



## WESTERN NEWS

Volume 23, Number 10

October 31, 1996

**Board approves appointment of Timothy Light as provost and vice president for academic affairs**

Timothy Light has been named provost and vice president for academic affairs. His appointment, effective immediately, was approved Oct. 25 by the Board of Trustees.

**Light**

Light has been serving as acting provost and vice president for academic affairs since August, replacing Nancy S. Barrett, who left to become provost and vice president for academic affairs at the University of Alabama.

Light, a Kalamazoo native and former provost of Kalamazoo College, has been a WMU faculty member since 1991. Before his appointment in August, he had been a special assistant for international affairs to President Haenicke. He and the president have known each other and worked together for nearly 20 years.

"I recommend this appointment with as much enthusiasm as I've ever brought to this board," Haenicke said. "We all know Tim Light as an outstanding academic, an expert in international studies and a man deeply devoted to our community. He will be a superb chief academic officer. I look forward to working with him."

Haenicke said that after consulting with faculty members, deans, vice presidents and board members, he decided to forego a national search in order to provide stability in the provost's office.

"We have several deans positions open and recruitment for those cannot take place with an acting provost," he said. "It would take a good year to conduct a national search for a new provost and, predictably, Tim Light would be among the top three candidates anyway. In this way, we go with a known quantity — someone who is tested. He knows us and we know him."

While serving as dean of the College of Humanities at Ohio State University, Haenicke hired Light in 1980 as professor and chairperson of the Department of East Asian Languages and Literature. Their paths crossed again in 1986 when Light was named provost and professor of linguistics and Asian studies at Kalamazoo College. Haenicke had been named WMU's president a year earlier.

Light went on to be acting president of Kalamazoo College in 1989-90, and then served as president of Middlebury College for a year. He was named a distinguished visiting professor at WMU in 1991. In 1992, he was appointed as a tenured professor of religion.

In an administrative move to boost

WMU's activities in the international arena in 1993, Haenicke tapped Light to serve as special assistant to the president for international affairs. In that position, Light expanded and deepened WMU's relationship with universities in Asia, Europe and Latin America.

Light's academic career began at the Chinese University of Hong Kong, where he held several teaching and administrative positions from 1960 to 1971. He was a faculty member and director of the East Asia Center at the University of Arizona between 1974 and 1980.

An expert on Chinese language, Light maintains an adjunct appointment as a professor of applied linguistics at the Beijing Language Institute. He is the author of many scholarly books and articles for professional journals. Light has served as president of the Chinese Language Teachers Association and vice president of the International Society for Chinese Language Teaching. He has received numerous grants and awards for his work.

Also active in the community, Light is immediate past president and current member of the Kalamazoo Institute of Arts board of directors and a board member of the Dispute Resolution Center of Kalamazoo and Barry Counties.

**1996-97 general fund budget booked at \$179.2 million**

The Board of Trustees Oct. 25 approved a \$179.2 million general fund budget for 1996-97, an increase of \$8.2 million or 4.8 percent over last year.

The new budget reflects an increase in tuition and fees of 2.8 percent for this year, among the smallest at a state university in Michigan. The budget also calls for an increase in student financial aid of \$1.1 million, up 10 percent to just over \$12 million.

"Our goal is to make higher education as accessible as possible," said President Haenicke. "We have for the past several years succeeded in keeping our cost increases to a minimum so that as many students as possible can choose the quality education that WMU provides."

State appropriations increased by 6.3 percent, the largest percentage increase among the state's public doctoral or research universities. State funds for WMU total \$103.8 million, for the first time exceeding \$100 million.

The 1996-97 budget reflects a projected deficit of \$2.2 million, the first significant projected shortfall at WMU since 1993-94. It is expected to be made up by the end of the current calendar year, according to University officials. It stems from an enrollment decrease of 3.2 percent, much of it in off-campus students, and salary increases of 4.5 percent for faculty, staff and student employees.

Haenicke indicated that he will address the projected budget shortfall with a 1 percent cut in University budgets, but with certain specific exemptions. He also will reduce the level of some previously proposed budget increases.

"The curtailments that I am planning still will keep us on the move," he said. "We will still move forward, only not quite as fast or quite as far as we had originally proposed."

He emphasized that efforts are under way to stabilize enrollment through increased recruitment and retention of students. He said these efforts will build on the strong freshman class the University recruited this year.

Exempt from budget cuts are student



**THE SHOW MUST GO ON** — The Oakland Recital Hall is undergoing quite a transformation this fall. Until recently used as an office for the building custodial and support services area of the physical plant, the structure is being renovated into an art film theatre as part of the gradual rehabilitation of East Campus. Crews have been at work renovating the auditorium, shown here, as well as other public areas of the building. The facelift will include new mechanical systems, roof and windows, according to Evie Asken, campus planning. The chairs will be rebuilt and refurbished so that the auditorium will seat nearly 200. Asken says plans include designs that will complement the 1940s-era building. For example, some doors that have etched glass windows will be refinished and reinstalled. When completed in January, the recital hall will serve as a venue for art and foreign films that aren't shown in commercial theatres.

financial aid, direct instruction in continuing education, faculty sabbaticals, utilities, library acquisitions, student wages, and health and safety projects.

Previously proposed increases that have been eliminated include those for supplies and computer equipment for faculty and staff. Funds for this equipment along with funds to help implement the new general education program head the list to be restored if the budget picture improves.

A proposed 17 percent increase in funds

for library acquisitions will be cut to 10 percent. The number of new faculty positions will be reduced to nine from the previously proposed 15. The number of new doctoral associate positions has been reduced to 23 from 27.

In other action, the Board tabled an agenda item on the evaluation and compensation of the president so that trustees could gather more information. It has been rescheduled for the board's next meeting Dec. 13.

**Trustees ratify three-year contract with AAUP**

The Board of Trustees Oct. 25 approved a new, three-year collective bargaining agreement with the WMU chapter of the American Association of University Professors.

"I want to thank everyone who sat at the table, representing both the union and the University, for the very fine work they have done," President Haenicke said in recommending approval of the contract to the board.

"The contract is a very good one," he continued. "It provides for good, solid increases in faculty salaries. It clearly is an improved document, and we in the administration are very pleased with it."

"The overwhelming rate of acceptance by the membership of the union, when the contract was put to a vote, also suggests that the faculty is very happy with the work that was done by our colleagues during the summer," he said.

The contract calls for across-the-board increases in faculty salaries of 4 percent for 1996-97, 3.5 percent for 1997-98 and 3.3 percent for 1998-99. Increases of .5 percent in 1997-98 and .7 percent in 1998-99 are provided as productivity and equity increases, which are intended to reflect WMU's status as a Doctoral I university.

In addition, a merit pool of .5 percent in each year of the contract is provided to recognize outstanding academic achievement. The contract also extended faculty retirement benefits to 2002, spelled out

and improved medical benefits and clarified procedures for promotion and tenure.

Members of the faculty union voted overwhelmingly Sept. 19 to ratify the new contract. The previous contract had been extended to Sept. 22 to allow time for the ratification vote. Negotiators for the University and the union met more than 30 times, beginning on May 7. The new contract is effective from Sept. 6, 1996, to Sept. 6, 1999.

Several improvements were made in faculty development programs. The policy on sabbatical leaves was changed to allow for 100 percent of salary support for a one-semester leave when a faculty member does not teach adjoining spring/summer sessions. Requirements for sabbatical leaves also were strengthened.

The faculty development fund was increased by \$30,000, of which \$15,000 is designated for faculty development for international education. An additional \$95,000 was added to the Faculty Research and Creative Activities Support Fund, primarily for faculty travel.

In other action, the board approved revisions in the bylaws of the WMU Foundation and changed the date of the board's January 1997 meeting to Jan. 24 from Jan. 17. It is the board's official annual meeting, at which officers are elected.

The bylaws revisions related to liability,

(Continued on page four)

**Did you know?**

■ Enrollment in the University over the last 10 years has gone from 23,336 in 1987 to 25,699 this fall. The number of students peaked in 1991 at 27,901.

■ On-campus enrollment was 20,550 in 1987 and is 22,455 this fall, while continuing education enrollment was 2,786 10 years ago and is 3,244 today.

■ During the peak year of 1991, on-campus enrollment was 24,058 and continuing education enrollment was 3,843.



## WMUK-FM achieves \$185,000 goal

WMUK-FM (102.1), the University's public radio station, successfully ended its fall fund-raising campaign at 1:54 p.m. Friday, Oct. 25, reaching its goal of \$185,000.

The finish came just hours before a self-imposed 7 p.m. deadline, and unlike recent campaigns that have ended well ahead of schedule, this one lasted the full two weeks.

"We knew it was going to be a stretch for the staff and the audience," said Floyd Pientka, WMUK. "The audience, as usual, was very patient and supportive. It was the largest, most ambitious goal we have ever set. We now raise well over a quarter of a million dollars from the community annually."

Some 3,198 donors either mailed or called in their support to the station. A total of 512 or 16 percent were first-time contributors and the average pledge was \$57.87.

"Past experience has told us that we could not do much better than we had done," Pientka explains. "Simply the size of the community and the size of the radio market here are some of the things we have to take into consideration, along with the fact that our service isn't aimed at being the number one commercial service in the market. We are here not only to raise money, but

primarily to fulfill an idealistic educational function of community and public service. When that has to be taken into consideration, it's tougher to raise money. One of the only ways we could increase our audience is to go to a commercial format."

That's something WMUK has no intention of doing and it seems to be drawing support from listeners. The Radio Research Consortium lists WMUK among the most popular public radio stations in the country in terms of local audience. According to Arbitron figures, 15.6 percent of the Kalamazoo population tunes in to WMUK during an average week, the fourth highest local rating for a public radio station in the United States.

"We've had excellent support from the community—both moral and financial—and we've had great phone volunteers," Pientka says. "When the first federal cuts were being voted on, when they were talking about an immediate zeroing out, our listeners rallied to our support in the face of critics. We've stood by a commitment to stay listener-oriented rather than trying to seek out a target demographic. There is no basic demographic for our listeners. Our appeal is to listeners who are curious, interested and multi-dimensional."

## Noted critic, poet and essayist from Yale to make three presentations on campus Nov. 6-7

Widely published critic, poet and essayist David Bromwich will present three lectures at the University Wednesday and Thursday, Nov. 6-7.

Bromwich, who is the Bird White Housum Professor of English at Yale University, will speak on "Moral Relations in Wordsworth's Preface and Ballads" at 8 p.m. Wednesday in 3321 Brown Hall. On Thursday, he will discuss "Coleridge and Wordsworth: Collaboration, Criticism and Creation" at 10 a.m. and will give a presentation on "Poets and Critics: Criticism and Creative Writing" at 3:30 p.m. Both Thursday events will take place on the 10th floor of Sprau Tower.

Bromwich has a special interest in the British Romantic writers and in 20th century poetry. He also is noted as a teacher-scholar who has given much attention to questions about contemporary humanistic education.

His books include: "Hazlitt: The Mind of a Critic" (Oxford University Press, 1983), which was nominated for the National Book Critics Circle Award in criticism; "A Choice of Inheritance: Self and Community from Edmund Burke to Robert Frost" (Harvard University Press, 1989); "Politics by Other Means: Higher Education and Group Thinking" (Yale University Press, 1992); and an edition of 19th century criticism, "Romantic Critical Essays" (Cambridge University Press, 1987).

Bromwich's poetry, essays, articles and reviews have appeared in such publications as Dissent, Raritan, Georgia Review, Hudson Review, New Republic, Parnassus, Poetry, Times Literary Supplement and Washington Post Book World.

His lectures are being sponsored by the

Department of English through the Visiting Scholars and Artists Program and with support from the Cultural Events Committee. All events are free open to the public, and will include opportunities for informal discussion with Bromwich.

The Visiting Scholars and Artists Program was established in 1960 and has supported some 500 visits by scholars and artists representing more than 65 academic disciplines.

## Two new department chairpersons named

The appointments of two new department chairpersons were approved Oct. 25 by the Board of Trustees.

Alan Kehew has been named chairperson of the Department of Geology, effective Jan. 1, 1997, and Elizabeth Whitten has been selected as interim chairperson of the Department of Special Education, effective Aug. 14, 1996.

A faculty member since 1986, Kehew will replace W. Thomas Straw, who plans to retire. Whitten, who joined the WMU faculty in 1994, replaces Alonzo E. Hannaford, who is now serving as associate dean of the College of Education.

The trustees also granted tenure to Jack M. Ruhl, interim chairperson of the Department of Accountancy, effective Sept. 5, 1996.



Kehew



Whitten



Wolf

In addition, the board approved the retirement with emeritus status of Frank K. Wolf, industrial and manufacturing engineering, effective April 30, 1997. Wolf, who served as chairperson of the Department of Industrial Engineering from 1977 to 1986, has been a WMU faculty member since 1970.

In other action, the board accepted the resignations of two faculty members: Paul Eckert, mathematics and statistics; and Kaliappa Ravindran, electrical and computer engineering. Both were effective Aug. 12, 1996.

## Medical ethicists to discuss parental autonomy

Two experts on medical ethics will discuss when—if ever—medical judgments should override the wishes of parents of seriously ill children in a lecture Friday, Nov. 8.

"Parental Autonomy vs. Medical Authority: Baby K and Baby Messenger" is the topic of the program scheduled for 3 p.m. in 204 Bernhard Center. Sponsored by WMU's Center for the Study of Ethics in Society, it is free and open to the public.

Speakers will be: Arthur Kohrman, professor of pediatrics at the University of Chicago School of Medicine, chairperson of the Institutional Review Board of the American Academy of Pediatrics and past president of La Rabida Children's Hospital and Research Center at the University of Chicago; and William Weil, professor emeritus of pediatrics at Michigan State University, past chairperson of the Committee on Bioethics of the American Acad-

emy of Pediatrics and founding chairperson of the Department of Pediatrics and Human Development in MSU's College of Human Medicine.

They will discuss the ethical obligations of medical professionals when the wishes of parents are contrary to the professionals' recommendations as well as whether medical evidence could be so irrefutable that the traditional rights of parents to make decisions about their children should be opposed.

They will illustrate their talk by using two cases that recently have been in the media. The mother of Baby K, an anencephalic baby, insisted on ventilator treatment contrary to the recommendations of her physician, while Baby Messenger's parents wanted to decline ventilator and other aggressive treatment for their premature infant.

For more information, persons may contact Shirley Bach, philosophy, at 7-5379.

## All in the family

The Pinchot family of Barrington, Ill., seems to have a corner on the market when it comes to WMU's Medallion Scholarships. From left, Scott and Jason Pinchot, who are identical twins, received the prestigious \$25,000 awards to attend WMU this fall. Their sister, Jaime, won a Medallion Scholarship in 1994 and currently is a junior here. They all gathered Oct. 25 in the Bernhard Center with E. Thomas Lawson, chairperson of comparative religion and of the Medallion Committee, during a program for the award winners sponsored by the Office of Development.



## Women's health issues to be explored in all-day forum

What do women want? What do women need? Those questions will be addressed by 200 Kalamazoo County women representing all walks of life who will attend an all-day Forum on Women's Health at the Fetzer Center Friday, Nov. 8.

The "by invitation" meeting has been planned to review the current status of women's health and to identify the needs and desires of women concerning healthcare for themselves and their families. Women representing a range of ages, ethnic origins, educational backgrounds and economic circumstances will attend the meeting. Information and results from the forum will be shared among consumers, policymakers, providers and payers in order to improve the status of women's health.

The program will start with a keynote address by Janice Werbinski, medical director at the Bronson Center for Women's Health, titled "Women's Health: Where Are We? Where Do We Want to Go?" A panel discussion will follow the keynote.

Panelists are: Marilyn Bell, president of the Southwest Michigan Healthcare Coalition, representing payers (employers);

Ralph Hodges, executive director of Michigan Health Partners, representing providers; Jeanne Carlson, vice president of Blue Cross/Blue Shield of Michigan, representing payers (insurers); and Denise Holmes, acting director of health planning and development for the Michigan Department of Community Health, representing policymakers. Interaction between those attending the forum, panelists and Werbinski is built into the program.

An informal lunch will feature Shirley Garrett of Carrollton, Ga., humorist and motivator, whose topic, "It's a Full-Time Job Just Being You," is crafted to add a touch of humor to the day's deliberations.

The afternoon will be devoted to focus group discussions in which facilitators who have received special instruction will assist the women in attendance to articulate the problems they have encountered with the current healthcare system and to describe their needs that are not being met. Each group will prioritize these stated needs, and the results of the discussions will be shared through computer technology and full-screen projection at a final wrap-up session.

The conclusions reached and the dialogue that occurs throughout the day will then be incorporated into a "white paper" that will be shared with participants as well as with healthcare providers, payers, policymakers and other interested persons.

The forum is being supported by Pharmacia & Upjohn, the Borgess Health Alliance, the Bronson Healthcare Group, the Kalamazoo Foundation, Kalamazoo Radiology and the College of Health and Human Services, which is also coordinating the forum. Also contributing financially are several drug companies that will be providing consumer education displays throughout the day.

Members of the planning committee are: Beverly Moore, WMU Institute for the Study of Race and Ethnic Relations; Gayl Werme, WMU Foundation; Werbinski; Diane Hemker, University of Michigan; Bernardine M. Lacey, WMU School of Nursing; and Janet I. Pisaneschi, Janet S. Callahan and Hazel L. Starcher, WMU College of Health and Human Services.

For further information, persons may contact Starcher at 7-2654.

## WESTERN NEWS

Editor: Ruth A. Stevens; Contributors: Jeanne M. Baron, Michael J. Matthews, Julie D. Paavola, Cheryl P. Roland; Photographer: Neil G. Rankin.

Western News (USPS 362-210) is published by the Office of Marketing, Public Relations and Communications, Walwood Hall, Western Michigan University, 1201 Oliver St., Kalamazoo, MI 49008-5165, weekly during fall and winter semesters and bi-weekly during spring and summer sessions, except during vacation periods. Periodicals postage paid at Kalamazoo, MI 49008-5165.

Postmaster: Send address changes to Western News, Office of Marketing, Public Relations and Communications, Western Michigan University, 1201 Oliver St., Kalamazoo, MI 49008-5165.

Western News is distributed without charge to faculty and staff members, retirees and friends of the University, and is available at several campus locations.

Deadline: Items to be considered for publication should be submitted to the Office of Marketing, Public Relations and Communications by noon Tuesday of the week of publication. 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.



WESTERN MICHIGAN UNIVERSITY

A WORLD OF DIFFERENCE



## South African activists to speak at symposium on rising expectations of that country's youth

A series of events centered around the rising expectations of South Africa's youth two years after the election of Nelson Mandela are scheduled for next month at the University.

Two films, on Nov. 12 and Nov. 14, will lead up to a Nov. 18 symposium featuring presentations by several South African activists who struggled for many years to end European minority rule in that country. Titled "President Nelson Mandela and the Rising Expectations of Young South Africans," the symposium will run from 6:30 to 9:30 p.m. in 3770 Knauss Hall. It is being sponsored by the W.K. Kellogg Foundation of Battle Creek and organized by WMU's Black Americana Studies Program.

"The intent of this symposium is to

### Workshop set on HSIRB

The workings of the University's Human Subjects Institutional Review Board will be the topic of a free workshop from 1:30 to 3:30 p.m. Wednesday, Nov. 6, in 242 Bernhard Center.

Richard A. Wright, associate vice president for academic affairs, and Loreene L. Broker, research and sponsored programs, will conduct the session. Topics will include the purpose and role of the HSIRB, the identity of the board's current members and the levels of HSIRB review. Those attending also will hear tips for writing protocols for human subjects research.

Faculty members and graduate students who will be engaging in human subjects research in coming months are urged to attend. To register, persons should call John Willsea in the Office of the Vice President for Research at 7-8298.

### Student raise implemented

President Haenicke has approved an across-the-board 4.5 percent increase to all general fund budgets for student employees. The increase is effective with pay period 19 (Oct. 28-Nov. 10) paid on Nov. 19. All student employees are eligible for the increase.

The payroll office will implement the increase automatically, so no new payroll cards are necessary. Students receiving work-study funds should reduce their work hours by a half hour per week in order not to exceed award amounts.

Persons with questions may call the Student Employment Referral Service at 7-2725.

### United Way donations at three-quarters of target

As of Oct. 29, a total of \$117,000 had been collected in the campus United Way campaign. That's 75 percent of this year's goal of \$156,000. Although the drive officially ends Oct. 31, contributions will continue to be accepted. Ideally, contributions should be sent in by Tuesday, Nov. 5, so they can be counted in time for the Nov. 6 Victory Celebration.



## Media

Chester B. Rogers, political science, discusses political polls on "Focus," a five-minute interview produced by the Office of Marketing, Public Relations and Communications. "Focus" is scheduled to air at 6:10 a.m. Saturday, Nov. 2, on WKPR-AM (1420). "Focus" is also used on a regular basis by WKZO-AM (590), WGVU-FM (88.5) and several other radio stations around Michigan.

"Global Electronic Trade," a program produced by Sun Microsystems of Mountain View, Calif., will air live on EDUCABLE Channel 36 and Kalamazoo Community Access Channel 30 from 9:30 to 11 a.m. Thursday, Nov. 7. A discussion by several experts will explore network security in banking, finance and electronic commerce.

address the topic of reconstruction and development in South Africa after the legal dismantling of apartheid," says Benjamin C. Wilson, black Americana studies. "Some thought that when Nelson Mandela was elected, changes would take place immediately. Dismantling does not mean the immediate dissolution of apartheid. We'll be looking at the current political, economic and social state of affairs and especially at the effect on South Africa's black youth."

Speakers will be: Justice Ngidi, mayor of Alexandra and Sandton; Thabo Mnisi, director of the Alexandra Health Clinic; Thami Ngwenya, youth center director in Durban; and Malusi Mpumlwana, consultant for the Kellogg Foundation International Leadership Program.

The two films preceding the symposium will be shown at noon on the 10th floor of Sprau Tower. The first, titled "Mandela," is a documentary on the South African president and is scheduled for Tuesday, Nov. 12. The second, "Mandela in America," is about his tour of the United States after being released from prison and will be shown Thursday, Nov. 14.

All events are free and open to the public. For more information, persons may contact Wilson at 7-2667.

## Marketing, public relations and communications staff restructured

In order to better serve the needs of the University community and to deliver more integrated communications programs for the University, the Office of Marketing, Public Relations and Communications has been restructured. The changes were effective Sept. 30.

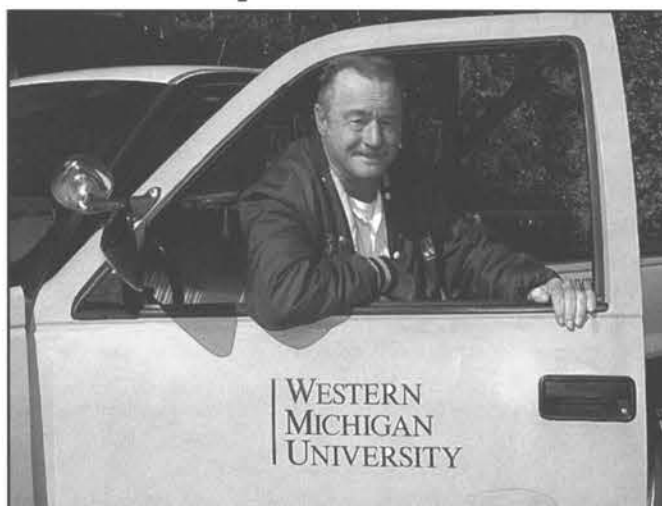
Three directors in the office have new titles and revised responsibilities: Michael J. Matthews, formerly director of Public Information, is now director of University Communications; David H. Smith, formerly director of University Publications, is now director of Graphics and Design; and Ruth A. Stevens, formerly director of News Services, is now director of Academic Communications.

"Each will report directly to me and have responsibility for a different area of MPRC for which they will be charged with developing truly integrated communications programs," said Matt Kurz, assistant vice president for external affairs and director of MPRC.

Matthews will have responsibility for all forms of communications and marketing input for: the Office of the President, the Office of the Vice President for Business and Finance, the Office of Alumni Relations; the Office of Development; the Office of the Vice President for Student Affairs; the Division of Continuing Education; the Office of Admissions and Orientation; and the Haworth College of Business.

In addition, Matthews will have primary responsibility for building media re-

## On campus



the home of WMU's president. He has fond memories of helping John Goldsworth survey the valley that now bears his name in preparation for building projects there. Griggs has spent all of his 38 years taking care of the University's grounds. Currently, he's the supervisor of landscape construction in the landscape services area of the physical plant. He supervises 14 people who work around the campus. They repair sidewalks and install new ones, re-landscape the grounds around construction projects and pick up trash, leaves and other debris during the warmer months. When the weather turns cold, his crew clears parking lots, sidewalks, streets and ramps of snow and ice and works on maintaining the half million dollars worth of equipment they use. "I've enjoyed working here and watching the University grow," Griggs says. "There were only 4,400 students here when I started and the biggest part of the campus was the East Campus." When not at work, Griggs enjoys camping, fishing and watching sports.

**WALKING HISTORY BOOK** — When Russ Griggs started working at the University, Sangren was the name of the president whose house he took care of and the site of Sangren Hall was an apple orchard. Griggs, who began working at WMU in 1958, joined the WMU staff as a groundskeeper at the Oaklands, which back then was still

lations and improving story placements in Detroit, Grand Rapids, Lansing, Muskegon, St. Joseph/Benton Harbor and other areas that support recruitment and alumni. Matthews also picks up as new responsibilities WMU's alumni publication, the Westerner, and the WMU Foundation's Forward newsletter. Reporting to Matthews will be Jeanne M. Baron, whose title changes from assistant director of University Publications to assistant director of University Communications.

Stevens will be responsible for all communications and marketing input for: the Office of the Provost and Vice President for Academic Affairs; all academic colleges, except the Haworth College of Business; and the Office of the Vice President for Research. Her media relations responsibilities will be primarily for Kalamazoo, Battle Creek, wire services and academic media.

Stevens also will continue in her role as editor of the Western News and have responsibility for the News/Call and Focus radio programs. Reporting to her will be

Cheryl P. Roland and Julie D. Paavola, both formerly assistant directors of News Services who now will be assistant directors of Academic Communications.

Smith will lead the creative and production areas of MPRC. He will work closely with the other directors to create ideas and to determine creative needs, costs and timetables for publications, promotional materials, photography, Web sites, advertising and special projects.

Whenever there is a question about the visual aspects of communications, Smith will be the person to contact. Reporting to him as assistant directors of Graphics and Design will be: Michael R. Hofeldt, formerly assistant director of University Publications; Neil G. Rankin, formerly University photographer; and Thomas A. Myers, formerly director of communications for the Office of Development.

Continuing in their current positions will be Sue A. Beougher, administrative assistant, and Joan B. Rickard, administrative secretary.

## Obituaries

A memorial service for William G. Birch Sr., who was instrumental in establishing the University's Department of Physician Assistant in 1972, is scheduled for 11 a.m. Saturday, Nov. 2, at the Cathedral of Christ the King, 2600 Vincent St., Kalamazoo. He died Aug. 29 in Marquette at age 87.

Birch, a Kalamazoo obstetrician-gynecologist, successfully introduced a resolution to the Michigan State Medical Society's House of Delegates in 1965 seeking an investigation for a proposed physician assistant program. In 1969, he urged WMU officials to plan such a program here and served as its first clinical director. It was one of the first such programs in the nation to offer a bachelor's degree.

In recognition of his efforts, the University awarded him an honorary doctor of laws degree and a service organization for WMU physician assistants was named for Birch, both in 1976.

Memorial contributions may be made to a scholarship in Birch's name in the Department of Physician Assistant through the WMU Foundation.

Betty Taylor, emerita in home economics, died Oct. 22 in Waukon, Iowa. She was 82.

Taylor joined the faculty of what is now the Department of Family and Consumer Sciences in 1947. She served as acting department head in 1973-74 and is credited with starting WMU's dietetics program. During her tenure, she was secretary and vice president of the Faculty Senate. She retired from the University in 1976.

Active in a number of professional organizations, Taylor served as president of the Southwest Michigan District Dietetics Association, as continuing education chairperson, president and delegate of the Michigan Dietetic Association and as treasurer of the Michigan Home Economics Association. In 1972, she received the Michigan Dietetic Association Service Award and in 1977 she earned an Outstanding Alumni Award from the Michigan State University College of Human Ecology.

A graduate of Iowa State University, Taylor earned her master's degree from Columbia University and her doctorate from MSU.

While living in Kalamazoo, she was a member of several community service organizations, including Meals on Wheels, Senior Services, Friends of the Library, Altrusa Club and YWCA.

## Human resources

### Retirement savings seminar today

From 12:15 to 1:30 p.m. Thursday, Oct. 31, SDMG Investment Advisory Services will present "How Can I Afford to Save for Retirement?" in 157-158 Bernhard Center. This seminar will be especially helpful to anyone currently participating, or considering participating, in the University's voluntary tax-deferred savings program.

Seating is limited to the first 80 guests. Please arrive with your lunch before the starting time to secure your place.

## 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) **Electrician** (Second or Third Shift), M-6, Physical Plant-Maintenance Services, 96/97-147, 10/29-11/4/96.

(R) **Clerk III**, S-04, Registrar's Office, 96/97-156, 10/29-11/4/96.

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 Gopher on the VMScluster. Currently, there are three calendars available: November events; December events; and future events, which run from January through December 1997. To view the calendars, type Gopher at the system prompt. At the next menu, choose 2. Western Michigan University, then choose 5. Campus Calendar. You will find options for 1. This Month's Events, 2. Next Month's Events and 3. Future Events. The calendars also are available through WMU's home page on the World Wide Web under University Information.

## Thursday, October 31

Exhibition, mixed media sculpture by Margaret Wharton, Chicago artist, Space Gallery, Knauss Hall, 10 a.m.-4 p.m.  
(thru Nov. 22) Exhibition, painting by Jacqueline Moses, Chicago artist, Gallery II, Sangren Hall, weekdays, 10 a.m.-5 p.m.  
(and Nov. 1) Exhibition, painting by Roxanne Barry and Kari Tipton, BFA candidates, Rotunda and South Galleries, East Hall, 10 a.m.-5 p.m.; closing reception, Friday, Nov. 1, 5-7 p.m.  
"Gathering of Women," Faculty Dining Room, Bernhard Center Public Cafeteria, noon-1 p.m.  
Human resources seminar, "How Can I Afford to Save for Retirement?," 157-158 Bernhard Center, 12:15-1:30 p.m.  
Faculty development services videoconference, "A Workout for Your Mind," Stewart Tower Conference Room, third floor, University Computing Center, 1-3 p.m.; to register call 7-5305.  
President Haenicke's open office hours, 3060 Seibert Administration Building, 2:30-4:30 p.m.  
\*(thru Nov. 3) University Theatre production, "Equus," Multi-Form Theatre: Oct. 31-Nov. 2, 8 p.m.; and Nov. 3, 2 p.m.

## Friday, November 1

\*(thru 3) Family Festival weekend; to register call 7-2150.  
\*Conference, "Women's Health: Basic Science, Ethical and Clinical Issues for the 21st Century," featuring keynote address by former U.S. Surgeon General M. Joycelyn Elders, Fetzer Center, 7:45 a.m.-5 p.m.; to register call 337-6361.  
Brown bag Bible study group, "Privilege and Racism," Kanley Chapel Social Room, noon-1 p.m.  
Doctoral oral examination, "Hydrogeology and Stable Isotope Investigations of a Landfill Impacted Site in Southwest Michigan," Eliot Anong Atekwana, geology, 1122 Rood Hall, 4 p.m.  
\*Volleyball, WMU vs. the University of Akron, University Arena, 7 p.m.  
\*(thru 3) Performance, "Hello, Dolly!," starring Carol Channing, Miller Auditorium: Nov. 1, 8 p.m.; Nov. 2, 3 and 8 p.m.; and Nov. 3, 3 and 7 p.m.  
\*(and 2) Hockey, WMU vs. Ohio State University, Lawson Arena, 7 p.m.

## Saturday, November 2

\*Football, WMU vs. Ohio University, Waldo Stadium, 1 p.m.  
\*Volleyball, WMU vs. Kent State University, University Arena, 7 p.m.  
**Sunday, November 3**  
Graduate recital, Jenifer M. Welch, horn, Dalton Center Recital Hall, 3 p.m.  
**Monday, November 4**  
(thru 8) Exhibition, graphic design by Andrea Burke and Jesse Peterson, BFA candidates, Rotunda and South Galleries, East Hall, weekdays, 10 a.m.-5 p.m.; closing reception, Friday, Nov. 8, 5-8 p.m.  
Center for the Study of Ethics in Society lecture, "The Challenger Launch Decision: The Ethical Implications," Dianne Vaughan, professor of sociology, Boston College, 242 Bernhard Center, 3 p.m.  
\*(and 6) Performance, "Pirates! The Ballet," the Queensland Ballet, Miller Auditorium: 8 p.m.

## Tuesday, November 5

Meditation group, Kiva, Faunce Student Services Building, 8-8:30 a.m.  
\*(and 12 and 19) Management development workshop, "Interaction Management: Tactics for Effective Leadership," Fetzer Center, 8:30 a.m.-4:30 p.m.; to register call 7-3232.  
"Enhancing Teaching with Technology" program, "Web and Internet Sources in Science Teaching," John B. Miller, chemistry, Stewart Tower Conference Room, third floor, University Computing Center, noon-1 p.m.; to register call 7-5430.  
Doctoral oral examination, "Worker Productivity as a Function of the Percentage of Monetary Incentives to Base Pay," Carol J. Frisch, psychology, 208 North Hall, 3:30 p.m.  
Physics colloquium, "Diffraction of the Fermi Surface," W.R. Datars, Department of Physics and Astronomy, McMaster University, 1110 Rood Hall, 4 p.m.; refreshments, 2202 Everett Tower, 3:30 p.m.  
"Rediscovering Latin America" lecture series, "Drugs and Democracy in Colombia," John Dugas, political science, Kalamazoo College, Lee Honors College, 7 p.m.

## Faculty members produce textbook on writing

Two WMU faculty members have written a new textbook that aims to make students better writers and thinkers. Roberta Allen and Marcia Mascolini, both business information systems, are the authors of "The Process of Writing: Composing Through Critical Thinking," published by Prentice Hall Inc. of Upper Saddle River, N.J. The freshman-level textbook teaches practical writing skills through the use of analysis and logic rather than the traditional emphasis of sentence structure and grammar. Both writers have used this approach in their own classrooms for years, and while Allen admits it's become somewhat of a buzzword, she thinks the need for a problem-solving approach to writing is evident. "We've been teaching writing for a long time and discovered that the two or three basic principles we've adhered to are really a little bit different from what most freshman writing texts are about," Allen says. "Most don't encompass this area of critical thinking that involves analysis, synthesis and problem solving, which students really need." In the eight-chapter textbook, thinking skills are emphasized first, followed by actual writing exercises. Students are encouraged to view each writing situation as a problem, and the solution is to meet the needs of the intended audience. Students must also develop criteria to determine whether the data and information they include fills the needs of the reader. Allen says this "audience analysis" is often the area where students need the most practice. "It sounds simple," she says, "but it's really quite a leap in imagination to consider what their audience knows about a subject, to consider how their audience might receive certain kinds of information — what the audience needs to know, rather than just what the writer chooses to write about." The new text is intended for basic college freshman writing courses, but Allen also hopes it will be used in business, engineering and practical writing classes and in community colleges.



**HAPPY HALLOWEEN** — At their weekly meeting last Friday in the Bernhard Center, members of the Japan Club prepared for today's observance of Halloween by carving pumpkins. Working on their jack-o'-lantern are, from left, junior Mamiko Uchida and senior Masahiro Ishii.

## Wednesday, November 6

Friends of the University libraries book sale, Upjohn Rotunda, second floor, Waldo Library, 9 a.m.-6 p.m.  
(thru 21) Exhibition, video, film and photography by Sandra Binion, Chicago artist, Space Gallery, Knauss Hall, Mondays thru Thursdays, 10 a.m.-4 p.m.  
Workshop on the workings of the Human Subjects Institutional Review Board, 242 Bernhard Center, 1:30-3:30 p.m.; to register call 7-8298.  
Doctoral oral examination, "A Study of the Emotional Responses and Coping Strategies of Male and Female Athletes With Moderate and Severe Injuries," Donna Eaton, counselor education and counseling psychology, 3110 Sangren Hall, 12:30 p.m.  
School of Music Convocation Series concert, Western Wind Quintet, Dalton Center Recital Hall, 2 p.m.  
Doctoral oral examination, "Reconstruction of Wetland Hydrology Dynamics Using Tree Rings," Allan P. Hascall, geology, 3330 Rood Hall, 2 p.m.  
Visiting Scholars and Artists Program lecture, "Moral Relations in Wordsworth's Preface and Ballads," David Bromwich, the Bird White Housum Professor of English, Yale University, 3321 Brown Hall, 8 p.m.

## Thursday, November 7

Visiting Scholars and Artists Program lectures by David Bromwich, the Bird White Housum Professor of English, Yale University, 10th floor, Sprau Tower: "Coleridge and Wordsworth: Collaboration, Criticism and Creation," 10 a.m.; and "Poets and Critics: Criticism and Creative Writing," 3:30 p.m.  
"Gathering of Women," Faculty Dining Room, Bernhard Center Public Cafeteria, noon-1 p.m.  
Videoconference, "Critical Thinking: Required Learning for the 21st Century," Stewart Tower Conference Room, third floor, University Computing Center, 2:30-4 p.m.; to register call 7-5305.  
Formatting workshop for the preparation of doctoral dissertations, specialist projects and master's theses, Graduate College conference room, Seibert Administration Building, 3-4:30 p.m.; advance registration required by calling 7-3569.  
\*Sneak Preview concert, Gold Company and GCII, Dalton Center Recital Hall, 8 p.m.  
\*(thru 10 and 14-17) University Theatre production, "The School for Scandal," Dalton Center Multi-Media Room: Nov. 7-9 and 14-16, 8 p.m.; and Nov. 10 and 17, 2 p.m.  
\*Admission charged

## Doolittle among Athletic Hall of Fame inductees

WMU retiree Bill Doolittle is among the inductees this year for the WMU Athletic Hall of Fame.

Doolittle, who retired as director of the Gary Athletic Fund in 1989 and is a former Bronco football coach, joins these former WMU athletes who competed during the 1980s and are being inducted this year: Glenn Healy, hockey; Jack McIntosh, men's track; John Offerdahl, football; Heather Sawyer, volleyball; and Kayla Skelly Lankford, women's cross country and track.



Doolittle

Ceremonies will take place during a dinner Saturday, Nov. 16, in the Bernhard Center. The cost is \$20 and reservations may be made by calling Carol Morris-Mier at 7-3120.

Doolittle had four seven-victory seasons enroute to a 58-49-2 record in 1964-74 at WMU. It included a 1966 Mid-American Conference co-championship and "coach of the year" honors. Ten of his Broncos went on to the National Football League.

Doolittle then spent 14 years as the first full-time director of the Gary Athletic Fund. Since he retired, he has served as a part-time consultant in both the Division of Intercollegiate Athletics and the WMU Foundation.

## Board

(Continued from page one)

## Road closed Nov. 4-19

North Vande Giessen Road will be closed from Nov. 4 through Nov. 19. A 70-ton crane will be staged in the road between Friedmann and Moore halls to remove the existing cooling towers and hoist materials to re-roof Friedmann.

The road will be barricaded north of Moore Drive on North Vande Giessen Road and on Arcadia Road west of the Moore Hall parking lot. Pedestrian traffic to the loading dock at Friedmann Hall and the west entrance of Moore Hall will be restricted and barricaded periodically while the crane is in operation.

membership, committee structure and the addition of a section on emeriti or retired directors along with a number of routine editorial changes. The changes, which further separate the foundation from the University and make it more independent, had been unanimously approved by the foundation's board on Sept. 20.

The board also approved a resolution "supporting the president in all personnel matters at the University." It acted after three persons spoke on behalf of Al Molde, head football coach, during the board's public comment period.