

# FORUM

**A NEWSLETTER FOR THE GRAND VALLEY  
STATE UNIVERSITY COMMUNITY**

Published by University Communications



## Grand Valley joins Chevrolet to go green

Grand Valley is participating in a Chevrolet program to increase clean energy efforts and decrease carbon emissions.

As part of Chevrolet's Campus Clean Energy Efficiency Campaign, Grand Valley commits to continue its efforts to reduce carbon dioxide from entering the atmosphere. Grand Valley's carbon reductions will be certified as voluntary carbon credits and Chevrolet will pay the university for its reductions and permanently retire them to benefit the climate.

Terry Pahl, facilities engineer, applied for the program and said using energy-efficient practices is part of the campus culture. To qualify for funding, Grand Valley had to demonstrate that its energy-based greenhouse gas reductions on a campus-wide basis surpassed the performance of the top 15 percent of campuses in the nation.

"A university is both chosen and evaluated based on either individual LEED certified buildings or a campus energy efficiency performance," said Pahl. "Grand Valley opted for the campus-wide performance program and is

the only university in Michigan that was chosen. The millions of dollars we save from energy efficiency improvements and the funds we'll receive from Chevrolet allow us to reinvest in the university and our students."

During the last 15 years, Grand Valley has implemented more than 250 energy-saving projects and procedures. By the end of this calendar year, Grand Valley will be avoiding energy costs of at least \$2 million annually through the use of energy-efficient practices, procedures and technologies. Examples include various lighting projects, temperature setpoints and setbacks, building system infrastructure and energy education.

In addition, \$1.5 million in energy costs have been avoided by one-time, energy-saving projects such as hosting energy contests in living centers and closing down housing units when unoccupied in the summer. Pahl said in fiscal year 2014, compared to 2003, Grand Valley decreased use of water by 39 percent, gas by 29 percent and electricity by 29 percent.

Pahl will present more about the project at



The university is participating in a Chevrolet program to decrease carbon emissions on campus.

Sustainability Spotlight on Tuesday, September 16, from 6-9 p.m. at the Mary Idema Pew Library Learning and Information Commons. He will join others from Grand Valley who will share their sustainability-related work with the campus community.

## Across Campus

### Business Ethics Initiative celebrates new name

A reception to celebrate the newly named Koeze Business Ethics Initiative in the Seidman College of Business was held September 8 at the Pew Grand Rapids Campus. Members of the Koeze family are longtime supporters of the university.

Generous support from Ruth Koeze helped establish the initiative, and generous support from Jeff and Kate Koeze will benefit the operation of the initiative. Jeff also serves on the advisory board for KBEI.



Photo by Christine Gribble

Pictured standing from left are Michael DeWilde, Provost Gayle R. Davis and President Thomas J. Haas; seated are Ruth Koeze and Jeff Koeze. A reception was held September 8 to celebrate the newly named Koeze Business Ethics Initiative.

"The Koeze family is one of our founding families and has long been a part of Grand Valley's success," said President Thomas J. Haas. "The pursuit of understanding ethical practices is vital for our students today, and has always been a critical part of the liberal education tradition here at Grand Valley. We are grateful to Ruth, Jeff and Kate for leading this initiative into the future."

The KBEI's mission is to be a leading resource for business persons, students and faculty who seek to understand the relationship between business, the common good and a life well lived.

Michael DeWilde, director of KBEI, said Jeff Koeze has a long history of helping the college highlight the importance of ethics for the community and for students, beginning in the late 1990s he worked with management professor Barry Castro to establish a series of roundtable discussions.

"He continued his involvement and has been an invaluable friend and colleague as we have discussed the expansion of those conversations into what is now the Koeze Business Ethics Initiative," DeWilde said.

DeWilde said support from the Koeze family makes it possible to pursue additional projects, including a collaboration with several scholars at the Ross School of Business at the University of Michigan on the nature and sustainability of social capital, research on how behavioral ethics can be taught, and how business considerations intersect with end-of-life ethics.

The Koeze Business Ethics Initiative is available to all students and faculty members, offering resources for the study of ethics in various disciplines and professions.

For more about the Koeze Business Ethics Initiative, visit [www.gvsu.edu/business/ethics](http://www.gvsu.edu/business/ethics).

# Across Campus

## PBS, WGUV, College of Education launch partnership

To meet the growing demand for customizable, digital resources in the classroom, PBS LearningMedia and WGUV Public Media announced an innovative partnership with the College of Education.

Professors and students in the College of Education will have access to the PBS LearningMedia Custom Service, a media-on-demand content platform designed to support technology and digital resource integration into the classroom. WGUV is the first member station to partner in this way, to educate and empower the next generation of teachers with the latest digital tools made specifically for classroom use.

Paula Kerger, president and CEO of PBS, made the announcement September 9 during WGUV's Fall Preview event. It was Kerger's first visit to Grand Rapids. She said WGUV's Engage community outreach programs inspired her visit and that WGUV is leading the way for public media.

The College of Education will use the custom service to train future teachers on how to successfully incorporate digital media to fuel deeper discussions and understanding of curriculum topics, as well as provide thousands of valuable resources for research and support. The custom platform also provides educators with the opportunity to personalize the tool for local classroom instruction by adding additional unique content.

"This partnership provides our faculty and students with invaluable access to leading-edge resources that can be used to differentiate classroom learning," said Elaine Collins, dean of the College of Education. "Additionally, it is indicative of our commitment to serving the evolving needs of today's students."

WGUV Public Media and the College of Education have a long history of partnership and support for education in Michigan. The College of



Elaine Collins, dean of the College of Education, stands with (right) Paula Kerger, president and CEO of PBS. PBS LearningMedia and WGUV Public Media announced an innovative partnership with the College of Education.

Education is a supporter of the WGUV Cool Teacher Contest as well as partnering for Groundswell to create opportunities for hands-on environmental learning for students. In addition, several faculty and staff members from the college serve on the WGUV Engage Education Committee.

## Grand Valley named a top Midwest university

Grand Valley has been ranked third in the "Top Public Regional Universities in the Midwest" category by *U.S. News & World Report*.

For its prestigious annual Best Colleges 2015 publication, Grand Valley also ranked 47th for "Best in Undergraduate Engineering" programs and 26th for "Best Regional University" in the Midwest.

The *U.S. News* rankings are based on several key measures of quality including peer assessment, graduation and retention rates, faculty resources, student selectivity, financial resources and alumni giving. Data was collected from each institution that included several indicators of academic excellence.

For more information on how Grand Valley continues to excel in the areas of graduation rates, alumni working in Michigan and keeping down the cost of a college degree, view the accountability report at [www.gvsu.edu/accountability](http://www.gvsu.edu/accountability).

## Nominations sought for advising award

Nominations for the 2014-2015 Outstanding Academic Advising and Student Services Award are now being accepted.

Established in 2007 by Provost Gayle R. Davis, the award is given annually to recognize outstanding academic advising and service to students. The Advising Awards Committee will select and recommend one faculty member (only tenure-track faculty and affiliate faculty are eligible) and one administrative professional as recipients.

Nomination forms and all supporting materials are due via email to [normans@gvsu.edu](mailto:normans@gvsu.edu), Student Academic Success Center, by November 1. To review the award criteria and to download the forms, visit [www.gvsu.edu/advising](http://www.gvsu.edu/advising).

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Faculty and staff members can find an online "Sketches" submission form on the Web at [www.gvsu.edu/forum](http://www.gvsu.edu/forum).

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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](http://www.gvsu.edu/gvmagazine).

Visit Grand Valley's online publication, *GVNow*, at [www.gvsu.edu/gvnow](http://www.gvsu.edu/gvnow), for daily news updates and video features.

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



## GVFaces

### Kate Harmon, Director, Campus Recreation

Kate Harmon was named director of Campus Recreation in July after working for 12 years as associate director of athletic and recreation facilities management, overseeing day-to-day operations of the Recreation Center.

In her new role, Harmon said her goals include increasing collaboration with other campus departments. She said it was the growth of the university that drew her to Grand Valley in 2002 because of its opportunities for professional growth and challenges.

"I have always been interested in student development," Harmon said. "I knew I wanted to be involved with university recreation or athletics."

Harmon is a strong advocate for creating opportunities for students to engage in active learning.

"Campus Recreation is an essential component of student success by offering multiple programs and services to satisfy the various needs of students," she said.

She earned a bachelor's degree in sports science from Northern Michigan University in 1998, while playing soccer for the Wildcats and serving as team captain for two seasons. Harmon also earned a master's degree in sports administration from Central Michigan University in 2000.

While at CMU, Harmon worked for the athletic department and served an internship with Central's Athletic Booster Club.

She is a certified strength and conditioning specialist through the National Strength and Conditioning Association, an American Red Cross instructor and has a U.S. Soccer Federation coaching license.

When Harmon is not at work, she enjoys outdoor activities with her family, coaching youth soccer and playing indoor soccer.



Kate Harmon

# What's Ahead

## Fall Arts Celebration kicks off with Sousa's lost operettas

The 2014 Fall Arts Celebration kicks off with "Pioneers of American Musical Theatre: Music from the Lost Operettas of John Philip Sousa." The concert is set for Monday, September 15, at 7:30 p.m., in the Performing Arts Center, Louis Armstrong Theatre.

Faculty members and students will present selections from two operettas from the pen of the March King that had been lost to modern audiences: "The Charlatan" and "The Bride Elect."



The lost operettas of John Philip Sousa kick off Fall Arts Celebration events on September 15.

Sousa, a composer and conductor of the late Romantic era, was known primarily for American military and patriotic marches. He worked as a theater musician and conducted the U.S. Marine Band before starting his own civilian band in 1892. He wrote "The Stars and Stripes Forever" in 1896.

In one of the great misfortunes of American theater, Sousa's operettas have been mostly lost to fire and neglect.

All Fall Arts Celebration events are open to the public with free admission. Seating is limited. For more information, visit [www.gvsu.edu/fallarts](http://www.gvsu.edu/fallarts), or call x12185.

## Flu vaccination clinics set

The GVSU Family Health Center will offer flu vaccination clinics for students, faculty and staff members and their dependents and retirees through September.

Cost of the vaccination is covered for retirees, faculty and staff members and their dependents. Students who would like the cost billed to their student accounts should bring student ID cards. Cost to those without insurance is \$25.

The Family Health Center, 72 Sheldon Blvd. in Grand Rapids, is operated by the Kirkhof College of Nursing. People who cannot get to a vaccination clinic (dates and locations listed below) can call the center at (616) 988-8774 to make an appointment.

- Tuesday, September 16: 11 a.m.-1 p.m., Kirkhof Center, room 1142
- Tuesday, September 16: 4:30-7 p.m., Family Health Center, 72 Sheldon Blvd.
- Wednesday, September 17: 3-6 p.m., Cook-DeVos Center for Health Sciences, room 331
- Monday, September 22: 4:30-7 p.m., Family Health Center, 72 Sheldon Blvd.
- Tuesday, September 23: 4-6 p.m., DeVos Center, student project area
- Wednesday, September 24: 11 a.m.-1 p.m., Kirkhof Center, room 1142

Clinics for the Meijer Campus in Holland and Muskegon Center have yet to be scheduled.

## Healing Children of Conflict hosts film screening

Middle East Studies, student organizations and area colleges will host a screening of a film by Maurice Jacobsen, a Grand Rapids native who spent 16 months in the Gaza Strip.

His film, "We All Live in Gaza," is based on footage he captured during Israel's recent military campaigns against the Palestinian territory. Two screenings are planned on Tuesday, September 16: noon in Kirkhof Center, room 2263; and 7 p.m. in Lake Michigan Hall, room 114.

The event is free and open to the public. Jacobsen will be at both screenings to answer questions.

This event is co-sponsored by Peace MEans, Calvin College History Department, Calvin College Middle East Club, and Hope Equals. For more information, contact David Alvarez at [alvarezd@gvsu.edu](mailto:alvarezd@gvsu.edu).

## Film, discussion set during Hunger Action Week

Grand Valley is participating in Hunger Action Week 2014 by hosting a documentary and panel discussion featuring representatives from local anti-hunger agencies on Tuesday, September 16.

Grand Valley's Women's Center is partnering with local community groups to raise awareness during the week, which runs September 13-19.

The fourth segment of "The Weight of the Nation" by HBO will be shown at 7 p.m. in room 136E of the DeVos Center. The documentary provides a look at the basic facts of obesity and how food and weight play into almost every facet of American life.

For more information, visit the Hunger Action Week Facebook page or contact Brittany Dernberger in the Women's Center at x12748.

## Writers Series highlights Houston author

The Grand Valley Writers Series begins this week and will continue through March.

The first author is Lacy Johnson, a Houston-based artist, curator, teacher, activist, and author of *The Other Side* and *Trespaces: A Memoir*. Her presentation is set for Thursday, September 18, beginning at 6 p.m. in the Cook-DeWitt Center. She will also give a craft talk at 4 p.m. in the Kirkhof Center, rooms 2215/2216.

Johnson teaches interdisciplinary art at the University of Houston in Texas.

Visit [www.gvsu.edu/writing](http://www.gvsu.edu/writing) to see the entire calendar of author visits.

## Meetings will focus on community as classroom

A series of colloquia with Grand Valley faculty and staff members, and community partners will explore community as a classroom. Participants will share about community-based teaching, learning and research.

The meetings will be held on Fridays in September-November and then resume in January-April.

The first meeting, "Dialogue for Reciprocity," will be held September 19, 10-11:30 a.m. in the Kirkhof Center, room 2270. Participants will discover quick and effective pedagogical techniques, in- and out-of-class activities, and larger-scale projects for preparing students to engage tension and explore the creative possibilities in difference.

The series is hosted by the Center for Scholarly and Creative Excellence, Community Service Learning Center, Division of Inclusion and Equity, Office for Community Engagement, Robert and Mary Pew Faculty Teaching and Learning Center, University Libraries, and Women's Center.

Register at [www.gvsu.edu/seminar](http://www.gvsu.edu/seminar).

## Paleo-Olympic games create blast from the past

From medieval rugby to sword fighting, the 6th annual Paleo-Olympics will take place Friday, September 19, from noon-3 p.m. on the lawn in front of the Kirkhof Center.

The student-run Paleo-Olympics is an annual compilation of events that bring together students and faculty members for a day of games and other activities focused on learning about the past. The event is a collaboration among members of the Archaeology Club, Classics Society, History Club, Fencing Club and Anthropology Club.

Participants will compete in archery, spinning thread from raw wool, making stone tools, fencing, Etruscan liver readings, medieval armor demonstrations and many games based on aspects of ancient life.

## Second study abroad reunion set

The Padnos International Center will host its second Study Abroad Alumni Reunion.

The campus community is invited to celebrate and support international exchange and friendship.

The event is set for Thursday, September 25, from 6-8 p.m. at the Grand Rapids Downtown Market, 435 Ionia Ave SW. Participants can expect a cash bar, international hors d'oeuvres and music from The Crane Wives, a local folk band made up of Grand Valley alumni.

RSVP at [www.gvsu.edu/studyabroad/reunion2014](http://www.gvsu.edu/studyabroad/reunion2014). Tickets are \$25 for students and \$35 for non-students and need to be purchased in advance.

All proceeds benefit the Murray Study Abroad Scholarship, which supports students who otherwise financially would not be able to study abroad.



Pictured are attendees at the 2013 Study Abroad Alumni Reunion. This year's event is set for September 25; the campus community is invited.

# FACULTY AND STAFF SKETCHES

## In the News

**Joseph Horak**, director of the Family Owned Business Institute, was interviewed by several media outlets for stories about the results of a family-owned business survey conducted by the FOBI in the Seidman College of Business.

**Sebastian Maisel**, associate professor of Middle East studies, was interviewed by media outlets, including Associated Press and al-Jazeera, for stories about massacres in Iraq and Syria by the terror organization Islamic State.

## Sketches

**Joseph Hogan**, program manager of the Common Ground Initiative at the Hauenstein Center, was quoted in the book *Minds on Fire*, published by Harvard University Press.

**MarcQus Wright**, director of the TRiO Educational Support Program, received a grant from the U.S. Department of Education for year five of the program.

**Sok Kean Khoo**, distinguished associate professor of molecular genomics, received a grant from the Michael J. Fox Foundation for a project, "Circulating microRNAs: a New Paradigm for Parkinson's Disease Biomarker Discovery Project."

## Geology faculty receive awards

**Steve Mattox**, professor of geology, was selected to receive the 2014 Neil Miner Award from the National Association of Geoscience Teachers, recognizing his "exceptional contributions to the stimulation of interest in the earth sciences."

He will receive the award at the NAGT banquet at the Geological Society of America meeting in October in Vancouver.



Steve Mattox

**John Weber**, professor of geology, will be inducted as a Fellow in the Geological Society of America during the October GSA meeting.

A member of the Geological Society of America is elected to fellowship in recognition of distinguished contributions to the geosciences. The nomination was based on Weber's important research contributions as well as his undergraduate teaching and mentoring.



John Weber

**Donald Mitchell Jr.**, assistant professor of education, co-wrote an article, "An Intersectional Social Capital Analysis of the Influence of Historically Black Sororities on African American Women's College Experiences at a Predominantly White Institution," published in the *Journal of Diversity in Higher Education*.

**Craig Benjamin**, associate professor of history, Meijer Honors College, gave presentations, "World History and Big History," and "Teaching the Big History of the Ancient

Americas in the Undergraduate Classroom," at the World History Association Annual Conference in San Jose, Costa Rica. Benjamin is president of the WHA.

CLAS Academic Advising Center staff members **Julie Amon** and **Jo Ann Litton** gave a presentation, "Out of the Fog and Into the Light: Developing an Institutional Test Prep Course," at the National Association of Advisors for the Health Professions conference in San Francisco, California.

## Across Campus

### Football games to go zero waste

For the second year in a row, a team of students and staff members will aim for zero waste at all home football games, starting with the home opener September 13.

The zero-waste initiative is part of an ongoing effort to recycle and compost as much waste as possible at large events on campus. At the first home game last year, more than 600 pounds of compostable and recyclable materials were collected, which diverted 79 percent of total materials from the waste stream.

Grand Valley is again competing in the national Game Day Challenge, which aims to promote waste reduction at football games throughout the country.

Volunteers can help at the remaining home football games this season to help fans recycle and compost their waste. Students, faculty and staff members who are interested can contact Kimberly Schoetzow at [sustainability@gvsu.edu](mailto:sustainability@gvsu.edu).

The initiative is organized by the Office of Sustainable Practices, Athletics Department, Facilities Services, Office of Student Life and Campus Dining's Green Team.

### United Way Campaign begins in October

Each fall, the United Way launches a fundraising drive at Grand Valley to help support United Way programs in Kent, Ottawa and Muskegon counties. The goal of the campaign is to help support the United Way in its mission of helping people in need by improving education, increasing financial stability and providing access to health care.

Three ways to support the United Way include giving in the annual Grand Valley campaign, advocating and raising awareness of a cause, and volunteering with programs like Schools of Hope.

The Heart of West Michigan United Way in Kent County is reaching

significant milestones in its goals of education, income and health care access, but campaign officials said more work remains to be done.

HWMUW wants to improve the area's high school graduation rate, because graduating from high school has been shown to be the single most powerful predictor of a young person's future success. HWMUW supported 29 agency partners to provide mentoring and developmental programming to more than 27,000 children and youth; offer programming to more than 7,000 preschool children to help them develop the appropriate skills to enter kindergarten; and work with more than 17,000 children and youth to improve academic success.

The efforts of agency partners and volunteers in programs like Schools of Hope, which pairs volunteers with students for personal reading help and instruction, are paying off. Kent County fourth-grade reading scores increased by 23 percent between 2008 and 2012.

The United Way also works with families to help eliminate conditions that force working families into poverty. Agencies supported by United Way assist individuals and families with emergency housing, foreclosure prevention, eviction prevention and utility payments.

Health is another focus of the HWMUW. Last year the United Way supported 25 agency partners who encouraged more than 44,000 people to take an active role in their health through increased exercise, smoking cessation and nutrition programs; assisted nearly 11,000 people with understanding and managing chronic health conditions; and provided more than 28,000 people with access to health care.

Donations, volunteering and advocacy can help the United Way create a better-educated, healthier and more financially stable West Michigan. More than 90 percent of expenses go directly to community investment, and more than 70 percent of all funds raised come from workplace campaigns.

Grand Valley's United Way campaign begins in October. Department United Way captains will provide faculty and staff members with information and an opportunity to support the campaign.