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Grand Valley State University

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# FORUM

**A NEWSLETTER FOR THE GRAND VALLEY STATE UNIVERSITY COMMUNITY**

Published by News & Information Services



## Seidman agreement will bolster FIMBA enrollment

The Seidman College of Business signed an agreement with National Management School in Chennai, India, for students in India to enroll in Grand Valley's full-time, integrated MBA program (FIMBA).

Dean H. James Williams traveled to India for the signing, which was held at the Indo American Chamber of Commerce in Chennai. Others at the signing included Suresh Kumar, assistant secretary at the U.S. Department of Commerce; Jennifer McIntyre, consul general of the American Consulate General in Chennai; and Sridhar Sundaram, academic director of FIMBA.

The FIMBA program admits students with a business background. As part of the agreement, students in India who may not have a business degree can be admitted to the FIMBA program one year ahead.

During that year, students will study the required business core courses at the National Management School in India to qualify as a

business student before joining the FIMBA cohort at Grand Valley.

"The master's program is targeted at emerging leaders," said Williams. "We are glad to collaborate with National Management School in India to bring Indian students to our 2012 cohort to make it truly international."

Sankaran P. Raghunathan, dean of National Management School, said: "This model now makes an American MBA accessible to a much wider spectrum of students, and is undoubtedly a winning proposition for anyone looking for international education at an affordable fee. We are honored to partner with Grand



H. James Williams, seated at right, signs an agreement with Sankaran Raghunathan, dean of National Management School, to enroll students in India in the FIMBA program.

Valley State as their extended arm in India, and look forward to working with them."

## Across Campus

### Enrollment increases for students of color

Grand Valley's overall student enrollment has increased over last year, including numbers for students of color.

Fall enrollment stands at 24,662, up from 24,541 in 2010. Enrollment for students of color in fall 2011 was at 13.6 percent, or 3,349 students, up from 12.8 percent (3,133 students) last year.

Philip Batty, director of Institutional Analysis, said the numbers reflect a real increase in the ethnic diversity of students, in spite of confusion caused by a change in the way backgrounds are reported. Batty said in 2010, the U.S. Department of Education began requiring institutions to track multiple ethnic backgrounds for students and employees who wish to declare them.

Successes in admissions recruiting have contributed to the increase in minorities, according to Jodi Chycinski, director of Admissions. She said admissions staff members

have, over time, built great relationships with high schools in metro Detroit and other areas like Chicago. One key, Chycinski said, is making sure prospective students tour Grand Valley.

"We are very deliberate in bringing in buses of students to campus and trying to expose as many students to Allendale as we can," she said.

Grand Valley's current students and student organizations are also key to help recruit new students, Chycinski said. "Once we find out a student is from a certain hometown, we'll try to find a current student from there to help with a tour. We really appreciate all the help we get from current students, who are our best ambassadors," she said.

Specific highlights are below:

- Fall 2011 saw a 32 percent increase in number of FTIAC students of color, 703 students as compared to 532 in 2010.
- Fall 2011 saw a 36 percent increase in number of new transfer students of color, 298 students compared to 218 in 2010.

Jeanne Arnold, vice president for Inclusion and Equity, said still there is still work to do to ensure an inclusive campus. "Fortunately, the university community is taking on the challenge," she said.

Arnold added that the myGVSU Survey subcommittee will begin meeting soon to help develop an action plan for inclusivity.

### 'New Yorker' publishes story by faculty member

Readers of the *New Yorker* will see a short story, "Sun City," in the October 24 issue by Caitlin Horrocks, assistant professor of writing.

Horrocks is no stranger to publishing success. Her stories and essays appear in the *Best American Short Stories 2011*, *Pen/O. Henry Prize Stories 2009*, *Pushcart Prize XXXV* and elsewhere. Her work has won awards including the Plimpton Prize and scholarships from the Bread Loaf and Sewanee Writers'

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# Across Campus

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Conferences and the Norman Mailer Writers Colony.

“It seems Caitlin has just arrived and she already has a lifetime achievement under her belt,” said Dan Royer, chair of the writing department. “These publications and awards are great – they bring a lot of recognition to our program and the university, which is fantastic. But Caitlin also finds ways to bring all of this talent to the classroom and to her students as well, and that’s really important to her.”



Caitlin Horrocks

The story is set in a real town in Arizona. “It involves a young woman who is going through her recently deceased grandmother’s things,” said Horrocks. “She finds letters that lead her to wonder about her grandmother’s relationship with another woman.”

Horrocks said that writing is very solitary work so it is exciting to be read and to have the chance to reach the wide audience that a magazine like the *New Yorker* has.

Her recent book of short stories, *This is Not Your City*, is available in the University Bookstore. She is currently working on an historical novel inspired by the eccentric French composer and pianist Erik Satie, who was a notable figure in the early 20th-century Parisian avant-garde.

## Subcommittee needed following climate study results

The Division of Inclusion and Equity is seeking volunteers to serve on a subcommittee that will delve into data from the myGVSU Survey.

Jeanne Arnold, vice president for Inclusion and Equity, said the “Next Steps” committee would study the quantitative and qualitative data from the climate survey and help develop an action plan.

Students, faculty and staff members who are interested in serving on

the subcommittee to the Inclusion and Equity Advisory Board should submit their contact information to Jessie Holland at [hollajes@gvsu.edu](mailto:hollajes@gvsu.edu) by October 28.

The subcommittee will likely begin meeting in November.

## Sustainable champions celebrated

Grand Valley students, faculty, staff and community members were celebrated and recognized for their sustainable efforts at the Sustainability Champions Awards Breakfast October 14, an event that marked the start of Campus Sustainability Week.



Photo by April Joy Galbreath

Sustainable Community Development Initiative Project Manager Bart Bartels presents student Dominic Kootsillas-Conybeare with a champions certificate.

President Thomas J. Haas, Student Senate President Natalie Cleary, Grand Rapids Mayor George Heartwell and Brooks College of Interdisciplinary Studies Dean Wendy Wenner spoke about the importance of continuing to grow sustainable practices at Grand Valley and in Grand Rapids.

“Prospective students are making their choices on which university to attend based on examples of sustainable practices,” said Wenner. “Our campus community is a model for what we can do when we collaborate across all sectors.”

A list of award recipients is online at [www.gvsu.edu/csw](http://www.gvsu.edu/csw), click on “Sustainability Champions.”

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## FORUM Volume 36, Number 9

The GVSU Forum is published by the News and Information Services Office. The submission deadline is Tuesday noon. Send publication items to Michele Coffill, editor, [c/o\\_forum@gvsu.edu](mailto:c/o_forum@gvsu.edu). Telephone: 616-331-2221. Fax: 616-331-2250. Web: [www.gvsu.edu/forum](http://www.gvsu.edu/forum).

Faculty and staff members can find an online “Sketches” submission form on the Web at [www.gvsu.edu/forum](http://www.gvsu.edu/forum).

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Other publications by the News and Information Services Office include:

*Grand Valley Magazine*, which is published quarterly for the university community. Visit its website at [www.gvsu.edu/gvmagazine](http://www.gvsu.edu/gvmagazine).

Visit Grand Valley’s online publication, GVN<sup>ow</sup>, at [www.gvsu.edu/gvnow](http://www.gvsu.edu/gvnow), for daily news updates and video features.

Grand Valley State University is an affirmative action/equal opportunity institution.

## GVFaces

### Keith Oppenheim, assistant professor of communications

Faculty members at Grand Valley continually find ways to keep their lessons interesting to students.

Keith Oppenheim, assistant professor of communications, keeps his broadcast students tuned in by producing instructional videos that illustrate lessons in ways that are practical and entertaining.

“I did the videos in the summer to better understand what the students would be doing,” Oppenheim said.

One of his videos outlined how students should talk on camera. It centered around the fictional missing persons story of a 50-year-old college professor named Kevin Oppenhoof, who bore a striking resemblance to Oppenheim.

One of Oppenheim’s students said he appreciated the video lessons. “I like how they give us a baseline for how our pieces are supposed to look,” senior Slavko Bekovic said.

“And they’re pretty interesting productions.”

A native of Massachusetts, Oppenheim earned a bachelor’s degree at Brown University and a master’s degree in journalism from Columbia University.



Keith Oppenheim

He worked in television news around the country, including Detroit, and as a correspondent for CNN for 11 years. He joined Grand Valley’s faculty in 2009.

In his free time, Oppenheim bikes and plays singles’ tennis. He also enjoys traveling with his wife to Europe and Central America to experience many different cultures.



## What's Ahead

### Homecoming activities geared for families

A full slate of activities will greet alumni and friends who travel to campus for Homecoming on October 29.

Events are detailed online at [www.gvsu.edu/homecoming](http://www.gvsu.edu/homecoming) with costs and registration deadlines. Highlights are listed below:

- Laker 5K run/walk will begin at 9 a.m. at the Fieldhouse. Cost for faculty and staff members is \$15. New this year: best male and female costumes.
- Pancake breakfast, by parking lot F, near the Brian Kelly Family Sports Center, will start at 10 a.m. Cost is \$5 for adults.
- Little Lakers Walking Parade and Carnival will start at the Children's Enrichment Center at noon. The campus community can bring their children to a parade that will proceed to Laker Village North for carnival games. Best suited for ages 2-8.
- Alumni Tailgater and Expo, 4-6 p.m. by east football practice field, offers time for campus groups to connect with their alumni. Cost is \$5 for adults.

The Lakers will host Michigan Tech at 7 p.m. at Lubbers Stadium.

### Native American culture celebrated

Numerous events are planned at Grand Valley to celebrate November as Native American Heritage Month.

Sponsored by the Office of Multicultural Affairs, events listed below are free and open to the public. For more information, visit [www.gvsu.edu/oma](http://www.gvsu.edu/oma), or call x12177.

- Two Spirits, November 1, 4 p.m., Kirkhof Center, room 2266: Film and panel discussion about Fred Martinez, who was murdered at age 16 for wanting to live as a woman.
- Dancing in Moccasins, November 2, noon, Kirkhof Center, room 2204: Documentary film screening.
- Traditional Lakota Values vs. Contemporary Life, November 9, 1 p.m., Kirkhof Center, room 2204: Aaron Desersa will discuss clashes between modern life and traditional Lakota ways.
- American Indian History and Culture, November 9, 4 p.m., Kirkhof Center, Grand River Room: Dennis Zotigh will talk about the history of Native Americans and new opportunities for Indian youth.
- Massacre at Wounded Knee Creek, November 17, 4 p.m., Eberhard Center, room 215: Lani Van Eck will lead participants through a multimedia program that describes the historic event.
- CinemAwareness "Trudell," November 18, 2 p.m., Kirkhof Center, room 1204: Film screening.

### Wellness Wednesdays offers meditation space

Beginning in November, Health and Wellness is offering faculty and staff members a little breathing room.

During Wellness Wednesdays, participants will learn how to de-stress through breathing and relaxation techniques. Free sessions will be led by Sue Dilsworth, licensed clinical psychologist and owner of Heart's Journey Wellness Center. Sessions will last 20 minutes and be conducted on a drop-in basis.

Sessions will run from noon-2 p.m. each Wednesday through December 14. Locations will rotate from the Kirkhof Center to DeVos Center to Center for Health Sciences. Visit [www.gvsu.edu/healthwellness](http://www.gvsu.edu/healthwellness) and click on "Upcoming Events" for locations.

Dilsworth said meditation is a tool for self-discovery and helps quiet the mind from internal dialogues and stressors. She will lead participants through a different meditation practice each week.

Questions can be directed to Lindsey DesArmo at x12215.

### Majors fair addresses career options

A fair is planned for students who are undecided on a major, are contemplating a major change or want to learn more about a specific program.

The Academic Majors Fair will take place Wednesday, November 2, from 11 a.m.-2 p.m. in the Kirkhof Center, Grand River Room.

Students can meet with faculty members, advisors and alumni from a variety of academic majors. The event is sponsored by the University Advising Council and Alumni Relations.

## Across Campus

### Career Services offers minigrants for internships

Career Services is accepting applications from individuals and departments for Internship Mini-Grants.

Previous recipients of the IMG have used this funding to enhance websites, build employer connections within the community, and organize internship panels/recruitment events for their academic areas. Funding can also be used to pay a student, faculty or staff member for time spent on internship initiatives.

To apply, submit a proposal by November 18 to Rachel Becklin at [becklira@gvsu.edu](mailto:becklira@gvsu.edu), or 206 Student Services Building. Funding notification and disbursement will be made in January.

### First place ArtWalk prize awarded to adjunct instructor

While Grand Rapids was awash in ArtPrize artists and audiences, Grand Haven held its own version, known as ArtWalk.

Christine Hornby, an adjunct art instructor, won \$1,000 as the first place award in the ArtWalk sculpture category. Her entry, "The Three Sisters: Lead, Arsenic and Uranium," was done in traditional rug hooking, applique and proddy.

This wallhanging is the largest piece to date by the artist and was started as a class project to learn as many different techniques as possible. "Textile pieces are often still considered 'craft' and not treated as art," said Hornby. "Doing a piece like this, which includes techniques that make it impossible to be used as a floor rug, I hope to show that textiles can belong in the 'fine art' category."



Christine Hornby with her ArtWalk entry.

### AWRI offers internship

The Annis Water Resources Institute is offering a competitive winter semester internship made possible by a gift from the late Herbert L. VanderMey.

The internship will be awarded to a Grand Valley undergraduate student majoring in the sciences. Interns will be expected to spend an average of 12 hours per week working on AWRI projects for 15 weeks during the winter semester; compensation is up to \$1,800.

The deadline for applications is November 4.

For more information, contact Roxana Taylor at [taylorr@gvsu.edu](mailto:taylorr@gvsu.edu), or call x13749.

### Meijer Holland Campus goes zero-waste

Grand Valley's Meijer Holland Campus is kicking-off efforts to decrease waste and increase recycling.

The Meijer Holland Campus organized a dumpster dive to help educate the campus on current disposal methods. Dan Broersma, a liberal studies major and environmental specialist at Herman Miller, said 50 percent of the recyclable waste he collected in the dive was cardboard or paper.

This week the Holland campus is introducing another project to decrease waste by eliminating trash bins from offices and classrooms and placing two centralized bins at the entrance of the building.

Lisa Miller, director of the Holland Campus, said: "The zero-waste initiative reflects Grand Valley's commitment to sustainability. The project has been well received so far, and people who have initial concerns quickly recognize the importance of lowering the amount of recyclable waste that ends up in landfills."

Miller said some offices are already composting waste, but campuswide compost efforts will begin later this year.

# CALENDAR OF EVENTS

## General Events

### Mon., Oct. 24

8 p.m.: Falls Arts Celebration Event: "The Spanish Tradition: Manuel de Falla, El Corregidor y la Molinera." LAT, PAC. Visit [www.gvsu.edu/fallarts](http://www.gvsu.edu/fallarts) for more information.

### Tues., Oct. 25

10 a.m.: Disability Support Resources hosts "What's New in Disability Support Resources?" 1142 KC. Call x13880 for more information.

Noon: Health and Wellness hosts Divorce Recovery Group. 2264 KC. Call x12215 for more information.

6:30 p.m.: CLAS Advising hosts Pre-SOMA Meeting with Dr. William G. Andersen. 102 MAN. Call x18585 for more information.

7:30 p.m.: Latin American Studies hosts Argentine Film Nights. Area 51 KC. Call x18110 for more information.

### Wed., Oct. 26

2:30 p.m. and 3:30 p.m.: General Education hosts Campus Forums. 2204 KC. Visit [www.gvsu.edu/gened](http://www.gvsu.edu/gened) for information.

Noon: Allendale Toastmasters. 2259 KC. Visit [www.gvsu.edu/toastmasters](http://www.gvsu.edu/toastmasters) for more information.

6 p.m.: Psychology hosts Projection Film Series, "The Masque of the Red Death." 114 LMH. Call x12195 for more information.

8 p.m.: Music by Select Women's Ensemble, University Singers, Cantate Chamber. LAT, PAC. Call x13484 for more information.

### Thurs., Oct. 27

7:30 a.m.: Downtown Toastmasters host Open House. University Club Room, DEV. Visit [www.gvsu.edu/toastmasters](http://www.gvsu.edu/toastmasters) for more information.

11 a.m. and Noon: General Education hosts Campus Forums. 136E DEV. Visit [gvsu.edu/gened](http://gvsu.edu/gened) for more information.

Noon: Health and Wellness hosts "What Daddies Do Best." 2264 KC. Call x12215 for more information.

4 p.m.: Latin American Studies hosts "Artistic Practice in the Gap," by Ludmila Ferrari. 2215/2216 KC.

### Fri., Oct. 28

Noon: Writing Center hosts Faculty Friday. 302E DEV. Call x12922 for information.

6 p.m.: Latin American Studies hosts, "Milonga: Social Tango Dance Party." 160 FH.

7 p.m.: GVSU Homecoming Concert with Mike Posner. FH. Visit [www.gvsu.edu/homecoming](http://www.gvsu.edu/homecoming) for more information.

7 p.m.: Michigan Sociological Association Meeting keynote lecture, "Melodrama and Post-Civil Rights," by Nikol Alexander-Floyd. EC. Call x18977 for information.

7:30 p.m.: WGUVU hosts "Food, Wine and All That Jazz." Grand Rapids Public Museum. For tickets, visit [www.wgvu.org](http://www.wgvu.org).

### Sat., Oct. 29

9 a.m.: Laker Homecoming 5K. FH. Call x13360 for more information.

12:30 p.m.: Michigan Sociological Association luncheon address, "Racism without Racists," by Eduardo Bonilla-Silva. EC.

## Sports

### Sat., Oct. 29

7 p.m.: Football hosts Michigan Tech University. (Homecoming)

## Faculty and Staff Sketches

### In the News

**Wael Mokhtar**, assistant professor of engineering, was interviewed by WZZM-TV and *Grand Rapids Press* for a story about the bubble tower at Grand Rapids Children's Museum.

**J. Kevin McCurren**, executive director of the Center for Entrepreneurship and Innovation, was interviewed by *Business Review West Michigan* for a story about college students and entrepreneurship.

**Jo Ann Wassenaar**, associate director of the Women's Center, was interviewed by WZZM-TV for a story about the Silent Witness program.

**Paul Isely**, department chair and professor of economics, was interviewed by WOOD-TV for a story about additional jobs coming to West Michigan through Priceline.com.

### Sketches

**Jean Nagelkerk**, vice provost for Health; **Sue Mlynarczyk**, assistant professor of nursing; and **Brenda Pawl**, director of special projects, gave a presentation, "Patient Safety Transformation Study," at the Registered Nurses Association in Michigan Conference in Grand Rapids.

**Tera Qualls**, project manager for the Community Research Institute, was nominated as a finalist for the Grand Rapids Area Chamber of Commerce's ATHENA Young Professional Awards.

**Amy Masko**, associate professor of English, gave a presentation, "Poverty and Schooling," at the National New Teacher Orientation at National Heritage Academy Schools. She was also elected president of the American Association of Teaching and Curriculum.

**Teri Behrens**, director of special projects for the Johnson Center for Philanthropy, wrote an article, "Power in Numbers: Learning from Evaluation," published in *NEW Notes*.

**Donald Zinman**, assistant professor of political science, wrote an article, "The Heir Apparent Presidency of James Madison," published in *Presidential Studies Quarterly*.

**Salvatore Alaimo**, assistant professor of public, nonprofit and health administration, screened a trailer for his documentary, "What is Philanthropy?" at the JC Powerhouse Short Film Festival in Jersey City, New Jersey.

**Mary C. Schutten**, associate dean in the College of Liberal Arts and Sciences, graduated from the Higher Education

Resource Services Summer Institute held at the University of Denver.

Library faculty members **Mary O'Kelly** and Colleen Lyon (now at the University of Texas) gave a presentation, "Marketing: Librarians as Web Search Experts," for Google's first webinar. O'Kelly gave a presentation, "Using Google Like a Librarian: A Model Workshop for Teaching Faculty," at the Georgia International Conference on Information Literacy in Savannah.

**Carol Lopucki**, state director of the MI-SBTDC, will receive a YWCA Tribute Award for outstanding community leadership.

**Dante Villarreal**, regional director for MI-SBTDC, was named to the *Grand Rapids Business Journal's* 2011 "40 Under 40" list, which recognizes business leaders and entrepreneurs.

**Jason Crouthamel**, associate professor of history, gave a presentation, "The Impact of the First World War on Germany's Sexual Reform Movement," at the First World War in a Gender Context International Conference at the University of Vienna in Austria.