Perrin offers two ‘Market Pricing’ information sessions

What does “market pricing” mean? How can I explain it to my employees? What does the Comp 2000 team need to know from me? Good questions and we’re prepared to give you answers.

The University senior executive officials, deans, chairs, managers and supervisors are invited to attend an information session presented by Towers Perrin.

Perrin on Tuesday, Feb. 22, at the Kresge Auditorium at the Fetzer Center. We will give you the information you need and help prepare you to share this information with your employees.

Two sessions are being offered, one from 10 to 11:30 a.m. and another from 1:30 to 3:00 p.m. Plan to attend the session of your choice.

On campus

The following list of vacancies is currently being posted through the Job Opportunity Program by employment services in the Department of Human Resources. Interested benefits-eligible employees should submit a job opportunity transfer application during the posting period, and all interested employment services staff member for assistance in securing these positions.

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On campus’ ideas sought

To suggest the name of someone you’d like to see featured in “On campus,” call Cheryl Roland at 7-8412 or e-mail your suggestion to cheryl.roland@wmich.edu.

Obituaries

John Murphy, assistant professor emeritus of mathematics, died Feb. 5 in Kalamazoo. He was 65.

A faculty member since 1967, Murphy retired in 1998. A specialist in the teaching of literature, English literature and minor studies, he also served as an undergraduate academic advisor for the department. Prior to coming to WMU, Murphy was a caseworker with the Bureau of Social Aid in Kalamazoo. He earned a bachelor’s degree at WMU and a master’s degree from Bowling Green State University. He was a member of the Kalamazoo Film Society, Black Creek Civic Theatre and the only male member of the WMU Foundation.

Murphy

Funeral services were held Feb. 9. Memorial donations may be made to the Kalamazoo Film Society, the American Diabetes Association, the WMU Department of English or the Good Neighbor Fund, or the First Methodist Church Good Neighbor, or the First Presbyterian Music Fund.

On your suggestion, two ‘Market Pricing’ information sessions are being offered, one from 10 a.m. to 11:30 a.m. and another from 1:30 p.m. to 3:00 p.m. Plan to attend the session of your choice.

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Please list your suggestions.

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Telecommunication specialist earns national award, pivotal role in industry conference

A case study on the changing business landscape of the telecommunication industry has garnered a major award for a WMU professor and will be the focal point of a national conference of telecommunications executives and academicians this month.

Richard A. Gershon, communication lecturer and former academic, said the Stephen H. Coltrin Award for the Year 2000 by the International Radio and Television Society Foundation Inc. The honor is given to the author of the most significant contribution to the study of telecommunications management and business strategy, financial aspects and forecast for the industry.

Roshan said Richard A. Gershon, communication professor and will analyze a different transnational medium. He will serve as a judge, also is serving as the program coordinator for the conference.

While the conference is being held in February, Gershon's case study is on telecommunications management and business strategy and is based on a book he is currently writing. Seventy-five faculty members from universities across the country have been selected to participate in the conference, which also features senior-level executives from the telecommunications industry.

Gershon's case study will be the centerpiece of the conference and the focus of a competition among participants. Teams comprised of the participating faculty are given one day to analyze the problems presented by the case study and develop a presentation of their analysis. Gershon has decided to analyze the case study so that each team will analyze a different transnational media company and determine its business strategy, financial aspects and forecast for its future.

"The case study is designed as a simulation. It will be used by faculty access to the center for class projects, consulting and research. Atkins also received $208,754 from Dassault Systemes, Genesis Modeling Technologies, IBM and Johnson Controls Interniors to provide maintenance support for CATIA software in the computer labs of the University's College of Engineering and Applied Sciences. WMU received the software as part of a $51 million grant in 2000 for scientific research at universities in the nation and the only engineering school in Michigan to have a complete CATIA training facility.

"A $521,281 grant from the National Science Foundation awarded to Laura Van Zee and Beth Ritsma, both mathematicians, and statistics, to continue the implementation and evaluation of the Core Plus Mathematics Project curriculum in 11 high schools in Southwest Michigan.

HONORED AT CONVOCATION—Among the highlights of the Feb. 8 Academic Convocation in the Dalton Center Recital Hall were presentations of the University's major faculty and staff awards. Receiving 1999 awards at the event were, seated, from left: James M. Hillenbrand, speech pathology and audiology, who was named Distinguished Faculty Scholar; Elizabeth B. Garland, anthropology, who was named Outstanding Emeritus Scholar; and G. H. Jorgo Demetrakopoulos, recently retired from the College of Arts and Sciences, who was honored with a Distinguished Service Award. Standing, from left, were: C. Dennis Simpson, community health services, who also was named a Distinguished Service Award; Ronald B. Chase, geosciences, an Alumni Teaching Excellence Award winner; and Frank M. Gambino, marketing, who also was named an Alumni Teaching Excellence Award. President Floyd, far right, single them out for praise during his convocation address. (Photo by Neil Rankin)