Important deadlines announced
Nominations for the next round of WMU’s semiannual Make a Difference awards are due by Wednesday, Oct. 31. Make a Difference is a campuswide peer-to-peer program that recognizes WMU staff for their accomplishments and daily investment of energy and creativity. For more information, including award guidelines and nomination forms, visit wmich.edu/makeadifference.

The deadline for the Support for Faculty Scholars Award is Friday, Sept. 28. For more information, visit wmich.edu/research/funding/faculty/sfsa.

The deadline for applications for the Undergraduate Award for Research and Creative Works Fund is Monday, Oct. 1. Details on the submission of applications and the guidelines are available at wmich.edu/research/funding/students by clicking Undergraduate Research and Creative Scholarship Excellence Award.

University relations gets new name
The Office of University Relations has been renamed the Office of Marketing and Strategic Communications, and has a new web address. Update bookmarks and any references in print and electronic communications from wmich.edu/universityrelations to wmich.edu/markcom.

Webinar series focuses on change
The Accelerating Systemic Change Network, housed in the Center for Research on Instructional Change in Postsecondary Education, invites faculty and staff to attend its fall 2018 webinar series on Change Leadership. One program already has taken place. Next up will be “Using an Evidence-Based Approach to Develop a Culture of Shared Leadership for Change” at 2 p.m. Monday, Oct. 29. Register at bit.ly/webCIOT. There also will be a program on “Collectively Improving Our Teaching: A Departmentwide Professional Development Program Resulting in Widespread Change” at noon Wednesday, Nov. 7. Register at bit.ly/webCIOT.

Encourage student researchers to make appointment with librarian
With the goal of boosting student success, University Libraries is staging an awareness campaign that demonstrates how working with campus librarians can result in better research papers and projects. Librarians can help find better sources; assist with understanding citations; and, by knowing where to look for on-target articles within Library Search, speed research along.

Fourteen librarians are available for research consultations on 57 of WMU’s majors and subject areas, and a new system is in place to make booking an appointment with them especially easy. Learn more by visiting wmich.edu/library/services/appointments.

President reports WMU is making great strides
Strong and getting stronger is the way President Edward Montgomery described WMU in the State of the University address he gave Sept. 14 during the Fall Convocation.

“Just look around and you see incredible evidence of what a difference a year makes,” Montgomery told those in attendance.

He went on to discuss the ongoing work in WMU’s South Neighborhood to reimagine and reshape the face of campus by making room for a new student union there as well as new housing and dining facilities.

“But make no mistake, the strides we have taken this year to make WMU the school of choice are more than just skin deep, more than just cosmetic. They touch nearly every aspect of this University, from our curriculum and the start of new programs, to student development and well-being, to our research enterprise, our budget model, universitywide marketing, financial aid, fundraising, partnerships, and many other areas,” the president said.

“Taken together, they offer irrefutable evidence that our University is undergoing dramatic, dynamic change. These changes are made possible by faculty and staff working in every Continued on Page 4

WMU, Consumers Energy project is unique in state
Consumers Energy ushered in a new technology at WMU Sept. 17 by starting operation of a new large-scale battery that should store enough energy to power 1,000 homes at any time.

The event included a ribbon cutting for the battery facility, which is unique to Michigan and has been erected on the Parkview Campus. Along with Consumers Energy employees who worked on the project, President Edward Montgomery as well as local legislators and county commissioners participated in the event.

“Advances in battery storage technology have now reached the scale that they power entire communities on demand,” Tim Sparks, Consumers Energy’s vice president of electric grid integration, said before the event began.

“Our Clean Energy Plan calls for more solar and wind electric generation facilities that will depend on battery storage to be dependable sources of energy for our customers when the wind isn’t blowing or the sun shining. The Parkview Battery Project begins the next groundbreaking chapter in the story about how clean and reliable energy reaches Consumers Energy customers.” Continued on Page 4

With the aid of a banner at the event, Consumers Energy Project Manager Nathan Washburn explains how the new facility and its racks of batteries work. (Photo by Mike Lanka)

Gather together for a golden homecoming, Family Weekend
Campus will be a hive of activity Monday through Sunday, Oct. 1-7, as the University celebrates homecoming weekend in conjunction with Family Weekend. Most activities are open to the public, and a number are free or low cost although they may require tickets or advance registration.

This year’s celebration carries the theme, “Forever Gold” and comes to a crescendo Saturday, Oct. 6, with the Broncos facing off on the gridiron against the Eastern Michigan University Eagles.

New this year will be a revamped event honoring 2018’s Distinguished Alumni Award recipients. Called the WMU Night of Excellence, it additionally will recognize a select group of outstanding graduates from all of the University’s colleges.

This year’s Distinguished Alumni Award recipients are Ed Gordon, an Emmy award-winning journalist and broadcaster; Carrie Jones-Barber, CEO of Dawn Foods; and James Olson, an innovative scientist who Continued on Page 4
Around campus and beyond

Business dean to present talk
Satish Deshpande, Haworth College of Business dean, will speak at 8 a.m. Friday, Sept. 28, in 1035 Fetzer Center as part of the Mercantile Bank of Michigan Breakfast Speaker Series. Reservations are required for the free event and can be made at wmich.edu/business/mercantile-rsvp.

Event spotlights global collaboration
Two dozen leading scholars and educators will be brought together for WMU’s fourth annual Asian Forum from 8:30 a.m. to 5:30 p.m. Friday, Sept. 28, in the Fetzer Center. The forum provides a setting for scholars and educational professionals from WMU and around the world to share their research and exchange ideas addressing contemporary problems facing Asia. Get more details at wmich.edu/international/asianforum.

Latinos in the media to be honored
A Hispanic Heritage Month event honoring Michigan Latinos in the media will be held from 4 to 6 p.m. Friday Sept. 28, in the Fetzer Center. During the free event, WMU will recognize Eva Aguait Cooper, WOOD TV8, WOTV4 and WXSP; Tony “El Chayo” Cervantes, mid-Michigan music and information host; New/Nueva Opinion, headquartered in Battle Creek; and WKAR AM 870 in Lansing.

Symphony orchestra slates concert
The WMU Symphony Orchestra will perform its first concert of the 2018–19 academic year at 3 p.m. Sunday, Oct. 7, in Miller Auditorium. The concert is open to the public free of charge. It will feature the 2018 Stulberg International String Competition finalist, cellist Nathan Le. University organist and faculty member Karl Schrock will be a guest artist.

Obituaries
Phil Straniero, formerly executive-in-residence for the food and consumer package good marketing program, died Sept. 8. He was 70. Straniero served as a part-time temporary employee from 2013 to 2018 and a part-time instructor from 2003 to 2017. Dale Michael Burns, formerly a faculty technician in telecommunications, died Aug. 28. He was 56. Burns joined the staff in 1995 and left the University in 2005. 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.

Fullbright specialist goes to Brazil
James Butterfield, political science, spent time in Brazil earlier this year as a Fulbright specialist working on a project called “Strategic Planning for Internationalization of Brazilian Higher Education Institutions.” Butterfield did site visits to gather information on internationalization efforts in Brazilian universities, then conducted workshops over several days on how to extend and improve their internationalization planning.

He also was a Fullbright scholar for five months in 2016 in Ho Chi Minh City (Saigon), Vietnam. Butterfield will talk about that experience during the global and international studies program’s Faculty-Abroad Brown Bag Lunch series from noon to 1 p.m. Wednesday, Oct. 31, in 3120 Sangren Hall.

History expert appears on PBS series
Lynn Houghton, Archives and Regional History Collections, was featured this summer in an episode of the popular PBS series “10 That Changed America.” For the series installment titled “10 Streets That Changed America,” PBS tapped Houghton for her knowledge about the Kalamazoo Mall, the first downtown pedestrian mall in the United States.

Houghton says producers were interested in the uniqueness of the mall, which was originally developed in 1959 as a shopping district on a two-block stretch of Bunick Street closed to vehicle traffic.

“They were interested primarily in the reasons why the decision was made by government and business leaders to do something that had never been done in the United States previously. We not only discussed this but also how the mall has changed,” she says. Houghton is the curator for the Regional History Collections, which supports WMU’s research and teaching mission and the needs of historical and genealogical researchers.

Writer features prof in new novel
Thibue Nissen, English, has brought readers a sharp and biting funny novel about a professor whose “calm-ish” midwestern life gives way to a vortex of crises—and her attempts to salvage the pieces without going to pieces herself. Named “Our Lady of the Prairie,” the book was published this year by Houghton Mifflin Harcourt.

In the space of a few torrid months on the Iowa prairie, Phillips Maakestad—long-married theater professor and mother of an unstable daughter—grapples with a life turned upside down. After falling headlong into a passionate affair during a seminar spent teaching in Ohio, Phillips returns home to Iowa for her daughter Ginny’s wedding. There, Phillips must endure (among other things) a wedding-day tornado, a menace of a mother-in-law who may or may not have been a titled collaborator, and the tragicomic revenge fantasies of her heretofore docile husband.

Service anniversaries—September
40 years—Vena D. Brower, maintenance services, and Karen Ferrara, Burnham Dining Service.
35 years—Mimi Abdul, Walker Institute; Vicky A. Crawford, human performance and health education; and Terri L. Hageman, Logistical Services.
30 years—Melinda Bell, construction; Patrick L. Lem, maintenance services; Steve Thomas, information technology; David D. VanHeulen, information technology; Minnie White, building custodial and support services; Thomas Robert Wolk Jr., information technology; and Ralph N. Yingling, Haworth College of Business.
25 years—Melissa K. Hess, information technology.
20 years—Robert L. Coffman, public safety; Steven D. Miller, student transitions; and Strategic Communications.
15 years—Dana E. Brickhouse, College of Engineering and Applied Sciences; Jill E. Hamilton, College of Health and Human Services; Gregory J. Rosine, government affairs; and Geoff Whitehurst, College of Aviation.
10 years—Paula S. Becknell, Extended University Programs; Dale G.L. Camp, admissions; Tracy Lynn Conrast, nursing; Tomika Denise Griffin-Brown, Haworth College of Business; Dustin James Hubbell, public safety; Chris Robinson, College of Education and Human Development; Jennifer L. Townsend, Lee Honors College; and Christopher E. Voss, Haenicke Institute.
5 years—William Ray Craft, diversity and inclusion; Jeff W. Fleming, Fetzer Center; Marie C. Foster, intercollegiate athletics; Coreen M. Geary, Extended University Programs; Alondra Lynn Hamilton, building and custodial support services; Daniel Robert Hoff, intercollegiate athletics; Keenan A. King, enrollment management; John R. Koestner, construction; Ming Li, College of Education and Human Development; Jennifer Rose Palmatier, Haworth College of Business; Brian Douglas Smith, Haworth College of Business; Frank Reid Tramp, building custodial and support services; and Mary C. Zoeller, Fetzer Center.

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DEADLINES: Items to be considered for publication should be submitted to the Office of Marketing and Strategic Communications by 5 p.m. Friday the week preceding publication. Publication dates for the fall are Aug. 30; Sept. 13 and 27; Oct. 11 and 25; Nov. 8 and 22. Items may not be submitted to Jeanne Baron via email. Jeanne.Baran@wmich.edu.

Mail: Campus Mail Stop 5435; phone, (269) 387-6435; or fax, (269) 387-8422.

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

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WMU opens manufacturing lab in downtown Grand Rapids

A year after announcing a collaborative effort with Grand Rapids Community College and West Michigan manufacturers addressing talent needs in the manufacturing industry, the AMP Lab at WMU opened its doors for industry leaders to have a first look at the new 15,000-square-foot instructional manufacturing facility. The Advanced Manufacturing Partnership Laboratory occupies the first two floors of WMU’s downtown Grand Rapids, Michigan, location and serves as a program to cultivate the next generation of engineers, designers and other skilled individuals to serve the manufacturing industry.

Town halls to address Staff Compensation System review

WMU has partnered with national consulting firm Aon to conduct a market-based review of the University’s Staff Compensation System. University officials and an Aon representative will offer details and answer questions about the compensation system review project at 10 a.m. and again at 1 p.m. Wednesday, Oct. 10, in the Fetter Center’s Kirsch Auditorium. Each of the presentations will be live streamed, and videos of the sessions will be archived. To watch the live stream and to later view the archived videos of the presentations, go to wmich.edu/hr/scs-market and click HR Town Hall Meetings. A Bronco NetID and password will be required to access the videos. The webpage will continue to be updated as the project unfolds. WMU last completed a study of its compensation structure for more than 1,200 professional, administrative, clerical and technical employees in 2015. After that two-year process, a new, market-based staff compensation system debuted July 1, 2015. At the time, consultants recommended WMU institute a regular process to “recalibrate” its compensation system every two to five years, based upon market pressure and resources. WMU committed to completing a market update in fiscal year 2018-19, with any changes to be effective July 1, 2019.

University kicks off 2018 United Way campaign

The 2018 campus United Way Campaign, with an announced goal of $200,000, is underway, and faculty and staff can expect to receive their pledge cards by the beginning of October. “When we talk about what this campaign is all about, we’re about changing lives; and you do that every day,” President Edward Montgomery told a group of about 30 campus officials and an Aon representative about the United Way effort. “When you talk about the United Way, you're talking about a program that has a real impact on the community and on individuals. It makes a difference.”

That gathering also marked the launch of a children’s book drive to jump-start the collection of 2,000 new or gently used books from the WMU community for K-3 students. The “Book-It” drive benefits a similar effort that increased the quantity of books in the hands of children. The campaign runs through December.

Faculty and staff are encouraged to participate in the “Book-It” drive and consider making a donation to the United Way. Faculty and staff giving campaigns are run by the WMU United Way Campaign’s executive committee, which is charged with setting the annual goal. The committee is composed of representatives from faculty and staff academic or administrative units by making a gift or spreading the word on social media using #WMUGivingDay and #GiveGold. A Bronco donation will be returned to the WMU United Way Campaign in the president’s office.

Emeriti Council presenting two more programs in 2018

The Emeriti Council has slated two more programs in October that illustrate the range of programs it hosts and its commitment to continuing education and community outreach. For more information about the Emeriti Council, go online to wmich.edu/emeriti.
On Campus with Cathe Springsteen

Cathe Springsteen’s responsibilities as assistant director of integrated program review and accreditation in the Office of Institutional Effectiveness are numerous and specialized. She says much of her work is conducted through the University’s ongoing integrated program review process as part of its strategic plan, a process that is explained at wmich.edu/effectiveness/program. Her role is to assist administrative units across campus with their self-review processes, including providing training materials and monitoring the process.

“Essentially, it is being able to take a look at the work the program does and use the information to inform its future planning,” she explains. “We keep the process moving.”

Another major part of her job is to assist programs on campus that require program-specific accreditation. That requires keeping a highly confidential accreditation library up to date and reviewing self-study reports that are sent from departments to accreditors.

“I make sure all questions are answered and that the provost is aware of any weaknesses before materials go off to the accreditors—kind of a stop gap for the University,” she says.

Springsteen has more than three decades of experience working with different facets of the accreditation process. She joined the WMU staff as a Xerox coordinator in 1987, in what is now the College of Education and Human Development. She transitioned into other positions before coming to institutional effectiveness in 2009 as a project coordinator and receiving her current title in 2015 as a result of the office’s changing tasks.

This fall, Springsteen began serving as recorder for the Collaborative Risk/Opportunity Management Action Team 4, a group involved with WMU’s strategic planning. She also is a member of the Campus Labs Power Users Group, which includes staff members who administer one or more components of the Campus Labs enterprise system. In addition, she serves on the Infrastructure Support for Implementation work group, which determines reporting and infrastructure needs, such as information systems and technology.

Springsteen earned a Bachelor of Science degree from WMU and is on track to finish her second degree here in December—a Master of Public Administration with a concentration in nonprofit leadership and administration.

Her family tree includes multiple generations of Bronco, with her grandmother, younger brother and daughter all being WMU alumni. The Oshtemo, Michigan, resident also has a grandson who is 9. She enjoys do-it-yourself projects and gardening. In addition, Springsteen is a fiber artist whose talents include spinning, weaving, crocheting and knitting.

Continued from Page 1

WMU, Consumers Energy project is unique in state

The Parkview Campus was selected as the site for the company’s first utility-scale battery power facility in Michigan through a statewide search conducted by Consumers Energy in consultation with Michigan State University. In the coming year, the company and MSU consultants will study data generated at the facility to better understand the potential for battery storage use around the state.

WMU engineering students also will have opportunities to participate in partnerships with Consumers Energy on electric battery research and operations.

Continued from Page 1

President reports WMU is making great strides

corner of this University. Together—in ways big and small—we have begun the process of changing our reality and our destiny. We are on the move. Together, we have begun to write the next chapter in Western State Normal School’s storied history.”

Montgomery provided numerous examples of how WMU is redoubling its efforts to help students succeed and also noted that senior leaders have worked across institutional silos to make key investments in the priority areas of retaining students, enhancing revenues and elevating WMU’s reputation.

More than $8 million has been put into prioritized funding, including $50,000 toward staff professional development and training initiatives in response to a 2017 survey of staff members done by the Professional Staff Service Organization and the Administrative Professional Association.

“Brick by brick, we are building a stronger foundation,” Montgomery said as part of his closing. “Some of these building blocks are large and some are small, but they are all crucial to the structural integrity of what we’re creating—the school of choice and a campus community that is focused on all aspects of student success.”

In an unannounced move during the Sept. 17 event, Consumers Energy presented WMU with a mock check representing more than $132,000 in energy efficiency rebates the University has earned so far this year. Peter Strazdas, WMU associate vice president for facilities management, told the crowd that the University has increased its building footprint 17 percent over the past two decades, yet reduced its energy use per square foot by 26 percent.

Public systems and the University have been greater reliance on renewable energy, aided by the Parkview Campus’ wind turbine and solar panels on Sangren Hall and at Miller Auditorium’s electric vehicle charging stations.

Continued from Page 1

Homecoming, Family Weekend

researches brain cancer in children.

The WMU Night of Excellence will be held from 6 to 9 p.m. Friday, Oct. 5, in University Arena. Serving as hosts will be Susan Stapleton, Graduate College dean, and Gary Bischof, Lee Honors College dean. Early registration for the event ends Friday, Sept. 28.

For details about that and other exciting homecoming- and Family Weekend-related events, visit WMU News at wmich.edu/news and click Events Calendar.