



## WESTERN NEWS

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## Senators learn of efforts in enrollment and marketing areas

The University is effectively rebuilding its on-campus enrollment base among freshmen and sophomores and its share of first-time students in Michigan remains stable at about 10 percent.

That was part of the picture Richard A. Wright drew for members of the Faculty Senate Nov. 7. He is associate vice president for academic affairs and a key strategist in the University's recruitment and retention efforts.

His presentation was followed by one by Matt Kurz, the University's chief marketing, public relations and communications officer. He stressed the need to share the University's many achievements with a widening circle of constituencies.

Wright concentrated on the University's strengthening enrollment base. "We've been rebuilding our base for the past two years, which is very good," he said, pointing to a 4.4 percent increase in freshmen this fall. The sophomore class is up by 3 percent.

The base had been diminished with the graduation of large numbers of students who had entered the University between 1988 and 1991, reflecting a graduation rate that is "edging upward," he continued.

But Wright said he finds reason for concern in the smaller junior and senior classes the University enrolled this year. The junior class is down by 4.6 percent and the senior class by 5 percent.

"We're losing some students who are late sophomores and early juniors, and that is clearly a retention issue that we must address," he said. "We really have to look at this as a University, and we have to look at it carefully."

Wright also emphasized the importance of transfer students to the University's total enrollment. "WMU has a complex student population," he said. "We're not an institution where all our students come to us directly out of high school."

"In fact," he continued, "about 45 percent of our new students every year are

transfer students who come here from other four-year schools and from two-year schools, primarily as sophomores."

The number of transfer students coming to WMU is down by 7 percent this year over last year, Wright said, because of lower enrollments in the state's community colleges.

The demographics of WMU's student

### Presentations by Richard Wright and Matt Kurz reflect key aspects of University outreach initiatives

population also are changing, he said. Each year the percentage of students who are aged 24 and older goes up, a trend not unique to WMU. "This group, of persons 24 and older, remains the largest pool from which we can draw new students," he said. "So we're going to see demographic changes in our student body in this direction."

Kurz joined the University in May as assistant vice president for external affairs and director of marketing, public relations and communications.

A key goal of his has been to help the public's perception of the University catch up with the reality of the University's increasing stature and achievement. He has led efforts to create a new communications theme for the University, "A World of Difference."

"The theme is intended to point to the many surprising and unexpected differences that exist here because of people like you, through your teaching, research and service," he told senators. "We want to focus clearly on our faculty and our programs."

"We have to share who we are with many people, including those who influence the academic reputation of the institution," he continued. "We also want to reach current students, to help them feel a sense of pride and loyalty."

"We want to reach prospective students, so that we can get our fair share of those quality students we all seek," he said. "We want to reach our alumni, so they can point with pride to their alma mater and want to support the work that we do."

Kurz, a 1969 WMU graduate in communication, came to the University from Chicago with a background in major advertising agencies, including J. Walter Thompson. One of his early steps was to form a campuswide University Marketing Board, which was recommended to President Haenicke by a task force last year.

The marketing board has taken the lead in developing a series of TV and print advertisements for the University, including ads that ran during the Summer Olympics on WOOD-TV in Grand Rapids. Both the TV and print ads focused on the accomplishments of faculty, staff and students.

### Classes will be canceled for King observances

All classes at the University will be canceled Monday, Jan. 20, so that members of the University community can participate in a wide range of events being planned to honor the late Martin Luther King Jr.

The University will remain open that day. The cancellation of classes includes evening and off-campus classes.

The observance of King's birthday, a national holiday, begins at WMU with an all-University convocation at 10 a.m. in Miller Auditorium. That will be followed by small-group discussions.

Departments and student organizations are encouraged to schedule events at 1:30, 3 and 4:30 p.m. A closing celebration has been scheduled for 7 p.m. in the ballroom of the Bernhard Center.

"This year's theme is 'Beyond the Dream: Building Community at WMU,'" said Diane K. Swartz, dean of students and chairperson of the MLK Day Committee. "Once again, we are encouraging the widest possible University participation as we build on last year's successful observance."

The committee is part of the Fac-

(Continued on page four)

## Campus United Way drive surpasses goal by \$8,000

The University has surpassed its goal for the 1996 campus United Way drive.

As of Nov. 11, a total of \$164,239.70 had been collected — more than \$8,000 over this year's target of \$156,000. Although the drive officially ended Oct. 31, contributions are still being counted and will be accepted in the Office of the President through Dec. 20.

"This was one of our most successful campaigns," said Andrew A. Rivers, Office of the President, who chaired the campus drive. "Our employee groups really came together to support the effort and their initiatives helped us exceed the goal."

WMU's contribution helped the Greater Kalamazoo United Way meet its goal of \$7.2 million. The organization supports nearly 60 agencies that provide human services to thousands of individuals and families in Kalamazoo County each year.

Of the 122 fund-raisers from University departments, 51 were named to the "Winners Club" at a Victory Celebration Nov. 6 in the Bernhard Center. They achieved at least 75 percent giving participation. All were awarded United Way mugs.

Fifteen of those people achieve 100 percent giving participation, with each employee in the department giving a specific dollar amount to the campaign. They also won the opportunity to have a continental breakfast served for their departments.

Those winners are: Henry H. Beam, management; Kathleen M. Coolman, Graduate College; Patty J. DeLoach, black Americana studies; George M. Eskro, residence hall life; Deveta Gardner, career



**VICTORY CELEBRATION**—Fund-raisers from departments across campus turned out to help the University celebrate its "victory" in surpassing its United Way goal by more than \$8,000 at a reception Nov. 6 in the Bernhard Center. Checking out the "over-the-top" thermometer are, from left, Andrew A. Rivers, Office of the President, who chaired the campus drive, and two fund-raisers who achieved 100 percent giving in their departments, Rose Ella Lyke, Office of the Registrar, and George M. Eskro, residence hall life.

services; Anna K. Gulvas, Office of the President; Patricia A. Harvey, payroll; Dean K. Honsberger, University budgets; Randall K. Lung, printing services; Rose Ella Lyke, Office of the Registrar; Gail L. MacNellis, College of Fine Arts; Gayl S. Morse, paper and printing science and engineering; Diana L. Sherburn, human resources; Julie Sherburn, admissions and orientation; and Toni Y. Woolfork-Barnes, minority affairs.

The remaining 36 members of the "Winners Club" achieved between 75 percent and 99 percent giving participation. They are: Paula Armstrong, speech pathology and audiology; Stephanie (Buff)

Armstrong, Center for Academic Support Programs; Jane Baker, public affairs and administration; Jeanine M. Bartholomew, College of Health and Human Services; Diane M. Bourgeois, Center for Research on At-Risk Students; Karin F. Carl, College of Education;

Anthony DeRose, continuing education; Jerry Ditto, student financial aid and scholarships; Charles G. (Bud) Donnelly, student affairs; Linda J. Doremus, Bernhard Center; Wayland D. Gardner, economics; Kathy Gould, physician assistant; Carrie Hamilton, educational leadership; Bobette Hampton, research; Lisa K. Hotchkiss, residence hall facilities; Todd T. Hufford, student life; Amy L. Kampen, College of Education; Shannon L. Kelley, international student services;

Timothy R. Kellogg, business services; Matthew A. Knewton, theatre; Sue Kohlert, Sindecuse Health Center; Linda M. Lamb, continuing education; Natalie E. Morton, continuing education; Rosalie J. Nelsen, development;

Joseph J. Odehnal, physical plant-maintenance services; Ellen Page-Robin, community health services;

Dawn J. Papesch, auxiliary enterprises; Vernon Payne, University recreation programs and facilities; Barbara J. Peacock, geography; Mary E. Ramlow, Evaluation Center; James L. Schultz, continuing education; Theresa Stacy, WMU Bookstore; Jewell M. Street, affirmative action; Michelle Stunt, Sindecuse Health Center; Jacqueline J. Van't Zelfde, academic affairs (now public affairs and administration); and Lewis Walker, chairperson of sociology.

## Did you know?

■ The Department of Computer Science offers an undergraduate major option in theory and analysis that is one of only two of its kind in Michigan accredited by the Computing Sciences Accreditation Board Inc. There are about 145 programs of this type in the country.

■ In 1956, WMU was one of the first public universities in the United States to institute a program in the study of comparative religion. It now has both undergraduate and graduate degrees in comparative religion leading to the Ph.D.

■ WMU's Department of Philosophy has quite a distinguished publication record. Its faculty has written 23 books published by internationally renowned presses such as Oxford University Press and Yale University Press and more than 250 articles in leading journals. This publication record places the department's faculty among the top 30 of the more than 130 similar philosophy programs in the country.



## Grant total includes \$5 million for aviation facilities

Grants to WMU during September totaled more than \$7.6 million, the Board of Trustees learned at its Oct. 25 meeting.

September grants amounting to \$7,652,650 brought the fiscal year-to-date total of grants awarded to WMU to \$10,606,839. The University's 1996-97 fiscal year began July 1.

A major ingredient of the month's grant total was a \$4,963,333 award from the city of Battle Creek. The grant was part of \$5.6 million in Tax Increment Finance Authority funding that previously had been announced to support construction of aviation facilities at Battle Creek's W.K. Kellogg Airport. The new facilities, now being built, will house WMU's School of Aviation Sciences when work is completed next spring.

A series of major awards totaling nearly \$700,000 from the National Science Foundation also contributed to the September grant total. The largest was a \$394,387 grant that will fund three summer institutes and academic-year capstone courses for 30 Michigan teachers so they can pursue an intensive study of mathematics and mathematics teaching methods. The project, designed to prepare the teachers to play leadership and mentoring roles in the state's mathematics reform efforts, is directed by Christian R. Hirsch, Yousef Alavi and Laura R. VanZoest, all mathematics and statistics.

R.V. Krishnamurthy, geology, received a two-year \$150,796 grant from NSF's earth system history area to conduct research related to global climate change. Krishnamurthy will use stable isotope techniques he pioneered to analyze lake sediments, which provide information on climate change over time.

Xiaobo (Sharon) Hu, electrical and computer engineering, also received a \$151,177 NSF award for system-level computer design research she is conducting.

Two University researchers earned major funding from the U.S. Department of Energy during September. Nora Berrah, physics, received \$154,343 to continue her work on fundamental processes of atomic structure and the dynamics of atomic interaction. John A. Tanis, physics, received \$105,260 to continue investigating fundamental atomic interactions occurring in collisions between atomic particles.

The U.S. Department of Education was the source of three major awards reported to the board. William R. Wiener, chairperson of blind rehabilitation, received a \$97,186 award to provide extended training in gerontology for orientation and mobility specialists so they can better provide services to the elderly. Larry D. Oppliger, chairperson of science studies, received \$73,503 to continue his work on a science education reform effort to revamp pre-service training for college students who plan careers as elementary school teachers. A \$175,100 award to WMU's Center for Academic Support

Programs will continue a support program for low-income, first-generation and disabled college students.

Increasing minority student representation in higher education is the aim of two grants awarded to the University's Martin Luther King Jr./Cesar Chavez/Rosa Parks programs by the Michigan Department of Education. A \$114,492 award to WMU's Graduate College will fund four doctoral fellowships for minority students. A \$101,827 award to the Division of Minority Affairs will be used to introduce minority children within a 90-mile radius of WMU to the potential of a college education by bringing them to the campus for a series of visits and special events.

Other major grants reported to the board included three awards totaling \$463,745 from the Kalamazoo County Community Mental Health Board to WMU's Center for Developmentally Disabled Adults. The grants will be used at the center's four area sites to provide daily living and socialization training for the country's population of persons aged 26 and older who have developmental disabilities.

The board report also included two grants totaling \$146,831 from the Corporation for Public Broadcasting to support WMUK, the University's public radio station.

### Open office hours set

President Haenicke will conduct open office hours from 9 to 11 a.m. Thursday, Nov. 21, to provide students, faculty and staff members with the opportunity to stop by and visit with him on any topic of concern.

Haenicke plans to be available in his office, 3060 Seibert Administration Building. Individuals may visit without making an appointment and will not be restricted in time unless others are waiting. In that case, a time limit of 10 minutes will be imposed.

Persons may call the Office of the President at 7-2351 to make sure Haenicke is on campus prior to visiting during the allotted time.

**BOOSTING ENERGY EFFICIENCY —** Overhead lights in Everett Tower, Rood Hall and the Fetzer Center will be brighter and more energy efficient with the recent replacement of standard fluorescent fixtures with electronic ballasts and tubes. Following a campus lighting analysis by Consumers Power's Bottom Line Solutions, WMU physical plant officials decided to try the new lights in three campus buildings. The new fixtures not only produce better light and last longer, but they also don't "hum" like magnetic ballast lights. Working on the project, which began last week, are, from left, Tony Crittenden of Lite Rite, John Chrisman of Bottom Line Solutions and Carl Newton, physical plant-maintenance services. In addition to replacing the 1,770 overhead fixtures in those three buildings, crews are replacing incandescent exit signs with longer-lasting LED exit signs and replacing flood light lamps with compact fluorescents. The project, part of the University's expanding energy management program, is expected to pay for itself in four years.



## Book provides comprehensive look at state archaeology

### Former students and colleagues pay tribute to retired professor

A book that promises to be a valuable resource for Great Lakes archaeologists has been published in honor of a retired WMU faculty member.

"Investigating the Archaeological Record of the Great Lakes State: Essays in Honor of Elizabeth Baldwin Garland" is a tribute to the distinguished career and dedicated teaching of Elizabeth Baldwin Garland, emerita of anthropology.

Published by New Issues Press of WMU's College of Arts and Sciences, the 500-page volume contains 11 essays by 21 authors and co-authors, all former students or colleagues of Garland. Eight of the authors are WMU graduates who have gone on to impressive careers in the archaeology profession.

Three contributors also served as the book's editors: Margaret B. Holman, re-

search associate at the Michigan State University Museum and MSU adjunct assistant professor of anthropology; Janet G. Brashler, professor of anthropology and sociology at Grand Valley State University; and Kathryn E. Parker, archaeobotanist for Great Lakes Ecosystems in Indian River, Mich.

"All of us have been strongly influenced by Betsy," says Holman, WMU's first master's graduate in archaeology. "Betsy is a longtime contributor to Michigan archaeology and research in the region. She has very high standards, she has a very serious interest in her profession and she engenders that kind of response from her students and colleagues."

The volume begins with a tribute to Garland and includes a brief biography sprinkled with humorous and charming anecdotes from those who have worked and studied with her. The essays that follow encompass the scholarly research of the contributors and detail topics like lithic artifacts of ancient inhabitants in Kalamazoo and St. Joseph counties, surveys of the Grand River basin and prehistoric Michigan agriculture.

"This book covers a lot of topics that haven't been accessible in book form for a number of years," Holman says. "In fact, this is the first comprehensive book on Michigan archaeology that's come out in two decades. There is a need on the part of professional archaeologists for a volume of this kind."

While the book will aid researchers around the Great Lakes region, the primary intent is to recognize the accomplishments of Garland, who devoted most of her field work to unlocking the secrets of Michigan's archaeological record. All of the topics are of interest to Garland, and the articles often credit her for directly aiding in the research or contributing scholarship on a particular topic.

"I'm enormously honored and pleased that my students and colleagues wanted to

do this," Garland says. "It's just a wonderful cap on my career, which I very much think is not over yet."

Educated at Wellesley, Radcliffe and Harvard, where she received her Ph.D. in 1967, Garland joined the emerging WMU anthropology department in 1964. By 1966, she had helped establish WMU's archaeology program and a joint field school with Michigan State University.

Until her retirement in 1992, Garland distinguished herself as a teacher, researcher and field archaeologist. She directed and participated in numerous excavations throughout the state, including several intensive surveys of the Kalamazoo River basin and the archaeological mitigation for the U.S.-31 Highway Project, which, at the time, was the largest archaeological project ever undertaken in Michigan.

Garland also became a powerful mentor to many students, particularly women, who have gone on to pursue careers in archaeology. When Garland began her own career in the 1950s, there were relatively few women in archaeology, and many were excluded from field research.

Garland remains actively involved in field work with her colleagues from the Kalamazoo Valley Chapter of the Michigan Archaeological Society, a group she helped establish more than 30 years ago. One of her primary interests is the Middle Woodland Period in Michigan from 100 B.C. to 500 A.D.

"Investigating the Archaeological Record of the Great Lakes State: Essays in Honor of Elizabeth Baldwin Garland" is available at John Rollins Bookseller in Portage and the WMU Bookstore in the Bernhard Center or by order from New Issues Press. The book is available at a discounted rate of \$35 for hardcover or \$17.50 for paperback until Dec. 31. After that, the price for hardcover volumes is \$50 and \$25 for paperbacks. New Issues Press can be reached at 7-8743.

### Hufford named to post in Division of Student Affairs

Todd T. Hufford has been named coordinator of campus programming for the Office of Student Life.

Previously, Hufford was production manager for Improvisations Inc., a business communications and meeting management firm in Portage.

His new duties include developing, planning and implementing a variety of activities for students. Among his areas of responsibility are coordinating student Homecoming activities, overseeing the annual Bronco Bash and supervising WIDR, WMU's student radio station.

Hufford received a bachelor of arts degree in organizational communication from WMU in 1994 and currently is working on a master of arts degree in communication at WMU. While an undergraduate student, he worked for the Division of Student Affairs as a computer technician for two years and was student Homecoming coordinator in 1992 and 1993. An active volunteer, he served on numerous student-related organizations as well as on the WMU Alumni Association Board of Directors.



Hufford

### 'Factoids' sought

Do you have any facts that would be appropriate for the "Did You Know?" column that appears on page one of each Western News? Send your submissions, along with the name of person to contact for more information, to Ruth A. Stevens, marketing, public relations and communications, or e-mail her at ruth.stevens@wmich.edu.

## WESTERN NEWS

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WESTERN MICHIGAN UNIVERSITY  
A WORLD OF DIFFERENCE



## Smith to discuss changes in banking industry

Daniel R. Smith, who retired earlier this year as chairman and chief executive officer of the First of America Bank Corp., will speak at 7:30 p.m. Wednesday, Nov. 20, in Brown Auditorium of Schneider Hall.

His address will focus on the accelerating rate of global change in the commercial banking industry, especially as it impacts Southwest Michigan.

Faculty and staff members are invited to join area business leaders at the event. They should make reservations by calling the Department of Finance and Commercial Law at 7-5726.

This will be the second lecture in a new program sponsored by the Haworth College of Business called the Distinguished Speaker Series. The first speaker was John L. Zabriskie, president and chief executive officer of Pharmacia & Upjohn Inc.

"The series is a way of bringing business, education and government leaders to Kalamazoo and the University," said Christopher M. Korth, chairperson of finance and commercial law and coordinator of the series. "Its goal is to foster discussion on a variety of topics of interest to the University and to Southwest Michigan."

Smith is a 1955 graduate of WMU and chairperson of the Advisory Council of the Haworth College of Business. He began his banking career at what was then the First National Bank & Trust Co. of Kalamazoo that year, and became chairman 30 years later. He has held a number of positions in the banking industry, including president of the American Bankers Association and director of the Detroit branch of the Federal Reserve Bank of Chicago.

## Economics talk planned on the Great Depression

"The Great Depression as a Historical Problem" is the title of a lecture to be presented Wednesday, Nov. 20.

Michael A. Bernstein, associate professor and chairperson of the Department of History at the University of California at San Diego, will speak at 3 p.m. in 3760 Knauss Hall. He also will present a morning seminar for professional economists and graduate students.

The free talk is part of the Department of Economics' 33rd annual guest lecture-seminar series titled "The Economics of the Great Depression."

Bernstein will present the argument that economists tend to view the Depression as

a failure of economic policy makers to take corrective action when it should perhaps be considered in more of a historical context.

Bernstein, who also holds faculty rank in UC-San Diego's Department of Economics, is the author of three books, including "The Great Depression: Delayed Recovery and Economic Change in America, 1929-1939." He also has written numerous articles for professional journals on the Depression.

The Department of Economics co-sponsors the series with the W.E. Upjohn Institute for Employment Research in Kalamazoo. The series is directed by Mark V. Wheeler, economics.

## Women's history scholar to lead two sessions

A distinguished scholar in the field of women's history will visit the campus next week.

Mary Elizabeth Perry, adjunct professor of history at Occidental College and research associate in the Center for Medieval and Renaissance Studies at the University of California at Los Angeles, will make two presentations.

At 4 p.m. Monday, Nov. 18, she will discuss "The Politics of Race, Ethnicity and Gender in the Making of the Spanish State" in the Meader Rare Book Room of Waldo Library. The lecture will be followed by a reception.

Perry will discuss her historical method, her book, "Gender and Disorder in Early Modern Seville," and her career in women's history during a seminar at 1 p.m. Tuesday, Nov. 19, in Walwood Commons.

Perry is the author of several books on society in early modern Spain and is a past president of the Coordinating Committee on Women in the Historical Profession and of the Western Association of Women His-

torians.

Her presentations are being sponsored by the Department of History, the Center for Women's Studies and the Medieval Institute of the College of Arts and Sciences. For more information, persons may contact Larry J. Simon, history, at 7-4633.

## School reform will be topic for Nov. 18 lecture

"School Reform: The Journey of a Teacher" is the topic of a talk set for 7 p.m. Monday, Nov. 18.

William C. Ayers, professor of curriculum, instruction and evaluation at the University of Illinois at Chicago, will present the free address in 3750 Knauss Hall. It is being sponsored by the Department of Education and Professional Development.

Ayers is the co-director of the Small Schools Workshop in UIC's College of Education. That project supports local school communities in their efforts to cre-

## Job

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) **Program/Student Adviser, International Student Services**, P-03, International Affairs, 96/97-164, 11/12-11/18/96.

(R) **Clerk II**, S-03, Public Safety, 96/97-165, 11/12-11/18/96.

(R) **Director of Internal Audit**, P-08, Internal Audit, 96/97-166, 11/12-11/18/96.

(R) **Plumber** (Second Shift), M-6, Physical Plant-Maintenance Services, 96/97-167, 11/12-11/18/96.

(R) **Secretary I**, S-04, Finance and Commercial Law, 96/97-168, 11/12-11/18/96.

(R) **Clerk III**, S-04, Student Financial Aid and Scholarships, 96/97-170, 11/12-

## Day of Fast to raise funds for hunger relief

Students, faculty and staff will join people around the country in observing the Ox-Fam America Annual Day of Fast for World Hunger Thursday, Nov. 21.

Participants are invited to give up a meal, snacks or not eat until sundown and donate the money saved or funds pledged by sponsors to combat hunger. Estimates are that more than 35,000 people die each day from hunger or hunger related causes.

The fast will culminate with a "hunger banquet" at 5:30 p.m. at the Wesley Foundation. The banquet is intended to demonstrate what happens every day around the world. A small percentage of participants will eat a chicken dinner, most will get rice and beans, a smaller percentage will eat just rice and another group will get only water.

Admission to the hunger banquet is \$2 for students and \$3 for others. Half of the money raised will go to Ox-Fam America for its international work, especially with the starving refugees in Zaire. The other half of the funds will go to Loaves and Fishes and Ministry with Community, which both work to combat hunger in Kalamazoo.

For more information, persons may contact Donald F. Cooney, social work, at 7-3190.

## On campus

**WHISTLE WHILE YOU WORK** — For Christopher W. Tremblay, the best part of his job as an assistant director of admissions is recruiting students who have the kind of experience at WMU that he did. "It's great watching people succeed when they come to the University," says Tremblay, who joined the staff shortly after earning his bachelor's degree in public relations from WMU in 1994. "I had a wonderful experience as a student and this job is a way to give back to the University." Tremblay spends most of the fall semester on the road recruiting high school and transfer students. His territory covers a nine-county area in mid-central Michigan. He changes course in late fall to begin the job of coordinating the annual Medallion Scholarship Competition, which draws more than 1,000 students to campus each February. He plans the entire program and makes sure student, faculty, staff and alumni volunteers are lined up so that the day runs smoothly. In the spring and summer, the focus of his work changes again as he assists the orientation coordinator with freshman and transfer orientation programs. When not at work, Tremblay still spends a considerable amount of time on campus. He's working on a master's degree in organizational communication, editing the Michigan Association for College Admission Counseling newsletter, serving as chapter secretary of Phi Kappa Phi honor society and advising the alumni chapter of the Walt Disney World College Program. Tremblay participated in the college program as an undergraduate and still maintains quite an interest in Disney — as evidenced by everything from his "WDISNEY" license plate to his office decorations. For fun, Tremblay enjoys planning murder mystery dinners, traveling and rollerblading.



## Libraries

As Universities become increasingly personal computer dependent, finding inexpensive and effective ways to teach students computer procedures has never been more important.

New screen recording software technology can be adapted to provide low-cost, effective multimedia training modules. Consider screen capture software, such as Lotus ScreenCam, as an alternative to real

time demonstrations. This software allows users to record any Windows or Windows 95 software-based computer session including all screen motion, menu operations and mouse movement, all in the original colors.

It's analogous to pointing a video camera at the monitor and recording the screens. The digital "movie" can be enhanced by the insertion of captions, a corporate logo and addition of a voice-over sound track for narration or music.

Creating movies takes some planning, but most three- to four-minute modules can be completed in less than two hours. One could use ScreenCam or similar software to record a movie illustrating the use of electronic mail, on-line databases or Netscape, for example.

Because the movie can be stored as an executable file in its own right, the file can be distributed to colleagues or taken to a classroom and shown to a group on any PC with projection capability using the free runtime "viewing only" software distributed with the program. During playback, the presentation may be paused at any time to allow users to study the display or discuss the content.

PC Magazine was so impressed with ScreenCam that they used it to provide software demonstrations on their summer 1995 PC Magazine CD-ROM. The Education Library uses ScreenCam to teach library users database searching techniques in several databases, including ERIC and FINDER (the on-line catalog). Sample searches are created and narration is added explaining the search process. Education Library staff are also exploring placing the movies on the World Wide Web to enhance distribution and to allow off-campus students access to the instructional movies.

Blending new software and ingenuity can enhance any educator's ability to meet the ever increasing instructional demands placed on us. For more information, contact Dennis K. Strasser, Education Library, at 7-5230.

## Media

Shirley Bach, philosophy, discusses genetic testing 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. 16, 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.

## Exchange

**FOR RENT** — Woods Harbor condo.

Brand new, 1,380 square feet, overlooking Woods Lake. Glassed-in 10-by-14 porch. Gas fireplace, large master bedroom suite. Two bedrooms and two baths, large kitchen, sun room and living/dining room. Available December. Call Sandy Shaw at 7-8781.

**FOR SALE** — Ski week, Boyne Mountain timeshare. Two-bedroom condo at slopes, two baths, kitchen, sleeps six. \$4,500. Call 342-9935.

**WANTED** — WMU staff member needs ride to campus during winter months. Mondays through Fridays by 9 a.m. Lives in south Portage area (on Westnedge Avenue). Call 7-2501.



# 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, November 14

- (thru 22) Exhibition, painting by Jacqueline Moses, Chicago artist, Gallery II, Sangren Hall, weekdays, 10 a.m.-5 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.
- (and 15) Exhibition, graphic design by Matt Skarritt, Joe Juhnke and Jill Rozmarek, BFA candidates, Rotunda and South Galleries, East Hall, 10 a.m.-5 p.m.; closing reception, Friday, Nov. 15, 5-8 p.m.
- Doctoral oral examination, "A Comparison of Gay and Lesbian Sensitivity Training on Student Counselors' Attitudes Toward Same Gender Sexual Behavior," H. Dean Dorman, counselor education and counseling psychology, 2518 Sangren Hall, 10 a.m.
- Documentary film, "Mandela in America," 10th floor, Sprau Tower, noon.
- Physics lectures by John R. Dickel, professor of astronomy, the University of Illinois: "Supernova Remnants," 1110 Rood Hall, 1 p.m.; and "Revealing the Hidden Cosmos," 1104 Rood Hall, 7:30 p.m.
- Faculty development services workshop, "Enliven Your Classroom: Using Case Studies as a Teaching Method," Laura R. Van Zoest, mathematics and statistics, and Allen Carey-Webb, English, Faculty Lounge, second floor, Bernhard Center, 2-3:30 p.m.; to register call 7-5305.
- Computer science colloquium, "A Strategy for Distributed Relational Database Design," Ismail Omar Hababeh, graduate student, 4203 Dunbar Hall, 3 p.m.; refreshments, 2:45 p.m.
- Geology lecture, "Dinosaurs on Ice: Jurassic Dinosaurs from Antarctica," William R. Hammer, professor and chairperson of geology, Augustana College, 1118 Rood Hall, 4 p.m.
- Concert, Western String Chamber Orchestra, Dalton Center Recital Hall, 8 p.m.
- \*(thru 17) University Theatre production, "The School for Scandal," Dalton Center Multi-Media Room: Nov. 14-16, 8 p.m.; and Nov. 17, 2 p.m.

## Friday, November 15

- Doctoral oral examination, "Decision Making and the Felony Offender: A Cognitive Approach," Marlene O'Hara, educational leadership, 3310 Sangren Hall, 10 a.m.
- Concert, High Noon at Dalton, student chamber ensembles, Dalton Center Lobby, noon.
- Retirement reception honoring John Miller, health, physical education and recreation, and Sharlene M. Miller, Office of the Registrar, 3012-13 Student Recreation Center, 3-5 p.m.
- Retirement reception honoring Billye A. Cheatum, health, physical education and recreation, Spell Laboratory, first floor, Student Recreation Center, 4-6 p.m.
- \*Volleyball, WMU vs. Bowling Green State University, University Arena, 7 p.m.
- \*(and 16) Hockey, WMU vs. the University of Alaska at Fairbanks, Lawson Arena, Nov. 15, 7 p.m.; and Nov. 16, 8 p.m.
- \*Concert, annual tribute to the great swing bands by WMU instrumental jazz ensembles, Dalton Center Recital Hall, 8 p.m.

## Saturday, November 16

- \*Football, WMU vs. Kent State University, Waldo Stadium, noon.
- \*Volleyball, WMU vs. the University of Toledo, University Arena, 8 p.m.

## Sunday, November 17

- \*Concert, Bronco Marching Band, Miller Auditorium, 3 p.m.
- \*Guest jazz artists concert, vocalist Janis Siegel and pianist Fred Hersch, Dalton Center Recital Hall, 8 p.m.
- Master class, Fred Hersch, piano/jazz, Dalton Center Lecture Hall, 9:30 p.m.

## Monday, November 18

- Master class, Janis Siegel, vocal jazz, Dalton Center Recital Hall, 10 a.m.
- (thru 26) Exhibition, painting by Dawn Peters and Susan Murphy, BFA candidates, Rotunda and South Galleries, East Hall, weekdays, 10 a.m.-5 p.m.; reception, Friday, Nov. 22, 5-8 p.m.
- Lecture, "The Politics of Race, Ethnicity and Gender in the Making of the Spanish State," Mary Elizabeth Perry, adjunct professor of history, Occidental College, and research associate, Center for Medieval and Renaissance Studies, the University of California at Los Angeles, Meader Rare Book Room, Waldo Library, 4 p.m.; reception following.
- Symposium, "President Nelson Mandela and the Rising Expectations of Young South Africans," featuring presentations by several South African activists, 3770 Knauss Hall, 6:30-9:30 p.m.
- Education and professional development lecture, "School Reform: The Journey of a Teacher," William C. Ayers, professor of curriculum, instruction and evaluation, the University of Illinois at Chicago, 3750 Knauss Hall, 7 p.m.
- \*Men's basketball exhibition, WMU vs. Wisconsin AAU, University Arena, 7 p.m.

## Tuesday, November 19

- Meditation group, Kiva, Faunce Student Services Building, 8-8:30 a.m.
- "Enhancing Teaching with Technology" program, "Using Grading Software," Kelly L. Keglovitz and Julie A. Scott, both University computing services, Stewart Tower Conference Room, third floor, University Computing Center, noon-1 p.m.; to register call 7-5430.
- Seminar on historical method, her book, "Gender and Disorder in Early Modern Seville," and her career in women's history, Mary Elizabeth Perry, adjunct professor of history, Occidental College, and research associate, Center for Medieval and Renaissance Studies, the University of California at Los Angeles, Walwood Commons, 1 p.m.
- "Hunger Banquet," Wesley Foundation, 5:30 p.m.; for tickets call 7-3190.
- "Rediscovering Latin America" lecture series, "Negotiation and Conflict at the Heart of South America in the 16th Century," Catherine Julien, history, Lee Honors College, 7 p.m.
- \*Women's basketball exhibition, WMU vs. Chicago AAU, University Arena, 7 p.m.
- \*Young Concert Artists Series concert, Frederick Kempf, piano, Dalton Center Recital Hall, 8 p.m.

## Wednesday, November 20

- School of Music Convocation Series concert, Frederick Kempf, piano, Dalton Center Recital Hall, 2 p.m.
- Economics lecture, "The Great Depression as a Historical Problem," Michael A. Bernstein, associate professor and chairperson of history, the University of California at San Diego, 3760 Knauss Hall, 3 p.m.
- Piano master class, Larissa Dedova and Mikail Volchok, Dalton Center Recital Hall, 3 p.m.

# Let it snow!

This week's early snowfall covered the entire campus — including the rocks in the Trustee Fountain — with a blanket of white fluff, as captured in this posterized photo by Neil G. Rankin, marketing, public relations and communications.



- Electrical and computer engineering seminar, "Code Division Multiple Access Cellular Mobile Systems," Thomas Sears, technical staff member, Motorola Cellular Infrastructure Group, Fort Worth, Texas, 3002 Kohrman Hall, 4 p.m.
- Haworth College of Business Distinguished Speaker Series lecture, Daniel R. Smith, retired chairman and chief executive officer, First of America Bank Corp., Brown Auditorium, Schneider Hall, 7:30 p.m.; for reservations call 7-5726.
- Graduate recital, Ya-Li Liao, choral conducting, Dalton Center Recital Hall, 8 p.m.
- Thursday, November 21**
- \*Management development workshop, "Selecting and Interviewing Employees: Effective Hiring Practices," Fetzer Center, 8:30 a.m.-4:30 p.m.; to register call 7-3232.
- President Haenicke's open office hours, 3060 Seibert Administration Building, 9-11 a.m.
- Doctoral oral examination, "The Relationship Between Course Outcomes and the Factors of Retention as Determined by Webb's Model of Student Persistence," Jan K. Fields, educational leadership, 3514 Sangren Hall, 1:30 p.m.
- Student recital, Russell Brown Brass Quintet, Dalton Center Recital Hall, 5 p.m.
- Guest artists recital, Larissa Dedova and Mikail Volchok, piano duo, Dalton Center Recital Hall, 8 p.m.
- \*(thru 24) University Theatre production, "Fortunes of the Moor," Shaw Theatre: Nov. 21-23, 8 p.m.; and Nov. 24, 2 p.m.
- \*Admission charged

## Health center to showcase facility and services

The Sindecuse Health Center will be showcasing its renovated facility along with its broad range of services during an open house for the University community from 5 to 7 p.m. Tuesday, Nov. 19, at the health center.

Faculty, staff and students are invited to tour the building, pick up health-related publications and talk with Sindecuse staff members about the facility and its services as well as participate in several special activities. Activities planned include free blood pressure screening, body fat assessment, upper back and neck massage and use of a new interactive computer resource. In addition, refreshments will be served and drawings will take place, including one with a grand prize of \$100 in health center services.

"We're having the open house mainly for two reasons," said Sandra L. Custer, Sindecuse Health Center. "We want people to see how the facility has changed and we want to help people become more aware of what we provide."

Custer noted that Sindecuse has been broadening its range of faculty and staff services during the last few years. For instance, she said, people can come in anytime for free blood pressure assessments, and dependents and spouses of employees can now use the center's ancillary services, such as those provided by the pharmacy, laboratories and nursing staff.

The health center's renovation began last year, with most of the work completed by the beginning of this fall semester. Done in phases, it has improved efficiency and service delivery as well as

resulted in several offices being relocated. Custer said much of the remodeling came out of suggestions from annual patient surveys.

"We've eased crowding, made the waiting area more functional, increased confidentiality and consolidated Sports Medicine Clinic programs, among other improvements," she said.

Another major portion of the renovation involved moving several offices off the third floor so it could house classrooms and laboratories for the School of Nursing and the Departments of Physician Assistant and Occupational Therapy. Sindecuse offices that had occupied this floor were relocated elsewhere in the building.

### MLK Day

(Continued from page one)

ulty Senate. In a letter signed by Swartz and Carol Payne Smith, education and professional development and senate president, the committee reported that President Haenicke has made funding available for the observance.

Departments and student groups can apply for up to \$1,000 to support their MLK Day programs. Proposals are due by Dec. 5 at the Office of the Dean of Students. While events may be scheduled throughout that week, preference for funding will be given to events planned for Jan. 20.

Addressing faculty members, the committee said, "As you are developing your syllabi for the next semester, please keep in mind the many events organized for MLK Day and plan to celebrate Dr. King's life with the WMU community."