



# Western News

SEPTEMBER 27, 2018  
Volume 45, Number 3

For and about WMU faculty and staff

## 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](http://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](http://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](http://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](http://wmich.edu/universityrelations) to [wmich.edu/marcom](http://wmich.edu/marcom).

## 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/webEBL](http://bit.ly/webEBL). 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](http://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](http://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.



The full text of Montgomery's State of the University address is available online at [wmich.edu/president](http://wmich.edu/president). (Photo by Mike Lanka)

"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

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## 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 for 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."



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)

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## 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 week 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



Gordon



Jones-Barber



Olson

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

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# 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](http://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](http://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 Aguirre 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.

## Fulbright 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

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 Fulbright scholar for five months in fall 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."



Houghton

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 America.

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 Burdick 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

Thisbe Nissen, English, has brought readers a sharp and bitingly 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 earlier this year by Houghton Mifflin Harcourt.

In the space of a few torrid months on the Iowa prairie, Phillipa 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 semester spent teaching in Ohio, Phillipa returns home to Iowa for her daughter Ginny's wedding. There, Phillipa must endure (among other things) a wedding-day tornado, a menace of a mother-in-law who may or may not have been a Nazi 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**—Lori A. 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 Wolf 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; Eunice Perez Ruiz, public safety.

**15 years**—Scot R. Conant, College of Engineering and Applied Sciences; Jill E. Hamilton, College of Health and Human Ser-

vices; Gregory J. Rosine, government affairs; and Geoff Whitehurst, College of Aviation.

**10 years**—Paula S. Bucknell, Extended University Programs; Dalee G.L. Camp, admissions; Tracy Lynn Corstange, 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.

**Five years**—William Ray Craft, diversity and inclusion; Jeff W. Fleming, Fetzer Center; Marie C. Foster, intercollegiate athletics; Coreen M. Geary, Extended University Programs; Alonda 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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**DEADLINE:** 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 Dec. 6.** Items may be submitted to Jeanne Baron via: email, [jeanne.baron@wmich.edu](mailto:jeanne.baron@wmich.edu); mail, Campus Mail Stop 5433; phone, (269) 387-8433; or fax, (269) 387-8422.

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WESTERN MICHIGAN UNIVERSITY

## 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 facility 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](http://wmich.edu/hr/jobs). Please note that applications must be submitted online by the stated deadline. Complete application procedures are included with each posting.

# 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@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.

"This cutting-edge instructional laboratory has been designed to meet the demands identified by manufacturing leaders—not only locally, but around the globe—to educate the 21st century advanced manufacturing workforce," President Edward Montgomery says.

The AMP Lab combines prototyping, training and small-scale manufacturing with the opportunity for individuals to earn college credits to be used toward a degree or certification. The facility includes 3-D printers and scanners, a CAD/CAM lab, plasma cutter, laser cutter, welding station,

metrology equipment and prototyping tools.

Early this month, GRCC began using the space three days a week for its AMP program cohorts. In January, WMU will offer courses for a certificate program in integrated design and manufacturing. In addition, manufacturing engineering technology, engineering design technology and engineering management technology courses will be offered at the facility for students enrolled in WMU's ABET-accredited four-year engineering technology degree program.

The \$2.7 million AMP Lab development and the equipment it houses were partially funded through private investment efforts and the Michigan Economic Development Corporation. Opportunities exist for the facility to be used as a makerspace for entrepreneurs needing manufacturing assistance.

## 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 Fetzer 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](http://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.

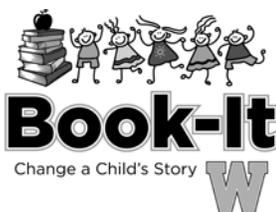
WMU last completed a study of its compensation structure for more than 1,200 professional, administrative, clerical and technical employees in 2015. After that two-year process, a new, market-based staff compensation system debuted July 1, 2015.

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 conducting 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 campus is about, we're about changing lives; and you do that every day," President Edward Montgomery told a group of about 30 campus campaign champions Sept. 20. "The United Way is an extension of that. In ways big and small, you are making 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 organized by the United Way of the Battle Creek and Kalamazoo Region. Collection boxes will be in several campus buildings Monday, Oct. 8, through Wednesday, Oct. 31.

Books for the campaign also may be purchased from an Amazon wish list at [amzn.to/2N271gc](http://amzn.to/2N271gc). In addition, monetary donations are being accepted at [app.mobile-cause.com/f/mq0/n](http://app.mobile-cause.com/f/mq0/n). The campus campaign exceeded both its \$200,000 and book collection goals in 2017.

Any new, undesignated gift of at least \$50

to the campus campaign automatically enters the donor in a drawing for up to \$25,000 applied to a car of choice from one of United Way's sponsoring dealerships.

To be included in that special thank-you drawing, pledge forms must be received at the WMU Office of the President by 5 p.m. Friday, Nov. 9. The winner will be announced by the United Way of the Battle Creek and Kalamazoo Region on Wednesday, Dec. 19.

For reasons of privacy, both completed pledge cards and those not filled out should 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 Wednesday II presentations this fall for WMU emeriti and friends.

Wednesday II presentations typically occur from 2 to 3 p.m. the second Wednesday of the month in the Heinig Emeriti Lounge in Walwood Hall, except in June, July, August and December.

Ron Kramer, emeritus in sociology, will present "A Sociological History of Baseball" Oct. 10. The program will examine the game's social origins and encompass topics such as class and economics, racial segregation and integration, gender, law, deviance and social control, and the relationship between baseball and popular culture.

David Karowe, emeritus in biological

sciences, will present "Consequences of Climate Change in the Great Lakes Region" Nov. 14. The program will address the possible consequences of ongoing climate changes for the region. If current trends continue, Michigan's climate may eventually become more like that of Kentucky.

For more information about the Emeriti Council, go online to [wmich.edu/emmeriti](http://wmich.edu/emmeriti).



Karowe

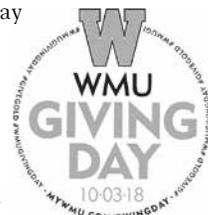


Kramer

## Plan to #GiveGold in October

Simplify giving to WMU by participating in #WMUGivingDay, which returns for a second year on Western Wednesday during homecoming week and is an easy way for Broncos across campus to #GiveGold.

WMU's Giving Day is set for Wednesday, Oct. 3, but all gifts made during homecoming week, Monday through Sunday, Oct. 1-7, will count toward Giving Day.



The goal is to boost giving among alumni, faculty and staff to support student success on campus. It replaces the University's previous faculty and staff giving campaigns.

As was the case in 2017, a matching fund has been established that challenges various categories of donors to take part in a friendly competition that increases the impact of their giving. These bonus dollars will be awarded to the category winners to donate back to their WMU units or other WMU areas of choice.

Challenges have been set up for individuals on or off campus as well as the University's colleges and non-academic units.

Faculty and staff are encouraged to get involved to help raise funds for their academic or administrative units by making a gift or spreading the word on social media using #WMUGivingDay and #GiveGold.

Visit [mywmu.com/givingday](http://mywmu.com/givingday) to learn more about making a donation.

# On Campus with Cathe Springsteen



SPECIALIZED RESPONSIBILITIES  
(Photo by Deanne Puca)

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](http://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.

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## 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.

The battery's 1-megawatt-hour output is about the amount of electricity used by approximately 1,000 residential electric customers in an hour. Large-scale batteries can support wind and solar plant electric production when declining winds and clouds reduce their output for short periods and could threaten their reliability.

Consumers Energy partnered with the University in 2016 to create an 8.5-acre solar power plant on the Parkview Campus. The new battery will store power from the plant and provide energy to residents in the region.

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.

Part of the reason for that has been greater reliance on renewable energy, aided by the Parkview Campus's wind turbine and solar panels on Sangren Hall and at Miller Auditorium's electric vehicle charging stations.

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## 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."

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## 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](http://wmich.edu/news) and click Events Calendar.

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