

9-30-1996

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Grand Valley State University

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# Forum

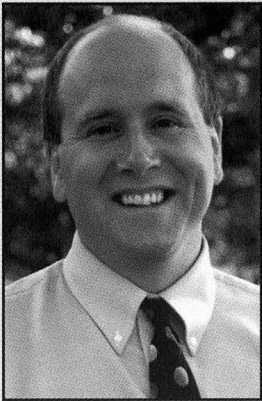
A Newsletter for the  
GRAND VALLEY  
STATE UNIVERSITY  
Community

Monday, September 30, 1996

Volume 21, Number 6

## Eilola Appointed Director of Admissions

William Eilola, who has worked in Grand Valley's Admissions Office for nearly nine years, was appointed director of Admissions in early September.



In his new position, Eilola will be responsible for the development of the

overall recruitment strategy and admission policies for the university. He was promoted to associate director of Admissions last January from his position as assistant director, a job he held since 1990. He worked as an admissions counselor from 1988-1990.

"I feel that Grand Valley is fortunate to have an individual the caliber of Bill Eilola as Admissions director," said Vice Provost Robert Fletcher. "Bill has a clear understanding of the demographic and associated factors that affect enrollment. His commitment to serving both on and off-campus constituencies makes him the right person to move the Admissions program forward."

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## Grand Valley Arboretum To be Expanded

The campus arboretum, located north of Zumberge Library, is being expanded to the area north of Au Sable Hall. The next phase will begin this fall and be completed in the spring. It will include new pathways, a gazebo-style entry, pergolas, and additional trees. Ravine edges will be preserved and protected within the arboretum. Benches and picnic tables, and a pond with aquatic plants will be located throughout the area.

The 1997 phase will include improvements to the existing ravine overlook pathway near the arboretum's eastern edge. This area will offer an excellent teaching aid for Biology classes since little will be done to the mature forest.

Vice President of Finance and Administration Ronald VanSteeland said the plan being presented to the Board of Control accomplishes three goals: 1) to further enhance and develop a beautiful natural environment for the permanent

enjoyment of the entire university community; 2) to develop an area which can be extensively used for academic study; and 3) to preserve and protect an area in the center of campus as a no-building zone. "The arboretum will provide a serene place where faculty, staff and students can relax in a park-like atmosphere," VanSteeland said. "Eventually, a brochure will be available to encourage walking tours of the arboretum."

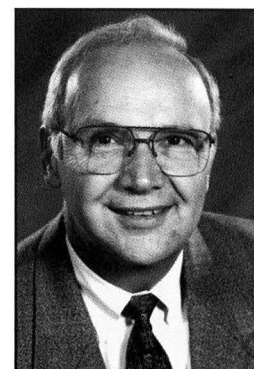
Complete development plans are available for review in the lobby of Zumberge Library.



## Across Campus

### West Michigan Public Broadcasting Adds Marketing Position

West Michigan Public Broadcasting (WMPB) named Russell Vossen as marketing manager last month in a position created by the organization. He will market WGUV-TV 35, WGVK-TV 52, AM 1480 WGUV and 88.5 FM WGUV programs to other PBS and NPR stations, cable systems and program syndicators.



"With continuing decreases in federal funding, West Michigan Public Broadcasting is looking at innovative ways to generate revenue," says general manager, Michael Walenta. "I'm confident

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# FORUM

The GVSU *Forum* is published by the Office of University Communications every Monday when classes are in session and biweekly during the summer. The submission deadline is Tuesday noon. Send publication items to Kathleen Adams, editor, c/o the *FORUM* cc:Mail box. From off campus, email [forum@gvsu.edu](mailto:forum@gvsu.edu). Telephone: 616-895-2221. Fax: 616-895-2250. Visit FORUM ONLINE on the World Wide Web at: [www.gvsu.edu/](http://www.gvsu.edu/)

Faculty and staff members can find an online "Sketches" submission form on the Web Site.

## Across Campus

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that Russ' previous broadcast experience will be an asset in our efforts to market existing and future programs."

Before joining the WMPB staff, Vossen worked at broadcast stations in the west Michigan area and Huntsville, Alabama. He received a Liberal Arts degree from West Liberty State College in Wheeling, West Virginia.

### Miko Wins Outstanding Advising Award

Assistant Dean of Academic Resources and Special Programs K. John Miko will be awarded the 1996 Certificate of Merit from the National Academic Advising Association (NACADA) at their annual conference next week.



Miko, who is the primary advisor for undecided students and coordinates all advising and advisor training for Grand Valley, was nominated by his

colleague Dan Dillingham, EXCEL Program coordinator.

"John is unfailingly kind, patient, thorough, and conscientious in his advising of students," said Dean Mary Seeger. "He is well respected and absolutely indispensable to the university."

Miko will travel to Washington, D.C. to accept his award for outstanding advising during a reception on October 8. "It was quite a surprise to learn I won this award," said Miko. "I always think that individual awards are more a representation of the university. I am honored, but it really reflects what we're doing here at the university as a whole."

Miko, who came to Grand Valley in September 1985 as coordinator of tutoring and advising, was promoted to his present position a year ago.

### Salazar Wins Distinguished Book Award

The American Alliance for Theatre and Education has named Laura Gardner Salazar's book, *Teaching Dramatically for Learning Thematically*, the Distinguished Book in the Field for 1995. Salazar, Communications professor at Grand Valley, shares the award with the publisher, New Plays of Charlottesville, Virginia.



"The book is geared to all theatre educators pre-school through grade 12," said Salazar. "It brings the work of the English style of child drama to the American classroom, updating it for new methods of thematic teaching and learning."

The book is currently in use as a college text book around the country. Salazar has drawn extensively on her work with GVSU students and the west Michigan community for the case studies in the book. Reviews of the book praise the chapter on teaching values as a part of theatre education.

### Eilola Appointed Director Of Admissions

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Eilola came to GVSU from Walsh College in Troy where he worked in the continuing education division. He earned a bachelor's degree from Michigan Technological University and his MBA from Grand Valley. He lives in Walker with his wife Colleen.

## Coming Events

### Seidman Faculty Offer Seminars on Current Business Topics

Faculty members of the Seidman School of Business are offering a series of seminars on issues ranging from personal finance to customer service.

The series begins today, with a seminar geared for women. Gregg Dimkoff, chairman of the Finance Department, will present a seminar titled "Surviving Personal Finance: Issues for Women." Dimkoff will explain various financial tools and explain how these tools can give women more confidence when making financial decisions.

Ram Subramanian, associate professor of Management, will address "Core Competency as the Building Block to Strategic Planning" in an October 2 seminar. Specifically, Subramanian will cover how to analyze a specific industry and provide planning advice for mid-level managers of both profit and nonprofit organizations.

Customer service will be the focus of an October 18 seminar presented by Jaideep Motwani, associate professor of Management. "How to Make Sure Your Customers Keep Coming Back" is an interactive seminar designed to help participants enhance customer satisfaction by knowing what they expect.

The Seidman Seminar Series concludes on October 28 when Lars Larson, chair of the Management Department, gives advice on project management. "How to Achieve Problem-free Project Management" will cover project initiation, implementation and control, with a special emphasis on the "people side" of project management.

All seminars will be from 8:30-11 a.m. at the Eberhard Center in downtown Grand Rapids. The cost for each seminar is \$45. Call x6664 for more information.

### Art Department Presents Jack Earl

Well-known ceramist Jack Earl will offer a free lecture in the Louis Armstrong Theatre on Oct. 7, from 7 to 9 p.m.

Sponsored by the GVSU Art Department and the West Michigan Potter's Guild, Earl's visit to Grand Valley includes an art demonstration earlier in the day.

Earl will present a slide show that will portray the development of his work through the years, said Professor of Art Daleene Menning. "His work is about vignettes in life that people can relate to. He tells about these things in a down-home way," Menning continued. "He's witty, grandfatherly and very entertaining."

Menning said many faculty members may want their students to attend Earl's lecture. "His works pertain to life's journey. They are about real people, Midwestern, simple people. Anyone interested in autobiographies and story telling shouldn't miss him."

### Tasteful Selections Supports Public TV

Gourmet wine and food lovers are invited to the fifth annual Tasteful Selections – An International Wine Experience, on Monday, October 7, from 7 p.m. to 9:30 p.m. at Rembrandt's in downtown Grand Rapids. Considered by many to be west Michigan's premiere autumn wine tasting event, Tasteful Selections benefits quality programming on public television stations WGJU/WGVK-TV, channels 35 and 52.

Set in the splendid surroundings of Bridgewater Place, Tasteful Selections offers guests an unlimited sampling of more than 200 international wines from France, Italy, Austria, Spain, Portugal, Australia, Chile, Germany, and Brazil, plus international gourmet cheeses and breads. Guests may also choose an hors d'oeuvre buffet prepared by Rembrandt's. Tickets for Tasteful Selections are \$20 for wine and cheese tasting only, and \$37.50 for wine, cheese, and the hors d'oeuvre buffet.

For tickets and information, call Shirley Dilworth at x6728.

### Interfaith Conference Welcomes Public

The annual conference of the Interfaith Dialogue Association, co-sponsored by GVSU, Aquinas and

Calvin Colleges and area religious and ecumenical organizations, will take place October 11-12. Beginning at 7 p.m. on Friday, October 11, at Aquinas College's Wege Center, the conference includes a "Festival of Faiths" presentation, workshops, panels and presentations.

The full conference registration fee is \$45; student and half-day fees are less. For more information, contact Joel Beversluis at 452-1828.

### Allies and Advocates Training Planned

Faculty and staff members who are interested in offering support to the gay, lesbian and bisexual community on campus are invited to attend a training for Allies and Advocates on October 11, from 2 to 5 p.m. in the private dining room of the Kirkhof Center. Both current and prospective Allies are requested to attend. The training is a prerequisite to becoming an Ally and is offered once each semester.

For more information or to register for training, please send a cc:Mail or phone Jerrod Nickels at x2451.

## Faculty and Staff Sketches

Laura Vander Broek, assistant professor of English, led a workshop titled "Dictation: Can It Be Democratic?" at the Fifth Annual Peru Tesol (Teachers of English to Speakers of Other Languages) Conference at El Colegio Francisco Antonio de Zela in Tacna, Peru. The conference was jointly sponsored by the Ministry of Education-Tacna Region and the United States Information Service.

Robert Shechtman, associate professor of Music, received an award from the American Society of Composers, Authors and Publishers, making this the third year in a row that he won the award. Each year ASCAP honors a number of composers. Shechtman's

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# Calendar of Events

## Cultural Events

Arts Hotline: (616) 895-ARTS

Gallery Hours: 10 a.m.-5 p.m. Mon.-Fri., 10 a.m.-7 p.m. Thurs.

All activities on the Allendale Campus unless otherwise noted.

**Fri., Aug. 23-Thurs., Oct. 3**

Gallery Hours: The Nature of Things. Calder Gallery, CFAC.

**Mon., Sept. 30**

11:45 a.m.: Green Show. Shakespeare Garden lawn, LSH.

2 p.m.: Shakespeare Festival Keynote lecture & panel, reception to follow. CDC.

**Tues., Oct. 1**

10:30 a.m.: *Twelfth Night*, or *What You Will*. LAT, CFAC. Cost \$8 adults; \$5 seniors; \$4 all students; \$2 groups & handicapped. Call x3668.

11:45 a.m.: Green Show. Shakespeare Garden lawn, LSH.

**Wed., Oct. 2**

10:30 a.m.: *Twelfth Night*, or *What You Will*. LAT, CFAC.

11:45 a.m.: Green Show. Shakespeare Garden lawn, LSH.

8 p.m.: The River City Improv. LAT, CFAC. Cost \$5. Call x3668.

**Thurs., Oct. 3**

12 noon: The Early Music Ensemble. CDC

1 p.m.: Film version of *Twelfth Night* followed by audience discussion. LAT, CFAC.

8 p.m.: *Twelfth Night*, or *What You Will*. LAT, CFAC.

**Fri., Oct. 4**

12 noon: *Songs of the Pogo* with Frank Farrell. LAT, CFAC.

8 p.m.: *Twelfth Night*, or *What You Will*. LAT, CFAC.

**Sat., Oct. 5**

2 p.m. & 8 p.m.: *Twelfth Night*, or *What You Will*, audience discussion following matinee performance. LAT, CFAC.

**Sun., Oct. 6**

2 p.m.: *Twelfth Night*, or *What You Will*. LAT, CFAC.

## General Events

**Mon., Sept. 30**

8:30-11:30 a.m.: Seidman Faculty Series. Surviving Personal Finance: Issues for Women presented by Gregg Dimkoff. Price \$45. EC. Call x6664.

2 p.m.: Grand Forum. Shakespeare Festival lecture presented by David Bevington. CDC. Call x6615.

**Thurs., Oct. 3**

TBA: Grand Forum. The Harvey Lemmen Collection on Lincoln & the Civil War, Robert Beasecker & Paul Bird, presenters. SH. Call x6615.

**Fri., Oct. 4**

10 a.m.: GV Preview. 300 STU. Call x2025.

## Sports

Sports Hotline: 895-3800. Game times subject to change.

**Tues., Oct. 1**

7 p.m.: Women's Volleyball. Indiana-Purdue University (Fort Wayne) at GVSU.

**Fri., Oct. 4-Sun., Oct. 6**

All day: Women's Tennis at Regional Rolex. Indianapolis, IN.

**Fri., Oct. 4**

7 p.m.: Women's Volleyball. SVSU at GVSU.

**Sat., Oct. 5**

1 p.m. & 6 p.m.: Women's Volleyball. Northwood University & Lewis University at GVSU.

2 p.m.: Women's Soccer at Gannon University, PA.

2 p.m.: Football at Hillsdale College.

**Sun. Oct. 6-Tues., Oct. 8**

12 p.m.: Women's Golf at Northern Illinois Huskie Invitational. Genoa, IL.

**Sun., Oct. 6**

1 p.m.: Women's Soccer at Mercyhurst College, PA.

# Faculty and Staff Sketches

*continued from page 3*

newest work is a sonata for flute and piano titled "Matters of the Heart," and was composed for Christopher Kantner, the principal flautist with the Grand Rapids Symphony Orchestra. Other award winning works included sonatas for organ and string quartet and various other chamber works.

**Jonathan White**, professor of Criminal Justice and assistant dean of Social Sciences, presented confidential briefings on domestic terrorism in Devil's Lake and Minot, North Dakota. The briefings were prepared at the request of the state's attorney general for the North Dakota Bureau of Criminal Investigation.

**Gabriela Pozzi**, assistant professor of Spanish, presented a paper titled "Out of the House and Into the World: The Travels of Carmen de Burgos" at the International Symposium on Travel Literature: The Old and the New World in Toledo, Spain.

## In the News

**Michael DeWilde**, visiting assistant professor of Philosophy, appeared recently on WWMT TV-3 to comment on Dr. Jack Kevoorkian's latest activities. DeWilde has also been a panelist on WGUV's newest radio show, *Common Threads*, the past two weeks. *Common Threads* brings together people of different religious traditions to discuss issues of mutual concern. The two topics discussed so far have been "Why Interreligious Dialogue?" and "The Nature of Religion."

## Job Openings

**Clerical, Office, Technical**

Records Assistant, Registrar's Office - \$10.80 - \$12.18

Electronics Services Engineer, Telecommunications - \$16.34 - \$17.35

Limited part-time Secretary (10-15 hours per week - no benefits) - Psychology - \$10.15 - \$11.45

Monday, September 30, 1996

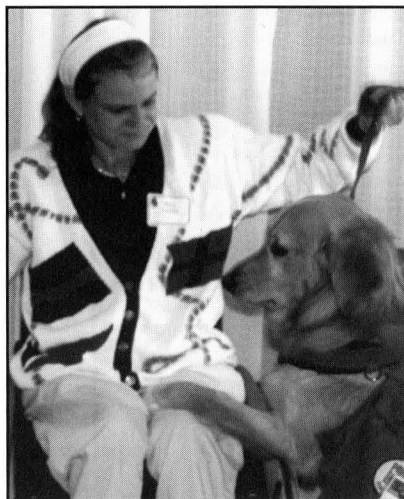
# United Way Campaign Kicks Off Today

GVSU's 1996 United Way Campaign began this morning when 50 campaign coordinators met for a kick-off breakfast at the Kirkhof Center. The campaign coordinators represent the various campus departments and will be asking their colleagues to contribute to the United Way this week.

President Lubbers emphasized the priority the university places on the United Way Campaign each year, and expressed his goals for the effort this year. "We hope to see more GVSU faculty and staff contribute than ever before," he said. "We'd like to see our total contributions to the United Way

increase, but we're also hoping to see more people participate in the campaign. The university gives to the west Michigan community in many ways through its various programs. The United Way Campaign is a means to give specifically to meet the essential human service needs in our community."

Last year, GVSU faculty, staff, retirees and students contributed more than \$68,000 with more than 65 percent of the university's employees participating in the campaign. The 1995 campaign total was 8.5 percent over the previous year.



Bob Kozminski, Library cataloging clerk, left, and Grand Valley student Mary DeWitt, right, talked about their personal experiences with United Way agency Paws With a Cause during last year's kick-off breakfast in the Oakroom.

## Where Do Your Dollars Go?

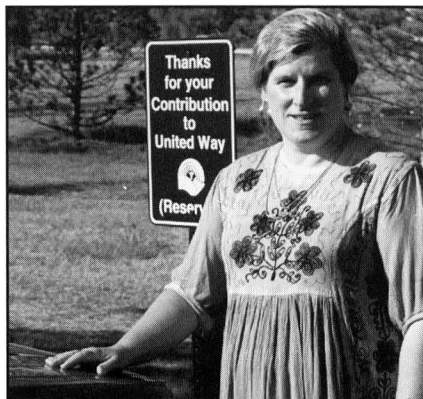
Nearly 200 community volunteers have identified and prioritized the following urgent needs as most critical in our community. The Citizen Review Process guarantees that the money contributed to United Way is spent wisely, and helps local people who really need it.

- Child Abuse, Neglect and Exploitation
- Hunger and Malnutrition
- Homelessness
- Substance Abuse
- Domestic Violence
- Dependent Care
- Individual and Family Support
- Access to Health Care
- Teen Pregnancy
- Mental Health
- Unemployment
- Poverty
- Physical/Mental Impairments
- Major Health Problems
- Affordable Housing
- Transportation
- Illiteracy
- Elder Abuse, Neglect and Exploitation
- Foster Care
- Legal Representation of the Poor
- Education
- Adoption
- Racial/Ethnic Discrimination
- Offender in the Community
- AIDS

## Win A United Way Parking Space

A reserved parking spot is awarded each year to a GVSU United Way contributor whose name is picked in a random drawing. President Lubbers will draw the winner's name during the Thank You Breakfast later this fall.

The winner may choose a parking spot in any GVSU faculty/staff lot in either Allendale or at the Eberhard Center, and it will be reserved for the year. Last year's winner, Janet Brashler, professor of Anthropology, enjoyed parking close to her office building, especially during the winter months. To be eligible, pledge cards must be turned in by October 25.



United Way. It Works, *Here!*

# Faculty and Staff Members Assist 1996 Campaign

More than 50 GVSU employees have volunteered to assist in this year's campaign. Each department will be served by a campaign coordinator, who will contact fellow employees personally this week.

Thanks to the work of the coordinators listed below, the Grand Valley community can proudly be included with those who make a difference in the lives of people needing help.

## ADMINISTRATION

Teri Losey - Administration; University Counsel

## UNIVERSITY RELATIONS

Tim Penning - University Communications

Mary Neal - Alumni Relations and Development

Jackie Vansen - WGVU-WGVK-TV

Ken Kolbe - WGVU/AM-FM

Dori Gates - Development

## FINANCE AND ADMINISTRATION

John Scherff - Plant Services

James Moyer - Facilities Planning

Al Wygant - Public Safety

Sheryl Balser - Eberhard Center (Building Mgt., Conference Services, E.C. Staff)

Amy Tennis - Human Resources; Affirmative Action

Pat Vadas - Budget Office; Business & Finance; Business Services; Purchasing; Payroll; Institutional Analysis

Jeanne Crowe and Karen Shriver - Accounting Office

Jerrold Nickels - Bookstore (Allendale and Eberhard Center)

Dan Karpanty - Athletics; Field House Mgmt

Kathy Antaya - Meadows Golf Club

## ACADEMIC & STUDENT AFFAIRS

Jonathan White & Carol Rappley - Dean's Office (Social Sciences)

Ron Poitras - Anthropology/Sociology; Political Science; Women's Studies

Terry Fisk - Criminal Justice

Dan Balfour - Public Administration; Philanthropy Center

Mike Costello - Psychology

Doris Perry - Social Work

Cindy Mader - School of Education (Allendale)

Loretta Konecki - School of Education (Eberhard Center)

Sue Willemsen - Vice Provost's Office

Jay Cooper - Student Life Office

John Zaugra - Counseling Center, Children's Center, Career Services

Janet Walls - Housing and Health, Recreation and Wellness

Don Williams, Sr. - Minority Affairs

Patricia Clark - English and Dean's Office (Arts and Humanities)

Fred Chapman - School of Communications

Pam Tober - Art & Design

Michelle Duram - History

Doriana Gould and Bill

Seeger - Foreign Languages

Judy Whipps - Philosophy

Lee Copenhaver - Music

Stephanie Schuler and Vonnie Herrera -

Seidman School of Business (LHH)

Claudia Bajema - Seidman School of Business (Eberhard Center); Office of Economic Expansion

Donna Larson - Science and Mathematics Dean's Office

Karel Rogers - Biology

Dick Atkinson - Chemistry

Bill Neal - Geology

Ross Reynolds - Physics

Jane Toot - Health

Sciences; Physical

Therapy; PE & Recreation

Phil Pratt - Mathematics & Statistics

Mary Last - Computer Science

Dick King - Hospitality & Tourism

Ron Ward - Water Resources Institute

Mary Ann Sheline - Regional Math/Science Center

Paul Plotkowski - Engineering

RuthAnn Brintnall - School of Nursing

Virginia VanderVeen - Vice Provost's Office; Information Technology; Administrative Computing; Academic Computing;

Telecommunications;

Microcomputer Store

Lynn Blue - Admissions; Records & Registration; Financial Aid

Joyce Fortier - Continuing Education

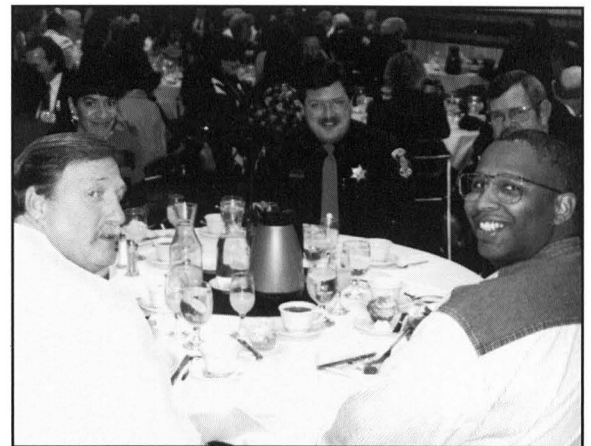
Lee Lebbin - Library

Arnie Smith-Alexander - ARC and Dean's Office; Freshmen Studies;

Honors Program; TRIO; Educational

Connections; EXCEL

Dorothea Thomas - International Affairs



*Each year, President Lubbers invites Grand Valley departments with 100 percent participation to a Thank You Breakfast.*

# GVSU Students are Learning to Serve

While the GVSU campus puts a special emphasis on the United Way this week, students are giving of their time and talents to United Way agencies all year long.

"It's hard to estimate how many students are actually out there volunteering in one way or another," said Jay Cooper of the Student Life Office. "Through our Volunteer! GVSU program and referrals to our office, we probably have at least 1,000 students working with agencies throughout west Michigan."

Volunteer! GVSU works with shelters and missions in the Heartside District of Grand Rapids and other communities throughout the region. Students work with numerous United Way agencies including Project Rehab, D.A. Blodgett, American Red Cross, Camp Fire Youth Development and Women's Resource Center.

Cooper said Volunteer! GVSU students have their own "Big Brothers/Big Sisters" program that matches students with children from homeless families. Volunteer! GVSU has identified 13 "issues" – ranging from the environment and literacy to substance abuse and disabilities – which they address by working with area agencies related to those issues. In all, more than

30 area organizations benefit from the volunteer work of Grand Valley students.

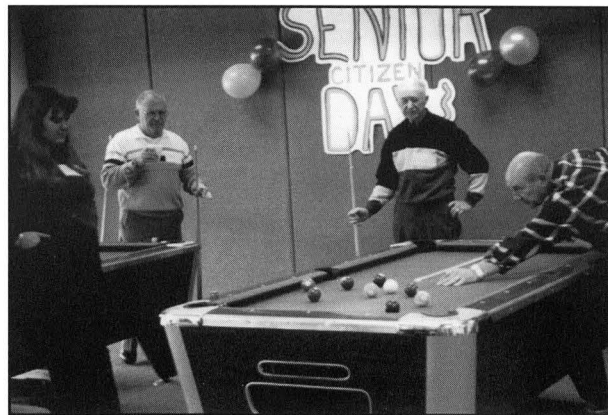
"It's really funny because we don't have to spend too much time to motivate people to volunteer," Cooper said. "They come to us after 'Campus Life Night' and others come because their academic program or a particular class has a requirement that they do a service project. They benefit by learning about themselves, their academic program, and the community. There's a way to connect every major to involvement in the community."

Cooper adds that the spirit of community service continues even after graduation.

Several GVSU graduates are now employed full-time in west Michigan human service organizations where they served as volunteers during their student years. Other students go farther afield, apply-

ing the skills they learned at Grand Valley by serving with Americorps, Peace Corps, or VISTA.

Turning volunteerism into a career is the goal of Dott Freeman, the new director of GVSU's Center for Philanthropy and Nonprofit Leadership. "If you weave liberal arts together with professional competency and skills, you've given students a program that will serve them in their professional and personal lives," Freeman said. "Because they won't just be at their offices; they'll be on civic commissions and non-profit boards, making a life as well as a living."



*Student Kathleen Wing shoots some pool with guests during Senior Citizens Day at Kleiner Commons last fall. The annual event was sponsored by Volunteer! GVSU.*

## *United Way and You.*



· Together, Building a Better Community.

United Way. It Works, *Here!*





Office of the President  
Arend D. Lubbers

September 30, 1996

Dear Colleague:

United Way funded agencies help children and young people; provide food, shelter and clothing; strengthen families; improve health; promote self-sufficiency; and help older adults. The United Way Campaign provides funds to support these and other health and human service programs. I hope you will contribute to United Way during our annual campaign, which is September 30 - October 4 this year.

Your contributions will stay in the community where you live, funding programs that address the needs of west Michigan. Of every dollar United Way receives, more than 91 cents supports health and human services. Our local United Way organizations are independent and autonomous - volunteers identify community needs, review agency programs and budgets, raise funds and make certain the money we contribute is distributed to the local programs that have the most impact.

The United Way provides many options for giving. You will receive information outlining these options from one of our campaign volunteers. Please contact Marie Noe or Jean Enright, co-chairs of this year's campus campaign, if you have questions or need additional information.

Thank you for considering a contribution to the United Way Campaign. I sincerely believe such a gift is the best way to provide essential human services to our communities.

Sincerely,

A handwritten signature in cursive script that reads 'Arend D. Lubbers'.

Arend D. Lubbers  
President