



Western News

SEPTEMBER 8, 2016
Volume 43, Number 1

For and about WMU faculty and staff

Employee records updates due soon

All faculty and staff are asked to review their personal records and make changes as necessary by Monday, Sept. 19. Updates are needed to assist the University in providing an accurate campus directory, developing effective emergency plans and meeting federal reporting guidelines. Updates received after the deadline will not be reflected in the 2016-17 WMU Directory.

Areas to review focus on privacy wishes, emergency contacts, campus as well as home addresses and phone numbers, and ethnic group affiliations. To make changes to personal data, visit the My Self Service channel in GoWMU. Select Employee Self Service, then Personal Information Summary. Visit wmich.edu/hr/personaldata for an explanation of WMU's privacy flag and other details.

Groups slate meetings; fall event set

WMU's two nonbargaining employee groups for members of the Staff Compensation System have set general membership meetings from noon to 1 p.m. in 157-158 Bernhard Center. The Administrative Professional Association will meet Wednesday, Sept. 21, and the Professional Support Staff Organization Tuesday, Oct. 4.

Also, APA will hold a fall social gathering from 5 to 8 p.m. Thursday, Sept. 22, by Miller Auditorium. Keep watching its website at wmich.edu/apa for details. For more about PSSO, visit wmich.edu/pssso.

Honorary degree nominations open

Following a policy approved by WMU trustees, the Honorary Degree Committee is seeking nominations of individuals to be considered for honorary degrees in 2017.

The committee will accept nominations through the end of September and review them in October and November. Its recommendations for up to three nominations will be made to President John M. Dunn no later than Dec. 1, with the intent that any degrees approved be awarded during April commencement.

Last year, a single honorary degree was awarded to French composer Michel Jean Legrand during a private ceremony that took place in conjunction with the Gilmore Keyboard Festival. New nominations should be sent to committee Chair Kathryn L. Hillenbrand at kathryn.hillenbrand@wmich.edu. Guidelines for nominations and details about the evaluation and selection process can be found online at wmich.edu/policies/honorary.

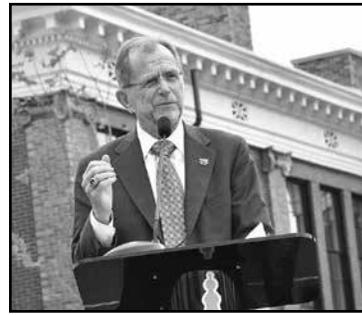
Western News returns from hiatus

Western News has returned from its summer hiatus. For submission information and fall 2016-17 issue dates, go to the masthead on page 2. For the entire 2016-17 production schedule, visit wmich.edu/westernnews.

President Dunn to retire at end of 2016-17

After serving for 10 transformative years and awarding some 50,000 academic degrees to students, WMU President John M. Dunn plans to retire, effective June 30, 2017.

Dunn, who is WMU's eighth president, announced his retirement in a message to the University community Aug. 1. In the message, he described plans for a coming year full of work still to be completed, and he noted he was announcing his retirement date now, only to "ensure that the trustees, in consultation with the University community, have adequate time to conduct a national search for the person who will become the ninth president of WMU."



It will be business as usual for President John M. Dunn as he leads WMU through another year. (Photo by Mike Lanka)

Dunn, whose contract extends through June 30, has accepted a WMU Board of Trustees request to serve in the capacity of president emeritus for the year following his tenure as president. That agreement was built into his most recent contract extension.

"I will undertake assignments, as determined by the trustees and the president-designate," Dunn wrote. "My intent is to be helpful, but not intrusive, in the leadership and direction of the new president."

Board of Trustees Chair Kenneth Miller followed Dunn's message with one of his own, praising Dunn's accomplishments and outlining the board's next steps in the process of identifying the next WMU president. Miller, who led the search that brought Dunn to WMU in 2007, noted the level of accomplishment during Dunn's tenure.

"In just nine short years, President Dunn's record of accomplishment and the transformation he has led on campus and in the community have been remarkable," Miller said. "We are, today, a markedly different and stronger University than we were in 2007."

Among the initiatives most often cited in describing the Dunn presidency are the launching of the WMU Homer Stryker M.D. School of Medicine, establishment of a for-

Continued on page 8

New trustee, vice president among recent appointees

Gov. Rick Snyder announced June 22 that he had appointed William F. Pickard of Bloomfield Hills to serve as a trustee on the WMU Board of Trustees. Pickard was sworn in Sept. 6.

Founder and chairman of Global Automotive Alliance, he will serve through 2020, finishing out the eight-year term of a seat vacant due to the death June 1 of Ronald E. Hall of Detroit.

Pickard is a well-known Detroit entrepreneur who graduated from WMU in 1964 and has been lauded for his business success as well as his civic and philanthropic activities.

In other recent appointment news, Timothy R. Terrentine Sr., who was executive



Pickard



Terrentine



Fruth

vice president of Southwest Michigan First, was named vice president for development and alumni relations, effective Aug. 22 and pending approval by the WMU Board of Trustees.

He replaces James Thomas, who left the

Continued on page 8

Fall's annual campuswide convocation gets major makeover

The University's annual convocation to kick off the new academic year will be a daylong celebration and collaborative gathering this year.

The event, now called the Fall Convocation to distinguish it from the Spring Convocation that debuted in February, will take place Friday, Sept. 30, and be based at the Bernhard Center. Activities will be wrapped around the two events that marked the former fall Academic Convocation—the campuswide awards ceremony recognizing achievement in teaching, research and service, and President John M. Dunn's State of the University address.

The awards ceremony will begin around 10:45 a.m. in the Bernhard Center's South Ballroom and be immediately followed by the State of the University address.

Nine faculty and staff members are being honored as recipients of Distinguished Teaching, Distinguished Service, Emerging Scholar and Annual Make a Difference awards (see Page 6 for profiles of the winners of two of these awards).

The daylong Fall Convocation will begin at 8 a.m. on the second floor of the Bernhard Center with a continental breakfast and keynote talk as well as with the fourth

Continued on page 5

Around campus and beyond

Registration open for OLLI courses

This fall, the Osher Lifelong Learning Institute at WMU is offering 54 short-term courses and special interest groups as well as four day trips. Course costs vary based on the length and number of class meetings. To learn more or register for a class or trip, visit wmich.edu/olli or call (269) 387-4200.

Michigan Autism Conference set

The Fourth Annual Michigan Autism Conference will bring leading scientists and treatment practitioners to the Radisson Plaza Hotel and Suites to share their expertise on the latest research on the neurodevelopmental disorder. The conference is Wednesday through Friday, Sept. 14-16. To register, go to michiganautismconference.org/registration. Online registration closes Friday, Sept. 9.

Inventors to kick off forum series

The entrepreneurs behind the life-saving invention NeoVent will be the first speakers in the 2016-17 Entrepreneurship Forum series organized by the Haworth College of Business. Stephen John and Joseph Barnett, inventors of NeoVent, will speak at 8 a.m. Friday, Sept. 16, in 2150 Schneider Hall.

The event is free and open to the public and begins with breakfast at 7:30 a.m. Reservations are required and can be made by calling (269) 387-5964 or at wmich.edu/business/e-rsvp.

Take II of water-related talks slated

The Lee Honors College is offering "Our Blue Marble—Water, Home and Humanity (Part II)" to begin its 2016-17 Lyceum Lecture Series. The free talks will be held from noon to 1 p.m. Wednesdays in the Lee Honors College lounge starting Sept. 14. For details, visit wmich.edu/honors/events and click Speaker Series.

Ethics center announces new events

Tuesday, Sept. 20, the Center for the Study of Ethics in Society will hold an open house from 6 to 7:30 p.m. in 2073 Moore Hall. It will begin its fall lecture series Friday, Sept. 16. For series details, visit wmich.edu/ethics/events/lectures.

Speakers to address immigration

"Immigration Policy Today" is the theme for this year's Werner Sichel Lecture Series. The talks will take place from noon to 1:15 p.m. in 2028 Brown Hall, and will begin Wednesday, Sept. 21. To view the full schedule, visit wmich.edu/economics/events.

Multiple career fairs to start Sept. 20

Upcoming career fairs have been scheduled for those seeking jobs in integrated supply management; marketing, food/sales marketing; engineering; and business. First up is ISM Career Night Tuesday, Sept. 20. For more information, visit wmich.edu/business/career and wmich.edu/career.

Proposed campus wayfinding plan ready to be shown

Members of the University community will have an opportunity Monday, Sept. 12, to view and comment on elements of a proposed new exterior signage system being developed for the main campus.

In a session set for 3 to 5 p.m. in the first-floor lounge of the Bernhard Center, the nationally recognized wayfinding design firm Cloud Gehshan Associates will present

an overview of the work underway. Topics include ways to:

- Improve the experience of visitors, students, and faculty and staff members in navigating the campus environment.
- Provide a hierarchy of signage elements for campus approach, arrival, circulation, parking and buildings.
- Develop a consistent nomenclature for naming campuses, streets, buildings and landmarks, including some name changes.
- Maintain a consistent and appropriate image for the University.
- Include consideration of different modes of arrival and transportation, including vehicles, pedestrians, bicycles and buses.

The event will feature a presentation of the proposed plan from 3 to 4 p.m., a question-and-answer period from 3:30 to 4 p.m., and an opportunity for participants to interact individually with members of the design team from 4 to 5 p.m.

Input from students and employees is being sought on these important campus improvements that will be implemented in 2017. Refreshments will be provided.

Jobs

Current job opportunities at WMU are announced daily on the Human Resources website at wmich.edu/hr/jobs. Please note that applications must be submitted online by the stated deadline. Complete application procedures are included with each posting.

Former trustee wins top legal award

The American Bar Association presented its top accolade to former WMU Trustee Dennis W. Archer during its annual meeting in August. Archer received the 2016 ABA



Archer

Medal for his lifetime of achievement.

Given for outstanding service to the law and legal profession, the medal is regarded as the association's most prestigious award. Archer's selection was supported by three

former Michigan governors, the current and 11 former ABA presidents, and a 2016 U.S. presidential candidate. Previous medal winners include several U.S. Supreme Court justices and a Watergate Special Prosecutor.

A 1965 alumnus of WMU, Archer has been a Michigan Supreme Court Justice, two-term mayor of Detroit, chairman and CEO of his Detroit law firm, and the first African-American president of the ABA. He served on the WMU Board of Trustees from 2005 to 2013 and has been a longtime member of the WMU Alumni Association.

A video of Archer's ABA acceptance remarks can be found at bit.ly/2culZhr.

Staffer honored by state organization

Geralyn Heystek, director of the Zhang Career Center in the Haworth College of Business, has received the 2016 Career Services Professional award from the Michigan Career Educator and Employer Alliance. The honor was presented during the MCEEA annual conference in June.



Heystek

The award is given to the career professional who demonstrates initiative in career services

and encourages employer development in Michigan. The recipient also is recognized for mentorship to Michigan career services professionals around the state.

Heystek's accomplishments include strategically enhancing and expanding new and established relationships with employers, spearheading the heralded Business Externship Program and encouraging staff members to develop professional certifications.

Prof earns doctoral dissertation award

Doug Lepisto, management, has earned the Grigor McClelland Doctoral Dissertation Award. The award, presented at the European Group for Organizational Studies Colloquium in July, recognizes innovative scholarship demonstrated in management and organization studies.



Lepisto

The award is supported by the *Journal of Management Studies* and the Society for the Advancement of Management Studies.

Its primary focus is to recognize and reward doctoral research that is expansive and imaginative, in that it covers significantly new terrain or counters existing thinking within management and organizational research. Lepisto's research centers on explaining how individuals and organizations effectively adapt and change, particularly in the face of uncertainty and ambiguity.

Western News

Volume 43 Number 1

EDITOR: Jeanne Baron. CONTRIBUTORS: Cara Barnes, Paula M. Davis, Deanne Puga, Cheryl P. Roland and Mark E. Schwerin. DESIGNER: Kim Nelson. DISTRIBUTION AND MAILING: Teresa Ventimiglia.

WESTERN NEWS (USPS 362-210) is published by the Office of University Relations, Walwood Hall, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433, every other week during the fall and spring semesters and Summer I session. Periodicals postage paid at Kalamazoo, MI 49008-5165.

POSTMASTER: Send address changes to *Western News*, Office of University Relations, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433.

DEADLINE: Items to be considered for publication should be submitted to the Office of University Relations by 5 p.m. Friday the week preceding publication. Publication dates for the fall are **Sept. 8 and 22, Oct. 6 and 20, Nov. 3 and 17, and Dec. 1**. Items may be submitted to Jeanne Baron via: email, jeanne.baron@wmich.edu; mail, Campus Mail Stop 5433; phone, (269) 387-8433; or fax, (269) 387-8422.

WMU is an equal opportunity/affirmative action employer consistent with applicable state and federal laws.



WESTERN MICHIGAN UNIVERSITY

Summer News

University continued making improvements all summer long

Throughout the summer, WMU continued to make news and move forward on numerous fronts.

A major project was completed at the Parkview Campus, a photovoltaic array of some 4,000 solar panels on 8.5 acres of land immediately west of Floyd Hall funded by Consumers Energy. The array was activated Aug. 15 and will generate 1 megawatt of electricity—enough to power 200 typical homes—for Consumers' electrical grid.

Customers can subscribe to the solar garden program and support renewable energy as well as receive energy credit on their monthly bills, based on the amount of energy produced by the facility.

The project included a small educational solar garden that Bradley J. Bazuin, electrical and computer engineering, says students and faculty will use for research. Also, the whole facility will be an educational resource for schools and the local community, demonstrating how solar power works.

While the Parkview Campus was “under construction,” so was Walwood Hall and the Graduate College. To better meet the needs of graduate students, the college extended its operating hours and relocated to a larger, renovated space in Walwood Hall.

The college is open until 6 p.m. through Friday, Sept. 9, and will be open every Thursday until 6 p.m. the rest of the academic year. And an open house is planned for early this semester to show off its new digs, which take up the entire first floor of Walwood's west wing compared to a portion of the wing's second-floor as before.

As a result of the move, the college no longer has any of its personnel housed on the West Campus, and for the first time, it is able to provide dedicated office space to the Graduate Student Association as well as to create a student commons area that can be used for meetings, workshops, studying and lounging.

Donations to help complete and outfit the Graduate College Student Commons are being accepted through a Giving to Graduate Education link on the college's home page at wmich.edu/grad.

Also this summer, Heritage Hall's West Overlook above Oakland Drive and the Josephine Wing (Jackson) Memorial Garden were completed. The garden features brown-eyed Susans and artifacts reclaimed from some of Prospect Hill's former buildings. It



A worker affixes panels to one of the two arrays in the new solar research garden. (Photo by Bradley Bazuin)

honors a pivotal early employee who suggested that brown-eyed susans be the inspiration for WMU's school colors.

As an added bonus to this revitalized section of East Campus, the Heritage Hall renovation won a 2016 Governor's Energy Excellence Award for Best Public Project. The 110-year-old facility, which is WMU's birthplace, was the least energy efficient building on campus before being renovated and now is one of the most efficient and environmentally sophisticated buildings in the region.

Another initiative successfully completed was a five-day pilot project testing the efficacy of using goats as an environmentally friendly way of helping to control invasive vegetation in campus woodlots. The test site, a small overgrown tract of property on the south side of Goldsworth Valley Pond, attracted numerous campus and Kalamazoo community members to observe the 10-goat feeding frenzy.

In the coming months, landscape staff members will review what the animals did and didn't eat, keep tabs on the test site's regrowth, and seek grants and other funding to rent the goats again this coming summer.

If sufficient funding can be found, current plans call for bringing the goats back next spring for about 15 weeks to

work on the remaining area around the test site. Ultimately, landscape services would like to set the goats to work on the same and different campus areas for the next 3 to 5 years as well as integrate them into the curriculum as an education or research initiative.

Workers also finished the Goldsworth Valley Enhancement Project, just in time for the new Valley Dining Center's opening. The project included extensive landscaping around Goldsworth Valley Pond as well as dredging the pond and filtering out decades of fine materials deposited through storm water discharge.

Visitors to the area will be able to travel across the pond's new footbridge, which is safer for year-round use thanks to built-in snow-melt technology. They also will enjoy “eating out” in a new, sturdier

masonry gazebo outfitted with picnic tables.

Walking paths, seating and gathering spaces have been added around the much-cleaner pond. Plus, native and wetland flora are being planted around the pond to provide a buffer for wildlife.

Ducks already have returned to the area, but alas, the pond's resident swans will not be returning. To prevent stress, they were relocated to the Parkview Campus for the duration of the enhancement project. They have now grown roots there and will remain at their new home.



If enough funding can be found, this eating machine should be back next year. (Photo by Jeanne Baron)



Western Student Association leaders help spruce up the landscape around Heritage Hall. (Photo by Cheryl Roland)

Obituaries-notifications received over the summer

Editor's note: Visit wmich.edu/news/obituaries for more details about these WMU family members.

Robert Campbell, a former financial services specialist in student financial aid and scholarships, died June 11. He was 69. Campbell joined the staff in 1982 and retired in 2010 after more than 28 years of service.

Thomas J. Carr, a former associate vice president for operations in business and finance, died July 15. He was 87. Carr joined the staff in 1962 and retired in 1988 after more than 26 years of service.

Norma Cook, a former baker in Dining Services, died June 22. She was 94. Cook joined the staff in 1974 and retired in 1984 after 10 years of service.

Fredrick J. Dobney, a professor of history,

died Aug. 19. He was 72. Dobney came to WMU in 2000 as provost and returned to the faculty in 2002.

Onsi B. Fares, a former language specialist in the Career English Language Center for International Studies, died April 29. He was 91. Fares came to WMU in 1976 and retired in 1995 after 19 years of service.

Leander C. Jones, emeritus professor of Africana Studies, died July 2. He was 81. Jones joined the WMU faculty in 1974 and retired in 2003 after more than 29 years of service.

Marcia L. Thompson, a former Human Resources assistant, died April 20. She was 67. Thompson joined the staff in 1997 and retired in 2010 after 13 years of service.



Campbell



Carr



Dobney



Fares



Jones



Thompson

Summer News

August Service

The following faculty and staff members are recognized for 50, 45, 40, 35, 30, 25, 20, 15, 10 and five years of service during August.

50 Years—Richard W. Malott, psychology, and James VanDePolder, engineering design, manufacturing and management systems.

45 Years—Suhashni Datta-Sandhu, political science, and Robert W. Felkel, Spanish.

40 Years—Brenda L. Case-Parris, Career and Student Employment, and R. Wayne Fuqua, psychology.

35 Years—Lillie B. Cotton, admissions; Laurie Foster, Registrar's Office; Lasena Jennings, Human Resources; John A. Kapenga, computer science; Steven N. Lipkin, communication; Judy L. Moonert, music; Nickola W. Nelson, College of Health and Human Services; Linda Reeser, social work; Rameshwar P. Shar-

ma, mechanical and aerospace engineering; and Robert A. Wertkin, interdisciplinary health programs.

30 Years—Ariel L. H. Anderson, teaching, learning and educational studies; Raja G. Aravamuthan, chemical and paper engineering; Sung G. Chung, physics; Paul Farber, teaching, learning and educational studies; Alan Kehew, geosciences; James A. Leja, blindness and low vision studies; Parviz Merati, mechanical and aerospace engineering; Robert F. Reck, marketing; Cynthia Running-Johnson, world languages and literatures; and Steve M. Wolfenbarger, music.

25 Years—Donald L. Alexander, economics; Lisa E. Baker, psychology; Linda J. Borish, history; Jody A. Brylinsky, associate provost for institutional effectiveness; Janet L. Coryell, history; Douglas V. Davidson, sociology; George J. Haus, special education and literacy studies; R. V. Krishnamurthy, geosciences; Stephen B. Malcolm, biological sciences; Donald J. Meyer, economics; and Mercedes Tasende, Spanish.

20 Years—Osama Abudayyeh, civil and construction engineering; Johnson A. Asumadu, electrical and computer engineering; Blair S. Balden, College of Aviation; Bruce E. Bejcek, biological sciences; Peter Blickle, world languages and literatures; Sandra L. Borden, communication; Christine A. Byrd-Jacobs, Graduate College; Paul Clements, political science; William W. Cobern, Mallinson Institute; Cat L. Crotchett, art; Paul D. Fleming III, chemical and paper engineering; Kathryn Marie Gilbert, Parent and Family Programs; Theresa J. Grant, mathematics; Allison Jon Hart-Young, teaching, learning and educational studies; David J. Hartmann, sociology; Emily Hauptmann, political science; Keith M. Hearit, College of Arts and Sciences; Willem J. Homan, College of Aviation; Antonio M. Isea, Spanish; Daniel C. Jacobson, music; Richard Junger, communication; David N. Karowe, biological sciences; Vyacheslav G. Karpov, sociology; Mitchel J. Keil, engineering design, manufacturing and management



Gary Barton, Auxiliary Enterprises and a level-28 Pokémon Go player, took time out this summer to teach "Draw 'Em All" participants in Battle Creek to draw Pokémon creatures. (Photo courtesy of the *Battle Creek Enquirer*)

systems; Daniel Kujawski, mechanical and aerospace engineering; Conn L. Macomber, construction; Jorge Rodriguez, engineering design, manufacturing and management systems; Arezoo Rojhani, family and consumer sciences; Jianping Shen, educational leadership, research and technology; John M. Spitsbergen, biological sciences; Robert E. Vann, Spanish; Jo Wiley, business information systems; Brian Wilson, comparative religion; and Ping Zhang, mathematics.

15 Years—Said M. Abubakr, chemical and paper engineering; Amos O. Aduroja, human performance and health education; Betsy M. Aller, engineering design, manufacturing and management systems; Marc Alspector-Kelly, philosophy; Julie Apker, communication; Robert F. Berkhofer III, history; Amos J. Beyan, history; Jonathan Bush, English; Kuanchin Chen, business information systems; Sue Ellen Christian, communication; Scott Cowan,

music; Lisa M. DeChano-Cook, geography; Marcia K. Fetters, College of Education and Human Development; Scott T. Gaynor, psychology; Barry Goetz, sociology; Esther N. Gray, special education and literacy studies; Bradley Horstman, university relations; David Huffman, chemistry; Phillip Darnell Johnson, counselor education and counseling psychology; Mitch Kachun, history; Jean Kimmel, economics; Andrew A. Kline, chemical and paper engineering; David Kutzko, world languages and literatures; Kelly Lyan, intercollegiate athletics; Robin Earl McKinney, social work; Mustafa K. Mirzeler, English; Christopher C. Nagle, English; Magdalena Niewiadomska-Bugaj, statistics; Kathleen Onderlinde, biological sciences; Sue Poppink, education leadership, research and technology; Bernard S. Proeschl, family and consumer sciences; Carl Ratner, music; Christina Stamper, management; Mary Ann Stark, nursing; Brian C. Tripp, biological sciences; Bret Wagner, management; and John E. Weitzel, marketing.

10 Years—Edward Eckel III, University Libraries; Nancy J. Kibler, interdisciplinary health programs; Matthew Kulik, intercollegiate athletics; Amy Jane-Bolt Mack, social work; Onaiwu W. Ogbomo, Africana studies; Susan MB Steuer, University Libraries; and Jeremy C. Ynclan, Residence Life.

Five Years—Kimberly Dunn Adams, music; Nicole Millar Allbee, student conduct; Derek Earl Andree, College of Education and Human Development; Christopher W. Biggs, music; Kevin L. Blair, chemistry; Roxanne A. Buhl, WMU-Grand Rapids; Cary K. Cekola, speech, language and hearing sciences; Trevor Cornwell, Extended University Programs; Dolly Daftary, social work; Whitney DeCamp, sociology; Kathryn M. Docherty, biological sciences; Andrzej Dudek, mathematics; Sheryl L. Earley, family and consumer sciences; Jessica E. Frieder, psychology; Christie A. Gates, Center for English Language and Culture for International Students; Daniel F. Gaymer, education leadership, research and technology;

Steven D. Gilsdorf, building custodial and support services; Brian James Gogan, English; Megan Grunert Kowalske, chemistry; Nancy Hock, occupational therapy; Beth Jarl, family and consumer sciences; Barclay A. Johnson, management; Valerian Kwigizile, civil and construction engineering; Yan Lu, biological sciences; Lei Meng, geography; Terrance Michmerhuizen, College of Aviation; Alhassan Gariba Mumuni, marketing; Andrew Murray, intercollegiate athletics; Kelley A. O'Reilly, marketing; Leah Marie Omilion-Hodges, communication; James W. Penner, accountancy; Elizabeth L. Phillips, nursing; Kalyana C. Pingali, chemical and paper engineering; Diana M. Prieto, industrial and entrepreneurial engineering and engineering management; Kyle Cheong Skinner, intercollegiate athletics; Anise K. Strong, history; Blair Raymond Szymczyna, chemistry; Marian Tripplett, social work; Stacey L. Tyler, dance; and Xiaodan Wang, management.

July Service

The following faculty and staff members are recognized for 35, 25, 20, 15, 10 and five years of service during July.

35 Years—John S. Stanford, College of Health and Human Services.

25 Years—Arthur Ward, maintenance services.

20 Years—Susan Dame, Center For Disability Services; Steven DeVall, building custodial and support services; Hardy Figueroa, development and alumni relations; Liana T. Fox, cashiering; Randle J. Gedeon, University Libraries; Thomas Wayne Joyce, chemical and paper engineering; Thomas J. McLaughlin, College of Aviation; Mark H. Naesset, University Libraries; and Kidada Patterson, building custodial and support services.

15 Years—Michele D. Behr, University Libraries; Laura R. Ciccantell, College of Education and Human Development; Amy M. Dominguez, West Hills Athletic Club; Thomas Dreier, public safety; John J. Greenhoe, development and alumni relations; Janice Wassenaar Maatman, public affairs and administration; Steven C. Palmer, Residence Life; Eric Martin Sauer, counselor education and counseling psychology; and Jodi L. Ward, Graduate College.

10 Years—Brian P. Boyer, theatre; Lori J. Brown, College of Aviation; Penny D. Bundy, Graduate College; Daniel P. Cassidy, geosciences; William J. Charland, art; Carla A. Chase, occupational therapy; John L. Franklin, College of Aviation; Elena Gapova, sociology; Tamela Sue Heydenberk, WMU-Grand Rapids; Brian S. Horvitz, educational leadership, research and technology; Helen Lee, blindness and low vision studies; D. Steven Mackey, mathematics; Jeanine B. Michael, Human Resources; Maureen Mickus, occupational therapy; Kenneth Prewitt, music; Cari Robertson, Sincuse Health Center; Megan Slayter, dance; and Mary E.B. Stahl, nursing.

Five Years—James P. Cousins, College of Arts and Sciences; Geniene Gersh, Sincuse Health Center; Marianne Swierenga, University Libraries; and Steven M. Way, WMU-Southwest.

Fall News

Event held to showcase Valley Dining Center



University officials, Dining Services employees, and architectural and construction contractors were all smiles Sept. 1 during the Valley Dining Center's formal opening. (Photo by Mike Lanka)

WMU formally launched its new Valley Dining Center during a Sept. 1 event that gave members of the campus and Kalamazoo communities their first look at the facility.

After months of having their appetites whetted by tales of a new restaurant-style dining center on campus, attendees were able to take self-guided tours of the center and its nine restaurant-style venues.

The \$36 million Valley Dining Center encompasses 61,000 square feet and provides a spectacular view of the recently reopened and upgraded Goldsworth Valley Pond natural area. Built to surpass LEED silver specifications, it will serve as the anchor for the Valley Residential Neighborhood.

Although all WMU dining centers are open to all campus and community guests,

the Valley Dining Center is expected to be a particularly popular destination because of its variety of daily dining choices, attractive surrounding and ample seating options.

Food is prepared in front of the guests in a series of micro-restaurants on the second floor: Traditions, Cilantro's, Pastaria, Pacific Plate, Blazin' Bronco, Fresh Creations, My Pantry (an allergen-free zone) and Sweet Sensations. The center also features a first-floor convenience store and café called Café 1903 and second-floor private dining rooms suitable for mealtime meetings.

The cutting-edge facility has a seating capacity of just over 1,000. It will have a full-time professional staff of more than 30 and is expected to employ more than 300 student workers.

Donations for students needed

As the new academic year begins, many WMU students will need a little help to start off on the right foot.

With that in mind, organizers behind the WMU Food Pantry appreciate faculty and staff members helping to restock the pantry. Generous donations already have come in, but items are always needed.

Among the foods especially low in early fall are: rice, pasta, jam, jelly, honey, fruit, cooking oils, condiments, nuts, breakfast foods, herbs and spices, shelf-stable milk, backpack snacks, desserts and 100 percent juice drinks.

For more about the pantry, its drop-off locations and other information, visit bit.ly/2bjbYvN.

Community policing officer slated for neighborhoods near WMU

Kalamazoo and WMU have entered into a new collaborative agreement to help enhance the safety and welfare of those living near the western border of the University's main campus.

A WMU police officer has been assigned as the community policing officer for the Arcadia and Knollwood neighborhoods, which house more than 12,000 residents, many of them students. The new officer has been tasked with building relationships with the neighborhoods' residents and reducing crime through prevention programs and education.

A collaboration between the Kalamazoo and WMU public safety departments, the agreement is designed to improve the coordination of efforts and resources of both the city and University as well as to help ensure that any identified crime trends, problems or issues adversely affecting the quality of life are addressed.

Campus looking forward to festive annual events

Tents are being erected around campus for two of the University's most time-honored traditions: Bronco Bash and CommUniverCity.

The bash is free and set for 3 to 7 p.m. Friday, Sept. 9, on the Sangren Pedestrian Mall.

It is WMU's annual welcome-back festival that attracts some 25,000 students and community members.

CommUniverCity will take place in and around Waldo Stadium Saturday, Sept. 10, when WMU meets North Carolina Central University on the gridiron. This event marks each year's first home football game, and also draws thousands to campus, particularly for



the numerous corporate pre-game tailgates being staged.

But one upcoming traditional event that many are looking forward to with extra anticipation is homecoming.

"Forever Brown and Gold"

is the theme for the 2016 homecoming week, Monday through Sunday, Oct. 3-9. A host of activities have been planned, starting with student-organized rallies, games, and king and queen voting at the beginning of the week and the annual Family Weekend and homecoming weekend at the conclusion of the celebration.

New this year will be an attempt to break the Guinness World Record for most vow renewals in one place, at one time. Couples will recommit in an outdoor symbolic ceremony on the Grand Lawn of Heritage Hall Saturday, Oct. 8, with the ceremony beginning at 3:30 p.m. sharp.

The event will include commemorative photo stations, interactive couple activities, live bands, wedding cake and desserts, and a Champagne toast. For details about the vow renewal and to register, visit mywmu.com/vows. Information about all homecoming events is posted at wmich.edu/homecoming when it becomes available.

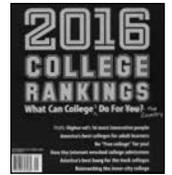
WMU gets high marks

A college guide unveiled Aug. 29 by the government and politics publication *Washington Monthly* ranks WMU among the nation's top universities for producing graduates and research that will make a difference for the nation.

WMU is one of four Michigan universities heading into a new academic year that made the top-100 list of national universities. The magazine ranked WMU at No. 64, while the University of Michigan and Michigan State and Michigan Technological universities came in at nos. 21, 38 and 67, respectively.

WMU's performance in the student earnings category was No. 26 nationally, while its community service and loan repayment performance both came in at No. 33.

In a separate value ranking, called Best Bang for the Buck, WMU came in at No. 50 for Midwest schools. In addition, it ranked No. 93 on the magazine's new assessment of the Best Colleges for Adult Learners, the nation's first-ever such ranking.



Continued from page 1

Fall Convocation makeover

annual Teaching and Learning Bash. After lunch from 12:15 to 1:15 p.m. on the Sangren Pedestrian Mall (rain location is the Bernhard Center's South Ballroom), the day will conclude with Teaching With Technology and Assessment in Action activities.

More information will be provided closer to the Fall Convocation on the WMU News website at wmich.edu/news.

Campuswide award winners to be feted at Fall Convocation

Editor's note: Four campuswide award programs will be celebrated during the Fall Convocation. This issue recognizes winners from two of those programs. The remaining winners will be recognized in the Sept. 22 issue (see Page 1 for details about the convocation).

Distinguished Service Award

This award recognizes one staff member and one faculty member who have built careers that exemplify exceptional service to WMU and the larger community.

- Howard J. Dooley was cited for the dedication and integrity he has brought to his many WMU roles while serving as both an administrator and a history professor since 1970. He has held executive posts such as assistant dean of international education and chief international officer.

Since resuming his teaching career in 2005, Dooley has taught and advised hundreds more students and has left an indelible record of community and professional service while raising WMU's status around the world.

- Amy J. Seth joined WMU's staff 28 years ago and has been director of University Recreation since 2000. She has worked tirelessly to promote the health and well-being of the University community, bringing energy and innovation to programming and events. She also has been heavily involved in a variety of key campus committees, as well as contributed her skills to promoting WMU pride, serving fellow employees as a leader of the Administrative Professional Association, and supporting the broader community through activities such as being a loaned executive officer for the United Way and a longtime advocate for the Kalamazoo Tourism and Ambassador Program.

Annual Make a Difference Award

This award is the highest accolade WMU bestows specifically on non-faculty employees for their service.

- Sheila Atherton, associate director of accounts receivable,



Dooley



Seth



Atherton



Conner



Thinnies



Town

began her WMU career in 1999 and was promoted to her current position in 2006. Her nominators were nearly unanimous in their praise of her dedication to customer service, exceptional skill set and compassionate nature. As a result of her repeatedly taking on extra responsibilities to solve complex issues for students and parents, she has been a key player in developing WMU's supportive and caring university climate.

- Earl Conner joined the staff in 1997 as a skills training specialist in the Center for Disability Services and has been a custodian for the past 17 years. He has worked in a variety of campus buildings, including residence halls, and is known for having a strong work ethic and providing outstanding customer service.

He also earns high praise for his welcoming and jovial personality, as well as participating in volunteer activities, especially the We Care Committee, which supports people both on and off campus.

- Stacy L. Thinnies has been an employee since 1986 and began working in intercollegiate athletics in her current post of assistant athletic director for special events in 2005. She goes above and beyond to ensure that events such as CommUniverCity are rousing successes and is a constant "cheerleader" when representing WMU to the broader community. In addition, she has taken a lead role in efforts to integrate intercollegiate athletics into University committees and events, particularly recruitment events.

- Cindy Town has been a senior administrative assistant in institutional equity since 2010 but a staff member since 1978. Her nominators consistently cited her for her hard work, office innovations and professional competence, as well as the outstanding support she provides to her unit and WMU. She has worked on countless committees and projects, and has been involved in numerous initiatives that make the University a welcoming, affirming and safe place to learn and work.

Academic program advancements expand career possibilities for WMU students

Several exciting academic-related advancements that are in the works will expand opportunities for WMU students.

Among the most significant is the Florida Commission for Independent Education's approval of two provisional licenses for WMU to operate a Florida campus in Punta Gorda and in Riverview, where the WMU Cooley Law School already is located.

The approvals pave the way for WMU to offer undergraduate pilot training and aviation maintenance technology programs and several other high-profile programs, especially in health and human services disciplines, in Charlotte and Hillsborough counties. Final approval must come from the Higher Learning Commission before WMU and its Florida partners can begin offering programs to students.

Progress also was made this summer when a new bachelor's degree completion plan for nursing students at both WMU and Kalamazoo Valley Community College was formally signed Aug. 23. Under the four-

year plan, dual-enrolled nursing students will take summer classes at WMU while earning their associate degree from KVCC. After graduating from KVCC and attaining their registered nurse—R.N.—certification, students finish their Bachelor of Science in Nursing at WMU in just one year.

Meanwhile, a signature part of the University's Fostering Success Coach Training program has been getting national kudos and is

the base for a new service to increase opportunities for students around the nation. The program, which helps former foster care youth find college success, recently completed its first year of offering professional training to more than 200 new coach mentors working in nine states.

WMU Fostering Success organizers have now launched a fundraising effort that will allow them to continue the training program on a sound financial footing, offer trainee scholarships, and expand the coach training staff, resources and tools. For more information on making a gift or becoming a sponsor, visit mywmu.com/fosteringSUCCESS.



On another academic front, the WMU Homer Stryker M.D. School of Medicine has reached two more milestones that keep the school on track in its quest to secure full accreditation from two crucial accrediting bodies.

The Liaison Committee on Medical Education granted provisional accreditation to the school in June while the Higher Learning Commission granted the school candidate status for accreditation at the beginning of July.

Importantly, the HLC action meant the medical school could begin the application process with the U.S. Department of Education to participate in federal student financial aid programs.



Revised University strategic plan now in effect through 2020

Now that the new academic year is underway, faculty and staff members across the campus are stepping up their efforts to implement WMU's updated strategic plan.

Called The Gold Standard 2020, the refined and expanded plan sets the institution's fundamental direction for the next five years. WMU trustees adopted this road map for the future in March, following nearly a year of work guided by a transition team led by Jody A. Brylinsky, associate provost for institutional effectiveness.

"We've refined and expanded the original Gold Standard, but the revised plan retains the core tenets of that initial three-year strategic plan," Brylinsky says, noting that 2016-17 is a baseline year for the revised plan. "WMU remains focused on being a learner centered, discovery driven and globally engaged institution."

Revised plan features

Consistent with the original strategic plan, The Gold Standard 2020 identifies five overarching institutional goals for the University community to work on and lists specific strategies that can be employed to achieve them.

Dean candidates being sought

Qualified internal candidates are encouraged to apply for the position of dean of the Lee Honors College. Review of applications begins Monday, Sept. 12. Visit the provost's web page at wmich.edu/provost/administrative-searches for more details. The full posting is at wmich.edu/hr/jobs.

However, the revised plan covers five instead of three years and has been augmented to include a series of measurable objectives for each goal, with each series of objectives aligned to a set of measurable strategies.

The Gold Standard ||| 2020

Western Michigan University Strategic Plan

In addition, the document organizes goals by category, is written in a more user-friendly style and embraces the principles of enterprise risk management to identify and address challenges that could prevent WMU from successfully accomplishing its long-term goals.

The goal categories are:

- Learner Success,
- Academic Excellence,
- Discovery and Collaboration,
- Inclusive Excellence and Equity, and
- Sustainable Stewardship.

All told, those goals are accompanied by 24 objectives and 100 high-impact strategies that are being prioritized as part of the plan's implementation.

The plan's objectives and strategies are being supported by a stronger set of metrics that will measure progress and allow for responsiveness to internal and external changes that impact WMU going forward.

Institutional Effectiveness Measures will be used to monitor critical University functions, as well as provide evaluation for continuous quality improvement throughout the strategic plan's implementation and resource allocation processes.

Implementation steps

Brylinsky says vice presidential areas and their units across campus are expected to integrate the strategic plan's goals and objectives into their daily work. Semiannual monitoring and data collection will be done to assess the extent to which benchmarks are being met.

"Individual units will be aligning their divisional strategic plans with The Gold Standard 2020 in the coming months, appointing enterprise risk action teams that will prioritize elements of the plan, and developing accountability measures that will show progress toward the plan's goals," she says.

"We're developing a quick reference guide to assist the campus community in that process. Rather than include all 100 of the high-impact strategies in the strategic plan, it will list the highest priority strategies that senior leaders have linked to each objective in the plan."

All faculty and staff members will be mailed a copy of the quick reference guide in coming weeks. The guide also will include the Institutional Effectiveness Measures that the University is using to help gauge how it is performing in relation to the strategic plan's goals. In addition, plans call for enterprise risk management training to be made available in October 2016 for those participating in enterprise risk action teams.

For more information about strategic planning at WMU, visit the updated University Strategic Plan website at wmich.edu/strategic or call the Office of Institutional Effectiveness at (269) 387-2380.

Western Wellness effort offers number of new ways to be well and stay fit

The Western Wellness initiative is offering new programs this fall, adding to its blossoming efforts to spread health and wellness across the WMU campus.

The debuting programs include one on diabetes that will meet at noon three successive Thursdays beginning Nov. 3. It is open to people who have diabetes, are pre-diabetic or have family members with diabetes.

Also new is Learn to Lift, a three-week weight training program introducing participants to new, preloaded weight machines and cardio equipment in the Student Recreation Center's recently revamped 8,000-square-foot weight room. A five-week Strength Training 101 class also is being offered. Participants will start with free weights and machines and learn weightlifting basics. Both classes meet twice a week.

The Healthy Weigh is another new offering. It is a comprehensive, evidence-based program designed to help people achieve health, wellness and weight management goals through nutrition, physical activity and behavior changes. The program started in February, and a second group is now meeting through November.

To broaden its appeal and extend well-being to all WMU employees, Western Wellness offers a wide variety of programs, classes and services throughout campus. It also has redesigned its website.

In addition, Table Talks are being offered from 12:05 to 12:55 p.m. the first Friday of each month in the Bernhard Center's

Faculty Dining Room. Led by facilitators from Holtyn & Associates and HelpNet, discussions center on a variety of topics impacting health and well-being today, including caregiving for aging adults, communicating with children and putting more laughter in your life.

A big focus of Western Wellness is urging benefits eligible faculty and staff to sign up for WMU's \$240 wellness incentive. The incentive amount is incrementally deducted from employees' health plan contributions each pay period throughout the calendar year. Signing up to take advantage of the incentive is quick and easy by following three steps: Complete the online health risk assessment, attend a biometric screening

and participate in a health coaching session.

Eligible employees who do not take health insurance through WMU may still participate but will not receive the benefit reduction. The biometric screening can be done by scheduling an appointment with Holtyn & Associates online at holtynhpc.com or the Sindecuse Health Center by phone at (269) 387-3282, or through a primary care provider who fills out and mails in a Primary Care Provider form.

All employees are eligible to participate. If both spouses work at WMU, the individual paying for their benefits will receive the benefit reduction. For more information, visit the newly unveiled Western Wellness website at wmich.edu/wellness.

Broncos head into new sports season with brand refresh

Intercollegiate athletics has completed a subtle design evolution to stay modern and consistent, and appeal to the next generation of Broncos.

The brand refresh includes an improved athletics website as well as updates to merchandise, promotional materials, and the primary athletics logo along with other marks.

The primary athletics logo is now a block "W" behind the traditional Bronco head, which better connects athletics and academics. In addition to using WMU's school colors of brown and gold, the new designs and athletic apparel use black, gray and white to represent current trends and also use bolder, non-script fonts.

The football program is using the updated primary logo, along with a set of customized marks represented by the ghost Bronco—a leaner, yet recognizable, version of the traditional Bronco head. The program's "Row the Boat" mantra is being maintained.

Logos and other elements of the new branding initiative can be seen throughout the enhanced wmubroncos.com website and in the branding guide that is available by clicking WMU Athletics Brand under the Athletics tab.



On Campus with Kelsey Patterson



FORESIGHTED FOODIE
(Photo by Jeanne Baron)

Kelsey Patterson is one of the many Dining Services staffers WMU students count on while away from home. A nutrition services specialist, she helps ensure students have access to healthy foods that meet the special dietary needs they often have.

"When students come here, it's a big transition because their parents have been taking care of them for a long time," Patterson says. "Sometimes they experiment with different foods, and that can be dangerous. We get real familiar with those students."

She notes that just sitting at a table where someone has eaten peanut butter could cause anaphylactic shock in highly sensitive people. So, she requires students to report their dietary issues to Disability Services for Students and include medical documentation. That way, they can be excused from class if issues arise and be given individualized meal plans or if necessary, individualized prepared meals.

Patterson is the first person to fill the nutritionist position established in 2012. She earned a bachelor's degree in dietetics from WMU in 2010 and did her "fifth year," a required internship, through the University of Michigan Health System's University Hospital.

Directly assisting students takes up about 50 percent of her time at the start of the fall and spring semesters. Much of her other time is spent responding to questions from students and employees about the foods being served on campus, helping Dining Services develop its menus and policies and procedures, and helping student affairs recruit students and market its facilities.

Patterson also serves on a strategic planning subgroup for her division and is involved in the dieticians group of her professional association. Plus, she works on special WMU projects, such as helping to create the allergen-free zone called My Pantry in the new Valley Dining Center, which initially will offer completely gluten- and peanut-free products.

"The Dining Services management team has really supported me, and I feel that I've grown so much as a professional and a person," she says. "Everybody in student affairs wants to see each department succeed. It's such a positive experience."

Patterson is married to Ryan, a fellow WMU alumnus, and her aunt, Kelly Ackerson, teaches nursing here. The Portage, Michigan, resident enjoys recreational boxing and kick boxing, working out at the Student Recreation Center, visiting Michigan's many micro-breweries and specialty restaurants with Ryan, and spending time with her dog, Dexter.

Strike Gold ad campaign designed to demonstrate WMU's value

A call to define "gold" as the heart of the WMU identity is at the core of a new marketing campaign developed internally by campus professionals and rolled out on Sept. 1.

With phrases like "Strike Gold," an infusion of sharp angles in graphic materials, a new accent color and a unique photographic style, the campaign was launched with a new 30-second television spot that is being seen around the state. The TV network and cable buys mean the spot will be seen during

broadcasts of NCAA football games as well as prime time and highly rated cable programs in West Michigan, Lansing and Detroit.

A coordinating digital campaign also was launched Sept. 1 and includes search engine marketing, digital display ads and the use of Spotify throughout Michigan. On Sept. 5, billboards carrying the WMU



message went up in the Kalamazoo, Lansing, Detroit, Grand Rapids and lakeshore areas.

The campaign was developed by a campuswide group—the Integrated Marketing Team—made up of

those charged with various marketing roles at WMU. The group worked with a team from university relations to transform the findings of 2015 marketing research into a new set of messages that matched the WMU brand.

A new 60-second video can be viewed at wmich.edu, while the 30-second TV spot can be found on the University's YouTube channel. Campaign resources will be available online Sept. 15 at wmich.edu/universityrelations/gold.

Continued from page 1

President Dunn to retire at end of 2016-17

mal affiliation with the WMU Cooley Law School, placement of a campuswide focus on sustainability, and creation of programs for veterans and former foster care youth that became national models.

In addition, fundraising success, nearly \$500 million in construction projects, growth in international representation on campus and a dramatic increase in WMU's honor student population changed the campus environment.

A Presidential Search Advisory Committee will begin work immediately. Trustees William D. Johnston and James Bolger will serve as chair and vice chair, respectively, and Trustee Mary Asmonga-Knapp as a committee member. The process, Miller noted, will be one that includes community members as

well as broad representation from WMU's faculty, staff, students and alumni.

Dunn and his wife, Linda, have been unabashed fans of the Kalamazoo community as well as West Michigan, and in his message to the campus, he pledged his continuing commitment to WMU.

"This has been an incredible time in the lives of Linda and John Dunn, and we will always be thankful for the opportunity to be part of Western Michigan University, the Kalamazoo community and the region," wrote Dunn, who will be nearly 72 when he retires. "I hope it is clear to all that my respect and affection for this University will be sustained forever, and that I fully intend to be a supportive and helpful Bronco for the remainder of my life."

Continued from page 1

Trustee, VP among appointees

University earlier this summer to take charge of development operations at Virginia's Colonial Williamsburg.

In addition, the University has hired Associate Professor Stacie J. Fruth from the University of Indianapolis as founding chair and program director for its new Department of Physical Therapy.

Fruth will assume the new department's reins in January.

Western News

SEPTEMBER 8, 2016

Volume 43, Number 1

wmich.edu/westernnews