



# INSIDER

Dec. 3, 2007 • Vol. 3, No. 8

# ONLINE

|                          |   |
|--------------------------|---|
| <b>INSIDE</b>            |   |
| News .....               | 2 |
| Events .....             | 3 |
| People in the News ..... | 4 |
| Calendar .....           | 7 |

A publication for faculty and staff of the WMU College of Arts and Sciences

## Getting the Word Out about the College of Arts & Sciences



Coordinator and Communications and Events Cheri Bales

As the coordinator and Communications and Events for the College of Arts and Sciences, I have a variety of duties relating to publicizing our events, activities and accomplishments. To give you an idea of what we do (and how we could help you to do some of these same things) below you will find a sort-of year-end update of our activities—on your behalf—over the past year.

- **News Releases/Media Advisories**

The departments, faculty and students of the College of Arts and Sciences were the subject of 170 news releases, media advisories or tip sheets sent out during the past year. The most recent three months included 22 stories in September, 25 stories in October, and so far in November, 18 stories.

- **Newsletters**

Several newsletters were produced during 2007. The College of Arts and Sciences *Insider* was distributed three times, with the most recent version a 20-page “magazine.” Newsletters also were produced for Economics, Communication, Spanish (both English and Spanish versions), Comparative Religion, Public Affairs and Administration, the Lewis Walker Institute, and the online employee communication, *Insider Online* was published 17 times.

- **Special Events**

This year, the College of Arts and Sciences hosted a number of events to recognize and reward faculty and alumni, recruit and retain students and create awareness of the College’s many activities. Special events included CommUniverCity, Major Excitement, the Research and Creative Awards reception, the Alumni Achievement reception, Bronco Bash, CommUniverCity, Family Weekend, Fort St. Joseph Open House.

- **Website**

We have proceeded to update the look and template of the College of Arts and Sciences website to more closely mirror that of the University and its branding efforts. Rotating stories on the front page, as well as Spotlights on CAS student interns and ambassadors, now make the website a destination for many people. An online event submission for was added this year, as well as a section for downloading WMU seals and colors. Our website intern also assisted departments, including English, Mathematics and Communication with development or updating of their websites.

- **Interns**

A total of 12 internship positions were filled to assist the Office of Communications and Events in preparing materials and organizing events. Interns were recruited through the School of Communication and the imaging program. Interns regularly update CAS bulletin boards, compile information for stories and news releases, research story ideas and take photographs for departments. Interns included Kimberly Winkler, Kim

*continued on page 2*

Miller, Erica Fernlock, Sahana Pindikuri, Britney Starr, Aba Smith, Nicole Lutz, and Lindsay Moxley.

## HERE ARE SOME WAYS WE CAN HELP YOU:

- ***Ambassadors***

Seven CAS Student Ambassadors participated in events ranging from Bronco football games (in the President's Box) to Alumni Achievement and campus tours. From Major Excitement to Donuts with the Dean. From Physics Colloquiums to Tailgate at the Tower.

- ***Publications/Print Pieces***

The office of Communications and Events provided conceptual, design, print production, photography and writing assistance on a number of publications from postcards to newsletters for the departments and programs within the College of Arts and Sciences. Informational brochures were produced for the Lewis Walker Institute, Study Abroad (Psychology, Foreign Languages), Foreign Languages, Gender and Women's Studies, the Mallinson Institute for Science Education, Biological Sciences, the Peyser Endowment for the Study of New France, History, Chemistry, and Anthropology. Additionally, one of our current design interns, Kimberly Winkler, accepted the task of designing the PRISM newsletter for the Office of the Provost.

- ***Development Materials***

With the addition of Director of Development, Nick McLaren, a variety of funding opportunities have resulted promotional pieces being developed for use by programs and departments. Departmental fact sheets were updated for each department to include funding priorities and campaign materials have been or are being produced for Anthropology, Political Science/ Mock Trial, Geosciences, and Communication.

- ***Miscellaneous Program Assistance***

Additionally, we have contributed concepts, development, design, organization or publications for such initiatives as First Year Experience Program, an InDesign workshop, Francophone Film Festival, Soga Japan Film Festival, Marketing Implementation Team, Career and Student Employment Services, various open houses and speaker series, Study Abroad Fair, and the Third Coast Writing Program.

- ***Publication design***

- Newsletters, brochure, Fact Sheets, posters
- Review designs
- Copyediting for AP Style

- ***Special Events***

- Promotional materials
- Publicity
- Planning and organization
- Staff or student recognitions/awards

- ***Printing and Photography***

- Photography—more than 300 CAS photos are now archived and available for use
- Photo manipulation
- Printing procurement
- Digital small-run printing
- Banners and signage
- Bulletin boards

- ***Development***

- Enhanced public speaking
- Understanding nonverbal communication
- Publicity opportunities
- Working with the media
- Digital photography
- Publication design/using templates
- Adobe Creative Suite CS2 troubleshooting and training

- ***Website***

- Content analysis and mapping
- Site implementation

- ***Personnel***

- Intern recruitment
- Student Ambassadors to attend events

For information on any of the above activities, or to schedule a consultation, contact:

**Cheri Bales**

3302 Friedmann Hall

(269) 387-4578

cheri.bales@wmich.edu

Send items of academic or personal interest to:  
cheri.bales@wmich.edu

**PUBLICATIONS**

- *Borden, S.L.*, (Communication) & *Tew, C.* (2007). The role of journalist and the performance of journalism: Ethical lessons from “fake” news (seriously). *Journal of Mass Media Ethics*, 22 (4), 300-314.
- *Borden, S.L.* (Communication) (2007). Responsible journalistic inquiry: The Paper. In Good, H. (Ed.), *Journalism ethics goes to the movies* (pp. 9-18). Lanham, MD: Rowman & Littlefield.
- *Edwards, A. P.*, (Communication) & *Shepherd, J.* (2007). An investigation of the relationship between implicit personal theories of communication and community behavior. *Communication Studies*, 58, 359-375.
- *Chansheng He* (Geography) received a College of Arts and Sciences Dean’s Staff and Faculty Appreciation Award recently. He recently presented two papers:
  - 1) “Comparison of AnAGNPS and SWAT in Estimating Nonpoint Source Pollution in a Lake Michigan Watershed,” *Papers of Applied Geography Conferences* (2007) 30:523-532 in Indianapolis, Indiana, Oct. 19-21.
  - 2) “Impacts of Glacial Recession on Water Movement between the Agricultural Oasis and Desert in the Inland Heihe Watershed, Northwestern China.” *Proc. Papers of The 3rd International Conference on Climate and Water*, pp.170-175, Helsinki, Finland, 3-6 September 2007.

In addition, He has also been awarded two National Oceanic and Atmospheric Administration (NOAA) research grants of over \$125,000 for spatially distributed water quality modeling in the Great Lakes Basin this fall.

- *David W. Rudge* has been chosen as one of two guest editors of a special journal issue of *Science & Education* devoted to celebrating the one hundred and fiftieth anniversary of the publication of *On the Origin of Species* (1859). The anticipated publication date is November 2009. An announcement for this special issue is located here: <http://homepages.wmich.edu/~rudged/darwin.html>

**INSIDER ONLINE  
HOLIDAY SCHEDULE**

The Insider Online will be taking a break over the coming holidays. The final two issues of this year and their deadline dates are listed below. We will resume publication on Jan. 14.

Final 2007 Issue.....Dec. 17  
Deadline .....Dec. 12

Submit information via email to [cheri.bales@wmich.edu](mailto:cheri.bales@wmich.edu) or online at [www.wmich.edu/cas/work.php](http://www.wmich.edu/cas/work.php).

**SENIOR CLASS GIFT COMMITTEE SEEKS NEW STUDENT INVOLVEMENT**

The Senior Class Gift Committee is gearing up to start a new semester and is looking for new faces.

The committee is run by juniors and seniors, and its goals are to increase knowledge of how alumni contributions enhance Western Michigan University, provide future young alumni with role models for philanthropic giving, and encourage long-term giving habits during the senior year.

The committee has openings for new committee members next semester, and hope to see representatives from each college. By participating in this opportunity, SCG representatives will gain valuable résumé-building experience from working on a collegiate nonprofit program and have the opportunity to be philanthropic ambassadors for our college.

If there are any students you could recommend to join the committee, and fundraise for our college please direct them to:

Kristin Rossi, Senior Class Gift Coordinator, WMU Annual Fund  
[scg@groupwise.wmich.edu](mailto:scg@groupwise.wmich.edu)  
269-387-8789

The group’s first meeting will be held on Sunday, Jan. 12 at 3:30 in Walwood Commons on East Campus. Further information is also available at the website <http://www.wmich.edu/scg/>.

## December

4

**Event:** Soga Japan Center Film Series, "Sword of Doom," directed by Kihachi Okamoto  
**Location:** 3502 Knauss Hall  
**Time:** 7:30 to 9:30  
**Contact:** [jeffrey.angles@wmich.edu](mailto:jeffrey.angles@wmich.edu), 387-3044

5

**Event:** Werner Sichel Economics Lecture-Seminar Series  
**Location:** 3508 Knauss Hall  
**Time:** 3 p.m. to 4:30 p.m.  
**Speaker:** Dr. Susan Pozo, Western Michigan University, Migration, Remittances and Economic Development"

7

**Event:** Department of Biological Sciences Seminar Series  
**Location:** 1718 Wood Hall  
**Time:** 3:30 to 4:50 p.m.  
**Topic:** H5N1 Influenza: Continuing Evolution and Options for Control  
**Speaker:** Robert Webster, Ph.D. Member, St. Jude Faculty Rose Marie Thomas Chair Infectious Diseases St. Jude Children's Research Hospital Visiting Lectureship: Michael K. Bach

## January

23

**Event:** WMU Visiting Scholar in Economics  
**Speaker:** Cecilia Elena Rouse, Theodore A. Wells Professor of Economics and Public Affairs, Director of Industrial and Education Research Section of Princeton University

**Topic:** "Radical and Ethnic Gaps in Academic Achievement: What Do We Know? What Can We Do?"  
**Time:** 3 to 4:30 p.m.  
**Contact:** Professor Sisay Asefa (269) 387- 5556 or [sisay.asefa@wmich.edu](mailto:sisay.asefa@wmich.edu)

## February

27

**Event:** Werner Sichel Economics Lecture-Seminar Series  
**Location:** 3508 Knauss Hall  
**Time:** 3 to 4:30 p.m.  
**Speaker:** Dr. Hadi Saleh Esfahani, University of Illinois-Urbana "Development Policy in Globalizing World: New Perspectives on Options and Constraints"



## March

26

**Event:** Werner Sichel Economics Lecture-Seminar Series  
**Location:** 3508 Knauss Hall  
**Time:** 3 p.m. to 4:30 p.m.  
**Speaker:** Dr. Joseph Joyce, Wellesley College "Global Justice: An Economist's Perspective"

## April

9

**Event:** Werner Sichel Economics Lecture-Seminar Series  
**Location:** 3508 Knauss Hall  
**Time:** 3 to 4:30 p.m.  
**Speaker:** Dr. Linda Tesar, University of Michigan "The Composition of Allocation of Global Financial Flows: What are Markets Doing?"

## TIME TO SEND US YOUR SPRING 08 EVENTS

It's time to get those spring semester events on the calendar for the University community to see.

If you have guest speakers, lectures, film series, special events, workshops or anything else the University community might be interested in hearing about, take a moment right now to log on to [www.wmich.edu/cas/work.php](http://www.wmich.edu/cas/work.php) and drop us a line.

The Calendar of Events is a great way to keep everyone in the College posted about upcoming events and it also allows us to communicate—in advance—your activities and events to University Relations for larger media coverage.

If you have any questions, please feel free to email Cheri Bales at [cheri.bales@wmich.edu](mailto:cheri.bales@wmich.edu). We look forward to sharing your news.

ORDER BY DECEMBER 12 AND PAY NO SHIPPING CHARGES!

Name \_\_\_\_\_  
 Department \_\_\_\_\_  
 Office Address \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_

*The CAS Cotton Max Crewneck Sweatshirt by Champion® is 90% cotton/10% polyester fleece with contrasting half-moon facing at the back neck. The new College of Arts & Sciences logo is embroidered across the chest in full color. Additional features include a V-notch crew neck, and a full athletic fit.*



\$28.00

**\_\_\_ CREWNECK SWEATSHIRT \$28**

\_\_\_S \_\_\_M \_\_\_L \_\_\_XL \_\_\_XXL

Color Choice: \_\_\_\_\_

**\_\_\_ HOODED SWEATSHIRT \$35**

\_\_\_S \_\_\_M \_\_\_L \_\_\_XL \_\_\_XXL

Color Choice: \_\_\_\_\_

*The CAS Cotton Max Hooded Pullover by Champion® is 90% cotton/10% polyester fleece with contrasting half-moon facing at the back neck. The new College of Arts & Sciences logo is embroidered across the chest in full color. Contrasting 2 ply hood with a matching drawstring and a full athletic fit.*



\$35.00

**\_\_\_ SHORT SLEEVED POLO \$18**

\_\_\_S \_\_\_M \_\_\_L \_\_\_XL \_\_\_XXL

Color Choice: \_\_\_\_\_

Sleeve Embroidery: \_\_\_\_\_

*The WMU College of Arts & Sciences hat is embroidered on the front in brown & gold. Constructed of mocha brown twill, this classic 6-panel hat by Legacy Athletic adjusts in the back with a brass buckle for a comfortable fit.*



\$14.95

**\_\_\_ LONG SLEEVED POLO \$22**

\_\_\_S \_\_\_M \_\_\_L \_\_\_XL \_\_\_XXL

Color Choice: \_\_\_\_\_

*Mens' or Ladies' Short or Long-Sleeve Polo is a 6.5 oz. 100% cotton piqué polo by Outer Banks®. The CAS logo is embroidered in full color on the left chest. The right sleeve (short sleeve only) may be embroidered with major or unique designation of up to 20 characters (Student Ambassador, Office of the Dean, etc.).*



\$18.00/\$22.00

**\_\_\_ WMU-CAS HAT \$14.95**

**\_\_\_ WMU-CAS STATIC CLING \$2.95**

Total Order Amount \$ \_\_\_\_\_

*This popular black 12 oz. cotton canvas zippered tote bag by Augusta Sportswear® has a full-color embroidered CAS logo on one side. CAS Major or one line of custom embroidery may be added below the logo in yellow cursive script for an additional \$7. Bag size is 20" x 15" x 5" and has a full-length top zipper, and inside zippered pocket, a squared-off bottom and reinforced stress points.*



\$29.95

Return this form, along with a check for the entire amount (payable to Kalamazoo Sportswear) to Cheri Bales, 3302 Friedmann Hall or call 387-4578 with questions. Shirts take 2-3 weeks to produce; we will call you when they come in.

*These WMU Static Clings are to be applied to the inside of a window and measures 3.75 in. x 11 in. Banner ribbon reads College of Arts & Sciences. Repositionable - no adhesive, no residue.*



\$2.95