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WKU University Relations

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Is Higher Education Really the Answer?

The following was written by Dr. Thomas C. Meredith, President, Western Kentucky University, and appeared in newspapers this month across Kentucky.

Why on earth do Presidents of Kentucky's public universities appear to spend so much time in Frankfort begging for money? Why do they strongly encourage faculty and staff to seek funding from foundations and the government through the writing of grants? Why are they seemingly always seeking private support from every possible resource? Why do they appear to always be restructuring the institution and reallocating resources?

The answer is we do it because we believe! We truly believe that higher education the answer for Kentucky is the answer to Kentucky's long-term economic competitiveness and success. It would be difficult to identify a state with an established history of economic success that does not have a higher education system which we would like to emulate. A primary example would be the state of North Carolina.

My call to all of the Commonwealth and its leadership is to think more long range and raise your sights. Obviously, we must address the immediate labor needs facing our state and engage in work force training, and that is being done. We are revolutionizing our K-12 public school systems, and that is needed and necessary. But we are desperate for leaders who are thinking 10 and 20 years ahead and who have the desire for Kentucky's labor force to have more than a high school diploma so this state can be competitive at a higher level.

Obviously, I believe Kentucky higher education is the primary player in that vision. Kentucky ranks 48th in the percentage of its adult population (age 25 or over) with a college degree. This has several disturbing implications for our state.

First, we cannot be consistently competitive in attracting top paying corporations and industries with our ranking in this important category. Desirable businesses demand more, and they will go where they can get it.

Second, because opportunities are not available, we will continue to suffer from an out migration of some of our best young graduates who are our hope for the future. Our college graduates want to stay in Kentucky, but the need for their expertise is rather limited in the Commonwealth. While Kentucky may initially benefit because many graduates want so badly to stay near home, they eventually become underemployed. No one is served well by their eventual job dissatisfaction.

The world is rapidly growing smaller. Recent Western and other Kentucky higher education graduates are located around the United States and around the world. They hold responsible positions, and they are moving up rapidly. They have or will soon have the opportunity to send business our way or to bring their businesses to their native Kentucky. We must have a Commonwealth that is attractive to them and that can meet the labor needs of their businesses.

We are well suited and attractive to the manufacturing plants in the market. However, their need for college-educated workers is very small or nonexistent. Although these kinds of industry are certainly important and add a great deal to our state, they alone cannot make us economically successful in the long run. The tax base from these wage industries is not sufficient to support the services needed by the citizens of the Commonwealth. This state needs a greater balance in the kinds of businesses we recruit and foster.

In addition to the basic economic factors supporting the need for more college graduates in our society and having the jobs to attract them, there are other compelling reasons. In a 1977 study published in the Chronicle on Higher Education, college graduates were found to live 1.6 years longer, to have fewer divorces, to have better educated children, to save more money, to remain healthier, to volunteer more, and to maintain more satisfaction in their work.

Separate studies since this report have reconfirmed most of these findings and have also shown that college graduates earn twice as much as high school graduates and are three times less likely to be unemployed.

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USA Today is looking for the nation's best and brightest college students, and invites faculty and staff to recommend students for the Campus All-Stars. Nomination forms can be obtained in WKU's Office of University Relations.

Sixty students will be chosen to USA Today's 1995 All-USA Academic Team. They'll be featured in a double-truck color package on Friday, Feb. 3.

Twenty members of the first team will receive $2,500 cash prizes and will be USA Today's guests at a special awards luncheon. Six million readers will witness to their accomplishments.

Winners will be selected by a panel of educators, chosen in cooperation with the following co-sponsors:

The National Association of Independent Colleges and Universities, the National Association of State Universities and Land Grant Colleges, the American Association of Colleges for Teacher Education and the Council for Advancement and Support of Education.

The criteria are designed to find students who excel not only in scholarship but in leadership roles on and off campus.

A key element given most weight by the judges will be a student's outstanding original academic or intellectual product. The judges will be influenced by the student's ability to describe that outstanding endeavor in his/her own words.

Call 4295 or stop by the Office of University Relations for your nomination form. Return completed nomination form to University Relations no later than Nov. 29, 1994. We will send all of WKU's nominations together. They need to be postmarked no later than Nov. 30.

Grant aids Nursing Program

Western Kentucky University has received the third, two-year grant to fund an associate degree program in nursing in Glasgow.

The grant of more than $85,000 for each of two years from the Kentucky Council on Higher Education for Dr. Mary Hazzard, head of Western's Department of Nursing, will enable the continuation of a project that allowed more students to graduate with nursing degrees and locate jobs in the region where there is a shortage of nurses.

This grant allows us to take in an extra class,” Dr. Hazzard said. Normally, Western begins a nursing class from the Glasgow campus every other year, she said.

In 1990, an additional class of 36 students was started with the first grant; an extra class of 24 students was started in 1992 with the second grant.

With this grant, 20 students have been selected from nearly 200 applicants. Successful applicants completed the non-nursing courses and will prepare for the licensing exam following their two years of study.

Grant funds are applied to faculty, distance learning, clerical support, testing and supplies, Dr. Hazzard said.

Classes are transmitted from Western to off-campus sites in Glasgow, Owensboro and Fort Knox. The grant includes funds to introduce video teach-back capabilities into the program this year.

The University also plans to offer additional health sciences courses via television with funding in the future.

Dr. Hazzard said this year’s grant specifically targets students from areas where there is a shortage of nurses, such as Barren, Cumberland, Metcalfe, Monroe, Russell and Taylor counties.

LOOKING FOR THE BEST AND THE BRIGHTEST

Higher Education?

Continued from page one

The information in this study certainly represents an average and exceptions could easily be identified; however, the point is important.

The marketplace for particular majors in college may go up and down, but the need for more college graduates is constant for the betterment of our society and our Commonwealth.

Periodically someone will raise the age old question, ”If we have too many college graduates for the kinds of jobs available, shouldn’t we produce fewer graduates?” All of the information cited above should provide a ready answer to that question. The problem is not too many college graduates for our society but rather the lack of sufficient job opportunities.

In addition to the advantages of having college graduates, Kentucky’s public institutions of higher learning are major economic assets for the state. In 1991-92, the Commonwealth received a 138 percent return on its investment of state dollars into higher education. Everyone would be ecstatic with that kind of return on their personal investments. The public universities’ $1 billion payroll certainly provides a positive stimulus to the economy.

The economic development impact is almost too evident to explain. Western Kentucky University alone provided training for more than 16,000 workers in southcentral Kentucky in the 1993-94 academic year. Industries will quickly report that university access is a major factor in their decision where to locate.

Higher education is playing a major role in meeting Kentucky’s current needs, but more important, it is prepared to play an even larger role in addressing our future needs. All that is needed is reasonable support and a raised vision.

We are fortunate to live in a state which is filled with good people, has a great climate, has beautiful natural resources, and which is ideally located.

Let’s really believe we can compete at a higher level and take advantage of our natural advantages.

College Heights Foundation receives $2,000 gift

The Purchasing Management Association of South Central Kentucky has contributed $2,000 to the College Heights Foundation at Western Kentucky University, increasing the corpus of the association’s scholarship fund. Presentation of the gift was made by Cheryl Payne, association president, to Mary Sample, executive secretary-treasurer of the College Heights Foundation.

The perpetual scholarship fund was established in 1988 for awarding of scholarships to students through the Foundation and Western.
Meet your new postmaster, Marshall L. Gray!

Meet Marshall L. Gray, your new Postal Service Manager! Gray comes to WKU with a background in postal services work since 1988, serving as a city carrier at Fort Campbell, Ky., prior to joining the WKU staff. Gray is also familiar with the WKU campus because he's a 1992 Western graduate.

"As your new postal services manager, I am excited and eager to get started with some positive changes and improvements that are in store for the post office," WKU's new manager said.

"It is my desire to improve the effectiveness and reliability of our existing services, as well as to expand our services to better serve you, the students, faculty, staff and departments of Western, our customers," Gray added.

Gray says in the near future, plans are to combine the Wetherby Administration Building mail room with the postal contract station in Downing University Center, but, hold on, Wetherby and nearby customers—Gray promises your convenience will still be a consideration. He says all the details of the move aren't worked out yet, but that there will be daily pickups of mail.

"We will be able to offer expanded counter services, including fax service, packaging services and alternative mailing services, such as UPS and Federal Express," Gray says.

Gray says before any plans are made final, he'd like to have faculty/staff input, so call him at 3093, or send comments/suggestions via campus mail to him at the Downing Center Post Office.

"Thank your for your anticipated response," Gray says ahead of time, looking forward to going to his mailbox.

Check out the sky show!

What is a comet? Why does a comet have a tail? What happened when a comet struck the planet Jupiter in July 1994? Could this ever happen to the Earth?

Find out during Comet Catastrophes, now showing at Hardin Planetarium.

Show times are 2:30 p.m. Sundays and 7:30 p.m. Tuesday and Thursday evenings through Nov. 10.

Doors open 15 minutes before show time, and get there on time, because absolutely no one is admitted after the lights go out and the lecture begins, says the Management.

Children under 12, bring your folks or another adult to get you in, and shows are free for everybody. Want to know more? Call the Planetarium at 4044.

Meet your new postmaster, Marshall L. Gray!
Congratulations to the WKU Adult Day Health Care Center on being named Kentucky Adult Day Health Center of 1994! The award was made to WKU's Center earlier this month at an awards ceremony at the Southeastern Aging Network Training Conference in Louisville.

Awards were presented by the Kentucky Division of Aging Services and the Kentucky Association of Area Agencies on Aging.

WKU's Center was selected for the outstanding diversity of programming and the level of involvement with the community, and winners were selected by judges from the Tennessee Division of Aging Services.

You can find Western's Adult Day Health Care Center in the Jones-Jaggers Building on University Boulevard. And you need to know the Center has grown rapidly in the few years it has existed in Bowling Green as a community-based service.

The brainchild of Dr. Lois E. Layne, professor of psychology, who serves as the Center's executive director, started as a result of the University's efforts in an inter-disciplinary gerontology program, but grew rapidly as the need was recognized for such a facility for an increasing population of the elderly nationwide.

The Center now is funded, in part, under a contract with the Barren River Area Development District and the Kentucky Cabinet for Human Resources. Funds are also provided by the U.S. Department of Health and Human Resources, and some clients are accepted on a private pay basis.

Probably the greatest advantage of the Center is that it allows many disabled and elderly individuals the opportunity to remain in their homes, while it also provides respite for families of Alzheimer's patients, relieving stress and providing support.

Families can maintain employment, knowing that their elderly members of the family are cared for, and the Center provides emotional support and socialization for the isolated elderly.

Jeane Robertson is Director of the Center which is open six days a week, and John Chestnut has been serving as Assistant Director. Students from nine disciplines in the University assist the Center and community service volunteers provide housekeeping and yard service.

Members of the Center participate in a number of Intergenerational activities, such as the involvement of Western students completing coursework related to the Center; visits by Girl's Club, 4-H
Center 1994: ‘We’re Number One!’

students, Scouts and involvement with Lifeskills’ Day Treatment Program, which involves integrating teens with minor behavioral problems with seniors; having a positive influence on the young participants from interaction with the elderly; involvement with infants and toddlers from WKU’s Child Care; work with special education students; WKU theater students and participation in the Kentucky May program in which members of the Center visit other Aging facilities and help with Senior Games.

Some of the more innovative programs the Center sponsored this past year included the Buddy Program for Alzheimer and dementia-related illnesses, in which volunteers work one-on-one with members, a Pacesetter’s Walking Program where participants are encouraged to walk as many times a day as they like on a measured path to qualify for the annual July Governor’s Pacesetter Walk, a Mammogram and Pap Program initiated because a survey revealed the elderly women in the program needed more information on these health concerns.

Participants put on musical presentations regularly for Center visitors, particularly for seasonal occasions, and this past year, WKU’s Center participants had work exhibited at the Houchens Center Art Gallery in Bowling Green.

The Center Adult Day Health Care Center offers Alzheimer monthly support group meetings on second Tuesdays and a support group for caregivers meets every fourth Monday in January, April, July and October.

This year’s awards to Centers for the Aging also went to the Pleasure Ridge Park High School Senior Center in Louisville and the Hickman County Adult Day Center in Clinton, Ky.

There are more than 71 Adult Day Centers in Kentucky which are based on two models, a social model and a health care model.

Western’s Center adheres to the health model, which means it is licensed as a health facility and can provide health care, in addition to socialization for participants.

These photos are borrowed from of the Adult Day Health Care Center’s scrapbook.
Education and Behavioral Sciences

EDUCATIONAL LEADERSHIP

Three faculty members made presentations at the 37th annual conference of the Kentucky Counseling Association in Louisville. Dr. Vernon Lee Sheeley conducted a full-day workshop on Angry Parents: Critical of Possible Child Abuse in Schools. Drs. Susan DeVaney and Aaron W. Hughey presented Comparative Effects of Exercise Reduction and Relaxation Training on Anxiety, Depression, Hostility and Type A Behavior in Habitual Aerobic Exercisers. Dr. Hughey also presented Using the Case Study Approach to Enhance Student Affairs in Clinical Practice.

TEACHER EDUCATION

William B. Bintz, Reading Education, and Dr. Jill Dillard of Hendersonville, Tenn. have been awarded co-editorship of a special feature article, What Inquiry Questions Are Reading Educators Around the World Currently Asking? describing the inquiry questions currently being asked by a number of prominent reading theorists from around the world, to appear in the December issue of Reading Today, the official monthly publication of the International Reading Association.

Mathematics

Dr. David Keeling presented Buenos Aires, Urban Restructuring and Emerging World Economy at the 17th International Third World Conference in Omaha, Neb. this month.

Library Automation & Technical Services

Connie Foster, Rose Davis and Janice Masannat delivered a mini-session, "Title with the Future: Promoting Librarianship as a Career at the Kentucky Library Association Annual Conference in Louisville.

Library Public Services

Linda Morissett presented A Virtual Library Serving Rural Health Professionals for Kentucky, co-presented with Pamela Jarboe at the Medical Library Association Mid-West Chapter and Health Sciences Librarians of Illinois joint meeting Oct. 9-12 in Rockford, Ill.

Don't be 'mum' about your accomplishments. Send them to "About You." WKU is fortunate to have such accomplished faculty and staff. Let University Relations acknowledge you.

Sociology and Anthropology

Kathy Kalab organized and moderated a session on Sociologists On and Off Campus: Using Sociological Knowledge in the Community at the 1994 annual meetings of Anthropologists and Sociologists of Kentucky this month in Frankfort, Ky. She presented A Sociologist and Joint Venture Japanese-American Coop.
Public radio fund drive starts Oct. 28

WKU’s Public Radio Service begins its on-air fall membership drive Friday, Oct. 28, and it will run through Saturday, Nov. 5. As a major source of music, news and information for south central Kentucky and portions of Tennessee and Indiana, Western’s Public Radio helps define the image of WKU. Faculty and staff are often called upon to share with the listeners their knowledge, and give local or regional insight into news events and public affairs. Promotion of University activities and cultural events encourages visitors to the campus.

For those who have never visited the campus or had any contact with Western faculty and staff, the Public Radio Service may be their only link to Western. This is a responsibility taken very seriously by WKYU-FM, and this is the reason membership is so important, station officials say.

For more information about becoming a member of Western’s Public Radio Service, call Melinda Craft at 6487.

COMING UP

October

26

29

All day - WKYU-FM Fund Drive, Academic Complex, contact: Melinda Craft, 5489.

8 a.m. - KY Real Estate Commission Meeting, contact: Linda Poliski, (502) 425-4273.

7 p.m. - Child Care Training, DUC 349, contact: Melinda Tonkel, (606) 275-5083.

8 a.m. - College Invitational Speech Tournament, GCC, CH, STH, contact: Judy Woodring, 6340.

10 a.m. - Fall Farm Festival, KY Partnership, Ag Expo, contact: Susan Jones, 6328.

1 p.m. - Antique Tractor Pull, Ag Expo, contact: Pete Dotson, 2969.

2:30 p.m. - Statewide Supt/Principals Reception, President’s home, contact: Lou Anne Beckham, 2497.

5 p.m. - WKU football vs. Troy State, Smith Stadium, contact: Pam Herriford, 2984.

7 p.m. - Calvary Baptist Church Meeting, Ag Expo Center, contact: Shirley Arnold, 482-7122.

10 p.m. - Student Activities Dance, Amazing Tones of Joy, GCC Ballroom, contact: Patty Witty, 5793.

November

1

7 p.m. - WKU Volleyball vs. Eastern Kentucky, Diddle Arena, contact: Melinda Craft, 5489.

8 p.m. - WKU Volleyball vs. South Alabama, Diddle Arena, contact: Mark Hardaway, 6496.

8 p.m. - Christopher Norton, Faculty Recital, Marimba; FAC Recital Hall, contact: Music, 3571.

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COMING UP
Continued from page 7

November
Hardin Planetarium, contact: Noreetta Baxter, 4044.
8 p.m. - Delta Omicron Fall Musical. Recital Hall, Ivan Wilson Center for Fine Arts. Music. 3751.

7
All day - Toppers on Tour, Louisville, KY, contact: Gene Crume, 4395.
All day - NCAA, On-site Visit, Regents Room, contact: Fred Hensley, 4295.
7 p.m. - Green Peace Lecture, DUC Theater, contact: Bennie Beach, 5792.

8
All day - Red Cross Blood Drive, West Hall Cellar, contact: Anthony Tinnin, 1-800-826-6239.
All day - NCAA, On-site Visit, Regents Room, contact: Fred Hensley, 4295.
All day - U. S. Marine Corps. Recruitment, DUC Lobby, contact: Lou Anne Beckham, 2497.
8 a.m. - Milk Haulers Training, Ag Expo, contact: Robert Halton, (606) 257-2785.
8 a.m. - Deerfield Seminar, DUC 230, Parking on South Lawn, contact: Lou Anne Beckham, 2497.
9 a.m. - Region 2 Services Center Workshop, DUC 305, contact: Tara Martineng, 6550.
10 a.m. - Teleconference, Academic Complex, Parking on South Lawn, contact: Dennis George, 5847.

9
All day - Red Cross Blood Drive, West Hall Cellar, contact: Anthony Tinnin, 1-800-826-6239.
All day - NCAA, On-site Visit, Regents Room, contact: Fred Hensley, 4295.
All day - U. S. Marine Corps. Recruitment, DUC Lobby, contact: Lou Anne Beckham, 2497.
8 a.m. - Rex Payton, Trumpet, Student Recital, FAC Recital Hall, contact: Music, 3751.
7:30 p.m. - Comet Catastrophes, Hardin Planetarium, contact: Noreetta Baxter, 4044.
8 p.m. - Patty Murphy Pageant, (SAE), Van Meter Auditorium, contact: Keith Surisher, 793-9661.
8 p.m. - 6 a.m. - "Shanty Town," overnight, South Lawn, contact: Mark Zimmerman, 3344.

10
All day - Toppers on Tour, Nashville, TN, contact: Gene Crume, 4395.
7:30 p.m. - Comet Catastrophes, Hardin Planetarium, contact: Noreetta Baxter, 4044.
8 p.m. - 6 a.m. - "Shanty Town," overnight, South Lawn, contact: Mark Zimmerman, 3344.

11
All day - State High School Leadership Conference, DUC all, contact: Scott Taylor, 2459.
6 p.m. - Habitat for Humanity Regional Conference, GCC, contact: Lou Anne Beckham, 2497 or Rick Parrent, 842-0331.

12
8 a.m. - Radiology Seminar, DUC Theater, contact: Lori Slaughter, 843-5461.
8 a.m. - 3 - Habitat for Humanity Regional Conference, GCC, contact: Lou Anne Beckham, 2497 or Rick Parrent, 842-0331.

13
2 p.m. - Lady Topper Basketball Sports Crusaders, Diddle Arena, contact: Pam Herfford, 3542.
3 p.m. - Air Force Band Concert, VMA, contact: Melinda Craft, 6487.
3 p.m. - Tod Kerstetter, Clarinet Faculty Recital, FAC Recital Hall, contact: Music, 3751.

14
9 a.m. - Kentucky Systems Change Project, DUC 305, Parking on South Lawn, contact: Sara Kennedy.
12 p.m. - 9 p.m. - Western Road Show/Admissions Open House, contact: Gene Crume, 4395.

15
All day - Toppers on Tour, Owensboro, contact: Gene Crume, 4395.
11:30 a.m. - 1:30 p.m. - WKU Women's Alliance, DUC 226, contact: Carol White, 3095

FLU SHOTS
STUDENT HEALTH SERVICE
8:30—11:30
1:30—3:30
TODAY, OCT. 26
NOV. 1 & 2
$10