

News for  
Eastern Michigan  
Faculty and Staff

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## McAndless professor revels in Shakespeare

By Carol Anderson

As this year's Thelma McAndless Visiting Professor, Gillian Eaton is bringing her 35 years of experience in theatre and her love of Shakespeare to EMU's campus. Eaton will be directing "A Midsummer Night's Dream" at the Sponberg Theatre this April and is teaching "Performing Shakespeare."

"I want my students to love Shakespeare and be emboldened and empowered as actors to make Shakespeare accessible to the audience," she said. "At the end of 14 weeks, they should feel comfortable performing Shakespeare."

When it comes to directing "A Midsummer Night's Dream," she likes to find new ways to direct the play.

"I'm always looking for surprises," she said. "The character Puck is usually played by a thin person, but how would a big, robust person change the play?"

Last November, Eaton participated in a one-night performance of "Women in Shakespeare" as a fundraising event for the McAndless Endowment Scholarship. The Thelma McAndless position is a college chair that rotates among departments at the University and is offered to a professor who can bring a new perspective, knowledge and experience to students on campus.



**LIKE A DREAM:** Gillian Eaton (center), this year's Thelma McAndless Visiting Professor, gives (from left) nursing student Lindsay Wohl and EMU theater students Crystal Woodard and Delaine Andrezejewski a few acting pointers. Eaton will direct EMU's production of Shakespeare's "A Midsummer Night's Dream" in April.

Currently, she is appearing in "Elizabeth Rex" in Ann Arbor. Eaton plays Elizabeth I in the play that is based on a meeting between her character and Shakespeare. The play has been performed at Stratford, Ontario, but this is its American premiere. The performance runs through March 3.

Eaton also has conducted a workshop at the Flint Youth Theatre where participants role-played to write a script around gun violence.

"It's process drama, improv without an audience," she explained. "People open

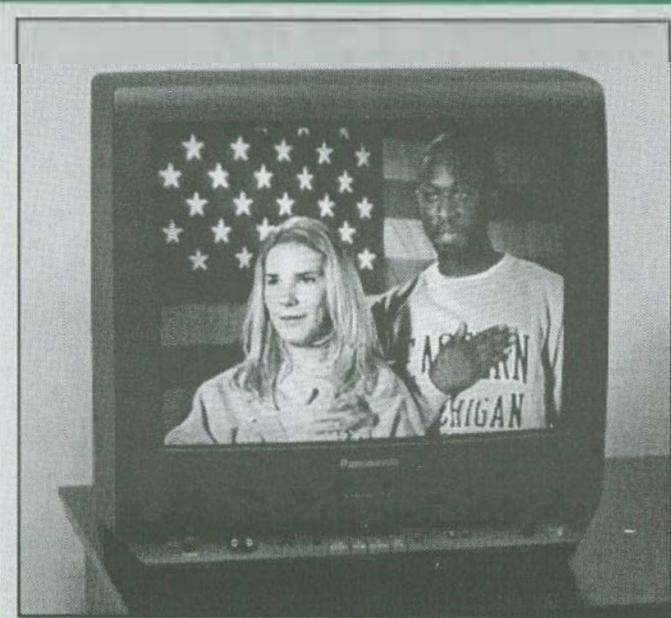
up so issues can be explored from different viewpoints. Acting gives you confidence, a feeling that you are part of a whole, a valuable person, and that you are important."

"The arts in general are undervalued," she continued. "If you took away television, stage performances, music or poetry, it would be a dull world."

She explains that the arts tell us who we are. After Sept. 11, many people found comfort in e-mailing poetry to each other

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### MY FELLOW AMERICANS



**I PLEDGE ALLEGIANCE:** Eastern Michigan University students Hollie Bayer and Robert Pearson pledge allegiance to the flag during a recent portion of WDIV Channel 4 News' broadcasts Jan 24.

The two were introduced as EMU students, and there was no mistaking where they were from, looking at the University sweatshirts they were wearing.

The pledge, designed to show patriotism, was repeated at the beginning of five news broadcasts that day.

EMU Spotted is an occasional feature that will appear in FOCUS EMU, noting the institution's name showing up in unusual or out-of-the-way places. If you have an EMU Spotted item, please submit it to Ron Podell at ron.podell@emich.edu.

## EMU pioneers GoalQuest to increase freshmen enrollment numbers

By Carol Anderson

Eastern Michigan University is the first university in Michigan and one of the first in the country to pioneer a new, electronic way of communicating with prospective students.

Targeted toward first-time freshmen admitted for Fall 2002, the Eplanner Program e-mails pre-orientation information to students and encourages them to enroll at EMU.

"We're hitting students where they live," said Andrew Wright, EMU assistant director of recruiting. "Studies show that 17- and 18-year-olds communicate extensively via e-mail."

Currently about 4,000 students are participating in this Web-based system of step-by-step lessons, called Goal Steps.

Each student receives a series of 28 messages consisting of broad-based topics

that become specific to EMU and conclude with a short, multiple-choice quiz. Topics include: financial concerns, making friends, diversity, safety, time-management, and alcohol and drugs.

"Eplanner is a unique way of communicating with students. We hope it increases the number of admitted students to enroll," said Wright.

Currently, only 42 percent of admitted first-time freshmen actually enroll for classes at EMU. The goal is to increase the conversion rate by 2 to 2.5 percent, Wright said.

Although 75 to 80 percent of admitted freshmen have an e-mail address, everyone receives an admittance letter and basic information on housing and enrollment in the mail, Wright said.

In the future, EMU may consider expanding the program to include retention. Eplanner is written by GoalQuest.

# Eleven earn EMU's most prestigious student award

By Hollie Bayer and Rashid Umar

*EDITOR'S NOTE: This story features six of the 11 Presidential Scholars. The second part of this story will be published in the Feb. 26 issue.*

Eastern Michigan University's 2001 Presidential Scholarship recipients were honored by the Board of Regents during its regular meeting Nov. 27, 2001. The scholarship is a four-year award that pays 30 credit hours (15 per semester) per year of in-state tuition, housing, food allowance and mandatory fees. Students who receive the scholarships must live in University residence halls the first two years of the award, complete with at least 15 credit hours per semester and maintain a 3.5 GPA.

Scholarship recipients are selected during EMU's annual Presidential Scholarship Competition. Awards are based on a competitive exam. To compete, high school seniors must have either a 3.7 GPA or a 3.5 to 3.69 GPA with a minimum 25 ACT or 1,150 SAT. Each scholarship winner also must complete a successful interview.

There are usually 10 Presidential Scholars selected each year, but 11 students were found deserving of the honor in 2001.

## Daniel Byrne, (Livonia, Michigan)

Daniel Byrne is the youngest of three siblings to attend Eastern Michigan University. His father, as well as several other relatives, went to EMU. With that legacy, Byrne said he didn't feel any pressure to enroll at EMU.



Byrne

"I thought I failed, but I wasn't too hard on myself," he said, after taking the Presidential Scholarship test. "But when I was called back, I was excited because I won."

Byrne was considering other schools and had even been accepted to the University of Michigan and Michigan State University before he received word of his test results. From that point forward, he said he made up his mind to attend EMU.

Although he has not yet declared a major, Byrne is considering the field of social sciences.

"Politics has always interested me," he said. "I could see myself majoring in political science or perhaps pre-law."

Byrne earned a 4.05 grade point average at Livonia Churchill High School, where he was a member of the Varsity Quiz Bowl Team.

"It is my understanding that Eastern has no College Quiz Bowl Program, but I hope to change that," he said.

## Karin Armour, (Manchester, Michigan)

Karin Armour was in the top five percentile at Clinton High School, where she earned a 3.79 GPA.

She admits that if she didn't win the Presidential Scholarship, affording college would have been tough.

"EMU was my first choice, but the scholarship sealed the deal," said Armour, who plans to major in business management. "Otherwise, it would have been very difficult to pay for college."

Armour also earned credits from Washtenaw

*Presidential Scholars receive a four-year award that pays 30 credit hours (15 per semester) per year of in-state tuition, housing, food allowance and mandatory fees. Students who receive scholarships must live in university residence halls the first two years of the award, complete at least 15 credit hours per semester and maintain a 3.5 GPA.*

Community College prior to coming to EMU. She prides herself on setting the bar high for academic achievement, which makes it no surprise she enrolled in EMU's Honors Program.

"My academic goals for college are very high," she said. "I have always worked very hard in my classes and will continue to do so in college."

Armour also has continued her musical interests, playing with the Barnhill Concert Band. She spent four years in high school as a first chair oboe.



Armour

## Alison Bedingfield (Cincinnati, Ohio)

Alison Bedingfield said she had a good feeling about EMU from the outset.

"When I first visited here, it seemed like a friendly environment," she said.

Winning a Presidential Scholarship made her feel even better about her college choice. But like others, Bedingfield didn't initially think she fared well on the exam.

"It was really exciting because it was a hard test," said Bedingfield, who plans to major in psychology. "It also played a large role in me coming here."

Bedingfield ran cross country last fall and is currently competing for the women's indoor track team. She was a member of four state championship cross country teams, an All-American with the relay team in indoor track and an academic All-Ohio athlete, earning a 4.0 GPA at Colerain Senior High School.

"I believe my experiences over the past four years and my commitment to achieving my goals will make me an excellent participant in the Honors Program," Bedingfield said.



Bedingfield

## Charles DeGryse (Chelsea, Mich.)

Charles DeGryse was involved in a little bit of everything in high school. From president and co-founder of the Theatre Guild to baseball and debate, DeGryse kept busy.

When he's not waiting tables at Joe's Crab Shack, DeGryse spends a lot of his time hanging out with friends and spending time with his girl-

friend. He also manages to squeeze in time for his homework.

"Late at night, I end up doing my homework," said DeGryse.

DeGryse agreed to take the Presidential Scholarship test, but only after his high school counselors pushed him to do so.

"I figured I had a shot if I could get to the interview process," said DeGryse.

He was at home watching a movie when he received the phone call informing him that he would receive one of the 11 Presidential Scholarships. He immediately turned and hugged the closest person to him.

"I was giddy, I guess would be the best word," he said. "It was a relief to know for sure where I would be going."

Before receiving the scholarship, DeGryse was still considering several other colleges. But, the scholarship sealed the deal.

DeGryse is looking towards communications or human resources as a major, but is still undecided.

"I just want to meet new people and experience new things every day," he said.



DeGryse

## Evan Chall (Westland, Mich.)

In high school, Evan Chall did it all. He was a member of the golf team, formed and participated on the bowling team, wrote for the school newspaper and participated in French Club.

These days, he's scaled back his extracurricular activities in order to focus on his schoolwork. But it's not all work for Chall.

"I like to hang out with friends and go to the REC/IM a lot," said Chall. "I like to work out."

Chall decided to take the Presidential Scholarship test because he wanted to make sure he left all of his higher education options open. A late-night phone call informing him that he would be a recipient of the Presidential Scholarship made him glad that he did.

"I just recall being in a state of excitement. It was a life-changing moment," Chall said. "I feel that it's not just my accomplishment. My parents, my teachers and my school were all instrumental in this."

In addition to the scholarship, a couple of other factors played into Chall's decision to enroll at EMU. His dad is an alum and he had heard about the positive reputation of EMU's College of Education.

Chall is interested in social sciences and secondary education, but he has not yet declared



Chall

a major.

## Benjamin Moy (Troy, Mich.)

Throughout high school, Benjamin Moy was focused on music, concentrating on orchestra and playing the violin.

That didn't change once he arrived at EMU,

SEE SCHOLARS, PAGE 4

# Technology is front and center in strategic plan

*Editor's Note: This is the ninth in a series about the implementation and funding of the University's strategic plan initiatives over the next six months.*

**By Ron Podell**

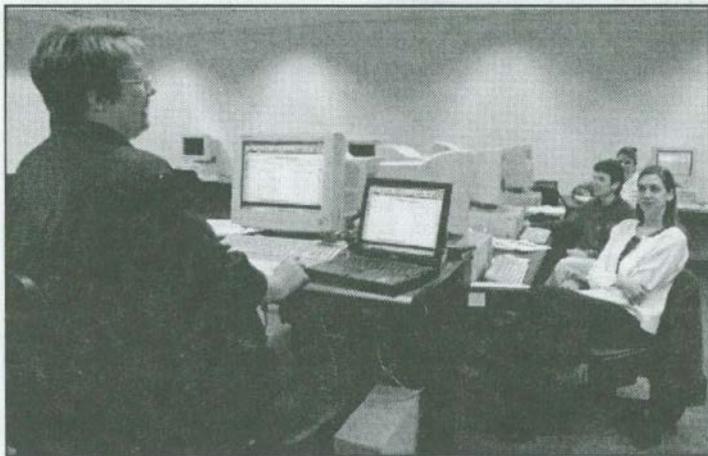
A state-of-the-art Web site will raise the public profile of Eastern Michigan University to a much broader audience. An electronic portal could provide a personalized menu of online functions for faculty, staff, students and alumni. And a new e-mail system campus-wide will create improved internal communications on campus and elsewhere by eliminating an outdated amalgam of e-mail systems.

These are among a number of technological improvements EMU will see enhance the functional capabilities on campus and expand the University's ability to communicate the benefits of the institution under its strategic plan.

Direction 6 of the University's strategic plan states that EMU will improve institutional effectiveness.

Three initiatives under Direction 6 are directly related to improving EMU's level and quality of technology on campus. Technology initiatives include:

■ Endorse the Information and Communications Technology (ICT) Initiative. The Board of Regents approved this initiative — a three-year, \$28 million project



**A BANNER DAY:** Marlene Taylor, an SCT student system consultant (left), teaches a group of EMU staff how to use the SCT Banner system, a package of software tools used for various programs, including ISIS.

— last year. Funding began last fall.

This initiative includes installing the SCT Banner Systems suite of applications; installing an integrated portal, e-mail and calendaring system; initiating a cycle for the replacement of desktop computers for faculty, staff and students; and creating a plan for replacing technology infrastructure on campus.

The "Banner" system is a package of software tools purchased from SCT Corp. that will replace all of the major administrative systems at EMU, including finance, human resources, Internal Student Information Systems (ISIS) and financial aid.

The baseline Banner product, combined with Banner Web solutions, the Campus Pipeline Web Platform and WebCT course management system, will offer access to data for students, faculty, staff

and alumni.

"The SCT Banner system is a set of applications that covers all of the key functions of the University in an integrated and connected way, and provides for a common data warehouse and widespread accessibility," Kirkpatrick said.

The planned portal is essentially creating a gateway to information, products, services and experiences that are personalized. The portal, expected to be fully functioning in two years, would provide a wide range of services, everything from letting a student know where to pay a parking ticket to alumni receiving updates about upcoming EMU events, he said.

"We want to have a full portal system, where we have an ongoing and life-long relationship with students and alumni, and where people on and off campus have access

to each other," Kirkpatrick said.

The portal technology includes an improved and more uniform e-mail system called iPlanet. The system, planned for campus this year, will replace the current hodge-podge of e-mail systems being used, Kirkpatrick said. The system will be more efficient and user-friendly with the Campus Pipeline system.

In addition, a task force is recommending criteria for cycle replacement of hardware and software for faculty, staff and students on campus.

Planning work also is needed to consider a wireless system for servers as part of campus building infrastructure, Kirkpatrick said.

■ Hire a director of Web communications, improve the University Web site and offer Web services. Approximately \$82,000 has been earmarked for this initiative.

"It's very important that our Web site be improved as we go to a new portal system. It has to be informative, easily usable and attractive," Kirkpatrick said. "We want it to be as professional and attractive as our other EMU publications. It is very important how we relay our image externally."

A search for a director of Web communications will commence shortly, said Rita Abent, executive director of University marketing and communications. That person

will provide leadership for incorporating the University's priorities and marketing objectives into its Web presence, and will work with ICT and the Web Team to develop and maintain the site.

"The director will need to have a combination of marketing, communication and technical skills. The goal is to identify someone as quickly as possible and get them on board as soon as possible," Abent said. "In the meantime, we will keep moving forward with the work of the University-Wide Web Team."

The team, which has been meeting since last fall, has been developing a uniform look for the Web site, with a strong focus on user-friendliness; determining Web design policy to govern the EMU Web site; and creating a set of guidelines for instructional use when creating Web pages.

■ Approximately \$16,500 has been earmarked to fund a student disaster recovery project for Enrollment Services. The project entails the microfiche/microfilm of permanent student records for the last 15-20 years.

"We do need to catch up on our microfilming of student academic records," Kirkpatrick said. "We've had gaps in that (record) and are not fully protected if we had a major disaster."



For a more extensive listing of University events, go to the Office of Public Information home page at [www.emich.edu/public/public\\_information/](http://www.emich.edu/public/public_information/)

## EMU pledges an additional \$1 million in scholarships

Eastern Michigan University recently pledged an additional \$1 million in aid to help incoming freshmen offset the increasing costs of going to college.

"We are proud to announce a new program called Merit Plus," said EMU President Samuel A. Kirkpatrick. "This program will supplement the state Merit Award program, established by Gov. Engler, but more importantly will help families reduce tuition costs."

The University, with a current enrollment of 24,500, awarded \$8 million in gift aid for fall 2001, said Courtney McAnuff, vice president for enrollment services. McAnuff said that a significant portion of the additional \$1 million will be committed to the Merit Plus program. Applications are available online at [undergraduate.admissions@emich.edu](mailto:undergraduate.admissions@emich.edu).

## Cowan National Security Fellowships now available

The department of military science announces its first annual Ralph Cowan National Security Fellowships, dedicated to the memory of Lt. Col. Ralph Cowan, assistant professor of military science (1967-69).

Nominations may be made for any person who teaches at EMU, regardless of academic rank, or for any staff member or administrator. For information regarding the criteria and application process, go to the Cowan Fellowship link under [cot.emich.edu/ms](http://cot.emich.edu/ms). The deadline to apply is March 5.

For more information, call Major Mike Knott at 487-1020.

## College of Business offers UNCF scholarship

United Negro College Fund (UNCF)/Household Corporate Scholarship applications are available at the Undergraduate Advsing Office, 401 Owen Building, College of Business.

The scholarship includes an eight-to-10-week paid internship and need-based \$5,000 to \$10,000 scholarship. African American, Hispanic, Native American and Asian American students majoring in computer science, business, accounting, finance, human resources or marketing are encouraged to apply. The application deadline is Feb. 28.

For more information, call Mary Niehaus at 487-2344.

## 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, Feb. 25. 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)

CSAA0227 CS05 \$25,113.00  
Senior Secretary.

### FOOD SERVICE/MAINT.

(Hourly Rate)

FMBF0281 FM06 \$8.36-  
\$13.73 Custodian, Physical Plant-  
Location: Starkweather. Sunday  
through Thursday (11 p.m.-7:30  
a.m.).

### ACADEMIC ADMIN. AND FACULTY

APAA0215 Director, Community  
College Relations.

For additional information about Faculty and academic positions, visit the Human Resources webpage. Click on: "employment opportunities," goto "academic," then to "academic administrative vacancies." You may contact the Academic Human Resources office in 202 Boone Hall at 487-0076.

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and requesting music.

"The arts are a way of healing, a way of knowing how to emotionally respond to a situation," she said. "Actors want to communicate with the audience, not just get their lines correct. In stage performances, things could go wrong. Actors could mess up their lines. It's not a perfect world and it's not always a perfect performance. It reflects life."

Eaton, who currently lives in Plymouth, is a native of Wales. She was educated in Britain at Bristol University, Old Vic Theatre School, graduating with the equivalent of a master's degree in fine arts.

Her experience includes television and film, as well as professional directing and acting.

Eaton performed with the Royal Shakespeare Company and was director and co-founder of the Detroit Historical Museum's educational outreach program, "STORYLIVING," which uses drama and music to explore issues of diversity and immigration through cross-cultural stories.

Most of Eaton's experience has been as an actor, but she is now looking to do more directing and teaching. And EMU is affording her that opportunity.

## SCHOLARS, from page 2

where he is now a member of the EMU Orchestra.

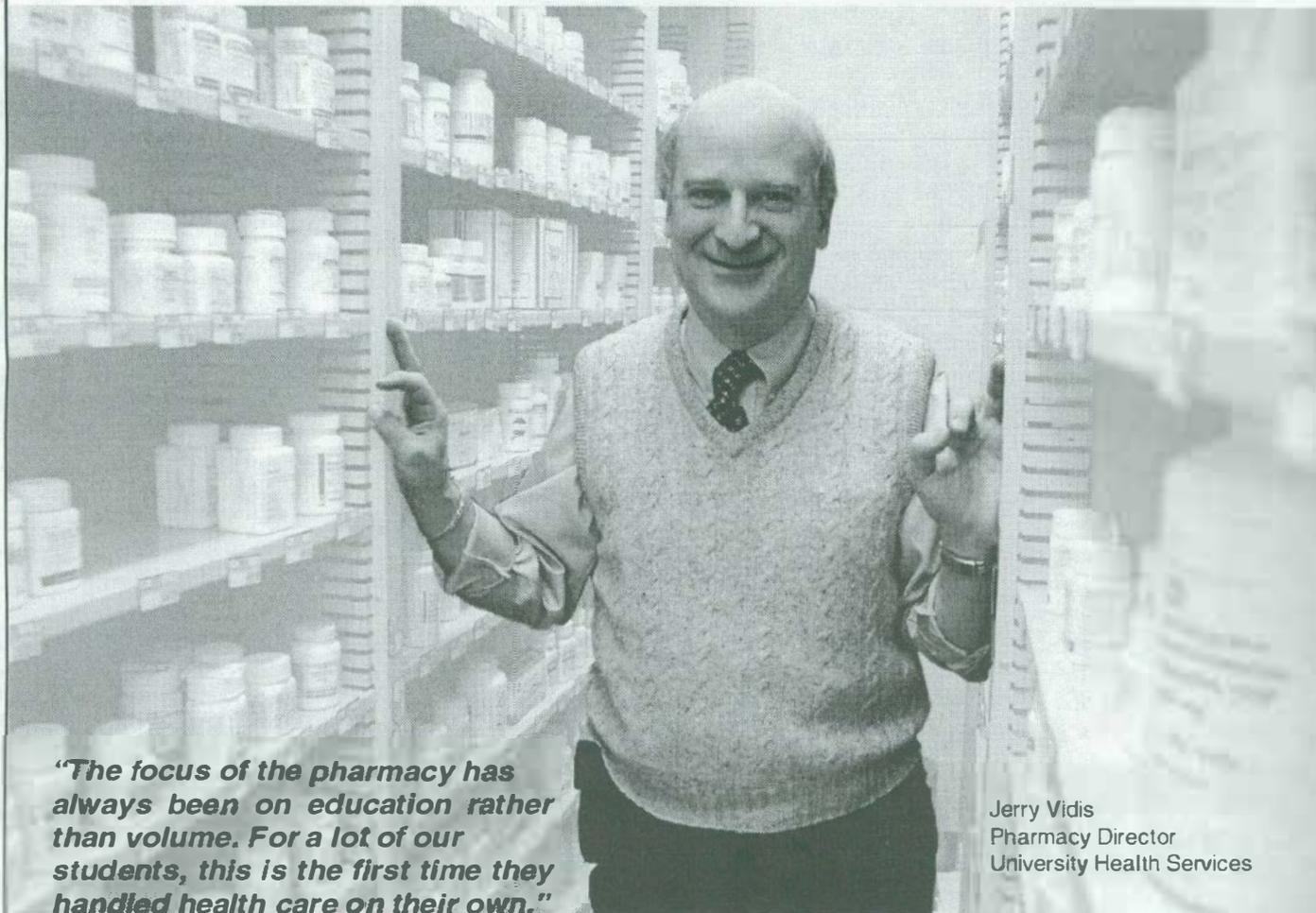
A combination of factors, including the scholarship and the size of the campus, attracted Moy to EMU. His orchestra and band directors, **Moy** both EMU alumni, also influenced his decision to attend when they told him about EMU's music education program.

"When I came, it just felt right," said Moy. "I felt like I fit right in."

Moy is currently a music education major, who is planning on minoring in history. After graduation, he plans to become a band director and teach private lessons.



## Why I work at Eastern Michigan University



*"The focus of the pharmacy has always been on education rather than volume. For a lot of our students, this is the first time they handled health care on their own."*

Jerry Vidis  
Pharmacy Director  
University Health Services

I came to Eastern Michigan University in 1982. I had been working in health-care research before that and decided to get back into the pharmacy business. They needed a pharmacist here. So, it was just one of those things that just melded.

The reason I stay and the reason the job was attractive to me was that it was never presented as just a pharmacy job. This job allows me to fill prescriptions and I get to counsel patients. As network administrator for the building, the second half of my job, I get to fulfill my computer

nerdiness. I keep the computers up and running, and do what we need in terms of software and equipment. My supervisors and co-workers' support in my pursuit of both roles, along with contact with students and staff, has made this a great position.

The focus of the pharmacy has always been on education rather than volume. For a lot of our patients, this is the first time they've handled health care on their own. This is a way to teach students how to use the system and manage health care to their benefit.

## Need the info?

Go to the public  
information Web  
site at [http://  
www.emich.edu/  
public/  
public\\_information/](http://www.emich.edu/public/public_information/)