James Kison, Graduate College Web author, is pursuing his master’s degree in educational technology. He worked with classmate James Amos, technical consultant and lead staff member at WMU in the Office of Information Technology to prepare and present a poster at the eighth annual Research and Creative Activities Poster Day sponsored by the Office of the Vice President for Research.

The poster, based on an assignment that Amos and Kison completed in Dr. Robert Lenaway’s Educational Technology 6490 class, focuses on sustainability and examines how to expedite and streamline paper processes at WMU. The two compared the Adobe EchoSign product to the current system-wide paper process that is used on campus. EchoSign software allows all documents to be completed online and sent via email to all recipients, eliminating paper forms, reducing paper consumption and increasing communication speed between units on campus. Kison and Amos found that EchoSign could potentially reduce the time of overall form processes from weeks to days. The reduction in time is primarily due to the speed of electronic transfer; travel time for documents to reach various users would be reduced from days to seconds. Other benefits are accountability and traceability of the forms: users could track a document on each stage of its journey around campus, and note who has signed it. The process is also secure; a digital signature has an authenticating element that verifies that the signer is legitimate.

“It’s important to note the work behind each signing step is not reduced; information must be checked and verified before a form can be approved and signed,” cautions Kison. Amos and Kison hope the poster illustrates the positive impact such a program would create for the University. “Poster Day was an excellent opportunity to share our work with colleagues,” states Amos.
ITEMS OF ACADEMIC INTEREST

For the first time, the Office of Faculty Development, along with the Graduate College, will sponsor a five-day professional development opportunity for graduate students who wish to improve their teaching skills. Participants will work on assessing their teaching practices, refining their teaching and learning approaches, and improving their communication to reach diverse learners.

The Graduate Student Teaching Institute will be held from July 14-18 on WMU’s main campus in Kalamazoo. There is a cost of $200 per person. Applicants can register online at wmich.edu/facdev. For questions, call the Office of Faculty Development at (269)387-0732.

The Graduate Student Teaching Institute will feature workshop sessions, small group mentoring and guided practice and reflection taught by faculty members. Topics covered will include Foundations of Teaching and Learning, Effective Classroom Management and Instruction, Methods and Strategies for Teaching and Learning, and Assessment and Evaluation. The Graduate Student Teaching Institute will provide practical experiences in a hands-on, collaborative format to help grad students develop communication skills useful beyond the classroom. While the institute will focus primarily on instructional techniques, many of the topics and activities will be easily transferable to skills useful in most professional fields. Specific to instruction, this weeklong opportunity will provide thoughtful, structured content and opportunities to practice techniques with other novice instructors. Participants will work on collaboratively developing a skill set and building confidence speaking and presenting in front of others.

Please tell your Teaching Assistants about this opportunity to improve their teaching and communication skills. Thanks to the staff at Office of Faculty Development and Dr. Suzan Ayers, professor in the Department of Human Performance and Health Education.

Participation in the Teaching Institute will comprise one requirement of a proposed Graduate Student Teaching Credential Program which Dr. Ayers is developing for the Graduate College.

STUDENT AND ALUMNI ACCOLADES

The Graduate College is pleased to announce the selection of a new slate of Graduate Ambassadors. These students represent the best of our university, willing to serve as liaisons between the Graduate Student Advisory Committee, graduate students, the departments and colleges, and the Graduate College. Each has a role with GSAC and with the Graduate College.

The following students have been selected as ambassadors for the 2014-15 school year: Carol Adams-Shearer, double master’s in Counselor Education and Counseling Psychology and Higher Education and Student Affairs; Michael Bobbitt, doctoral student in Counselor Education and Counseling Psychology; Chartanay Bonner, doctoral student in Chemistry; Felicia Dotson, master’s student in Blindness and Low Vision Studies; Mohamed Gibril, master’s of Public Administration; Stephanie Goodman, doctoral student in Counselor Education and Counseling Psychology; Alex Houser, doctoral student in economics; Michael Lindquist, master’s student in Philosophy; Justin Moore, doctoral student in Psychology, Jesus Romero, master’s student in Higher Education and Student Affairs; Michael Saldana, master’s student in Engineering Management; and Danielle Smith, master’s student in Counselor Education and Counseling Psychology.

Please keep an eye out for them. You will see them on campus as student representatives to several faculty senate standing committees as well as in their roles as GSA Executive Board members and Graduate College liaisons to the colleges here at WMU. Deans, chairs and staff, expect to hear from them as they work to develop relationships within the colleges to better serve all graduate students and improve lines of communication between graduate students and the various departments and colleges.

The Graduate Research and Creative Scholar Awards were established in 1986 by the Graduate Studies Council to acknowledge graduate students’ contributions to the scholarly and artistic productivity of Western Michigan University. Students eligible for the award are nominated by their department; a selection committee then winnows the All-University recipients from among the Department Graduate Research and Creative Scholars recipients.

The 2013-14 All-University Graduate Student Research and Creative Scholars awards went to Ahmed Anzaldua, Music; Traci Brimhall, English; Kevin Douglass, Chemistry; Min Tang, Philosophy; and Samantha Wickramarachchi, Physics.

The Department Graduate Student Research and Creative Scholar awards went to David Alban, Educational Leadership, Research and Technology; Elissa Allen, Bronson School of Nursing; Ahmed Anzaldua, Music; Joel Armstrong, English; Manuel Martin Barros, Spanish; Nivedita Bhidarka, Economics; Ee Leng Choong, Biological Sciences; Traci Brimhall, English; Kelly Current, Chemistry; Alden Edson, Mathematics; Ali Eskeiti, Electrical and Computer Engineering; Jamie Gomez, Anthropology; Michelle Huska, Teaching, Learning and Educational Studies; Connie Kohler, Family and Consumer Sciences; Sayuri Kojima, Educational Leadership, Research and Technology; Adam Matthews, History; Eric Mendes, Comparative Religion; Ann Moenke, School of Public Affairs and Administration; Jacinta Continued on next page
Please join us in congratulating these outstanding students. The Graduate College hosted an awards ceremony in April to honor award recipients.

The Graduate Teaching Effectiveness Awards were established in 1998 by the Graduate Studies Council to recognize effective teaching done at WMU by graduate students as assistants to faculty, as independent instructors, or in other capacities that directly promote and facilitate student learning. Please join the Graduate College in offering congratulations to the recipients of Graduate Teaching Effectiveness Awards. These students were nominated by their department.

The 2013-14 All-University Graduate Teaching Effectiveness Award recipients are Andrea Bierema, Mallinson Institute for Science Education; Franklin Cline, English; Jack Goodman, History; Elizabyth Hiscox, English; Jennifer Marson, Sociology; Brad Pulverenti, Music; Michael Romano, Political Science; and Rachael Tilka, Psychology.

The 2013-14 Department Graduate Teaching Effectiveness award recipients are Kofi Acheampong, economics; Bilge Altay, Chemical and Paper Engineering; Benjamin Armey, Family and Consumer Sciences; Kristina Bailey, Political Science; Rudy Bartels, Geography; Kyle Byron, Comparative Religion; Jerusa Carvajal-Villamar, Spanish; Ting Chen, Chemical and Paper Engineering; Andrew Clay, Counselor Education and Counseling Psychology; Franklin Cline, English; Rachel Crouse, Spanish; Kelly Current, Chemistry; Joanne DeWit, Nursing; Kelcie Douglas, Counselor Education and Counseling Psychology; Janice Fulford, Mallinson Institute for Science Education; Rieti Gengo, Anthropology; Timothy Glidewell, Chemistry; Yih Wen Goh, Biological Sciences; Jack Goodman, History; Camila Guerrero, Civil and Construction Engineering; Elizabyth Hiscox, English; Darshika Keerthisinghe, Physics; Vincent Krause, Electrical and Computer Engineering; Marisha Lecea, Political Science; Anne Lundquist, Educational Leadership, Research and Technology; Jacob Job, Biological Sciences; Precious Majors, Educational Leadership, Research and Technology; Jennifer Marson, Sociology; Kevin Murphy, Philosophy; Brad Pulverenti, Music; Madhuri Revalla, Computer Science; Angi Sanchez, Electrical and Computer Engineering; Katelyn Sandor, Communication; Dustin Smith, Mathematics; Alberta Stover, Interdisciplinary Health Sciences; Rachael Tilka, Psychology; Lindsay Toth, Human Performance and Health Education; and Jessica Urschel, Psychology.

A reception and awards ceremony gave these deserving students a chance to shine with family, friends and faculty.
Western Michigan University and Northwestern Michigan College have joined forces to expand the study of fresh water – a critical natural resource that is in limited supply and under threat. The institutions have developed an interdisciplinary curriculum that allows students to earn a Bachelor of Science in Freshwater Science and Sustainability. On May 13, WMU officials traveled to NMC for a ceremony signifying the signing of a new articulation agreement between the two universities. Dr. Edwin Martini, associate dean of WMU’s College of Arts and Sciences noted that “this program represents a truly collaborative and interdisciplinary approach to curriculum, something often talked about but rarely accomplished.” He also stated that “the Freshwater Science and Sustainability degree brings together the expertise of world-class faculty across multiple institutions, colleges, and departments in a unique program that provides students with a variety of learning environments and opportunities that will prepare them to help protect and preserve the freshwater resources of the state, the nation and the world, for decades to come.” Remarks were made by Dawn Gaymer, WMU associate provost of Extended University Programs, and Steve Kohler, professor of biological sciences and director of the Environmental and Sustainability Studies Program at WMU. NMC’s president, Dr. Timothy Nelson also spoke, along with Hans Van Sumer, director of Freshwater Studies and Marguerite Cotto, vice president for lifelong and professional learning, both of NMC.

**FACULTY AND STAFF ACCOLADES**

Dr. Jonathan Bush, chair of the Department of English has accepted an appointment to serve on the Advanced Placement Program (AP) English Language and Composition Development Committee. Members of the committee – seven distinguished secondary and postsecondary faculty – develop the AP English Language and Composition curriculum and examination. They also develop teacher-support materials and make presentation at professional conferences on AP English course-related topics. Members may serve for up to four academic years.
Dr. LouAnn Wurst, chair of the Department of Anthropology, presented her findings and updates from the 2013 Western Michigan University Apple Island archaeological dig project at a forum hosted by the Greater West Bloomfield Historical Society. Wurst and 10 undergraduate students documented more than 18,000 artifacts that was collected during a two-week excavation. She has not yet completed her work from this dig; for every hour spent in the field, an additional week is required to analyze and document the findings. Even still, she has planned a second excavation beginning in July. She hopes to submit Apple Island for consideration with the National Register of Historic Places after the two-week excavation in July. For more information on Apple Island, visit gwbhs.org.
Dr. Charles Ide, Gwen Frostic Professor of Biological Sciences and Director of the Great Lakes Environmental and Molecular Sciences Center, has been researching a deadly and debilitating form of Parkinson’s disease called Multiple System Atrophy (MSA). He became interested in MSA during the first global gene expression study on MSA brain tissue. Ide was using new genomics-based tools to define biochemical pathways explaining the exact molecular underpinnings of the disease. After his findings were published, he presented a talk at an MSA conference in Nashville, Tenn.

Seeing the impact on the lives of patients and caregivers increased his interest in MSA and set him on a mission to do more.

In 2010, Frank Cervone was diagnosed with MSA. During his search for research and treatment, he discovered Ide. Interested in advancing Ide’s research, Cervone donated all of the proceeds from the Dayton Barefoot Runners 5-Mile Run to Benefit MSA Research to WMU. Since 2012, the Dayton Barefoot Runners group has donated nearly $30,000 to support research in Ide’s lab. On May 9, 2014, Cervone, his wife Susan and Dr. Doug Brandt, creator of the Barefoot Runners campaign, drove from Dayton, Ohio to Kalamazoo to deliver a donation from the 2014 race. When presenting the gift, Cervone said, “We give here because we know 100% of it goes to research.”

For more information on Dr. Ide’s research, visit wmnch.edu/arts-sciences/MSA-research.
WMU professor of mathematics, Dr. Jim Zhu is the co-author of “Pseudo-Mathematics and Financial Charlatanism: The Effects of Backtest Overfitting on Out-of-Sample Performance,” a paper and the lead article in the May 2014 edition of Notices, the world’s most widely read magazine for mathematicians. The paper has been referenced in numerous publications including Bloomberg News, Financial Times, Barron’s and The Pacific Standard. To see the article in Notices please click here. For the full paper please click here.

Dr. Wafa Hassan, assistant professor in WMU’s Department of World Languages and Literatures, secured an $88,000 federal STARTALK grant to fund a summer workshop on the teaching of Arabic. Hassan’s project, “STARTALK in Action: Technology in the Learner-Centered Arabic Classroom,” will take place in Detroit from July 29 through Aug. 15. This is Hassan’s eighth STARTALK grant, but first one as a faculty member of WMU.

According to Bloomberg’s latest business language report, Arabic has become the third most useful business language, making it increasingly important in the classroom. WMU’s affiliation with STARTALK is vital in maintaining relevance in business and education communities. Through STARTALK, teachers will be educated on methods of teaching Arabic in the classroom while local high school students benefit by participating in the process. By training 22 teachers in Arabic instruction and having 30 students go through the program, Hassan is confident that the awareness of WMU’s commitment to global engagement will rise. Hassan will recruit teachers and students from Detroit and Dearborn public schools. Not only are the majority of Arabic speakers in the state of Michigan located in the metro Detroit area, but WMU’s affiliation with STARTALK will increase the University’s visibility in Southeast Michigan.

Hassan says that the program will make WMU more visible in Detroit, “bring students to WMU to study Arabic,” and increase WMU’s partnership with Michigan State University’s Detroit outreach center as MSU has donated the space for the instruction. STARTALK is a methodology course with an extensive focus. Participants will be taught that technology can be used in innovative ways to create language engaging lessons. According to Hassan, “the purpose of using technology programs as tools will encourage students to produce language and create voice and text messaging in Arabic.”

For more information visit wmich.edu/arts-sciences/startalk-grant.

Dr. Wafa Hassan

The following students were honored by the Department of Biological Sciences during their spring awards reception April 17.

- Distinguished Senior in Biomedical Sciences - Qing Shu, major in biomedical sciences and minor in chemistry
- Distinguished Pre-Professional in Biological Sciences - Erin Donovan, major in biomedical sciences and minor in chemistry and psychology
- Distinguished Senior in Biology - John Christie, major in biology and minor in chemistry and German
- Presidential Scholar Award - Olivia Walser, major in biology and minor in chemistry
- Merrill Wiseman Award in Microbiology - Steven Aiello, major in biomedical sciences and minor in chemistry, general business and computer science
- Colin J. Gould Memorial Scholarship - Nicole Carpp, major in biomedical sciences and minor in chemistry
- Hazel Wirick Scholarships - Scott Warner and Mallory Bourdo, both majoring in biology
- Frank Hinds Zoology Award - Damir Musaev, major in biomedical sciences and minor in chemistry
- MPI Outstanding Undergraduate Research Award - Hannah Borton, major in biomedical sciences and minor in chemistry
- MPI Outstanding Graduate Research Awards - Hannah Borton, M.S., biological sciences and Amy Gyorkos, Ph.D., biological sciences.

Dr. Jim Zhu

Student and Alumni Accolades
Maximilian Clark (B.A. ’08, political science; creative writing) couldn’t decide if he wanted to work in politics or as a playwright. After a stint working for the NYC public advocate, Clark settled on writing and now he has a Web series with Starz Digital Media.

“Llama Cop” is a live-action comedy and is currently in its first season on the Starz YouTube Channel - Union Pool. Starz created the Web series for YouTube in 2007 to help expand the premium cable channel’s overall presence on the Web, and to adapt to the changing industry. The Union Pool channel premiered in fall 2013.

Starz Digital describes the main characters of the show as “a by-the-book detective partnered with an unpredictable rookie.” That rookie is Buddy Callahan, who breaks all the rules, doesn’t listen to orders — and is a live llama. The two join forces to bring down the syndicate responsible for another cop’s death.

It all began when Clark was working on a zombie show called “The Working Dead” and connected with someone from Starz at the ITVFest. Clark and his writing partner, Walter Masterson, were able to pitch a few ideas to Starz, calling legislative offices to schedule student appointments and preparing the schedule for the day in Lansing. Legislator researchers identified relevant legislators, and prepared background profiles on legislators, including positions on legislative issues, committees they serve and campaign financing. Issue researchers investigated Line 5 and talking points for each student and legislator meeting.

Thirty-six students, Keele and participating faculty members Dr. Laura Hastings, assistant professor of political science, Dr. Lynne Heasley, associate professor of environmental and sustainability studies and history and Dr. Sarah Hill, associate professor of anthropology and environmental and sustainability studies made the trip to Lansing. Students spent the day at the State Capital meeting with state legislators to educate and lobby on behalf of the Line 5 pipeline.

Adding this experiential quality to learning teaches students to work on a continuum. Keele’s intent is for students to see that while they “can’t change everything at once, they can move small things forward.” For more information, visit wmich.edu/arts-sciences/lobby-day.

Alumnus Tim Murphy (B.A. ’86, journalism) dove into broadcasting head first, trying to get on the air in his first few days at WMU. Today he manages five radio stations and authors cookbooks for men on the side. During his time at the University, Murphy worked for WIDR-AM and FM, and was an editor for the Western Herald. He credits WIDR with some of his best memories at WMU.

“I had a Friday shift, either 10 a.m. to 2 p.m. or noon to 3 p.m. for three years,” Murphy said. “To walk into a room with more than 10,000 albums and say, ‘Hmm, what should I play today?’” Murphy was on campus during the summers, and would pick up overnight shifts to perfect his craft and learn more about music. Murphy started his writing career with the Western Herald, and then freelanced for various newspapers including National Lampoon, The Traverse City Record Eagle, Porcupine Press U.P. Magazine, Backwoods Home Magazine and ABC Radio Network.

Murphy currently works as an operations manager for Ohana Media Group in Astoria, Ore. where he manages five stations – a position that always keeps him busy. “I take every job I’ve done in radio and combine it into one,” Murphy said. “I do a morning show, write and produce commercials and promos, hire and fire, train, work with budgets, program, sales and promotions, etc. In a small market you wear a lot of hats and in a small market when you oversee five stations, sometimes dozens of hats.” For more information on Murphy, visit MyWMU.
Founded in 2002, the civil engineering program at WMU has become the third largest such program in the state of Michigan. The mission of the College of Engineering and Applied Science (CEAS) is to prepare career-ready graduates. The mission of the Civil and Construction Engineering (CCE) department is to allow students to obtain state-of-the-art engineering knowledge and skills through student-centered education. In 2011, looking at both the CCE and CEAS missions, Dr. Upul Attanayake, assistant professor of civil and construction engineering, collaborated with the Michigan Concrete Association (MCA) to allow WMU CCE students to obtain the American Concrete Institute (ACI) Concrete Field Testing Technician - Grade I certification.

"ACI certificates are accepted worldwide and our students are certified during their junior year. State highway agencies, contractors, and testing labs prefer students with this certification because the students can walk directly into a construction site and perform productively. The experience our students gain as certified technicians and the contacts they develop with the industry, help our students secure jobs much easier than the students from other institutes," stated Dr. Attanayake.

So far 55 students acquired the Grade I certification through this collaboration. David Hollingsworth, the director of technical services/training at the Michigan Concrete Association, proctored the examination while several other certified technicians proctored individual practice tests and written examinations. With the help of MCA, this examination is being conducted annually at the end of the spring semester at Parkview campus facilities.

The Transportation Research Center has received a second $1.4 million installment of funding for research. The project being funded by the U.S. Department of Transportation (USDOT) is titled, "Transportation Research Center for Livable Communities." The principal investigator is Dr. Jun-Seok Oh, the co-principal investigators from are Dr. Osama Abudayyeh and Dr. Valerian Kwigizile all three are from the Civil and Construction Engineering department. Dr. Richard Long from Blindness and Low Vision Studies, Dr. Christopher Smith from Geography, and Dr. Ron Van Houten from Psychology are all co-principal investigators as well. WMU is the lead institution of the Transportation Research Center for Livable Communities (TRCLC), and the following universities are member institutions: Tennessee State University, University of Texas, Arlington, Utah State University and Wayne State University.

The WMU chapter of America's Institute of Aeronautics and Astronautics (AIAA) recently traveled to Wichita, Kan. to compete in the international Design, Build and Fly (DBF) competition. The eight month-long DBF competition, sponsored by Cessna Aircraft Company, Raytheon Missile Systems and AIAA, provides aerospace engineering students with real-world aircraft design experience. During the eight months, teams design and build a RC airplane which is required to complete three unique missions.

The theme for this year’s competition was to create a bush plane capable of completing simulated medical evacuation missions. WMU was able to complete all three missions, a task which no current member had previously achieved. Designing a plane capable of completing the entire...
competition was the team’s main goal this year, and the reward for completing this goal was a 10th place finish out of 80 teams. The WMU took 35th place in 2012 and 20th in 2013.

Earning 10th place was not easy. Team members spent late nights building the 4.5 lb. aircraft. In addition, the aircraft had to fly in 20-30 mph winds during the competition. The winds proved devastating to many teams, but WMU team pilot, Cameron Segard, successfully flew and landed the aircraft in the adverse weather conditions.

The team is pleased with their recent success, but they understand there is room for improvement. The number of students enrolled in WMU’s aerospace engineering program continues to grow, bringing new and fresh ideas. Current members hope new students will learn from current designs and improve upon them for future competitions.

The first CEAS Graduate Research Poster Competition was held April 15, in conjunction with the Senior Engineering Design Project Conference. Posters were displayed at the main entrance and the public was invited to vote for their favorite by text message. Entries spanned the college and showcased the innovative research being done by WMU graduate students. Posters were separated into two categories, doctoral and masters. The winners of this year’s competition were:

- First place, masters category - Vinay Turke
- Second place, masters category - Michael Joyce
- First place, doctoral category - Ali Eshkeiti
- Second place, doctoral category - Sai Guruva Reddy Avuthu

Congratulations to all the entrants. Their hard work and effort was evident in their submissions.

Simon Matar won the third place award at the student paper competition organized by the Institute of Industrial Engineers (IIE), Construction Engineering Division. Simon entered the competition based on his research conducted during summer 2013 under the supervision of Dr. Upul Attanayake, assistant professor of civil and construction engineering at WMU. The research objective of the paper, titled “Evaluation of Potential use of Waste Powder Paint (WPP) in Cement Grout and Mortar,” was to evaluate the possibility of using WPP in cement grout and mortar.

Powder paint is a polymeric material and a large quantity of powder paint waste from auto and furniture industries is sent to landfills annually. For sustainability, the potential use of WPP in other industries must be explored. The use of WPP in cement-based products such as grout and mortar was evaluated by analyzing their fresh and hardened properties. Preliminary results showed reduction in heat of hydration, reduction in compressive strength at early ages, continuous strength development in the presence of moisture, significant expansion (35%) opposed to the shrinkage properties observed with cement, and altered absorption and leaching mechanisms. These results show a great potential to use the material in structural, foundation and tunnel lining retrofit activities.

The research project was funded by the Green Manufacturing Industrial Consortium at WMU. The individual support of Drs. John Patten and David Meade, Ms. Carey Schoolmaster, and Mr. Colin Knue is greatly appreciated.
Kyle Croes, an industrial and entrepreneurial engineering student, was recognized by the National Office of the Institute of Industrial Engineers as the 2014 winner of the Institute of Industrial Engineers James W. Barany Award for Student Excellence. This national award recognizes an undergraduate student who has provided distinguished service to industrial engineering through excellence of scholarship and campus leadership. "This award is something I couldn't have anticipated receiving," Croes said. "An award that spans the U.S., Mexico, and Canada and encompasses hundreds of competitive, prestigious colleges is something I would regard as out of my league. It is a flattering, humbling experience and I am honored to be selected for it. Importantly, my good friend and mentor Dr. Bob White should take a lot of the credit for this, as he sponsored my candidacy for this award and inspired me to work harder and strive for new heights of excellence. I am proud to have been a contributing influence to the Institute of Industrial Engineers, and hosting the 2014 IIE Conference here at Western was a great experience. Finally, I hope this provides motivation to Western engineering students to pursue great things, and to aspire to be recognized."

Kyle is the first student at WMU to win this award and he and his father will be going to Montreal in May to receive the award at IIE's Annual Conference.

According to CEAS recruiter Kate Miller, PaperCon 2014 was another extraordinary experience for students thanks to the support or financial contribution of the Paper Technology Foundation, the College of Engineering and Applied Sciences, the Department of Chemical and Paper Engineering, and TAPPI which made the trip possible.

This year, WMU sponsored 11 students to attend the event, and one additional student was sponsored by his employer. All of the students are now on their way to their summer or permanent employment destinations. These students were tremendous representatives of our university, college, and program and continue to impress employers and industry professionals with each interaction.

WMU partnered with 10 other paper schools to host an alumni soiree at PaperCon. This event allowed past and present students of our program to meet and network. Kate reported that WMU had the largest number of both students and alumni at the conference. It is expected to become an annual event.

Two students were recognized at the event as well. Taylor Baranaski received the Recycled Paperboard Technical Association student scholarship award and was recognized at their annual dinner. This summer, Taylor is interning at Graphic Packaging in Battle Creek. Garrett Fisher won the TAPPI National Paper Scholarship, a commendable achievement for someone only one year into the program. This summer he will be in West Point, Virginia serving RockTenn as their power intern.

Senior VP for Coated Recycled Mill Operations for RockTenn President, Taylor and Amy Shaffer, Executive Director of the Recycled Paper Board Association.
UPCOMING EVENTS

- Program and Energize Your Own T-Shirt: Microcontroller E-Textiles: Monday, June 23, through Friday, June 27. 8:30 a.m. - 12:30 p.m.
- Advanced Technology Experience at WMU: Monday, June 23, through Friday, June 27. 9 a.m. - 4:30 p.m.
- Fun in the Sun - a Half-Day Solar Energy Camp: Thursday, June 26. 1 - 5 p.m.
- Introduction to Video Game Programming, Computer Science camp: Monday, July 7, through Friday, July 11 and Monday, July 14, through Friday, July 18. 1 - 4:30 p.m.
- The Sky is Not the Limit, Aerospace Engineering camp: Monday, Aug. 18, from, through Friday, Aug. 22. 9 a.m. - 4 p.m. (Friday is 9 a.m. - 2 p.m.)

For more camp information, visit wmich.edu/engineer/events/events-camps.html

COLLEGE OF FINE ARTS

ITEMS OF ACADEMIC INTEREST

“Gulliver,” the sculpture in front of the Richmond Center, has been on loan to the University for the past 18 months, and is now headed back to the artist, Tom Otterness. “Gulliver” has been on loan though the Frostic School of Art’s Sculpture Tour program which, for more than 20 years, has placed temporary works of public art throughout campus. We’ll miss “Gulliver,” but look for a new installation of work by the internationally known artist, Roxy Paine, to take its place in June.

“Gulliver,” by Tom Otterness, leaves its home in front of the Richmond Center for Visual Arts

“Gulliver,” by Tom Otterness, spent 18 months on campus as part of the Frostic School of Art Sculpture Tour
Professors of art, Nichole Maury and Patricia Villalobos Echeverría, led students and faculty on a professional development trip to New York City. The group visited exhibitions at the MOMA Print Study Room, Whitney Biennial, Installations by Xu Bing, Lower East Side Printshop, Printed Matter, the Robert Blackburn Printmaking Workshop, and International Print Center New York. The students met with art professionals, potential internships and exhibition venues for their work.

Faculty and Staff Accolades

Professor of art, Cat Crotchett, will be presenting in three events at the Eighth International Encaustic Conference in Provincetown, Mass. A presentation and a workshop on batik tools and encaustic painting, and a panel discussion entitled, “The Affinities between Fiber and Wax.” Other conference presenters include Jennie Frederick, Lorraine Glessner and Susan Lasch Krevitt, with Marci Rae McDade, Editor-In-Chief of Surface Design Journal. Cat’s work will also be exhibited at the conference juried exhibition, Subliminal, at Truro Center for the Arts in Castle Hill, Mass.
Martha Councell-Vargas, assistant professor of flute, was recently awarded an Artistic Excellence Award, sponsored by the Arts Council of Greater Kalamazoo and the Kalamazoo Artistic Development Initiative. Her project, Sola, is a full-length, commercially-released CD of solo flute music by North, Central and South-American composers. The CD debut/release event was held at the Hispanic American Council of Kalamazoo, which is particularly meaningful to Councell-Vargas because it serves, educates, inspires and connects the Latino community in Kalamazoo.

Martha Councell-Vargas released her CD, Sola, at the Hispanic American Council of Kalamazoo.


Student and Alumni Accolades

Music Theatre Performance students and alumni are spending the summer working on Broadway, in national tours and in local theatres. Here are some of the places you can see WMU them perform this summer.

National Tour:
- Lexie Plath in Anything Goes

Broadway:
- Marin Mazzie (B.S., 1982) in Bullets Over Broadway

Off-Broadway:
- Ben Maters (B.F.A., 2012) in Deployed, A New Musical

Las Vegas:
- Marcus Shane in Mama Mia

Alaska:
- Meredith Keller in Days of 98

Illinois:
- Patrick Keefe in Cats at the Marriott Lincolnshire in Marriott, Ill.
- Demi Zaino in Seussical the Musical at the Chicago Shakespeare Theatre

Dr. Dolly Daftary, assistant professor in the School of Social Work, was awarded a Faculty Research and Creative Activities Award grant to support her ongoing research on the impact of market-driven development strategies on well-being and social relations in rural communities in India.

Dr. Daftary has been conducting research in remote parts of Gujarat, India’s foremost state of pro-market reforms, since 2000. She has been studying processes of institutional change, social and economic development, and grassroots democratic politics. The FRACAA grant will provide resources for her next long-term study of entrepreneurial production, microcredit and other market-led development strategies; and how they affect livelihoods in semi-arid areas.

Dr. Dolly Daftary

Bronson School of Nursing master faculty specialist Mary Stahl will receive the 2013-14 College of Health and Human Services Teaching Excellence Award. The criteria for the award are: classroom teaching; creative/innovative work as regards teaching, fieldwork or supervision; and teaching that involves interdisciplinary or collaborative activity.

Continued on next page
Support for Stahl’s nomination came from a number of students, alumni, co-workers and community members. Whether in the classroom, laboratory or clinical setting, Mary is known to create a safe learning environment, allowing for discovery learning. She is enthusiastic and prepared, continually updating her methods and content and using evidence-based research to ensure that her course and clinical content are current.

“Her exemplary teaching abilities have helped shape my career and my skill set as a surgical trauma intensive care nurse,” wrote a former student and mentee. Stahl provides active learning experiences that engage students and are appropriate for their level of experience. “Through hands-on, innovative and practical teaching methods, professor Stahl stands out. Most importantly, it was with her that I learned to truly listen to my patients; to sit down at the bedside and speak to my patients as human beings.”

As a site coordinator at local hospitals and in other capacities in the community, Stahl successfully maintains collaboration, communication and supportive relationships among students and a variety of other constituents. “It is obvious that she is respected by the nursing staff and administration. They speak highly of her and seek her opinion on issues of patient care,” stated one supporter. Another added, “Her ability to collaborate with those outside of the College...represents us positively.” Selected from among eight nominees, Ms. Stahl will receive a monetary award and will be honored at a faculty/staff recognition celebration in December.

Support for Stahl’s nomination came from a number of students, alumni, co-workers and community members. Whether in the classroom, laboratory or clinical setting, Mary is known to create a safe learning environment, allowing for discovery learning. She is enthusiastic and prepared, continually updating her methods and content and using evidence-based research to ensure that her course and clinical content are current.

“Her exemplary teaching abilities have helped shape my career and my skill set as a surgical trauma intensive care nurse,” wrote a former student and mentee. Stahl provides active learning experiences that engage students and are appropriate for their level of experience. “Through hands-on, innovative and practical teaching methods, professor Stahl stands out. Most importantly, it was with her that I learned to truly listen to my patients; to sit down at the bedside and speak to my patients as human beings.”

As a site coordinator at local hospitals and in other capacities in the community, Stahl successfully maintains collaboration, communication and supportive relationships among students and a variety of other constituents. “It is obvious that she is respected by the nursing staff and administration. They speak highly of her and seek her opinion on issues of patient care,” stated one supporter. Another added, “Her ability to collaborate with those outside of the College...represents us positively.” Selected from among eight nominees, Ms. Stahl will receive a monetary award and will be honored at a faculty/staff recognition celebration in December.

Specialty Program in Alcohol and Drug Abuse assistant professor Dr. Tiffany Lee was invited to present at the Borgess Medical Center on substance use among youth in April 2014. She presented to staff from four local organizations on statistics, symptoms, diagnosis and family issues. In addition, Dr. Lee presented “Trauma Issues Among Women Who Abuse Substances” for the Florida Counseling Association in May.

On March 14, students in the Grand Rapids social work master’s program participated in the 14th Annual Cesar E. Chavez Social Justice March. They joined more than 800 people, including students from seven colleges and universities around the region, marching in honor of the late civil rights leader and advocate for agricultural workers rights. Grand Rapids Mayor George Heartwell was among several local leaders who spoke about the importance of civic engagement and advocacy. Following the event, students, faculty and staff enjoyed a luncheon.

Left to right: GR social work marchers: Carolyn Foreman Dr. Dee Sherwood (faculty), Monique Carter, Lissette Smith, Jessica Wood, Kelly Bowers, Cheryl Fox, Hilary Smith, Tenesha Cummings, Rebekah Dietsche, Toni Latham (staff), Amy Young and Kayla Kramer.
Kenneth D. Dombrowski II, pilot/manager of Shuttle Operations at Johnson Controls Aviation Department shared the following message with College of Aviation Dean Dave Powell, “We can’t thank you enough for such a great WMU week...an impromptu student visit with me on Wednesday seven fantastic WMU young women flying over to YIP on Thursday, and Friday’s quick visit with our Embraer on your BTL ramp. Please extend our thanks to the students and all who made the week possible. It is really gratifying to see how all of our efforts have taken root since we first started with the Blue Sky Involve program three years ago. Hopefully the students can continue to reap the rewards. We really enjoyed visiting with you, the students and staff. It is truly a pleasure to be a part of aviation’s next generation and from our point of view, witness the exceptional quality of Western’s aviation program.” The college is grateful for the outstanding partnership shared with Johnson Controls.
Tracey Kauppila, assistant to the dean, has been named a spring 2014 Make a Difference award winner. Tracey has worked in several departments at WMU for the past 18 years. She has called the College of Aviation her home since 2004. Tracey is the heart and soul of the college. She lends a hand wherever it is needed and goes above and beyond the call of duty on a regular basis. She can be found assisting the dean one moment, organizing a barbecue for faculty, staff and students another moment, and getting out her cleaning materials and getting down on her hands and knees to scrub a bathroom floor yet another moment. Tracey’s commitment to the well-being of the students, staff and faculty is unparalleled. Her love of all things aviation is evident in her daily interactions with college constituents. She always makes such a favorable impression that former students and company presidents alike always ask for Tracey when they come to visit. Tracey truly makes a difference every single day.

Congratulations to College of Aviation student Troy Booker for being selected to present at The Organization of Black Aerospace Professionals (OBAP), 38th Annual Convention and Career Exposition in Atlanta this August. Troy will present the “Effects of Light on Crew Alertness” research. We commend his hard work and dedication as well as his willingness to volunteer his time and financial resources to such important efforts.

David Kemp, a senior in aviation maintenance technology, is the inaugural recipient of the Duncan Aviation, Inc. Aviation Maintenance Scholarship. Duncan Aviation is providing an annual $2,500 scholarship to a student who is majoring in aviation maintenance. As part of the application process, David was required to write an essay that conveyed his interest in aviation.

David wrote: “I was first exposed to aviation while in the United States Army. I was an OH-58D Kiowa Warrior Aircraft Armament and Avionics Systems Electrician. When I was close to the end of my enlistment, I decided to pursue getting my discharge because I wanted to achieve a bachelor’s in industrial engineering. Although engineering was good to me, I continuously yearned for aviation. I applied to the aviation maintenance technology program and was accepted. I did not start until the spring of 2013 because I decided to perform a preemptive experiment to verify that I did, in fact, miss aviation. I applied to an overseas position with a defense contractor working on AH-64D Apache Longbow helicopters in support of U.S. Army operations in Afghanistan. I was hired, and as soon as I arrived and saw all of the beautiful aircraft and smelled the exhaust of these aircraft, I knew I made the right choice of coming back into the fold of aviation.”

Duncan Aviation has been in operation since 1956 and provides comprehensive services to most major makes and models of business aircraft in operation today. Duncan Aviation has a full-service facility in Battle Creek, Mich. They partner with the College of Aviation to provide internships and other relevant experiences to the students in the college’s maintenance program.

There are still openings for the fourth annual WMU College of Aviation Golf Outing teeing off Saturday, June 7. Each year, this event grows in participants and popularity. Not an avid golfer? No problem. This outing meets the needs of all golfing levels. Proceeds support a variety of student organizations. Registration and lunch begin at 11:30 a.m., shotgun start at 1:30 p.m. at Cedar Creek Golf Course in Battle Creek. Register on the College of Aviation website.
Prism: Western Michigan University’s Newsletter for Academic Affairs

College of Education and Human Development

Items of Academic Interest

The College of Education and Human Development is excited to announce that its recreation program now offers a sport management concentration. The new concentration offers students an opportunity to explore recreation more closely related to sports than other, more diverse fields like outdoor recreation, camping and municipal recreation.

The recreation/sport management program requires a minor in general business, or a business related area. Sport – whether recreational, youth, interscholastic or intercollegiate – is a business and students need a background in business to successfully enter the field.

The field of recreational sport is one of the largest employers of sport management graduates. In that field, positions are available with nonprofit organizations, schools, colleges, and universities where graduates are involved in programming sport for student populations (non-varsity competition).

Faculty and Staff Accolades

Dr. Alan Hovestadt, professor in the Department of Counselor Education and Counseling Psychology and coordinator of the Marriage, Couple and Family Counseling program, has accepted an appointment on the Editorial Advisory Board for a new book titled The Sage Encyclopedia of Marriage, Family and Couples Counseling. Nationally renowned educators, researchers and authors, Jon Carlson and Shannon Dermer will serve as general editors for the encyclopedia. Dr. Hovestadt also co-presented a program at the annual conference of the American Counseling Association (ACA) in Honolulu, titled “Family Counseling Education in Developing and Emerging Countries.” Hovestadt focused on the state of training and education in Russia, the United Kingdom and Rawanda. The program was sponsored by the International Association of Marriage and Family Counselors (IAMFC), Couples & Family Counseling Academy. Hovestadt was a founding board member of the IAMFC which is a division of the ACA.

Dr. Jeffrey Jones, a faculty member in the Department of Teaching, Learning and Educational Studies, has been conducting an applied study of participant experience in PeaceJam, an innovative social action program. “Participation as Relational Process: Unpacking Involvement in Social Action and Community Service,” published in Afterschool Matters, describes how supportive features of the program environment affect motivational processes. Issues of self-representation and behavioral change are explored in “Promoting the development of moral identity, behavior, and commitment in a social action program,” in the Journal of Peace Education.

A research team including Dr. Jeffrey Jones, Ricky Pope of the Department of Counselor Education and Counseling Psychology, and Brittney Tinnon of sociology gave two presentations at the Ethnographic and Qualitative Research Conference. This group has been investigating organizational structures and participant outcomes in the Young Adult Diversion Court. They presented on the negotiation between the competing interests of sanctions and rehabilitation, and the integration of counseling and therapeutic services in this context.
STUDENT AND ALUMNI ACCOLADES

Students in the College of Education and Human Development’s counseling psychology doctoral program have landed prime pre-doctoral internships for the upcoming fall semester. These internships are spread out across the nation and include locations such as University of California, Berkeley; University of North Carolina, Chapel Hill; University of Texas, El Paso; and Pine Rest Christian Mental Health Services in Grand Rapids, Mich. Congratulations and good luck on your new adventures.

Six dietetics students, along with faculty member, Dr. Arezoo Rojhani, presented posters at the Michigan Academy of Nutrition and Dietetics (MAND) poster session on May 1. One of these posters took home the third place prize and was the only poster chosen from an undergraduate program. The poster was titled, “Pear Puree as a Fat Replacer in Pound Cake,” and was presented by Rojhani and his undergraduate students Julee Reed and Lilibeth Tourney.

UPCOMING EVENTS

The College of Education and Human Development’s Tate Center will host the eighth part of their Seminar Series Tuesday, May 27, from 4 to 5 p.m. The seminar will be given by Dr. Eli Lieber from University of California, Los Angeles and is titled, “Introduction to Dedoose: A Web-Based Software App for Qualitative and Mixed Methods Research.” The seminar will be held in Sangren Hall, room 3520.

ENROLLMENT MANAGEMENT

ITEMS OF ACADEMIC INTEREST

On March 27, Western Michigan University signed onto working with American Honors (AH), a national two-year honors program currently offered at five community colleges in the United States. WMU is the first college in Michigan to join the AH network. This relationship will expand WMU’s reach with out-of-state transfer students. Especially appealing is that this initiative establishes a new pipeline for transfer students enrolling in the Lee Honors College. For more information, visit the American Honors/WMU website.

Each year, more than 82% of WMU’s incoming transfers come from Michigan’s community colleges. The community college counselors who assist and support transfer students are our partners and allies in identifying students for transfer to Western Michigan University. On April 25, the Office of Admissions held its 14th biennial Community College Cooperation Conference, also known as “C4,” to recognize and show appreciation for the dedication and hard work of these counselors. This drive-in program also offers participants the opportunity to learn the latest information and updates about WMU’s academic programs and view new campus facilities. This year’s event was held in Sangren Hall, which was featured in a tour during the program. There were 29 community college staff members in attendance representing these eight schools:
- Glen Oaks Community College
- Grand Rapids Community College
- Kalamazoo Valley Community College
- Kellogg Community College
- Northwestern Michigan College
- Schoolcraft College
- Southwestern Michigan College
- Washtenaw Community College

Of those who attended, 16 are WMU alumni. Contact information for these alumni was collected and updated for the Office of Development and Alumni Relations.

Julee Reed and Lilibeth Tourney pose with their winning poster.
**FACULTY AND STAFF ACCOLADES**

**Mark Delorey**, director of financial aid, recently appeared on the panel of a symposium addressing the needs of vulnerable students held at Aquinas College in Grand Rapids. Ten schools from the Grand Rapids area took part in the discussion on meeting the financial, emotional, academic, and housing needs of foster youth, homeless students and undocumented residents.

**UPCOMING EVENTS**

Financial aid outreach staff recently visited Harbor Lights Middle School in Holland where they shared Xtreme Reality with 300 sixth-graders. Xtreme Reality is an interactive financial literacy program designed to provide students with real life experiences. In 13 years, our outreach and financial aid staff have shared Xtreme Reality with more than 5,500 students.

**EXTENDED UNIVERSITY PROGRAMS**

**ITEMS OF ACADEMIC INTEREST**

On May 13, the new Freshwater Science and Sustainability bachelor’s degree program was launched with a signing ceremony on the campus of Northwestern Michigan College in Traverse City.

NMC and WMU have jointly developed an interdisciplinary curriculum leading to a B.S. in Freshwater Science and Sustainability. The program builds on the NMC’s Freshwater Studies program, the first associate degree in the field in the U.S. The new bachelor’s degree from WMU has a unique curriculum focusing on freshwater ecosystems and environmental, social and economic issues related to their sustainable use and management.

A signing ceremony was held at NMC’s Great Lakes Campus on the shores of the Grand Traverse Bay. After some words from Timothy Nelson, NMC’s president, Dawn Gaymer, associate provost of Extended University Programs, and Marguerite Cotto, vice president for lifelong and professional learning at NMC put their signatures on the articulation agreement.

“The ceremony demonstrated how excited we are about the Freshwater program at WMU-Traverse City,” said Gaymer. “But it also showed how strong and mutually beneficial our relationship is with NMC.”

In his remarks, president Nelson spoke highly of WMU and the collaboration between the two institutions in developing this unique, interdisciplinary program. “It’s always nice to hear our partners talk about the value of working with WMU,” said Gaymer. “[Developing this program] has been a very exciting and rewarding process and we’re very pleased with how things have gone.”

The bachelor’s degree is available in its entirety on WMU’s main campus in

*Continued on next page*
Kalamazoo and at WMU-Traverse City. Core classes will be available starting in fall at both locations. Electives are available in both locations during the summer sessions. More information is available on the Environmental and Sustainability Studies website. The original news release is on WMU News.

On May 7, WMU-Southwest, on the campus of Lake Michigan College in Benton Harbor, Mich., hosted a Livestream of the TEDx Grand Rapids event. The sold-out event in Grand Rapids, held at the Civic Theatre, featured 14 speakers throughout the day, all of which were streamed to various locations around the state in what they called a “Livestream for Education.” In Benton Harbor, WMU-Southwest employees and members of Extended University Programs conference management team worked hard to put on a program that complemented the TEDx speakers, featuring breakout sessions facilitated by community business leaders. The event was attended by area businesspeople and students from area high schools.

**HAWORTH COLLEGE OF BUSINESS**

**ITEMS OF ACADEMIC INTEREST**

Adding to a growing number of entrepreneurial activities available for Western Michigan University students, two new programs – an entrepreneurship major offered through the Haworth College of Business and a university wide entrepreneurship minor open to all students – will be available beginning this fall.

“Our students are very entrepreneurial in nature. Many come to WMU with a business already underway and business ideas that they would like to pursue,” says Dr. Kay Palan, dean of the Haworth College of Business. “We saw a need to offer first-class education in entrepreneurship to meet the needs of our students – and ultimately the needs of the economy. Hiring faculty with expertise in entrepreneurship, engaging with entrepreneurs in the business community and offering co-curricular initiatives have all laid the groundwork for rigorous, hands-on courses of study for students looking to launch their own businesses.”

Recognizing that there is not a single path for entrepreneurs, the University’s new entrepreneurial offering is a business major limited to just 40 students per year. The minor is open to all WMU students. Students develop idea generation, opportunity recognition, resource acquisition and entrepreneurial management skills, and have opportunities to start their own companies or develop business ideas.

Western Michigan University’s Haworth College of Business and College of Aviation will offer a new aviation concentration within the MBA program geared toward students interested in management roles in the aviation industry. Available fall 2014, the concentration developed out of a need for such a program and the synergy between the business and aviation colleges for designing a program to teach managerial and operational best practices. Students will complete all requirements for the MBA as well as three aviation-focused courses centering on safety management, supply chain and governance in the global environment. A number of aviation case studies will be used in these courses to teach the problem-solving skills needed in the complex, global aviation industry.

**FACULTY AND STAFF ACCOLADES**

The Haworth College of Business held its fourth annual faculty and staff awards ceremony April 15. The following awards were presented by Dr. Kay Palan, dean:

- Faculty Service Award - Dr. Jennifer Palthe, associate professor of management
- Faculty Research Award - Dr. Andrew Targowski, professor of business information systems
- Faculty Teaching Award - Dr. David Flanagan, professor of management and Dr. Steve Newell, professor of marketing
- Haworth Spirit Staff Award - Betsy Drummer, director of academic advising
- Superior Service Staff Award - Cyntia Reeves, administrative assistant to the dean
- Student Support Staff Award - Geoffrey “Brian” Jones

Dr. Karen M. Lancendorfer, associate professor of marketing and director of the advertising and promotion program, has had her sole-author paper titled “Pet Food Panic: Procter and Gamble’s Use of Crisis Response Advertising (CRA) in Recall Crisis” published in Corporate Reputation Review’s summer issue.

Karen Lancendorfer
A team of nine WMU advertising and promotion students took third place at a regional competition of an important and very competitive national advertising student competition. Students competed in the district competition of the 2014 American Advertising Federation’s National Student Advertising Competition April 3-4 in South Bend, Ind. The team was composed of advertising and promotion students Ciera Carter and Denise Starks, both of Detroit; Jennifer Chappuis of Ann Arbor, Mich.; Peter Hogfelt of South Barrington, Ill.; John Kilmartin of Kalamazoo; Janae Mason of Dearborn Heights, Mich.; Laura Scott of Jackson, Mich.; Hayley Sunde of Royal Oak, Mich.; and Tyler VanderWall of Grand Haven, Mich.

“This case was particularly challenging,” says Dr. JoAnn Atkin, associate professor of marketing and advisor to the team. “Yet the students really stepped up and presented a convincing solution. It was a terrific learning experience for all. I’m very proud of what this team has accomplished.”
A team of WMU computer information systems students earned the runner-up award for their business case analysis at the third Midwest Student Information Systems Project and Case Competition April 5-6 at Ball State University in Muncie, Ind. Shaun Chu of Vicksburg, Mich., Nicholas Kreider of Jackson, Mich., Brittany Maffesoli of Macomb Township, Mich., Patrick McCombs of Grand Rapids, Mich., Norman Morris of Carleton, Mich. and Ashlea Rowlson of Kalamazoo, Mich. competed on the award-winning team, analyzing a case about streamlining the information systems of a company that produces trade show booths, with the aim of impacting the company in terms of its economic sustainability and profitability. The challenge was that students had to present just 12 hours later.

The students’ recommendations included optimizing data security and implementing an enterprise-wide solution that would be integrated across all business functions for seamless data management and communication.

“The students solved a very confusing and challenging case on a company’s IT situation,” says Dr. Andrew Targowski, professor of business information systems and the team advisor and coach. “The judges posed many difficult questions, which the students answered correctly. I think they are ready to graduate and deliver good IT projects to their future employers.”

A panel of top executives from the likes of Meijer, Stryker Corp., Dow Chemical Co. and Ernst & Young evaluated 39 students competing in the first Western Michigan University MBA Strategic Management Case Competition last March. Eleven teams were narrowed to an elite “final four” of strategists. The teams presented their strategies for sustainable business initiatives for The Dow Chemical Company, with the first-place team claiming the top prize of $1,000. That team was comprised of Adam Custis and James Bronson of Kalamazoo, Mich. and Don Bolton of Lawton, Mich. The team suggested seven measurable goals to maximize the potential of Dow’s sustainability efforts going forward. The team placing second and sharing a prize of $500 was composed of Rachel Leone, Jim Nicolow and Sachi Vyas, all of Kalamazoo. The team delivered a presentation on three key themes – transparency, efficiency and trust. “We have incredibly motivated...
and thoughtful students in our MBA program who can readily see the complexity of business problems and suggest mature and nuanced solutions, which is one of the reasons we created this competition,” says Dr. David Flanagan, professor of management and director of the competition. “Yet the final presentations exceeded my expectations. This was also a great chance for all of us to learn more about The Dow Chemical Company since it is such an important Michigan-based business that is concerned with sustainability issues.”

**UPCOMING EVENTS**

Starting Gate is pleased to announce five new companies and two returning companies to the accelerator this summer: Campus Tutor, Code-Bits, Gripp.It, Revolutionary Designs, SafeSense, Hacker Gals and SpeechMasterPro. Starting Gate is open to all current WMU students and provides the startup companies with valuable resources which include:

- 24/7 access to the space
- Mentoring with faculty, business community members and alumni
- Access to the full complement of resources available through WMU such as the Small Business Development Center, college of business experts and WMU faculty expertise from across campus
- Workshops on various topics such as lean startup, marketing, sales, legal entity fundamentals, pitching, intellectual property and many more
- Preparation for financial support on Investor Day

Please visit Starting Gate July 16, when we host Update Night from 4:30-5:30 p.m. For more information, visit [wmich.edu/startinggate](http://wmich.edu/startinggate).

**UNIVERSITY LIBRARIES**

**ITEMS OF ACADEMIC INTEREST**

Galesburg-Augusta students have been visiting WMU libraries every May since 2007. Their English teacher, Ardis Cook, assigns them a research project – to write about the impact of a famous person. She and their librarian bring the class to Western to find resources for their research project. They get an introduction to finding resources from their host, Waldo librarian, professor Maira Bundza, and then they also can receive individual help with their research. This year’s class of 54 students chose a wide range of famous people from Socrates to Selena and included scientists, musicians, athletes, politicians, local businessmen and more. The students not only found resources

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for their papers, but also got a feel for college life at Western. This training during a field trip to Waldo Library is especially important in this time of diminished school library budgets. The students’ comments about the trip are insightful; a few are below:

“I want to say thanks for the experience of a lifetime.”

“The circulations desk was also very helpful in making it easy to check out books from other libraries. I really liked the music and dance library as well!”

“If I hadn’t gone on the trip, there’s a chance when college comes around next year, I would be a deer in headlights.”

“Waldo is a must see destination. Skip nature centers, waterfalls and amusement parks, this field trip beats them all.”

Professor Michele Behr, WMU Extended University Programs librarian, and Julie Hayward, manager, Resource Sharing Center, are presenting a poster at the Michigan Library Association’s Academic Libraries 2014 Conference May 29, in Lansing. Titled, “Textbook Alternatives: Library Supported Options for Students and Faculty,” Behr and Hayward offer library alternatives to address the issue of the rising costs of textbooks.

Along with presenting “Cool Tools for Teaching” workshops focused on textbook alternatives, subject librarians are collaborating with the teaching faculty to identify library resources and services that can be used to achieve course learning objectives; such as e-books, streaming videos, reference resources, electronic course reserves, etc. In addition, the library is purchasing course textbooks for high enrollment classes and placing them on 2-hour course reserve. A textbook alternatives library guide at libguides.wmich.edu/textbooks discusses many library supported options as well as the Open Educational Resources (OER) movement as a way to provide high quality open source educational materials for little or no cost.

FACULTY AND STAFF ACCOLADES

In mid-May, librarian Kate Langan presented at the national LOEX (Library Orientation Exchange) conference in Grand Rapids. The talk, “A Tableau Vivant: A Multimodal/MultiSensory IL Experience for the Teaching and Learning of Threshold Concepts,” presented how the tradition of rhetoric espoused with the pedagogy of threshold concepts (TC) reshaped her definition of teaching and learning based on findings of a 2 year student assessment project. Conclusions included presentation of a multi-modal, multi-sensory lesson plan that integrates many different learning theories such as active learning, social learning and play theory. The presentation will be published in the conference proceedings.
As a leading public academic library within Michigan, WMU University Libraries customarily lends its moral and monetary support to expand general collaboration among other academic libraries statewide. In mid-May, a gathering of librarian instructors convened in Grand Rapids for the LOEX 2014 conference. (LOEX is a national conference about information literacy instruction.) Its goals are sharing knowledge and skills for implementing innovative discovery techniques for curated information and then the efficient retrieval of items necessary for improving the efficacy of the faculty and student users of our libraries. With planning by professor Dianna Sachs (library instruction librarian), Lou Ann Morgan (communications/marketing), and Paul Howell (digitization), the team designed and produced all the signage for the national meeting in-house. The photos located on this page illustrate the creative work produced at University Libraries within its Digitization Center.

"Western Michigan University Lost/Missing Project" is a custom software utility that was presented this spring at ELUNA 2014 in Montreal, Canada. The project automates and centralizes the lost and missing items replacement and de-selection process. Designed by a team in library systems to save time and energy, it also provides more workable data in this aspect of routine procedures. It generates initial reports from Voyager and keeps them inside a separate database. Along with the ease of tracing and handling lost/missing books, this project aims to eliminate the paper forms and interoffice mail.
handling related to lost and missing items. ELUNA is an annual conference for all libraries that use Ex Libris products.

“Utilizing Discovery Tools for the Classroom: How Do Librarian Attitudes on Discovery Impact What Tools They Teach?” is a poster presented by Natasha Allen, library systems assistant at LOEX 2014 in Grand Rapids. The pivotal question that drives this exposé is: Do personal biases regarding discovery tools affect the types of tools librarians teach to students in information literacy courses? After surveying librarians at WMU, it was concluded that personal preference doesn’t affect what Discovery Tool librarians teach. However, this project has shown that there is still much more research to be done on the matter, and the topic should be revisited in the future. LOEX is a national conference about information literacy instruction.

Dr. Susan Steuer, head of Rare Books and Special Collections at University Libraries, has been awarded a National Endowment for the Humanities grant to study “Arts, Architecture and Devotional Interaction in England, 1200-1600” this summer in York, England. Associate professor Steuer’s research interests focus on medieval history. Steuer will spend additional research time at various archives in England and Scotland through a grant funded by OVPR.

**STUDENT AND ALUMNI ACCOLADES**

For spring semester 2014, Library student employees, Laura Cook (sponsored by Neil Chase) and Alexandra Forstythe (sponsored by Faizan Haq) were awarded Library Student Employee Scholarships. A lifetime skill learned by library student employees is enhancing their ability in locating and evaluating information as they pursue their degrees. The library staff members wanted also to offer a more tangible support of these students while at WMU. Thus, University Libraries implemented a Student Employee Scholarship. Each scholarship awarded is in recognition and appreciation of “good work” completed as student employees and is used to support, with actual dollars, their classroom endeavors.

To apply for the award, students need to meet several eligibility requirements:

1. must be a University Libraries student employee
2. must have completed 24 weeks of student employment at the University Libraries
3. must be enrolled at WMU in the semester following the application submission
4. must be in “good standing” with the University
5. must be enrolled full-time

The scholarship focuses on performance as an employee rather than academic success; there is not a minimum GPA needed to apply. The applicants were also required to submit a short essay and letter of recommendation from their supervisor. The recipient is selected by representatives from the library staff and faculty, library administration, and Friends of WMU University Libraries.

With ongoing financial support from Friends of the Libraries and other donor contributions, the scholarship will be awarded biannually during fall and spring semesters. Donations can be made online at mywmu.com/givetolibraries.
Professor Dianna Sachs proposed that WMU and its libraries participate in the “Assessment in Action: Academic Libraries and Student Success” program sponsored by the Association of College and Research Libraries (ACRL). The University Libraries proposal was one of 73 selected from institutions across the U.S. and Canada to develop and implement a collaborative assessment program measuring the impact of academic libraries on higher education. Funding is through a National Leadership Demonstration Grant by the Institute of Museum and Library Services. Over the next 14 months, librarian Dianna Sachs will be leading a team consisting of Profs. Linda Rolls (libraries), Carrie Leatherman (libraries), Debra Lindstrom (occupational therapy), and Doris Ravotas (interdisciplinary health programs) in an effort to assess the program which integrates information literacy into the Health Sciences curriculum. If you’d like to read more about the Assessment in Action program, please consult the information page: [ala.org/acrl/AiA](http://ala.org/acrl/AiA)