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Monitor Newsletter August 18, 1997

Bowling Green State University

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MONITOR

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Benchmark survey explores satisfaction

She's in town most weekends, studies more than 10 hours each week and doesn't work. She's on friendly terms with other students and her professors and is optimistic about her future at Bowling Green.

Just a typical freshman? Such a student does represent the majority, according to a major satisfaction survey conducted this year.

The BGSU Undergraduate Experiences Questionnaire (BUEQ) administered in February sought answers to questions such as "What do freshmen think about their experience at Bowling Green?" "How satisfied are they?" "Are they involved in campus and community life?" and "Will they return?"

The questionnaire was distributed to first-year students living in residence halls. Almost half (1,174) of 2,359 questionnaires were returned, and the respondents are representative of the freshman class as a whole.

In June, the Office of Institutional Research published the results of the BUEQ. In addition to supporting assessment and enrollment management, results were used to develop a list of "attrition at-risk students" so that intervention activities could take place. Responses were compiled into an involvement scale and students falling into the lowest third were designated "at risk." The list was shared with housing and residence programs staff, academic advisers and others.

The survey covered several areas that are known to contribute to positive student outcomes, such as graduation and retention. A brief summary of results appears here under each major topic area studied.

Integration into college life

- The majority of respondents spend at least three weekends on campus (68 percent), study for more than 10 hours per week outside of class (61 percent) and do not work (68 percent).

- Although 84 percent say it is extremely important to graduate from college, only 48 percent say the same about graduating from Bowling Green. One-fourth consider it "very important" to graduate from BGSU and one-fifth consider this accomplishment "somewhat important."

- Two-thirds (66 percent) were "very or extremely sure" they made the right choice in attending the University—the same percentage who definitely plan to return in the fall. However, fewer than half (47 percent) of students of color, compared with 67 percent of whites, felt "very or extremely sure" they had made the right choice.

- Through a series of scales, students were asked to evaluate their experiences with classes, faculty/staff, writing and learning resources, other students and student organizations. The average scores tended to fall at about the midpoint of the scale. For example, on a scale of 12-48, students rated experiences with faculty/staff 24 on average, and rated student organizations 22 on average. Class experiences rated higher, receiving an average score of 42 on a scale of 14-56.

Perceptions

- The extent to which the University emphasizes various aspects of student development. Three-fourths described the BGSU emphasis on the

A yellow-ribbon welcome



With hugs and handshakes, cheers of "welcome back!" and hearty applause, a crowd of well-wishers surprised Darby Williams (center, holding ribbon), dean of Firelands College, upon his return to the main campus Aug. 7. Staff, faculty and students (including Williams' daughter, Kayla), many wearing yellow or displaying yellow ribbons, gathered outside the Student Union. The crowd, wrapped by a giant yellow ribbon, greeted Williams as he passed by on the way to a meeting. Recalling his unplanned 12-day ordeal in the Puerto Rican rain forest, Williams credited the prayers, vigils and thoughts of friends and colleagues for helping him survive the experience. "I didn't find my way out," he said. "Something guided me out. I'm so thankful for the support you've given me."

development of academic, scholarly and intellectual qualities as "quite a bit, very much or extremely." Slightly more than half felt the same way about the emphasis on practical/personal relevance of coursework.

- Relationships with groups on and off campus. More than four out of five described relationships with other students as "somewhat friendly, friendly or very friendly." More than seven out of 10 felt the same about relationships with faculty. However, only about half used these phrases to describe relationships with administrative offices/staff and the city of Bowling Green.

- Agreements with items on an institutional cynicism scale developed by Steven Rogelberg, psychology. The vast majority (78 percent) agreed or strongly agreed that things can improve at BGSU. However, only 25 percent agreed or

strongly agreed that suggestions for improvements are implemented. For 10 out of 13 statements, fewer than half of students agreed or strongly agreed.

Educational/personal gains

- Most students reported "quite a bit" or "very much" progress in several areas, including taking responsibility for progress (81 percent), understanding others/getting along with different people (72 percent) and acquiring familiarity with computers (65 percent).

Satisfaction with programs/services

- Although 67 percent of students were "satisfied" or "very satisfied" with BGSU in general, a much lower proportion (51 percent) felt the same way about the quality of instruction and 42 percent were at least satisfied with the condition of residence halls. Slightly more than

one third expressed satisfaction with the timeliness of financial aid awards and 12 percent were satisfied with the availability of parking.

- The majority of students also expressed "satisfaction" or "high satisfaction" with being treated in a friendly way by various faculty and staff. More than two-thirds (67 percent) were at least satisfied with treatment by professors. Except for parking and traffic staff (42 percent), between 52 percent and 66 percent of students were at least satisfied with treatment by all other personnel.

- Most students were also satisfied with receiving helpful, complete and accurate information in various situations. In only two cases [financial aid (49 percent) and parking services, facilities and regulations (37 percent)] were fewer than half the students at least satisfied. In two categories (health

problems and recreational/intramural sports), more than six out of 10 were satisfied with information.

- The study also evaluated differences between perceived importance and satisfaction. The greatest difference (65 percent) occurred in the availability of parking category. The smallest differences occurred in categories related to friendly treatment.

As the report states, these "results provide a benchmark for future studies." The institutional research office plans to administer the BUEQ questionnaire to new freshmen each spring and to a cross section of juniors and seniors every two years beginning in spring 1998, so results can be compared over time.

For more information, contact Bill Knight, 2-7816. The report will soon be available on the Internet. ♦

Renewed focus on research park is a joint effort

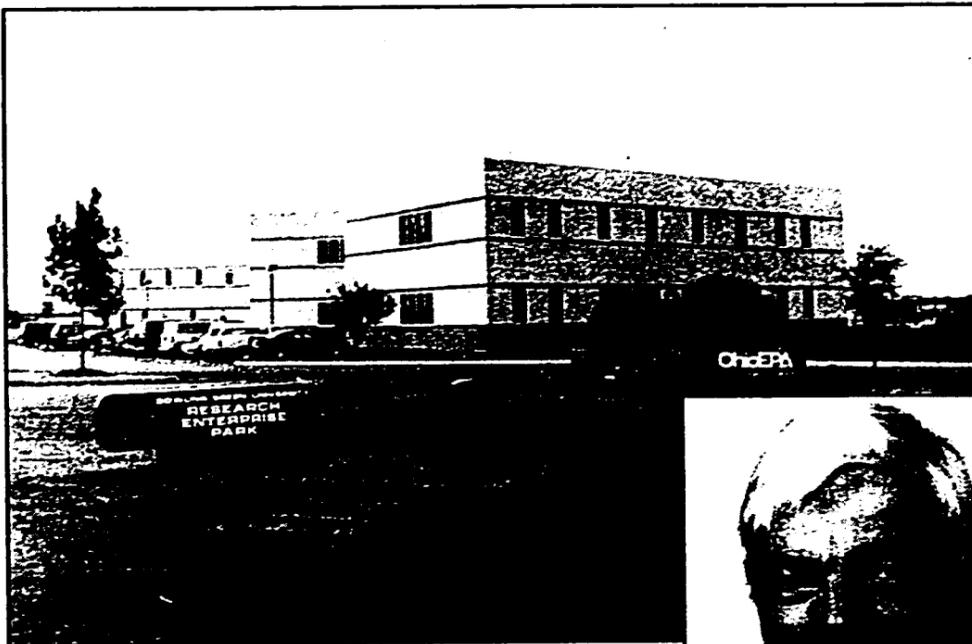
"The questions for industry and business are 'Why BGSU? Why should they locate in our research park?'" said Doug Neckers, chair of the University's research park board. "We need to really begin to market it. We need to stress the long-term opportunities it will provide."

Since January, Neckers has been leading the effort to revitalize this 88-acre, \$1.9 million University asset established in 1989.

"I watched the park over the years and saw it developing relatively slowly," said Neckers, McMaster Distinguished Research Professor and executive director of the Center for Photochemical Sciences. "I was really pleased to become involved with it because I do feel there is something more we can be doing here."

Neckers views the center as a resource to serve "scholars, citizens and industry" in a unique, mutually beneficial manner. "We need to promote what the University can do that other land developers cannot do," he said.

The park is located on a tract of land the University originally purchased in the 1960s just east of Interstate 75 on North Dunbridge Road. Two tenants located in the park in its early years: Mid-Am, Inc. and the Ohio Environmental Protection Agency.



The Ohio EPA is one tenant of the BGSU Research Enterprise Park. The park's board is working to attract additional tenants to serve scholars, citizens and industry.



Executive Director Doug Neckers (inset): "We aren't going to be able to accomplish this overnight. It will take time. After all, we're talking about something that will be a long-term asset for the University."

Research Park Board:

External members:

Jim Burkhart, Mid Am information services; Robert Lonergan, European Owens-Corning Fiberglas, Brussels, Belgium; Eve Menger, director of technical, administrative and services for Corning, Inc., Corning, New York and Brian Thompson, provost emeritus, University of Rochester.

University board members:

Tony Boccanfuso, sponsored programs and research; Mark Bunce, musical arts; Pat Green, Center for Photochemical Sciences; Michael McKee, provost's office; Jeffrey Paul, Social Philosophy and Policy Center; Bob Waddle, ex-offio, capital planning; Glenn Varney, retired professor, management; and Karen Williams,

The park—in which more than \$1 million worth of infrastructure has been invested—was created as a collaborative effort involving the University, state of Ohio, city of Bowling Green, Wood County and private enterprise, at virtually no cost to the University.

The renewed focus is also a collaborative venture. "We are working as closely as possible with partners

interested in the research park," Neckers said, including the Wood County Economic Development Council and the Northwest Ohio Regional Development Council.

BGSU is also participating in a consortium of research park leaders that includes representatives from the Medical College of Ohio and the University of Toledo, and is working to form other networks.

The board itself is an example of successful cooperation and partnering, involving members from within and outside the University (see box). The board is "energetic, hardworking and pro-active," Neckers said. "We're all going to do as much outreach as possible, with each member using his or her own contacts. We have a good group of people who see this as the same opportunity I do to make a difference for the University and the community."

Earlier this year, the board formulated a statement of purpose and benchmarks for the research park. The purposes of the park will be:

- to expand and strengthen the research base of the University and expand its capability for direct

linkages with public and private research and development interests;

- to encourage the establishment of mutually beneficial relationships among the public, private and nonprofit sectors;

- to enhance, encourage, provide for and stimulate research and other independent initiatives for BGSU;

- to create new opportunities for faculty, students and graduates while enhancing the ability of the University and region to attract and maintain outstanding faculty, researchers and students; and

- to provide long-term additional revenue sources for the University to help support its academic, research and public service missions.

As word gets out

and interest grows, the potential for expanding the park seems promising. During the past several years, at least two attempts have been made to establish a hotel/conference center in the park, and Neckers has appointed a subcommittee to explore this option further.

"Initial feedback about such a facility has been positive both within and outside the University," said Pat Green, co-chair of the subcommittee. "Committee members are developing criteria from potential users of the facility in order to conduct a market survey/feasibility study."

The board also will be compiling a series of plans, thereby developing a strategy to promote the park to prospective tenants as a valuable long-term asset, Neckers said.

The board is already reviewing proposals, Neckers added, but "we aren't going to be able to accomplish this overnight. It will take time."

"After all, we're talking about something that will be a long-term asset for the University."

— by Shannon McFarlin

MONITOR ♦ Published for faculty and staff of Bowling Green State University

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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.

BGSU is an AA/EEO educator and employer.

Opening Day Meetings

Monday, August 25

Faculty meetings (all 11 a.m.)

- Arts and sciences, Lenhart Grand Ballroom of the Student Union
- Business administration, 1007 Business Administration
- Education and human development, Jenson Auditorium, Education Bldg.
- Health and human services, Town Room, Student Union
- Technology, 127 A&B Technology Bldg.

Adviser Meetings

- Arts and sciences: 1-2:30 p.m., 121 West Hall
- Health and human services, 1:30 p.m., 246 Health Center
- Education and human development, 1:30 p.m., Jenson Auditorium, Education Bldg.

Faculty and staff, Libraries and Learning Resources

- 1:30 p.m., Pallister Conference Room, Jerome Library

Graduate faculty

- 2:30 p.m., 117 Olscamp Hall

Department meetings

- 3:30 p.m.

Child Development Center earns accreditation

The University's Child Development Center in Johnston Hall has been granted accreditation by the National Association for the Education of Young Children (NAEYC). It is the first and only facility of its kind in the Bowling Green area to earn national accreditation.

The center, part of the Department of Family and Consumer Sciences, offers a half-day preschool program serving 36 children ranging in age from 3-5. It also provides on-campus field experiences for students in early childhood education.

"The heart of NAEYC accreditation focuses on the child's experience," Barbara O'Donnel, the center's faculty coordinator, said. "The process carefully considers all aspects of program provisions — health and safety, staffing, staff qualifications, administration, and physical environment. But the greatest emphasis is on the children's relationships with the staff and how the program helps each child learn and grow — intellectually, physically, socially and emotionally."

"We offer an excellent developmentally appropriate program for young children," head teacher Vicki Knauerhase said, noting that the center generally has a full



Genevieve Simon (center) and Maya Latau explore their creativity in the art area of the Child Development Center, as head teacher Vicki Knauerhase looks on.

enrollment and a waiting list.

"We also strive to admit children who reflect the diversity of our population, including those with special needs, so that we can provide a comprehensive experiential learning opportunity for BGSU students."

O'Donnel said the accreditation review process included an intensive self-study, through which parents, teachers and administrators evaluated the center. In January, an on-site visit was conducted by an early childhood professional trained by NAEYC. Finally, all of the information generated was independently reviewed by a team of national

experts.

According to Thomas Chibucos, chair, family and consumer sciences, NAEYC is one of the oldest and largest organizations for early childhood professionals. The organization began offering an accreditation program in 1986, in response to the growing number of American children who spend long periods of time in group settings away from home. It is a voluntary review process offered to child care centers, preschools, kindergartens and before- and after-school programs.

"This is an important achievement for our department and for the future professionals who are enrolled in our

program," he said. "It also is an acknowledgment that the College of Education and Human Development and BGSU represent the best when it comes to research, teaching and service involving children and families."

O'Donnel noted that approximately 4,600 programs, or about 5 percent, have earned NAEYC approval thus far, and an additional 8,000 are seeking accreditation.

"We hope that our achievement will encourage other [facilities] in the area to meet the high quality standards which can lead to accreditation, and we would be happy to serve as a resource in those endeavors." ♦

Move-in days will require parking flexibility

What's inconvenient? It's one campus with about 8,000 parking spaces and housing for up to 6,700 students, who have four days to move in.

It's almost that time of year, so get ready to get out of your parking routine, suggests Stacie Enriquez, parking and traffic. Move-in days for students (Aug. 23-26) are just around the corner, and parking arrangements will affect staff and faculty who work on any area of campus near residence halls. Also, during the week of Aug. 19, campus will experi-

ence increased traffic for Greek rush.

Five faculty/staff lots (D, F, G, J, and K)

"They are our customers. We want to welcome them."

— Stacie Enriquez

will be designated temporary 30-minute lots for students and parents unloading vehicles during move-in days. This temporary parking plan does not require checking for permit designations on decals. (Enforcement

of all rules will resume the first day of classes— Aug. 27.)

This means faculty and staff may need to plan to arrive early in the day or park in alternate lots, says Enriquez. When faculty/staff lots are full, employees may overflow into commuter lots.

"We are trying to get as many people in and out as possible," she says, and staff cooperation is necessary to do that. "The moving task is not really pleasurable," she notes, adding that many students travel long distances to arrive on campus. "They are our

customers," she says. "We want to welcome them."

Enriquez also encourages any departments or units planning special events to consider using the shuttle service or charter buses. On Aug. 25, the shuttle service will begin running both routes.

These options not only alleviate parking hassles, but allow you to cater to your visitors, Enriquez says. "You can give your customers the attention they deserve."

For more information about shuttle/charter buses, contact James Beaupre, 2-0236. ♦

in brief

Your attendance counts at football games

Faculty and staff have four opportunities this fall to help BGSU stay in Division IA sports and enjoy fun, family events at the same time.

Every four years, the National Collegiate Athletic Association requires universities in Division IA to meet an attendance count, says Jim Nimitz, athletics. "We need to have 17,000 people per game to stay in the division."

Despite averaging 15,000 people per game over the last 30 years, the University has always reached the 17,000 average in the required attendance count years, he adds.

The challenge this year is to fill the stands during four home games:

- Sept. 6: v. Miami, 3:30 p.m. (Pork and Pigskin Day/Band Day/Hall of Fame Day/United Way campaign kickoff)
- Oct. 4: v. Northern Illinois, 2 p.m. (Homecoming)
- Oct. 11: v. Western Michigan, 2 p.m. (Parents' Day)
- Oct. 25: v. Toledo, 2 p.m. (Fan Appreciation Day)

General admission tickets covering all four home games start as low as \$20 per person (or just \$5 per person, per game).

The family fun package is an even better value, with four tickets for all four games for \$50. Options include one adult and three youth (ages 3-15) tickets or two adult and two youth tickets.

Activities, such as balloons, face painting, music and entertainment, are being planned especially for the kids during pre-game and half-time, Nimitz says.

For more information, contact Nimitz at 2-7093 or jimn@bgnet.bgsu.edu. ♦

New software 'vaccinates' computers

New antiviral computer software is available free of charge for employees' and students' work and home computers. McAfee VirusScan can be obtained from University computer services. Bring blank 3.5" high-density disks to the help center (100 Hayes Hall) or download directly from the new VirusScan web page at: <http://www.bgsu.edu/departments/ucs/virusscan/>.

UCS has already switched from Disinfectant (on the Mac) and Antiviral Toolkit Pro (on PC-compatibles) to VirusScan.

The switch was made in part because Disinfectant does not recognize macroviruses like the one many computers on campus became infected with this past spring, said Paul Cesarini, computer services.

"A macrovirus is a type of cross-platform computer virus that looks for specific types of files, say Microsoft Word files, since both Macs and PCs use them, then wreaks havoc on each machine," he explains. "The virus we had turned all Word files into unusable templates, which caused a great deal of aggravation." ♦

1997-98 Calendar

Fall 1997 (Aug. 27 - Dec. 19)

- Sept. 1: Labor Day (No classes)
- Oct. 4: Homecoming
- Nov. 26 - 30: Thanksgiving recess
- Dec. 12: Last day of classes
- Dec. 15 - 19: Exam week
- Dec. 20: Commencement

Spring 1998 (Jan. 12 - May 8)

- Jan. 19: Martin Luther King Jr. Day (No classes)
- March 7 - 15: Spring recess
- May 1: Last day of classes
- May 4 - 8: Exam week
- May 9: Commencement

in brief

Look Into Monitor

With the start of a new year, *Monitor* has a new look. The redesign by Paul Obringer, Uni-graphics, features a fresher, more contemporary style. *Monitor* will now begin publishing weekly. The next copy deadline is Aug. 19 and every Tuesday thereafter.

In the coming year, look for more information about technology, progress toward University goals and coverage of all three constituent groups' issues and activities.

Also, look for a quarterly *Faculty Focus* insert into *Monitor* containing faculty notes, features and photos. ♦

Carrying the tradition



The University's longest-serving professor, Stuart Givens, proudly displays the mace—BGSU's official symbol—during the summer 1997 commencement ceremony Aug. 9. The official University historian retired July 1 after 45 years of service.

BGSU award-winning accounting directory is world's largest on Web

Which certified public accounting firms are hiring? What's the latest stock market news? Where can I find a useful tax planning guide?

All that—and much more—can be found on the University's Directory of CPA Firms, the world's largest directory of its kind.

Sponsored and maintained by the University's accounting and management information systems (MIS) department, the award-winning directory has its own site on the World Wide Web.

The directory includes the home pages of 1,183 firms: 927 in the United States, 250 worldwide and "The Big 6" of the accounting world: Arthur Andersen, Coopers and Lybrand, Deloitte Touche, Ernst & Young, KPMG and Price Waterhouse.

The main benefit of the directory, notes accounting and MIS department chair Mark Asman, is the help it gives job-seeking students. "It can direct them to jobs all over the world. And since the directory is a place you can find all the CPA firms in one spot, it is also a real help to people looking for professional

services."

The directory began as a research project by David Albrecht, accounting and MIS, who wanted

The *Big Book* is an Internet yellow pages and *Look Smart* is an Internet business directory.

In an April 1997

teaching schedule.

"Our goal is to remain the biggest and the best," Asman said. ♦

—by Shannon McFarlin

Access the **BGSU Directory of CPA Firms** at <http://www.cba.bgsu.edu/amis/cpafirms> for:

- home sites of 1,183 firms
- professional societies and associations, and other related sites.

to find out what CPA firms were doing on the Web.

The project grew once Albrecht began to gauge how much activity there was on the Web. "We assigned a full-time graduate student to help him and bought him a new computer," Asman recalls.

The site appears to be a hit in more ways than one—garnering more than 34,000 visits in 10 months, along with praise from the press and from users. The directory has also won four awards: The Week's Accounting to 5 Web sites by Harcourt-Brace publishing company; the Best Business Site Award by Northwest-ern Mutual Life; *Look Smart* editor's choice award by *Reader's Digest* and the *Big Book* short list.

Accounting Today review, the directory was described as a "colorful, well-designed site" that is "pretty handy indeed." It was also mentioned in a March 1997 *Journal of Accountancy* article, "Where to find help online."

Albrecht has received letters from students thanking him for the directory's assistance in their job hunting activities.

Coming attractions will include a directory of sites useful to business and a compilation of articles. Also, CPA firms can register their home pages on the directory while at the site.

The directory is now an ongoing project, which Albrecht maintains, with the help of graduate students, along with a full

You are invited!

Opening Day Convocation
Monday, Aug. 25.
9 a.m.

refreshments
9:30 a.m.
President's address
Lenhart Grand Ballroom,
Student Union

♦
All-campus Picnic
Tuesday, Aug. 26
11:30 a.m. -
1:30 p.m.
front lawn of University Hall
Picnic lunch and entertainment for faculty, staff and students
Free

campus calendar...

Monday, August 18

Benefits open enrollment, information and forms drop-off, 10:30 a.m. - 12:30 p.m., McFall Center.

Tuesday, August 19

Dissertation defense, "The Evolution of Senescence in *Drosophila Melanogaster*," by Gary Todd Miller, biological sciences, 10 a.m., 204 Life Sciences Building.

Benefits open enrollment, information and forms drop-off, 10:30 a.m. - 12:30 p.m., Jerome Library.

Evening student registration (for new undergraduates), 5:30 p.m. advising; 6 p.m. registration, Lenhart Grand Ballroom of the Student Union.

Wednesday, August 20

Evening student registration (for re-admitted, guest and continuing undergraduate and graduate students), 6 p.m., Lenhart Grand Ballroom of the Student Union.

Public skating, 8:15 - 10 p.m., Ice Arena.

Thursday, August 21

Benefits open enrollment, information and forms drop-off, 9 a.m. - noon, Firelands College campus.

Evening student orientation, 7 p.m., 112 Life Sciences Building.

Friday, August 22

Women's soccer hosts Siena Heights (scrimmage), BGSU's first-ever varsity women's soccer competition, 3 p.m., Cochrane Field.

Sunday, August 24

Welcome week begins.

Monday, August 25

Opening day convocation, 9 a.m. refreshments; 9:30 a.m. President's address, Lenhart Grand Ballroom of the Student Union. Free.

Women's soccer hosts Findlay (scrimmage), 6 p.m., Cochrane Field.

job postings.....

Please contact human resources, 2-8421, for information regarding the following listings:

CLASSIFIED

Posting expiration date for employees to apply: noon, Friday, Aug. 22.

Clerk 1 (8-22-1) - instructional services/Firelands College. Pay grade 2. (nine-month, part-time; being posted on and off campus simultaneously)

Computer operator 2 (8-22-2) - computer services. Pay grade 8. (Being posted on and off campus simultaneously)

Cook 2 (8-22-3) - University dining services. Pay grade 5. (nine-month, full-time)

Programmer analyst 1 (8-22-4) - computer services. Pay grade 9.

Typist 2 (8-22-5) - special education/College of Education. Pay grade 4. (12-month, part-time, grant-funded; being posted on and off campus simultaneously)

ADMINISTRATIVE

Coordinator of music admissions (V-050) - musical arts. Deadline: Sept. 30.

Development officer (V-046) - arts and sciences. Deadline: Sept. 8.

Director (M-047) Women's Resource and Action Center. Deadline: Sept. 12.