Regents name four finalists for WKU president

The Western Kentucky University Board of Regents at its July 28 meeting accepted the names of four finalists for the University's ninth president.

The four candidates submitted by a search committee include: Dr. Edward H. Hammond, president of Fort Hays State University in Hays, Kan.; Dr. Eugene Payne, executive vice president for FIC-ILCO, an integrated group of life insurance companies in Texas and a former administrative vice president for Texas Tech University; Dr. James R. Ramsey, vice president for Finance and Administration at Western and budget director for the Commonwealth of Kentucky; and Dr. Gary A. Ransdell, vice president for Administration and Advancement at Clemson University in Clemson.

S.C.

Regent Cornelius Martin of Bowling Green, chair of the search committee, said he was pleased with the list of candidates that resulted from the "coast-to-coast search." Regent Chair Peggy Lofman of Bowling Green said the search committee interviewed about 10 candidates before making the recommendation.

"In making a decision on which ones to bring to campus, we thought there were four very strong candidates," she said.

The next step will be to bring the candidates to the campus for interviews this month.

"We're going to be putting a committee together that will work on a plan for the candidates to meet different groups on campus and to have as many people as possible participate in that process," she said.

The University is seeking a replacement for Dr. Thomas C. Meredith who left in May to become chancellor of the University of Alabama System. Dr. Barbara Burch, vice president for Academic Affairs, is serving as the interim president.

In other business, the board: "Re-elected Lofman chair for the next year. The board also elected Martin vice chair. They will be joined on the Executive Committee by Kristen Bale of Glasgow, Earl Fischer of Owensboro and Burns Mercer of Hardinsburg.

"Gave preliminary approval for the administration to develop a self-insured health insurance program.

"Approved the transfer of seven properties to the Western Kentucky University Foundation for management.

"Received an update on an institutional review to be conducted by Dr. James L. Fisher, president emeritus of the Council for the Advancement and Support of Education. The review is expected to be completed in 60-90 days.

"Administered the oath of office to Student Regent Keith Coffman of Russellville and Staff Regent Joy Gramling of Scottsville who was re-elected for a second term.

"Presented resolutions to former Student Regent Kristen Miller of Louisville and Joy Dale Boone of Glasgow, who was recently named Kentucky Poet Laureate.

Brief profiles of the presidential candidates

Dr. Edward H. Hammond is the eighth president of Fort Hays State University. He has bachelor's and master's degrees from Emporia State University and the Ph.D. from the University of Missouri, Columbia. He also attended the University of Missouri School of Law.

Dr. Hammond has held administrative positions at the universities of Louisville, Seton Hall, Southern Illinois, Purdue and the University of Missouri, Columbia. He has published and spoken nationally and has been a consultant as a futurist and in educational issues and drug and alcohol abuse programs.

At Fort Hays State University, Dr. Hammond has been instrumental in computerizing the campus environment; the formation of the Western Kansas Educational Compact; the Western Kansas Coalition for Economic Development; Cooperative Bilingual Teacher Education programs and fund raising.

Dr. Eugene E. Payne is currently an executive vice president for FIC-ILCO, an integrated group of life insurance companies.

Before joining FIC in 1989, Dr. Payne served for 18 years in academic and administrative positions, most recently as administrative vice president for Texas Tech University and for its medical school, where he served for eight years.

He received his bachelor's in physics and master's in industrial engineering and management science at Texas A & M University. He received his Ph.D. in industrial engineering and management science from the University of Oklahoma where he was an NDEA Fellow.

He has published, consulted and testified as an expert witness in the areas of higher education funding, strategic planning, university administration and management systems.

During almost two decades in executive administration at three different universities, he was instrumental in securing new funding from both the legislature and from private gifts. He has been an officer or trustee on four different higher education foundations.

Dr. James R. Ramsey has a Ph.D. in economics from the University of Kentucky. He currently is vice president for finance and administration at Western Kentucky University, and a professor in the Department of Economics at WKU. Also, Dr. Ramsey is on loan to the state serving as the State Budget Director.

Prior to joining Western, Dr. Ramsey was executive director for the Office of Financial management and Economic Analysis and the Chief State Economist for the Commonwealth of Kentucky. Dr. Ramsey also has served as adjunct professor at the University of Kentucky, the associate dean in the College of Business Administration, Loyola University, New Orleans, La., and as an assistant professor of economics at Middle Tennessee State University.

Dr. Gary A. Ransdell

Continued on page two
Status of Women on Campus Task Force to Complete Study by November

The Task Force on the Status of Women on Campus hopes to have its report completed for the University's Board of Regents by the end of November, says the group's chair, Dr. Judith Hoover. Following a report by former WKU President Thomas C. Meredith, the University's Board of Regents charged Meredith to conduct the study, which Meredith said was "long overdue.

In a memo appointing the committee, Dr. Meredith said the Task Force's purpose would be "to review the status of women faculty and staff employees at Western Kentucky University and to make recommendations for specific actions which might be taken to resolve any problems identified by the task force."

Dr. Hoover said the Task Force took that twofold charge, and she explained the 21-member group's team approach to the study includes "recognizing preconceptions that exist on campus about women; wide participation across campus for the research; an openness to the data, an organizing structure and a commitment to teamwork."

Task force members are divided into working committees which are covering the topics of employment issues, compensation, advancement, and environment.

During the summer months, Dr. Brian Golf, Professor of Economics, conducted a major compensation study, an employment advancement study, an open forum (totally anonymous) across campus.

The task force began its work in January, and members include: Charlotte Baker; Dawn Bolten; Charles Bussey; Bob Cobb; Rose Davis; Cecile Garmon; Carol Graham; Steve Groce; John Hardin; Mary Ellen Miller; John Moore; Pamela Napier; Elizabeth Oakes; Judy Owen; Linda Pulisinni; Dan Rouker; Eugenia Scott; Sally Ann Strickler and Marie Embry.

Schedule for interviews for presidential candidates

The committee to facilitate interviews for the candidates for WKU president has released the schedule for interviews which could be changed after On Campus has gone to press Aug. 13. You may wish to stay updated through the local media or College Heights Herald. Schedules will be the same for each candidate. Interviews begin with dinner the night before with the Board of Regents, and the general public is invited to attend the open forums.

Dr. James Ramsey, Monday, Aug. 25
Dr. Gary Ransdell, Tuesday, Aug. 26
Dr. Edward Hammond, Wednesday, Aug. 27
Dr. Eugene Payne, Wednesday, Sept. 3
Breakfast, community leaders 9-10 a.m.
Campus tour 10:30-10:45 a.m.
Tour of President's office 11 a.m.—Noon
Focus group
7-8:30 a.m.
12:15—1:30 p.m.
1:45-2:15 p.m.
8:30-9:45 p.m.
Meet with Board of Regents, Regents Room WAB

On Campus
1997 Blue Pencil Awards of Excellence
in Employee Newsletter and Feature Writing
Kentucky Association of Government Communicators

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Good things come in threes for Western's Joy

By Sheila Conway Eison

If you're a believer in the saying that good things come in threes, Joy Gramling would probably agree.

In April, WKU's first staff regent was reelected by her colleagues to a second three-year term on the University's Board of Regents, received her bachelor's of general studies degree at spring commencement exercises and was the WKU Women's Alliance's choice for this year's award for Outstanding Contribution to Women.

Gramling was elected WKU's first staff regent in 1994 for a three-year term. "I am very pleased to be reelected," says Gramling, who is paint supervisor in the Department of Facilities Management.

"To me it is a vote of confidence, positive feedback, and while I am going to continue to work for what is in the best interest of Western, I think it is important to bring a staff perspective to the table," she says.

About her Women's Alliance award, she says: "The Women's Alliance is a wonderful group. They gave me the courage I needed when I needed it, and I thank them for their support."

Gramling has been a member of the Alliance's Advisory Committee to the President and on the membership committee.

She says receiving her bachelor's degree in general studies took a long time to finish, but she says "I am living proof that you can finish. "This degree opens up all kinds of possibilities for me," she says, then laughingly adds: "People have been asking me what I'm going to do now. I tell them 'go to work, just like I always did!'"

Gramling says the opportunity for all faculty and staff to complete six hours of credit at other institutions, provided by the Kentucky Postsecondary Education Act, is another benefit to employees.

"Sharing a personal experience, she said: "After I was divorced, I realized I was capable of doing a lot more than I realized. I learned the only thing stopping me were the words 'I can't. A lot of us have potential we don't even know is there; we have to let it happen. It feels great.'"

Carol White, associate director of Career Services, who chaired the Women's Alliance 1997 Awards Committee, says: "I believe that Joy will always maintain concern for WKU personnel and be a spokesperson at appropriate times. The comment applies to all of Joy's achievements.

"Her roles as staff regent, single mother, diligent student and full-time employee make her a worthy recipient of this award." A 1994 story in On Campus about Gramling said that nearly everybody on campus knew her.

"If they've had her offices painted, I've probably met them," says the 19-year veteran of WKU's Facilities Management.

She's a native of Baltimore, but she settled in Kentucky to supervise the growing up of her two sons, Cotton and Will.

Her campaign platform the first time she ran for staff regent put emphasis upon communication and cooperation.

She reemphasized her commitment "not only to Facilities Management employees; I hope I represent all staff at Western."

Judy Chicago to open Women's Studies Fall Lecture Series Sept. 25

The Women's Studies Fall Lecture Series opens Thursday, Sept. 25 with the 8 p.m. lecture by Judy Chicago in Van Meter Auditorium.

Chicago, an artist, writer, feminist and intellectual whose work has had a worldwide impact on art and culture, will speak on "Awakening through Art: From The dinner Party to The Holocaust Project."

The lecture is free.

In the early 70s, after a decade of professional art practice, Chicago pioneered feminist art education with a unique program for women at Fresno State University.

She has brought her distinct educational principles to institutions around the country through lectures, workshops and seminars. Her most well-known work, The dinner Party, has traveled extensively throughout the United States and five countries. The work is a symbolic history of women in Western civilization.

Featured in countless texts, its historical significance was examined in a 1996 exhibition at the UCLA Armand Hammer Museum in Los Angeles, curated by Dr. Amelia Jones.

Sexual Politics: Judy Chicago's Dinner Party in Feminist Art History featured an accompanying art historical and critical catalog, as well as a third book about The Dinner Party by the artist.

The Holocaust Project: From Darkness into Light premiered in Octo-
Ronald D. Beck, director of planned giving, has been selected vice president of the Kentucky Planned Giving Council. The council is comprised of development professionals, attorneys, CPAs, trust officers and other financial advisers. Its purpose is to encourage charitable giving through planned giving and other tax planning strategies.

Dr. Charles Bussey, professor of history, was selected to teach a class, *America in the Sixties* at Chautauqua Institution, Chautauqua, N.Y. in July. Chautauqua, which opened in the late 19th century, is an art/music/drama/education/vacation center in western New York.

Dr. Jan Colbert, Accounting, has served one year as vice president of the South Central Kentucky Internal Audit Association, and will continue in the capacity for another year. After a year of preparation, the local organization was charted as a unit of the National Institute of Internal Auditors April 23.

Dr. David Dunn, professor of public health, presented *The Future Public Health Workforce: Implications for Administrators and Educators* at the Governor's Conference on the Future of Public Health in Kentucky, held in Louisville.

Christopher Harmon and Jared Riley of Microcomputing Services will present a paper and session on the Use of Desktop Icons and Internet-based Electronic forms to allow a small support staff to support a large user base at the 1997 ACM/SIGCUCS Conference in Monterey, CA in November.

Jeff Jones of Microcomputing Services will present a paper and session on the Use and Development of Training in the Migration of WKU from a mainframe IBM environment to a microcomputer and Novell LAN-based network at the same meeting.

Dr. Charles Hays and Dr. Joel Philbours, Accounting, had Basic Features of the New York Enacted Simple Retirement Plan published in the July 1997 National Public Accountant.

Dr. Martha C. Jenkins, professor of textiles, apparel and merchandising, has received the fourth Romana C. Johnson Outstanding Citizenship award from the WKU Home Economics Alumni Association. The award recognizes an alumna of the Consumer and Family Sciences, formerly Home Economics Department, for demonstrating significant leadership and commitment in meaningful work for the local, state and/or national levels.

Dr. Michael Kallstrom of the Department of Music received the world premiere of his composition, *Rhythm Garden*, at the Southeastern Composers League Forum in April at Radford University. The work was commissioned and performed at the forum by Dr. Caroline Henderson of Eastern New Mexico University. *Rhythm Garden* also was performed in July by Dr. Patrick Meghan of Florida State University for the Saxophone Institute held at Transylvania University. Dr. Kallstrom is outgoing president of the Southeastern Composers League.

Dr. David LeNoir, English, has been appointed to serve on the standing committee on Teacher Preparation and Certification for the National Council of Teachers of English, a 90,000-member worldwide organization dedicated to improving the teaching and learning of English and the language arts at all levels of education.

Dr. Patricia Minors, assistant professor of public health, has been selected by the Secretary of the Cabinet for Health Services and the Secretary of the Cabinet for Families and Children to serve on the statewide Care 2000 Task Force. She also has been selected to be on the nominating committee for the Association of University Programs in Health Administration.

Dr. Minors presented a paper about vertically integrated systems and Care 2000 at the Kentucky Association of Gerontology meeting in April, and she presented *Health Care Monopoly* at the fourth annual International Conference for Management in Toronto where she served as a track chair.

Michele Moore, instructor of public health, presented *State Sexuality Education Mandates: Compliance in One State at the American Alliance for Health, Physical Education, Recreation and Dance's national convention in St. Louis, Mo.

Dr. Jane Olmsted, assistant professor of English and assistant director of women's studies, has had *The Pull to Memory and the Language of Place in Paule Marshall's The Chosen Place, The timeless People and Praisong for the Widow* published in July in the African American Review, Vol. 31, No. 3 p. 249.

Dr. James R. Ramsey, vice president for finance and administration, has just returned from the Central Asian Republic of Kazakhstan where he again participated with representatives from the University of Kentucky and the council of State Governments in providing public administration training to high-level government officials of this country. This marks the fourth year Dr. Ramsey has participated in this United States Information Agency project. In addition to the week-long training Dr. Ramsey and other professors provided to government officials on management in a market economy, Dr. Ramsey also had the opportunity to consult and advise with government officials on strategic planning issues and higher education reform issues.

"It is encouraging to see the progress that the people of Kazakhstan have made over the last four years in the transition from a communist economic system to a market economic system," Dr. Ramsey said, adding: "Kazakhstan continues to face many challenges and problems in this transition and it is a privilege to have the opportunity to assist them in this important effort."

Dr. Ramsey served as a research consultant to the Governor's Council of State Governments which recently won the Most Distinguished Research Award from the Governmental Research Association for the report, *Road Fund Tax Evasion: A State Perspective*. The report provides empirical estimates of the lost tax revenue to state governments from evasion of road fund taxes and recommendations to state officials on methods and techniques to minimize such losses.

Dr. Joyce Rasdall, professor of interior design, and students Sheila Sullivan Flener and Jean Eidson Yewell presented *Innovative Interior Design Projects: Strengthening Quality of Life Through Creative Environment* at the annual meeting and exposition of the American Association of Family and Consumer Sciences in Washington, D.C. Their presentation was the only design entry in the annual juried Design Showcase selected for special presentation at a concurrent session.

Lee Spears, English, presented *Using Patient Education Materials to Review Professional Writing Principles* at the Association for Business Communication Midwest conference in Dayton, Ohio. She also presented *Good Writing Skills: A key to Professional Empowerment for Nurses* at the Women and Power Conference at Middle Tennessee State University.

Dr. Steve White and Dr. Jan Colbert, Accounting, had *Internal Control* published as a Continuing Professional Education course by Faulkner & Gray Inc. in 1997.

Dr. Richard Wilson, Professor of Public Health, presented *From Cholera to Chronic Disease to Crime: Public Health Approaches to Violence* at the alumni conference of the Loma Linda University School of Public Health in California.
University Relations has new 'haunt' in Van Meter Hall

By Sheila Comasay Eisen

Well, here we are. At our new location in Van Meter Hall.

Thirty years ago, in 1967 the Office of University Relations, along with all of WKU's administrative offices, moved from Van Meter Hall to the newly-constructed Wetherby Administration Building.

We moved back to Van Meter Hall in July. Vice President for Institutional Advancement Fred Hensley says the move accomplishes two goals: Moving University Relations from Wetherby to Van Meter allows us to provide more workspace for an office long pinched for space, and brings our development officers together in the same office suite in Wetherby.

Special Events and Donor Relations remain in Wetherby as a part of Institutional Advance- ment, and radio and darkroom facilities are temporally still in Wetherby.

Our phone numbers are the same, however, and we occupy almost the entire floor, so you can easily find us.

The Ghost of Van Meter certainly has already.

As people in our business do, we immediately set out to learn the story—or, stories, that we began to hear about the legend of Van Meter and its famous ghost, as we prepared for our move.

Thus, we weren't shocked after the first spooky welcome we received the day after we moved in July 10. But we're getting ahead of ourselves.

First, a history of the stories we've learned about Van Meter and its ghost.

Our information came from the very accommodating staff in University Archives (located in the Kentucky Library) happily plopped a ton of research about Van Meter and its ghost in front of us.

The intriguing collection included stories from both the College Heights Herald Student newspaper and off-campus newspapers, plus nearly two dozen student-written pages, one of them about this famous ghost titled: I Saw It; I Swear I Did!

A comprehensive story written by Roger Stiner in a Nov. 1996 issue of the College Heights Herald revealed that tales have certainly varied over the decades about the famous Ghost of Van Meter, who could have been a painter-student, a curtain hanger-handman who fell from a scaffold-ladder-ceiling, hitting the stage and causing a huge bloodstain, that even after stage renovation during the 50s and 60s "soaked up" into the new wood.

Some say the ghost was an opera singer, and get this: Henry Hardin Cherry himself, Western's founder! And the tellers of these tales describe eerie experiences in Van Meter, which houses an auditorium that staged all of the school's dramatic events until the Ivan Wilson Center for Fine Arts opened in the 70s.

So are we afraid? Heck no! It gets more exciting! In fact, like we said, we've already experienced the ghost, but—we're getting ahead of ourselves again.

Most of the folks who've apparently witnessed these strange goings-on in Van Meter have been somehow connected to the theatre program at Western: John Campbell, now operations manager of educational television services, who tells several spooky stories about his experiences in his mid 70s as a couple of decades coordinating Van Meter events, and Jim Brown, theatre and dance professor who's also been around a long time. They should know, and we believe them.

No reason not to.

At least that's the way Fonzo Childress, who's now retired, but who helped run the theatre department for years, tells it.

Childress told the tale that Dr. Russell Miller, the baron of Western drama, never rehearsed past midnight in Van Meter Auditorium in the more than 20 years he directed plays here. Dr. Miller died in the late 1960s, and was said to be a great believer in the ghost. However, he never was directly asked, it seems.

As Childress said: "I didn't ask him on purpose. It was fun to believe in the ghost. I was afraid he'd tell me there wasn't a ghost!" So there you have it. Obviously we're not talking here about a menacing presence in Van Meter.

In fact, we've noted the ghost isn't so scary after all. A Daily News story written on Halloween in 1982 describes him—we've deduced it is a him—but we haven't really checked with our neighbors downstairs, the Women's Studies Program people. They might know something we don't, but we don't have time before we go to press. Let's retract any wrong information; make no mistake.

The Daily news story describes the ghost as 'usually friendly, shy, a bit of a prankster'.

Whew! So now to our stories already about the ghost. Believe them or not; we dare you:

We were new to the neighborhood, and the day after we moved in, a few of us were the last to leave the building late. I phoned Public Safety after I got home, just to make sure the building would be securely locked over the weekend. I was assured it would be. On Monday morning we arrived at work before anybody else to find a large table had been dragged across the downstairs lobby, from one side of the stairwell to the other, in its wake a large scrape etched in Jean Garmon's beautifully polished floor. Nobody had been in this building yet, except Jean, who arrives very early to clean, and she didn't do it.

Our ghost research revealed another account of a piece of furniture—a heavy wardrobe cabinet that was left one place at night and turned up the next morning somewhere else, up a flight of stairs. Hm.

Then there was the monitor screen of Interim Director Bob Skipper's computer. It suddenly became a vivid pink, then the computer, well, expired.

And Cara VanWinkle, our student writer, was helping ready The Brag Sheet for printing. When she hit a button to sort entries by computer, well, expired. Instead, the font fused to sort. Instead, the font expired.

By Skipper's computer.

Some speculate it's because we're in cave country, and the fact that Van Meter's built over a cave that is the impetus of all these mysterious shenanigans.

Van Meter Hall was named after Capt. Charles J. Van Meter, a liberal contributor to the Southern Educational Building Company, which was organized after the fire of 1899 destroyed the original home of the Southern Normal School.

A new building, completed in 1901, was named Van Meter Hall, and it housed the Southern Normal School and Bowling Green Business College from 1901 until 1907, and the Western State Normal from 1907 until 1911.

When Western acquired the Potter College property in 1909, the building became a central location for the Administration Building, finished in 1911. It was named Van Meter Hall, too. Capt. Van Meter died in 1912.

In 1967, when the administrative offices moved to their new home in Wetherby Hall, there got underway to air-condition the offices and renovate the auditorium. Various campus offices have been in Van Meter since the administrative offices moved out.

The Ivan Wilson Center for Fine Arts became a central location for many of the dramas that used to take place in Van Meter, although larger stage productions may still take place in the approxi- mately 1,000-seat theatre.

Campbell said back then: "No one's there [in Van Meter] long enough to see the ghost."

Well, uh, we're here, and while we maybe haven't seen him—it—there is a presence that we've already figured was here long before we arrived.

"It's as if you're being an old building [having ghosts]."

Campbell said. "It's nice to know you're not the only company."

Watch for our October issue of the magazine for your invitation to join us for a special Halloween treat, a Ghost of Van Meter Open House to acknowledge our consensus:

We hope you'll come!
Is your office customer-oriented?

By Aaron W. Hughey

Note: There will be a quiz at the conclusion of this article. So pay attention.

"I'm sorry, but you'll have to go over to Financial Aid to get that straightened out."

"We don't deal with that in our office. You need to check with Business Affairs."

"I'm sorry you've been here since 1:30 pm and you're next in line, but we have live too. Come back tomorrow and you can complete your registration. We're closed."

"Look, if you don't want the room, there are plenty of other students who do."

"I don't make the rules. I'm just doing my job."

"Sorry. I can't make that decision. You'll have to see the Assistant Director and she won't be back until a week from Tuesday."

Sound familiar? Perhaps too familiar.

In the real world, if your organization conducted its affairs in this manner, you'd probably be out of business within a matter of weeks (or perhaps sooner). Unfortunately, in many colleges and universities, these kinds of responses are often the rule, not the exception.

The truth of the matter is that even within the sacred halls of academe, business is a viable concept.

Within the context of higher education, many of my colleagues seem to think that business is a bad word. Academe is not a business, they remind me. It is something much more noble. Business is concerned with the ruthless pursuit of financial gain. Higher education, on the other hand, is concerned with the pursuit of knowledge and insight.

The truth of the matter is that even within the sacred halls of academe, business is a viable concept. When you strip away all the philosophical rhetoric and stolic references to societal mission and institutional vision, higher education is just as much a business as IBM, General Motors, or Walmart. Think about it. Each semester, our customers vote with their checkbooks on whether or not we will stay in business. Colleges and universities are concerned primarily with three fundamental processes: learning, which is really the ultimate goal of any educational endeavor; development, which occurs more or less spontaneously for most students; and service, which embodies the attitude that should characterize our every action. Those of you who feel that customer service doesn't belong in the same paragraph with the other two concepts need to re-evaluate your thinking.

Customer service is as fundamental to higher education as Shakespeare and the periodic chart. Part of the problem is how we define quality in the wonderful world of academe. At this point, many of you out there need to sit up and take notice. Quality is NOT rigorous adherence to a set of predetermined standards. Quality is the ability to respond flexibly and effectively to the individual needs of a diverse population of students. It is the ability to customize solutions to unique situations.

Quality recognizes individual differences and adjusts its demands accordingly. Quality does not hold everyone to the same yardstick. Quality understands that we all have assorted strengths and weaknesses. But WHY is customer service so important? The answer is really quite simple: SURVIVAL.

In the coming century, only those institutions that accept the notion that customer service is absolutely essential to the survival of higher education, and act accordingly, will be able to successfully negotiate the turbulent social, cultural, and economic conditions that lie ahead. Customer service is the key to our survival. Period.

But WHO, exactly, are our customers in higher education? Simply put, customers include students, potential students, kids in middle school, parents, guardians, grandparents, neighbors, alumni, members of the community, legislators at all levels, peers, colleagues, subordinates, superiors, other members of the academic community, people who wonder in from off the street, enemies, etc. In other words, everybody is a customer (or a potential customer).

And customers in higher education are remarkably similar to customers in the rest of the world. They all want essentially the same things: i.e., quality at a fair price, exceptional value and to feel valued, and, perhaps most importantly, they want us to be easy. They want (and deserve) easy access, easy procedures, and policies that make sense and are easy to understand. Above all, when they leave us, they want to feel satisfied with their experience.

Moreover, customers are both internal and external to the institution. The folks in the office down the hall are our customers in exactly the same sense as are the prospective students we spend so much of our time and resources trying to recruit. We should never treat our colleagues any differently than we treat students, parents, and alumni.

To be truly customer-oriented, it is important that we always do what we promised when we promised it.

Given these realities, then, how can we go about providing truly exceptional customer service? First and foremost, we need to realize that customer service is an attitude, not merely a set of techniques. Customer service has to come from the heart. It must be an integral part of who we are and permeate our every action. We will not be successful in our efforts if we don’t sincerely believe that what we are doing is what we should be doing.

Having said that, there are a number of things that we need to bear in mind in our ongoing quest to be genuinely focused on providing the highest quality service at the lowest possible cost.

To be truly customer-oriented, it is important that we always do what we promised when we promised it (whether verbally or in a more formal sense). Nothing is more basic to good customer service that keeping your word. Always follow-through, regardless of how much circumstances change or how painful it becomes.

We need to understand that first impressions are often lasting impressions. Image counts. Every contact with every customer demands our full attention and command of every resource. People cannot be dealt with efficiently in the same way we deal with paperwork or printouts. People have feelings. Everything we say and do is critical to our overall success.

We should always call customers by name and listen empathetically to their needs and desires. Individualized service is the goal. There is no substitute for personal attention. Our full, undivided attention to every customer expects, deserves, and should receive. One of our department’s primary objectives should be to make each customer feel special.

We should also keep in mind that indifference is the primary reason customers look elsewhere to have their needs met. If we do not pay attention to our customers, eventually our customers will stop paying attention to us. Some customers are very vocal about their dissatisfaction; others just leave and never return.

We should never argue with our customers. Explain, listen, apologize, and empathize — but never argue. We should be able to provide a clear and logical rationale for every decision we make. Everyone in our department should have a deep understanding of what we’re about and why we do what we do. Customer service is not just about pleasing customers. It’s about treating people fairly.

In a similar vein, we should never, ever blame the customer for anything.
Customer service

Continued from the previous page

Blaming only precipitates defensiveness. We can hold our customers accountable for their actions without blaming them for the consequences of those actions. Responsibility does not mean blame. We have to always be cognizant of the fact that the customer is not the enemy. We customers accountable for their actions, or we would not be here if they weren’t here. It’s not us vs. them.

We have to learn to take all customer complaints seriously. The customers who are soft spoken and reserved in voicing their dissatisfaction should receive exactly the same response as those who are much more vocal in their approach. Customer complaints should be seen as opportunities to improve. We should always be appreciative for their feedback and thank our customers for taking the time to provide us with suggestions for improvement.

In everything we undertake, we should always be serving our customers or someone who is. From the point of view of the customer, whoever is interacting with them is the institution. Managers, for example, tend to design office procedures around internal priorities. We want the paperwork to flow logically from desk to desk. But this becomes self-defeating if the customer finds it confusing. Our procedures should always be designed with the customer in mind. Does it make sense to them?

We must never lose sight of the fact that unhappy customers will warn their friends and even their enemies about their experience. Word of mouth always carries more clout than any of our slogans, brochures, publications, commercials, or marketing campaigns. Unhappy customers can kill any business, regardless of whether it’s a department store or a university. No customer should ever leave our office unhappy.

Finally, several times each day, we should all step back, take a breath, and experience our department from the customer’s point of view. Are we really customer oriented? Are we truly user friendly? Would we be happy with the service being provided if we were on the receiving end? Do we really care about our customers?

And now, as promised, it’s time for the quiz. Which set of quotes is more characteristic of your department? Those found at the beginning of this article? Or the ones found below?

"Don’t worry. We’ll get this straightened out. Let me call Financial Aid and see what needs to be done."

"Business Affairs usually handles this sort of problem. Let’s walk over there and see if we can get it resolved."

"We’re sorry registration is taking so long. We’ve had some unforeseen difficulties that we’re trying to correct as quickly as possible. Anyway, rest assured that we’ll stay open until everyone is taken care of."

"You don’t want that room? No problem. Let’s look at what’s available. I’m sure we have something that you’ll find acceptable."

"Let me explain why we have this policy."

"I understand what your concern. I’ll go ahead and approve your waiver. If you have any additional problems, make sure you come back and see me."

So...is your department customer service oriented? If not, why not?

This quote originally appeared in the June 1987 issue of the newsletter of the Association of College and University Housing Officers—International. Used with permission.

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Deadline for next On Campus:
September 15

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Before freedom came

This is an immigrant story. It is about diverse people who came to this land from distant shores, survived extreme hardship by courage and intelligence, and won independence through a bloody war. This is an American story.

The quote is from the exhibition script for "Before Freedom Came: African American Life in the Antebellum South," a critically acclaimed exhibit opening at The Kentucky Museum, Aug. 16 and running through Sept. 28, 1997.

By combining personal testimony, innovative historical research, lyrics of spirituals, and reproductions of daguerreotypes, tintypes, and period photographs, "Before Freedom Came" shows the lives of 19th- and 19th-century African Americans and documents how their experiences have shaped American history, culture, and politics. Along with evocative images of men, women and children of the era, including new excerpts from transcripts of the 1930s Federal Writers Project of the Works Progress Administration form the heart of "Before Freedom Came."

Their story is told best, perhaps, through personal remembrances: I used to live to walk down by the row of houses. It looked like a town, and late of an evening as you'd go by the doors you could smell meat frying, coffee making, and good things cooking.

- Formerly enslaved man, Arkansas

Some nights I dream about the old slave times... And I wake up crying. I sit here in this room and can see it plain as day, the hard work, the plantation, the whipings, and the misery.

- Ben Brown, formerly enslaved man, age 99, 1936

Exhibit research shows the first of more than ten million Africans sailed to the Americas under duress several hundred years ago. These men and women, representing a range of West African traditions, beliefs and languages, learned to transcend their differences to create a unique African American culture, one that synthesized African and European traditions in religion, art, family life and community ties. The blending of divergent African American lifestyles, geographic and cultural patterns, and methods of adapting to change are evident in "Before Freedom Came."

Developed and circulated by the Smithsonian Institution Traveling Exhibition Services (SITES), "Before Freedom Came" is based upon the original exhibit organized by The Museum of the Confederacy, Richmond, Va., and funded by the National Endowment for the Humanities.

Special opening activities are scheduled for 5-8 p.m., Saturday, Aug. 16, with Kentucky Tour of Folk Music groups John Edmonds’ Gospel Truth, Robert Phillips and the Fenderbenders and Delmer L. Sexton and the Rone County Bluegrass Boys performing on the front lawn of the Kentucky Building.

WKU faculty, staff, students and the general public are invited to this free concert and are encouraged to bring lawn chairs or blankets; food and beverages will be on sale for those wishing to picnic. In case of rain, the concert will be moved to Van Meter Auditorium.

The Kentucky Tour of Folk Music performances are funded in part by a grant from the Kentucky Arts Council, with additional support from Trace Die Cast, Inc., Omni Custom Meats, WKYU-FM and WKU-TV.

"Before Freedom Came: African American Life in the Antebellum South" will be on display during regular museum hours: 9:30—4 Tues.-Sat.; 1—4: Sun.

For more information or to schedule university classes, call (502) 745-2592.

Three appointed to Libraries Council

In June, Interim President Barbara Burch appointed three individuals to three-year terms on the WKU Libraries Advisory Council. They are Joe Fragale and Harry Peart, both of Bowling Green; and Ann Rose Richards, Franklin.

Burch also re-appointed Shelby Bae, Paul Cook and Regina Newell to second terms on the Council.

New members and re-appointees join existing Council members David Beckbreck, H. B. Clark, Ron Grim, Lowell Guthrie, Jim Hulse, James Hyatt, Alecia Marcum, Harold Matthews, Mike Owley, Leon Page, Al Petersen, Jr., and David Wiseman.

Newly elected officers for 1997-98 are Regina Newell, Chair; H. B. Clark, Vice Chair; David Wiseman, Secretary and Harold Matthews, Treasurer.
Telling what it takes to make an effective professor

By Cara VanWinkle, a junior print journalism and public relations double major from Eminence, Ky.

Dr. Gary Dillard says he has spent most of his life in the classroom and wouldn't trade it for the world.

He graduated from high school in the spring of 1964 and went straight toPodunk University for extended periods of time and who have compiled an outstanding record of achievement in teaching, research and service.

Dillard said he was excited about the prospect of being named a distinguished professor and said he didn't really expect it to happen. But when he was named the university's third Distinguished Professor, he said he owed the honor to trying to live up to his philosophy of what makes an effective university professor.

There are three characteristics good professors share in common he says: mastering a discipline, exhibiting personal excitement and maintaining a personal commitment to advance knowledge.

"I like to think I do those things," he said. "I like to think this is what I do. This defines me and what I am. The fact that I was recognized as a distinguished professor for these things just puts the icing on the cake."

Dillard has come a long way from the rural Southern Illinois town he grew up in. Not seeing any future for him there, he realized that the only way for him to make something of himself was to find a door out. That door, he says, was an education.

"I had to get out," he said. "The only way I knew how to do that was to go to the university."

And that is what he did. Dillard entered Southern Illinois University-Edwardsville as a chemistry major pursuing a career in pharmacy. All was going well until he met Dr. Robert H. Mohlenbrock, a botany professor. His influence changed Dillard's life dramatically.

"He just really turned me on to plants," Dillard said. "He inspired me to change my major to botany and my minor to zoology. I no longer wanted to go into pharmacy because of him." What Dillard now wanted to do was teach. And he wanted to be as good as Mohlenbrock.

"He was a man who was very excited about his teaching and research," Dillard said, remembering Mohlenbrock. "He was such a tremendous person in the classroom. He kept you fired up all the time. I remember deciding that I wanted to do what Bob Mohlenbrock did."

In order to do this, Dillard and his young wife, Sue, moved to Raleigh, North Carolina, to work on his Ph.D. at North Carolina State University. There he came under the influence of his dissertation advisor Dr. Larry A. Whittford, and another biology professor, Dr. Ernest Beal, who would later lead him to Western.

The Beals, Illinois natives, and the Whitfords came as a form of refuge to Dillard and his family. Hundreds of miles from home with Sue expecting their first child, the Beals and the Whitfords went out of their way to help the Dillards adjust to life in North Carolina.

"There was an attraction there," Dillard says. "That is the only way to explain it."

The friendship that Beal and Dillard had did not end in North Carolina; instead, it led to Bowling Green, Ky.

Beal became Western's biology department chairman in 1968. At that time, there was an interest to hire a botany professor. Dillard said he remembered getting a call from Beal to let him know that Western was going to consider hiring a professor with his specialty. Dillard, who was interested in the position because it was closer to his home state, was eager to apply for the teaching position and was happy to make the move to Bowling Green later that year.

Since 1968 Dillard has accomplished many things in his profession, including serving on more than 80 master's or doctoral committees, receiving a university-wide award for research and creativity and his publications, including an internationally-recognized seven volume reference work on freshwater algae. He is now adding Distinguished Professor to his list of accomplishments.

"I must say it feels good to be named a distinguished professor," he said. "Dr. Mohlenbrock was appointed as one at his university. Now I feel like all of his time and effort was perhaps justified. You always like to hear that your students do well. It comes as a source of great pleasure. And I think that Dr. Whittford, who is deceased, as well as Dr. Mohlenbrock would be pleased."

Mohlenbrock said in a telephone interview that he could be nothing but pleased with the accomplishments of his former student.

"I was ticked to death to hear the news, but not surprised," Mohlenbrock said. "Gary was always a very enthusiastic student who always worked hard. He couldn't wait to finish his degree and do his research so he could get out and teach. Well, he has done that and he has done a great job."

Next issue: Dr. Robert Hoyt, 1997 Distinguished Professor.

Dr. Gary Dillard

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Next issue: Dr. Robert Hoyt, 1997 Distinguished Professor.
On the loves of his life, including the classroom

Dr. Lawrence Snyder, 1997 University Award for Excellence in Teaching

On Campus
Western Kentucky University
Aug./Sept. 1997

by Cara VanWinkle, a junior print journalism and public relations double major from Eminence, Ky.

Dr. Lawrence Snyder has many loves in his life: baseball, his career, his wife, his garden, and his children.

But not in that order; his most important love is his family, he says. "They are my main priority," he said. "My most important job is being a father."

Teaching doesn't come far behind, though.

The desire to teach hit Snyder during his second year in college. Staying up studying in the library and spending time after class talking to professors were things he found himself enjoying in college, he said. Those interests led him to teaching, but his love of the classroom is what made him decide to take the plunge.

"The thrill of learning was something I knew I wanted to pursue as a career," he said sounding very serious. "It just felt right and when I actually got into, I knew that it was."

Snyder, an assistant professor of philosophy and religion, has been teaching at Western for seven years. Five of those years he has been a nominee for the Potter College Faculty Award of Excellence for teaching. This year, he won and went on to receive the University-wide Faculty Award for Teaching.

"I STILL HAVE THE OLD FASHIONED BELIEF THAT TEACHING MAKES A DIFFERENCE."

-DR. LAWRENCE SNYDER

"I did not expect to be named, but I must say it is a great honor," he said, with a smile stretching across his face.

When asked about why he received this award, Snyder said he believed it was his teaching philosophy.

"I still have the old fashioned belief that teaching makes a difference," he says. "I am still idealistic enough to believe that education can change lives, and ultimately the world we create."

Teaching, he says, is about making better and more responsible people that are able to participate more fully in the community. This comes from discovery and not just about reading the textbook or getting through a syllabus.

"Books provide a window to the world, but the best things in life aren't found in books," he said. "They are found through interaction. I try to stimulate that interaction in my classroom through discussion."

Snyder says his job as a teacher is not to convert the student's way of thinking. Instead, he says, his job is to make the student think more critically and systematically.

"My goal is to get the students to be self-critical and to get them to ask questions about themselves," he said. "I want them to question what they believe and why they believe it. I want them to be self reflective. Socrates reportedly said 'the unexamined life is not worth living.' I believe that and I try to teach that. An educated person ought to look at the world differently."

Snyder says while he tries to make his classes both fun and educational, they still pose a challenge.

"As a teacher, my biggest challenge is what I call the 'hat guys,'" he says. "You know them; they are the guys in the back of the room who have their hats pulled down over their eyes with their arms crossed and the attitude of 'make me interested.' They are my challenge. I try to make them want to learn. If I can do that I know I've accomplished something."

But Snyder doesn't settle for "accomplishing something." He strives to push students to do their best and reach their potentials.

"SNYDER SAYS HIS JOB AS A TEACHER IS NOT TO CONVERT THE STUDENT'S WAY OF THINKING. INSTEAD... HIS JOB IS TO MAKE THE STUDENT THINK MORE CRITICALLY AND SYSTEMATICALLY."

One way Snyder measures his effectiveness of teaching is by acknowledging what students have to say about the class.

"I take the students' evaluations pretty seriously," he said. "I try to take the full picture. Though you get some students who think you walk on water and then you get those who don't. You have to balance the comments and your responsibility as an educator. I see them as more of a test of consumer satisfaction than an evaluation, but I do take their comments seriously."

So seriously that Snyder often feels let down at the end of the semester.

"I have a sense of failure after each class," he said. "I always think I could have done better."

But those thoughts push him to be a better teacher.

"Philosopher John Searle once said teaching is like sex," he says laughing. "If you like it, you want to get better at it."

And Snyder says he wants to be the best teacher he can be.

"I feel very fortunate that I get paid to do something that I love," he said. "There are other things I enjoy in life, but this is something I'm good at. And I don't want to do this when I don't have the passion any longer."

Next issue: Dr. Michael Seidler. 1997 award for Research/Creativity.
Steve named Lady Topper Basketball coach

By Paul Juai, WKU Sports Information Director

Steve Small, a vital part of the women's basketball coaching staff at Western Kentucky University for the past 13 seasons, has been named head coach of the Lady Topper program.

Small, who spent the last five of his 13 years on the staff as associate head coach, succeeds Paul Sanderford, who resigned in June after 15 years at Western, to take over as head coach of the women's basketball program at Nebraska.

In addition, Mary Taylor Cowles, a former Lady Topper standout (1988-91) who has served as an assistant coach on the WKU staff for the past three years, will remain with the Toppers as associate head coach.

"We're very pleased to have Steve Small continue his career at Western Kentucky University as head coach of our Lady Topper basketball team," Western Interim President Dr. Barbara Burch said. "He's an outstanding coach and a valued member of our Western family. We believe he's the right person to carry on the tradition of excellence that we've all come to expect in our women's basketball program.

"We're also happy to have Mary Taylor Cowles remain a part of our athletic program as associate head coach of the Lady Toppers," Dr. Burch continued. "With Steve and Mary in place, the elements are there for Western and its women's basketball program to continue to prosper."

The 13 teams Small has been associated with at WKU have compiled an overall record of 327 victories against only 97 setbacks, an impressive 77.1% winning percentage.

Eleven of Small's 13 Topper teams won 20-or-more games, including the 1985-86 outfit that notched a school record 32 victories (32-4) en route to a trip to the NCAA Final Four.

That outstanding mark includes a string of 13 straight postseason tournament appearances — 12 in the NCAA Tournament (11 of those in a row) and one in the National Women's Invitational Tournament.

Western reached the NCAA Final Four in Small's first two seasons with the Lady Toppers (1985 and '86) and then returned to the Final Four in 1992, finishing that season as the national runner-up.

In addition, the Topper teams Small has worked with have won three NCAA Region championships and seven Sun Belt Conference Tournament titles.

"I'm very excited about this opportunity to continue with Lady Topper basketball as head coach," said the 48-year-old Small. "I want to thank Dr. Burch, [WKU Athletics Director] Mr. [Lewis] Mills and the members of the search committee for placing their confidence in me.

"And, I'd like to thank people like John Oldham, Jimmy Feix and Jim Richards (former WKU coaches and athletics directors) for providing a young coach with the positive role models that have encouraged me and taught me how to prepare for a head coaching position here at Western," he continued. "Paul Sanderford gave me a tremendous opportunity when he brought me to Western in 1984. I'll be forever grateful to him for the faith he's shown in me through the years.

"Lady Topper basketball is on solid ground," he added. "Mary (Taylor Cowles) and I will be there to do everything in our power to see that the program continues to grow and prosper."

Throughout the years, the very likable Small has been credited with developing innovative training techniques that create a productive blend of hard work and fun for his athletes.

 Blessed with a very positive and enthusiastic personality, Small has been sought-after as a motivational speaker both on campus and throughout the college basketball ranks. He has served as the director of the popular Lady Topper Basketball Camps and he's served as a staff member at a wide variety of basketball camps.

"Steve Small is a perfect match for Western Kentucky University and for Lady Topper basketball," Mills said. "The program is in excellent shape, due in a large part to work he's done through the years, and this opportunity to take advantage of the continuity and stability he brings to women's basketball at Western is a real plus for all involved."

"We all look forward to a long and productive relationship between Western, Lady Topper basketball and Coach Cowles," he added.

Small came to the Hill in 1984 after a successful four-year stint as the girls basketball coach at Bullitt East High School in Mount Washington, Ky. His Lady Chargers posted a school record of 75-33 (69.4%). Prior to that, he spent six years coaching boys basketball at Mount Washington Junior High, winning 30 of 85 (71%) games.

A native of Peerless, Ill., Small graduated from Falls Church (Va.) High School. He then earned his bachelor's degree at Campbellsville (Ky.) College. And, he holds a master's degree in education from Western.

Small and his wife, Meriagay, have two daughters, Heidi and Mari Kate (4). Heidi, a marketing major, and has two sons, John Joseph (5) and Jackson David (3) Cantrell.

Steve Crocker returns to alma mater as first assistant swim coach

Steve Crocker, one of the most successful and dominant athletes ever to represent Western Kentucky University, will return to his alma mater this fall to become the Hilltoppers' first-ever assistant coach in swimming.

The addition of the assistant's position with Topper swimming coincides with the addition of women's swimming at Western.

Bill Powell, the dean of the WKU coaching staff and the only swimming coach in the 28-year history of the sport on the Hill, will direct the newly combined men's and women's swim programs.

"Steve brings our program a dynamic personality and an almost unbelievable knowledge of stroke techniques," Powell said.

"He is the finest young swimming coach in America today. Any program in the country would love to have Steve Crocker on its staff. I am happy to have Steve back on the Hill with us."

For nearly five years (the last two as a partner in the ownership), the former Hilltopper All-American has been coaching with North Coast Aquatics (NCA) in Carlsbad, Calif. NCA, with a staff of six coaches, has developed into one of the strongest U.S. (United States Swimming) Team programs in the West, working with 270 swimmers, ranging from novice to world class.

The largest team program in the San Diego area, NCA has produced swimmers who have won three events at National Championship meets, three at the Junior National Championships and team titles at the last four LSC (Local Swimming Committee) Championships.

Crocker also spent three years (1992-95) as an assistant coach at the University of California at San Diego, working with both the Triton men's and women's teams there. His teams there finished as high as second in the NCAA Division III national championships.

He also put in four years (1993-95 and '97) as director of the Sprinters Paradise Camp, a program for elite swimmers of all ages that emphasizes refining the skills and techniques needed for faster starts, turns, finishes, etc.

Prior to relocating in Southern California in 1992, Crocker was active as an instructor and coach with swimming teams, camps and clinics in the St. Louis, Mo., area where he lived from 1988-92.

As a competitive athlete at Western, Crocker stands alone atop the list of outstanding swimmers tutored by Powell. Among the highlights on his impressive resume are:

• Member, Western Kentucky University Athletic Hall of Fame (inducted 1996)
• Captain, 1991 USA National Swimming Team
• Former World Record-holder in the 50-meter freestyle (21.64, set in Dallas on March 21, 1992)
• Current American and US Open Record-holder in the 50-freestyle (21.64)
• Two-time (1989 and 1991) US national champion in the 50-freestyle
• US Open champion in the 50-freestyle (1988)
• World Cup champion in the 50-freestyle (1989, Bonn, Germany)
• NCAA All-American in the 50-freestyle (1985), and
• Academic All-American (1985)

In addition, he won the Midwest Championships Swimmer-of-the-Year honors in both 1984 and '85. During his years on the Hill (1982-85), he led the Hilltoppers to four straight Midwest Championships titles and an overall dual meet record of 27-7 (79.4%). He captained the Toppers as a senior in 1985 and was selected as Western's Male Athlete-of-the-Year for his efforts that season.

"The opportunity to work with Coach Powell has been something I've always dreamed of," Crocker said. "But, that was never possible until now with the addition of women's swimming to the athletic program."
Meet the 7th WKU Athletic Hall of Fame Class

By Paul Just, Sports Information Director

Nine former Western Kentucky University athletes standouts — seven athletes, one coach and one who both played and coached for the Hilltoppers — have been elected as the seventh class for induction into the WKU Athletic Hall of Fame.

The 1997 class includes —

Howard "Tip" Downing (basketball and football), Tom Ecker (track and cross-country coach), Clemette Haskins (basketball), Bernard "Peck" Hickman (basketball), Clarence Jackson (football), Roger Otten (tennis), W.L. "Gander" Terry (football, basketball and, later, head football coach), Johnny Vance (football and baseball) and James "Big Ick," Weaver (baseball and basketball).

Their selection brings to 60 the number of former Western Kentucky athletes and coaches who have earned berths in the school's Athletic Hall of Fame.

The 1997 class will be inducted at the Hall of Fame Luncheon, set for 12 noon (CDT), Saturday, Sept. 6, at the Garrett Conference Center Ballroom on the WKU campus. Hall of Fame Luncheon tickets will be priced at $20 each (contact the WKU Ticket Office in E.A. Diddle Arena — 502-745-5222 or 800-5-BIG-RED) and corporate tables will be available for $310.

The inductees will also be honored in ceremonies during the annual Hall of Fame Football Game, set for a 7 p.m. kickoff, Saturday, Sept. 6. Coach Jack Harbaugh's Hilltoppers host longtime in-state rival Murray State in the annual "Battle for the Red Belt" that night at L.T. Smith Stadium / Jimmy Felix Field.

Now, more about the members of the 1997 WKU Athletic Hall of Fame class.

Howard "Tip" Downing was an outstanding basketball and football athlete for the Hilltoppers from 1939 to 1942. The three-time All-Southern Intercollegiate basketball selection and team captain posted an overall record of 25-6 (96.2%), scoring 1,303 points and registering a school-record 103 blocked shots during his career.

In his senior season, Downing was also a standout on the gridiron. He lettered three years on the Hilltopper football team, helping those Western teams go a collective 18-7-3 (69.6%). The 1939 and '40 teams were each 7-3-1 and that '40 club recorded several shutouts. Downing, who came to the Hill from Butler, Pa., is retired and lives in Princeton, Ky.

Tom Ecker was the first full-time track coach at Western. Prior to his arrival on the Hill in 1962, assistant coaches in other sports directed the activities of Hilltopper track. In his four seasons as Topper track coach, he turned around the fortunes of track on the Hill. His teams were 18-2 in dual meets (after Western had suffered through 33 straight dual meet setbacks). In his first year (1963), the Hilltoppers improved to second place in the Ohio Valley Conference Track Meet and then reeled off the first three (1964-66) of 12 straight OVC titles for Western. The author of more than a dozen books (two of those written while he was on the staff at Western), Ecker was selected by the U.S. Department of State to conduct a 10-week lecture tour in Europe in 1964. He left the Hill in 1966 to become the National (and Olympic) Track & Field Coach in Sweden. He is now retired and lives in Cedar Rapids, Iowa.

Clemette Haskins led Lady Topper basketball to two NCAA Final Four appearances (1985 and '86) and earned All-American recognition three times (1984, '86 and '87). She still ranks fourth on the all-time WKU scoring list with 1,762 points. And, she holds all Topper assists records: career (285) and season (79) steals. A member of the All-Tournament Team at the 1986 Final Four, she was honored as Western's Female Athlete-of-the-Year as a senior in 1987. Her father, a three-time All-American as a Hilltopper (1965-67), and a former WKU men's basketball coach, was a member of the inaugural class (1991) of the WKU Athletic Hall of Fame and currently coaches at the University of Minnesota, where he was the college basketball Coach-of-the-Year this past season. The younger Haskins' election to the WKU Hall of Fame makes the pair the first members of the same family to enter the Hall. Following her father into the coaching ranks, she just completed her third season as the head women's basketball coach at Dayton.

Clarence Jackson

Johnny Vance

Bernard "Peck" Hickman

Roger Otten

W.L. "Gander" Terry

James "Big Ick," Weaver

Continued on the next page
Athletic hall of fame inductees, continued

Bernard "Peck" Hickman was an All-Conference guard on some of the best Western basketball teams of the mid-1930s. As a junior in 1934, he helped the Hilltoppers post Western's first 20-win season. His .588 mark that still ranks as the third highest win total in WKU history. Overall, his three varsity teams were 68-17 (80%) — 16-6 in '33, 28-8 in '34 and 24-3 in '35 — en route to three KIAA championships and Western's first SIAA title (1934). After graduating in 1935, Hickman went on to enjoy an outstanding career in the coaching ranks. He worked as a graduate assistant of Matt Bragg at the University of Louisville for 23 seasons (1944-67), winning 443 games while losing only 163 (70.8%). His Cardinal teams participated in six NITs (winning that championship in 1956) and five NCAA Tournaments. He is one of three WKU alumni who have guided basketball teams to the NCAA Final Four. He took U of L to the Final Four in 1969; John Oldham took Western to the 1971 Final Four and Clem Haskins took Minnesota to the Final Four this spring. Both Oldham and Haskins are already members of the WKU Athletic Hall of Fame. Hickman came to Western from Central City, Ky., and is retired and living in the Louisville area.

Clarence Jackson ranks among the outstanding running backs in Hilltopper football history. He led the Toppers in rushing in 1971, '72 and '75, despite splitting playing time at tailback. And, he led the Toppers in scoring as a freshman in 1970 (54 points), in 1971 (42) and in 1973 (114 — still tied for the most points ever by a Topper in a season — on a school record 19 touchdowns). Altogether, his 252 career points is still a WKU standard (as is his career total of 42 TDs). He set school records for rushes in a game (37) and net yards in a game (297) at Buffalo in 1971, figures that still rank third and second, respectively, in the WKU record books. And, his totals for yards in a season, yards in a career (699) and yards in a career (1,430) in a career and rushes in a career still rank among the top six ever on the Hill. The four teams he lettered on (1970-73) were a collective 35-7-1 (.826%), winning OVC championships in '70, '71 and '73. He helped power that '73 club to runner-up honors in the first-ever NCAA Division II national championship playoffs. He was drafted by the New York Jets in 1974 and played three seasons in the NFL. Jackson currently resides in Louisville.

Roger Otten remains one of the truly dominate tennis athletes ever to play at Western. He lettered four times (1950-53) for Coach Ted Hornback's Hilltopper netters, won four straight Ohio Valley Conference championships at number one singles and was the OVC's Player-of-the-Year each of those four seasons. He completed his collegiate career with a remarkable 35-2 record (94.6%) at number one singles. The four Western teams he led posted an overall record of 31 wins against only seven losses (81.6%) in dual meet competition — 10-1 his freshman season (1950); 9-3 in 1951; 7-2 in '52; and, 9-1 in 1953.

With Otten leading the charge, the Hilltoppers won OVC championships three times ('50, '52 and '53). And, in his spare time, he served four years as a student manager for the Hilltopper basketball team. He came to the Hill from Bellevue, Ky., and now resides in Ft. Myers, Fl.

Dr. W.L. "Gander" Terry was one of a number of Western athletes who later coached at their alma maters. He earned four letters (1925-28) as a football lineman for the Hilltoppers. As a senior in 1928, he helped lead the Toppers to an 8-1-0 mark, giving up just one touchdown en route to winning the state championship. Terry served as an assistant coach on the 1929, '34 and '35 Western football teams. Then, in 1938, he was named head coach, beginning a four-year stint that saw Western post a 25-9-3 record — a very impressive 73.5% winning percentage (the best ever for a WKU football coach with three-or-more seasons). His teams were 7-2-0, 7-1-1, 4-5-1, respectively. Overall, the 11 Hilltopper teams he was associated with — as a player, assistant coach and head coach — were a collective 67-31-7, a 67.1% success ratio. Terry left Western after the '41 season to join the Navy in World War II and, after the war, he earned his doctor's degree at Indiana and later served as head of the department of physical education at San Jose State in major league baseball. He passed away in 1991 in Rapid City, S.D., at the age of 83.

Johnny Vance was an All-OVC performer in both football and baseball in the late 1960s. He was selected All-Conference as a senior quarterback in football in 1967 and, he was the OVC's All-League catcher on the diamond twice (in 1968 and '69). At the time he completed his football career on the Hill, Vance held 26 WKU school records (career, season and single game) for total offense, passing and punting. And, now, 28 years later, he still holds the Topper school standards for: plays (2,297) and game attempts in a game (59) and pass completions in a game (37) — all three of those marks were set in a snowstorm at Akron on Nov. 15, 1969. In addition, he still ranks among the Top 10 in the Western record books in 20 of those stat categories. He led the Hilltopper baseball team in triples, home runs and RBIs in 1967 and went on to play professional baseball in the Pittsburgh Pirates organization. Vance is now an assistant football coach at Franklin-Wythe High School in nearby Franklin, Ky.

Jim "Big Ich" Weaver holds a unique distinction among all Western Kentucky athletes — he is believed to be the first Western alumnus to play major league sports. After a fledgling career as an athlete on the Hill, Weaver played all or parts of eight seasons (from 1928 through 1939) as a pitcher and first baseman, wearing the uniforms of the Washington Senators, New York Yankees, St. Louis Browns, Chicago Cubs, Pittsburgh Pirates and Cincinnati Reds. Overall, he won 57 games and lost 36, with a 3.68 ERA. His best season was in 1933 and '36 when he posted identical 14-8 marks for the Pirates. A 6-7, 200-pound athlete in the 1930s, "Big Ich" was a force for the Hilltoppers in the 1926 and 1927 football seasons as a defensive lineman and hitting a home run in 1927 back. And in baseball, he was the mainstay of the Hilltopper pitching staff in 1926 and '27. A native of Fulton, Ky., he died in Lakeland, Fla., in 1983. He was 80.

First Jim Wayne Miller Creative Writing Celebration Sept. 20

Dr. Jim Wayne Miller, author, poet and retired WKU German professor, died Aug. 18, 1996 at his home in Bowling Green, Ky., after a three-month battle with lung cancer. Some of his collections include: Copper-Head Came: The More Things Change the More They Stay the Same; Ich; Log of a Dead Man; The Figure of Fulfillment, The Mountains Have Come Closer; Vein of Words; Nostalgia for 70 and Newfoundland. He authored a novel, His First, Best Country, and adapted it for a play in 1992. He also has edited numerous works, and is the recipient of numerous honors.

Dr. Jim Wayne Miller
On Campus
Western Kentucky University

GRANT & CONTRACT AWARDS

Binder, Michael. Library. $1,719.75 from Warren County Bar Association for Warren County Bar Association: Library Books; $1,643 from Warren County Bar Association for Warren County Bar Association: Library Books; $1,643 from Warren County Bar Association for Warren County Bar Association: Library Books; $765.25 from Warren County Bar Association for Warren County Bar Association: Library Books; $731.25 from Warren County Bar Association for Warren County Bar Association: Library Books.

Brown, Linda. Agriculture. $300 from Kentucky Environmental Education Council for Out-of-Classroom Experiences in Environmental Education.

Carini, Michael. Physics/ Astronomy. $4,124 from NASA for an Extended Observation of 3C 279.

Dillingham, Mary and John Hagaman. English. $5,400 from Kentucky Department of Education for Writing Project Outreach.


George, Dennis. Engineering Technology. $18,500 from Centers for Disease Control for Creation of Safety & Health Modules.

Greer, Richard. Counseling Services Center. $24,600 from U.S. Department of Veterans Affairs for Case Management & Related Services; $19,200 from U.S. Department of Veterans Affairs for Case Management & Related Services.


Horn, Richard. Small Business Development Center. $9,000 from Kentucky Small Business Development Center at University of Kentucky for MOU between WKU & Kentucky Small Business Development Centers.

Layne, Lois. Psychology. $15,000 from United Way for Alzheimer’s Home Simulation Program; $105,227 from Barren River Area Development District for WKU Adult Day Health Center.

Lee, Laura Harper. Kentucky Museum. $1,100 from Kentucky Arts Council for Tour of Kentucky Folk Music.

Myers, Phillip. Sponsored Programs. $147,283 from Kentucky Cabinet for Workforce Development for Perkins Vocational Educational Dental Hygiene; $5,602 from Tower Automotive for Tower Automotive, Inc., Cash 1 - Safety Classes; $632 from Mediplex Rehab Hospital for Mediplex Rehab Hospital (Teams Goals & Objectives); $731 from City of Bowling Green for City of Bowling Green - Cash 5.

Owen, Judith. Career Services. $244,370 from Kentucky Higher Education Assistance Authority for Kentucky Work Study Program FY98.

Prante, Mary. Geography & Geology. $9,540 from U.S. Department of Agriculture for Map Compilation for Butler & Edmonson Counties.

Stallion, Brenda. Teacher Education. $6,111 from Green River Regional Educational Cooperative for School-Based Professional Development Training.


Wagoner, Andy. Admissions. $39,000 from Kentucky Department of Education for Minority Educator Recruitment.


Wilson, Randy. Veterans Upward Bound. $231,900 from U.S. Department of Education for Veterans Upward Bound FY98.


Crocker assistant swim coach

Continued from page 10

"Bill Powell inspired me to coach. And, he got me started in competitive swimming," he added. "Other than my parents, he's been the most influential person in my life.

"I've known for some time that I was going to be a swim coach," he continued. "College coaching has always been appealing to me and I've had some offers. But, returning to Western and working with Coach Powell is something very special for me."

Individually, Crocker won or participated in 19 winning events during his college career. He remains the WKU school record-holder in the 50-freestyle (20.75), the 100-freestyle (44.90) and the 100-butterfly (49.10). As a collegiate, he was 22-1 in his specialty (the 50-freestyle).

That only setback came in the NCAA finals his senior year.

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"Steve Crocker is a very special addition to our athletic staff here at Western," Athletics Director Lewis Mills said. "He's one of those individuals who have had a very unique, positive impact on the school's athletic program. He's already accomplished that as an athlete. And, now, he returns to us as a coach. We couldn't have found a better match for Western Kentucky University and our swimming program than Steve Crocker."

Crocker completed his undergraduate work at Western in 1985 with majors in Pre-Engineering and Mathematics. Then, he added a bachelor's degree in Mechanical Engineering at Kentucky in 1987.

He and his wife, Dr. Heidi Crocker (a chiropractor and, like her husband, a WKU alumna), have a 15-month-old daughter, Samantha. They are expecting their second child in January.

Crocker is the son of Dr. and Mrs. Kenneth Crocker of Scottsville (formerly of Franklin). Dr. Crocker operates a veterinary medicine clinic in Franklin with another of his sons. And, Steve's mother, Helen, is a former member of the Department of History faculty at Western.

Craig Alumni Center

An inviting location to host your event

The office of Alumni Affairs and the WKU Alumni Association are pleased to make the Craig Alumni Center available for your use. We are exceptionally proud of this facility and of its heritage. We hope you enjoy the occasion of your visit and take with you the warm and friendly atmosphere we know you will experience in its beautifully appointed rooms.
JOURNALISM

For the eighth consecutive year, Western Kentucky University has won the photojournalism competition of the Hearst Journalism Awards Program. With four students in the semi-final round, one-third of the total semi-finalists, Western finished in third out of San Francisco State and San Jose universities. The Journalism Department will receive a $10,000 prize and a medallion for the win.

Western has won the competition every year since it has started.

Western's four semi-finalists — Jason Clark and Chad Stevens of Bowling Green; Jonathan Kirshner of Canyon Lake, Calif.; and Chris Stanford of Warner Robins, Ga. — have submitted portfolios of their work. Six of the 12 semi-finalists will be notified on May 15 to fly to San Francisco the next day for a "shoot-off" May 17-19 to determine the final individual winners.

In the overall competition, Western finished fifth in points despite having no entries in the broadcasting category, said JoAnn Alberson, Journalism Department head. The competition covers print, photojournalism and broadcast news.

The Journalism Awards Program operates under the auspices of the accredited schools of the Association of Schools of Journalism and Mass Communication. It is fully funded and administered by the William Randolph Hearst Foundation. Currently, 103 accredited undergraduate schools of journalism in the U.S. participate in the program.

Lori M. Becker, a senior print journalism major from Alvaton, Ky., has been named editor of the College Heights Herald at Western Kentucky University.

Becker will be the editor of the twice-weekly student newspaper for the fall 1997 semester. She has served as managing editor, copy desk chief, news editor and reporter for the Herald.

In addition, Becker has been an intern with Newsday and the Franklin Flavor. This summer she was an reporting intern on the city desk of the Herald-Leader in Lexington.

ACCOUNTING

Jill Perdue, CPA and MBA student, and Internal Auditor at Franklin Bank & Trust Co., has completed a year as president of the South Central Kentucky Internal Audit Association.

GOVERNMENT

Kelly Prince has been recognized as Student Government of the Year.

JOURNALISM

Two Western Kentucky University students won honors at the William Randolph Hearst National Photojournalism Championships on May 19 in San Francisco.

Jonathan Kirshner, a sophomore from Canyon Lake, Calif., was named an unranked runner-up and received a $500 scholarship check.

Chad Stevens, a Bowling Green senior, received the best picture story/series award and a $500 check.

Kirshner and Stevens were semi-finalists in the Photojournalism Championships along with two other Western students: Jason Clark, a Bowling Green senior, and Chris Stanford, a senior from Warner Robins, Ga. Each received $500 scholarships.

Western won the overall points competition for the eighth consecutive year, receiving $10,000 for the Journalism Department and a medallion.

Western Kentucky University students have received honors in the first Yellow Pages Publishers Association Student Competition. Print Design students Elizabeth Dawn Johnston, a Leitchfield senior, and Chris Covington, a Mayfield junior, won the creative competition, which included a $3,000 cash prize. Western's Journalism Department received a matching grant.

Two teams of WKU students received honorable mentions and $20 gift certificates. Those students were: Kristen Hatchett, Joe Moore and Chris Houchens, all seniors from Glasgow; Renee Roush, a junior from Fredericktown, Ohio; and Mark Everett, a senior from Marion, Ind.

Carel Carr, YPPA's Educational Programs manager, said, "The judges felt the team's entry was the best example of innovative Yellow Pages ad design." The assignment was to first prepare a 1,000-word creative analysis presenting the team's perspective regarding the strengths and weaknesses of the advertising found within the Chicago attorneys classification. Second, the team was to design a Yellow Pages advertising campaign for a Chicago law firm and explain the decisions behind the design.

A panel of YPPA-appointed industry and academic experts and a client representative judged the entries.

The Personnel File

The following personnel changes were approved by the University's Board of Regents at its July 28 meeting. Information provided by the Department of Human Resources.

Adjunct Faculty Appointments

Sharon S. Hendrix, Nursing
Janile Martin, Nursing

Faculty Appointments

Michael D. Ballard, Assistant Professor, Public Health
Robert William Boros, Assistant Professor, Theatre and Dance
Stuart Ross Blythe, Instructor, Assistant Professor, English
Reagan Dwayne Brown, Instructor, Assistant Professor, Psychology
Dr. Valerie Browning, Assistant Professor, Consumer and Family Sciences
Joe R. Downing, Instructor, Assistant Professor, Communication and Broadcasting
Dr. Gayle Webb Ecton, Associate Professor, Educational Leadership
Kimberly B. Hoffman, Instructor, Communication and Broadcasting
Cynthia Y. Jones, Instructor, Consumer, and Family Sciences
Dr. Karen Koegler, Visiting Assistant Professor, Geography and Geology
Deborah Ann Logan, Assistant Professor, English
Dr. Gary C. McKercher, Associate Professor, Music
Dr. Albert J. Meier, Assistant Professor, Biology
Carrie Morgan, Assistant Professor, Nursing
Dr. Linda E. Parry, Associate Professor, Management and Information Systems
Janelle Peeler, Instructor, Allied Health and Human Services
Dr. Scott James Richter, Assistant Professor, Mathematics
Dr. Laura S. Shoads, Assistant Professor, Biology
Brenda L. Sabey, Instructor, Assistant Professor, School of Integrative Studies in Teacher Education
Kathleen Sheldon, Instructor, Physical Education and Recreation
Liling Tao, Instructor, Assistant Professor, School of Integrative Studies in Teacher Education

Faculty entering optional retirement with special tenure status

Dr. Robert Allen Baum, Public Health
Dr. Jerry E. Boles, Community College
Anna Jo Johnson, Community College
Virginia A. Lemenkuler, Nursing
Dr. Roger S. Pankratz, School of Integrative Studies in Teacher Education
Dr. Donald R. Tuck, Philosophy and Religion
Dr. Mildred G. Wallace, School of Integrative Studies in Teacher Education

Faculty and Staff Retirements

Dr. T. Virginia Atkins, Consumer and Family Sciences
Dr. Ray Biggerstaff, Public Health
Dr. Franklin D. Conley, Ogden College Dean's Office
Dr. Ed S. Dorman, Physics and Astronomy
Darrell W. Glass, Print Shop
Linda J. Horder, Print Shop
Richard Kirby, Captain of Investigations, Public Safety
Frederick A. Sidders, Print Shop
Dr. Robert Douglas Smith, Extended Campus, Elizabeth Town
Judith S. Sublett, Senior Teller
Nellie Taylor, Correspondence Specialist
Pamela J. Wells, Office Coordinator, Facilities Management

Executive, Administrative and Professional Staff Appointments

Lucinda Anderson, Coordinator, Donor Relations, Institutional Advancement
Brandi N. Brown, Programmer/Analyst, Information Technology
Ronald Brown, Assistant Men's Basketball Coach
James E. Cope, Assistant Manager, Ticket Sales
Amy Craig, Assistant Residence Hall Director
Steve Crocker, Assistant Swim Coach
Carol E. Cummings, Director of Development, University Libraries
Rebecca Derocha, Assistant Residence Hall Director
David Dzikowski, Assistant Director, Educational Telecommunications

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### Support Staff Promotions

**Angela T. Geron, Office Associate, Admissions**

**Maritina Gibson, Office Associate, Dean, Business College**

**Janice L. Ramge, Office Associate, Development**

**Tony L. Thurman, Exhibits Technician, University Libraries**

**Gordon Turner, Sergeant, Training Coordinator, Public Safety**

**Patricia H. Turner, Office Coordinator, Finance and Administration**

### Grant-Funded New Appointments

**Althesa Benton, Development Officer, Educational Television**

**Michael Wayne Cummings, Police Officer, Public Safety**

**Wanda Furlong, Medical Coordinator, Adult Day Care**

**Gail Simone, Office Assistant, Agriculture**

**Vickie Marie Wilson, Police Officer, Public Safety**

### Dates to remember

#### August

**16**

Kentucky Museum Exhibit Opening. 7 p.m. Laura Harper Lee. 502-745-2392.

**18**

7:45 a.m. Academic Affairs orientation for new faculty. Helm Library.


- Fall Faculty/Staff meeting. 2 p.m. Van Meter Auditorium. 502-745-4346.

**19**

Welcome Back Western Festival/Student Organization Fair 1-5 p.m. DUC South Lawn. Jeff Younglove, 502-745-2497.

- Orientation, Advisement, Registration. Walk-ins. All Colleges.

**20**

Fall semester classes begin.

**28**


#### September

**1**

University is closed in observance of Labor Day holiday.

**6**


WKU vs. Murray State football game. 7 p.m. L.T. Smith Stadium.

**8**

Jean Michel Cousteau Lecture. 8 p.m. DUC Theatre. Bennie Beach. 502-745-5792.

**11**

Women’s Studies Film Festival featuring Red. 7 p.m. Garrett Center. Ted Hovet. 502-745-5782.

- 3:30 p.m. Faculty Senate, Garrett Ballroom.

**25**

Lecture by Judy Chicago. Women’s Studies. 8 p.m. Van Meter Auditorium. 502-745-6477. See story, page 3.


**27**

WKU vs. South Florida football game. 7 p.m. L.T. Smith Stadium. 502-745-4298.