New president already mapping out list of priorities

---

**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 that vigor is evident. He told the media he’s established major research center have been about the business of extending itself into both the state’s 15 public universities. Dr. Elson S. Floyd, 42, is expected to be on campus Aug. 1. He will succeed President Haenicke, who will retire from the WMU job very much. "I'm saying is that I plan to be there by our working together."

---

**Wm. "Bill" Thompson**

When Elson S. Floyd, 42, became WMU’s sixth president in August, he will be the youngest among the first executives of the state’s 15 public universities.

**President Haenicke**

I'm particularly happy that the choice was so unanimous, that the board members all felt that they could support his 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. "I'm saying is that I plan to be there until I get the job done."

---

**Jessica Light and Thompson**

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 next president. Thompson said. "We are committed to maintaining education for the community of 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 next president. Thompson said. "We are committed to maintaining education for the community of the region, and fully support Western’s nursing program."

---

**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, was 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 funding. 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; a new Center for Environmental Research in the College of Arts and Sciences; school reform and educational technology in the College of Education; the Center for Non-Wood Fibers in the College of Engineering and Applied Sciences; a Rehabilitation/Inter-vention 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 Timoth-y 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 foster interdisciplinary work among departments, among colleges and with other institutions," Thompson says. "These are areas in which we feel the University can position itself 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.
advancing the science

The completely renovated Wood Hall, a key part of the University’s major new initiatives in the sciences, was dedicated in a ceremony on April 24. The renovation, which cost $12 million, is part of a $44.4 million science facilities initiative 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 68 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 Smith-Kline Beecham to pilot the new Oral saliva 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 one of the first designated Oralroute counseling and testing site on a Michigan college campus.

The selection of WMU’s HIV education and prevention program for national recognition is part of the University’s major new initiative of Student Personnel Administration and other sexually transmitted infections.

It is being conducted by the National Association of State Departments of Health (NASDH) and the Centers for Disease Control and Prevention to help states improve their oral antibody testing programs. The study will evaluate and identify characteristics of successful programs that are actually practiced such management and diversity, are major reasons why WMU and other institutions involved in the project to be identified by lessons learned in a community setting and the success of other University-based initiatives in the community benefit from collaboration and University-based concepts and theories," he says. "We’re going to develop and test a new approach to methadone management education.

Petersen says the WMU project’s focus on methadone agencies promotes the goals of America’s Promise, a multi-year nationwide initiative in which the Kellogg Foundation is involved. The project is designed to test out five critical resources that the nation should provide for America’s youth. They are: earning activity, a safe and stable family and structured activities; a healthy start and healthy future; effective education for work and life; 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 "Kellogg County’s rich array of non-profit agencies" over the next five years. He expects the first group of organizations involved in the project to be identified by this fall.

The agencies will decide the direction of their interaction with WMU personnel identified in the area and will be asked to do more and more and are under increasing pressure to cut costs and to think about what they would like to focus. Petersen says that could range from support for learning activities to the task of helping those agencies build evaluation techniques into their daily operations.

"We’re being asked to do more and more and are under increasing pressure from their funding sources to demonstrate success and to get technical assistance," Petersen says. "One thing I expect many of the agencies to request is help in building their ability to conduct outcome-based evaluations."

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

Directing the project with Petersen will be a distinguished group of professors led by Susan B. Hannah, public affairs and administration; Tracey Muruby, social work; James R. Sanders, educational leadership and evaluation; and James E. Stillwell, associate dean of the College of Fine Arts.

This year, the Kellogg Foundation will bring together principals in the 18 similar national projects for meetings to share results of their work and to get technical assistance. The results of the project will also 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 education and training initiatives 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 long-term approaches to long-term problem solving."

WMU has recently 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.

Colleges of Education undergo restructuring

After nearly two years of planning and input, Colleagues Education has launched a major 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, institutes teacher education programs with those designed for school administrators. The changes took effect immediately.

"The project seeks to link both so that we’ll be shown to be on the leading edge of providing effective programming that can help our students stay healthy," says Christine G. Zimmer, who directs the Office of Health Promotion and Education in the Sindecuse Health Center.

"As our efforts are reviewed by colleges across the nation, the program’s success and diversity, are major reasons why WMU is being included in such an important nationwide study."

"I’m confident that we’ll be shown to be one of the leading edge of providing effective programming that can help our students stay healthy," says Christine G. Zimmer, who directs the Office of Health Promotion and Education in the Sindecuse Health Center.

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

WMU’s five-year effort, which will focus on expanding the capacities of organizations that serve youth, is one of 18 projects in each 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 and non-profit agencies and foundations that actually practice such management in the community.

"Lecturing to students about statistics rarely leads to changes in behavior," Petersen says. "They are being asked to do more and more and are under increasing pressure from their funding sources to demonstrate success and to get technical assistance." Petersen says. "One thing I expect many of the agencies to request is help in building their ability to conduct outcome-based evaluations."

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

Directing the project with Petersen will be a distinguished group of professors led by Susan B. Hannah, public affairs and administration; Tracey Muruby, social work; James R. Sanders, educational leadership and evaluation; and James E. Stillwell, associate dean of the College of Fine Arts.

This year, the Kellogg Foundation will bring together principals in the 18 similar national projects for meetings to share results of their work and to get technical assistance. The results of the project will also 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 education and training initiatives 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 long-term approaches to long-term problem solving."

WMU has recently 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.

The five-year effort, which will focus on the development of management education that serves the needs of the changing K-12 environment.

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

"The project seeks to link both so that we’ll be shown to be on the leading edge of providing effective programming that can help our students stay healthy," says Christine G. Zimmer, who directs the Office of Health Promotion and Education in the Sindecuse Health Center.

"As our efforts are reviewed by colleges across the nation, the program’s success and diversity, are major reasons why WMU is being included in such an important nationwide study."

"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," says Christine G. Zimmer, who directs the Office of Health Promotion and Education in the Sindecuse Health Center.

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

WMU has recently 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.
BBA program revised to provide students with more hands-on, real-world experience

WMU's Haworth College of Business has revised its 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 or directed research project.

"Students will leave the program with more self-direction, more hands-on, real-world experience and more exposure to various business specialties, a factor that technology, communication and an organization 'to be aware of their professional responsibilities.'

The revised program also is designed to prompt students to think about their education and careers. "We are confident," Schmotter says, "that we are educating students because I know what they're pursuing is very worthwhile," says Annen, director of admissions and financial aid, "I enjoy working with the 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.

A total of 16 students of general education requirements will be revamped to reflect a student's particular business discipline.

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 or directed research project.

"We are confident," Schmotter says, "that we are educating students because I know what they're pursuing is very worthwhile."
The University Counseling and Testing Center has been recognized nationally for the quality of its professional services and for its educational role. Not only has the center been reaccredited as a service provider by the American Psychological Association, but also the 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 faculty, staff, and overall operations," said Norman M. Kiraico, who directs the center. "This assures all of our students, the University community, our faculty and other organizations of our standard of care and overall operations are appropriate and dependable."

The Counseling and Testing Center is one 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 every 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 accrediting body for professional psychology is equally significant, Kiraico said.

"That seal of approval is valuable because it is 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 internships in the United States and Canada, so competition to get an internship is great," Kiraico added. "Last year, over 300 doctoral students were unable to find an internship."

The Counseling and Testing Center began its search 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 general and specialized psychology internship appointments. Interns are selected from a nationwide pool of graduate students who have applied for internships. Internships are 2,000-hour, fully funded experiences based on the scholar-practitioner model used in psychology.

"Our professional staff members are faculty members," Kiraico said of the trained student clinicians. "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 graduate students. It is based upon their evaluation on a self-study report, site team visit and WMU's response to the site team's report.

"If we are going to focus on interdisciplinary research using the talents of researchers in such fields as biological sciences, chemistry, geography, and mathematics, the students in our training and education programs are vital to the success of our internship programs," he said.

The Counseling and Testing Center is one of the few institutions in the state of Michigan that offers APA-approved psychology internships. The counseling center's mission is to provide students with the skills necessary to become successful practitioners in the field of counseling psychology and to conduct research that will contribute to the profession.

The Counseling and Testing Center is located on the first floor of the Bernhard Center and is open Monday through Friday, 8 a.m. to 5 p.m. For more information, call 386-4400.