



Western News

MARCH 13, 2014
Volume 40, Number 12

APA awards deadline approaching

The deadline is Saturday, March 15, to make nominations for the Administrative Professional Association's Outstanding New Professional, Outstanding Professional and Tony Griffin Service awards. Any APA-eligible staff member may be nominated in the outstanding professional categories but only APA members may be nominated for the Griffin award. Visit wmich.edu/apa/awards for details and nomination forms. The award winners will be recognized at an awards ceremony from 5 to 6:30 p.m. Thursday, April 17, in the Fetzer Center.

Applicants sought for executive post

Qualified internal candidates are encouraged to apply for the position of associate dean of the Graduate College before Monday, March 17. The full posting may be viewed online at wmich.edu/hr/careers-at-wmu.html. Direct questions or submit nominations to Satish Deshpande in the Haworth College of Business at satish.deshpande@wmich.edu or (269) 387-5067.

Assessment in Action Day scheduled

Faculty, staff and graduate teaching assistants are invited to the fifth annual Assessment in Action Day conference, set for 9 a.m. to 3 p.m. Friday, March 21, in the Fetzer Center. The conference is free, but registration at <https://wapps.wmich.edu/workshops> is required for the luncheon. Log in with your Bronco NetID and scroll to the middle of the page to find the link for WMU Assessment in Action Day 2014.

Conference offerings will include a plenary session that will help participants determine how robust their current assessments are and eight breakout sessions that are geared toward classroom- and program-level assessment of student learning strategies. There will be opportunities to learn how to develop effective assessment tools and to find out more about assessment resources at WMU and beyond.

Conference participants are encouraged to attend any or all of the sessions and to come and go as their schedules permit. During the event, winners of the University Assessment Steering Committee Assessment Excellence Awards will be announced, and there will be a poster session to highlight the assessment projects of the 2013-14 Assessment Fellows.

Photo sessions offered to employees

All employees are encouraged to have their free, official University photos taken between 3 and 6 p.m. Wednesday, March 25 in 2150 Schneider Hall. Other sessions have been slated for 9:30 a.m. to 4 p.m. in Walwood Hall's Emeriti Lounge on the following dates: Friday, April 4; Thursday, May 29; and Thursday, July 17. Contact Sue Beougher at sue.beougher@wmich.edu or (269) 387-8402 to confirm your session or receive your photo.

Medical school named for Homer Stryker

The WMU School of Medicine will be named in honor of Dr. Homer Stryker, the Kalamazoo orthopedic surgeon and medical device innovator who founded the Stryker Corp., it was announced during an on-campus news conference March 11.



Stryker



Johnston

Thanks to the generosity of Ronda E. Stryker, granddaughter of Homer Stryker, and her husband William D. Johnston, a WMU trustee, the first class of medical students will be welcomed this fall to the WMU Homer Stryker M.D. School of Medicine.

Stryker and Johnston are the donors who made a founding anonymous gift in excess of \$100 million to the University three years ago to launch the medical school initiative in Kalamazoo. The school is a collaboration involving WMU and Kalamazoo's two teaching hospitals, Borgess Health and Bronson Healthcare.

Ronda Stryker says she feels strongly that this is the right time for the medical

school to be launched, and she knows her grandfather would be thrilled that the opportunity for medical education is being enhanced in his community.

"My grandfather always focused on patient outcomes," Stryker says. "His innovation work and research was never about himself but always about the patient, better health care outcomes and better equipment for doctors. I am certain he would be thrilled to know that medical education and research are taking place in Kalamazoo.

"While he wouldn't care that the school was named after him, it is without doubt a fitting and lasting recognition to his contribution to medicine, medical research, innovative products and service to patient health care outcomes. We are thrilled to be strong foundational partners in the creation of this new innovative school of medicine."

Johnston and Stryker are longtime philanthropists with deep roots in the Kalamazoo community. Both are WMU alumni and both have teaching backgrounds. Ronda Stryker has been a member of the Board of Directors of Stryker Corp. since 1984. She also is a trustee of Kalamazoo and Spelman colleges and a longtime trustee of the Kalamazoo Community Foundation.

Continued on page 3

Program one of two to achieve CMA certification

The food and consumer package goods marketing program has earned certification for its category management coursework from the national Category Management Association, becoming one of just two university programs in the nation to have achieved CMA curriculum certification.

The certification, awarded to the WMU program in January, signifies that the program offers coursework that meets stringent qualifications for preparing students for certification as category analysts. In some cases, students with applicable work experience may also apply for certification at the category manager level.

"This certification provides employers assurances that the students they hire from our program have met the industry standards set for an analyst position in category management," says Frank Gambino, director of the food and consumer package goods marketing program. "Our students will be in a position to make an immediate impact in industry

upon graduation."

Category management focuses on retailing and purchasing data to analyze groups of product categories purchased by a business organization or sold by a retailer.

To earn certification, the coursework must include proficiency in industry knowledge, category management history and process, pricing analysis, promotion analysis, assortment analysis, spreadsheet development, presentation development, syndicated scanner data methodologies, consumer panel data applications, retailer point of sale data analysis, space planning software, and relational databases.

By taking the required curriculum, students prepare themselves during their undergraduate studies for certification at the category analyst level. WMU students can now distinguish themselves from graduates at other universities when vying for top jobs in category management.



WMU has one of the United States' premier programs specializing in food and consumer package goods marketing.

Around campus and beyond

Next entrepreneurship speaker set

Amy Proos, owner and CEO of Proos Manufacturing and Proos Fabrication, will speak at 8 a.m. Friday, March 14, in 2150 Schneider Hall. The talk is part of the Haworth College of Business Entrepreneurship Forum series. The free event begins with breakfast at 7:30 a.m. Reservations are required and can be made at wmich.edu/business/e-rsvp or (269) 387-6059.

Activist, educator to give lecture

A man known for his radical activism against the Vietnam War and his current work on education reform, curriculum development and instruction visits campus this month. Bill Ayers, formerly of the University of Illinois at Chicago, will speak at 7 p.m. Wednesday, March 19, in the Fetzer Center's Kirsch Auditorium. His presentation is titled "Teaching Free People: What Democracy Demands in its Schools."

Muslim acculturation is topic of talk

Dawud Walid from the Council of American Islamic Relations-Michigan will speak on "Challenges of Racism and the Acculturation of American Muslims" from 6 to 7:30 p.m. Thursday, March 20, in the Multicultural Center of the Trimpe Building. The talk is part of the Islam in Global Perspectives spring speaker series co-sponsored by the Department of Comparative Religion.

Film fest adds weekend session

The Francophone Film Festival of Kalamazoo is celebrating its 13th year this month by adding a second weekend of viewing, offering seven rarely seen, feature-length films from across the globe, two of which will be presented by their award-winning directors. The annual festival rolls out Friday through Sunday, March 21-23 and 28-30, in the Little Theatre. All films are subtitled in English.

International students host festival

The music, dance, food and fashions of 15 cultures will be showcased during WMU's 25th annual International Festival from 4 to 8 p.m. Sunday, March 23, in the Bernhard Center's East Ballroom. Admission is free, and for a nominal fee, attendees may sample traditional foods prepared by international students in campus kitchens under the supervision of WMU Dining Services employees.

Chavez scholarship fundraiser slated

Southwest Michigan will celebrate César E. Chávez this month through an annual scholarship fundraising dinner at 6:45 p.m. Saturday, March 29, in the Fetzer Center. The event costs \$40 and will include the presentation of three regional awards, one of which will go to Mark Delorey, director of student financial aid and scholarships. Reservations are being accepted at (269) 387-4420 until Monday, March 24.

Mathematics educator to be honored

Christian Hirsch, mathematics, has been selected to receive a 2014 Lifetime Achievement Award from the Mathematics Educa-



Hirsch

tion Trust of the National Council of Teachers of Mathematics. The award honors NCTM members who have exhibited a lifetime of achievement in mathematics education at the national level.

Hirsch was cited for exhibiting a personal commitment to mathematics education and is widely recognized as a distinguished leader in the field. He will be recognized during the council's annual meeting and exposition Friday, April 11, in New Orleans

"For more than three decades, the mathematics education community has witnessed his dedication and focus on the improvement of secondary school mathematics, as well as the energy, expertise, commitment, persistence, and integrity that he has brought to his work in the field," NCTM said in announcing the award.

Hirsch was the driving force behind WMU's Core-Plus Mathematics Project, which, with support from the National Science Foundation, developed a research-based high school curriculum organized around mathematical strands of algebra and functions, statistics and probability, geometry and trigonometry, and discrete mathematics. This integrated curriculum was the first such curriculum to have a significant impact on national adoptions.

"His strong intellectual and managerial leadership of CPMP and his engagement with other like-minded professionals have been strong factors in shaping current U.S. curriculum practice," said one of his nominators. "With the instructional principles and materials demonstrated in Core-Plus Mathematics, many school systems across the country have transformed their high school mathematics to approaches that are more consistent with international standards of practice."

Emerita named association fellow

Nancy Schullery, emerita in business and information systems, was recently named a Fellow of the Association for Business Communication. Schullery received the honor at the association's annual international conference held in New Orleans.



Schullery

The award recognizes extraordinary excellence in the discipline of business communication and its related areas of study. It is the most respected honor the association can award. A Fellow of the Association is deemed by the Board of Directors to have demonstrated outstanding leadership in the association and contributed significantly to teaching and research.

Schullery, who retired from WMU in 2013 after 16 years of service, is the association's immediate past president and has presented regularly at ABC international and regional conferences for the last 15 years. She created the Student Writing Competition for business students and serves on the editorial board of *Business Communication Quarterly*.

WMU and new medical school offer dual M.D.-MBA degree

The Haworth College of Business and WMU Homer Stryker M.D. School of Medicine have designed a dual-degree program allowing medical students to complete both a medical degree and a master's in business administration with a concentration in healthcare in just five years of study.

The dual-degree program offers a competitive advantage to medical students as they encounter changes in health care laws

that affect clinical services. Additionally, the program prepares future physicians for administrative roles as they advance in their careers. It also offers the opportunity to maximize the efficiency and effectiveness of a physician's day-to-day work, a growing need in the medical field.

"As we prepare our medical students to be the physician leaders of tomorrow, the MBA degree provides the managerial and financial foundation to leverage the business opportunities of medical practice to influence change in the health care industry," says Hal B. Jenson, dean of the medical school.

Exchange

For sale—All-weather, partially furnished cottage 30 minutes from campus at Christie Lake. On 1.2 acres with 45 feet of lake frontage. Limited access lake with no public access. Great neighbors on one side, wooded hill on the other. Hardwood and laminate floors throughout, full deck across the front and a beautiful lake view. Contact Wayne Pushie at wayne.pushie@wmich.edu.

Jobs

Current job opportunities at WMU are announced daily on the Human Resources website at wmich.edu/hr/jobs. Please note that applications must be submitted online by the stated deadline. Complete application procedures are included with each posting.

Western News

Volume 40 Number 12

EDITOR: Jeanne Baron. CONTRIBUTORS: Cara Barnes, Paula M. Davis, Deanne Puca, Cheryl P. Roland and Mark E. Schwerin. GRAPHIC DESIGN: Tammy M. Boneburg. DISTRIBUTION AND MAILING: Teresa Ventimiglia.

WESTERN NEWS (USPS 362-210) is published by the Office of University Relations, Walwood Hall, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433, every other week during the fall and spring semesters and Summer I session. Periodicals postage paid at Kalamazoo, MI 49008-5165.

POSTMASTER: Send address changes to *Western News*, Office of University Relations, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433.

DEADLINE: Items to be considered for publication should be submitted to the Office of University Relations by 5 p.m. Friday the week preceding publication. Spring publication dates are **Jan. 9 and 23; Feb. 6 and 20; March 13 and 27; and April 10.** Items may be submitted to Jeanne Baron via: email, jeanne.baron@wmich.edu; mail, Campus Mail Stop 5433; phone, (269) 387-8433; or fax, (269) 387-8422.

WMU is an equal opportunity/affirmative action employer consistent with applicable state and federal laws.

W WESTERN MICHIGAN UNIVERSITY

Continued from page 1

Medical school named for Homer Stryker; additional details about founding gift shared

William Johnston is the chairman of Greenleaf Companies, which include Greenleaf Trust, Greenleaf Hospitality Group and Catalyst Development LLC. In addition to his membership on the WMU Board of Trustees, he is past chair of Southwest Michigan First, an area economic development agency. Both Stryker and Johnston serve in numerous other volunteer and professional capacities.

“Ronda Stryker and Bill Johnston have given our city, state and nation a wonderful gift that honors Homer Stryker in the most appropriate way possible,” says WMU President John M. Dunn. “Their generosity is allowing our community to create a medical school that will enable generations of young people to make their own marks in the same arena he helped revolutionize. The Western Michigan University Homer Stryker M.D. School of Medicine is the ideal name for a school that is being developed around the principle of medical innovation that serves the needs of patients.”

In addition to the couple’s personal gifts, Dunn says, Stryker Corp. also has made a significant commitment to WMU to support the medical school that will bear its founder’s name.

“This is a wonderful development for our community and for this new medical school,” says Borgess President and CEO Paul A. Spaude. “Worldwide, the Stryker name evokes a sense of medical innovation and quality. Here in Kalamazoo, it is synonymous with community commitment. What better name for a medical school that is a true community collaboration.”

The medical school’s educational facility will be on the school’s W.E. Upjohn M.D. Campus in downtown Kalamazoo. That site includes a 350,000-square-foot medi-

cal research facility currently undergoing renovation and scheduled to open in mid-2014. The site was a late 2011 gift from MPI Research, which is led by William U. Parfet, great grandson of the campus’ namesake. W.E. Upjohn launched the Upjohn Co., a former pharmaceutical industry giant, in 1886 in Kalamazoo.

“Having the Western Michigan University Homer Stryker M.D. School of Medicine on the W.E. Upjohn M.D. Campus acknowledges the special life sciences legacy that is unique to Kalamazoo,” says Frank Sardone, president and CEO of Bronson Healthcare. “Both names reflect the storied traditions that are so much a part of this community—traditions we’ll want to introduce to new generations of medical professionals.”

All of the collaborating organizations’ leaders agree that the medical school would not have been possible without Ronda Stryker and Bill Johnston’s early commitment.

“It is my privilege and pleasure to be able to now publicly acknowledge their gifts and to let the larger community know who shared our vision and passion for this project early in the process and to whom we all owe a great debt of gratitude,” says Dunn, who originally announced the \$100 million gift in 2011.

“The medical school continues the exceptional legacy in Kalamazoo of innovation in the life sciences,” says Hal B. Jenson, a physician who is founding dean of the medical school. “Our graduates will continue in the footsteps of Homer Stryker to excel as clinicians, leaders, educators, researchers and advocates.”

In planning since 2008, the medical school was granted preliminary accreditation in October 2012. It is a private 501(c)(3) nonprofit corporation supported by private gifts, clinical revenue, research activity, tuition from students and endowment income.

Alumnus Homer Stryker was accomplished physician, inventor

Homer Stryker (1894-1980) was an Athens, Mich., native who earned a teaching certificate from WMU in 1916, taught briefly and then served in the infantry in France during World War I. After his military service, he earned a medical degree from the University of Michigan in 1925 and completed a residency later in orthopedic surgery at U of M. While still a medical student, Stryker began developing devices to better meet patient needs. Among his many patents and most famous innovations



were a turning frame to prevent bedsores in bedridden patients and an oscillating saw to remove casts. He began selling his inventions in 1941, and the medical technology company he founded in Kalamazoo has grown into a Fortune 500 company with \$9 billion in annual sales and more than 25,000 employees globally. Earlier this year, *Fortune* magazine named Stryker Corp. one of the “World’s Most Admired Companies” for the 13th consecutive year. **Right photo:** Stryker in his later years.



Left photo: Stryker during his orthopedic specialty residency at U of M from 1936 to 1939 (Photos courtesy of the Stryker Corp.)

Campus gears up for Sept. 1 start of tobacco-free status

A campuswide committee has selected a graphic symbol for WMU’s tobacco-free status and has begun extensive work aimed at ensuring the campus and all its visitors are informed and ready for the Sept. 1 start of the new policy.

A simple “WMU tobacco free” graphic was developed by Kim Nelson, university relations, with input from the committee and a number of student groups. The graphic is already



being incorporated into WMU websites and being used to alert such audiences as athletic season ticket holders.

“We’ll be using that logo for campus print and digital signage, websites and promotional materials,” says Amy Seth, recreation center and co-chair of the Tobacco-Free Campus

Implementation Committee. “Our focus right now is on making it known and available to anyone who needs it for upcoming communications with students and prospective visitors.”

The graphic is available for download in both a color and black and white version at wmich.edu/visualidentity/downloads. Printed and digital materials for upcoming campus conferences, exhibits, performances, athletic events and meetings are expected to be among the early uses of the logo.

It can be used along with the Sept. 1 timetable and the detailed policy and implementation information that can be found on the tobacco-free website at wmich.edu/tobaccofree. Among other things, the site notes that smoking cessation assistance is available on campus through Sindecuse Health Center.

The long communication process of publicizing WMU’s tobacco-free policy already is underway, with details about it being included in the admissions viewbook and orientation and Fall Welcome materials.

The policy permits the use of tobacco products on campus only in enclosed personal vehicles and prohibits their use indoors or outdoors on any University property. Tobacco products are defined to include cigarettes, electronic-cigarettes, cigars, bidis, snuff, snus, water pipes, pipes, hookahs, chew and any other non-combustible tobacco products.

Visit wmich.edu/tobaccofree to find out more about why WMU chose to join the more than 1,200 colleges and universities around the nation that are smoke free or tobacco free.

Wounded Warrior 5K scheduled

The Wounded Warrior 5K run and walk returns to WMU Saturday, April 12, for its fifth year. All are invited to participate by registering at wmuwoundedwarrior.com.

The course begins at WMU’s Army ROTC Battalion and winds through the hills of campus. The race starts at 9 a.m. Registration is \$15 and includes post-race refreshments and a T-shirt.

WMU’s event is sponsored by the Army and Air Force ROTC programs. All proceeds benefit the Wounded Warrior Project, a nonprofit organization that provides care directly to wounded veterans and their families.

Obituary



Roehrick

Greg D. Roehrick, theatre, died Feb. 25. He was 60. Roehrick, a WMU Teaching Excellence Award winner in 1999, had been a faculty member for 36 years. He was the Department of Theatre’s director of design and technical production. An on-campus celebration of his life and career will be announced soon. Memorial donations may be made in Roehrick’s name to the WMU Department of Theatre.

On Campus with Kathy Dziepak



CARING IS HER CAREER
(Photo by Deanne Puca)

Kathy Dziepak started taking care of other people right after high school, when she worked at a state institution in Muskegon, Mich. Watching both of her parents struggle with dementia in their later years turned her interest to senior care, which led her on the path to her current job as coordinator of WMU Alliance Senior Day Services.

That path took her to study occupational therapy at WMU, work at the Kalamazoo Psychiatric Hospital and then as an occupational therapist for the University's Center for Disability Services. She held that position until WMU opened Alliance Senior Day Services 13 years ago and she was hired to be its founding coordinator.

Housed in Westminster Presbyterian Church in Portage, Mich., the center provides activities for a total of 30 seniors from the community who come for the day for social, recreational, cognitive and light physical activities.

Dziepak's responsibilities include overseeing the program, hiring staff members, supervising student interns, and dealing with paperwork as well as state and federal regulations to keep the program running smoothly. But she often interacts with senior participants and students and helps plan activities such as theme days that incorporate music, holidays or certain current events.

Three to six WMU student interns per day work with staff and participants to interact, develop and run activities and receive hands-on experience providing for the needs of seniors.

"One of my favorite parts of my job is working with the students, to see that 'ah-ha' moment when they figure something out," says Dziepak. "The students get hands-on practice at what they learn in the classroom, and it's fun for them."

A native of Muskegon, she met her husband, Chris, at WMU, from which he earned a business degree. The couple have two children who are WMU students and who both studied abroad this year—a son in Japan and a daughter in South Africa.

Dziepak likes to camp, read and reconnect with people on social media.

Performance artist to present program on diversity



Dark

A sociologist and performance artist who uses entertainment to illuminate potentially contentious cultural themes will present Kalamazoo County's 16th annual Respecting Differences program.

Kimberly Dark will perform "Complicated Courtesies" at 1:30 p.m. Tuesday, March 25, and again at 9 a.m. Wednesday, March 26, in the Kalamazoo Public Schools' Chenery Auditorium, 714 S. Westnedge Ave. in Kalamazoo. Both presentations will include an on-stage American Sign Language translator, and all seating is general admission.

WMU employees are asked to bring the postcard tickets they received in campus mail with them to the performance.

"Complicated Courtesies" has been described as entertainment—and then some. It helps people discover that they are creating the world, even as the world creates them, and it inspires people to laugh, think and engage with their lives and others more boldly and creatively.

Dark believes that all people positively affect society by being their "big, beautiful complicated selves" and should accept themselves and others, while understanding that acceptance as well as rejection perpetuates trends and stereotypes within society.

During her Kalamazoo appearance, she will employ characters and narratives to explore themes such as gender and body

type. Her characters will have a personal story—a lived experience—and her narratives will be connected to a larger social reality, reminding audience members of their personal and social responsibility regarding the issues her performance raises.

Through storytelling, articulation and poetic style, she will educate and stimulate audience members as well as allow them to experience how to live fully with integrity and respect for differences.

Dark is the author of five award-winning performance scripts and numerous educational programs regarding the body in culture: how appearances and identities influence people's experiences in the world relative to gender, race, body type and size, beauty, ability, and similar factors.

A writer, storyteller and speaker, Dark lectures in the sociological practice graduate program at California State University San Marcos. She also blogs regularly for the Huffington Post and Ms. magazine, in addition to contributing essays, stories and articles to a wide range of books and publications.

Crowdfunding effort launched

Two WMU faculty members have launched a unique online crowdfunding campaign to raise money locally for a program that benefits both their biological sciences students and the local community.

Kathryn Docherty and Sharon Gill, biological sciences, hope to raise \$20,000 online by May 1 to support four academically advanced students and their summer research projects while also committing these students to volunteer work.

The Students Advancing Biological Research and Engagement program calls for the students to spend at least 10 hours a week volunteering for a Kalamazoo-area organization of their choice. In September, WMU will host a reception for all donors, at which the SABRE scholars will discuss their research and volunteer experiences.

Supported by the Office of Development and Alumni Relations, the program is accepting donations made online. To make a donation, those interested should visit mywmu.com/sabre and click the Make a Gift link.

Final East Hall community input session slated

The third and final session to offer campus and community members input into the design process for a renovated East Hall has been scheduled for Tuesday, March 25.

The session will be held from 4 to 5:30 p.m. in the Little Theatre. Parking is available in a lot adjacent to the Little Theatre as well as by Walwood Hall in Parking Lot No. 1.

Community members first weighed in on the design process as planning got underway

in October. The March 25 session gives architects a chance to present the final plans before construction begins in late spring.

As in previous sessions, it will feature design professionals from TowerPinkster, a Kalamazoo architectural and engineering firm selected last year to guide the renovation, and from Ann Arbor's Hopkins Burns Design Studio, a firm that specializes in historic preservation.