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Bowling Green State University

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Institutional Research goal is to provide information to aid decisions

Sound decisions require accurate information and to help Bowling Green get a better picture of itself is the responsibility of the Office of Institutional Research, headed by Bill Knight. Knight began work in McFall Center May 20. The office had been vacant for a year, so he has been busy catching up. "He's off to an excellent start," said Chris Dalton, senior vice president for finance.

"Our main function is to provide decision support. We start with data and convert it into information. Our goal is then to make this information useful," Knight said.

The information gathered by the office will help the University move to assessment-based planning. This ongoing process will insure decisions are made using current, reliable information, which is crucial in today's competitive market. "The office will play an increasingly large role as the University moves forward," Dalton said.

Knight has set an ambitious agenda. To help accomplish it, he has hired an assistant director, Dale Brickley, who began work Dec. 2. Bruce Clemetson, a graduate assistant, is on staff, and a statistics clerk soon will be hired.

The office has recently received approval to purchase software to custom design surveys that can then be scanned by computer services, which will save the University time and money.

Knight and his staff have been compiling data the University has already gathered over the past several years. Knight suggests anyone on campus desiring to conduct any type of survey contact his office first as the data may already be available. Also, he and his staff are available for consultation.

"From 10 minutes to a year-long involvement. We stop short of report writing," he said.

Overall, Knight focuses on conducting assessments that address the "big issues" in the institution and what data are needed in order to make plans surrounding these issues.

"The big issue right now of course is enrollment and retention," Knight said. As rates in both areas are dropping, it is vitally important that the University get a firm fix on what factors are at play. "My task is to pull together data to help us understand the situation. For instance, retention targets are much more focused now, by college, by majors. We can't just operate anecdotally anymore," Knight said.

Some specific ways of addressing the problem have already been planned. Beginning this spring, a survey designed by Knight and his staff will be administered to all freshmen to form a picture of their campus experience. Certain responses are predictors of which students may leave the University, Knight said.

Once the students at risk of leaving are identified, residence advisers can intervene, making personal visits to the students to talk and offer help. This early intervention may make the difference in a student's leaving or continuing at Bowling Green.

Another set of surveys will look at students over the long term, from their expectations as freshmen to their eventual impressions as seniors and what happened in between.

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Students meet with Farber once a week for a three-hour seminar and travel to the Toledo Zoo on Saturdays, under the guidance of Farber and Carolyn Chyrst, curator of education programs at the zoo.

Farber is well acquainted with the vast array of educational activities offered by the zoo. The University faculty member serves on the EdZOOcation Advisory Board and says her students' participation in the zoo program is particularly attractive because of the zoo's emphasis on activities that encompass a variety of subject areas - math, science, geography, reading, writing and art.

"That is also a thrust for the coursework in our teacher education program," which emphasizes an interdisciplinary curriculum, with activities that make content more real to students. An interdisciplinary curriculum gives students the opportunity to think in more complex and meaningful ways," Farber said.

The zoo education program includes teacher workshops, activity sheets and other educational materials that may be used in conjunction with a class field trip, loan boxes for use in the traditional classroom, and a variety of 30 to 45 minute programs for grades pre-K through high school. School visits by the zoo's Edventure Van are also available.

The University students not only serve as practicing teachers in many of these endeavors, but also are assigned to analyze the teaching materials, such as
Institutional Research

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as faculty characteristics, perceptions, workload and sources of stress. Knight has analyzed the results of this survey and later will look for cross references in the student surveys. For example, if faculty perceive their students as being very bright, how does that affect student performance?

The office's expertise will become increasingly useful in the months ahead as program review and assessment become a requirement. Provost Charles Middleton has stated that program review should be "ongoing and forever," Knight said. Data, such as number of faculty of all types (full time, adjunct, graduate assistant, etc.), number of majors, number of student credit hours and expenditures, will be merged to assess the overall productivity of a department. "It is critical that we can measure our performance and effectiveness," Dalton said.

All this information can be used both for self-assessment and for comparison with similar institutions. Knight is organizing an informal data-exchange alliance between Bowling Green and other universities so they may share information and strategies. This will take shape at the upcoming national conference of institutional researchers.

An important tool of institutional researchers is the "Student Flow Model," which tracks enrollment, retention, graduation and time-to-graduation, grade-point averages and many other factors, all of which can be broken out for specific groups such as by majors, ethnicity or high school programs. Using this, questions about the institution can be answered quickly and easily. Knight said the Office of Registration and Records has made good progress in developing this model.

All this effort is aimed at making the University "work smarter, not harder," Knight said. His message to the campus community is "What could information do for you and how can we help?"

University Vision Statement:
Bowling Green State University aspires to be the premier learning community in Ohio and one of the best in the nation. Through the interdependence of teaching, learning, scholarship and service we will create an academic environment grounded in intellectual discovery and guided by rational discourse and civility.

New Faculty

This is the fourth in a series about new tenure-track faculty who have joined the University staff this semester.

Shirley A. Jackson, assistant professor of ethnic studies, has been a fellow at Tufts University, Wellesley College and the University of Kentucky. She has also taught in the departments of sociology and black studies at the University of California at Santa Barbara.

She is completing a Ph.D. in sociology at the University of California at Santa Barbara, from which she also holds a master's degree in sociology. Her bachelor of arts degree is from Wayne State University in psychology, with a minor in criminal justice.

Jackson's research interests lie in the areas of race and ethnicity, gender, social movements and cultural studies. She is currently involved in research on political activism and African American women.

She is teaching "Introduction to Black Studies" and an honors course on ethnicity in the United States this semester.

Ronald Scherer has joined the Department of Communication Disorders as an associate professor. He comes to Bowling Green from Denver, where he was senior scientist at the Wilbur James Gould Voice Research Center of the Denver Center for the Performing Arts. He also served concurrently as assistant clinical professor in the University of Colorado School of Medicine and as an adjunct associate professor for the Department of Speech Pathology and Audiology at the University of Iowa.

Scherer was named an affiliate scholar at Oberlin University. Scherer received his Ph.D. in speech science in 1981 from the University of Iowa. He also holds a master of arts in speech pathology and audiology from Indiana University and a bachelor of arts in mathematics from Kent State University.

He has been principal or co-investigator on a number of research projects funded by the National Institutes of Health. He is especially interested in the acoustics and aerodynamics of speech, language science and professional voice production.

This semester he is teaching a master's level course in speech science and a doctoral course on acoustic phonetics. Scherer will also focus on building collaborations between the Department of Communication Disorders and voice-related programs in other areas, such as music and theatre.

Rebecca Green came to the School of Art after serving as assistant to the curator of African, Oceanic and Pre-Columbian Art at the Indianapolis Museum of Art. She is currently preparing an exhibition of Malagasy textiles at the Indiana University Art Museum.

Green earned her Ph.D., M.A. and B.A. from Indiana University, specializing in African, Oceanic and Pre-Columbian art history. Her doctorate was based on research she conducted in the highlands of Madagascar on the relationships between ancestors, funerary practices and art.

Her interests include gender roles, the creation of identity and the dynamics of change, especially as they relate to art. Her work has been sponsored by grants from the Social Science Research Council, the Fulbright-Hays fellowship fund, and the American Association of University Women. She is teaching "Survey of Western Art" this semester.

Michael Zickar, psychology, is an assistant professor in industrial/ organizational psychology. He previously worked for State Farm Insurance in the research department.

Zickar graduated from the University of Illinois at Urbana-Champaign in 1991 with a B.A. in psychology, and in 1994 with an M.A. in industrial/organizational psychology. He is completing his Ph.D. from the same university in industrial/organizational psychology.

His research is focused on measurement of psychological characteristics including personality and abilities, employee selection and the effects of workplace characteristics on employee performance. This fall he is teaching "Selected Topics in Applied Measurement."

Rachel Buff, history, is a cultural historian specializing in migration and immigration in the Western hemisphere. Her research interests include federal immigration policies in the 20th century, popular culture, pedagogy and critical race theory.

Before coming to Bowling Green, Buff taught at Worcester State College in Massachusetts.

She holds a Ph.D. in American studies from the University of Minnesota and a bachelor of arts in American history from Brown University. She is teaching U.S. history from 1492-1860 and a graduate seminar for history majors. In the spring, she will teach American history 1870-present for history majors as well as a graduate class in history for American culture studies called "Borders and Frontiers in Contemporary American Cultural History/Studies."

Woolies collection a success on Spirit Day

Approximately 30 coats, all in terrific shape, and an assortment of hats, scarves and gloves were collected during the Administrative Staff Council woolies collection held on Spirit Day, Nov. 22.

They have all been donated to the Salvation Army for distribution. In addition, Deb Knigga, ASC representative from Firelands College, reported last week that even before Spirit Day, Firelands employees had already collected 10 coats for their Care and Share program.

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Professional Development Institute enhances skills of administrative staff

The Professional Development Institute, a joint venture between Bowling Green State University, the University of Toledo and Eastern Michigan University, has graduated its first class.

The two-year program for administrative staff from the three universities “went beyond our expectations,” said John Moore, interim vice president for University advancement and the originator of the institute.

Nine administrative staff from Bowling Green and similar numbers from each of the other two universities have spent the past two years working together in teams to study such topics as leadership, higher education financing, technology, academic functions support and human resources.

The participants have met three times a year for three-day sessions and working independently on ongoing team projects. The sessions rotated between the three universities and were planned collaboratively.

The goal was for participants to emerge from the process stronger and more comfortable in their jobs, prepared to handle increased responsibility, better able to deal with change and able to think “systems-wide.” Another goal was to increase the numbers of women and minorities to be considered for upper-management positions.

Bowling Green’s participants were Pat Green, administrative director of photochemical sciences; Lisa Chavers, director of Project Search, graduate college; Barbara Keeley, coordinator of program advisement for the School of Nursing, College of Health and Human Services; Inge Klopping, assistant dean for information services, College of Business Administration; JoAnn Kroll, director of career services; Diane Regan, executive assistant to the dean, College of Arts and Sciences; Lori Schumacher, coordinator of payroll accounting; Beverly Steams, assistant to the dean of libraries and learning resources, and Susan Young, assistant director of cooperative education.

During the past two years, one-third of the group has been promoted; two have received masters-degrees and two have earned doctorates.

Other successes include members who previously were unable to speak before groups and now are comfortable doing so. Participants have learned “how to ask the proper questions” when solving problems and how to be both leaders and followers, Moore said.

Thinking systems-wide requires a good understanding of all aspects of the university, so the institute arranged informational meetings with representatives from different areas of the campus. Representatives from Columbus and Lansing came to discuss funding in higher education, and executives from private industry addressed the groups.

Teams also met infrequently with the presidents of the participating universities.

“I came in with a narrow perspective of what goes on within the four walls of my area, but I gained a broader scope of what happens at an institutional level. This was a major part of what I gained from the institute,” said Chavers.

The individual career-building activities the members carried out were especially helpful to them personally, participants said.

Regan said toward the end of the two years, she realized that while administrative staff may not move up the university ladder, “tasks are shifting down as the organizational structure flattens out and you’d better be prepared for that.” The focus on change and its impact during the two years was enlightening, she said.

Equally important as the learning that went on during the course of the session was the bonding that took place as participants worked together on various assigned projects. “Members had to meet on their campuses and communicate by e-mail, telephone and FAX. For the meetings, they had to negotiate personal time with their supervisors. So that was another learning process,” Moore said.

Understanding group dynamics was important for the participants to learn.

“One of the first things we did was take the Meyers-Briggs Personality Inventory. Then we were teamed with people who were different from us. We worked together on case studies involving all sorts of hypothetical situations that might occur at the University. That really grew and stretched me,” Chavers said.

Regan added that members identified not only those areas in which they need improvement, but also their strengths and how to capitalize on them.

The relationships formed among the members from the three universities have already spawned plans for joint vacations, a meeting after Christmas and a March reunion.

Team members discovered that although their respective institutions are superficially different — BGSU a rural, residential campus, University of Toledo an urban, commuter school, and Eastern Michigan in another state — they shared common problems, goals and values, a valuable lesson in today’s political climate, in which institutions often feel themselves in competition with one another.

The next session is set to begin in July. Applications will be available in March.

Memos

Stella Kane to teach

Stella Stults Kane, a nationally recognized Broadway dancer and choreographer, will conduct two jazz dance workshops Saturday, Dec. 14.

Each class will cost $9 for general public and $3 for University Dance Alliance members. Enrollm.ert is limited. For registration and further information, call (419) 372-0225. Sponsored by the University Dance Alliance.

Holiday safety tips

Faculty and staff are reminded that as they decorate offices during the holiday season there are some fire safety policies that should be followed.

Artificial trees must be made of slow burning or fire resistant material and are permitted in office reception areas. No live evergreen trees, branches or boughs are permitted in University buildings.

Unlighted candles are not a part of any decorating, except in special cases that must be approved by John Curtis, the University Fire Safety Officer.

Office decorators should be careful not to cover or obstruct exit signs, fire extinguishers, smoke detectors, fire alarms and emergency lights.

For further information, call the Office of Environmental Safety at 2-2171.

Summer info online

The Bowling Green State University summer 1997 schedule of classes is now online, the Department of Continuing Education, International and Summer Programs has announced.

The schedule is updated weekly and can be used for planning. A link to the site supplies summer dates, deadlines and registration information.

Beginning Feb. 9, STAR-90 telephone registration will be available. The web address is http://www.bgsu.edu/colleges/ContEd/.

Music, art and more on sale at Jerome Library

Thousands of LP albums, 45s, cassettes, CDs, magazines, comic books and posters will be available Wednesday, Dec. 11 at the Jerome Library's annual record sale from 9 a.m.-4:30 p.m. in the first floor Conference Room of Jerome Library.

Most of the items are priced at 50 cents but some of the better known and sought after records will cost a bit more.

The sale is sponsored by the Music Library and Sound Recordings Archives and the Popular Culture Library. Proceeds used to acquire more materials for the archives.

EdZOOcation

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the loan boxes, and explore ways to make the activities even more meaningful.

In addition, the teacher education majors will be using theories they have learned in their educational psychology course to help develop new educational activities. This semester, Chyst has asked the group to develop learning activities that could be used with the zoo's bug, rain forest and great apes exhibits.

"The zoo does a wonderful job of providing educational experiences for people of all ages, but there are always opportunities to improve activities, or provide more variety. Next semester, we will look at a different exhibit and different resources," Farber said.

"It takes a little extra work and some extra planning, but it is a program that will meet the zoo's needs and our students' educational needs as well," she said. "It expands our understanding of how people learn."
Calendar

Monday, Dec. 9

Tuesday, Dec. 10
Holiday Card Sales, 9 a.m.-4 p.m., Union Foyer. Sponsored by Student Art Therapy Association. Craft Fair, 10 a.m.-8 p.m., Lenhart Ballroom. Craft vendors will sell homemade items. Sponsored by University Activities Organization. Poetry Reading, 2 p.m., Bryan Gallery, Fine Arts Center. Award-winning poet George Looney of the English department, will read from his newest work. Women Directors of the World Film Series, Vagabond,(Sans Toi Ni Lô), (1985), directed by Agnes Varda (in French with English subtitles), 7:30 p.m., Gish Film Theater. Free.

Wednesday, Dec. 11
Holiday Card Sales, 9 a.m.-4 p.m., Union Foyer. Sponsored by Student Art Therapy Association. Craft Fair, 10 a.m.-8 p.m., Lenhart Ballroom. Craft vendors will sell homemade items. Sponsored by University Activities Organization. Disciplinary Perspectives Across the Globe: A Participatory Workshop, noon-2 p.m., Classroom 2, College Park. Sponsored by the Institute for the Study of Culture and Society. Discussion of how globalization processes alter the knowledge generated within Western academic disciplines. Presented by Ellen Berry, English/Women's studies. Cafe Conversation, 3-5 p.m., at La Maison Francaise. Conversation in French, free coffee and cookies. Sneak Preview of Jerry Maguire, 6:30 p.m. and 9 p.m., Gish Film Theater. Sponsored by University Activities Organization and GEO. Free; pick up passes at UAC. Public Skating, 8-10 p.m., ice arena. Cafe Conversation, 3-5 p.m., at La Maison Francaise. Conversation in French, free coffee and cookies.

Thursday, Dec. 12
Craft Fair, 10 a.m.-8 p.m., Lenhart Ballroom. Craft vendors will sell homemade items. Sponsored by University Activities Organization. La Mesa Oblicus lecture series, "Venezuela Past and Present" with Guillermo Gibens, graduate student in mass communication, noon-1 p.m., Town Room, University Union. President Ribeau and Company. 8 p.m., live broadcast on channel WBGU-TV27. Student Films, directed by and starring BGSU students, 9 p.m., Gish Film Theater. Free.

Friday, Dec. 13
Public Skating, noon-1:30 p.m., Ice Arena. Cheap Skate. Box Office Hits of 1946 Series, The Big Sleep (1946), directed by Howard Hawks, 7:30 p.m., Gish Film Theater. Free.

Saturday, Dec. 14
Men's Basketball hosts Tiffin, 7 p.m., Anderson Arena. Disney and Other Family Movie Series, A Christmas Story (1983), directed by Bob Clark, 7:30 p.m., Gish Film Theater. Free.

Sunday, Dec. 15
Public Skating, 7-9 p.m., Ice Arena.

At Firelands
Presentation, noon, Monday (Dec. 9), McBride Auditorium, the Firelands College Writing Program presents American Splendor author Harvey Pekar. Free.

Continuing events
Art exhibition, Textiles from Vanishing Cultures: Flat Woven Textiles of the World, through Feb. 7, Willard Wanehalman Gallery, Fine Arts Center. Regular gallery hours are 10 a.m.-4 p.m. Tuesday through Saturday and 2-5 p.m. on Sunday, except holidays when the gallery is closed.

Faculty Senate amends charter, sets dates for meetings at Firelands

At its last meeting of the year, Faculty Senate Tuesday approved several measures concerning Senate business. A resolution was passed setting the October meeting at the annual senate visit to Firelands College. Concern was expressed about the low turnout at this meeting in the past at a time of the year when much business needs to be conducted. Several senators commented about the importance of attending so that a quorum exists. Senators also recognized the diligence of Firelands faculty in driving regularly to Bowling Green for meetings and classes.

Another resolution passed Tuesday was aimed at "bringing clarity and consistency" to the senate charter, said Hal Lunde, Faculty Senate chair. It was discovered that conflicting and confusing wording was included in the charter, sometimes calling for a two-thirds majority to pass issues, sometimes a simple majority and sometimes two-thirds of those present. The charter was silent on the number necessary to make changes to the by-laws.

The resolution states that in order to make changes to the charter itself, a two-thirds vote of the entire senate body is required. In making changes to the amendments and procedural sections of the charter, a two-thirds vote of those present is required. A close vote was held on changing the order of business during senate meetings. A resolution to move committee reports to follow new business passed by only one vote, 24 to 23, with two abstentions.

Several senators felt that information conveyed in committee reports could affect decisions taken during the new-business segment of the meeting. Also at the meeting, a suggestion was made by a newly elected senator that new members be given some sort of orientation to the senate so they may more fully understand and participate in the activity.

Senate postponed discussion on the Faculty Personnel and Conciliation Committee's Board of Appeal evidence rules until the next meeting.

Employment

Faculty Senate amends charter, sets
dates for meetings at Firelands

Obituaries

Evelyn Opelt
Evelyn Opelt, 77, died Nov. 19 in Pemberville. A book information clerk in the University bookstore, she was employed by the University from 1969-1985.

James Ladd
James W. Ladd, 64, died Nov. 13 in Indianapolis. A former director of development, Ladd joined the University in 1971 and retired in 1980. A 1954 Bowling Green graduate, he was inducted into the University's athletic hall of fame in 1969 in recognition of his achievements in football, basketball and track.