8-1996

UA11/1 On Campus, Vol. 6, No. 6

WKU University Relations

Follow this and additional works at: http://digitalcommons.wku.edu/dlsc_ua_records

Part of the Higher Education Administration Commons, Journalism Studies Commons, Mass Communication Commons, Organizational Communication Commons, Public Relations and Advertising Commons, and the Social Influence and Political Communication Commons

Recommended Citation

http://digitalcommons.wku.edu/dlsc_ua_records/4377

This Newsletter is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in WKU Archives Records by an authorized administrator of TopSCHOLAR®. For more information, please contact topscholar@wku.edu.
The accessible professor

By Chris Abrell, junior print journalism major from Columbia, Ky.

Dr. Lester Pesterfield’s summer attire is blue jean shorts and a t-shirt, not a bow tie and jacket. His youth and excitement give him an appearance and personality more closely resembling the students he teaches than that of the stereotypical chemistry professor.

Pesterfield, in his fifth year at Western Kentucky University, may be relatively new to the Hill, but he has already made an impact upon his students.

The winner of the 1996 University Award for Excellence in Teaching says that he was very surprised to receive the award. “I’m honored,” he said. “I really didn’t think, being an assistant professor, I had enough time or material to stack up with some of the people who had been here 15 to 20 years.”

Pesterfield says he judges his success by the way students relate to him outside class.

Though he said he sees the award as a recognition of his teaching ability, Pesterfield says he judges his success by the way students relate to him outside class.

“If the students are willing to come back and see me the next semester when they don’t have me in class anymore, or if they have a problem in another chemistry class and they want to come back to me, that’s one of the ways that I use to measure my effectiveness,” he said.

According to Pesterfield, his relationship with the students lies in his open nature. “I don’t know that I do anything differently than my colleagues in the chemistry department,” he said. “I just try to be very approachable. I have set office hours, but I tell everyone in class if they can’t meet me then, call and we will set a time. If they need to be here at eight in the morning, I’ll be here. If they need to be here at four in the afternoon, I’ll be here.”

Accessibility is something Pesterfield says he learned while he was in school. “It’s something I picked up from my graduate adviser at UT-Knoxville. If you needed help, he was more than willing to meet with you outside of class or beyond regular office hours to do anything he could for you.”

“I try to get to know everyone’s name, high school or what his/her major is. I try to make students persons instead of numbers.”

Pesterfield also says spicing up lectures and staying away from a set class pattern are elements of his teaching style. “I do a lot of demonstrations to try and generate interest,” he said. “If we are going to do gas laws or something like that, we blow up a balloon, or we explode a gas. If we are doing thermal chemistry, I’ll come in and do a torch or an explosion. “I feel you need to break monotony. You can’t come in and chalk talk all of the time. You’ve got to mix it up. Sometimes you use overheads. Sometimes you use handouts. Sometimes you’ll do a demonstration. Just try different things. The whole idea is not to get into some repetitive routine.”

Pesterfield works with students in the summer too. He currently has four students working on research projects. He thinks independent research is a major component of becoming a good chemist. “(Research) is the greatest opportunity that students have to grow,” he says. “It was a tremendous learning experience for me. Students learn more about themselves and gain confidence in their abilities to deal with subject material.”

Not only college students benefit from Pesterfield’s fervor for science. Local grade school pupils love his chemistry magic shows. “I got into the magic shows because of Earl Pearson,” he said, referring to his colleague, a WKU chemistry professor.

Continued on page two
Fred Hensley named Institutional Advancement VP

Fred W. Hensley

Fred Hensley has been named Institutional Advancement VP. Hensley will oversee the offices of Development and Alumni Affairs, University Relations, and as Western’s Institutional Advancement Vice President.

Planning efforts for the campaign have continued during the past year, and should be completed by the end of the fall semester.

"Mr. Hensley has done an outstanding job as interim vice president during this past year and everyone has confidence in him," Dr. Meredith said.

Working closely with Vice President Rutledge during his brief 20-month tenure at Western, Hensley developed and wrote the Communications Plan for WKU’s first ever Major Gifts Campaign, and he also authored the Marketing Plan which began implementation last spring.

The Communications Plan is aimed at keeping all university constituencies, faculty, staff, students and friends of the university, informed throughout every step of the Major Gifts Campaign. Efforts will be taken to enhance communication efforts with all WKU constituencies.

The Major Gifts Campaign Marketing Plan has three major priorities:
- To enhance the institution’s image;
- To communicate the needs of the university to support the Major Gifts Campaign issues; and
- To assist with student and faculty recruitment.

"It is a university-wide, comprehensive plan which will lead to Western’s self-awareness in all three areas of interest," Hensley explains.

"Mr. Hensley has the knowledge base to provide the leadership to cause a Major Gifts Campaign to happen and he’s in the process of hiring the remainder of his staff to move Western ahead even farther than we are now," said WKU’s President.

Staff to be hired will include two development officers for the university’s academic colleges to assist in the university’s fundraising efforts.

"An assessment of all current positions in Institutional Advancement will be undertaken to determine the most efficient and productive staffing levels," Hensley said, adding:

"This is an exciting time at Western. “We will be doing a lot of things we’ve never attempted before. Our expectations are high and I am confident that we will be able to meet those expectations.”

Hensley, a native of Kenova, W.Va., came to Western in 1980 as Director of Public Information, which later became University Relations.

He was Director of Public Information at Delta State University in Cleveland, Miss. (1977-80); Director of News Services at Morehead State University in Morehead, Ky. (1976-77), and Sports Information Director at Morehead State (1973-76). He holds master and bachelor degrees from Morehead State University.

Hensley is married to the former Mary Jane Reed of Russell, Ky. They have two children, Drew and Anne-Walker.

Dr. Lester Pesterfield

Continued from page one

"The first year I was here he asked me to help him do one. I had never done one before. You get a lot of feedback, more than you would in a typical lecture setting. It was a tremendous experience."

Pesterfield is active in the gifted studies program for Verbally and Mathematically Precocious Youth (VAMPY).

"We have gifted eighth, ninth and tenth graders," he says. "We come in and talk about protons, electrons and neutrons the first day of class — the fundamentals of chemistry. By the end of the second week, we are making Plexiglas, polystyrene and aspirin. By the end of the third week we are doing experiments that I do in my junior-level organic class."

"I’m amazed at how these young students pick up the material. They just soak it up like little sponges."

"It’s incredible."

Pesterfield has a little sponge himself, giving him his own reasons to be concerned with education.

"I have a seven-year-old and he’s fascinated by rocks, bugs and lizards," he said. "We’ll make silly putty or slime at home and he’ll ask how it works. I don’t understand where people lose that curiosity."

Love for his work and concern for his students fuel Pesterfield. He says he thinks as long as he remembers what it is like to be a student, he will continue to teach them.

"Every other year I go to faculty enhancement workshops," he says. "That allows me to sit in a classroom ... and sort of experience what it is like to be a student again. I think that’s very important for professors to do."

"You need to remember what it is like for those students sitting out there trying to take notes or studying for that exam. If I can remember what it is like to be out there instead of up here lecturing, I think I can help more students."

CORRECTIONS

Last issue we left out Allen Murrell’s name in the identification of retirees at their retirement banquet in May. We are truly sorry, Allen, and deeply regret the error.

An apology to Jerry Barnaby, who is Assistant Director of Public Broadcasting for television, not radio.

Also, we apologize for the printer’s error of not noting crop marks on any of our photographs in the last issue. This is why you saw some people unidentified and some names of people in the cutlines who weren’t in the pictures. This type of mistake is out of our control, but we do apologize anyway.
Emergency phones: two minutes to safety!

By Nikole Payne, a senior public relations major from Easley, S.C.

Western Kentucky University's campus is becoming safer with WKU Police only a few steps and a phone call away.

The campus is now equipped with several emergency phones that provide a direct link to campus police. The units also meet requirements of the American Disabilities Act by providing a flashing light when activated. The system also offers braille, and a call button low enough to satisfy persons in wheelchairs.

When calls are received, the communications officer sends an officer to the activated phone. Then the dispatcher talks with the person who needs assistance to identify the problem. Campus police can arrive at all emergency sites within two minutes.

WKU President Thomas Meredith, the Student Government Association and the WKU Police are responsible for implementing the project to improve campus safety. They reviewed emergency phones at other universities such as Vanderbilt University and the University of Louisville, and then they devised a plan for Western.

“The phones are an asset to campus, and they make parents feel more secure about safety on campus,” said Donald Smith, Alumni Affairs coordinator and 1993-94 SGA president. Smith also said that the emergency phones make students feel safer.

WKU Police Lt. Mike Wallace said he chose the sites for the first six campus phones based on locations with the most crime reports, adding that several areas on campus did not have accessible telephones during the summer months and at night. Representatives from WKU Police, the SGA and the telephone company selected the other locations.

Currently, 13 emergency phones are on campus, and nine more will be installed this year. The present locations of the phones are: the walkway in front of McCormack Hall, Egypt parking lot on the south end of campus, Pearce Ford Tower parking lot, behind Garrett Conference Center, and a lot on the south end of campus.

Grants for Economic Development Institute total $34,500

The Western Kentucky University Institute for Economic Development has been awarded two grants totaling $34,500 by the Kentucky Cabinet for Economic Development.

WKU will administer the grants for the Kentucky Cabinet's Network Initiatives program, which seeks to help Kentucky companies become more competitive by combining their resources into cooperative groups of three or more.

The first grant for $9,500 is for development. It will be used to encourage companies to investigate joint market or contract opportunities and to help communities bring local companies together to explore possible collaborative ventures.

Lynn Minton, a staff assistant at the Institute for Economic Development, said that there are many benefits for businesses that choose to pool their resources.

"Businesses working in groups can succeed in areas that may otherwise be too large or too complex for individual firms," she said. "They can also meet new suppliers, find new buyers and cut buying costs."

The second grant is a matching grant for $25,000 and will be used to expand the Plexus Group, a newly formed network of local businesses.
**Back to School**

Don't forget!

**Monday, August 12**
Annual meeting for Facilities Management. 9 a.m. Downing University Center Theatre. Contact: Office of the President, 745-4493.

Annual meeting for members of the clerical support staff. 3 p.m. Downing University Center Theatre. Contact: Office of the President, 745-4493.

**Thursday, August 15**
Annual meeting for Faculty and Professional Non-Faculty. 2 p.m. Van Meter Auditorium. Contact: Office of the President, 745-4493.

**Monday, August 19**
Day and evening classes begin.

---

**All for international exchange**

The Consortium for Belize Educational Cooperation held its annual meeting this summer at Western Kentucky University. Western Kentucky and Murray State Universities founded COBEC in 1988 to organize their efforts in faculty and student exchange programs with the South American country of Belize. Since then, COBEC has grown to include 12 American universities and all of the secondary institutions in Belize.

According to Tracy Harrington, the U.S. co-chairperson, COBEC’s size may have changed, but its goals have held firm. “Our aim is to work together to promote educational development in Belize and also to enhance the U.S. members’ international activities and involvements,” Harrington said. “We originally came together to talk about how we could cooperate to enhance what everyone was doing. That is still our goal.”

COBEC’s representatives meet twice yearly (once in Belize and once in the U.S.) to review and evaluate programs and to launch new ones. Carlos Castillo, the Belize co-chairperson, said COBEC has started many university exchange programs.

“One of the things we learn is that color doesn’t have to matter,” Harrington said. “Through this program our students can find out Belize is a diverse country with many ethnic groups that get along.” Castillo said the exchange program develops international relations.

“It creates a bond,” Castillo said. “We were strangers at the beginning, but now we are very close. I think we are more tolerant of other cultures because of this program.”

**Public radio wins Jesse Stuart award**

WKU Public Radio has won the 1996 Jesse Stuart Memorial Media Award.

The presentation, made by the Kentucky affiliate of the American Heart Association, recognizes outstanding coverage of issues related to cardiovascular disease. “Deadly Impact,” an in-depth examination of the impact smoking has on cardiovascular disease in the Commonwealth, aired March 20.

News Director Dan Modlin, Assistant News Director Jeanine Howard Gibbs and News Producer Kevin Ingram produced the program.

Western’s Public Radio has been selected as the winner of statewide competition for three of the past four years. Stations are WKYU-FM Bowling Green; WKPB-FM Henderson/Owensboro; WDCL-FM Somerset and WKUE-FM Elizabethtown.
Teaching the ancient art of puppetry

By Chris Abrell, a print journalism major from Columbia, Ky.

Western Kentucky University students are learning to apply the ancient art of puppetry in new ways. The experience is coming from Puppet Theatre, a class taught by WKU theatre and dance professor Dr. William Jackson Kesler II.

“We teach the class on a graduate and an undergraduate level,” Dr. Kesler said. “This is the first time I have taught it in the summer and the first time that we have put this much emphasis on the mechanics of puppetry in the classroom.

Dr. Kesler said the course is driven by the Kentucky Education Reform Act and the influence that is being placed on the arts, “so that children start seeing the possibility of how the arts can be applied and develop a sense of art appreciation.”

Dr. Kesler said his current class consisted primarily of education majors looking to acquire a new skill for the classroom. “It has been truly amazing to me just to explore the idea of puppets and the many different ways they can be used in the elementary classroom,” he said. “The purpose of the class is to introduce the students to the untold ways in which puppets can be used — not only in the classroom but for other educational experiences and purposes.” Sue Ellston, a second grade teacher at Ft. Knox Elementary School, who is taking the class now, agrees that using puppets in class can help teachers to better relate to students.

“I think puppetry is a perfect medium to connect literature and language in a fun way into the curriculum,” Ellston said. “It will be something I can take and use right away in the classroom.”

Dr. Kesler tries to show students that puppetry, one of the oldest forms of performance and art known to man, has many values. “We explore how puppets are used in in hospitals for therapy,” Dr. Kesler said. “Psychologists use puppets to help pull children out of their shells. Children talk to the puppet as a third person or friend because puppets aren’t judgemental.”

Jackie Bonadio, a fourth grade teacher at William A. Natcher Elementary School, said she would use puppets to help children to express themselves.

“I was looking for something different to use in class — a different way to adapt traditional curriculum into a new format,” Bonadio said. “Children can express themselves behind a puppet and sometimes give a lot more voice and true feeling.”

Dr. Kesler said that prior to this summer most of his puppeteering students had been theatre majors, taking the class for entirely different reasons than those of the group he has now. “There are occasional plays that require the use of puppets,” Dr. Kesler said. “There are also some strictly puppet theatres in the country today.”

The class is usually offered on an alternating year sequence and, according to Dr. Kesler, fills quickly thanks to its flexible nature. “It is a fun class,” he said. “There is no one correct way to do it. I had much rather have a student try a new technique, material or process and fail, rather than just play it safe.

“That has been my philosophy with this course and most students look upon it as a rather refreshing approach to learning. It is a hands-on experience.”

Dr. Kesler said that working with students from a different discipline has been just as rewarding for him as the experience he hopes they have gained from being students.

“I’m always challenged to keep abreast of these wonderfully talented people who are coming along,” Dr. Kesler said. “I am totally amazed at how adept these teachers are. I feel really positive these teachers represent the level of professionalism in our primary education teachers today.”

Ky. Library and Museum: off to the Olympics!

The Kentucky Library and Museum will be represented at Atlanta’s Summer Olympics — not in athletic competition, but as a part of the Cultural Olympiad Committee’s 1996 Olympic Arts Festival.

A major part of the festival, organizers say, is an exhibit on southern history and culture, which opened in late June and runs through Sept. 1997 at the Atlanta History Center.

Titled “The American South: Past, Present and Future,” the exhibit was developed to introduce Olympic visitors to the region and to give them insight into the area’s history and culture. Exhibit themes are the region’s music, literature, politics, food, religion, economy, population groups and race relations.

The Kentucky Library and Museum loaned items related to Robert Penn Warren, who, along with eight other southern writers, are featured in the literature section.

Warren items on exhibit are two copies of All the King’s Men, an original in English, and a Bengali translation; a signed quotation—six hand-written lines from the poem, “The Necessity for Belief”; a photograph of Warren and his wife, Eleanor Clark; a medal from the Fellowship of Southern Writers; and a National Medal of Arts in a walnut presentation box.

Warren, a native of Guthrie (Todd County), Ky., was the nation’s first Poet Laureate, a three-time winner of the Pulitzer prize, and the only writer to receive a Pulitzer for both fiction and poetry.

Warren will be featured along with James Dickey, William Faulkner, Flannery O’Connor, Edgar Allen Poe, Mark Twain, Alice Walker, Eudora Welty and Richard Wright.

The Kentucky Library at Western houses Warren’s private book collection of nearly 2,500 volumes. In addition, the Robert Penn Warren Room is used for seminars, lectures and other activities related to the highly acclaimed writer.

For more information, contact Earlene Chell (502) 745-5263.

Dr. Jan Colbert, Accounting, published SAS 75—Using the Work of a Specialist in the June 1996 issue of National Public Accountant.

Dr. Aaron W. Hughley, Associate Professor of Educational Leadership, was a keynote speaker at the 1996 national conference of the Baptist Association of Student Affairs in June at Belmont University in Nashville, Tenn. His address focused upon application of team management concepts to higher education administration.

An article by Dr. H.Y. Kim, Economics, Inverse Demand Systems and Welfare Measurement in Quantity Space, has been accepted for future publication by the Southern Economic Journal.

Randy Kinnersley, Accounting, presented a seminar, GASB Statements, at the Southwest School of Governmental Finance in Lubbock, Texas in May.

Judy Owen, Director of the Career Services Center, received the Outstanding Member Award from the Kentucky College Placement Association at its conference in Lexington, Ky. in June. Owen was recognized for her long-time involvement in and leadership of the association. She is a past president of KCPA, is a member of the board of directors, and has chaired or served on numerous committees during her years as a member.

Richard Patterson, Consumer and Family Sciences, is recipient of the 1996 Outstanding Faculty Coordinator Award from the Cooperative Education Association of Kentucky. He was nominated by WKU's Career Services Center. This award recognizes faculty members who have made notable contributions to the field of cooperative education and internships and who have been highly effective in working with students involved in these work-learning experiences. Under Dr. Patterson's leadership, the Hotel, Restaurant Tourism major has nearly tripled in student enrollment, with all of these students participating in two internships as part of their major course work. Strong relationships have been built with many companies in the hospitality field who provide co-op and internship opportunities for these students.

Dr. Joyce Rasdall, Professor of Consumer and Family Sciences, participated in the June board meeting of the National Electrical Safety Foundation at the Sears Roebuck Corp. headquarters at Hoffman Estates, Ill. Dr. Rasdall is the only educator on the board whose mission is to reduce injuries and deaths from electricity use in the home, school, and workplace. She chairs the educational functions and nominating committee of the board.


Five of the seven Board members of the Kentucky Association of Educational Opportunity Program Personnel (KAEOPP) are WKU staff members of the University's TRIO Programs, installed as officers of the organization at its June meeting at Lake Cumberland State Resort Park. Left to right are: Teresa Word, Vice President, Educational Talent Search; Nancy Carwell, President, (in her second year of a two-year term), Educational Talent Search; Michael Kenney, Jr., Member-At-Large, Educational Talent Search; and Michael Johnson, Treasurer, Student Support Services. Not pictured were Michelle Jones, Senior Member-At-Large; Upward Bound. The KAEOPP is Kentucky's professional association for individuals working in the TRIO Programs, which at WKU include Educational Talent Search, Student Support Services, Federal TRIO Training, Upward Bound and Veterans Upward Bound. The programs are 98 percent funded by the U.S. Department of Education and two percent is WKU funded.

New retirement options

Western Kentucky University and four other regional Kentucky universities are now offering optional retirement plans for new faculty and professional staff. On July 1, Western, Kentucky State, Morehead State and Eastern Kentucky Universities began offering retirement options that allow new faculty and professional staff to have a retirement plan with one of three vendors as an alternative to the Kentucky Teachers Retirement System.

Tony Glisson, WKU's human resources director, said the change will allow a new faculty or professional staff member to bring a retirement plan from another state to Kentucky.

"This will make retirement plans more portable," Glisson said, adding that the change will help the universities as they recruit faculty and professional staff.

The change was authorized by the Kentucky General Assembly in 1994 and clarified in 1996. Western's Board of Regents approved the concept earlier this year.

Western took the lead in putting the retirement plan together, according to Rick Shreve, employee benefits manager at Western. Working with the other universities, Western prepared the request for proposals, collected the proposals and coordinated the vendor selection process. When the schools met to review the results, Glisson said the decision on the three vendors was unanimous.

The three vendors are: TIAA-CREF, VALIC and Aetna.
August 5
Louisville Alumni Club meets at 12:30 p.m. at the Quail Chase Golf Course. Contact: Office of Alumni Affairs, 745-4395.

11 Master Plan Events begin.
Check-in, Noon to 6 p.m.
President's reception, 5 p.m.
Downing University Center. For all Master Plan activities, unless otherwise designated, contact: Dave Parrott, Residence Life, 745-2037.

12 Annual meeting for Facilities Management. 9 a.m. Downing University Center Theatre. Contact: Office of the President, 745-4493.

13 Annual meeting for members of the clerical support staff. 3 p.m.
Downing University Center Theatre. Contact: Office of the President, 745-4493.

Master Plan Convocation for new students. Ivan Wilson Center for Fine Arts Outdoor Theatre. 8:30 a.m. President's reception, 7 p.m. Garrett Conference Center Ballroom.

15 Annual meeting for Faculty and Professional Non-Faculty. 2 p.m.
Van Meter Auditorium. Contact: Office of the President, 745-4493.

Roommates, friends forever, with honors!

By Nicole Payne, a senior public relations major from Easley, S.C.

Mary Eva Farrar Dye and Jennifer Lewis had something in common when they met their freshman year through Western Kentucky University's Honors Program.

The high school valedictorians were assigned to be roommates on the honors floor of Hugh Poland Hall. They remained roommates until they both graduated in May with honors.

Eva, from Williamsburg, Ky., was named scholar of Ogden College of Science, Technology and Health. Jennifer, from Scottsburg, Ind., was named scholar of Bowling Green College of Business Administration.

"Rooming together helped us to stay on track," Lewis said. "We encouraged each other to do well on tests." She also said that they motivated one another to study by staying focused. She explained that if Eva were studying, then she would be more likely to study than to watch television or go out. "I think being roommates helped a lot because we both had the same academic standards," Eva said.

"Jennifer influenced me to do well, and I influenced her."

Graduating with honors is not the only thing these young women have to celebrate. Jennifer has accepted a scholarship to attend Indiana University Law School.

Eva married Billy Dye of Nashville May 18. Billy was the 1995 scholar of Ogden College of Science, Technology and Health.

Jennifer was a bridesmaid in their wedding.

Billy and Eva met in WKU's science library. Mutual friends introduced them in February 1994. Eva did not know of the scholar award until Billy received it in 1995. After he won, she knew that she would be eligible the following year, and she set a goal to earn the honor.

Eva said that she and Billy contributed to one another's academic success because they had similar academic goals. Eva will begin at Vanderbilt School of Nursing in the fall. She will pursue a master's of science in nursing degree and plans to eventually work in neonatal care.

Billy is a molecular biology graduate student at Vanderbilt.

Dr. Sam McFarland, director of WKU's Honors Program, said first-year honors students are encouraged, but not required to live on the honors floors. Dr. McFarland explained that the atmosphere creates an arrangement where students can support one another and also reinforce working hard together.

"We think it's good for the students," Dr. McFarland said. "It encourages students' school work and grades."