

# WESTERN MICHIGAN UNIVERSITY WESTERN NEWS

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## 1927 graduate Merze Tate donates \$1 million gift for student needs

After 63 years, a 1927 graduate of WMU who overcame barriers of sex and race to achieve an academic career of distinction has remembered her alma mater with a gift of \$1 million.



Tate

Merze Tate, who lives in Washington, D.C., has established the Merze Tate Student Academic Endowment Fund through the bequest of her estate to the WMU Foundation. Income from the fund will be used as unrestricted support for student needs.

In accepting the gift, President Haenicke said, "Through her generosity, Dr. Tate will enable generations of students to benefit, as she once did, from public higher education at her alma mater."

Tate's gift is part of the University's \$55 million "Campaign for Excellence," the largest fund-raising effort in the University's history. Launched last April at a meeting of the WMU Foundation board of directors, the campaign is intended to raise funds for buildings, endowments and programs.

This is not Tate's first gift to the University. In 1980 she established the Merze Tate Center for Research and Information Processing in the College of Education. Later she established two endowed Medallion Scholarships at the University.

Her accomplishments have been recognized by WMU over the years. In 1952, she received an honorary degree from the University and in 1970 its Distinguished Alumni Award. In 1981, she was nominated by WMU and received the Distinguished Alumni Award of the American Association of State Colleges and Universities.

Tate, who retired in 1977 after 35 years as a professor of history at Howard University in Washington, D.C., traces her success to the free public education she received in her native Isabella County in Central Michigan. She graduated from a one-room school house there and, as the youngest in her class and the only black, earned straight-A's in the 10th grade at Blanchard High School in Blanchard, Mich.

The school burned, forcing her to finish her secondary education at Battle Creek High School, where she maintained an A average. She entered what was then Western Michigan Teachers College, receiving a tuition scholarship. She worked for room and board and \$5 a week in the home of the president of a Kalamazoo paper company.

After receiving a diploma, teaching a year in a Cass County grade school and taking correspondence courses in history and economics, Tate returned to Western Michigan with adequate savings and completed her four-year degree in three years with the school's highest academic record at the time, 45 A's and six B's. The degree qualified her to teach history and the social sciences in senior high school.

But she discovered that senior high schools in Michigan did not hire blacks. She was helped by President Dwight B. Waldo, Dean of Women Bertha Davis and Registrar John C. Hoekje to seek employment out of state and was offered positions at schools in Cincinnati, St. Louis and Indianapolis. She began her career at Crispus Attucks High School in Indianapolis.

Tate took extension courses from Indiana University and attended inter-

cession and summer sessions at Teachers College of Columbia University, where she earned a master's degree in 1930. She went on to become the first American black woman to enter Oxford University and the first American black to earn an advanced degree there. She was the first American black woman to earn a doctoral degree in government from Radcliffe College and Harvard University.

Tate is the author of seven books, including those published by Macmillan, Harvard University Press and Yale University Press. She has received many grants for her research and scholarship.

Tate's philanthropy emerges from her gratitude to WMU and other institutions who have helped her overcome the barriers of race and sex: "In providing for such gifts, I am attempting to discharge my obligation to those institutions that have been liberal in bestowing their awards and blessings on a member of a minority in American society."

## Presidents call for more state support in GR forum

"Our message is your message," President Haenicke told 300 alumni, community leaders and governing board members of many of the state's 15 public universities Feb. 27 in Grand Rapids.

"Our legislators need to hear from you of the critical need for support that public higher education has today," said Haenicke, speaking on behalf of his colleague presidents at the state's other public universities.

Haenicke was one of five presidents who spoke at a higher education forum sponsored by the Presidents Council of State Universities and the Michigan Advancement Council. Eight public university presidents attended the forum at the Amway Grand Plaza Hotel.

"We stand before you as a group to make clear the seriousness of our concern," Haenicke said. "We need your support -- not just this year but for the long term -- if we are to preserve one of



**SEEKING STATE SUPPORT --** Eight members of the Presidents Council of State Universities participated in a news conference that took place before a forum on state support for higher education Feb. 27 in Grand Rapids. Seated, from left, are: Arend D. Lubbers, Grand Valley State University; President Haenicke; Helen Popovich, Ferris State University; and David W. Adamany, Wayne State University. Standing, from left, are: Joseph E. Champagne, Oakland University; Dale F. Stein, Michigan Technological University; William Shelton, Eastern Michigan University; and H. Erik Shaar, Lake Superior State University.

the nation's great systems of public higher education."

It is a system, while still strong, that is "riding on momentum," said David W. Adamany, president of Wayne State University, a principal speaker at the forum.

He noted that enrollment is at a record high of more than 255,000 students, giving Michigan a "college-going" rate of 36 per 1,000 people. That figure is 20 percent above the national average for a rank of 12th among the 50 states.

Yet, Adamany pointed out, Michigan ranked 32nd in the nation in state funding per student in 1988-89 -- down from 26th the year before. Last year, support per student was \$465 below the national average. A decade earlier, it was only \$50 below the national average.

"Our citizens must be educated to their full human potential," said Joseph E. Champagne, president of Oakland Uni-

versity, the other principal speaker. "Higher education is truly an investment in the future of each and every one of us."

Last year, the Presidents Council began an effort to bring Michigan to at least 15th in the nation in state support per student within five years. To do that, state appropriations would have to increase by an annual inflation rate of about 5 percent each year plus an additional 3.5 percent each year in "makeup" funds.

Part of that effort this year is a series of public forums around the state, of which the one in Grand Rapids was the second. The first was in Saginaw and others are planned for Detroit, Lansing and Marquette. Each is accompanied by a meeting of the Presidents Council.

Gov. James J. Blanchard's proposal for a 5 percent increase in state appropriations for higher education for 1990-91 is a step in the right direction, the presidents agreed. But it doesn't go far enough.

"We have to realize that the governor's proposed funding level will at best allow us to maintain our position," Haenicke said at a news conference before the forum. "It means we will not fall further behind. But it also means that we are not going to improve our relative ranking among the states."

"We're very pleased that the governor's budget recommendation is higher this year than it was last year," said Helen Popovich, president of Ferris State University. "Our state universities continue to experience increases in enrollment as well as in costs. We need to take this into account when we try to strike a balance between state support and tuition."

"I react favorably to the governor's recommendation because he has made higher education a priority in his budget," said Arend D. Lubbers, president of Grand Valley State University. "But I'm concerned about preserving access to higher education and having the resources to keep pace with our increasing enrollment."

While in Grand Rapids, Adamany, Lubbers, Popovich and Haenicke taped a 30-minute panel discussion television show called "University Views." It will air at 6 p.m. Friday, March 2, on WGTV-TV, Channel 35, and WGK-TV, Channel 52.

## Two WMU conferences earn national honors

Two 1989 conferences coordinated by WMU have won national awards for creative programming.

"Visually Impaired Sports Camp" and "Facing North/Facing South: A Colloquium on Canadian American Relations" have been named winners of Creative Programming Awards from the National University Continuing Education Association (NUCEA) and its Division of Conferences and Institutes. The two awards, made for outstanding efforts in non-credit continuing education programs, bring to 13 the number of NUCEA national awards the University has received.

In announcing that the University was selected to receive two 1990 awards, Richard T. Burke, vice president for regional education and economic development, noted, "It is a source of special pride and satisfaction to know that our professional endeavors have been singled out for special meritorious recognition by our professional colleagues in our national association."

The NUCEA specifically recognized conference organizers in WMU's Office of Conferences and Institutes in the Division of Continuing Education, as well as faculty members who served as project directors for each conference. Diane D. Henderson, conferences and institutes, was cited for her role in making the

sports camp for visually impaired athletes a success along with Paul E. Ponchillia, blind rehabilitation and mobility, who directed the project, and Susan Ponchillia, blind rehabilitation and mobility.

Pamela K. Kies-Lowe, conferences and institutes, was recognized for the role she played in the Canadian-American colloquium along with Bradley Hayden, English, who chairs the Canadian Studies Committee and was conference director. Other planning committee members cited include: Howard J. Dooley and W. Wilson Woods, both international affairs; and Roger Tang, the Upjohn Chair of Business Administration in Accountancy in the Haworth College of Business.

The awards will be presented at the organization's 75th annual conference April 28-May 1 in New Orleans.

The "Visually Impaired Sports Camp" was conducted May 2-6 and attracted 65 blind athletes and their coaches from around the state. Co-sponsored by WMU's Department of Blind Rehabilitation and Mobility and the Michigan Blind Athletic Association, the camp has been scheduled to take place again on campus May 8-12, 1990.

Athletes attending the camp compete in athletic events and learn new games

(Continued on page four)



## Service quality is focus of new WMU institute

Interdisciplinary research and assistance to the state's growing service industry will be the goals of WMU's new Service Quality Institute, according to a presentation made to the Board of Trustees at its last meeting.

Provost George M. Dennison outlined for the Board the purpose and organizational details of the institute, which will utilize the expertise of researchers from across the University.

"In pursuit of the president's mandate and the University's mission in research and economic development," he said, "we have established the institute to serve the dynamic service sector of the state, national and international economy. We have assembled a uniquely qualified corps of faculty leaders in this vital area."

Dennison commended faculty members for their "innovative initiative" in developing the institute.

Linda M. Delene, marketing, will direct the new institute. She says formation of the unit is the result of several years of observations, research and discussions with her co-founders Andrew Brogowicz, marketing, and David M. Lyth, industrial engineering. They will work with her in developing the institute and its programs as associate directors.

"In our research and travels in recent years, we have seen an enormous interest in service and service quality," Delene says. "Every nation in the world has a

significant portion of its gross national product in services. Service quality is now an international field of research, scholarship and economic development."

Delene says that the most recent U.S. figures show service related industries now account for 74 percent of this country's gross national product. The average worldwide figure for developed nations is 54 percent of gross national product dedicated to services.

Delene, who has spent a number of years writing and conducting research in the field of service marketing, notes that as the field has developed, service quality has become an area of intense study and research.

"As service marketing has matured," she says, "the recognition that service quality is a cross-managerial function has become widespread."

Because of WMU faculty expertise in the field, she says, the institute was conceived as a way to build upon that strength and to serve as a resource for businesses in the state that want to improve their service quality.

She notes that growing concern for service quality in the manufacturing sector will make that area one of the institute's first areas of focus.

As shared technological advances and high production standards lead to products that are essentially the same, she says, the "service bundle" surrounding the hard product will be the dimension manufacturers use to make

their products stand out.

In addition to product services, initial areas of focus for the institute will include public utilities, city and county government and health care. Future projects also may be undertaken in the retail and commercial sectors.

"As Michigan's economy becomes more and more a service economy," Delene says, "we hope to be able to provide the assistance industry needs to keep service quality at the highest levels, thereby ensuring the strength of the state's future economic growth."

Delene brings her extensive background in service marketing research to the institute's projects. Brogowicz will oversee the areas of marketing research and product development and Lyth will be in charge of operations and design. Faculty members from across the University are expected to take part in research and service projects related to their disciplines.

As a University-wide entity, the Service Quality Institute is under the administrative oversight of the vice president for research. An advisory committee made up of University administrative personnel and representatives from the state's service industry will provide guidance to the institute.

## NEA president to speak at leadership conference

Mary Hatwood Futrell, president of the National Education Association, will be among the speakers at the 14th annual Minority Student Leadership Conference Friday through Sunday, March 16-18, in the Bernhard Center.

The conference is designed for higher education faculty, staff and students, parents, high school personnel and students and community representatives concerned with building minority leadership. The theme this year is "When You Achieve... We All Receive."

The event is being sponsored by WMU's Consortium for Ebony Concerns and Division of Minority Affairs-Retention Unit.

In addition to Futrell, speakers will include: Samuel Betances, professor of sociology at Northeastern Illinois University in Chicago; Dick Gregory, comedian and human rights activist; and Kalamazoo County Probate Court Judge Carolyn H. Williams.

For more information on the conference and registration fees, persons should contact the Division of Minority Affairs-Retention Unit at 7-3320.

## Evaluating staff training is subject of books

Robert O. Brinkerhoff, educational leadership, is the author of two newly published books on evaluating staff training programs and measuring productivity in organizations.



**Brinkerhoff**

"Evaluating Training Programs in Business and Industry" is intended to help improve the effectiveness of training directors, managers, consultants and trainees involved in the profession of training and education.

"The profession of training is immense," Brinkerhoff said. "Private businesses spend as much on development of training programs as the country's entire education budget. Companies need to ask themselves if they are getting what they are paying for in educational and developmental programs. In many cases, the answer is no."

"Many places are wasting dollars, because the training programs are not effectively designed and implemented," Brinkerhoff continued. "This book explains how the massive amount of programs offered can be evaluated in terms of their effectiveness."

The paperback text was published by Jossey-Bass Inc. of San Francisco and is available in campus bookstores for

\$14.95.

"Productivity Measurement: A Guide for Managers and Evaluators" was co-written by Brinkerhoff and Dennis Dressler. Dressler is a WMU doctoral candidate and an account executive at Training Strategies Inc., a training and management consulting firm in Kalamazoo. Their book was designed to enable non-specialist, mid-level managers to measure and improve productivity in their organizations.

"Companies all over the globe are facing increasing competition and a greater need to use resources more effectively," Brinkerhoff said. "Literally thousands of businesses and government agencies need to implement simple measurement procedures to empower managers to make improvements in quality and production in order to compete."

"Productivity Measurement" is available in campus bookstores in hardcover for \$25 and in paperback for \$12.95. It was published by Sage Publications of Newbury Park, Calif.

Brinkerhoff is the coordinator of graduate programs in training and development in the Department of Educational Leadership.

This past summer, Brinkerhoff was the keynote speaker for the First South African Conference on Educational Technology in Pretoria, South Africa. During his visit, he conducted workshops for major South African companies that are using corporate training programs.

"Training is crucial in public agencies and corporations in South Africa in order to promote black employees into managerial positions and support social change," said Brinkerhoff.

Brinkerhoff has previously written five books on evaluation of training and is currently at work on two new books. Managing school improvement projects for school administrators and managing training projects for corporate trainees are the topics of the works in progress.

## Clinic offers services

Speech, language and hearing diagnostic and treatment services are available free of charge to students, active and retired faculty and staff and their immediate families through the Department of Speech Pathology and Audiology.

If you think you or a family member has a hearing, speech or language problem, you may wish to schedule an evaluation. Evaluations are important not only for identifying problems, but for recommending appropriate remediation.

To make an appointment, call the Charles Van Riper Language, Speech and Hearing Clinic at 7-8047.

## New student interview system designed to help recruiters save time and money

Providing employers with a more time- and cost-efficient way to interview job candidates is the goal of a new program in Career Planning and Placement Services.

The Employer Pre-Selection System, developed at Pennsylvania State University, was implemented at WMU this fall. The system allows employers to pre-screen 100 percent of their interview candidates before the recruiters ever set foot on campus.

Previously, WMU has used an open sign-up, a lottery and a priority system for scheduling interviews.

"Since 200 to 300 employers a year visit WMU's campus to interview 4,000 to 5,000 students, the priority arrangement was very involved," said Chester C. Arnold, Career Planning and Placement Services. "We are hopeful that this new program will help employers identify interested, quality candidates during their recruiting visits."

With the new system as with the old, students must start out by visiting Career Planning and Placement Services in Ellsworth Hall and setting up a credential file containing coursework, job preferences, past work experience and other activities. Students then review the list of interview dates scheduled on campus by employers and fill out request forms for interviews. There is no limit to the number of

interviews a student may request.

The new wrinkle is that before their recruiting visit to WMU, employers are sent a computerized summary of the credentials of all the students interested in an interview with their organization. After reviewing the credentials, the employer will mail or fax a list of 13 students and three alternates per recruiting schedule that meet their criteria.

Two weeks prior to the interview, a list of the selected students is posted in Career Planning and Placement Services. Those on the list may then sign-up for one of the available appointments.

"It costs an employer more than \$1,000 a day to recruit on a college campus," Arnold said, "so we hope this new cost-efficient program will make WMU a more desirable place to recruit."

The program has been very successful so far, he added, and employers have reacted positively.

"With the old systems," Arnold said, "employers used to invite back only one or two candidates from their 13-appointment schedule. Now five or six candidates usually get invited back for second interviews. We hope that this new system will draw more new employers and that the long-time recruiters will continue to interview on our campus."



**ISSUES AND OPPORTUNITIES** -- Nearly 150 people attended the ninth annual **Issues and Opportunities for Women Conference Feb. 23 in the Bernhard Center.** This year's theme was "Commitment in the '90s." G. Gwen Raaberg, Women's Center, left, discussed the "Power of Commitment" in her keynote address. Here, she goes over the conference program with Diana L. Sherburn, human resources, center, who chaired the conference, and Theresa A. Powell, dean of students, who attended. The conference, which is coordinated by a staff of volunteers from throughout the University, is designed primarily to help WMU employees improve their lives, both professionally and personally.

## WESTERN NEWS

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**Deadline:** Items to be considered for publication should be submitted to the Office of Public Information by noon Tuesday of the week of publication. Offices that receive too many copies -- or too few copies -- are asked to call 387-4100. WMU is an equal opportunity/employer/affirmative action institution.



## NIH grant funds microvascular system research

Understanding the role that oxygen plays in regulating the flow of blood to body tissues is the goal of a National Institutes of Health grant to a new faculty member at WMU.

William F. Jackson, biological sciences, is the recipient of a \$69,141 grant from the NIH, part of the U.S. Department of Health and Human Services. The grant will fund his continuing research into the workings of the body's microcirculatory system -- the system of arteries, veins and capillaries that facilitates the exchange of nutrients between body tissues and blood.

According to Jackson, the precise role that oxygen plays in that exchange is not understood, despite 100 years of research into the question.

"The heart pumps blood to the body's organs and tissues in proportion to the needs of each organ or tissue so that the supply of oxygen and other nutrient materials and the removal of waste products match the metabolic activities of each tissue," Jackson says. "When a person runs, blood flow to the muscles in the legs increases dramatically in proportion to the increase in muscle activity."

Jackson says the continuing balance between local blood flow and tissue activity is controlled by regulatory mechanisms located within each tissue. Those mechanisms are not completely understood, but oxygen appears to be involved in the way they work to regulate blood flow.

Jackson characterizes his work as "basic research" and says understanding the workings of the microvascular system is important both because the

system is inherently interesting and because such understanding may, in the future, provide the key to understanding such health problems as hypertension and diseases that result in changes in blood flow to the tissues. Those include sickle cell diseases, diabetic angiopathy and Raynaud's disease.

Jackson has been examining the role of oxygen in the microvascular system for the past five years. His research involves direct observation of the microcirculation in laboratory animals as the level of oxygen in the blood changes or as different gas mixtures are introduced.

Jackson joined the WMU faculty last fall after six years as a faculty member at the Medical College of Georgia's School of Medicine. Prior to that, he spent three years as a postdoctoral fellow doing research at the University of Virginia.

He earned a bachelor's degree in zoology and master's and doctoral degrees in physiology from Michigan State University. He also holds a master's degree in applied mathematics from that institution.

His current NIH grant represents one year of a five-year project that began in 1987. He also serves as a consultant to investigators on another NIH grant and is involved in additional microvascular research being funded by a NATO Cooperative Research Grant.

## Human Resources

### 'Planning for Retirement' seminar date changed

"WMU Retirement Benefits," the first session of a three-part "Planning for Retirement" seminar originally set for Wednesday, March 14, has been rescheduled for Wednesday, March 28, from 10:30 a.m. to noon and repeating from 1 to 3 p.m.

Dates for the second session on "TIAA-CREF" (April 12) and the third session on "Social Security" (April 19)

## 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.

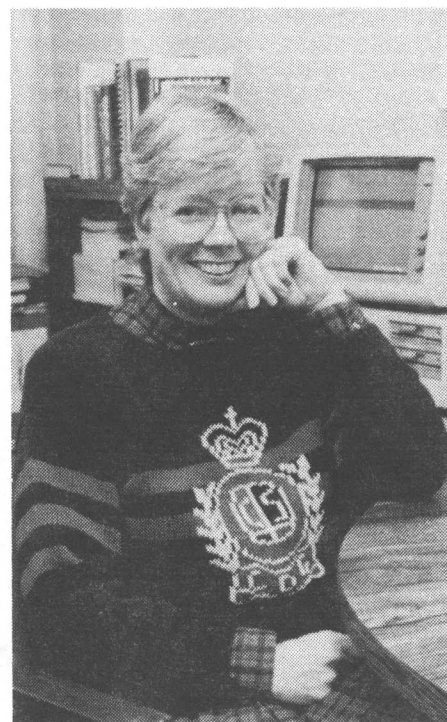
(R) **Associate Professor** (Tenure Track) CORRECTION, I-20, Electrical Engineering, 89/90-293, 2/27-3/5/90.

(R) **Instructor** (Temporary, 1-Year Position), I-40, English, 89/90-333, 2/27-3/5/90.

## Media

Two faculty members will be guests in the coming weeks on "Focus," a five-minute interview produced by the Office of Public Information. "Focus" is scheduled to air on these Saturdays at 6:10 a.m. on WKPR-AM (1420) and at 5:45 p.m. on WKZO-AM (590) with the

## On campus



**COMMUNITY INFORMATION** -- As a recent transplant from California, Kathy G. Joiner says her job as an administrative assistant in the Community Information System has helped her get to know the Kalamazoo area. Joiner, who marked her one-year anniversary at WMU in January,

is a California native and previously worked at the University of California at Berkeley's Office of Research and Public Policy. "In California, the focus of my work was at the state and federal levels," she says. "Here, our projects deal with the local level and that has helped me learn more about the Kalamazoo community." CIS, a 12-year-old nonprofit community organization, maintains an extensive base of information about the Kalamazoo area. With offices in Ellsworth Hall, it is administered and funded, in part, by the University. It also receives financial support from the Greater Kalamazoo United Way, the Kalamazoo Foundation, the Gilmore Foundation and the Dalton Foundation. Joiner says her job started out as administrative support, but is moving toward a more technical involvement in CIS's various research projects, such as a telephone survey for the Arts Council of Greater Kalamazoo, an employee survey for Metro Transit and a community needs assessment for the Greater Kalamazoo United Way. In addition to providing staff support for the director and associate director, she helps hire and train student workers, edits the CIS Bulletin and other office reports and is responsible for getting office documents published.

### Reception set for Querrey

A farewell reception for Kimberly K. Querrey, environmental health and safety, is scheduled for 2:30 to 4:30 p.m. Wednesday, March 7, in the President's Dining Room of the Bernhard Center. She is leaving the University to become a corporate safety adviser for Occidental Chemical in Dallas.

### Senate to meet tonight

The Faculty Senate will meet at 7 p.m. Thursday, March 1, in the Kirsch Auditorium of the Fetzer Center. Action items on the agenda include recommendations on 500-level courses and dual numbering, a revision of the University Mission Statement and a recommendation on a new appointment type called "lecturer."

### Free tax help available

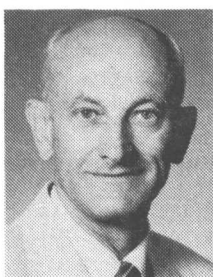
Students, faculty and staff members can get some free help with their income tax preparation from members of Beta Alpha Psi, WMU's professional accounting fraternity, in the coming weeks.

The students will be helping those persons who do not itemize in Red Rooms A and C of the Bernhard Center from 3 to 5 p.m. Wednesday, March 14, and from 2 to 4 p.m. Monday, March 19.

Persons should bring along their W-2 forms from their employer(s) and any tax booklets received in the mail. For more information, persons may contact the Department of Accountancy at 7-7136.

## Ray honored by Midwest professional group

A WMU faculty member has been named the 1990 Scholar of the Year by the six-state Midwest District Association of the American Alliance for Health, Physical Education, Recreation and Dance.



Ray

Harold L. Ray, health, physical education and recreation, was honored at the group's annual Midwest District Convention Feb. 15-17 in Merrillville, Ind.

In naming Ray as the award recipient, the organization noted that Ray's name has become "synonymous with the history of sport. Because of him we have not only the knowledge of our roots, but an appreciation of the relationship between sport and art."

As Scholar of the Year, Ray was invited to deliver the address at the convention awards breakfast Feb. 16.

Ray has been a member of the alliance for more than 30 years and the group's historian since 1976. He also is a charter member of the North American Society for Sport History and a member of the Michigan Association for Health, Physical Education, Recreation and Dance.

He has been WMU faculty member since 1960 and currently coordinates graduate studies for the Department of Health, Physical Education and Recreation.

Ray has written and lectured extensively on the history of sport, Olympic history and the connection between sport and art. He is the co-author, with Robert A. Palmatier, languages and linguistics, of the 1989 book, "Sports Talk: A Dictionary of Sports Metaphors."

are unchanged. Watch the March 15 *Western News* for more information.

### Business writing seminar offered

Effective business communication is more than just the ability to string words together in a pleasant way. Business communication is dynamic human interaction between writers and readers to produce an outcome that is desirable to everyone concerned.

(R) **Instructor** (Temporary, 1-Year Position), I-40, English, 89/90-334, 2/27-3/5/90.

(N) **Assistant Director, Mathematical Skills** (Academic Year plus Spring and Summer; 0.84 FTE) CORRECTION, P-04, Mathematics and Statistics, 89/90-337, 2/27-3/5/90.

(R) **Secretary I**, S-04, Data Processing, 89/90-343, 2/27-3/5/90.

(N) **Director, Institute for the Study of Race and Ethnic Relations**, P-07, Office of the President (Executive Official), 89/90-344, 2/27-3/5/90.

(N) New  
(R) Replacement

WMU is an EEO/AA employer

following speakers and topics: Sushi Datta-Sandhu, political science, on the impact of Nelson Mandela's release in South Africa, March 3; and James M. Butterfield, political science, on reform in the Soviet Union, March 10.

"WMU Forum," a program produced by media services for Kalamazoo Community Access Television, will air at 8 p.m. Friday, March 2, on Channel 32. Host Ronald C. Kramer, sociology, will talk with William A. Ritchie, political science, and Thomas K. Kostrzewa, a former WMU faculty member who recently returned from Eastern Europe, about democratic directions in that part of the world. The program will be repeated at: 8:30 p.m. Sunday, March 4, on Channel 30; 8 p.m. Tuesday, March 6, on Channel 32; and 7:30 p.m. Thursday, March 8, on Channel 32.

Stanley E. Henderson, admissions and orientation, will join his counterpart at Kalamazoo College, Michael Donahue, as a guest on "Perspective," a public affairs program hosted by Beverly Wood on WWMT-TV, Channel 3, to be broadcast at 8:30 a.m. Sunday, March 4. They will discuss what students need to know to choose the right college or university for them.

You can learn how to be a better writer by attending the two-session training and development seminar, "Business Writing with Style and Purpose," from 8:30 to 11:30 a.m. Tuesdays, March 13 and 20, in 204 Bernhard Center. Deb A. Renshaw, business information systems, will cover the basic guidelines to follow when you write. She also will discuss when writing, telephoning or communicating face to face is most appropriate.

A \$40 fee is charged for this seminar, which is open to all employees. Participants should plan to attend both sessions. To register, complete the form in the back of the training catalog and mail it to the Department of Human Resources, or call Dawn J. Papesh 7-3620.

## Senate

The **Research Policies Council** of the Faculty Senate will meet at 3 p.m. Thursday, March 1, in Conference Room A on the third floor of the Seibert Administration Building. Agenda items include reports on research activities and the faculty travel fund.

## Exchange

**FOR SALE** -- 1982 4X4 Datsun long-bed truck with cap. Power steering, power brakes, cassette player and bed liner. Good condition. \$2,995. Call 668-4733.

**FOR RENT** -- Summer cottage, North Beach, South Haven. Sleeps 10, two baths. Call 345-0938.

## Service

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

**25 years** -- Marvin L. Darling, Sincere Health Center.

**20 years** -- Kenneth J. Pollack, physical plant-L/G maintenance; and Raymond C. Soule, physical plant-B/E maintenance.

**10 years** -- Vida A. Abendroth, accounts receivable; Pamela J. Buist, WMU campus apartments; Beth A. den Hartigh, student life; Joel M. Fletcher, telecommunications; and Thomas L. Swihart, physical plant-L/G maintenance.

**Five years** -- Dennitta L. Allen, residence hall custodial; Catherine L. Eikum, physical plant-L/G maintenance; Richard Marks, physical plant-custodial services; Doris J. Moore, College of Engineering and Applied Sciences; Theresa Paul, physical plant-custodial services; Gertrude E. Rohr, public safety; and James L. Vincent, physical plant-custodial services.



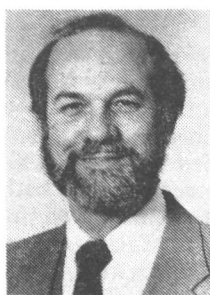
## Lawson selected to edit international journal

A WMU scholar has been named the first North American editor of *Numen*, an international journal of comparative religions.

E. Thomas Lawson, chairperson of religion, has been named one of two executive editors of the journal, which is published by the International Association for the History of Religions. Lawson and his co-editor, a scholar from the University of Bremen in Germany, will serve five-year terms that begin in September 1990.

Lawson was selected for the position by the IAHR executive committee at its meeting in Warsaw in September. At that meeting, Lawson was one of 25 international scholars, including only two Americans, to be invited to present papers.

Although his term starts officially in September, Lawson is already at work on



Lawson

journal business and will travel to Germany in April for editorial meetings. He says his duties as executive editor of the journal that is published twice yearly are twofold.

"The first duty, of course, is to make decisions about what will be published," he says. "The other major duty is to set a direction for the journal."

By virtue of his position as executive editor, Lawson also will sit on the IAHR's executive committee and on its international committee.

Lawson says the IAHR's membership includes "scholars from virtually every country in the world." The journal is published in four languages -- English, German, French and Italian.

The appointment, Lawson says, came as a total surprise, but he views the turn of events as "thrilling" and particularly timely for the University.

"We are just beginning a new master's program in comparative religions and I have just been named editor of one of the world's leading journals of comparative religions," he says. "One of the wonderful things about this is that all kinds of eminent scholars are just going to be stopping by our University and I will be corresponding with religion scholars from around the world."

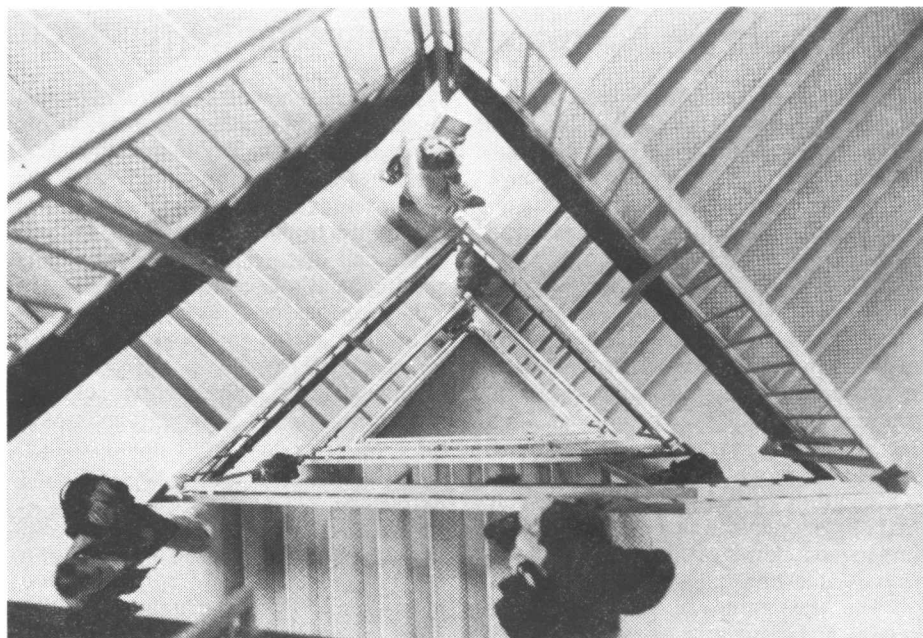
In addition to his new duties as executive editor of *Numen*, Lawson serves on the editorial boards of *Religion*, *Journal for the Study of Religion* and *Theology and Method in the Study of Religion*.

### Events committee seeks proposals

The University Cultural Events Committee invites proposals for partial funding of activities that will enhance the cultural environment of the campus. Proposals for events scheduled to take place during the 1990-91 academic year are now being accepted for consideration.

Grant proposals may be submitted by students, faculty or staff. Each proposal must include pertinent information and be endorsed by the head of the appropriate unit.

For grant guidelines, preparation instructions and application materials, contact Carl W. Doubleday, music, chairperson of the committee, at 7-4681.



**STAIRSCAPE** -- The stairway in Friedmann Hall recently provided a dizzying series of triangles through the lens of University photographer Neil G. Rankin.

## Conferences (Continued from page one)

while their teachers increase their recreational knowledge. Among sports in which athletes compete are: wrestling, power lifting, gymnastics, bowling,

### Seminar planned for office personnel

WMU's 18th annual Seminar for Secretaries and Office Personnel is set for 7:30 a.m. to 1:30 p.m. Wednesday, March 28, at the Fetzer Center.

The day will begin with a speech on "Building Self-Esteem: Being You and Being Me" by Maureen A. Burns, a specialist in sales management. The author of the book, "Run With Your Dreams," Burns has spoken at numerous conferences over the past 12 years.

Later in the morning, Anna M. Stryd, a corporate occupational health nurse at the Upjohn Co., will speak on "Understanding and Managing Stress." Her talk will be followed by another speech by Burns on "Knowing Where You're Going."

The cost of the seminar, including lunch, is \$50 and the registration deadline is Monday, March 19. The event is being sponsored by the Department of Business Information Systems. For more information, persons may call the department at 7-7001.

equestrian events, swimming, "beep" baseball and "goal ball."

"Facing North/Facing South: A Colloquium on Canadian-American Relations" was conducted on campus Sept. 15-16 and attracted more than 150 government, business and educational leaders from both nations as well as a number of students. Specific issues discussed by internationally recognized experts included the U.S.-Canadian Free Trade Agreement, acid rain and protection of the Great Lakes.

Sponsors of the conference included: the WMU Office of International Affairs; the Canadian Embassy in Washington, D.C.; the Canadian Consulate in Detroit; the Quebec Delegation in Chicago; the Michigan Council for the Humanities; the Kellogg Co. of Battle Creek; the Upjohn Co. of Kalamazoo; KALSEC Inc. of Kalamazoo; the Kalamazoo offices of the Burroughs Corp. and Air Toronto; and a number of University departments and offices.

The success of the conference sparked an agreement between WMU and the University of Calgary in Alberta, Canada, to alternately play host to a similar conference every 18 months. The next conference will take place in Calgary in May 1991. The conference will return to WMU in September 1992.

### Archives to re-open, library move continues

Here are several items of note related to the expansion and renovation project at Waldo Library:

- The **University Archives and Regional History Collections** will re-open and resume regular University hours Monday, March 12, in new quarters in East Hall. The office has been closed since Jan. 24, due to its move from Waldo Library to East Campus. Its new telephone number is 7-8490.

- **Waldo Library** will be closed all day Saturday, March 3, due to an electrical shutdown for PCB removal.

- The **relocation** from Waldo Library of the circulating collection to the former Clarage Fan Co. warehouse at 814 Gibson St. and of many library support services to an adjacent office building is continuing. In addition, the move of the science reference collection, office and study space as well as current science periodicals to the Bernhard Center game room has been completed.

For the most up-to-date information, persons should call Waldo Library's information desk at 7-5155 or 7-5156.

## Calendar

### MARCH

#### Thursday/1

- (thru 2) Native American Heritage Week.
- (thru April 20) Exhibition of mixed media paintings, including figures, landscapes, still lifes and watercolors of Italy, by Martha Flynn, Kalamazoo artist, 1240 Seibert Administration Building, weekdays, 8 a.m.-noon and 1-5 p.m.
- \*Conference, "Doing Business With Taiwan," Fetzer Center, 9 a.m.-5 p.m.
- Exhibition of handmade paper, Paul Robbert, art, Gallery II, Sangren Hall, 10 a.m.-5 p.m.
- (thru April 7) Annual student art exhibition, Dalton Center Multi-Media Room, Mondays through Saturdays, 10 a.m.-4 p.m.
- Meeting, Research Policies Council of the Faculty Senate, Conference Room A, third floor, Seibert Administration Building, 3 p.m.
- Women's History Month reception and recognition ceremony in honor of persons who participated in the second annual edition of "The History of Women in Education in Greater Kalamazoo," 105 Bernhard Center, 3 p.m.
- Visiting Scholars Program lectures by Susan Strasser, George Washington University: "Visual Merchandising and Mass Consumption in Early 20th Century America," 3020 Friedmann Hall, 3 p.m.; "Refuse All Substitutes: Branded Goods Marketing Before 1920," 3760 Knauss Hall, 7:30 p.m.
- Mathematics and statistics colloquium, "Quality Improvement through Experimental Design," C.F.J. Wu, Department of Statistics and Actuarial Science, University of Waterloo, Commons Room, sixth floor, Everett Tower, 4:10 p.m.; refreshments, 3:45 p.m.
- University film series, "Madchen in Uniform" (Germany, 1931), directed by Leontine Sagan, 2302 Sangren Hall, 4 and 8 p.m.
- Physics colloquium, "Modeling the Competing Electron-Electron/Phonon Interactions in Low-Dimensional Materials," J. Tinka Gammel, Los Alamos National Laboratory, 1110 Rood Hall, 4:10 p.m.; refreshments, 4 p.m.
- Meeting, Faculty Senate, Kirsch Auditorium, Fetzer Center, 7 p.m.
- \*School of Music Dalton Series, Aequalis, New American music, Dalton Center Recital Hall, 8 p.m.

#### Friday/2

- Last day to drop classes without academic penalty, academic records office, third floor, Seibert Administration Building.
- Doctoral oral examination, "Parents', Students' and Teachers' Perceptions of the Nature of Discipline Problems at the Middle School Level," Marilyn Giannangeli, educational leadership, Tate Center, 3210 Sangren Hall, 10 a.m.
- Women's History Month lecture, "Women and the Making of the Mass Market," Susan Strasser, George Washington University, Faculty Dining Room, Bernhard Center, noon.
- Mathematics and statistics colloquium, "Distribution-Free Partially Sequential Tests for Treatment vs. Control Settings," Dongjae Kim, Ohio State University, Commons Room, sixth floor, Everett Tower, 3:10 p.m.; refreshments, 2:45 p.m.
- Physics colloquium, "Isospin and Charge Symmetry in Few-Nucleon Systems," Gerald Feldman, Triangle Universities Nuclear Laboratory, Duke University, 1110 Rood Hall, 3:10 p.m.; refreshments, 3 p.m.

Native American Heritage Week concert, Kevin Locke, traditional Sioux flute player and hoop dancer, Dalton Center Recital Hall, 7:30 p.m.; reception to follow.

\*Concert, Kalamazoo Symphony Orchestra, conducted by Yehudi Menuhin, who will receive an honorary degree from WMU during the concert, Miller Auditorium, 8 p.m.

#### Saturday/3

Julius Stulberg Auditions, Dalton Center Recital Hall, 9:30 a.m.-3:30 p.m.

#### Sunday/4

Master class with Yehudi Menuhin, Dalton Center Recital Hall, 1-4 p.m.

#### Monday/5

(thru 9) Spring break.  
 \*(thru 9) Management and executive development seminar, "Train-the-Trainer," Edward E. Jones Jr., president, Management Training Consultants, Wakefield, R.I., Fetzer Center, 8:30 a.m.-4:30 p.m.

#### Wednesday/7

Farewell reception for Kimberly K. Querrey, environmental health and safety, President's Dining Room, Bernhard Center, 2:30-4:30 p.m.

#### Monday/12

\*(and 13) Management and executive development seminar, "Purchasing: The Fundamentals and Modern Techniques," Brian G. Long, Marketing and Management Institute of Kalamazoo, Robert F. Reck, marketing, Fetzer Center, 8 a.m.-4:30 p.m.

\*(and 13) Management and executive development seminar, "Supervising and Managing People," Ron G. Wells, Comprehensive Performance Systems, Indiana, Fetzer Center, 8:30 a.m.-4:30 p.m.

(thru 27) Exhibition of paintings, Wayne Paige, Arlington, Va., Gallery II, Sangren Hall, weekdays, 10 a.m.-5 p.m.

#### Tuesday/13

\*(and 20) Training seminar, "Business Writing with Style and Purpose," Deb A. Renshaw, 204 Bernhard Center, 8:30-11:30 a.m.  
 \*Concert, Christopher Parkening, classical guitar, Miller Auditorium, 8 p.m.  
 \*Concert, Jan Erkert and Dancers, Chicago-based modern dance company, Dalton Center Multi-Media Room, 8 p.m.

#### Wednesday/14

Meeting, Clerical/Technical Organization, Red Rooms A and B, Bernhard Center, noon-1 p.m.

Tax preparation for students, faculty and staff who do not itemize by Beta Alpha Psi, professional accounting fraternity, Red Rooms A and C, Bernhard Center, 3-5 p.m.

#### Thursday/15

University film series, "Red Desert" (Italy, 1964), directed by Michelangelo Antonioni, 2302 Sangren Hall, 4 and 8 p.m.

Concert, Southwestern Michigan Vocal Festival conducted by Jerry Jordan, Miller Auditorium, 7 p.m.

\*Admission charged