



WESTERN NEWS

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New president already mapping out list of priorities

"I have a lot of energy to do the job," Elson S. Floyd told media representatives in a telephone interview following his unanimous selection by the Board of Trustees as WMU's sixth president April 24.



Elson S. Floyd

To those who have heard Floyd speak, that vigor is evident. He told the media he's already developed a short "to-do" list, and was planning to visit the campus soon to talk with senior staff members and trustees.

Floyd, 42, is expected to be on campus for good on Aug. 1. He will succeed President Haenicke, who will return to the faculty July 31 after 13 years at the helm.

"It's my delight to follow someone as popular and as strong and effective as the president has been," said Floyd, who has been executive vice chancellor at the University of North Carolina at Chapel Hill since 1995. "We have much to do and I look forward to getting about the business of doing it!"

His "to-do" list includes: fostering a

strong relationship with the state Legislature; planning for the next capital campaign; achieving Research II status in the Carnegie Foundation for the Advancement of Teaching classification; reaching out to the community; and improving the quality of life for the entire University.

Floyd said he has not yet prioritized his list. "That really requires a conversation with the total University — students, faculty and staff," he said. "We'll do that together in a joint, collaborative fashion."

At UNC, Floyd said he involved students in the decision-making process by establishing a chancellor's student advisory council. He hopes to set up a similar group at WMU.

In addressing the issue of outreach, Floyd said it would be important for the University to extend itself into both the Kalamazoo community and the state in a number of ways.

He came in a day early for his interview in April to meet with Kalamazoo Mayor Robert Jones and Kalamazoo Public Schools Superintendent Kay Royster.

"It is important for the University to reach out to the community, thus the meeting with the mayor," he said. "Obviously, K-12 instruction is vital for the future not only of Kalamazoo but the state of Michigan. As a consequence, establishing a rela-

tionship with the superintendent up front was something I thought was of paramount importance."

Playing a role in economic development in the area also will be a key in WMU's outreach initiatives as well as its efforts to achieve Research II status, he said.

"Economic development is really important," he said. "That's one of the reasons I'm so passionate about moving to Research II status. There will be a lot of private industries that will now be attracted to Kalamazoo because of the Research II status of WMU. So it's going to serve as a huge economic engine for the Kalamazoo area."

Reaching out also will mean working on WMU's image, Floyd said. "It is important to make sure that citizens in the state of Michigan understand how they are benefited by having Western Michigan University," he said. "That will be high on my priority list to talk about those wonderful things that WMU's involved in to improve the quality of the lives of citizens in Michigan."

When asked how long he planned to stay at WMU, Floyd said that he had made a commitment to his 14-year-old son, Kenny, that he would not be uprooted during high school. Floyd and his wife, Carmento, also have a daughter, Jessica, who is 12.

"That does not imply, however, that I'm looking at a four-year window of time," he said. "What I'm saying is that I plan to be there until I get the job done."

For more information on Floyd's background and on the search process, visit the search Web site at <www.wmich.edu/wmu/search>.



UNDIVIDED ATTENTION — A large crowd of faculty, staff, students and media turned out for the April 24 Board of Trustees meeting during which Elson S. Floyd was unanimously selected as the University's sixth president. Floyd, currently the executive vice chancellor at the University of North Carolina at Chapel Hill, will be on campus Aug. 1. He will succeed President Haenicke, who will retire from the presidency and return to the faculty July 31. (Photo by Neil Rankin)

Research begins rolling with new jump-start funding

By funneling \$3 million into promising areas of research at the University, administration officials expect to provide a jump-start that will put the University on the road to more federal funding and a new research classification.

Areas of strong existing research in each of four colleges as well as one long-established major research center have been identified to receive the University fund-

ing. The goal is to have each of those areas generate substantial increases in federal funding in the next two to three years.

"The idea is to take the best we have and make it even better," says Donald E. Thompson, vice president for research. "We think we have some exceptionally good people who, given the opportunity, will be able to generate even better work. The funding is intended to provide what researchers in those areas say it will take to make them the best — another set of hands, more time in the lab or better equipment."

Areas targeted for support include: initiatives in mathematics reform and science education and a new Center for Environmental Research in the College of Arts and Sciences; school reform and educational technology initiatives in the College of Education; the Center for Non-Wood Fibers in the College of Engineering and Applied Sciences; a Rehabilitation/Intervention Science and Professional Preparation project in the College of Health and Human Services; and the Evaluation Center, a nationally recognized research center

administered under the auspices of the Office of the Vice President for Research.

The idea for the jump-start funding grew out of a series of meetings last year between President Haenicke, Provost Timothy Light and Thompson. Proposals from across the University were submitted for consideration. After defining the areas with the most promise and discussing the possibilities with college deans, the funding was awarded.

"We set out to identify the areas we feel are capable of generating more federal research dollars for the institution as well as those proposals that fostered interdisciplinary work among departments, among colleges and with other institutions," Thompson says. "These are areas in which we think we can position the University to play a leadership role."

A boost in federal research dollars also is necessary to pursue one of the University's goals — a change in its classification from Doctoral I to Research II.

(Continued on page four)

Haenicke happy with selection of Floyd

President Haenicke said he feels "very, very comfortable" with the selection of Elson S. Floyd as his successor.

"I'm particularly happy that the choice was so unanimous, that the board members all felt that they could support this particular candidate," he said. "That is enormously important for the success of the next president."

Haenicke said he especially liked the fact that Floyd obviously wanted the WMU job very much.

"He likes the institution, he likes what we are doing, he likes the trajectory on which we are," Haenicke said. "He feels he has an affinity to our goals as an ascending national university. He has seen a small university, he has seen a big university, so he has a feel for both. He is certainly a person with a very high energy level."

Haenicke said students, faculty and staff can ease the transition by being ready and willing to work with Floyd. Haenicke himself has offered to meet and discuss how he can help.

"What now has to happen is what always happens when you get new leadership: You just simply throw your full weight and your support and your enthusiasm behind the new person," he said. "I always come from the assumption that everyone in the institution — and certainly the new president — wants the best for the institution. So we all pull in the same direction."

Nursing school to get \$1 million from Bronson

WMU's School of Nursing will be the recipient of a \$1 million gift from the Bronson Healthcare Group of Kalamazoo.

Efforts also are under way to name WMU the legal successor to the Bronson Methodist Hospital School of Nursing, which is scheduled to close later this year.

The gift is targeted to help the transition from Bronson's nursing school to the University's, and to maintain Kalamazoo's reputation for superior nursing education.

"This gift is a continuation of the effort which began in 1988 when Bronson first began supporting Western Michigan University's quest to develop a BSN program," said Frank Sardone, president and chief executive officer of the Bronson Healthcare Group. "We are committed to nursing education for the community and the region, and fully support Western's nursing program."

The gift brings Bronson's total contribution during the past 10 years to \$2.25 million in direct and indirect support for the University's nursing program.

"Western Michigan University is very grateful for the further expression of Bronson's continued support for the new and exciting nursing program," said Timothy Light, provost and vice president for academic affairs. "We are a community-oriented University and we appreciate greatly the support that we receive from community organizations like Bronson. We are devoted to establishing collaborations that will better serve our wide community through the synergies that can be achieved by our working together."

Did you know?

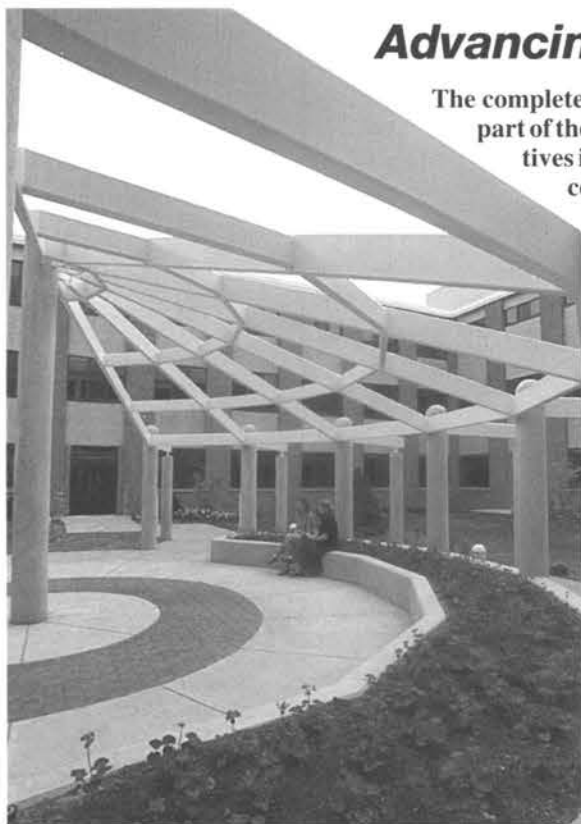
■ When Elson S. Floyd, 42, becomes WMU's sixth president in August, he will be the youngest among the chief executives of the state's 15 public universities.

■ However, he won't be the youngest president in WMU history. Dwight B. Waldo was 39 when he became president in 1904. When Paul V. Sangren took office in 1936, he was 38.



Advancing the sciences

The completely renovated Wood Hall, a key part of the University's major new initiatives in the sciences, was dedicated in ceremonies April 24. The renovation, which cost \$12 million, is part of a \$44.4 million project to greatly enhance science facilities on campus. Begun in 1995, the work included the removal of many interior walls and the retrofit of 150,000 square feet of space to house 30 teaching laboratories, five classrooms and two auditoria. The building also features a new entrance and courtyard, which is pictured. The companion to Wood Hall is the newly named Haenicke Hall, a science research pavilion that is connected to Wood with a covered walkway and slated for completion in 1999. (Photos by Neil Rankin)



WMU leads the way in HIV education, prevention and testing

When it comes to HIV education, prevention and testing, WMU is being cited as a prime example of how to do it right.

Not only is WMU Michigan's first state-designated campus to provide an oral antibody test for HIV, the virus associated with AIDS, but it is one of only eight institutions to be represented in a national study of model HIV education and prevention programs.

The oral HIV antibody testing program grew out of a national project begun in March 1997. WMU's Sindecuse Health Center was selected as one of 10 U.S. sites to partner with SmithKline Beecham to pilot the new OraSure oral HIV antibody testing system with college students.

Now, as a result of the study and the positive response from students, the health center has joined with the Michigan Department of Community Health to become the first designated OraSure counseling and testing site on a Michigan college campus.

The selection of WMU's HIV education and prevention program for national study is yet another achievement.

The study will evaluate and identify the characteristics of successful programs that

provide campuswide prevention services. It is being conducted by the National Association of Student Personnel Administrators as part of the association's Health Education and Leadership Program or HELP.

The association initiated the study this past fall through a grant from the Centers for Disease Control and Prevention to help colleges and universities improve their prevention and education programs for HIV and other sexually transmitted infections.

"Our program, 'A Multi-Disciplinary Collaborative Approach to Sexual Risk Reduction,' encompasses a variety of activities and involves many offices and individuals throughout the University," said Christine G. Zimmer, who directs the Office of Health Promotion and Education in the Sindecuse Health Center.

Theresa A. Powell, vice president for student affairs, said that extensive involvement, along with the program's success and diversity, are major reasons why WMU is being included in such an important nationwide study.

"As our efforts are reviewed by colleagues across the country," Powell added, "I'm confident that we'll be shown to be on the leading edge of providing effective programming that can help our students stay healthy."

HELP will use the study's findings to assist higher education administrators in strengthening HIV risk reduction programs through administrative leadership. Its activities will include developing case studies of selected programs; providing information, resources and referrals; and producing and distributing a leadership development manual to gain support for comprehensive integrated campus programs.

"Lecturing to students about statistics rarely leads to changes in behavior," Zimmer said. "That's why we've developed a core of theory-driven, skill-building approaches to risk reduction and created a network of partners in health across the University community."

One such partner, the Department of Theatre, has teamed with the Sindecuse Health Center to provide practicum credit for cast and crew members of the Great Sexpectations Touring Theatre Company,

Kellogg Foundation grant project benefits both WMU programs and Calhoun County agencies

A \$400,000 award from the W.K. Kellogg Foundation of Battle Creek to WMU will support both non-profit management education and the goals of Calhoun County's youth-serving agencies.

The five-year effort, which will focus on expanding the capacities of organizations that serve youth, is one of 18 projects in the nation funded through a new foundation initiative, "Building Bridges Between Practice and Knowledge in Non-profit Management Education."

James C. Petersen, associate dean of the College of Arts and Sciences, is the WMU project director. He says the grant activities will be a cooperative effort that will benefit both University-based programs that teach non-profit management and agencies that actually practice such management in the community.

"The project seeks to link both so that the University may be informed by lessons learned in a community setting and the non-profit community can benefit from University-based concepts and theories," he says. "We're going to develop and test a new approach to non-profit management education."

Petersen says the WMU project's focus on youth-serving agencies promotes the goals of America's Promise, a multi-year nationwide initiative in which the Kellogg Foundation is involved. The initiative spells out five critical resources that the nation should provide for America's youth. They are: caring adults and mentors; safe places and structured activities; a healthy start and healthy future; effective education for marketable skills; and the opportunity to engage in community service.

Working with three to six organizations per year, Petersen says, there should be

substantial involvement with what he calls "Calhoun County's rich array of non-profit agencies" over the five-year period. He expects the first group of organizations involved in the project to be identified by this summer.

The agencies will decide the direction of their interaction with WMU personnel by identifying the areas on which each would like to focus. Petersen says that could range from support for learning accounting procedures to the task of helping those agencies build evaluation techniques into their daily operations.

"Non-profit agencies are being asked to do more and more and are under increasing pressure from their funding sources to demonstrate the effectiveness of what they do," Petersen says. "They are being asked to show how their goals have been met and how peoples' lives have been changed. One thing I expect many of the agencies to request is help in building their ability to conduct outcomes-based evaluations."

Whatever the training requests of the non-profit agencies, Petersen says, they will be addressed by WMU faculty/student teams that are tailored to the needs of the agency.

For the University, Petersen sees an opportunity for faculty members to increase their interaction with practitioners and improve their understanding of the issues affecting non-profits. A "practitioner-in-residence" program and professional development activities for faculty members also are part of grant activities.

Directing the project with Petersen will be a leadership team comprised of Susan B. Hannah, public affairs and administration; Tracey Mabrey, social work; James R. Sanders, educational leadership and Evaluation Center; and Janet E. Stillwell, associate dean of the College of Fine Arts.

Once a year, the Kellogg Foundation will bring together principals in the 18 similar national projects for meetings to share the results of their work and to get technical assistance. The results of the WMU project also will be published and disseminated nationally in an attempt to identify best practices for use by non-profit agencies and to serve as a model for educational institutions involved in non-profit management education at the undergraduate and graduate levels.

"We're piloting an organization-based approach to such education," Petersen says. "By taking time to establish trust and rapport, we hope to develop some different approaches to long-term problem solving."

WMU recently has launched a graduate certificate program in non-profit management and is developing an undergraduate program in the field as well as research and service activities in that area.

College of Education undergoes restructuring

After nearly two years of planning and input, the College of Education has announced a major structural reorganization that will enhance the preparation of teachers and administrators and better meet the needs of the changing K-12 environment.

The reorganization, approved by the Board of Trustees at its March 20 meeting, integrates teacher education programs with those designed for school administrators. The changes took effect immediately.

"We want to improve the overall quality of our programs, services and graduates," says Dean Frank Rapley, education. "The pace of change is very rapid in the K-12 school system, and the college needs to position itself in a way that we can respond to those changes."

Under the reorganization, the number of departments within the College of Education has been reduced from six to five. The Department of Educational Leadership, which primarily has trained future administrators, has been merged under two existing departments, Special Education and Education and Professional Development. Each of these departments will be adjusted and renamed to reflect the change.

The Department of Counselor Education and Counseling Psychology saw minimal changes in faculty assignments, while

the college's two remaining departments, Health, Physical Education and Recreation and Family and Consumer Sciences, were not affected.

The reorganization process began when Rapley became dean of the college in 1996. Recommendations for changes emerged from the collaborative work of 80 faculty, staff and administrators.

Rapley says the reorganization did not result in the loss of any jobs. However, approximately 20 faculty members and eight staff members have been reassigned under changes in departmental structures.

Also under the reorganization, the college's Merze Tate Center for Research and Information Processing has become the Merze Tate Center for Research on School Reform.

House hearing postponed

The hearing of the House Appropriations Subcommittee on Higher Education in Lansing that was previously scheduled for May 6 has been postponed to Wednesday, May 20. President Haenicke is scheduled to speak at 10 a.m. in Room 351 of the Capitol, which is the House Appropriations Hearing Room. The hearing begins at 9 a.m.

WESTERN NEWS

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WESTERN MICHIGAN UNIVERSITY

BBA program revised to provide students with more hands-on, real world experience

WMU's Haworth College of Business has revised its bachelor of business administration degree program to better serve its students and the businesses that hire them.

The new program, which takes effect with the fall semester, will offer more business courses in the freshman year, introduce courses that integrate disciplines and require students to participate in an internship, study abroad experience or directed research project.

"Students will leave the program with more self-direction, more hands-on, real-world experience and more exposure to how the various business functions interact," says Dean James W. Schmotter. "Our goal is to deliver the best undergraduate business program in Michigan and surrounding states by the year 2006."

The revised program will introduce five new courses into the curriculum. These courses cover such topics as information technology, communication with an organizational and business emphasis and analytical reasoning. They will blend a variety of business specialties, a factor that Schmotter says is a critical component of the revised curriculum.

"We know from talking to alumni, employers and focus groups that in the real world of business everything is not neatly separated into finance, marketing and accounting in the way our academic disciplines work," he explains. "So we are consciously introducing at least one course every year where students will be integrating across disciplines."

Additionally, a number of general education requirements will be revamped to reflect a student's particular business discipline.

The revised program also is designed to prompt students to think about their education and their careers earlier, according to Schmotter. It will require entering freshmen to register with the Office of Career Services and develop a portfolio of personal activities, accomplishments and products that demonstrate use of coursework in a professional context. This electronic portfolio will be established on the student's Web page. During the freshman year, it will entail career exploration but will evolve to reflect the real-life experience students will gain as they proceed through the program. Schmotter says the intent is for the portfolio to be an integral part of a student's employment or graduate school decision process.

"If students really start thinking about what they want to do their freshman year and by their junior year are required to participate in an internship or some kind of meaningful, outside-the-classroom experience such as study abroad or a direct research project, we can really set ourselves apart at the undergraduate level," Schmotter explains. "We're capable of

doing that. We have the size, the faculty strength and the support from external constituents to be successful in our ambitious goal."

Schmotter says the college will be adding a staff member to help expand and coordinate the internships. The college's various industry and business advisory councils will play an integral role in this component, as nearly 700 internships will be needed each year. The college also will work with the Office of International Affairs to expand interest and participation in study abroad programs.

The revised curriculum is the result of more than a year of discussion and analysis of the best practices taking place in undergraduate business education. Faculty, alumni and industry representatives, who hire WMU graduates, played a role in the changes.

"We took into account the needs of the main regions we serve — Southwest Michigan, the whole state and the upper Midwest," Schmotter explains. "This is an economy that is based on manufacturing and service industries and we always need to remember that we are educating students for these arenas, not necessarily Wall Street. The new BBA is very much a product of ongoing conversations with business constituencies and analyses of the best practices in undergraduate business education."

WMU's Haworth College of Business is among a select 25 percent of U.S. business schools that are accredited by the AACSB — The International Association for Management Education at both the undergraduate and graduate levels. The 12th largest undergraduate business school in the nation, Haworth annually enrolls about 4,000 undergraduates as well as 800 graduate students.

Western News schedule set

Western News will be published every other week during the spring and summer when classes are in session. Publication dates are: May 7, May 21, June 4, June 18, July 2, July 16, July 30 and Aug. 13. The deadline is at 5 p.m. on the Friday preceding the publication date.

Two new doctoral degrees available starting this fall

WMU will be adding two new doctoral degree programs to its list of offerings beginning this fall.

The Board of Trustees March 20 approved recommendations to offer doctor of philosophy degrees in environmental chemistry and in paper and imaging science and engineering. The new degrees will bring to 25 the number of doctoral programs available at WMU.

Nominations due May 15 for service awards

The Staff Service Excellence Awards Selection Committee is seeking nominations for the 1997-98 annual awards.

These awards are the pinnacle of the Staff Service Excellence Awards program and are reserved for the University's most outstanding staff members who have exhibited true excellence in service and dedication in the past year.

Up to four staff members will be selected to receive a \$1,000 cash prize and a commemorative certificate. Award recipients also will be honored at a luncheon and have their photo displayed in the Seibert Administration Building.

Nominations should include as much detail as possible on how the staff member has exhibited a level of excellence that reaches far beyond his or her job responsibilities. Nominations are due Friday, May

Human resources

Performance appraisals for the 1997-98 fiscal year are due in the Department of Human Resources by Friday, May 29. If you have any questions about the appraisal process or completing an appraisal, call the wage and salary staff at 7-3664.

15, to Anne E. Thompson, human resources, and can be submitted by memo, fax at 7-3441, e-mail at <anne.thompson@wmich.edu> or on a nomination form, which can be obtained by calling 7-3620.

Any regular part- or full-time staff member can be nominated. Nominations are open to previous nominees and winners of a Staff Service Excellence Award, but they must be specifically nominated again to be considered for an annual award.

Exchange

FOR SALE — 1997 Mercury Mountaineer AWD, Red with gray trim, 24,000 miles, V-8 automatic, power windows/locks/seats, air, cruise, tilt, anti-theft alarm, keyless entry, JBL AM/FM cassette with six-disc CD changer, power moonroof/sunroof, towing package, running boards, warranty. Financing available through Simmons Ford. \$26,900, Call 7-0920 or 323-9958.

FOR SALE — 1992 Mazda Protege. 90,000 miles, clean and runs great. Five-speed, air conditioning, AM/FM cassette. Asking \$3,200. Call 7-5833 days, 628-4650 evenings.

On campus

A TEACHER'S VIEW — Pat Annen says she enjoys working with future teachers at WMU because she once was a teacher herself. An academic adviser in the College of Education's Office of Admissions and Advising, she works with students who are enrolled — or want to be enrolled — in the teacher education curriculum. Her office is their initial contact with WMU after the Office of Admissions and Orientation. As a member of the advising staff, she helps students decide what classes to take and assists them in solving problems along the way. The advising staff sees some



100 students a day during the academic year. Right now, Annen is preparing for freshman orientation, where she'll talk about the education curriculum with new students and help them register for their first semester. "I enjoy working with the students because I know what they're pursuing is very worthwhile," says Annen, who was a high school English teacher in Michigan and Florida for several years. "I try to give them the most positive attitude that I can." Annen joined the WMU staff in 1986, working for the first three years in the College of Education's Office of Directed Teaching. She holds a master's degree from WMU in educational leadership. She is in her second term representing academic affairs on the Administrative Professional Association's executive board. When not at work, Annen enjoys gardening and cooking. She also likes to travel and play golf with her husband. This year, any extra time is devoted to working on the congressional campaign of her father, Clare Annen. (Photo by Neil Rankin)

Board endorses consensual sexual relations policy

The Board of Trustees has approved a policy on consensual sexual relations that urges members of the University community "to be aware of their professional responsibilities."

The policy, approved by the board March 20, states that "members of the University community are expected to avoid apparent or actual conflict of interest, favoritism or bias."

"The subtle yet powerful element of coercion that may exist in such relationships is a legitimate concern of the University," the policy states. "Such relationships give rise to a conflict of interest and are

potentially exploitative."

The policy states that an administrator, faculty or staff member should not engage in any communications of a sexual nature with a person if he or she has direct influence over a person's activities at the University.

If a sexual relationship develops, the employee must "eliminate any current or potential conflict of interest," the policy states. Failure to do so "will constitute misconduct." In addition, the policy warns employees that "any romantic involvement with students or with subordinates may require formal action against them if a complaint is filed."

Because such a relationship is asymmetrical, the policy states, an employee's "assertion that the relationship was consensual in defense of a complaint of sexual harassment is subject to doubt and will be thoroughly investigated."

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) **Senior Accountant**, P-05, Accounting, 97/98-395, 5/5-5/11/98.

(R) **Associate Professor** (Tenure Track; Academic Year), I-20, Occupational Therapy, 97/98-396, 5/5-5/11/98.

(R) **Secretary I**, S-04, Music, 97/98-397, 5/5-5/11/98.

(R) **Coordinator, Internship Services**, P-03, Haworth College of Business, 97/98-398, 5/5-5/11/98.

(R) **Regional Director, Continuing Education, Traverse City** (Term Ends 4/30/99; 30 Hours per Week), P-06, Continuing Education, 97/98-399, 5/5-5/11/98.

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

Service

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

30 years — Irvin R. Hawkins, public safety.

25 years — Libby M. Catt, University libraries; and Carol A. Olmstead, University computing services.

20 years — Diane L. Clary, anthropology; Betty J. McKain, Office of the Vice President for Research; and Janet K. Miller, community information systems.

15 years — Rebecca A. Beech, English.

10 years — Imtiaz A. Chaudhary, University computing services; Lorrie A. Racine, admissions and orientation; Tommye E. Ragan, public safety; and Deborah L. Stanfield, marketing.

Five years — Patricia A. Evans, University recreation programs and facilities; and Cheryl J. Lay, planning and institutional research.

Counseling center earns recognition

The University Counseling and Testing Center has been recognized nationally for the quality of its professional services and of its graduate training.

Not only has the center been reaccredited as a service provider by the International Association of Counseling Services Inc., but its pre-doctoral internship program has been granted first-time accreditation by the American Psychological Association.

"The center's reaccreditation means that it meets high professional standards in areas such as clinical performance, ethical standards and staffing," said Norman M. Kiracofe, who directs the center. "This assures the University community that our standard of care and overall operations are appropriate and dependable."

The IACS is an organization of U.S. and Canadian counseling agencies based in Alexandria, Va. It was founded to encourage and help counseling agencies to meet high professional standards through peer evaluation and to inform the public about counseling services that are competent and reliable.

Counseling centers and agencies accredited by the IACS are re-evaluated ev-

ery five years. WMU's facility, initially accredited by the IACS's predecessor, has been reaccredited continuously since 1964.

Accreditation of the Counseling and Testing Center's internship program in professional psychology by the nation's largest organization of psychologists is equally significant, Kiracofe said.

"That seal of approval is valuable because most psychology-related doctoral programs, including those at WMU, require students to complete a year-long, APA-approved internship or its equivalent," he said.

"There are only about 450 APA-approved doctoral training sites in the United States and Canada, so competition to get an internship is great," Kiracofe added. "Last year, over 300 doctoral students were unable to find an internship."

The Counseling and Testing Center began its march toward achieving accreditation for its internship program in 1990-91, the same academic year it offered its first formal internship. Other health care organizations with approved training programs besides university counseling centers include mental health agencies, veterans facilities, hospitals and medical schools.

WMU's center annually offers three APA-approved clinical and counseling psychology internship appointments. Interns are selected from a nationwide pool and prepared for a generalist practice. The internships are 2,000-hour, fully funded experiences based on the scholar-practitioner model of training.

"Our professional staff members are faculty members," Kiracofe said of the training model used. "As such, they not only provide counseling services and graduate training, but actively engage in research, consultation and other scholarly endeavors."

That model earned high marks from accrediting committee members, who based their evaluation on a self-study report, site team visit and WMU's response to the site team's report.

2,700 medievalists gather for international congress

Kalamazoo will become a mecca for medievalists Thursday through Sunday, May 7-10, as nearly 2,700 scholars from 50 states and more than 25 countries travel to the University for the 33rd International Congress on Medieval Studies.

The annual event will attract experts from as far away as Australia, Japan and Russia and from such institutions as the British Museum, the Vatican Library and the U.S. Military Academy. It is the world's largest and best-known conference of scholars who study all aspects of the Middle Ages.

There is no registration fee for WMU faculty, staff members and students or for Kalamazoo County residents.

Jump start *(Continued from page one)*

Such a designation by the Carnegie Foundation for the Advancement of Teaching would require that the University pass the \$15.5 million threshold in annual federal funding. Current federal funding to the University is in the range of \$12 to \$13 million a year.

Areas targeted for jump-start funding will use the money in a variety of ways to bolster research impact. The colleges involved have all opted to hire additional research specialists in their fields. Additional strategies include faculty monetary incentives for development of research proposals and investments in equipment or additional space.

Environmental center

In the College of Arts and Sciences, the new Center of Environmental Research

will focus on interdisciplinary research using the talents of researchers in such fields as biological sciences, chemistry, geography, geology, environmental studies and mathematics and statistics. A new center director and associate director will coordinate research projects on environmental concerns important to the region as well as broader global environmental issues. Such issues will include Great Lakes research, land use planning, lakeshore erosion and investigation of federal Superfund sites. The center will be located in the University's new Haenicke Hall, which is now under construction.

In the field of science studies and science education, the funding will allow the hiring of a research grant coordinator who can assist researchers as they develop fund-

ing proposals to address the broad range of science education needs at all grade levels. The well-established mathematics reform area of the college will use jump-start funding to provide additional teaching faculty so that WMU's network of mathematics education specialists can focus more of their time on grant development.

School reform and technology

The College of Education will direct its efforts toward school reform and educational technology issues, which are two research areas housed in the Merze Tate Center for Research on School Reform. The funding will allow the college to hire a senior research associate for each area as well as provide support personnel. Among school reform issues that will be the subject of study are rural education, recruitment of minority educators, early childhood education and the education of individuals with special needs.

The technology focus, which is closely aligned with school reform issues, will center on information technology and putting the college's resources to work to increase schools' access to technology. The goal will be to help prepare teachers and their students for the technology needs of the next century.

New sources for paper products

In the College of Engineering and Applied Sciences, the Center for Non-Wood Fibers is being set up in the Department of Paper and Printing Science and Engineering. The center will explore the use of plants other than trees to alleviate the impact of a wood fiber crisis that is projected to occur in the next 10 to 20 years. The center will be located in McCracken Hall and will research the use of such materials as corn stalks, rice straw, hemp and banana leaves to either make new paper products or to add strength to recycled wood fiber being used for such products. The jump-

Logo updated to better represent Broncos

The University has introduced a new athletic logo that features an updated look for the Bronco.

The block "W" with the Bronco used since 1988 has been replaced by a primary mark that features the head of the University mascot with "Western Michigan Broncos" underneath. There also are secondary marks that include a similar design with "WMU" underneath and the Bronco jumping with "WMU" underneath. The traditional brown and gold colors are enhanced with the use of a metallic gold as well as black and silver accents.

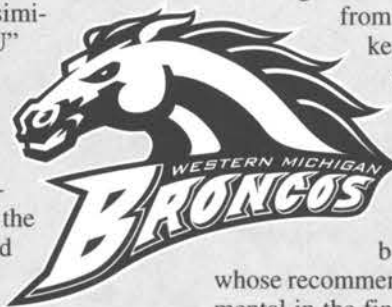
"This logo enhances our image and conveys what Bronco athletics is today," said Kathy B. Beauregard, intercollegiate athletics. "This look is both exciting and marketable. It represents strength, power and determination."

The logo evolved from one of 17 designs submitted to the University by SME Design of New York City. That

firm has been responsible for redesigning the marks of more than 80 university and professional sports teams, including the Detroit Pistons, Jacksonville Jaguars and Pennsylvania State Nittany Lions.

The 12-month project involved athletics officials, the University Marketing Board and staff members from the Office of Marketing, Public Relations and Communications. It also included input from nearly 100 students, athletes, coaches, staff members and alumni, whose recommendations were instrumental in the final design's development.

If sales at the WMU Bookstore are any indication, the new logo has been a success. Following the logo's April 9 unveiling at a news conference in the Bernhard Center, the bookstore sold as much merchandise with the new mark in the first two days as it does in a typical month.



State's finest young artists here for festival

More than 700 of the state's finest young artists will gather on campus Thursday through Saturday, May 7-9, for the 36th annual Michigan Youth Arts Festival.

The festival honors Michigan high school students gifted in the areas of dance, drama, instrumental and vocal music, visual arts, creative writing and film/video. Unique to the state of Michigan, the festival began in 1963 as a simple talent screening of young musicians. Today, it is a comprehensive arts spectacular, culminating a nine-month search for the finest artistic talent in Michigan high schools.

More than 60,000 students across the

state become involved in the adjudication process that results in the more than 700 students being invited to participate in the annual three-day festival. This is the 14th year that WMU has played host to this event.

Festival passes for all events are available for \$15 at Festival Headquarters in the Dalton Center lobby. Single event tickets are \$5 and will be on sale 30 minutes prior to each event in the lobby where the performance takes place. There is no admission charge to view the visual arts exhibit in the Dalton Center Multi-Media Room.

Health initiatives

The College of Health and Human Services will center its efforts on research and professional training proposals in such highly acclaimed specialties as blind rehabilitation and speech pathology and audiology. It also will provide support for faculty across the college to pursue research initiatives in child and adult communication practices, occupational therapy's use in schools, services to elder Americans and child abuse and neglect prevention.

The funding has been put toward hiring a full-time faculty researcher who has a background in blind rehabilitation work. He will assist other faculty members with research proposals as well as develop proposals of his own in such fields as adaptive technology and outcome measures. Equipment acquisitions, assistance in proposal development and providing faculty with additional time to devote to research are among the other ways the college will use the funds to boost research efforts.

Growth in evaluation

The Evaluation Center, which already has earned international recognition for its work in helping organizations document the worth of what they do, will use its jump-start funds to add a senior staff position. The new principal research associate will be responsible for generating new grants and contracts, managing field research for a variety of evaluation projects and developing long-range plans that will lead to steady growth in grants and contracts. The center, now in its 25th year of existence, has an international reputation in the fields of school, program and personnel evaluation.

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, May 7

*(through May 10) 33rd International Congress on Medieval Studies, Goldsworth Valley residence halls, Fetzer Center, Schneider Hall and Bernhard Center, all day; for details call 7-8745.

*(through May 9) Michigan Youth Arts Festival, Dalton Center, Shaw Theatre and Miller Auditorium, all day; for details call 7-5811.

Friday, May 8

*(through May 10) Kalamazoo Film Society showing, "Oscar and Lucinda," directed by Gillian Armstrong, Campus Cinema, Oakland Recital Hall: May 8-9, 7 and 9:30 p.m.; and May 10, 2:30 p.m.

Saturday, May 9

Men's and women's track, Bronco Invitational, Kanley Track: field, 10 a.m.; running, 1 p.m.

(and 10) Baseball doubleheader, WMU vs. Eastern Michigan University, Hyames Field, 1 p.m.

Wednesday, May 13

*Conference, "Emotional Intelligence in the Workplace," Fetzer Center, 8:30 a.m.-4:30 p.m.; to register call 7-4174.

*Admission charged