2003

UA3/9/1 Western Kentucky University Annual Report

WKU President’s Office

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"A university is a collection of buildings which house the future"

Warren Buffett
Sept. 10, 2003
Western Kentucky University
Table of Contents

2 Letter from the President

4 Academic Prominence/Student Success

7 Campus Construction and Renovation

8 Faculty/Staff Accolades

10 Economic Development/Sponsored Research and Public Service

13 Private Fundraising

14 Athletic Accomplishments

16 Leadership
Letter from the President

Dr. Gary A. Ransdell

On behalf of the Board of Regents, it is with great pleasure that I present Western Kentucky University's 2002/2003 Annual Report. This document reflects upon the significant accomplishments of the past academic year, and looks toward to the challenges that lie ahead.

Enrollment Growth

Western Kentucky University continues to be the fastest growing university in Kentucky. Since Higher Education Reform legislation passed in 1987, we have nearly doubled our applicant pool to over 11,000 and grown our enrollment by 3,700 students. Enrollment for this fall reached an all-time high of 18,391. Clearly, Western Kentucky University has become a university of choice in Kentucky.

However, Western has not received the state funding needed to cover the cost of educating our additional students. According to the most recent data available from the Council for Postsecondary Education benchmark-funding model, Western is underfunded from the state by $42.9 million. To compound the matter, three of the last four years have meant actual reductions in appropriations. Western has relied on additional tuition generated by the growing student population to fund the costs associated with growth, but student tuition alone does not cover the cost of educating students. According to the CPE funding formula, public universities should expect tuition to account for approximately 37 percent of total revenue, with the remaining 63 percent to come from the state. Currently, state appropriations account for only 41 percent of our funding. Tuition revenue at Western is nearing to the point where it is equal to state appropriated revenue.

Academic Quality

In an effort to address the pressures our faculty face from unfunded enrollment growth, the Board of Regents recently took a first step by authorizing a major academic quality/student success initiative. This initiative will create new full-time faculty positions, reduce the number of part-time faculty positions, strengthen academic operating and professional development budgets, improve classrooms and instructional technology, increase need and merit-based student aid, increase graduate student stipends, create student success centers and expand the instructional and student service space in the Community College.

In spite of the challenges, many academic programs at Western continued to garner national recognition. The School of Journalism and Broadcasting, a Program of Distinction in Kentucky, achieved national prominence by placing in the top three of the William Randolph Hearst Foundation national academic rankings in each of the past five years; the William E. Bivin Forensic Society completed an unprecedented sweep of the four major national and international debate titles in 2002/2003; the College Heights Herald received its 10th national Pacemaker award, top prize for college newspapers; and our civil engineering students finished sixth in the national concrete canoe design competition.

In 2003, Western added two initiatives — the American Democracy Project and the American Humanities Program — to improve the Western experience and increase civic engagement among students.

Investing in the Spirit: The Campaign for Western

Another tangible sign of our success is the generous financial support by alumni and friends for the University. Five years ago, we announced an ambitious goal of
$78 million for people, places, and programs through our Investing in the Spirit Campaign. We have met and surpassed that goal. At the conclusion of the campaign the remarkable total of $102 million was announced. From this effort, $29 million for new endowed scholarships was raised, 27 new endowed professorships were funded, and our endowment more than doubled to $56 million.

While the campaign has been a great success, there is still work to be done to address remaining unmet needs in endowed faculty support, instructional technology, cultural enhancement, university libraries, and the Kentucky Museum.

Capital Improvements
Despite the lack of state money for capital projects, the physical campus continues to be transformed. Of the approximately $165 million in construction projects that have been recently completed or are currently underway, only the Mass Media and Technology Hall ($18.5 million) which opened this fall, the Complex for Engineering and Biological Sciences ($20 million) which is now under construction, plus some deferred maintenance projects totaling about $3 million, were funded by the state. Other projects, such as the renovation of Diddle Arena ($29 million), residence halls ($45 million), campus dining facilities ($3.5 million), and parking improvements ($15 million) were funded by good business practices and student support.

Economic Development
Western Kentucky University is at the forefront in nurturing an entrepreneurial spirit in South Central Kentucky and beyond. We have worked diligently to establish partnerships with chambers of commerce, the Cabinet for Economic Development and other economic development organizations, along with our faculty, students and industry to produce a trained workforce, facilitate technology transfer, and encourage commercialization opportunities. A series of applied research centers in the life and physical sciences is leading the way in the identification and solving of problems in our region. Our Center for Research and Development has also been developed to serve as a business incubator, and recruit New Economy businesses.

Athletics
Athletics experienced perhaps its greatest overall level of accomplishments in 2002/2003. For the second straight year, Western won the Sun Belt Conference’s Vic Bubas Cup, representative of overall excellence in athletics. The football team won the 2002 NCAA Division I-AA National Championship. The men and women’s basketball teams and the volleyball team each won their Sun Belt Conference tournaments and represented Western proudly in their respective NCAA tournaments. The women’s swimming and diving team and the men’s outdoor track and field squad also won Sun Belt Conference championships. As outstanding as our student-athletes were on the courts and fields, they were also successful in the classrooms. Forty percent earned a 3.0 or better GPA and 26 had a perfect 4.0 in the Spring 2003 semester.

This is an extremely exciting and encouraging time for Western Kentucky University. Since launching the Challenging the Spirit strategic plan in 1998, the University has made great strides toward our goal of becoming the best comprehensive public institution in Kentucky, and among the best in the nation. For those of you who have had a hand in our success, you have my sincere gratitude. For those of you who have not experienced the “Spirit of Western” I encourage you to join us.

Sincerely,

Gary A. Ransdell
President
Academic Prominence/Student Success

Western Kentucky University is making a transformation from a university traditionally characterized as regional to a university of national prominence.

Western's vision is to be the best comprehensive public institution in Kentucky and among the best in the nation.

The fastest growing university in Kentucky, Western has become a university of choice for students.

Western has experienced a 24 percent increase in enrollment over five years, including a record 18,391 in the fall of 2003.

High-achieving students led by quality and dedicated faculty members are building a national and international reputation for academic programs at Western.

The Talisman yearbook received second place in Best in Show for yearbooks with fewer than 300 pages. The 2003 Talisman was Western's first yearbook in six years.

With a 99 percent pass rate, Western's education majors had the highest score of Kentucky's public colleges and universities on a statewide exam for new teachers.

Western's pass rate and rank I rating on the Praxis II exam for 2001-02 helped earn the University an excellent rating on the Quality Performance Index. In the other two components, Western had a 99 percent pass rate on the 2000-03 Kentucky Teacher Internship Program and a high score on the 2002-03 New Teacher Survey. Western is the only public institution to achieve an excellent rating.

Western's civil engineering concrete canoe team remains among the best in the nation with a sixth-place finish in national competition in Philadelphia. "Illusion," built by students, won the Ohio Valley regional competition in the spring and advanced to the 2003 National Concrete Canoe Competition at Drexel University. The canoe won best-finished product and was selected by the competition sponsor, Master Builders Inc., for display at its world headquarters in Cleveland.


Editors for the fall 2002 and spring 2003 semesters were Caroline Lynch and Erica Walsh. The Herald also took fourth place in Best in Show for non-daily broadsheet papers.
The William E. Bivin Forensic Society made history in 2002-03 by completing an unprecedented sweep of major speech and debate championships. It was the first team to win the National Forensic Association Tournament, the American Forensic Association National Individual Events Tournament, the International Forensic Association Tournament and the Delta Sigma Rho-Tau Kappa Alpha National Tournament in the same year.
Western agriculture students finished second in the 2003 North American Intercollegiate Dairy Challenge. The WKU team of Chad Bishop, Brandon Davis, Brent Mays and Andy Pike, placed second behind Vermont Tech. The team coach is Jenks Britt, head of WKU's Agriculture Department. Twenty-four teams from top dairy schools in the United States competed in the Dairy Challenge at East Lansing, Mich.

The Gordon Ford College of Business is emerging on the national level. Already among the 25 percent of schools accredited by the American Association of College Schools of Business, more than $20 million in gifts and pledges have been raised for the business school to enhance its position and create a Center for Business Leadership & Ethics and a Center for Entrepreneurship. The Ford College hosted Fortune Magazine's 2003 "Most Powerful Man in Business," Warren Buffett, for an afternoon session with its students and faculty.

The School of Journalism and Broadcasting won the William Randolph Hearst National Journalism Awards Program in 2000 and 2001 and has finished in the top three for the past five years, including third in 2003. No other Kentucky institution boasts a No. 1 national ranking for an academic program.

Western had a 20 percent growth in enrollment from 1998 to 2002, making it the fastest-growing public institution in Kentucky. Undergraduate enrollment in fall 2002 was 15,234, well ahead of the target of 14,100 set by the Council on Postsecondary Education. The one-year retention rate of first-time freshmen has risen from 74.1 percent in 1998 to 78.5 percent in 2002, ahead of CPE's target of 77.5 percent.

A poster and sticker design project by art undergraduate students Pat Jones and Ben Nunery was launched in Scotland, London and Wales. "Engage" also toured several U.S. cities, including Chicago, Atlanta, Cincinnati, Nashville, Louisville, Memphis and Washington, D.C.

The WKU American Chemical Society student affiliate chapter received an honorable mention from the ACS Committee on Education based on their programs and activities in 2002-03.

A 2003 art graduate, Tiffany Melcher, won the "Wolf Trap" Student Poster Competition while undergraduate students Jennifer Schaaf, Laura Hickman and Brittany Schleicher were national finalists.

Three psychology graduates were honored at the 2003 Kentucky Association for Psychology in the Schools conference. Lorie Mullins won the Region 7/8 Best Practices Award. Jason Simpson and Emily Wright Seeger were co-winners of the Best Practices in Consultation award.

### 2002/2003 First-year Student Profile

- Two out of five first-year students graduated in the top quarter of their high school class and 16 percent graduated in the top 10 percent.
- The average high school GPA was 3.12 while 61 percent had a high school GPA of at least 3.0.
- The average ACT score was 21 while 24 percent scored a 24 or above.
Campus Construction and Renovation

Through approximately $165 million in public/private construction projects, Western has transformed the campus and the quality of life for students, faculty, staff and the community by adding new academic buildings, improving athletic facilities, renovating residence halls and enhancing dining facilities.

Of the approximately $165 million in construction projects that were completed or begun in 2002/2003, only three were funded by the state:

- Mass Media and Technology Hall
  $18.5 million
- Complex for Engineering and Biological Sciences
  $20 million
- Deferred maintenance
  $3 million

Other campus construction/renovation projects that were completed or begun in 2002/2003, that did not include state funding:

- Diddle Arena renovation
  $29 million
- Residence halls renovation
  $45 million
- Campus dining halls renovation
  $3.5 million
- Downing University Center renovation
  $10 million
- Parking improvements
  $15 million
- WKU-funded deferred maintenance
  $4.5 million

Western received the 2002 Governor’s Environmental Excellence Award for Energy Efficiency for its Energy Saving Performance Contract program from the Natural Resources and Environmental Protection Cabinet. It recognizes outstanding individuals, organizations and companies that have contributed to the enhancement of Kentucky’s environment. Western was the first state agency to implement an ESPC, a contract with an energy service company to use energy cost savings to pay for energy-related improvements. LG&E Enertech Inc. (now Ameresco Enertech) completed almost $1.6 million in improvements resulting in an annual savings of more than $252,000, or 8 percent of the University’s electric bill.
Faculty/Staff Accolades

In their classrooms, their communities, their research projects and their professional organizations, Western faculty and staff continue to bring honor and distinction to the University.

English faculty member **Joe Survant** was named Kentucky's poet laureate for 2003.

Chemistry faculty **Rob Holman** received a grant from the National Science Foundation to support "Acquisition of Nuclear Magnetic Resonance Spectrometer."


**Ron Milliman** in Marketing was appointed by the governor to the Business and Industry seat on the State Rehabilitation Council, which oversees the Department of the Blind and other rehabilitation departments and agencies.

**Mitzi Groom**, head of the Music Department, is the 2003-05 national president of the American Choral Directors Association.

**Randy Wilson**, director of the Veterans Upward Bound program, was honored by the Kentucky Association of Educational Opportunity Program Personnel. Wilson received the Paul Luxmore Outstanding Service Award for Professional Excellence, which is the group's most prestigious honor.

English faculty **Jane Olmsted** and **Elizabeth Oakes** received the 2003 Sallie Bingham Award from the Kentucky Foundation for Women for the Kentucky Feminist Writers Series.
Saundra Ardrey, head of the Political Science Department, was appointed to the Washington Congressional Leaders Program Academic Advisory Board, which establishes policy and guidelines for the newly formed Institute for Congressional Internships.

Terry Likes, an associate professor in Western’s School of Journalism and Broadcasting, won national honors for his radio documentary on “The Media Coverage of 9/11.” Likes received “Best Of Festival” designation from the Broadcast Education Association.

Chris Groves, director of Western’s Hoffman Environmental Research Institute, traveled to Alaska’s Tongass National Forest to address about 40 U.S. Forest Service hydrologists and fisheries managers about protecting karst water resources in southeastern Alaska. He was asked to attend the conference to help the federal managers better understand karst hydrology in general, and how these concepts relate to protecting the ecology of Tongass, America’s largest national forest at 19 million acres.

Judy Woodring, director of Western’s award-winning speech and debate program, was named the 2003 Kentucky Forensics Coach of the Year.

Julia Roberts, the director of The Center for Gifted Studies and the Mahurin Professor of Gifted Studies at Western, was reappointed by the governor to the Kentucky Advisory Council for Gifted and Talented Education. Dr. Roberts serves as representative of Kentucky’s public universities. She is a member of the executive committee of the board of directors of the National Association for Gifted Children and a member of the board of directors of the Kentucky Association for Gifted Education.

Andrew Wulff of the Department of Geography and Geology participated in a field project in Central Java, Indonesia, as part of a multi-disciplinary team investigating when early humans first reached Asia. The team focused on the fossil-rich sediments of the Solo Basin in central Java, and the nature of the physical environment at the time of human arrival, estimated to be about 1.5 million years ago.

A Western librarian’s website on 19th century naturalist Alfred Wallace received one of Scientific American’s 2003 Sci/Tech Web Awards. The magazine chose Charles Smith’s work on Wallace, an English evolutionist and social critic, as one of the 50 best science-technical subjects-related websites of the year.

Music faculty John Cipolla was awarded first prize in the International Clarinet Association’s Research Presentation Competition for “Linear Aspects of Harmony in the Counter Melodies of Sidney Bechet.”
WKU's Chemistry Department is working on a project to lower arsenic levels in drinking water by filtering it through modified limestone. The project, directed by Dr. Cathleen Webb, has received a $59,942 grant from the Kentucky Science Engineering Foundation as well as funding from the Environmental Protection Agency, Kentucky Water Resources Institute, United States Geological Society, and the National Park Service.
Economic Development/Sponsored Research and Public Service

Western has become more focused on economic development initiatives to provide service for business and industry, enhance opportunities for faculty and students, and serve as an economic engine for southcentral Kentucky.

Since 1997, sponsored research funding has grown from $11.5 million to nearly $30 million mainly due to an emphasis on applied research. The University also is developing a facility for New Economy initiatives and high-tech businesses.

In 2003, Western added two initiatives — the American Democracy Project and the American Humanities Program — to improve the Western experience and increase civic engagement among students.

Western received a $2 million grant from the U.S. Department of Energy for a project to help reduce pollution from coal-fired power plants. The grant was awarded to Weiping Pan, Kunlei Liu and John T. Riley for their project "Establishment of an Environmental Control Technology Laboratory with a Circulating Fluidized Bed Combustion System." The award is the largest competitive grant ever received in the Ogden College of Science and Engineering. WKU has purchased and will renovate 10,000 square feet of laboratory space to house the Environmental Control Technology Laboratory (ECTL), which will involve the expansion and renaming of the Combustion Laboratory. Design and construction planning of the ECTL and the circulating fluidized bed (CFBC) system is under way. Renovation of the laboratory at Western's Center for Research and Development is expected by the summer of 2004 with completion of the CFBC system by the summer of 2005.

2002/2003 Sponsored Program funding

Sponsored program funding reached a record of nearly $30 million in 2002/2003 mainly due to an emphasis on applied research. Some examples include:

- $500,000 from the Environmental Protection Agency for the Technical Assistance Center for Water Quality
- $1.99 million from the National Science Foundation for the Kentucky Urban Rural Alliance for Math and Science
- $385,000 from the U.S. Department of Health and Human Services for the Institute for Rural Health Development
- $2.3 million from the U.S. Department of Education for improving teacher quality
Collaboration with the University of Kentucky and the University of Louisville led to the creation of **new joint degrees in Civil, Mechanical and Electrical Engineering**. While WKU graduates will be prepared to be competitive in any market, the primary focus is to prepare graduates to begin productive careers as practitioners in regional industries. Industries in this region came to Western to develop programs so that they could employ our graduates to achieve or maintain their own competitive edge.

The Bowling Green Community College, under the direction of Dr. Dawn Bolton, is offering an **online associate degree in Business Technology** with emphasis in Manufacturing Management to Weyerhaeuser employees across the country and in Canada and Mexico.

Phi Delta Theta and Sigma Chi fraternities received notable chapter **awards for overall chapter excellence**. The Kentucky Eta chapter of Phi Delta Theta won the Founders Trophy from the Phi Delta Theta International Fraternity. The WKU chapter also won the award in 2000 and was honorable mention in 2002. The Zeta Mu chapter of Sigma Chi won the Peterson Significant Chapter Award from the Sigma Chi International Fraternity.

Western’s student radio station was a finalist in the **2003 Collegiate Broadcasters Inc. National Student Production Awards**. WWHR-FM was one of four finalists in the category of Best Promo For Station or Student Media Outlet.

WKYU-PBS, Western's public television service, launched the first **digital public television service** to originate in southcentral Kentucky. On May 1, WKYU-DT signed on. The program schedule duplicates the WKYU-PBS analog service that has been on since Jan. 17, 1989.

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**WKU & the New Economy**

Western Kentucky University is helping the region and the state meet the needs of a changing economy through several projects.

- **WKU is working closely with New Economy legislation and implementation of the Kentucky Innovation Act to create an Innovation and Commercialization Center serving central Kentucky.** The ICC and the Center for Research and Development are home to New Economy businesses including Hitcents.com and Perot Systems Healthcare. The facility also will house WKU's Materials Characterization Center and Applied Physics Institute.

- **Faculty in the Gordon Ford College of Business developed the Center for Information Technology Enterprise to improve Kentucky’s competitiveness in the New Economy.** One of CITE's projects is connectkentucky, a public-private partnership that is evaluating Kentucky's status in the networked world and its preparedness to participate in global electronic commerce.

- **At the Carroll Knicely Institute for Economic Development, WKU provides continuing education programs, assistance for new businesses, training for employees, and support for community leaders in meeting the changing needs of the state’s economy.**
Private Fundraising

In 2003, Western Kentucky University announced the giving total of more than $102 million for its Investing in the Spirit capital campaign. The Investing in the Spirit campaign has been about more than just dollars raised. Thanks to the hard work of our volunteers, the campaign will have a lasting legacy on the people, places, and programs of Western.

INVESTING IN THE SPIRIT

Campaign Highlights

- Funded 27 new endowed professorships in a number of important academic disciplines, ranging from engineering, to business, to music;
- Matched all $12 million of available funding through the Commonwealth of Kentucky's Regional University Excellence Trust Fund, or "Bucks for Brains" money;
- Raised $29 million for 81 new endowed scholarships as well as fellowships and awards in the WKU Foundation and the College Heights Foundation;
- More than doubled the overall endowment from $24 million to $56 million. WKU's endowment growth has been ranked 17th best in the nation the last two years;
- Increased membership in the President's Circle by 282 percent, from 376 members in 1998 to 1,438 in 2003. The President's Circle recognizes donors who annually contribute $1,000 or more to the University; and
- Increased annual cash deposits from $3 million to more than $12 million.

WKU's alumni giving percentage is in the top 10 in the nation for master's level institutions, far outpacing any other public Kentucky university.

Both WKU's Alumni and Development (fund raising) Programs were voted best in Kentucky and the best in the Southeastern U.S. in 2002/2003 by the Council for Advancement and Support of Education (CASE).
Athletic Accomplishments

With a national title in football and conference championships in volleyball, men's and women's basketball, women's swimming and diving and men's outdoor track and field, Western student-athletes continue a tradition of excellence performance on the field of play. Student-athletes also continue to excel in the classroom as 40 percent have a GPA of 3.0 or better.

The Hilltopper football team was the 2002 I-AA National Champion after winning the Gateway Conference title. The Hilltoppers defeated McNeese State on national television to win the crown. Four players earned All-America honors — Buster Ashley, Sherrod Coates, Jeremi Johnson and Chris Price. Brian Lowder, WKU’s Scholar Athlete of the Year, was named first-team Verizon Academic All-America. He was joined by Jason Michael on the I-AA Athletic Directors Academic All Star Team. Thirteen Toppers were honored on all-Gateway Conference teams, and two Toppers, Sherrod Coates and Jeremi Johnson, were drafted by NFL teams.

WKU finished 99th in the final National Association of Collegiate Directors of Athletics Sears Cup standings, the school's best-ever ranking. With a school-record 175 points, Western finished ahead of fellow Gateway Football Conference members, second among Sun Belt Conference schools, second among Kentucky universities and sixth among all I-AA football scholarship programs.

Of Western's 20 teams, seven squads posted a 3.0 grade-point average or higher in the 2002-03 academic year.

Forty percent of WKU’s student-athletes carry a grade-point average of 3.0 or better and 26 student-athletes had a perfect 4.0 GPA is the spring 2003 semester.

For the second straight year, Western won the Sun Belt Conference’s Vic Bubas Cup, given annually to the league school with the best overall performance. Western claimed five Sun Belt titles—volleyball, men's and women's basketball, women's swimming and diving and men's outdoor track and field — while both the men's and women's cross country teams and the women's outdoor track and field squad finished second.

The women's swimming team won its third straight Sun Belt championship. Trisha Nailor was named Sun Belt Diver of the Year.
In Women's Cross Country, senior Olga Cronin was one of 38 individuals across the country to qualify for the NCAA Cross Country Championships. She's the second Lady Topper to qualify for the November championship.

The Lady Topper indoor track and field team swept all-conference honors in the 3,000 meters as Olga Cronin, Bonita Paul and Cara Nichols finished first, second and third respectively.

Robby Shaw shot a school-record 62 in the final round of the Penn State Rutherford Intercollegiate golf tournament. The 10-under round is believed to be the lowest score ever by a Kentucky collegian.

The Lady Toppers won the 2003 Sun Belt Conference women's basketball title and a 15th trip to the NCAA Tournament. Shala Reese was league Player of the Year and Tiffany Porter-Talbert was named Freshman of the Year. Three players were named all-conference while three Lady Toppers earned SBC All-Tournament Team honors.

In Hilltopper baseball, Matt Wilhite was named Sun Belt Conference Pitcher of the Year.

Shelly Floyd was the first WKU softball player to be named first-team all-South Region. Riley Garcia was named first-team all-Sun Belt, making her the first Hilltopper to be named all-conference three times.

The men's outdoor track and field squad won the school's first Sun Belt championship. Raigo Toompuu was the Most Outstanding Field Performer and top scorer while Enda Granfield was Most Outstanding Track Performer.

Dr. Curtiss Long was named SBC Women's Coach of the Year in indoor track and field and men's outdoor track and field.

Women's Swimming Head Coach Bill Powell earned Sun Belt Conference Coach of the Year honors.

Mary Taylor Cowles was named Sun Belt Women's Basketball Coach of the Year following her first season as head coach of the Lady Toppers.

Volleyball Head Coach Travis Hudson was named SBC and South-Central Region coach of the year.

The volleyball program won its first Sun Belt Conference title and participated in the NCAA tournament, traveling to Hawaii. Sara Noe was selected league MVP and first-team All-South-Central Region. Tracy May was the SBC Defensive Player of the Year and an honorable mention All-South-Central pick.
Leadership

FEDERAL & STATE OFFICIALS REPRESENTING BOWLING GREEN 2002-03
Mitch McConnell, United States Senator
Jim Bunning, United States Senator
Ron Lewis, Representative, 2nd Congressional District
Paul E. Patton, Governor
Jody Richards, Speaker of the House of Representatives, KY 20
Brett Guthrie, Senator, KY 32
Roger Thomas, Representative, KY 21

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Vernon Gary, Bowling Green, KY
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