



# Western News

OCTOBER 25, 2018  
Volume 45, Number 5

For and about WMU faculty and staff

## Still time to nominate staff members

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 investments of energy and creativity. More information, including guidelines and nomination forms, is available at [wmich.edu/makeadifference/nominations](http://wmich.edu/makeadifference/nominations).

## United Way pledge cards being mailed

WMU's 2018 United Way Campaign is underway. Pledge cards are in the process of being mailed to faculty and staff. This year's campaign also includes a children's book drive; collection boxes can be found in buildings throughout campus. For more information, visit [wmich.edu/news/2018/09/49280](http://wmich.edu/news/2018/09/49280).

## Western News ceases production today

Today is the final issue of *Western News*. This bimonthly newspaper for faculty, staff and retirees is no longer being published by the Office of Marketing and Strategic Communications (formerly the Office of University Relations). Several years' worth of past issues may be accessed online at [wmich.edu/westernnews](http://wmich.edu/westernnews). Learn about how the office is reinvesting efforts in a comprehensive reimagining of on-campus communications by reading the related story on Page 1.

## Governor makes 3 trustee appointments

Gov. Rick Snyder has appointed David Behen of Saline, current Trustee Lynn Chen-Zhang of Portage and Shelly Edgerton of Plainwell to the WMU Board of Trustees, pending approval of the state Senate.

"Trustees Behen and Edgerton are joining the board at an energizing time in the life of WMU," says President Edward Montgomery. "I am so pleased that we will continue to benefit from Trustee Chen-Zhang's expertise and passion for this great University. I look forward to a strong partnership with these strong leaders as we work together to establish WMU as Michigan's destination for bright students who want to thrive in a changing world."

Behen is vice president and chief information officer of LA-Z-BOY. He previously served as director of the Michigan Department of Technology, Management and Budget and the state's chief information officer. Behen earned a bachelor's degree and master's degree from Eastern Michigan University.

He fills a vacancy created by Trustee William Pickard's resignation, and will serve the remainder of the eight-year term that expires Dec. 31, 2020.

Chen-Zhang is a partner and chief operating officer with Zhang Financial, one of



Behen



Chen-Zhang



Edgerton

the nation's leading fee-only wealth management groups. She is president of the WMU Foundation Board of Directors, which she has been a member of since 2009, and also serves on the foundation board's Investment Committee and Committee on Directors. A certified financial planner and certified public accountant, Chen-Zhang earned a master's degree from Northwestern University and a master's degree from WMU.

She is being reappointed to serve an eight-year term expiring Dec. 31, 2026.

Edgerton is the director and chief data systems officer at the Michigan Department of Licensing and Regulatory Affairs. She earned a bachelor's degree and master's degree from WMU as well as a law degree from the WMU Thomas M. Cooley Law School.

Edgerton will replace Trustee Kenneth Miller, whose term is ending, and will serve a new eight-year term that expires Dec. 31, 2026.

## University refocuses marketing efforts, updating on-campus communications

**Editor's note:** *Tony Proudfoot, vice president for marketing and strategic communications, writes about today's higher education environment, the challenges WMU faces as it continues to evolve, and new plans for digitally sharing news of interest to the University's faculty, staff and retirees.*



Proudfoot

Western Michigan University is truly excellent. We've been serving students, Michigan and the world for 115 years, a tremendous accomplishment by any measure. We stand tall as a top-tier university—ranked in the top 10 percent of all universities in the U.S., as we have been for more than two decades.

Our faculty and staff are dedicated to serving students. We have numerous top-tier academic programs. Our research and creative activity advance the frontiers of knowledge and create new patents and companies. We combine our arts and cultural amenities, which rival those of major metropolitan cities, with excellent athletics and a great college town.

It's no wonder nine out of 10 of our graduates are employed within their field of preparation within three months of graduation and 250,000 alumni worldwide are proud to be Broncos.

### Recognizing today's higher education climate

While we have so much for which we can be proud, the world has changed around us. We now find ourselves swimming against the strong currents of declining demographics, a smaller share of high school graduates going to college, a shift of the cost of higher

education from the public to families, and the changing nature of work itself.

A decade ago, the number of graduates from Michigan public high schools started to decline. We believe to be about halfway through the trend, which is anticipated to continue through 2030. That year, the pool of Michigan public high school graduates will be 14 percent smaller than it is today.

That pool of prospective students is very important to WMU. Over the past decade, our total enrollment has averaged 88 percent Michiganders, and 82 percent of this year's freshman class is from Michigan. Over this same period, the cost in tuition and fees for Michiganders to attend the state's 15 public universities has increased 30 percent on average, with the cost at some universities increasing as much as 35 percent. WMU is in the middle of that range at 31 percent.

Those increases are due to multiple factors. But the leading cause is a 20-year shift in public policy at national and state levels that is moving the cost-burden for higher education from the public to students and their families.

### Ongoing challenges of Michigan universities

The upshot is that families are sacrificing more to obtain a college degree. For a family in Michigan with an \$85,000 household income, what was about 10 percent of annual income is now about 14 percent—an increase that equates to the size of a household's monthly car loan payment. Not surprisingly, students and their families are now actively questioning the value of college in general, and the value of a degree from specific universities in particular. They are much more discerning in their choices and want to know what they are getting for their investment.

Continued on Page 4

# Around campus and beyond

## Event set to showcase food pantry

The Invisible Need Project committee invites faculty, staff and students to the Wednesday, Oct. 31, grand opening of the new food pantry in the Faunce Student Services building's Kiva Room as well as Sausagefest, a lunch featuring hot dogs, sausage, a vegetable and other refreshments. A ribbon cutting is set for 11:30 a.m. followed by pantry tours. Sausagefest will be held in front of Faunce from 11:30 a.m. to 1:30 p.m. and will include free lunch, games, prizes and activities for students and the campus community.

## Geography Club slates Mapathon

The Geography Club is hosting a Mapathon event from 5 to 10 p.m. Wednesday, Nov. 14, in the Swain Education Library as a part of Geographic Awareness Week. Students and participants will map areas in need of up-to-date maps due

to humanitarian crisis. Adam Mathews, geography, is spearheading the event. It promises to be an excellent opportunity for students and others to use mapping to help recovery efforts around the world and do some good for those in need. For details and to sign up, visit [wmich.campuslabs.com/engage/event/2816689](http://wmich.campuslabs.com/engage/event/2816689).

## Emeriti Council lists spring programs

The Emeriti Council has slated four Wednesday II programs spring semester. These programs typically occur from 2 to 3 p.m. the second Wednesday of the month in the Heinig Emeriti Lounge in Walwood Hall. Spring programs are Jan. 9, "Theodore Roosevelt, a Literary President"; Feb. 13, "Swing into Fall Prevention"; March 13, "Resources for Long-Term Care Decisions"; and April 10, "Psychiatric Asylum Before Thorazine." For specific times and locations, visit [wmich.edu/emeriti](http://wmich.edu/emeriti).

## Book explores Kalamazoo River history

Lisa M. DeChano-Cook and Mary L. Brooks, geography, have written a book that takes a historical look at the Kalamazoo River, particularly through 202 photos that span from the 1880s to present day.



DeChano-Cook



Brooks

Titled "The Kalamazoo River," it was published by Arcadia Publishing in August. The photos came from many historical societies, libraries, and private citizens.

The thoughtful volume discusses the waterway's historic uses, including as a transportation route for goods and people and as a source of hydroelectric power for the many mills that used to dot its banks.

Also covered are environmental issues that have plagued the river, such as being used by businesses for waste disposal and the 2010 Enbridge oil spill. In addition, the authors highlight numerous flood events that have occurred and the diversion project implemented by the city of Battle Creek.

DeChano-Cook is an associate professor whose research interests lie in the broad category of environmental geography with emphases on geomorphology, natural hazard and perception. Brooks is an administrative assistant for the geography department.

## Prof elected vice chair of state board

Ola Smith, accountancy, has been elected vice chair of the Michigan State Board of Accountancy. The board is responsible for the certification, licensure and regulation of



Smith

certified public accountants and public accounting firms. The CPA is the most significant licensure for accountants in the United States.

"The CPA is critical to protecting the public by providing sound financial reporting and ethical financial activities," Smith says. "The efforts I engage in with the board also inform my teaching, research and interactions with students who will become the next generation of accountants."

Smith also serves as a member of the board for the American Institute of Certified Public Accountants. A national organization, the institute responsible for setting the ethical standards for the accountancy profession as well as developing and grading the Uniform CPA Examination.

Smith joined the accountancy faculty in 2000. Her research and teaching focus is on managerial accounting, performance measurement, and accounting for government and nonprofit organizations. Smith was named the Department of Accountancy chair in 2016. Previously, she worked for Ameritech Corp.; Deloitte, Barrow, Aldridge & Co.; and the Internal Revenue Service. She also is the 2013 recipient of a service award from the Diversity Section of the American Accounting Association and has earned both a research and a multicultural award from WMU.

## Summary of employee news

**New budget model**—Faculty and staff are invited to learn more about the new budget model development process at 11 a.m. Monday, Oct. 29, in the Bernhard Center's East Ballroom. Members of the Strategic Resource Management Core Team along with the champions of the initiative will participate in a moderated panel discussion. Find more information or submit a question in advance at [wmich.edu/budgetmodel](http://wmich.edu/budgetmodel).

**Free WMU headshot**—Faculty and staff may have their official University photos taken between 9:30 a.m. and 4 p.m. Monday, Nov. 5, in Walwood Hall's Heinig Emeriti Lounge. Photos will be available for download within three weeks at [photos.wmich.edu](http://photos.wmich.edu).

**Tech development fund award**—The Technology Development Fund Award application deadline is 5 p.m. Tuesday, Nov. 6. To submit an application, log in by Bronco NetID and password at [wmich.infoready4.com](http://wmich.infoready4.com). For assistance completing the application, contact Melanie Greer at [melanie.greer@wmich.edu](mailto:melanie.greer@wmich.edu).

**PSSO fundraiser**—The Professional Support Staff Organization is selling popcorn from Kalamazoo Kettle Corn. There are 11 different flavors to choose from, and each bag is \$5. Orders are due Monday, Nov. 19, by 4 p.m. Pickup will be Wednesday, Dec. 5, from 10 a.m. to 3 p.m. in 105 Bernhard Center. To order, visit [wmich.edu/pssso](http://wmich.edu/pssso).

**Global Engagement Award**—Eligible faculty and staff have until Friday, Nov. 30, to nominate colleagues for the Global Engagement Award. For more information and the nomination form, visit [wmich.edu/global/globalaward](http://wmich.edu/global/globalaward).

**SRC Membership**—Benefits-eligible faculty and non-bargaining staff may activate a Student Recreation Center membership and pay nothing more than the taxes on \$270. The membership will run through Aug. 16, 2019. There is no cost for retirees or retiree spouses, but they do need to sign up to activate their membership. For details, visit [wmich.edu/rec](http://wmich.edu/rec) and click the facility access icon in the blue bar at the bottom of the page.

## Receptions

**Christin Fawley-Zehner**, Dining Services, will be recognized for her 42 years of service to the University at a retirement reception from 1 to 3 p.m. Friday, Nov. 2, in the Global Lounge, located on the lower level of the Bernhard Center.

**Sandra Glista**, speech, language and hearing sciences, will be recognized for her 36 years of service to the University at a retirement reception from 3:30 to 5:30 p.m. Wednesday, Dec. 5, in 4010 Health and Human Services Building.

## 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.

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WESTERN MICHIGAN UNIVERSITY



# Preliminary results of staff engagement survey available online

The University's two nonbargaining groups for Staff Compensation System employees conducted a WMU Staff Engagement Survey last year, and the preliminary results are posted online at [wmich.edu/apa/survey](http://wmich.edu/apa/survey).

The Administrative Professional Association and Professional Support Staff Organization conducted the survey. APA and PSSO are nonbargaining groups that represent the interests of hourly and salaried employees. Their boards believe the survey can help bridge the gap in assessing WMU staff in the absence of a climate survey, such as those conducted for faculty and students. They plan to use the survey data for future advocacy efforts for both groups.

Active members of each organization received an email invitation to participate in the survey. Per administrative policy,



however, other eligible Staff Compensation System employees who were interested in participating were directed to a webpage where they could request a survey link.

At 33.9 percent, the useable survey response rate for the 2017 Staff Engagement Survey surpassed the useable survey response rate of 19.9 percent for the Campus Climate study.

Results from the staff survey are being further analyzed to glean more information from the more than 70,000 individual responses to questions and 1,112 survey comments that were submitted. Its major findings to date are provided in the preliminary report. These findings include:

- About 75 percent of employees are satisfied or very satisfied with their job and 15 percent are neutral regarding their employment. But there are some themes that

emerged from the open-ended comments that demonstrate that while employees are satisfied with their jobs overall, there are opportunities for WMU to improve in its support of staff.

- Most employees feel WMU is a good place to work based on the relationships developed with others at WMU; their work has a positive impact on students, faculty and staff; and would recommend WMU as a good place to work.

- Areas for improvement include workload, compensation and professional development. Employees reported they do work beyond their position requirements (88 percent), their unit is not adequately staffed to handle workload demands (57 percent), the Staff Compensation Project did not have a positive impact on morale (74 percent), and ongoing training equips them with the skills needed to stay relevant in their positions (50 percent).

## Giving Day was rousing success

WMU employees, students, friends and fans increased their giving by more than 23 percent during Giving Day 2018 compared to last year, the Office of Development and Alumni Relations recently announced.

The 2018 event, held over multiple days during homecoming week, brought in \$316,636 through 2,412 gifts. Last year's tallies were \$136,968 through 1,366 gifts.

The successful fundraising effort included eight challenges that provided additional funds to be donated to various WMU areas:

- College with the most donors—College of Education and Human Development.
- Academic department with the most donors—educational leadership, research and technology.
- Nonacademic department or unit with the most donors—intercollegiate athletics.
- Surprise Saturday Tailgate Challenge—College of Arts and Sciences.
- Why I #GiveGold social media challenge (random winner)—Rachel Quesnelle for the Bronco Marching Band Fund.

For more details about Giving Day and the challenges, visit [bit.ly/2q8tQGg](http://bit.ly/2q8tQGg).

## Grand opening set for renovated, expanded sales lab

A major gift by alumnus Robert Kaiser, owner and CEO of Gallagher-Kaiser Corp., has transformed the sales lab in the Haworth College of Business.

The Haworth College of Business will host a grand opening ceremony and open house for the renovated and expanded facility that has been named the Robert S. Kaiser Sales, Negotiation and Leadership Lab. The event is set for 11 a.m., Friday, Nov. 2, and will allow campus and community members to tour the facility and learn more about it.

At the lab, students participate in authentic selling scenarios in a realistic environment where they are recorded and can review their sales role-plays.

"Through multiple interactions and role-plays in the Robert S. Kaiser Sales, Negotiation and Leadership Lab, students develop a level of confidence that cannot come from classroom interactions alone," says Kelley



O'Reilly, marketing. "Because students have the ability to watch and evaluate their own recordings, they are able to refine and improve naturally. The facility opens the door to new and innovative ways

for sharing best practice examples with students and provides recruiters with a sneak peek at our amazing student talent."

And that student talent has commanded the attention of recruiters for many years. This year, the sales and business marketing program boasts a 100 percent engagement rate, which means that all students are employed, in graduate school or serving in the military within three months of graduation.

We are extremely grateful to Mr. Kaiser for his investment in the sales and business marketing program," says Satish Deshpande, Haworth College of Business dean. "This space takes student learning to the next level. In addition, it will also open up opportunities for us to host student sales competitions, student and employer events, and corporate sales trainings for companies. Bob Kaiser has made this project possible, and our students will benefit from his generosity for years to come."

## Date selected for 25 Year Club Gala

A total of 37 people will be inducted into the 25 Year Club for 2018 during a gala honoring WMU's longtime employees.

The 37th annual 25 Year Club Gala, which includes dinner, begins at 5:30 p.m. Tuesday, Nov. 27, in the Bernhard Center. Reservations for the invitation-only event are due Friday, Nov. 9. Invitations were mailed to club members and inductees Oct. 22.

The event honors employees who have built their careers at WMU. Once the 2018 class of inductees is in place, the 25 Year Club will have 1,179 members. Of these, 412 are active employees and 767 are retirees.

All of this year's 37 inductees began their service to WMU in 1993.

Two longtime employees with 50 years of service each will be recognized at the gala.

## More alert options, dispatch change elevate campus safety

WMU's Department of Public Safety has expanded its options for people interested in receiving alerts and advisory notifications.

All employees and students with a [wmich.edu](http://wmich.edu) email address will automatically receive WMU Alerts for on-campus emergencies via email unless they opt out through the GoWMU portal. Faculty, staff and students also may opt in to receive WMU Alerts via text message, phone call or both.

Meanwhile, a plan to centralize public safety answering points across Kalamazoo County will be fully implemented by the end of October. The five police departments involved, including WMU's, will transition to the system one at a time, starting at 7 a.m. Tuesday, Oct. 30.

In terms of WMU Alerts, employees and students who have opted in also can opt to receive such advisory notifications as near-campus emergencies and general safety messages. Parents, families, friends and visitors to campus also can choose to receive WMU

Alerts and advisory notifications.

For details about all Department of Public Safety services and resources, visit [wmudps.wmich.edu/safetyinfo-details](http://wmudps.wmich.edu/safetyinfo-details).

The new dispatch system is expected to improve response time and prevent emergency calls or texts made on cellphones from being forwarded from one department to another.

And nonemergency calls for an officer or other assistance—including assistance related to facilities needs—will receive the same level of service campus community members have come to expect.

Campus calls for police assistance, including those made with "blue light" call boxes, will continue to result in the dispatch of WMU public safety officers to respond to campus incidents and reports. For details, visit [wmich.edu/news/2018/10/49803](http://wmich.edu/news/2018/10/49803).



## On Campus with Scott Hennessy



RARELY OUT OF REACH  
(Photo by Jeanne Baron)

Scott Hennessy has been involved with the campus division for more than a quarter of a century and he wouldn't have it any other way. Hennessy, associate director of admissions for outreach since 2012, says while he enjoys working with prospective students, he loves working with the current students who serve as ambassadors for the University.

"No question about it. I love working with the 100 student ambassadors who report to us," he says. "We give them a lot of growth opportunities and working with them on a daily basis and watching them develop is by far the most rewarding part of my job."

As the campus visit head, Hennessy oversees campus tours, the front desk in the Seibert Administration Building, and big events such as open houses, gatherings for admitted students and the Medallion Scholarship competition. He also is in charge of efforts to educate employees on WMU's generous tuition benefit, serves on various committees and, since August, has been serving as interim director of the transfer student division.

His outreach work centers on making campus visits successful. But Hennessy says that's also his biggest challenge. He notes that 200 people might be on campus for tours on a single summer day, 1,500 people might turn out for an open house and more than 10,000 students annually visit as part of bus tours.

"We get traditional students and their parents, but also transfer students, graduate students and a huge number of bus groups with some students as young as kindergarten," he says. "We're trying to make a really personal experience where every student leaves knowing how great Western is and has all the information they need to make a good college decision, but with these very, very large numbers of people."

Hennessy earned a bachelor's degree in business and communication from WMU in 1991, then became a graduate assistant in the Office of Admissions while working on a master's degree in communication, which he finished in 1995. Halfway through his master's program in 1993, he landed a full-time position in the admissions office as a recruiter.

He met his future wife, Kate, when both were living in a campus residence hall, and she works in WMU's telecommunications unit. The couple live in Kalamazoo and have a son in college and a daughter in high school.

Hennessy enjoys spending time with his family, sampling craft beers and getting outdoors. He especially likes hiking and seeing new places. His travel goal is to visit all 50 states, and he's already made it to 37.

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### University refocuses marketing efforts, updating on-campus communications

All those data help us understand why total enrollment at Michigan's 15 public universities has declined every year since 2011.

We are not facing change alone. Around the world, the very nature of work is being transformed. Looking backward, for example, job titles such as cloud computing specialist, sustainability manager and social media manager didn't exist just a decade ago. Looking forward, Dell Technologies estimates that 85 percent of the jobs that will exist by 2030 haven't even been invented yet.

We must prepare our students for an unprecedented level of adaptability both at work and in their communities. We are already moving in this direction. Western Essential Studies is an example. But we must go further.

#### *Moving forward as a University community*

What we know for certain in an uncertain world is this: we must evolve if we are to fully realize our mission. We must offer our students an undeniable advantage that can be expressed clearly, crisply and compellingly.

How are we going to do that? Together. And I'm excited to help us get there. I am honored to serve as WMU's first vice president for marketing and strategic communications. In this capacity, I'm charged with leading us to that undeniable advantage.

My role is one of facilitator and convener. I come with ideas, to be sure, but not preconceived notions. We will bring together the campus community to think and design collaboratively. We will build upon what is excellent about WMU today. We will bring together our faculty, students, alumni, donors, staff and employers to work together in a new, empathic way in order to better understand how WMU can focus, amplify, scale and amend its strengths to offer an unparalleled education, scholarship, and creative activity. This type of engagement is already in our nature as a university that values inclusion and diverse perspectives.

We have already taken our first steps by focusing on our institutional

strategy. The Office of University Relations is now the Office of Marketing and Strategic Communications. The new designation is part of an enlarged and more integrative mission to build the power of the WMU brand in order to support enrollment and retention, philanthropy, research funding, and public support.

We seek to position WMU in a way that is real, relevant and rare, and therefore a compelling first choice for students, donors, talent and policy-makers.

#### *Reimagining on-campus communications*

That this is the last issue of *Western News* is a fitting example of our approach to accomplishing our mission. Today we have technology that was unimaginable at its first printing four decades ago.

On-campus communication is not going away. In fact, it's going to be improved and focus more on how we are working together to make WMU a special place. We'll highlight our successes and build community. Faculty, staff and retirees will get news faster, in a more compelling manner, and in the form to which we are now accustomed. The marketing and strategic communications team is already hard at work building the digital backbone to make this possible, and we look forward to launching phase one early in 2019.

I've spent my first four months doing considerable listening and observing, and my initial impression has been confirmed. Our future is bright. We are responding to the world around us. This is a university that is ready to pursue new thinking in service to our students and our communities. This is our greatest advantage—the willingness to work together and think big.

Keep an eye out in the coming days and weeks for your opportunity to get involved in building our brand. Meanwhile, I encourage you to reach out to me or any member of the President's Cabinet with your thoughts about getting involved, or strengths upon which we can build. Together, we'll ensure that WMU is prepared for the next 115 years.

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