

COLLEGE OF FINE ARTS

STUDENT AND ALUMNI ACCOLADES

Both dances submitted by the WMU Department of Dance were selected for performance at the Gala Concert at the American College Dance Festival Association East-Central Conference held March 2-5 at Ohio University. This is the second year in a row that WMU has had both submitted dances selected for this highly competitive honor. Both dances were seen by Kalamazoo audiences in the department's Winter Gala Dance Concert at the end of January. Associate professor **Carolyn Pavlik's** "It Takes Two," performed by ten WMU dance majors, and WMU senior dance major **Connor Cornelius' "My Hyphen,"** a duet performed by Cornelius of Oak Park, IL, and WMU junior dance major **Alex Hlavaty** of Center Line, MI, were featured on the Gala Concert program to close the festival. Assistant professor **Whitney Moncrief** served as rehearsal director for "My Hyphen," and assistant professor **Megan Slayter** served as technical coordinator and lighting designer for both dances; sophomore dance major **Raeann Burkey** of Kalamazoo created the



My Hyphen, Choreographed by Connor Cornelius; Performed by Connor Cornelius and Alex Hlavaty

original lighting design for "My Hyphen." Adjudicators described "My Hyphen" as "clever, witty, [and] ingenious." "Dance Theatre at its best! Wow - this piece has to go to New York Live Downtown," one adjudicator proclaimed. They also noted the impactful imagery of the piece and

the great expressive quality of the two dancers, commenting that "the dancers demonstrated clear technique, but... the dance went beyond the technique." "My Hyphen" was one of only four works choreographed by undergraduate students selected for the Gala Concert.

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The University Theatre presents King Stag, April 3-13.

Trombone students of Professor of Music **Steve Wolfinbarger** have been selected to compete in several international competitions during the summer: Senior bass trombone major **Aaron Buczek** has been named one of three finalists in the International Trombone Association's Donald Yaxley Bass Trombone Solo Competition (to age 25). Aaron will compete for a new \$4,000 trombone this June at The Eastman School of Music against other finalists from Northwestern University and DePaul University. Junior bass trombone student **Evan Clifton** has been selected as the bass trombonist in the Round Top Festival Institute Symphony Orchestra, the internationally-acclaimed music institute for aspiring young orchestral musicians and distinguished faculty. Freshman **Nick Dewyer** has been selected as one of three finalists in two

International Trombone Association competitions - The Gagliardi Solo Competition (for students to age 18) and the Larry Wiehe Solo Competition (students to age 23). Nick will travel to The Eastman School of Music this June to compete against finalists from The Juilliard School, the University of North Texas and the country of Norway.

FACULTY AND STAFF ACCOLADES

The graduating class of the Music Theatre Performance program traveled to New York City to perform their Showcase for agents, casting directors and other industry professionals. They attended a series of workshops and master classes and some even received calls for their first Broadway audition.

The students participated in an on-camera audition workshop with

Kimberly Graham from Henderson Casting. Ms. Graham is the casting director for the hit TV show "Homeland." For their showcases, the attendance was terrific and the students shone. All 13 seniors received agent call-backs. Many of them received offers to sign with agents. Three of the students received calls to audition for the Broadway production of "Book of Mormon." Later, seniors attended a workshop on building their careers with the director of Actors' Connection, Tony Nation and later a master class in voice-over work with Paul Liberti, the voice of Blue and many other well-known and loved animated characters. Before leaving New York, they had a master class with Dale Brown, casting director for "Phantom of the Opera," "Billy Elliott" and other Broadway shows. It was an amazing week.



I Am CAS contest photos

COLLEGE OF ARTS AND SCIENCES

ITEMS OF ACADEMIC INTEREST

Aerospace engineering student **Farhan Iqbal** enrolled in a seminar, Islam in America, with Dr. **Alisa Perkins** from the Department of Comparative Religion and wrote an article for The Muslim Observer that details his experience. "I enrolled in Dr. Perkins' Islam in America seminar in fall 2013," he wrote. "As a Muslim student from Pakistan and a second year aerospace engineering

major at Western, I was eager to learn how Americans view Islam and about Muslims' experiences in America. I thought this class would be a good way for me to get my questions answered. In my opinion, when people get to know others from different backgrounds face-to-face, it improves understanding more than just reading about others or watching films. Also, when people experience something for themselves, like a mosque visit, it makes a deeper impression than simply hearing about it. Unfortunately, many non-Muslims do not have any access to information about Islam or its followers outside

of the mass media, which is not always the best source of unbiased information." For the full article, visit muslimmedianetwork.com.

The WMU community was invited to share the impact that the College of Arts and Sciences has had in their lives. What resulted was a heartfelt collection of stories depicting the influence that education and caring professors and advisors have had on those closest to WMU. For more details, visit wmich.edu/arts-sciences/IAmCAS.

FACULTY AND STAFF ACCOLADES



Dr. Stephanie Peterson



Dr. Wayne Fuqua

Autism sufferers and their families are getting some much needed help thanks to a \$500,000 grant from the Michigan Department of Community Health to Western Michigan University psychologists. The grant has been awarded to Drs. **Stephanie Peterson** and **R. Wayne Fuqua**, chair and professor, respectively, in the WMU Department of Psychology, who are implementing the grant project as co-investigators. The grant will fund a sweeping array of initiatives using high-tech methods to train mental health practitioners, parents and others working with autism spectrum disorder, ultimately leading to wider certification of other professionals trained in treating autism. "The need is really huge," Peterson says. "We're taking a bite out of the elephant." The grant initiative comes after the state reviewed existing autism services and passed legislation requiring insurance companies to cover treatment. Peterson and Fuqua looked closely at the gaps that were identified by the state and wove their grant proposal around those needs. For a list of projects to be funded, visit wmich.edu/news.



Dr. Christopher Pearl

Biological sciences assistant professor Dr. **Christopher Pearl** is a contributing author for a paper, "Redirecting intracellular trafficking and the secretion pattern of FSH dramatically enhances ovarian function in mice," recently accepted by the Proceedings of the National Academy of Sciences, one of top scientific journals. Other authors include Huizhen Wang, Melissa Larson, Albina Jablonka-Shariff, William L. Miller, P. Michael Conn, Irving Boime, and T. Rajendra Kumar.



WESTERN MICHIGAN UNIVERSITY

College of Arts and Sciences

2013-2014

Faculty and Staff | Achievement Awards

CAS Faculty and Staff Achievement awards

The College of Arts and Sciences is pleased to announce the recipients of the 2013-14 Faculty Achievement Awards, Staff Excellence Awards, the Diversity and Inclusion Recognition Award and the Gender Scholar Award. Each honoree was recognized on March 20 in the University Center for the Humanities.

The *Faculty Achievement Awards* align with Priority D of the College of Arts and Sciences Strategic Plan to recognize outstanding faculty contributions to the mission of the College. This year's recipients are:

- Professional and Community Service: Dr. **Philip Egan**, Department of English
- Research and Creative Activity: Dr. **William C. Olsen**, Department of English; Dr. **Benjamin Torres Caballero**, Department of Spanish
- Teaching: Dr. **Jennifer Machiorlatti**, School of Communication; Dr. **Michael Ryan**, Department of Economics

- Global Engagement: Dr. **Jeffrey M. Angles**, Department of World Languages and Literatures; Dr. **James Butterfield**, Department of Political Science

CAS staff play a critical role in the success of our departments, institutes, school and the college. This year's *Staff Excellence Award* recipients are Ms.

Jacquelyn Bizzell, CAS undergraduate advising; Ms. **Dorilee Schieble**, Department of History; Ms. **Heather White**, Mallinson Institute for Science Education.

Diversity and Inclusion Recognition Awards are made to CAS faculty who demonstrate an exemplary commitment to diversity and inclusion as expressed through research and creative activity; teaching, mentoring, or curriculum transformation; professional service; and/or a combination of achievements in these areas. This year's recipients are Dr. **Sisay Asefa**, Department of Economics, and Dr. **David Huffman**, Department of Chemistry.

The *Gender Scholar Award* is awarded to a CAS faculty member who demonstrates excellence in gender-related research and scholarly activities. This year's recipient is: Dr. **Jean Kimmel**, Department of Economics.

STUDENT AND ALUMNI ACCOLADES

The Kenyon Review literary journal has named WMU creative writing alumna, **Melinda Moustakis**, a Kenyon Review Fellow. The budding author can add this latest accolade to her other accomplishments, which include a Flannery O'Connor Award for Short Fiction for her book "Bear Down, Bear North: Alaska Stories," and recognition from the National Book Foundation in 2011 as one of its 5 Under 35 award winners.

One aspect of the journal's continuing

Continued on next page

mission is to recognize, publish and support extraordinary authors in the early stages of their careers. The two-year, post-graduate residential fellowship at Kenyon College offers qualified individuals a \$32,500 stipend, plus health benefits and, more importantly, time to develop as writers, teachers and editors. After two years, KR Fellows are extremely attractive candidates for academic positions and significant publishing opportunities.

Moustakis was born in Fairbanks, Alaska, and raised in California. Before entering the WMU doctoral program, she earned her master's degree in English and creative writing from the University of California, Davis. "Bear Down Bear North" also won the Maurice Prize in fiction. Her work has appeared in *Alaska Quarterly Review*, *American Short Fiction*, *The Kenyon Review* and elsewhere. She was a Hodder Fellow at Princeton University and received a 2014 National Endowment for the Arts Literature Fellowship in Fiction. Her story, "They Find the Drowned," won a 2013 PEN/O. Henry Prize.

UPCOMING EVENTS

The Francophone Film Festival of Kalamazoo provides the WMU and Kalamazoo communities, as well as educators across Michigan and the Midwest, an opportunity to experience a broader and more diverse view of the many world cultures which express themselves in French. The FFFK is dedicated to the presentation of original creative cinema from the Francophone World. FFFK 2014 will be held from March 21-23 and March 28-30 in The Little Theatre, 6:30-11 p.m. The public will select the winner in each category and award the Gold Kazoo. The Gold Kazoo includes a monetary award of \$500 U.S. for the Best Short. For more details visit wmich.edu/ffkazoo.

13TH ANNUAL
**FRANCOPHONE
 FILM FESTIVAL**
 OF KALAMAZOO

MARCH 21-22-23
 2014 28-29-30

FILMS FROM
 Algeria
 Belgium
 Congo
 France
 French Carribean Islands
 Madagascar
 Quebec—Canada
 Tunisia

ADMISSION (CASH ONLY)
 General \$8 Student \$5

Little Theatre
 Oakland Drive
 Western Michigan University

WWW.WMICH.EDU/FFKAZOO

Francophone Film Festival Kalamazoo

- Chinese Studies Center Lecture, "Rural Women's Employment and the Chinese State: 60 Years of Changes" presented by Dr. Yukun Hu, Peking University; 2028 Brown Hall, 4:30 p.m.
- Islam in Global Perspectives, "Ethical Publics and Urdu Poetics in Muslim North India" presented by Nathan Tabor, University of Texas; Multicultural Center, Adrian Trimpe Hall, 6 to 7:30 p.m.
- Gwen Frostic Reading Series, New Issues Reading by Katie Peterson, author and distinguished professor of humanities, Deep Springs College, Big Pine, CA; and Kirstin Scott, author and medical writer; 208-209 Bernhard Center, 8 p.m.

COLLEGE OF HEALTH AND HUMAN SERVICES

FACULTY AND STAFF ACCOLADES

School of Social Work assistant professor **Dolly Daftary's** article, "Watershed Development and Neoliberalism in India's Drylands," has been published in the *Journal of International Development*, one of the world's preeminent international development journals. Drawing upon field research combining qualitative and quantitative data, Dr. Daftary's article is the first multi-level study of India's largest development intervention for its poorest rural areas through a political economy lens. Its empirical and theoretical findings show that following neoliberal reforms, national governments' rural development policies have transformed from emphasizing the poor to celebrating better-off households, from environmental well-being to natural resource-extraction, and from labor-intensive technologies in labor-rich areas to capital-intensive strategies that deepen unemployment. The research has powerful comparative implications

for other developing countries, where similar approaches have been adopted. Dr. Daftary's was one of only 6% of all papers accepted by for publication by this journal in 2013. It can be found at onlinelibrary.wiley.com.

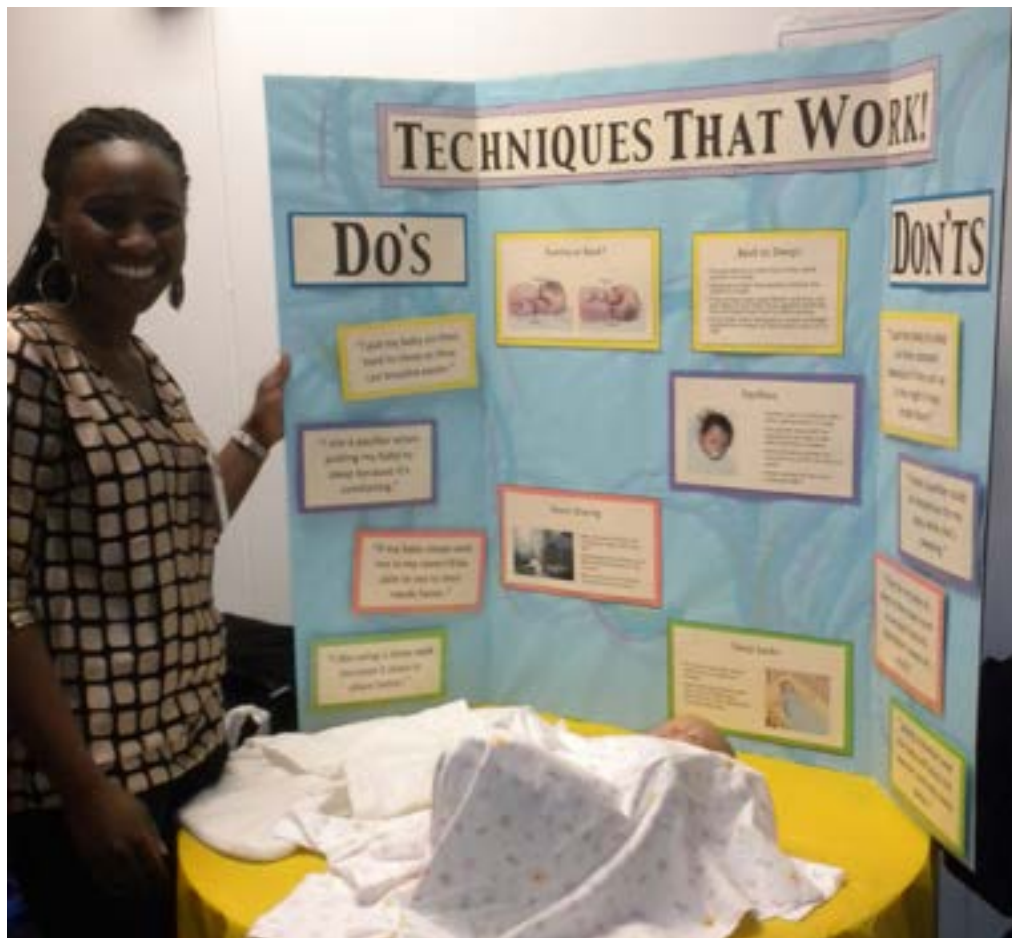
STUDENT AND ALUMNI ACCOLADES

Interdisciplinary Health Science doctoral student **Josh Scott** recently reported his early doctoral research findings to the Institute of Medicine Committee on Personal Protective Equipment Standards Development in the Wildland Fire Community in Washington D.C. His research is being done in collaboration with the U.S. Centers for Disease Control and Prevention's National Institute of Occupational Safety and Health. He and his faculty advisor Dr. **Kieran J. Fogarty**

are analyzing the impact of respirator standards and the subsequent lack of production of a certified respirator for the wild land firefighting community.

Recently, several nursing students joined Bronson School of Nursing master faculty specialist **Wendy Kershner** in an event to promote safe sleep in Kalamazoo County. At the first Safe Sleep parent/infant party, the students and other volunteers facilitated various safe sleep sessions, provided education, and presented a research-based poster. The volunteer nursing students were **Edith Munezero, Brandy King, Lyleanna Nguyen, Lily Stark, Jessica Hurlbut, Leslie Gogel, Kelly Spicer** and **Carri Shaw**. These Safe Sleep parties are a collaborative effort of the Kalamazoo Safe Kids Coalition,

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Edith Munezero pictured with her co-created research poster for the DHS Safe Sleep infant parent party



PA students Radwa Koujane and Shantel Fessler in Washington D.C.

the Kalamazoo County Department of Human Services and Kalamazoo Health Department. The next party is planned for early May, and nursing students are eager to participate again.

In late February, over 150 physician assistant students from 30 states attended the American Academy of Physician Assistants sponsored Leadership and Advocacy Summit in Washington, D.C. WMU physician assistant students **Radwa Koujane** and **Shantel Fessler** were the only students from Michigan selected by the Michigan Academy of Physician

Assistants to attend this conference. With other selected attendees, Koujane and Fessler learned about the legislative process and explained to legislators the various roles filled by physician assistants. Emphasis was placed on the "Sustainable Growth Rate" bill, which would allow physician assistants to provide hospice care and supervise cardiac and pulmonary rehabilitation services in critical access hospitals. "Attending the leadership summit was an eye opening experience," said Fessler. "I have a special interest in end of life care, so learning about the provisions in the SGR bill hit close to home. It takes a

lot of people with persistence, working hard together to get things done in Washington. I feel honored to have been chosen by MAPA and am very grateful for the experience."

Interdisciplinary Health Science doctoral student **Theresa Lynn** will receive the Hospice and Palliative Care Association of Michigan Educator of the Year Award at that organization's 2014 annual conference in May. Currently serving as the executive director of Wings of Hope Hospice in Allegan, MI, Lynn has degrees in nursing and social work. Her doctoral research is on end of life care.

UPCOMING EVENTS

Western faculty, staff and students and the general public are invited to DReAM into Action...HReAM, the celebratory launch of The Center for Health Data Research, Analysis and Mapping (HReAM) on Friday, April 18, 2014 from 10 a.m. to 12:30 p.m. at the WMU Fetzer Center. After a welcome and introduction, keynote speaker Sander Greenland, M.A., M.S., Dr.P.H., C.Stat, will present "Overthrowing the Tyranny of Null Hypotheses in Health and Medical Sciences," from 10:15 to 11:30 a.m. Dr. Greenland is research professor and professor emeritus of epidemiology and statistics at UCLA. Lunch and a poster session from 11:30 a.m. to 12:30 p.m. will close the public portion of the event. For more information, to reserve for lunch, or to propose a poster topic, email hdream-center@wmich.edu by April 4.

HReAM is a collaboration of the Interdisciplinary Health Sciences Ph.D. program and departments of statistics and geography at WMU and the Calhoun and Kalamazoo County health departments. HReAM provides health-related secondary data analysis through novel, cutting edge statistical methodologies and geographic information systems (GIS) methodologies to create and disseminate a holistic overview of the health of the community and of the U.S. in order to advance knowledge, understanding, and strategies to improve public health. Visit wmich.edu/hdream for more information.



Mithika Mwenda



Emem Okon

On Wednesday, March 26 at 7 p.m., the WMU School of Social Work will hold the 2014 Whitney Young Jr. Scholars Program in Room 4010 of the College of Health and Human Services. The event will feature Whitney Young student scholar award recipients and keynote speakers Ms. Emem Okon and Mr. Mithika Mwenda, presenting "One Struggle, Many Fronts: US-Africa Environmental Justice Tour." It is free and open to the public, and free parking will be available in lot #104.

Okon, representing the Kebetkache Women's Resource and Development Center, organizes women to resist Chevron's and Exxon Mobil's pollution and abuses in the Niger Delta region of Nigeria in Africa. She is a strong voice for corporate accountability, climate justice, and women's participation in political decision-making. Mwenda represents the Pan African Climate Justice Alliance based in Nairobi, Kenya and is one of the most prominent representatives of African civil society in the United Nations climate negotiations process.

Whitney M. Young, Jr., was an internationally renowned social worker and one of America's most influential civil rights leaders during the 1960's. In 1968, when he was the convocation speaker at the dedication of the School of Social Work in, he was president of the National Association of Social Workers and executive director of the National Urban League. The next year he drowned in a tragic accident in Nigeria. In 1971 the School of Social Work established a student scholars program in his name to recognize students whose scholarship and service follow the ideals he represented.

COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT

FACULTY AND STAFF ACCOLADES

A group of students from the Gamma Mu chapter of Eta Sigma Gamma joined over 250 students and faculty from over 50 universities to advocate for Health Education before Congress in Washington D.C. in February. The group was led by Dr. **Amos Aduroja** of Human Performance and Health Education. Their advocacy priorities focused on the following three areas: Prevention and Public Health Funding, CDC Center for Chronic Disease Prevention and Health Promotion, and Health Education and Physical Education as Core Subjects in the Classroom.



Dr. Amos Aduroja

Dr. **Stephen Craig**, Counselor Education and Counseling Psychology, has been elected president-elect of the North Central ACES (NCACES). NCACES is a regional association of the Association for Counselor Education and Supervision (ACES), a division of the American Counseling Association



Dr. Stephen Craig

(ACA). ACES, in accordance with the purpose of ACA, means to "advance counselor education and supervision in order to improve the provision of counseling services in all settings of society." NCACES members represent Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, and Wisconsin.

STUDENT AND ALUMNI ACCOLADES

Mr. **Ross Bosse**, a 2005 graduate with certification in secondary history and social studies, has received the Post 8469 Teacher of the Year Award and the District 10 Virginia National Citizenship Education Teacher Award. Since he graduated, he has been teaching in Luther Jackson Middle School, Fairfax County Public Schools, Fairfax, VA.

Audreanna Shannon, a student in the TRiO FESP program hosted by the College of Education and Human Development, has won the 2014 MI-CAPP Scholarship. She accepted her award in February at Grand Valley State University. Audreanna is a senior at WMU this year and will pursue a degree in Counselor Education and Counseling Psychology starting summer I. Congratulations, Audreanna!



Audreanna Shannon accepts her award.

ENROLLMENT MANAGEMENT

ITEMS OF ACADEMIC INTEREST

Christopher Tremblay was recently invited by St. Thomas More Catholic Student Parish to give a talk during their Lenten "Soup and Spirituality" series. Tremblay's talk, "Spirituality and Higher Education," was a reflection of the intersection of faith and higher education for Tremblay, both personally and professionally. His presentation highlighted spiritual development efforts at WMU and Kalamazoo College and also shared recent research on spirituality in higher education.

FACULTY AND STAFF ACCOLADES

- **Mark Delorey**, director of financial aid, recently received the Tri-Community Award at the Celebrating the Legacy of César E. Chávez event, co-hosted by the WMU Division of Multicultural Affairs. He received the award because he has done considerable work on behalf of homeless students as well as those who have aged out of foster care.
- Dr. **Chris Coryn** has been awarded the 2014 Distinguished Scholar Award by the executive committee of the American Education Research Association.

EVALUATION CENTER

FACULTY AND STAFF ACCOLADES

The Journal of MultiDisciplinary Evaluation (JMDE) has released a new issue (Volume 10, Issue 22). JMDE is a free, open access journal and can be accessed at jmde.com.

UPCOMING EVENTS

Dr. **Lori Wingate**, assistant director of The Evaluation Center, will be presenting at this year's [American Evaluation Association Summer Evaluation Institute](#) in June. She will lead two workshop sessions on "Translating Evaluation Findings into Actionable Recommendations."

ASSESSMENT OF STUDENT LEARNING

Interdisciplinary Ph.D. students in Evaluation, **Diane Rogers** and **Lindsey Noakes**, along with Mallinson Institute for Science Education Ph.D. student **Amy Bentz** presented research from the Assessment for Learning Research Scholars project at the Hawaii International Conference on Education in January. Rogers also presented at the Association of Mathematics Teacher Educators in February.

GRADUATE COLLEGE

ITEMS OF ACADEMIC INTEREST

[Grad Word](#), a blog site run by the WMU Graduate College, features our grad students in monthly blog posts and provides links to resources, media, and events to benefit our graduate students.

Read about **Ilse Schweitzer-VanDonkelaar's** post-dissertation state of mind. She compares the reality of finishing her doctorate to the idealized life she imagined while working on her degree. Now that she has it, she faces the realities of the job market and redefines her role as a scholar. The Grad Word also features posts by our Graduate Ambassadors, including **Jamie Gomez**, M.A. student in anthropology, who writes about data collecting at the Cleveland Museum of Natural History. In October 2013, **Justin Moore**, Ph.D. student in clinical psychology, wrote about his experiences in Sierra Leone. Justin went to Africa with a group of eight high-school students for a program called Urban Youth for Africa. He was one of five adult chaperones who experienced life in Sierra Leone, working to instill leadership skills and a global perspective for the young people they chaperoned.

The Grad Word also features links to dozens of sites that provide resources for graduate students, including grants and funding, jobs and networking, and social media sites like Grad Hacker. It's a great way to read about what life is really like for those who are working on their graduate degrees. Connect with our graduate students at wmugradcollege.wordpress.com.

What do The Chronicle of Higher Education and WWMT News Channel 3 have in common? They both interviewed **Susan Stapleton**, dean of the Graduate College, for features highlighting a new way to help students plan financially for their education and future careers. [GradSense](#) is a new initiative: an online tool to help graduate students or prospective graduate students calculate their debt to projected income level. It also provides a debt to salary calculator as well as federal data on education debt.

GradSense was developed by The Council of Graduate Schools (CGS), a nonprofit organization devoted to graduate education and research. This tool was designed and developed by CGS in collaboration with leading financial service provider, TIAA-CREF. GradSense is part of the Enhancing Student Financial Education projects, which awarded grants to 15 colleges and universities across the country to develop innovative financial literacy programs. These universities, along with 19 affiliate partner universities, including Western Michigan University, will inform the development of new financial education resources for students nationwide.

GradSense and the Enhancing Student Financial Education projects are about teaching students successful strategies for borrowing, lending and managing personal finances. Spread the word among your graduate students so they can check out GradSense to help plan financially for their education and future career. See the article [on WWMT's website](#) at and read more about GradSense and student debt issues in The Chronicle of Higher Education's [Academe Today section for March 18, 2014](#).

STUDENT AND ALUMNI ACCOLADES

The Fulbright Scholar Program is sponsored by the US Department of State to encourage communication and friendship between scholars of different countries. Seven students in the Department of History have received this highly prestigious award in the last 10 years. Here we profile three Fulbright scholars from WMU. Dr. **Larry Simon** advises all three.

Jack Goodman received the Fulbright for 2011-12 and spent nine months living in Palermo, Italy. He spent his time in the State Archives of Palermo, doing research for his dissertation tentatively titled "Slavery and Manumission in 14th Century Palermo." He plans to graduate in June 2015 and has published portions of his research in the Hilltop Review, WMU's graduate student research journal.

David Terry won the Fulbright for 2012-13, and he spent his nine months in Barcelona, Spain doing research for his dissertation titled "Piraticam Exercentes: Authority, Identity, and Violence in the Late Medieval Mediterranean, 1291-1336." David has received several awards, including WMU Graduate Student Research and Travel Grants in fall 2011, and he plans to defend in summer I 2015.

The third Fulbright scholar profiled here is **Patrick Harris**, whose working dissertation title is "Communal Coalescence: Christian Coexistence in 12th-century Toledo." He plans to finish in summer I 2015. His Fulbright fellowship allowed him to spend nine months in Toledo, Spain, where he did his research in the Cathedral Archives of Toledo. Patrick has also received several awards, including the Ernst Breisach Award for European History and the Nora Faires Memorial Travel Award,

as well as the WMU Graduate College Travel and Research Grant. He has published in the Hilltop Review, where he won third place in the Best Article category.

The Graduate College is proud to acknowledge such outstanding students and congratulates them and their advisor, Dr. Larry Simon, on their accomplishments.

In continued support of WMU's strategic plan, goal 3.2b (invest and expand the financial resources for graduate students and enhance our recruitment efforts of top students), the Graduate College is pleased to announce the first round of Graduate College Doctoral Scholar Associateships. Departments or programs may nominate outstanding students whom they have admitted for a doctoral program. It is important for nominators to match applicant's goals, program of study or service during the assistantship to one or more of the strategies of the university strategic plan. Recipients for 2013-15 and their departments and programs are: **Michael Berquist**, psychology: behavioral analysis; **Zhenming Bi**, mathematics: mathematics; **Juan Carlos Bolanos Nieto**, economics: applied economics; **Anthony Daniel**, counselor education and counseling psychology: counseling psychology; **Michelle Deochand**, biological sciences: biological sciences; **Gregory Greenman**, interdisciplinary evaluation: evaluation; **Emma Powell**, public affairs and administration: public administration, and **Aimee Valentine**, English: creative writing. The Graduate College congratulates these outstanding students whose work exemplifies the best of what's being done at WMU to fulfill our strategic goals.

HAWORTH COLLEGE OF BUSINESS

ITEMS OF ACADEMIC INTEREST

WMU's food and consumer package goods marketing program has earned certification for its category management coursework from the Category Management Association, becoming one of just two university programs to have achieved CMA curriculum certification. Awarded in January, this certification signifies that the program offers coursework that meets stringent qualifications for preparing students for certification as category analysts. In some cases, students with applicable work experience may also apply for certification at the category manager level. Category management focuses on retailing and purchasing data to analyze groups of product categories purchased by a business organization or sold by a retailer. To earn certification, coursework must include proficiency in industry knowledge, category management history and process, pricing analysis, promotion analysis, assortment analysis, spreadsheet development, presentation development, syndicated scanner data methodologies, consumer panel data applications, retailer point-of-sale data analysis, space planning software and relational databases.

Haworth College of Business and the new WMU Homer Stryker M.D. School of Medicine have designed a dual-degree program allowing medical students to complete both a medical degree and MBA with a concentration in healthcare in just five years of study. The dual-degree program offers a competitive advantage to medical students as they encounter changes in health care laws that affect clinical services. Additionally, the program prepares future physicians for administrative roles as they advance in their careers. It also offers the opportunity to maximize the efficiency and effectiveness of a physician's day-to-day work, a growing need in the medical field.

FACULTY AND STAFF ACCOLADES

Dr. **Kelley O'Reilly**, assistant professor of marketing, and Dr. **Karen Lancendorfer**, associate professor of marketing, have had their manuscript titled "Consumers as 'Integrators' of Marketing Communications: When 'Like' is as Good as 'Buy,'" published in the International Journal of E-Business Research.



Dr. Kelley O'Reilly



Dr. Karen Lancendorfer

**SURVEY: CLICK HERE TO TELL US
WHAT YOU THINK ABOUT PRISM.**



The team that contributed to the winning presentation

STUDENT AND ALUMNI ACCOLADES

A team of business students won the 2014 National Grocers Association University Case Competition, earning the top spot for creating a locally focused marketing strategy for an independent grocer in Ohio. The competition, designed to further the professional development of students, brought together food and retail marketing students from 10 universities during an annual industry conference in Las Vegas in February.

Fourteen students represented WMU, with a team of seniors taking home the top prize of \$8,000, which will support scholarships and programming. The winning team

- **Daniel Tyranski** of West Bloomfield, MI, integrated supply management major
- **Jessica Roerig** of Caledonia, MI, food and consumer package goods marketing major
- **Hanna Downs** of Novi, MI, food and consumer package goods marketing

and integrated supply management double major

- **Douglas Wheelright** of Comstock, MI, food and consumer package goods marketing major

While the four students represented WMU at the competition, it took a broad effort to prepare for the event. "Unlike previous years where we had up to six teams from our program compete against each other to decide who would go to the case competition, this year we decided to assemble a team of 14 students from our program and have them all work together instead of against each other," says Dr. **Frank Gambino**, director of the food and consumer package goods marketing program. "The students were broken into content areas and each content group worked on a specific area necessary to answer the case problem. As we got closer to the actual case competition, faculty selected a presentation team from the larger group of students." This is a first win for WMU at the NGA competition, which began in 2010.

UPCOMING EVENTS

Gloria Castillo, president and CEO of Chicago United, a corporate membership organization that promotes multiracial leadership in business to advance parity in economic opportunity, will be featured in the college's next Distinguished Speaker Series presentation. Her talk, "Inclusion: Culture in Action in the Corporate Environment," will be at 3:30 p.m. on Wednesday, April 9, in Schneider Hall room 2000.



Gloria Castillo

OFFICE OF THE PROVOST

FACULTY AND STAFF ACCOLADES

Nominations are being accepted through April 1 for the 2014-15 Distinguished Service Award, Distinguished Teaching Award, and Emerging Faculty Scholar Award.

The Distinguished Service Award recognizes exceptional service by faculty and staff in one or more of the following categories: service through innovative and effective programs which are academic, or related to another facet of University life, such as programs that serve students, faculty, or staff in an important and unique way; service in areas and organizations that contribute to the growth and stature of the University; and/or service that extends the impact and presence of the University into larger communities. The service must affect a significant segment of the University community. The award is given for a body of service, rather than a single activity or achievement.

The Distinguished Teaching Award recognizes outstanding teaching, which is not fixed in form or venue and not easily assessed. Whether instruction takes place in lectures, seminars, or laboratories, or whether it is pitched at introductory or advanced levels, exceptional pedagogy is marked by the active, critical role of the instructor and mentor whose demanding presence fosters critical thinking and inspires students to engage the quest for knowledge as a value in itself and as a craft.

The Emerging Faculty Scholar Award recognizes the scholarly or creative achievements of outstanding colleagues whose accomplishments are evidence of great potential for scholarship or creative work. Eligible faculty are all those current, continuing, full-time, Board-appointed, tenured persons with faculty rank and in good standing, who were tenured no earlier than January 2010. Untenured faculty members are ineligible. Scholarship or creative activity may be artistic, historical, literary, philosophical, scientific, or technical. Current scholarly/creative achievement shall demonstrate:

impact on the state of scholarship or advancement of knowledge in the discipline, impact beyond the discipline or on the general public, evidence of international professional recognition, and/or evidence of outstanding promise to achieve renown in continuing work.

More information about the awards and the nomination process can be found [on the Faculty Development website](#). Please contact [Tonya Dean](#) at (269) 387-0397 with any questions.



Collage of projects and activities at WMU's hosting of Conservation Care Camp

UNIVERSITY LIBRARIES

ITEMS OF ACADEMIC INTEREST

In March, the second Conservation and Collections Care Camp was hosted by the Archives & Regional History Collections and the Special Collections Department at WMU Libraries. These events are sponsored by the Michigan Collections Network, a group of conservators, librarians, archivists and museum curators responsible for

conservation and preservation of book, document, photograph and artifact collections at their institutions. The "care camps" are day-long events that allow professionals with a wide range of conservation duties and backgrounds to share skills and experiences via presentations and demonstrations.

The camp held at WMU had 21 participants from university libraries and museums across the state. The day started off with a tour of the Charles C. and Lynn L. Zhang Legacy Collections Center, the new facility housing WMU's

Archives & Regional History Collections. This was followed by a series of presentations and an afternoon session at the Special Collections Department in Waldo Library.

There are plans for more Care Camps in the future. This kind of collaboration and communication across institutions is helpful as resources for the proper care of our state's historical and cultural records become scarce and those tasked with conservation seek new strategies and knowledge to maintain their collections.



11th-14th century manuscripts digitized in expanded Medieval Document Collection

University Libraries digital presence continues to grow as it adds unique materials through one of its premier digital collections, [The Medieval Document Collection](#). Not long ago, the collection contained just three very rare 14th century manuscripts. The expert staff of the Library Digitization Center has created high quality digital reproductions for discerning researchers in the WMU Medieval Institute. Now many scholarly manuscripts from the 11th-14th centuries are digitally preserved and accessible from the WMU Libraries website. Items include an illustrated prayer roll in Middle English circa 1435, a leaf from an Atlantic Bible circa 1100, a Paris legal complaint of 1396 and more. The collection

now consists of about 25 medieval manuscripts and continues to grow through the work of Dr. **Susan Steuer**, head of Special Collections, and **Paul Howell**, Digitization Center manager.

Please give us your feedback about the [Trial Databases](#) and [New and Trial Electronic Resources](#) that the University Libraries made available in March and April. "Global Business and Economics in Video," available through April 26, is a streaming video collection that features case studies, documentaries, interviews, biographies, and lectures relating to international business, management, marketing, entrepreneurship, strategy, finance, ethics, technology, and more. "Sage Research Methods," available

through April 15, is a collection designed primarily for the social and health sciences that enables researchers to explore methods and concepts to help design effective research projects. It contains content from over 720 books, dictionaries, encyclopedias and handbooks plus selected journal articles and specially commissioned videos. Three online tutorials help new users to orient themselves quickly to this resource. "Engineering Case Studies Online," on trial until April 4, provides video documentation, simulations, research monographs, personal testimonies and accident reports on various engineering failures like the Titanic sinking and Chernobyl disasters.

It is rare that common ground exists among "students of French," here at WMU and at the University of Michigan. Teaching "avant" would have emphasized the lighthouse-epochs of French civilization - Culture with a capital C. Textual, artistic authority is now embodied in many fountainheads; primal, seminal texts of the traditional French program no longer anchor a department's courses. French departments have opened up new areas for investigation and mastery: business French, filmic studies, French-speaking world authors, including women, from Quebec to the Maghreb.

Why, then, immersion in Paris? Here "le monde bouge" - the world is on the move. A student has the opportunity to use lower-case "c" skills - speaking, reading and writing - to mount an exploration of high "C" Culture: to enjoy, benefit from, and be in physical contact with diverse epochs of French civilization and art by attending an opera, ballet, play, and musical performance. Veteran guides lead students to the discovery of historical monuments, museums, and the French capital itself. The palpable replaces the bookish experience. Paris equates to the culinary arts - snails in puffed pastry and "floating islands," and sea urchins. **Dean Reish** enjoys facilitating this deep-drive for students making contact with the waters of the Seine.

FACULTY AND STAFF ACCOLADES

Two of the many Cool Tools sessions were presented by University Library librarians, **Michele Behr** and **Kate Langan**. Behr has spearheaded a program called "Textbook Alternatives," where high quality alternatives are available through University Libraries and the Internet. These resources can be used to cover the same learning objectives using open source digital textbooks, course reserves, and other materials. Online materials can save costs and be very current. [Find and](#)



Dean Reish with WMU students at the I.M.Pei designed pyramid entrance to the Louvre

[connect with the library liaison for your academic department.](#) All of the sessions are organized by the Office Faculty Development. Langan's session covered text analysis tools. Many scholarly disciplines require deep and close analysis of text-based data, whether it's the text of an 18th century novel or a bank of blog entries from the web. This session introduces users to freely available digital tools used for text mining and text analysis. More information on the workshops is available [on the Faculty Development website.](#)



Michele Behr presents on Cool Tools for Teaching

The University Assessment Steering Committee announced that professor **Kate Langan** has been chosen as the 2014 winner of the Assessment Excellence Individual Award. The award was presented at the WMU Assessment in Action Day Conference. In late February, Langan was honored by the Lee Honors College with its Distinguished Service Award for her participation in the Lyceum Lecture Series and her course on "Uncertainty."



Langan honored with two awards



Holsworth wind scholarship to attend the Women, Law, and Legal Advocacy seminar

STUDENT AND ALUMNI ACCOLADES

A student employee in the University Libraries Central Reference department was recently awarded a scholarship to attend a conference in Washington D.C. **Courtney Holsworth** attended the Women, Law, and Legal Advocacy seminar in November. Courtney is double majoring in criminal justice and political science with a concentration in public policy. The conference is for college women considering careers in law, and provides an environment where they can explore the connections between legal careers and the legislative process. At the conference, Courtney had the opportunity to meet successful women working in the public policy arena, including Supreme Court Justice Ruth Bader Ginsburg. Courtney was awarded the scholarship after submitting an application and an essay.

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