Funding should match WMU’s size and complexity, Haenicke tells legislators

The University’s message is getting through to Lansing. President Haenicke told the Board of Trustees March 14. And the message, he said, is funding equity. He opened his presentation March 12 at a hearing of the House Appropriations Subcommittee on Higher Education in Lansing, saying the legislature needs to make a first stop on the long road that ends in June with an appropriation for WMU and the rest of the state’s public higher education institutions.

Gov. John Engler proposed a 2.5 percent across-the-board increase for the state’s public universities. This is well below the increases WMU ultimately received in each of the past two years. The University presents its case to the state Senate May 13.

The president told trustees he stressed to state legislators that while WMU ranks fourth among the state’s 15 public universities in most key measures of size and complexity, it ranks only seventh in state appropriations per student and 13th in tuition and fees. “It is going to be increasingly difficult to maintain the quality of our programs and the value that we deliver at bargain-base-

ment prices unless the state continues to recognize our relative funding,” Haenicke told trustees. “What we heard in return was: ‘Make no mistake about it. This is not going to be a big money year,’” he added. “It might come out differently from what is on the table right now, but don’t expect big increases.”

In addition to that response, Haenicke said, state legislators on both sides of the aisle expressed “significant concern” regarding faculty teaching loads.

“Teaching load is defined by the Legislatures in rather simplistic terms,” the president said. “It is defined in terms of how many hours per week does a faculty member spend in the classroom.”

University President Timothy Light emphasized importance of transfer, graduate students

With the changing demographics, it’s difficult to describe a “typical” student at WMU. But it’s apparent that transfer students and off-campus graduate students have long been and are increasingly important in recruitment and retention efforts, according to Provost Timothy Light.

Speaking at the March 13 Faculty Senate meeting, Light revealed statistics that he said surprised him in his first year as WMU’s chief academic officer. “Until moving into the Seiber Administration Building seven months ago, my understanding of who our students are was a fundamental misunderstanding,” he said. “My impression of our undergraduates was that they are mostly students who enter as freshmen. My impression of our graduate students was that they are largely full-time students pursuing degrees for their scholarly content.”

While those who do enter as freshmen comprise a slim majority (57 percent), a total of 2,547 students or 43 percent transfer to WMU from another institution — usually a community college. This percentage of transfer students has varied over the years. It currently is 5 percentage points below the 10-year average of 48 percent and 11 percentage points below the 1990-91 high of 53 percent.

Light said that of the 3,406 students who enter as freshmen, 11 percent come to WMU intending to transfer elsewhere to complete their undergraduate education. In summary, he said, not even half of WMU’s students begin college intending to graduate. Yet, many parts of the University fail to recognize this important group in the way they conduct business. He said community colleges have criticized WMU for putting needless barriers in the way of students who want to transfer and for not showing enthusiastic interest in transfers.

At the undergraduate level, this past fall’s enrollment shortfall occurred entirely among transfer students, Light noted. He said that competing institutions have moved aggressively into Southwest Michigan to form alliances with WMU’s principal feeder schools.

To get the University back on track with transfer students, a new effort is being launched. It will begin with President Haenicke playing host to community college presidents at special dinners, at which

Light emphasizes importance of transfer, graduate students

UM-Fl

WMU

Michigan Universities by Carnegie Classification 1996-97 State Appropriations Per Student (FYES)

Source: House Fiscal Agency Calculations, State Higher Education Database

$9,392

$6,556

$7,517

$7,517

$7,075

Research I

Doctoral I

Doctoral II

Masters I

Masters II

$5,536

$4,195

$4,172

$4,136

$4,128

$4,108

$4,086

$4,060

$3,968

$2,000

$4,000

$6,000

$8,000

$10,000

Did you know?

Penn State has only one program in the U.S. with a dedicated experimental airplane.

DISTINGUISHED SPEAKER — Detroit Mayor Dennis W. Archer was on campus last week to present the third lecture in a new Undergraduate Speaker Series sponsored by the Haworth College of Business. Archer, a 1965 WMU graduate, spoke March 11 on “Government and Business Collaboration” in Schneider Hall.

At a reception following the lecture in the Fetzer Center, he conversed with members of the University and local business communities. Pictured are, from left: Lewis Walker, chairperson of sociology; Archer; Adrian C. (Ed) Edwards, finance and commercial law; and Christopher M. Korth, chairperson of finance and commercial law and coordinator of the speaker series.

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March 20, 1997

WESTERN MICHIGAN UNIVERSITY

THE WESTERN NEWS
The University’s Total Quality Management efforts are on the brink of entering a new phase under the leadership of a new director.

Andrew A. Rivers has been named director of Quality Management. He will be responsible for leading the University’s five-year-old efforts in Total Quality Management.

Rivers most recently served as assistant in the Office of the President, where he has worked since he was a student at WMU. He joined the professional staff full time after earning his bachelor’s degree in 1989.

Because of the widespread work he has done in his office, Andrew is ideally suited for this position,” said President Haenicke, to whom he will report. “He knows the University’s people and its processes very well. He also brings a commitment to changing the culture of the institution in an emphasis on customer satisfaction and service improvement.

Rivers replaces Barbara S. Liggett, associate vice president and executive administrative assistant who is now a faculty member in the School of Public Affairs and Administration.

Rivers holds a bachelor’s degree in computer science and a master’s degree in public administration, both from WMU.

Quantitative methods to continuously improve an organization’s processes. He will use techniques and new insights with which we can improve our efforts and which can help us in continuing to make continuous improvement a part of everything we do,” wrote President Haenicke in a column on the Quality Management efforts in Western News last year.

“It teaches us how we can help each other do our jobs better and more effectively,” said Edwards.

He began researching TQM and how its principles might apply to the University in spring 1992. By that fall, eight areas were selected to participate in the TQM pilot program based on their high impact on support services. Those areas are: customer account services; admissions and orientation; Harrow College of Business; advising; physical plant-maintenance services; financial aid and scholarships; Student Health Centers; University computing services; and the campus apartments.

Nearly 300 WMU employees went through training exercises to help them become TQM trained and identify a core process, analyzing that process, identifying problems, searching for new tools, and using tools such as the PDCA (Plan-Do-Check-Act) methodology.

The goal of the program is to gather input from the eight pilot areas and to improve our efforts and which can help us do our jobs better and more effectively.

The TQM philosophy, using continuous improvement, is a core component of the University’s commitment to TQM. It aims at creating a positive environment within the University’s commitment to TQM. It aims at creating a positive environment.

In addition, Rivers says he will increase communication with the University community about the mission of his office and how University departments and areas can play a role in TQM. In this way, he hopes to integrate a University focus on customer service and service excellence.

“We think TQM can only work to enhance our reputation for quality in the university,” Rivers says. “We want to encourage a philosophy so that employees will do the right thing in the right way.”

Rivers holds a bachelor’s degree in computer science and a master’s degree in public administration, both from WMU.

**Rivers**

**TQM efforts entering new phase under new leadership**
Technology initiative assists area schools

WMU is celebrating its two-year in- volvement in one of the largest state- funded initiatives to connect Michigan schools and other educational agencies to the Internet.

Funded by a state grant in 1995, the project established six regional hubs to implement Internet technology within the schools. For two years, WMU has provided leadership for the Southwest Michigan hub through a project known as SMILE or Southwest Michi- gan Internet Learning Experience.

Two years ago in this region, there were only one or two schools connected to the Internet. Today, 50 schools in the Southwest Michigan region are connected to the Internet, according to SMILE project director J. Bosco, College of Education, who is the SMILE project director for the Southwest Michigan region.

The change that has occurred has been very dramatic, and SMILE has been a major player.

For many schools, especially those without new buildings, establishing infrastruc- ture and figuring out how to support the Internet had been a very diffi- cult challenge, according to Bosco. He says the schools realized that the gap between children who have access to tech- nology and those who do not in. In addition, SMILE has begun training coaches and teachers in area schools to use applica- tions such as e-mail, electronic conferencing and World Wide Web browsers.

"WMU’s strong partnership with inter- mediary agencies and regional edu- cational media centers has enabled SMILE to become one of the most active and effective hubs in the state with regard to use of information technology," Bosco says.

Working with intermediate school districts and educational media cen- ters in 16 Southwest Michigan counties, SMILE has provided infrastructure needed for Internet connectivity, technical support, and training, and plans to ensure network maintenance and expansion. Since the SMILE initiative began in 1995, more than 220 direct connections and 264 dial-in modems have been installed in the SMILE region.

"Through SMILE, schools are no longer stopping students from participating in the informa- tion revolution," Bosco says. "By no means has it solved all the problems, but it has established what needs to be in order to function effec- tively. We now have an increasing number of teachers who are comfort- able with the technol- ogy, who understand what it means and who are beginning to imagine and develop the kind of applications that are necessary.

While great strides have been made in two years, Bosco comments that SMILE remains a work in progress. He hopes WMU will slowly move out of the role in infra- structure development and expand technol- ogy training of school personnel. WMU also hopes that it will be able to provide technology training from Ameritech to provide Internet train- ing for support staff and educators.

"Two years ago, SMILE was only one or two years away from realizing the promise that has now led to its success through accreditation. "The upbeat, positive atmosphere every day here," she says. "We’re all on the same track in terms of our goals."

Both nurses work in the orthopedic unit of Borgess Medical Center, which has a 15-bed trauma case manage- ment unit that has been designated a Level I trauma center by the American College of Surgeons.

But they’ve had to solve all kinds of problems. "People are working very hard, very long hours," she says. "They’re not just nurses; they’re the experts in the field."

"It’s very gratifying to go home and tell your family."

"I like the upbeat, positive atmosphere every day here," she says. "We’re all on the same track in terms of our goals."
Thursday, March 20
(thru April 2) Annual Art Student Exhibition, Dalton Center Multi-Media Room, noon-thru April 2. 
Exhibition, paintings and ceramics by BFA candidates Dani Degayner and Richard Parker. 
Presentation by candidate for dean of the School of Fine and Communication Arts and Sciences, Thomas D. Light. 
Opening reception, Friday, March 21, 5-8 p.m.

Instructor: Stephen J. Smith. 
Title: "Beyond the Dream" roundtable luncheons, "Ebonics II - Not Just Black and White," Wesley Foundation, noon.

Friday, March 21
Heretiansee society lecture, "Modes of Being," David Smith, professor of philosophy, University of California at Irvine, 7 p.m.

Student recital, Sheila Marie Vaselenak, clarinet, Dalton Center Recital Hall, 8 p.m.

Saturday, March 22
"Gold Pride Premiere," open house for prospective students, University Arena, 8 a.m.-2 p.m.

Student recital, Sheila Marie Vaselenak, clarinet, Dalton Center Recital Hall, 8 p.m.

Student recital, Beth Oeseburg, violin, Dalton Center Lecture Hall, 8 p.m.

Student recital, Jill M. Siggly, clarinet, Dalton Center Lecture Hall, 8 p.m.

Student recital, Brad Druschel, trombone, Dalton Center Recital Hall, 8 p.m.

*25th annual Seminar for Office Personnel, Fetzer Center, 8:30 a.m.-4:30 p.m.; to register, call 7-5305.

*20-22, 8 p.m.; and March 23, 2 p.m.

**Cultural Arts Series concert, Brass Faculty Showcase, Dalton Center Recital Hall, 3 p.m.

*Dalton Series concert, Brass Faculty Showcase, Dalton Center Recital Hall, 3 p.m.

International Festival, East Ballroom, Bernhard Center, 4-7 p.m.

Student recital, Jill M. Siggly, clarinet, Dalton Center Lecture Hall, 8 p.m.

Student recital, Fernando Rangel, double bass, Dalton Center Recital Hall, 9 p.m.

Student recital, Sheila Marie Vaselenak, clarinet, Dalton Center Recital Hall, 8 p.m.

Professors of the Day Program March 12. Long spoke here in a marketing class. In addition to leading classes, the guest lecturers attended a luncheon in their honor. Also participating were executives from LVM Capital Management of Kalamazoo in the Department of Finance and Commercial Law, the Whirlpool Corp. of Benton Harbor in the Department of Management and the Kellogg Co. of Battle Creek in the departments of business information systems and accounting.

The master calendar maintained by the Office of Marketing, Public Relations and Communications for use in Western News is available through Gopher at the VMACenter.

Currently, there are three calendars available: March events; April events; and future events, which run from May through December. To view the calendars, type Gopher at the vni cs.western michigan.edu and choose 2. Western Michigan University then choose 3. 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.

PROFESSORS OF THE DAY — Philip Long, president of Biggs Gilmore Communications of Kalamazoo, was one of five current and retired business executives who took part in the short-term faculty membership during the Haworth College of Business' annual Professors of the Day Program March 12. Long spoke here in a marketing class. In addition to leading classes, the guest lecturers attended a luncheon in their honor. Also participating were executives from LVM Capital Management of Kalamazoo in the Department of Finance and Commercial Law, the Whirlpool Corp. of Benton Harbor in the Department of Management and the Kellogg Co. of Battle Creek in the departments of business information systems and accounting.