



# Western News

For and about WMU faculty and staff

MARCH 29, 2012  
Volume 38, Number 13

## Visiting scholars applications due

Applications for the 2012-13 Visiting Scholars and Artists Program are being accepted until 5 p.m. Thursday, April 19. The program year runs from September 2012 through April 2013, and applications should be submitted to Elke Schoffers, program committee chair.

Grant awards, typically up to \$1,000, are available. Larger awards are occasionally considered for applications involving scholars or artists of unusually broad appeal—those who will attract students and faculty from a variety of disciplines. Visit [wmich.edu/provost/VSAP](http://wmich.edu/provost/VSAP) for details and links to application materials.

## Wounded Warrior 5K scheduled

Supporters and sponsors are being sought for the WMU ROTC program's third annual Wounded Warrior 5k run/walk set for Saturday, April 14, to benefit wounded veterans. The event will begin with registration at 7 a.m. in the Activity Therapy Building on the Oakland Drive Campus. The \$15 entry fee includes a T-shirt and refreshments.

The University's Army and Air Force ROTC programs are hosting the run/walk to raise funds to support the Wounded Warrior Project, a nonprofit organization that honors and empowers wounded warriors of the U.S. Armed Forces. It provides care packages and services to aid veterans and their families and seeks to inspire and enlist the public's help in its efforts. Visit [wmich.edu/rotc](http://wmich.edu/rotc) for more information.

## New interdisciplinary majors OK'd

The WMU Board of Trustees recently signed off on two new interdisciplinary undergraduate majors: electronic business marketing and health informatics and information technology. They were approved along with a coordinating minor for the health informatics program that will allow students in related disciplines the opportunity to tap the resources of the new major. The programs will be available to students beginning with the fall 2012 semester.

## Family friendly Easter Egg Hunt slated

An Easter Egg Hunt will be held from 1:30 to 3 p.m. Saturday, April 7, at the Oaklands. Tickets are \$12 and include snacks, an Easter basket, crafts and activities, and a photo opportunity with the Easter bunny. Children 2 and under are admitted free with a paying adult. Register at [wmich.edu/oaklands/easter-egg-hunt](http://wmich.edu/oaklands/easter-egg-hunt) by April 5.

## Only one Western News issue in April

The final issue of *Western News* for the spring semester will be distributed Thursday, April 12. Due to finals week, this will be the only issue published in April. The deadline to submit items for the issue is 5 p.m. Friday, April 6. Visit [wmich.edu/news](http://wmich.edu/news) regularly to stay up to date on University news.

## 'People's Scholar' to present diversity talk

One of the leading social commentators, black speakers and high-action freedom fighters in America will speak on "Diversity is More Than Skin Deep" during Kalamazoo County's 14th annual Respecting Differences program Tuesday and Wednesday, April 17 and 18.

Boyce Watkins, known as "The People's Scholar," will present his perspective on diversity at 1:30 p.m. Tuesday, April 17, and again at 9 a.m. Wednesday, April 18, in the Kalamazoo Public Schools' Chenery Auditorium, 714 S. Westnedge Ave. in Kalamazoo.

His talk is being offered free of charge to the public as well as to employees of the agencies that are sponsoring the 2012 Respecting Differences program. It is being presented on a first-come, first-seated basis. Both sessions will include on-stage American Sign



Watkins

Language translators.

During the talk, Watkins will explore the relevance and impact of various aspects of diversity in the workplace and world. This exploration will be done through the

lens of his role as an advocate for education and social justice.

Watkins, a scholar in resi-

dence at Syracuse University, is a finance expert who has written several books and numerous journal articles and has been a distinguished visiting scholar at institutions around the world.

In demand as a speaker and commentator, Watkins mixes financial theory with social commentary and down-to-earth socio-political thought. He has presented his views to millions of people through regular

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Tickets in the form of a postcard will be distributed through campus mail to all WMU employees the week of April 1. Those attending the talk are asked to bring their postcards with them to the event.

## Director, website devoted to helping area businesses

A new staff member who will work with area businesses and a new related website are setting the tone for WMU's role in a statewide initiative aimed at putting higher education resources to work to create jobs.

Lisa Garcia, a marketing and advertising veteran and native of Kalamazoo, has been selected to lead WMU's local business engagement office, the WMU Business Connection. The office is designed to be a one-stop shop to provide business access to University expertise and student talent.

Garcia has more than 13 years of experience at various marketing, advertising and design agencies in New York, Chicago and Dallas. Her clients have included Nick-



Garcia

elodeon, Wal-Mart and Geoffrey Beene. Garcia spent the past five years at Schawk & Anthem providing strategic design solutions for Kellogg.

Garcia's appointment was finalized just as the University launched its Business Connection website.

The [wmich.edu/businessconnection](http://wmich.edu/businessconnection) website provides a mechanism for local businesses to contact WMU to find faculty experts, get help with business or marketing plans, obtain research assistance, or hire an intern or regular employee. Among other resources outlined on the site are startup assistance, technology transfer tools and advice on navigating legislative and community affairs.

The WMU Business Connection office is part of the Michigan Corporate Relations Network, or M-CRN. This statewide

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## Spotlight event allows high schoolers to check out WMU

High school juniors and their parents are invited to visit WMU's main campus Saturday, March 31, or Saturday, April 14, for the annual WMU Spotlight event.

Designed exclusively for juniors, this free event is one of the University's largest on-campus recruiting events. Some 900 students and their parents are expected to attend.

Registrations are strongly encouraged for the open houses, which will take place from 9 a.m. to 1 p.m. both days. Activities will begin on the second floor of the Bernhard Center with pre-registration check-in as well as walk-in registration.

WMU Spotlight features current WMU students taking prospective students and their parents on a guided tour of the main campus so they can get a feel for what life at the University is like. In addition, attendees have a chance to check out the popular Student Recreation Center, visit a typical residence hall, hear from a WMU faculty member and have lunch in a dining hall.

Visit [wmich.edu/admissions/wmuspotlight](http://wmich.edu/admissions/wmuspotlight) to register or for more information.

# Around campus and beyond

## Multimedia concert to celebrate new music of Asia and the Americas

Guest artists John Sampen, saxophone, and Mark Bunce, composer and engineer, will present a free multimedia concert at 8:15 p.m. Friday, March 30, in the Dalton Center Lecture Hall.

The concert is presented as part of the 2012 New Sounds Festival, a collaborative festival hosted by WMU and Fontana Chamber Arts celebrating contemporary music. The unique program, Mysterious Morning: Spiritual Music of Asia and the Americas, will feature projected visuals, interactive electronics and theatrical elements.

## Comic book art displayed to public

Original page and cover art from Marvel Comics' "The Amazing Spiderman" is on display through Friday, June 29, in the Richmond Center's Kerr Gallery. The free exhibition is titled "Pencil to Print: Process and Production in the Silver Age of American Comics."

## Renowned jazz artists to perform

JaLaLa will perform in concert at 8:15 p.m. Monday, April 2, in the Dalton Center Recital Hall. The jazz group is comprised of Janis Siegel and Laurel Masse, founding members of The Manhattan Transfer, and Lauren Kinhan from New York Voices. For tickets, visit [millerauditorium.com/som](http://millerauditorium.com/som) or call (269) 387-2300.

## Talk looks at ticking bomb scenario

Issues related to the legitimacy of using torture in the ticking bomb scenario will be discussed in an April 5 installment of the Center for the Study of Ethics in Society spring 2012 lecture series. Peter Barry from Saginaw Valley State University will talk on "Fantasy, Conceivability and Ticking Bombs" at 5 p.m. Thursday, April 5, in 213 Bernhard Center.

## Final Frostic series reading slated

University of Arizona instructor and poet Barbara Cully will read from her works at 8 p.m. Thursday, April 5, in 157 Bernhard Center. The final presentation in the 2011-12 Frostic Reading Series will take place Thursday, April 19.

## Health care reform to be discussed

The final lecture in this year's Sichel Lecture Series will be on "Health Care Reform Legislation: The Employer's Perspective." The talk will be presented by Anne Crumlish, principal and health care actuary at Aon Hewitt of Atlanta. Her talk is set for 3 to 4:30 p.m. Wednesday, April 11, in 2028 Brown Hall.

## Aspects of haiku focus of speaker

Adam L. Kern from the University of Wisconsin-Madison will speak on "Zen and the Art of Mumbo Jumbo in Haiku" at 6 p.m. Thursday, April 12, in the University Center for the Humanities, 2500 Knauss Hall.

## Researcher receives lifetime award

Mark Jenness, emeritus researcher in the areas of science and mathematics, was awarded a prestigious lifetime achievement



Jenness

award from the Michigan Science Teacher's Association earlier this month. Jenness, who retired in 2010, received the George G. Mallinson Award for Lifetime Achievement in science education.

The MSTA's most prestigious honor, the award is given to a person who has shown a high standard of commitment to the advancement of science education. It is named for George Mallinson, MSTA founder and a former dean of WMU's Graduate College.

Jenness came to WMU as a graduate student in 1986, became a research associate in 1992 and began a long affiliation in 1993 with the University's Science and Mathematics Program Improvement. He was director and senior researcher with SAMPI until his retirement in 2010 and remains active at the University as a researcher.

## Emeritus pens humorous book

Kenneth Reid, emeritus in social work, has written a collection of funny anecdotes, jokes, word play examples and urban legends



Reid

about therapists, psychotherapy, clients and the mental health establishment. The book, "How Many Therapists Does It Take? Wit and Wisdom of Psychotherapy," was published by Seaboard Press and is the largest

compilation on humor and psychotherapy.

The 181-page book's humor reflects the stereotypes and caricatures of counselors, clients, patients, hospitals and clinics, as imagined by the public. Reid began collecting humor about psychotherapy in the 1960s while a graduate student in social work. Over the years, fellow faculty, practitioners and clients have contributed to the collection.

He joined the WMU faculty in 1968 and retired in 2005. Since retiring, he counsels individuals and families with the Episcopal Diocese of Western Michigan. He also is a disaster mental health volunteer with the Red Cross and Hospice of Southwest Michigan.

## Author to keynote local Chavez Scholarship fundraising dinner

Southwest Michigan will celebrate the life and work of civil rights leader Cesar E. Chavez during the Celebrating the Legacy of Cesar E. Chavez scholarship fundraising dinner that begins at 6:30 p.m. Saturday, March 31, in the Fetzer Center.

The cost is \$40, and tickets will be available through Friday, March 30.

Presenting the keynote speech will be author Elva Trevino Hart, a Stanford University-educated computer professional

and author of "Barefoot Heart: Stories of a Migrant Child." In the book, Hart recounts her life growing up in a family of migrant farm workers and how she overcame the disadvantages of this background, discovering her true talents and herself in the process.

The fundraising dinner is being sponsored by the Southwest Michigan Cesar E. Chavez Committee. Proceeds will go toward the committee's need-based scholarship. To register and obtain a ticket for the dinner, call (269) 760-8138.



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**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. 12 and 26, Feb. 9 and 23, March 15 and 29, and April 12. Items may be submitted to Jeanne Baron at [jeanne.baron@wmich.edu](mailto:jeanne.baron@wmich.edu), (269) 387-8422 or Campus Mail Stop 5433.

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WESTERN MICHIGAN UNIVERSITY

## Exchange

**For rent**—Furnished home near WMU while owner is on yearlong sabbatical. Seeking individual or family renter for July/August 2012 to June 2013. Two-story with 1.5 bathrooms, three bedrooms and basement. Many amenities, including fireplace, laundry room, large deck and fenced yard with a tree house. Close to elementary school and 274-acre nature preserve. Asking \$1,000 per month including utilities; car privileges, cat sitting and other details negotiable. Contact: [jon.davis@wmich.edu](mailto:jon.davis@wmich.edu) or (269) 567-4241.

## Jobs

Current job opportunities at WMU are announced daily on the Human Resources Web site at [wmich.edu/hr/careers-at-wmu.html](http://wmich.edu/hr/careers-at-wmu.html). Please note that applications must be submitted online by the stated deadline. Complete application procedures are included with each posting.

## Students gathering at Capitol to rally for higher education

WMU students will join others from across Michigan to support and rally for higher education issues at this year's Lansing Blitz from noon to 2:30 p.m. Friday, March 30, at the Michigan Capitol.

WMU students who would like to take advantage of the free transportation provided by the University's Office of Government Affairs must register ahead of time, and should meet at the Bernhard Center at 10 a.m. Buses will depart promptly at 10:30 a.m., and will return back to campus by 4 p.m.

The Lansing Blitz rally is coordinated by the Student Association of Michigan, the statewide student government association to which the Western Student Association belongs. WSA represents the voice of every student enrolled at WMU and votes on issues that directly affect student life.



# Semiannual staff award winners to be feted during reception

Thirteen staff members have been selected to receive semiannual Make a Difference awards for spring 2012.

The awards will be presented during a reception at 2 p.m. Monday, April 16, in 157 Bern-



hard Center. Members of the University community are invited to attend the reception, during which each award recipient will receive a before-tax prize of \$300 and a commemorative certificate.

The spring award recipients are:

- Jennifer Bailey, University Recreation Programs
- Paula Bucknell, Extended University Programs
- Jeffrey Carr, maintenance services
- Tracy Corstange, College of Education and Human Development
- Myra Currie, public safety
- Cheri Edgar, business information systems
- Francies Frazier, building custodial and support services
- Nicole Kalmbach, student affairs
- Kristine Kling, foreign languages
- Julie Lenczycki, projects and construction

- Veronica Thomas, residence life
- Robert VanDyke, Dining Services
- Lisa Youtzy, marketing

The WMU Make a Difference awards program is a campuswide peer-to-peer program that recognizes University staff members for their outstanding accomplishments and daily investment of energy and creativity.

Up to 15 staff members may receive the award in each of two semiannual award periods every academic year. Semiannual award winners are eligible to receive one of the four annual Make a Difference awards that also are presented each academic year and come with a before-tax prize of \$1,200.

## Film, panel focus on male survivors of sexual abuse

The University will be the host site for two screenings of "Boys and Men Healing," a documentary about male survivors of child sexual abuse who are healing and speaking out.

Screenings are set for 7 p.m. Tuesday, April 3, and Wednesday, April 11, in the Little Theatre on East Campus. Doors open at 6:30 p.m.

The film will be introduced on both dates by WMU Trustee Mary Asmonga-Knapp, who is manager of the Family Advocacy Program for the Department of Defense's Defense Logistics Agency at the Hart Dole Inouye Federal Center in Battle Creek, Mich.

The showings, which are free and open to the public, are part of the local area's observance of April as National Sexual Assault Awareness and Prevention Month. Each screening will be followed by a question-and-answer period featuring a panel of abuse survivors as well as local professionals who work in the field.

On the panel will be a male survivor, female survivor, male professional/counselor, female professional/counselor, prosecuting attorney and member of the clergy.

Angela Moe, sociology, says the event will offer those attending a chance to become more informed on the issue, and resources will be available.

"We also will have four to five on-site therapists with private spaces for anyone who needs them," Moe says. "We'll have display tables with additional materials as well as staff from the YWCA, WMU Counseling Center and Voices Against Sexual Assault. And we're developing a support kit of helpful resources to hand out to each attendee."

## Time to respond to Chronicle's 'Great Colleges' survey

With the *Chronicle of Higher Education* relying on feedback from faculty and staff to determine which of the nation's schools are "America's Great Colleges to Work For," members of the WMU community who have been invited to weigh in have until Friday, April 13, to share their views about the University as a workplace.

An anonymous email survey was sent to a randomly selected number of employees the week of March 19. This is the fourth year the University has participated in the survey and invited employees to respond.

The *Chronicle's* Great Colleges to Work For program recognizes small groups of colleges (based on enrollment size) for specific best practices and policies, such as compensation and benefits, faculty-administration relations, and confidence in senior leadership. The *Chronicle* bases its assessments on the random survey as well as an institutional audit that captures demographics, and workplace policies and practices.

In 2009, the first year the University participated in the *Chronicle* initiative, WMU was named one of the top-10 large colleges in the nation in five separate categories—providing health care benefits, tuition remission, life insurance, disability insurance and post-retirement benefits.

**ROTC unveils memorial wall**—Kalamazoo Mayor Bobby Hopewell was among those on hand March 20 for the unveiling of a memorial wall honoring WMU ROTC program alumni who have died overseas. The WMU ROTC Fallen Comrades display is located in the Therapy Building, which houses the ROTC program. Earlier in the day, ROTC held a fallen soldier ceremony for Capt. Drew Russell, a WMU graduate killed in Afghanistan in October and in whose name an endowed scholarship has been established. The wall commemorates Russell as well as Capt. Konstantin Lubavs, killed in South Vietnam in 1966, and Maj. Douglas Sloan, killed in Afghanistan in 2006. The wall remembers the sacrifices these fallen alumni have made. Visit [wmich.edu/rotc/alumni.html#Russell](http://wmich.edu/rotc/alumni.html#Russell) to contribute to the Russell Scholarship. (Photo by Mike Lanka)



## Students, employees to be recognized at diversity event

Four individuals and two groups will be honored during the second annual Excellence in Diversity Awards program, beginning at 5 p.m. Wednesday, April 11, in the Bernhard Center's East Ballroom.

The campus community is invited to attend the free event. Reservations may be made at [odi-excellenceindiversity@wmich.edu](mailto:odi-excellenceindiversity@wmich.edu) and are requested by Sunday, April 1. Light refreshments will be served.

The program will celebrate the 2012 recipients of WMU's Excellence in Diversity Awards.

These awards recognize the accomplishments of University students, employees and groups that contribute to campus diversity and inclusion through leadership that is exemplary.

The 2012 recipients, by category, are:

Faculty members—Ineke F. Way, social work; staff members and administrators—Diana Hernandez, multicultural

affairs, and Andrew Holmes, Extended University Programs; university colleges and departments—counselor education and counseling psychology; undergraduate students—Mytazaire (Shay) Cobb; and student organizations—Young Black Males Support Network.

In any given year, one or more awards may be given out in each of those categories. This year, no award was given out in the graduate students category.

### Obituaries



Fraser

**Winifred D. Fraser**, WMU trustee emerita, died Feb. 29. She was 88. Fraser served on the governing board from 1985 to 1992, leading the board as chair in 1991.

Her tenure was a period of great change that included a presidential search, launch of a campuswide research drive, a multi-million dollar construction initiative and successful conclusion of the largest fundraising campaign to date in the University's history.

A memorial celebration is planned for late spring. Memorial donations may be made to the Mental Health Association of Michigan.

**Freda C. Swinehart**, a former staff member, died Nov. 22, 2011. She was 93. Swinehart joined the WMU staff in 1968 and worked as a housekeeper in the residence halls. She retired in 1982 after more than 13 years of service to the University.

Memorial donations may be made to Immanuel Lutheran Church or Kalamazoo Loaves and Fishes. Visit [www.langelands.com](http://www.langelands.com) to make a memorial guestbook entry.

## On Campus with Carolyn Wiley



THE JOY OF COOKING  
(Photo by Deanne Puca)

As long as she can remember, Carolyn Wiley has enjoyed cooking. So, it seems like a natural fit that she has been working for Dining Services for 23 years, the past 15 as one of four cooks during the breakfast and lunch shifts in the Valley I residence halls.

"There's something different to do every week. (The cooks) all move around the kitchen," Wiley says. "Our schedule depends on a lot of things—what the menu is, how much work is involved and what students' schedules are for that semester."

The Valley I Dining Hall staff prepares and cooks meals for an estimated 500 to 700 students every shift, with the help of more than 80 student employees and several other students who work for class credit. Every semester, WMU dietetics students work in the dining hall over a five-week period, as well as a group of students from Mattawan (Mich.) Consolidated Schools who also volunteer for class credit.

"I enjoy the camaraderie here. Dining Services is really focused on the students," Wiley says. "The quality of food we put out is really important."

More healthy food options, such as an expanded salad bar and a focus on buying locally grown food, are two trends in Dining Services that Wiley says she has experienced.

"For the past couple of years, we have had a local free-range farm in the area raise pigs and chickens for us for the Farmers Market Luncheon held in the fall semester," she notes. "When I first started working here, the salad bar also was about half the size it is now. It's just responding to what people want."

A West Michigan native, Wiley has lived in Kalamazoo and Allegan. Prior to coming to WMU, she managed a restaurant in Allegan for seven years that has since closed.

She and her husband, Chris, live in Kalamazoo and have a daughter, Jennifer, who is a senior at WMU studying English and Japanese.

Besides cooking, Wiley enjoys quilting, crocheting and cross-stitching. She grew up learning how to sew from her mother, who was a seamstress.

## Veteran journalist visits to discuss 2012 campaign

The role of media in the 2012 presidential campaign will be the topic when nationally renowned journalist Steven V. Roberts takes the podium at 6 p.m. Monday, April 2, in the Fetzer Center's Kirsch Auditorium.

Roberts, the Shapiro Professor of Media and Public Affairs at George Washington University, has covered 11 presidential campaigns during his 45-year career as a reporter for such organizations as the *New York Times*, *U.S. News & World Report* and ABC.

He will discuss "Politics, Democracy

and the Fourth Estate: The Role of the Media in Campaign 2012," when he speaks as part of the Communication and Community Distinguished Lecture Series sponsored by WMU's School of Communication.

Today, in addition to his teaching duties, he appears as a political analyst on the ABC radio network and is a substitute host on NPR's "Diane Rehm Show." He also regularly appears as a pundit on CNN and on "Washington Week in Review" and "Hardball with Chris Matthews."

Roberts and his wife, television journalist Cokie Roberts, write a nationally syndicated newspaper column together.



Roberts

### 'People's Scholar' to present

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appearances on television shows aired by networks such as ABC, BET, CNBC, ESPN and MSNBC.

He also has been profiled in dozens of print publications, including *Black Enterprise*, *Essence*, *Forbes Magazine*, *USA Today*, *New York Times*, *Wall Street Journal* and *Washington Post*.

The annual Respecting Differences program began in 1999 as a collaboration between the city of Kalamazoo and WMU to heighten awareness of diversity issues in the workplace.

This year's event is being sponsored by six area employers. In addition to Kalamazoo and WMU, they are the city of Portage, Kalamazoo County, Kalamazoo College, and Kalamazoo Community Mental Health and Substance Abuse Services. The program also is being supported by the Kalamazoo Human Resources Management Association.

Visit [wmich.edu/hr/development/differences](http://wmich.edu/hr/development/differences) for more information.

## Director, website devoted to helping

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network is made up of the University of Michigan-Dearborn as well as Michigan's five research universities: WMU, Michigan State University, Michigan Technological University, Wayne State University and UM-Ann Arbor.

M-CRN was funded by a \$1.8 million award from the Michigan Strategic Fund and launched last fall. The network will create partnerships to connect state industry to critical university assets to help the Michigan economy grow and prosper.

Collectively, the participating schools conduct 98 percent of the academic research done in Michigan and produce 99 percent of all patent activity among Michigan universities.

Visit [wmich.edu/wmu/news/2012/03/073](http://wmich.edu/wmu/news/2012/03/073) for details about other initiatives planned for M-CRN.

## Public invited to apply to summer translation program

WMU is offering a four-week Summer Translation Program for those learning Arabic, Japanese or Russian who want to improve their translation skills while working on their language proficiency.

Review of applications to enroll in the program will begin Tuesday, April 3, and continue until enrollment is full. International students are strongly encouraged to apply by Monday, April 2.

Enrollment is open to college students and professionals who rely on translation or foreign languages as part of their careers as well as native speakers who want experience translating to English.

Organized by the Department of Foreign Languages, the program will run from July 2 through 26. Tuition ranges from \$2,200 to \$2,800 and includes two classes, cultural activities, and access to library, fitness, recreation and other WMU services.

The three-credit-hour Translation Practicum class meets four days a week while the two-credit-hour Theory and Business of Translation class meets two days a week. The courses will run concurrently and be supplemented by presentations from distinguished guest speakers.

Visit [wmich.edu/languages/summer-translation](http://wmich.edu/languages/summer-translation) for details and an application.



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