



Western News

OCTOBER 11, 2018
Volume 45, Number 4

For and about WMU faculty and staff

Trustees set 2019 meeting dates

The WMU Board of Trustees has set its meeting dates for 2019. Board meeting formal sessions usually begin at 11 a.m. and are open to the public. To round out this year, meetings will be held Wednesday, Nov. 7, in Heritage Hall and Wednesday, Dec. 12, in the Bernhard Center.

Meeting dates for 2019 are Wednesday, Jan. 23; Thursday, March 14; Wednesday, April 24; Wednesday, June 26; Wednesday, Sept. 11; Wednesday, Nov. 6; and Thursday, Dec. 12. Agendas will be published at wmich.edu/trustees closer to those dates.

Annual benefits, wellness expo slated

The upcoming Benefits and Wellness Expo, now in its fifth year, is set for 9 a.m. to 3:30 p.m. Wednesday, Oct. 24, in the Bernhard Center's East Ballroom. The event will give faculty and staff a chance to learn about resources available to them and to speak one-on-one with benefit providers, representatives from relevant WMU departments and community organizations.

Faculty and staff members are encouraged to attend and experience a variety of health and wellness activities and screenings. New this year is an opportunity to try goggles that simulate alcohol impairment, get a mini-stress assessment and learn some easy mindfulness tools. Flu shots (WMU insurance card and photo ID required), hearing, vein and blood pressure screenings, food samples and recipes are available all day.

More than 30 exhibitors will fill the ballroom. They include Blue Cross Blue Shield; TIAA; MPSERS; and WMU's Western Wellness, Extended University Programs, and admissions and sustainability offices.

Expo guests may enter door prize drawings provided by the exhibitors. Human Resource drawings include a kayak, an Instant Pot, a sit-to-stand desk, smart watch and wireless headphones. Stay up-to-date on all the planned activities by visiting the event website at wmich.edu/hr/benefits-expo.

Bronco Big Idea submissions sought

Faculty, staff and students are encouraged to enter the Bronco Big Idea competition to earn up to \$52,000. First, submit a big idea to the National Science Foundation, then submit ideas to WMU for prizes, scholarship and research grants. The submission deadline is Friday, Oct. 26. For details, visit wmich.edu/research/nsf-idea-machine-wmu.

Last Western News issue to be Oct. 25

Western News, the bimonthly newspaper for faculty, staff and retirees, will cease production with the Thursday, Oct. 25, issue. The publication has had a great run—more than 44 years. The final issue of Western News will report on additional necessary changes and exciting new ventures being made by the refocused Office of Marketing and Strategic Communications.

WMU's economic impact exceeds \$1 billion

A new study from Southwest Michigan First and WMU has found that the University annually has a \$1.6 billion economic impact on the local region.

"WMU's local economic impact is an excellent return on investment for Michiganders," says President Edward Montgomery. "The University's return of \$1.6 billion to its local community is 15 times greater than the state's investment in WMU. In fact, our total impact is greater than Michigan's entire budget line for all state universities."

In fiscal year 2016-17, the year of the study, the state invested \$1.4 billion in all state universities, including \$104 million for WMU. For every dollar the state invests in WMU, it returns \$15.40 in economic vitality for the local region.

The study also determined that WMU supports 16,690 direct, indirect and induced

jobs in the local area.

"Imagine the home side of Waldo Stadium with every single seat filled. That's how many jobs we're talking about," says Ron Kitchens, chief executive officer of Southwest Michigan First and a WMU trustee.

"I believe that if our region is to thrive in the future, we must grow the portion of our workforce that has earned a bachelor's degree. We are currently 20 percent below the national average. WMU is an enormous help. It can enable us to attract young professionals here, and we can entice them to stay."

Students have an impact during their time in Kalamazoo. Each WMU student adds \$11,500 to the local economy.

"It's wonderful to see students in local businesses," Kitchens says. "They bring vitality to our community. But they also bring resources. When you see four students

Continued on Page 4

Esports initiative garnering widespread interest

They came, they saw, they conquered—or tried to. That was the game plan for many eager members of the campus and local community attending the Oct. 5 grand opening of the state-of-the-art WMU Esports Arena.

The event was held in two stages, with invited guests and news media swarming the facility for a morning gathering and members of the public filtering in during the afternoon open house.

Most of the visitors were as impressed by the arena's colorful lights, pro-quality sound system and spacious auditorium seating for 190 spectators as they were by its sophisticated gaming computers and related technology.

"We heard about this through one of the University's tweets after we got out of class in Battle Creek and decided to check it out," one senior aviation student said from behind the gaming PC he was test driving at the open house. "I didn't expect this, especially because it's an old-style theatre. But the arena is definitely amazing."

Continued on Page 4



Esports club members played for the public and cameras Oct. 5. (Photo by Mike Lanka)

Unified Clinics receives \$1.5M state appropriation

WMU is slated to receive a \$1.5 million state appropriation for its Unified Clinics, a multi-specialty group practice that annually serves more than 5,000 patients in southwest Michigan and beyond and operates under the auspices of the College of Health and Human Services.

State Sen. Margaret O'Brien, who was instrumental in securing the funding, formally announced the allocation during a news conference Oct. 2.

"WMU's Unified Clinics provides invaluable health care services to some of southwest Michigan's most underserved," O'Brien says. "I advocated for needed funding to ensure the University can provide the best possible care for its clients, many of which are children.

Kalamazoo area residents should be proud to have such a great organization in our backyard."



Student practitioner Jenna Buscemi works with Trevor Rhoda in the aphasia clinic. (Photo by Mike Lanka)

The Unified Clinics is a collective of 10 specialty teaching clinics that provide an array of services, including autism evaluation, behavioral health services, child-trauma assessment, hearing treatment, low-vision services, occupational therapy, speech therapy and women's health services. WMU student practitioners and supervising professionals provide the care and treatment.

Affordability is a major need for the clinics'

Continued on Page 3

Around campus and beyond

Artifacts collection to be dedicated

The Roselle Havens Artifacts Collection will be dedicated Sunday, Oct. 14, in the Zhang Legacy Collections Center. The event will include a showing of the film that inspired the collection, "The Abandoned Bride." Refreshments will be served at 2 p.m., the dedication will take place at 2:30 p.m., and the film will be shown at 3 p.m.

Free campus shredding event slated

WMU students, faculty and staff are encouraged to "get their shred on" by participating in a free campus-wide shredding event Friday, Oct. 19, to ensure all professional or personal documents and media are properly destroyed and recycled.

The event is set for 10 a.m. to noon in Lot 41 near Sangren Hall. A truck with several 95-gallon containers will be provided by Data Guardian for drop off. If documents are in recyclable containers such as paper or cardboard, the entire container can be placed into the bins or directly on the truck.

All plastic and metal must be removed, but there is no need to remove rubber bands or paperclips. CDs, DVDs, VHS and floppy disks will also be accepted but must be placed in a separate container. No hard drives will be accepted. For disposal of hard drives, or more than 15 boxes of documents, contact Data Guardian directly.

For those with questions or who are unable to make the event and have materials

to be disposed of, contact Data Guardian at (269) 327-8553.

Western Wellness events scheduled

Several events are taking place this fall to help WMU employees stay fit and healthy. Registrations are due on varying dates by visiting the Events page on the Western Wellness website at wmich.edu/wellness.

A Mason Jar Salad Workshop has been set for 11:15 a.m. to noon Tuesday, Oct. 16, in 3015 Student Recreation Center. In addition, a Movement Matters Challenge will run from Oct. 28 to Dec. 1. Registration for two- to four-person teams will be open from Oct. 17 to 28.

There also will be an Empathy Lunch and Learn session from 12:05 to 12:55 p.m. Thursday, Nov. 8, in 157 Bernhard Center.

IT conference to be held in November

Government, industry and academic leaders in information technology and marketing will headline a conference focused on "E-Commerce and Digital Marketing" on campus beginning at 7:15 a.m. Thursday, Nov. 15. The Western Michigan IT Forum will be held in the Fetzer Center with sessions for industry, academic and student participants.

The event is open to the public. Registration is \$125 for general admission and free for WMU employees and students. Registration includes a continental breakfast and buffet lunch. The event is hosted by the Department of Business Information Systems. To register, visit wmich.edu/itforum.

Staffer recognized for leadership

Diana Hernández, multicultural affairs director, received El Concilio's 2018 Quetzalcoatl Award in recognition of her stature



Hernandez

as a professional Latinx leader who has been working, contributing, supporting and advocating for the well-being of the Latinx community in Kalamazoo.

Hernández received the accolade during an award ceremony as part of the Nuestras Raíces Gala Sept. 28. During the ceremony, U.S. Rep. Fred Upton read a state legislative proclamation passed in her honor.

In announcing its award, the nonprofit El Concilio, formerly the Hispanic American Council, cited Hernández for her passionate support of the area's Latinx community as well as advocating for WMU's Latinx students so they can succeed in college. Under her leadership, WMU recently secured a federal College Assistance Migrant Program grant worth more than \$2 million to support first-generation undergraduate students who are migrant or seasonal farmworkers.

In addition, Hernández has been selected as one of the Top 50 Latinas in Michigan by the governor-appointed Hispanic/Latino Commission of Michigan.

Counselor reelected state board chair

Pat Munley, professor and chair of counselor education and counseling psychology, has been reelected chair of the Michigan



Munley

Board of Counseling.

Munley is in the fourth year of a second four-year term on the board. He was appointed to the body by Gov. Rick Snyder in 2011 and has been serving as its chair since 2013.

The Michigan Board of Counseling has regulatory and disciplinary responsibility for professional counselors in the state. It licenses and oversees the practice of Michigan's more than 9,000 professional counselors.

Munley is a licensed professional counselor and psychologist and fellow of the American Academy of Counseling Psychology and the American Psychological Association.

English professor pens poetry book

William Olsen, professor of English, has written "TechnoRage," a meditative ode to nature published by TriQuarterly Books/Northwestern University Press in 2017. The book's intensely lyrical poems remind people of their humanity, spinning free-ranging poetic conversations that question the ways of the world.

In the age of the wide but often shallow lens of new technology, Olsen takes a nod from Robert Frost and Gary Snyder, laying bare people's need to return to the roots of things, where these poems find their voice. He revels in language that is an intensely authentic rumination on human isolation.

Olsen teaches creative writing and literature courses and is the author of five collections of poetry. His work has appeared in numerous prestigious journals, and he has received a Guggenheim Fellowship, a National Endowment for the Arts creative writing fellowship and many other honors.

Service anniversaries-October

The following faculty and staff members are recognized for 35, 30, 20, 15, 10 and five years of service during October.

35 years—Sue T. Murray, multicultural affairs; Robert R. VanDyke, Dining Services; and Lonnie Wesseling, Lawson Ice Arena.

30 years—Juanita Snell and Art S. Williams, both building custodial and support services.

20 years—Kate Hennessy, information technology.

15 years—Muralidhar K. Ghantasala, mechanical and aerospace engineering.

10 years—Diana C. Blouin, arts and sciences advising; Paul DeVries, intercollegiate athletics; Diana Berkshire Hearit, research; Eric L. Lean, Sindecuse Health Center; Lee A. Ryder, Haenicke Institute; and Erasmo J. Salinas, development and alumni relations.

Five years—Grant K. Allers, public safety; Dawn M. Burghardt, registrar's office; Aleks Janis Copeland, College of Aviation; Alex Goresch, information technology; Lashontie Delacy Holloway, custodial and support services; Jennifer Jean Johnson, family engagement; Andrew M. Martin, West Hills Athletic Club; Mary Elizabeth Osborn, Davis Dining Service; and John A. Yellich, geological and environmental sciences.

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.

Western News

Volume 45 Number 4

EDITOR: Jeanne Baron. CONTRIBUTORS: Cara Barnes, Paula M. Davis and Deanne Puca. PRODUCTION: Office of Marketing and Strategic Communications. DISTRIBUTION AND MAILING: Teresa Ventimiglia.

WESTERN NEWS (USPS 362-210) is published by the Office of Marketing and Strategic Communications, 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 Marketing and Strategic Communications, 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 Marketing and Strategic Communications by 5 p.m. Friday the week preceding publication. The final publication date is **Oct. 25**. 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.

W WESTERN MICHIGAN UNIVERSITY

Richmond product design, innovation center officially opens

The 28,000-square-foot Richmond Institute for Design and Innovation was formally unveiled Sept. 27 during a grand opening ceremony in Central Kohrman Hall.

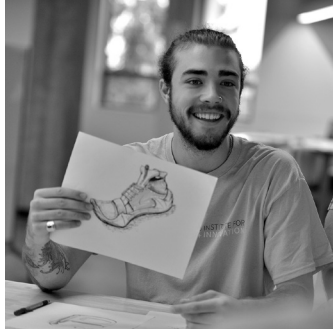
Renovations to create the state-of-the-art facility for WMU's year-old product design program on the first and third floors of Central Kohrman began in December and were finished this summer in time for fall classes.

The facility features studios, presentation spaces and laboratories dedicated to innovation, fabrication, rapid prototyping, 3D printing, woodworking and metalworking.

The nearly \$7 million project to renovate Central Kohrman to support the needs of an innovative product design program was made possible by corporate and individual donors, including Jim and Lois Richmond. The couple, both alumni and longtime WMU benefactors, contributed \$3 million to the project.

The institute "is truly far beyond anything we ever imagined it would become," Jim Richmond says.

"Just a few weeks ago, Lois and I had the honor of touring the building, which



The center will promote innovative design work. (Photo by Mike Lanka)

included getting a detailed description of each area and how students will use this creative layout, working independently and in groups on design projects."

The Bachelor of Fine Arts in product design draws its curriculum from fine arts,

engineering and business to develop professionals who will specialize in designing products that combine form, function and manufacturing.

Launched in fall 2017 with its first cohort

of students, the program was created to meet current and future design and manufacturing needs in southwest Michigan and beyond.

"From my first days on campus five years ago, it was apparent that our local corporations had a great need for design talent," says Daniel Guyette, College of Fine Arts dean.

"There were dozens of positions they could not fill, and this was impacting their ability to compete and thrive. As a state university, it's our responsibility to meet the needs of our state and region by providing quality programs to educate our young adults for promising careers. That's why we created the product design program and the Richmond Institute for Design and Innovation, and the response from students and the corporate community has been exceptional."

In addition to their University-based studies, students in the program are placed within industry settings during summer residencies with the anticipation that those positions will become permanent jobs after graduation.

University trustees approve retirements of six faculty, 22 staff members

The WMU Board of Trustees acted on numerous personnel matters Sept. 12.

Faculty retirements

All of the faculty members who are retiring are doing so with emeritus status. Their names, positions, and effective dates of retirement are: Christine Browning, mathematics, effective April 30, 2019 (change in date only); Linwood Cousins, social work, effective June 30, 2019; Donald Meyer, economics, effective May 1, 2024; Shaila Rao, special education and literacy studies, effective Aug. 31, 2021; David Smith, music, effective Aug. 31, 2018; and Huizhong Zhou, economics, effective Dec. 31, 2023.

Staff retirements

William Adams, building custodial and support, effective April 1, 2018; Barbara

Banks, Bronco Express, effective Sept. 1, 2018; Thomas Cook, maintenance services, effective Aug. 1, 2018; Terri Culver, accounting services, effective July 1, 2018; Debra Demerly, landscape services, effective Aug. 4, 2018; Ruth DeYoung, Valley Dining Service, effective Sept. 1, 2018; Luacia Dixon, Student Financial Aid, effective Aug. 1, 2018; Timothy Ender, information technology, effective Sept. 1, 2018; Francies Frazier, building custodial and support, effective Aug. 1, 2018; David Gehrman, accounts receivable, effective July 1, 2018; Lasena Jennings, Human Resources, effective Aug. 1, 2018; Nancy Kroes, information technology, effective Aug. 7, 2018; Judith Medendorp, special education and literacy studies, effective Oct. 1, 2018; Betty Merrifield, Burnham Dining Service, effective Aug. 23, 2018; Delores

Minshall, information technology, effective Aug. 1, 2018; Charles Overberger, College of Engineering and Applied Sciences, effective Aug. 11, 2018; Johnny Paige, Bernhard Center, effective Aug. 1, 2018; Allan Poole, information technology, effective Sept. 1, 2018; Julie Rickert, fine arts academic advising, effective July 29, 2018; Eric Schipper, maintenance services, effective Aug. 11, 2018; Sharon Stoken, building custodial and support, effective May 1, 2018; and Leah Wisner, Sindecuse Health Center, effective July 1, 2018.

Faculty resignations

Joseph Fernandez, interdisciplinary health programs, effective Aug. 14, 2018; Hsiao-Chin Kuo, special education and literacy studies, effective Aug. 21, 2018; Nora Lewis, music, effective Aug. 14, 2018; Laura Pawuk, music, effective June 30, 2018; and Sally Thelen, Center for English Language and Culture, effective June 22, 2018.

Other personnel matters

Promotions were granted to Lauren Foley, political science, effective Aug. 15, 2018; and Hyun Bin Kang, statistics, effective Aug. 15, 2018. In addition, a sabbatical leave was granted to Hector Diaz, professor of social work, effective fall 2018.

Gold Standard's priority strategies for 2017-18 ready for review

The Gold Standard 2020, WMU's five-year strategic plan, is now completing the second year of implementation. End-of-year reporting for its 2017-18 priority strategies has been completed and is available for review at wmich.edu/strategic/reports.

President Edward Montgomery has raised awareness about three areas of transformational priorities—student success, diversifying revenue and becoming a school of choice—that are achievable through the Gold Standard's five goals, 24 objectives and 108 strategies.

Gold Standard 2020 goals by category are:

- Learner success—Ensure a distinctive and

supportive learning experience that fosters success.

- Academic excellence—Promote innovative learning, discovery and service.
- Discovery and collaboration—Progress as a Carnegie-classified higher research doctoral university that advances new knowledge and value-added discovery.
- Inclusive excellence and equity—Promote a diverse, equitable and inclusive University culture to ensure social sustainability and accessibility.
- Sustainable stewardship—Advance economic and environmental sustainability practices and policies.

Continued from Page 1

Unified Clinics receives \$1.5M state appropriation

patients. Through this practice, thousands of Michigan residents receive treatment that is, in some cases, unavailable elsewhere, may not be covered by insurance or is unaffordable through other providers.

The services help children and families struggling with often chronic physical and psychological conditions that negatively

affect health and quality of life.

"We have been recognized by our patients in the community as a safety net," says Carol Sundberg, Unified Clinics director.

For recent stories about several Unified Clinics' patients and practitioners, go to wmich.edu/magazine and read the winter 2018 issue of the *W Magazine*.

Obituaries



Boyle

Dennis Boyle, retired registrar, died Sept. 11. He was 87. Boyle joined the staff in 1965 and retired in 1993 after more than 27 years of service.

Gerald Carl Schwemmin, a former controller, died Sept. 11. He was 88.

Schwemmin joined the staff in 1966 and retired in 1992 after 26 years of service to the University. A Celebration of Life will be held at 1 p.m. **Sunday, Oct. 28**, at Weber's Restaurant in Ann Arbor, Michigan.

Jess Morgan Walker, emeritus in education and professional development, died Aug. 17. He was 84. Walker joined the faculty in 1965 and retired in 1989 after 24 years of service.

On Campus with Amy Dominguez



FITTING POSITION
(Photo by Deanne Puca)

The way people exercise, who they exercise with and even the ease by which they can choose their activities has changed significantly since Amy Dominguez was a student employee at West Hills Athletic Club in the late 1990s.

Members today prefer a wide variety of classes and small-group training, all of which can be registered for online, says Dominguez, the club's administrative assistant. Communications are primarily done through email, making follow up to membership and class questions much quicker and efficient.

As the trends have evolved, so have the facility's offerings. The club now includes more than 80 fitness classes, and numerous small-group training and competitive tennis programs.

"People are looking to do more activities in groups, and our offerings have really grown," she says. "There's something for everyone."

Dominguez started working at West Hills as a student in 1998, and she continued there after her graduation in 2001. She earned two degrees from WMU: a bachelor's degree in recreation with a minor in management and a master's degree in educational leadership.

She worked in several areas at the facility before becoming director of marketing and membership in 2004. She left that job in 2016 to take care of her newborn twins, Gabby and Joshua, now almost 3, who were born prematurely and required extensive medical care. With the aid of a welcoming and supportive staff, she returned to work at West Hills part time in July 2017.

Now, Dominguez is responsible for entering and updating the status of employees, tracking overdue accounts, assisting in some advertising for the club, giving tours when needed, and attending local health fairs. In addition, she assists in compiling and promoting member success stories to publish on the club's website and in promotional materials.

"Everyone has a story, and it's interesting to hear about them," Dominguez says. "A lot of their stories are very inspirational, and these stories help inspire others."

She not only helps promote these programs but enjoys attending many of them, specifically the Body Pump group fitness class. Dominguez also participates in a small-group training program with a personal trainer.

Outside of work, her young children keep her and her husband, Nate, busy. She enjoys reading and spending time with her family and friends. A resident of Mattawan, Dominguez joins her father, a sister and two brothers as WMU alumni.

Continued from Page 1

Esports initiative garnering broad interest

Esports at WMU

The WMU Esports Arena is located on the corner of Oakland Drive and Oliver Street in what was previously known as the Little Theatre. The facility, which had been rented out periodically for the past several years, now serves as home base the Esports Club at WMU.

The club grew out of the University's League of Legends registered student organization and is one of WMU's formal sports clubs. But instead of donning uniforms and taking to the court or turf, players don headsets and sit behind gaming machines, going head to head in the virtual world of online competitive video gaming.

Although quickly gaining in popularity, esports has yet to become ingrained at U.S. colleges and universities like football, basketball and other traditional sports have. So

the Broncos currently compete in national online leagues.

As time goes on, WMU will bring in spectators to its arena to watch the action as well as open up the venue to the intramural video game teams that are being formed at the University. It also hopes to host

invitationals and tournaments, most likely as ticketed events, and is exploring renting out the arena to high school teams and community groups.

Behind-the-scenes players

Together, the esports arena and club constitute the second of two transformational initiatives President Edward Montgomery agreed last year to help fund as a way of transforming how WMU serves students.

"The purpose of the project is to extend the University's community-building efforts to encompass students' recreational hours," says Scott Puckett, business and finance-information technology.

"This is one more way we can help students with like interests meet and join together.



Perry, left, and Reed show off the arena's control booth technology. (Photo by Jeanne Baron)

Getting the esports initiative off the ground has been a team effort in itself, with Puckett serving as project director and Andre Rattray, coordinator of club sports/esports, focusing

on building up the club and its individual teams.

Puckett notes that crucial and enthusiastic assistance has come from across the University. Stepping in to help have been Facilities Management; the Office of Information Technology; and University Recreation, especially Rattray and intramural head Mike Berdowski.

Meanwhile, the arena's crowd-pleasing atmosphere is the handiwork of Robert Reed, business and finance-information technology, and George "Eric" Perry, Miller Auditorium. Reed designed and implemented the audiovisual system as well as the computer integration configuration while Perry designed the lighting and sound systems with help from fellow Miller employee Dave Clemens on the sound.

Continued from Page 1

WMU's economic impact

having brunch, that's not just a \$46 tab, it's \$46,000 each year in rent, groceries, checking accounts and entertainment. They contribute handsomely to our community as individuals and as citizens."

Also, though not from the study, WMU students contribute 235,000 hours of engagement with the community each year.

Western News

OCTOBER 11, 2018

Volume 45, Number 4

wmich.edu/westernnews