GOAL SURPASSED—Donations are still coming in, but the goal for this year's campaign was met this week by the bosom friends of the WMU. By Nov. 15, a total of $113,452 had been collected with 57.5 percent of employees participating. At the victory celebration that day, prizes were awarded by, from left, Andrew A. Rivers, a part-time aide to the president who worked on this year's drive; and Donald E. Thompson, assistant vice president for academic affairs and chief liaison officer, and Barbara S. Ligeri, assistant director of employee relations and personnel and associate to the vice president for business and finance, the campaign's co-coordinators. Winners were fund-raisers Dean K. Honsberger, budget and financial planning, and Marilyn A. Lienman, Student Health Center. Honsberger's name was chosen from fund-raisers with 75 percent or more participation to win the president's parking place for two weeks. Lienman was selected from among those with 100 percent participation for the prize of a personal parking place at a location of her choice on campus. Others prizes included tickets to athletic and arts events on campus.

There's a quiet revolution going on in the University's Department of Data Processing. But before it's over, it will affect everything from student transcripts and library literature searches to payroll checks and alumni records.

According to Timothy J. Fitzpatrick, director of data processing, the revolution began when the University made a decision in the early 1980s to replace, over time, all five of its aging administrative data processing systems. Those systems house University information on students, alumni, personnel, financial transactions and library holdings. A number of those morning announcements are being replaced with new systems that can be updated and expanded more easily and at a lower cost.

Now halfway through what was conceived as a 10-year agenda, Fitzpatrick says the project has taken data processing from a "back office," staff-support function to a front line, customer-oriented, service department that delivers services directly to students as well as to faculty and administrators. Already complete is the new Integrated Student Information System, called ISIS, and an Alumni and Donor Development database, dubbed ADD. Currently under way is a three-year project that will completely automate the college admission process, a project that became available to students last month. Student and faculty research capabilities will be increased as the library system is brought on line. When complete, users will be able to do such things as conduct literature searches and access circulation information about needed materials from a personal computer either on or off campus. The new library system, called NITSIS, also will be compatible with the state's library system and with other major university libraries in Michigan.

The new alumni and development files are designed to benefit the University's fund-raising capabilities -- another area of major concern to the University. Payoff to the University is the measure of data processing's success, Fitzpatrick says. "Our mission is to make investments in computing and communications technology that will pay off for the University," he says.

"Administrative data processing is moving from the back office to the front lines of student services," he says. "The traditional role of data processing was to serve the people who served the students. That's no longer the case. Now, student

Earlier student preparation credited for 31.5 percent increase in applications

High school seniors are applying for college admission earlier than ever before, according to Stanley E. Henderson, admissions director. "We're currently receiving between 150 and 200 applications each weekday," Henderson said. "Ordinarily, those numbers would not occur until December or January. It's a striking change for us, but one we're very, very pleased with," Henderson said. His peers at other state institutions are reporting similar increases.

As of Nov. 11, WMU had 4,112 applications on file, a 31.5 percent increase over the 3,128 received a year ago this time. The main reason that students are applying earlier is that colleges and universities are encouraging them to do so, Henderson said. "The earlier students apply, the better job they can do in making their final decisions. That's the message high schools and colleges are putting out, and students are beginning to pay attention," he said.

"We see a very significant increase in the seriousness with which students are approaching the college planning process," he continued. "Students are taking more college prep courses in high school, and they're making their college selection earlier as a result."

"It's just high school seniors who are getting in on the act," he said. Many high school students are beginning to make their college decisions as early as the fall of their junior year.

"We're pleased to see that because early and effective planning has an enormous impact on the student's success in college." Henderson said there is a direct relationship between students who apply early to the year and those who get into academic trouble once they're on campus.

He added, too, that even young high school students -- freshmen and even more so the sophomores, juniors and seniors -- are getting involved in the college selection process. Many of them are taking the new F-ACT Plus test from the American College Testing Program. It's a diagnostic test that helps give students a better idea of the college-bound strengths and weaknesses.

"College and university admissions directors are beginning to work with younger students to assure the best qualified student," Henderson said. "If we wait until their senior year, we don't have the chance we need to have an impact on the course of events they take and the process they go through in selecting a college or university."

Among the most important times of the year for college selection is summer. "Many families with college-bound kids plan their summer vacations around what schools they want to visit," Henderson said. "That trip often occurs between the junior and senior years of high school but sometimes even earlier."

High school students aren't the only ones showing quite an interest in Western these days. Henderson also reported that WMU now has the second largest number of new transfer students in the state at 2,128. Only Wayne State University had more new transfer students for the 1988 fall semester.

"We're giving a very high priority to transfer students," Henderson said. "We're working very closely with community college leaders across the state to assure the smoothest possible transition for students coming to Western from other institutions."

Funds needed to send "spirit" to Cal Bowl

The University has launched a special fund-raising campaign to send the Bronco Marching Band, cheerleaders and coaching staff to the Dec. 10 California Bowl game in Fresno.

"We certainly want our 220 band members and cheerleaders and coaching staff to be there to help cheer our Bronco football team on to victory, but the guarantee from the bowl sponsors only covers the expenses of the football team members. We need to raise the money to cover all expenses," Henderson said, executive director of public relations and communications.

He indicated that the University is trying to raise $150,000 to send "The Spirit" to the Bowl. Interested persons may send their tax-deductible contributions to the Cal Bowl Spirit Fund, in care of the WMU Foundation.

No News next week

There will be no Western News published Thursday, Nov. 24, due to the Thanksgiving holiday. The News next will be published Thursday, Dec. 1, for which the deadline is noon Tuesday, Nov. 29.
Two speakers to present talks on ethics

The Center for the Study of Ethics in Society will sponsor two talks in the coming weeks.

On Monday, Nov. 28, Charlie Blatz, visiting associate professor of educational policy studies at the University of Illinois at Urbana-Champaign, will present a lecture on "Ecology, Epistemology, Ethics: Critical Thinking and Epistemology — A Philosophy of Thinking for Teachers and K-12 Students." The presentation is part of the Center's "Ethics in Practice" series. Blatz, a specialist in philosophy and the ethics of biological technologies, will address the relationship between ethics and the biological sciences.

On Tuesday, Nov. 29, from 5-7 p.m., in 1110 Brown Hall, Western's chapter of the Hispanic American Council will host a "Hispanic Recognition Awards" reception to honor members of the Hispanic community in the Kalamazoo area. The event will feature speeches, dinner, and a presentation of the award. The award recognizes individuals who have contributed to the local Hispanic community and have demonstrated leadership in their respective fields.

Engineering group granted national charter

Western's engineering honor society, Tau Beta Pi, recently has been granted a chapter by Tau Beta Pi, the national engineering honor society. According to chapter adviser John W. Gesink, electrical engineering, Tau Beta Pi was established three years ago in order to recognize the scholarship of students enrolled in the engineering curriculum. As of this fall, Tau Beta Pi, established nationally in 1885, has chapters at more than 200 colleges and universities. New charters must be approved by a three-fourths vote of the national council. As a final step in securing Western's charter, Gesink and student chapter Multiclinic planned

This month's Multiclinic, featuring a 16-year-old youth with Down's Syndrome, will be presented at 2 p.m. Friday, Dec. 2, in Studio A of Dunbar Hall.

The Multiclinic program is designed to bring together faculty members of the campus community and other interested parties to discuss various aspects of a particular condition or illness. This month's program will focus on Down's Syndrome, a genetic disorder characterized by physical and intellectual challenges.

Ramirez wins Hispanic Recognition Award

Miguel A. Ramirez, Minority Student Services recente, received a 1988 Hispanic Recognition Award.

Ramirez was awarded a certificate of appreciation from Gov. James J. Blanchard for his work with the Hispanic community in the Kalamazoo area. The award recognizes his contributions toward an enriched quality of life for Hispanics.

According to Essie Solano, program coordinator for the Commission on Spanish-Speaking Affairs in Lansing, the award was given to Ramirez to recognize his efforts on behalf of the Hispanic community. The award ceremony was held on campus.

According to the award, Ramirez's contributions have significantly improved the quality of life for Hispanics in the Kalamazoo area. His work has included organizing and coordinating various events and programs aimed at promoting Hispanic culture and heritage.

Gant named associate director in placement

Debra K. Gant has been promoted from assistant director to associate director in Career Planning and Placement Services.

Gant will coordinate business, industry and minority placement at the University.

Students to rally and test driving skills

Western students will have a chance to test their driving skills and win a trip to Daytona Beach during the rally competition competition, Friday, Nov. 18, in the Gary Center/Read Fieldhouse parking lot.

Western is one of 80 schools participating in the circuit of the seventh annual National Collegiate Driving Championships. The University's student chapter of the Society of Automotive Engineers will fly the host event to the event from 10 a.m. to 6 p.m.

Hirsch to give faculty scholar talk

Christian H. Risch, mathematics and statistics, will present his Distinguished Faculty Scholar Colloquium talk, "Mathematics for All: Responding to a Changing World," the address will be carried live on WMUK-FM (102.1)

The colloquium will be preceded by a session on "Analyzing and Interpreting Statistics." The session will be held at 3:30 p.m. in the Office of Faculty Development at 7-5305.

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Economist to be Visiting Scholar

An expert on microeconomics, theory and labor economics will speak at Western Wednesday, Nov. 30, as part of the Visiting Scholars Program. Sherwin Rosen, the Edwin A. and Betty L. Bergman Professor of Economics at the University of Chicago, will deliver two addresses. At 3 p.m., he will speak on "Hog and Cattle Cycles" in 3760 Knauss Hall. "Economics and Education" will be his topic at 8 p.m. in 3750 Knauss Hall.

Media

Two faculty members will be guests during the coming weeks on "Focus," a five-minute radio interview produced by the Office of Marketing and Public Information. "Focus" is scheduled to air on these Saturdays at 6:10 a.m. on WRPR-AM (1430) and at 5:45 p.m. on WGOZ-AM (590) with the following speakers and topics:

- Alan S. Brown, history, on the history of Thanksgiving, Nov. 19; and Trudy G. Verser, management, on women in the management and professional fields, Nov. 26.

"Smoke Busters," is the title of a program produced by Media Services that will be aired on WMUK-FM, 91.1, for one week beginning Monday, Nov. 21. The program was developed in cooperation with the Department of Education and Professional Development. It is a 22-minute series that will target the campus community on topics such as smoking and its effects, stress and the student body, and creativity and the student body.

Apple Valley Bookstore representatives will be on hand at the Apple Valley Bookstore from 10 a.m. to 6:30 p.m. on Tuesday, Nov. 29; and from 8 a.m. to 6 p.m. on Wednesday, Nov. 30.

Personnel

Thanksgiving holidays abroad

WMU offices, except those designated as essential, will be closed Thursday, Nov. 24-25, in observance of Thanksgiving holiday. Normal hours of operation will resume at 8 a.m. Monday, Nov. 28.

Christmas closure dates set

The University Christmas holiday/closure period for non-bargaining unit employees will be Monday, Dec. 6, through Monday, Jan. 2.

The selected offices that will continue operations Tuesday through Thursday, Dec. 27-29, are listed here. They are the Department of Educational and Professional Development, the Department of Chemistry, the College of Arts and Sciences, the Department of Economics, and the Department of Math.

Senate

The Graduate Studies Council of the Faculty Senate will meet at 3 p.m. Thursday, Nov. 17, in the Graduate Studies Office, C on the third floor of the Seibert Administration Building. Agenda items include the consideration of policies on permission to elect 300- and 400-level courses for inclusion in a graduate program, on doctoral candidacy and on graduate faculty representation on doctoral committees.

On campus

TRACKING TRAINING OPPORTUNITIES

Working to meet the needs of substance abuse professionals in the state is the job of Margaret M. Berg. She's the director for education and training for the Michigan Institute for Human Services. Berg manages a state-funded grant program housed in Western's Specialty Program in Alcohol and Drug Abuse. The program is in its third year, but Berg has joined its staff just a year ago. Before that, she worked in the Office of Conferences and Professional Development for eight years.

The MISHD has two sections: one focuses on administering certification for substance abuse professionals in the state; and the other concentrates on training programs - providing training for those professionals. Berg works in the latter area, setting up a series of training around the state, and publishing a monthly newsletter. A quarterly newsletter outlining opportunities for professionals in those fields, called "Smoke Busters," is the title of a program produced by Media Services that will be aired on WMUK-FM, 91.1, for one week beginning Monday, Nov. 21. The program was developed in cooperation with the Department of Education and Professional Development. It is a 22-minute series that will target the campus community on topics such as smoking and its effects, stress and the student body, and creativity and the student body.

New faculty cards to be distributed

They're finally here - new faculty/staff identification cards bearing the new WMU signature. Each department will receive five new cards to distribute to its staff the week of Nov. 21. When you receive your new card, you are encouraged to drop the old one in the Personnel Department's validation box and sign the card on the signature line. Your card will be a golden one, unless you are a full-time faculty member who phoned to request the exhibition of the current validation sticker.

New employees and those needing replacement IDs since Oct. 1 already have received the new card with the current validation sticker.

The office is interested not only in what happens in WMU's area in the state, but also keeps track of similar programs in other states and publishes them in "Smoke Busters." Berg estimates some of her time on the road, traveling and exhibiting the new cards, "offers a lot of challenge," she says.

"By working to meet the training needs of the professionals in the state, we're improving the quality of those treating people with alcohol or other drug addictions."

RACE RELATIONS CONFERENCE--John Doe, right, played by Greater Cleveland Legal Services' staff attorney, and Ralph C. Chandler, political science, who was the judge. Following the presentation of arguments, persons attending the conference divided into juries.

A mock trial conducted Nov, 12 as part of a two-day conference at WMU on "Still a Dream ... Exploring Race Relations in Greater Kalamazoo." The hypothetical case involved Doe, a white male, who was rejected for admission to the school, which had a special program for minority admissions. During the trial, parts were played by, from left, Kalamazoo County Prosecutor James Gregart, who was the plaintiff's attorney; Von Washington, an actor-in-residence at WMU, who was the defense attorney; and Ralph C. Chandler, political science, who was the judge. Following the presentation of arguments, persons attending the conference divided into juries.

When the verdicts were returned, Doe lost his bid for admission to the school by a vote of 185 to 29. The conference was sponsored by WMU and the Kalamazoo Gazette and examined how far the greater Kalamazoo area has come in terms of race relations in recent years and what yet needs to be accomplished.

Jobs

The listing below is currently being posted by the University employment office. Interested regular full-time or part-time employees should apply during the posting period.

- \$400 and \$210 clerical positions are not required to be posted. Interested University employees may contact the employment office for assistance in securing these positions.

- (R) Student Advisor 1 (Report - 0.5 FTE, part-time, 20 hours/week), P-03, Art, 88/89-185, 11/15/11/21/88.
- (R) Assistant Business Manager (Tenure track), R-30, Communication, 88/89-192, 11/15/11/21/88.
- (R) Assistant Professor (Tenure track), R-30, English, 88/89-193, 11/15/11/21/88.
- (N) Secretary III (Term ends 2/28/90, 0.5 FTE, part-time, 20 hours/week), S-06, Gerontology, 88/89-193, 11/15/11/21/88.
- (R) Electrician 1, M-5, University Facilities/Maintenance Services, 88/89-151, 11/15/11/21/88.
- (N) Associate Professor, I-20, College of Business/Grand Rapids College of Business Administration, 88/89-197, 11/15/11/21/88.
- (N) New Employee Placement, WMU is an EEO/AA employer.
Personnel became the focal point of data processing’s shifting emphasis. It was time to upgrade, Fitzpatrick says, people with the skill to make the transition to the new tools the University needed. Data entry functions shifted to the many momentum to the computer and Fitzpatrick reduced the number of data entry personnel from 280 to 80, and increased the number of programmers and analysts.

A net gain of about 10 data processing professionals was accomplished, he says, because a new computer system, which has been stable since 1982. Money saved on software packages and consultant services during the past five years is now invested in a permanent and institutional staff.

"Not only do we have machines that work harder, smarter and more enthusiastically than ever before," Fitzpatrick says. The department now totals 44 persons and is housed in three campus locations. The mainframe computer is located in the basement of the Seiber Administration Building and the 14 members of data processing’s Production Operations staff are on the third floor. The production sections is headed by Susan Reed-Williams, associate director for production operations. That staff keeps the computer and terminal network up and running to meet scheduling deadlines, such as daily accounting, weekly paychecks and end-of-semester grades.

Operations work is done 24 hours a day, seven days a week. Many of the every cable attached to every machine, from ISIS or other systems, Reed-Williams says, have to be done between the hours of 9 p.m. and 5 a.m. when no other University offices are open. Fitzpatrick says, "A data processing system is a tool that continues to increase, such a new tool will give you the payoff you need."

Data processing (Continued from page one)