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"Campaign for Excellence" concludes 15 months early with $62 million

The University has concluded its largest ever capital campaign 15 months early by raising $62 million — exceeding its goal of $55 million by 12.9 percent.

The announcement was made at the 16th annual meeting of the WMU Foundation Sept. 25 in the Fetzer Center when officials announced the "Campaign for Excellence," total private support for the University — not counting pledges and future commitments — was about $4.5 million annually. That figure jumped to $8 million in 1988-89, the first full fiscal year under the campaign. In 1989-90, private support was $11.7 million, up by 50 percent since he has been president.

"This is a proud day in our University's history," said President Haenicke, who officially closed the books on the "Campaign for Excellence" with a total of $62,097,217 or 112.9 percent.

"Today's announcement is, in many ways, like a commencement ceremony," he said.

"Throughout several years of hard work we have achieved a significant goal with lasting benefits and we have every right to be proud and to celebrate our achievement. But like commencement this is more a beginning than an ending. And, like graduation from the University, the real significance of what we have accomplished is only just being determined by what we do in the future," Haenicke credited William U. Parfet, chairperson of the WMU Foundation and president of the Upjohn Co. of Kalamazoo. "We can all take a new sense of pride in the accomplishments of this outstand- ing campaign because we accepted the challenge of the most ambitious fund-raising effort in our history; and, then, having accepted this challenge, we have achieved in excess of our goal.

"The campaign, which provides funds for student scholarships, academic programs and building projects, was publicly announced in April 1989. At that time, $22 million or 40 percent of the goal already had been raised during the private portion of the campaign, which began in January 1988. The target conclusion date was December 1993. This was WMU's second capital campaig- n. The first campaign, "Partners in Progress," concluded in 1983 after three years and $48.5 million, exceeding the goal of $6.8 million. Parfet noted that the "Campaign for Excellence" has set several milestones in the history of fund-raising at the University.

"Prior to this campaign," he said, "West- ern Michigan University had received three gifts of $1 million each, and those were the largest gifts in the first 84 years of the University's history. In the four and a half years since January 1988, the WMU Foundation has received eight gifts of $1 million or more.

"Those gifts were: $5 million from Haworth Inc. of Holland and the Haworth family, the largest gift in University history; $2 million from Beulah J. Kendell of Battle Creek, the largest gift from an individual donor in Uni- versity history; $2 million from the W.K. Kellogg Foundation of Battle Creek; Gilmore Alumni House: "That is a big issue with most Americans, with most people who are employed and with most employers.

"Education is the next target after health care cost," he said in an address titled "Higher Education: Challenges of the '90s." "But we need to keep in mind that the public focus remains on health care cost containment for the next five years so that we can set our house in order in higher education.

"The cost of higher education is high, Haenicke said, noting that students or their parents now pick up 40 percent of the tab. In years past, the percentage had been only 20 percent with state appropriations carrying most of the remainder.

"The cost of higher education in Battle Creek, those Board committee meetings also are scheduled for Monday in 204 Bernhard Cen- ter: Budget and Finance Committee at 9:15 a.m.; and Academic and Student Affairs Commit- tee at 10:15 a.m. All meetings are open to the public.

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More new freshmen, international students curb overall decline in student enrollment

An unexpected increase in new freshmen and a success story to recur in next year's enrollment data has reduced the overall decline in student enrollment this fall.

Final fall semester on-campus enrollment is 23,932, down 126 students or 0.5 percent from last year. Off-campus or continuing education enrollment for fall is 3,350, down 493 students or 12.3 percent.

Total enrollment is 27,282, the second highest in University history. That figure is down 619 students or 2.2 percent over last year's record total of 27,901.

Officials had projected a 2.8 percent enrollment decline.

"We're very pleased with the on cam- pus totals, especially the number of begin- ning freshmen and international students," said Stanley E. Henderson, admis- sions and orientation. "We have 2,825 beginning freshmen and 11 more than the last fall. I consider that a major accomplish- ment in light of a still declining high school school pool. That is essential to the quan- tity of our institution and the value of education in hard economic times.

"We originally projected about 2,650 new freshmen because the number of high school seniors in the state declined 2.5 percent last year and the number of students in the state schools declined 2 percent," he explained. "President Haenicke encouraged our international student ser- vices office to seek more qualified inter- national students and they certainly ac- complished that goal.

There are 1,696 international students from 81 countries enrolled this fall at WMU, Henderson reported. That's an increase of 257, or 17.7 percent, over 1991-92. The largest contingent is 404 students from Malaysia, followed by India and Japan with 177 and 126, respectively.

Henderson pointed out that there was considerable concern when a record num- ber of more than 1,400 new students who enrolled last fall did not complete the fall semester. These returning students did not complete payment by the Aug. 10 deadline. Fortunately, a record number of 1,158 of these students took advantage of Phase II registration and completed enrollment by Sept. 2 when fall classes began. "That's certainly ef- fective of cash flow problems for our students brought on by our sluggish economy," he said.

Dean Geoffrey A. Smith, continuing education, believes that off-campus en- rollment is down for two basic reasons. He noted that the number of students in education courses is down because July 1 was the deadline for teachers to change from a provisional to a continuing teach- ing certificate, and there have been a number of teachers who were in graduate studies who are no longer teaching. He added that the enrollment in Campus III, the University's new weekend college, is 117 students. Comparable figures for a year ago are not available because Campus III did not start until last January when 72 students were enrolled.

Overall credit hours production is down by 2,203 hours or 0.8 percent over a year ago.

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Prospective students at Brown and Gold Day will get closer look at facilities on campus

Students attending Brown and Gold Day Saturday, Oct. 3, will get a closer look at the facilities they could be using by next fall.

The event, the largest annual on-campus recruitment program sponsored by the Office of Admissions and Orientation, is expected to draw 2,500 high school and community college students and members of their families.

In previous years, most activities have taken place in Read Fieldhouse, with general campus tours beginning at the Admissions Center. This year, prospective students will be able to take a look at eight of the College of Arts and Sciences disciplines, talk with faculty and staff, and see the tours take place in those classroom buildings. In addition, they will be able to hear the Kalamazoo College of Business; Kohrman Hall, home of the College of Engineering and Applied Sciences; the Dablen Center, home of the College of Fine Arts; the Lee Honors College; and residence halls.

"We've changed Brown and Gold Day to make it more of a Day on Campus," said Stanley E. Henderson, admissions and orientation. "Those attending will be able to see our University more fully than they have in the past."

The day will begin at 8 a.m. with registration in the Bernhard Center, which will serve as the base for operations this year. An academic and student affairs open house, featuring general information about the University's programs will run through 1 p.m., in the center. Tours will take place from 8:30 a.m. and noon.

Continuing a popular activity begun two years ago, students who have previously registered for Brown and Gold Day will be able to go through an on-site admissions process. The students are required to bring completed applications and transcripts on Saturday. They will meet with a WMU admissions representative and, by the end of the day, will be notified of their admission status. This process normally takes two to three weeks.

Brown and Gold Day will end with attendance at the WMU vs. Ball State University football game at 1 p.m. in Waldo Stadium.

Engst to celebrate Michigan's 'multiple voices'

The theme is meant to reflect the large number of Michigan writers as well as the diversity of their voices.

Diana Mitchell, an English teacher at Sexton High School in Lansing, will give the keynote address at 11 a.m. She will discuss "Meeting the Challenges of Opening Our Classrooms to the Multiple Voices Within and Without." She is the co-author of the book, "Explorations in the Teaching of English."

The conference also will include a noon luncheon with a presentation by Sarah Stewart, a Michigan children's author who has recently published "The Money Tree."

A special feature of this year's conference will be a 2:30 p.m. "Michigan Voices" reading and autograph session with writers by students from the state. Those participating and their writing specialties are: Herbert S. Scott, poetry; Stuart J. Dybek, prose; and Arnie Johnston and the Byron Drama. All are faculty members in the WMU Department of English, except Percy, who is assistant principal at Kalamazoo's South Middle School.

More than 200 sessions will run from 9 a.m. to 3:30 p.m.

PERFECT ATTENDANCE — A total of 51 WMU employees who are members of the American Federation of State, County and Municipal Employees had perfect attendance on the job during 1991-92 and were honored at a Sept. 22 awards ceremony. Those who successfully completed the Attendance Incentive Program were presented with a duffel bag filled with items to use during their commute to work, including a sweatshirt, hat, tie and more. Those names included, among others, like the husband and wife team of Kenneth E. and Linda L. Hall, from both, different dining services, could choose from a variety of cultural and athletic tickets or gift certificates and will have their names inscribed in a plaque in the Bernhard Center. One name from the 51 was drawn at random for a grand prize. The winner this year was Judy K. Kinda, building custodial and support services, who selected a one-week trip for two to DisneyWorld in Florida. This is the fourth year the program, and the number of employees with perfect attendance has grown each year.

More than 3,000 students expected on campus today for 40th annual Career Day

More than 3,000 students from area colleges and universities are expected to take advantage of the opportunity to meet with several representatives from some 70 companies at the 40th annual Career Day on Thursday, Oct. 1, at the Bernhard Center.

The free event will run from 10 a.m. to 4 p.m. in the East Ballroom. It is sponsored by WMU's chapter of Alpha Kappa Psi by students and the office of Student Financial Services.

Students will have the opportunity to register at tables set up by the firms and meet with company representatives. They can explore career options and talk to representatives who are hiring.

There also will be a job fair portion to display their businesses, the students will be able to attend seminars on "Career and Resume," and the University's career center.

For more information, persons may contact Alpha Kappa Psi at 7-2135 or 381-1888.
Series on European Community to continue with lectures on Swedish and Russian views

Lectures on Sweden's relations with the European Community and on integrating Russia into a European economic system will be held in the coming weeks at the University.

Lars-Olaf Hollner, first secretary at the Embassy of Sweden at Washington, D.C., will deliver an address, "Proceed with Caution: Sweden's View of the E.C.," on Wednesday, Oct. 6, in 209 01 Learning Resources, he will discuss "Sweden and the Russian New Order" on Wednesday, Oct. 14. Both free lectures will begin at 7 p.m. in the Lee Honors College lounge.

The presentations are part of a lecture series on the European Community, organized by the faculty Senate's Budget and Finance Council.

What You Need to Know About the European Community: From Single Market to European Monetary Union, 1990-91. He served as senior officer at the Geneva Secretariat of the European Free Trade Association, an economic union of states outside the E.C. and he has been in his present position since 1990.

Hollner says Sweden's relations with the E.C. and its future participation in European integration currently are the dominant political issues in Sweden. Sweden applied for E.C. membership in 1973 and may be more conservative about domestic social spending.

Hollner earned a master's in international relations and teaching at WMU in modern Soviet and Russian history with a special interest in cultural and intellectual movements. He has written the four-office months of this year studying in Moscow and St. Petersburg under the auspices of the Russian Academy of Sciences. In this series, Hollner will focus on the dual problems of reinvigorating the economic life of the former Communist republics and integrating them in any kind of European or world economic system.

Sponsors of the series at WMU include the Office of International Affairs, the European Studies Program, the Lee Honors College, the Department of Political Science and the Haworth College of Business. Additional support is provided by the Office of Continuing Education, the Office of International Affairs and the Department of Political Science. Request forms are available at the branch libraries of the Seibert Administration Building.

Blood pressure screening

In recognition of the 25th anniversary of the American Heart Association, Tuesday, Oct. 6, students in the Department of Physician Assistant will conduct a free blood pressure screening. A cable television interview produced by news services. "Focus" is scheduled to air Saturday, Oct. 3, at 6:30 a.m. on WKPR-AM (1420).

Media

Ralph C. Chandler, political science and public affairs, discusses the widespread use of political polls on "Focus," a five-minute interview program produced by news services. "Focus" is scheduled to air Saturday, Oct. 6, at 6:30 a.m. on WKPR-AM (1420).

Just what is the University Libraries' Resource Sharing Center?

Located on the second floor of Waldo Library, the Resource Sharing Center has two distinct services: interlibrary loan; and continuing education library services. This article describes the interlibrary loan services available to faculty, staff and students.

To assist in the University community's research needs, the libraries will fill requests for books, foreign language books, or obtaining copies of library materials not found in WMU's collections, and reciprocates by lending or providing copies of library materials requested by other libraries. Request forms are available at the branch libraries, reference desks and the online Resource Sharing Center in Waldo Library.

Type of material, location, mail time and conditions in the interlibrary loan services vary depending on the speed with which an interlibrary loan request will be filled. Requests are sent electronically to the libraries in the United States, Canada and Europe and by mail and fax to other locations. It usually takes 10 to 12 days to obtain materials. Loan periods and restrictions on use are set by the lending library.

Most photocopies and book loans are free. However, costs exceeding $5 per transaction are charged to the patron. More than 9,000 books and photocopies were received for WMU patrons last year. Each request received from another library is filled within 30 hours, except for the majority filled within 24 hours. Last year, requests were received from libraries as farflung as Australia, Germany, and Hobart, Tasmania, Australia.

For more information, contact the Resource Sharing Center in Waldo Library at 7-5172.

Recycling

In August, WMU recycled 8.76 tons of office paper and corrugated cardboard or 21.3 percent of the total waste stream. The savings amounted to about $1,050. Congratulation!

We also are collecting colorless glass, #2 plastic and kitchen metals in various locations on campus.

Even with the custodial cutback in services, the recycling program is continuing. Departments should collect recyclables as in the past and take them to the appropriate bins for pick-up. In your have questions, contact your building coordinator or the recycling office at 7-8165.

On campus

LIGHTS, CAMERA, ACTION — Michael Strong spends his work hours producing and directing video productions for instructional support. A producer/director in media services, he also gets involved in audio production and graphic support for various productions. He may work 20 or 40 hours a week, depending on his workload.

Strong will receive a $2,000 honorarium, a plaque and have his name engraved on a brass plaque. The award usually will be announced in fall 1993. Each winner will be selected by the WMU faculty Senate's Budget and Finance Council. Forms are available in the provost's office.

The deadline for nominations is Tuesday, Dec. 1, 1992. Details of the award are included in the nominee packet.

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SEEEKING VOLUNTEER OPPORTUNITIES — Nearly 900 persons — some 200 more than last year — turned out for the fourth annual Volunteer Opportunities Fair Sept. 24 in the Bernhard Center. Discussing chances to volunteer at Kalamazoo Louves and Fishes with program coordinator Sue Vander Meer, right, are, from left, Julie A. Wyzy, student volunteer services; Dana Bourland, a Kalamazoo College student from Minneapolis and an intern in student volunteer services; and Gageup Kisonmo, a graduate student from Indonesia. More than 80 organizations participated in the fair, which was designed to match the needs of non-profit agencies with the interests of college students. The fair was sponsored by student volunteer services in the Lee Honors College.

Haenicke (Continued from page one)

more taxes even though "we all expect to have the same level of services or perhaps even better levels of services."

These "incompatible goals" cannot be reconciled without a significant turnaround in the economy, an event Haenicke said he does not see occurring in Michigan for at least the next two or three years, regardless of which party is elected.

"It is safe to predict that, in the immediate future, we will need an economic recovery that will yield funds that are sufficient to stem the ever increasing pressure on tuition," he continued.

Yet, despite this fact, Michigan is relatively well off compared with other states, said Haenicke, who noted that 10 percent cuts in higher education budgets while in Michigan cuts have been avoided.

"A 10 percent cut is something that in our situation we can't even imagine when, at the same time, you have fast and vigorously increasing pay scales based on contracts that have to be honored," he said.

"In an absolute way, however, we also have serious financial problems," Haenicke continued. "Tuition has been the way in which the universities have helped themselves financially since the past.

"But my prediction is that, as with health care costs, we will not have a population out there that is willing to pay any price for quality. Education cost control is going to be a topic of the '90's -- not the topic, but a topic for the '90's, with which we will have to deal.

"Cost control will be extremely difficult, Haenicke said, because of such factors as the number of new faculty members at rates that sometimes exceed those paid to faculty members already at the University, depending on discipline.

"We all sit together, shake our heads, point to this problem and don't know how to solve it -- with average people, but money can't solve it. "Only money can solve that problem, and it is hard to come by," he continued.

"If these new faculty members come to the University with a very different perspective than the persons they are replacing, we are retreating in numbers," Haenicke said.

"People that we bring in now are really driven by the realization of how people are going to have to be different."

"We are seeing that the pursuit of excellence in education is a never-ending, lifelong endeavor, and it will be even more ambitious than the one we are now concluding."