

## Merlanti pledge to EMU establishes business ethics program in COB

A \$1 million endowment pledge from the Merlanti Foundation to Eastern Michigan University's College of Business will initiate a business ethics program in the college. The centerpiece of the program, named for Ernest and Jeanne Merlanti, will be an honors-level seminar. Student participation will be supported by scholarship funds generated from the endowment.

"We feel EMU is ideally situated to offer this program due to the orientation of the business college, which is focused on practical applications," said Ernest Merlanti.

"We hope to increase awareness of ethical business standards, and believe that good ethics is good business," Jeanne Merlanti added.

The Merlantis are owners of Ann Arbor-based Personnel Systems, Inc., a staffing firm with Arbor Technical Staffing and Arbor Temporaries, Inc. Ernest Merlanti founded the company in 1970 to recruit, interview and screen potential employees for the area's fast-growing technical and professional businesses. Jeanne Merlanti serves as the company's president.

"The Merlanti gift is a very significant one for EMU," said EMU President Samuel A. Kirkpatrick. "Their contribution will have enduring value for Eastern and the broader society, and we are deeply grateful for their support and generosity. It recognizes the shared value we place on education for ethical leadership as we prepare students for the business world."

"This gift will help the College of Business create a business ethics pro-



**THE BUSINESS OF ETHICS:** Eastern Michigan University President Samuel A. Kirkpatrick and Jeanne Merlanti (both seated) make official a \$1 million pledge Merlanti and her husband, Ernest, (top, right) gave to the University to create a business ethics program in the College of Business. Earl Potter, dean of the College of Business (top, left), looks on.

gram that can stand alongside of the best such programs in the country," said Earl Potter, dean of EMU's College of Business. "We already teach business ethics as a component of our regular programs, but with the Merlantis' gift, we will be able to create an honors-level seminar in which students work closely with business leaders committed to ethical practice in business."

The seminar will be offered each spring, Potter said. During the course of the seminar, students will work with men-

tors from business to examine and select samples of the very best practices in business ethics. The program will culminate in an awards dinner where students, faculty, mentors and others from the EMU community join together to honor businesses that "do right while doing well," Potter said.

Other program enhancements will include more funding for faculty development and updating the course "Corporate Social Responsibility," to provide a service-learning ethics component.

### WE DID IT!



**A WALK DOWN THE AISLE:** An Eastern Michigan University student celebrates during EMU's fall semester graduation Dec. 16.

The student was one of 1,150 undergraduates and 450 graduate candidates eligible to graduate.

Two of the graduates — Patricia A. Taylor and Meagan Van Gelder — received their doctor of education degrees in educational leadership.

Paul Schollaert, provost and vice president for academic affairs, was the keynote speaker.

## Guinier to be keynote speaker at MLK Day

By Rashid S. Umar

Dr. Lani Guinier, a one-time candidate to head the Civil Rights Division of the Department of Justice, will provide this year's keynote address at Eastern Michigan University's Martin Luther King Jr. Celebration Jan. 21.

Guinier, author of a 1998 personal and political memoir, "Lift Every Voice: Turning a Civil Rights Setback into a New Vision of Social Justice," will speak briefly at the President's Luncheon, scheduled at noon in the Convocation Center, and will give a one-hour lecture at Pease Auditorium at 3 p.m.

Guinier is an attorney,

feminist and civil rights activist whose work on constitutional law has challenged many of the current laws in this nation.



**Guinier**

She is the first black woman to be a tenured professor at Harvard Law School.

Guinier came to public attention in 1993 when President Clinton nominated her to be the first black woman to head the Civil

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# Strategic plan to help freshmen adjust to EMU

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

By Ron Podell

The first year of college for any student requires a major adjustment. And how quickly a freshman adapts to the college environment often determines whether that student will return and, eventually, graduate.

Eastern Michigan University's strategic plan includes a number of initiatives designed to improve a freshman's chances for success and earning a degree at EMU.

"Our largest retention problem is between the freshman and sophomore year," said EMU President Samuel A. Kirkpatrick. "That is where we lose the most students, even though large numbers are in good academic standing."

This month, Kirkpatrick will authorize the use of \$1.07 million in monies set aside in the budget to fund a number of strategic planning initiatives under the University's six key directions.

Approximately \$477,000 has been earmarked for seven initiatives under Direction 1 directly related to helping freshmen and improving student retention. Direction 1 stresses that EMU will be recognized for its strong undergraduate programs.

These initiatives include:

■ Freshman orientation will be made mandatory for all First Time in Any College students (FTIACs). An orientation fee will be charged for all FTIACs, making this initiative self-funded.

"At EMU, the annual studies on freshman success indicate that participation in orientation is one of the most important and significant fac-



**A FRESH START:** These freshmen get acclimated to their new surroundings during fall 2001 orientation. Making freshman orientation mandatory is one of several initiatives in the University's strategic plan designed to help freshmen succeed in college and return to EMU for their sophomore year.

tors in student retention," said Glenna Frank Miller, director of McKenny Union and Campus Life. "Many colleges and universities in Michigan and the Mid-American Conference also have mandatory programs like EMU will have."

■ Develop a first-year experience mentorship program. Approximately \$33,500 has been earmarked to train students, faculty and staff volunteers to serve as mentors for freshmen students.

"We're looking at interventions to improve the freshman year retention rate and get students more and more involved on campus," said Jim Vick, vice president for student affairs. "The whole idea is to get students connected."

Mentors will act as "a resource, a friend, and confidante," Vick said.

■ Expand supplemental instruction. The number of course sections to

receive supplemental instruction will be increased, with emphasis on introductory courses typically taken by freshmen. Last year, supplemental instruction—essentially a faculty member placing an undergraduate tutor in the classroom—was offered in 24 sections. That number has increased to 68 sections this year, said Lynette Findley, director of The Holman Learning Center.

"We have a lot of faculty members beginning to embrace this form of tutoring," Findley said "We see this as not only proactive, but helping to improve grades in the classroom."

Course sections where supplemental instruction is used has made as much as a letter grade difference to students, Findley said.

The goal of this initiative is to increase retention of FTIACs by 5 percent. Approximately \$162,000 has been set aside for this initiative.

■ Improve freshman advising through the development and distribution of a Student Advising Handbook.

The handbook is geared toward helping second-semester freshmen make better choices in the classes they register for, specifically making sure they take courses pertinent to their majors. Many students take courses that do not help them progress toward a degree, said Courtney McAnuff, vice president for enrollment services.

For the first time, advising for second-semester freshmen also will be available, McAnuff said.

"We want to steer second-semester freshmen toward (declaring) majors or career services options," McAnuff said.

■ Provide proactive communication for students returning to EMU. The goal of this initiative is to increase communication with students who are eligible to enroll but who are not registered, including those students nearing graduation and students who "stop-out" or interrupt their education, and do not return.

"Some of those students affected have credit hours at the senior level but have problems with (securing enough) financial aid, Kirkpatrick said. "Emphasis on our loan program has refined a lot of those cases."

Approximately \$50,000 has been earmarked for this initiative.

■ Develop a plan to strengthen and expand the Honors Program and undergraduate research activities.

"We want to make sure that we do even more effective recruiting of honors students, have strong scholarship support for them, and a well-developed set of courses and undergraduate research program," Kirkpatrick said.

## SERVICE ANNIVERSARIES

### These people are celebrating service anniversaries with the University in January.

#### 30 years

Mildred Williams (32 years), Dining Commons ONE

Diana L. Clark (31 years), learning resources-library

Maria Ann Davis (30 years), learning resources-library

#### 20 years

Susan L. Welsh (20 years), employee relations

#### 15 years

Cheryl Guerra (15 years)

World College-Academic Programs Abroad

Aida Beard (15 years), grounds, walks and roadways

Nannette White (15 years), purchasing

Timothy Kavanaugh (15 years), custodial-prorate

#### 10 years

Ross Wagner (10 years), health service general clinic

Jerry Campbell (10 years), administrative support services-mailroom

John Bass (10 years), custodial-prorate

Linda J. Burilovich (10 years), accounting

Elisabeth Morgan (10 years), academic retention program

### These people celebrated service anniversaries with the University in December.

#### 30 years

June C. Wanty (30 years), Health and Human Services

#### 25 years

Betty J. Beard (25 years), nursing

Charles S. Saxon (25 years), finance and computer information systems

#### 20 years

Carolyn Sabados (20 years), marketing

Cora Hubbard (20 years), custodial-prorate

#### 15 years

Anne G. Nerenz (15 years), foreign languages/bilingual studies

John M. Thomsen (15 years), physics and astronomy

Erik Lokensgard (15 years), industrial technology

Sandra Defebaugh (15 years), marketing

Natthi L. Sharma (15 years), physics and astronomy

Robert Hall (15 years), McKenny Union-custodial services

#### 10 years

Bernice Lindke (10 years), financial aid office

John Beaghen (10 years), controller's office

Barbara Perry (10 years), Center for Organizational Risk Reduction

# Jiffy Mixes series brings leaders to EMU

By Rashid S. Umar

The Eastern Michigan University College of Business will once again host some of the area's most important business executives during the annual Jiffy Mixes Distinguished Speaker Series, which begins Jan. 30. The series, which includes lectures from seven speakers, runs through April 17.

All lectures are at 6:30 p.m. in EMU's Eagle Crest Conference Center, 1275 S. Huron St., Ypsilanti.

This is the fifth year of the series, which is offered through the College of Business' management program, said Stewart Tubbs, Darrell H. Cooper Chair in Leadership.

The Jiffy Mixes Series is one of a

number of initiatives that promote leadership development, said Tubbs. Speakers are chosen based on their distinguished record of accomplishments as leaders.



Tubbs

The 2002 schedule includes:

■ "The Emperor's New Roles...and Other Lessons on Leadership From Unusual Places," Marilyn Opdyke, President The Opdyke Group, Allen Park, Michigan, Jan. 30

■ "Leadership for America," Lt. General Clifford Roy Beauchamp,

Deputy Commander, U.S. Army Materiel Command, Washington, D.C., Feb. 6.

■ "Leading Change in the Publishing Industry," presented by Phillip Butcher, Vice President, McGraw-Hill Publishers, New York, N.Y., Feb. 20.

■ Student Presentations, Feb. 27 and March 6.

■ "Leading Change," presented by Dr. Ruth Johnston, Assistant Controller, University of Washington, March 13.

■ "Leading by Dealing," presented by Michael W. Morris, Associate Professor, Graduate School of Business, Stanford University, Palo Alto, Calif., March 27.

■ "Leadership and the Law: An International Perspective," John Rahie, Assistant General Counsel, General Motors-Europe; Zurich, Switzerland, April 3.

■ "Leadership and International Finance," Jesus A. San Jose, Chief Financial Officer, Frito-Lay, Venezuela; Caracas, Venezuela, April 10.

The series is sponsored by EMU alumnus Howdy S. Holmes, president and CEO of Chelsea Milling Co., Inc., which produces Jiffy Mix products. All sessions are free and open to the public.

For more information, call Tubbs at 487-5875, or e-mail him at [Stu.Tubbs@emich.edu](mailto:Stu.Tubbs@emich.edu)

## Winter Term art exhibits offer opportunities for many

By Hollie Bayer

The winter 2002 gallery schedule is shaping up to be a season of variety, with nearly everyone given a chance to display his or her talent.

New art faculty members, graduate students and honors students will be among those presenting in the line-up.

The best of the best will showcase their work in the "MI Drawing Biennial," a statewide contest open to anyone.

"I think the 'Michigan Biennial' will be very, very interesting," said Larry Newhouse, Ford Gallery program director.

The schedule is as follows:

■ "Performance and Video Art," runs from Jan. 8-Feb. 1.

This show will include sound bits and monologues.

Tom Adair and Diane Spodarek, both performance artists, and Jay Yager, an EMU art instructor, will present accompanying presentations.

■ "New Faculty Exhibition" is scheduled Feb. 5-23, will feature the artwork of five new department of art faculty members.

■ "MI Drawing Biennial" is scheduled March 4-22. Drawings are selected from the Michigan Drawing Biennial Competition, which is a statewide contest open to anyone.

■ "Graduate Student Ex-



Photo by Myah Benjamin

**ACCENT ON ART:** Thomas Schoof, a senior from Britton, admires a work by Jill Henry in Ford Gallery. Henry, a graduate student from Waterford, was showing her MFA exhibit.

hibition" is scheduled March 25-29. EMU Department of Art graduate students will showcase their current work.

■ "Annual Student Exhibition" is scheduled April 1-5. This exhibition is open to

any undergraduate art student and will include a competition.

■ "Honors Thesis Exhibition," is scheduled April 8-12. This exhibition includes the artwork of students in the Honors Program.

■ "Graduate Thesis Exhibition" concludes the winter semester line-up. The graduate presenting will be announced April 15-19.

Gallery hours for the winter semester are Monday and Thursday, 10 a.m.-5 p.m.; Tuesday and Wednesday, 10 a.m.-7 p.m.; and Friday and Saturday, 10 a.m.-2 p.m.

All exhibitions are free. For more information, call 487-1268.

### Board of Regents to meet

The Eastern Michigan University Board of Regents are scheduled to meet Tuesday, Jan. 15 and Tuesday, March 19, this semester.

The committee schedule for the Sept. 25 and March 19 meetings is as follows: 8 a.m., Student Affairs Committee, 205 Welch Hall; 8 a.m., Faculty Affairs Committee, 201 Welch Hall; 9 a.m., Educational Policies Committee, 205 Welch Hall; 10:30 a.m., Finance Committee, 201 Welch Hall; noon, Regular Meeting, 201 Welch Hall; 12:30 p.m., Recess for lunch; 1:30 p.m., Reconvene regular meeting, 201 Welch Hall.

For more information, call 487-2410.

### When's the next FOCUS?

The FOCUS EMU publication schedule for the winter 2002 term is as follows: Jan. 15, 22, 29; Feb. 5, 12, 19, 26; March 5, 12, 19, 26; April 2, 9, 16, 23, 30.

### Faculty/Tutor Appreciation nominations requested

The Holman Learning Center will be accepting nomination forms for the annual Faculty and Tutor Appreciation Day. Nominations will be accepted from Feb. 1-March 1.

Faculty, department heads and EMU students are asked to identify tutors and faculty from The Holman Learning Center who have displayed outstanding teaching/learning strategies that have contributed to the success of EMU students.

Award winners will be invited to a special ceremony March 25 in McKenny Union.

For more information, call Judy Mack at 487-2133.

### Six schools with EMU alum win Golden Apples

Of 130 Michigan elementary schools that received state Golden Apple awards, six of the schools have principals who are Eastern Michigan University alums.

They include: Pardee Elementary, Dearborn Heights, William Murphy '59; Lathers Elementary, Garden City, Patricia Dunbeck '71; Madison Elementary, Dearborn Heights, Linda Zibbel '79; Cheney Academy, Willow Run, Teresa Wilson '85; Webster Elementary, Livonia, Lorna Durand '86; and Qarton Elementary, Birmingham, Janice Matthews '87.

Golden Apples reward schools with high or improved test scores with at least a \$50,000 award.

# 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/](http://www.emich.edu/public/public_information/)

# JOBSLINE

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, Jan. 14. **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)

CSEN0214 CS05 \$25,113  
Customer Service Representative II,  
Records and Registration.

CSEN0215 CS05 \$25,113  
Customer Service Representative II,  
Records and Registration.

CSSA0205 CS05 \$25,113  
Customer Service Representative II,  
Health Services.

CSEN0216 CS05 \$12,556  
Senior Academic Evaluator/Re-

corded (50% appointment, Monday-Friday, 10 a.m.-2 p.m.).

## PROFESSIONAL/TECHNICAL (Hiring Range)

PTEN0202 PT07 \$30,244-\$35,568  
Academic Advisor, Academic Advising.

## ADMIN./PROFESSIONAL (Hiring Range)

APEN0105 AP09 \$39,601-\$48,325  
Manager, Transfer Center, Records and Registration.

An Affirmative Action/  
Equal Opportunity Employer

APSA0204 AP09 \$39,601-\$48,325  
Director, Access Services Office.

APSA0203 AP13 \$65,651-\$81,407  
Assistant Vice President for Student Affairs, President's Office, Division of Student Affairs.

APBF0205 AP12 \$57,088-\$70,788  
Assistant General Counsel, Legal Affairs.

## GUINIER, from page 1

Rights Division of the Department of Justice and then withdrew her name without a confirmation hearing.

The experience prompted her to write her book, in which she uses the nomination process as a window on the civil rights movement past, present, and future.

Guinier was highly recommended by the MLK selection committee, said Joseph Izokaitis, program coordinator of Campus Life.

"Professor Guinier's name was very high on the list," he said. "At a time when so many are re-examining their ideas of patriotism, democracy, freedom and equality, Professor Guinier's words are a perfect addition to the day's events, which this year is themed, 'Equality Revisited.'"

"She is a powerful and articulate speaker, and we are privileged to have her on our campus," said Heather Neff, associate professor of English.

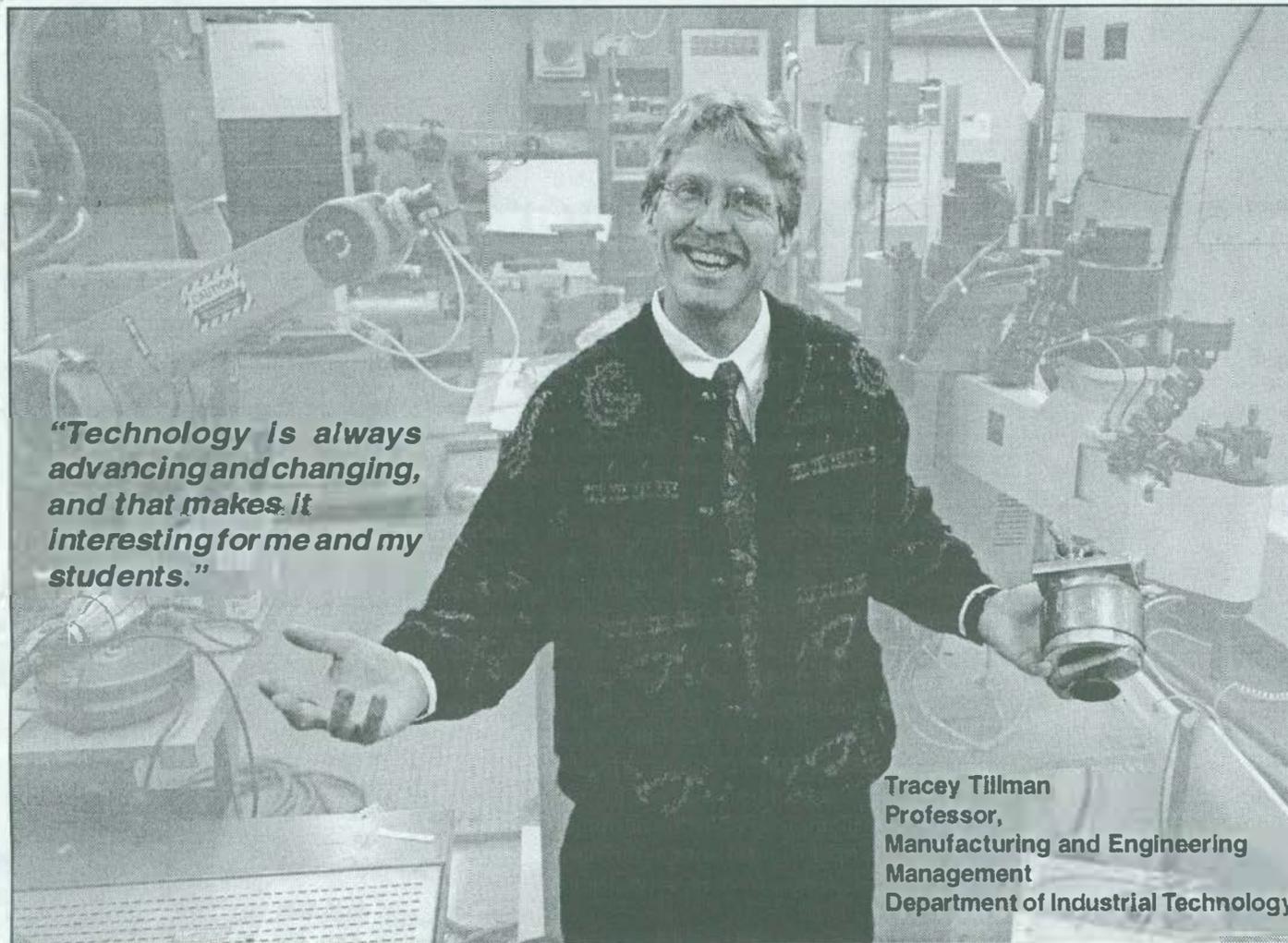
Guinier is a graduate of Radcliffe College and Yale University Law School. During the 1980s, she was the head of the Voting Rights program at the NAACP Legal Defense Fund where she litigated cases throughout the South. In 1988, she joined the faculty of the University of Pennsylvania Law School. Ten years later, she became a professor of law at Harvard, where she teaches courses on professional responsibility for public lawyers, law and the political process, and critical perspectives on race, gender, class and social change.

In her biography, Guinier said her views on democracy and voting rights were widely misinterpreted and vilified during her nomination as Assistant Attorney General for Civil Rights. She was denied an opportunity to speak for herself at the time.

Her experience led her to use her public platform to speak out on issues of race, gender and democratic decision-making.

She has published several books, including *"The Tyranny of the Majority"* and *"Becoming Gentlemen: Women, Law Schools and Institutional Change."*

Luncheon seating begins at 11:30 a.m. For tickets, call 487-2282.



*"Technology is always advancing and changing, and that makes it interesting for me and my students."*

**Tracey Tillman**  
Professor,  
Manufacturing and Engineering  
Management  
Department of Industrial Technology

## Why I teach at Eastern Michigan University

I enjoy teaching at Eastern Michigan University because we're in the heart of the manufacturing world. Teaching is so rewarding.

About half of the undergraduate students come to the College of Technology after a few years in industry. They're experienced and practical, which makes teaching very challenging and rewarding. They also have a good understanding of why they're in school.

Many times, the students who pursue a degree after having worked 10 or 20 years in industry are very knowledgeable in a specific field. They 'keep

me on my toes.' I learn from them.

In my 12 years at EMU, I've enjoyed integrating teaching and research activities, and bringing that information into the classroom. I'm currently developing an engineering management graduate degree program that is completely on-line. I also contribute my interest in aviation and hang gliding, and my work experience in the automotive industry to the students.

Technology is always advancing and changing, and that makes it interesting for me and my students.