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# News

from Western Kentucky University

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Office of Public Information • Bowling Green, KY 42101 • (502) 745-4295

August 29, 1983

## INTRODUCING:

### 'ON CAMPUS'

An information service to faculty and staff of Western Kentucky University

Dear Colleague:

This is your first issue of "On Campus," news of latest research, developments and events on Western's campus. We hope "On Campus" is in your mailbox by Monday morning, Aug. 29. It is intended to be in your mailbox on alternate Mondays.

"On Campus" is an internal communication service of the Office of Public Information for faculty and staff. "On Campus" is different from any existing newsletter on campus. It has no ancestors, because the content is original material you have provided us for stories which will also be released, or have been recently released, to the external media. It is our intention, depending upon response to "On Campus," to eventually publish weekly, so you will be able to read news first in "On Campus" before it is released to the media. You may then read it in more detail in your favorite newspaper, or get the story from the broadcast media. However, since we're semi-monthly starting out, this goal may take awhile to reach, depending on how much news we get to print. An immediate benefit of "On Campus," though, is--if you've missed some story in the media (or if the media missed it), you'll get it in "On Campus"...at your desk.

Before we get to the contents of this first issue, let us explain a little more about "On Campus" and some guidelines:

"On Campus" news items are brief, capsule items. Our reason is time. USA Today, a national newspaper barely a year old, has more than one million readers and is climbing. A big reason for its popularity is its brevity. "On Campus" isn't as pretty as USA Today, which offers colorful photos and layout, but our present format strives for only one thing: to get you the WORD. Photos, layouts, printing, take time and money, two things we don't have. "On Campus" is a no frills, low-budget newsletter, designed to give you the facts. Its reason for being is to create an awareness of each other on campus and to show top scholarship is campus-wide, not just in your department. The Wall Street Journal isn't pretty either, yet its readership follows it. Readers of "On Campus" are aware, sophisticated, busy. You'll appreciate our simplicity, economy, efficiency.

On policy: "On Campus" does not represent any special interest group, and will never take an editorial position. If positions are stated in any of the copy, material will be attributed. "On Campus" has a section "About You," featuring professional activities, such as books published, papers presented, awards. "On Campus" will not publish attendance at meetings and won't publish jobs listings, etc.

"On Campus" welcomes your letters and opinions, and many we hope to publish. We reserve the privilege, however, of accepting or rejecting material; we reserve the right not to publish. We welcome items which conform to the guidelines.

About deadlines: We'd rather you didn't send dated material, unless, of course, it is regarding an upcoming event. Send items as soon as you schedule them. It's never too early. Monday before publication is absolutely last call.

Finally--"On Campus" will be mailed every other Thursday to give campus mail plenty of time. Our next issue will be mailed Sept. 8.

Send all items to: Sheila Conway, Office of Public Information, Wetherby Administration Building, Room 119.

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And now for the news, including what's happened over the summer.....

(Over)

#### BOARD HAS TWO NEW MEMBERS

Mrs. Hughlyne (Hugh-lean) P. Wilson, assistant superintendent for personnel services for the Jefferson County Schools, received the oath of office at the Aug. 20 Board of Regents Meeting as a replacement for Regent Julius Price of Louisville who died last spring. Mrs. Wilson will serve Price's remaining 3½ year term.

Student Regent Jack Smith, a public relations major, also took the oath.

The Regents approved a state appropriations request for the 1984-86 biennium of \$39,449,072, and \$42,656,947 for 1985-86.

The Board approved an associate degree in the Department of Administrative Office Systems with options in four areas: executive secretarial, word processing, legal secretarial and medical secretarial.

The Board also approved President Zacharias' recommendation to initiate an admission charge for WKU women's basketball games for the 1983-84 season. The \$3 charge for adults and \$1.50 for children will apply to five women's games not played as part of doubleheaders with the men's team. WKU students will be admitted with valid ID's.

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#### WKU HAS 24 NATIONAL MERIT SCHOLARS IN FROSH CLASS

The 1983 freshman class entered their classrooms Wednesday after being admitted under WKU's tougher admissions standards, and 24 are national merit scholars.

Western is the first public institution in Kentucky to initiate a revised admissions policy which puts "emphasis on quality, not on keeping students out of Western," says President Zacharias.

Western's policy was initiated two years ago and was prepared by a special task force appointed by Dr. Zacharias and headed by Dr. James Flynn, head of the English department.

The policy requires students to have a minimum 2.2 grade point average or minimum ACT composite score of 14. Non-Kentucky residents are also required to rank in the top half of their class and have an ACT minimum composite of 17.

The plan includes admission with distinction for students with 3.5 averages or above and who have ACT composites of 25 and up.

Following Western's lead, other schools in the state have adopted similar plans, and in 1987 all freshmen entering the state's universities will also be subject to higher curricular standards adopted by the Kentucky Council on Higher Education.

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(More)

COOPERATION WITH COLOMBIA MAY BROADEN SCOPE

At the invitation of the International Corporation for Educational Development, (CIDE) a private institution of higher education in Bogota, Colombia, President Zacharias and three other administrators spent ten days in May in the Latin American country learning about the school's goals, and exploring ways of possible mutual cooperation.

Dr. Zacharias, Dr. John Petersen, Dr. James Davis, and Dr. Edmund Hegen, who has done extensive consulting work in Colombia, visited CIDE which was formed about six years ago to offer studies in applied technical fields, much like associate degree programs in this country.

"Colombian universities have had a traditional emphasis on liberal studies and the professions, and CIDE was founded by private citizens as a totally independent school from the existing system," explains Dr. Petersen.

One of it's founders, Neftali Puentes, had coordinated Latin American projects in WKU's College of Education in the seventies, and he was instrumental in establishing a link between CIDE and Western.

The outcome of the visit could mean for Western students a potential exchange program, and open up opportunities for faculty and staff to serve as consultants, teachers and joint researchers.

"It is certainly true that CIDE was most interested in stimulating interest from us," said Petersen.

The Bogota newspaper gave coverage to their visitors, and Dr. Zacharias and Dr. Hegen were also initiated as first members of an honorary council of the school, along with the former editor and publisher of the newspaper, El Tiempo, the largest paper in Colombia.

"With help from learning about Western's broader curricular experiences, there is potential for improved opportunities for both schools," Petersen said.

Although no formal future plans have been made, Western will continue to study possibilities with CIDE.

Following the visit, two Western students went to Colombia for a five-week summer study, and the son of one of CIDE's regents is currently attending WKU.

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GONE FISHIN'

The Kentucky Department of Fish and Wildlife Resources has awarded Dr. Robert Hoyt, professor of biology, a \$26,667 grant to study how to maintain the paddlefish population which is diminishing in the Lake Cumberland area.

Hoyt says area fishermen are cooperating with his project which includes trying to identify the size of the paddle catfish population by tagging them, and describing movement patterns, spawning habits, behavior patterns and feeding habits.

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(Over)

#### WHO REALLY RUNS THE SHOW?

Dr. Paul Wozniak and Dr. Jerry Cardwell of Sociology, Anthropology and Social Work have been working for seven years to identify the "corporate elite" in America.

In their study, the two have attempted to identify the members of the boards of directors of the nation's 13 largest corporations who also sit on at least one of the other dozen boards.

Wozniak said approximately 35 men and women have been found who hold such positions.

"There have been studies on the corporate elite before...but no one has ever taken the time to pinpoint who is on these boards," Wozniak said.

A study of this kind is important, he said, because of laws which prohibit competitors from sitting on each other's boards.

Wozniak added that their study has actually found competitors sitting together on a third party's board.

Wozniak said he believes a study of actually identifying these people has never been attempted before because it's "very difficult to gain access to these people.

"Many of the so-called elite are very powerful and have economic prestige," he said.

"Most of these people feel they don't have to explain their positions to anyone."

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#### WHO'S RUNNING IT IN ENGINEERING TECH?

Robots? This fall, the Department of Industrial and Engineering Technology is teaching its first class in robotics, thanks to a third grant in two years.

William Beard, associate professor of mechanical engineering and technology, said the department received \$1,150 from the Society of Manufacturing Engineers Foundation for the instructional development of robotics ancillary equipment.

This is the second award in this area from SME for the student operated project. A third award was granted during the 1982-83 academic year by the National Science Foundation.

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#### AN 'APPLE' A DAY....

The Department of Computer Science stayed busy in the off-seasons of school because faculty and staff have decided they want to become students. In computer use anyway.

Dr. John Crenshaw, professor of mathematics, is directing a series of workshops in hopes of educating more than 300 campus employees who want to know about computers.

"We're trying to fit in every interested faculty and professional staff member, and so far, we've found only a few we haven't been able to fit in," says Crenshaw whose workshops (which have to be offered when school's not in session and terminals are free) are in such demand, he sent out notices for faculty during the spring semester to sign up for workshops on a waiting list basis.

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(More)

#### BIOLOGISTS HOPE TO PATENT HERPES TREATMENT

Dr. Thomas Coohill and three colleagues have made startling progress on a possible treatment for the Herpes Simplex I infection.

Coohill, who has been studying the virus for nine years, Dr. Blaine Ferrell, and Don Carson and Bobetta Bentley, graduate students in biology, have been testing the effects of BHT, a chemical used to prevent food spoilage, on rabbits' eyes infected with Herpes Simplex I, the virus type that generally occurs above the waist, as opposed to Simplex II, which occurs below the waist.

It could take as long as a couple of years to get the patent, Coohill says, but if approved, the treatment could be a breakthrough for the infection that causes blindness in as many as 20,000 Americans per year.

Coohill is a professor of biology, physics and astronomy, and Ferrell is an associate professor of biology.

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#### WANT TO MAKE A POINT IN CLASS? LIE DOWN ON A BED OF NAILS!

The object of the lesson was to help high school teachers help their students understand more easily the principles of physics, so, to make a point, Doug Jenkins, who teaches at Warren Central High School, demonstrated the art of lying on a bed of nails at one of three summer workshops sponsored for teachers by the Department of Physics and Astronomy.

To drive his point home, Jenkins, reclining on his "bed," had an assistant place a seat of nails on his chest, and on top of that a 40-pound cinder block.

The assistant then proceeded to pound the block once with a sledge hammer.

"The energy used in breaking the block absorbs the energy that would have been used on me," Jenkins explained.

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#### THREE GET FULBRIGHTS

Three faculty members have received Fulbright Senior Lectureships for the school year.

Dr. James T. Baker, professor of history, is teaching American Studies at two private universities in Taipei, Taiwan, Tamkang and Fujen.

Dr. Ronald Eckard, associate professor of English, is teaching English as a Foreign Language at the Middle East Technical University in Ankara, Turkey, and

Dr. Joseph Survant, professor of English, is the first person ever to teach literature on a Fulbright in Malaysia. He is teaching at the Universiti Sains Malaysia in Penang.

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(Over)

#### ST. MORITZ PAYS OFF FOR WKU SINGERS

Twenty-eight Chamber Singers, whose audition won them an invitation to participate in the annual St. Moritz, Switzerland sponsored performing tour, met their financial goal and made it to the Festival to rub shoulders with Neville Marriner of the Minnesota Orchestra, who conducted the Hungarian Philharmonic Orchestra and the consortium of American choirs on the tour.

While the Western students performed Mozart's Requiem at night, their days were woven with getting to know the professional musicians, sightseeing in such cities as Paris, Rome, Vienna, Geneva and London, singing with Austrians in a tiny cafe, and making future contacts.

Tony Conyer, a graduate student from Adolphus, Ky., who sings bass, said one of his major memories will be the professional connections with the soloists, Marriner himself, and with a New York representative who told him to look him up when he starts job hunting.

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#### WHEN PARENTS CARE, CHILDREN ACHIEVE, STUDY SAYS

Dr. Curtis Englebright, head of teacher education, says he agrees with a nationwide poll that concluded lack of parental concern and attention are contributing factors to the decline in achievement test scores of school children.

"The key word is concern," he says. "I think all parents have concern for their children's achievement; it just becomes a matter of where that achievement falls on the parent's value system," he says.

A child's need for parental concern increases as he progresses from grade school to college, Englebright says. "Parents tend to drop out of the area of academic decisions as the child reaches the secondary school level," he says. Parental guidance becomes difficult at the college level because of distance, but a "severe percentage" of college freshman drop-outs is due "partly to a lack of proper guidance parents could provide...and often don't," Englebright says.

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#### HERE ARE THE EDITORIAL STAFFS OF THE HERALD AND TALISMAN

Herald: Editor-in-Chief, Senior Tommy Newton; Managing Editors, Seniors Barry Rose and Michael Collins; Features Editor, Senior Monica Dias; Features Assistant, Junior Jamie Morton; Opinion Page Editor, Senior Lou Bloss; Sports Editor, Senior Mark Mathis; Photo and Magazine Editor, Senior Carol J. Smith; Production Assistant, Senior Grace Moore; Copy Desk Assistant, Junior Steve Paul; Chief Reporter, Sophomore Craig Dezern; Advertising Manager, Senior Joanie Evans.

Talisman: Editor, Senior Roger D. Cunningham; Academics Editor, Junior Tonya J. Berkley; Classes Editor, Junior Gary R. Briggs; Greeks Editor, Sophomore Kristin K. Reeder; Layout Editor, Senior John M. Tayman; Organizations Editor, Junior Patricia R. Loizzo; Photo Editor, Senior Todd A. Buchanan; Staff Assistants, Sophomores E. Jane Reid, Laura L. Thomas.

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(More)

## ABOUT YOU

The school year opened with two new department heads on campus.

Dr. Donald Henderson, former chairperson of the Department of Computer Science at Mankato State University, heads WKU's Department of Computer Science. He has a B.A. in mathematics and industrial arts from Wayne State College, an M.A. in mathematics from the University of South Dakota, and an Ed.d. degree in computer science and statistics from Oklahoma State University.

Dr. Luther B. Hughes Jr., an agronomist from the University of Missouri, heads the Department of Agriculture. He has a bachelor's degree in agriculture from WKU, and his master's and Ph.D degrees are from Purdue University.

He received two outstanding faculty awards at Missouri in 1982.

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Faculty Regent Mary Ellen Miller says there was never a year since she joined WKU's faculty 20 years ago that she didn't contemplate serving as a representative of her peers on the University's Board of Regents.

Miller, an associate professor of English, plans to meet periodically with members of an advisory group, made up of one representative from each department.

"Decisions made by the Board are in the best interests of students and faculty and are made on the President's recommendation. And they ought to be," she says, "but there are always some things we may not agree with, so we need a strong information network."

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Dr. Hollie Sharpe, head of the Department of Administrative Office Systems, has been elected to serve a five-year term on the Board of Trustees of Anderson, Ind. College, the largest and oldest of four Church of God Colleges in the United States.

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Dr. Martha Jenkins, professor of home economics and family living, has been named chairman of the textiles and clothing section of the American Home Economics Association. She presented a paper at the annual meeting on "Consumer Attitude Toward Energy: Efficient Clothing and Furnishings."

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Dr. William W. Davis, associate professor of economics, has been elected to a three-year term on the Board of Directors of the Kentucky Council on Economic Education.

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Carolyn Stringer, associate professor of advertising, has been named to the National Academic Committee, a policy-forming committee, for the American Advertising Federation.

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Dr. Gene Rich, associate professor of teacher education, has been appointed to a second three-year term as coordinator of the Kentucky State Council of the International Reading Association.

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(Over)

Dr. Paul R. Corts, a former associate dean for instruction, has been named president of Wingate College in Wingate, N.C. He succeeds his brother, Dr. Thomas E. Corts.

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Dr. Randall Capps, professor of communication, and a consultant specializing in internal communication, presented a paper on the Japanese "Theory Z" of management before an international conference of chief executive officers meeting on organizational policy and development at the University of Louisville.

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Dr. Joe E. Winstead, professor of biology, has been elected to the executive committee of the Association of Southeastern Biologists at its 44th annual meeting, where he also presented a paper on a ten-year study of a forest eco-system in Barren County.

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Dr. L. Michael Trapasso, assistant professor of geography and geology, has contributed to an "Encyclopedia of Climatology," part of an "Encyclopedia of Earth Sciences" series published by Columbia University.

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#### 20 ARE CHARTER PHI KAPPA PHI MEMBERS

Twenty faculty members have been initiated as charter members of a WKU chapter of Phi Kappa Phi, an interdisciplinary honor society.

Admission to this very prestigious society is by invitation only and requires nomination and approval by a chapter of persons who are superior in scholarship and character.

Campus members are: James P. Becker, teacher education; F. Dudley Bryant, physics and astronomy; Edward L. Counts, media services; John H. Crenshaw, mathematics; Carol Elaine Crowe, history; Dorine H. Geeslin, teacher education; Gordon F. Jones, agriculture; Carl W. Kreisler, educational leadership; Leroy P. Metze, psychology; Mary Ellen Miller, English; Richard L. Miller, psychology; Albert J. Petersen, geography and geology; Carol L. Reagles, mathematics; Julia Roberts, teacher education; Jerry H. Rust Jr., accounting; Doyle N. Satterthwaite, communication and theatre; James D. Slean, biology; President Donald W. Zacharias; James L. Davis, vice president for academic affairs; and Robert D. Hoyt, biology.

Albert Petersen is the chapter's first president.

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Doris V. Thaver, director of the medical record technology program, will serve a three-year term on the American Medical Record Association's Council on Education.

Karen S. Compton of the same department has provided staff in-service training for the Barren River District Health Department.

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Dr. Frank Steele, director of freshman English, has received a \$3,990 National Endowment for the Arts grant to continue publication of his literary magazine, "Plainsong," a national publication. Steele, who has had more than 100 of his poems published nationwide, has had three poems published recently in a book, "Poetspeak," a collected volume of poems. On his creative process: "Writing poetry, for me, is like hunting: I never know what's going to be there."

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(More)

WHAT'S IN A NAME?

Betsy Lowrey, who's been departmental secretary for the Department of Geography and Geology for 13 years, made national headlines July 4 when the Associated Press picked up Western's story about her famous ancestry.

Betsy Ross York Lowrey not only bears the name of the designer of America's flag, but she is one of ten children of World War I hero Sergeant Alvin C. York, who named all of his children patriotic names.

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KUDOS

And if you forgot, or didn't get a chance to give them a pat on the back, here are faculty award winners at Commencement in May:

Excellence Awards, by college:

Business Administration: Dr. Charles Ray, professor of administrative office systems; Education, Dr. H. Philip Constans Jr., professor of educational leadership; Ogden, Dr. David Coffey, associate professor of agriculture; Potter, Dr. Dale Wicklander, professor of communication.

Alumni Association sponsored awards:

For productive teaching, Mrs. Linda R. Pulsinelli, assistant professor of mathematics; For research and creativity, Dr. W. Lynwood Montell, professor of folk studies; For public service, Dr. Joseph P. Cangemi, professor of psychology.

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YOUR ATTENTION, PLEASE....

CHE REPORT

In May, Harry M. Snyder, executive director of the Kentucky Council on Higher Education, wrote a letter to Dr. Zacharias indicating the Council Report, which goes to CHE members, and others interested in higher education about Kentucky, will publish stories about activities and achievements on Western's campus.

Dr. Zacharias asked your dean to keep the Office of Public Information informed of activities we can send to the Report, to take advantage of this opportunity for Western to get some important press.

We urge you to let your dean know what you're doing, and to urge him to send us lots of ideas.

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## FEEDBACK

This space is reserved for your letters, notes, comments. Try to have your say in no more than 100 words.

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## SOAPBOX

Tangling with your colleagues on a lively issue involving higher education? Write up your opinions, and hopefully, somebody will counter with his or her side. Issues limited to higher education only, 300 words or fewer, in good taste, and not directed to WKU policy matters. Submission is no guarantee of publication, and we reserve the right to edit. Possible topics: Merit pay for teachers, changing admissions standards, grade inflation. No-Nos: Pay for Western faculty, parking problems, etc. No nitpicking, please.

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## COMING:

September 1 - 5:30 p.m. Stepparenting class begins. Four sessions at 2 hours each. Tuesdays. \$25 fee. For more information, contact the office of Independent Study at 745-4158.

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September 5 - The University is closed in observance of the Labor Day Holiday.

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September 6 - 3-5 p.m. First session of Shobayashi Shorin-ryu Karate. \$20 fee. Call 745-4158 for more information.

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September 6-29 8:30 a.m. to 4 p.m. "Selected Art Students: WKU Art Studios" will be presented in the WKU Gallery in the Ivan Wilson Center for Fine Arts. Call 745-3944 for more information.

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September 8 - 6 p.m. Modern Kentucky Writers. Six sessions at 2 hours each. Thursdays. \$30 fee. Call 745-4158 for more information.

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September 8 - 7 p.m. Appalachian Clogging. Four sessions at 1½ hours each. Thursdays. \$15 fee. Call 745-4158 for more information.

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September 10 - Felts Log House in conjunction with the Kentucky Museum is open for visitation weekends only throughout the months of September and October as long as weather permits.

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