WMU future may include development of research and business park

The University should develop a re-
search and business park on property it
owns near Drake Road and Parkview
Avenue, a consultant to WMU and the
CEO Council of Kalamazoo County has
recommended in a report.

The report, by Hammer, Siler, George
Associates of Silver Spring, Md., was
presented April 27 to the Business and
Trustees. Founded in 1954, the ftnn
Associates of Silver Spring, Md., was
search and business park on property it
owns in the area would be designated for
the park and could be expected to be
developed over a 20-year period.

"Because it represents the last major
central area for land for future develop-
ment in Kalamazoo, it represents a signif-
ificant development opportunity for the
University and the CEO Council," the report
said. "As a high quality research and
business park, it will set the standard for
this type of development in the area, but
not compete with any existing private
development." The CEO Council's board of
directors, in a unanimous vote, endorsed the
concept and the plan, after hearing the con-
sultant's recommendations April 26.

The consultants said they would lead the de-
veloping a research and business park with a
committee to several factors, including quality and cost incentives for the range of site sizes and types as well as Foreign Trade Zone services to attract international participation, the report said.

An FTZ subzone could be developed in cooperation with the Battle Creek-Cal-
houn County-Kalamazoo Inland Port De-
velopment Authority, said Richard T.
Burke, vice president for regional edu-
cation and economic development.

President Haenicke reiterated the Uni-
versity's critical needs for increased re-
sources for building land made available for private de-
velopment, the report stated. "The concept of a research and
business park would enhance this position, especially for businesses interested in locating near Michiana," it said.

"These recommendations are most
encouraging," said President Haenicke.
"They signal great potential for us to help advance the economic development goals of this community, this region and this state by enhancing the tax base and cre-
ating new jobs."

About 300 of the 600 acres the Uni-
versity owns in the area would be des-
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University's direct involvement in mak-
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the report stated.

Land made available for private de-
velopment also would part of the county's tax base, Burke said. In addi-
tion, it is expected that the park would
generate income for the University while
enhancing the University's own research activities.

"We intend to consider these recom-
mandations carefully," Burke said. "They signal great potential for us to help advance the economic development goals of this community, this region and this state by enhancing the tax base and cre-
ating new jobs."

"We see the park, which would include research facilities and office buildings, as a continuation of the Parkview Hills concept to the west," Burke continued. "It would employ the highest design and
environmental standards. Parkview Hills
demonstrated that one can succeed fully blend both development and en-
vironmental concerns. We expect to do the same in this concept."

The Parkview Hills residential com-
unity is located to the east of some of the University's property. "Parkview

Haenicke cites critical needs in House hearing as faculty salaries and tuition stabilization

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WMUK-FM wins awards from Associated Press

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WMUK-FM's news department with five awards in its 1989 Press Broadcast Cen-
test. The statewide contest, judged by New York broadcast professionals, gave a first place and four honorable mentions to
the department, which includes news di-
tector Tony Griffin and reporters Andy
Robinson and Teri Belli.

The first place in the category of "na-
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Education is key to containing health care costs

In only 20 years, between 1970 and the end of the century, health care costs will have increased 1,000 percent, according to the Wyatt Communicator, a publication for health care providers. There are awesome statistics for those who budget the money, and the health care industry, whether or not it affirms the wellness of its more than 2,700 employees who are eligible for University-paid insurance.

WMU, along with all other responsible employers, is constantly watching health trends among U.S. workers. Cost projections for health care are based on analyses of these trends, plus use of hospital/medical services by our workforce, benefits premiums and the impact of inflation on the cost of being sick.

We are told that as we enter the '90s, we face an aging population, swollen not by a growing birth rate but by greater numbers of Americans who are growing older, thus entering the 55 and older segment with its associated health problems. The population also is expected to grow by immigrants from countries whose heritage and values may be different from ours.

Almost three-fourths of WMU's employees are in the older population, and some come to us from other cultures. The health care issues facing our social security and Medicare enrollment, and of the diverse workforce pose different and difficult problems.

For the last decade, Americans have been emphatically told by health care experts that the key to controlling costs is always early in life can enable us to live longer and with better physical, mental and social well-being. Developing good health habits reduces the ever-increasing costs of medical care, and the health and the insurance that protect us when we need health care.

"Our University values the diversity of our workforce," says Barbara S. Liggett, associate vice president for human relations. "We have developed programs like Zest for Life, the Employee Assistance Program, Quit Smoking, AIDS Education and others to teach our employees -- whatever their age or heritage and we think we're very good at our job," says Barbara S. Liggett, associate vice president for human relations.

President Haenicke has established the Alcohol Task Force to study the situation on campus and recommend ways to deal with it. Education to change alcohol use, which has long been an "accepted" behavior for celebrating, releasing stress and socializing, will take a long time to change people's habits. "Hard to believe, but true," she says, "it was 25 years ago that the Surgeon General published the first comprehensive report on the dangers of smoking, with documented research to prove that smoking tobacco was indeed injurious to one's health." In face of astronomical costs of the cost of hospital medical care, WMU is committing an increasing percent of its resources to protect the health of its employees. The graph pictured here shows the total costs of insuring WMU's beneficiaries eligible employees for the past 10 years. In 1979-80, the cost per covered employee was $795 and the total cost was $2 million; the projected cost per employee in 1989-90 is $3,213 and the total cost is estimated at $8.6 million!

The good news for the early '90s is that health care experts predict a slowing of the dramatic rises of the past 20 years. But even with implementation of some successful containment measures, it is also predicted that dollars spent for health care will escalate deeply again in three or four years.

As a caring employer, the University must prepare for the anticipated increases ahead. "The challenge is to find ways to make those destroying the quality of our health care system," Liggett says. "We think it best we do this by education, but we all share the responsibility to choose healthy lifestyles."

Bernhard portrait dedicated at April gathering

It was "a gathering of friends," as Trustee Carol A. Waszkiewicz of Kalamazoo described it in her welcoming remarks at the dedication ceremony of a portrait in honor of President Emeritus John T. Bernhard April 21.

"It was an occasion of joy, of warmth," she said. "For friendship is one of the trademarks of John and Ramona Bernhard, for which they are almost legendary. And, in that regard, they were, as they are now, "our" people in the broadest sense of the word.

With those words, Waszkiewicz struck the theme of the entire observance, which took place in the North Ballroom of the Bernhard Center -- the campus center named for Bernhard and his wife, who is now 95. In 1979, when Bernhard retired from the presidency he had been in office for 11 years. More than 500 people crowded the event.

This was the second portrait dedication of the year. A portrait honoring President Emeritus James W. Miller was dedicated in a similar ceremony Feb. 10 in Miller Library.

"John and Ramona Bernhard welcomed us as true friends," said President Emeritus John T. Bernhard, who, with the Board of Trustees, decided to honor the University's two past presidents and friends by commissioning the portrait as their two predecessors were.

"When Campus Day came to the campus, the Bernhards gave us a big party in the Red Rooms of the Bernhard Center," said Charles Baxter, acclaimed guest readers, Charles Baxter and Maxine Kumin, and several events that are open not only to registered participants but also to the public free of charge.

The conference is designed as a celebration of play writing, poetry and fiction. Those attending will expand their skills through workshops, public readings of their work and panel discussions on issues important to creative writers.

For a list of events that are open to the public, call Campus Day 2-6943. The conference is being sponsored by the Department of English and the Office of the Provost and Vice President for Academic Affairs.

Associate dean candidates to present public forums

The College of Health and Human Services is in the process of interviewing candidates for the position of associate dean for research and graduate education.

The candidates each have been asked to present a public forum in which they describe their research, and make suggestions for promoting a scholarly climate among faculty and graduate students.

One candidate spoke on campus May 9. She is Ann Gunmack, associate professor of public administration and sociology at the University of Wisconsin at Parkside.

The University community is invited to attend forums by the following candidates in the next two weeks:

• Darryl Crabtree, associate professor of health and nutrition sciences at the University of Cincinnati, at 4 p.m. Monday, May 14, in 211 Bernhard Center.

• Charles: F. Howard, research scientist at the Oregon Regional Primate Research Center in Beaverton, at 4 p.m. Thursday, May 18, in 211 Bernhard Center.

A reception will follow the forums. For more information, persons may call the Office of the Dean of the College of Health and Human Services at 7-2638.

Writers meet on campus

More than 100 creative writers will gather on campus May 10-12, for the Western Michigan Writers' Conference. Those attending will expand their skills through workshops, public readings of their work and panel discussions on issues important to creative writers.

For a list of events that are open to the public, call Campus Day 2-6943. The conference is being sponsored by the Department of English and the Office of the Provost and Vice President for Academic Affairs.

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More than 2,300 medieval scholars will converge on campus Thursday through Sunday, May 17-19, to mark the 25th anniversary of the world's largest and most prestigious gathering devoted to the study of the history and culture of the Middle Ages. The 25th International Congress on Medieval Studies, which began in 1962 as a gathering of 150 medieval specialists, has grown into a convention that attracts more than 2,500 ideas and products attended by scholars from more than 25 nations, including from each Canadian province, and from virtually every state in the United States. Conferences on medieval culture and its legacy are a vital means of preserving the Goldsworth Valley residence hall complex.

Medieval videos, computer program- ming and laser printing have taken their place alongside "swords and shields," and medieval manuscripts as topics for discussion and display in the years since 1962, says Otto Grundler, Medieval Institute, who sponsored the annual event. But, he notes, major conferences like this haven't encompassed the last 25 years go far beyond the increased size and the introduction of technology to scholar participants.

"The increasingly international flavor of the congress is the most remarkable change," he says, noting new participation by colleagues from the Far East and now from Eastern Europe. Scholars from East Germany, Hungary, Romania, China and Japan will attend the congress.

Grundler says each year the congress also reflects the expansion of scholarly interest in medievalism, as well as the most notable expansion occurring in the area of women's studies. Other growing fields of specialization include the history of medicine, theology and the study of popular religion in the Middle Ages.

The Medieval Institute, one of the nation's oldest medieval studies programs, first brought medievalists together in 1962 to share their research and academic interests. As the 25th congress will be held from May 17 until June 19, the congress grew quickly into a regional conference. It has en joyed assisting scholars from all over the world, since 1962, and had grown into a 500,000-page publication in 1990.

The food cart, which has been on campus for 25 years, is being shuttled from the warehouse to the Bernhard Center in the former games activity. The former games activities are located on the lower level of the Bernhard Center.

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Trustees approve room and board, fee changes

Room and board and apartment rental rates at the University will increase by 6.8 percent, effective this fall. The Board of Trustees approved the increase at its meeting April 27. It had tabled a recommendation by the administration at its March 16 meeting to allow time for public comment.

The higher rates reflect increases in compensation, debt service and food costs, said Robert M. Beam, vice president for business and finance.

The cost of room and board will be 6.8 percent higher. The increase is $215 or 6.8 percent over last semester's fee, which was $3,375. That's an increase of $215 or 6.8 percent over last year's figure of $3,160. The increase in apartment rates is $47.50 or 12.3 percent.

The total cost for room and board will increase by 6.8 percent, resulting in an increase of $215 or 6.8 percent over last semester's fee. The fee will be incorporated into the bundled enrollment fee for all students attending on-campus courses, which the trustees also approved April 27.

The enrollment fee, which is effective this fall, is intended to provide a more consistent and understandable basis for assessing student fees separate from tuition.

The action results in no change in costs for full-time students currently averaging 15.5 hours or more per semester. It results in a minimal cost increase for most other students.

Continuing Education at 7-4174.

Trainee excellence.--Eight faculty members were honored for their superior classroom skills at the April 27 Board of Trustees meeting when they were presented with $2,500 Teaching Excellence Awards by President Haenicke and James Brady of Grand Rapids, vice chairperson of the Board. Funds for the awards were included in the 1989-90 Higher Education Appropriations Act of the Michigan legislature as a recognition of Michigan as an integral part of the effort to improve instruction. Picture are: (seated from left) Thomas A. Carney, management; Shirley A. Van Hoeven, communication; Paul V. Engelmann, engineering; (standing from left) Haenicke; Mary A. Cain, education and professional development; Larry D. Oppinger, physics; Ralph C. Chandler, public affairs and administration; Robert L. Whaley, music; and Brady. Unable to be present was Mary Ann Busch, occupational therapy. "We're very proud of you as teachers and as part of this institution," Brady told the award winners. "You are the linchpin, you are the backbone...the students come here because of you and for you and leave here much the better because of you. On behalf of the Board, I'd like to congratulate you and thank you for achieving in the area of teaching, which is what educators are all about."