

EMU exploring a "portal" of opportunity

By Ron Podell

What if a student could go into Eastern Michigan University's Web site, ask a question and, within seconds, receive an answer on how to pay for a parking ticket? What if an alumni member automatically received updates on University events or opportunities to mentor current students in his or her particular professional field?

This would definitely not be your current Eastern Michigan University Web site.

The University — in the early stages of its information and communication technology (ICT) initiative to upgrade and replace technology on campus that is antiquated, non-functioning or below par — also has its sights set on venturing into the brave new world of "portals." Portals are essentially creating a gateway to information, products, services and experiences that are personalized so that each user feels it is made specifically for him or her.

"While portals are based on technology, it's not about technology," said consultant Don Norris, president of Strategic Initiatives, a Va.-based consulting firm. "It's about living our lives differently. It's how students, faculty, policy makers, legislators and stakeholders will interact with each other. It will be the instrument for creating indispensable experiences."

Norris is assessing EMU's current technology status and helping with the University's ICT initiative. Norris served as the keynote speaker at a Nov. 7 portal symposium in Welch Hall for various



PORTAL PEP TALK: Don Norris, president of Strategic Initiatives, Inc., discusses the possibilities that EMU can derive from creating a Web site portal, in essence a virtual gateway to information, products, services and experiences which are personalized. Norris was the speaker for a portal symposium scheduled for a diverse cross-section of campus leaders Nov. 7.

members of the campus community

"It gives us a way to have a conversation," President Samuel A. Kirkpatrick said of the portal concept. "It's a particular set of tools that can be used for solutions. It's not a rigid set of software."

Whereas a Web site is an adjunct to a campus image, the portal can become

the campus image, Norris said. With a Web site, users consume. With a portal, users participate in the creation of products, services and experiences, he said. With a Web site, information is focused on the external. With a portal, information is focused on both internal and ex-

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Searches under way for provost, VP academic affairs

By Ron Podell

Eastern Michigan University has put its search for a new provost and vice president for academic affairs, and vice president for student affairs into warp speed.

The University's goal is to have a new provost in place by May 1, 2001 (or as soon as possible thereafter), when current provost, Ronald Collins, is set to retire after 35 years, the last 17 years as provost. The University would like to see the vice president for student affairs in place by July 1, 2001. Larry Smith, who formerly held the position, retired in June after 25 years with the University. Since that time, Jim Vick has filled the position on an interim basis.

"We expect to receive 100-150 applications for each position," said Martha Tack, senior executive for presidential initiatives, who is facilitating the searches for the two

key positions. Courtney McAnuff, vice president for enrollment services, also is heavily involved, serving as the chair for the search committee charged with tapping a vice president for student affairs.

From that pool, the University will pare the list of applicants to 12-15 before actually choosing three to five candidates to interview.

But first things first.

Both positions have already been advertised in the *Chronicle of Higher Education* and the vice president for student affairs position also has appeared on the *National Association of Student Per-*

sonnel Administrators' Web site. Both positions will soon appear in *Black Issues in Higher Education.*

In addition, President Samuel A. Kirkpatrick sent letters and special brochures this week to roughly 1,000 colleges and universities nationwide, Tack said.

"These letters are critical because of Dr. Kirkpatrick's extensive network with other presidents and university officials," Tack said.

The separate, color brochures include detailed information about the divisions of academic affairs and student affairs, job qualifications needed, and the application and nomination process.

For example, someone who wants to be provost at EMU must have, in addition to a long list of leadership qualifications typically expected for the position, a clear understanding of the role of a

metropolitan university in the information age and a demonstrable sense of the changing role of higher education, which should include a background of distance learning and Web-based education.

"The provost is in charge of the University when the president is not here. He or she is the second in command," Tack said. "It is a pivotal position for us."

The vice president for student affairs position is critical, as well. Among many qualifications, the person in this position must possess the ability to think globally, systematically and originally, balanced with the will to act.

"We need someone who is a big thinker, who sees the big picture," Tack said. "We need someone who is reflective, but who will act given the right conditions."

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Tack

Center gearing up to assist African American groups

By Ron Podell

If all goes as Robert L. Perry envisions, the day will come when Eastern Michigan University lends its expertise in strategic planning to the NAACP or helps the Minority Business Owners of Southeastern Michigan improve its grant-writing capabilities. In turn, he hopes EMU students majoring in African American studies and other related majors will receive some practical experience working for those and other similar organizations.

The place where he expects it to all happen is the African American Center for Applied Research and Services, which recently opened its doors under the umbrella of the Institute for Diversity and Business Services, located in Boone Hall.

"Eastern Michigan is interested in providing services to the community. I think that is one of the strengths EMU has," said Perry, head of the department of African American Studies and direc-

tor of the new center. "There are currently more than 900,000 African Americans living in southeast Michigan. It is certainly a venture that has yet to be realized. I feel there is a market for our services."

The center is organized to provide technical expertise in the form of applied research and hands-on service to African American profit and non-profit institutions, and to major non-African American institutions that serve significant African American populations.



Perry

The center will engage in training, internships, research, program design, program evaluation, needs assessment, grantsmanship, technical assistance and curriculum development with an African American focus, Perry said. The center will even help an

organization learn how to effectively conduct a business meeting, he said.

While he could not yet release names of businesses interested in using the center to gain expertise, Perry did provide a Who's Who list of African American national organizations he's targeting, including the Rainbow/PUSH Coalition, United Negro College Fund, Congressional Black Caucus and the Rosa Parks Foundation. Regionally, he mentioned Johnson Publications Company, Regal Plastics Inc., Chem-Pak Inc., and Exemplar Manufacturing Corporation as the types of businesses he would like to see use the center.

Faculty providing expertise to businesses have been culled from health and human services, political science, social work and African American studies.

"It will be interdisciplinary," Perry said. We're not just using faculty from African American studies."

At the same time, the center also would create research-

training opportunities for Eastern Michigan faculty and students, as well as internships for students.

"This has grown out of an interest to develop a good program in black studies that actually teaches people to do applied research for African American organizations, profit and nonprofit, or organizations that serve large numbers of African Americans," Perry said.

Using the center as a catalyst, Perry hopes to develop a master's program in African American studies within three years.

The majority of universities that have African American studies graduate degrees are usually based in theory, with little practical experience, Perry said.

"This program would provide direct practical experience in working in an applied organization and producing an applied research project for a thesis," he said.

In the interim, Perry said his vision would be to develop a 12-hour, graduate cer-

tificate that would include courses in civil rights, history of African American organizations, profit and non profit; race crime and public policy.

Perry stressed that the program would be open to all students, not just African Americans. Approximately 10-12 students a year would be needed to sustain a graduate program, he said.

"This gives us an opportunity to get out front and do something other universities aren't doing," Perry said. "We are in tune with the mission of this university."

But for the moment, Perry is making due with \$30,000 in seed money, some of which will be used to raise awareness and market the center. He is currently creating a brochure to send out to organizations who potentially could benefit from use of the center.

"We have the ability to do all kinds of survey research," he said. "We have the equipment and we have the people. Boone Hall is a wonderful facility."

TALK ABOUT POP MUSIC



BEHIND THE MIKE: Veteran folk and soft pop singer Judy Collins recently sat down to play interviewer with WEMU to discuss her latest CDs, *Live At Wolf Trap* and *All On A Wintery Night*. Collins was in town Nov. 1 to promote her latest work at Border's in downtown Ann Arbor.

Moody's ups EMU's bond debt rating

Eastern Michigan University has been assigned an A2 underlying rating for its 2000 B General Revenue Bonds by Moody's Investors Service.

Moody's also upgraded the University's underlying rating from A3 to A2 on EMU's \$90 million of outstanding parity general revenue bonds.

"This is a great compliment to the entire University," said Dr. Samuel A. Kirkpatrick, president of EMU. "I think this shows the kind of respect we've earned and deserve, and recognizes our stewardship of state funds."

The upgrade to an A2 rating, which carries a stable outlook, is based on several criteria, including:

- Expanding student demand and enrollment and key academic niches;
- Consistently positive annual operating margins, bolstered by healthy operating and capital support from the state;

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Kirkpatrick plans to network and distribute recruitment literature at the upcoming National Association of State Universities and Land-Grant Colleges (NASULG) Conference, scheduled for Nov. 13-15, and at the American Association of State Colleges and Universities (AASCU) Conference, slated for Nov. 19-22.

Candidates for the position of provost have until Dec. 15 to submit credentials. The deadline is Dec. 20 for those vying for the vice president for student affairs position. The search advisory committee for the provost will review candidate credentials Dec. 16-Jan. 12 while the search advisory committee charged with finding a vice president for student

■ Satisfactory levels of financial reserves relative to debt and operations, despite relatively moderate future debt plans.

"Moody's believes that the University's established role in Michigan's public higher education systems and proximity to Detroit, Ann Arbor and Toledo, combined with strengthened marketing efforts to targeted applicants, should enable enrollment to continue growing steadily," said a statement from the company.

"This is a strong indicator of the financial health of the institution," said Patrick Doyle, vice president of business and finance for EMU. "Our rating compares very favorably to other regional institutions."



Doyle

affairs will review resumes Dec. 21-Jan. 19.

During January 2001, each search committee will recommend 12-15 finalists for presidential consideration, and complete preliminary candidate analysis reports. In February, the committees will pare that list to three to five recommended candidates to interview. The entire University community will be involved in the interview process that will occur in late February and March 2001.

Search committees met initially Nov. 3 with Kirkpatrick and learned what was expected of them, Tack said.

"We will be judging candidates against credentials, not each other," she said.

EMU, phone home! Directory ready

By Linda Rider

You'll laugh, you'll cry. The critics give it two thumbs up. And it's free (but not recommended for the classroom). The new Eastern Michigan 2000-2001 telephone directories are on the way and are expected to roll into town this week.

This year, directories for faculty and staff can be picked up at McKenny Union by a representative of campus offices. Office of Public Information staff will be on hand at tables set up in the McKenny Union lobby to distribute the directories. Watch EMU Today for dates and times.

The office representative should determine the number of copies needed and confirm the count with the department head and/or senior secretary of the office before picking up the copies.

If the pick-up method is not convenient, directories will be delivered to campus offices at a later date by the purchasing office.

Directories will be delivered to residence halls

for students. Students who do not live in residence halls can pick up a copy at the McKenny Union Bookstore.



2000Phone Directory

and call 487-4400 if you have questions.

The Office of Public Information, University Computing, Human Resources, and Records and Registration are working on an online version of individual listings, expected to be available soon.

In the meantime, the latest campus office listings can be found on EMU's Web site. Go to www.emich.edu and click on the directory link at the bottom of the home page. This site will be continuously updated throughout the year.

Changes can be submitted anytime to Linda Rider, Office of Public Information. E-mail changes to linda.rider@emich.edu

STRATEGIC THINK TANK



BRAINSTORM: Senior administrators, Faculty Council members and Student Government representatives gathered to discuss Eastern Michigan University's strengths, challenges, opportunities and threats during the first focus group meeting for University-wide strategic planning Nov. 8.

(top left) A large crowd in Guild Hall identifies University stakeholders that impact or will be impacted by strategic planning. (middle left) Alane Starko, department head of teacher education; Ray Sowers, physical plant; and Brett Roach, athletics, listen intently to EMU President Samuel A. Kirkpatrick discuss strategic planning. (middle right) Walter DiMantova, director of the Center for Corporate Training, directs a breakout session during the focus group meeting.

(bottom left) Mary Vielhaber, a member of the University Strategic Planning Committee and a professor of management, takes ideas from the group in Guild Hall, McKenny Union.

(bottom right) Pat Breilein, coordinator of non-credit programs for Continuing Education, takes notes during a focus group session.

The next focus group meeting, for the entire campus, is scheduled Thursday, Nov. 30, 3 p.m., Ballroom, McKenny Union.



W5

For a more extensive listing of University events, go to the Office of Public Information home page at www.emich.edu/public/public_information/

University Strategic Planning Committee named

The following were recently named to the University Strategic Planning Committee. **Don Loppnow**, assistant to the president of strategic planning, associate vice president for extended programs, and professor of social work (committee chair); **John Beaghan**, controller; **Ernest Behringer**, assistant professor, physics and astronomy, and faculty council representative; **David Boggs**, department head and professor, business technology education.

In addition, **Kylie Crawford**, president, student government; **Walter DiMantova**, director, centers for corporate training; **Michael Erwin**, director, career services center; **Robert Holkeboer**, dean of graduate studies and research, and professor of English language and literature; **Rocky Jenkins**, director, information technology network and web services, university computing; **Sally McCracken**, professor, communication and theatre arts, and president of the Faculty Council; **Crystal Mills**, social work professor and Faculty Council representative; **Paul Moniodis**, director, institutional analysis and reporting; **Gersham Nelson**, department head and professor, history and philosophy; **Earl Potter**, dean, College of Business, and professor of management.

Also, **Stephen Quinlan**, director of development for the College of Business and the College of Technology, and interim director of planned giving, EMU Foundation; **Judy Tatum**, director, admissions; **Kathy Tinney**, assistant vice president, university relations; **Jaclynn Tracy**, associate professor, leadership and counseling; **Mary Vielhaber**, professor, management, and Faculty Council representative; and **Sandra Yee**, department head and professor, learning resources.

Come trot off the turkey

The Recreation/Intramural Department invites you to participate in the 33rd Annual Turkey Trot, Thursday, Nov. 16, 4:15 p.m. Registration/check-in begins at 3 p.m.

This event will benefit the Food Gatherers Food Bank of Washtenaw County. All participants are encouraged to bring canned food donations to help the needy during Thanksgiving. People of all ages and athletic abilities are encouraged to participate in this event, which is open to all EMU students, faculty, staff, alumni, emeriti/retirees, Rec/IM members, and their families.

The entry fee is \$7, plus a canned good donation.

JOBSLINE

An Affirmative Action/
Equal Opportunity Employer

To be considered for vacant positions, all Promotional Openings Application Forms MUST BE SUBMITTED directly to the Compensation/Employment Services Office and received no later than 5 p.m., Monday, Nov. 20. NOTE: LATE OR INCOMPLETE FORMS WILL NOT BE ACCEPTED.

Vacancy information may also be obtained by calling our 24-hour Jobs Line at 487-0016. Compensation/Employment Services office hours are Monday - Friday, 8 a.m. to 5 p.m.

CLERICAL/SECRETARIAL

(Hiring Rate)

CSAA0126 CS-05 \$24,147
Speech & Hearing Clinic (Knowledge of MacIntosh, Microsoft Excel, Word and FileMaker Pro desirable)

CSEN0107 CS-06 \$26,334
Office Supervisor, Internal Operations, Admissions (Excellent phone and oral communication skills, Desktop Publishing, Database management desirable)

PROFESSIONAL/TECHNICAL

(Hiring Range)

PTAA0127 PT-05 \$11,326-\$13,024
Research Assistant I, Psychology (50% appointment-training in clinical interviewing; Masters in Clinical Psychology desirable)

PTSA0121 PT-06 \$25,534-\$29,822
Writer I, University Marketing and Communications (Mac Platform desirable)

PTAA0126 PT-08 \$33,478-\$40,191
Research Associate II, CEITA

PTEN0102 PT-08 \$33,478-\$40,191
Project Coordinator, The Holman Learning Center (REPOST)

PTUR0104 PT10* \$47,788-\$60,942
Platform Specialist Senior, University Computing. *Applicants who may not meet the minimum qualifications for this position are still encouraged to apply. Depending on the applicant pool, the position may be filled at a lower PT level with the potential for upgrade to the higher grade level.

FOOD SERVICE/MAINT.

(Hourly Rate)

FMBF0129 FM13 \$8.98
Driver/Warehouseperson. Plant Support Services Monday-Friday, 8 a.m.-4:30 p.m.

ADMIN./PROFESSIONAL

(Hiring Range)

APAA0106 AP10 \$43,444-\$53,010
Director, Distance Education Continuing Education.

APAA0104 AP13 \$63,739-\$79,036
Academic Department Head, Social Work

APAA0105 AP13 \$63,739-\$79,036
Director of Coatings & Research Institute

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ternal communications.

"We plan to secure the resources necessary to provide superior information and communications technology services for EMU stakeholders, and to plan an enterprise-wide base to better leverage our information and communications technology investment," Kirkpatrick said.

The portal is something that Kirkpatrick wants to move on quickly, but more immediate technology needs include overhauling the current e-mail system, improving the speed of the campus network, replacing administrative software and upgrading desktop computing and classroom facilities.

"He's preparing a robust budget to address technology needs," said Martha Tack, senior executive for presidential initiatives. "We have needs that have to be met and cannot rely on the state to fund the entire initiative."

Kirkpatrick and the University will pursue other avenues to secure such funds. These will include looking at grants, foundations, development funds, fees for information and communications technology, and recapturing/reallocating existing funds.

"We must make good, technical decisions rapidly because the longer we wait, the less competitive we will be with other institutions," Kirkpatrick said.

To learn more about the symposium, background information is available at <http://ucinfo.emich.edu>

Why I work at Eastern Michigan University

This fall marks my twenty-first year at Eastern Michigan. I began working here as an accounting clerk, and then moved on as a secretary in the departments of marketing and law, music, nursing, the Coatings Research Institute, the public information office and, today, in the dean of students office.

These diverse opportunities have helped me broaden my understanding of EMU. And because the University promotes learning outside the classroom, I've been able to be involved with programs like the United Way campaign, WEMU fund-raisers and the Campaign for Scholars. I've especially enjoyed being a mentor to students through EMU's Summer Incentive Program and participating in Family Day, where I have played my hammered dulcimer.

I've also played the accordion, piano and violin, and have quite a collection of antique instruments for display in my home. Music has been a part of my life since I was five years old, so I really look forward to the music programs and theater productions on campus.

I've made a lot of friends with faculty, staff and students. Now that I'm in the dean of students office, I help students and their families on a daily basis.

At EMU, I've been able to spread my wings and learn in so many ways.



Sherry Miller
Secretary,
Dean of Students

1998 Gold Medallion Award recipient

EASTERN MICHIGAN UNIVERSITY