



# Western News

FEBRUARY 11, 2016  
Volume 42, Number 10

For and about WMU faculty and staff

## Total-compensation letters created

Ever wonder what the value of your total WMU compensation is? You're about to find out. Human Resources is sending benefits-eligible faculty and staff members a personalized Total Compensation Statement to their home addresses this week.

The statement reports the receiving individual's annual compensation, including the value of pay and benefits, for those who were hired by Dec. 31, 2015. For more information, visit [wmich.edu/hr/totalcompensation](http://wmich.edu/hr/totalcompensation).

## Funding deadline approaching

The University Cultural Events Committee is accepting applications for funding of cultural events to take place between now and fall 2016. The next deadline for funding consideration is Friday, Feb. 12. More information can be found online at [wmich.edu/cec](http://wmich.edu/cec) or by contacting Julie Nemire at [julie.nemire@wmich.edu](mailto:julie.nemire@wmich.edu).

## Email conversion set for this spring

The company that provides Webmail Plus to WMU announced in 2015 that it would discontinue offering email service. Microsoft Office 365, branded as W-Exchange, has been chosen to replace Webmail Plus.

All Webmail Plus accounts will be migrated to W-Exchange during this spring semester. The migration website is in development and will contain the migration schedule, familiarization resources and other information to guide the University community through the process. Visit the website at [wmich.edu/email/migration](http://wmich.edu/email/migration).

## Still time to purchase pavers

Development and alumni relations launched a focused eight-week effort Feb. 8 to complete the named brick pavers on Heritage Hall's Portico Plaza. Thursday, March 31, is the deadline for anyone wishing to purchase a brick paver to do so.

The goal is to have every paver in the portico array named by a donor. There are 265 of the 12" x 12" brick pavers and 1,200 of the 4" x 8" brick pavers that are still available. Those wishing to participate in the new gifting effort may purchase: a 4" x 8" brick paver (\$100), 12" x 12" brick paver (\$500) or interactive storyboard (\$1,000).

Brick pavers purchased before the March 31 deadline will be installed this summer. A celebration for the new donors will be scheduled once an installation date is set. To learn more, visit [mywmu.com/alumnicenter](http://mywmu.com/alumnicenter) or call (269) 387-8700.

## Faculty panel to discuss Zika Virus

Kieran Fogarty, interdisciplinary health sciences; Karim Essani, biological sciences; and Stephen Cameron, geography will present a panel discussion on the Zika Virus at noon Wednesday, Feb. 17, in 106 Bernhard Center. This is a brown bag event.

## WMU adds to group's scholarship program

WMU has agreed to partner with Leaders Advancing and Helping Communities by boosting the value of individual awards made by the organization's Arab American Scholarship Foundation Program.

WMU will offer 10 undergraduate students and 10 graduate students a \$2,000 matching scholarship to those scholarship winners who enroll at WMU. The Arab American Scholarship Foundation Program provides a \$1,000 scholarship, so the WMU addition means students will receive a total of \$3,000 toward tuition costs at WMU.

The scholarships begin in the fall 2016 semester. Those eligible to apply for the award include senior high school students and transfer students, along with prospective and current WMU undergraduate and graduate students.

"Western Michigan University is committed to serving the individuals associated with Leaders Advancing and Helping Communities," says Christopher W. Tremblay, associate provost for enrollment management. "We look forward to providing financial support to encourage students to pursue their educational dreams at WMU."

The deadline to apply for the scholarship is April 6. Visit [lahc.org/scholarship-program](http://lahc.org/scholarship-program) for details.

"The LAHC takes pride in establishing partnerships with quality academic Michigan institutions like Western Michigan University, helping to provide scholarship funding and encouraging the pursuit of higher education endeavors," says Wassim Mahfouz, LAHC executive director.

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## Spring Convocation starts new annual program honoring researchers, employees

The Spring Convocation held Feb. 4 and 5 is intended to be an annual program that highlights major research activities and brings together various spring recipients of campuswide awards. Folded into the two-day program were the former Research and Dessert event, and presentation of the annual diversity and inclusion awards and the Extended University Programs' Innovative Teaching Award. Among those honored this year were the Sindecuse Diversity and Inclusion Committee, which includes, from left:

Lacey Twardowski, Sarah Good, Joe VanDerBos, Sue Kohlert, Geniene Gersh, Kiarra Lane, Eric Lean, Nicki Stiemsma, Will Arbogast, Julie TerMeer, Jamie Long and Kris Hanson, along with other staff and Student Health Advisory Council members who have served on the committee since March 2014. (Photo by Mike Lanka)



## Teaching With Technology Symposium scheduled

Faculty and staff members are invited to attend the third Teaching With Technology Symposium and learn how technology is being incorporated into the classroom.

The annual event is set for 10 a.m. to 4 p.m. Wednesday, Feb. 17, in the Fetzer Center. Registration is required at [wapps.wmich.edu/workshops](http://wapps.wmich.edu/workshops).

The symposium is an opportunity for faculty members, including instructors, and graduate teaching assistants to showcase their use of technology in their teaching. It is being hosted by Extended University Programs and the offices of Faculty Development and Information Technology.

Registration starts at 9:30 a.m. and will be followed by a "Technology for Teaching @WMU" panel discussion from 10 to 11:15 a.m. The event also will feature numerous concurrent breakout sessions, resource tables and a book give-a-way.

The breakout sessions will take the form of poster presentations, workshops and table demonstrations. Topics to be covered include "Getting Started with Google Apps in Teaching," "Big Changes are coming to Elearning!," "Mobile Learning and the Millennial Generation," "Using Bloomberg in the Greenleaf Trust Room" and "Using Technology to support Internships and Field Experiences."

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# Around campus and beyond

## Financial aid options explained

College-bound students and their families are invited to come to WMU Sunday, Feb. 14, for College Goal Sunday and learn how to maximize their financial aid opportunities. The event, set from 2 to 4 p.m. in Schneider Hall, is being held at sites across the country to help high school seniors and others fill out their Free Application for Federal Student Aid, or FAFSA.

Most students qualify for some type of financial aid, with a priority deadline of Tuesday, March 1. WMU's event, one of dozens being held around the state as part of the MI College Goal effort, is open to everyone thinking about attending college, regardless of age.

Volunteers from the University's Office of Student Financial Aid and Scholarships will be on hand to answer questions about financial aid resources and help guide attendees through each step of completing and filing the FAFSA. Students and parents or guardians will need to bring a variety of materials to College Goal. For complete details, visit [micollegegoal.org](http://micollegegoal.org).

## Award-winning writer to do reading

Claire Vaye Watkins, an accomplished author and University of Michigan professor, is up next in the Spring 2016 Gwen Frostic Reading Series. Watkins is a Guggenheim Fellow and assistant professor in

the U-M Helen Zell Writers' Program and also co-directs the Mojave School, a free creative writing workshop for teenagers in rural Nevada. She will read from her works at 7 p.m. Thursday, Feb. 18, in 157-159 of the Bernhard Center.

## Ethics Center stages one-act play

An original one-act play examining the world of academia and written by Kathy Purnell, vice president for research's office, will be staged as the next event in the Center for the Study of Ethics in Society's Spring 2016 Lecture Series.

"Divorce (Professional)" will be performed at 4 p.m. Wednesday, Feb. 24, and 6 p.m. Thursday, Feb. 25, in the University Center for the Humanities, 2500 of Knauss Hall. The play will be performed as a concert read with WMU faculty and administrators reading the featured roles and is free and open to the public.

## Enterprises in China to be addressed

A Syracuse University economist will take on China's changing state enterprises when she speaks next month as part of the Werner Sichel Lecture Series, which this year is focusing on China. Mary E. Lovely will speak at noon Wednesday, Feb. 24, in 2028 Brown Hall. Her talk is titled "China's Evolving State Enterprises." A light lunch reception will be available after the lecture.

## Finance expert named journal co-editor

David Burnie, finance and commercial law, will serve an initial three-year renewable term as co-editor of the *American Journal of Business*. The publication is a peer-reviewed academic journal published by Emerald Group Publishing.



Burnie

It focuses on the fields of accountancy, finance, information systems, management, marketing, operations management and strategic management. Founded in 1985 as the *Mid-American Journal of Business*, it adopted its current name in 2007.

"We plan to continue the growth of the journal through the quality of published articles, yielding a higher rank among the academy and supporting the replication of seminal works in business and as an accessible outlet with relevance for researchers, practitioners and students," Burnie says.

## Physicist appointed to national group

Charles Henderson, physics and the Mallinson Institute for Science Education, has been appointed to the National Academies of Sciences, Engineering and Medicine Committee on Developing Indicators for Undergraduate STEM Education.



Henderson

The committee is charged with identifying objectives for improving undergraduate STEM education and outlining a framework and set of indicators to document the status and quality of undergraduate STEM education at the national level. The committee's work will progress in two phases, with an interim report made available for public comment after Phase I.

Henderson co-directs WMU's Center for Research on Instructional Change in Postsecondary Education and is a senior editor for *Physical Review Physics Education Research*.

## Professor's book earns history award

Daniel Macfarlane, environmental and sustainability studies, has received the 2015 Floyd S. Chalmers Award for his book "Negotiating a River: Canada, the U.S. and the Creation of the St. Lawrence Seaway."



Macfarlane

The book examines the planning and building of the St. Lawrence Seaway and Power Project, from the complex diplomatic negotiations, political maneuvering and environmental diplomacy to the implications on national identities and transnational relations.

"...this superior piece of scholarship communicates the geopolitical, bureaucratic, technological, and social implications of one of North America's megaprojects," jurors said of the book.

The Chalmers Award is given to the best book written on any aspect of Ontario history in the preceding calendar year. Other judging criteria include strength of argument, range and significance of the subject, research quality and literary style excellence.

## Service-February

The following faculty and staff members are recognized for 35, 30, 25, 20, 15, 10 and five years of service during February.

35 Years—Lewis D. Hamilton, development and alumni relations.

30 Years—Douglas T. Alrick, information technology, and Carol J. Black, student financial aid and scholarships.

25 Years—Jeffrey M. Carr, maintenance services, and Alice Wheatley, Burnham Dining Service.

20 Years—Scott Austin, College of Aviation; Betsy Drummer, Haworth College of Business; Christopher D. Jackson, biological sciences; Darrell D. Junkins, landscape services; Patricia A. Thomas, building custodial and support services; and LaTonja M. Wilson, College of Aviation.

15 Years—William A. Emmert, transportation services; Glen P. Langworthy, College of Aviation; and Kim Stevens, Extended University Programs.

10 Years—Katherine Lawton Bates, student activities and leadership; Denise J. Bowen, physician assistant; and Teressa J. Williams, institutional research.

Five Years—Karl Robert Freye, Miller Auditorium; Steven Louis Olvitt, construction; Sarah Dunstan Pratt, vice president for research's office; Heather Ann Rood, enrollment management; Kyle R. Stahl, intercollegiate athletics; Roxie Marie Swank, College of Education and Human Development; Harold Urbanik, maintenance services; Scott S. Weber, student affairs-information services; Kathleen A. Weissmann, building custodial and support services; and Jacob Alvin Woods, human resources.

## Jobs

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

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

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**W** WESTERN MICHIGAN UNIVERSITY

## Training in trading offered

The University's finance program is now offering advanced preparation for students to become licensed in securities trading, thanks to a sponsorship by Edward Jones.

The new offering provides finance students with the training required to take the licensing exam to become securities traders. Known as the Series 7 course, the class is typically taken by new employees in the first year after being hired by a trading firm. Under the partnership with Edward Jones, WMU students will be prepared to take the licensing exam upon being hired.

"This is another example of how well our program prepares our students for the job market," says Devrim Yaman, finance and commercial law. "The industry-relevance of this course will set our students apart when competing for jobs."

Studies point to a lack of qualified professionals in the finance advisory industry in coming years, as more advisors are retiring from the field than those who are entering it. To keep up with demand, the industry will need to hire more than 200,000 new professionals during the next decade.

## Global collaboration showcased at Asian Forum

Registration is open for the Asian Forum at WMU, an international conference planned for Monday and Tuesday, March 28-29 in the Fetzer Center.

The forum will feature paper presentations, panel discussions and workshops.

It showcases the collaborative research and teaching projects currently underway between WMU employees and students, and their counterparts at WMU's international partners throughout Asia.

Attendees will learn about current, collaborative research and teaching projects being conducted and the role international partnerships play in advancing these projects through a multidisciplinary and multifaceted conference.

Forum sponsors invite paper and panel proposals from scholars and international



education professionals to exchange ideas addressing contemporary challenges facing Asia and the world, and to explore ways to expand and strengthen ties in education and research programs.

Proposals related to globalization, global governance and sustainable development are welcome. In addition, the conference sponsors invite proposals for exploring innovative ways to enhance existing educational cooperation, partnership and research collaboration.

Following the first day's presentations, the second day will offer conference participants opportunities to interact with relevant departments and campus units at WMU for further cooperation and collaboration, as well as to take a tour of Kalamazoo and the local area.

The Asian Forum is being sponsored by the Haenicke Institute for Global Education, Confucius Institute at WMU, Soga Japan Center and Timothy Light Center for Chinese Studies.

For more information or visit the forum Web page at [wmich.edu/international/asianforum](http://wmich.edu/international/asianforum).

## Join WMU on tour of Spain

Development and alumni relations and the Spanish department are offering a guided trip throughout Spain this July.

Robert Felkel, Spanish, will lead WMU employees and friends as they travel to Madrid, Toledo, Segovia, Burgos and Santander. In addition, participants will have the opportunity to meet with WMU students studying abroad in those cities.

Felkel has been teaching Spanish at the University since 1971. He has made numerous trips to Spain to conduct research, and to study and obtain materials for his classes. Until 2005, he was the director of WMU's study abroad program in Burgos.

Call Academic Travel Abroad at (800) 556-7896 to book a reservation. For cost and other details, visit [bit.ly/1Rp1Lm9](http://bit.ly/1Rp1Lm9) or call the travel company.

Other questions may be directed to Hardy Figueroa at [hardy.figueroa@wmich.edu](mailto:hardy.figueroa@wmich.edu) or (269) 387-8774.

## Fundraiser slated for Kleinstuck Preserve

The Stewards of Kleinstuck environmental group in Kalamazoo will host the screening of a feature-length documentary film Wednesday, Feb. 17, as both a fundraiser for the group and an informative program for the public.

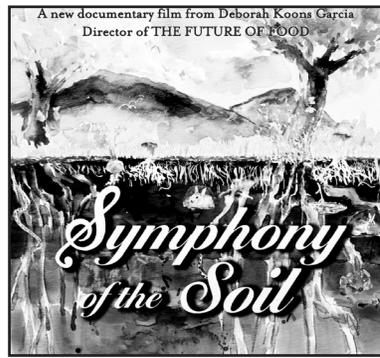
The film, "Symphony of the Soil," will be shown in the Alamo Drafthouse Cinema, 180 Portage St. in Kalamazoo. Doors will open at 5:30 p.m. and the program will begin at 6:15 p.m. Tickets are

on sale now for \$5 per person and may be purchased in advance at [drafthouse.com/kalamazoo](http://drafthouse.com/kalamazoo) by going to the showtimes for Feb. 17 and clicking "Symphony of the Soil."

The 48-acre Kleinstuck Preserve is owned and managed by WMU. The Stewards of Kleinstuck aims to restore balance to the property by removing invasive species from the preserve so native species can return. These efforts will benefit both land quality

and ground water quality in and around Kleinstuck.

"Symphony of the Soil" by director Deborah Koons Garcia examines the elaborate relationships and mutuality between soil, water, the atmosphere, plants and animals. It also examines the human relationship with soil, the use and misuse of soil in agriculture, deforestation and development, and the latest scientific research on soil's key role in ameliorating the



most challenging environmental issues of our time.

The 2012 documentary draws from ancient knowledge and cutting-edge science to explore soil's complexity and mystery. Named a *New York Times* Critic's Pick, it was filmed on four continents over five years and shares the voices of some of the world's most esteemed soil scientists, farmers and activists.

Sponsors for the Feb. 17 screening include WMU's landscape services, the Audubon Society of Kalamazoo, Hidden Savanna Nursery, the Kalamazoo County drain commissioner's office, the Kalamazoo River Watershed Council, Kalamazoo Area Wild Ones and Tillers International.

## Apply for assessment award

The University Assessment Steering Committee is accepting applications by Monday March 14 for the annual UASC Assessment Excellence Individual and Unit Awards.

The awards program recognizes and showcases outstanding efforts in the area of assessment at WMU. Recipients will be acknowledged for engaging in assessment activities that have led to verifiable improvements in academic or other programs.

The individual award is open to employees who have made a significant contribution in the area of assessment of student learning. The unit award is open to academic departments and student support units.

Both awards will be announced at the annual Assessment in Action Conference Friday, April 8.

For more information, visit [wmich.edu/assessment](http://wmich.edu/assessment) and click the Grants and Awards link, or contact David Reinhold at [david.reinhold@wmich.edu](mailto:david.reinhold@wmich.edu) or (269) 387-4564.

## Obituaries—[wmich.edu/news/obituaries](http://wmich.edu/news/obituaries)

Fotoula "Tulla Kaz" Kazanowski, a former senior administrative assistant in the College of Arts and Sciences, died Jan. 7. She was 89. Kazanowski, who spent her first decade at WMU in the provost's office, joined the staff in 1959 and retired in 1990 after 31 years.

Shirley R. Miars, a former statistician in the Registrar's Office, died Nov. 17, 2015. She was 92. Miars joined the staff in 1974 and retired in 1987 after 12 years of continuous service. She also worked as a graduation auditor and supervisor in the records office from 1962 to 1969.



Smith

Robert Jack Smith, emeritus in and former chair of anthropology, died Jan. 31. He was 85. Smith joined the faculty in 1963 and retired in 1988 after 25 years of service. A local gathering in his honor was held Feb. 6.

Jane Walter, a former scanning machine operator in testing and evaluation services, died Nov. 25, 2015. She was 92. Walter joined the staff in 1973 and retired in 1987 after 14 years of service.

## On Campus with JoAnne O'Rourke



RAMPING UP RESEARCH  
(Photo by Deanne Puca)

As director of research for the College of Health and Human Services, JoAnne McFarland O'Rourke helps increase the number of requests for external funding for the college. That means working with faculty across a broad spectrum of activities, including idea formation and proposal development.

She started in that position after it was created in June 2014. A year earlier, she joined WMU as a contractor developing programs for the college.

"I look at what's the right grant mechanism and also work with faculty who have already secured funding, developing budgets and expanding the scope of what they're working on," O'Rourke says. "I review proposals, make suggestions and make sure proposals fit the agency's mission and goals."

To better target funding for proposals, one of her projects the past year was to look at historical data regarding the source of funding, specifically since 2002. Her findings showed that 87 percent of grants and contract dollars have come from federal sources.

"That information helps us as far as where we should focus our efforts," O'Rourke says, adding that the college's overall success rate for these proposals since 2002 is 51 percent. "That tells me we're targeting our grant writing very well. My goal is to make people very independent to access data to do the work they need to do 24/7."

She provides that "nuts and bolts" data of grant preparation and submission, along with access to a comprehensive source list of funding resources and proposal-writing tips. And her efforts have been paying off, with faculty submitting the most proposals ever in 2015.

O'Rourke, who is working on a doctoral degree in interdisciplinary health sciences at WMU, has a master's degree from the University of Michigan and a bachelor's degree magna cum laude from WMU. She returned to Kalamazoo after working a stint in Washington, D.C., and at U of M's Institute for Social Research for 16 years.

She hails from the nearby rural town of Hartford and now lives in Texas Township with her son, John.

"I'm delighted to be back in Kalamazoo," she says. "I love working with the faculty, and it's a great experience coming home."

Besides working at WMU, O'Rourke is a licensed master social worker who has a part-time clinical job as the owner of and therapist at the Kalamazoo Neurofeedback and Counseling Center. Neurofeedback uses electric currents to train the brain to improve functionality and can improve issues such as depression and anxiety.

## Marketing expert talks about 50 years of Super Bowl ads

Experts from across the campus regularly comment on interesting as well as pressing issues of the day through WMU's online Radio News Service at [wmich.edu/news/radio](http://wmich.edu/news/radio).

The service puts audio interviews conducted by Mark Schwerin, university relations, with knowledgeable faculty and staff members at the fingertips of radio stations around the state, and the general public.

The most recent post features Steve Newell, marketing, discussing Super Bowl ads. A summary of that radio interview follows.

Advertisers have spent a total of \$4.5 billion to air ads during the Super Bowl over the past 50 years, with \$377 million spent this year alone. The cost of a 30-second commercial has changed significantly during the past five decades, says Newell.

"Probably the first major trend is how much it costs to put an ad on," he says. "I think the first year was \$37,500 for a 30-second ad. Now it looks like we're at \$5 million for a 30-second ad. So that has increased. But, sort of proportionately, the audience has increased, too."

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### Teaching with technology

For more about the 2016 Teaching With Technology Symposium, visit [wmich.edu/facultydevelopment](http://wmich.edu/facultydevelopment).

Newell says that last year, nearly 120 million people tuned in to watch the big game. "So even at the cost of \$5 million, the actual number of people that are watching, paying attention to the ad and can really be sort of affected by it has increased dramatically," Newell says.

By comparison, "The Big Bang Theory," television's most popular weekly show, averages about 20 million viewers, Newell says.

"When you think about people who are watching that show, they often fast-forward through the ads, or they don't pay attention to the ads," Newell says. "In this case, we have 120 million people. The vast majority are going to watch and talk and discuss what's going on. That in itself makes it a whole different ball game for advertising and makes the ads more effective."

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### WMU adds to group's scholarship program

LAHC is a 501(c)(3) not-for-profit human services organization committed to the development of the community, in all aspects of its economic and cultural life.

To fulfill this goal, the LAHC provides a wide range of human and cultural services as well as advocacy work and empowers low-income families. It provides comprehensive

and holistic services to all people in need, regardless of their ethnicity, gender, race, religion, age or sexual orientation.

During the past 27 years, the Arab American Scholarship Foundation Program has awarded more than \$1.3 million in scholarships to more than 1,200 students of high academic distinction.

Super Bowl ads nowadays are further enhanced by views on social media, with many people watching them online both before and after the game, Newell says, even if the ad is rated poorly.

Newell says Apple's 1984 ad was a game-changer in Super Bowl ads.

"At that stage, not only did the advertisers realize the power that the ad had, but also the viewers realized that there were some pretty exciting and quite well-done commercials that were almost film-like in quality. So I think at that stage, the stakes were raised and the commercials became much more elaborate and expensive. But at the same time, the viewers actually were looking at the commercials to be, for many viewers, just as important as the game itself."