

# WESTERN MICHIGAN UNIVERSITY WESTERN NEWS

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## *Haenicke selects Light as acting provost*

Timothy Light has been named the University's acting provost and vice president for academic affairs, effective immediately.

Light, a Kalamazoo native and former provost of Kalamazoo College, has been a WMU faculty member since 1991 and a special assistant for international affairs to President Haenicke since 1993. He replaces Nancy S. Barrett, who has accepted a position as provost and vice president for academic affairs at the University of Alabama.

"I am glad and grateful to Dr. Light for



Light

taking on this new challenge," Haenicke said. "I have known and worked with Tim Light for almost 20 years and was always impressed with his profound academic expertise and accomplishments, his significant administrative experience and his broad range of knowledge in the international arena.

"He is a distinguished member of the faculty, a true intellectual, someone who knows both academia and our local community well," he continued. "He is a good friend and I am very much looking forward to working with him."

Light said he was pleased with the opportunity this appointment represents.

"I am deeply honored to have been asked to serve as acting provost," Light said. "WMU is filled with wonderful people, and it has been an immense privilege to have worked here during the past

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## **Marketing theme launched with Olympics commercials**

A series of advertisements airing during WOOD-TV's coverage of the Summer Olympics is serving as a launching pad for a new marketing theme for the University.

The theme, "A World of Difference," emphasizes the unique qualities of WMU's people, programs and facilities.

"We developed this theme to play off what we think is a major strength of WMU — the difference we make in people's lives," said Matt Kurz, assistant vice president for external affairs and director of marketing, public relations and communications. "The intent is to provide a unifying theme and message for the University. It's something we'll be using extensively in the months ahead to integrate communication and speak with a single voice."

The television commercials are the first expression of that goal. They focus on various aspects of the University, includ-

*(Continued on page four)*

## **Did you know?**

■ WMU's 1996-97 tuition and fees increase for all students is the lowest percentage increase among the state's 15 public universities. Other schools have announced lower increases than WMU's 2.8 percent, but those either are for undergraduate students only or they only include tuition and not fees.

■ WMU also has frozen room and board rates for returning students this year. Last year, the University froze the rates for new and returning students.

■ President Haenicke has announced that he expects to increase 1996-97 student financial aid allocations by \$1 million, an 11.9 percent increase.

## **MPA program accredited by national group**

The University's master of public administration degree program has earned an endorsement from a national accrediting body.

The Commission on Peer Review and Accreditation of the National Association of Schools of Public Affairs and Administration has found the program to be in conformity with its standards. As a result, the program will be accredited for the next seven years and will be included on the organization's Annual Roster of Accredited Programs.

"The site visit team was impressed by both the quality of the MPA program at Western Michigan University and the strength of the faculty commitment to professional education for the public and non-profit sectors," stated the team's letter recommending accreditation.

Of the 232 institutional members of the National Association of Schools of Public Affairs and Administration, 131 have programs like WMU's that are accredited. Although WMU's program has existed since 1974, this is the first time the University has sought accreditation.

"This really is a validation and recognition of the strength and vitality of our program," said Susan B. Hannah, director of the School of Public Affairs and Administration. "In some ways, we didn't need this accreditation. But going through the process has allowed us to take stock, to evaluate our strengths and weaknesses, and to make some changes."

WMU's master of public administration degree program is the largest in the

*(Continued on page four)*

## Hillegonds to receive honorary degree

State Rep. Paul C. Hillegonds of Holland, speaker of the Michigan House of Representatives, will receive an honorary degree from WMU in December.

The honorary doctor of public service degree was approved June 21 by the Board of Trustees and will be conferred during the University's Dec. 14 commencement exercises. It is intended to recognize Hillegonds' "exceptional career in the state

Legislature and his devoted service to the people of Michigan."

Hillegonds, now serving his ninth term in the House, was first selected as Republican leader in 1986. He was elected co-speaker in 1994 and speaker in the current session. He has announced his intentions to retire from the Legislature at the end of this term.

A graduate of the University of Michigan, Hillegonds earned a law degree from the Cooley Law School in Lansing. In 1988 he was selected as one of the 10 Outstanding Legislators of the Year by the National Republican Legislators Association.

## Eighteen faculty members granted tenure by board

Eighteen faculty members were approved for tenure by the Board of Trustees June 21. The appointments are effective with the beginning of the 1996-97 academic year.

The faculty members and their departments, by academic rank, are: **associate professor** — JoNina M. Abron, English; Estella A. Atekwana, geology; Susan L. Caulfield, sociology; James M. Croteau, counselor education and counseling psychology; Pat Gill, English; Robert S. Hafner, science studies; Keith E. Jones, art; Paul V. Pancella, physics; Richard E. Plank, marketing; Susan R. Stapleton, chemistry; M. Scot Tanner, political science; Linda Trotter-Heger, music; Daneen Wardrop, English; Mark V. Wheeler, economics; and Huizhong Zhou, economics.

**Assistant professor** — Robin Clark, art; Marianne Frauenknecht, health, physical education and recreation; and Kathleen M. Reding, public affairs and administration.

The board also granted sabbatical leaves for Abron, Hafner, Tanner and Wardrop. All are for the 1996-97 academic year except for Hafner's, which is for fall 1996 and fall 1997.

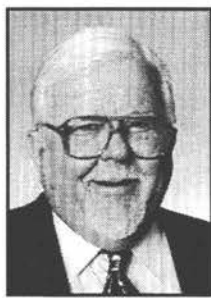
## Orientation materials sought

The Office of International Student Services will be starting its international student orientation Monday, Aug. 19. Any departments with literature they would like to have included in the orientation packets should submit their material by Monday, Aug. 5. Persons with questions may call the office at 7-5865.

## Trustees approve faculty and staff retirements



Davisson



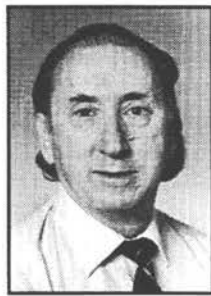
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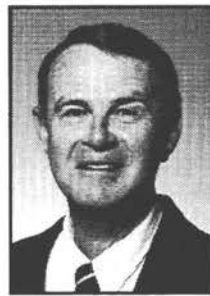
Halseth



Heinecke



Kissel



Vredevelt



Zupko

The retirements of four faculty members and five staff members were approved June 21 by the Board of Trustees.

The faculty members granted retirement with emeriti status, along with their years of service and effective dates, are: F. Gregory Fisk, science studies, 28 years, effective Jan. 2, 1997; Judith H. Halseth, social work, 16 years, effective April 26, 1997; Johannes A. Kissel, foreign languages and literatures, 28 years, effective April 21, 1996; and Ramon Zupko, music, 26 years, effective June 30, 1997.

The staff members retiring are: Marcia J. Davisson, education and professional

## National conference focuses on needs of rural clients

Social work and human service professionals from around the nation will gather at the Fetzter Center Sunday through Tuesday, July 28-30, to determine the best strategies for delivering their services to people living in rural areas.

"Rural Services Strategies for the 21st Century" is the theme of the 21st annual meeting of the National Institute on Social Work and Human Services in Rural Areas. The conference will attract more than 150 professionals from locations as far away as Arizona and Maine. The event will include workshops, paper presentations and performances aimed at exploring the education, research, policy and practice implications of service delivery in rural locations.

The institute is sponsored by the National Social Work Caucus, WMU and the WMU College of Health and Human Services' Interdisciplinary Rural Health Education Program and School of Social Work. Assistance also has been provided by the Prevention Division of Central Michigan Community Health.

development, 12 years, effective June 30, 1996; Iris T. Heinecke, building custodial and support services, 30 years, effective June 28, 1996; Joyce E. Pountain, WMU Bookstore, 16 years, effective May 31, 1996; Gertrude E. Rohr, public safety, 13 years, effective May 31, 1996; and Jack Vredevelt, intercollegiate athletics, 23 years, effective June 30, 1996.

### WESTERN MICHIGAN UNIVERSITY WESTERN NEWS

Editor: Ruth A. Stevens; Staff Writers: Cheryl P. Roland, Julie D. Paavola; Photographer: Neil G. Rankin.

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## Service

These faculty and staff members are recognized for five, 10, 15, 20, 25 and 30 years of service to the University in July:

**30 years** — Ellen S. Cha, University libraries; and Becky L. Ryder, economics.

**25 years** — John D. Satterfield, physical plant-maintenance services.

**20 years** — Jane V. Ferguson, social work; Ruth E. Mader, Bernhard Center; and David A. Witt, Haworth College of Business.

**15 years** — Joan E. Ashley, physical plant-maintenance services; Linda L. Dannison, chairperson of family and consumer sciences; Willie Page, physical plant-building custodial and support services; and John S. Stanford, physician assistant.

**10 years** — Norman M. Kiracofe, Counseling Center; and Jana L. Pyle, English.

**Five years** — Trudy Cobb-Dennard, dance; Gordon E. Ernst Jr., University libraries; Dannette M. Shaw, geology; Elaine B. Turner, residence hall facilities; and Arthur Ward, physical plant-maintenance services.

## Exchange

**FOR SALE** — Noritake china-Annabelle. Place settings and serving dishes. Like new. Call 375-9603.

**WANTED** — Share in-home day care with our one-year-old son. Arcadia neighborhood. Call 383-4191 or 7-3071.

## Obituaries

Margaret Feather, a 49-year WMU employee, died July 19 in Kalamazoo at age 90.

Feather earned her teaching certificate from WMU in 1925 and joined the staff that year as secretary to the dean of men. She received her bachelor's degree in 1932. In 1965, she joined the newly formed Office of Student Financial Aid and Scholarships, from which she retired in 1974.

Feather was honored with a WMU Distinguished Alumni Award in 1970 and was one of the original members of the WMU Foundation when it was formed in 1976. She was an honorary member of the Alumni "W" Club and had a Medallion Scholarship named in her honor.

Memorial contributions may be made to the Hinchman United Methodist Church of Berrien Springs.

Joseph C. McCully, emeritus in mathematics and statistics, died July 16 in South Haven. He was 72.

A 1947 WMU graduate, McCully went on to earn master's and doctoral degrees

**GETTING TO THE CORE OF THE MATTER** — Students in the Department of Geology's Hydrogeology Summer Field Course had a chance to cut into fresh core material brought up by the well drilling rig in the background during work earlier this month on the new Science Research Pavilion. Crews from eight firms from around the country converged on the campus construction site July 8-12 to drill five working water wells in what will be the basement of the new building. The firms donated their time and equipment to install the wells in the basement and two others outside of the building. The wells, which will be part of the Bore Hole Research Laboratory, will make the pavilion the only science building in the nation with year-round, in-house access to a variety of well types for teaching and research. More than 150 feet of continuous subsurface samples like the one shown here provided students with a look at the sand, gravel and clay layers that lie between the surface and the bedrock. The Department of Geology will retain the core material for future research.



## 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) **Assistant Professor** (Tenure Track), I-30, Electrical and Computer Engineering, 96/97-020, 7/23-7/29/96.

(N) **Coordinator, Laboratory/Radiation Safety**, P-03, Biological Sciences, 96/97-021, 7/23-7/29/96.

(R) **Mechanic** (Third Shift), M-6, Transportation Services Garage, 96/97-022, 7/23-7/29/96.

(R) **Instructor** (Academic Year; One-Year Term), I-40, Management, 96/97-025, 7/23-7/29/96.

(R) **Instructor**, I-40, Accountancy, 96/97-026, 7/23-7/29/96.

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.

(N) New

(R) Replacement

WMU is an EO/AA employer

from the University of Michigan. He taught mathematics at high schools in Washington and Hawaii, at the University of South Dakota and at the University of Rhode Island before joining the WMU faculty in 1956. He retired in 1987.

Memorial contributions may be made to Habitat for Humanity, Planned Parenthood of South Central Michigan or Loaves and Fishes.

## Media

Two faculty members will be guests in the coming weeks on "Focus," a five-minute interview produced by news services. "Focus" is scheduled to air on these Saturdays at 6:10 a.m. on WKPR-AM (1420) with the following speakers and topics: Eldor C. Quandt, chairperson of geography, on attracting overseas tourists to Michigan, July 27; and Kathleen M. Reding, public affairs and administration, on the role of the First Lady, Aug. 3. "Focus" is also used on a regular basis by WKZO-AM (590), WKMI-AM (1360) and several other radio stations around Michigan.



## Light *(Continued from page one)*

five years. The responsibilities of this position will give me an opportunity to meet and work with an even wider range of folks here, and that will be the chief reward of this job.

"I have known President Haenicke for many years and have worked for him in two institutions. I not only cherish our friendship, but consider him the finest college president I have encountered," Light added. "It will be a special privilege to work more closely with him. I pledge to give my utmost effort to justifying his confidence."

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.

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's expertise to serve as special assistant to the president for international affairs. Since then, he has traveled on WMU's behalf to enhance its various international efforts and has continued to serve on the faculty. He also worked with the provost to add several new faculty positions with international orientation and expertise.

Light, an expert on Chinese language, 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 currently is president of the Kalamazoo Institute of Arts board of directors and a board member of the Dispute Resolution Center of Kalamazoo and Barry Counties.

Light's appointment is subject to approval by the WMU Board of Trustees at its next meeting Sept. 13. Haenicke said he intends to wait until this fall to begin plans to find a permanent replacement for Barrett.

"Given the unexpected departure of our provost during the summer when most faculty and many staff members are absent from campus," he said, "I believe it's best to wait until the fall when in broad consultation we can assess the options we hold regarding a permanent successor."

## Calendar

*The master calendar maintained by news services for use in Western News is available through Gopher on the VMScluster. Currently, there are three calendars available: July events; August events; and future events, which run from September through April. 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.*

### Friday, July 26

Retirement reception honoring Carol J. Shuster, accounts payable, the Oaklands, 3:30-5:30 p.m.

### Sunday, July 28

\*(thru 30) 21st annual meeting, National Institute on Social Work and Human Services in Rural Areas, "Rural Services for the 21st Century," Fetzer Center: Sunday, 1-9 p.m.; Monday, 8 a.m.-8 p.m.; and Tuesday, 8 a.m.-4 p.m.; to register, call 7-2649.

### Thursday, August 1

\*(thru 3) University Theatre production, "Stumps," York Arena Theatre, 8 p.m.

### Wednesday, August 7

Writing 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.

\*Admission charged

## Wiener wins highest honor from rehabilitation group

William R. Wiener, chairperson of blind rehabilitation, is the 1996 recipient of the Lawrence E. Blaha Memorial Award, the highest honor the Association for the Education and Rehabilitation of the Blind bestows.

The award is given to individuals who have made outstanding contributions to the field of orientation and mobility. Recipients epitomize the ideals, standards and dedicated service of Blaha, who was one of the pioneers in the field. Wiener was honored July 21 during the AER conference in St. Louis.

His service and accomplishments in the field of orientation and mobility have spanned 25 years. Wiener has chaired numerous AER committees and is a former president of the organization. His role as a mentor to others and his strong record of publication also were cited.

## Accredit

*(Continued from page one)*

Midwest and one of the largest in the country. It boasts 400 current students and 1,500 alumni. It is designed to provide advanced, practitioner-oriented education to mid-career professionals and pre-career students aspiring to positions of administrative leadership in public, nonprofit and health care organizations.

The program is offered on the University's main campus in Kalamazoo as well as at WMU regional centers in Battle Creek, Grand Rapids and Lansing. About 40 percent of the program's current students and graduates live in the Lansing area and are employed by state government. All classes are offered in the evenings or on weekends.

## Theme

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ing its outstanding alumni, innovative programs and cultural opportunities. The University produced three versions that will air more than 100 times on Channel 8 during NBC's coverage of the Olympics.

"The audience for the Olympics is a very large one, and we're delighted to be a part of that special event," Kurz said.

Channel 8 serves a television market of more than 1 million people, ranking 39th in the nation. It includes the cities of Battle Creek, Grand Rapids, Kalamazoo and the lakeshore. The commercials were developed and produced with Maxwell Advertising of Kalamazoo and Lawrence Productions of Galesburg.