WESTERN MICHIGAN UNIVERSITY

WESTERN NEWS

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Small increase in state funding could mean changes in tuition plan

The University can expect at best an increase of 2.5 percent in state appropriations for 1998-99, if current predictions are correct, President Haenicke told the Faculty Senate Jan. 8.

"This will, of course, not suffice for us to do business in the next year, particularly if the Legislature expects that our tuition increase will be in the realm of inflation," he told senators. Inflation is expected to be at or below 3 percent.

"We need 4.5 percent in salary increases for practically all employee groups," he continued, pointing out that nearly three-fourths of the University's budget goes for compensation.

As a result, the president said, he and others in the administration are considering changes in the way tuition is determined. This could mean the possibility of a so-called "tuition corridor" plan, based on the number of credit hours taken, and different rates of tuition based on the cost of certain programs.

"There are certain areas that are very high cost and we are thinking about charging different tuition for such programs," he said. "At this point, we simply don't know what might prove to be the appropriate steps to take."

The administration previously has considered a tuition corridor plan but has never formally recommended it to the Board of Trustees. "We're going to dust that one off and take another look at it," Haenicke said.

International student help

The president also told senators that the administration would review options for helping international students whose home currencies recently have been devalued. These include students from Indonesia, Malaysia, South Korea and Thailand.

Discussions so far indicate that international students can avail themselves of many of the same sorts of help that all students could seek when faced with a financial emergency, and they will be reminded of those options, officials said. These include deferred payment deadlines and short-term loans.

Community, computer efforts

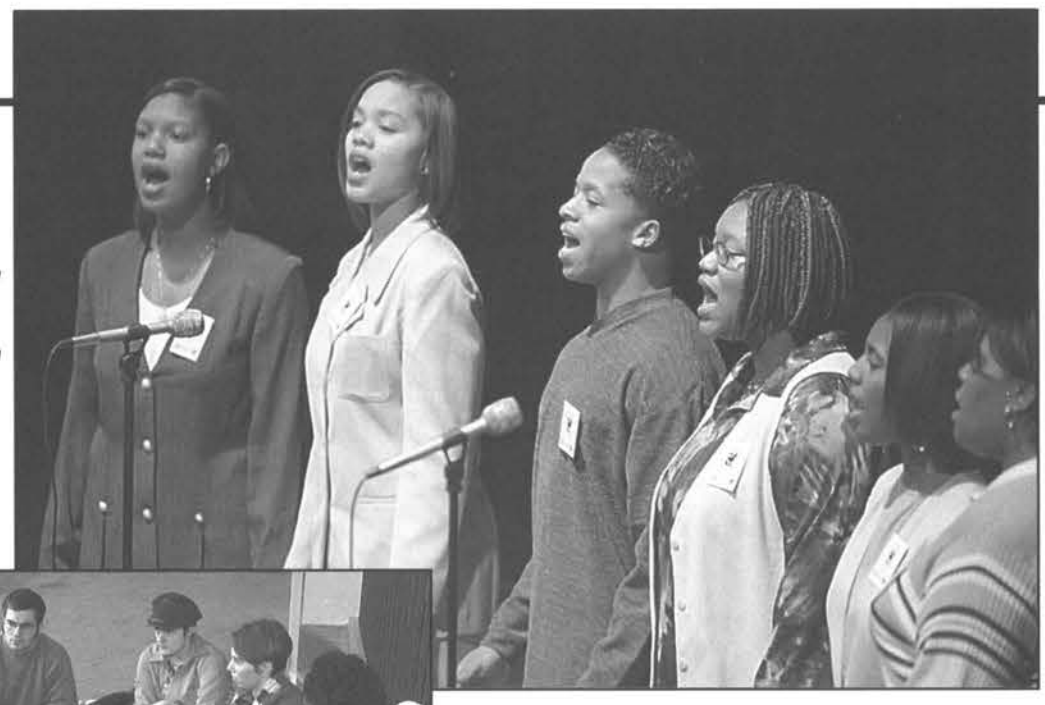
Haenicke also announced that the first public session of his WMU CARE initiative to foster improved communication and understanding with the University's neighbors and others in the community would be this week (see related story on page two). The initiative is called Campus Area Restoration Effort.

Finally, he indicated that the process of distributing about $500,000 in funds for faculty computer resources would be completed soon. Requests, he said, totaled nearly twice that amount.

Did you know?

- WMU awarded nearly $103 million in financial assistance to 17,977 students in 1996-97, more than two-thirds of the University's enrollment.
- Of that amount, nearly $21 million went to some 3,250 graduate students.

Reclaiming the dream



Hundreds of students participated in a wide range of activities celebrating the birth of the late Martin Luther King Jr. Jan. 19. The theme for this year's observance was "Reclaiming the Dream: A Vision for Today." Above, members of the Unity of Praise a capella singers performed during the all-University convocation in Miller Auditorium. At left, Carol Payne Smith, left, education and professional development and president of the Faculty Senate, facilitated one of several small-group discussion sessions that followed the convocation. President Haenicke and U.S. Rep. Fred Upton spoke at the convocation as did four faculty members who shared their personal experience with the slain civil rights leader. The events were coordinated by the MLK Day Committee of the Faculty Senate with support from the Office of the President. The complete text of Haenicke's remarks, titled "But We Have Promises to Keep," is available on the World Wide Web at <www.wmich.edu/wmu/news/comment>. ***(Photos by Neil Rankin)***

Report calls for new Center for Teaching and Learning

The Faculty Senate Jan. 8 endorsed a task force report on faculty development that calls for the continued support of teaching at the University and the establishment of a Center for Teaching and Learning to replace the Office of Faculty Development Services.

The report also drew the enthusiastic support of Provost Timothy Light, who established the task force last summer. He will use its recommendations in developing a plan for faculty development.

"This is an excellent report, and I'm pleased to receive and endorse it," Light said. "It is one of many concrete examples of how seriously our faculty takes the fundamental task of teaching, a commitment that has a long history here at WMU."

In accepting its charge, the Task Force to Review Faculty Development began its work with "the conviction that teaching remains a primary obligation of WMU" and that "the improvement of teaching and learning should be a driving purpose," according to the report.

"The task force recognizes and applauds that WMU already has a strong commitment to teaching," the report continued. The goal is to "augment our current efforts and build upon our established strengths."

The task force was chaired by Carol Payne Smith, education and professional development, who is president of the Faculty Senate. Other members were Ariel L. Anderson, education and professional development; Raja G. Aravamuthan, paper and printing science and engineering; Bharti J. Katbamna, speech pathology and audiology; Dean Lance Query, University libraries; David L. Rozelle, accountancy; Dean Shirley Clay Scott, Graduate College; and Von H. Washington, theatre.

The task force made recommendations on teaching, student learning, the role of teaching at a research-intensive university and infrastructure for teaching. It also described the role and mission of the proposed Center for Teaching and Learning.

"An increased awareness of and commitment to the value of teaching and improved student learning cannot be solely the responsibility" of faculty development efforts, the report stated.

"It can come about only if there is a University-wide effort to stay focused on effective teaching and to cultivate an ethos of diligent study, the plain old hard work of learning, in the student body."

Among a dozen recommendations to enhance teaching at the University, the task force declared that "administrators at all levels should articulate clearly their concern for the quality of teaching, demonstrate its value" and initiate programs that focus on teaching and learning.

Among eight recommendations on student learning, one called for a "Good Start Week" to help students learn to manage time, study effectively and build self-discipline "and the habits of regular study." It also encouraged faculty involvement in student honorary societies.

On teaching and research, the task force report stated, "We think that WMU's development as a research institution need not and should not conflict with its commitment to teaching." It later declared, "We think it mandatory to work out reasonable standards for faculty performance valuing both activities."

One recommendation was that "the provost, deans and chairs should develop and define expectations and standards for the work of individual faculty or for departments as a whole that recognize both teaching and scholarship and give each its proper weight."

Regarding facilities, the report recognized that "some major renovations are needed, and some need to be technologically enhanced. But some classrooms need low-technology improvements such as dry eraser boards, adequate display surfaces, movable student seats ... and the like."

Finally, the report noted, having a Center for Teaching and Learning "conveys an important practical, philosophical and psychological statement about the commitment of the University to excellence in teaching. It does not replace traditional efforts in colleges and departments to provide highly competent instruction but serves as a supplemental resource to enhance that effort."

To produce its report, the task force met more than a dozen times, read research on teaching effectiveness and materials from highly regarded experts, and conducted telephone interviews with 15 directors of exemplary faculty development or teaching excellence programs at other universities. Three of its members attended conferences or visited other campuses to learn about effective programs.

The senate also approved a recommendation of its Campus Planning Council that proposed a two-tiered parking fee to encourage less parking in the central campus and greater use of the campus bus system. The plan calls for higher costs to park nearer the center of campus. The recommendation goes to the administration for its consideration.

Haenicke seeks input from community in session tonight

President Haenicke this week will conduct the first public meeting of his initiative to improve communication between the community and the University, especially among residents of neighborhoods near the campus.

The session will take place at 7 p.m. Thursday, Jan. 22, in the Fetzer Center. The initiative is called WMU CARE, which stands for Campus Area Restoration Effort. The agenda is expected to include defining the term "campus area" and making a list of topics to be discussed. Members of the public who wish to attend the meeting should call Andrew Rivers at 7-3614.

Haenicke has invited more than two dozen representatives of neighborhood, student, government and community organizations to participate. He has received what he described as "a tidal wave" of response from persons who are "very eager to become involved in this process."

In a letter to these representatives, Haenicke noted that, in the past, "WMU has occasionally experienced unproductive exchanges of opinion regarding the University's plans for expansion, the impact of a large young student population on residential neighborhoods, its tax exempt status as an institution of higher learning and other issues of this sort."

He concluded the letter by saying, "We deeply regret whatever misconceptions we have allowed to develop, and I think it is time to try to reach better communication and understanding among stakeholders in our community."

In remarks recently to the Faculty Senate, Haenicke said he has three broad objectives for the WMU CARE initiative. They are to:

• Establish a dialogue with the community;

• Develop a plan to assist in the physical restoration of some neighborhoods; and

• Create a venture loan fund that would help individuals to start or develop small businesses.

"I want to establish a dialogue with the community, particularly with our next door neighbors," he said. "As I've said before, we really want to try hard as an institution to see in which ways we can be useful and helpful to the community."

Haenicke said he wants to begin working with groups in the community to restore and preserve neighborhoods near the campus. "These could attract faculty and staff members as well as students to live in them, within walking distance of the campus," he said.

The venture loan initiative, he explained, could help "any person affiliated with the University who is so inclined to get support to start or develop a small business. In these and other ways, I believe, WMU could provide significant economic stimulation to the community."

New chemical engineering degree program extends University's expertise in paper area

The University will begin offering a new degree this fall that is a standard in the field of engineering, but with a focus that makes it unique in the state.

The Board of Trustees Dec. 19 approved a new bachelor of science degree in chemical engineering. The program, which brings the number of WMU's bachelor's degree offerings to 155, is an extension of the University's well-known expertise in the field of paper engineering.

"The College of Engineering and Applied Sciences has awarded a bachelor of science in paper engineering for more than 40 years," says Leonard R. Lamberson, dean of the college. "The degree in paper is essentially an applied chemical engineering degree aimed at only one manufacturing process. Potential students recognize the chemical engineering degree since it is standard among colleges of engineering throughout the world."

The new program will use the college's present equipment and expertise, while offering some new options for students. It was designed with two specialties: paper and pulping; and inks and imaging.

"These specialties are well within our abilities to deliver a superior educational experience, recognizing that we have previously been involved in both areas for many years," Lamberson says. "Both of these processing areas are unique among Michigan universities."

In fact, the inks and imaging specialty will be the only one of its kind in the country, he said. The 136-credit-hour program has been designed to meet the accreditation standards of the Accreditation Board for Engineering and Technology.

Lamberson expects to enroll about 40 students per year in the program as it unfolds, with a four-year enrollment of 160 students. He says there already are students on campus waiting for the program to be initiated so they can enroll.

Students who graduate from the program will work as chemical engineers in the design, control and production operations and in the environmental areas of process industries. The more general nature of the degree will allow them to find work not only in the paper and printing industries, but also in the petroleum, plastics and medical fields.

Like graduates of WMU's paper science and engineering program, those completing their degrees in chemical engineering are expected to enjoy a 100 percent placement rate. Lamberson noted that one recent national survey of employers listed the highest earning graduates with bachelor's degrees as chemical engineers, with average starting salaries of $44,000.

The new program has been approved through the University's curricular review process and has been endorsed by the academic officers of the Presidents Council of State Universities.

Aviation school gains a touch of the Irish

Irish air carrier Aer Lingus has become the second major international customer to contract with WMU for new pilot training.

The Dublin-based airline has signed a one-year contract to bring 24 students to the School of Aviation Sciences' International Pilot Training Centre, which is located at Battle Creek's W.K. Kellogg Airport. The contract is expected to exceed $1 million. The first group of Aer Lingus students arrived in Battle Creek Jan. 14.

The announcement follows by less than a month an announcement that London-based British Airways has signed a two-year, $6 million contract that will bring up to 48 students per year to the school for training. Although British Airways was the first to sign a contract, the first group of those students will not arrive until March.

According to Joseph H. Dunlap, aviation sciences, WMU bid on the Aer Lingus contract in October. Since negotiations focused on a January start-up date for the Aer Lingus personnel, Dunlap says, the documentation necessary to bring students to this country was handled while contract details were being ironed out.

The 16 initial students will be followed by a class of eight students in March. Aer Lingus also has an option to start additional class groups in September and November. Each group of students will stay for a year of intensive, European-style training.

In July, the School of Aviation Sciences became the only collegiate aviation program in the United States to be certified for flight training by the United Kingdom Civil Aviation Authority, which is the European equivalent of the Federal Aviation Administration.

The Aer Lingus contract marks the first time that airline has contracted with an American university for pilot training, although Aer Lingus has previously used commercial aviation firms in the United States.

Around the campus

Board to meet Friday

The Board of Trustees will meet at 11 a.m. Friday, Jan. 23, in the Connable Board Room of the Bernhard Center.

Agenda items include the election of board officers for the 1998 calendar year as well as gift, grant and personnel reports.

Committee meetings will precede the full board meeting in 204 Bernhard Center. Times are: Budget and Finance Committee, 10 a.m.; and Academic and Student Affairs Committee, 10:45 a.m. All meetings are open to the public.

Martin to be honored

A retirement reception honoring James D. Martin, public safety, is scheduled for 2 to 4 p.m. Thursday, Jan. 29, in the President's Dining Room of the Bernhard Center. The University community is invited to attend.

WESTERN NEWS

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Offices that receive too many copies — or too few copies — are asked to call 387-8400. WMU is an equal opportunity/employer/affirmative action institution.

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Children's Place invites parents to open house Feb. 5

The Children's Place Day Care Center is planning an open house for parents interested in enrolling their children Thursday, Feb. 5.

The event will run from 9 to 11 a.m. and from 3:30 to 5:30 p.m. at the center on the lower level of St. Aidan's Chapel.

Parents will be able to tour the center, meet the staff and observe activities while the center is in operation.

For more information, persons may call the center at 7-2277, or visit its Web site at <www.wmich.edu/apartmnt/frames.html>.

Workshop set on NSF's electronic grant process

Moving WMU researchers into the National Science Foundation's FastLane will be the goal of free campus workshops set for Monday, Feb. 9, in 2010 Kohrman Hall.

The NSF FastLane Workshop, conducted by an NSF staff member, will explore that agency's electronic grant submission process. The day will begin with a morning session for staff members of WMU's research office. Campus researchers may attend one of two afternoon sessions, which begin at 1:30 p.m. and 3:30 p.m.

Participants must be registered NSF FastLane users and must bring their personal identification numbers to the sessions. For more information on how to become a registered FastLane user and to register for one of the two sessions, persons may contact Linda L. Jones, Office of the Vice President for Research, at 7-8254 or by e-mail at linda.l.jones@wmich.edu.

Due to a limit of 24 participants per session, advanced registration is required. The workshops are sponsored by the Office of the Vice President for Research.

2,500 expected for Career Fair

Jobs available for seasoned professionals as well as new graduates will be the focus of WMU's 20th annual Career Fair.

The free event, which is designed for the general public in addition to area college and university students, will take place from 10 a.m. to 4 p.m. Thursday, Feb. 5, in the East Ballroom of the Bernhard Center.

The goal of Career Fair 1998 is to bring together job candidates and recruiters from leading employers. Some 2,500 persons are expected to turn out to meet with representatives from more than 150 organizations.

WMU's Career Services is sponsoring the fair in conjunction with Delta Sigma Pi; the Haworth College of Business; and the Colleges of Arts and Sciences, Engineering and Applied Sciences, Fine Arts, and Health and Human Services.

Event to showcase housing options on and off campus

A housing fair planned for Thursday, Jan. 22, at the University will make shopping for next fall's living accommodations easier for students.

The fair, sponsored by the Office of Off-Campus Life, will take place from noon to 6 p.m. in 208-209 Bernhard Center. Landlords who control the majority of the housing available to students will attend, as well as representatives from the Office of Residence Hall Facilities and the WMU Campus Apartments. Providers of various housing-related services and resources also will be on hand.

Jan. 25 concert canceled

The faculty chamber music recital scheduled for 3 p.m. Sunday, Jan. 25, in the Dalton Center Recital Hall has been canceled.

Memorial service for Tony Griffin is Jan. 31

A memorial service for Anthony E. (Tony) Griffin, WMUK, is planned for 1 p.m. Saturday, Jan. 31, in the East Ballroom of the Bernhard Center. A reception will follow.

Griffin died Dec. 30 at age 51. He would have celebrated his 25th service anniversary as WMUK's news and public affairs director in March.

Friendship Families sought

The Career English Language Center for International Students is seeking Friendship Families willing to meet with an international student once or twice a month. Those interested should contact Cheryl M. Ruiter at 7-4802.

Philosophy expert to speak

A leading expert on the philosophy of mind and the philosophy of psychology will present an address on campus Thursday, Jan. 29.

Michael Tye, professor of philosophy at Temple University in Philadelphia and King's College in London, will speak on "Consciousness: The Explanatory Gap" at 7:30 p.m. in 3508 Knauss Hall. His free lecture is sponsored by the Visiting Scholars and Artists Program.

Tye is the author of three books published by Cambridge University Press and Massachusetts Institute of Technology Press, as well as more than 50 articles for top philosophy journals. His work has earned him an international reputation for creative thinking on such elusive topics as the phenomenal character of sensory qualities, mental imagery and vagueness.

Tye's lecture is being coordinated by the Department of Philosophy.

Search committee to begin screening process

Some 50 candidates for president of the University will be screened in early February, said Richard G. Haworth, chairperson of the Board of Trustees and of the Presidential Search Advisory Committee.

"We're very pleased with the field of candidates," Haworth said. "We expect to reduce the number to seven or eight, whose references we then will begin checking very thoroughly."

Haworth said he would convene a meeting of the Presidential Search Advisory Committee early next month to begin that process. Five finalists will be brought to the campus this spring for public interviews and presentations.

State law requires the board to wait 30 days before offering a contract to one of the finalists. The position specification calls for the next president to have "a progressive, inclusive leadership style."

Haworth said that most of the candidates have a traditional background of academic and administrative experience. He did not rule out the selection of a president whose background differs from that.

The Board of Trustees established the Presidential Search Advisory Committee in July. It includes trustees and representatives of the faculty, staff, students, alumni and public. The committee developed search criteria after constituency and public sessions in October.

President Haenicke in June announced that he would retire from the presidency and return to the faculty. He will have served 13 years as president when he steps down July 31. He currently is the second longest serving president of a public university in Michigan.

Persons may contact the Presidential Search Advisory Committee through its secretary, Betty A. Kocher, secretary to the Board of Trustees. Her telephone number is 7-2360 and her e-mail address is betty.kocher@wmich.edu. Information also is available on the World Wide Web at <www.wmich.edu/wmu/search/>.

The consulting firm Korn Ferry International is assisting the University in the search.

Two honored for community service involvement

Two WMU faculty members have been recognized for their efforts to instill in their students a life-long love for community service.

Linda L. Powell, health, physical education and recreation, and Dean Joseph G. Reish, Lee Honors College, received Michigan Campus Compact Faculty of the Year Awards during ceremonies at Michigan State University in November. Powell's award was for 1996 and Reish's was for 1997.

Powell, Reish and other 1996 and 1997 honorees from among MCC's 26 member campuses were recognized with certificates acknowledging their commitment to community service during a luncheon ceremony at MCC's Second Faculty and Service Learning Institute. That day-long workshop at the Kellogg Center focused on exploring methods for integrating community service into the college classroom.

Powell was honored for activities that include encouraging all of her students to volunteer and requiring that each attend the annual campus Volunteer Opportunities Fair. She also has collaborated extensively with local non-profit agencies to develop opportunities for her students to participate in recreational activities for youth and senior citizens.

Reish has been active in developing honors courses that involve service learning as part of the practical course work. Among the activities for which he was honored are a children's literature effort that puts Lee Honors College students into local schools to read to children and his support of the Honors Students Association's work with the Kalamazoo Public Education Foundation's Project Mentor.

Earlier this year, each MCC member institution was given an opportunity to select faculty members to be honored for their work in 1996 and 1997. Powell and Reish were selected for the awards by the 25 students from organizations across the campus who comprise WMU's Student Volunteer Services Advisory Board.

Three elected in new group

Three WMU employees have been elected officers of the recently chartered Southwestern Michigan chapter of the International Executive Housekeepers Association.

They are: Lawrence C. Scott, president; Victoria A. Wade, vice president; and Linda Emmons, treasurer. They are staff members in the building custodial and support services area of the physical plant.

"The association supports continuing education to encourage high standards of performance in institutional housekeeping management," Scott said. "Members are able to pursue certification as registered or certified executive housekeepers."

32 faculty members granted sabbatical leaves

A total of 32 faculty members were granted sabbatical leaves Dec. 19 by the Board of Trustees.

Granted leaves for the entire 1998-99 academic year were: Estella Atekwana, geology; Nora Berrah, physics, Norman E. Carlson, English; Susan L. Caulfield, sociology; John R. Cooley, English; Gwendolyn Etter-Lewis, English; Tarun Gupta, industrial and manufacturing engineering; Abdolazim Houshyar, industrial and manufacturing engineering; Mushtaq Luqmani, marketing; James F. McCarthy, music; Cindee Peterson, occupational therapy;

David K. Peterson, paper and printing science and engineering; Ben C. Pinkowski, computer science; Susan Pozo, economics; Kathleen M. Reding, public affairs and administration; James R. Sanders, educational leadership; Frank L. Severance, electrical and computer engineering; Judith F. Stone, history; Paul D. Thistle, economics; Arthur T. White, mathematics and statistics; Carl A. Woloszyk, family and consumer sciences; and Lawrence Ziring, political science.

Sabbatical leaves for these faculty members also were approved: James J. Bosco, education and professional development, for winter 1999; David P. Cowan, biological sciences, for winter 1999; Nancy A. Falk, comparative religion, for fall 1998; Marianne Frauenknecht, health, physical education and recreation, for fall 1998; Leander C. Jones, black Americana studies, for winter 1999; Richard J. Keaveny, art, for fall 1998; Stephen B. Malcolm, biological sciences, for winter 1999; Robert H. Poel, science studies, for fall 1998; Larry L. Tyler, sociology, for fall 1998; and Allen Zagarell, anthropology, for winter 1999 and fall 1999.

On campus

LINING UP LINES — Keeping the University's lines of communication open is the job of Cindy McClave-Parks. One of four account representatives in the Department of Telecommunications, she responds to requests for adds, moves and changes for voice, video and data installations. Her areas of responsibility range from the residence halls to the physical plant to Walwood Hall. Her job involves training for telecommunications services and conducting site visits for new projects. She also is the Centennial Wireless contact person on campus and the backup for videoconferencing. "I like dealing with the people across the University as well as my co-workers," says Parks, who has worked for three years in telecommunications and one year at Miller Auditorium. When not on the job, Parks enjoys spending time with her husband, John, an engineer in telecommunications, and her three children. A native of Kentucky, she likes traveling — especially when it takes her back to her home state. ***(Photo by Neil Rankin)***

Human resources

Lunch & Learn

Need a little rejuvenating? The Employee Assistance Program is offering a series of Lunch & Learn sessions that may be the ticket.

Here is the schedule and topics: Feb. 2, "Winter Blues"; Feb. 16, "Dealing With Change"; March 2, "When Violence Comes to the Workplace"; March 16, "How to Cope With Difficult People"; and March 30, "How to Talk So Kids Will Listen and Listen So Kids Will Talk."

All sessions will take place from noon to 12:50 p.m. in the Faculty Dining Room of the Bernhard Center. Bring your lunch and get there quick — seating will be limited to the first 40 participants.

Bob Hampton and Kathy Kreager of the Employee Assistance Program will conduct the series, and a special guest speaker will present the final session on March 30. For the first session, "Winter Blues," Kreager will give you some pointers on battling the effect of these cold, cloudy days, post-holiday letdown and first-of-year stress.

Job program changes announced

Employees can now have their own copy of any Job Opportunity Program internal position posting sent to them by fax.

Instead of posting openings on the Job Opportunity Program bulletin boards, all openings will be included on the Applicant Information Service phone line (7-3669). By calling the Applicant Information Service, employees can either listen to a message listing current openings or have detailed copies of that week's postings sent to their campus fax machine.

To have postings sent to a campus fax machine, employees simply press in their fax number and the postings will be transmitted automatically. Employees should note this will only work if the fax machine has a WMU campus phone number. The new fax service will be up and running on Jan. 27.

Because the new system makes position postings available to all employees, the Department of Human Resources will no longer send copies of postings to departments for display. While some departments may continue to obtain postings by fax to display as a courtesy, employees who are interested in other openings on campus should rely on the Applicant Information Service and its personal fax service.

All internal position openings will continue to be published in the Western News.

Obituary

Dorotha Kercher, emerita in University libraries, died Jan. 7 in Kalamazoo. She was 85.

Kercher earned both her bachelor's and master's degrees from WMU. She joined the libraries staff in 1963 and was named an assistant professor in 1966. She is credited with helping to build the libraries' collection of books and periodicals on Africa. She retired in 1976.

She was preceded in death in 1984 by her husband, Leonard C. Kercher, who chaired the Department of Sociology from 1945 to 1972.

Memorial contributions may be made to the Kercher Sociology Awards Fund in care of the WMU Foundation, or to the Friends Fund at Friendship Village in Kalamazoo.

Service

These faculty and staff members are recognized for five, 10, 15, 20, 25 and 30 years of service to the University in January:

30 years — Jon O. Flegel, Miller Auditorium; Helen M. Horn, Office of the Provost and Vice President for Academic Affairs; J. Michael Keenan, management; Erika Loeffler, anthropology; and Curtis N. Swanson, aviation sciences.

25 years — Robin A. Williams, University libraries.

20 years — Victoria L. Beyene, physical plant-landscape services; Jerry W. Fulbright, physical plant-landscape services; Robert E. Norlin, physical plant-building custodial and support services; Rosco Phillips, physical plant-building custodial and support services; Cindy L. Reyna, physical plant-building custodial and support services; C. Dennis Simpson, community health services; and David H. Smith, marketing, public relations and communications.

15 years — James Mort, Office of the Vice President for Business and Finance; and Janet W. Oliver, University computing services.

10 years — Donna G. Areaux, College of Engineering and Applied Sciences; Connie S. Bashaw, Career English Language Center for International Students; Denise S. Bishop, physical plant-building custodial and support services; Craig L. Boucher, University computing services; and Maria J. Saldivar, King/Chavez/Parks Program.

Five years — Susan M. Alexander, public safety; Sheila Bair, University libraries; Debora A. Bellingar, WMU Bookstore; Julie M. Christensen, external affairs-development; Carrie A. Cumming, registrar's office; Sharon Dodson, science studies; Sandra Duke, theatre; Dennis R. Fleck, telecommunications; Maleeka T. Love, Upward Bound; Doris N. Ohler, Bernhard Center; Shawna Smith, customer account services; Martha M. Szotek, Davis dining service; and Kathleen M. Tuinstra, physical plant-building custodial and support services.

Jobs

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 may contact an employment services staff member for assistance in securing these positions.

S-01 and S-02 clerical positions are not required to be posted. For persons interested in faculty positions, there are openings in selected fields. A letter of application should be submitted to the appropriate dean or chairperson.

(R) **Dean**, Executive Official, Continuing Education, 97/98-258, 1/20-1/26/98.

(R) **Resident Director, Sunway College** (Repost), Executive Official, International Affairs, 97/98-229, 1/20-2/6/98.

(R) **Utility Food Worker** (2 Positions), F-1, Dining Services, 97/98-264, 1/20-1/26/98.

(R) **Distance Education Specialist**, P-02, Continuing Education, 97/98-265, 1/20-1/26/98.

Please call the Applicant Information Service at 7-3669 for up-to-date information on the Job Opportunity Program and vacancies available to external applicants.

(R) Replacement

WMU is an EO/AA employer

Calendar

The master calendar maintained by the Office of Marketing, Public Relations and Communications 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>.

Thursday, January 22

(thru Jan. 31) Exhibition, "Holland: A Vision of Lakeshore Prosperity," organized by the Great Lakes Center for Maritime Studies, third floor, Waldo Library.
(and Jan. 23) Exhibition, "Mail Fluxus Artist," by Bill Stipe, Eau Claire, Wis., showcases, Sangren Hall, Thursday, 7 a.m.-midnight; Friday, 7 a.m.-10 p.m.
(thru Jan. 29) Exhibition, clay and photography by Sally Brogden, Knoxville, Tenn., and Maggie Taylor, Gainesville, Fla., Space Gallery, Knauss Hall, Mondays through Thursdays, 10 a.m.-4 p.m.
(thru Jan. 28) Exhibition, paintings from the Byron Roche Gallery, Chicago, by Carolyn Giles, Blanca Lopez and Ann Wiens, Gallery II, Sangren Hall, weekdays, 10 a.m.-5 p.m.
(and Jan. 23) Exhibition, performance and mixed media by Jin Han Ko, Rotunda Gallery, East Hall, 10 a.m.-5 p.m.; reception, Friday, Jan. 23, 5-7 p.m.
Housing fair, 208-209 Bernhard Center, noon-6 p.m.
Meeting, WMU CARE (Campus Area Restoration Effort), Fetzer Center, 7 p.m.; those interested in attending should call 7-3614.

Friday, January 23

Meeting, Budget and Finance Committee of the Board of Trustees, 204 Bernhard Center, 10 a.m.
Meeting, Academic and Student Affairs Committee of the Board of Trustees, 204 Bernhard Center, 10:45 a.m.
Meeting, Board of Trustees, Connable Board Room, Bernhard Center, 11 a.m.
*(thru Jan. 25) Western Film Society showing, "Brassed Off," directed by Mark Herman, Campus Cinema, Oakland Recital Hall: Jan. 23-24, 7 and 9:30 p.m.; and Jan. 25, 2:30 p.m.
*Hockey, WMU vs. Cornell University, Lawson Arena, 7 p.m.
*Concert, Kalamazoo Symphony Orchestra, Miller Auditorium, 8 p.m.

Saturday, January 24

*Women's basketball, WMU vs. the University of Toledo, University Arena, 2 p.m.
*Hockey, WMU vs. Rensselaer Polytechnic Institute, Lawson Arena, 7 p.m.
Faculty recital, the Merling Trio, Dalton Center Recital Hall, 8 p.m.

Monday, January 26

*Management development program, "Where Do I Find Time to Make Time?," Fetzer Center, 8 a.m.-4:30 p.m.; to register call 7-3232.

Wednesday, January 28

Meeting, Administrative Professional Association, 157 Bernhard Center, noon.
School of Music Convocation Series concert, Ellen Rowe Trio, Dalton Center Recital Hall, 1 p.m.; followed by master class, 3 p.m.

Thursday, January 29

Retirement reception honoring James D. Martin, public safety, President's Dining Room, Bernhard Center, 2-4 p.m.
*Men's basketball, WMU vs. the University of Akron, University Arena, 7 p.m.
Visiting Scholars and Artists Program lecture, "Consciousness: The Explanatory Gap," Michael Tye, professor of philosophy at Temple University and King's College, 3508 Knauss Hall, 7:30 p.m.
*(through Jan. 31) Winter Concert of Dance, choreography and performances by Department of Dance faculty, students and guest artists, Dalton Center Multi-Media Room: Jan. 29-30, 8 p.m.; Jan. 31, 2 p.m. and 8 p.m.
Student recital, Sarah Hedlund, violin, Dalton Center Recital Hall, 8 p.m.

Friday, January 30

*Conference, "Using Writing to Learn Across the Curriculum," Bernhard Center, 9 a.m.-4 p.m.; to register call 7-2581.
*(thru Feb. 1) Western Film Society showing, "Gabbeh," directed by Mohsen Makhmalbaf, Campus Cinema, Oakland Recital Hall: Jan. 30-31, 7 and 9:30 p.m.; and Feb. 1, 2:30 p.m.
*(and Jan. 31) Hockey, WMU vs. Ohio State University, Lawson Arena, 7 p.m.
*(thru Feb. 1) Musical, "Carousel," Miller Auditorium: Jan. 30, 8 p.m.; and Jan. 31-Feb. 1, 3 p.m. and 8 p.m.

Saturday, January 31

Memorial service for Anthony E. (Tony) Griffin, WMUK, East Ballroom, Bernhard Center, 1 p.m.; reception following.
*Men's basketball, WMU vs. Kent State University, University Arena, 2 p.m.

Sunday, February 1

*School of Music Dalton Series concert, Woodwind Faculty Showcase, Dalton Center Recital Hall, 3 p.m.

Monday, February 2

(thru Feb. 6) Exhibition, photography by Jonah Bierlein, BFA candidate, Rotunda Gallery, East Hall, 10 a.m.-5 p.m.; reception, Friday, Feb. 6, 5-8 p.m.
Employee Assistance Program luncheon, "Winter Blues," Faculty Dining Room, Bernhard Center, noon-12:50 p.m.

Tuesday, February 3

(thru Feb. 24) Exhibition, watercolors by Marilynn Derwenskus, Muncie, Ind., Gallery II, Sangren Hall, weekdays, 10 a.m.-5 p.m.; Feb. 3 slide lecture on her own work, 2302 Sangren Hall, 7:30 p.m.; reception following in Gallery II.
(thru Feb. 25) Exhibition, mixed media by Paul Badger, Providence, R.I., Space Gallery, Knauss Hall, Mondays through Thursdays, 10 a.m.-4 p.m.
*Plaza Arts Circle Young Concert Artists Series concert, Kyoko Saito, soprano, Dalton Center Recital Hall, 8 p.m.

Wednesday, February 4

*(and Feb. 5 and 6) Management development program, "Seven Habits of Highly Effective People," Fetzer Center, 8 a.m.-4:30 p.m.; to register call 7-3232.

Thursday, February 5

Open house, Children's Place Day Care Center, St. Aidan's, 9-11 a.m. and 3:30-5:30 p.m.
Meeting, Faculty Senate, Fetzer Center, 5 p.m.
Career Fair, East Ballroom, Bernhard Center, 10 a.m.-4 p.m.
Enhancing Teaching with Technology seminar, "Web Tools: Which Editors Should I Use," Stewart Tower Conference Room, third floor, University Computing Center, noon-1:30 p.m.; to register call 7-5430.
*Women's basketball, WMU vs. Marshall University, University Arena, 7 p.m.
*Performance, "Ballet du Capitole de Toulouse," Miller Auditorium, 8 p.m.
*(thru Feb. 8 and 12-14) University Theatre production, "Assassins," Multi-Form Theatre: Feb. 5-7 and 12-14, 8 p.m.; and Feb. 8, 2 p.m.

***Admission charged**

BIRD'S CAGE VIEW — The Science Research Pavilion looms large on the west edge of campus in this shot taken from the Faunce Student Services Building. The pavilion, which contains three stories plus a mechanical "penthouse," is part of the $44.4 million project to upgrade the University's science facilities. Also included is the renovation of Wood Hall, which is slated to be completed this spring and ready for classes this fall. Crews currently are at work putting the finishing touches on offices and classrooms in Wood. The pavilion is on target to be finished about a year from now, according to Patrick M. Halpin, campus facility development, and its 80 laboratories should be ready for classes in fall 1999. Crews will be closing up the outside of the building this month, finishing masonry work and window installation. Walls are already up in the north end of the building, and cabinets and utilities, including process piping for various gases needed for the labs, are going in. In the south end of the building, the partitions are still being roughed in. The laboratories are designed to be flexible, so that they are easily adapted to the various science disciplines. *(Photo by Neil Rankin)*

Book provides food for thought on marketing

From the growing number of consumers eating in restaurants to the globalization of the nation's food supply, a new textbook by a WMU faculty member takes a comprehensive approach to the United States food marketing system.

Written by Joseph J. Belonax, marketing, "Food Marketing" is the first text of its kind to explore all aspects of how the nation provides its food.

Beginning with an overview of the system, the book devotes six chapters to the various sectors that constitute food marketing, including producers, manufacturers, wholesalers, retailers and consumers. Significant attention is paid to how the different structures and marketing decisions within each of these sectors can influence the entire system's operation. The impact of product, pricing, promotion and distribution decisions is also thoroughly explored. The final chapter presents an international perspective that recognizes that customer satisfaction extends beyond U.S. boundaries.

"I wanted to write a book that didn't focus on one sector, like the agricultural sector," says Belonax, who teaches courses in WMU's flagship food marketing program. "I wanted to write a book that was going to cover the entire food marketing system from the producer to the consumer."

Published by Simon & Schuster Custom Publishing, the 550-page text includes more than 40 charts and 190 tables, each representing trend analyses of census data in the areas of agriculture, manufacturing, wholesaling and retailing.

The text is primarily designed for undergraduates and graduate students in food marketing and agribusiness programs, but it also provides a solid foundation in the fundamentals of marketing and other related fields. Belonax says the text has generated interest from professionals currently working in the food marketing business and he suggests that much of the book could be of interest to everyday consumers.

"We spend a great deal of time shopping, purchasing, preparing and consuming food," Belonax says. "If you consider all the time we spend earning money to buy food, most of our waking lives is centered around it. On the other hand, we know so little about the system that provides us the food we need."

WMU is one of only a few leading universities that offers a bachelor of business administration degree with a specialization in food marketing.

Carlson named to state board

Sharon L. Carlson, archives and regional history collections, has been appointed to a three-year term on the board of the Michigan Alliance for the Conservation of Cultural Heritage.

The group includes representatives from the library, archaeological, archival, museum, academic, preservation and arts fields. It promotes the continued availability of Michigan's cultural and humanities resources.

Fourth annual bone marrow drive is Feb. 11

The fourth annual Jodi Schaffer Memorial Bone Marrow Drive is set for 11 a.m. to 4 p.m. Wednesday, Feb. 11, at the Sindecuse Health center.

Schaffer was diagnosed with leukemia at the health center in October 1992 while a student at WMU. She led the charge for the first bone marrow drive at WMU in 1995.

Bone marrow transplant is the most effective way to treat life-threatening illnesses like leukemia and aplastic anemia. The first step to becoming a bone marrow donor is to attend the drive to give a blood sample. This blood is tested and typed, and the donor is registered with the National Marrow Donor Program.

In the future, those registered may be called as a potential donor. Additional steps may include more blood testing, a medical examination, counseling about marrow donation and, ultimately, the collection of marrow.

Those interested in participating need not sign up in advance, and can just go to the health center during the designated hours on Feb. 11. For more information, persons may contact Joyce Stout at the Kalamazoo-Cass chapter of the American Red Cross at 382-6832.

Board meeting dates set

The Board of Trustees Dec. 19 approved a change in its schedule of meetings for 1998. The meeting originally scheduled for Friday, Dec. 18, will take place one week earlier, on Friday, Dec. 11. The change was required by revisions in the University's academic calendar.

Here is the complete schedule of meetings: Jan. 23; March 20; April 24; June 26; July 24; Sept. 18; Oct. 30; and Dec. 11.