Several physical improvement projects get under way this summer

Renovation, expansion and landscaping are all on the agenda for projects planned for this summer as a number of the University's Elmwood Apartments. In 1987, buildings J, K and N in the complex were renovated. This summer, the third phase is expected to focus on interior decorating.

Admissions, Financial Aid and Student Services -- Maria A. Pettis-Stable, education library; Laura A. Bee, counselor education and counseling psychology; Dean R. Wyandt, occupational therapy; and Beverly A. White, Counseling Center.

Budget and Finance -- Elwood B. Ehre, biology and biomedical sciences; Kenneth F. Kennedy, finance and commercial law; and Marion H. Wingberg, social work.

Campus Planning -- Hardy Carroll, business library; and Jerry G. Kreuze, accounting.

Computer Studies -- Jerome H. Henneman, mechanical engineering; John H. Stroupe, English; and Robert W. Jernick, social work.

Research Policies -- Menschul Gropper, mechanical engineering; Linda M. Reeser, social work; and Uldis Smitiucen, educational leadership.

Undergraduate Studies -- Lisa A. Derry, music; Leslie H. Lehniger, social work; Gale A. Nowell, accountancy; and Elizabeth L. Patterson (one-year term), special education.

Robert E. Boeghner, industrial engineering, was elected to a two-year term as the Senate's delegate to the Association of Michigan Collegiate Schools. Shirley N. Sparks, speech pathology and audiology, was elected alternate.

Total spring enrollment up 4.3 percent

Total enrollment for the 1988 spring session at Western is 19,902 students, an increase of 395 students, or 4.3 percent over last spring's figure of 19,507 students.

Of the total, 3,716 students or nearly 40 percent are enrolled at the graduate division level. That's about the same percentage as last year.

That percentage reflects our identity as a graduate-intensive institution, especially in spring and summer sessions," said Susan B. Hannah, assistant vice president for academic affairs. "Our growth in total enrollment reflects a carry-over of increased enrollment in the past year, a greater proportion rate among undergraduate and graduate students, and the attractiveness and mix of our programs.

Off-campus enrollment, at 2,124 students, is up by 16 students or 8.4 percent from last year's total of 2,008. This is the highest off-campus spring enrollment in the history of the Division of Continuing Education.

"We think that's an indication of our responsiveness to the needs and interests of the West Michigan region," said Richard T. Burke, vice president for regional education and economic development. "We provide an attractive array of programs of high quality that are delivered conveniently in both time and place to 100 to 150 additional parking spaces for the facility will be followed. During the summer, the glass-enclosed "mini mall" and microcomputer laboratory on the south side of the room and the microcomputer laboratory in the southeast wing will be occupied by Hardee's.

The mini mall will be located on the north side of the room and the microcomputer laboratory on the southeast side. The two will be separated by glass walls, according to Charles A. Davis, director of campus planning and engineering.

The mini mall side of the area will feature various food items, including stores, a common eating area and, at one end, an entertainment area with a big screen television. An aiair, or greenhouse addition, will be built to lighten up the area, thereby increase the seating capacity. The microcomputer laboratory will feature 125 terminals.

The area is designed to replace a laboratory located in Maybee Hall, which is to be razed this summer to make way for the new computer center.

Negotiations continue to be under way with national food vendors to occupy the two large food areas. Foremost in the minds of food vendors, two additional shops are expected to be built and may be occupied by be community spaces and retail stores. A recommendation by the architects to create 100 to 150 additional parking spaces for the facility will be followed. During the summer, the glass-enclosed "mini mall" and microcomputer laboratory on the south side of the room and the microcomputer laboratory in the southeast wing will be occupied by Hardee's.

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Logo is out, signature is in with new design for official documents

Western News

June 2, 1988

It's official -- official University documents will now have a new look. A new design has been developed for the University name that is printed on letterheads, envelopes, business cards, brochures and other materials.

The design was initiated after President Haenicke expressed the desire for a more formal appearance for University documents. "I wanted a more distinctive design," he said. "I thought we needed a fresh look to correspond with our image of being one of the major universities in our state." The design, which is called a "signature," rather than a logo, was developed by Dan Harz, art director at Nordstrom/Cox Marketing in Grand Rapids. Harz is one of several projects the firm is handling for the University. Coincidentally, Harz is a 1977 WMU graduate.

The implementation of the signature project on campus is being coordinated by David H. Smith, University publications.

"I signed a signature rather than a logo because it's not a logo in the sense of a logo like the Chrysler pentagon or the CBS eye," Smith said. "It's a grouping of elements, that visually identifies the University.

There are two versions of the signature, which consists of a stylized lettering of the words "Western Michigan University" with rules. Those will replace the current "WMU" logo used on most printed materials.

Examples of what the signature will look like on letterhead, envelopes and business cards are printed here. The primitive black version will be used for the seal on the letterhead, which will be printed in light gray. Guidelines on using the signature have been developed and will be distributed on the campus in the next several weeks. They mandate that the signature be used on the cover of all printed literature at the University.

Minimal changes will need to be made to current letterhead and brochures, and other materials that use the WMU logo. Changes will be minimal, and they will occur only after careful consideration.

Firms must now obtain license to use WMU name

Manufacturers and retailers who want to use Western's name on their products will now have to obtain a license.

Western has joined a growing number of colleges and universities that are requiring licenses in order to have some kind of control over what is produced with their name on it.

"In the last few years, there's been a proliferation of items bearing university logos and imprints," says Dan Summy, intercollegiate athletics. "There's a need to coordinate the sale of those items to ensure that they're in good taste and to make sure they present a positive image of the university."

In addition to quality, a liability question comes into play, according to Summy. He says universities and colleges without licensing programs could be held liable for defective items bearing their names manufactured by a third party.

Western's new licensing program is designed to address the quality and liability problems, as well as to generate some extra funds for the University.

Those interested in obtaining a license must first complete an application and pay a $25 fee to cover administrative costs. Upon signing the formal licensing agreement, the license holder must pay a $100 advance royalty payment and provide the University with a sample of the product with a logo to be sold for approval. The $100 will be deducted from future payments, which will amount to 6.5 percent of net sales.

"Having the manufacturers submit a sample will help us to better ensure quality as well as the proper use of our marks," Summy said.

Class of 1948 to reunite June 3-4

Members of the Western's class of 1948 will reunite in Kalamazoo Friday and Saturday, June 3-4. The 40th reunion activities will begin at 7 p.m. Friday, June 3, with a reception at the Fetzer Center on campus. On Saturday, the headquarters for the event will be the Bent Elementary Student Center. For more information, persons should call the Office of Alumni Relations at 7-6179.

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A dinner theatre is scheduled for Saturday evening at the Fetzer Center. The event will begin at 5:30 p.m. with a reception at 6 p.m. and dinner at 7 p.m. Those attending will feature a "live cast" from the class of '48. Members of the Department of Theatre will perform excerpts from the summer freshman orientation "Cabaret." For more information, persons should call the Office of Alumni Relations at 7-6179.

Honored for research support -- John M. "Mick" Hanley, left, speech pathology and audiology, was the recipient of a recent surprise award for "outstanding support of research and creative activities" among WMU faculty and staff members. Hanley, who chairs the Research Screening Committee, oversees the Faculty Research and Creative Activities Support Fund, was presented with a plaque engraved with the names of all faculty and staff members for their success in research and creative endeavors during the past year. Joining Thompson as he congratulates Hanley are Billye A. Chestum, health, physical education and recreation, and Jay D. Lindquist, marketing, both active faculty researchers. While making the presentation, Thompson praised Hanley's support of internally-funded research projects on the campus and credited that support with contributing to the growth in externally-funded research, which has soared to record-breaking levels at WMU this year.

Kalamazoo, Michigan 49008-3843

616 387-2770

Western Michigan University

Department of Paper and Printing Science

Kalamazoo, Michigan 49008-3843

616 387-2770

A sample of the new letterhead.

A sample of the new envelopes.

A sample of the new business cards.

Dr. Richard B. Valley

Professor and Chairman

Department of Paper and Printing Science and Engineering

Western Michigan University

College of Engineering and Applied Sciences

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Citing a need to reduce expenses by $125,000, Leland Byrd, intercollegiate athletics director, recently announced that the faculty and administrative budgetary restraints for the 1988-89 fiscal year.

The list includes elimination of the varsity men’s golf program, reduced travel, equipment and grant-in-aid expenditures and reduced coaching salaries for coaches with either graduate assistants or part-time head coaches. Women’s intercollegiate coaches will be placed either by graduate assistants or part-time assistants.

The coming year, Western will operate 16 varsity sports, nine for men and seven for women.

Zest for Life

It’s that time of year again when we need to think about our health and conditions related to exercising or working in the heat.

Heat exhaustion can be caused by a failure to replace body fluids lost through sweating during vigorous activity in a hot environment. The lowered level of body fluid may cause circulation problems leading to shock. Symptoms may include profuse sweating, clammy skin, dizziness, fatigue and possibly fainting. Treatment of heat exhaustion involves placing an affected person in a comfortable repositioning in a cool location (shade or air conditioning) and giving fluids.

Heat stroke is a serious condition in which the body’s temperature regulation rises uncontrollably. It can be caused by failure to lose body heat through sweating during vigorous activity, or exercising in a hot, humid environment resulting in reduced amounts of perspiration that can evaporate. Heat stroke is characterized by hot, red and dry skin, an extremely high body temperature, convulsions in the sweating mechanism and sometimes delirium, convulsions or loss of consciousness. If heat stroke occurs, the body temperature must be lowered immediately (air conditioning, cold water for every 20 to 30 minutes). Lowering the temperature of the body is best because it is the most effective way to cool fluids in the body. Sugar in fluids hinders absorption.

Using common sense, drinking plenty of water and early morning or evening workouts can help make exercising throughout the summer months safe and enjoyable.

Personnel

Be a life saver: Give blood June 9

What takes one person one hour but may give a lifetime? It’s the gift of blood.

Western University’s sixth annual Red Cross blood drive for faculty and staff will be held from 8:30 to 11:30 a.m. Wednesday, June 8, in 304 Bernhard Student Center.

The goal is to double the 74 pints collected from WMU donors at last year’s drive.

The Red Cross blood program is one of several community resources. In the past three years, Western employees and their families have drawn 874 pints from the Red Cross Blood Bank. But in the same period, we have donated only 252 pints.

Donated blood is withdrawn from the body of a healthy person receiving it is not charged for the blood itself, although hospitals usually do charge for administering it and for lab work.

President Haenicke has endorsed the drive as "an opportunity to participate in the greater community of which we as Western are very much a part."

Employees who are scheduled to work during the time of the blood drive may be granted paid release time, not to exceed one hour, in order to give blood. Employees wishing to approve the time.

Personnel may make appointments using the sign-up sheet in their departments or by calling the personnel department at 7-3620.

It takes about an hour to give blood. While an appointment is not required, it is strongly recommended to allow all procedures to move smoothly, according to Stanley W. Kelley, employee relations and personnel.

The personnel department is coordinating the drive with the-Western American’s chapter of the American Red Cross.

Staff training presents time management class

Have your chance to learn techniques to better manage your time and your life.

The staff training office for academic affairs and communications will conduct a seminar on “Time Management” from 10:30 a.m. to 1 p.m. Thursday, June 9, in the West Ballroom of the Bernhard Student Center.

The instructor will use Joe Gagie’s book as the model to teach how to manage the time wasters and time savers.

Media Services

The staff in Media Services has been evaluating the results of the Faculty Survey - Fall 1987. The survey gathered information on Film/Videotape Library and Audio Services distributed during May.

Of 150 respondents surveyed, a large percentage of the faculty indicated that our resources are available in Media Services for locating new videotape and film programs. Media Services has a well-collected list of catalogs from film and videotape distributors and reference sources to help list programs by subjects, titles and key people. Many of the distributors provide free previews of their catalogs and are willing to make the preview loans available at the faculty members’ request.

If you are interested in learning about new in your area of interest, or have questions about new videotape and film programs, please contact Media Services at 7-5051. On our known to be a viable and a diverse and a large and a number of upcoming programs and previewing opportunities to you.

Emeriti

Philip Denenberg and Bernadine P. Carlson-Carnmahl have been elected president and secretary, respectively, of the Emeriti Council for 1988-89.

Leland Byrd, the 1987-88 president of the Emeriti Council, died May 18 in South Haven at age 95.

Well-known for his many books and his efforts to influence awareness of the English language, Foley began teaching at the University in 1924. He has written books on such topics as St. Martin of France, word usage and fitting words together.

After leaving the University, he continued to teach at Babson College in Massachusetts. He retired from there at age 80, but continued to teach and tutor. He returned to Michigan in 1985.

Hermann E. Rothfuss, emeritus in languages and linguistics, died May 27 at age 84.

One of the faculty from 1944 to 1970, he was the former president of the Michigan chapter of the American Association of Teachers of German and of Western’s chapter of the American Association of University Professors. He was also a recipient of the Alumni Teaching Excellence Award in 1968.

In 1961, Rothfuss was invited by the West German government to be a member of a group of American language professors that made a four-week advisory tour of that country’s educational institutions. In 1969, he was awarded the Cross of Honor, First Class, by the Federal Republic of Germany for his efforts in promoting friendship between the United States and West Germany.

Memorials may be made to the Hole Foundation, 1445 West Washington Street, through the Department of Languages and Linguistics.
Board approves retirements for 11 employees

The retirements of three faculty members and eight staff members were approved April 22 by the Board of Trustees.

The faculty members granted emeritus status, along with years of service, are: Robert H. Anderson, chemistry, 32 years; Dorothy L. Bladt, education and professional development, 20 years; and Donna J. Fowler, biology and biomedical sciences, 23 years, effective April 23.

The staff members retiring are: Tina J. Carr, associate vice president for operations, 26 1/2 years, effective Dec. 31; Kenneth B. Farrance, Miller Auditorium, 21 years, effective June 30; Barbara K. Hutchings, career planning and placement services, 15 years, effective April 29; Vieta B. Simpson, physical plant-custodial services, 15 years, effective April 29; Josephine Smith, Western’s Campus Bookstore, 26 years, effective April 29; James M. Stephenson, logistical services-purchasing, 22 years, effective Jan. 31, 1989; and Celia N. Yonkers, music, 19 years, effective April 29.

CAMPUS BEAUTIFICATION

Many members of the University community donned jeans and sweatshirts last week to join in campus beautification efforts May 25-27. Crews participated by planting flowers at 11 sites around campus. ABOVE: Students from the Sara Swickard Preschool were among those who pitched in by planting some flowers near their front step. Here, they give a hand to preschool coordinator Joyce B. Nichols. AT RIGHT: John T. Houdek, history, supervised the distribution of plants to the various buildings and planting crews. He delivered flowers, gave tips to the volunteers and offered maintenance directions to those who plan to continue to care for the plants.

Telecommunications department announces new FAX service

The Department of Telecommunications is announcing some facts on a new "FAX" service it is offering the University community.

FAX or facsimile is so named because it replicates the original document. At the sending end, the machine scans very thin horizontal slices across an original document, detecting where light and dark spots appear on each slice. At the receiving end, a second FAX machine converts the tone back into signals that are assembled on paper.

Persons who would like the Department of Telecommunications to receive their FAX messages should have the sender call (616) 387-0958. The number can be used for anyone sending a document, slice by slice, on paper.

All this happens with lightning speed -- the original document is intact the reproduction is near perfect. Using standard telephone lines, the facsimile instantaneously sends and receives any kind of information that can be assembled on paper.

To send a FAX, persons should stop by the department, located in the Kalamazoo Business Facility, the addition to Waldo Library and the new computer center, between 8 a.m., noon and 1 p.m. and 2-4:30 p.m.颅

To receive FAX messages, persons need to contact the office to receive their messages, or call the above number.

Physical improvements.

The four major contracts for the $353.4 million project were awarded to: The Bailey Excavating Co. of Kalamazoo to remove and discard the existing concrete; the Wolthusi Concrete Construction Co of Mattawan to replace concrete; Vandermark Construction of Kalamazoo to do the masonry work; and Newcomer and Sons Landscape Service of Plainwell for shrubs, trees, grass and the irrigation system. The design is by Solutions Unlimited of Kalamazoo.

The project involves expanding the University's electrical distribution system to provide more capacity and reliability. The $1,010,533 expansion is needed because several planned buildings, including the new College of Business facility, the addition to Waldo Library and the new computer center, will be added to the electrical system in the next few years. The capacity of the existing distribution system would be exceeded with the new buildings on line.

The modification of the system will involve adding a third "feeder" line from the power plant on Stadium Drive. In addition, the method of providing power to campus buildings will be rearranged to increase reliability. The contractor is Windemuller Electric Inc. of Grandville.

The projects are expected to be completed by September, except for the electrical distribution system expansion, which should be finished by December.

Calendar

JUNE

Thurs., 2 (and 4-20)-40th reunion, class of 1948, Bernhard Student Center and Fetzer Center. Doctoral oral examination, "Stimulus Over Electrodynes: An Investigation of Determinants," Margaret McGlinchey, psychology, 283 Wood Hall, 3 p.m.

Mon., 6 Flextime begins.

Thurs., 9 Staff training seminar, benefits orientation for new PVA staff members and faculty members, 204 Bernhard Student Center, 1:30-3:30 p.m.

Tues., 10 Staff training seminar, benefits orientation for new employees, 204 Bernhard Student Center. AFSCME, 10 a.m.-noon; CFT, 1:30-3:30 p.m.

Wednesdays

Thurs., 9 Staff training seminar, "Time Management," 204 Bernhard Student Center, 8:30-11:30 a.m.

Weekends

Saturday, 9 Annual faculty/staff blood drive, West Ballroom, Bernhard Student Center, 10 a.m.-4 p.m.

Admission charged