



WESTERN
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Campus Connection

News for the Campus Community

July 10, 2009 • Vol. 24, No. 18

Swimming & diving programs reinstated

Western Illinois University Vice President for Student Services **Garry Johnson** and Assistant Vice President and Director of Athletics **Tim Van Alstine** announced June 29 that the Department of Intercollegiate Athletics will reinstate its men's and women's swimming and diving programs. It was announced on June 5 that the two programs were to be eliminated in an effort to balance the 2009-2010 athletics department budget.

University officials understand that more significant restructuring is required to establish a long-term funding model that will support a competitive broad-based NCAA Division I athletics program. Further, WIU is committed to accommodating the interests and abilities of its student-athletes while making these restructuring decisions.

The men's and women's swimming and diving teams, which consisted of 23 student-athletes on partial scholarships in 2008-2009, will continue competition at the Division I level this fall. A national search for a head coach will begin immediately.

"We are grateful for the Leatherneck swimming and diving family and the greater swimming community, who have provided input, assistance and financial support during this process," said Van Alstine. "It is very apparent, now more than ever, that the support for swimming and diving on a national scale is alive and well. Without that support we would not be able to continue our success in the pool and in the classroom."

Western has not eliminated a sport since 1985. Women's soccer was added in 1997 and women's golf was added in 2001, bringing the total number of Division I sports programs to 20.

"We will go back to the drawing board and continue to look for creative ways to fund a broad-based, gender-neutral department at a competitive Division I level," Van Alstine continued. "(The decision to cut swimming and diving) was certainly not an easy one, and I am very happy for our swimming and diving student-athletes today."

Budget letter from President Goldfarb

Dear Campus Community,

As you are probably aware, there is not a finalized budget for the new fiscal year. At this point, our payrolls have not been affected. Employees will continue to be paid from available University resources, and any emergency expenses will be dealt with similarly.

Given the uncertainty of the budget, we cannot announce salary increases at this time except for those employees with whom we have a negotiated agreement requiring a specific salary increase. We will review all budgetary allocations as soon as the state budget issues are resolved.

I appreciate the support from all campus constituency groups. We will continue to keep the campus notified when additional budget information becomes available.

Sincerely,
Al Goldfarb



President

2009-2010 University theme announced

Dear Campus Community,

Over the past several years, the WIU theme has brought the campus and area communities together for activities and programs. These events have resulted in discussions both in and outside of our classrooms, providing a platform for all voices to be heard on such significant topics as civility, social justice, civic engagement, cultural diversity, global challenges and personal responsibility.

The 2008-2009 theme, Health and Wellness: Challenges and Responsibilities, was supported by an impressive array of events and presentations, including: Dr. Drew Pinsky, Minority Health Month speaker Dr. Jocelyn Elders, a group fitness class led by Zen Grey, and other activities.

This year's theme is **Dollars and Sense: Personal Finance to World Poverty**. The 2009-2010 theme again demonstrates a commitment to our University's core values of academic excellence, social responsibility, personal growth, and educational opportunity. I encourage faculty, staff, and students to incorporate the theme in the classroom and through campuswide programming.

As part of the University Theme Speakers Series, such outstanding individuals as Barbara Ehrenreich, author of the summer reading "Nickel and Dimed"; director, producer, writer and financial adviser James Scurlock; and Vandana Shiva, physicist, environmental activist, ecofeminist and author of several books, will be on campus.

Judith Dallinger, associate provost for undergraduate and graduate studies, will continue to work with the University Theme Committee in conjunction with our First Year Experience program. I want to express my appreciation to the University Theme Committee, under the leadership of **Ann Comerford**, director of Student Activities, and **Colin Harbke**, professor of psychology, for their continued efforts to expand University theme programming. I look forward to seeing you at these events throughout the year.

Sincerely,
Al Goldfarb

President

University Relations featured in Crisis Management Guidebook

"Tweeting" ... it's just not for the birds anymore.

So goes the first paragraph in the article "Using Web 2.0/Social Media to Your Advantage," authored by **Darcie Shinberger**, University Relations director and **Teresa Koltzenburg**, public information specialist and new media manager.

The story appears in the Crisis Management Guidebook, Volume 3 published this month by PR News Press.

Because of University Relations' extensive work using new media not only in the daily promotion of WIU activities and accomplishments, but also for crisis communication, Shinberger thought it would be beneficial to share "lessons learned" with other organizations and universities who might be testing the social media waters.

According to PR News, the Crisis Management Guidebook offers a wealth of information and resources that will help organizations put out the fires when disaster strikes. Western's best practices are featured in Chapter 7: "Digital Communications."

"Since establishing YouTube-, Facebook- and other social media-accounts, we have actively used these forums as alternate ways to disseminate information relating to crisis situations on campus, particularly to air press conferences so parents (and the general

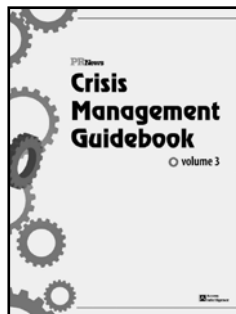
public) can see firsthand what the University is doing to ensure the campus community is aware of the situation," said Shinberger.

In addition to the benefits of being able to disseminate both everyday and crisis-related information immediately via social media, University Relations has also benefited from the two-way interaction social media provides, Koltzenburg added.

"Our Facebook page recently surpassed the 4,000-fan mark, and while that number is something we're proud of, I think the most interesting thing that we've witnessed is the back-and-forth communication not only between our office and individuals, but also among students, alumni, faculty and staff members in these online networks," Koltzenburg said. "I've also been able to glean knowledge from others who have helped me find answers or provide me with a different perspective."

For more information on University Relations' new media efforts, contact Koltzenburg at (309) 298-1993 or TE-Koltzenburg@wiu.edu.

Find Western's new media links at wiu.edu/U-Relations/newmedia.php.



Elfrink named associate dean

Jack Elfrink, accountancy department chair, was named associate dean of the College of Business and Technology (CBT), effective June 1, according to CBT Dean **Tom Erikson**. Elfrink replaced **Larry Wall**, who retired last month after 28 years of service.

Prior to joining the accountancy faculty in 2006, Elfrink was professor and dean of the Harmon College of Business Administration at Central Missouri State University (CMSU). He also served as accounting department chair at CMSU. Previously, Elfrink was a faculty member at Ferris State University, Southeast Missouri State University, McKendree College, Lincoln University and William Woods College.

Elfrink has been an active researcher throughout his years in higher education, publishing in a wide variety of professional journals and making numerous presentations at national professional organizations. In addition, he has been actively involved in the American Institute of Certified Public Accountants, the Missouri Society of Certified Public Accountants, and the Missouri Association of Accounting Education, where he held many offices, including president.

Anderson named interim assoc. CAS dean

Rick Anderson, professor and chair of biological sciences, has been named interim associate dean for strategic planning and academic affairs in the College of Arts and Sciences (CAS), according to **Susan Martinelli-Fernandez**, interim dean. His new appointment was effective July 1.

He succeeds **Dan Wise**, who retired after serving Western for 32 years, first as a geography teacher, who was responsible for establishing and coordinating the meteorology—which is a signature academic program at Western—and computer cartography programs; and then as department chair (1987-1998).

Wise was the CAS associate dean from 1999 through June 2009.

"I am thrilled to welcome Dr. Anderson to the administrative staff of the college," said Martinelli-Fernandez. "His record of achievement as both a faculty member and as an administrator is outstanding."

Smith named COEHS interim associate dean

Erskine Smith has been appointed to the position of interim associate dean for administration in Western's College of Education and Human Services (COEHS).

According to COEHS Interim Dean **Nick DiGrino**, Smith assumed the duties for the interim associate dean position on July 1; Smith's primary responsibilities are in the areas of budget, personnel, contract implementation and facilities. DiGrino also noted Smith will be assisting with transitional considerations in Western's dietetics, fashion merchandising and hospitality (DFMH) department, of which Smith was named chair in 2004.

"Erskine brings a wealth of talent and experience to the dean's office. He is held in high regard by our chairs and directors, and I am sure he will be an outstanding member of our administrative team," DiGrino said.

Lighting upgrades continue

For the fifth consecutive year, WIU has received an Illinois Clean Energy Community Foundation grant for energy-efficient lighting upgrades on the Macomb campus. The most recent grant, which totals \$170,616, will allow Physical Plant staff to upgrade lighting in Waggoner, Currens and Mowbray halls, Beu Health Center and the Physical Plant facility.

The projects consist of retrofitting existing fluorescent lighting fixtures with high efficiency electronic ballasts and lamps that use 35 percent less energy than the original equipment, according to **Benjamin Dedjoe**, Physical Plant electrical engineer. The new high-efficiency lighting will reduce air conditioning loads in summer, as well as electrical demand during high cost periods of peak electrical usage.

Alternative Crops Field Day July 16

Looking for a brief respite from the dire news about domestic energy needs and the state of the U.S. and global economies?

Western Illinois University's Alternative Crops Field Day—set for 2-4 p.m. Thursday, July 16 at WIU's Agriculture Field Laboratory in Macomb—will provide a fascinating and promising look into the world of possibilities that are alternative crops.

According to **Win Phippen**, associate professor, agriculture, the event will include displays about winter annual oilseed production, and a presentation about the recent research from the United States Department of Agriculture (USDA) on field pennycress, among other features.

Terry Isbell, research leader of the New Crops and Processing Technology Research Unit at the USDA, will be on hand to discuss recent advances in commercializing pennycress production; and Peter Johnsen, chief technology officer from Biofuels Manufacturers of Illinois, LLC, will discuss his company's efforts to develop a new biodiesel plant.

According to Phippen, the day is set up as a guided tour through the plots, and he noted there will be plenty of time for photos and individual questions.

It has been nearly a decade since Western's School of Agriculture (see below) started its Alternative Crops Research Program, which was established



Attendees will have the opportunity to see demonstration plots of bioenergy crops, oilseeds and other general alternative crops, as well as hear research updates about milkweed, cuphea and biomass crops.

to investigate new crops for the Midwest and to help revitalize local economies.

"We started it in August 2000 to research crops that can fit into the corn and soybean rotations already in place to assist with pest problems and to increase crop diversity," explained Phippen. "As a result of funding we received from the Illinois Council for Food and Agricultural Research (C-FAR), we have demonstration plots that produce oilseed, fiber and biomass crops, which may have implications for biofuels like ethanol and biodiesel. We are also engaged in long-

term studies that focus on improving yields and adapting crops to the current rotations," he added.

The event is open free to the public; registration is not required. WIU's Agriculture Field Laboratory is located north of the Harry Mussatto Golf Course on Tower Road in Macomb.

For more information, or if you would like to bring a large group, contact Phippen at (309) 298-1251 or WB-Phippen@wiu.edu, or see wiu.edu/altcrops.

Ag department designated a school

Western Illinois University's Department of Agriculture has been renamed the School of Agriculture, effective July 1, according to College of Business and Technology (CBT) Dean **Tom Erikson**. Current agriculture department chair **William Bailey** is the school's director.

"The name change to School of Agriculture better reflects the professional nature of our program and differentiates Western's program from other programs in the state, as well as reminds our alumni that WIU values its agriculture unit," Erikson noted.

Western's School of Agriculture houses a range of ag-related disciplines, including business, technology, education, animal and soil science, horticulture, natural resources and urban forestry. The school also oversees more than 700 acres of farmland and several hundred head of beef, sheep and swine, and also shares its research efforts with the public through

field days and livestock programs.

"Designating the agriculture department as the School of Agriculture more accurately reflects the breadth and complexity of our extensive programs," Bailey added.

Western's School of Agriculture continues as a unit within the College of Business and Technology. A new website, featuring a blog, a user-friendly photo gallery and in-depth information about agriculture programs at WIU, will be launched at wiu.edu/ag. In addition, as part of the School of Agriculture designation, an advisory board, comprised of local, state and national agriculture professionals, will be established to further advance the mission and programs of the school.

For more information about the School of Agriculture and its programs, call (309) 298-1080 or visit wiu.edu/ag.

Golf pass available

Take advantage of the Harry Mussatto Golf Course new pass option for unlimited play during July or August for \$99 per month. The pass is available for seniors, faculty/staff, and public.

Those interested may also sign up for the entire season through November 30.

Prices are as follows:
Faculty/public individual: \$297
Faculty/public Family: \$399
Senior individual: \$275
Senior family: \$379
Student individual: \$150
Student family: \$299

The pass also includes play on the 9-hole pitch and putt course.

For more information, contact **Mel Blasi** at (309) 298-3676 or MB-Blasi@wiu.edu.

Grants

Richard Chamberlain, CAIT—\$34,600 (supplemental funding) from the McDonald's Corporation for "McDonald's Golden Arches Code Deployment-Hosting and Support."

Jeffery Darenbourg, libraries, and **Tim Roberts**, history—\$2,500 from the National Endowment for the Humanities for "Lincoln: The Constitution and the Civil War - A Traveling Exhibition to Libraries."

Randall Faust, music—\$5,000 from the Illinois Arts Council for "Four Featured International Hornists for the International Horn Symposium."

Gisele Hamm, IIRA—\$350 (supplemental, from various sources) for "MAPPING Community Support."

Karen Mauldin-Curtis, IIRA—\$14,000 (supplemental, from various sources) for "Peace Corps Community Contributions."

Abdul-Rasheed Na'Allah, African American studies—\$500 from the Chicago State University-Minority Internship Program for "Minority Internship Program -FY09."

Cindy Piletic, kinesiology, \$39,693 from the University of Illinois-Chicago for "College and Community Fitness Facility Accessibility Research Proposal - Pilot Data Collection of Midwest United States."

Kim Sikes, CAIT, —\$2,786 from the Illinois State Board of Education for "Basic Skills & Parapro Test Prep Hosting & Support."

Cynthia Struthers, IIRA—\$9,972 (supplemental, from various sources) for "Health MAPPING Community Support."

Dorie Vallillo, WIUM/WIUW—\$22,006 (supplemental funding) from the Illinois Arts Council for "Basic Grant for Public TV/Radio 2009 (operating portion)."

Notice for faculty: reserve items due

Faculty members who intend to place items on reserve for students at the Malpass Library for the Fall 2009 semester should submit such requests as early as possible. According to **Ann Patridge**, reserves supervisor in the University Libraries, faculty should submit these by **Wednesday, Aug. 12** in order to ensure availability on the first day of the semester.

For more information about course reserves, visit tinyurl.com/nshjy6 or contact Patridge at (309) 298-2411 or al-patridge@wiu.edu.

URC grant winners

Eight Western Illinois University faculty members from across a variety of disciplines received awards from the Office of Sponsored Projects University Research Council's (URC) Spring 2009 competition.

Tarab Ahmad, chemistry, \$5,000, for "Ionic Liquids as Green Solvents for High Performance Liquid Chromatography."

P.K. Babu, physics, \$5,000, for "Optical Properties of Simiconducting Nanoparticles Confined in Glass Matrices."

Greg Hall, history, \$5,000, for "Jay Fox: The Life and Writings of an American Working-Class Radical."

Scott Palmer, history, \$4,850,

"Frontlines of the Modern: Technology and Culture in 20th Century Russia."

Brian Peer, biological sciences, \$3,800, "Cryptic Egg Mimicry in Brood Parasitic Brown-headed Cowbird."

Hiroko Sotozaki, psychology, \$3,701, "Does Dyslexia Occur in Japanese? Evidence for Dyslexia in a Cross-Language Study."

Tim Waldrop, art, \$5,000, "Adapting to Katrina & Beyond: Images of the Resilient Mississippi Gulf Coast."

Edward Woell, history, \$4,931, "Religious Revolution and Resistance in Small-Town France."

Professional activities

Timothy Adams, Administrative Information Management Systems, (AIMS), presented "u.select CEG Setup," on the implementation of the External Course Equivalency Guide interface to the statewide u.select Illinois software, at the redLantern Users Conference on June 23 in Indianapolis, IN.

Charles O'Brien, history (emeritus), published "Deadly Quarrel" (Severn House, 2009), the eighth in his popular series of historical mystery novels. It was reviewed by the American Library Association's Booklist (June 1), which highlighted the novel's "suspenseful plot, authentic historical details, and healthy dose of intrigue and adventure."

James Patterson, management (WIU-QC), gave two presentations, "Sourcing Risk in Emerging Low Cost Countries" at a meeting for NAPM-QC, a local affiliate for the Institute for Supply Management, in Moline, IL, and "What Quality Systems Do You Need for Government Contracts" at the Quad Cities Regional Government Small Business Symposium, sponsored by the National Defense Industrial Association, Iowa-Illinois chapter, in Bettendorf, IA; and participated in a VIP Ride in an F/A-18 with the U.S. Navy Blue Angels in conjunction with the 2009 Quad Cities Airshow.

Bob Quesal, communication sciences and disorders, was elected a Fellow of the American Speech-Language-Hearing Association (ASHA).

David Voss, mathematics (emeritus), was a guest editor of the special issue of the International Journal of Computer Mathematics on Financial Derivatives, vol. 86, issue 6, 2009.

Tracy named social work dept. chair

John Tracy has been named social work department chair in Western Illinois University's College of Education and Human Services (COEHS), effective July 1. Tracy replaced interim chair **Mike Fimmen**, who is retiring.

Previously, Tracy was a social work faculty member at the University of Wyoming.

He also served as a social work faculty member and as a field education coordinator at the University of Guam and as an assistant professor of social work at the University of Arkansas at Pine Bluff. Tracy also has experience as a high school counselor and social science instructor, and his years of professional practice social work experience include working with mental health agencies in Colorado, Iowa, California, Illinois and Missouri.

"John's extensive work as a social work practitioner, his successful grant-writing activities, his strong collaborative skills and his engagement in research will be a benefit to the social work department's accredited and regionally recognized program at WIU," Interim Dean **Nick DiGrino** said.

Tracy earned his bachelor's and master's degrees from Truman State University, a master's degree in social work from the University of Iowa and a Ph.D. in education and human resource studies at Colorado State University.

Civil Service news

New employees

Crabill, Dian R., Bowling & Billiard Center manager, UU Administrative, 6/29/09. University Union, Phone: 298-1991.

Hasty, Grace K., digital imaging specialist I, Visual Production Center, 5/18/09. 207 Tillman Hall, Phone: 298-1358.

Mercer, Deborah K., library assistant, Libraries, 6/1/09 Malpass Library, Phone: 298-2722.

Miller, Deborah J., library assistant, Libraries, 5/18/09. Malpass Library, Phone: 298-2735.

Pitz, Emily I., office support assistant, WIU Quad Cities, 6/1/09. WIU-QC, Phone: 309-762-9481.

Promotions/transfers/reassigns

Baxter, Cynthia A., purchasing officer I, Purchasing, promoted to purchasing officer II, Purchasing Office, 5/4/09.

Curtis, Mary J., office support associate, Psychology, reassigned to office support associate, Chemistry, 5/18/09.

Farniok, Carla M., staff clerk, Admissions, transferred to staff clerk, Technology Enhanced Learning, 6/15/09.

Morrison, Eldon E., construction superintendent, Physical Plant, promoted to superintendent of building maintenance, Physical Plant, 6/1/09.

Trepac, Letisha K., human resource officer, Human Resources, promoted to budget analyst II, Budget Office, 5/25/09.

Wood, Amelia M., office manager, Student Activities, transferred to office manager, Associate VP for Student Services, 6/11/09.

Name changes

Frederick, Rhonda K., payroll specialist III, Payroll Office, 5/13/09. Former name: **Rhonda Hofmeister**.

Koller, Marcy J., medical record technician, Student Insurance Administration, 5/13/09. Former name: **Marcy Popken**.

LeMaster, Kerry L., administrative assistant I, President's Office, 6/1/09. Former name: **Kerry Yadgar**.

Resignations

Forman, Marlene S., office manager, UU-Associate VP for Student Services, 5/17/09. Accepted A & P position on campus.

Retirements

Beadles, Clare L., licensed practical nurse II, Health Center, 5/31/09.

Chapman, Carolyn E., library specialist, Library, 5/31/09.

Colvin, Nancy E., staff nurse II, Health Center, 5/31/09.

Hollenback, Jerry L., police sergeant, Public Safety, 5/31/09.

Root, Verle E., building service worker, Building Services, 5/31/09.

Winship, Sara J., facilities manager, Campus Recreation, 5/31/09.

Employee of the Month

Bev Lawyer, benefits counselor III in the Office of Human Resources, has been named the July Civil Service Employee of the Month.

According to her nominators, Lawyer demonstrates enthusiasm and outstanding performance by taking on tasks that are not listed in her job description.

"Bev is always making sure the departmental image is positive, accurate and articulate, whether it's in person at a presentation, in an informational mailing or posting an electronic message," her nominators added. "It is obvious that she is well-respected on campus simply by the request of fellow University employees to speak directly with her."

Lawyer began working at Western in 1995 as a secretary II-extra help for Financial Aid, a position she held until 1998. Two years later she was hired as a clerk II-extra help for Financial Aid and in September 2000, she was hired as a benefits counselor I in Human Resources. She was reclassified per audit to a benefits counselor II in 2003 and was later reclassified per an audit to her current position.



Summer Film Series continues through July 30

Western Illinois University's broadcasting department is hosting the annual Summer Film Series, "The Dead Filmmakers Society," through July 30.

All screenings begin at 7 p.m. in the University Union Sandburg Theatre. The films, hosted by WIU broadcasting Associate Professor **Richard Ness**, are from Ness's private collection.

All films are open free to the public. Upcoming films include:

July 15 – "A Day in the Death of Joe Egg" (Great Britain, 1972)

Alan Bates and Janet Suzman star as a couple who indulge in dark fantasies to cope with the reality of dealing with their severely mentally disabled child in director Peter Medak's adaptation of the acclaimed play by Peter Nichols. Also starring British television favorites Peter Bowles and Joan Hickson.

July 22 – "Sundays and Cybele" (France, 1962)

This Oscar winner for Best Foreign Film stars Hardy Kruger as a traumatized soldier who forms a special bond with an alienated young girl. In French with English subtitles, and presented in its widescreen format.

July 29 – "Robin and Marian" (Great Britain, 1976)

Richard Lester's revisionist take on the Robin Hood legend finds its aging, disillusioned hero rekindling his romance with Marian, while continuing his battle against the Sheriff of Nottingham. The excellent cast includes Sean Connery, Audrey Hepburn, Robert Shaw, Richard Harris, Nicol Williamson and Ian Holm.

Special Thursday Night Bonus Screening:

July 30 – "Gangway" (Great Britain, 1936)/"Spring Tonic" (1935)

The Summer Film Series ends with another double bill. First, a rare chance to see Britain's most popular musical comedy star of the 1930s, Jessie Matthews, in an entertaining tale of jewel thefts, gangsters and fast-talking reporters. Then Zasu Pitts lends her comic talents to a goofy screwball farce based on a Ben Hecht play that finds a runaway bride involved with circus performers, moonshiners and an escaped tiger.



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News for Campus Connection?

Submission deadline: 10 a.m. Tuesday of publication week
(View publication schedule at wiu.edu/connection.)

E-mail submissions to:
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Next Issue:

Friday, Aug. 28

Submission Deadline: 10 a.m. Tuesday, Aug. 25

Attn: employees on leave

Due to rising costs, employees on leave will no longer receive the Campus Connection by U.S. mail as of **Monday, Aug. 3**. Employees on leave may still access Connection at wiu.edu/connection or by subscribing to a notification service at wiu.edu/econnection. For more information, contact University Relations at (309) 298-1993.

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Subscription renewal in August

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Retired employees or surviving spouses may subscribe electronically or be added to the off-campus mailing list. To be added to the mailing list or to renew your current request, contact University Relations at (309) 298-1993, **by Sept. 15**. Renewal requests must be made annually.

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