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 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.

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.

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 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.

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 understand the skills really needed for the job.

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.

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 Governor discusses challenges for higher education

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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
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.

During open enrollment, October 20-November 4, visit the website and click on the eBenefits icon. To receive a 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.
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 Kateryn Braunsnedeier, ’14, Peerless-Midwest, Inc.: October 12, 11 a.m.-noon, Manito 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., Manito Hall, room 122

• “Revelations of Our Solar System: New Knowledge from Recent Missions” by Kevin Thaissen, visiting professor of geology: October 15, noon-1 p.m., Manito 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 Tranformational 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.

“A 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 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.

HISPANIC AWARDS GALA TO BE HELD AT EBERHARD CENTER

The Committee to Honor César E. Chavez will host its 7th annual Excellence Scholarship and Community Awards Gala on Wednesday, October 14, on the Pew Grand Rapids Campus.

Community members will be honored and scholarships will be presented to young leaders; Grand Rapids Mayor George Heartwell will be 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 $100 for a table of 10. RSVP by contacting Jennifer Smith at jesmith@grcc.edu or (616) 234-3590.

At the event, Grand Valley leaders will announce a new scholarship partnership with the Committee to Honor César E. Chavez, and will recognize the first recipients of the GV SU Lupe Ramos-Montigey’ ”Sí 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 Civilia, 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 has 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.gvus.edu/designthinking/socialimpact.
**Asian Faculty and Staff Association**

The Asian Faculty and Staff Association is pictured. Co-chairs are Kim 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.

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**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, Loosmore Auditorium; and “Inventing the Day After Tomorrow” at 6 p.m. in the DeVos Center, Loosmore 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 GVJSU 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, Rafael 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 sections, rehearsals and master classes,” said Henry Duitman, GVJSU Symphony Orchestra director.

The day’s activities and sessions will also include a mini-recital by the GVJSU Faculty String Trio and a performance by the GVJSU 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.