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, 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 building on this 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 many seniors of students who had entered the University between 1988 and 1991, reflecting a graduation rate that is higher than the national average.

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 students who are late sophomores and early juniors, and that is a clearly a retention issue that we must address," he said. "We really have to look at this as a University, and we have to work 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 in an institution where all our students come to us right 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."

Those numbers are 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 population also are changing, he said. Each year the percentage of students who are under 18 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 public relations and communications.

A key goal he 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 located 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 show 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 we can get our fair share of those quality students we all seek," he said. "We want to reach our world so they can present with pride to their alma mater and want to support the work that we do."

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 goal of the board is to take 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.

Did you know?

The Department of Computer Science offers an undergraduate major 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 is just a distinguished publication record. Its faculty has written 23 books published by international recognized presses such as Oxford University Press and Yale University Press and more than 235 articles in leading journals. This publication record places the department's faculty among the top 30 of the most highly cited 130 similar philosophy programs in the country.

Campus United Way drive surpasses goal by $8,000

The United Way has surpassed its goal for the 1996 campus United Way drive. As of Nov. 11, a total of $164,239.70 had been collected through Dec. 20.

According to Spencer S. Morton, continuing education, who achieved 100 percent giving in their 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, 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 $57.2 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.

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. De och, black Americana studies; George M. Esko, residence hall life; Deveta Gardner, career services; Anna K. Galvas, Office of the President; Patricia A. Harvey, payroll; Dean K. Homberger, University budgets; Randall K. Lange, printing services; Rose Ella Lyke, Office of the Registrar; Gill L. MacNellis, College of Fine Arts; Gay S. Morse, printing and printing science and engineering; Diana L. Sherburn, human resources; Julie Sherburn, admissions and orientation; and Toni Y. Woolfolk-Bames, 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; Anthony DeRose, public affairs and administration; Jeanine M. Bartholomew, College of Fine Arts; Diane M. Bourgeois, Center for Research on At-Risk Students; Karen F. Carl, College of Education.

Anthony DeRoces, continuing education, students, financial aid and scholarships; Charles G. (Bud) Donnelly, student government; Diane M. Bourgeois, Center for Research on At-Risk Students; Karen F. Carl, College of Education.

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 department, Rose Ella Lyke, Office of the Registrar, and George M. Esko, residence hall life.

Clases 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, is observed by WMU with an all-University convocation at 10 a.m. in Miller Auditorium. There will be followed by small group discussions.

Departments and student organizations are encouraged to plan activities at 1:30, 3:45 and 3:30 p.m.

A closing celebration has been scheduled for 4:30 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 Committee on MLK Day Committee. "Once again, we are encouraging the widest possible University participation as we take our last year's successful observance.

The committee is part of the Fac-
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 $4,063,332 award from the city of Battle Creek. The grant was part of a multiyear project to refurbish and modernize the airport funding that previously had been announced to construct a new terminal.

A series of major awards totaling nearly $700,000 from the National Science Foundation (NSF) were reported to the board, as were other grants totaling $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 facility, being built using WMU alumni donations, will become part of the Western Michigan University School of Aviation Sciences when work is completed next spring.

A major award totaling nearly $300,000 from the NSF's earth system history area was announced to support research of mathematics and statistics. The project, designed to prepare the teachers to play leadership and mentoring roles in the classroom and community, is directed by Christian R. Hirsch, Yousef Alavi and Laura R. VanZoest, all mathematics and statistics professors at WMU.

Research grants totaling a two-year $150,796 award from NSF's earth system history area will be used to support new classroom teaching of Elizabeth Baldwin Garland, a retired chairperson of blind rehabilitation, received a $97,186 award to continue investigating fundamental atomic interactions for Great Lakes ecosystems in Indian River, Mich. "All of us have been strongly influenced by Elizabeth," says WMU's first master's graduate in archaeology, John A. Tanis, physics, professor of astronomy.

A $151,177 NSF award for system computer-level design research is being used to support two major awards reported to the board. William R. Wiener, chairperson of science studies, received a $97,186 award to provide extended training in georadiology for graduate students and mobility specialists so they can better provide services to the elderly. Operating a year 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 $387,840 award to WMU's Center for Academic Support Programs will continue a support program for low-income, first-generation and disabled college students.

Increasing the number of minority students and graduates 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 be used to help minority students living in the Kalamazoo area to become teachers after leaving WMU.

Three contributors also served as the featured writers and guest editors in this issue of the Western News. Young students in the archaeology program and a joint field school with the University of Michigan have helped excavate the site of ancient Native American camps in the Michigan/Ohio area. Among their findings was the discovery of a large stone cairn that was protected by the National Park Service.

An award 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 funding will be used to construct and operate three new facilities 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.

Book provides comprehensive look at state archaeological

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

"Record of the Great Lakes State: Essays in Honor of Elizabeth Baldwin Garland" is a tribute being paid to the emeritus professor of anthropology. Edited by John A. Tanis, the 294-page volume has contributions from 18 contributing colleagues, all former students of or colleagues of Garland. Eight of the authors are WMU graduates who have gone on to become active careers in the anthropology profession.

The contributors also served as the book's editors. Margaret B. Holman, research associate at the Michigan State University Museum and MSU adjunct assistant professor of anthropology, and Janet C. Brashier, professor and director of anthropology at Grand Valley State University, and Kathy E. Parker, archaeobotanist at the Great Lakes Ecosystems in Indian River, Mich. "All of us have been strongly influenced by Elizabeth," says WMU's first master's graduate in archaeology, Tanis. "Betsy is a long-time 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 includes a tribute to Garland and includes a brief biography of the woman that is sprinkled with humorous and charming anecdotes from those who have worked with or studied under her. The essays that follow encompass the scholarly research of the contributors and detail topics like lithic artifacts of ancient inhabitants of Kalamazoo and St. Joseph counties, surveys of the Grand River basin and prehistoric plant remains in the Southern Great Lakes region. "This book covers a lot of topics that haven't been accessible in book form for a long time," says Holman. "One of the major reasons is that the book will allow everyone to participate in the research and to learn about the culture of the Great Lakes region."

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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 Improvisions 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 Bronze Bash and supervising WDJR, 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-representative organizations as well as on the WMU Alumni Association Board of Directors.

Factoids' sought

Do you have any facts that would be appropriate for publication in the Office of 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, rstevens@wmich.edu.
Smith to discuss changes in banking industry

Daniel R. Smith, who retired earlier this year as chairman and chief executive officer of the First Federal Bank of Kalamazoo, will speak at 7:30 p.m. Wednesday, Nov. 20, in Brown Auditorium of Schneider Hall. Smith, who will hold a two-day seminar in Chicago on the Great Depression, will be one of the keynote speakers at a two-day seminar in Chicago on the Great Depression. Smith will speak at 7:30 p.m. Wednesday, Nov. 20, in Brown Auditorium of Schneider Hall. Smith, who will hold a two-day seminar in Chicago on the Great Depression, will be one of the keynote speakers at a two-day seminar in Chicago on the Great Depression.

On campus

WHISTLE WHILE YOU WORK — For Christopher W. Tremblay, the best part of his job as an assistant di- rector of admissions is re- creating students with het- erogeneity for admission at WMU that he dubbed "it's great to see people grow when they come to the Uni- versity," says Tremblay, who joined the staff shortly after earning his bachelor's degree in public relations from WMU in 1994. "It's a real- erful experience as a stu- dent and this job is a way to give back to the University," says Tremblay. Tremblay spends most of the fall semester on the road re- cruiting 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 Program in which 6,000 high school seniors are considered for admission to WMU each February. He plans the entire program and makes sure student, faculty, staff and volunteer efforts are linked so that the day runs smoothly. In the spring and fall, Tremblay and his colleagues hold workshops and seminars for schools and greater metropolitan area high school students.

Job

The following list of vacancies is cur- rently being posted through the Job Opportu- nity Program by employment services in the Department of Human Resources. Inter- ested benefit-eligible employees should submit a job application trans- mission during the posting period, and may contact an employment services staff mem- ber for additional assistance in securing these positions. (S-01 and S-02 clerical positions are not required to be eligible employees. For persons curren- tly residing in the county, or are eligible to reside in the county, a current Michigan state license will be considered in lieu of the appropriate degree or a valid Michigan state license. (R) Environmental Control Personnel (Second Shift), M.S. Physical Plant Mainte- nance Services, 96/97-171, 11/12/11/18/ 96. Please call the Applicant Information Service at 7-3669 for up-to-date in- formation on the Job Opportunity Program and the vacancies available to external appli- cants.

Exchange

FOR RENT — Woods Harbor condo. Brand new, 1,380 square feet, over- looking Woods Lake. Served with in- by-14 porch. Gas fireplace, large mas- ter bedroom suite. Two bedrooms and 2 bathrooms, large living room and dining room. Available December. Call Sandy Bach, philosophy, discusses...
The master calendar maintained by the Office of Marketing, Public Relations and Communications for Western News is available through GoWMU on the VMS/Calendar. There are three calendars available: November events calendar, December events calendar and future events, which run from January through December 1997. To view the calendars, type GoWMU at the system prompt. At the next menu, choose 2. Western Michigan University, then 5. Campus Calendar. You will find instructions for this posterized photo by Neil G. Bankin, marketing, public relations and communications.

Thursday, November 14
( thru 21) Exhibition, video, film and photography by Sandra Binion, Chicago artist, Gallery II, Sangren Hall, weekdays, 10 a.m.-5 p.m.
*(thru 22) Exhibition, painting by Jacqueline Moses, Chicago artist, Gallery II, Sangren 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, Rotanda 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 Carey, professor of sociology, psychology, counseling and guidance, 10 a.m.

Physics lectures by John R. Dickel, professor of astronomy, the University of Illinois:
*Super novae 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 in Teaching," Laura R. Van Zoon, mathematics and statistics, and Allie Carey-Webb, English, Faculty Lounge, second floor, Bernhard Center, 2-3:30 p.m.; to register call 7-3705.

Computer science colloquium, "A Strategy for Distributed Relational Database Design," Inamol 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. Hammel, professor and chairman 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," Marilyn O’Hara, educational leadership, 3310 Sangren Hall, 10 a.m.
Concert, Concurrent drum, concurrent chamber ensembles, Dalton Center Lobby, noon.
Retirement reception honoring John Miller, health, physical education and recreation, and Shurline M. Miller, Office of the Registrar, 2012-13 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.
*Football, WMU vs. Kent State University, Ford Field, 2 p.m.
*Hockey, 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, Vacuum band 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.

Monday, November 18
Master class, Fred Hersch, pianist, Dalton Center Lecture Hall, 9:30 p.m.

Tuesday, November 19
Mediation and dispute resolution seminar, Legal Services Building, 8-8:30 p.m.
"Enhancing Teaching with Technology" program, "Using Grading Software," Kelly L. Keglovitz and Julie A. Scott, both University computing services, Stewart Tower Multi-Media Room, 2-3 p.m.; to register call 7-3232.
Seminar on historical method, her book, "Gender and Disorder in Early Modern Seville," and "And Norman's Girls," 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.
*Hanging Beans Lecture Series, "Gender and Survival," Wesley Foundation, 5:30 p.m.
Rediscoving Latin America" lecture series, "Negotiation and Conflict at the Heart of South America in the 16th Century," Catherine Juli, history, Lee Honors College, 8 p.m.
*Men's basketball exhibition, WMU vs. Wisconsin Alumni, University Arena, 7 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 chairman of history, the University of California at Los Angeles, 1210 Rood Hall, 3 p.m.
Piano master class, Larissa Dedova and Mikhail Volchok, piano duo, 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 evidenced in this posterized photo by Neil G. Bankin, 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 Kolhorn Hall, 4 p.m.
Health and Human Development College of Business Distinguished Speaker Series lectures, 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-Yu Hsu, cello, School of Music Convocation Series, Jorgenson Hall, 8 p.m.

Thursday, November 21
Management development workshop, "Selecting and Interviewing Employees: Effective Hiring Practices," Feitzer Center, 8:30 a.m.-4:30 p.m.; to register call 7-3232.
President Haenicke's open house office, 3000 Stember 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, 314 Sangren Hall, 1:30 p.m.
Student basketball exhibition, WMU vs. Kansas State University, Dalron Center Recital Hall, 5 p.m.
*Guest artists recital, Larissa Dedova and Mikhail Volchok, piano duo, Dalron 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.

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. Door prizes will be raffled off, 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 facility 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.

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)-----

Alumni 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 the 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."