

# State of the University

President Kirkpatrick stresses striving for quality in all areas

By Ron Podell

During his inauguration speech three years ago, Eastern Michigan University President Samuel A. Kirkpatrick took the stage at Pease Auditorium and outlined to the campus community the direction the university should be heading. Last week, he again spoke in Pease, this time to relay a vocal report card on what the University has done during the last three years and where it needs to continue in the future.

"We have done a remarkable job of staying focused on those mission-critical institutional strategies essential for our success," Kirkpatrick said. "We have achieved much together and have done so at a rate of change that is unusual for American univer-

sities."

Before a crowd of more than 300, Kirkpatrick outlined eight university strategies for excellence, paying particular



attention to improving quality. Benchmarking the University against peer institutions, general education reform and academic program review are key steps EMU has taken or is in the process of taking that focus on improving quality.

In recent decades, universities have been rated on the basis of "their putative reputation," what Kirkpatrick termed an elusive measure

quality and often discriminatory to institutions with missions like ours, we need to gauge ourselves against our mission and goals, in the con-

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President  
Eastern Michigan University

often culled from university presidents' perceptions of other institutions and standard input measures, including budget size and student SAT scores.

"As an alternative to these systems, most of which are incomplete in their view of

text of appropriate peers, with regard to student learning or the value we add as an institution," Kirkpatrick said.

The University will begin participating in the National Survey of Student Engage-

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## Universities key to fueling future economic growth of urban and metropolitan areas

CUMU Conference hosted by EMU draws 180 university leaders from U.S., Canada

By Ron Podell

Universities are the great untapped resource for helping set the future direction for urban and metropolitan areas. This was the message heard loud and clear during the Ninth Annual Conference of the Coalition of Urban and Metropolitan Universities (CUMU), hosted Sept. 20-23 by Eastern Michigan University.

Approximately 180 leaders from urban and metropolitan universities descended on the Eagle Crest Conference Center to learn more about their role in developing urban agendas.

"Universities are one of our most central and critical elements to an urban area," said Bruce Katz, director, Center on Urban and Metropolitan Policy, The Brookings Institution. "Until recently, civic leaders have not realized this. What they didn't understand is that you represent a substantial portion of the urban economy. You derive dollars from students, job hiring and real estate holdings."

For example, Richmond, Va., would not have experienced its economic growth without Virginia Commonwealth University (VCU), Katz said during his presentation, "Key Challenges in Urban America." VCU created the Virginia Bio-Technology Research Center, a



**URBAN LEGENDS: Bruce Katz ( above left), Director, Center on Urban and Metropolitan Policy, The Brookings Institution, and Anne Habiby, Director of Research, Strategy and Communication, Initiative for a Competitive Inner City, were two of the keynote experts on challenges in urban America who spoke at the Coalition of Urban and Metropolitan Universities (CUMU) Conference hosted by Eastern Michigan University at Eagle Crest Conference Center Sept. 20-23.**

27,000-square-foot, state-of-the-art laboratory facility ideal for bio-tech startups in downtown Richmond. To date, the center has generated 26 new companies.

"An incubator helps universities attract top faculty," Katz said. "And, in turn, that incubator helps those faculty turn ideas into viable businesses."

In addition, universities can help shape the urban needs of a nation where one-third of population growth in the U.S. was driven by immigration from 1990-2000.

In the 1990s, Hispanics made up 43 percent of the growth in inner cities. Asians made up 38 percent of growth and African-Americans 6.4 percent. During the 1990s, Caucasians left inner cities at an 8.5 percent rate, Katz said.

While Katz said he's found population trends throughout the U.S. "surprising," he said most persons "still decide to live somewhere based on its schools, if

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# Ten faculty earn research/creative fellowships

Ten Eastern Michigan University faculty have been awarded Faculty Research and Creative Activity Fellowships for the 2003-04 academic year.

Faculty award winners are released from up to one-half of their normal teaching schedule in order to apply themselves to a carefully planned research or creative project. Up to \$2,000 also is available to each awardee for specific needs associated with his or her project.

"The Research and Creative Activity awards are an important element in the University's professional development program for faculty," said Provost and Vice President for Academic Affairs Paul Schollaert. "These competitive awards provide faculty with the time to pursue important scholarly projects and to advance their professional careers."

Faculty Research and Creative Activity Fellowships, their home departments, and their projects for the 2003-04 academic year are:

■ **Monroe P. Friedman**, psychology. "Partnering With an Urban Community Agency to Research and Alleviate the Consumer Problems of Hispanic Immigrants."

■ **Deborah L. Heyl-Clegg**, chemistry. "Cy-



Friedman



Heyl-Clegg



Schmitz



Huyvaert



Wu



Shen

clie Peptide Inhibitors of  $\alpha$ -Amylase: Synthesis and Kinetic Analysis."

■ **Lisa Klopfer**, library. "The Social Context of Libraries and Readers in Two Maharashtrian Cities: A Baseline Ethnographic Study of Reading Practices and Library Use."

■ **Sarah Huyvaert**, teacher education. "Development of Beginning Teachers Who Enter the Classroom Through Alternative Certification Programs."

■ **Huei Lee**, computer information systems. "An Investigation of the Impact of Using Wireless and Hand-held Computers on Medical Record Input Systems."

■ **Philip C. Schmitz**, history and philosophy.

"The Phoenician Mediterranean: A History of Discovery."

■ **Walter R. Parry**, mathematics. "Teichmüller Theory and Three-Dimensional Geometry."

■ **Diana J. Wong**, management. "Managing Multiple Boundaries in International Business."

■ **Tsu-Yin Wu**, nursing. "A Comparative Study on Physical Activity and Health-Risk Behaviors Among Native-Born and Immigrant Adolescents in the United States."

■ **Weidian Shen**, physics and astronomy. "Investigation of the Adhesion of Ink Deposited on Plastic Films Using a Nano-Indenter and a Scanning Probe Microscope."

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the streets are safe and if services are good."

In addition to fixing the basics, Katz said inner cities, to be competitive, must build on its assets (including universities), create quality neighborhoods, build family wealth and influence metropolitan growth.

"Income growth tracks educational attainment and some places are pulling away from the pack," Katz said, mentioning that cities like Minneapolis-St. Paul, Atlanta and Kansas City have populations where 35-45 percent have bachelor's degrees. By contrast, cities like Detroit and Cleveland have a population where only 10 percent have bachelor's degrees.

"I think that what we need to do is go back to urban policy and an urban agenda," Katz said. "We need to recreate it for the 21<sup>st</sup> century."

### You are the urban agenda

Anne Habiby expounded upon Katz's comments during her presentation, "Revitalizing Inner Cities."

"Urban-core universities spend nine times more on salaries, goods and services than all federal spending on urban jobs and business development," said Habiby, Director Research, Strategy and Communication, Initiative for a Competitive Inner City. "You are the urban agenda."

The coalition needs to advocate their institutions (to state governors and even the White House) as a means to help revitalize urban and metropolitan areas, she said. Universities

need to develop business incubators, understand economic trends in their region, network with business leaders and train students to fit the needs of business growth nodes, Habiby said.

"If you have universities reorganize one or two programs, that's a few degrees of change that can make a massive impact," Habiby said. "You can set the direction for a region. That's an incredible role you can play that no one else can."

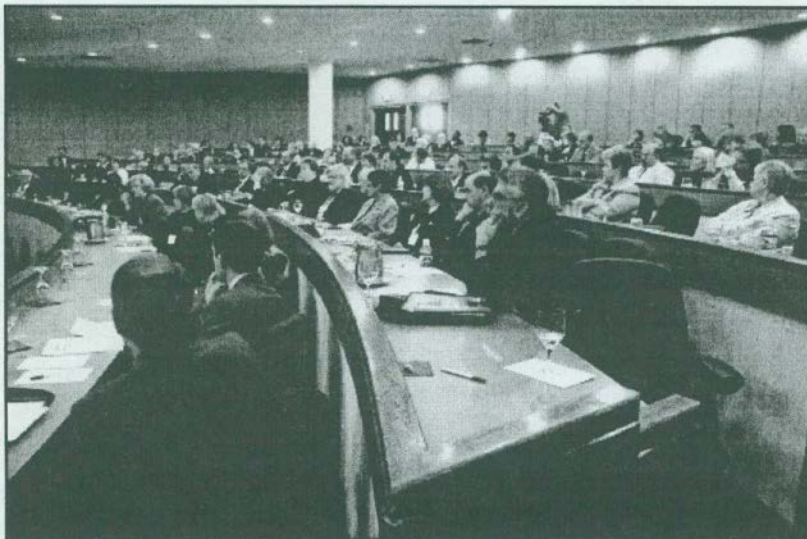
EMU President Samuel A. Kirkpatrick, who is secretary-treasurer of CUMU, said that the five keynote speakers and those that headed work sessions

strongly conveyed the importance of universities in shaping urban and metropolitan areas and the unique challenges being faced in those areas.

"Absolutely. Not only have we had 20 concurrent sessions, but the plenary sessions were especially dynamic," Kirkpatrick said. "From Bruce Katz, who gave a mile-high view of urban challenges due to population shifts, to Anne Habiby discuss-

ing the roles of universities in revitalizing inner cities, to Doug Henton (founder and president, Collaborative Economics) discussing stewardship of place, the message was thought-provoking and clear."

### Conference receives high praise



**AT ATTENTION:** Members of the Coalition for Urban and Metropolitan Universities (CUMU) listen to keynote speaker Bruce Katz during the Ninth Annual CUMU Conference, hosted by Eastern Michigan University at Eagle Crest Conference Center Sept. 20-23.

Conference attendees had good things to say about EMU, the national headquarters for CUMU since 2002, and the Eagle Crest Conference Center, where the conference took place.

"Both keynote speakers (Katz and Habiby) were terrific," said Steve Diner, provost of Rutgers University-Newark campus. "Both were very up-to-date with their message and well informed. They tied the issues to-

gether well."

After attending the conference, Ricardo Fernandez, president of Lehman College, said he is considering having his institution join CUMU.

"Some of the issues discussed have relevance for us," he said.

Jane Ferng, an information systems specialist at Wayne State University, agreed.

"After attending, I realize my role should be much more important than what I'm doing right now," Ferng said. "I think all of the presentation materials were meaningful and informative."

"This is just an opportunity to share ideas with professionals working in similar environments," said Regina George, director of EMU's alternative certification program. "I'm in and out of the Flint and Detroit areas a lot and there are unique challenges within the urban environment, delivering classes and working with students there."

George added that a number of conference attendees told her that they were impressed with the Eagle Crest Conference Center and appreciated the presence of a cyber cafe to conduct business during conference down time.

Attendees also were treated to dinner and an evening at The Henry Ford, where they could enjoy the Bond James Bond 007 International Traveling Exhibit and other museum attractions.

# Sherzer celebrates 100th birthday Oct. 4

By Summer Wilhelm

Fourteen years ago, Sherzer Hall didn't have much to celebrate. On March 9, 1989, a fire roared through the building, destroying nearly half of its four stories.

Fortunately, Eastern Michigan University decided to restore it and now Sherzer stands ready to blow out the candles and receive guests for its 100<sup>th</sup> birthday celebration Oct. 4.

Sherzer Hall, which was originally titled the Natural Science Building, was built to house an expanded science program. Upon completion, the structure supported zoology, physiology, botany, chemistry, laboratories and the observatory. While Sherzer is now mainly devoted to the art department, its past lives on in memory.

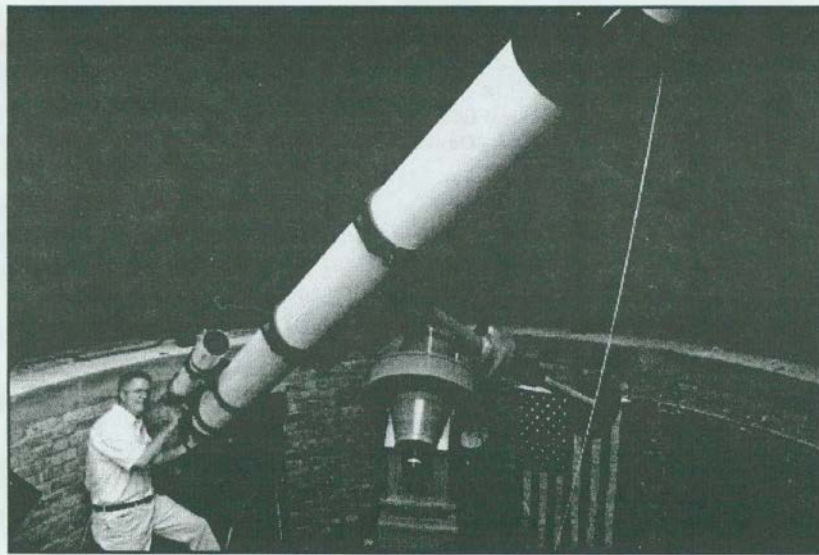
"We hope the centennial

celebration will bring an appreciation of the history of the University and the building in general," said Norbert Vance, director of Sherzer Observatory. "We also want to give former students and former departments that were located in Sherzer the chance to celebrate that history."

The celebration kicks off with an open house from 10 a.m.-1 p.m. There will be tours of the building and the observatory and, weather permitting, solar observation through the observatory's telescope.

A re-dedication ceremony is scheduled at 11:30 a.m. with various guests speaking in honor of Sherzer Hall. Vance and Jim Vick, vice president for student affairs, are among those who will make a few comments.

During the re-dedication,



**BIRTHDAY TOY:** Norb Vance, director of Sherzer Observatory, spends a few moments preparing a 10-inch refractor telescope for the recent Mars Mania event in August. The telescope will be available again to the campus community and public when Sherzer Hall celebrates its 100th birthday Oct. 4.

a framed drawing of William Sherzer, the former head of Eastern's natural science program and founder of Sherzer Hall, will be unveiled. The framed drawing also includes tidbits of information about the hall itself. The drawing will become a permanent fixture

in the lobby. For those who don't make it to Sherzer Hall before the homecoming game, which takes place the day of the centennial celebration, you are welcome to star gaze from 7:30-11 p.m., after the Eagles battle Western Michigan Uni-

versity. The night sky will offer viewers a chance to take advantage of the recent passage of Mars, and to glimpse Uranus and Neptune.

For more information about the birthday celebration, call 487-3033.

## HOUSE CALLS



**IN THE HOUSE:** Men's head basketball coach Jim Boone (left, sitting) and Bernice Lindke, director of financial aid and interim registrar (standing) visit with (from left) freshmen Anna Busby, of Cincinnati, and Brigette Lootens, of Lansing. As part of the House Calls program, the two, along with other EMU administrators, visited freshmen to see how they're adjusting to college.

## EMU BY THE NUMBERS

Eastern Michigan University has a history of generously donating to the annual Washtenaw County United Way Campaign. This year's campaign runs Sept. 30-Oct. 31. Here are the amounts raised and participation figures from EMU for the past three years:



2000 - \$106,677  
by 41% of EMU employees

2001 - \$126,979  
by 42% of EMU employees

2002 - \$157,743  
by 48% of EMU employees

Washtenaw  
**United Way**

SOURCE:  
Washtenaw County  
United Way

## United Way campaign offers donors variety of options

By Ron Podell

For the third year in a row, Eastern Michigan University's goal for the United Way campaign is to increase campus participation.

Last year, 48 percent of the campus participated. This year's participation goal is 50 percent, said Dave Diles, chairman of EMU's United Way campaign and EMU athletics director.

In addition, Diles would like to see at least 100 more campus donors than last year and again have EMU reach the \$150,000 mark in donor giving. Last year's campaign raised \$157,743, up from \$126,979 in 2001.

"The United Way includes numerous worthwhile organizations. Donors may earmark their pledges to support the services and programs that correlate with their interests and personal values," Diles said. "Flexibility has always been a hallmark of the United Way."

The American Red Cross is one of the more recognizable United Way agencies in Washtenaw County. However, there are more than 50 other organizations that merit consideration during the campaign, which runs through Oct. 31.

One agency is even right here on campus. The Institute for Community and Regional Development (ICARD)/Ypsilanti Student Literacy Corps. provides after-school tutoring to students at public housing sites on Ypsilanti's south side.

"The program provides tutoring to about 40 elementary students a semester at the Forrest Knoll/Arbor Manor public housing complex on the south side of Ypsilanti," said ICARD Director Charles Monsma. "The tutors are primarily pre-student teachers from EMU, including members of the African-American Educators of the Future."

The program, 15 years old, is administered by ICARD with funding from Washtenaw United Way and individual community donors.

Other Washtenaw County United Way agencies include:

A Caring Force, Focusing on Solutions, Maximizing Impact, Alzheimer's Association (Michigan Great Lakes Chapter), American Red Cross (Washtenaw County Chapter), Ann Arbor Community Center, Ann Arbor YMCA, Catholic Social Services of Washtenaw County, The Center for Independent Living, Community Action Network, Community Dental Center, The Corner Health Center, Dawn Farm, Domestic Violence Project, Inc./SAFE House, Food Gatherers, Girl Scouts of the Huron Valley Council, HelpSource, Hemophilia Foundation of Michigan, Hope Clinic, Housing Bureau for Seniors, Huron Valley Boys and Girls Club, Michigan Ability Partners, Michigan Visiting Nurses, Motor Meals of Ann Arbor, Myasthenia Gravis Association, Neighborhood Senior Services, Options Center, Ozone House, Parents Together, Peace Neighborhood Center, Perry Nursery School, The Salvation Army of Washtenaw County, Shelter Association of Washtenaw County, SOS Community Services, Student Advocacy Center, Washtenaw Association for Community Advocacy, Washtenaw Camp Placement Association, Whitmore Lake Health Clinic and Ypsilanti Meals on Wheels.

## 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, October 6. 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)

CSAA0418 CS05 \$26,118 Senior Secretary, Health, Physical Education, Recreation and Dance (HPERD).

CSBF0408 CS07 \$32,600 Payroll Records/Deductions Administrator, Payroll.

### FOOD SERVICE/MAINT.

(Hiring Rate)

FMSA0407 FM06 \$10.52 Custodian, Putnam/Custodial Prorate, 6:30

### An Affirmative Action/ Equal Opportunity Employer

a.m.-3 p.m., Monday-Friday.

FMSA0408 FM06 \$10.52 Custodian, Brown/Munson Apartments, 7 a.m.-3:30 p.m., Tuesday-Saturday.

FMBF0406 FM06 \$10.52 Custodian, Mark Jefferson/Physical Plant, 11 p.m.-7:30 a.m., Sunday-Thursday.

FMBF0407 FM06 \$10.52 Custodian, Alexander/Physical Plant, 11 p.m.-7:30 a.m., Sunday-Thursday.

FMBF0408 FM06 \$10.52 Custodian, Bowen/Warner/Physical Plant, 11 p.m.-7:30 a.m., Sunday-Thursday.

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ment, an instrument that recognizes linkages between engagement and quality, based upon EMU's research knowledge that student learning is highly correlated with student engagement, Kirkpatrick said.

The University also must raise the bar with regard to content or curricular offered, he said.

"The most important step is general education reform, where we have made consid-

erable progress over the past year and a half in reaching a consensus on the most important question we can ever ask: what students should know," Kirkpatrick said. "There is agreement that we must cultivate students' abilities to think critically and reflectively and to ensure engagement with the global community."

To achieve this, core competencies include accomplished writing, quantitative analysis, oral communication, reading, critical thinking, creative expression, information literacies, and scientific and technical theory.

"This is a watershed academic year and a marker of our ability to turn these generally accepted principals into curricular reality," Kirkpatrick said.

General education reform also must be linked to easing the process for transfer students, reducing the number of courses and credit hours required for some degrees, ensuring flexibility in course selection and program assessability, and supporting faculty and staff development.

The University must enhance its Honors Program, create an Honors College and search for a permanent Honors Program leader, Kirkpatrick said.

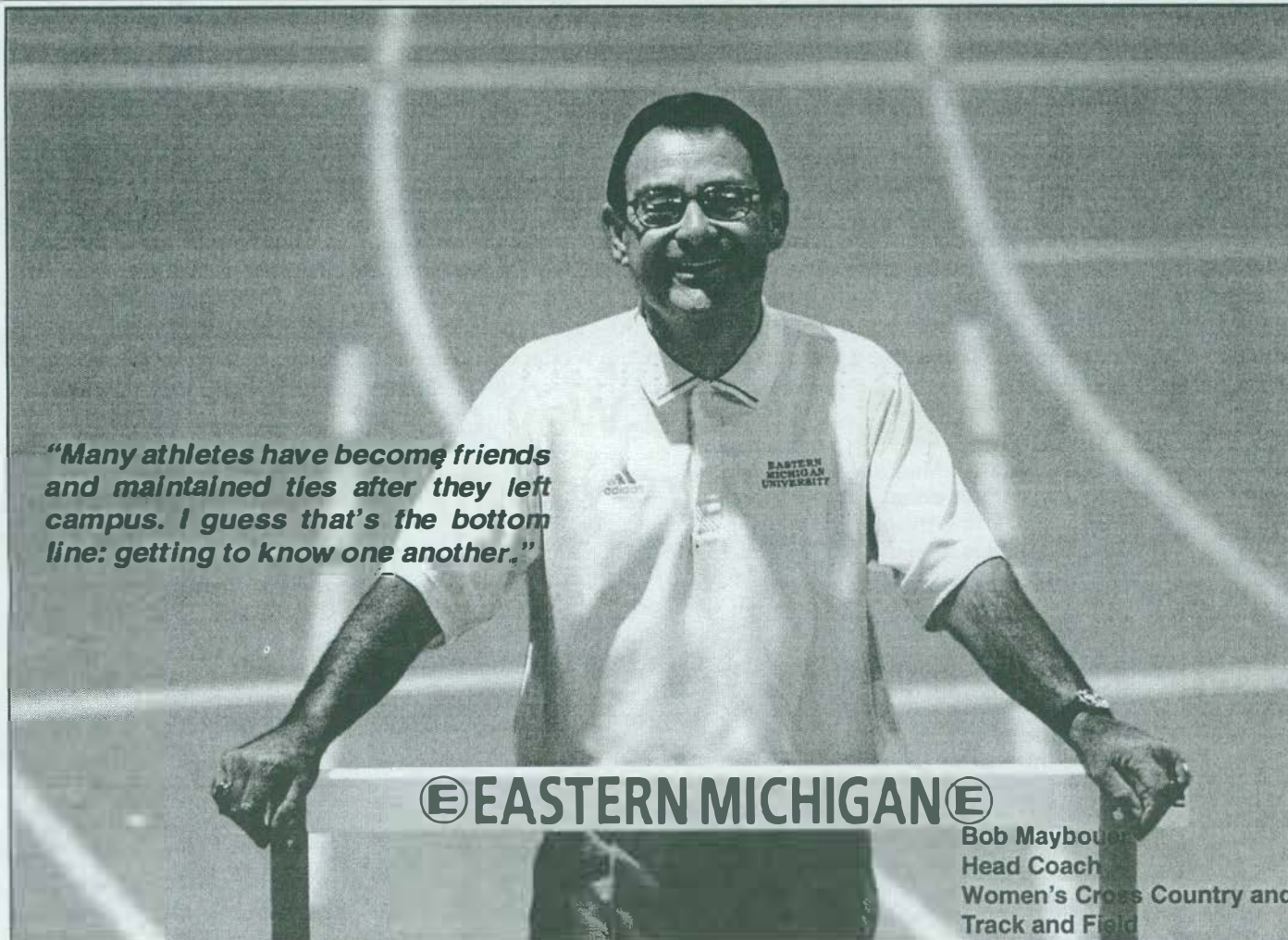
"Just as we devote special attention to a variety of our special students, including those with unusual needs and athletic prowess, our most qualified students, who also have special intellectual and social needs to maximize their potential, must have a set of programs in Honors to support them," Kirkpatrick said.

For its graduate-level programs, the University plans to build support for research and creative activities, target faculty searches to important strategic initiatives, and better market its graduate programs.

In addition to raising the bar for its students, the University needs to heighten its own expectations and develop confidence in its own quality.

"We can enhance the psychology of quality by believing in ourselves, continuing to heighten our self-esteem, expanding our horizons, and moving beyond a culture of poverty and lower expectations for ourselves," Kirkpatrick said.

*"Many athletes have become friends and maintained ties after they left campus. I guess that's the bottom line: getting to know one another."*



ⓔ EASTERN MICHIGAN ⓔ

Bob Maybough  
Head Coach  
Women's Cross Country and  
Track and Field

## Why I work at Eastern Michigan University

**M**y first day at EMU was January 5, 1985. I came from a small town north of Bay City where I spent many years coaching high school track. I also coached at Saginaw Valley State University and started their first women's track team. Then the offer came from Eastern to coach women's track. That opportunity has kept me here for 18 years.

The main difference between coaching men and women is that women haven't been shown how to train and prepare for success. Now, they are getting that opportunity and they are excelling.

Critics used to say that women couldn't compete in certain sports, such as pole vaulting. But two years ago, a student from Finland jumped 13 feet 9 inches. She's now back in Finland, training

with the national team and may qualify for the Olympics in Greece next year. It would be nice to see an Olympic athlete from our women's track team.

Coaches wear many hats. Since some students come with baggage, I not only help them run faster, but I assist them with other issues so they can graduate and become successful adults. Many athletes have become friends and maintained ties after they left campus. I guess that's the bottom line: getting to know one another.

This is a great job even though there are challenges. I've succeeded in coaching because I had great support from the athletic administration, other departments and the University.