

MONDAY, OCTOBER 12, 2015

FORUM

A NEWSLETTER FOR THE GRAND VALLEY STATE UNIVERSITY COMMUNITY

Published by University Communications



Governor discusses challenges for higher education

Gov. Rick Snyder said many high school seniors are not ready for college when they get there, putting a strain on Michigan's public universities.

The governor discussed college readiness and other challenges facing higher education during his remarks at the 2015 State Universities Summit hosted by Grand Valley on the Pew Grand Rapids Campus October 7.

The summit brought together presidents from Michigan's 15 public universities as well as board of trustee members, regents and other university leaders.

"We need to come together to help each other find solutions to common problems facing our universities," said Snyder. "One is finding ways to help high school seniors be better prepared for college. The number of high school graduates is declining and the majority of those who are graduating need some type of prep work before entering college."

Snyder said another challenge is the increase in the number of high school students who are dual enrolled in college; he said it's creating financial concerns for some universities.

The governor then addressed the demand for college graduates. He said graduates can

be more successful if employers do a better job communicating their needs. "Business leaders need to be more open and honest about job requirements and how many people they need to employ," he said. "Students need to understand the skills really needed for the job."

President Thomas J. Haas served as moderator for a panel discussion with David Eisler, president of Ferris State University; George Ross, president of Central Michigan University; and Lou Anna Simon, president of Michigan State University. They discussed campus safety, accountability and tuition costs.

"We have an undereducated population chasing after an ever-shrinking number of low-skilled jobs," said Haas. "If we fail to address it, we are consigning Michigan to a hideous future. Education is the answer and every high school student should understand they must pick a post-graduation plan, whether it's an apprentice or vocational program, or an associate's or four-year degree."

Haas said the cost of college is a huge problem and that tuition has increased because



Photo by Bernadine Carey-Tucker

Gov. Rick Snyder talks about higher education challenges before state university presidents, members of boards of trustees and regents and others at the DeVos Center October 7.

state funding for universities has gone down.

"Whining about it doesn't produce a solution. And, cost cutting, which every university in Michigan vigorously pursues, cannot be permitted to affect access and quality," Haas said.

Across Campus

Grand Valley, Consumers Energy break ground for Solar Gardens project

Officials from Grand Valley and Consumers Energy, along with local, state and federal officials, broke ground October 2 on a new community solar project.

The 17-acre Solar Gardens, scheduled to be completed in the spring of 2016, will be the largest community solar project in Michigan. It will be located on the Allendale Campus, south of Pierce Avenue near 48th Avenue.

"The Solar Gardens will serve as an extension of the classroom and will give students and faculty members opportunities to learn about renewables and make a difference in the future of energy," said Grand Valley President Thomas J. Haas. "We have a strong commitment to sustainability at

Grand Valley, so we are pleased to have the opportunity to showcase that commitment."

Upon completion of the approximately 11,000-solar-panel project, Grand Valley will



Photo by Amanda Pitts

Officials from Grand Valley and Consumers Energy break ground October 2 on a new solar gardens project. When completed, the project will be near 48th Avenue.

participate in the Solar Gardens program as a customer; interested customers can start enrolling later this year.

Consumers will be responsible for all construction and operating costs of the project. For more information, visit [www.consumersenergy.com/solargardens](http://consumersenergy.com/solargardens).

Goal of customer discovery program: economic growth

Eight teams of Grand Valley faculty members and students with potential products began a four-week training program October 2 that will help them better understand their customers and market potential.

The Introduction to Customer Discovery Program was hosted by Grand Valley's Technology Commercialization Office through a partnership with the University of Michigan's Center for Entrepreneurship. A grant from the

continues on page 2

Across Campus

continued from page 1

Michigan Economic Development Corporation allows U-M's CFE to "train the trainers" at universities throughout the state.

Robert Smart, vice provost for research administration and executive director of the Center for Scholarly and Creative Excellence, said the four-week program will take faculty-student teams out of the classroom to engage with industry customers and competitors.

At the kick-off meeting, team presentations were followed by lectures on customer segments and best practices.

Junior Zoe Bruyn called it a great real-world experience. Bruyn, a double major in management and marketing, is the entrepreneurial lead on her team that is trying to market a new Web networking platform for K-12 teachers and parents.

Linda Chamberlain, director of the Technology Commercialization Office, said the goal behind this program is to increase the probability of products and innovations reaching the marketplace and eventually contributing to Michigan's economic growth.

Benefit open enrollment begins soon

The 2016 annual benefits open enrollment period will run October 20-November 4, allowing for all benefit-eligible faculty and staff members to update their benefit options.

At anytime, faculty and staff members can visit www.gvsu.edu/healthwellness and click on "2016 Open Enrollment" to review all benefit options for 2016.



Photo by Rex Larsen

From left are Lauren Sheridan, U-M; Paul Lane, Shorouq Almallah and Linda Chamberlain, Grand Valley; Zoe Bruyn, Grand Valley student; standing are U-M CFE instructors Brian Hanley and Deepak Ravindra.

During open enrollment, October 20-November 4, visit the website and click on the eBenefits icon. To receive a compensation/confirmation statement, faculty and staff members must complete an online enrollment and update/verify benefit elections including:

- Dependents and their benefit plan coverage;
- Home address for W-2 purposes;
- Coordination of benefits information;
- Life insurance beneficiary designation;
- IRS re-election requirement for Flexible Spending Accounts and Health Savings Accounts.

Open forums will be held to answer questions, visit the website for details. Call x12220 or send an email to healthandwellness@gvsu.edu for additional information or to request printed copies.

NCAA president visits campus



Photo by Doug Witte

NCAA President Mark Emmert met with Grand Valley staff members, Laker coaches and student athletes as well as those from surrounding colleges October 5. Emmert also gave a presentation earlier in the day for the Grand Rapids Economic Club. Emmert (center) is pictured with student athletes, President Thomas J. Haas and Athletic Director Tim Selgo.

FORUM Volume 40, Number 7

The GVSU Forum is published by University Communications. The submission deadline is Tuesday noon. Send publication items to Michele Coffill, editor, c/o forum@gvsu.edu. Telephone: 616-331-2221. Fax: 616-331-2250. Web: www.gvsu.edu/forum.

Faculty and staff members can find an online "Sketches" submission form on the Web at www.gvsu.edu/forum.

University Communications Staff:
Mary Eileen Lyon, associate vice president
Sherry Bouwman, assistant
Dottie Barnes, associate director of news
Bernadine Carey Tucker, photography manager
Michele Coffill, associate director of publications
Nate Hoekstra, communications specialist
Jeremy Knickerbocker, videographer
Elizabeth Lienau, photography coordinator
Matthew Makowski, communications specialist
Amanda Pitts, photographer
Leah Twilley, communications specialist
Jordan Schulte, student writer

Other publications by University Communications include:

Grand Valley Magazine, which is published quarterly for the university community. Visit its website at www.gvsu.edu/gvmagazine.

Visit Grand Valley's online publication, GVNow, at www.gvsu.edu/gvnow, for daily news updates and video features.

Grand Valley State University is an affirmative action/equal opportunity institution.

GVFaces

Dev Butler Director of Staff Relations and Development

"Less but better," reads a small piece of white paper taped to Dev Butler's office wall.

Butler embodies that idea to help university staff members work more effectively. Since arriving at Grand Valley four months ago, Butler has managed staff relations, collective bargaining and leadership development for non-faculty staff members.

Butler said he has taken a non-traditional career path. He earned a doctorate in behavioral neuroscience from Emory University in Georgia, but soon realized that a career change was in order. "I would have needed a big lab and multimillion dollar grants, and I didn't want to do that. What I found was that I was really good at working with people and teaching," he said.

He worked as a professor and enjoyed teaching but not conducting research. "I liked working with people, so I retreaded myself as an organizational development psychologist," he said.

Freshly rebranded, Butler then worked in organizational development for Motorola and Spectrum Health. He also became a partner at THINC Consulting Inc., where he helped local businesses improve their organizations.

After spending time in the corporate world, Butler returned to academia, teaching graduate level classes in organizational theory and conflict management at Grand Valley as an adjunct professor.

He also serves as a mentor at the Hauenstein Center's Cook Leadership Academy. The academy provides leadership training, assessment and practice for its 40 fellows each year.

As a mentor, Butler works with new fellows to develop professional experience and leadership skills, and provides "grounded leadership" coaching. "We help them grow, we connect them to people in the community and help them figure out what they want to do with their lives," he said.

To Butler, the human element is the most interesting aspect of his job. "We design the systems, we design the processes, but where it really gets interesting is the people and how they interact with each other," he said. "I think that's fun."



Dev Butler

What's Ahead

Lectures highlight Earth Science Week

In conjunction with Earth Science Week, the Geology Department is sponsoring a series of lectures October 12-16.

Peter Riemersma, associate professor of geology and lecture series coordinator, said the series not only exposes students to the field of geology, but also shows geology majors possible career options.

Below is the full schedule of presentations.

- “(Ground) Water, Water Everywhere ... A Day in the Life of a Hydrogeologist and Case Study: Oxford Township, Michigan” by Katelynn Braunschneider, ’14, Peerless-Midwest, Inc.: October 12, 11 a.m.-noon, Manitou Hall, room 122

- “Wrestling with Wells and Water in Haiti - Sustainable Safe Water Solutions” by Peter Wampler, associate professor of geology: October 13, 11:30 a.m.-12:30 p.m., Kindschi Hall of Science, room 1101

- “Creating a Greenway on the Grand River” by John Scholtz, Ottawa County Parks and Recreation Commission director: October 14, 2-3 p.m., Manitou Hall, room 122

- “Revelations of Our Solar System: New Knowledge from Recent Missions” by Kevin Thaisen, visiting professor of geology: October 15, noon-1 p.m., Manitou Hall, room 122

- “How Coastal Sand Dunes in the Great Lakes Region Fulfill Our Needs” by Timothy Fisher, Environmental Science Department chair at University of Toledo: October 16, 2-3 p.m., Kindschi Hall of Science, room 1113

Register to vote at mobile unit

The Secretary of State's Mobile Office Unit will visit campus on October 14-15 to provide an opportunity for students, faculty and staff members, and community members to register to vote.

The voter registration unit will be open from 9 a.m.-5 p.m. near the Transformational Link and Little Mac Bridge on the Allendale Campus. General Election Day is November 3.

Other services that will be available at the unit include license, tabs and registration renewals and organ donor registry.

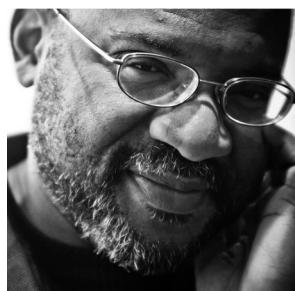
Poets to bring works to life during Fall Arts Celebration

Examining the lyrics of late reggae superstar Bob Marley from a poetic perspective will be one of the topics of discussion during the Fall Arts Celebration Poetry Night,

which will bring two internationally acclaimed authors to Grand Valley.

“An Evening of Poetry and Conversation with Aimee Nezhukumatathil and Kwame Dawes” will take place Thursday, October 15, at 7 p.m. at the Eberhard Center. A book signing and reception will follow the readings.

Born in Ghana in 1962, Dawes spent most of his childhood and early adult life in Jamaica. As



Kwame Dawes

The visit is sponsored by Grand Valley's Student Senate and Community Service Learning Center. For more information about registering to vote, visit www.michigan.gov/vote.



Chamber Orchestra Kremlin will perform at Arts at Noon on October 14.

Arts at Noon will welcome Russian string orchestra

The Arts at Noon concert series continues Wednesday, October 14, with a performance by some of Russia's most renowned young string players.

Under the direction of ensemble founder and director Misha Rachlevsky, the Chamber Orchestra Kremlin has performed more than 1,600 concerts in 24 countries since it began in 1991. The orchestra's discography of more than 30 CDs has received international acclaim, including a Diapason d'Or Award in France, Critics Choice in London's Gramophone, Critics Choice in the *New York Times* and Record of the Year in Hong Kong.

All Arts at Noon concerts will take place in the Cook-DeWitt Center, begin at noon, and last approximately one hour. They are free and open to the public. For more information, call the Music and Dance Department at x13484.

Hispanic awards gala to be held at Eberhard Center

The Committee to Honor César E. Chávez will host its 11th annual Excellence Scholarship and Community Awards Gala on Wednesday, October 14, on the Pew Grand Rapids Campus.

Community members will be honored and

a writer of 16 collections of poetry, as well as fiction, nonfiction and plays, Dawes is heavily influenced by the rhythms and textures of songs cherished during his youth, including reggae music. His book, *Bob Marley: Lyrical Genius*, is currently the most authoritative study of the lyrics of the late musician. His most recent title, *Duppy Conqueror* (2013), is shortlisted for the PEN Open Book Award. Dawes is currently the editor of *Prairie Schooner* at the University of Nebraska, a faculty member of the writer's center Cave Canem and a faculty member at Pacific University in Oregon.

Nezhukumatathil is the author of three books of poetry: *Lucky Fish* (2011), *At the Drive-In Volcano* (2007) and *Miracle Fruit* (2003). *Lucky Fish* won the gold medal in poetry for the 2011 Independent Publishers Book Awards, and was featured in the *New York Times* and on the “PBS NewsHour Art Beat.” Her most recent chapbook is *Lace & Pyrite*, a collaboration of nature poems with poet Ross Gay. Nezhukumatathil is an associate professor of English at the State University of New York in Fredonia.

Patricia Clark, chair of the Writing Department, said Dawes and Nezhukumatathil personify her “excellence criteria,” which she

scholarships will be presented to young leaders; Grand Rapids Mayor George Heartwell is a special guest. The black tie event will run from 5:30-8:30 p.m. at the Eberhard Center.

Tickets are \$50 per person or \$500 for a table of 10. RSVP by contacting Jennifer Smith at jesmith@grcc.edu or (616) 234-3390.

At the event, Grand Valley leaders will announce a new scholarship partnership with the Committee to Honor César E. Chávez, and will recognize the first recipients of the GVSU Lupe Ramos-Montigny “Si Sé Puede” Legacy Endowed Scholarship.

The committee includes representatives from Aquinas College, Calvin College, Davenport University, Ferris State University, Grand Rapids Community College, Grand Rapids Public Museum, Grand Rapids Public Schools, Grand Valley, Kendal College of Art and Design, and Western Michigan University Social Workers.

Former United Way CEO to discuss design thinking

A former United Way CEO will visit campus to discuss how he has utilized design thinking to tackle social issues facing his hometown of Detroit.

Michael Brennan, CEO and founder of the social innovation center Civilla, will present “Social Impact Design: A Personal Discovery of Design Thinking’s Role in Social Change,” on Wednesday, October 14, at 6 p.m. in the Kirkhof Center, Pere Marquette Room. A reception will precede the presentation.

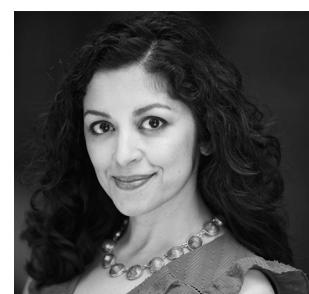
“Michael believes that most of the caring systems that address social issues are conducted through an industrial model and often have institutional interest at the center,” said John Berry, director of Grand Valley’s Design Thinking Initiative. “His personal journey toward the use of design thinking in driving social change has taught him that design is foundational to creating enduring solutions.”

Brennan had served United Way in various capacities for 30 years, including 20 years as CEO of United Way for Southeastern Michigan.

For more information and to register, visit www.gvsu.edu/designthinking/socialimpact.

What's Ahead continues on page 4

utilizes when choosing authors each year for this event. The criteria consists of crowd engagement, the use of fresh and vibrant language and deep material introspection.



“With poetry, you really want to hear it live. It’s a lot like reading a play. Do you really want to read a play? No, you want to go and see it live on stage,” Clark said. “This is very similar to poetry. You want to hear the poet read his or her work.”

Since its start in 2003, Fall Arts Celebration has featured some of the preeminent writers, poets, musicians, dancers, artists and scholars of today.

All Fall Arts Celebration events are open to the public with free admission. For more information, visit www.gvsu.edu/fallarts, or call x12185.

FACULTY AND STAFF SKETCHES

Sketches

Statistics faculty members **John Gabrosek** and **Phyllis Curtiss** were among the authors of an article, "Investigating Student Understanding of Histograms," which received the outstanding paper award in the *Journal of Statistics Education*.

Scott Stabler, associate professor of history, served as co-editor for a book, *Ideas and Movements that Shaped America: From the Bill of Rights to Occupy Wall Street*, published by ABC-CLIO.

Bradley S. Ambrose, professor of physics, served as guest editor for an issue of *Physical Review Special Topics - Physics Education Research*. He also was a co-author for an editorial, "Focused Collection: Physics Education Research in Upper-Division Physics Courses," in the issue.

Polly Diven, professor of political science, gave a presentation, "Linking Gender Equality and Good Governance: The Importance of Political Representation," at the European Conference on Politics and Gender in Uppsala, Sweden. **John Constantelos**, professor of political science, was a co-author for the article.

Judy Whipps, professor of liberal studies, wrote a chapter, "Mary Parker Follett: Creativity, Power, and Diversity," for a book, *Perspectives in Interdisciplinary and Integrative Studies* published by Texas Tech University Press.

Amy Matthews, Statewide Autism Resources and Training Project project director and professor of psychology, has been reappointed by Gov. Rick Snyder to a four-year term on the Michigan Autism Council.

Asian Faculty and Staff Association



Photo by Rex Larsen

The Asian Faculty and Staff Association is pictured. Co-chairs are Kin Ma, assistant professor of geography and planning, (back row, third from right) and Yosay Wangdi, associate professor of history, (seated, second from right). The organization met September 30 with students from the Asian Student Union and Delta Phi Lambda.

What's Ahead

Steinman to address Blue Economy

The Great Lakes hold 20 percent of the world's surface fresh water, giving Michigan tremendous geographic advantage compared to the rest of the world.

Alan Steinman, director of the Annis Water Resources Institute, will discuss the importance of fresh water quality for Michigan's economic growth as the featured speaker for the Peter F. Secchia Breakfast Lecture.

His presentation, "Michigan's Blue Economy: Why Water Matters," will take place Thursday, October 15, from 8-9 a.m. in the L. William Seidman Center. Breakfast begins at 7:30 a.m.

For more information contact the Seidman College of Business at x17100.

Harvard bioengineer to give presentations

The campus community and members of the public are invited to hear presentations from a bioengineer who is dedicated to connecting science and technology with art and social issues.

Grand Rapids native David Edwards, who holds an endowed professorship at Harvard University, will visit Grand Valley on Thursday, October 15. His visit is hosted by the Brooks College of Interdisciplinary Studies and the Padnos College of Engineering and Computing.

Edwards is a biomedical engineer and writer. His latest research includes developing new antibiotic therapies for tuberculosis and needle-free childhood vaccines. He founded Le Laboratoire, in Paris, where artists and scientists

perform collaborative experiments.

He will give two presentations on innovation: "Learning, Inventing and Creating Value" is set for 2 p.m. in the DeVos Center, Loosemore Auditorium; and "Inventing the Day After Tomorrow" at 6 p.m. in the DeVos Center, Loosemore Auditorium. The afternoon presentation is geared toward students, faculty and staff members.

The evening presentation is free and open to the campus community and the public. Edwards will describe how communities can perform technological experiments in long-term positive change that begin in classrooms, evolve through cultural public discourse, and translate into beneficial social and commercial innovations.

RSVP for either presentation online at <http://gvsu.edu/s/ZU>.

Symphony Orchestra, students unite for leadership

More than 60 students from 23 Michigan high school and home school orchestras will join the GVSU Symphony Orchestra for a day of rehearsals, master classes and evening concert during String Leadership Day.

Beginning Saturday, October 17, at 9 a.m. in the Performing Arts Center, students will rehearse under the direction of music faculty and guest conductor, Raphael Jimenez, orchestra director at Oberlin Conservatory of Music.

"String Leadership Day is an invaluable experience for these high school students who get to work with a top conductor, work collaboratively with Grand Valley students,

gain friendships and learn a great deal about making music during the sectionals, rehearsals and master classes," said Henry Duitman, GVSU Symphony Orchestra director.

The day's activities and sessions will also include a mini-recital by the GVSU Faculty String Trio and a performance by the GVSU Chamber Orchestra during the evening concert.

For more information, visit www.gvsu.edu/orchestra.

Heartwell to kick off Make a Difference Day

More than 300 volunteers from Grand Valley are expected to participate in the nation's largest day of community service October 17.

During Make a Difference Day, students will perform service work at more than 20 area organizations. Volunteers will have the opportunity to work with youth and senior citizens, or clean up trails and parks.

Grand Rapids Mayor George Heartwell will kick off the day at 9:30 a.m. in the Kirkhof Center. Participants will then be bused to various sites throughout the Grand Rapids area to work on community service projects until 3 p.m.

The event is sponsored by the Community Service Learning Center at Grand Valley. Students can sign up to participate by visiting www.gvsu.edu/service.

The national day of volunteering, promoted by USA WEEKEND Magazine and Points of Light, has taken place for more than 20 years.

For more information, contact Brendan Gallagher in the Office of Student Life at x12345.