Across Campus

Laker Effect felt all over in any season

Grand Valley launched a new branding campaign in February and university leaders hope prospective students, supporters and others will experience the “Laker Effect.”

Billboards, print, Web and broadcast advertisements and other materials feature ranges from students against a background of precipitating university logos to weather map-like satellite images showing Grand Valley’s effect in West Michigan and beyond.

President Haas agreed with Malcolm. “Randall is an inspiration, and we’re glad that he chose to become part of the Grand Valley family. He is a Laker, which means he will take what he learns here and go out into the world and make a difference,” said Haas.

Wallace completed 56 credits during his senior year of high school before he started his first semester at Grand Valley in fall 2015. He said he is thrilled to be able to start his education at Grand Valley, and hopes to eventually attend medical school at University of Michigan. “It’s only natural, since that’s where all my surgeries took place,” Wallace said.

Wallace’s mother, Renae Wallace, said her son has been granted the gift of higher education, which he will continue to use for the rest of his life.

“He missed many days of school because of multiple surgeries, but he worked hard and told me when he was 16 that he wanted to become a pediatric cardiologist and help kids like himself,” Renae said.

The ‘Laker Effect’ branding campaign shows Grand Valley’s impact in West Michigan and beyond.

The research-based campaign used quantitative data that revealed people’s perceptions of Grand Valley. Initial ad concepts were then tested with various audiences that Grand Valley wants to reach.

More on what effect Lakers are having can be found online at www.gvsu.edu/laker effect. Follow and participate in the campaign on social media using #GVLakerEffect.

There will be a video booth set up during the week of the campaign kickoff. Students will be asked to describe their Laker Effect and the effect Grand Valley has on them. The interviews will be compiled into a series of videos that will be shared on social media. Dates for the video booth are below:

- February 8, 11 a.m.-1 p.m., Kirkhof Center lobby
- February 9, 4-6 p.m., Seidman Center lobby

Join the conversation with #GVLakerEffect. See enclosed brochure for more about the campaign.

Departments designated ‘healthy’

Eight new campus departments were designated “Certified Healthy” by the Health and Wellness team within Human Resources.

This is the second year for the Certified Healthy Department program. To qualify, departments submit an application and must
Dave was not only an educator but also a role model. He developed a strategic business plan for the Sustainable Agriculture Project that we will continue to implement over the years.

The fund will provide financial support for one or more students to work on SAP projects in Feenstra’s special areas of interest that benefit the SAP and meet learning goals of the student. Student awardees will be known as Dave Feenstra Sustainable Agriculture Interns.

Contributions to the internship fund can be made online at www.gvsu.edu/give.

Basketball games show international flair

Laker basketball games took on an international flair in late January through a partnership between Athletics and the Padnos International Center.

At the January 23 games against Northwood University, the teams wore Grand Valley jerseys with “Lakers” printed on the back in 15 languages to highlight Grand Valley’s international student community.

Announcements during the games were made in English, Swedish and Swahili, the latter two languages by Josh Akena, a student from Sweden, and international student organizations held an expo to highlight study abroad opportunities.

Kelsey Perras, community relations director for Athletics, said the idea started when brainstorming ways to get students involved in the games. “We enjoyed working with another department and making a connection continues on page 3
What’s Ahead

LAS to host lecture by political anthropologist

Latin American Studies will host a lecture by a Canadian professor about how farmers in Paraguay are caught in that country’s transition to democracy.

Kregg Hetherington, associate professor of anthropology at Concordia University in Montreal, will give a presentation, “Making Paraguay Real: How to Measure an Agrarian Transformation,” on Thursday, February 11, at 2 p.m. in the Kirkhof Center, rooms 2215/2216.

Hetherington, a political anthropologist, is an expert in environment and infrastructure, the bureaucratic state and international development in Latin America. His book, Guerrilla Auditors, explores how rural thinking about property and information at times conflict with bureaucratic reform projects promoted by international experts.

The presentation is co-sponsored by the Anthropology, History and Sociology departments; it is LIB 100/201 approved. For more information, contact David Stark, LAS coordinator, at starkd@gvsu.edu, or call Area Studies at x8110.

Campus will celebrate Darwin Day with activities

Grand Valley will celebrate its first Darwin Day February 11-12 with two days of events, including a keynote presentation, art exhibit, faculty and student presentations.

The event is interdisciplinary in nature. One of the organizers Cara Ocobock, assistant professor of biomedical sciences, said Darwin’s theory of evolution touches everyday life in many ways, through language, art and health.

“I’m an anthropologist so evolution is constantly in my studies,” Ocobock said. “Internationally, Darwin Day events have been held for years, and I thought, ‘Why not here, too?’”

The keynote speaker is Wenda Trevathan, professor emerita of anthropology at New Mexico State University. She is a co-editor of two collections of works on evolutionary medicine and wrote Ancient Bodies, Ancient Life, Student Environmental Coalition and Pew Campus Operations.

Trevathan will give a presentation at 1 p.m. on Friday, February 12, in the Mary Idema Pew Library, multipurpose room. “Flash Talks;” quick presentations similar to TED Talks, will follow Trevathan’s address from 2:30-4:30 p.m.

February 11 events are at Wealthy Street Theatre: a comedy show will begin at 6 p.m. followed by a screening of “Jurassic Park,” with a panel discussion.

The Science on Tap monthly event closes Darwin Day activities. Laura Stroik, assistant professor of biomedical sciences, will give a presentation, “Amazing Adaptations and Other Evolutionary Eccentricities,” at the SpeakEZ Lounge, 600 Monroe Ave. NW in Grand Rapids, at 8 p.m.

The art exhibition, “Endless Forms Most Beautiful,” will run through February 25 in Mary Idema Pew Library.

For a schedule or more information about Darwin Day, visit www.gvsu.edu/darwinday.

Financial aid staff to help students apply for aid

College-bound students and their families can get help applying for financial aid during College Goal Sunday on February 14.

Financial aid staff members from Grand Valley will guide students and families through each step of completing the Free Application for Federal Student Aid form, or FAFSA. The FASFA form, due March 1, is required for all students seeking financial aid, including grants, loans and scholarships.

College Goal Sunday will take place from 2-4 p.m. in building A of the DeVos Center.

Students under 23 years of age are encouraged to attend with a parent or guardian. Parents and students should bring their completed 2015 federal tax return (1040) if possible, or their W-2 and 1099 forms.

Other College Goal Sunday sites in West Michigan include Grand Rapids Community College, Western Michigan University, Muskegon Community College, Grand Haven High School and Lake Michigan College in Benton Harbor. College Goal Sunday is a national initiative aimed at increasing the number of students pursuing higher education.

For more information, contact Michelle Rhodes, director of Financial Aid, at x13234 or visit www.micollegedgoal.org.

Recycling competition runs through April

Grand Valley will again participate in Recyclemania, a national recycling competition that challenges colleges and universities to collect the largest amount of recyclable and compostable materials during an eight-week period.

From February 7-April 2, Grand Valley will compete in the competition for the ninth year in a row.

During the 2015 competition, more than 298,000 pounds were recycled. Grand Valley ranked first in the state and 24th in the nation in the composting and Grand Champions categories.

Janet Aubil, operations supervisor for Facilities Services, said the university’s success has been the result of team work, as it takes effort from all students, faculty and staff members to take the time to compost and recycle.

Facilities Services is leading the contest, with support from the Office of Sustainability Practices, Campus Dining, Office of Housing and Resident Life, Student Environmental Coalition and Pew Campus Operations.

For more information, visit www.recyclemania.org. For more information about recycling at Grand Valley, visit www.gvsu.edu/facilitiesservices.

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between our student athletes and international students,” she said.

Both Laker teams beat Northwood that night.

Leaders celebrated at ‘I am Grand Valley’ reception

More than 800 students were recognized for their leadership at the annual “I am Grand Valley” reception held January 27 in the Kirkhof Center.

A total of 826 students were nominated for an award by 327 people, including faculty, staff members and fellow students.

“I am Grand Valley” is celebrated year-round on the first Wednesday of every month when students are asked to wear their “I Am Grand Valley” T-shirts. The leadership recognition program celebrates student leaders who contribute to the campus community. Many recipients are student employees, student organization leaders, resident assistants, and students who excel in the classroom and elsewhere.

Students hold their “I am Grand Valley” shirts during a reception celebrating leadership.

The program, hosted by the Office of Student Life, has recognized thousands of students since it began during the 2003-2004 academic year. Visit www.gvsu.edu/samgv for more information.

Nominations sought for Venderbush award

Faculty and staff members can submit nominations for the Kenneth R. Venderbush Student Leadership Award to the Dean of Students Office before Friday, February 12.

The award will be presented to a senior at the Student Awards Convocation on April 11.

Criteria and a nomination form are posted online at www.gvsu.edu/dos, search “Awards and Ceremonies.” The nomination should be sent in a sealed envelope marked confidential.
In the News

John Kilbourne, professor of movement science, honors, was interviewed by the South Haven Tribune for a story on his development and research on Activity Permissible Classrooms.

Jonathan Hodge, associate professor of mathematics and department chair, and David Austin, professor of mathematics, were interviewed by the podcast, “Relatively Prime,” for a story about gerrymandering and mathematical voting theory in politics.

Mark Schaub, chief international officer, was interviewed by WOOD Radio for a story about Grand Valley hiring a part-time campus recruiter for the Peace Corps.

Clinic participates with insurers

The Grand Rapids interdisciplinary clinic that is operated through a partnership with Grand Valley’s physical therapy department and other colleges is now participating with several insurers.

Calvin College Rehab Services, at 1310 E. Beltline Ave., is participating with Priority Health, Blue Cross Blue Shield, Blue Care Network, and Medicare. The clinic offers physical therapy, occupational therapy, speech pathology, social work and audiology services for patients with neurological needs. For more information, call (616) 526-8947.

Partners are Grand Valley, Calvin College and Western Michigan University.

Book explores women characters in popular TV shows

A new book by a liberal studies faculty member explores the relationships of women characters in popular television shows and the impact of fans who follow those shows.

TV Female Foursomes and Their Fans by Wendy Burns-Ardolino, associate professor and chair of liberal studies, explores seven TV shows — “The Golden Girls,” “Designing Women,” “Living Single,” “Sex and the City,” “Girlfriends,” “Cashmere Mafia” and “Hot in Cleveland” — and their popularity with viewers. All these shows featured four women lead characters, and although they aired in different decades (1980s-present), Burns-Ardolino said they have commonalities and have redefined women’s roles on television.

“The characters form bonds of sisterhood and support each other through challenges,” Burns-Ardolino said.

She added that each show has confronted complex issues of the day, such as the AIDS crisis, pay equity or domestic violence.

“One of the strengths of these shows is that they were not afraid to tackle complex issues, and that resonated with their audiences,” Burns-Ardolino said. “It may have opened up invidious world views for some fans.” She researched fan-based message boards while writing the book.

Burns-Ardolino will host a book launch and book signing reception on February 18, from 5-7 p.m. at the DeVos Center, University Club room. The book is published by McFarland. For more information, visit www.mcfarlandbooks.com.

Sketches


Marie Vanderkoor, assistant professor of nursing, gave a presentation, “Healthcare Informatics: Realities and Future Directions in Health Informatics,” at the International Conference on Health Information Technology Advancement held at Western Michigan University. She was also reappointed to the Informatics Nursing Content Expert Panel for the American Nurses Credentialing Center for a three-year term.


Barbara Hooper, assistant professor of nursing, received the Outstanding Mentor Award at the Kappa Epsilon at-large Chapter of Sigma Theta Tau International annual induction and awards ceremony.

Monica Johnstone, director of Communications and advancement for CLAS, will have artwork, “Patina: Ancient Amphora,” included in the curated international traveling exhibition “A Matter of Time Textiles,” which will begin in Sydney, Australia, in March.

Henry Duitman, associate professor of music, gave a presentation, “Conductors in the Pit: Opportunities and Challenges,” at the International Conference of the College Orchestra Directors Association in Salt Lake City, Utah.

Gamal Gasim, associate professor of Middle East Studies and political science, was a co-author of an article, “The Political, Social, and Religious Attitudes of Muslim Americans,” published in the Journal of Islamic Perspective and Culture.


Vail receives MSTA award

Janet Vail, a research scientist at the Annis Water Resources Institute in Muskegon, was awarded the 2016 Informal Science Educator Award by the Michigan Science Teachers Association.

Vail was selected for her contributions to the improvement of non-school-based science education, as well as scholarly contributions.

At AWRI, Vail has provided environmental education for schools, teachers, students and businesses for more than 25 years, including 20 years with the innovative research vessel education program. More than 5,000 students and teachers take part in the hands-on science programs each year where they learn about Lake Michigan and environmental stewardship.

Vail also organized the first of three “State of Lake Michigan” conferences and serves as co-chair of the U.S. EPA. Lake Michigan Forum. During the past 18 years, Vail has conducted the “Making Lake Michigan Great” research vessel tour, which has made its way to 33 ports of call in Lake Michigan, and allows families, school groups and the general public to take part in water sampling experiments.

The MSTA was created to fill a void in providing guidance for the improvement of science education in the state. A state chapter of the National Science Teachers Association, MSTA has grown to one of the largest science organizations of its kind in the U.S.