

Funding priorities expected soon for University strategic plan initiatives

By Ron Podell

Within the next month, Eastern Michigan University President Samuel A. Kirkpatrick is expected to announce which initiatives in the strategic plan will receive first funding priority. Money budgeted for strategic plan initiatives could be made available as early as January 2002.

"The President and Cabinet have endorsed the strategic plan and will be moving ahead with implementation," said Don Loppnow, assistant to the president for strategic planning and associate vice president for extended programs. "The president is serious about implementing the strategic plan and is making budget decisions based on what's in the plan. The plan has also helped shape the appropriation request that will be submitted to Lansing."

The strategic plan includes six University directions. For each direction, initiatives are categorized in four categories: the highest priority for implementation; implement as funds become available; potential for immediate implementation (low or no costs); and recommended for further study.

There are 36 initiatives categorized as the highest priority for

implementation, with a number of those initiatives including a number of subcategories. Direction six, which focuses on improving institutional effectiveness, has the most initiatives — 12 — listed as having the highest priority for implementation.



Loppnow

The final strategic plan, finished Oct. 5, was distributed to the president, his cabinet, deans and department heads Oct. 8. The final strategic plan also was presented to the Board of Regents at their workshop Oct. 19 in Detroit, Loppnow said.

"Some changes were made from the draft strategic plan, based on input provided by the Faculty Council and 35 written commentary documents submitted from groups around campus," Loppnow said.

With the input provided, Loppnow said the University mission statement was revised and some key points were added to some of the University directions.

For example, emphasis on offering

outstanding undergraduate academic programs was added as a characteristic of direction one, which states that EMU will be recognized for its strong undergraduate programs and will provide research opportunities, excellent co-curricular programs and support systems that enhance the success of a talented and diverse student population.

The planning process and updating of the strategic plan will be ongoing with the cycle repeating itself on a biennial basis, said Loppnow, encouraging faculty, staff and administrators to continue to include strategic planning as part of their routine processes.

The University Strategic Planning Committee is currently reviewing the planning process to make recommendations to improve it. The committee is also preparing feedback for each unit that submitted a plan in the hope that this will help enhance the process next year.

"With further development and refinement, some ideas that were not included in the plan in this first round may be timely for the next planning cycle," Loppnow said.

The final strategic plan is now available on the Web at <http://strategicplanning.emich.edu/>

EMU to celebrate the best of student writing



WRITING WORTH CELEBRATING: This display at last year's Celebration of Student Writing event focuses on improving college students' images of their bodies.

This year's event is scheduled Wednesday, Dec. 5, 4-5:30 p.m., in the McKenny Union Ballroom.

By Hollie A. Bayer

The Celebration of Student Writing does more than showcase good writing. It does so in a very visual way, highlighting research in an array of subjects, ranging from body image to school violence.

The Second Annual Celebration of Student Writing is scheduled Wednesday, Dec.

5, 4-5:30 p.m., in the McKenny Union Ballroom, and will showcase the work of Composition 121 students.

The event is the branchchild of Heidi Estrem and Linda Adler-Kassner, both assistant professors in the English department. The two didn't just

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Community Blue PPO offers more services

By Ron Podell

For the second consecutive year, Eastern Michigan University faculty have the opportunity to enroll in Blue Cross-Blue Shield's Community Blue PPO plan.

The Community Blue PPO will continue to offer many features other University plans do not, including: a national network of physicians and providers;



Hassan

the flexibility of in- and out-of-network benefits; chiropractic services; comprehensive vision services, including routine eye exams, glasses and contacts; no claim forms required (no more Master Medical forms); no need for primary care physician referrals as required by HMOs and low

office co-pays; and mail-order prescription coverage that allows employees to receive a 90-day prescription supply with only one co-payment.

Last year, when Community Blue was first offered, about half of the faculty opted to move into the Community Blue plan, Doyle said. All administrative professionals, athletic coaches, confidential clerical employees and 100 percent full-time lecturers are enrolled in Community Blue.

Community Blue has enhanced its services even more this year.

Effective January 2002, all Community Blue participants will have unlimited wellness benefits, such as routine physicals and well baby visits.

"This feature encourages employees to seek early de-

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“Outreach” program helps international students

By Rashid S. Umar

Eastern Michigan University's record enrollment this year included a 41 percent increase in the number of foreign students.

Not surprising, considering the admissions' office has made a concerted effort to recruit more international students — and doing so with the help of alumni and technology.

Claudia Bean, manager of international admissions, heads Outreach, a University program that works to make the transition to EMU easier for international students who come in as freshmen, transfers, and graduate applicants.

“We help international students walk through the application process and help them with visas,” Bean said.

As part of Outreach, Bean, other recruiters and alumni travel to various recruiting destinations, including Canada, Asia (including India), the Middle East, Washington, D.C.; and the U.S. Embassy to inform prospective students of the various programs and opportunities offered at EMU.

“It's one way to promote our university,” Bean said. “What's great about these (recruitment) fairs is that the alumni and faculty help.”

Bean went on a recruiting trip in July to Asia where, with the assistance of local EMU alumni, international student prospects were able to meet with advisers and learn about



INTERNATIONAL CONNECTION: (from left) Claudia Bean, manager of international admissions at EMU, reviews paperwork with an international student. Bean heads Outreach, a program that works to make the transition to EMU easier for students.

Photo by Stefanie Anderson

the school.

“Seeing the alumni was a great experience,” Bean said. “They loved EMU, it was also great for promoting. You can't force someone to feel that way.”

Bean also was impressed with how the local alumni were able to reflect on how EMU shaped their lives.

“It struck me that they remember their professors,” she said. “This was really a turning point in their lives.”

Chutima Wittayakorn, who studied economics as a graduate student at EMU in 1994-95, was one international alum (now living in Thailand)

who was thankful for his educational experience at EMU.

“It was one of the best experiences of my life because I not only learned what's in books but I learned about life, which I think is more valuable than the degree I got,” he said. “It was difficult when I first arrived because I was not familiar with some of the computer programs.

“However, my professor and my classmates were very helpful, especially for the Thai students there (at the time). I think that I was lucky that I got support from so many wonderful people.”

Laileng Hoi, of Malaysia, is one current international student who is appreciative of the Outreach program.

“I had a lot of inquiries about EMU, the course, the environment and culture of the United States,” Hoi said. “I hadn't been to the States before and don't know many friends who have studied in the States. I felt insecure not knowing much. The program has answered most of my questions and prepared me for my trip to the States.”

Bean also hopes that technology, through the use of the Internet, will play a major role in aiding the recruiting process of interested foreign students.

“The more the Web becomes a useful tool, the more we can use our Web site to update and keep current our programs,” Bean said.

One recruiting territory that can pay big dividends for the program is Canada, Bean said.

The Province of Ontario will be eliminating Grade 13 for students in 2003, which will free up more student prospects who will be looking to further their education, she said.

As the program currently revises its international Web site to correspond with overseas institutions, Bean says the project isn't up to one person to make work, it's collective.

“I look at the recruiting aspect as more than one person going out there; it's a University effort,” she said. “It's good to see students as success stories.”

Industrial technology takes flight with airplane design

By Rashid S. Umar

It's typical to see airplanes flying over campus to or from a nearby airport. But it's a little out of the ordinary to see one being assembled in Sill Hall.

Students in instructor Phil Rufe's industrial technology class are receiving a unique, hands-on opportunity — they are assisting in building a single-engine airplane.

Students are not only gaining real-world management and teaching experience in their chosen field; they are learning the important construction aspect, Rufe said.

The \$40,000 aircraft — a two-seater with a dual-stick control — stands seven feet tall off of the ground and has a 28-foot wing span.

The plane, nicknamed “Eagle One,” boasts a hori-

zontal six-cylinder engine which, at maximum capacity (people and luggage), weighs one ton.

The plane is made of thin aluminum and includes a wet wing, which means one wing is full of gas.

“The short-term benefit of the project to our department is media exposure for our department and manufacturing program,” said Rufe. “The long-term benefit is reputation. Any group of people who successfully builds an aircraft of this nature commands respect. This project will make us better know in the community.”

The project began in November 2000 and is expected to be completed by April or May 2002.

Tim Doyle, instructor of interdisciplinary technology, came up with the idea of constructing a plane. There was a



TECHNOLOGY TOP GUNS: (from left) Student Andrew Ballnik and Phillip Cardon, assistant professor, business and technology education, construct a portion of a single-engine plane. College of Technology students are using the project to learn to integrate technology and sharpen their math and physics skills.

Photo by Stefanie Anderson

movement to try to teach interdisciplinary courses, so it was thought to be appropriate to teach this kind of project.

“We are hoping it will enhance education and understanding the link between disciplines (interdisciplinary,

industrial, and business and technology),” said Phillip Cardon, assistant professor, business and technology education. “This kind of a project can spark interest in one of the three fields.”

The completed pieces will be taken to Willow Run Airport for final assembly, where the plane will be tested for flight.

The finished product will be adorned in EMU green and white.

For extra flourish, the design will include a profile of an Eagle head and “RV-9,” the initials of R. Vance, for whom the plane is being built.

“Our students will gain a better appreciation for assembly and assembly sequences,” Rufe said. “They will also gain a better appreciation for how important clear and complete blueprints are in manufacturing and assembly.”

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/

United Way Campaign raises more than \$126,000

Eastern Michigan University's United Way Campaign raised \$126,332 this year, with 753 persons or 37 percent of all EMU employees making a contribution.

"In these challenging times, the EMU family really came forward to help," said Earl Potter, this year's United Way chairman and dean of the College of Business. "With a tight economy and so many people giving to the Red Cross after the events of Sept. 11, this is a very strong statement. It was truly a community effort that produced these results."

The total amount raised was roughly \$20,000 more than last year, the largest one-year increase in the last six years of the campaign.

Faculty/Staff campaign begins with breakfast event

The Faculty/Staff Campaign, "Planning for the Best," officially kicked off with a breakfast Nov. 7. With co-chairs Amelia Chan and John McAuliffe in place, the focus this year will be placed mainly on increasing donor participation.

"Pinpointing a goal is hard for us to do because the donations fluctuate so much from year to year," said Susan Rink, director of annual giving for the EMU Foundation. "We want to increase funds over last year's campaign, which raised \$283,000."

People can give in a variety of ways, including cash gifts, pledges, and transferred appreciated assets, Rink said. The most common way that people choose to give is through payroll deduction. In order to process the paperwork, the deadline for payroll deduction is Dec. 5.

Poinsettia sale set for Nov. 14

The EMU Women's Association begin their annual poinsettia sale Wednesday, Nov. 14. Proceeds from the sale will go to the Women's Association's Scholarship Fund. Tables will be set up all day in McKenny Union and Pray-Harold to process orders.

Call Diane Browning, 487-0020, extension 2116.

FOCUS EMU takes holiday break

FOCUS EMU will not be published Tuesday, Nov. 20, because of the Thanksgiving holiday break. FOCUS EMU will resume its regular schedule Tuesday, Nov. 27.

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want papers sitting on tables. They wanted to jazz the idea up a little.

They had students adapt their research papers to an audience other than just instructors. The students were required to make their research visually appealing. Some classes produced newspapers. Others made large collages. And still others made display boards.

"We wanted to make public the really cool work that students do," said Adler-Kassner.

"It gives students an opportunity to think of other media, their audience and purpose," said Estrem.

In developing the event, Adler-Kassner and Estrem had two goals. First, they wanted to reward the students for their work. Second, they wanted to raise the visibility of writing on campus.

"Students' work is never really celebrated," said Adler-Kassner.

It also was important to reward all of the students. In this case, that meant 750 students would need their own space to present their ideas.

"So many of these events only include the best

students. This includes all the students," said Estrem. "Everybody's research and writing is legitimate and deserves to be seen."

After the success of the first Celebration of Student Writing in April 2001, Estrem and Adler-Kassner decided the event had enough benefits to make it a biannual event.

But response wasn't initially receptive. Student reaction was very poor when students were first assigned the project. However, that disposition improved as the semester continued. By the end, students were really excited to be participating, said Adler-Kassner.

"Students' responses were so great," said Adler-Kassner, recalling how proud some students were of their work at the first event. "Some students, especially commuters, were even saying things to me like 'It made me feel like part of EMU.'"

Faculty, staff and students are encouraged to attend the event.

"We see it as a meeting ground," said Estrem. "It gives faculty and staff in other disciplines a chance to see what we are doing."

Mail Services steps up safety procedures after events of Sept. 11

By Rashid S. Umar

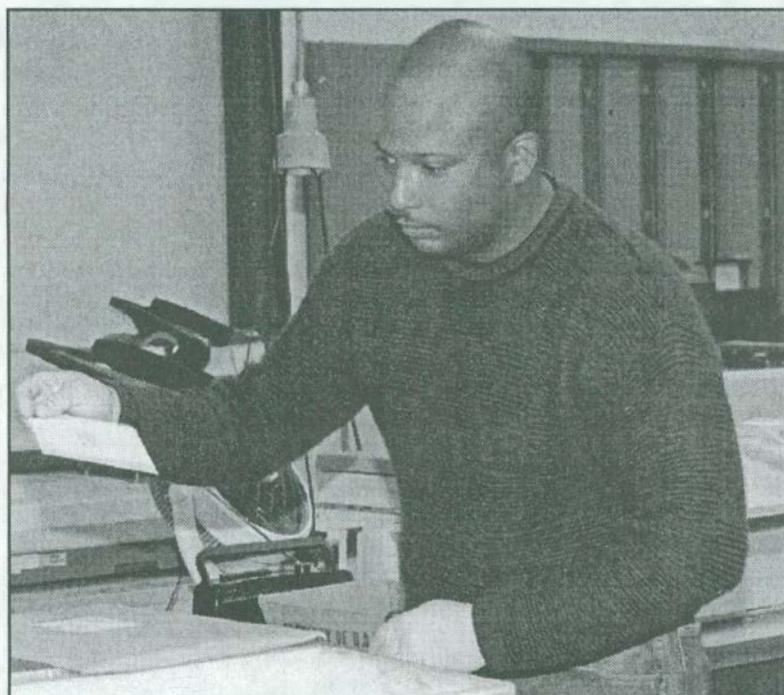
While the nation has had to deal with bio-terrorism, the U.S. Postal Service has faced the challenge of neutralizing the threat of anthrax. EMU's Mail Services and Mail Boxes Etc. are both no exception.

Ypsilanti Postmaster Ron Mutschler visited campus Oct. 19 and provided Mail Services with new mail handling procedures, including requiring the delivery of mail to a live person in departments rather than dropping off the mail at department doors.

Malcolm Marts, manager of Mail Services, said that Mail Services is basically following the new guidelines of the postmaster, which include watching for suspicious letters or parcels. Thus far, none have been reported.

Letters or parcels that would fit into this category, though, include those that:

- have any powdery substance on the outside
- are unexpected or from someone unfamiliar to you
- have excessive postage
- include a handwritten or poorly typed address
- have incorrect titles or titles with no name
- include misspellings of common words
- are addressed to someone no longer with your organization, outdated, have no return address, or have an address that can't be verified as legitimate
- are of unusual weight given



CAREFUL HANDLING: Jack Jenkins, a postal clerk with Mail Services, carefully inspects a letter while sorting the mail recently. Due to recent anthrax cases discovered in mail nationwide, Mail Services is following Postmaster guidelines for identifying suspicious packages.

Photo by Brooke Dagnan

their size, are lopsided or oddly shaped

- have an unusual amount of tape
- are marked with restrictive endorsements, such as "personal" or "confidential," or
- have strange odors or stains.

"I think we are at a very low risk," he said. "But, it's better to be prepared."

In the past, Marts said there have been problems of homeless persons tampering with mail that is set out.

Lois Mekas, owner of Mail Boxes Etc., located in McKenny

Union, agrees.

"We've always been on top of this," she said. "We've always had the right to open a parcel if it looks suspicious."

Every morning, Mekas picks up mail from the local post office and distributes it into the mailboxes of her customers who rent space. She says some notable changes have occurred since cases of anthrax in mail nationwide first surfaced in October.

"I used to just walk into the back of the post office," to pick up the mail, she said. "Now, I have to ring the bell."

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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.

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CSBF0208 CS05 \$25,113
Police Dispatcher, Parking & Paving (full time, swing shift, hours vary).

CSUR0203 CS05 \$25,113
Senior Secretary, Convocation Center.

CSEN0209 CS05 \$25,113
Admissions Processor, Admissions.

PROFESSIONAL/TECHNICAL (Hiring Range)

PTAA0226 PT07 \$30,244-\$35,568
Administrative Associate I, Office of Research Development.

PTBF0209 PT07 \$30,244-\$35,568
Accountant II, Accounting Department.

PTAA0227 PT09 \$39,601-\$48,325
Database Analyst-Programmer, English Department (GRANT APPOINTMENT).

PTSA0210 PT10 \$44,747-\$54,601
Plant Engineer Senior-Housing, HDC Facilities Management.

ADMIN./PROFESSIONAL (Hiring Range)

APAA0208 AP14a \$83,772-\$100,884
Dean, College of Arts and Sciences.

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tection of disease," said Jeanette Hassan, director, benefits.

In addition, those co-payments for office visits and prescriptions can be paid for through a flexible spending account (FSA). Those in Community Blue can set aside money on a pre-tax basis to pay for predictable medical expenses, Hassan said.

Employees pay the medical or dependent care expenses, submit their receipts to the third party vendor, and receive reimbursement at home for those expenses — and all tax-free, Hassan said.

"There has been a great deal of interest in the Community Blue PPO among other employee groups currently not eligible for this benefit," said Hassan. "Hopefully, in the near future, as an outcome of the Healthcare Task Force initiative, this plan may be offered as an option to them as well."

This year's Community Blue open enrollment period runs through Nov. 16. All forms must be turned in to the benefits office by Friday, Nov. 16. The flexible spending account open enrollment period runs through Nov. 26.

For more information, call the benefits office at 487-3195.

Why I teach at Eastern Michigan University

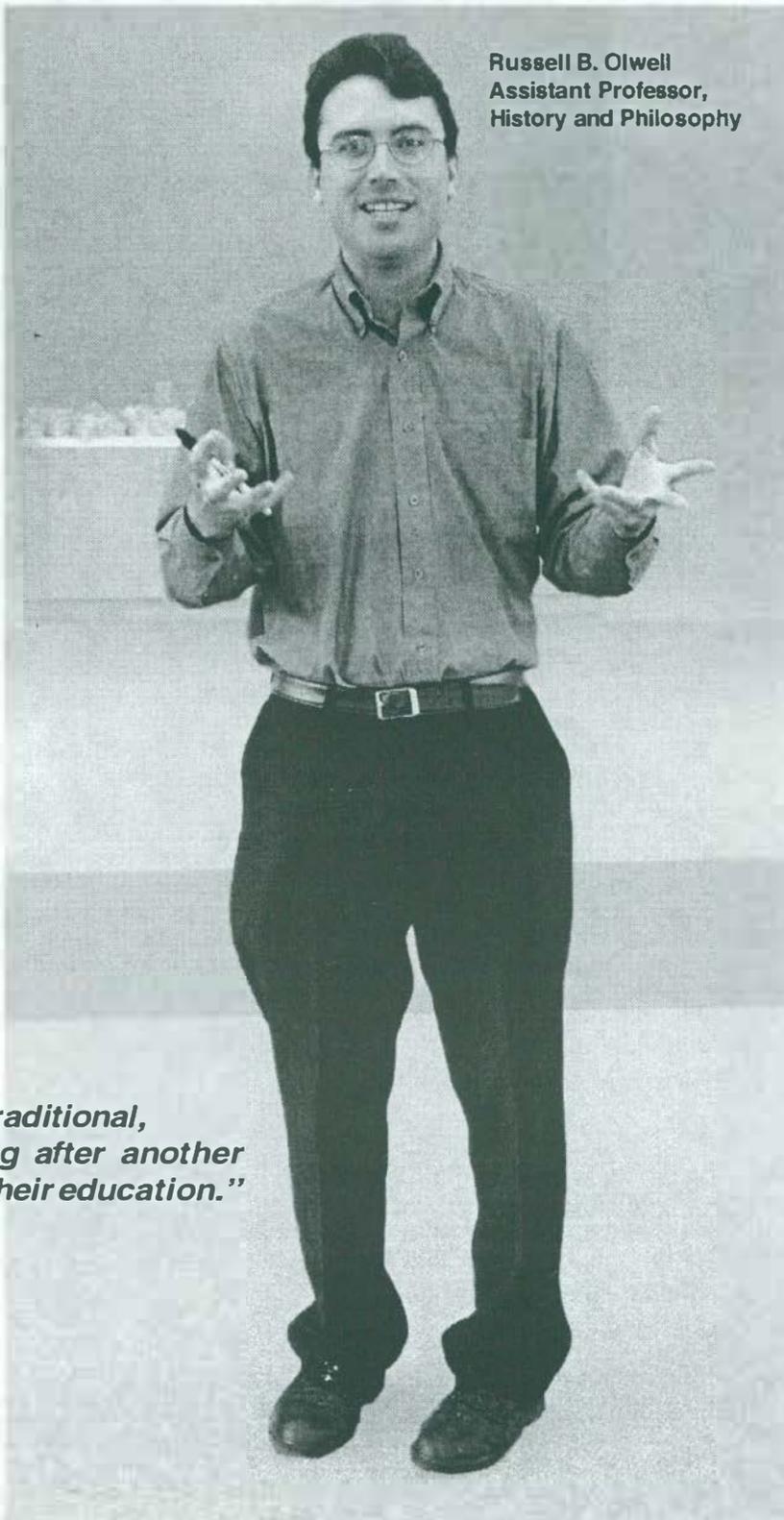
I'm in my third year of teaching students who will become teachers of history and social studies in grades seven through 12.

Most of my students are non-traditional, students who come to teaching after another career, the military, or a break in their education. They are very committed to the coursework and very committed to their classrooms when they get them. They also are thoughtful and generous people, who truly want to touch the lives of young people.

I also work with local schools on curriculum issues. That's a big advantage for all of my students. They are better prepared and more sure of their career choice because they've had early hands-on exposure to the demands of teaching. It's important that students working toward a degree in education see real students early on.

Having taught middle school, I understand what teachers face every day. I want my students to have rewarding and meaningful careers.

"Most of my students are non-traditional, students who come to teaching after another career, the military or a break in their education."



Russell B. Olwell
Assistant Professor,
History and Philosophy

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Office of Public Information

Pamela Young, director
Ward Mullens, manager
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