

WESTERN MICHIGAN UNIVERSITY WESTERN NEWS

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NORTH CENTRAL VISIT -- Gerald Patton, second from right, North Central Association staff liaison for WMU, was on campus Sept. 7 to meet with faculty and staff members involved in preparations for reaccreditation review in 1991. He talks here with some of the members of the Self-Study Steering Committee. Pictured are, from left: Theresa A. Powell, dean of students; Eldor C. Quandt, chairperson of geography; and, right, Susan B. Hannah, assistant vice president for academic affairs, who is chairing the committee. In preparing the self study report, WMU will be joining a handful of colleges and universities now using an option called "comprehensive evaluation with special emphases." This approach allows an institution to target as many as four significant issues, challenges or initiatives with institution-wide ramifications. Patton said the North Central Association encourages only the strongest institutions to use this new approach in order to make the self study process a more meaningful and useful exercise. At WMU, the four areas designated for emphasis are: undergraduate education; graduate education and research; cultural diversity and access; and student life.

Johnson to speak on computer ethics

"Computer Ethics" is the topic for the first presentation this fall in a series organized by the WMU Center for the Study of Ethics in Society.

Deborah Johnson, a faculty member in the Department of Science and Technology at Rensselaer Polytechnic University, will speak at 7:30 p.m. Thursday, Sept. 21, in 3750 Knauss Hall.

A specialist in computer and engineering ethics, Johnson has worked on several books concerning those topics. She is the author of "Computer Ethics," co-editor of "Ethical Issues in the Use of Computers" and editor of the forthcoming "Ethical Issues in Engineering."

In addition, Johnson has written many articles on ethical issues related to toxic substances, food safety, computer usage, corporate and collective responsibility and professional responsibility. She currently is project manager of a National Science Foundation Ethics and Values Studies Program titled "Ethical and Value Issues in Research Centers."

Johnson's talk will be the first in the GTE Lectureship Program on Technology, Knowledge and Responsibility. The ethics center received a \$4,000 grant from GTE for this five-speaker program

that will run through the winter semester.

Other speakers during the fall semester will be: Leonard Waks of the Science, Technology and Society Program at Pennsylvania State University, Oct. 19-20; and David Smith of the Poynter Center for the Study of Ethics and American Institutions at Indiana University, Nov. 30. Speakers during the winter semester (dates to be announced) will be: Vivian Weil of the Center for the Study of Ethics in the Professions at Illinois Institute of Technology; and Clifford Christians of the Institute of Communications Research at the University of Illinois.

81 WMU offices involved in moves

A series of moves involving 81 offices has taken place on campus over the summer.

Most of the changes involved Moore and Friedmann Halls. Many were the result of the reorganization of the College of General Studies into the Department of General Studies and the subsequent transfers of a number of faculty from the college to other departments.

The Department of General Studies remains in the same location as the

Board to meet Friday

The Board of Trustees will meet at 11 a.m. Friday, Sept. 15, in the Board Room of the Bernhard Center.

The trustees are expected to consider personnel, gift and grant reports, as well as a schedule of meeting dates for 1990.

These Board committee meetings also are set for Friday in the Bernhard Center: Academic and Student Affairs Committee at 9:15 a.m. in Room 204; and Budget and Finance Committee at 10 a.m. in Room 205.

All meetings are open to the public.

Senate approves recommendations on computing; Dennison reports on searches and task forces

The Faculty Senate Sept. 7 approved with relatively little change a series of recommendations on academic computing at the University that was proposed in a report of the Faculty Senate Committee on University Computer Policy.

"In the past few years, very significant changes have been made to the computer environment at Western Michigan University," the report stated in its conclusion. "In spite of these positive changes, several problems still exist."

The committee sought to identify some of those problems and recommend solutions to them, said Kailash M. Bafna, chairperson of industrial engineering and chairperson of the committee.

"When implemented, these recommendations should help to increase the use of computers by students and faculty members," he said.

"The committee understands that implementing most of the recommendations requires financial resources which are always in short supply," the report concluded. "However, it hopes that the resolution of the identified problems will be assigned a higher level of priority and appropriate funding made available."

Among the report's recommendations was for "all faculty" to have "reasonable access to computer resources" for teaching and research. "Previous University actions have primarily been concerned with providing a homogeneous computer environment for students," the report stated.

But computer technology won't be "effectively integrated into the curriculum until faculty have sufficient access and technical support to do so," the report stated.

To focus attention on computing, a day-long "Leadership Conference on Academic Computing" has been scheduled for Tuesday, Sept. 26, at the Fetzer Center for up to five representatives of each college. Provost George M. Dennison is to speak on "The Future of Academic Computing at WMU" at noon that day.

In his remarks to the Senate earlier in the meeting, Dennison noted that searches for two deans have been completed successfully -- in engineering and applied sciences and in health and human services -- but that the search for

a dean of arts and sciences has not.

"That search has been extended," Dennison said, adding that he expected the position to be filled by next July 1. "Meanwhile, David Lyon will continue to serve as interim dean."

The position has been vacant since A. Bruce Clarke became associate vice president for academic affairs last year. Lyon, previously chairperson of psychology, has been associate dean of the College of Arts and Sciences since 1988.

Dennison told the Senate that two task forces were expected to report results of their work this fall -- one on tuition and the other on an enrollment ceiling. The former includes Werner Sichel, chairperson of economics, as chairperson; Clarke; and Dean K. Honsberger, budgets and financial planning. It is to report in October.

Stanley E. Henderson, admissions and orientation, is heading the task force on an enrollment ceiling, Dennison said. Its members include Clarke, John E. Nangle, institutional research; and Susan Pozo, economics. It is to report by Nov. 15 or earlier, if possible.

"It's time to consider a ceiling on enrollment in the absence of increased resources so that there is a better match between the two," Dennison said, pointing to record enrollment of more than 26,100 students this fall.

"I very much appreciate the way everyone has responded," Dennison said. "Students appear to be receiving the attention they need, room is being made for them and there is a good feeling throughout the campus."

Dennison observed that credit hours have increased by a greater percentage than enrollment. "This makes it clear that students are, by and large, getting the courses they want, which suggests that we not only got the students here but that we're serving them as well," he said.

Noting increases in both new freshman and transfer enrollment, Dennison told the Senate that despite a decrease in the number of students attending college, WMU continues to get a greater share of those who do.

In a Senate election, George Robeck, communication, was elected to a term on the Campus Planning Council that expires next April. He replaces Americus M. Gill Jr., chairperson of military science, who has retired.

Fire in Waldo Library causes no damage

A fire Tuesday afternoon on insulation of Michigan Bell telephone wires in the basement of Waldo Library caused no damage to the library or its contents, University officials said. No one was injured.

The library was evacuated and closed for the remainder of the day. The wires are no longer in use because of the installation last year of the University's own telecommunications system.

"We don't yet have a cause for the fire," said Ralph W. Allen, maintenance services. "A haze of smoke was carried throughout most of the library by the library's ventilation system, beginning with the third floor."

The fire was reported to the University's Department of Public Safety at 2:59 p.m. Tuesday. Members of the Kalamazoo Department of Public Safety also responded.

An investigation is being conducted under the direction of Kimberly K. Querrey, environmental health and safety. Persons were assigned to monitor the building Tuesday to be sure no further fire occurred.

Haenicke at home

President Haenicke was discharged from Bronson Methodist Hospital Sept. 11, following elective heart bypass surgery Sept. 5. He will continue his recuperation at home.

Reception for Pisaneschi set

The College of Health and Human Services is planning a reception to welcome its new dean, Janet I. Pisaneschi, from 3:30 to 6 p.m. Thursday, Sept. 21, at the Oaklands. The University community is invited to attend.



PROVIDING PERSONAL CONTACT -- The Minority Mentor/Mentee Program has launched another year of working with minority freshmen to bridge the gap between high school and college. The program pairs students with faculty and staff mentors in order to provide close personal contact and increase the retention rate of minority freshmen. New this year is a "peer mentor" component, in which an upperclassman who previously was a mentee now acts as a liaison between the freshman and his or her mentor. Pictured here at a Sept. 7 reception for participants in the program are, from left: mentor Deb A. Renshaw, business information systems; peer mentor Tony R. Jackson, a junior from Kalamazoo; mentee Sonya Y. Carr, a freshman from Detroit; and Elizabeth B. Lockett, Division of Minority Affairs Retention Unit, who is coordinating the program this year. Lockett says she is looking for more faculty and staff members to serve as mentors. Interested persons should call her at 7-3320.

Lazear to begin economics lecture series

The first of seven scholars who will present their views this year on the economics of discrimination will speak at the University Wednesday, Sept. 20.

Edward P. Lazear, the Isadore Brown and Gladys J. Brown Professor of Urban and Labor Economics at the University of Chicago, will kick off the Department of Economics' 26th annual lecture-seminar series.

He will present a free public lecture on "Laws and Policies Concerning Discrimination" at 8 p.m. in 3750 Knauss Hall. He also will lead a seminar for faculty members, graduate students,



Lazear

undergraduate economics majors and other interested guests at 3 p.m. in 3760 Knauss Hall.

Lazear also is a senior fellow at the Hoover Institution and a research associate at the National Bureau of Economic Research. He is the editor of the Journal of Labor Economics and a fellow of the Econometric Society.

The author of more than 50 articles for professional journals, Lazear has written three books titled "Allocation of Income within the Household," "Microeconomic Theory" and "Issues in Contemporary Retirement." His research is currently supported by the National Science Foundation.

The lecture-seminar series is supported by a grant from the W.E. Upjohn Institute for Employment Research in Kalamazoo. It is directed by Emily P. Hoffman, economics.

Philosopher to speak on Israel's nuclear agenda

"Israel's Not-So-Hidden Nuclear Agenda" is the title of a speech to be presented at 3 p.m. Wednesday, Sept. 20, in 205 Bernhard Center.

Avner Cohen, a lecturer in the Department of Philosophy at Tel Aviv University, will deliver the free address.

A widely published author on moral issues related to nuclear weapons, Cohen currently is a guest professor at Kalamazoo College. He co-edited "Nuclear Weapons and the Future of Humanity."

The lecture is being sponsored by the Lee Honors College, in conjunction with the sophomore-level course cluster it offers on "Philosophy, Science and Society."

Fair to promote volunteerism

WMU students can match their interests with the volunteer needs of 64 Kalamazoo area organizations at the College Volunteer Opportunities Fair set for 11 a.m. to 3 p.m. Thursday, Sept. 21, in the East Ballroom of the Bernhard Center.

The Adult Literacy Coalition, the Kalamazoo Aviation History Museum, the Kellogg Biological Station, the YWCA Sexual Assault Program and the Kalamazoo County Prosecutor's Victim Assistance Program are just a few of the programs or agencies that will be represented at the fair. The agencies will be prepared to outline their volunteer needs and to enlist interested students.

"We're going to make it easier for students to volunteer by bringing the agencies to the students," says Dean Faith Gabelnick, Lee Honors College, who is coordinating the event with the Voluntary Action Center of Greater Kalamazoo. "We're trying to let students know about opportunities they can use to further their professional development, to expand their personal skills, to sensitize themselves to local issues or simply to help out."

Student volunteer opportunities featured at the fair will range from internships that can be undertaken for college credit to one-time volunteer stints at events like the Kalamazoo County Air Show. In addition to the 64 agencies represented at the fair, students will have access to information about nearly 200 county agencies through the Voluntary Action Center.

An added enticement for students attending the fair will be the opportunity to win a personal computer that will be

Hispanic Heritage Month activities to feature speech by Denver executive

Alicia V. Cuarón, president of Cuarón & Gomez Inc. of Denver, will be the featured speaker during Hispanic Heritage Month Sept. 15-Oct. 15 at WMU.

The national observance is being celebrated as a month-long event for the first time this year. Previously, it was celebrated for one week each September. The observance recognizes Hispanic culture and contributions to American society. This year's theme at WMU, "The Continuing Adventure: Hispanic Youth = Hispanic Future," is the same as the state's observance theme.

In addition to Cuarón's speech, activities will include a performance by a dance troupe, an art display, a high school visitation day and participation by WMU groups in a city-wide celebration at Bronson Park.

Cuarón will speak on business and civic involvement for Hispanics, as well as her own business and civic career at an awards banquet at 6 p.m. Friday, Sept. 29, in the Red Rooms of the Bernhard Center. Attendance is by invitation only.

During the banquet, awards will be given to a WMU faculty or staff member, a member of the corporate community and an individual in the community in recognition of their support for Hispanic programs in the area.

Cuarón's company specializes in operations and facilities management, information systems and human resource development. In addition to Colorado, the company has offices in Washington, D.C., Montana, North Dakota and South Dakota.

Cuarón is active in numerous local, regional and national business and civic organizations. She has served on the national board of the League of United Latin American Citizens as director of



Cuarón

education, leadership and economic development. She presently is on the executive advisory board of the Journal of Hispanic Politics, and recently was appointed to the U.S. Senate 101st Congress Bi-Partisan Advisory Committee.

The Hispanic Heritage Month festivities in Kalamazoo will begin with a city celebration from noon to 8 p.m. Saturday, Sept. 16, at Bronson Park. The WMU Division of Minority Affairs Retention Unit and the University's Hispanic Student Organization will set up information booths and pass out brochures on Hispanic culture and the roles of the organizations.

Park activities will include food and craft booths, performances by Hispanic dance groups and bands and speakers. The city celebration is sponsored by the Hispanic American Council.

Observances at WMU will begin with an opening ceremony and reception at 4 p.m. Monday, Sept. 18, in the President's Dining Room of the Bernhard Center.

From 9:30 a.m. to 2:30 p.m. Friday, Sept. 22, Hispanic students from high schools in Kalamazoo, Grand Rapids, Lansing and throughout Southwest Michigan will gather in the North Ballroom of the Bernhard Center for a visitation day.

At 6:30 p.m. Saturday, Oct. 7, the Detroit Corktown Dancers will perform traditional Mexican dances in 3770 Knauss Hall. The dance troupe consists of 15 dancers from the Detroit, Lansing and Flint areas.

Throughout the month, a cultural display in the main lobby of WMU's Waldo Library will feature books and art by Hispanics.

The events at WMU are being coordinated by the Division of Minority Affairs Retention Unit in conjunction with the Hispanic Student Organization. All activities, except the Sept. 29 awards banquet, are free and open to the public. For more information, persons may call the division at 7-3320.

Native American pow wow set for Sept. 23-24

Native American performers from throughout the Midwest and Canada will sing and dance in a pow wow Saturday and Sunday, Sept. 23-24, at Read Fieldhouse.

The pow wow will take place from 1

to 9 p.m. Saturday and from 1 to 6 p.m. Sunday. More than 2,000 observers are expected to attend the event, which is being sponsored by the WMU Native American Student Organization and Division of Minority Affairs Retention Unit. Organizers hope the pow wow becomes an annual event.

The pow wow was organized to expose the West Michigan community to a part of the Native American culture. It will provide an opportunity for Native Americans and other people to get together and join in dancing and singing. It also will demonstrate artistic ability with a display of many arts and crafts common to Native Americans.

The pow wow will begin with a grand entry each day. It will feature dancers, singers, drummers and flag bearers dressed in Native American ceremonial costumes.

The participants will perform in "jingle dress" and "grass dance" categories according to age group. Cash prizes will be awarded for the dance contest winners. Food areas called "trader's stands" will offer many types of traditional favorites such as frybread, wild rice and corn soup.

The pow wow is open to the public. Admission is \$3 for adults, \$2 for students and \$1 for children under 12.

For more information, persons may contact the Division of Minority Affairs Retention Unit at 7-3320.

Learn to manage time

The Women's Center is offering a workshop on "Time Management" from 6 to 9 p.m. Thursday, Sept. 21, in 204 Bernhard Center.

Doreen A. Brinson, human resources, will discuss techniques for managing time more effectively. The model used in the workshop is based on Alan Lakein's book, "How to Get Control of Your Time and Your Life."

The workshop is free for WMU faculty, staff and students. To register, call the Women's Center at 7-2990.

WESTERN MICHIGAN UNIVERSITY WESTERN NEWS

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Dennison to launch ninth annual series of mechanical engineering seminars

A talk on professional ethics by Provost George M. Dennison will mark the opening of a five-part fall series of engineering seminars to be conducted on the campus.



Dennison

Dennison will begin the ninth annual series of biweekly seminars, sponsored by the Department of Mechanical Engineering, with a discussion of "Professional Ethics: Professor/Professor and Faculty/Administration Relationships." His talk is scheduled for 1 p.m. Tuesday, Sept. 19, in 2064 Kohrman Hall.

Seminar presentations are scheduled for the same time and location every other Tuesday through Nov. 28. Each

presentation will include about 40 minutes of lecture and 10 to 15 minutes devoted to questions and answers.

The series is an extension of the mechanical engineering curriculum and is designed to give students and faculty members an opportunity to hear and meet with recognized experts in engineering, engineering education and engineering-related topics. The seminars are free and open to the public.

Other speakers and their topics will be:

- Oct. 3 -- "Reflections on the Fate of Whistleblowers," with Michael Davis, senior research associate at the Center for the Study of Ethics in the Professions at Illinois Institute of Technology in Chicago;

- Oct. 17 -- "The GM Product Development Process," with Susanne Gatchell, director of the Quality Network at the General Motors Corp. in Warren, Mich.;

- Oct. 31, Part I and Nov. 14, Part II -- "Engineering Design by the Taguchi Method," with Vern Warren, senior engineer at the Eaton Corp. in Galesburg, Mich.; and

- Nov. 28 -- "Factors Which Influence Student Reactions to Courses and Instruction: How Best to Use Their Input," with Mary Anne Bunda, University assessment.

WMU team wins first in festival parade

The WMU-Zest for Life Corporate Olympics team took first place in the novelty division of the Michigan Wine and Harvest Festival Parade Sept. 9.

Borrowing from the Zest soap commercial, the WMU team's theme was "You're Not Fully Trained Until You're Zestfully Trained." The "float" featured a claw-footed bathtub containing a team member taking a balloon bubble bath. Other team members, dressed in their Corporate Olympics uniforms and shower caps, walked along side.

WMU beat out 121 other teams for the "Cold Duck Award."

Zest for Life

Come out and support our 160 employees on the WMU-Zest for Life Corporate Olympics teams at the 1989 YMCA Community Corporate Olympics Wednesday through Saturday, Sept. 20-23.

This year, 120 teams from companies throughout the Kalamazoo area will be participating in walking, running, swimming, biking and spirit events to promote physical fitness and community pride.

At 5 p.m. Wednesday, Sept. 20, the Parade of Athletes will line up in Sangren Hall's parking lot and march down West Michigan Avenue to Read Fieldhouse for the cheerleading competition. Come out and watch the parade, help cheer our teams on to victory and join us in the fun!

Swimming, biking and 440 relays will occur Thursday and Friday, Sept. 21-22. On Saturday, Sept. 23, there will be running, walking and tug-o-war competitions followed by an awards ceremony and closing party.

Call the Zest for Life office at 7-3262 for a more detailed time schedule.

An eight-week Zest for Life weight management program is set to begin at noon Monday, Sept. 18, in 3270 Sindecuse Health Center.

The program is designed to help participants develop skills in thought management, stress management, behavioral strategies, nutrition and exercise. Nutritionally well-balanced, controlled-calorie food plans are provided, along with the support and encouragement of others.

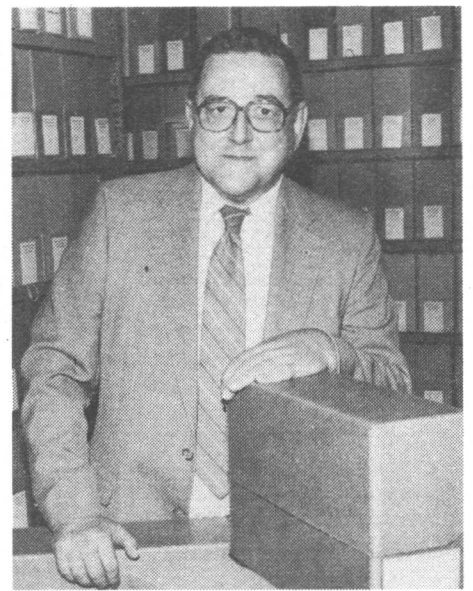
This program requires a \$10 deposit to be used in an incentive plan for successful weight loss. Call the Zest for Life office a 7-3262 to register.

Correction

The article in the Aug. 31 *Western News* about the Agency Resource Directory, an updated guide to local health and human service organizations, should have said that the directory is available for \$30 from the Community Information System, B-324 Ellsworth Hall, 7-4005.

On campus

A REPOSITORY OF RICHES -- If WMU's wealth was measured in historical value, the University Archives and Regional History Collections might be considered the richest place on campus. According to director Wayne C. Mann, the University has some 15,000 cubic feet of historical material stored in Waldo Library and in Goldsworth Valley. And if President Haenicke's wishes come to pass, that material will have a new historical home in the future in North Hall. Mann, who has worked in the department for all of his 26 years at WMU, is responsible for supervising the sorting and storing of the material. The University Archives is comprised of inactive records that have legal or historical significance. The Regional History Collections contain legal and historical records from 12 Southwest Michigan counties, as well as a substantial body of personal family historical material. "The intent is for this material to be available here for historical researchers," Mann says. Most of the clients are students, faculty and local historians and genealogists. He says a majority of the users formerly came from off campus, but lately the tables have turned and more clients come from on campus. "I think this is a direct reflection on the increased emphasis across the University on research," Mann says. He likes his job because he's running across something new just about every day.



"In the field of local history, you're always coming into something you're seeing for the first time, such as a diary containing references to a topic you don't have anything else on," he says. What's the most common file requested from his area? "People see that boulder near the Oaklands with the plaque about Peter the Great and they frequently come in here asking about it," he says. Peter the Great was a horse that won the Kentucky Futurity. He was born in 1895 in a barn near the Oaklands when the home was a private estate.

Media Services

Satellite Communication for Learning (SCOLA), live and taped newscasts from 21 foreign countries, has returned to the WMU campus and the Kalamazoo community by popular demand.

Tributes to SCOLA and its impact on the community have appeared in the Kalamazoo Gazette's editorial section and news section during the past week. Newscasts from the Soviet Union, France, Japan, Iran, Turkey, Germany, Saudi Arabia, Libya, Mexico, Spain and Israel are among the countries represented in the SCOLA satellite telecast.

SCOLA first appeared on campus this past February as a pilot project funded by the Kalamazoo Consortium for Higher Education. The project was funded through May and, at that time, 200 students and faculty were surveyed on their use and opinion of the foreign

newscasts. According to Howard R. Poole, academic services, and Frank R. Jamison, media services, the results of the survey showed an overwhelming interest in SCOLA and requests for the continuation of the programming.

On Sept. 5, SCOLA began a 24-hour, seven-day-a-week, programming schedule. It is available on the WMU-TV closed circuit television system on Channel 13. This CCTV service is displayed in the Language Lab in Brown Hall, and in the Office of International Student Services and the Career English Language Center for International Students in Ellsworth Hall.

In addition, SCOLA is being supplied through the Kalamazoo Community Access Center to all Cablevision of Michigan subscribers on Channel 33.

The SCOLA programming is being

Thursday, Sept. 21; and 6 p.m. Friday, Sept. 22. It also will air on Channel 32 at 8:30 p.m. Saturday, Sept. 23.

"Newsviews: Legislative Report," a 30-minute radio and television program featuring WMUK-FM news director Tony Griffin and area state legislators, will be aired during the week of Sept. 18-23. Produced by media services in cooperation with WMUK-FM, the program will be aired on WMUK-FM (102.1) at 6 p.m. Monday, Sept. 18, and on Kalamazoo Community Access Television Channel 32 at 8:30 p.m. Tuesday, Sept. 19; 7 p.m. Thursday, Sept. 21; 8 p.m. Friday, Sept. 22; and 6 p.m. Saturday, Sept. 23. Participating in the program will be Reps. Mary Brown, Donald Gilmer and Paul Wartner and Sens. Harmon Cropsey and Jack Welborn.

Media

Dean Faith Gabelnick, Lee Honors College, discusses community service among young people on "Focus," a five-minute radio interview produced by the Office of Public Information. "Focus" is scheduled to air Saturday, Sept. 16, at 6:10 a.m. on WKPR-AM (1420) and at 5:45 p.m. on WKZO-AM (590).

"The Great Debate: The Constitutional Debate Today -- The Judicial Perspective," a program produced by media services for Kalamazoo Community Access Television, will air Sept. 20-23. U.S. District Judge Richard Enslen and Chief Kalamazoo County Circuit Judge Richard Ryan Lamb speak on the subject as part of WMU's celebration of the Bicentennial of the U.S. Constitution. The show will air on Channel 31 at: 6 p.m. Wednesday, Sept. 20; 7 p.m.

Human Resources

New Training and Development Catalog published

It has a new look, is easy to read and tells you all you want to know about the fall semester training and development programs -- it's the new 1989 Training and Development Catalog.

The catalog now will be published fall and winter semesters. All non-bargaining unit employees should watch for it in their mailboxes the week of Sept. 18.

Enrollment forms to use for the seminars are included in the catalog. Applications are accepted in the order they are received, so early enrollment is advised.

If you have not received your catalog

by Sept. 22, please call Dawn Papesh in the Department of Human Resources at 7-3620.

1989-90 pay schedules available

The 1989-90 pay schedules for all pay grades have been printed and distributed to department offices by the wage and salary office of the Department of Human Resources. These schedules cover the majority of WMU's non-bargaining unit staff members. Copies are available from the wage and salary office, which will be happy to assist in interpreting pay guidelines pertaining to the schedules.

partially funded by a grant from the Kalamazoo Consortium for Higher Education, which is comprised of WMU, Kalamazoo College, Kalamazoo Valley Community College, Nazareth College and Davenport College.

For more information on SCOLA and program schedules, persons should call media services at 7-5001.

Senate

The Admissions, Financial Aid and Student Services Council of the Faculty Senate will meet at 3 p.m. Thursday, Sept. 14, in Conference Room A on the third floor of the Seibert Administration Building. Agenda items include reports on admissions and financial aid and planning for the year's agenda.

The Campus Planning Council of the Faculty Senate will meet at 3 p.m. Tuesday, Sept. 19, in Conference Room A on the third floor of the Seibert Administration Building. Agenda items include reports on East Campus, the O'Boyle landscape plan, the recycling project, lecture hall refurbishing, the fine arts plaza project and Bronco Mall.

Jobs

The listing below is currently being posted by employment services in the Department of Human Resources. Interested fringe benefit eligible employees should submit a job opportunity transfer application or sign the appropriate bid sheet during the posting period.

S-01 and S-02 clerical positions are not required to be posted. Interested University employees may contact an employment services staff member for assistance in securing these positions.

(R) **Utility Food Worker** (3 Positions), F-1, Dining Services, 89/90-107, 9/12-9/18/89.

(R) **Financial Clerk II**, S-04, Western's Campus Bookstore, 89/90-110, 9/12-9/18/89.

(R) **Facility Engineer**, X-04, Telecommunications, 89/90-111, 9/12-9/18/89.

(R) **Coordinator, Employee Assistance Program** (.5 FTE; 20 hours/week; term ends 6/30/91), P-04, Employee Assistance Program, 89/90-112, 9/12-9/18/89.

(R) **Custodian** (1 position; 1st, 2nd or 3rd shift), M-2, University Facilities/Custodial Services, 89/90-113, 9/12-9/18/89.

(N) New

(R) Replacement

WMU is an EEO/AA employer

Book proves sports metaphors touch all bases in the English language

If you're a reporter investigating a political "slush fund," a nervous hostess "breaking the ice" to get a party rolling or a parent about to "come unstrung" or be "driven up a wall" by energetic children, one thing is certain. Sports metaphors are an important part of your everyday language.

In fact, sports terms are enjoying growing respectability in American culture, say two WMU professors who have published the country's first definitive look at how the language of sporting events has permeated the English language.

"Sports Talk: A Dictionary of Sports Metaphors," by Robert A. Palmatier, languages and linguistics, and Harold L. Ray, health, physical education and recreation, was published earlier this year by Greenwood Press of Westport,

Conn. The work explains the origins of more than 1,700 popular words and expressions in American English that derive from terms associated with sports, games and recreation. Many have become an integral part of the language.

The book lists the terms in alphabetical order. Each listing includes an example of the term's popular usage, its sport of origin, its original meaning or use as a sports term, a discussion of its evolution into popular use, a citation of reference sources and cross references to other entries.

Entries range from single words such as "chicanery" (golf) and "rapture" (falconry) to popular expressions such as "Who's on first?" (baseball). The book also includes a list of the sports metaphors classified according to their sport of origin.

The project began in 1981 when Palmatier was playing pool and his opponent announced that he now had Palmatier "behind the eight ball."

"I realized that the phrase was more than a technical pool term -- it was a phrase that had the more general meaning of being in an awkward or difficult position," he says.

Following that incident, Palmatier began collecting such terms and phrases as a hobby. He began with pool and gradually expanded into other sports. In 1984, he asked Ray to "come aboard" and within a short time Ray began to aid and "abet" Palmatier in his quest.

Five years later the pair published their collection in a book they expect to be "highly touted" by sports writers and linguists alike. It's a work they say may also "carry a lot of weight" with teachers, journalists, coaches and students of American culture.

"It's a good book for someone just interested in 'one-upmanship' too," Ray says. "A provocative sports metaphor, thrown into the fray at a class meeting, bridge group, office party or corporate board meeting can produce surprising results."

While a well-placed sports metaphor may produce surprises when used, Palmatier says he and Ray encountered a lot of surprises when they attempted to "track down" the origins of many of the entries.

"There are a lot of surprises and that is part of the fun of the book," he says.

His personal favorites include many of the metaphors that originated with the sport of cockfighting. Such terms as "crestfallen," "well-heeled" and "cock-eyed" make his list. So does the term "cockpit," which has evolved into a common term in aviation and is also used in a fairly new sport -- auto racing.

"When they refer to the cockpits of the cars at the Indianapolis 500," Palmatier says, "I can't help but think how far that term has come from when it was used to describe a place for a couple of birds to fight."

Ray, a long-time devotee of baseball, counts many of the terms originating in that sport as among his favorites. One in particular, "to have a lot of moxie," has a background he found particularly surprising. The phrase derived from the cry of vendors of a popular soft drink called Moxie that was sold in eastern ballparks in the late 1800s.

Generally speaking, Palmatier says, the older the sport, the more likely it is that its terms have seeped into the language. The sport that served as origin for the most entries in the book is boxing. The book lists 168 terms attributed to that ancient sport. Baseball is next with 146 terms credited to it. Football, because of its relative youth, accounts for only 62 entries.

Professors have a field day with media

WMU faculty and staff on vacation trips around the country may have been startled to hear two familiar University voices carried on the radio airwaves in places like Washington, D.C., New York City, Ventura, Calif., or Sioux City, Iowa.

Those are just a few of the cities where media featured interviews this summer with Robert A. Palmatier and Harold L. Ray describing the way sports metaphors have permeated the language.

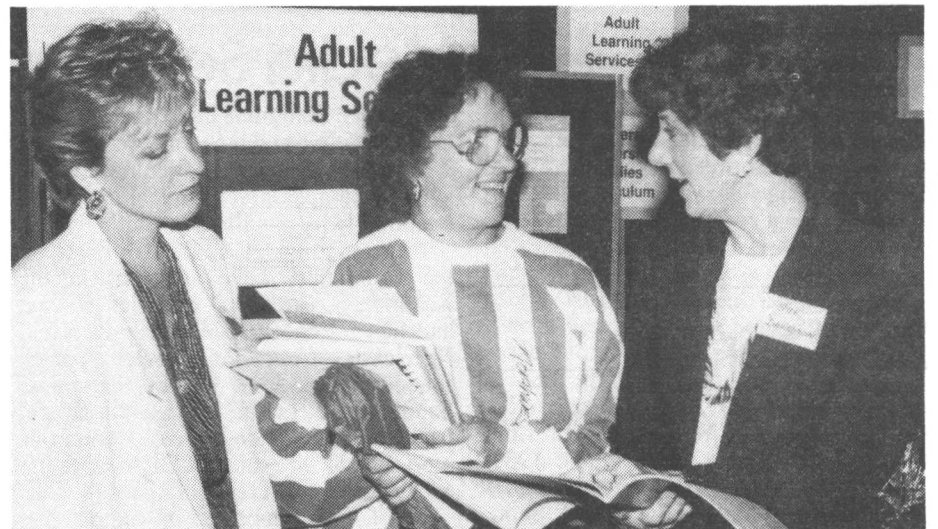
The pair was the subject of national publicity when this news release about their work written by Cheryl P. Roland, news services, sparked media interest and resulted in an Associated Press wire story in early July. For Palmatier and Ray, that meant several weeks of calls from reporters at places like the Atlanta Constitution; WOR, ABC's affiliate in New York; WJR in Detroit; the Ottawa headquarters of Canadian National Radio; and the U.S. Radio Network in New York.

"I quickly learned to keep a copy of the book and some notes by the phone because so many of the interviews were live," Palmatier says. "It was a learning experience and the interviews got better and better as I went along." His radio experiences reached a climax on July 29 when he was the guest for a half-hour radio call-in show on KVEN, an ABC radio affiliate in Ventura, Calif.

The national publicity also meant unexpected contact with friends, relatives and professional colleagues. Ray received newspaper clippings from a former student who spotted the story in the Chicago Tribune and from his doctoral adviser who saw a similar piece in the San Luis Obispo County (Calif.) Telegram-Tribune. He also received an excited call from a relative in New York who reported that commuters were treated to a lengthy interview with Palmatier at least three times during the morning rush hour on July 13.

Palmatier also received clippings from acquaintances and relatives around the country as well as fan letters and calls from strangers. North Carolina State University's associate dean of education wrote to suggest that Palmatier "put his nose to the grindstone" and develop a sequel to the book by focusing on occupational metaphors. A high school English teacher in Spokane, Wash., called to tell him that the book would be used in a class this year to spark student interest in language and its origins.

The pair is still receiving feedback on the AP story, a front-page Kalamazoo Gazette story and their appearance on "WMU Forum," a program produced by media services for Kalamazoo Community Access Television.



WELCOMING OLDER STUDENTS -- Rose M. Pridemore, center, a junior from Kalamazoo, loaded up on informational material at a reception for graduate students and nontraditional students Sept. 6. For the first time this year, separate annual receptions for the two groups were combined into one event, which was attended by more than 200 students. Paula J. Boodt, left, Graduate College, and Sue A. Davidson, right, Office of Adult Learning Services, were among the representatives of more than 30 offices and departments that provided information and services.

Calendar

SEPTEMBER

Thursday/14

- (thru 29) Exhibition of the 1989 University Photo Contest winning entries, 1240 Seibert Administration Building, weekdays, 8 a.m.-noon and 1-5 p.m.
- (thru 26) Exhibition, handmade books, drawings and prints, Bonnie Stahlecker and David Morrison, Indianapolis artists, Gallery II, Sangren Hall, weekdays, 10 a.m.-5 p.m.
- Plant sale, Wood Hall Greenhouse, 10 a.m.-4 p.m.
- Lectures by Michael Yeats, son of Irish poet William Butler Yeats and former chairperson of the Irish Senate: "Ireland Today and Tomorrow," 3020 Friedmann Hall, 10 a.m.; "The Common Market and 1992," 3750 Knauss Hall, 7:30 p.m.
- Meeting, Admissions, Financial Aid and Student Services Council of the Faculty Senate, Conference Room A, third floor, Seibert Administration Building, 3 p.m.
- Spiritual Journey Series, Joseph Campbell video, "The Hero's Adventure," Cornelius Loew, University Professor, St. Aidan's Chapel, 3-5 p.m.; reception and evensong will follow.

- *(thru 16) University theatre production, "I Am of Ireland," by Edward T. Callan, Distinguished University Professor and emeritus in English, Dalton Center Multi-Media Room, 8 p.m.; matinee, Sunday, Sept. 17, 2 p.m.

Friday/15

- (thru Oct. 15) Hispanic Heritage Month cultural exhibit of books and art by Hispanics, main lobby, Waldo Library.
- Meeting, Academic and Student Affairs Committee of the Board of Trustees, 204 Bernhard Center, 9:15 a.m.
- Meeting, Budget and Finance Committee of the Board of Trustees, 205 Bernhard Center, 10 a.m.
- Meeting, Board of Trustees, Board Room, Bernhard Center, 11 a.m.
- *(and 16) Conference, "Facing North/Facing South: A Colloquium on Canadian-American Relations," Fetzer Center, all day.

Saturday/16

- Men's cross country, WMU vs. Ball State University, Arcadia Course, 11 a.m.

Sunday/17

- *Concert, British band Love and Rockets with special guests, the Pixies, Miller Auditorium, 8 p.m.

Monday/18

- Opening ceremony and reception, Hispanic Heritage Month, President's Dining Room, Bernhard Center, 4 p.m.

Tuesday/19

- (and 20) Workshop, "Basic Voice Mail," one-hour classes for new Voice Mail *system users offered by the Department of Telecommunications. Call 7-0932 to register.

- Mechanical engineering seminar, "Professional Ethics: Professor/Professor and Faculty/Administration Relationships," Provost George M. Dennison, 2064 Kohrman Hall, 1 p.m.

- Meeting, Campus Planning Council of the Faculty Senate, Conference Room A, third floor, Seibert Administration Building, 3 p.m.

- Soccer, WMU vs. Goshen College, Waldo Stadium, 5:45 p.m.

- *School of Music Young Concert Artists Series, Asako Urushihara, violin, Dalton Center Recital Hall, 8 p.m.

Wednesday/20

- Meeting, Clerical/Technical Organization, Red Rooms, Bernhard Center, noon.
- School of Music Convocation Series, Asako Urushihara, violin, Dalton Center Recital Hall, 2 p.m.

- Lee Honors College lecture, "Israel's Not-So-Hidden Nuclear Agenda," Avner Cohen, lecturer, Tel Aviv University, 205 Bernhard Center, 3 p.m.

- Economics lecture-seminar series, Edward P. Lazear, the Isadore Brown and Gladys J. Brown Professor of Urban and Labor Economics, University of Chicago: seminar, 3760 Knauss Hall, 3 p.m.; lecture, "Laws and Policies Concerning Discrimination," 3750 Knauss Hall, 8 p.m.

- (thru 23) Corporate Olympics, Read Fieldhouse area; Sept. 20, Parade of Athletes, down West Michigan Avenue to Read Fieldhouse, followed by cheerleading competition, 5 p.m.

Thursday/21

- *(and 22) Management and executive development seminar, "Managing Accelerated Productivity," David R. Allen, vice president, Insight Consulting Group, Santa Monica, Calif., Fetzer Center, 9 a.m.-5 p.m.

- College Volunteer Opportunities Fair, East Ballroom, Bernhard Center, 11 a.m.-3 p.m.

- Spiritual Journey Series, "Hildegard of Bingen," Audrey Davidson, music, St. Aidan's Chapel, 3-5 p.m.; reception and evensong will follow.

- Reception in honor of Dean Janet I. Pisaneschi, health and human services, the Oaklands, 3:30-6 p.m.

- University film series, "La Dolce Vita" (Italy, 1961), directed by Federico Fellini, 2302 Sangren Hall, 4 and 8 p.m.

- Women's Center workshop, "Time Management," Doreen A. Brinson, human resources, 204 Bernhard Center, 6-9 p.m.

- Center for the Study of Ethics in Society lecture, "Computer Ethics," Deborah Johnson, Department of Science and Technology, Rensselaer Polytechnic University, 3750 Knauss Hall, 7:30 p.m.

*Admission charged