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On Campus


WESTERN
KENTUCKY
UNIVERSITY

MAGAZINE FOR FACULTY, STAFF & FRIENDS OF WKU

VOL. 10, NO. 6 • SEPTEMBER 2000

**SOUNDS
THAT ECHO
STILL**



On Campus

Magazine for Faculty, Staff and Friends of WKU Vol. 10, No. 6 • September 2000



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Just Follow The Chimes

BY SHEILA CONWAY EISON

Recently my husband and I were at a local golf course visiting with a Professional Golf Association member and his wife who were in town to watch their daughter play in a golf tournament. "We'd like to see Western's campus; I hear it is beautiful. How do we get there from here?" he asked.

I recited a litany of lights and street names. He looked confused, so I stopped at Chestnut Street. "He'll never remember this," I thought. "Now, what do I do?"

"Once you get that far, which is straight in, if it's near the quarter hour, just listen for the chimes," I told him, startling myself by my own epiphany. "They will lead you there."

The couple smiled pleasantly, as if the fresh breeze blowing off the golf course had heightened their senses. "Wow!" our visitor said happily. "We'll find it, then!" We said our farewells, and I felt as if I'd said *just follow the yellow brick road*. "I must tell Admissions," I thought.

Every day over the summer months going to and from my office in Van Meter Hall, I, and Western's summer inhabitants, enjoyed the daily concerts coming from the Cherry Hall Chimes, music to campus ears since Commencement Day last spring.

I often wondered why they hadn't been a steady presence, especially since their subliminal effect upon me was so powerful I used them as a guide to visitors to the campus. So *On Campus* took a trip to the University's Archives at the Kentucky Building and made some calls around to find out just what makes the magical clock in the Cherry Hall Bell Tower tick.

John Osborne, Assistant Vice President for Campus Services and Facilities, has good news. The chimes will continue to be played this fall, as you've already heard. New chimes were installed in May, following renovation projects involving Cherry Hall, Osborne said. "We hope to start a new tradition with the new system and new class schedule whereby the chimes will assist in signifying when

classes begin during the daytime hours by playing a song, while the Westminster chimes will sound at the quarter hour, half hour and top of the hour," Osborne said.

The chimes can be heard until ten in the evening, drifting downtown, surrounding the hilltop for several miles.

The first set of chimes was installed 63 years ago. It was

1937, and the 25 tubular pipes (the longest one 17 feet!)

sounded for the first time in celebration of Founder's Day and the opening of Cherry Hall, plus the unveiling of the bronze statue of Dr. Henry Hardin Cherry, Western's first president and founder. A master clock inside the building sounded the chimes hourly, from a soundproof room actually on the ground floor of Cherry Hall. Sound was transmitted electronically to the topmost part of the tower, and a keyboard, set up on the third floor near the base of the tower, could be played by members of the Fine Arts Department, which was also housed on the third floor.

In 1951, the speakers were destroyed by the elements and the equipment was out of order. No chimes had been heard for several years. A student, Edward Flowers, a physics major from Oakville, made the repairs under the direction of L.T. Smith, head

of the Industrial Arts Department, and the chimes could once again be heard from six in the morning until eleven at night.

In 1959, the College Heights Foundation financed a new set of speakers for the tower, this time complete with automatic control functions which could play pre-recorded music. The equipment was expensive and difficult to maintain, however, so over the years, the chimes became silent.



The cupola of Cherry Hall houses the historic chimes.

In 1973, Cherry Hall closed for renovation, and a year later reopened with restored chimes. An electronic carillon was installed, with a repertoire of 72 tunes, ranging from religious, traditional, and pops, and included the school's alma mater, *College Heights*.

Claude Rose, an associate professor of music, who retired in 1977, also played the carillon, as he had the chimes in earlier years.

A 1987 College Heights Herald story recalls that even before the renovation of Cherry Hall, when there was no air conditioning and windows were open, and the chimes sounded and played music at noon, there were some complaints from some faculty that the chimes were disruptive to their classes. Now, when Cherry Hall had air conditioning and the windows were closed, there were complaints the chimes weren't being heard enough. The last reported concert was played in the mid 1980s for the inauguration of President Kern Alexander.

In 1994, the chimes began to be heard again, this time on a compact disc.

Another tidbit of information gathered by the College Heights Herald: "What's the melody of the Westminster Chime?"

The official name of the melody is "Cambridge Quarters," developed from the fifth bar of Handel's "I Know That My Redeemer Liveth" from *Messiah*. The melody's words are those of a prayer, "Lord through this hour, Be Thou my guide, For in Thy power, I do confide."

The origin of the Westminster Chime, many know, is

the House of Parliament, Westminster Palace, in London, where Big Ben marks the passage of time.

James Greenwood, WKU superintendent of Electronics, and Greg Lake, electronics technician, maintain the new chimes, which are programmed for special holiday music and a variety of tunes. We baby boomers especially like to hear Beatles and Carpenters tunes at the class change. I can only imagine the next generation of chimes programming. Pearl Jam? Widespread Panic? Indigo Girls?

"We hear everything, from turn it up, to turn it off," says Greenwood, who reports the chimes have been heard as far away as Bowling Green Country Club when the wind is just right.

I know I date myself, but great comfort comes from nostalgia, and the sound of the chimes today still takes me back to my childhood, associating the sound with "college," where my aunt and uncle loved to go, carrying loads of books.

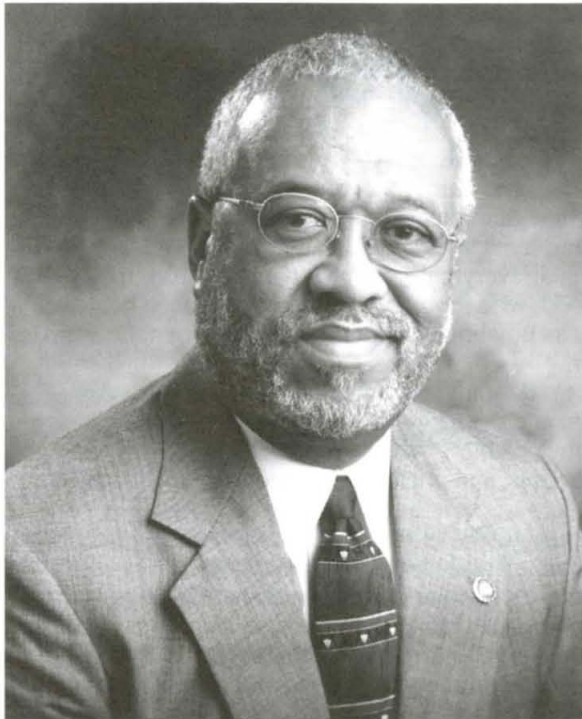
They remind me of fifth grade at the Training School where I spent a summer learning about Kentucky History in Mrs. McNally's famous class. I remember the chimes more than the Kentucky history.

I grew up and heard those same sounds on Ivy League campuses, and I'd remember each time where I'd heard them first.

The new schedule, which includes music at the class change, seems like a reasonable compromise, suiting the easily distracted, as well as those like me, for whom they've become second nature, bringing us home.



PHOTOCOLLAGE BY MICHAEL REUTER



Staff Regent Howard Bailey

Bailey Brings Staff Concerns to Board

BY KIMBERLY SHAIN PARSLEY

'I started my work at Western as a classified employee, and have worked my way through the Western system,' said Howard Bailey, Associate Vice President of Student Affairs and Dean of Student Life. 'I've seen how policies affect all of us firsthand, being at all those different levels myself.'

Bailey says he feels that his background as both a Western Kentucky University staff member and an administrator has given him the experience to be effective in his role as Western's newly elected staff regent. He says he wants to help the Board see how employees perceive the university.

Bailey began his career at Western in 1979 as a residence hall director. In 1986, he was appointed to Dean of Student Life. Throughout his career, he has been actively involved with students, and intends for that involvement to continue as he serves on the Board of Regents. He said each person affiliated with Western must be consciously aware of his or her role in recruiting and maintaining students. "To me, the institution is the students and employees. The students must come first. They are the reason we are here."

Bailey said the Board will have many important issues to deal with during the upcoming year, but one that is particularly pressing to him as staff regent is that of staff salaries. He said he wants the board to be aware of the salary discrepancies among staff members at Western and those at other benchmark institutions.

Bailey referred to a February 2000 study conducted by the WKU Human Resources Department, which compared average market salaries with those of Western staff employees. The study analyzed 54 WKU positions involving about 400 employees. The survey found that 36 of 54 job classifications are below survey mean salaries, while 18 of 54 are at or above survey mean salaries.

The survey found that the health/safety and maintenance areas were the most problematic in terms of their relation to the average market salary. "At least three different job classifications having high concentrations of employees show particular salary competitiveness problems," the report reads. "These classifications are office assistant, office associate and building services attendant. Approximately 250 individuals occupy positions in these categories."

The study found that on average, WKU office assistants make about \$4,700 less than the market average. For office associates, the difference is about \$2,000, and for building services attendants it is \$3,800.

"We have to be aware of comparable salaries to some positions in local industry and city government," Bailey

said. "When filling office associate positions, our competitor is not Eastern or Southern Illinois, our competitor is Hill's Pet Nutrition, General Motors, Stoodly Co., and other local companies. We must make sure that our salaries are competitive not only to benchmarks, but also to those on the local level."

As another example of local competitiveness, he said that Western's competition for police officers is not other universities; it is the city of Bowling Green. The salary analysis shows that WKU police sergeants make an average of \$8,237 less than the mean market survey. WKU lieutenants make an average of \$5,023 less.

"The findings of this analysis reveal that Western is not accomplishing its overall compensation strategy of paying staff salaries which are competitive with relevant mar-

be seriously considered as we build future budgets."

Bailey said it is important for employees of Western at every level to be highly qualified. He said he hopes Western will work to retain its current qualified employees, and make other skilled and qualified individuals want to work for Western. He said he wants to help the board members understand how critical such issues are to the overall well being of the university. "I don't think I'm the only person who sees these (salaries) as critical issues. I just want to make sure they stay on the front burner."

Joy Gramling, Bailey's predecessor as staff regent now serving as secretary of the staff council, said she expects the board to be responsive to those issues and is confident that Bailey will serve the staff well. "Keep the best interests of the staff at heart while doing what's best for the

Each person affiliated with Western must be consciously aware of his or her role in recruiting and maintaining students. 'To me, the institution is the students and employees. The students must come first. They are the reason we are here.'

kets," the study concluded. "Western's comprehensive employee benefits package (although not competitive in all areas) and general working climate are probably major contributors to the ability to attract and retain qualified employees. However, prudent attention and appropriate action should be given to the 'direct compensation' problem areas identified in this report as permitted by available resources," the study said.*

The internal salary analysis was designed to gauge how well Western is meeting certain goals outlined in its strategic plan, *Challenging the Spirit. The 1998-1999 Progress Report* ranked progress on a scale of, "no progress, little progress, some progress, substantial progress and exceptional progress." In the report, a grade of "some progress" was given in the areas of achieving faculty salaries at least equal to benchmark institutions, and achieving staff salaries at least equal to comparable markets.

Bailey said there has already been some talk of a salary adjustment, and that he will impress upon his fellow regents to make that a "primary goal" of the board in order to maintain the level of quality that Western currently enjoys in its faculty and staff members.

There is precedent for a salary adjustment. The board approved a market salary adjustment in 1996 and 1997, according to Human Resources Director Tony Glisson. "The market is very competitive now," Glisson said. "This is a serious issue for Western, and something that needs to

university," was her advice to Bailey.

Gramling said staff salaries would be a major focus of the staff council this year as well. She said she is concerned that many WKU staff positions, especially maintenance and clerical, aren't keeping up with the industry standards for salary. She also said that the issue of longevity in employment will be something the staff council will explore.

"I think there needs to be more focus on retention of quality staff," she said. "Just raising how much you pay incoming people causes a lot of problems for the loyal flock that stays behind."

She said that as staff regent, Bailey will be an ex-officio member of the staff council. He will be included in all meetings. Bailey said he looks forward to a close relationship with a staff council, deciding which staff council issues should become board of regents issues.

"I was the first staff regent ever to serve on the board, so I take pride in that historical place," Gramling said. "It has been very rewarding to work with the caliber of people that we have on our board. We have a lot of talent. We have a tremendous board, very dedicated to the university. It's rewarding to me to know that the university is in good hands, and will continue to be with Howard on the board."

**Anyone wishing to examine the study may contact the WKU Human Resources Department.*

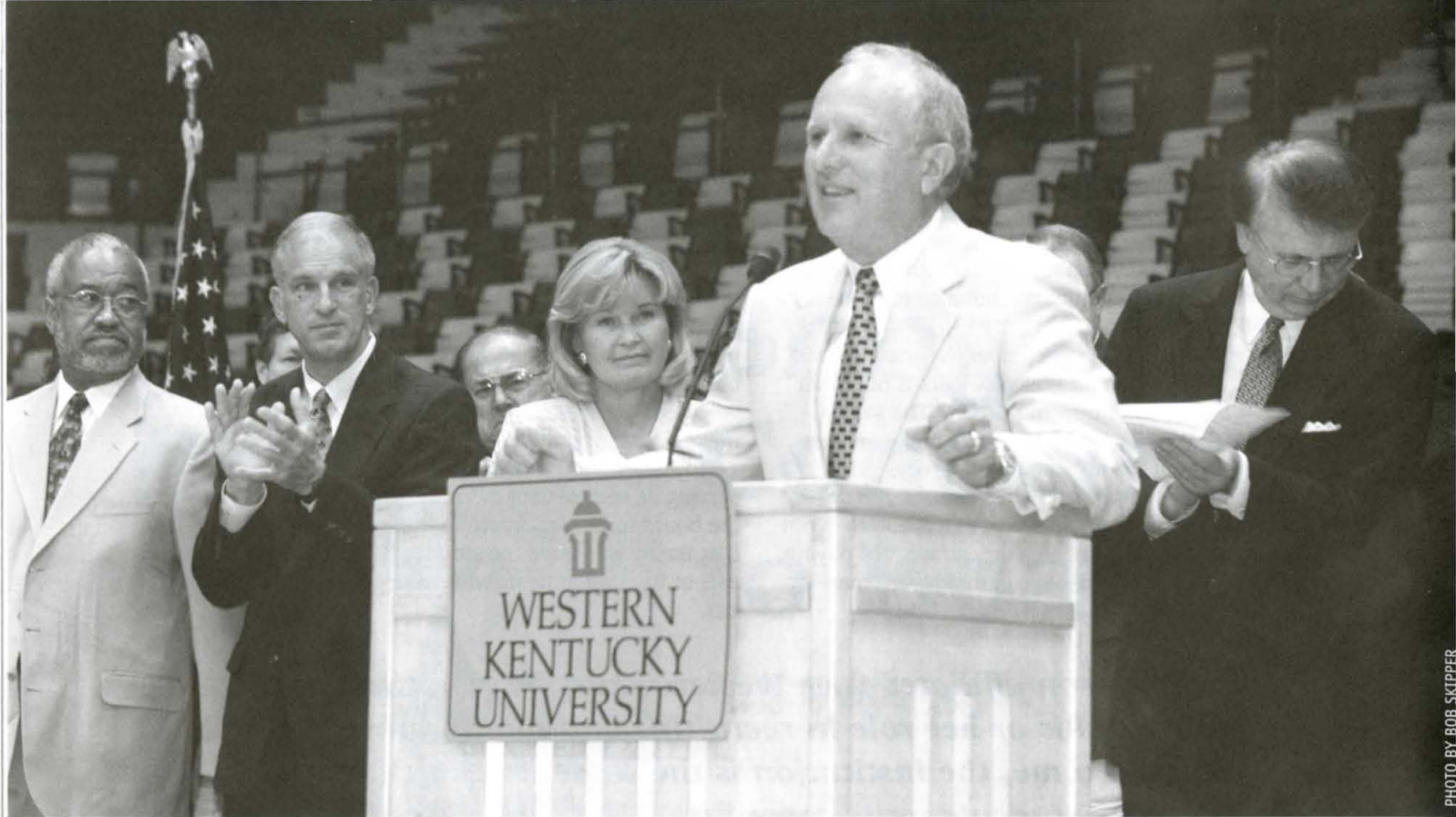


PHOTO BY BOB SKIPPER

Jim Scott of Bowling Green receives a standing ovation during the fall convocation after his \$1 million gift to Western's engineering program was announced.

TWO LEADERSHIP GIFTS BOLSTER

Campaign for Western

BY CAROL CUMMINGS

The commencement of the Investing in the Spirit campaign for Western Kentucky University has brought a banner year to development efforts at Western, and the 2000-2001 fiscal year is off to a record start as well. Last month, Western announced two million-dollar commitments to the University, making them the 15th and 16th seven-figure pledges made to Western since 1997.

The first gift, a commitment to the Institute for Economic Development, came from Carroll Knicely of Glasgow, Ky. Knicely has spent his career providing economic development opportunities for the Commonwealth of Kentucky. As a former newspaper publisher, his newspaper group and Associated Publications chain published more than 20 daily and weekly newspapers in Kentucky and Tennessee. In addition, he headed the state's economic development activities as Secretary of Commerce and Commissioner of Commerce under three different governors. Many credit him with such accomplishments as bringing both Corvette and Toyota to the Commonwealth as well as opening the door in Kentucky to Japanese manufacturing firms. Now Knicely's interest in economic development will have a lasting impact on Western Kentucky University.

On August 8, Tom Hiles, Western's vice president for development and alumni relations, announced a leadership gift from Knicely in support of Western's Institute for Economic Development.

Of his commitment, Knicely said, "The most important thing in economic development is education and leadership. My interest in Western and the Institute for Economic Development is spirited forward because education is the basis for economic growth opportunities."

Most excitingly, said Provost Barbara Burch, is that \$500,000 of Knicely's commitment will establish the *Knicely Professorship in Leadership Studies*. This portion of the gift will be matched by \$500,000 through the Commonwealth of Kentucky's Regional University Excellence Trust Fund.

"This visionary professorship will attract professionals

and scholars who will develop multi-disciplinary and multi-departmental academic and student life experiences that assist students in developing personal leadership philosophies and skills," Burch said. "Leadership Studies is a growing field in American higher education today. Such programs are a defining part of the liberal arts education, and they teach students skills necessary to lead in a global economy and complex social and political environment."

According to Steve House, Executive Director of the Institute, Knicely's leadership gift will also have a transformational impact on the Institute's existing programs. "With \$250,000 of this gift, we will be able to renovate a large shell space adjacent to the conference center," he said. "This will provide additional seminar and training facilities in order to expand our program offerings."

House said the gift will also create the *Knicely Endowment*, a \$250,000 permanent support fund that will provide an annual income to maintain and upgrade existing facilities and equipment.

Hiles said the Institute will be named the *Carroll Knicely Institute for Economic Development and Conference Center*.

Jim Scott of Bowling Green also chose to give back to the area that brought him professional success. Scott, chairman of the board of Scotty's Contracting, Inc., recently made a \$1 million leadership commitment to the engineering programs. Scott's gift, announced on August 15, will create the *Scott Center for Construction and Engineering*, which will include the establishment of the *James D. Scott Endowed Chair in Engineering*. With a \$1 million match through the Regional University Excellence Trust Fund, this gift will create the first fully endowed chair at Western.

John Russell, head of WKU's Department of Engineering, says the Scott Center will bridge the gap between academia and industry.

"Over the past year, with pilot funding from Mr. Scott, virtually every Civil Engineering Technology student has been impacted by the center's activities," Russell said. "These activities include field trips to construction sites, utilizing real projects as laboratory assignments, and case history presentations in the classroom. In addition, many students have performed hands-on engineering tasks, including helping area industries address problems, perform investigations, and perform quality control measures. The Scott Center provides a powerful teaching and learning tool that is not available at other universities."

According to Russell, the Scott Chair will continue to find valuable educational opportunities within the community to practice engineering and to provide students with hands-on applied educational opportunities.

Scott said, "I see the creation of the center and chair as an investment in the future of engineering in this region. I've been fortunate to be successful in my business, and this is my opportunity to provide a legacy gift to Western."

With these two additions, Hiles said Western has once again become the first university in the Commonwealth to

fully utilize all of its available matching dollars through the Regional University Excellence Trust Fund.

Private giving to Western during 1999-2000 surpassed the previous year's numbers by 43 percent. According to Hiles, the 1999-2000 numbers totaled \$8.2 million — up from \$5.7 million in 1998-99. Even more significantly, Hiles said, the 1999-2000 numbers are a 92 percent increase over the dollars raised two years ago and a 169 percent increase over dollars raised three years ago.

In addition, the University has raised \$44.7 million in gifts and pledges toward the Investing in the Spirit Campaign that was launched on April 27, 2000. This represents 57 percent



PHOTO BY BOB SKIPPER

The Institute for Economic Development was named for Carroll F. Knicely in honor of the Glasgow native's gift.

of the five-year goal of \$78 million.

Other giving highlights for 1999-2000 include:

- A total of 17,936 gifts were received, 102 of which were more than \$10,000;
- Cash support nearly doubled in less than a two-year period; and
- Membership in the President's Circle, which recognizes donors who give \$1,000 or more during the year, grew to 835 — a 57 percent increase over last year.

Hiles said there will continue to be a push toward the University's five-year development plan. In response to this plan, Western's total endowment now stands at \$39.2 million toward a \$50 million goal, and the 1999-2000 year-end finds Western with 15 new, endowed faculty positions toward a five-year goal of 25.

Western President, Dr. Gary Ransdell, said he is extremely encouraged by the progress demonstrated by the year-end totals. "Our outstanding record for the year is a tribute to our donors and friends," he said. "Increased private support will improve our capacity to achieve the objectives outlined in our strategic plan."

Carol Cummings is a 1992 graduate of Western and is a senior development writer/researcher in Development and Alumni Relations.

PROFESSIONAL ACTIVITIES

Agriculture

Dr. Byron Sleugh was named *Emerging Scientist of the Year* by the American Forage and Grassland Council. He received the award during the group's national convention July 16-19 in Madison, Wis. During the convention, he presented a paper on "Forage Potential of Various Amaranth Species." Amaranth, an ancient grain and vegetable crop, is grown in many countries but its potential as a forage crop in the United States hasn't been fully evaluated.

Economics

Dr. H.Y. Kim presented his paper (with Dr. Ahn, Arizona State University & Tong Kang, Kusan National University), "Life-Cycle Consumption, Precautionary Saving, & Risk Sharing: Testing Alternative Theories Of Consumption Using Panel Data On Korean Households," at the Western Economic Association International Conference, Vancouver, Canada, June 29-July 1, 2000.

Geography And Geology

Through a \$20,000 grant secured by **Dr. Michael May** and funded by the Environmental Protection Agency, the "Introduction to Environmental Geophysics" field course was conducted in late July at the South Campus and adjacent Lost River Cave and Valley. Western Kentucky University has been selected as one of two training sites for technologically sophisticated subterranean analysis. In addition to Drs. May, Kenneth Kuehn, Fred Siewers, and Nicholas Crawford, more than a dozen environmental professionals and students participated in the course.

For five weeks this summer, **Dr. David Keeling** guided 15 students through dry scrub forest, tropical jungle, Atlantic beach landscapes, and urban sprawl during a study abroad trip to Brazil. Focusing on sustainable development, natural resources and cultural growth. Photographs of the trip

are viewable online at http://www2.wku.edu/~keeling/kiis_brazil.htm.

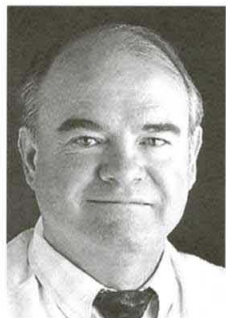
Public Health

Pamela Jarboe, South Central Kentucky AHEC, received the GMR Fellow Award from The National Network of Libraries of Medicine Greater Midwest Region. The GMR Fellow program provides funds for a network member based at a Primary Access Library to study and train on new information technology at an Outreach Library, a Resource Library, or the Regional Medical Library.

Robert Fulton, Donita Lashley and Glenda White, South Central Kentucky AHEC, recently completed the certification for Child Safety Seat Clinic Check Points sponsored by the USAA Educational Foundation.

Robert Fulton was appointed by the Department of Technical Education, Cabinet for Workforce Development to the Kentucky Tech. Curriculum Committee.

MORSE WINS SPRAGUE AWARD



Michael L. Morse

Michael L. Morse, coordinator of Western Kentucky University's award-winning photojournalism program, has received the prestigious Joseph A. Sprague Memorial Award.

The award, presented by the National Press Photographers Association, is the highest honor in the field of photojournalism.

Morse, a past president of NPPA, was honored for his contributions to photojournalism and the professional organization.

In accepting the award in San Francisco, Morse talked about the profession, the people he's met in the more than 30 years as a photojournalist and the WKU program he helped launch 25 years ago.

"When I became involved in photojournalism, news photography was considered as a service function of the industry, not as professional communication," Morse said. "We aspired to be looked at as professionals and as a reporter with a camera instead of a typewriter. The NPPA helped elevate news photography to a profession."

The Sprague award is named for Joseph A. Sprague, a press technical representative for Graflex Corp., a camera manufacturer. Previous recipients of NPPA's highest honor include Jack Corn, a former photojournalism instructor at WKU.

The National Scene:

Modern Philanthropists Desire Results

Big donors in the year 2000 in the United States tend to be young, thanks in large part to the surge in wealth dot-commers are experiencing. This change in demographics has also brought a change in expectations: these savvy high-tech entrepreneurs expect results when they give money to charity.

In fact, more philanthropists are donating their time, along with their cash, in order to ensure accountability. And today's donor is typically more informed, conducting research before they decide to donate. As one philanthropist told *The New York Times*, he doesn't

engage in "write a check and walk away" charity. This giving in nontraditional form is spreading among the wealthy, according to Paul G. Schervish, director of the Social Welfare Research Institute at Boston College.

A survey by the Johns Hopkins Comparative Non-profit Sector Project indicates that 49 percent of Americans volunteered their time for civic activities in the last year. Furthermore, in 1999 Americans donated \$190 billion to charity, about 2 percent of the U.S. national income, reports *TIME Magazine*.

2000-2001 Music Department Calendar Of Events

2000

Student Recital- Tiffany Dell

Recital Hall
3 p.m. Sunday, Sept. 10

Aevia Trio

Recital Hall
7:30 p.m. Tuesday, Sept. 26

BGWSO Concert #1

Capitol Arts Center
7:30 p.m. Thursday, Sept. 28

Symphonic Band Concert

Van Meter Auditorium
3 p.m. Sunday, Oct. 1

Homecoming Concert

Van Meter Auditorium
3 p.m. Sunday, Oct. 15

Composition Recital

Recital Hall
7:30 p.m. Tuesday, Oct. 17
BGWCS Concert
First Baptist Church
7:30 p.m. Friday, Oct. 20

KMEA State Marching Band Contest

Saturday, Oct. 21
Faculty Recital Wayne Pope
Recital Hall
7:30 p.m. Tuesday, Oct. 24

BGWSO Concert #2

Capitol Arts Center
7:30 p.m. Thursday, Oct. 26

Jazz Band Concert

Garrett Conference Center
7:30 p.m. Saturday, Nov. 4

Western on the Waterfront

Owensboro
Thursday, Nov. 9

Chamber Singers Concert

Recital Hall
7:30 p.m. Saturday, Nov. 11

Big Red Marching Band Extravaganza

Van Meter Auditorium
3 p.m. Sunday, Nov. 12

Messiah Concert

Broadway Methodist Church
7:30 p.m. Saturday, Nov. 18

Percussion Ensemble

Recital Hall
7:30 p.m. Saturday, Nov. 25

BGWSO Concert #3 Holiday Pops

Capitol Arts Center
7:30 p.m. Thursday, Nov. 30

Opera Theater Recital

Recital Hall
7 p.m. Saturday, Dec. 2

Opera Theater Recital

Recital Hall
3 p.m. Sunday, Dec. 3

Symphonic Band Concert

Van Meter Auditorium
7:43 p.m. Tuesday, Dec. 5

2001

PRISM Concert

Van Meter Auditorium
Friday, Jan. 19

WKU Honors Band Festival

Saturday, Jan. 20

BGWCS Valentine's Day Concert

Saturday, Feb. 10

HS Choral Invitational

Fine Arts Center & First
Baptist Church
Saturday, Feb. 17

Opera: The Tender Land

Russell Miller Theater
8 p.m. Wednesday, Feb. 21
8 p.m. Friday, Feb. 23
8 p.m. Saturday, Feb. 24
3 p.m. Sunday, Feb. 25

Concert Band Concert

Van Meter Auditorium
7:30 p.m. Tuesday, Feb. 27

BGWSO Concert #4

Capitol Arts Center
7:30 p.m. Thursday, March 1

Wind Ensemble Concert

Van Meter Auditorium
3 p.m. Sunday, March 4

Chamber Singers Concert

Recital Hall
7:30 p.m. Saturday, April 7

Jazz Band Concert

Garrett Conference Center
7:30 p.m. Tuesday, April 10

BGWSO Concert #5

Capitol Arts Center
7:30 p.m. Thursday, April 19

Wind Ensemble Concert

Van Meter Auditorium
7:30 p.m. Tuesday, April 24

Percussion Ensemble

Recital Hall
7:30 p.m. Thursday, April 26

Fourth Annual Jim Wayne Miller Celebration of Writing*

Sunday, September 24 • Garrett Conference Center

The Mountain Woman in the Poems of Jim Wayne Miller

10 a.m. • GCC Auditorium

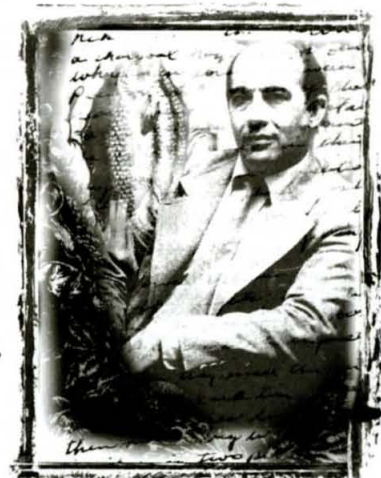
The Mountain Woman in Song

By Jean Ritchie Folk Singer, Composer, Author
2 p.m. • GCC Auditorium
Immediately followed by reception and book signing

Free and open to the public

For more information, contact Dr. Joseph Millichap,
partment of English 270-745-5766

**Appalachian Poet and Author and WKU Professor
Jim Wayne Miller died in 1996.*



PHOTOCOLLAGE BY CHRIS CORNEAL ('97)



Contemporary Coverage

QUILTS OF THE FUTURE

FIRSTAR "Contemporary Coverage: Not Your Grandmother's Quilt Any-more!", an exhibit of about thirty quilts and wall hangings, plus several quilted clothing pieces, all made since 1995, opened at The Kentucky Museum, Aug. 27 with a special viewing and reception. The quilt exhibit, to be at the museum through Nov. 22, is also funded by Louisville Bedding Company.

FIRSTAR "Contemporary Coverage" is a sampler of the work created by present-day Kentucky quilters, who, unlike more traditional quilters, use innovative techniques, uniquely designed patterns, and unusual fabrics or embellishments to create quilts that many consider to be more artistic than functional. These variations of a long-established needlecraft result in wonderfully creative and inventive works that equal, or in some cases, surpass that of traditional quilters.

As evidenced by Rebekka Seigel's "Martha Graham Paper Doll Quilt," Colleen Hathaway's "Fishing at Squaw Creek," and Marti Plager's "Kentucky Native," many current quilters could aptly be described as "fiber artists." Although contemporary quilters sometimes borrow from traditional quilting techniques and approaches, fiber artists tend to be more original. Many times they create their own designs; machine quilt rather than hand quilt, or combine both; weave and dye their own fabrics; and use an unlimited array of notions and embellishments to arrive at their own distinct creation.

Several events and activities are scheduled highlighting the quilt exhibit and contemporary quilting:

The quilts will be a focal point of the museum's third annual Folk Music Concert, Saturday, Sept. 16, 4-8 p.m. on the Kentucky Building front lawn. Featured performers for this concert, funded also by FIRSTAR and a grant from the Kentucky Arts Council, will be "Still Water," Homer Ledford and the Cabin Creek Band, Eddie Pennington, and the Hayes Brothers. This concert is free and open to the public.

Two quilting workshops are also planned, both on Sept. 30. The morning workshop will be on "Designing Contemporary Quilts"; the afternoon working on "Fabric Origami for Quilts." Advance registration will be necessary for these workshops.

FIRSTAR "Contemporary Coverage" is a "must see" exhibit. While showing the diversity of quilting throughout Kentucky, it also provides a glimpse of what may become the traditional quilt of the 21st century.

For more information about the quilt exhibit or activities scheduled, contact Earlene Chelf (270) 745-5263 or earlene.chelf@wku.edu or check The Kentucky Museum's Web site: www.wku.edu/Library/museum/exhibits.

Information for the Library/Museum Page is provided by Earlene Chelf and staff in the library and museum.



GO GLOBAL!

Western Kentucky University Libraries continues its global outreach through a series of international presentations by WKU faculty. The series *Far Away Places...With Strange Sounding Names* includes:

- Sept. 14** *South Africa* by Nancy Baird, Ky. Library
- Oct. 19** *Costa Rica* by Richard Salisbury, History
- Nov. 16** *China* by Haiwang Yuan, University Libraries
- Feb. 15** *Brazil* by David Keeling, Geography/Geology
- Mar. 22** *England* by Joe Glaser, English
- Apr. 19** *Germany* by Laura McGee, Modern Languages/Intercultural Studies"

All presentations are scheduled for 7 p.m. at Barnes & Noble Booksellers, 1680 Campbell Lane, Bowling Green.

For more information, call Peggy Wright (270) 745-6168 or check University Libraries Web site: www.wku.edu/Library



2000-2001 Kentucky Museum Calendar Of Events

Aug. 27 / 2 –4 p.m.

Special viewing/reception
FIRSTAR "Contemporary Coverage: Not Your Grandmother's Quilt Anymore!"
Galleries K & L
Additional funding from Louisville Bedding Company
(Exhibit closes Nov. 22, 2000)

Sept. 8 & 9 (TBA)

Alumni Assn. Golden Anniversary Reunion Exhibit
Orientation Room, Ky. Bldg.

Sept. 14 / 7 – 8:30p.m.

"Far Away Places...With Strange Sounding Names"
Presentation: "South Africa" by Nancy Baird
Barnes & Noble Booksellers

Sept. 16 / 4 – 8 p.m.

Tour of Kentucky Folk Music Outdoor Concert
Front Lawn, Ky. Bldg.
Also, the openings of "FIRSTAR Contemporary Quilts" and the Hascal Haile guitar exhibits. *Concert Performers:* Still Water (gospel); Homer Ledford and the Cabin Creek Band (traditional); Eddie Pennington (Merle Travis style "thumbpicker") and the Hayes Brothers (Bluegrass)
Concert funded by FIRSTAR and the Kentucky Arts Council

Sept. 21 / 7–9 p.m.

BellSouth Community Internet Workshop
"Kentuckiana for Schoolteachers"
WKU South Campus
Workshop Leader: Darla Bressler

Sept. 30 (TBA)

Workshops – "Designing Contemporary Quilts" (led by fiber artist Colleen Hathaway) and "Fabric Origami for Quilts" (leader to be announced)

Oct. 21 / 4:30 p.m.

"Kentucky Ghostlore"
Program leader: Dr. Lynwood Montell

Oct. 19 / 7–8:30 p.m.

"Far Away Places...With Strange Sounding Names"
Presentation: "Costa Rica" by Richard Salisbury
Barnes & Noble Booksellers

Oct. 26 / 7–9 p.m.

BellSouth Community Internet Workshop
"Science Fiction"
WKU South Campus
Workshop Leader: Beth Knight

Oct. 29–May 31, 2001

"Ninety Miles of Dixie: 31W Today"
Gallery P (Garden Gallery)
Photographs by the Southern Kentucky Photographic Society

Nov. 16 / 7–9 p.m.

BellSouth Community Internet Workshop
"Cooking and Recipes for the Holidays"
WKU South Campus
Workshop Leader: Ruth Kinnersley

Nov. 16 / 7–8:30 p.m.

"Far Away Places...With Strange Sounding Names"
Presentation: "China" by Haiwang Yuan
Barnes & Noble Booksellers

Dec. 3 / 2–4 p.m.

Lighting of Girl Scout Christmas Tree and Reception
Kentucky Museum - Gallery K

Jan. 2–Feb. 28, 2001

"African American Folk Art in Kentucky"
Gallery M

Feb. 15 / 7–8:30 p.m.

"Far Away Places...With Strange Sounding Names"
Presentation: "Brazil" by David Keeling Barnes & Noble Booksellers

Mar. 22 / 7–8:30 p.m.

"Far Away Places...With Strange Sounding Names"
Presentation: "England" by Joe Glaser
Barnes & Noble Booksellers

April 2–8

National Library Week, with annual Western Authors Reception
(Other activities TBA)

April 6 & 7

Third Annual Southern Kentucky Festival of Books
BG/Warren County Convention Center
Organized by WKU Libraries, BG Public Library and Barnes & Noble Booksellers

April 19 / 7–8:30p.m.

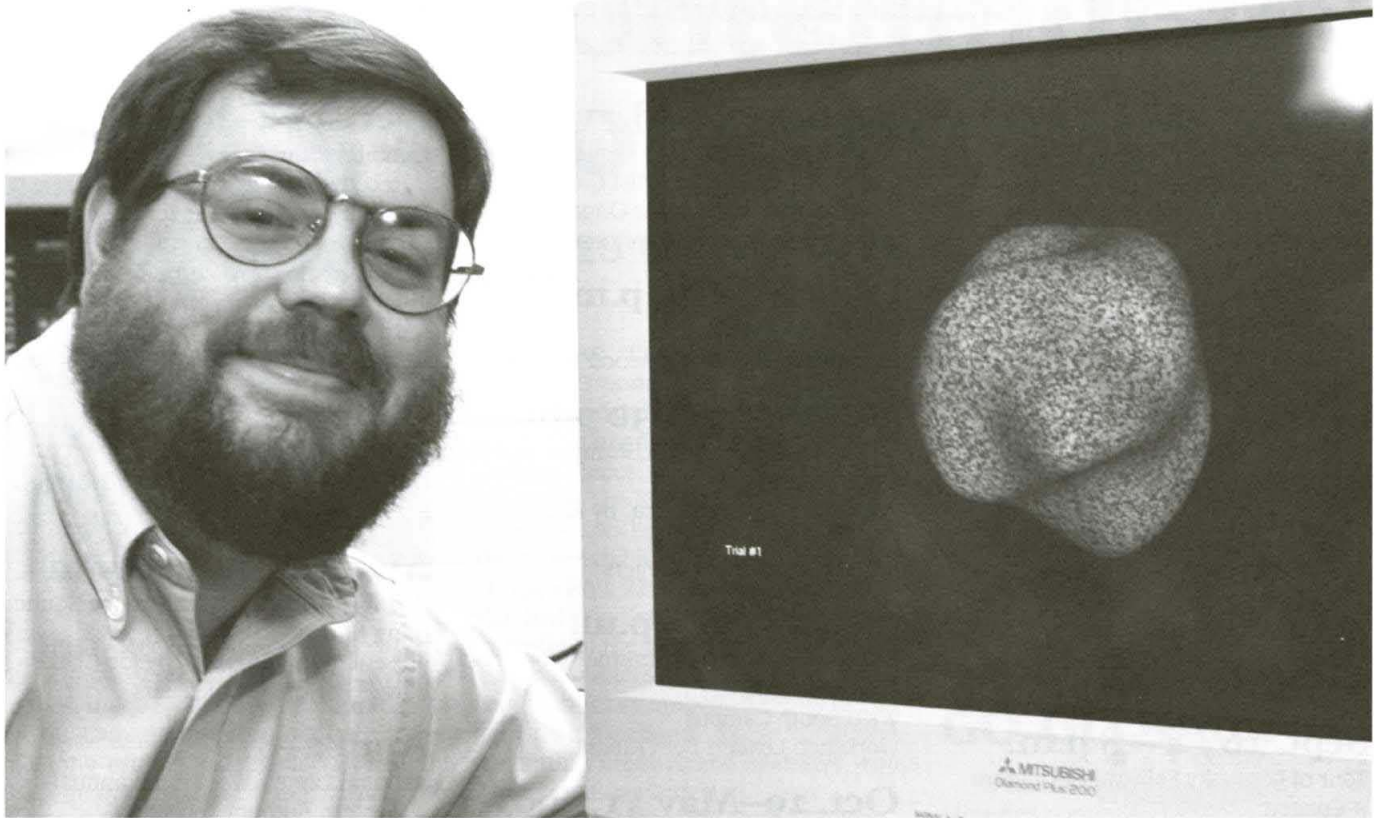
"Far Away Places...With Strange Sounding Names"
Presentation: "Germany" by Laura McGee
Barnes & Noble Booksellers



Find all your information here!



www.wku.edu/Library/tip



Dr. James Farley Norman displays a graphic used in his visual perception experiments

DR. JAMES FARLEY NORMAN

Research Visionary

BY CARLA JO SLAVEY

Shapes, shadows, dimensions and colors all contribute to the way we perceive an object visually. The way light reflects and radiates spectrally off a compact disc, suspended from the ceiling by a wire and twisting from the breeze from a nearby fan, can reveal all kinds of visual information to the observer. The change in thickness and shape, from a circle to a thin line, can play with our perceptions. The CD may cast a shadow onto the wall. It may be surrounded by similar disks, all suspended from the ceiling and all rotating at different speeds. Such an image could be used by a psychologist to study the way humans perceive the visual stimuli in our environment, or it could be used simply as a decoration. For psychology associate professor, Dr. James Farley Norman, each CD he adds to his office's mobile represents his work.

"Every time I get a new version of my compiler that I use to develop programs, or other software, I don't need the old version anymore," says Norman. "I hate to throw the CD's away. My adviser at Vanderbilt had a mobile, a very nice one, that I'd always liked. One day I got the idea that CD's are colorful and shiny, and I bet they'd make a nice mobile as well."

Dr. Norman's academic focus is on the way people perceive 3-dimensional shapes, examining aspects such as how an observer uses the shadow of an object to gain information about that object. His commitment to his work here at Western has earned him this year's University Faculty Excellence Award for Research/Creativity.

"I never would have expected 20 years ago that I would have ended up as a professor in psychology," says Norman, who has worked at Western since 1996. "I would have thought I would be an engineer somewhere."

Even now, some of his main hobbies involve engineering. "I don't have as much time for them as I used to, but I used to build electronic radios, short-wave radios. I am a ham radio operator. I used to build telescopes, and that's a lot of fun because I like astronomy as well. I use to build fairly large reflecting telescopes, and that was a lot of fun."

When Norman began as a student at the University of Texas, he majored in electrical engineering. He says he became interested in psychology when he took a general education class with a professor who made the class and the information exciting for him.

Norman says his technical background is essential for his work in psychology. There are no commercial programs on the market for his type of experiments, Norman points out, so he creates his own. Psychology, and especially his area of study, is an interdisciplinary field, he says. His colleagues around the world share a variety of skills: biology, physics, engineering and others. Norman stays in touch with those various professionals. He recently returned from a conference at the Catholic University of Leoven, Belgium, and he has collaborated in projects with colleagues from other U.S. universities, as well as people from countries such as China and The Netherlands. These connections help to establish Western's image globally, according to Dr. Joseph Bilotta.

"His research is highly respected. It builds the department's reputation nationally as well as internationally," Bilotta says.

He notes that Norman doesn't just work with those already established in the field. "His research involves a great number of students, both graduates and undergraduates, so the students get involved in research and get experience they could never get in a classroom setting," Bilotta says.

Norman says he tries to make his students as excited about psychology as he was when the field was introduced to him. One recent study in which Norman's students aided him focused on how perception changes with age. "Falls are the leading cause of accidental death for those over 75, and the second leading cause of accidental death for those 65-74," Norman quotes from an existing study. This could be due to defects in 3-D perception, and if a test could be designed that could measure depth perception, he says, we could identify a person who may be at risk before he or she has an accident.



Dr. James Farley Norman

PHOTO BY SHERYL A. HAGAN

"Perception seems so easy that many people think there must not be much too it, but actually it's a very complex process," Norman says. "At least half of the cerebral cortex of the brain is devoted to visual perception in one way or another."

"I try to impart to students that perception is an interesting and fascinating field, and that life would be impossible if we couldn't perceive and sense the world around us."

BALE AND GRAY CHAIR AND CO-CHAIR BOARD OF REGENTS



Kristen T. Bale

Lois Gray was appointed to the WKU Board by Gov. Paul E. Patton in 1997 for a six-year term which expires in 2003.

She has been superintendent of Hardin County Schools since 1992. WKU's vice chair has more than 35 years experience in education as both a teacher and administrator, including 16 years in Fort Knox as a teacher, counselor, assistant principal and principal.

Kristen T. Bale of Glasgow, in her third appointment to WKU's Board of Regents, has been named by the Board to serve as chair, and Hardin County resident Lois Gray, in her first appointment, will serve as vice chair during the current academic year.

Regents voted to name the two to the one-year terms during its regular quarterly meeting last month in Louisville.

Bale was appointed to the WKU Board in 1992 by Gov. Brereton Jones for a one-year term and reappointed by Gov. Jones in 1993 for a six-year term, which ended last year.

Her most recent appointment to the Board was made by Gov. Paul E. Patton for another six-year term which expires in 2005.

Bale has a bachelor's degree in special education from the University of Wisconsin at Madison. She is currently the bookkeeper for Glasgow Family Physicians, which includes her husband, Phillip.



Lois Gray

TUITION WAIVER FOR OUT-OF-STATE GRADUATE STUDENTS

A tuition waiver should make Western Kentucky University's graduate programs more attractive to out-of-state and international students.

Effective this fall, all nonresident students in Western's graduate program pay the in-state tuition rate, according to Dr. Elmer Gray, dean of Graduate Studies and Research.

A full-time out-of-state graduate student will save more than \$2,000 a

semester, while a part-time student will save \$140 per credit hour, Dr. Gray said.

The tuition change removes an economic barrier for nonresident graduate students, especially those from nearby areas in Tennessee and Indiana, and should increase enrollment in WKU graduate programs, especially in business, public administration, nursing and health care, he said.

"The tuition waiver will be especially attractive to those students in Nashville, Clarksville, Evansville and other nearby cities," he said.

The in-state tuition for a full-time graduate student is \$1,367, compared with the former out-of-state rate of \$3,522. For part-time students, the in-state rate per credit hour is \$148 compared with the former nonresident rate of \$388.

PRESIDENT RANSELL APPOINTED TO EDUCATION BOARD

Kentucky Gov. Paul Patton has appointed Western Kentucky University President Gary Ransdell to the Southern Regional Education Board.

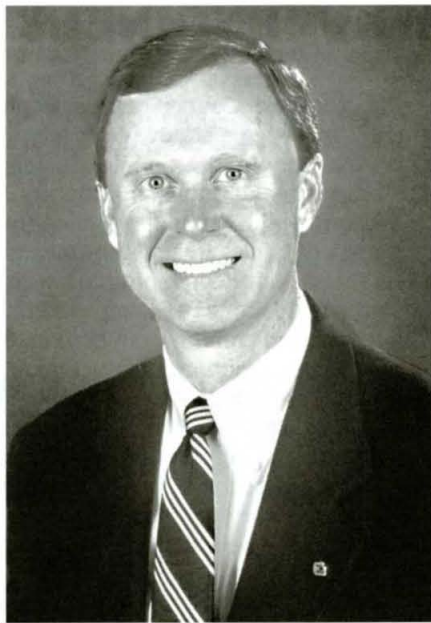
Dr. Ransdell replaces University of Kentucky President Charles T. Wethington Jr., whose term has expired. Dr. Ransdell's term continues through June 30, 2004.

The Southern Regional Education Board is the nation's first interstate compact for education. Created in 1948 by Southern states, SREB helps government and education leaders work cooperatively to advance education and, in doing so, improve the social and economic life of the region.

SREB assists state leaders by directing attention to key issues; collecting, compiling and analyzing comparable data; and conducting broad studies and initiating discussions that lead to recommendations for state and institutional long-range planning, actions and policy proposals.

SREB's 16 member states are Alabama, Arkansas, Delaware, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia.

More information about the SREB is available at <http://www.sreb.org/>.



Dr. Gary A. Ransdell

CANOEING SUCCESS POINTS TO ENGINEERING EXPERTISE

Western Kentucky University students continue to make a name for themselves in engineering problem solving.

In a "best of the best" engineering contest, Western Kentucky University students over the summer finished 10th in the 2000 National Concrete Canoe Competition.

The "Y2Kanoë" carried Western to its highest finish ever in the national contest. The top 10 finishers in the 13th annual competition were Clemson, Oklahoma State, Florida Institute of Technology, Michigan State University, University of Washington, University of Alabama-Huntsville, University of Wisconsin-Madison, University of Florida, Canada's Université Laval and WKU.

Of the 26 teams competing July 24-26 at Big Soda Lake in Lakewood, Colo., Western was the only engineering technology program. Of the top ten, Western was the only school without a graduate program in engineering.

"Most teams use graduate students as their primary team members and we can't do that since we do not have a graduate program," said Matt Dettman, associate professor of civil engineering at WKU and the team's adviser.

The team's finish is a credit to Western's approach to engineering education and its students, he said. In national and regional competition, Western outperformed eight teams from U.S. News & World Report's list of top 35 engineering schools.

"The competition is not really about building a canoe, but more about teamwork, engineering problem solving, managing time and money, and learning communication skills through writing, speaking and visual means," Dettman said.

"Regardless of how our team performs, all the students involved walk away from this competition better future engineers than they were when they started," Dettman said. "After a year of pulling this project together, they have learned disci-

pline, dedication, pride in their work, and have learned how to work in a team environment."

The contest, which began last fall with more than 260 schools, is sponsored by the American Society of Civil Engineers and Master Builders.

BUSINESS STUDENT WINS NATIONAL COMPETITION

Kevin Hughes, a WKU senior in the Gordon Ford College of Business, won first place at the Phi Beta Lambda National Leadership Conference in Long Beach, Calif. The graduate of Bourbon County High School has a double major in finance and economics.

The finance competition provides recognition for Phi Beta Lambda members who understand financial models and techniques used in reaching effective financial decisions. Topics covered on the test included taxation policy, financial decision making, financial statistics, money markets and commercial banking. The exam required proficiency in both quantitative and qualitative areas of finance, budgeting and analysis.

Hughes, who advanced to the national contest by winning the state competition this year, has won national level competitions for three consecutive years. In 1998 and 1999, he placed first as a member of the Kentucky Parliamentary Procedure team.

Phi Beta Lambda is one of the largest collegiate business organizations in the United States. The national conferences bring together representatives from colleges in more than 40 states for a week of leadership development, competition and business development workshops.

WKU 'ENGINEERS' A JOINT STATEWIDE PROGRAM

The Kentucky Council on Postsecondary Education in late July approved a statewide strategy for engineering education that should mean a joint degree program on the Western Kentucky University campus in Spring 2001.

Western will be submitting cooperative proposals to the University of Louisville and the University of Kentucky and will create a joint degree program with one of them. All of the coursework could be completed on the WKU campus with instruction coming from both institutions.

"These degree programs are important for Western to fulfill its responsibility in economic development in Kentucky," WKU President Gary Ransdell said. "Western has been in engineering education for 30 years. This will transition us from a technology program to full bachelor's certification. I have been impressed by the way engineering companies have stepped forward with private support to make the transition possible."

Western has a five-year commitment of \$587,000 to the program. In addition, more than \$2 million has been raised for endowed professorships.

The demand for engineers in Kentucky has been growing, and WKU submitted a proposal to establish three separate degree programs to the CPE last March. The proposal was rejected, and the comprehensive institutions were asked to explore a joint program.

Council President Gordon Davies said the joint plan

would increase the number of graduates as well as would improve regional access to engineering programs.

At the July Council meeting, Western also submitted to the CPE a list of 15 programs to be suspended or closed. The program reviews were part of an annual review process and a review mandated by CPE to ensure the coordination of programs and efficient use of resources.

The 15 programs submitted were:

- Educational Policy Studies and Evaluation (EdD cooperative)
- Educational Psychology (EdD cooperative)
- Special Education, General (EdD cooperative)
- Agricultural Teacher Education (Vocational) (BS)
- Health Teacher Education (BS)
- Math and Physical Sciences Teacher Education (BS)
- Vocational Teacher Education (EdD cooperative)
- Humanities (MA)
- Library Science/Librarianship (BS)
- Environmental Biology (PhD cooperative)
- Health and Physical Education General (EdD cooperative)
- Chemistry, General (PhD cooperative)
- Cartography (AS)
- Technical Illustration (AS)
- Communication Disorders (BS)

Students enrolled in those programs will be allowed to complete them.

'STARVING STUDENTS' PRODUCE CD

Starving students? Age-old problem, right? Some Western Kentucky University student entrepreneurs may have just figured out a way not to go hungry, and as a class project to boot. And a CD?

This month, ten area bands will appear on a music CD produced, marketed and distributed by a group of students at Western Kentucky University's Gordon Ford College of Business.

Code Red: *Destination Unknown* should be on store shelves by the time *On Campus* reaches the streets this month.

The bands recorded their songs at David Barrick Recording Studio in Glasgow, and the compact disc is the project of the 20 students in a two-semester entrepreneurship class taught by Dr. Linda Parry in management and information systems, and Dr. Felicia Lassk in economics and marketing. The students set up their own company, *Starving Student Productions*, and make all the decisions, Dr. Parry said.

Dr. Parry said she got the idea for the project after attending a conference and hearing about another school that had produced a compact disc. When the class began in January, the students conducted market research of students, alumni and music stores and decided to make a rock music CD aimed at 16- to 30-year-olds.

Last spring, *Starving Student Productions* auditioned and evaluated about 60 bands. The bands selected for *Code Red:*

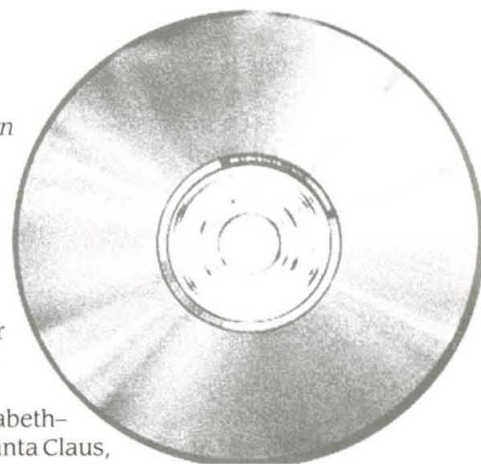
Destination Unknown are Gear, Jhelom, Seven Limbs and Section 8, all from Glasgow; Totem Soul from Russellville; 37 from Morehead; Elk River Review from Bowling Green; Mark Mallone from Elizabethtown; Laced from Santa Claus, Ind.; and Mr. Neutron from Evansville, Ind.

"We picked 10 bands that we thought would swing the target market our way," said student Rob Easterday. Two of the bands, Gear and Totem Soul, play clubs in the area and have a solid fan base, he said.

Producing the CD cost about \$15,000. Students paid \$40 each for four shares of *Starving Student Productions* and have spent the summer lining up sponsorships and donations.

"We've had a lot of people tell us this couldn't be done, but we've by far exceeded expectations," Easterday said.

If you'd like to save a student, or learn more about *Starving Student Productions* and the students involved, visit the group's Web site at <http://starvingstudents.bizland.com>.



THEY'RE SEEING STARS

By Tommy Newton

Like most teen-agers, Kaitlin Lewis and Vince Ingram spent their summer vacations watching the newest stars.

Lewis and Ingram, however, weren't watching out-of-this-world performances by Britney Spears, 'N Sync or Christina Aguilera. Their focus was on stars light-years away from Earth.

The students, participating in a WKU-sponsored summer astronomy program, discovered an eclipsing binary, or two stars that orbit one another. And they rediscovered another eclipsing binary that hasn't been studied since the early 1970s.

"This is unique, especially working with the age group we're working with," said Dr. Charles McGruder, head of the Department of Physics and Astronomy.

Dr. McGruder said the discoveries do affirm Western's growing reputation in astronomy as well as the University's efforts to get more young people interested in the sciences.

"Gifted students will be able to make significant contributions and need to be encouraged at an early age," Dr. McGruder said.

Thanks to the WKU summer program, Lewis and Ingram have seen their interest in astronomy grow.

"My interest is definitely up," said Ingram, a 17-year-old student at the Governor's School for Science and Mathematics in Hartsville, S.C. "The discovery was pretty exciting and was something you don't do every day."

Lewis agreed. "We can definitely leave here saying we accomplished something," said Lewis, a 16-year-old student at the Advanced Academy of Georgia in Carrollton, Ky.

That's the point of the NASA-funded summer project, which has attracted eight students from six states, Dr. McGruder said. "Students become an integral part of our research team for nine weeks in the summer," he said. "It's real research, not just for fun."

The discoveries by Lewis and Ingram came while the student group was analyzing data and images collected over the past 10 years by robotic telescopes. "In doing that,

we discovered two eclipsing binaries," said Todd Hillwig, a doctoral student at Indiana University who worked during the summer with the eight students.

Using a computer program to analyze images of the stars, the students could see variations of light and made their discoveries, Hillwig said.

"That's what is exciting to me," Hillwig said. "We're trying to get these students excited about astronomy. And to find something, look it up and see that no one has seen it before makes it really exciting."

Now the students are busy compiling more information

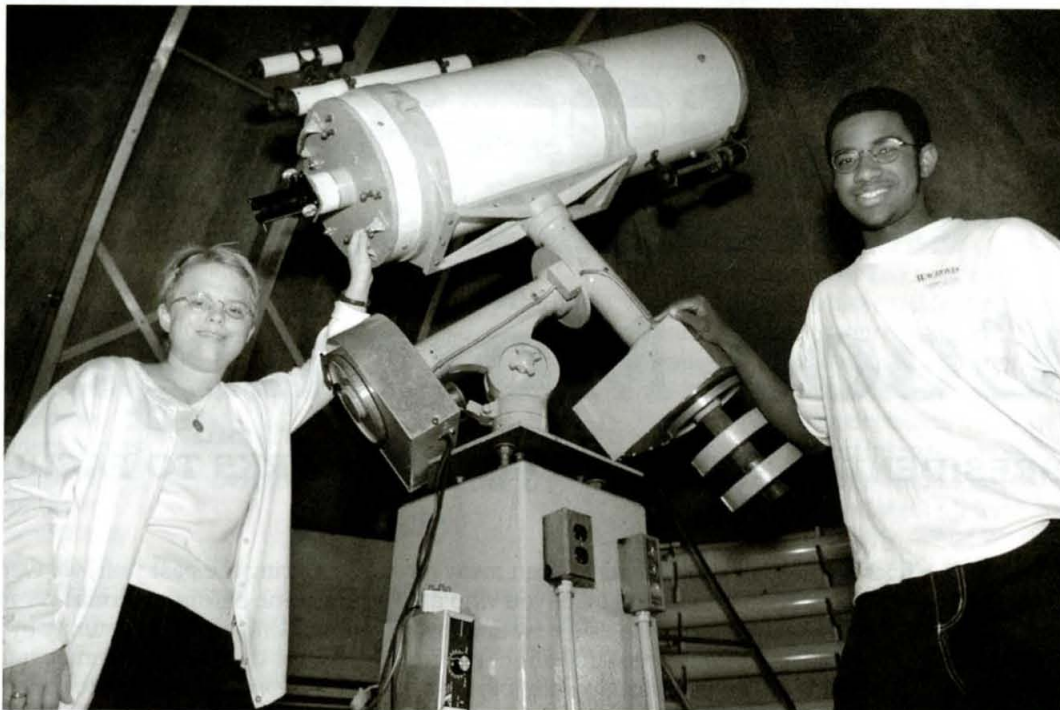


PHOTO BY SHERYL A. HAGAN

Teens Kaitlin Lewis and Vince Ingram discovered an eclipsing binary star and rediscovered another one in a WKU summer program for gifted students.

on the stars, including their temperatures, size and orbital periods, he said. Lewis and Ingram also will write the research report about the eclipsing binaries.

"Even if students aren't interested in astronomy as a career, you can learn a lot," Lewis said. "Not everything you learn here is directly related to astronomy. You can use it in other fields."

The summer program's discoveries are the latest bright spots for the Department of Physics and Astronomy. The department is developing a program called STARBASE (Students Training for Achievement in Research Based on Analytical Space-Science Experiences), which will include roboticized telescopes at Western's Astrophysical Observatory and at the Kitt Peak National Observatory in Arizona.

"I think what we're doing here in astronomy at WKU is extremely exciting and fundamental," Dr. McGruder said. "We are trying to make major contributions to various fields of astronomy."

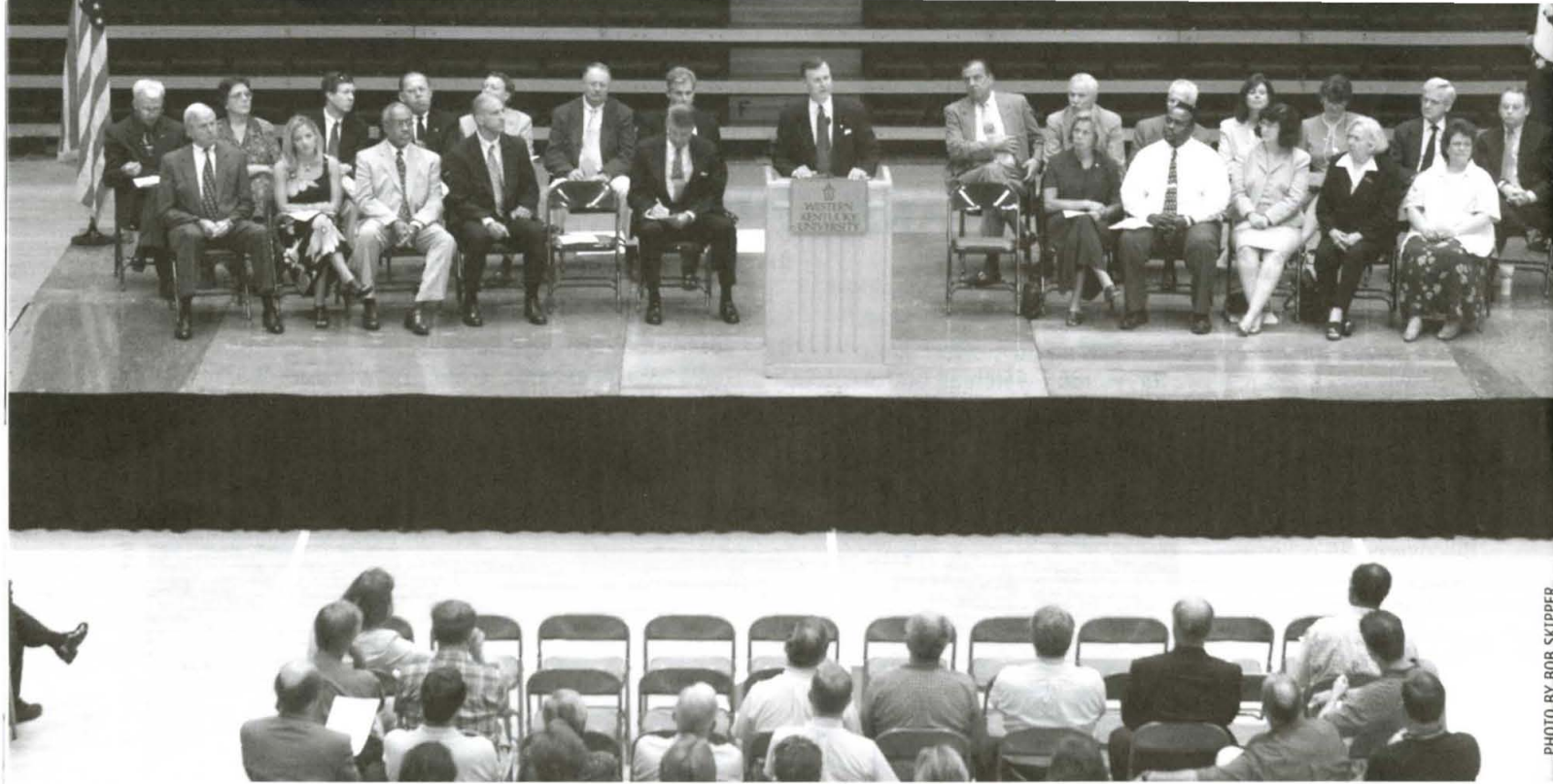


PHOTO BY BOB SKIPPER

Good Morning!

PRESIDENT RANDELL'S ANNUAL REMARKS TO FACULTY AND STAFF

Welcome back to those of you who have been away for the summer and welcome to Western to all of you who are just beginning your Western experience as a new employee. To those of you who are new, we are excited about the creative energies you bring to our campus. You are joining a campus poised to continue remarkable progress. We anticipate the contributions you will make to our emergence as a nationally competitive university. Help me welcome more than 80 new faculty and a like number of new staff. A vibrant university requires new blood, new experience, new insights, as well as a firm understanding of the institution's history, traditions, and values. I am also honored to introduce those among us who have served Western for 25 years or more. If you have been a member of our faculty, administration, or staff for 25 years or more, please stand. It takes both—creative new energy and long-standing commitment—to make an institution great.

As we enter the third year of our **Strategic Plan** and as I prepare to begin my fourth year as President, it is appropriate that we take stock of our progress, of our vision to become the best comprehensive university in Kentucky, of our pursuit to be considered among the best in the nation. It is time to empirically measure real performance, to temper ambition with reality, and to incorporate new initiatives destined to help us achieve our vision. Our Strategic Plan is dynamic. Our process will accommodate new initiatives and adjust those performance indicators fully achieved early in the Strategic Plan time line. We are at work in both regards.

During the past year, we were indeed fortunate to be the home of four **national honors** bestowed on members of our University community by independent parties—proof positive that Western can be nationally competitive. I take every opportunity I can to salute our Forensics Team which continues to win national debate tournaments and which successfully defended its international forensics crown. Our journalism program was judged by the Hearst Foundation to be the best journalism program in America—a first for Western and a tribute to the faculty and students in print, photo, and broadcast journalism. Our *College Heights Herald* was declared to be the best campus newspaper in not one but two national competitions, and finally Jo-Ann Albers was recognized by the Freedom Foundation as the National Journalism Administrator of the Year. Can we emerge from the pack of colleges and universities across Kentucky? Of course we can. These programs already have. There is not another program at any other college or university in Kentucky which is independently judged to be the absolute best among all American colleges and universities. We produced three such programs this past year.

We have numerous programs across this campus capable of national recognition. We have numerous faculty and staff competing with the best in their disciplines. Because of this confidence and the quality of students who enroll at Western, we will be telling all people within earshot of Western that they can “expect the best” on this campus.

We want students, parents, the public, prospective donors, legislators, and anyone who is interested to know that at Western they may "expect the best."

Our Strategic Plan calls for a transformation, a word I have used often these last three years. In my mind a transformation means transition—transition from complacency to assertiveness—assertiveness in pursuing what Western must have to be successful—a transition from physical deterioration across our campus to physical renewal, a transition from traditional academic and administrative procedures to methods and procedures relevant to a changing society, and a transition from paper and traditional instruction modes to network communication and use of emerging technologies.

We are in the midst of numerous changes and change we must. Our emergence is in large measure dependent upon our ability to change our culture and to indeed shape change in our culture. Student and employer demands will continue to drive this transition.

Last week, I met with leaders across our community to attempt to define a vision for the greater Bowling Green area. We determined that our vision is to become a globally networked community at the heart of a dynamic thriving economic region. A noble vision to be sure, but if this is to become reality, it will be because Western provides the intellectual environment inherently required in such a vision. Leaders in Bowling Green and beyond fully support our vision at Western. They are contributing in tangible and intangible ways. They know that this community must have quality higher education which continually strengthens the human capital we recruit, graduate, and send into the workplace.

Two weeks ago, I met with officials of a major international manufacturing company. They, like so many companies we attempt to recruit to Bowling Green, are including a specific assessment of Western as a major factor in their decision. They want to know if we as a University are capable of providing what they need. In this case, they are seeking engineers and a cooperative relationship with our engineering program to strengthen their research and development efforts. These meetings

reinforce our mandate to be a campus bristling with innovation, creativity, relevancy, and a service mentality. We must feed this digitally networked economy, and given the impersonal nature of this new economy, we must feed it with a liberal, humanistic driven, but technologically focused, educational experience.

It is my observation that Western is on the verge of becoming a "hot" university in the minds of the traditional college-bound population in Kentucky—and I don't mean the temperature in an unairconditioned Diddle Arena on an August morning! Our applicant pool is up, and our fall enrollment will be up for the third year in a row. Our African-American population will be up dra-

It is my observation that Western is on the verge of becoming a "hot" university in the minds of the traditional college-bound population in Kentucky.

matically this year. Our summer school enrollment swelled to nearly 6,500 this summer, a 9.2 percent increase over the summer of 1999. We may not be hot yet, but the numbers suggest we are certainly warming up! This can be attributed to the efforts of hundreds of individuals across our campus. The admissions staff is certainly working hard to represent us well in all the right venues, but they can only represent what our faculty create and sustain every day in the classroom. It is the reputation of quality and the passion exhibited by our faculty and staff that attract and retain a good and stable student population.

But we cannot complacently assume we will be a university of choice. Understanding our market and pricing our educational experience will be of vital importance this academic year. The class entering Western this week will be the first to enter Western under the new tuition and fees policy in Kentucky. Last year, our Board of Regents, for the first time, had the authority to set tuition and fees independent of any of the

other campuses in Kentucky. As fall enrollment numbers become final, we will assess the modest adjustments we made in freezing community college tuition, in eliminating out-of-state tuition for graduate students, and in expanding the number of counties in Tennessee and Indiana where students can attend Western at in-state rates, plus \$300.

We know Western is a bargain. Our value-to-cost ratio is very good. We also know it takes resources to improve and to be nationally competitive. We know our tuition and fees rank 17th out of 20 benchmark campuses, and we are some \$600 below median for the benchmark group we are trying to penetrate in a broad range of measures. We also know our mandatory student fees are lower than all but two university campuses in Kentucky.

Our **tuition and fee** options are complex. We discussed at length, at a Board of Regents' retreat two weeks ago, a range of tuition-related considerations. We have identified five areas where we must make tuition decisions this year. They include determining the proper rate for distance-learning courses offered through Western and through the Kentucky Virtual University. While Western has the largest number of courses and the highest number of students among all of the state's colleges and universities, we are paying a significant price to offer distance learning courses. Our costs dramatically exceed revenues generated primarily because most of the students taking distance-learning courses are full-time students on our campus. Therefore, revenue is only coming from 20 percent of our distance-learning students who are only enrolled through that delivery method. In this regard, we will work with the other universities to attempt to set a distance-learning rate consistent across all of Kentucky's campuses. Because campus and state boundaries are irrelevant in the delivery of distance-learning courses, I have also suggested to the Southern Regional Education Board that it encourage distance-learning rates consistent among southeastern states.

Secondly, we must reaffirm or set new incentives for out-of-state graduate students. In this regard, we must address our need to sustain quality and selectively expand our graduate programs

without creating financial impediments to a balanced budget.

We must consider the matter of tuition at our community college. These Western students have a tuition and fee structure different from that which is charged in the Kentucky Community and Technical College System—which does not have a community college in Bowling Green. Our community college, however, is an important point of access to Western and very important to many of our nontraditional and underprepared students.

We will also need to come to terms with the multiple and varied rates now paid by students in our extended campus programs. Some are enrolled in distance-learning courses. Most are part-time. Some are enrolled in programs of other universities or community or technical colleges. A given student in Glasgow, Elizabethtown, or Owensboro may have to pay as many as five different rates for the courses they take. We must remove this complexity for our extended-campus students.

We will also need to assess the status of our out-of-state grants for sons and daughters of alumni. This is a wonderful financial incentive for our legacy students but we must be politically and financially prudent.

We must also consider fee structures for unique disciplines and programs for which there is considerable demand and which are particularly expensive to deliver. I also expect us to give careful thought to what I believe will be a growing trend in Kentucky to charge by the credit hour as opposed to full-time/part-time status. Refined tuition and fee decisions need to be made this year for our own financial and marketing purposes. They also must be provided to the Council on Postsecondary Education by this time next year in order to plan the state budget for the 2002 legislative session.

Western fared well this last **legislative session**. I have included some of this data in the handout you received this morning. Our success, however, is among the factors which have caused some of the other campuses to become confrontational and to question the funding model utilized by CPE for this biennium. There is a state committee on

postsecondary education called the SCOPE committee. This group includes legislators, members of the executive branch, and CPE board members. They are charged with CPE oversight. Scope will work with CPE this coming year to make adjustments in the funding model and the budgeting process. You can be assured that we continue to be supportive of CPE, and that we will be diligent and fully involved over the course of the coming year as modifications to the higher ed budget model are defined and



PHOTO BY BOB SKIPPER

The production of engineers is a fundamental and critical factor in economic development for any state.

implemented. One of the points we made last spring was demonstrating the degree to which Western is underfunded as compared to benchmarks. We made some corrective progress, but much more is needed in future sessions.

The one area where we took aggressive exception with CPE this past year was in the area of **engineering education**. We worked very hard to collect valid data to demonstrate the lack of engineering education in Kentucky, the lack of engineers, and the manner in which states that surround us are taking our young engineering students and producing jobs for them in places other than Kentucky. It was necessary to fight this battle because the production of engineers is a fundamental and critical

factor in economic development for any state. We cannot achieve our vision at Western without shaping our curriculum to provide what Kentucky needs and what our students need to be successful. Our emphasis on engineering was and is necessary but only because Kentucky needs it, and Western is positioned well to provide it.

This effort on our part has not and will not in any way diminish the value of our other disciplines. We simply have a void to fill. There may be other disciplines where we devote similar attention in the future.

Earlier, I mentioned some factors which lead to a growing applicant pool and a stable enrollment. One of the things I did not mention but which is absolutely critical in this equation is the quality of our **physical surroundings**. As I move throughout our community, the single most frequent compliment I receive relates to the improving attractiveness of our campus. We have a treasure on this hill, and while some of the luster has worn from that treasure in recent years, we can all take pride in the renewal currently under way. Members of our physical plant are working extremely hard to improve our grounds, to restore the park-like atmosphere for which this campus was once known, and to improve the infrastructure of roofs, heating and cooling systems, building interiors, walks, and streets. People who care deeply about this place are beginning to take notice. Prospective students have noticed, benefactors have noticed, and I believe many of you have begun to appreciate the improvements to our living and working environment. We will continue this progress with the help of a few benefactors and some investments of our own.

While we improve our grounds and reduce our deferred maintenance inventory, we are also focused on several major capital projects which will temporarily disrupt our campus tranquility but will dramatically facilitate the physical transformation of our campus. The first phase of our residence hall renovation project is under way. McLean Hall will set the pace. Next summer, fences will go up around North, South, East, and West halls. Bates-Runner and Keen Hall will fol-

low, and more modest renovations will occur throughout our other halls. A central chiller plant will be under way this fall to provide cooling to six dorms heretofore unairconditioned, plus the new journalism building, Tate Page Hall, and the Academic Complex. Over the next five years, some \$5 million in furnishings will also appear in our residence halls. I am also pleased that buildings in Glasgow and Elizabethtown are well under way and will be substantially completed this year.

The postponed construction last April of our Journalism and Technology Building is a major disappointment. All of the construction bids came in well over budget. The architect heard our strong displeasure and has worked closely with David Lee, Jo-Ann Albers, Dick Kirchmeyer, and Ed West to scale back and redesign the building. This blip in our progress cost us one year in the construction of what will officially be called the Center for Communications and Instructional Technology. Construction will get under way next April.

The new science buildings, for which we received \$25 million in funding from this last General Assembly, are in the conceptualization stages. We would like to achieve some additional funding for these two science buildings, but we know we will at least have a \$20 million science building on the main campus and a \$5 million applied research building on our south campus. The selection of architects and engineers will be completed this fiscal year.

Finally, the Guthrie Tower, to be located on our south lawn, will be built this academic year. This privately funded structure will be a tribute to our students and alumni killed in service to our country, and it will bring the unique Western architecture on top of the hill to the south end of the campus. We hope to dedicate it late next spring.

All totaled, Western is building or has confirmation to build more than \$100 million in new capital projects. This does not include decisions which will need to be made soon regarding the renovation of Diddle Arena or the build-

ing of an alternative multi-purpose venue. We will be meeting with officials from the city and county in the weeks ahead to zero in on what's possible and how it might be financed.

A moment ago, I spoke about the networking of our society and our responsibility to facilitate economic development in Kentucky. It is in this context that I want to compliment all of our faculty for our progress in **sponsored research**. I know that not all of our sponsored research is applied in nature or



We have a treasure on this hill, and while some of the luster has worn from that treasure in recent years, we can all take pride in the renewal currently under way.

applicable to the market place, but I do know much of our growth in sponsored research does have commercial value. I encourage our faculty to continue to seek ways to move your intellectual capacity into the work place. Western created some new patents this past year—patents that will affect real quality of life factors, that will create jobs and produce financial returns for the sponsoring vendors, the principal investigators, and for Western. We can all take pride in the fact that our cumulative grants and contracts exceeded \$21 million this past year—an 11 percent increase over the previous year. This phenomenon, created and perpetuated by our faculty, is among the most significant ways in which Western is emerging from the pack of comprehensive universities in

Kentucky. No other comprehensive university in Kentucky can compare with the quantity and quality of our sponsored research. To all of you who create and submit proposals whether or not they are funded, I thank you and I encourage you to keep up the good work.

The other financial growth factor for Western also relates to external sources. On April 27, we announced a \$78 million **capital campaign** called *Investing in the Spirit*. We also announced we were \$42 million toward that goal. With a couple of recent announcements, we are now at the \$50 million mark and well on our way toward achieving our \$78 million goal by June 30, 2003. Our cash deposits from gifts was over \$8 million this past year, an increase of nearly 50 percent over 1999, and our combined university endowment is now over \$40 million. These numbers may be modest in some circles, but in Kentucky and among our benchmarks they are significant measures of our progress and our emergence.

But not all of our financial variables are as positive. We must balance our self-insured health insurance program, and we must achieve a balanced budget with our athletic program.

Since we began our **self-insurance program** 19 months ago, we have for the first time been able to unequivocally account for every claim and define every dollar spent to pay for claims submitted by our employees. We accepted some assumptions from our consultants two years ago in preparation for our transition to self-insurance. Unfortunately, our premium schedule was based on some assumptions which fell short of accurately predicting what our claims would be. Our claims exceeded \$6 million for the 1999 plan year, and the same is projected for 2000. That's the bad news. The good news is faculty and staff throughout this campus have received considerable health care—over \$4,000 paid by Western in 1999 for every full-time employee. We now have precise data on which to base future plans and premium structures. On January 1, we will likely reduce the number of package plans available to our employ-

ees to three plans, each continuing the provisions for singles, couples, employees with one child, and families. The university contribution to health insurance is being increased from \$170 per employee to \$215 per employee, but employee premiums, co-pays, and deductibles will also go up. Plan designs will continue to offer quality coverage, but premiums must be structured to support them. We will likely use the entire university fund balance and draw on lapsed salary dollars to pay for the medical costs incurred by our employees during the current year. You can expect considerable communication from our Department of Human Resources over the next few months. The Health Insurance Advisory Committee is extensively involved in solving this problem. We must work together to make our new health insurance program successful and to resolve the complex challenges of providing quality health care services to our university family. I might also add for those who might suggest that we do away with self-insurance and once again become fully insured that, because of the rising cost of medical care and prescriptions, any premium structure under a fully insured program would exceed any premium structure we might create to insure our own medical costs. The bottom line is when we in the Western family submit a claim, we in the Western family will pay for it. We will do what is best for our collective faculty and staff. Let me again assure you that any funds collected from insurance premiums will be used only to pay for present or future health costs incurred by our employees.

We have a timeline to address this matter. We are seeking reinsurance cost quotes this month. We will analyze these quotes and review the total projected plan costs in early September, approve health plan elements and final premium structure for 2001 in late September, engage in extensive employee education sessions in September and October, conduct an open enrollment period for employees in October and November, and implement a new package and rate structure on January 1.

The other pressing financial challenge we face relates to our **athletic program**. A combination of factors, including less than effective historical

business practices and the alarming rate at which fixed costs have exceeded revenues in recent years, creates a financial problem that must be solved. I continue to expect the Athletic Department to operate more efficiently and market itself more aggressively. Several staff members have been replaced, and some positions have been cut. More private dollars are being raised, ticket sales are on the rise, and fees will have to be reviewed.

I will recommend to the Board of Regents in October that the 3.4 percent annual increment to athletics be eliminated and that we treat the Athletic Department like every other department on campus in two aspects: its employees receive pay raises consistent with employees in other departments, and inflationary growth in scholarships be funded consistent with scholarships throughout the campus. All departments in each budget cycle will be treated with a consistent budgeting philosophy. This won't solve or even positively impact the Athletic Department's financial dilemma, but it will remove a point of confusion and contention on our campus. The Board of Regents is fully aware of the problems and the opportunities inherent in a nationally competitive Division I intercollegiate athletic program and is taking a direct and immediate role in addressing the issues.

A final area of university interest where uncertainty exceeds stability has to do with our **Student Health Clinic**. Collegiate Health Care, the company with whom we have a contract for student health services, was to initiate construction of a new clinic building nearly a year ago. We came to the conclusion that construction of a building was not in the University's best interest at this time. Two primary factors led to this conclusion. First, the scale back in the Journalism and Technology Building removed the urgency to relocate our campus health clinic. The space in the Academic Complex, which was to serve as the connector to the new building, was the first cost-saving measure to be implemented in the scale-back plan. This meant the clinic could remain in its current location, and we did not have an immediate need for a new building. Secondly, Collegiate Health Care provided information to us that related to changes

in corporate structures and a possible merger or sale. Given this uncertainty, we chose to exercise prudence about any involvement in a new building. We are not going to risk in any way any of Western's resources on this project. We have adopted a position to be patient, sustain our expectations that they operate the existing clinic efficiently and effectively, establish the necessary billings and collections capacity, and await the decision on who the new corporate owner or partner might be. In the meantime, a new doctor has been hired, and staff in the clinic is meeting our students' health care needs with distinction. We also intend, by January 1, to include our campus clinic in the provider network for university employees, thus allowing you to access our own on-campus clinic for your personal health needs should you choose to do so.

I will continue to seek ways to improve the quality of life on our campus, to see my role as helping to enhance a university environment which inspires you, the faculty and staff, to motivate, to create, to teach, to experiment, and to serve. It is my intention to sustain a vision which helps move us forward, to seek the resources to expand our capacity, and to manage as effectively as possible the resources which we are given and which we generate ourselves. I trust the University Senate will join me and the Board of Regents in contemplating the performance indicators in our Strategic Plan as we approach each decision. How will each action move us closer to our goals?

It is satisfying to achieve the improbable. It is satisfying to cause the skeptics to grow quiet, to listen as people who once said "no way" begin to say "how did they do that?" The uneasiness among some with Western's emergence is nullified by the profound encouragement continually being thrust our way particularly by the executive and legislative branches of state government and our state delegation in Washington. We will sustain our momentum. We will address those challenges and curves that are sure to surface in the administration of a complex \$170 million budget. But we will make progress on the opportunities and initiatives I mentioned this morning, and we will continue our pursuit to be a university in which all of our

faculty, staff, students, alumni, and friends can take great pride.

I want to wish all of our newly elected representatives on the University Senate the best of success this year. The new University Senate marks a fundamental element in the continuing transformation of Western. The ability to deal with matters germane to our academic community and to our overall campus climate is extremely important. I hope that each and everyone of you join me in pledging our collective and individual support to the University Senate and our positive and constructive input. Thank you all for your service on our campus committees and your extra efforts across our campus community.

Last year at this time, I said I wanted to be talking less in the coming year about what we are going to do and more about what we are becoming. I believe we are now talking about specific examples of progress rather than specific things we seek. This will be an important year for all of us. Because of your efforts, I am inspired. I feel great anticipation and excitement as we welcome our students to campus this week; as we add significant value to the degrees they are pursuing. Thank you all for your individual and collective efforts.

One of the most important reasons that Western is moving forward is the support and encouragement we are fortunate to receive from state government.

With us this morning is Bowling Green's own Speaker of the House of Representatives, the Honorable **Jody Richards**. I have asked Speaker Richards to join us today so that we can thank him for all that he is doing to support Western. The Speaker of the House of Representatives is in a position to have great influence on the well being of our state but particularly our leading universities. The speaker understands Western. He understands our vision and is absolutely dedicated to helping higher education, generally, and Western, spe-

cifically. He is working daily to improve the quality of life for all of us

Speaker Richards played a fundamental and critical role in helping to get our new engineering programs through the political process in Frankfort. Few days passed this last legislative session when we did not talk about engineering. We now have approval to create joint programs between Western and either the University of Kentucky or the University of Louisville in **electrical, mechanical, and civil engineering**, and we are pursuing those joint degrees. The good news is that we now

ment we make this morning, we will be devoting more than \$4 million to endowed faculty positions in engineering. These programs represent classic, public-private partnerships which will jump start economic development in southcentral Kentucky.

With us this morning is a pillar in the Bowling Green community, a corporate equivalent to E. F. Hutton. When he speaks, people in business circles in Bowling Green, listen. Jim Scott has built numerous businesses in the paving, contracting, and service industries in Bowling Green. He has the ear of political leaders of both parties, and I am proud to say that he has embraced Western's vision, has expressed enthusiasm for our progress, and is particularly interested in our emerging engineering programs. **Jim and Rita Scott** have consequently pledged \$1 million to create the University's first fully-endowed chair. Their \$1 million will be matched dollar-for-dollar by the state Endowment Incentive Trust Fund, thus reaching our University minimum of **\$2 million** for a fully-endowed chair.

The \$1 million in state matching money will be immediately deposited into the Jim Scott Endowment Fund, and Scott's gift will be paid at the rate of \$200,000 a year for five years

As we close, I call to your attention the fact that the eyes of the world will be on distinguished Western graduate and Russellville native, **Terry Wilcutt** who, at 8:31 a.m. EDT on September 8, from launch pad 39-b at Kennedy Space Center, will command an 11-day U.S./Russian space shuttle mission. The seven-man crew will finish construction and prepare for the arrival of the first permanent crew for the international space station. This is Colonel Wilcutt's fourth space shuttle mission. He has logged over 700 hours in space. The thoughts of the Western family will be with Commander Wilcutt and his crew on September 8.

Thank you for coming this morning. Let's have a terrific year.

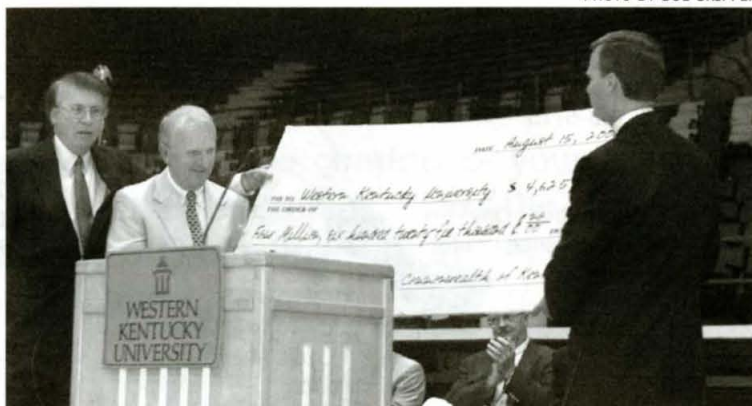


PHOTO BY BOB SKIPPER

Kentucky House Speaker Jody Richards (far left) presents Western with a check for \$4,625,000 in matching funds from the Regional University Excellence Trust Fund. Jim Scott's (center) gift will create the first fully endowed chair at Western.

have the green light, even with a joint degree, to allow students to enter Western and complete their entire engineering education on this campus with our faculty and receive an engineering degree. This will allow our students to sit for the state licensing exam. The accreditation process will take four to five years as the program must produce its first graduates before it can become accredited, and accreditation rests solely on the experience of the home campus, in this case, Western Kentucky University.

I must also tell you how important the manufacturing and corporate community was and continues to be in the creation of these programs at Western. Not only did numerous corporate leaders communicate aggressively with the CPE board, but the corporate community has also contributed over \$600,000 for equipment needed to make the curriculum transition. With the announce-

DATES TO REMEMBER

September

5

Topper Volleyball vs. Cincinnati
7 p.m.
E.A. Diddle Arena
Sports Information,
(270) 745-4298

8

WKU Soccer vs. UC Santa Barbara
7 p.m.
WKU Soccer Field
Sports Information,
(270) 745-4298

9

Parents Weekend
Residence Halls,
Preston Lawn,
Downing University Center
Scott Taylor,
(270) 745-2459

Images are Forever, "Tribute to Elvis"
Van Meter Hall
Special Events,
(270) 745-2497

WKU Football vs. UT Martin
5 p.m.
Smith Stadium
Sports Information,
(270) 745-4298



10

WKU Soccer vs. Valparaiso
2 p.m.
WKU Soccer Complex
Sports Information,
(270) 745-4298

14

Investigating Murder Mysteries
7 p.m.
South Campus
University Libraries
Reference Office,
(270) 745-6115

15

High School Press Day
Garrett Conference Center
8 a.m. - 1 p.m.
Bob Adams,
(270) 745-6278

16

Kentucky Folk Music Tour
4 p.m.
Kentucky Building
Laura Harper Lee,
(270) 745-6082

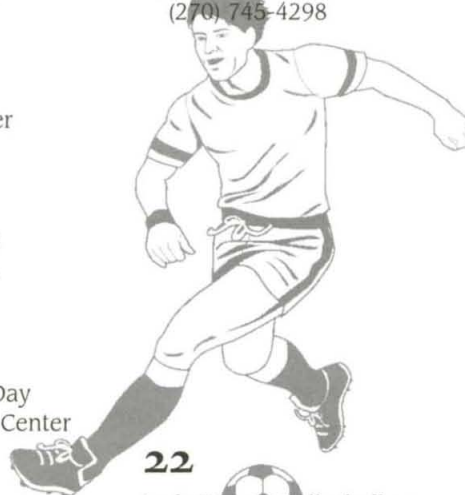
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WKU Soccer vs. Oral Roberts
7 p.m.
WKU Soccer Complex
Sports Information,
(270) 745-4298

18

Dr. Sylvia Rimm, author with daughters of *See Jane Win: The Rimm Report on How 1000 Girls Became Successful Women*, speaks as part of the Hensley Lecture Series
7 p.m.
Van Meter Hall
Sharon Hartz,
(270) 745-4662

WKU Soccer vs. Kentucky Wesleyan
7 p.m.
WKU Soccer Complex
Sports Information,
(270) 745-4298



22

Lady Topper Volleyball vs. Louisiana Tech
7 p.m.
E.A. Diddle Arena
Sports Information,
(270) 745-4298

22 - 23

Phi Mu Alpha Concerts
FAC Amphitheater
Nathan Mundell,
(270) 846-1370

24

Jim Wayne Miller Celebration of Writing Activities
9 a.m.
Coffee and pastries in Garrett Lobby

10 a.m.
poetry readings, *The Mountain Woman in the Poems of JWM*

2 p.m. Jean Ritchie in concert, *The Mountain Woman in Song*. Reception and book signing will follow the concert.
Mary Ellen Miller,

(270) 745-5721

Lady Topper Volleyball vs. Florida International
Noon
E.A. Diddle Arena
Sports Information,
(270) 745-4298

Children's Classic
Smith Stadium
Prime Time Events,
(270) 782-3660

26

Lady Topper Volleyball vs. Middle Tennessee
7 p.m.
E.A. Diddle Arena
Sports Information,
(270) 745-4298



29

WKU Soccer vs. Belmont
7 p.m.
WKU Soccer Complex
Sports Information, (270) 745-4298

30

Bowling Green 10K Classic
Prime Time Events,
(270) 782-3660

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